**Multimedia Mid-Term Exam**

**Study Guide**

1. **publication** – a document containing text and graphics that is distributed and/or printed (examples: magazines, invitations, greeting cards, newsletters, flyers, advertisements, etc.)
2. **orientation** – position the paper is printed in
3. **portrait** **orientation** – the short edge of the paper along the top
4. **landscape** **orientation** – the long edge of the paper along the top
5. **page** **layout** – the way objects, shapes, and text are arranged on the page
6. **contrast** – the degree of noticeable differences in something
7. **repetition** – duplication of elements or details
8. **alignment** – placement of text or graphics relative to the margin
9. **proximity** – the spatial relationship between items
10. **graphic image** - a visual design or representation made using various methods and programs(ex. painting, drawing, shape, photograph)
11. **pixels** – small squares of color in a grid; a collection of pixels can produce an image
12. **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)
13. **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)
14. **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
15. **compression** – reducing the size of an image; 2 types: **lossy** and **lossless**
16. **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
17. **aspect ratio** – ratio of width to height; must be maintained when image is resized to avoid distortion