

# Your project is going to be viewed

as a printed piece



vs

online only



A good rule of thumb:

Printed material should be in CMYK

Web should always be in RGB

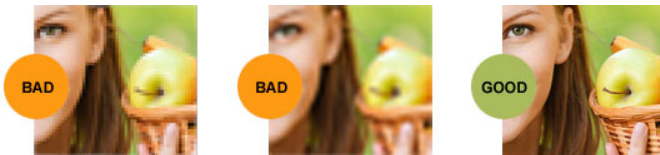
## File types

- .eps -- vector file
- .ai -- Adobe Illustrator vector file
- .jpg -- raster
- .png -- raster
- .psd -- Adobe Photoshop file, usually raster.

Raster files can be saved as an .eps but will remain pixellated. Raster files cannot be vector.

## Resolution

HI RES: 300 dpi or higher, used for printing  
 LO RES: usually 72 dpi, used for viewing on a screen



A file at 72 DPI

A file at 72 DPI scaled to 300 DPI

A file at 300 DPI

| Actual file size | Pixel Sizes | 72 dpi for screen | 300 dpi for print |
|------------------|-------------|-------------------|-------------------|
| 300 k            | 480 x 640   | 6.7 x 8.9         | 1.6 x 2.1         |
| 512 k            | 600 x 800   | 8.3 x 11.1        | 2.0 x 2.7         |
| 700 k            | 768 x 1024  | 10.7 x 14.2       | 2.6 x 3.4         |
| 1.2 mb           | 960 x 1280  | 13.3 x 17.8       | 3.2 x 4.3         |
| 1.9 mb           | 1200 x 1600 | 16.7 x 22.2       | 4.0 x 5.3         |
| 3.1 mb           | 1536 x 2048 | 21.3 x 28.4       | 5.1 x 6.8         |
| 4.9 mb           | 1920 x 2560 | 26.7 x 35.6       | 6.4 x 8.5         |
| 8 mb             | 2448 x 3264 | 34 x 45.3         | 8.2 x 10.9        |
| 10 mb            | 2736 x 3648 | 38 x 50.7         | 9.1 x 12.2        |
| 12 mb            | 3000 x 4000 | 41.7 x 55.6       | 10 x 13.3         |

## Vector vs Raster



There are two types of digital graphics files – vector and raster. Vector images are tiny lines and curves (or paths). Raster images are pixels.

## Vector vs Raster tips

- Never lose quality.
- Can be enlarged to infinity.
- File size is small, usually less than 1mb.
- Fast download
- Main use is for logos

- Will lose quality when enlarged
- Large file size
- Can be slow download
- Main use is for photographs