ADM 203.01 Key Terms

Purpose of Project – The purpose of most products is to entertain, inform, persuade, or in some instances, a combination thereof. The purpose is set by the client with the professional input of the designer.

Target Audience – The primary group of people that a project is aimed at appealing to. A target audience can be people of a certain age group, gender, or marital status.

Goals – The objective of a client's ambition or effort; an aim or desired result. The designer must be in complete understanding and agreement with the client's goals for a project.

Deadlines – Specific calendar dates/times when parts of a project are to be submitted for review and feedback to the client and any other partners. The purpose of setting deadlines is to ensure that the project is progressing at a timely rate, reflects quality, and remains aligned with the client's goals.

Color scheme – An arrangement or combination of colors that are carefully selected to capture the attention and/or set a mood for the user when viewing a project.

Typography – The style and appearance of printed materials. Specific identifiers include style, font, typeface, etc.

Adobe Photoshop – a paint program (bitmap graphic editor) that specializes in photo manipulation

Adobe Illustrator – a draw program (vector graphic editor) that is commonly used for logos, icons, and other scalable graphics

File name conventions – Agreed upon by designers, project managers and clent, file name conventions refers to the protocols that will be used when saving files. Common conventions include date, version numbers, and designer initials.

Organize files – The organization of files addresses the conventions of storing files within folders, where materials will be stored (cloud storage, network storage, etc.) and access rights.