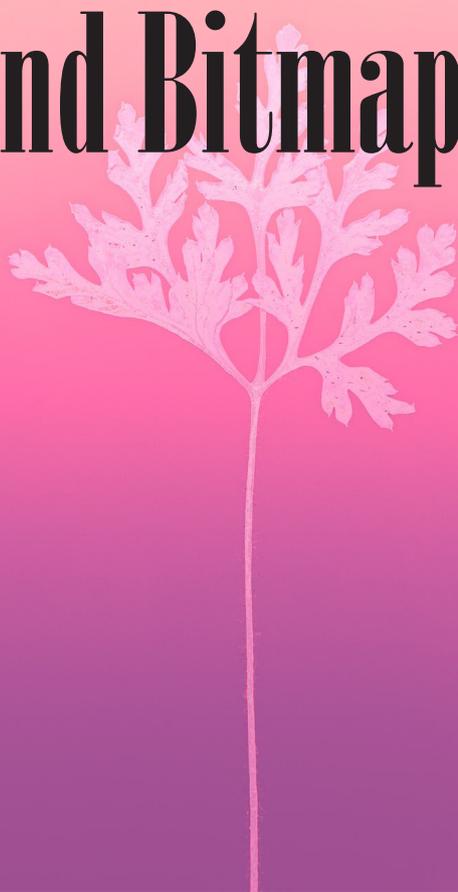


# Pixel and Resolution

## Vector and Bitmap Graphics



# What is a vector graphic ?

The technical definition of vector graphics is that uses mathematical algorithms, allowing the image to be scaled or modified without loss of image quality or resolution. These images are easy to resize or rescale and result in a better quality graphic

A Vector graphic is made up of lines and curves defined by mathematical descriptions called vectors.

Vector graphics are saved and printed in postscript, the language used by high quality printing devices.

You can create and save a vector graphic from software such as Adobe Illustrator, Adobe InDesign and Corel Draw in the .eps, .ai, .cdr or .indd format.

Vector graphics are resolution independent that is, they can be scaled to any size and printed at any resolution without losing detail or clarity. It is highly recommended to use the vector format for logos, as the edges will always appear smooth, regardless of the size of the image.

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# What is a raster graphic?

A raster graphic is made of small squares pixels. Raster images are resolution dependent that is, they contain a fixed number of pixels.

Resolution is measured in Dots Per Inch, also known as DPI. To get a good quality printed image, the number of dots should be at least 300 DPI.

Below this number, the edges will appear fuzzy and rough. It is not recommended to use the raster format for logos.

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