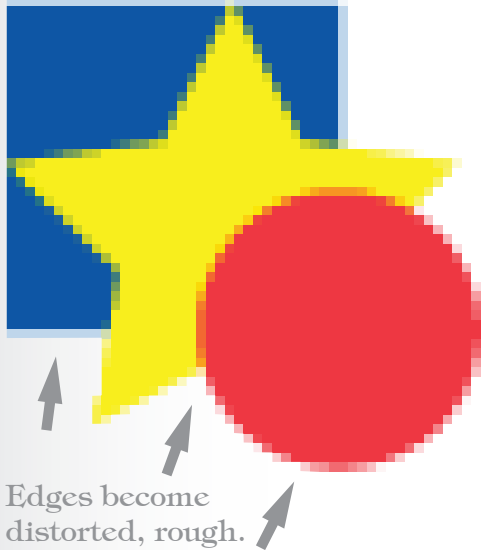


ZOOM 350%



Raster Image

- made of pixels
- enlarging decreases quality
- resolution cannot be increased
- color usually in CMYK
- one object, parts can't be moved

Examples

- photographs
- scanned images
- images created in Photoshop
- images found on the web
- file types JPG, GIF, PNG, TIFF, BMP

Original Size



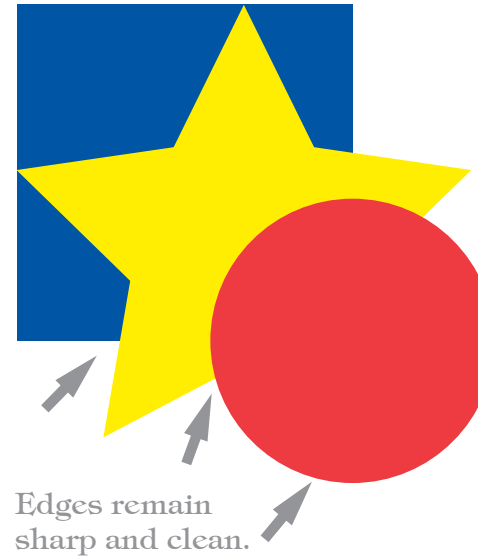
A **VECTOR GRAPHIC CAN BE CONVERTED INTO A RASTER IMAGE**

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A **RASTER IMAGE CAN NOT BE CONVERTED INTO A VECTOR GRAPHIC**

ZOOM 350%



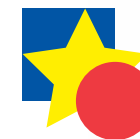
Vector Image

- made of math (points and curves)
- can be enlarged without harming resolution
- can easily have spot colors assigned
- objects easily moved and adjusted

Examples

- illustrations
- images created in Illustrator
- used in printing, rarely on the web
- file types AI, EPS, SVG

Original Size



Edges remain sharp and clean.

PMS / Spot Colors

- specific Pantone ink for each color
- no intermediate colors between objects
- each color prints solid
- less expensive and quicker
- colors easily changed

Find Pantone Colors

- in a Pantone swatchbook
- http://www.envelopesuperstore.com/PMS_Chart.htm

PANTONE Reflex Blue

PANTONE Yellow

PANTONE 185

Each color prints separately..

A **PMS "SPOT" COLOR CAN BE CONVERTED INTO A PROCESS COLOR**

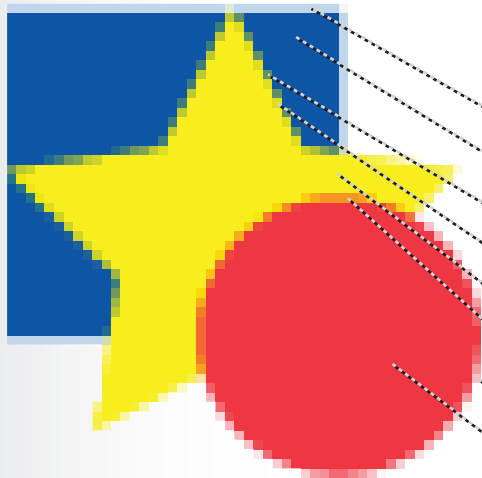
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A **PROCESS COLOR CAN NOT BE CONVERTED INTO A SPOT COLOR**

Process (CMYK) Colors

- uses a mix of basic inks to create other colors
- edges of objects blend into each other
- consists of four partial images layered together
- more expensive and time consuming



- C12% M5% Y2% K0%
- C98% M74% Y2% K0%
- C79% M41% Y42% K10%
- C42% M12% Y99% K0%
- C4% M0% Y95% K0%
- C2% M32% Y100% K0%
- C0% M4% Y1% K0%
- C1% M97% Y85% K0%

Colors overlap to make final image..

CYAN MAGENTA YELLOW BLACK COMPOSITE

Reflex Blue Pantone Yellow PMS 185 COMPOSITE

BEST FOR SCREEN/WEB

BEST FOR PRINTING