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**Vocab: AVD1 1.04 Elements/Principles of Design and Digital Graphics**

*Understand key terminology related to digital images.*

**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!

Elements of Design:

Color:

Hue:

Saturation:

Brightness:

Color Scheme:

Complementary Colors:

Lines:

Shapes:

Texture:

Principles of Design:

Proportion:

Balance:

Rhythm:

Emphasis:

Unity/Harmony:

Contrast:

White Space:

Rules of Composition:

Rule of Thirds:

Z-Pattern:

Leading Lines:

Focal Point:

Framing:

Visual Hierarchy:

Gestalt Principle:

Digital Graphics:

Bitmap Graphics:

Vector Graphics:

Resolution:

Exposure:

Sharpness:

Color Modes:

Color Depth:

Typography:

Readability:

Font Families:

Serif:

Sans Serif:

Ornamental/Decorative:

Script:

Symbols:

Leading:

Tracking:

Kerning:

Baseline: