

# INDUSTRY TERMS TO KNOW



## Design concept

A design concept is the idea behind a design. It's how you plan on solving the design problem in front of you. It's the underlying logic, thinking, and reasoning for how you'll design a website, branding, packaging, poster, magazine, etc.

## Deliverables

A deliverable is any unique and verifiable product, result, or capability to perform a service that must be produced to complete a process, phase, or project. In design a deliverable can be a website, an advertisement, a mobile app, a brochure and so on.

## Execution

Is the act of putting together the appropriate skills, as an individual or as a team, to build the project deliverables.

## Body copy

The main text of any sort of design. The body copy is distinct from the logo, headline or subheading. You're reading body copy right now!

## Comp

A rough version of your design that is often created as a pencil sketch, but it can be digital, as well. Short for "comprehensive layout."

## Mock-up

A realistic representation of how the design will look; a scale or full-size model of the design used to demonstrate, promote and validate the design. This can also be referred to as a design "proof."

## Mood board

A collection of like or complementary images and texts that cohesively construct a potential overall aesthetic for a project or brand.

## Texture

Can refer to either the actual physical feel of a design or the way a viewer imagines a design might feel. By using textured graphics, a design can visually imitate actual texture.

## Thumbnail sketch

A small rough draft of an image drawn by a designer during the conceptualization phase of a design project.

## Alignment

This refers to the way individual elements of a design are arranged. This is commonly seen in text placement—for example, most lines of text in a Microsoft Word® document are left-aligned, where the text forms a uniform line on the left-hand side.

## Balance

This term refers to the distribution of visual elements in a design. A balanced design is generally appealing visually, but an unbalanced graphic can be used to guide the eye to the most important information.

## Bleed

The area outside the designated "trim lines" of a design that is still printed in case the cuts are not exact. Essentially a bit of 'extra' outside the edges of a design that insures against an inexact cut of the print.

## Grid

An organized framework with even columns and rows that helps designers align design elements in a more efficient and accurate way.

## Margins

The space between the design elements and the edges of the page, the width of which can affect the overall feel of the piece.

## Negative Space

The space surrounding the words and shapes in your design. Some designers choose to use the negative space to create an additional design, like the arrow found between the "E" and the "X" of the FedEx logo.

## Scale

The size of one object in relation to another design element. Extreme differences in scale can draw attention and create drama.

## White space

White space includes any part of the design without an image or text.

## Display type

Large, prominent type designed to catch the viewer's eye. For example, movie titles on posters, newspaper headlines and article titles.

## Font weight

Indicates thickness of a font, i.e., bold type has a heavier font weight.

## Hierarchy

System for grouping text based on the order of the content's importance so the reader can easily navigate through the content.

## Brand

The conceptual way your company is perceived—its values, tone, aspirations and ethos.

## Brandmark

A specific type of logo that uses a symbol instead of the company name, like the Nike swoosh.

## Brand identity

The visual version of your brand which can include a logo, slogan, website, packaging and other marketing materials

## Emblem

A logo that encompasses the company's name using various shapes and frames.

## Lettermark

Logos featuring stylized letters, usually a company's initials, so the viewer can tell what brand they're engaging with by just two or three letters—for example, IBM and CNN.

## Pictorial mark

Specific, strictly visual, icons that represent a brand, like the Target bullseye or the McDonald's arches.

## Style guide

A set of design standards for a specific brand to ensure complete consistency in the style and formatting of design assets. This often includes guidelines for color schemes, typefaces and how logos are used and placed within an asset, among others.