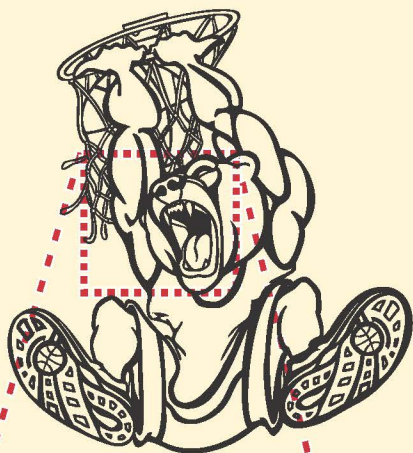


# Vector Art VS. Raster Art

**Vector artwork** is digital art composed of mathematical lines and curves. As a result, vector images can be reduced or enlarged in size indefinitely, without any loss in image quality. Typical vector file types include .ai, .eps, .ps, .pdf, and .cdr.

**Raster artwork** is any digital art composed of horizontal and vertical rows of pixels. As a result, when raster images are enlarged, the image quality diminishes significantly. Typical raster file types include .psd, .tif, .jpg, .gif, .png and .bmp.

**Vector Art**

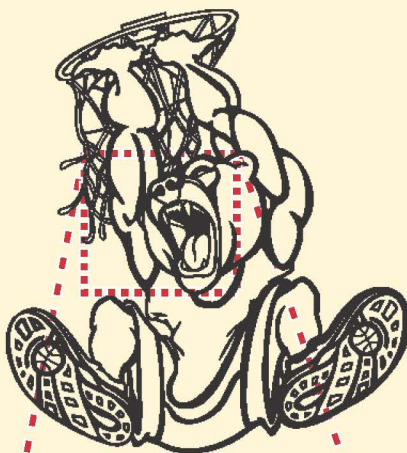


**Vector Art**



Vector artwork will produce the best possible result.

**Raster Art  
High Resolution**

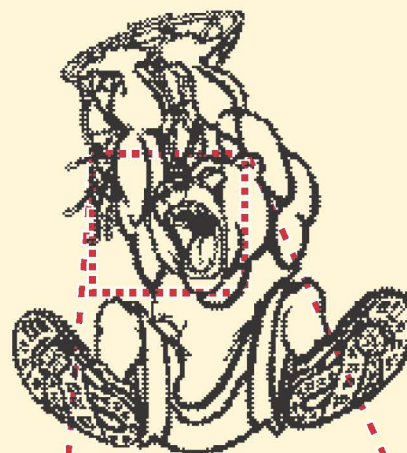


**Raster Art  
High Resolution**

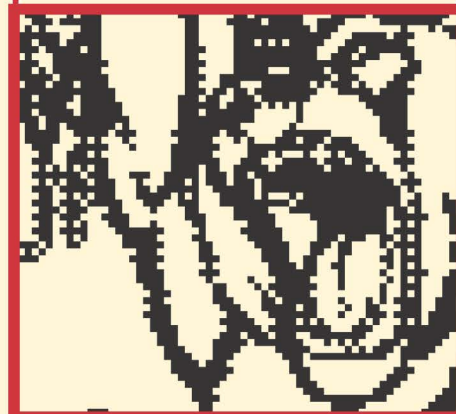


A crisp imprint is possible with artwork 300 dpi or higher at actual size, but Vector artwork will produce the best result and may be required for color separations.

**Raster Art  
Low Resolution**



**Raster Art  
Low Resolution**



The image will appear fuzzy, jagged and blurry. Not recommended.