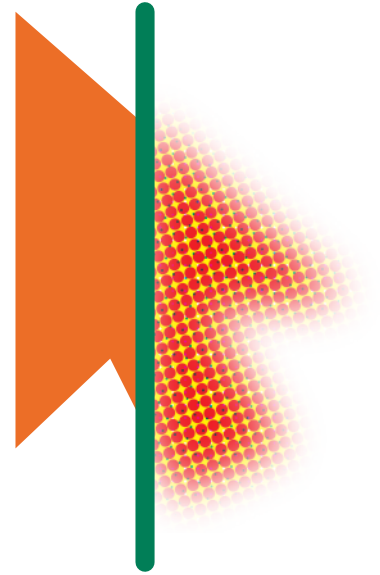


Vector

VS.

Raster



Vector and raster are the two file formats you'll come across while dealing with graphic design, logos and other materials.

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What is a raster file?

Raster graphics are pictures made up of little colored dots. This type of graphic is resolution-dependent, and its quality is determined by the number of dots per unit of measurement, such as dots per inch (DPI).



What is a vector file?

Remember high school Algebra? All those parabolas and curves that you created with formulas. That's what a vector graphic is. It uses Math to define the way that a shape is rendered on the page because there is no actual image information. Vector graphics are very easy to resize and will appear perfect regardless of whether it's the size of a billboard or the size of a business card.



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