

1.02 Digital Communication Products Vocabulary

Subject: Multimedia and Webpage Design

1 Introduction

Desktop Publishing Computer software for manipulating text and graphics to create publications.

Publication A graphically-intense document created by laying out text and graphics on a WYSIWYG display.

2 Business Publications

Booklet A publication in between a brochure and a book that contains multiple pages of information folded or bound together.

Brochure A short publication, usually folded into columns, that educates, promotes public awareness, advertises, or simply provides information about a specific topic. Used for information that endures over a period of time as opposed to information that is short-lived.

Business Card A publication that contains contact information for a business or individual.

Flyer A one-page publication used by a business or individual to advertise or provide information about a short-term event. Often given out in large quantities or posted in public locations. Same as Announcement.

Letterhead Stationery a publication that contains contact information preprinted in the header and ready for use in formal correspondence.

Logo A unique and distinctive shape, symbol, or image that is designed to visibly represent a specific company, person, product, or organization.

Newsletter A publication created by a business or individual describing a variety of events over a specific time period and usually tailored to a specific group that is distributed on a regular basis – weekly, monthly, or quarterly.

Program A publication listing the order of events, speakers, or performers at a formal event. Examples: Marriage Ceremony, School Graduation.

3 Workspace

Background Area behind text or objects.

Foreground The area in front of the background or topmost in the layers of text and objects.

Scratch Area The work area on the computer screen that surrounds the actual publication page. Same as Pasteboard.

Workspace The area where a new or existing publication appears and work is done. Includes both the actual publication page and the scratch area.

4 Objects

Border The edge around an object. Same as Frame.

Callouts Speech and thought bubbles commonly used with comic strip characters. Same as Balloons.

Connectors A special type of line object that attaches to special handles on most other objects and remains attached even if the object is moved.

Handles Clickable areas along the perimeter of selected objects that allow them to be resized, rotated, morphed, and moved. Click and Drag while holding CTRL, SHIFT, or both to use alternate functionality.

Line A straight object running the length between two points. Used to organize content or lead the eye to an object of interest. Same as Bar, Rule.

Object Any container or entity such as a geometric shape that can be placed in a publication. Same as Frame.

Picture Digital artwork included in a publication to supplement other content. Same as Art, Illustration, and Sketch.

Table A container used to organize content into rows and columns.

Text Box A container for holding text that behaves like an image. Same as Text Frame.

WordArt Specially formatted text in a publication that behaves like an image.

5 Object Layout

Align to Objects A magnetic-like effect that aligns selected objects to other objects.

Grouping To combine multiple objects into one object that is easier to manipulate than each is individually.

Layering The position of an object relative to other objects in a publication such that one appears on top of or behind another. Same as Ordering.

Rotating Changing the lateral orientation of an object relative to the background.

Watermark A faint, lightly shaded image that appears in the background behind text. Example: presidential photographs on new US Dollar Bills.

Zero Point The location of zero on both rulers that can be moved and allows for precise measurements or positioning. Same as Origin.

6 Page Layout

Align to Guides A magnetic-like effect that aligns selected objects to the margins and ruler guides.

Baselines An arrangement of guide lines across the page that serves as an alignment aid.

Bleed An object that extends to the physical edge of a page or beyond and is outside the printer's printable area - within 1/4' to 1/8' of the edge of the paper.

Body The main and central section of each publication page where the majority of the content will be included.

Columns A vertical division of a page in a document that acts like a full page.

Facing Pages Pages in a publication that lie side by side on the computer screen (similar to those of an open book).

Footer The bottom section of each publication page. Content included here will run across the bottom of every page. Commonly contains page numbers.

Header The top section of each publication page. Content included here will run across the top of every page. Commonly contains titles and author names.

Master Pages Pages in a publication whose layout governs every page and whose content will appear on every page.

Ruler Guides Non-printing lines that assist in accurately positioning objects on a page. Same as Guides and Layout Guides.

Template A pre-developed page layout used to create new publications from the same design, pattern, or style.

Two Page Spread A layout that includes the area for two pages at once.

7 Text Layout

Autoflow Text box feature that automatically places text not fitting within the frame into the next available text frame.

Caption A short description of an image displayed alongside the image.

Copyfitting A text feature to make the copy fit within the allowed space in a publication.

Drop Cap An overly large, often intricately embellished first letter of the first word in a body of text used for decoration.

Overflow Text that does not fit inside the frame or object.

Reverse Type A formatting method that reverses the normal display of dark text on a light background to display light text on a dark background like a photographic negative. Same as Reverse Text.

River White space formed from lines of copy containing poorly spaced words. Often shaped like a river hence its name.

8 Journalism Components

Byline A line in a publication naming the writer of an article.

Deck A phrase, sentence or several sentences placed between a headline and an article to provide a segue between them.

End Sign A symbol that indicates the end of an article. Specific to an organization.

Headline A large phrase appearing at the beginning of an article.

Jump Line A line of text at the end of a continuing article telling the reader the page that the article continues on.

Kicker A phrase, sentence or several sentences positioned above a headline. Often a quick blurb or article teaser. Used to catch the reader's attention. Same as Lead-In, Teaser.

Masthead Information printed in most periodicals listing the staff members, publisher, location, frequency of publication, and contact details.

Nameplate The title (or logo) on the front page of a newspaper or cover of another periodical including its associated design elements and formatting.

Pull Quote Text from an article that is copied into a separate object, enlarged, and placed alongside the same article to interest the reader with the full article.

Sidebar Supplemental information related to a more prominent article and that is included separately.

Table of Contents A list of divisions or articles in a publication and the pages on which they begin.

9 Printing

Camera Ready Final copy of a document or artwork used by commercial printers to make the plate for printing multiple copies.

Pack and Go Options to compress all the components of a publication into a single file ready for sending or sharing.

Tabloid Paper size larger than legal. Printing usually has to be done in overlapping pages called tiling.