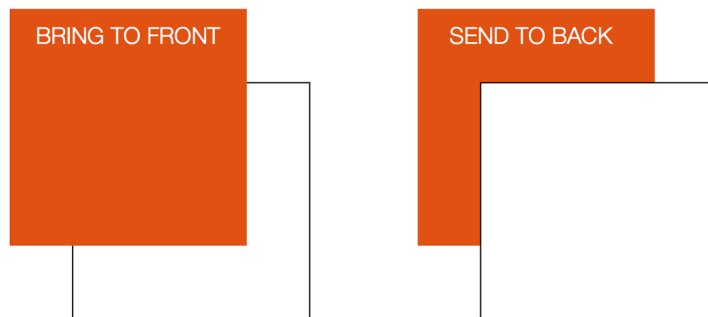


## A FEW SIMPLE DESIGN TERMS

**It's not how much you know, but *what* you know.** Most good design solutions are quite simple. But the applications we use sometimes *seem* to consciously hide those simple solutions from us! (We know they don't, of course, but it's uncanny how the thing we're searching for so often hides in plain sight.)

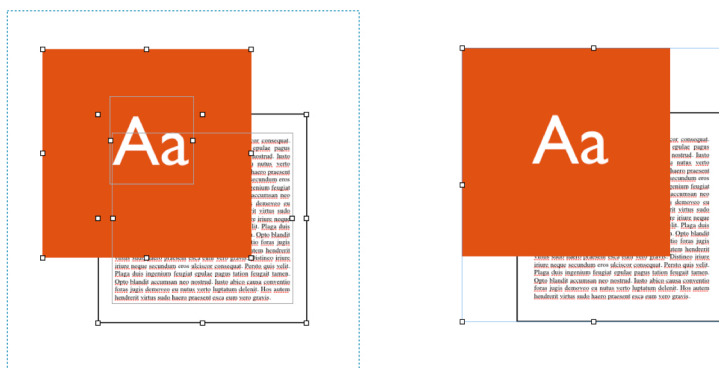
Here's a basic design glossary that will help you with your chosen application. Though software can vary wildly in its appearance and use, these terms are surprising universal.

### ARRANGE



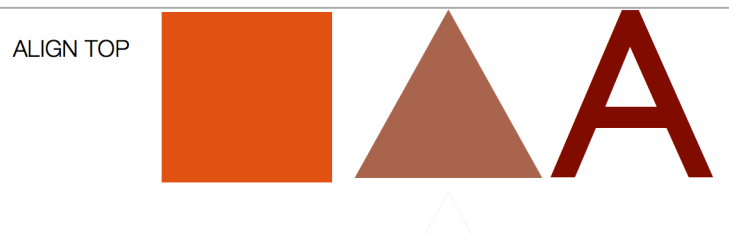
“ARRANGE” allows us to move objects to the front or to the back. This command lets us stack items in our compositions, which, as we’ll see in the lecture on interlocking elements, builds stability into our work.

### GROUP



“GROUP” lets us move and manipulate a collection of items as a single unit.

## ALIGN



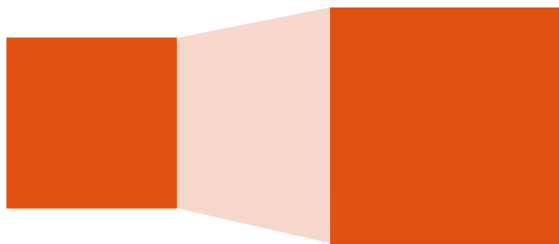
Just what it says: “ALIGN” may be the single most useful command you will use. Aligning text and other design objects to a grid is a critical start to making your work look polished and professional, and the “ALIGN” command will be your best ally in making that happen. We can align objects to their top, left, right, or bottom edges, as well as to their centers.

## DISTRIBUTE



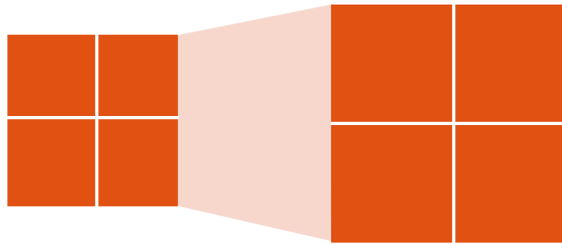
Ensures that items are spaced equidistantly. This can be especially helpful when working with repetitive elements in your layout.

## SCALE



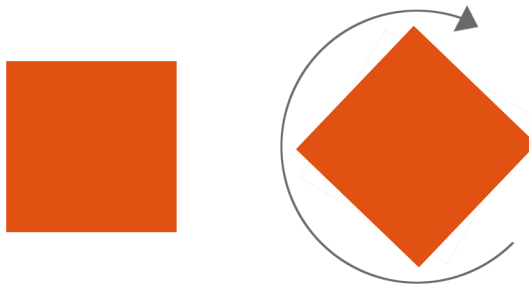
Simply making an item bigger or smaller. Most applications allow this with the use of “handles” at the corner of selected objects.

## CONSTRAIN



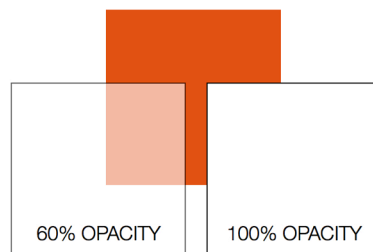
“CONSTRAIN” allows us to scale an item up or down proportionally, without distorting it. Most applications will constrain proportions if the shift key is pressed during scaling.

## ROTATE



ROTATING an object simply tilts it from side to side. As with constraining proportions during scaling, holding the shift key while rotating an object generally tilts the object at 10 or 15-degree increments.

## OPACITY, TRANSPARENCY, TRANSLUCENCY












These are all terms that relate to how much we can “see through” an image. When used in conjunction with “ARRANGE,” controlling an object’s opacity opens up huge design possibilities. These commands are worth experimenting with.

## CROP



Remember that you're never stuck with a given image. The "CROP" command (or tool) lets us design using smaller parts of larger images.

## HUE, SATURATION, AND LIGHTNESS

Hue: what color is it?			
Saturation: how vivid is the color?			
Lightness: how light or dark is the color?			

These are all terms that apply to color control. The figure above addresses the difference between these terms, but nothing beats playing with them. Try using these commands on a photo and see how they affect the overall look.

