

DESIGN DICTIONARY

36 Terms You Should Know and Understand



ALIGNMENT

This attribute moves images, fonts, and objects into alignment and consistency.



BLEED

The part of the page that gets trimmed off once the design is printed.



CAMERA-READY

Media that is formatted in ready to go with for the printer.



CMYK

Color-Printing: Yellow and Magenta. These are colors often used in printing.



CROP MARKS

Guides used to mark areas to cut for the final look.



DIE-CUT

Printed items that are cut into shapes or different forms of production.



DPI

How many dots of information can be printed in an inch.



EXPORT

When you export the file, it's a separate file that the user can use without the original file.



FONT

Defines the style and size of characters from information within a software.



GIF

Graphic Interchange Format. Used for images, it can either be static or animated.



GRID

Horizontal and vertical lines that intersect and allow a designer to structure content.



GUTTER

The blank space between two pages being seen when.



JPEG

Joint Photographic Experts Group. A common format for images.



KERNING

The spacing between characters to make the reading of every line better when followed.



LAYERS

Contents in separate form of information, images, and images that work with.



LEADING

The vertical space that sets each line of text apart.



LOGO DESIGN

The process of creating a visual identity that represents a company, brand, or individual.



MEASURE

Used to define the width of a text block. These options are readability.



NEGATIVE SPACE

The amount of space around the objects and empty space in a design.



OFFSET

A process of printing a document on a separate sheet of paper, then on a separate sheet of paper.



PANTONE SYSTEM

A color matching system used in the printing industry, developed by Pantone.



PDF

Portable Document Format. A common format for images and documents.



PICA

A unit of measurement used in typography. One pica is 1/6 of an inch.



PIXEL

The smallest element in a digital image. Thousands form an inch.



PMS

Process Color System. Used for color printing and design.



PPI

Prints per inch is a measure of resolution. The more PPI the more detailed the image.



PROOF

A stage in printing where you can see the final result.



PSD

A format used for files that contain design files. Adobe Photoshop.



RASTER FILES

These are made up of thousands of small dots that make up each image. Not scalable.



RGB

Red, Green, and Blue. A color model often used in digital design.



SANS SERIF

Typographic style where letters don't have small lines (serifs) at the end of each character.



SLUG

A space without a character to indicate that it won't be part of the final product.



TRACKING

A measure of the space between groups of letters.



TYPEFACE

The style, design, and form of a group of letters. Also called a font family.



TYPOGRAPHY

How the designer of images that can be used in any medium.



VECTOR IMAGES

Can be scaled up or down without losing quality.

Graphic Design Vocabulary

G Psacharopoulos



Graphic Design Vocabulary:

Embracing the Beat of Expression: An Emotional Symphony within **Graphic Design Vocabulary**

In a global eaten by monitors and the ceaseless chatter of fast connection, the melodic splendor and psychological symphony produced by the prepared word usually disappear into the backdrop, eclipsed by the constant noise and distractions that permeate our lives. But, set within the pages of **Graphic Design Vocabulary** a wonderful literary value filled with organic emotions, lies an immersive symphony waiting to be embraced. Constructed by a wonderful composer of language, this interesting masterpiece conducts readers on a mental journey, skillfully unraveling the concealed songs and profound affect resonating within each cautiously constructed phrase. Within the depths with this moving assessment, we can examine the book is central harmonies, analyze its enthralling publishing fashion, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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