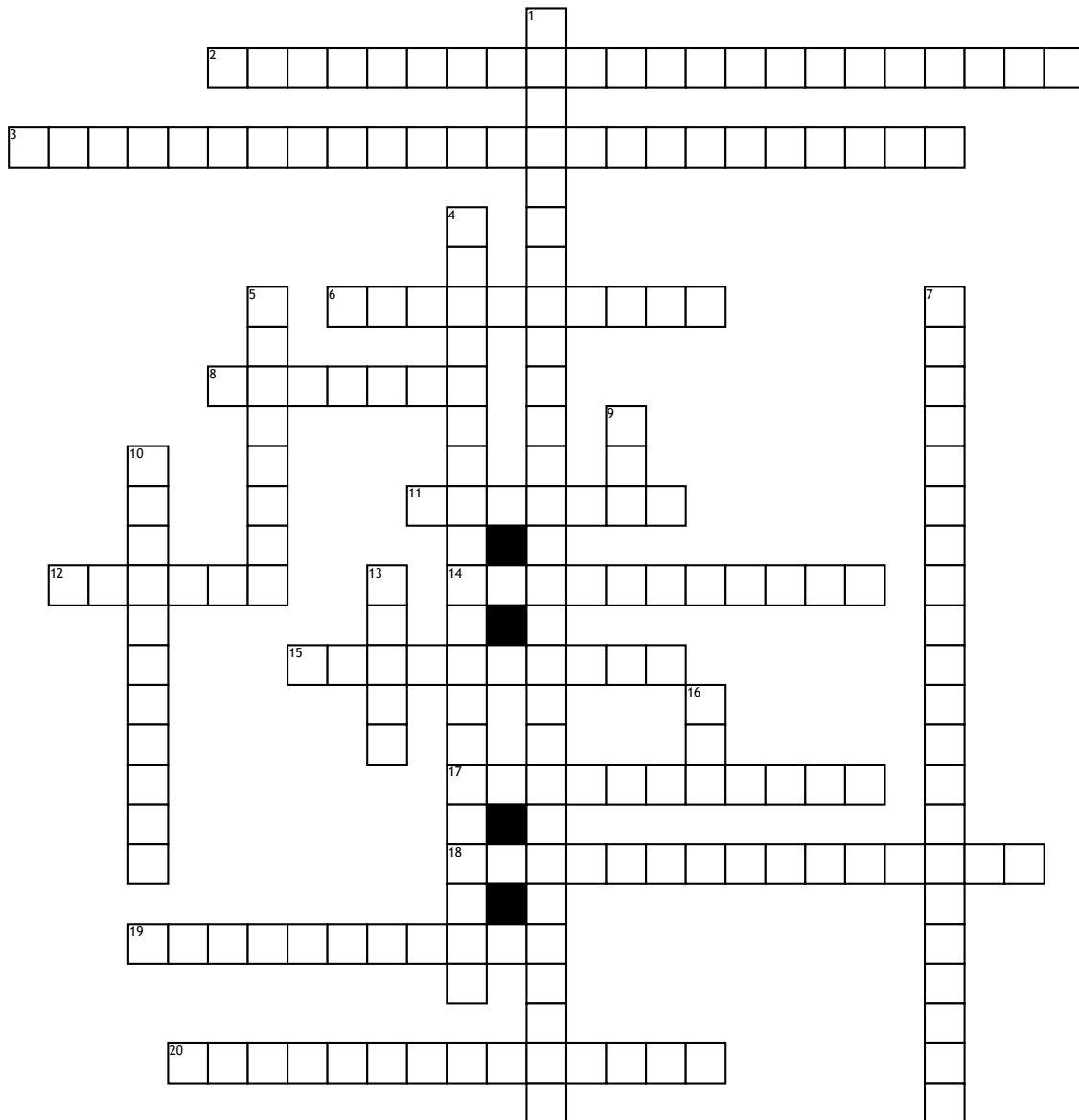


Name: \_\_\_\_\_

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

# Unit 3 Vocabulary!



## Across

2. The study and design of intelligent agents; where an intelligent agent is a system that perceives its environment and takes actions which maximizes its chances of success
3. A computer peripheral device enabling printed material, including characters and diagrams, to be scanned and converted into a form that can be stored in a computer
6. A type of application software designed to run on a mobile device
8. A system for matching colors, used in specifying printing inks
11. A machine-readable code in the form of numbers and a pattern of parallel lines of varying widths, printed on and identifying a product
12. What's hip or popular at a certain point in time
14. The time and place where a retail transaction is completed

15. the dark shape and outline of someone or something visible against a lighter background, especially in dim light

17. A technique used by retail sales associates to establish long-term relationships with key customers based on data about their preferences, behaviors and purchases

18. The screen a computer user clicks on while web browsing or using another software application

19. Enabled average consumers and regular people to have much more interaction with fashion designers and high-end clothing, shoes and accessory firms

20. Structured marketing strategies designed by merchants to encourage customers to continue to shop at or use the services of businesses associated with each program

## Down

1. Technologies that use wireless communication between an object and interrogating device to automatically track and identify such objects

4. A type of code printed on retail product packaging to aid in identifying a particular item

5. Something that is visual or an image

7. Techniques to collect information, communicate it within and outside the organization, and process it to enable managers to make quicker and better decisions

9. Are computer rendered flat fashion sketches filled with colors and fabric patterns, and arranged on a fashion presentation board or fashion portfolio layout to show how a finished garment will look, or to get a clear picture of a fashion design collection theme

10. A global career that focuses on upcoming trends

13. The property possessed by an object of producing different sensations on the eye as a result of the way the object reflects or emits light.

16. A color or shade