KS4 Graphic Communications – Key Word and Definitions (in addition to KS3)

The Principal Elements	
Page Layout	The arrangement (composition) of typographic, pictorial (figurative), and formal elements.
Visual Hierarchy	Is the order in which the human eye perceives what it sees. This order is created by visual contrast between elements.
Vectors	The direction that designed elements are given to assist a preferred reading.
Composition	The arrangement of the formal elements
Scale	Ratio of the size of an object as drawn to its actual size
Unity	A feeling of completeness is created by the use of elements in the artwork.
Photography	
Focus	The adjustment of an optical device necessary to produce a clear image
Pixelated	An image in which the separate pixels are visible
Subject Matter	The subject of a photo, be it a concept or object.
Portrait	A page/image with **portrait orientation**, typical for letters, memos, and other text documents, is taller than it is wide
Landscape	A page/image with **landscape orientation** is wider than it is tall.
Framing	primarily concerned with the position and perspective of the viewer when taking a photogragh.
Field of View	is simply what your lens together with the camera can see and capture from left to right, to top to bottom
Angle of Shot	describes the **angular** extent of a given scene that is imaged by a camera. (e.g. top, high, low mid angle).
Length of shot	The distance over which something is shot. (e.g. Macro, close-up, mid-range, long shot)
Macro	is **close-up photography**, usually of very small subjects, in which the size of the subject in the **photograph** is greater than life size
Super Macro	is extreme **close-up photography**, usually of very small subjects, in which the size of the subject in the **photograph** is greater than life size
Close up	A detailed view of a person or object, usually without much context provided
Mid-range	A relatively close shot, revealing a moderate amount of detail. A medium shot of a figure generally includes the body from the knees or waist up
Long shot	Includes an amount of picture within the frame which roughly corresponds to the viewer's view of the area
Lighting	The illumination of scenes to be photographed.
Light source	A source of light, be it natural or artificial
Artificial lighting	Artificial lighting is any lighting that is not sunlight. Generally speaking, artificial lighting is lighting which is manmade.
Natural Lighting	Lighting from the sun, moon all natural sources
Light Strength	The strength of the light, eg Strong, soft

Light Direction	The direction of the light, be it from the left, right, above or below etc,
High angle shot	A shot in which the subject is photographed from above
Low angle shot	A photo in which the subject is photographed from below
Pictorial Elements	The arrangement and appearance of recognisable images
Typographical Elements	The arrangement and appearance of words in the image
Formal Elements (see KS3)	
Mood	An overall feeling or emotion, often linked with expression
Atmosphere	The overall tone or mood of a piece of work
DPI	Abbreviation for *Dots per inch*
JPG	A format for compressing image files Abbreviation for *Joint Photographic Experts Group*
PDF	Abbreviation for *Portable Document Format*.
Contact sheet	An arrangement of multiple, small, same size images on a single page usually with some identifying information such as the image filename and analysis placed under the image.
Analysis	Detailed examination of the elements or structure of something.
Brief	A set of instructions given to a designer about a job or task
Client	A person or organization using the services of a Graphic Designer
Designer	A person who plans the look or workings of something prior to it being made, by preparing drawings or plans
Target Audience	A particular group at which a product such as advertisement is aimed at.
Adobe Illustrator CS6	Software
Adobe Photoshop CS6	Software
Adobe Bridge CS6	Software

Typography

Typography	The style and appearance of written matter.
Sans Serif	A typeface that has no serifs (small strokes at the end of main stroke of the character)
Serif	Thin lines added to the end of a letterform's stem and stroke.
Script typeface	Typeface that resembles handwriting. Sometimes the characters are connected. The style can vary from classic to whimsical
Font	Is used as a synonym for typeface, a collection of glyphs (character shapes) used for the visual depiction of character data.
Glyph	A character shape or a graphic symbol that provides the appearance or form for a character. A glyph is the visual representation of a character. A font is actually a collection of glyphs. The word is derived from the Greek word for

	"carving"
Bauhaus	German design school which influenced many type designers and graphic artists.
Scanner	A black and white or colour scanner using a CCD array
CMYK	Cyan, Magenta, Yellow, Black – The four process colours used in colour printing
Colour Palette	The range of colours available within a software program or within the computer operating system
Saturation	The attribute of colour that describes its degree of strength and its departure from grey with the same lightness
Luminosity	A value corresponding to the brightness of colour.