*TLHS Digital A/V*

**Graphic Design Vocabulary**

**Alignment** The adjustment of arrangement or position in lines of a text or an image — left, right, centered, etc.

**Branding** The process involved in creating a unique name and image for a product in the consumer’s mind, mainly through advertising campaigns with a consistent theme.

**Canvas Size** Allows you to change the complete size of the document without adjusting the contents of the document

**Clipping Path** A tool or shape that’s used to cut out an image.

**Color Palette** A set of colors that make up the total range of colors used in graphic computers.

**Comp (Comprehensive)** Comps are made to see what the initial design project will look like before it’s printed, showing the layout of the text and illustrations.

**Contrast** The difference in color found between the light and dark parts of an image.

**DPI (Dots Per Inch)** A term to describe the measure of sharpness within an image.

**Element** Any distinct part of a layout such as the logo, headline, images, or borders.

**Export** To save a file in a format supported by other programs.

**Feathering** A tool used in graphic design software that makes the edges of an image appear softer, blending the edges into the background image with less contrast.

**Fill** A tool used to fill selected parts of an image with a selected color.

**Filter** A filter is a pre-created effect that can be applied to images or layers to acquire a certain look.

**Focal Point**In graphic design terms, the focal point is where you want to draw the reader’s or viewer’s eye.

**Gradient** A function in graphic software that gradually blends two or more colors into each other.

**Graphic Design** Visual communication using text or images to represent an idea or concept. It is also a term used for all activities relating to visual design, including web design, logo design, etc.

**High-Resolution Image** An image with an extreme level of sharpness/clarity.

**I-beam** The form the pointer assumes when the text tool is chosen.

**Invert** Inversion of the tonal values or colors of an image. On an inverted image, black becomes white, blue becomes orange, etc.

**JPEG (Joint Photographic Electronic Group)** A common process for compressing digital images.

**Layers** A tool within graphic software that permits the user to gather, organize, and re-edit their artwork. The working surface of a Photoshop image.

**Low-Resolution Image** A low-quality scan made from a photograph or the like.

**Magic Wand Tool** A tool in graphic software that permits the user to select pixels with similar values to the pixel that the artist clicks on.

**Merge** To group one or more layers or objects in a layer together.

**Opacity** The degree of a color or tonal value. The opacity of an image or object that can range from transparent (0% opacity) to opaque (100% opacity). The ability to edit the opacity of specific objects allows the designer to create images that seem to flow into and through one another.

**Palette** The basic Photoshop tool icons that help you modify and monitor images. Each palette performs a specific function and may be positioned and resized as desired.

**Page Layout** Deals with the setup and style of content on a page. An example of a page layout is the pages in magazines or brochures.

**Pixel** The smallest picture content that can be individually assigned a color.

**Resolution** The resolution of an image is an important factor in deciding the attainable output quality. The higher the resolution of an image, the less pixelated it will be and the curves of the image will appear smoother.

**Royalty-Free Photos** Intellectual property like photos and graphic images that are sold for a single standard fee. These can be used repeatedly by the purchaser only, but the company that sold the images usually still owns all the rights to it.

**Selection** Selection refers to an area of an image that is isolated so it can be edited while the rest of the image is protected.

**Thumbnail** A thumbnail is a reduced-size version of the original image.

**Trim Size** The size of the printed material in its finished stage.

**Typography** The art of arranging type—which includes letters, numbers, and symbols—so that it is pleasing to the eye. This includes not only the font that is used but how it is arranged on the page: letter by letter, size, line spacing, etc.

**Weight** The range of a stroke’s width. Also knows as semi-bold, light, and bold. Some typeface families have many weights like ultra-bold and extra-light. Associated to the heaviness of the stroke for a specific font, such as Light, Regular, Book, Demi, Heavy, Black, and Extra Bold.

**Zoom** Most design software lets you zoom in or out on an image to get a closer or farther away look. Zooming in is especially useful when photo retouching or working on tiny details.