

Design Dictionary

Everything you need
to know about design

magnetic:

LONDON | ISTANBUL

Just like any industry, design has its own language. With so much slang and jargon, it can be easy to get confused. Fortunately for you, we've created this handy little design dictionary to help you understand the most important design definitions.

Whether you're an experienced designer, marketing manager or a complete newbie, we hope you find this book useful and that it saves you some time when you come to planning your next design project.

The font size or text size is the overall size (the height) of a font shown on a screen or printed on a page.

We recommend using a text size of **13 points** on websites and a minimum of **6 points** in print material, however, this may vary depending on the font used.

Five wine ••• 6 points
Five wine ••• 9 points
Five wine ••• 12 points
Five wine ••• 19 points
Five wine ••• 24 points
Five wine ••• 30 points
Five wine ••• 40 points
Five wine ••• 50 points
Five wine ••• 60 points
Five wine ••• 72 points

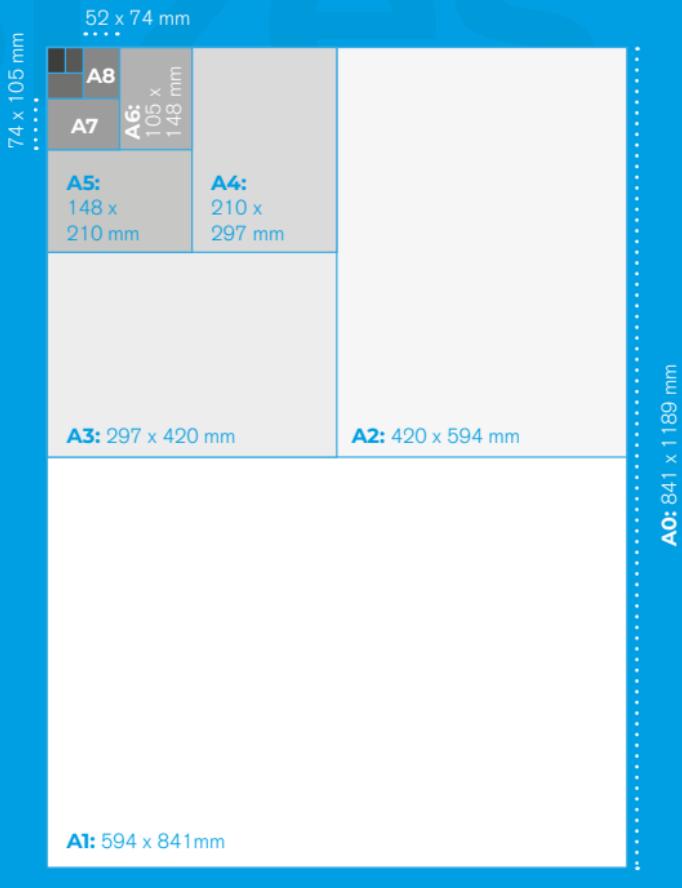
Stroke thickness



As you know, paper comes in lots of different sizes. Here are the most important dimensions you need to know.

	Millimeters	Inches
A0	841 x 1189	3.1 x 46.8
A1	594 x 841	23.4 x 33.1
A2	420 x 594	16.5 x 23.4
A3	297 x 420	11.7 x 16.5
A4	210 x 297	8.3 x 11.7
A5	148 x 210	5.8 x 8.3
A6	105 x 148	4.1 x 5.8
A7	74 x 105	2.9 x 4.1
A8	52 x 74	2.0 x 2.9
A9	37 x 52	1.5 x 2.0
A10	26 x 37	1.0 x 1.5
SRA0	900 x 1280	35.4 x 50.4
SRA1	640 x 900	25.2 x 35.4
SRA2	450 x 640	17.7 x 25.2
SRA3	320 x 450	12.6 x 17.7
SRA4	225 x 320	8.9 x 12.6
Business Card (UK)	55 x 85	2.2 x 3.3
Business Card (US)	51 x 89	2.0 x 3.5

Don't worry, we know that's a lot of numbers, so here's an easy diagram for you to remember the different A paper sizes. All you have to do is compare it to the A4 piece of paper you've currently got sitting on your desk!



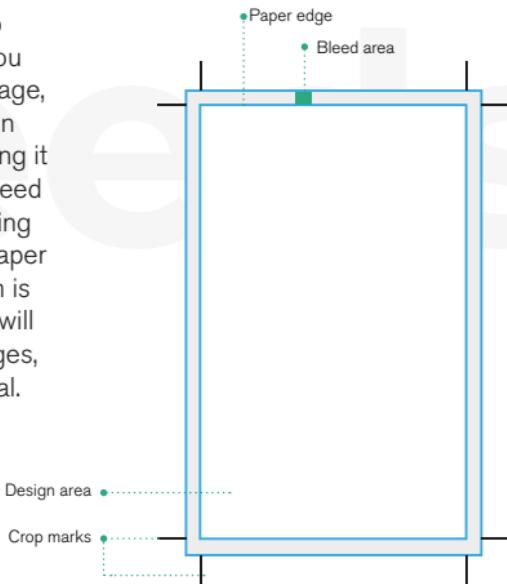
Did you know? A-size papers go up in increments of doubles. So, A3 is double the size of A4, and A5 is half the size of A4.

When you're preparing to send a design to print, a number of marks are needed to make sure it prints correctly. Most importantly, you need to set up the correct crop marks and bleed.

Crop marks are thin lines that indicate where the page should be trimmed.

Bleed is printing that goes beyond the edge of the sheet before trimming.

When used together, crop marks and bleeds allow you to print to the edge of a page, by covering a larger area in the bleed and then trimming it after using crop marks. Bleed is very important when using images that exceed the paper format, because if the trim is not accurate enough you will see white lines on the edges, which looks unprofessional.



The human eye can see hundreds of different colours. To replicate these colours in design we use one of the following colour models:

RGB



Stands for Red, Green, Blue.

Red, green and blue light are added together in various combinations to reproduce a wide spectrum of colours.

Commonly used in computer displays, as well as other digital formats such as TV and mobile.

CMYK



Stands for the four inks used in printing; cyan, magenta, yellow and key (black).

Works by combining varying percentages of cyan, magenta, yellow and black on white paper, to give the illusion of lots of colours.

Commonly used in printing.

HEX



Stands for hexadecimal colour codes.

Consists of six digits, with each pair of characters representing the intensity of red, green and blue in the colour respectively. The most popular colour mode for websites.

SPOT COLOURS



Refers to a method where each colour is printed using its own ink.

Pantone is the most widely used colour system for specifying spot colours.

Commonly used where colour accuracy is essential, for instance in a company logo.



C:0 M:70

Y:58 K:0

R:255 G:88

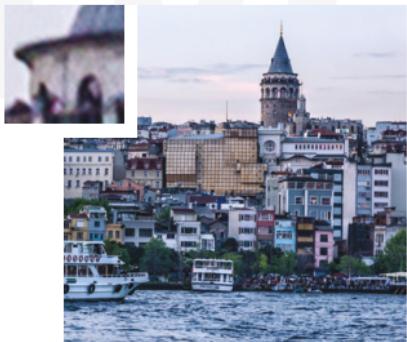
B:93

HEX: #FF585D

PANTONE: 178C

Raster Image

A raster graphic is an image made up of lots and lots of little dots, or pixels. When a raster image is enlarged, it appears jagged and unclear.



Vector Image

A vector graphic uses points, lines and curves to create an image. A vector image will always appear smooth no matter how much you zoom in.



Converting text to shapes: Sometimes it's necessary to convert text to shapes, for example if your printers don't have the typeface used in your logo. When needed fonts can be converted to outlines, meaning they are no longer text but a graphic, so the text cannot be altered.

File Types: Do you get confused about all the different file types? Here's a simple explanation for you.

Vector files are usually found as:



Adobe
Illustrator
file



Portable Document
Format
Can be opened
by Adobe Acrobat
or software alike



Encapsulated
Postscript File
Can be opened
by the majority of
design software

Rasterised images are usually found as: JPG | PNG | TIFF | BMP | GIF.
Photoshop files (*.psd) are also rasterised images.

DPI and PPI refer to the sharpness or clarity of an image.

PPI Pixels Per Inch refers to the number of pixels per inch.

DPI Dots Per Inch refers to the number of printed points (dots) per inch.

What's the difference?

DPI is often used interchangeably for PPI, despite DPI actually referring specifically to printers and printing methods.



So what's the required resolution?

For **print**, a good quality image should be at least **300dpi**.

However if it's something that will be viewed from far away, like on a billboard, it can be less.

For **website** design, **72ppi** is the required minimum resolution. For high-resolution retina displays, the resolution needs to be higher.

Sending Images: Be careful when you're sending image files. Designers need them to be high resolution, so please do not send them in Powerpoint or Word documents, as it may reduce the resolution and quality.

Typefaces can be classified according to their characteristics. The main typefaces you need to know are:

Serif typefaces include a small, decorative line attached to the end of a stroke in a letter or symbol, known as a serif. They are the most readable, so they're ideal for a long body of text.

The quick brown fox jumps over the lazy dog.

Font: Filosofia

Sans-serif typefaces do not use serifs. They are clean and simple, which makes them ideal for display text.

The quick brown fox jumps over the lazy dog.

Font: Avenir Next

Script typefaces are based on the varied and often fluid stroke created by handwriting. They range from elegant and formal, like traditional calligraphy, to more casual styles.

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG.

Font: Brush Up

Did you know? Designers use the phrase: "*the quick brown fox jumps over the lazy dog*" because it includes every letter of the alphabet.

There's a few rules when it comes to choosing a typeface. Here's a quick summary:

They need to match your brand.

Typefaces have distinct moods and personalities. They may be serious, casual, playful or elegant. Make sure you select the right one for you.

1

Think about the context.

Where will this text be displayed? Font style and size can affect how easy it is to read. If it's going to be on a small surface, make sure it's clearly legible.

2

Mixing typefaces.

A combination of serif and sans-serif fonts can work really well together, especially when they are in different sizes. This is because it creates contrast.

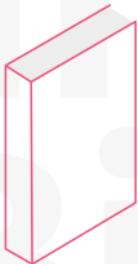
3

Limit your number of fonts.

Generally speaking, you should not use more than 3 different typefaces. It's best to have between two and three, so that your design doesn't look too confusing or cluttered.

4

Examples of basic folds and binding:



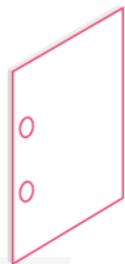
Perfect
binding



Saddle
stitching



Side
stitching



Punching



Half
accordion
fold



Gate
fold



Double
parallel
fold



Accordion
fold



Letter
fold



4-page
fold

Static website

A static web page is delivered to the user exactly as stored, so it displays the same information for all users. It consists of a number of pages of fixed content which are super efficient and extremely fast. They must be manually opened, edited and published whenever a change is made.

Dynamic website

A dynamic web page contains content that changes automatically. It is generated in real time by a web application or database, so when the data is updated, the content on the website is also updated, for example shopping carts.

CMS system

A content management system is a tool that is used to create and manage digital content. Managing content refers to creating, editing, archiving, publishing, collaborating on, reporting and distributing website content, data and information.

Fully-responsive website

A responsive website alters the screen layout so that it is appropriate for the device accessing it. This approach designs one site but specifies how

it should appear on varied devices, to ensure your website will work at its best on all web enabled devices, including smartphones and tablets.

SEO

Search engine optimisation is the process of improving the visibility of a website in search engine rankings. In general, the earlier (or higher), and more frequently a site appears in the search results list, the more visitors it will receive. Designers can improve this by incorporating search engine friendly elements into a website. Other offsite efforts can also improve SEO, such as creating links from credible sources to your website.

User Interface (UI)

The user interface is everything that a person uses to interact with an information device. It refers to the series of screens, pages and visual elements (like buttons and icons).

User Experience (UX)

The user experience refers to the emotions and attitudes a person feels when using an interactive product, such as a website or app. A good user experience means the customer journey is a positive experience throughout the entire interaction.



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