

DESIGN ROOM

A raster image file is made up of many tiny parts called pixels. A pixel is a digital square of colour. The more pixels an image contains, the better the resolution/quality.

RASTER FILES



Ideal for photographs. Does not have a transparent background, but can be compressed to a variety of quality levels - very good for transport or storage.



An image format typically used for images on the web. Can have a transparent background. File sizes are usually smaller than the other formats.



Can have a transparent background and can also contain layers, clipping paths, and other data. File sizes are large but holds quality better than jpegs.

A vector file consists of lines, shapes and colours. Vector files are scalable to any size. Mostly used for graphic illustrations or company logos.

VECTOR FILES



The most common vector format. Can contain any vector graphics, text, and usually a low-res preview. Vector graphics can be scaled to any size without loss of quality.



This has all the elements of a printed document (vector graphics, text, fonts, images, etc) in an electronic format that you can view, print or forward to someone else. Can also contain interactive elements, video, form fields, attachments, and more.

Raster image resolution

WEB

PRINT

72ppi ← Low to high → 300ppi



Guide to file types typically used for photographs, illustrations or logos

There are a variety of raster and vector file types, which can be brought into desktop publishing or electronic publishing software and then usually converted into a PDF for supplying to a printer or publishing online.

Any questions? Email us at hello@cwa.co.uk