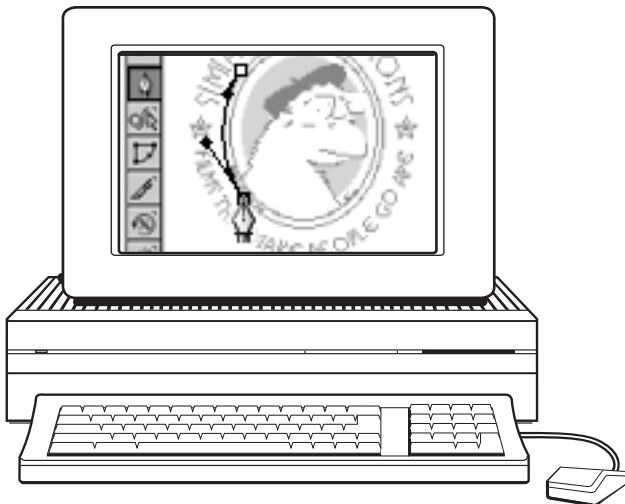


Why do we trace raster images into vector form?



1 Your logo looks sharp, but unfortunately it's a 'paint' (raster) image — despite the fact that flat logos are usually 'draw' (vector) objects. Perhaps the artist was only comfortable in Photoshop, not in Illustrator or FreeHand; or perhaps it was scanned from paper.

2 As a raster image, it has a fixed resolution; so when you scale it up or edit it in various ways, it gets jagged — and the more you play with it, the worse it gets.



3 Solution: trace the raster artwork in a draw program like Illustrator or FreeHand, or with a specialized utility like Streamline or Tracer. This will create a vector version of the art to replace the raster version. Tip: it's often easier to replace the raster 'type' with real type, rather than trying to trace the scanned images of the individual letters.

4 Now you can scale it up as much as you like, or revise it in various other ways, and it stays sharp!

YEAH, I'M
ONE SMOOTH
PRIMATE NOW!

