

Study Guide For Final Exam

2015 Graphics Tech

Graphic Design:

applied art of arranging image and text to communicate a message.

Typography:

the art and process of arranging type on a page or design

Lines

Shape

Form-(3D)

Color

Texture

Value

Space

7

Elements

of Art

Principles of Design

1. Contrast
2. Repetition
3. Alignment
4. Proximity
5. Emphasis

CRAP-E

GESTALT Theories of Perception

when a person encounters an unfamiliar collection of stimuli, he or she will try to

assemble the parts into a meaningful whole or pattern that makes sense.

MEANS “UNIFIED WHOLE”

GESTALT PRINCIPLES OF PERCEPTION

Proximity

Similarity

Closure

Continuation

Figure/Ground

FOCAL POINT

**The part of a design that
is most emphasized-
or most prominent**

A Few Simple Type Rules-

- a. Use No More Than 2 type combinations in a design

- b. Use only one decorative typeface per page

Serif Fonts vs. Sans-Serif Fonts

One has a (crossline) decorating the main strokes of the characters.

One does not...(Sans-Serif)

Bitmapped Graphics Vs. Vector Graphics

Bitmap is composed of a pattern of dots or PIXELS

**Vector is drawn in shapes and lines, called paths—
Is Scalable—-without loss of quality**

Primary Colors-
red, yellow, and blue

Secondary Colors-
colors that are made by mixing
two primary colors together

Tints -created by
adding white to a color

Shades- created by
adding black to a color

RGB: stands for Red, Green, Blue color model. This is what you see on a computer monitor

CMYK- the abbreviation for cyan (C), magenta(M), yellow(Y) and black (K). It is the colors used in a four color printing process.

Rule of Thirds:

a composition rule that divides the scene into three rows and three columns.

.....scene 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

ALIGNMENT:

**is the setting of text
or image placement relative to a
page, column -**