* Adobe Illustrator – A draw program (vector graphic editor) that is commonly used for logos, icons, and other scalable graphics
* Adobe Photoshop – A paint program (bitmap graphic editor) that specializes in photo manipulation
* Budget – The amount of money needed or available for a project
* Client Feedback – A person's performance of a task, timeliness, adherence to project purpose, etc. used as a basis for improvement
* 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
* Copyright – The exclusive legal right to reproduce, publish, sell or distribute the expression of an intellectual property (literature, design, audio, video, etc.)
* Creative Commons – Free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work on conditions of your choice
* Deadlines – The latest time or date by which something should be completed
* Deliverables – Completed products requested by client (design, website, app, video, etc.)
* Design Comps – Multiple renditions of the design to show clients, provides a visualization of a product before it is professionally completed
* Draw Program – Digital graphic editing program that creates and/or edits vector graphics (example: Adobe Illustrator)
* Fair Use – A legal allowance of using a copyrighted material without permission from the owner, provided the circumstances are reasonable and do not make the material less profitable
* Feedback – Verbal or written responses containing information about a client’s reaction to a designer’s performance of a task
* File Name Convention – Agreed upon by designers, project managers and client, refers to the protocols that will be used when saving files
* Goals – An aim or desired result
* Intellectual Property – Original creations of the mind that can be protected by law; literary and artistic works, designs, symbols, images, names, etc.
* Optimization – The act or process of making a design as fully perfect, functional, or effective as possible based on client feedback
* Paint Program – Digital graphic editing program that creates and/or edits bitmap graphics (example: Adobe Photoshop)
* Project Management – The application of processes, methods, knowledge, skills and experience to achieve the project objectives
* Project Plan – Helps move a project successfully to completion, includes deciding project scope, client criteria, project deliverables, and distribution of responsibilities
* Project Scope – Identifying audience, goals, and objectives
* Proof Preview – A tool in Photoshop that allows you to preview what the published version of your work will look on a particular output device
* Schedule – Setting deadlines for each project phase and task
* Scope Creep – Incremental expansion of the project scope, introducing features not originally planned
* Target Audience – A particular group at which a film, book, advertising campaign, etc., is aimed
* Trademark – A mark (logo, symbol, word, phrase, etc.) legally registered or established by a company to represent a service or product; cannot be used without the permission of the owner
* Typography – The style and appearance of printed materials, specific identifiers include style, font, typeface, etc.