

WHY DO I NEED TO GET THE CORRECT ARTWORK ?

To supply your client with a quality imprint, we must ensure we obtain the correct file. There are 2 types of graphic files, BITMAP & VECTOR. Below is a description of the difference between the two files.

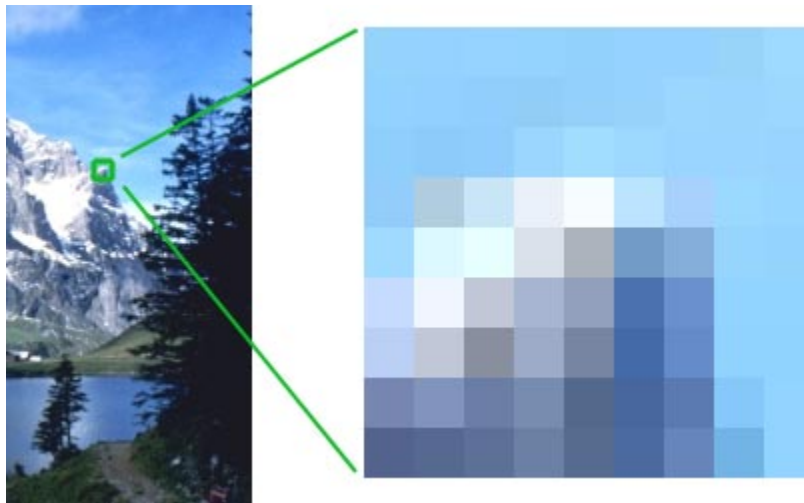
Bitmap Graphics

Bitmap images include the following file extensions:

- .bmp
- .gif
- .jpg
- .pict
- .tiff

Bitmaps are a collection of bits (pixels) that form an image, it is nothing more than thousands (or millions) of pixels arranged to create an image. A logo in a bitmap format is limited to its resolution - the larger the image increases the worse it will look. When you stretch or resize a bitmap image you are increasing the quantity of pixels, and as this happens the pixels just adopt randomly what colour they will be based on the other pixels surrounding them.

Bitmap images CANNOT be printed in spot color (one ink for each color). Each pixel is a solid colour and by placing them together you get an image or shadow effect etc. When you print a logo that appears to be 2 colours but is in bitmap format, you cannot separate the colours because what appears to be a solid colour actually are thousands of square pixels leaving jagged lines and edges.



To the left you see an image and to the right a 250 percent enlargement of the top of one of the mountains. As you can see the image consists of hundreds of rows and columns of pixels. The human eye is not capable of seeing each individual pixel so we perceive a picture with smooth gradations. Trying to separate each of these pixels would result in an image of over 10 colours.

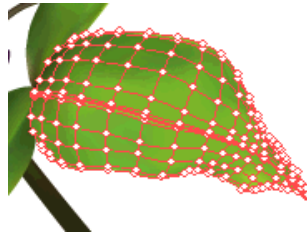
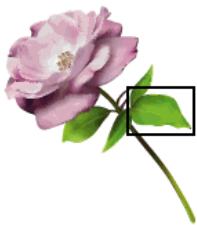
Vector Graphics

Vector images include the following file extensions:

- .eps
- .ai
- .cdr
- .pdf

Rather than using a grid of pixels to create the image, vector files use a series of points and join these points to create smooth lines and curves. Instead of pixels to represent an image, a vector drawing application draws shapes which can be independently manipulated. **The objects are resolution-independent, meaning that they can be resized and not lose any clarity.**

All lines, shapes, etc. of a vector-based image are independent of one another. The sample shown below is an image of a rose and one leaf of the same rose magnified, along with the paths and handles used within vector images.



Vector Graphics can be easily colour separated, therefore in the spot-colour printing industry, like at That's My Ball, we have to use vector graphics all the time. For example, using a 2 colour logo consisting of green and pink, the two colours can be separated, as if they were two separate images and then used to create the necessary plates for the pad printing machine to print each golf ball with the appropriate colour.

Applications that can handle vector data

There are hundreds of applications on the market that can be used to create or modify vector data, the industry standard is Adobe Illustrator and Corel Draw.



Here's a close-up of a vector graphic. Notice the smooth clean lines.



Here's a close-up of the same graphic in bitmap format. You can see how the square pixels don't allow for straight clean lines.

WHERE CAN I GET THE FILES ?

The **logo design company** that originally developed the client's logo would be the first place to contact if your client is unable to locate the files in their offices.

If your client has previously had any promotional items printed, this would include any business cards, letterhead etc, then an .eps file is available from the **stationary printer** or the **P & I supplier** that has previously done work for this client.

As noted on the previous page, the programs that can be used when creating vector files are Adobe Illustrator and Corel Draw. You will want to ask your client for vector files that have been saved in the following file extensions; .eps, .ai, .cdr, or .pdf.

Using an image from a client's website is not an option because images created for the web are generally bitmap images as they do not have to be print quality, only screen quality. Your computer screen displays in low resolution pixels.