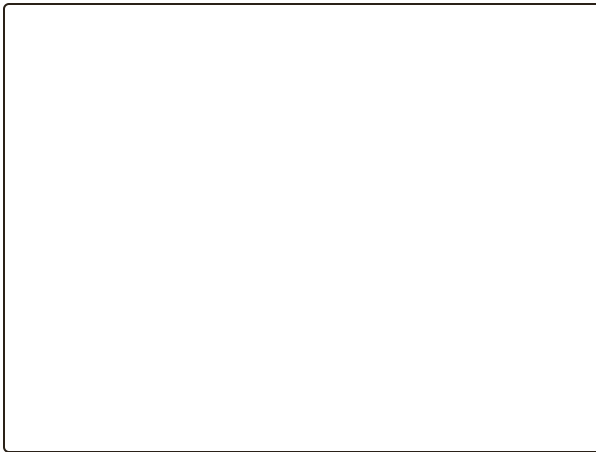
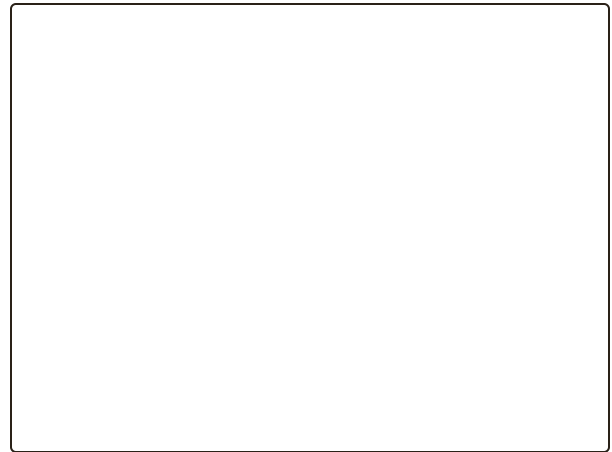


any • blocky • objects • paths • pixels • resized

1. A **raster** (or **bitmap**) image is built from a fixed grid of colored squares called _____. Zoom in far enough and you'll see the individual squares. This is why enlarging a raster image makes it look _____.
2. A **vector** graphic is built from mathematical _____, lines and curves defined by anchor points, grouped into _____s. Because they're math, not a fixed grid, vectors can be _____ to any size with zero quality loss.
3. **Rasterizing** means converting a vector object into a fixed grid of pixels (a one-way trip, you lose the ability to edit it as clean paths afterward). **Rendering** is the more general process of a program calculating and displaying an image on screen or in a file.
4. Why is Illustrator vector-based? Logos and icons need to work at _____ sizes, a business card *and* a billboard, without ever looking blocky.



Sketch: a raster photo, zoomed to 800%



Sketch: a vector logo, zoomed to 800%

Discuss: A client sends you their logo as a small, blurry JPG. Why is a vector recreation almost always the better fix than just resizing the JPG?