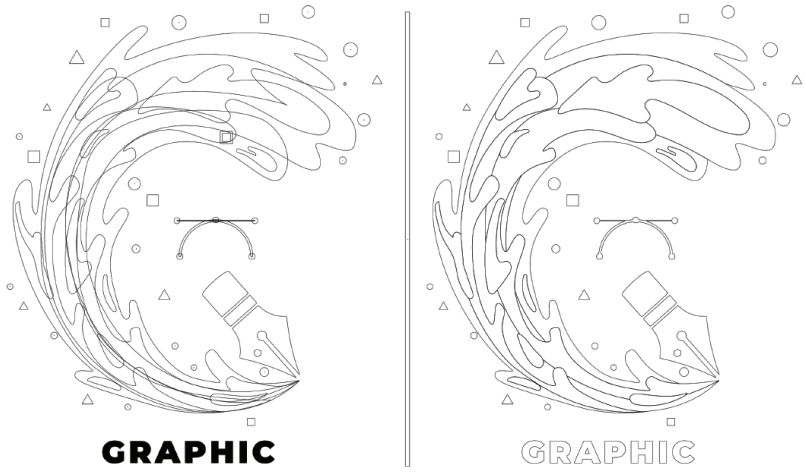
MEIERS SIGNS & Apparel

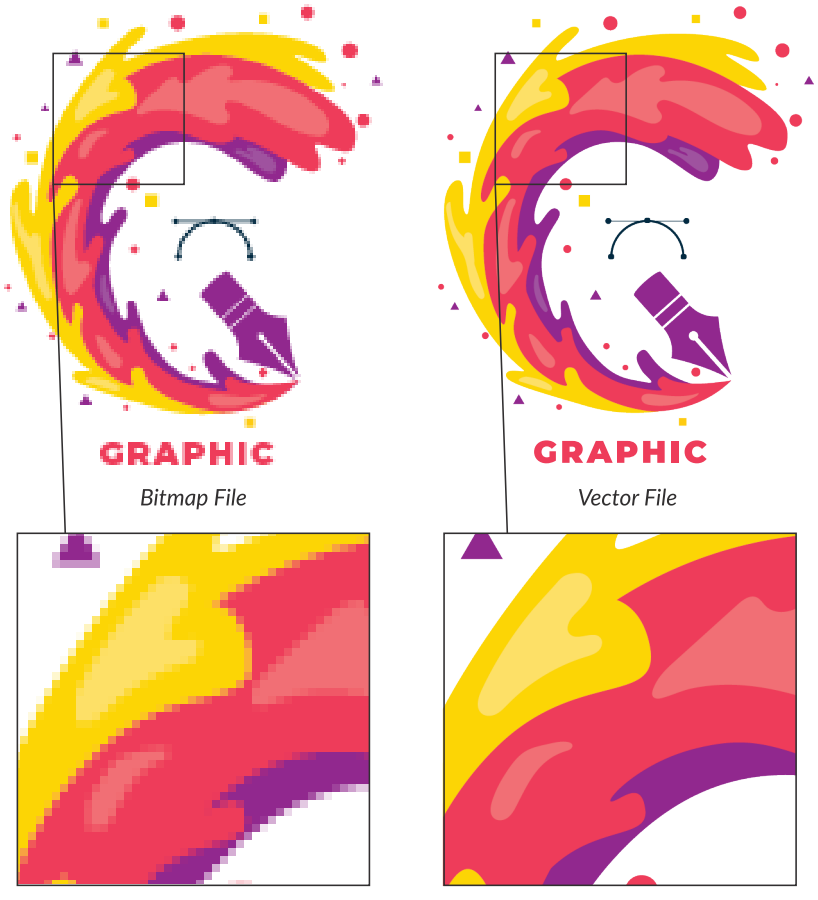
MEIERS SIGNS

CHANGING ADVERTISING SINCE 1927



Vector Shown in Wireframe
(Before Completed - Notice the Overlapping Layers)

Vector Shown in Wireframe
(Completed - Notice No Overlapping Layers)



Bitmap File

Vector File

Enlarged Section of Bitmap

Enlarged Section of Vector

WHY VECTOR?

To understand why a vector files is important you would first need to understand what bitmaps and vector files are.

- *Bitmaps are a series of RGB/CMYK dots (pixels) build up next to each other to create an image. When enlarging a bitmap these "dots" become more visable and the image more blurry with no defined edge.*
- *Vector artwork is comprised of points, lines, and curves to create a series of shapes and ultimately, your custom design. Vector artwork can also be scaled to size without losing resolution.*

FILE TYPES

Vector graphics are commonly found in the following files: AI, CDR, PDF, or EPS. It's important to know that a vector file must be created in a native program such as Adobe Illustrator or CorelDRAW. Simply saving a bitmap as a PDF, for example, will not "convert" the file to vector format.

CONVERTING TO VECTOR

As stated above, creating vector artwork is not as simple as "converting" the file. Ultimately, if you intend to create your own artwork, you will need to learn how to use Adobe Illustrator or CorelDRAW. You may also be able to purchase vector artwork from stock sites such as Adobe Stock, Creative Market, or Shutterstock. If these options won't work for your needs, you can always have an experienced graphic designer re-draw your bitmap image in vector format.

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