



GRAPHIC TYPE: *BITMAP*

AKA; RASTER, PIXEL BASED

MAP OF BITS (PIXELS)

MAP (LIKE A MOSAIC) CREATE ILLUSIONS

PIXEL DATA (LOCATION, COLOR, TRANSPARENCY)

PHOTOGRAPHS

TEXTURES

SUBTLE GRADATIONS OF COLOR

MORE PIXELS = MORE DETAIL

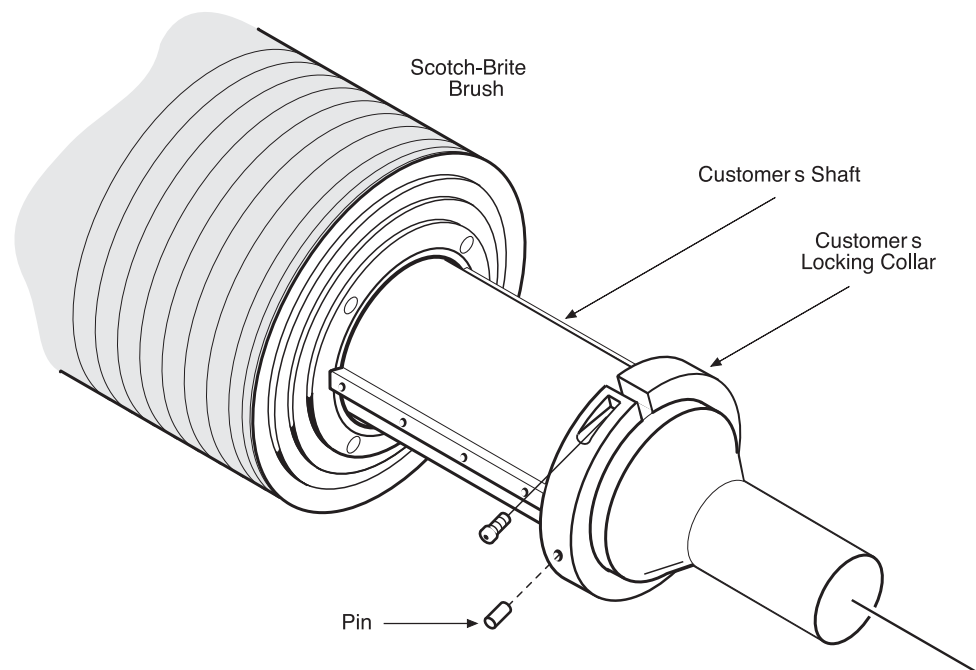
NOT ENOUGH PIXELS = LOSS OF QUALITY

LARGE FILE SIZES

PRINTS, DISPLAY ON SCREENS (VIDEO, WEB, MOBILE)

FILE TYPES:

JPG, GIF, PNG, PSD, TIF, PDF



GRAPHIC TYPE: *VECTOR*

AKA; POINTS AND CURVES

POINTS AND CURVES (X & Y COORDINATES)

TWO COLORS - STROKE AND FILL

FLAT

SCALABLE WITHOUT LOSS OF SHARPNESS

SMALL FILE SIZES

PRINTING AND CUTTING DEVICES

FILE TYPES:

AI, EPS, SVG, CAD, PDF