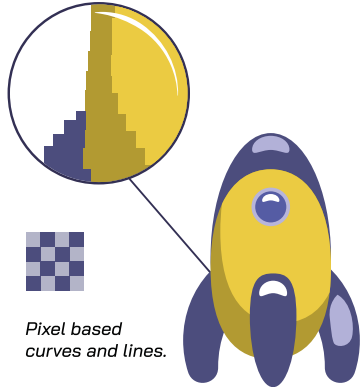
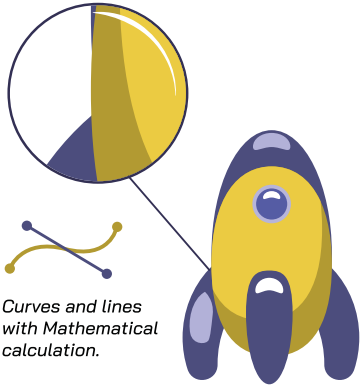


RASTER vs VECTOR IMAGES

Raster and vector files are the two most popular formats used for visual content. They represent images in very different ways. Many projects combine both raster and vector images. For example, they may use vector graphics for the company logo but raster files for photography.

	RASTER		VECTOR	
DESCRIPTION	<p>Raster files are images built from pixels – tiny color squares that, in great quantity, can form highly detailed images such as photographs. The more pixels an image has, the higher quality it will be, and vice versa.</p>  <p><i>Pixel based curves and lines.</i></p>		<p>Vector files use mathematical equations, lines, and curves with fixed points on a grid to produce an image. There are no pixels in a vector file.</p>  <p><i>Curves and lines with Mathematical calculation.</i></p>	
RESOLUTION	<p>Raster files lose image quality when enlarged. The resolution of a raster file is referred to in DPI (dots per inch) or PPI (pixels per inch). If you zoom in or expand the size of a raster image, you start to see the individual pixels.</p>		<p>With vector image files, resolution is not an issue. You can resize, rescale, and reshape vectors infinitely because the mathematical formula recalibrates to any size. You can scale a vector image up or down without impacting its quality.</p>	
USES	<p>Digital photographs are raster files. Digital cameras automatically shoot and save photos as raster files.</p>		<p>Vector files work better for digital illustrations, complex graphics, and logos. They are popular for images that need to appear in a wide variety of sizes, like both a business card and a billboard.</p>	
SIZE	<p>Raster files generally have a larger file size than vector files. They can contain millions of pixels and high levels of detail.</p>		<p>Vector files are a smaller file size than raster files, containing only the mathematical formulas that determine the design.</p>	
FILE TYPES	FILE TYPES AND EXTENSIONS		FILE TYPES AND EXTENSIONS	
	Joint Photographic Experts Group (JPEG)	.jpg	Scalable Vector Graphics (SVG)	.svg
	Portable Network Graphics (PNG)	.png	Encapsulated PostScript File (EPS)	.eps
	Graphics Interchange Format (GIF)	.gif	Adobe Illustrator File (AI)	.ai
	Bitmap Image File (BMP)	.bmp	CorelDRAW File (CDR)	.cdr
	Tagged Image File Format (TIFF)	.tiff	Portable Document Format (PDF)	.pdf
Adobe Photoshop File (PSD)	.psd	<i>Most are vector, but they can be raster depending on the program or the settings used to create it.</i>		