

A Guide to Artwork Jargon

Whether you're designing your own artwork for print, or working with a designer, you need to "speak the language". But don't worry - you don't need a translation dictionary to do it! Follow this guide, and you'll be fluent in "designer speak" in no time!

Be sure to check out the additional resources down below as well!







Vector graphics are made up of <u>paths</u> (lines) that are either straight or curved. The data file for a vector image contains the points where the paths start and end, how much the paths curve, and the colors that either border or fill the paths.

IMAGE RESOLUTION Is It Clear or Blurry?









Being pixel based, raster graphics will become blurry or have jagged edges when <u>scaled</u> (make image) larger. This is because you will start to see the individual pixels when stretched. Resolution in raster graphics is measured in <u>dpi</u>, or dots per inch. The higher the dpi, the better the resolution.

Because they aren't made of pixels, vector images are more versatile, flexible & easy to use. They can be scaled very large without losing quality. Vector images have no fixed resolution, rather they display at the resolution capability of whatever <u>output device</u> (i.e. monitor, printer, etc.) is rendering them.

OUTPUT FILE SIZE

Does more mb mean a better image?



Higher resolution = larger file size. Typically photographic images and complex illustrations, raster images take up much more memory and storage space. Common File Types - .jpg, .tif, .psd, .png, .gif



Vector images, typically logos and illustrations, take up much less storage space and memory, resulting in smaller file sizes.

Common File Types - .ai, .eps, .pdf, .svg

COMMON FILE TYPES What type of file do I have?



TIF

Compressed image file that does not support transparency. Contains millions of pixel colors, resulting in quality loss when scaled.

Primarily used in photography and desktop publishing. Among the highest quality graphic formats available. If you're printing photos, use this format.



Adobe Photoshop Document. Image editing friendly format that supports multiple image layers and various imaging options.

PNG

The next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard.

AI

EPS

transparency. Contains millions of pixel colors, resulting in quality loss when scaled.

Compressed image file that does not support

Typically, an EPS file includes a single design element that can be used in a larger design. Ideally used for vector logos & elements.



Image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser.



Scalability without changing the image quality. Image is stretched and compressed without losing the image quality and it doesn't look blurred on devices with high pixel density.

Widely used web image format, typically for animated graphics. Should be used when you need transparency and small file size.

TIPS & TRICKS

When changing fonts to outlines, be sure to remove the 'center' of your enclosed letters (i.e. A, B, P, etc) to ensure fonts print clearly.

Be sure artwork is in vector format for optimal print resolution - simply saving as a rasterized file does not ensure artwork is in vector format.

DESIGN JARGON DEFINED



PIXELS

Tiny squares of color that make up raster and photo images.

• PATHS A start points,

A start and end point, along with other points, curves, and angles along the way. Can be used to create simple drawings or complex diagrams.



COLOR MODE

CMYK - cyan/magenta/yellow/black; for print design RGB - red/green/blue; for web design



DPI

Dots per inch. The higher the DPI value, the higher the printed dot density, the higher the resolution. The higher the DPI the better quality printed image.



TRIM LINE

The final dimensions of your printed graphic.



SAFE AREA

A smaller dimension than your final document size; where you should place your most important information to avoid content being cut off.



BLEEDS

Refers to the area outside the trim that still prints in case the cuts are not exact. Gives the printer a small amount of space to account for the movement of the paper.



OUTLINED FONTS

Converting text boxes to outlined fonts changes the text to a vector shape - ideal for scaling and high resolution print.



EMBED IMAGES

Refers to images contained within the Illustrator document at full resolution. Makes document self-sufficient but also larger file size.



RESOLUTION

Determines the quality. As a rule of thumb, the higher the resolution, the higher the quality.

A gradient is a gradual change of colors or a

color fading into transparency. There are



two common types of gradients: radial and linear.



HEX CODE

GRADIENT

A six-digit number used in HTML, CSS, and design software applications to represent colors.



PMS COLOR

Pantone Matching System (PMS) is a standardized color system, making it easy for people to reference and reproduce the same colors.

SATURATION

Refers to the intensity or purity of a color. The more saturated a color is, the more vivid or brighter it appears.







<u>How to Properly Resize Images in Photoshop - MakeUseOf.com</u>



<u>How to Change Image DPI - MakeUseOf.com</u>