# DIGITAL GRAPHICS MATCHING - CONCEPTS
### *Digital Media 1*

| # | Term | | Letter | Definition |
|---|------|---|--------|------------|
| 1. | _____ | .AI | A | A Bitmap graphic's clarity is defined by this number. |
| 2. | _____ | Balance | B | A digital graphics program that creates/edits bitmap graphics. |
| 3. | _____ | Bitmap | C | A name given to a color. |
| 4. | _____ | Bitmap | D | How elements are arranged either horizonatally or vertically in the design. |
| 5. | _____ | Black & White | E | A program for digitla graphics that creates and/or edits vector graphics. |
| 6. | _____ | Brightness | F | When printing, this is the best color mode. |
| 7. | _____ | CMYK | G | A size relationship between components of a design. |
| 8. | _____ | Color | H | Best type of graphic for large scale printing. |
| 9. | _____ | Color Depth | I | All possible color combinations, 16.7 million |
| 10. | _____ | Color Scheme | K | Another name for Bitmap graphics. |
| 11. | _____ | Complementary Colors | M | Both sides of a design are not equal, but still balanced. |
| 12. | _____ | Curved Lines | N | Color mode optimized for viewing colors on a screen. |
| 13. | _____ | Diagonal Lines | O | Color mode that only uses black and white. |
| 14. | _____ | Draw Program | P | Colors that lay across from each other on the color wheel and work well together. |
| 15. | _____ | Elements of Design | Q | Creating movement in a design using lines, colors, shapes, and textures. |
| 16. | _____ | Emphasis | R | Design is exactly equal on both sides. |
| 17. | _____ | Formal Balance | S | Formatting a graphic file that works best for the client's needs. |
| 18. | _____ | GIF | U | Give direction to a design and create movement. |
| 19. | _____ | Grayscale | W | Graphic file type that supports advanced transparency, has an average file size, and can be interlaced and optimized for internet use. |
| 20. | _____ | High Resolution | X | Graphic loses clarity when zoomed in or viewed up close. |
| 21. | _____ | Horizontal Lines | Y | Graphics that are blurry and smaller file sizes. |
| 22. | _____ | Hue | Z | Graphics that are very clear and larger file sizes. |
| 23. | _____ | Informal Balance | AA | Graphics that use mathematical formals to define lines, points, curves, and other parts of an image. |
| 24. | _____ | JPEG | BB | Graphics that use square pixels arranged in a grid that have assigned colors. |
| 25. | _____ | Lines | CC | Graphics that uses true black, true white, and all the shades of gray in between. |
| 26. | _____ | Low Resolution | DD | Helps identify objects, communicates feelings and moods to the audience, and creates visual flow in a design. |
| 27. | _____ | Optimized Graphics | EE | How light or dark a color appears, adding black or white changes this. |
| 28. | _____ | Paint Program | FF | Indexed color Graphics file format that supports simple transparent background layers. |
| 29. | _____ | PNG | GG | Most common type of graphic file format, full color, and relatively small file size. |
| 30. | _____ | PPI | HH | Native file for Adobe Illustrator |
| 31. | _____ | Principles of Design | II | The absence of elements to give visual breathing room for the eye and avoids overcrowding. |
| 32. | _____ | Proportion | JJ | The amount of hue used in a particular color. |

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| 33. \_\_\_\_\_ | PSD | **KK** | The categories of things that are used to create a graphic design. |
| 34. \_\_\_\_\_ | Raster | **LL** | The center interest of a design, the part the audience notices first. |
| 35. \_\_\_\_\_ | Resolution | **MM** | The clarity of a Bitmap graphic. |
| 36. \_\_\_\_\_ | RGB | **NN** | The form of an object, when lines enclose a space, and can be used to help identify objects. |
| 37. \_\_\_\_\_ | Rhythm | **OO** | The native file type used by Adobe Photoshop. |
| 38. \_\_\_\_\_ | Saturation | **PP** | The number of distinct colors a graphic is capable of displaying. |
| 39. \_\_\_\_\_ | Shape | **QQ** | The purposeful selecton of colors for use in a design. |
| 40. \_\_\_\_\_ | SVG | **RR** | The rules and guidelines to follow when creating a graphic design. |
| 41. \_\_\_\_\_ | Texture | **SS** | These add a soft and relaxed feel to a design. |
| 42. \_\_\_\_\_ | TIFF | **TT** | These are slanted and adds interest to a design. |
| 43. \_\_\_\_\_ | True Color | **UU** | These carry the eye left and right in a design. |
| 44. \_\_\_\_\_ | Unity/Harmony | **VV** | These carry the eye up and down in a design |
| 45. \_\_\_\_\_ | Vector | **WW** | Uses dots, lines, and colors to create the illusion of a surface appearance, adds depth and dimension to a design. |
| 46. \_\_\_\_\_ | Vector | **XX** | When all parts of a design looks as if they belong together. |
| 47. \_\_\_\_\_ | Vertical Lines | **YY** | A veristile file type best for desktop publishing and printing |
| 48. \_\_\_\_\_ | White Space | **ZZ** | A file type that supports interactivity and 2D animation |