

Digital 101

AKA

Things you need to know to
save time and money on
your business graphics!

Working with graphics is like driving a car.
While you don't need to know everything
about the technology

BUT

there are some basics it's in your best
interest to understand.

Why file format matters

Vector

vs.

Raster

What's the Difference???

Raster

- Produced by image capture devices (e.g. cameras)
- **Pixels** = squares that are defined in the computer as black/white/gray/color.
- + = Easy to share (e.g. web shots and digital pictures).
- - = Lose resolution when you size them up & limited edit ability.
- Examples: JPEG, BMP, PSD

Vector

- Produced by drawing or illustration programs (e.g. Adobe Illustrator)
- **Vectors** = mathematically defined geometric shapes.
- + = Size up without losing resolution & can edit content.
- - = Cross-platform exchange, very large files.
- Examples: EPS, AI, CDR

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See the difference?



So, how can knowing this save me time and \$\$\$???

- Design/setup time
 - Reusability
 - Changability
- Frustration – chasing down artwork & delays in getting your graphics

Best practices

- Always give anyone doing graphics work for you a vector file.
- Know where your master vector files are located.



We help you put your best
face forward!