Study Guide – Graphic Design 1st Quarter

**Know the following font styles** – (1C)

*Serif* – Fonts that have a small line attached to the end of a stroke in a letter like this, this and this.

*Sans Serif* – Fonts that do not have small lines attached to the end of a stroke like this, this and this

*Script*- fonts that look handwritten like this, this, and this.

*Decorative* – fonts that are fancy/creative like this, this, and this.

**Know what the principles of design are and how to fix a work** (1A)

*Alignment -*or the horizontal and vertical placement of objects. Where the words line up on the page.

Left justified

Center justified

Right justified

*Proximity****-*** is how elements are grouped together on a page. Similar information is grouped together

*Repetition* - repeating an element such as fonts, color or other design elements within projects to make them consistent.

*Contrast* ***-***When you add ***contrast***, you use design elements that look different from surrounding features to create visual interest or specific focal points.

*Be able to do simple tasks on software* – (1G)

 Work on canvas under floater

 Manipulate text or a shape

*Analyze a work for intent/audience* – (1B) Who is the work for and what is it trying to communicate.

*Select or identify appropriate font to convey intent* – (1D) -

*Understand the difference between graphic and fine art* – (1H) Graphic art is the business of art and communicates a message. Fine art is the personal expression of the artist.

**Know graphics vocabulary** (1G)

*Font* – a letter style

*Typography* - An artwork created only out of letters.

*Pixel* – short for picture cell. A pixel is a dot of color on a computer screen

*Resolution* – The quality of a computer image. The larger the resolution the clearer and more detailed the image.

*DPI, PPI* – short for dots per inch or pixels per inch. This represents the amount of pixel in an inch on the screen. The larger the number the finer the resolution.

*File format*- the manner in which a file is saved. Jpeg is the most popular file format.