## Why do we trace raster images into vector form?



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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.





YEAH, I'M ONE SMOOTH PRIMATE NOW!

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.

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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.



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

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