PNG to Vector - Practical for Web Based Designs

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PNG file format is an abbreviation for Portable Network Graphics format is great for the web, but cannot be used for transparencies. This file type is characterized by glossy and glossless compression, both 1-bit and full channel transparency, small file sizes, poor support in some web browsers for full channel transparency, compression not as great as in glossy formats. Thus working with such files becomes difficult and therefore they are needed to be converted to a vector format. In effect, PNG files are typical raster format files. Some practical examples of raster graphics programs are Adobe Photoshop, Jasc Paintshop Pro, Macromedia Fireworks (tailored to web design) and the GIMP.

On the other hand, mathematical rules-widths, heights, curves, proportions, and ratios characterize vector files. Raster images have a fixed height and width and look stretched when enlarged beyond the set boundaries, whereas vector format files tend to occupy the space provided to them, because they are resolution independent. Typical examples of vector graphics programs are Adobe Illustrator, CorelDraw, Macromedia Freehand, Macromedia Fireworks (tailored to web design), and popular animation program Macromedia Flash. Although, vector graphics may remedy all the shortcomings of raster graphics, i.e. being able to be resized without loss of quality, no pixilation, great reduction in file size.

On the contrary, a photograph cannot be converted into a vector graphic, as it is not vector data. Similarly, a sunset cannot be represented mathematically as the real world is not vector based. Vector graphics is used only for images such as typefaces, lines, and curves. Photographs and complex raster effects like lens flares have to be defined with pixel-by-pixel lighting and color effects and not with vector graphics. Raster graphics may create great logos with lens flares, bevels and gradients, but they cannot create images in a huge banner or printings on headed notepaper. But, logos for businessmen and corporate identities are always created with vector graphics because this will allow their maximum usage.

Other applications of PNG and vector formats are designing and preparation of websites. A website can be designed using either raster based formats or vector based formats. In the former Photoshop is used and in the latter Illustrator is utilized. Other applications of vector-based formats are designing logos online. In this application we generally use this format, as the logo needs to be scalable so that it can be improvised on later. But not all browsers can read vector formats. There are some websites that can read only PNG formats. So in effect, if the logo is to be printed then a vector format is used otherwise a bitmap format is resorted to.

PNG to vector format is very practical and useful on the websites. Photo studios have specialized software with the above applications. It can be done at very economical rates even if there are bulk orders. A dedicated customer service team understands the clientâ€™s requirements via email. Then they provide the application fitting for the creative. Check the portfolio on the companyâ€™s website to know how other clients have been benefitted too.

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