Vocabulary GUIDE
Graphic Design Terminology

FILE TERMINOLOGY

File Extensions: _____

Pixel: _____

Give two facts about Raster files: _____

_____

Give two facts about Vector files: _____

_____

What is Native/Proprietary File Format and give two examples:

_____

_____

What is Non-proprietary File Format and give two examples:

_____

_____

What are the below file formats most commonly used for?

JPG: _____

AI: _____

GIF: _____

PNG: _____

PSD: _____

BMP: _____

EPS: _____

TIF: _____

RAW: _____

What is the difference between interlacing and non-interlacing?

_____

_____

_____

PRINT TERMINOLOGY

(Process Color)

CMYK: _____

RGB: _____

Spot Color: _____

EDITING TERMINOLOGY

What are layers?: _____

_____

Three benefits to using layers: _____

_____

_____

Merging: _____

Cropping: _____

Cloning: _____

Magic Wand Tool: _____

TYPOGRAPHY TERMINOLOGY

Typography: _____

Font face, typeface, font family: _____

Type size: _____

Kerning: _____

Alignment: _____

COPYRIGHT TERMINOLOGY

Copyright: _____

Intellectual Property: _____

Public Domain: _____

_____

Fair Use Doctrine: _____

Creative Commons: _____

Vocabulary GUIDE KEY
Graphic Design Terminology

FILE TERMINOLOGY

File Extensions:*the 2-4 letters following a filename that designate the type of file it is (Ex: .JPG)*

Pixel: *a basic unit, a tiny square, of color that is the building block of raster images*

Give two facts about Raster files: *Raster files use pixels, lose quality when they are scaled up, is the format of photos or complex images, and tend to be large sized files. Photoshop. (.JPG / .GIF / .PSD)*

Give two facts about Vector files: *Vector files use geometric shapes, never lose quality at any scale, is used for simpler images and logos, and the file sizes are small. Illustrator. (.SVG / .EPS / .AI)*

Native/Proprietary File Format and two examples: *Native file types are exclusive to a certain software, for the most part. (Photoshop format - .PSD / Microsoft Word - .DOC)*

Non-proprietary File Format and two examples: N*on-proprietary file types are able to be opened and edited in multiple programs/browsers (.JPG / .AVI)*

JPG: *One of the most common non-proprietary raster formats, pretty universal, common to the internet*

AI: *Proprietary vector format for Adobe Illustrator, an editable workfile*

GIF: *A non-proprietary raster format, most commonly used for small, short animations.*

PNG: *A non-proprietary raster format, typically higher quality than JPG, background can be transparent*

PSD: *Photoshop's proprietary raster format. Can be edited, layers added to it.*

BMP: N*on-prorietary raster format. The granddaddy of raster."Bitmap" is also another term used for raster.*

EPS: *Non-proprietary vector format. Most often used for printing higher quality vector graphics.*

TIF: *Non-proprietary raster format. Used to save high quality photographs without quality loss.*

RAW: *Raw camera footage. Photoshop offers unique ways to edit RAW footage compared to a generic photo.*

What is the difference between interlacing and non-interlacing? *How an image loads. Interlaced images load the entire graphic immediately, and it goes from pixelated to crisp gradually. Non-Interlaced images load in full quality one bar at a time from the top of the image down to the bottom. Interlacing is preferred.*

PRINT TERMINOLOGY

(Process Color)

CMYK: *Four color printing process. The four inks in most color printers are: Cyan, Magenta, Yellow, black*

RGB: *The color spectrum of screens. The three primary colors of light Red, Blue, and Green combine to make white light.   It's the default color spectrum for viewing online graphics.*

Spot Color: *A highly specific form of printing with professional printers that can print exact colors. Unlike CMYK which is a "Process color" method that prints layers of the CMYK inks to make an approximate color.*

EDITING TERMINOLOGY

What are layers?: Separate levels within editable art/design files that you can edit individually. Imagine a stack of clear sheets, each one can be drawn on, reorganized, or removed without affecting each other.

Three benefits to using layers: *Each layer can be edited without ruining the overall image, you can move them around and stack them differently, and they allow you to keep editing your image with less difficulty if you close the program and need to edit it again later, compared to a flattened image.*

Merging: *Multiple layers can be merged together into a single layer, you can also Group layers into a folder*

Cropping: *When you choose what part of an image you want too keep and cut off the sides you don't.*

Cloning: *Cloning tools can copy one section of your image and replicate them somewhere else.*

Magic Wand Tool: *With one click you can select a section of an image that is the same color of value.*

Good Design: *It is universally aesthetically pleasing, it's readable/understandable, it is timeless, and it has a cohesive message or "vibe" it is presenting that fits the content or product*

TYPOGRAPHY TERMINOLOGY

Typography: *The art of type... basically all of the design elements connected to text*

Font face, typeface, font family: *Related font types. Like Arial Bold and Arial Narrow.*

Type size: *The scale of your text, explained in "points". For example, the default essay font size is 12 pt.*

Ascender: *A part of a letter that is above the x-height. Letters like h, b, f have ascenders.*

Descender: *A part of a letter that is below the x-height. Letters like g, j, y have descenders.*

X Height: *The default size of a lower-case letter without including ascenders or descenders. Like x, c, e.*

Kerning: *The space between two single letters. Kerning is important when you edit text!*

Tracking: *The spaces between the letters in an entire row of text.*

Leading: *The space between lines of text. Like making a page double-spaced is adjusting the leading!*

Alignment: *Where a block of text is positioned. Is it centered, justified, left aligned, or right aligned?*

Serif: *Text with little flags at the tops & bottoms of the letters. Looks professional, like Times New Roman.*

San-Serif: *Text without the flags. They tend to look more modern or playful, like Comic Sans.*

COPYRIGHT TERMINOLOGY

Copyright: *Ownership of a creation. If you make something you have some copyright over it automatically.*

Intellectual Property: *The thing you create is your intellectual property. It came out of your head!*

Public Domain: *Intellectual property that has aged out of copyright, typically over 70 years after the creator's death. Shakespeare and Mozart can have their work shared and sold freely because it's in the Public Domain.*

Fair Use Doctrine: *When a creator gives others permission to use their work, with stipulations like giving credit*

Creative Commons: *Content shared onlineby creators who give up their copyright so others can use it freely*