

**Unit 6 Key Terms**

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| Key Term | Definition |
| Aesthetic | 1. Concerned with beauty or the appreciation of beauty. 2. Of pleasing appearance. |
| Asymmetry | Symmetry in which both halves of a composition are not identical. Also referred to as informal balance. |
| Balance | A condition in which different elements are equal or in the correct proportions. There are three types of visual balance: symmetry, asymmetry, and radial. |
| Color | The property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light. |
| Contrast | The state of being noticeably different from something else when put or considered together. |
| Element | A basic constituent part. |
| Emphasis | Special importance, value, or prominence given to something. |
| Form | 1. Having the three dimensions of length, width, and depth. Also referred to as a solid. 2. The organization, placement, or relationship of basic elements, as volumes or voids in a sculpture, so as to produce a coherent image. |
| Gestalt | The principle that maintains that the human eye sees objects in their entirety before perceiving their individual parts. |
| Graphic Design | The art of combining text and pictures in advertisements, magazines, books, etc. |
| Harmony | 1. The quality of forming a pleasing and consistent whole. 2. Agreement or concord. |
| Message Analysis | The process of deciding what information needs to go into the graphic design, as well as how to effectively use the design elements and principles to present the information. This analysis is based on a thorough analysis of the audience. |
| Pattern | A repeated decorative design. |
| Pictograph | A pictorial symbol for a word or phrase. |
| Principle | The method of formation, operation, or procedure exhibited in a given instance. |
| Proportion | 1. The relationship of one thing to another in size, amount, etc. 2. Size or weight relationships among structures or among elements in a single structure. |
| Radial Symmetry | Symmetry about a central axis. |
| Reverse Engineering | The process of taking something apart and analyzing its workings in detail. |
| Rhythm | A regularly recurring sequence of events or actions. |
| Shape | The two-dimensional contour that characterizes an object or area, in contrast to three-dimensional form. |
| Space | 1. The dimensions of height, depth, and width within which all things exist and move. 2. A free or unoccupied area or expanse. |
| Symbol | A thing that represents or stands for something else, especially a material object representing something abstract. |
| Symbolism | 1. The use of symbols to represent ideas or qualities. 2. The symbolic meaning attached to material objects. |
| Symmetry | The correspondence in size, shape, and relative position of parts on opposite sides of a median line or about a central axis. Also referred to as formal balance. |
| Texture | The feel, appearance, or consistency of a surface, substance, or fabric. |
| Typography | The style and appearance of printed matter. |
| Unity | The state of being united or forming a whole. |
| Value | The lightness or darkness of a color in relation to a scale ranging from white to black. |
| Variety | A thing which differs in some way from others of the same general class. |