

# KNOW YOUR IMAGE

## Bitmap (Raster) or Vector?

A **Bitmap or Raster** image is completely composed of rows of pixels (small square pieces of color). Consider it like a mosaic where the pieces are so tiny you can't tell they are individual pieces until you zoom in very tight. The higher the resolution or dpi (dots per inch) the smaller the squares and the more crisp the image appears to you.

Examples of Raster images include: photographs, photocopies, faxes, images from websites or images built from Raster based programs (photoshop for example).  
File extensions often end in .psd, .tif, .jpg or .jpeg, .gif or .bmp.

A **Vector** image is composed of mathematical formulas consisting of points and lines. This allows for the line/point to maintain the look regardless of how large or small the image becomes. Vector images have smooth lines and are the most flexible image type to work with.

Vector images are specifically designed by programs that are built for this purpose (illustrator for example).  
File extensions often end in .eps, .ai, .ps, .indd, .cdr.

I have a PDF- what does that mean?

A pdf is a document made of items. This means a pdf could have text, bitmaps or vector items or a mixture of all. Until the document is loaded into a graphic program there is no way to be certain of what type of items are contained.

Visual examples:

