

VECTOR ART-SPOT COLOR ART

Files that are going to be printed in spot (PMS) colors are usually vector art.

Vector art is non-resolution dependant, therefore it can be resized without losing any details or resolution.

Vector art is created by plotting "points", vs raster art which is created by square pixels.

Acceptable file extensions are .ai, .eps, .pdf (with no placed images) and .cdr (if a CorelDraw file is used for art, please have customer export it into illustrator as an .eps file rather than a .cdr file.)

We don't use CorelDraw.

Unacceptable files for vector art include WORD, PowerPoint, Excel and page layout programs.

Useable vector art contains no "placed" or "linked" images (photographic or illustrative).

Useable vector art contains no web images (images grabbed from the internet). Images taken from the internet are too low resolution to be used for output (generally 72 dpi).

Useable vector art has all text (fonts) converted to outlines.

Vector art does not have to be to size, it can be resized to any dimensions.

Vector art can also be used for four color process if created that way by artist.

RASTER ART-4 COLOR PROCESS ART

Raster art is mainly used for high resolution 4 color process printing.

All photographic or continuous tone illustrative images for print are raster.

Raster art is resolution dependant, that means the art dictates the image quality as the image is comprised of individual square "pixels".

Raster art should not be resized as an increase will create pixellation (jagged edges) and lower resolution.

Acceptable files include .psd (photoshop document-preferably with layers intact-called a "NATIVE" file), high resolution .jpg, tiff files and pdf's with no placed images.

Useable raster art is 300 dpi at ACTUAL PRINT SIZE. Minimum resolution is 150 dpi and quality will be compromised.