Why VECTOR ART?

In the world of digital design there are 2 types of graphics used today. **Vector Graphics and Raster (or pixel-based) Graphics.** Each one has it's role to play. **At Northeast Promotions and Apparel we suggest, if at all possible, our clients provide their artwork in a vector format. They reason behind this is as follows:**

RASTER GRAPHICS are those images that are, for the most part, found on the web, video, and photographs. These images use an RGB or CMYK process to mix the multitude of colors that make up the graphic They are not scalable, are difficult for separating colors, and are only as crisp as the resolution that they maintain and were created in.

VECTOR GRAPHICS are used primarily used for Screen Printing, Embroidery, Ad Specialty, and Animation. They are made up of mathematical algorithms (anchor points and paths) that define the image. Think of a series of independent shapes or objects that, when put together, make up the final image. This allows the graphic to be scaled or modified without loss of image quality or resolution. The artist can separate each individual color and create plates for printing.

Examples

RASTER FILES

Original Pixel-Based Raster Image

Image enlarged to reveal jagged pixels
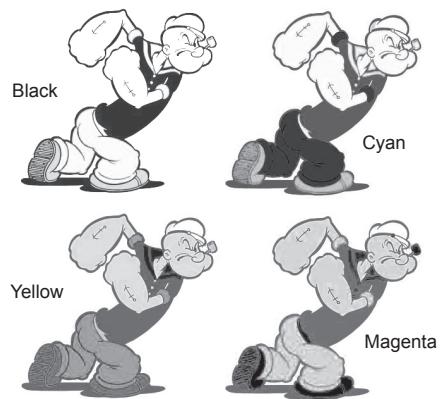
CMYK Color Separation. Limited to 4 plates and 4 primary colors

Raster File Formats That Require Conversion To Vector: Art Charges Apply
.JPEG, .JPG, .GIF, .PSD, .PNG, .TIFF, .PSP, .PICT, .DAT, .BMC, .BMP, .PIC, .DOC, EXCEL, .PUB,...

VECTOR FILES
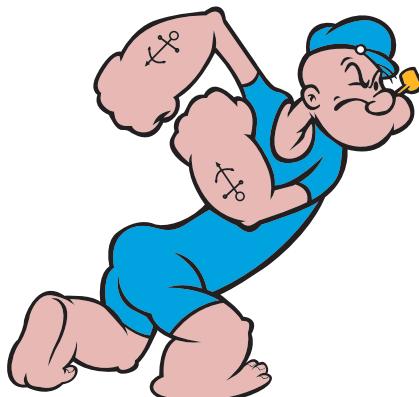
Original Vector Image

Image enlarged to reveal smooth edges
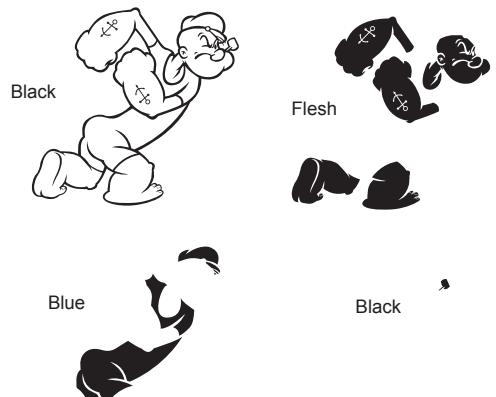
Spot Color Separation. Plates made for each color

Vector File Formats That Don't Require Work: Art Charges Waived *
.AI, .AIT, .ART, .PDF (Some), .SVG, .EPS, .CDR, .CDRW, . CDT, ...

* In Most Cases Unless Substantial Work is Needed