

Vector Images

These images consist of lines and curves that are defined by mathematical objects called vectors. Vector art is created by combining various geometric shapes, such as circles, triangles, or squares. In the diagram of the key, you can see all of the separate shapes that have been combined to create the entire image. Each of these shapes is an individual element that can be manipulated or scaled by itself or in conjunction with all others without any loss of quality.

Programs That Can Create Vector Art

- Adobe Illustrator (drawing program)
- QuarkXpress (page layout program)
- Adobe InDesign (page layout program)
- Macromedia Freehand (drawing program)
- Images can be enlarged to any size without sacrificing quality.
- Vector images can be manipulated very easily because each piece of the image is a separate/individual entity. This makes moving or resizing a portion of the image or the entire image itself very easy. Adding to and deleting from a vector image is also fairly simple to do.

Raster/Bitmap Graphics

These images consist of colored squares, also called pixels. Bitmap images are created by combining a series of various colored pixels. The best analogy for a bitmap image is the child's toy *LiteBrite*. This is a board with a light behind it to show an image created by inserting translucent colored pegs. These pegs would be equivalent to a pixel in a bitmap image. The more pegs, or pixels in one inch of a row, the better the final image will look. If an image is created with enough pixels per inch, the eye loses its ability to see the individual pixels.

They give the ability to produce both very detailed and photo-realistic or very simple images.

- CMYK or RGB files are acceptable.

Programs/Methods Used To Create Raster Images

- Adobe PhotoShop
- Scanning preexisting artwork and photos
- It is possible to create photo-realistic images with bitmap files.
- Reliability—what you see at 100% is what you get. As mentioned earlier, the eye eventually loses its ability to see the individual pixels if the resolution is high enough. Conversely, when a small bitmap image is enlarged, the pixels become more apparent to the eye. These low resolution images look "choppy" or "built from blocks."

Trim Size

Actual size of the finished piece

Bleed Size

Additional background image/color needed to ensure that the image/color goes to the edge of the trim size.

Live Area

Area that is considered safe for text and graphics not to be trimmed or covered by framework

Stitching Size

Applies to fabric templates. Approximately where the stitching will fall.

Link(s)

Any logo or image that is not embedded in your file. (Ex: All Quark files with images need the images to be sent with the Quark file)

File Extension

Legal ending that differs per application. It identifies the file and helps prevent corruption during electronic transmission. (Ex: .qxd for Mac Quark files)

Resolution

In electronic imaging, the quantification of printout quality using the number of dots per inch (DPI)