


Essential Graphic Design Vocabulary Spring 2015

Academic Exam-


Art:	the completed work of an artist which is the expression of creativity or imagination, or both that portrays a mood, feeling or tells a story;
Elements of design:	lines, texture, color, and shape, form, value, Space <u>The basic ingredients to create a design</u>
Color:	Element of art derived from reflected light. We see color because light waves are reflected from objects to your eyes.
RGB:	stands for Red, Green, Blue. This is what you see on a computer monitor - colors are defined in terms of a combination of these three basic additive colors.
CMYK:	the abbreviation for cyan (C), magenta (M), yellow (Y) and black (K). It is the colors used in a four color printing process.
Primary colors:	red, yellow, and blue. With these three colors (and black and white) all other colors can be made. The primary colors themselves can not be made by mixing other colors
Secondary colors	colors that are made by mixing two primary colors together. Orange, green and violet (purple)
Hue	the name of the color
Tints	created by adding white to a color
Shades	created by adding black to a color
Graphic design:	applied art of arranging image and text to communicate a message. It may be applied in any media, such as print, digital media, motion pictures, animation, product decoration, packaging, and signs.
Typography:	the art and process of arranging type on a page or design
Kerning:	in typography, to adjust space between two characters -so those characters appear better fitted together. Also referred to as kerning.



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Leading:	in typography, (rhymes with heading) to adjust the space between lines of type , often measured from the baseline of one line to the baseline of the next, and less frequently measured from ascender to ascender. Dates back to hot metal days when strips of lead were inserted between lines of type to provide line spacing.
Tracking:	to adjust the space between all letters in a word
Principles of Graphic Design:	the basic rules or guidelines that create organization of a design CRAP-E- Contrast-Repetition-Alignment-Proximity- & Emphasis
Contrast	creating a noticeable difference between visual elements.
Repetition:	the repeating of a visual element in a design
Alignment	is the setting of text or image placement relative to a page, column
Proximity	putting similar visual elements together in one place in a design When several items are close to each other, they become one visual unit. This organizes information and reduces clutter.
Emphasis or Center of interest:	a specific area, or visual element that dominates a design; the area in a work which the eye is most compellingly drawn. The viewer's eye is usually drawn there first.
Rule of thirds:	a composition rule that divides the scene into three rows and three columns. The rule states that the painting is much more interesting if the focal point is not in the center of the canvas but rather in one of the outlying regions, preferably at one of the intersection points 
Sans serif:	in typography, a typeface that does not have a serif (crossline) decorating the main strokes of the characters. Sans is French for "without" Sans-Serif is also a classification of related type families
Serif:	in typography, serifs are the small features at the end of strokes Serif is also a classification of related type families

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	 <p style="text-align: center;">Serif Sans Serif</p>
Texture:	the surface characteristics of a work of art that are <u>either felt or perceived visually.</u>
Important Typography Rules>>	<p style="text-align: center;">A Few Simple Type Rules- Use No More Than 2 type combinations in a design Use only one decorative typeface per page</p> <p style="text-align: center;">Emphasize headlines, titles, more than body copy Avoid using 2 sans serifs or 2 serifs together on the same page Color should improve -not take away from readability</p>