

Raster Art Vs. Vector Art

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 pixilates and diminishes significantly.

Typical raster file types include psd, tif, jpg, gif and bmp

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 the image quality.

Typical vector file types include ai, eps, indd, pdf, and cdr

Raster



Vector



Note: Raster file types can be saved as vector file types however this does not make the file a vector file. It is still a raster file with a vector file extension.