Adobe Visual Design

GRAPHIC DESIGN: 1.02

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 realistice 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 al photo.
12 _____ Color Theory	**L** Color mode optimized for printing purposes
13 _____ Complementary Colors	**M** Color mode optimized for viewing on a screen
14 _____ Contrast	**N** Colors across from one another on the color wheel work well together when used in a design
15 _____ Curved Lines	**O** Combination of dots, lines, and colors used create the illusion of a surface appearance; adds depth and dimension to a design
16 _____ Diagonal Lines	**P** Creating the feeling of movement in a design
17 _____ Digital Graphics	**Q** Describes the clarity of bitmap graphics, determined and defined by the number of Pixels Per Inch (PPI)
18 _____ Emphasis	**R** Design is exactly equal on both sides.
19 _____ Exposure	**S** Fonts without serifs on the letters.
20 _____ Font Families	**T** Gently bent; give a soft, relaxed feel to a design
	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
21 _____ Formal Balance	**V** Graphics that are blurry and smaller file sizes.
22 _____ .GIF	**W** Graphics that are very clear and larger file sizes.
23 _____ Grayscale	**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
24 _____ High Resolution	**Y** How design elements are arranged either horizontally or vertically on the canvas
25 _____ Horizontal Lines	**Z** How light or dark a color appears; adding black or white changes a color's brightness
26 _____ Hue	
27 _____ Informal Balance	**AA** Indexed color format (256 colors) which supports simple transparency layer

28 _____ .JPEG	**BB**	Most common graphic file format, full color graphic format (16.7 million colors) with a relatively small file size
29 _____ Kerning	**CC**	Native file for Adobe Illustrator
30 _____ Leading	**DD**	Native file type used by Adobe Photoshop, does not compress layers of a design, allowing for future editing
31 _____ Lines	**EE**	Refers to the distance between the baselines of successive lines of type. It is the vertical distance between lines of text.
32 _____ Low Resolution	**FF**	Slanted; add interest to a design
33 _____ .PNG	**GG**	Supports advanced transparency with a relatively average file size, can be interlaced, optimizing for internet use
34 _____ Proportion	**HH**	The absence of elements to give visual breathing room for the eye and avoids overcrowding.
35 _____ .PSD	**II**	The amount of hue used in a particular color
36 _____ Readability	**JJ**	The amount of light in a photo
37 _____ Resolution	**KK**	The amount of seperation between the darkest and brightest areas of a photo.
38 _____ RGB	**LL**	The ease is which text can be read and understood.
39 _____ Rhythm	**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
40 _____ Sans Serif	**NN**	The name given to a color
41 _____ Saturation	**OO**	The number of distinct colors a graphic is capable of displaying.
42 _____ Serifs	**PP**	The process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result, adjusts the space between individual letters
43 _____ Shape	**QQ**	The process of uniformly increasing or decreasing the characters in a block of text.
44 _____ Sharpness	**RR**	The property of a photo that describes the clarity of detail.
45 _____ .SVG	**SS**	The purposeful selecton of colors for use in a design.
46 _____ Texture	**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
47 _____ .TIFF	**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
48 _____ Tracking	**WW**	Uses only true black and true white
49 _____ True Color	**XX**	Uses true black, true white, and all shades of gray in between
50 _____ Typography	**YY**	Vector file type that supports interactivity and 2D animation.
51 _____ Unity/Harmony	**ZZ**	Versatile graphic file type that can use a variety of color formats, works best for desktop publishing or print work
52 _____ Vector Graphics	**AAA**	When all components of a design look as if they belong together
53 _____ Vertical Lines	**BBB**	Particular colors in a design can communicate certain moods and feelings
54 _____ White Space		