Revised 4-10-13

Unit 2: Vocabulary

**Layout** – the arrangement of the document

**Contrast**- refers to the arrangement of opposite elements

(light vs. dark colors, rough vs. smooth textures. . . )

**Optical Center Point**- the place the eye goes to first on the page - 1/3 down from top, 1/3 from left.

(Note: The pattern that your eyes follow when moving over a page? \_\_\_Z\_\_\_ , also called Directional Flow)

**Repetition** – to copy some aspect of the design throughout the entire piece such as color, line, shape, texture

(helps create rhythm, shows a reader where to go and helps them navigate your designs and layouts safety)

**Alignment**- is the placement of an object or text in relation with other objects

(such as: top, bottom, middle)

**Proximity** – closeness creates a bond between people and between elements on a page. How close/far apart

 elements are suggests a relationship (or lack of)

**MLA Style Report** – a guideline for formatting a paper & referencing sources. One of the most common styles used

**Block Letter**- a formal style letter with certain layout guidelines.

(Example cover, complaint, \_thank\_\_\_\_ you, . . .)

**Browser**- is a program used to view, download, upload, surf or otherwise access documents (pages) on the WWW

(Internet Explorer, Firefox)

**Search Engine** – a computer program that searches documents, on WWW for word or words & provides a list of documents in which they are found. (google yahoo)

**Hyperlink**–a word, phrase, or image that once click on to access to a new document or section within the document.

**Hypertext** – text that linked

**Multimedia** –combination of sound and images­­­­­­­­­­­ with text.

**Resume**- a written document that lists your work experiences, skills, & educational background.

(It is a marketing tool)

**Cover Letter** – is a block letter sent to a potential employer along with your resume. Should state the position you

 are applying for and should highlight skills that you have that relate to the position you want.

**Application** – a form used in the hiring process to enable a job candidate to supply information about his or her

 qualifications

**Job Interview** – a formal meeting to determine whether an applicant is suitable for a position.

**Digital Zoom**- uses digital technology to enlarge an image. However, the zoom comes at the expense of resolution.

**Optical Zoom** – optical zoom uses the optics (lens) of the camera to bring the subject closer without sacrificing

 resolution.

**Dividing Paragraphs** – when dividing or splitting paragraphs between pages or columns you should always leave 2

 lines at the bottom of the page and carry at least 2 lines to the top.

**Workspace (Publisher)**– the gray area in publisher where you can put images, textboxes, and objects that

 you might use later.