

# GRAPHIC FILE FORMATS

## Raster / Bitmap

Raster files contain graphic data described as pixels.

### Common File Types:

.jpg (lossy compression)  
.tiff (lossless compression)  
.psd (Photoshop document)

### Common Software:

Adobe Photoshop

### Common Usage:

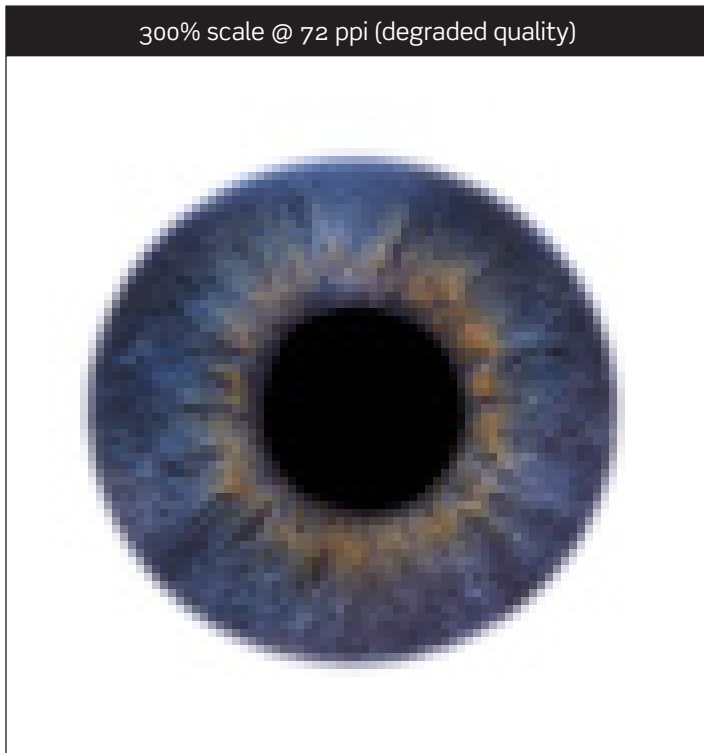
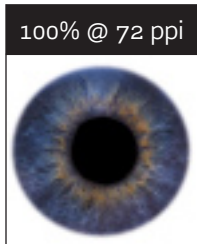
Raster files also known as Bitmap are commonly used for digital images, scanned artwork, figures, negatives, and photographs.

### Advantages:

Raster files contain pixel data that is best for reproducing images with continuous tones of color such as photographs.

### About Resolution:

Pixel counts are referred to as resolution. One common convention is pixels per inch (ppi), such as 300 ppi - which is a typical resolution requested by commercial offset printers. 72 ppi is a standard resolution for web images. Raster images have a fixed resolution and appear degraded when scaled up in size.



## Vector

Vector files contain graphic data described as paths.

### Common File Types:

.eps (encapsulated PostScript)  
.ai (Adobe Illustrator)

### Common Software:

Adobe Illustrator

### Common Usage:

Vector files are commonly used for illustrations, typography, symbols and logos.

### Advantages:

Vector files contain path data that is scalable and is best for reproducing graphics such as logos. Vector files also support transparency so they can be placed on an existing background.

### About Resolution:

Vector graphics are based on paths (mathematical equations), are resolution independent, and can be scaled indefinitely. Vector graphics are ideal for simple or composite drawings that do not need to achieve photo-realism and/or continuous tone. A vector graphic can be scaled to any size without degradation.

