

# Final Exam Vocabulary List

1. **publication** – a document containing text and graphics that is distributed and/or printed (examples: magazines, invitations, greeting cards, newsletters, flyers, advertisements, etc.)
2. **graphic design** – the *creative process* combining text and graphics together in order to visually communicate and effective message (often used interchangeably with DTP)
3. **desktop publishing (DTP)** – the *mechanical process* of using a computer to combine text and graphics together to produce documents for printing and distributing (often used interchangeably with graphic design)
4. **orientation** – position the paper is printed in
5. **portrait orientation** – the short edge of the paper along the top
6. **landscape orientation** – the long edge of the paper along the top
7. **page layout** – the way objects, shapes, and text are arranged on the page
8. **contrast** – the degree of noticeable differences in something
9. **repetition** – duplication of elements or details
10. **alignment** – placement of text or graphics relative to the margin
11. **proximity** – the spatial relationship between items
12. **white space** – the portion of a page left unmarked; the space between graphics, margins, gutters, columns, etc. (gives a design breathing room)
13. **focal point** – the center of interest on a page or set of facing pages, created by using the 4 elements of desktop publishing
14. **typography** – the selection and arrangement of typefaces, sizes, and spacing on a printed publication or web page
15. **serif font** – include short, light lines or curves called serifs projecting from the top or bottom of a main stroke of a type character (ex. Times New Roman)
16. **sans serif font** – a clean modern type of font that has letters without serifs (ex. Arial)
17. **graphic image** - a visual design or representation made using various methods and programs(ex. painting, drawing, shape, photograph)
18. **pixels** – small squares of color in a grid; a collection of pixels can produce an image
19. **bitmap image** – also referred to as **raster image**; are a complex image made up of pixels that usually create realistic images or photos (created with paint programs)
20. **vector graphic** –drawings created by using a series of lines and curves that usually create images like clip art, cartoons, diagrams, maps, etc. and can be resized without losing clarity (created with drawing programs)
21. **resolution** – the clarity of an image, expressed as *dots per inch* (dpi) or *pixels per inch* (ppi); the higher resolution, the greater the image detail
22. **compression** – reducing the size of an image; 2 types: **lossy** and **lossless**
  - a. **lossless** – compression reduces the file size without losing any pixel information
  - b. **lossy** – compression reduces the size of an image file by removing or simplifying data that is not essential (the greater the lossy compression, the poorer the quality of the image)
23. **file formats** – tells the computer how to display, print, and process, and save the data; dictated by the application program which created the file, and the operating system under which it was created and stored
  - a. **GIF** – lossy raster file format that reduces the number of colors in an image (best for web pages, small icons, etc.)
  - b. **BMP** – lossy raster file format similar to GIF
  - c. **PNG** – lossless raster file format that preserves image detail and preserves transparency (good general purpose format)
  - d. **TIFF** – lossless raster file format that preserves image detail and preserve transparency (works best for high quality printing, files are quite large)
  - e. **JPG** – raster file format commonly used for photographs and images (for low to medium resolution needs, or pictures that do not require transparency); most common digital format

- f. **WMF** – windows meta file; used for vector graphics
24. **aspect ratio** – ratio of width to height; must be maintained when image is resized to avoid distortion
  25. **Internet** – hardware connected together to create a massive worldwide network
  26. **web browser** – an application software that interprets and displays web pages on your computer screen; (i.e. Internet Explorer)
  27. **web site** – a group of related files organized around a common topic
  28. **web page** – a single file within a web site, which has a unique name
  29. **user interface** – way a user interacts with either a computer or a computer program
  30. **hyperlink** – a way to link Web pages together and allow users to move from one online location to another; links may consist of text or a graphic
  31. **URL** (*Uniform Resource Locator*) web address; a unique address that enables a browser to locate a specific page files on the Web
  32. **HTML** (*HyperText Markup Language*) – the language used to define the various components of a hypertext document on the World Wide Web
  33. **W3C** (World Wide Web Consortium) – organization that develops HTML and other Web standards
  34. **tag** – codes in an HTML document that define its various structural components; include keywords surrounded by angle brackets
  35. **element** – usually made up of three parts, a start tag, content, and an end tag.
  36. **content** – any information between a start and end tag; is actually displayed on the web page and visible for viewers
  37. **attributes** – add different styles/features to an element
    - Tags** – keywords surrounded by angle brackets like
      - normally come in pairs like `<b>` and `</b>`
      - first tag in a pair is the start tag, the second tag is the end tag
      - four primary elements every html document will have are: html, head, title, and body
      - examples:
        - start tag: `<body>`
        - end tag: `</body>`
    - Attributes** – add different styles/features to an element
      - usually specified in the start tag
      - come in name/value pairs like: `name="value"`
      - attribute values should always be enclosed in quotes
      - example: `<body bgcolor= "black">`
  38. **audio** – live, streamed, or recorded sound
  39. **music** – the art or science of combining vocal or instrumental sounds (or both) to produce beauty of form, harmony, and expression of emotion.
  40. **sound effect** – an artificially created or enhanced sound used to achieve an effect without speech or music, in a presentation
  41. **voice over** – narration over all or part of a presentation
  42. **streaming media** – a technique for transferring audio and video files so they can start playing as soon as a PC begins receiving them, rather than waiting for the complete file to download first
  43. **MP3 (.mp3)** – can compress with no significant loss in sound quality; standard format for storing and exchanging music
  44. **Wave (.wav)** – mainly used for short audio clips; sound effects and system alerts
  45. **Windows Media Audio (.wma)** – can be played back using a range of consumer devices; used for music files but not as popular as MP3 music files
  46. **MP4 (.mp4)** – allows streaming of audio and video over the internet
  47. **import, export, convert** – involves saving an audio file in a format usable by a particular program or device
  48. **record** – through a computer's line input, audio editing software lets you record sound for playback

49. **edit** – arranging, revising, and preparing sound by making it louder or softer, shortening or lengthening it, clearing it of background noise, or looping (repeat) it
50. **mix** – different audio tracks, such as vocal and instrumental, can be blended electronically to produce a combined recording
51. **apply effects** – numerous special effects can be applied to audio, including fade, reverse, echo, reverberate (resound), and distort
52. **analyze** – audio analysis refers to pulling out and interpreting certain aspects of audio signals, such as rhythm and pitch
53. **commercial** – paid advertisement on radio or TV
54. **slogan** – a word or group of words used to represent a product
55. **motto** – a sentence that serves as a principle or ideal
56. **jingle** – catchy tune usually rhyming, simple, and repetitious used to promote a product
57. **public service announcement (PSA)** – is a type of advertisement featured on television, radio, print or other media intended to change the public interest, by raising awareness of an issue, affecting public attitudes, and potentially stimulating action
  
58. **video** - the system of recording, reproducing, or broadcasting moving visual images
59. **frame** - still images that are collected in quick succession, developed, and projected giving the illusion of motion
60. **animation** - the technique in which each frame of a film is produced individually
61. **shot** - in the process of photographing a scene a shot refers to one constant take by the camera
  - a. **establishing shot** - opening shot that establishes the environment of a scene; usually has a wide field of view and serves to orient the audience to the surroundings of the situation they are about to see
  - b. **close up** - shows the subject in close-up, used to reveal facial expressions or the reactions of characters
  - c. **medium (mid) shot** – show the top half of the person and their surroundings
  - d. **long shot** - show objects from a distance, and their surroundings
  - e. **extreme close up** – reveals only one part of the body or a portion of an object
62. **camera angle** - the perspective from which the camera photographs a subject
  - a. **eye-level** – a shot even with the characters' eyes
  - b. **low angle** – a shot taken from close to ground level, facing upwards. This can make a character look dominant.
  - c. **high angle** – a shot that looks down on the subject or action from above, to make the subject look smaller.
63. **panning** - moving smoothly from side to side
64. **zooming** - using the camera lens to make the subject appear closer or further away
65. **cutting (editing)** - the process of changing from one shot to another accomplished through the camera or by the splicing of shots together
66. **trimming** – the process of removing unwanted video footage from a clip or scene
67. **montage** - technique in film editing in which a series of short shots is edited into a sequence to suggest the passage of time
68. **special effects** - a broad term used by the film industry meaning to create fantastic visual and audio illusions that cannot be accomplished by normal means, such as travel into space