

There are two different types of images used by graphic design programs:

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RASTER IMAGES (OR BITMAP)

Raster Based Programs

- Adobe Photoshop
- Corel Draw

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VECTOR-BASED IMAGES

Vector Based Programs

- Adobe Illustrator
- Corel Freehand

A raster image is made of thousands of little dots, or pixels.

A vector-based program does not render images on a pixel-by-pixel basis.



vs



In a raster-based image creation program, an image is made of thousands of pixel dots.

Raster images render rich, full-color images, like photographs. Photo editors like Photoshop allow for precise editing and total freedom in image appearance.

Raster-based image drawbacks:

- Raster images are file-heavy.
- Rasters do not resize well.

When you resize a raster image, the pixels get larger, making the image appear distorted and chunky/grainy. (See pixels up-close above)

TIP: Great for photos NOT text

In a vector-based program, shapes are made of points and lines that connect to make up a shape.

Resizing vector-based images loses little or no detail. vector images can easily be colored, or recolored. Also works better with straight lines, sweeping curves and text.

Raster-based image drawbacks:

- Colors do not display as images.
- Generally filled with a solid color or a gradient but can't display the lush color depth of a raster.

TIP: Great for text/logos NOT photos

- Full color projects require high-res images set up as CMYK at 300 dpi, actual print size.
- Not recommended for screen-printed projects which requires PMS color call-outs.
- For digital printing on dark garments set-up file with transparent backgrounds.

- Spot color print projects require PMS colors called out from Pantone Solid Uncoated swatchbook.
- All fonts must be outlined, this converts fonts into objects. Fonts used in your computer may not be present in our computers therefore substituting your fonts and altering your original design.