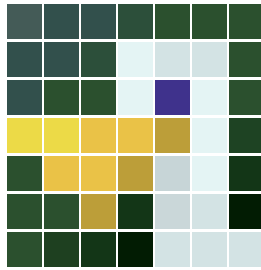


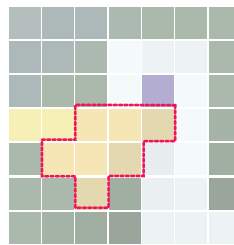
# Raster?

We use *raster* and *vector* to describe how images are stored digitally. Their differing structures give them unique strengths and limitations. And you use different tools to interact with them.

- made of a grid of colored pixels
- like a photograph
- smooth color transitions
- usually you edit existing images rather than creating pixels from scratch
- will look pixelated if size changes



Rasters are used in:  
photos, video, icons, and digital paintings...  
because they show form, light, and depth



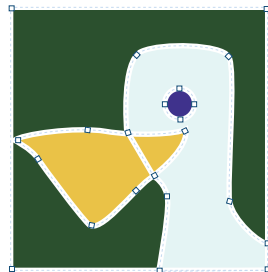
## USE Photoshop

- selecting involves defining groups of similar pixels
- to deselect, press cmd-D (mac) or ctrl-D (pc)

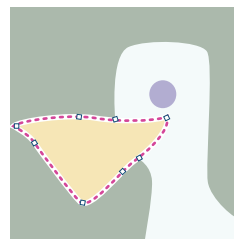
# Vector?

We use *raster* and *vector* to describe how images are stored digitally. Their differing structures give them unique strengths and limitations. And you use different tools to interact with them.

- looks simple, cartoony, or clean
- made of lines drawn between points
- usually has a smaller file size
- scales up without pixelation
- best for drawing images from scratch



Vectors are used in:  
infographics, posters, banners, letterheads, logos, and charts ...  
because they are made with shapes and lines



## USE Illustrator

- selecting involves clicking on shapes, lines, and points
- to deselect, click into blank space