

*Adobe Visual Design***GRAPHIC DESIGN: 2.00/7.00**

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|----------|----------------------|-----------|---|
| 1 _____ | Adjusting Levels | A | A size relationship between components of a design |
| 2 _____ | AI | B | A small line attached to the end of a stroke in a letter or symbol. |
| 3 _____ | Balance | C | A typeface is a set of one or more fonts, in one or more sizes, designed with stylistic unity, each comprising a coordinated set of glyphs. |
| 4 _____ | Bitmap Graphic | D | Adjusting the color values of a graphic to make them appear more realistic or meet a desired effect. |
| 5 _____ | Black & White | E | All possible color combinations |
| 6 _____ | Brightness | F | Any image or design created or edited by a computer |
| 7 _____ | CMYK | G | Both sides of a design are not equal, but still balanced. |
| 8 _____ | Color | H | Carry eye left and right; convey a feeling of calm or peacefulness |
| 9 _____ | Color Correction | I | Carry eye up and down; convey a feeling of awe or challenge |
| 10 _____ | Color Depth | J | Center of interest in a design |
| 11 _____ | Color Scheme | K | Changing highlights, shadows, and mid-tones of a photo. |
| 12 _____ | Complementary Colors | L | Color mode optimized for printing purposes |
| 13 _____ | Contrast | M | Color mode optimized for viewing on a screen |
| 14 _____ | Curved Lines | N | Colors across from one another on the color wheel work well together when used in a design |
| 15 _____ | Diagonal Lines | O | Combination of dots, lines, and colors used create the illusion of a surface appearance; adds depth and dimension to a design |
| 16 _____ | Digital Graphics | P | Creating the feeling of movement in a design |
| 17 _____ | Emphasis | Q | Describes the clarity of bitmap graphics, determined and defined by the number of Pixels Per Inch (PPI) |
| 18 _____ | Exposure | R | Design is exactly equal on both sides. |
| 19 _____ | Font Families | S | Fonts without serifs on the letters. |
| 20 _____ | Formal Balance | T | Gently bent; give a soft, relaxed feel to a design |
| 21 _____ | GIF | U | Give direction to a design; create movement in a design; thick lines show importance, thin lines demonstrate quick movement; could be vertical, horizontal, diagonal, or curved lines |
| 22 _____ | Grayscale | V | Graphics that are blurry and smaller file sizes. |
| 23 _____ | High Resolution | W | Graphics that are very clear and larger file sizes. |
| 24 _____ | Horizontal Lines | X | Helps identify objects in a design; creates visual flow in a design; communicates feelings and moods to the audience or viewer; consists of hue, saturation, and brightness |
| 25 _____ | Hue | Y | How design elements are arranged either horizontally or vertically on the canvas |
| 26 _____ | Informal Balance | Z | How light or dark a color appears; adding black or white changes a color's brightness |
| 27 _____ | JPEG | AA | Indexed color format (256 colors) which supports simple transparency layer |

- 28 _____ Kerning
- 29 _____ Leading
- 30 _____ Lines
- 31 _____ Low Resolution
- 32 _____ PNG
- 33 _____ Proportion
- 34 _____ PSD
- 35 _____ Readability
- 36 _____ Resolution
- 37 _____ RGB
- 38 _____ Rhythm
- 39 _____ Sans Serif
- 40 _____ Saturation
- 41 _____ Serifs
- 42 _____ Shape
- 43 _____ Sharpness
- 44 _____ SVG
- 45 _____ Texture
- 46 _____ TIFF
- 47 _____ Tracking
- 48 _____ True Color
- 49 _____ Typography
- 50 _____ Unity/Harmony
- 51 _____ Vector Graphics
- 52 _____ Vertical Lines
- 53 _____ White Space

- BB** Most common graphic file format, full color graphic format (16.7 million colors) with a relatively small file size
- CC** Native file for Adobe Illustrator
- DD** Native file type used by Adobe Photoshop, does not compress layers of a design, allowing for future editing
- EE** Refers to the distance between the baselines of successive lines of type. It is the vertical distance between lines of text.
- FF** Slanted; add interest to a design
- GG** Supports advanced transparency with a relatively average file size, can be interlaced, optimizing for internet use
- HH** The absence of elements to give visual breathing room for the eye and avoids overcrowding.
- II** The amount of hue used in a particular color
- JJ** The amount of light in a photo
- KK** The amount of separation between the darkest and brightest areas of a photo.
- LL** The ease with which text can be read and understood.
- MM** The form of an object; when lines enclose a space; can be used to help identify objects; three basic shape types: circle, square, triangle
- NN** The name given to a color
- OO** The number of distinct colors a graphic is capable of displaying.
- PP** The process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result, adjusts the space between characters
- QQ** The process of uniformly increasing or decreasing the characters in a block of text.
- RR** The property of a photo that describes the clarity of detail.
- SS** The purposeful selection of colors for use in a design.
- TT** The style and appearance of printed materials. Specific identifiers include style, font, typeface, etc.
- UU** Use mathematical formulas to define lines, points, curves, and other attributes, do not lose clarity when viewed up close or zoomed in, best type of graphic for printing in large scale
- VV** Use square pixels arranged in a grid that have assigned colors, lose clarity when viewed up close or zoomed in, also referred to as raster graphics
- WW** Uses only true black and true white
- XX** Uses true black, true white, and all shades of gray in between
- YY** Vector file type that supports interactivity and 2D animation.
- ZZ** Versatile graphic file type that can use a variety of color formats, works best for desktop publishing or print work
- AAA** When all components of a design look as if they belong together