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**Vocab: AVD2 1.00 Visual Design Industry**

*Apply knowledge of the visual design industry.*

**Directions:** Using the PowerPoint notes, write definitions in your OWN words and turn in. You will also use these to help you study for the quiz and certification test!

**Objective: 1.01:** Identify the purpose, audience, and audience needs for preparing images.

Client Goals:

Target Audience:

Demographics:

Accessibility:

**Objective: 1.02:** Communicate with colleagues and clients about design plans.

Stages of Design:

Define:

Structure:.

Design:

Build & Test:

Delivery:

Design Comps:

Design Brief:

Sketches:

Specifications:

Wireframe:

Prototype:

Iteration:

Drafts:

Redesign:

Feedback loop:

Change Order:

Project Scope:

Scope Creep:

Project Management:

**Objective: 1.03:** Identify the type of copyright, permissions, and licensing required to use specific content.

Copyright:

Permissions:

Licensing:.

Creative Commons:

Public Domain:

Intellectual Property:

Derivative Works:

Commercial Use:

Attribution:.

Work for Hire:

Fair Use:

Fair Dealing:

Image Permissions:

Model Release:

Location Release:

**Objective: 1.04:** Build knowledge of key terminology related to publications.

Resolution:

Image Size:

Embedding:

Linking:

Bitmap Graphics:

Vector Graphics:

Paths:

Object:

Rendering:

Resizing:

Color Management:

Color Depth:

Color Gamuts:.

Color Modes:.

RGB:

CMYK:

Grayscale:

Multi-Page Layouts:

Title:

Header:

Footer:

Body Text:

Block Quote:

Caption:

Table of Contents:

Index:

Page Size:

Orientation:

Facing Pages:

Spreads:

Bleed:

Trim:

Slug:

Master Pages:

Column:

Gutter:

Margins:

Frames:

Alternate Page Layout:

Liquid Layout:

Liquid Layout Panel:

Liquid Page Rule:

Content:

Object Constraints:

**Objective: 1.05:** Utilize knowledge of basic design principles and best practices employed in the design industry.

Lines:

Shapes:

Texture:

Color:

Emphasis:

Unity/Harmony:

Variety:

Balance:

Alignment:

Proximity:

Repetition:

Rhythm:

Scale:

Movement:

White Space:

Gestalt Principle:

Alignment:

Kerning:

Tracking:

Leading:

Rules of Composition:

Aspect Ratio:

Rule of Thirds:

Depth of Field:

Visual Hierarchy:

Field of View:

White Balance: