

DESIGN DICTIONARY

36 Terms You Should Know and Understand



ALIGNMENT

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



BLEED

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



CAMERA-READY

Media that is designed to ready to be sent to the printer.



CMYK

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



CROP MARKS

Guides used to mark areas to cut to the final size.



DIE-CUT

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



DPI

How many dots of information can be printed per inch.



EXPORT

When you export the file, it's exported into a format that the printer can use.



FONT

Defines the style and size of characters from information entered in a document.



GIF

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



GRID

A grid is a series of lines that intersect to form a grid. It's used to align elements in a design.



GUTTER

The space between two pages in a book or document.



JPEG

Joint Photographic Experts Group. A common format for images.



KERNING

The space between characters to make the spacing of letters look better.



LAYERS

Layers are used to organize different elements of a design.



LEADING

The vertical space between lines of text.



LOGO DESIGN

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



MEASURE

Used to define the width of a text block or the height of a text block.



NEGATIVE SPACE

The amount of space around the design and the space it's designed to fill.



OFFSET

A process of printing a document on a second sheet of paper.



PANTONE SYSTEM

A color matching system used in the printing industry.



PDF

Portable Document Format. A common format for documents.



PICA

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



PIXEL

The smallest element of a digital image that can be displayed.



PMS

Process Color. A color system used in printing.



PPI

Prints per inch. A measure of resolution. The more PPI, the more detailed the image.



PROOF

A copy of a document that is used to check the design before printing.



PSD

A format used for files that contain design data.



RASTER FILES

Files that are made up of thousands of small squares that form the image.



RGB

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



SANS SERIF

A typeface style that does not have a serif.



SLUG

A space at the end of a line of text that is used to mark the end of the line.



TRACKING

The amount of space between characters in a typeface.



TYPEFACE

A set of characters that are used to create text.



TYPOGRAPHY

The art and technique of arranging type to make written language legible and appealing.



VECTOR IMAGES

Images that are made up of mathematical formulas.

Graphic Design Vocabulary

Steven Heller



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