

# Terms to Know

<b>Adaptability</b> The ability for a design to be used in a variety of different formats, media and locations.	<b>Brand</b> A symbol, mark, word or phrase that identifies and differentiates a product, service or organisation from its competitors.	<b>Continuity</b> The maintenance of specific design traits through different design jobs.	<b>Diagram</b> A visual device that presents the relationship between different quantitative or qualitative information and ideas. Diagram techniques include Venn diagrams, bar charts, graphs, pie charts and bubble charts.	well during the design process and where there is room for improvement.	thought by the ancients to represent infallibly beautiful proportions.
<b>Adaptation</b> The modification of an original design to suit another purpose.	<b>Brief</b> The client's requirements for a design job. The brief contains a specific goal that is to be met by the design.	<b>Denotation</b> The literal and primary meaning of an image or graphic.	<b>Fibonacci numbers</b> A numerical series derived from the observation of natural forms, providing a ready source of dimensions that produce harmonious proportions.	<b>Homage</b> Respect or honour shown for a particular work, artist or genre through a design.	
<b>Appropriation</b> The incorporation of an element or motif from another design in a piece of work.	<b>Character profiles</b> Written and graphic information that creates a mental model that defines a particular group of people. Character profiles can be augmented with visual clues to construct an image of the life led by a fictional representative member of the group.	<b>Design legs</b> The ability of a design to be able to evolve, change, adapt, and work in different ways and in different settings.	<b>Distortion</b> An optical phenomenon or deformation of a shape or object.	<b>Finishing</b> Various processes that complete a printed or digital piece.	<b>Icon</b> A graphic element that represents an object or person.
<b>Barriers</b> Rules, laws and other conditions that present obstacles or impediments to the potential success of a design. Barriers include technical standards and the purchasing and distribution power of key competitors.	<b>Design process</b> Seven steps (define, research, ideate, prototype, select, implement and learn) through which a design job progresses from start to completion.	<b>Design vocabulary</b> How design elements and styles communicate through how they look, are presented or dressed.	<b>Drivers</b> The knowledge and conditions that initiate and support activities for which a design was created. These include market forces, fashions and trends of the day, and consumer expectations.	<b>Flexibility</b> A design quality that can sustain broad appeal across different applications to reach a target audience in different environments.	<b>Ideate</b> The creative stage of the design process where potential design solutions are generated using research about the subject to meet the goals of the brief.
<b>Brainstorming</b> A creative group approach to developing ideas and originating solutions during the ideate stage of the design process.	<b>Cognition</b> Understanding, knowing or interpretation based on what has been perceived, learned or reasoned.	<b>Design voice</b> The tone of a visual communication, which determines how it is received and interpreted.	<b>Eclecticism</b> The incorporation of elements from different sources to express a diverse array of ideas linked to the central theme.	<b>Format</b> Different paper sizes and digital resolutions with which a design can be produced. Paper formats include the ISO paper sizes, while digital formats include screen resolution.	<b>Identity</b> The behavioural characteristics of a company that define the qualities synonymous with its level of service, nature or approach to doing business.
	<b>Colour wheel</b> A spectrum formed into a circle, providing a means for selecting complementary colour schemes.		<b>Feedback</b> The learning stage of the design process where the client and design agency seek to identify what worked	<b>Golden section</b> The approximate 8:13 ratio that was	<b>Imitation</b> The copy, reproduction or adaptation of a design or image seen elsewhere.