ADM 203.03 Key Terms

Feedback – Feedback is the specific information about reactions to a product, a person's performance of a task, timeliness, adherence to project purpose, etc. It is used as a basis for product and self-improvement.

Optimization – The act or process of making a design as fully perfect, functional, or effective as possible based on client feedback.

Design Comps – A design comp is the last part of the designing phase. It is the closest draft to the final product. Comps provide a visualization of a product before it is professionally shot, display the components of a print advertisement, or give specifics to an unpublished website.

Multiple Renditions – According to the agreement with the client, the designer needs to make sure that the product has been produced in multiple renditions, so that it will work correctly across a wide variety of platforms, operating systems, and devices.

Layer Comps – Designers often create multiple *comps* of a page layout to show clients. A layer comp is a snapshot of a state of the Layers panel. Layer comps record three types of layer options: Layer visibility, layer position, and layer appearance.

Proof Preview – A tool in Photoshop that allows you to preview what the published version of your work will look like.

Quality Assurance – A systematic quality check to ensure that all project requirements have been met. The two essentials of QA are, 1)"Fit for Purpose" - Is the product suitable for the intended purpose and aligned with the client's needs? and 2) "Right the First Time" – Have all mistakes been eliminated? Does the product perform as ordered?