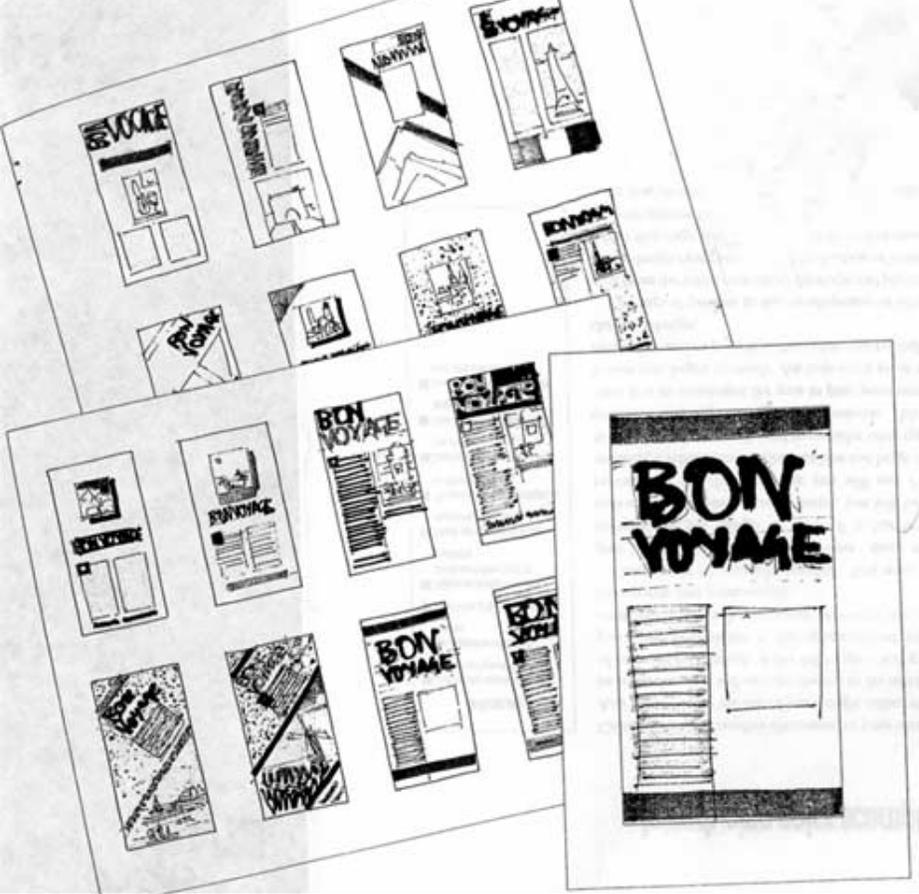


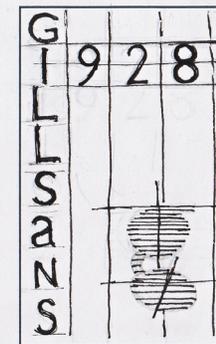
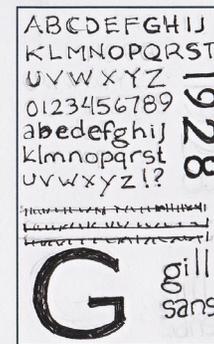
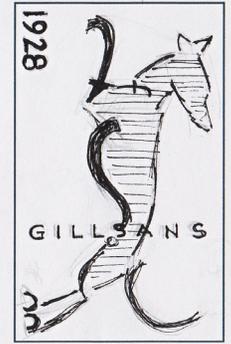
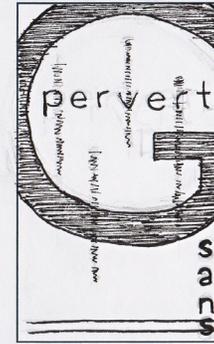
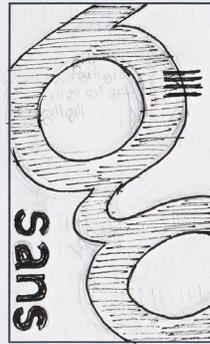
mind-map a diagram often created around a single word or text, placed in the center, to which associated ideas, words, and concepts are added.

thumbnails quick visuals or sketches of concepts.



NAME: KATHLEEN CORGAN

GRAPHIC DESIGN | POSTER THUMBNAIL SKETCHES



wireframes are like thumbnails, but bigger, that sketch out each page and fills in more details about the components.

personas ‘Fictional’ characters, based on real data around a focus target. Personas must answer three basic questions: what are the user needs, wants, and limitations.

Profile: Basic demographics like age, residence, or social class.

Expertise: Describes character expertise in relation to the product.

Archetype: Personality characteristics.

Experience Goals: What are the users expectations and priorities when interacting with the product/service?

soft proof an on-screen proof, not printed.

hard proof a printed proof.

laser proof black and white computer print.

mock-up quick construction of the design, materials are not actual.

comprehensive accurate and precise construction of the design,
actual materials are used.

raw format format for capturing maximum continuous-tone color information. It preserves all information when photograph was taken.

psd files (photoshop default) layered photoshop continuous-tone (photograph) file format for photoshop editing only, saved in RGB.

tiff files (tagged image file format) flattened uneditable photoshop continuous-tone file format for print application, saved in CMYK.

pdf files (portable document format) portable format for email and printing. It embeds all the necessary font and graphic files.

eps files (encapsulated postscript) file format for finished Illustrator files and duotones for print application, saved in CMYK.

jpeg files (joint photographic experts group) continuous-tone file format for screen application, saved in RGB.

gif files (graphic interchange format) file format for line art or vector images for screen application, saved in RGB.

png files (portable network graphics) multiple levels of transparency file format for screen application, saved in RGB. Not too popular.