

Design Bulletin File Types for Optimum Images

Vector Graphics – The Best Choice for Non-Photographic Images

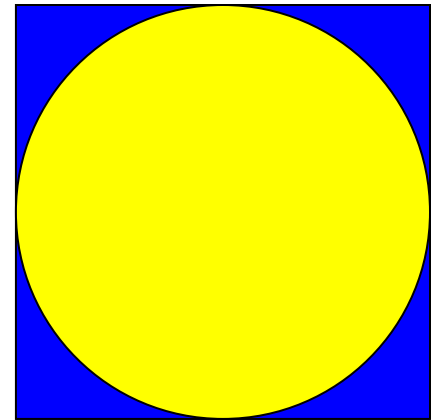
- ∅ Vector graphics are not defined by pixels and are not constricted to a grid format. Vector graphics use math to describe the shapes that make up an image.

Strengths:

- Scalability – Can be enlarged infinitely with no loss of image quality
- File Size – Mathematically defined shapes result in smaller file sizes

Recommended File Types:

.ai, .eps, .dxf, .dwf, some .pdf



Vector at 300% looks the same as 100%. There are no jagged edges.

Raster Graphics – For Photographic Images

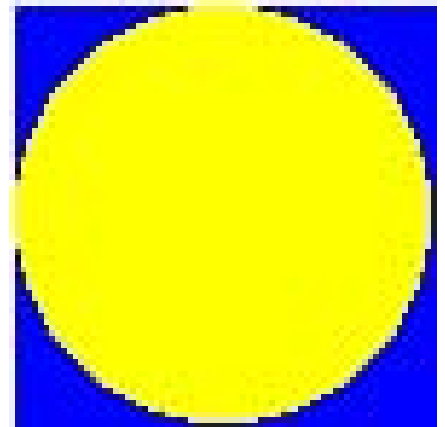
- ∅ Raster is defined by a grid of pixels, each pixel is a different color to make an entire image. This image format is used for photographs.
- ∅ Programs like PhotoShop are used to create and manipulate raster graphics. These files create the biggest problems for printing.
- ∅ Images must be properly sized to the actual size the image will appear on the glass. If the image has to be enlarged, the image will become jagged.

Strengths:

- Ability to show continuous tones and shading in photographic images,

Recommended File Types:

.psd, .jpg, .tif, .gif, .wmf, some .pdf



Raster images need to be enlarged result in poor print quality.

Please refer to complete DecoTherm Artwork Guidelines
www.DecoTherm.net

Do's and Don'ts with RASTER Images

RASTER DON'Ts

- Ø Use web images, poor scans, or scans of business cards faxes, or faxes
- Ø Don't use files that are small in size or low resolution (few pixels).
- Ø Use this file type for non-photo images. Use vector instead.
- Ø Use this for logos. Obtain vector images or redraw in a vector format. Vector files usually exist, ask your client's marketing person.
- Ø Don't use Word or PowerPoint to create images

These things lead to poor quality jagged edges because the once small pixels in the original file are now big pixels.

RASTER DOs

- Ø Use a program like Photoshop to prep your DecoTherm files.
- Ø If not electronic in origin, have your photos professionally sized and scanned.
- Ø Size raster images to the actual size they will be on the glass
- Ø Be realistic. You cannot maintain image quality on a photo when blowing up a 3"x5" photo to 18" x 36"

By following these simple guidelines, you will minimize unexpected art charges AND maximize the quality of the image reproduction on glass.

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