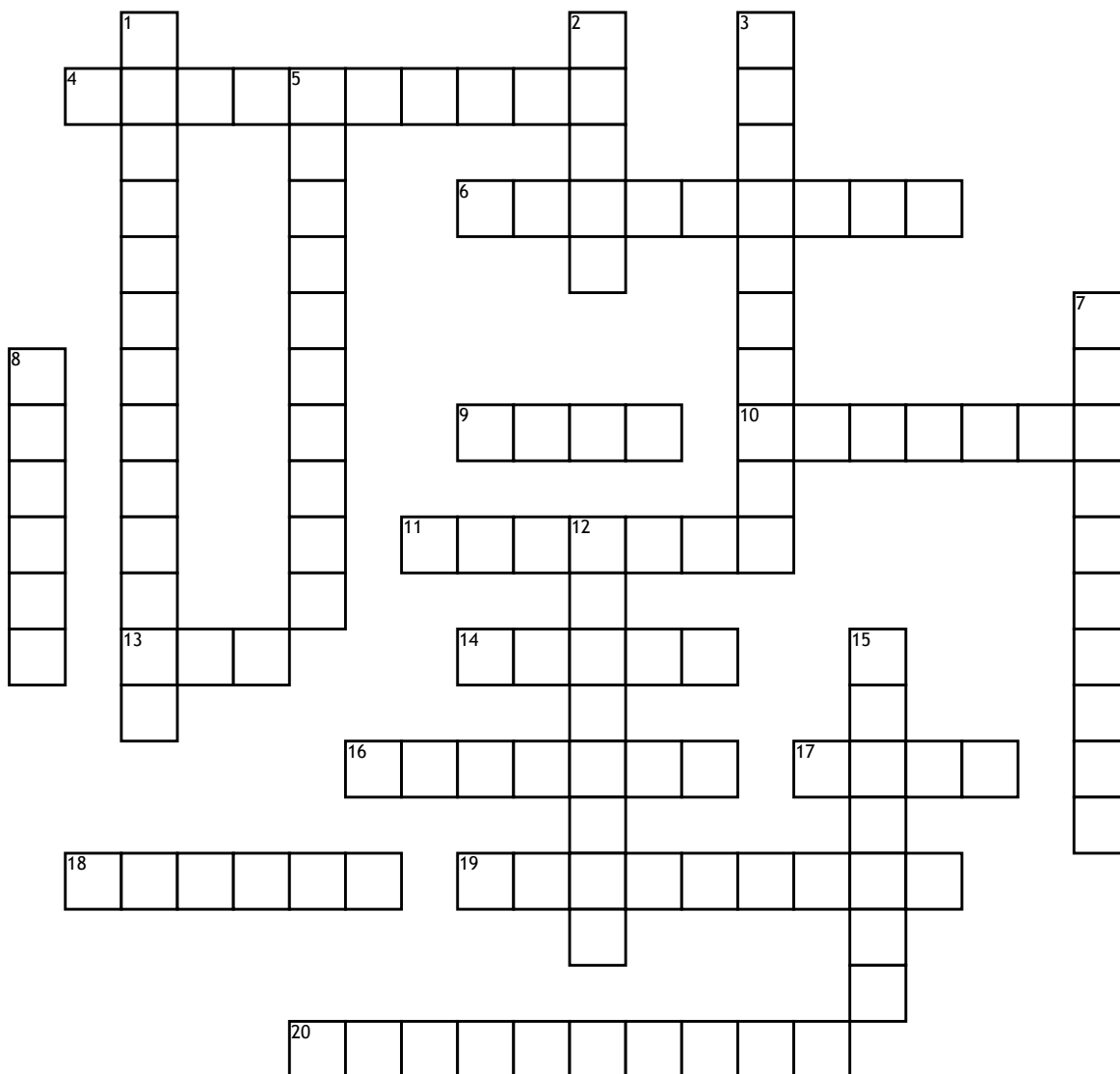


Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Graphic Design Vocabulary



## Across

4. A color scheme built out of only one color, including lighter and darker tones of that color
6. The lining up of elements to achieve balance, order, and a more logical layout
9. A color model that is used for print purposes
10. This term, refers to the words or short lines that appear by themselves at the top or bottom of a column
11. the space around the edge of a page
13. a color model that is used for on-screen purposes

14. a collection of concepts that encapsulate your company's values and ethos

16. the degree of transparency an element has

17. a framework made up of evenly divided, intersecting columns and rows

18. This term, refers to the words or short lines that appear by themselves at the top or bottom of a column

19. A typeface without the small decorative serif strokes

20. The artistic arrangement of type in a readable and visually appealing way

## Down

1. A color scheme built out of two colors that sit opposite each other on the color wheel

2. A typeface with small decorative strokes found at the end of horizontal and vertical lines

3. red, yellows, oranges

5. blues, greens, violets

7. the amount of detail an image has

8. A scalable graphic format

12. a gradual change in color from one tone into another

15. The adjustment of space between two characters in your type