

Quizlet

Indesign Exam ACA Quick Notes

33 terms

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Design Elements	the building blocks of graphics
Line	can be straight or curved; can indicate motion or direction
Hue	another word for colour
Chroma	intensity or purity of colour
Tint	colour mixed with white
Tone	colour mixed with grey
Shade	colour mixed with black
Brightness	quantity of light reaching a viewer's eye
Analogous Colours	adjacent colours on the colour wheel
Complementary Colours	colours opposite of each other on the colour wheel
Shape	enclosed objects that can be created by lines or created by colour and value changes that define their edges
Texture	surface look of an object created by varying dark and light areas in the following: roughness, smoothness, depth (embossed effect)
Design Principles	ways in which elements are used together: movement, balance, emphasis, unity
Movement	the use of lines, colour, and repetition to create the illusion of motion: curved forms or lines, repetition of geometric

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	forms, fuzzy lines or outlines
Balance	act of comparing or estimating two things, one against the other, and the contrast between: empty space, text and iamges, colour/no colour/different colour, textures against flat colours
Unity	the correct balance of composition or colour that produces a harmonious effect
Emphasis	to express with particular stress or force
Typography	style and arrangement of text
Leading	the space between the line of text
Kerning	the space between the characters
Tracking	command applies to the entire text
Baseline Shift	the invisible line texts sits on to raise up type or lower type
Legibility	the state or quality of being easy to read
Font Size	younger audiences read this in 8 or 9 points as older audiences read in 10 or 12 points (size)
Left Aligned	most legible alignment of text
Font Family	each has a different "personality"; should only have two per page
Concordance	having one font for the head and another font for the body per page
Hierarchy	helps the audience distinguish between levels of information such as: headings vs. body text
Similarity	using typography to create relationships between similar kinds of information
Uniformity or Consistency	Reading familiar elements to focus your audience's attention
Contrast	creating interest and distinguish different types of information with different typefaces
Typographic Design	the art of designing with type

Frames of Text

frames bounding box that text is within; white squares
around the frame
