

Advanced Production Concepts of Digital Graphics

Advanced Layout Terms	
Visual Hierarchy	
Alignment	
White Space	
Feathering/Blending	
Master page	

Facing pages	
Gutter	
Margin	
Placeholder text	
Text wrapping	

Advanced Color Terms

Color profile	
Color gamut	
Dithering	

Advanced Text Editing Terms

Typography	
Font Families	
Readability	

Serif	
Leading	
Tracking	
Kerning	
Advanced Photo Manipulation Terms	
Destructive vs. non-destructive editing	
Color correction	

Retouching	
Adjusting levels	
Exposure	
Sharpness	
Contrast	
Smart Object	