

# RASTER VERSUS VECTOR!

Raster images are made of pixels.  
A pixel is a single point or the smallest single element in a display device. If you zoom in to a raster image you may start to see a lot of little tiny squares.

Vector images are mathematical calculations from one point to another that form lines and shapes.

## RASTER



Used for web graphics displayed on the screen.

High resolution files can be printed at 300dpi.

FILE TYPES:  
.psd .jpg .gif .png .tif  
.eps\* .pdf\*

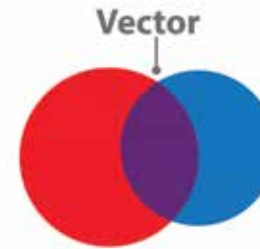


## VECTOR

Used for logos, charts, icons, or any hard-edged graphics. These are usually the format that printers need to print your posters, tshirts, etc.

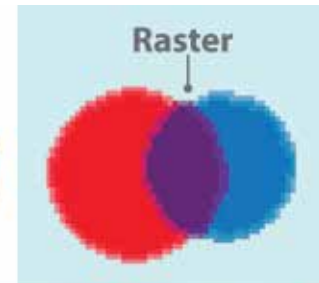
FILE TYPES:  
.ai .eps\* .pdf\* .svg

\* .pdf and .eps can actually be raster or vector.  
Zoom in and inspect to be sure.



Vector images are often seen in these types of formats:

AI EPS PDF  
CDR



Raster images are often seen in these types of formats:

BMP TIFF JPG  
GIF PNG PDF



enlarged  
vector



enlarged  
bitmap ("raster")



Vector Graphics



Raster Graphics