

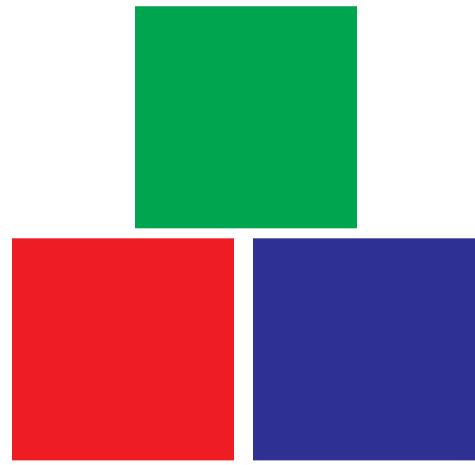
Print vs Web

Color Mode



CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). Though it varies by print house, press operator, press manufacturer, and press run, ink is typically applied in the order of the abbreviation.



RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue. The main purpose of the RGB color model is for the sensing, representation, and display of images in electronic systems, such as televisions and computers.

MINIMUM RESOLUTION

300*DPI

(DOTS PER INCH)



72 PPI

(PIXELS PER INCH)



While both refer to resolution, dpi is used for printers and ppi is used for online/digital use

*Depending on the file, 150 dpi may be acceptable for most printers.

Raster vs Vector

Raster Images (BMP, JPEG, PICT, PNG, PSD or TIFF) consist of a grid of pixels, as in a digital photograph, and lose detail when scaled.

Vector images consist of lines, shapes, and other graphic components stored in a format that uses geometric formulas. When scaled, edges remain crisp and sharp.

