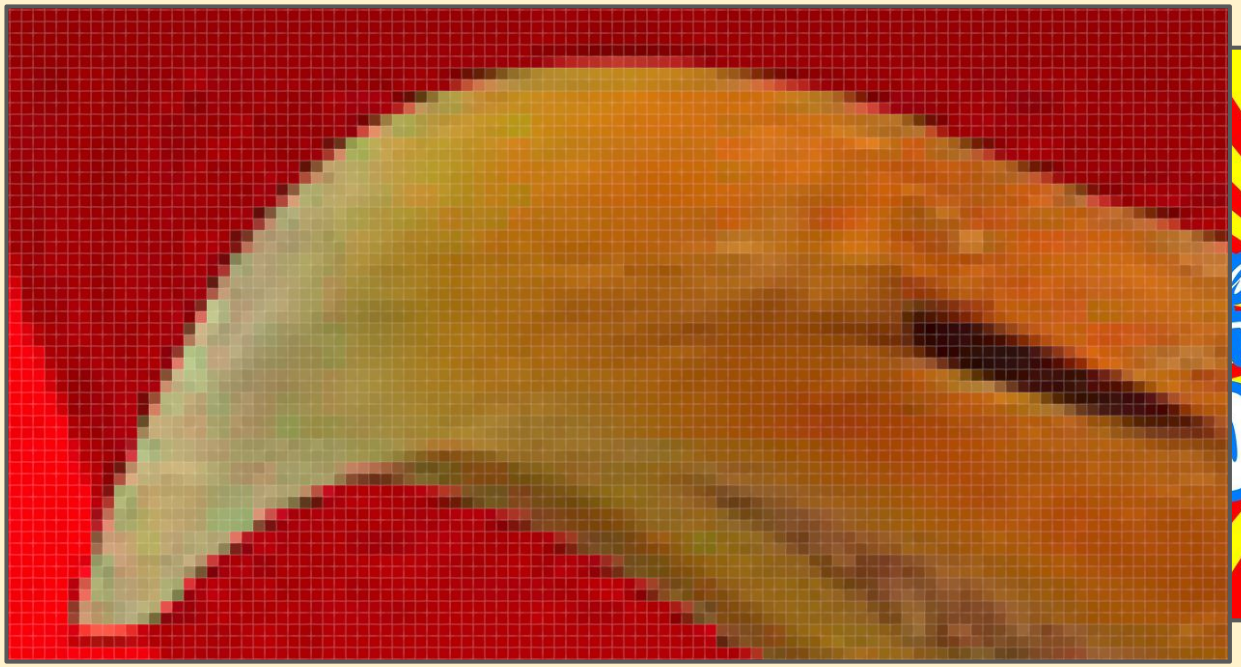
Types of Graphic Files

Most images you use will **pixelate** if you make them a lot bigger

This makes them blurry and not fit to be used



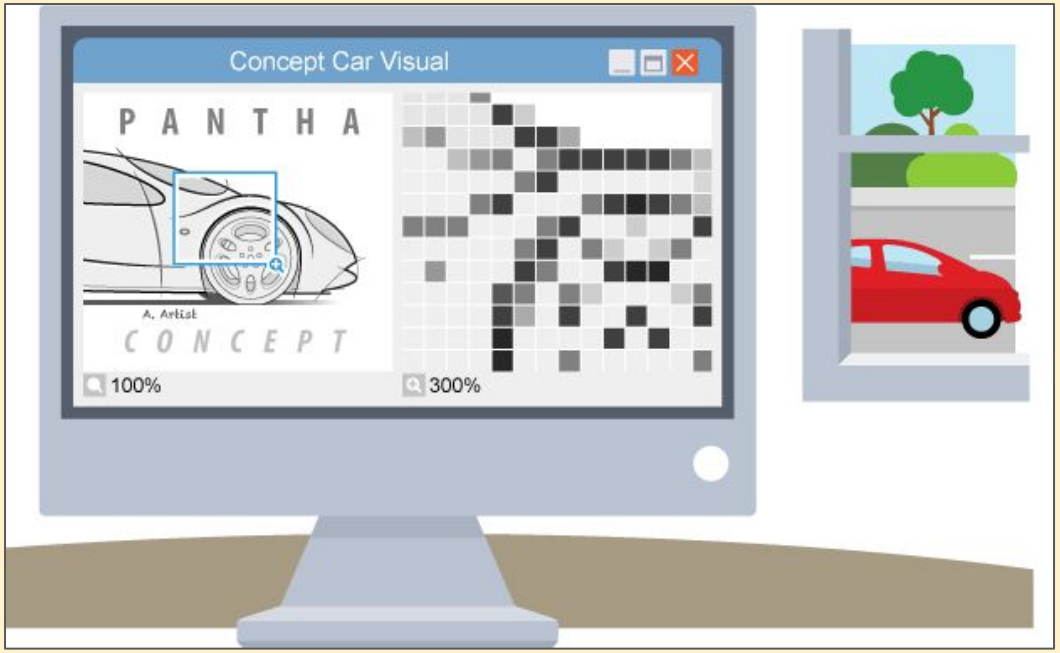
Types of Graphic Files

Most image files are **Bitmap images.**

They are made up of **pixels**. Each image has a set number of pixels.

These include:

- **JPG** images
- **GIF** images
- **PNG** images



Types of Graphic Files

Bitmap images are fine for most things.

The problem comes when you make them too big.

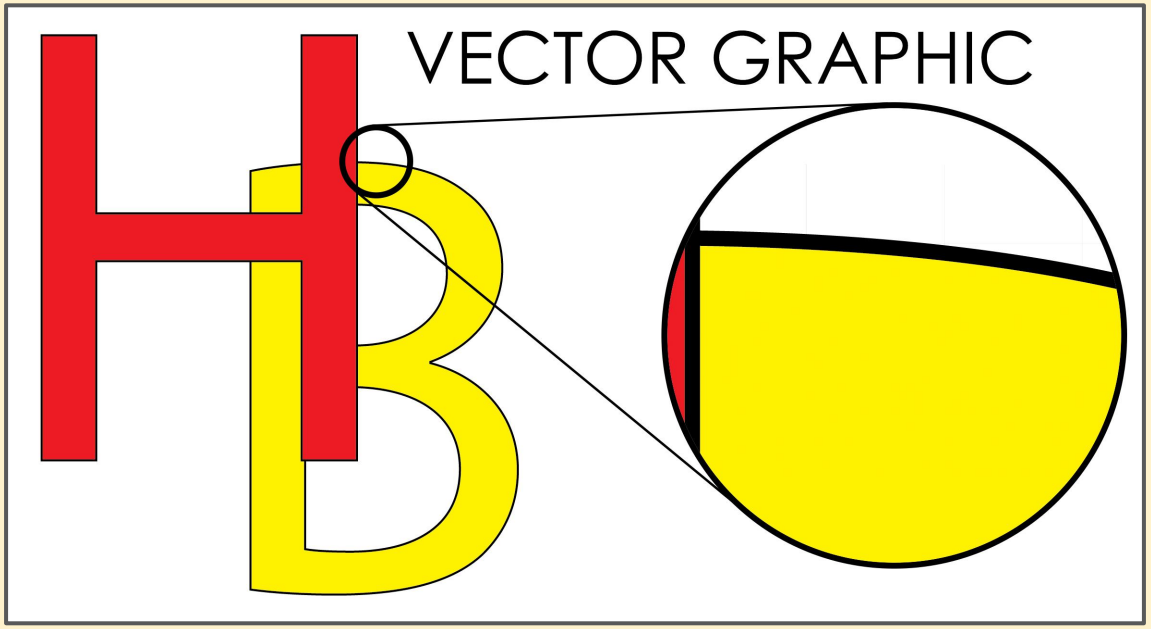
Types of Graphic Files

Some images need to be used at lots of different sizes.

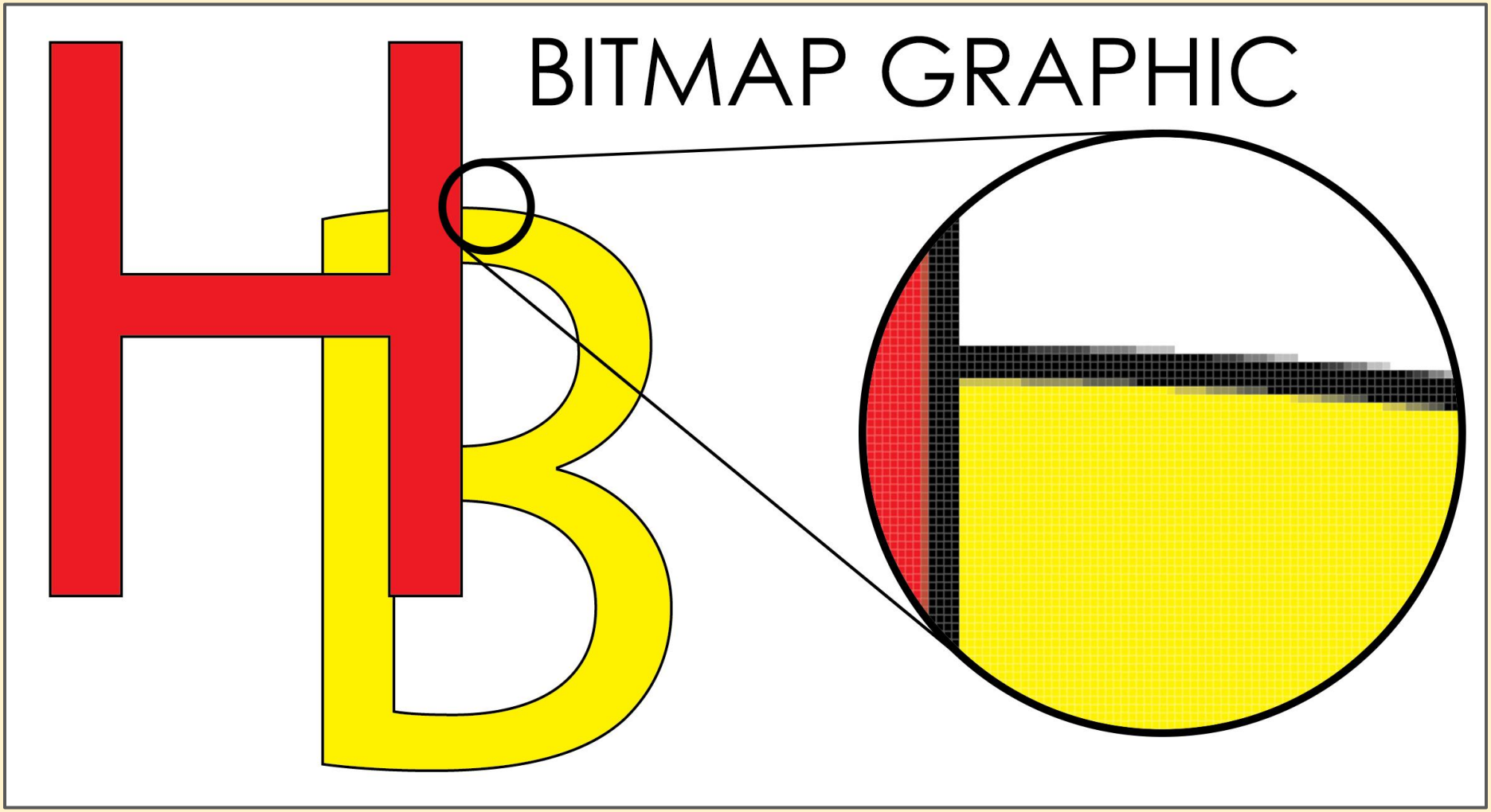
Like logos.

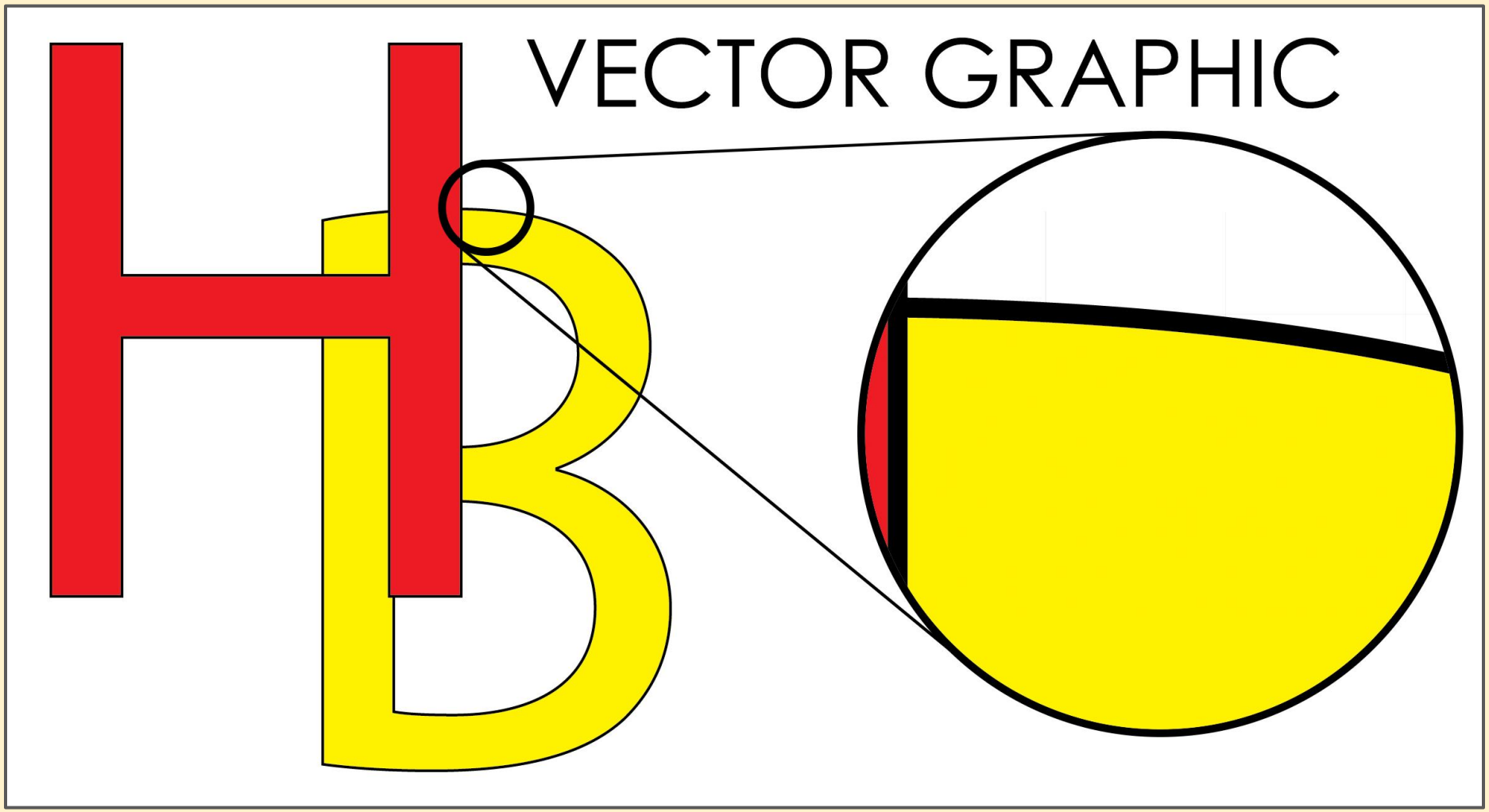
Types of Graphic Files

By creating the graphic as a **Vector Graphic File** Type we can resize the image as large (or small) as we want **without pixelation**



BITMAP GRAPHIC




VECTOR GRAPHIC

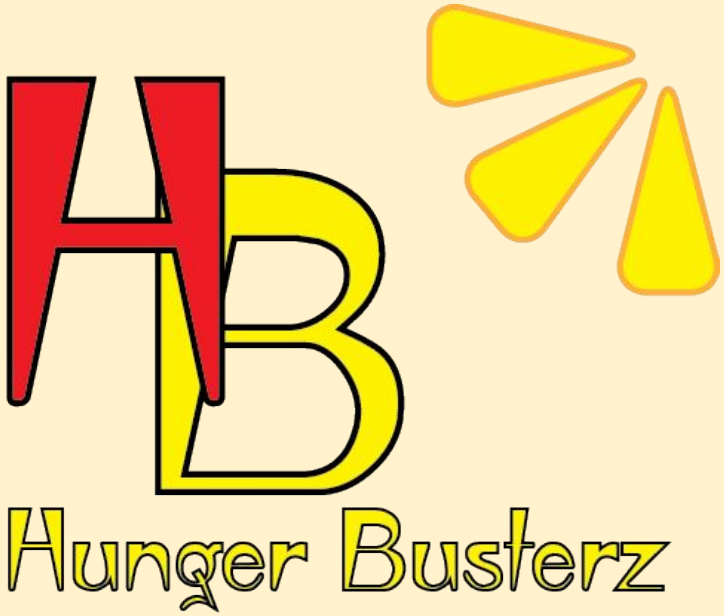
Vector Graphics

Vector graphics work by using **mathematical formulae** to create shapes

This works great for images made up of shapes, lines, curves or font characters

It’s rubbish for photographs

Saved as **SVG** (or **AI**) file format

Can be **rescaled** (resized endlessly)

Vector Graphics