Vocabulary	Notes
Digital Media	Any media that is encoded in machine-readable formats. Digital media can be created, viewed, distributed, modified and preserved on digital electronics devices
Graphic Design	The process of visual communication and problem – solving using one or more of typography, photography and illustration
Desktop Publishing	(DTP) is the creation of documents using page layout skills on a computer primarily for print
Typography	The art of technique of arranging type to make written language legible, readable, and appealing when displayed
Font	General shape and style of a set of characters
Serif	Times New Roman Have feet at the end
Sans Serif	Calibri (no feet)
Script	*Brush* Looks like Handwriting
Decorative	Papyrus Looks like art work
Italic	*Calibri, words are slanted*
thin	Calibri light, letters are thinner than standard font
Roman (regular)	Calibri, the standard font format
Bold	**Calibri,** thicker darker version of the font
Point Size	Number of points from the highest point, the ascender, to the lowest point, the descender. There are 72 points to an inch
X Height	The height of the body of a lowercase letter, such as x
Baseline	Invisible guideline the characters sit on
Ascender	letter strokes that rise above the x-height (b, d, f, h, l)
Descender	letter strokes that dip below the x-height (g, j, p, q, y)
Alignment	The Arrangement for text relative to the Margin
Justified	This text block demonstrates justified text. The margins on the left and right are even so it is called justified. Text is often justified.
Left	This text block demonstrates align left. The left margin is aligned, but the right margin is ragged, creating a more open look.

First and Last Name
Digital Media
Per #

Center	This text block demonstrates align center. Each line of this text block is centered. Align center is often used for headlines.
Right	This text block demonstrates align right. The right margin is aligned, but the left margin is ragged. This isn't suggested for lengthy text.