

# Vocabulary Terms

## Digital Art + Design

### 01. Typography

The artistic arrangement of type in a readable and visually appealing way. Typography usually concerns the design and use of various typefaces in a way that helps to better visually communicate ideas.

### 02. Body Copy

The main part of text in your design or publication – the written website content, the book contents, even this type you're reading right now, it's all body copy.

### 03. Display Type

Type that is designed with the objective of attracting attention. Think of movie titles on posters, article titles in magazines, newspaper headlines, etc.

### 04. Hierarchy

The visual arrangement of design elements in a way that signifies importance. For example, you might make a title big and bold to ensure it attracts more attention than a small, lightly colored image caption.

### 05. Kerning

The adjustment of space between two characters in your type. Kerning is a common design term and usually aims to achieve a more proportional and pleasing balance of space between each character.

### 06. Leading

Pronounced 'ledding', leading refers to the space between lines of type. Overly tight leading can cause tension and overlap, making the content unreadable, and too-loose leading can equally make the type appear disjointed, so we usually try to find a nice balance between the two.

### 07. Tracking

Tracking concerns the space between letters. When we track bodies of text, we are adjusting space between every letter in a word in order to change the density or appearance of a large block of type (i.e. body copy). Tracking shouldn't be confused with kerning, which concerns the adjustment of space between individual pairs of letters.

## 08. X-Height

The average height of lowercase letters. X-height gets its name as this value is usually exemplified by looking at the height of the letter x in any given typeface.

## 09. Ascender

The part of a lowercase letter that extends above the x-height. Some common examples of this are 'b', 'd', 'f', etc.

## 10. Descenders

The part of a lowercase letter that extends below the x-height. Some common examples of this are 'g', 'j', 'p', etc.

## 11. Orphans and Widows

This design term, refers to the words or short lines that appear by themselves at the top or bottom of a column of type. It's always a good (and easy) idea to check over your body copy before finishing up, and manually removing these when they appear.

## 12. Serif Typeface

A typeface with small decorative strokes (called 'serifs') found at the end of horizontal and vertical lines. Serif typefaces tend to look professional, authoritative, and traditional in appearance.

## 13. Sans Serif Typeface

A typeface without the small decorative serif strokes. Sans serifs tend to look more modern, stylish, and cleaner than their serif counterparts.

## 14. Script Typeface

A typeface that mimics cursive handwriting. Script typefaces tend to look elegant, personal, and/or more casual, depending on how embellished they are.

## 15. Slab Serif Typeface

A typeface with thicker, blockier serifs, very commonly used in headlines and titles, but rarely in body copy. Slab serifs tend to look sturdier, stronger, and bolder.

## 16. Legibility

The measure of how easy it is to distinguish one letter from the next. Legibility has a lot to do with your choice of typeface and how you use it, i.e. simpler serif or sans serif typefaces are generally better for smaller body copy.

## 17. Alignment

The lining up of elements to achieve balance, order, and a more logical layout. There are also four common types of typographical alignment – center, left, right, and justified, each with their own time and place for application.

## 18. Pull Quote

A short quote or excerpt pulled from the main text and used as a visual element to help highlight important ideas and draw interest to the piece. Pull quotes are very common in magazine design.

## 19. Palette

The selection of colors that you choose to use for your design.

## 20. Monochrome

A color scheme built out of only one color, including lighter and darker tones of that color.

## 21. Analogous

A color scheme built out of three colors that are next to each other on the color wheel.

## 22. Complementary

A color scheme built out of two colors that sit opposite each other on the color wheel.

## 23. Triadic

A color scheme built out of three colors equally spaced around the color wheel.

## 24. CMYK

CMYK or 'Cyan, Magenta, Yellow, Key'(stands for black), is a color model that is used for print purposes. CMYK is a subtractive color, this means that we begin with white and end up with black. So, as we add more color, the result turns darker.

## 25. RGB

RGB or 'Red, Green, Blue' is a color model that is used for on-screen purposes. RGB is an additive color, meaning that when mixing colors, we start with black and end up with white as more color is added.

## 26. Pantone (PMS)

The 'Pantone Matching System' is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

## 27. Warm Colors

Colors that make you think of heat and warmth, like reds, yellows, oranges, etc. These colors tend to feel cozier, friendlier, and more cheerful. You are able to add more warm tones to an image or photograph by increasing the orange tones in your image.

## 28. Cool Colors

Colors that make you think of colder temperatures, like blues, greens, violets, etc. These colors tend to create a calm and soothing atmosphere. You are able to add cooler tones to an image or photograph by increasing the blue tones in your image.

## 29. Color Theory

The study of how colors make people feel and respond. Certain colors tend to evoke certain subconscious emotions and feelings in people – for example, we tend to associate blue with trust and dependability, hence why so many corporate businesses have blue logos and branding.

## 30. Gradient

A gradual change in color from one tone into another. Two common types of gradients are the linear gradient where each color sits on opposite sides of the frame, and a radial gradient where one color sits in the middle, and another at the edge.

## 31. Opacity

The degree of transparency an element has. The lower the opacity, the more transparent an element is.

## 32. Resolution

The amount of detail an image has. Generally speaking, the higher your resolution, the better your images appear, and the more detail is rendered. Whereas lower resolution images or graphics tend to appear blurry, pixelated or muddy.

### 33. Contrast

The degree of difference between two juxtaposed elements. Some other common types of contrast are dark vs. light, thick vs. thin, rough vs. smooth, etc.

### 34. Saturation

The degree of intensity and vividness of a color. For example, a low-saturation color may appear pale and faded, whereas a more heavily saturated color may appear more vibrant and colorful.

### 35. Stock Photo

A professionally shot photograph available online for licensing. Stock photos are usually used in lieu of hiring a photographer, or if a designer cannot access the images they need from their own inventory of photographs.

### 36. Rule Of Thirds

Rule of Thirds is a theory that if you divide your image with two vertical and two horizontal lines, the areas where your lines intersect will become focal points of your design.

### 37. Brand

A collection of concepts, ideas, and emotions that encapsulate your company's values and ethos. A brand is a mix of all the fine conceptual details that make up the company, from the content the brand promotes, the way employees talk, the words used, the values upheld, etc.

### 38. Brand Identity

The visualization of your brand (see definition above) in a way that represents the values, content and ethos of the company. This can include things like a logo, business cards, letterheads, uniforms, packaging design, etc.

### 39. Logotype

A type of logo where the name of the company designed in a visual way. Think of brands like Google, Ikea, Disney.

### 40. Brandmark

A type of logo design where a symbol is used in place of the company name, i.e. the Apple logo. Brandmarks are commonly accompanied by a logotype, but not always.

#### 41. Thumbnail Sketch

No, not the kind of thumbnail on your hand. Thumbnail sketches are rough drawings of potential design concepts or solutions. These sketches are used to visualize and grow various ideas and concepts by hand before moving to the screen.

#### 42. Grid

A framework made up of evenly divided, intersecting columns and rows. Grids help designers to align and arrange elements in a quicker, neater, and more consistent way.

#### 43. Scale

The change of size of an object while keeping its shape and proportions intact. Large scale can create drama, and smaller scale can create fine detail.

#### 44. Texture

When it comes to design, texture can refer to the actual tactile surface of a design, or the visual tactility of your design. By layering textured images and graphics over your design, you can often create a visual appearance of tactility that mirrors actual texture.

#### 45. White Space

Also called 'negative space', white space refers to the areas of a design that are not filled with content. White space is an important design element as it helps to let a design 'breathe', helps avoid overly complicated designs, and keeps designs looking clean.

#### 46. Margins

The space around the edge of a page. By increasing or decreasing the size of your page's margins you can create a more calming or a more tense design respectively. The example below has larger, more open margins.

#### 47. Die Cut

The process of cutting areas of your printed design in various shapes to create unique effects. Diecuts are created after printing and are classed as a finishing process.

#### 48. Foil Stamping

The heat-pressing application of foil to certain parts of a design to give them a shiny, metallic finish.

#### 49. Letterpressing

The process of using metal plates to press a design into the surface of paper to create dimensional indentations.

#### 50. Lorem Ipsum

Also known as 'dummy copy', lorem ipsum is a generic filler text used when the real text is not available. It's used as placeholder text to demonstrate how a design will look once the real body copy has been included.

51. Artwork – The artwork is the physical materials, including photos, images, text and other components of a printed piece. It also refers to the digital components need to produce both a printed or electronic document.

52. Bitmap (BMP) – A picture made from a series of small dots that are called pixels. Bitmaps include images created with paint programs, images downloaded from a digital camera, and images scanned into a program with a scanner.

53. Bitmap Vs. Vector – Bitmap: A dot-matrix data file structure representing a rectangular grid of pixels, or points that are assigned individual colors to draw an image. Bitmaps and raster graphics are resolution-dependent. They cannot scale to another resolution with loss of apparent quality.

54. Vector: A vector is an image built from paths or strokes via control points. Vectors are not affected by size or resolution because all of the information resides in the structure. The file only contains the data necessary to draw the image on the output device.

55. File sizes: Vector=180 Kilobytes Any resolution, any color Bitmap=650 Kilobytes at 600 DPI grayscale

56. Bleed – In the print industry bleed is printing that goes beyond the edge where the sheet of paper will be trimmed. Bleed is the area to be trimmed off. The bleed is the part on the side of the document that gives the printer a small amount of space to account for the movement of the paper, and design inconsistencies.

57. Caliper – Caliper is the measurement of the thickness of paper, expressed in thousandths of an inch.

58. Chroma – Chroma is the purity or intensity of color. It is also referred to as saturation.

59. Color Balance – In photography and image processing, color balance is adjusting the intensity of colors usually red, green, blue and other primary colors. It is used to render neutral colors. It is also referred to as gray balance, neutral balance, or white balance.

60. Color Correction – Color correction is the process using lighting that used color gels and filters to alter the overall color of the light or pigment.

61. Color Gamut – Color gamut describes the range of color within the spectrum of colors visible to the human eye. The way that different devices reproduce color varies from device to device including digital cameras, scanners, monitors, printers, tablets, and projectors.

62. Color Separations – The process of preparing the artwork, photographs, transparencies or computer-generated art for printing by separating color into the four primary colors: cyan, magenta, yellow, and black.

63. Commercial Printer – Commercial printers are different than normal printing because the printer is the business itself, and its employees are printing professionals. A commercial printer is a printing company that prints a file using one of a variety of methods, often involving a printing press. The printing method to be used affects how the digital file must be prepared. Commercial printers usually require very specific file preparation or prepress tasks.

64. Cutting Machine – Printing machines allow you to print and cut all in one step with only one machine, saving you time and effort in large scale printing projects.

65. Digital Printing Vs. Offset – Digital printing doesn't use plates the way offset printing does, but in its place uses toner and liquid ink. Digital printing is best used when lower quantities are needed. Another benefit of digital printing is variable data printing capabilities. This allows you to print unique codes, names, or addresses on each printed piece. Offset printing is a print solution for larger-scale jobs when printing high quantities of the same piece.



66. Digital Proofing – Proofs are made of digital files, rather than physically printing the proof. Digital proofs are less expensive than press proofs, but cannot be used to check color accuracy. There are several types of digital proofs including, onscreen proofs, desktop laser or inkjet proof, PDF, bluelines also called dylux and high-end color digital proofs.

67. Dots Per Inch (DPI) – Dots Per Inch, also referred to as DPI is a measurement in print layout, video, or image scanner dot density of the number of individual dots that can be placed in a line in the span of one inch. It is known as the resolution on digital screens or is an indicator of the print quality of a printed piece.

68. Encapsulated PostScript File – An encapsulated postscript file, more commonly known as an EPS file, is a file extension for a graphics file that used vector images from Adobe Illustrator. An EPS file can contain text, as well as graphics. Most EPS files contain a bitmap version of the image for simpler viewing rather than the vector instructions to draw the image.

69. Fibers – Papers made up of fibers that are arranged in a specific direction and density creating a grain direction in the substrate

70. Fine Papers – Fine paper types are pieces of printing and writing paper grades made up of chemical pulps. Some of the common types of fine paper in this grade are bible paper, coated fine paper, inkjet paper, thermal paper, and woodfree uncoated paper. There are also broken down into these five categories: text, cover, writing, 25% & 100% Cotton Bond, and No. 1 Bond Watermarked.

71. Fixed Costs – Fixed costs are constant business costs that do not change based on sales or the number of goods being produced. This includes costs like rent, insurance, interest expense, utilities, property taxes, salaried employees, and other resources. Fixed costs combined with variable costs (expenses that change in proportion to production output) make up your total business expenditures.

72. Format – Format, in relation to printing, is the blueprint for printed output, it defines the character, and line spacing of the areas of the page to be printed.

73. Gloss – The term gloss is used to depict that degree of shine on a printed ink. Some of these inks become glossier when the dry. The paper quality affects this quality, and the glossiness comes from when the light hits the paper's surface, the orientation of the reflected light determines a paper's gloss.

74. Intensity – Intensity also referred to as chroma or saturation is a reference to the brightness of a color. Color is at full intensity when not mixed with black or white. You can adjust the intensity of color making it duller by adding gray to the color.

75. Jogger – A machine that uses vibration and a slopping platform to even-up stacks of printed materials.

76. Justification – Adjusting the spacing and hyphenation of words and the characters to fill a line of text from end-to-end. Also known as word spacing.

77. Letter Fold– Two folds creating three panels that allow a sheet of letterhead to fit a business envelope. Also called barrel-fold and wrap-around-fold.

78. Margin – The margin is the space around the edges of a printed document

79. Matte Finish – A matte finish is flat unlike a glossy finish like a photograph.

80. Mock Up – A mock-up is a reproduction of the original printed documents and also sometimes contains instructions on how to produce the document.

81. Ream – A ream of paper is 500 (480 used to be the standard) sheets of paper. The ream is used to determine the bond paper's weight.

82. Register Marks – Register marks are any cross marks or other symbols use to assure the proper registration

83. Self-Mailer – A printed item that is sent without an envelope, for instance, a postcard, marketing mailer, etc.

84. Trim Marks – Marks placed on the printed sheet to indicate where cuts should be made.

85. Variable Data Printing – Variable data printing is a type of printing in which on-page elements like graphics, text, or images are changed from one printed piece to the next. This is accomplished in real-time without stopping the print job. An example of variable data printing would be a set of personalized letters, each with the same basic layout, but with a different name, address and even different image on each letter.

86. Bezier Curve- s a mathematically defined curve used in two-dimensional graphic applications. The curve is defined by four points: the initial position and the terminating position (which are called "anchors") and two separate middle points (which are called "handles"). Bezier curves are used in computer graphics to produce curves which appear reasonably smooth at all scales.

87. Turnaround- the process of completing or the time needed to complete a task, especially one involving receiving something, processing it, and sending it out again.

88. Material Safety Data Sheet- A material safety data sheet (MSDS) is a technical document which provides detailed and comprehensive information on a controlled product related to health effects of exposure to the product, hazard evaluation related to the product's handling, storage or use, measure to protect workers at risk of exposure & emergency procedures.

89. Anchor Point- A path is made up of a series of points called "anchor points" and line segments between these points. The anchor points on either end of a path have "control handles" and these can be used to control the direction of the curved path.

90. Path- A path is the line that appears when you draw a line in Adobe Illustrator.

91. Copyright- the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.

92. Infringement- the action of breaking the terms of a law, agreement, etc.; violation.

93. Tagline- a catchphrase or slogan, especially as used in advertising, or the punchline of a joke.

94. Selection Tool- The Selection tool (V) selects entire objects in Adobe Illustrator.
95. Direct Selection- tool (A) selects points or path segments within objects in Adobe Illustrator.