

# GRAPHiC DESiGN

*Common Terms*

[ C H E A T   S H E E T ]

## Bleed

### Just that little bit of extra space...

Bleed is a printing term that refers to the edge of the sheet that will be trimmed off. In graphic design terms, the bleed is the artwork or background color that extends beyond the border into the bleed area, to prevent any important artwork being trimmed off.



## CMYK

### For Print...

CMYK, is the color mode which should be used when designing for print. The four colors the name stands for, Cyan, Magenta, Yellow and Key (Black), are the four colors most widely used in printing. These four colors can be combined to produce a majority of colors in print.



## RGB

### For the Web...

Not to be confused with RBG (US Supreme Court Justice Ruth Bader Ginsberg), RGB simply stands for Red Green Blue. It is the color mode which should be used when designing for digital applications. The three colors combine to create any color in the visible spectrum.



## Alignment

### How things line up...

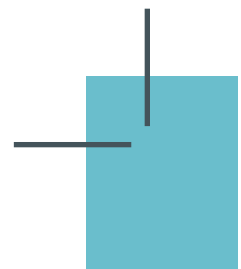
Alignment is the way that the different elements in a design are lined up, typically in relation to the page or other elements. In typography, alignment is how the text is positioned relative to a column, tab or page. Alignment is an important aspect of any design project.

Abcde  
Line up

## Crop Marks

### Where to cut...

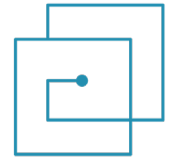
Also known as trim marks, crop marks indicate to a printer where the paper should be trimmed. They're essential when designing for print and make it much easier to communicate what you want from specific printers.



## Hierarchy

### Where to look...

One of the five basic principles of typography design, hierarchy creates organization and direction in a design. It essentially is the order of items that your eye goes to when viewing a design. You have definitely seen hierarchy in action in pretty much anything you have read. It makes text more understandable and easier to read.



## Pixel

### They make up everything...

A mix of the words 'picture' and 'element', a pixel is the smallest basic unit of programmable color on a computer and all digital images are made up of a large number of individual pixels. Think of them as tiny squares that make up an image.



## PPI & DPI

### How they measure up...

The two measurements used to measure the resolution of an image. PPI stands for pixels per inch and DPI stands for dots per inch. They refer to the amount of pixels or dots, that can be placed in a line across one linear inch. PPI is used to describe the resolution of a digital image and DPI is used to describe the amount of ink dots per inch in a printed image.

**Industry Standard:**  
**Print: 300 DPI**  
**Web: 72 PPI**

## Raster

### It is what it is...

A raster is an image made up of a certain number of pixels. Each pixel has its own color, hue, saturation and transparency which helps to make up the image as a whole. Unlike vectors, due to them being made up of pixels, raster images will lose quality and become blurry as they are resized.



## Vector

### The sky is the limit...

A vector is a graphic image that is made with mathematical equations—they're defined in terms of 2D points connected by lines and curves to form shapes. Basically this means that vectors can be resized or scaled to any size without losing quality or getting blurry. They are the most useful and versatile graphic image.



## White Space/Padding

### Let it breathe...

White space, or padding, actually does not need to be white. It is the space, which can be any color, pattern or texture, between different elements in a design that are essential in creating a successful layout. Think of white space as giving a design visual breathing room, like some sort of design meditation.



## File Formats:

### AI

#### Adobe Illustrator

This is the native Illustrator file format and I always save my source files as this so that I always have them for future edits etc.



### PDF

#### Portable Document Format

This format is used when you need to save files that cannot be modified but still need to be easily shared and printed. Today almost everyone has a version of Adobe Reader or other program on their computer that can read a PDF file. However you can save a PDF in Illustrator that others can see who might not own Illustrator but it can be saved **preserving the Illustrator editing capabilities** so that it can still be edited as a vector file.



### EPS

#### Encapsulated PostScript

An EPS file is helpful because Virtually all page layout, word-processing, and graphic applications accept imported or placed EPS files. The EPS format preserves many of the graphic elements you can create with Adobe Illustrator, which means that EPS files can be reopened and edited as Illustrator files.



### SVG

#### Scalable Vector Graphics

SVG files are ideal for saving, as the name suggests, vector images (geometrically composed images based on points, lines, curves, polygons etc.) Advantages for this format are: Potentially smaller file sizes than their rasterized counterparts (jpg, png, gif). These are basically the same as an AI file – they just might not have been created in Illustrator or there might be an instance where someone requests an SVG file and you can just save your vector artwork in Illustrator as an SVG file.







## GRAPHIC DESIGN

*Terms*

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