**Vector (Illustrator) vs Raster (Photoshop) Images**

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| **Raster (Bitmap)  Advantages**  • Made of pixels  • Represents and edits photo and photo-like elements better than vector programs with the use of continuous tones. The use of different color pixels allows for smooth blends of colors.  **Disadvantages**  • Is bound by the number of pixels in the image.  It cannot be scaled up without losing quality.  •Large dimensions & detailed images equal large file size.  • Some service providers like engravers, stencil-cut signs, etc, must have vector art.  • It is more difficult to print raster images using a limited amount of spot colors.  • Depending on the complexity of the image, conversion to vector may be time consuming. |  | **Vector   Advantages**  • Made of mathematical calculations that form objects and lines.  • Can be scaled to any size without losing quality.  • Resolution-independent: Can be printed at any size/resolution.  • Number of colors can be easily increased or reduced to adjust printing budget.• A large dimension vector graphic can maintain a small file size**.** • Vector art is required by many service providers. **•**Can be easily converted to raster **Disadvantages**  • It is not the best format for photographs or photo-like elements with blends of color. |

