

Design Vocabulary

Body Copy or Body Text: The main sections of text in a design - as opposed to headlines and sub headings.

Branding or Brand Identity: An image, font, or a series of ideas that defines a company's, or product's, identity.

Brief: A creative brief is what a client will give to a designer to define the design problem that needs to be solved and perhaps give artistic direction as well as company information.

CMYK: The color model in which all colors are composed of a mixture of the four process colors: cyan, magenta, yellow and black. CMYK is the standard color model used in offset printing for full-color documents. Also called four-color printing.

Comp: A mock up of a design to show how the different elements of the design will look when the job has been printed. This could range from a sketch to a printed proof.

Crop: To crop an image is to trim it to a size that optimizes the image or to make the image fit into a particular space in the design.

Embossing: Embossing creates a three dimensional, raised area on a printed sheet.

FPO (For Position Only): FPO refers to the use of a placeholder image, dummy text, graphic or blank box during the design process to note that there is a real image or updated copy to come.

High Resolution: An image that has a high pixel resolution. Photographic images that will be used for printed reproduction must be high resolution, usually at least 300dpi (dots per inch).

Low Resolution: A graphics file (usually a photographic image) that is only used for positional purposes or display on screen. A low resolution file is often 72dpi (dots per inch).

RGB: Red, green and blue are the colors used by monitors to display images.

Spot Color: A color that is printed from one printing plate which contains one pre-mixed color of ink. Often, spot colors are used when only one or two solid colors are needed on a page or when a color has to match perfectly and be consistent such as with a company logo. Adding a spot color to a process (four-color) job turns the project into a five-color job.

