

# DESIGN DICTIONARY

## 36 Terms You Should Know and Understand



### ALIGNMENT

The arrangement of images, text, and objects on a page or presentation.



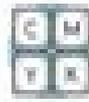
### BLEED

The part of the page that goes beyond the edge of the page.



### CAMERA-READY

Ready for a document to be sent to the printer.



### CMYK

Color printing using cyan, magenta, yellow, and black inks. These are colors often used in printing.



### CROP MARKS

Lines used to mark areas to cut for the final job.



### DIE-CUT

Used to create cutouts and shapes on different kinds of materials.



### DPI

How many dots of ink are printed in a square inch.



### EXPORT

When you save the file in a program other than the one you're working in.



### FONT

Defines the style and size of characters for information on a screen.



### GIF

Graphics Interchange Format. Used for images, it can either be static or animated.



### GRID

Horizontal and vertical lines used to align elements on a screen or printed page.



### GUTTER

The blank space between two pages being read or printed.



### JPEG

Used for web. The Joint Photographic Experts Group's most common format for images.



### KERNING

The spacing between characters to make the printing of every pair of letters look balanced.



### LAYERS

Elements in separate bits of information, images, and images that work together.



### LEADING

The vertical space that sits between lines of text.



### LOGO DESIGN

The process of creating a visual identity that represents a company, brand, or individual.



### MEASURE

Used to define the width of a text block. This updates the readability.



### NEGATIVE SPACE

The amount of space around the objects and elements of a design page.



### ORIGINAL

A copy of something that has not been altered or modified in any way.



### PANTONE SYSTEM

A color matching system used in the printing industry, developed by Pantone.



### PDF

Used for sharing documents online. A portable document format, it allows for text, images, and media.



### PICA

A unit of measurement used in typography. One inch is 24 PICA units.



### PIXEL

The smallest element of a digital image, image, or text.



### PMS

Used for printing. The Pantone Matching System, which is used to create color consistency.



### PPI

How many dots of ink are printed in a square inch. The more dots, the more detailed the image.



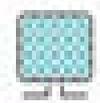
### PROOF

A copy or version of what your design will look like.



### PSD

A format used for files that come directly from Adobe Photoshop.



### RASTER FILES

They are made up of thousands of small dots, called pixels, arranged in a grid.



### RGB

Red, green, and blue. It uses these colors to create a wide range of colors.



### SANS SERIF

Typical style where letters don't have small decorative bits at the end of each character.



### SLUG

A space without a character to identify how long it will be part of the final product.



### TRACKING

Like kerning, but applied to the overall amount of space between characters.



### TYPEFACE

Graphic design and the general look and feel of a font, such as serif, sans serif, and script.



### TYPOGRAPHY

How the designer of a page uses type to create a layout.



### VECTOR IMAGES

They are made up of mathematical lines and curves, so they can be scaled without losing quality.

# Graphic Design Vocabulary

**Yijin Wang**



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## **Table of Contents Graphic Design Vocabulary**

1. Understanding the eBook Graphic Design Vocabulary
  - The Rise of Digital Reading Graphic Design Vocabulary
  - Advantages of eBooks Over Traditional Books
2. Identifying Graphic Design Vocabulary
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Graphic Design Vocabulary
  - User-Friendly Interface
4. Exploring eBook Recommendations from Graphic Design Vocabulary
  - Personalized Recommendations
  - Graphic Design Vocabulary User Reviews and Ratings
  - Graphic Design Vocabulary and Bestseller Lists

5. Accessing Graphic Design Vocabulary Free and Paid eBooks
  - Graphic Design Vocabulary Public Domain eBooks
  - Graphic Design Vocabulary eBook Subscription Services
  - Graphic Design Vocabulary Budget-Friendly Options
6. Navigating Graphic Design Vocabulary eBook Formats
  - ePub, PDF, MOBI, and More
  - Graphic Design Vocabulary Compatibility with Devices
  - Graphic Design Vocabulary Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Graphic Design Vocabulary
  - Highlighting and Note-Taking Graphic Design Vocabulary
  - Interactive Elements Graphic Design Vocabulary
8. Staying Engaged with Graphic Design Vocabulary
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Graphic Design Vocabulary
9. Balancing eBooks and Physical Books Graphic Design Vocabulary
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Graphic Design Vocabulary
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Graphic Design Vocabulary
  - Setting Reading Goals Graphic Design Vocabulary
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Graphic Design Vocabulary
  - Fact-Checking eBook Content of Graphic Design Vocabulary
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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web chimichanga a chimichanga ,tʃimɪ'tʃæŋgə chim ih chang gə spanish tʃimi'tʃaŋga is a deep fried burrito that is common in tex mex and other southwestern u s cuisine the dish is typically prepared by filling a flour tortilla with various ingredients most commonly rice cheese beans and a meat such as machaca dried

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add about 1 2 cup of the meat mixture and put into the center fold in the sides of the tortillas and then roll up the bottom and

place seam side down on a baking sheet brush the tops with olive oil

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served alongside chimichangas because they don t stand up well to high heat an enchilada meanwhile features a corn tortilla

wrapped around a filling which traditionally includes meat cheese beans and other ingredients and

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created in mexico while others say it was born in arizona in 1922 tucson based restaurateur monica flin s nieces or nephews

bumped into her causing her to drop a burrito into a deep fryer

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and cilantro simmer 2 3 minutes place a scant 1 2 cup meat filling on each tortilla fold envelope style like a burrito fry seam

side down in 1 2 in of hot oil 360 375 until crispy and brown turn and brown other side

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