

Knowledge Organiser - Graphic Design

Key Terms & Definitions

1	Bitmap	Digital images composed of a grid of pixels, each with its own color value, used for detailed or photographic images but may lose quality when scaled up.
2	Vector	Digital images created using mathematical formulas to define shapes and lines, allowing them to be scaled infinitely without losing quality.
3	Pixel	The smallest unit of a digital image, represented by a single point on a grid, with each pixel containing color information to form an image.
4	Typography	The art and technique of arranging typefaces (fonts) to make written language legible, readable, and visually appealing.
5	Hierarchy	The visual arrangement of elements to indicate their relative importance or emphasis within a design, typically achieved through variations in size, color, or position.
6	Whitespace	The empty or negative space between and around design elements, used to create balance, focus, and visual breathing room in a layout.
7	Colour Theory	The study of how colors interact with each other and their psychological effects on human perception, including concepts such as hue, saturation, value, and color schemes.
8	Alignment	The placement of text or objects along a common edge or axis within a design, used to create order, consistency, and visual unity.
9	Resolution	The level of detail and clarity in an image, typically measured in pixels per inch (PPI) for digital images or dots per inch (DPI) for print.
10	Opacity	The degree of transparency or translucency of an object or layer in a design, allowing background elements to show through.
11	Layer	A separate level within a digital design file that contains individual elements, such as text, images, or shapes, allowing for organization, editing, and manipulation.
12	Mockup	A visual representation or prototype of a design, often created to demonstrate how the final product will look and feel, typically used for presentations or client approvals.
13	Brand Identity	The visual representation of a brand, including its logo, colors, typography, and overall design elements, used to convey its

		personality and values.
14	Serif	A typeface that features serifs (small decorative strokes or flourishes at the ends of characters), known for its traditional, elegant, and timeless appearance.
15	Sans Serif	A typeface that does not have serifs (small decorative strokes or flourishes at the ends of characters), known for its modern, clean, and minimalist appearance.