* Balance – How design elements are arranged either horizontally or vertically on the canvas
* Bitmap Graphics – Use square pixels arranged in a grid that have assigned colors, lose clarity when viewed up close or zoomed in, also referred to as raster graphics
* Black & White – Uses only true black and true white
* Brightness – How light or dark a color appears; adding black or white changes a color’s brightness
* CMYK – (Cyan, Yellow, Magenta, Black) optimized for printing purposes
* Color – Helps identify objects in a design; creates visual flow in a design; communicates feelings and moods to the audience or viewer; consists of hue, saturation, and brightness
* Complementary Colors – Colors across from one another on the color wheel work well together when used in a design
* Curved Lines – Gently bent; give a soft, relaxed feel to a design
* Diagonal Lines – Slanted; add interest to a design
* Digital Graphics – Any image or design created or edited by a computer
* Emphasis – Center of interest in a design
* Font Families – Collection of fonts that fall within a group or subset that are visually similar, but with minor variations (ex. Arial, Courier, Times, etc.)
* Grayscale – Uses true black, true white, and all shades of gray in between
* Horizontal Lines – Carry eye left and right; convey a feeling of calm or peacefulness
* Hue – The name given to a color
* Kerning – The amount of horizontal space between pairs of individual characters
* Leading – The amount of vertical space between lines of text
* Lines – Give direction to a design; create movement in a design; thick lines show importance, thin lines demonstrate quick movement; could be vertical, horizontal, diagonal, or curved lines
* Proportion – A size relationship between components of a design
* Readability – A characteristic of fonts that make them easy to identify and read; all fonts in a design should be legible unless desired effect is otherwise
* Resolution – Describes the clarity of bitmap graphics, determined and defined by the number of Pixels Per Inch (PPI)
* RGB – (Red, Green, Blue) optimized for viewing on a screen
* Rhythm – Creating the feeling of movement in a design
* San Serif – Fonts without the serif on the letters
* Saturation – The amount of hue used in a particular color
* Serif – A small line attached to the end of a stroke in a letter, fonts with the serif are called serif fonts
* Shape – The form of an object; when lines enclose a space; can be used to help identify objects; three basic shape types: circle, square, triangle
* Texture – Combination of dots, lines, and colors used create the illusion of a surface appearance; adds depth and dimension to a design
* Tracking – The amount of horizontal space between characters within a word or sentence
* True Color – All possible color combinations
* Typography – The design and use of fonts and typefaces as a means of visual communication in a design
* Unity/Harmony – When all components of a design look as if they belong together
* Vector Graphics – Use mathematical formulas to define lines, points, curves, and other attributes, do not lose clarity when viewed up close or zoomed in, best type of graphic for printing in large scale
* Vertical Lines – Carry eye up and down; convey a feeling of awe or challenge