ADM 203.02 Key Terms

Layout – In computer graphics, layout refers is another name for a *scene* used to render 2D/3D graphics or animation. In general, layout is the arranging of editorial content, advertising, graphics and other information to fit within certain constraints.

Color – is the visual perceptual property corresponding in humans to the categories called red, blue, yellow, green and others.

Text Editing – The process in which a text editing computer program lets a user enter, change, store, and usually print text.

Photo manipulation – Photo manipulation (Photoshopping) is the application of image editing techniques to photographs in order to create an illusion or deception. It involves technical and/or creative retouching of photos.

Visual hierarchy – In graphic design, visual hierarchy is the sequence in which the eye sees what it sees in a design product. Objects or patterns with high contrast are most often perceived first.

Alignment – is the setting of text or image "flow" placement relative to a page, column (measure), table cell or tab. The type alignment setting is sometimes referred to as text alignment, text justification or type justification.

White Space – Sometimes referred to as "negative space," white space is the unmarked space between columns, lines and graphics. It is not "blank" space, in that white space is important in establishing a visual hierarchy in a layout.

Feathering/Blending – Feathering is a technique used in computer graphics software to smooth or blur the edges of a feature.

Master Page – Master pages allow you to create a consistent look and behavior for all the pages in your web design. A master page provides a template for the other pages, with shared layout and function.

Facing Page –The two facing pages of any publication, spreadsheet, or web design.

Gutter – In typography, the gutter is the white space between two facing pages.

Margin – The part of the page that is above, below, and to the sides of a printed or web page.

Placeholder Text – Sometimes known as "dummy text" or "filler text," placeholder text is used to display sample fonts, or to generate text for testing.

Text Wrapping – Text wrap is a feature supported by many word processors that enables you to surround a picture or diagram with text. The text wraps around the graphic. Text wrap in HTML is most frequently used to describe wrapping of text around an image in the HTML code.

Color Profile – A color profile is a numerical model of a color space. Operating systems and programs need to have access to a profile that describes the meaning of the color values in order to interpret the color correctly. Proper color management requires all image files to have an embedded profile.

Color Gamut – Color gamut is a measure on how large the color range of a monitor is.

Dithering – the process of representing intermediate colors by patterns of tiny colored dots that simulate the desired color

Typography – the style and appearance of printed matter. It includes consideration given to style, font, size, line length, margin setting, etc.

Font Families – In typography, 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.

Readability – Readability is the ease is which text can be read and understood. It takes into consideration the speed of perception, as well as eye fatigue.

Serif – In typography, a serif is a small line attached to the end of a stroke in a letter or symbol.

Leading – Sometimes referred to as "line spacing." In typography, leading refers to the distance between the baselines of successive lines of type. It is the vertical distance between lines of text.

Tracking – In typography, tracking is the process of uniformly increasing or decreasing the characters in a block of text.

Kerning – In typography, kerning is the process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result. Kerning adjusts the space between individual letter forms, while tracking (letter-spacing) adjusts spacing uniformly over a range of characters.

Destructive Editing – any trimming of product, from start to end, and any effects will process the file. Once the file is saved previous versions are not retrievable.

Non-Destructive Editing – Non-destructive means you can go back and change your work - start and end trimming will instead create cue points.

Color Correction – By using gels or filters, color correction is used to ensure that the product has a uniform lighting look throughout the work.

Retouching – Any editing done to photographic imagery.

Adjusting Levels – Used to adjust tonal range and color balance in images.

Exposure – The amount of light that is allowed to fall on each area of a photograph.

Sharpness – The clarity of detail in a photo.

Contrast – Contrast is the difference in the light areas and the dark areas in a photograph.

Smart Objects - Smart Objects are layers that contain image data from raster or vector images, such as Photoshop or Illustrator files. Smart Objects preserve an image's source content with all its original characteristics, enabling you to perform nondestructive editing to the layer.   - Adobe