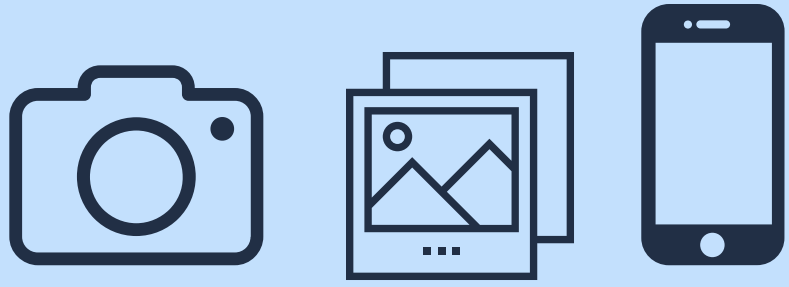


KNOW THE DIFFERENCE

PHOTOSHOP | ILLUSTRATOR | INDESIGN



Raster artwork created in Photoshop has a finite number of pixels, meaning it can only be scaled to a certain size without losing clarity and looking blurry.

GENERAL INFO

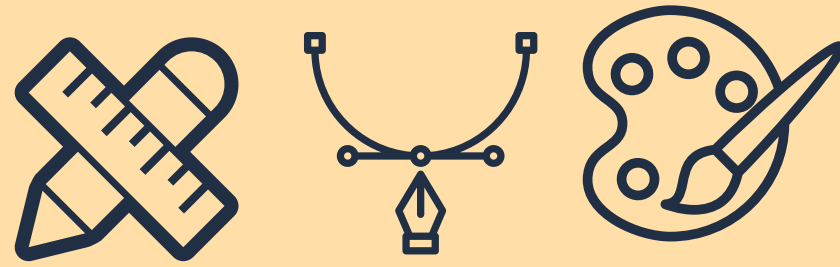
- Raster-based
- Creates and edits photos and raster designs
- Advanced photo manipulations and filters
- Layers contain single object
- Multiple dashboards (with the latest update)

MOST USED FOR

- Photo retouching and enhancement
- Web and monitor graphics
- Software/Web/Mobile UI design
- Layers contain single object
- Product mockups

WEAKNESSES

- Pixel-based environment can make line/shapes and fonts fuzzy
- Wrapping text effectively is more difficult



Artwork created in Illustrator is vector based. It uses math to draw shapes using points, lines and curves. It's infinitely scalable so you'll never lose quality when enlarge it.

GENERAL INFO

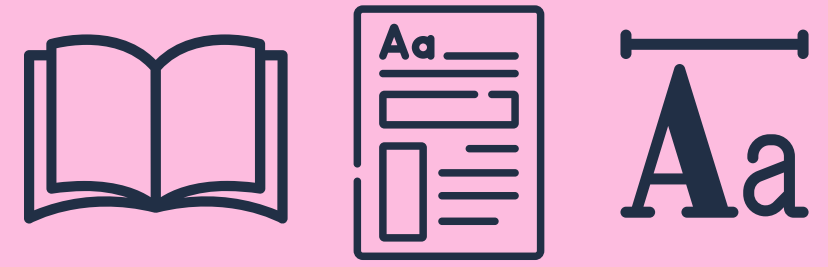
- Vector-based
- Creates and edits vectors illustrations
- Rescaling objects without losing resolution
- Layers contain multi objects
- Multiple dashboards

MOST USED FOR

- Vector illustrations
- Type setting for stationery, print campaigns
- Web and Motion graphics
- Logos and branding

WEAKNESSES

- Multi-page designs are possible, but more time-intensive
- Limited filters and image editing tools



InDesign is the best place to bring all artwork into a print ready layout. It gives control over typography and page setup, it's especially helpful when creating multi-page documents.

GENERAL INFO

- Text-based
- Used for print and layout design
- Unifies design elements from Ai and Ps
- Automated, master and multi-page layouts
- Most flexibility and control over typography

MOST USED FOR

- Multi-page documents and layouts
- Online and print publications
- Magazines, brochures, books/ebooks
- Flyers, posters business cards, etc.

WEAKNESSES

- Limited illustration capabilities
- Very few image manipulation tools

WHEN TO USE WHAT

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PDF Presentations

x

✓

✓

Website Icons

✓

✓

x

Photo Touch-ups

✓

x

x

Digital Artwork

✓

✓

x

Online Publications

x

✓

✓

Working with Pixels

✓

x

✓

Logo Design

x

✓

x

Multi-Page Layout

x

✓

✓

Web Page Layout

✓

✓

x

Business Cards

x

✓

✓

3D Elements

✓

✓

x

Infographics

x

✓

x