PRNT JARGON

Print-Talk Made Easy

BULLDOG RED

3/100/70/12	СМҮК
186/12/47	RGB
200	PANTONE

RICH BLACK CMYK

40/40/0/100



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RASTER

VS

VECTOR



pixels (squares), each with its own color, that collectively compose an image. W hile worthless individually, together these pixels are worth a thousand words.

Vector graphics are made up of <u>paths</u> (lines) that are either straight or curved. The data file for a vector image contains the points where the paths start and end, how much the paths curve, and the colors that either border or fill the paths.

IMAGE RESOLUTION Is It Clear or Blurry?



Being pixel based, raster graphics will become blurry or have jagged edges when <u>scaled</u> (make image) larger. This is because you will start to see the individual pixels when stretched. Resolution in raster graphics is measured in <u>dpi</u>, or dots per inch. The higher the dpi, the better the resolution.



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Because they aren't made of pixels, vector images are more versatile, flexible & easy to use. They can be scaled very large without losing quality. Vector images have no fixed resolution, rather they display at the resolution capability of whatever output device (i.e. monitor, printer, etc.) is rendering them.

4/4

4/1





OUTPUT FILE SIZE Does more mb mean a better image?





Higher resolution = larger file size. Typically photographic images and complex illustrations, raster images take up much more memory and storage space. Common File Types - .jpg, .tif, .psd, .png, .gif

Vector images, typically logos and illustrations, take up much less storage space and memory, resulting in smaller file sizes.

Common File Types - .ai, .eps, .pdf, .svg

COMMON FILE TYPES What type of file do I have?

JPG

TIF

Compressed image file that does not support transparency. Contains millions of pixel colors, resulting in quality loss when scaled.

Primarily used in photography and desktop publishing. Among the highest quality graphic formats available. If you're printing photos, use this format.

PSD

Adobe Photoshop Document. Image editing friendly format that supports multiple image layers and various imaging options.

PNG

The next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard.

GIF

Widely used web image format, typically for animated graphics. Should be used when you need transparency and small file size.

A

EPS

Compressed image file that does not support transparency. Contains millions of pixel colors, resulting in quality loss when scaled.

Typically, an EPS file includes a single design element that can be used in a larger design. Ideally used for vector logos & elements.

PDF

Image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser.

SVG

Scalability without changing the image quality. Image is stretched and compressed without losing the image quality and it doesn't look blurred on devices with high pixel density.