



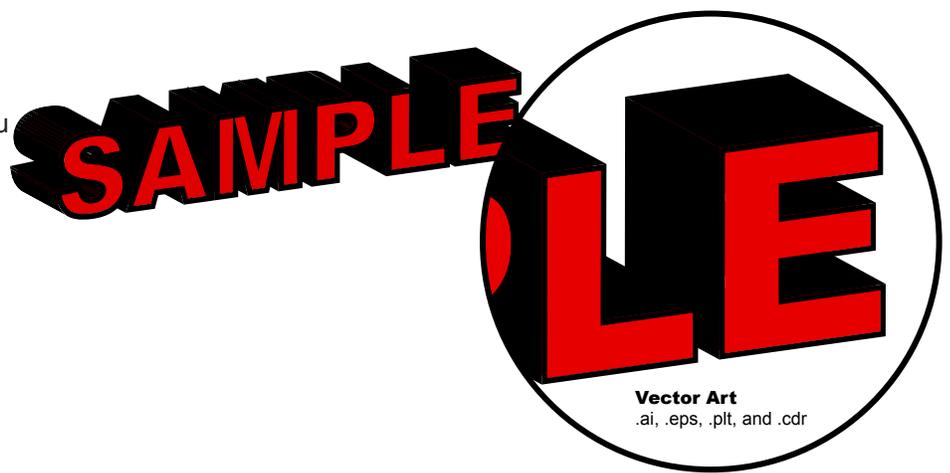
Sending Proper Artwork Files

This month we will focus on what types of files we prefer to receive from clients. We are most compatible with graphic extensions such as Adobe Illustrator .ai, Encapsulated Post Script .eps, Omega .plt, and Corel .cdr. These are vector files. We prefer to receive vector files but we do accept .jpg and .bmp files. If you are sending a .jpg or .bmp file be aware that we charge extra for having to spend time to vectorize it.

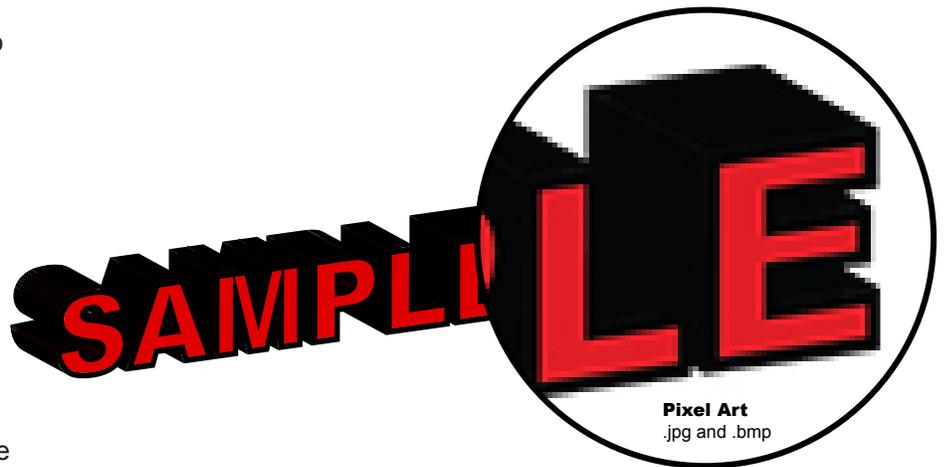
You might ask, "What is a vector file?" A vector file is a graphics file that contains a vector image, rather than a raster, or bitmapped, image. Vector graphics are made up of shapes and lines which are then fully scalable images. Raster images on the other hand are made of pixels which cannot be scaled up without losing resolution, therefore creating a pixelated or fuzzy appearance. We prefer vector images because they can be converted to a wide range of sizes without distorting the image. Vector art is ideal for printing since the art is made from a series of mathematical rules - widths, heights, curves, proportions, ratios. Even when resized, vector graphics will print crisp. For example if you print a vector object on a small sheet of paper and then enlarge the same object to a billboard size it will keep the same crisp quality as before. A raster graphic would blur or pixelate if you tried to enlarge it from a business card size to a billboard size because they are being stretched beyond their boundaries. Vector Graphics render themselves to the space given to them so that they are resolution independent.

The Editing Software we use is Omega, Artpath, Enroute, Wasatch, CorelDraw, Adobe, OCR Vector, SignWizard. These programs provide us the graphic ability to edit or design your project with ease.

Vector graphics can be scaled based on their intended use and unlike raster graphic such as JPEGs, PNGs or GIFs a vector image allows more flexible manipulation of the image file. They appear smoother at the edges no matter what size they are whereas raster graphics appear jagged, pixelated or fuzzy when blown up. When sending us artwork these types of files need to be "clean". Vector art that is not "clean" or production ready must be cleaned and modified prior to production. To be considered "clean", artwork must not have any unnecessary control points and must have smooth edges. Any artwork that needs modifications to be production ready will be adjusted and sent to the customer for final approval.



Vector Art
.ai, .eps, .plt, and .cdr



Pixel Art
.jpg and .bmp

