B

**Basic grid:** Intersecting lines that divide pages into small squares, which allows you to easily lay out elements in a design

**Borders**: A method of containment that uses continuous lines that often form shapes, like squares or rectangles, to break up sections of a page

C

**Common region:** A Gestalt Principle that describes how elements located within the same area are perceived as grouped together

**Containment:** The use of visual barriers to keep elements of a design neat and organized; the four methods of containment are dividers, borders, fill, and shadow

D

**Dividers:** A method of containment that uses single lines to separate sections of a page

E

**Emphasis:** A way of attracting attention to text, a button, or another object in a design

F

**Fidelity:** How closely a design matches the look and feel of the final product

**Fill**: A method of containment that assigns colors to borders and shapes

**Font:** The size, thickness, and emphasis of characters of text

G

**Gestalt Principle:** How humans group similar elements, recognize patterns, and simplify complex images when we perceive objects

H

**Hierarchy:** A visual design principle that orders elements on a page and classifies them by their level of importance

**High-fidelity:** A design that closely matches the look and feel of the final product and is more refined or polished; called “hi-fi” for short

I

**Iconography:** A system of graphic images or symbols associated with a subject or an idea

L

**Layouts:** Ways to arrange elements on a page

**Layout grid:** A series of columns and alleys that allow you to organize elements in a design

**Low-fidelity:** A design that has a lower amount of complexity and is less refined or polished; called “lo-fi” for short

M

**Mockup:** A high-fidelity design that represents your final product, without the interactivity of a prototype

N

**Negative (white) space:** The gaps between elements in a design

P

**Proportion:** The balance or harmony between elements that are scaled

**Proximity:** A Gestalt Principle that describes how elements that are close together appear to be more related than elements that are spaced farther apart

S

**Scale:** Concept that’s used to explain the size relationship between a given element and the other elements in the design

**Shadows**: A method of containment that creates dimension in combination with borders or fill

**Similarity:** A Gestalt Principle that describes how elements that look alike are perceived to have the same function

T

**Typography:** The technique of arranging letters and text to make the language readable, clear, and visually appealing

**Typographic hierarchy:** The ordering of typefaces and fonts in a layout to create divisions that show users where to focus and how to find information

**Typeface:** The overall style of text, distinguished by stroke weight, shape, type of serif, and line lengths

**Type classification:** A general system to describe styles of type, like serif and sans serif

U

**Unity:** Measures how well elements of your design work together to communicate an idea

V

**Variety:** Differentiating the elements in your design to add visual interest

**Visual balance:** The sense that a design is equally weighted on both sides of its emphasized center

**Visual design:** How a product or technology appears to users

**Visual weight:** A measure of the force that an element exerts to attract the eye