**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. |

