ART GUIDELINES
FILE FORMATS

ABOUT THE PROGRAMS

Ai — **Illustrator** is a *vector* based program that is typically used to create logos and graphics for business cards, info-graphics, clip art, screen printing, embroidery, engraving, vinyl and icons.

Ps — **Photoshop** is the go-to image editing and manipulation software, it excels in working with *raster* graphics and is capable of producing highly detailed compositions.

Id — **InDesign** is for creating *page layouts* and publishing. Ideally projects rendered are newspapers, posters and other marketing material.

UNACCEPTABLE FILE FORMATS

Word, Powerpoint and Excel are NOT acceptable forms of artwork. If this is the only form in which the client can provide artwork, additional charges will be applied as the art will need to be recreated.

Hard Copy Artwork will need to be scanned and redrawn, which can result in additional art charges.

Low Resolution Files will need to be scanned and redrawn, which can result in additional art charges. All art files should be saved to size at 300 dpi.

ACCEPTABLE FILE FORMATS

.ai is an Illustrator document that can contain both vector and raster elements.

.pdf may contain vector and raster artwork.

.eps may contain vector and raster artwork.

.psd is a Photoshop document that contains raster elements. Must be saved to size at 300 dpi.

.jpeg/.jpg can only contain raster artwork and must be saved to size at 300 dpi.

.png can only contain raster artwork and must be saved to size at 300 dpi.

.tiff can only contain raster artwork and must be saved to size at 300 dpi.

.gif can only contain raster artwork and must be saved to size at 300 dpi.

.bmp can only contain raster artwork and must be saved to size at 300 dpi.

* Raster file types can be re-saved as ai, pdf or eps files, but that does NOT make the artwork vector.

VECTOR VS RASTER ART

Vector graphics are made of mathematical calculations that form objects or lines. They do not use pixels therefore they are resolution indepentent.
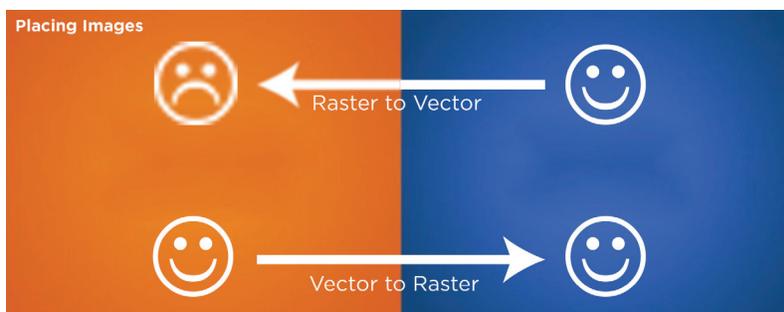
Raster images' dimensions are measured in pixels. Raster images cannot be enlarged without losing quality. The amount of pixels within each inch in the image represents the image pixel resolution or ppi (pixels per inch). The measure of spatial printing or video dot density, in particular the number of individual dots that can be placed in a line within the span of one inch is called dpi (dots per inch).

VECTOR VS **RASTER**

Can be scaled to any size without losing quality.

Once the image is created at a certain dimension, you will not be able to use this image at a larger size without losing quality.

Zoom

900% — Sharp & Clear

300% — Blurry & Messy

Vector images can be placed into raster based programs such as Photoshop and turned into pixel based art with ease.

Raster images can be placed into a vector based program like Illustrator however that does NOT mean that the image is now automatically vector art. It's still a pixel based image and will need to be redrawn using vector based lines and shapes. This process can take a significant amount of time to do depending the following factors; quality of the image, amount of detail and accuracy.

Placing Images

Raster to Vector

Vector to Raster