

Key Terms

Typography	The art, craft or process of composing type (letters/ words)
Serif	Small line attached to font to finish
San Serif	'Without' small line
Point	A measurement for font size
Ascender	Parts of the letter that ascend above the others in height I.e.h
Descender	Parts of the letters that descend below others I.e.y
Baseline	The bottom of most letters without descenders
Tracking	Equal spacing between letters within a word
Kerning	Space between individual letters
Cursive	Any style of penmanship in which some characters are joined together in a flowing manner
3D- Three Dimensional	Something that has height , width and depth (length)
Calligraphy	The art of producing handwriting or lettering
Graffiti	Writing or drawing, scribbled, scratched or sprayed primarily on a wall or other public space

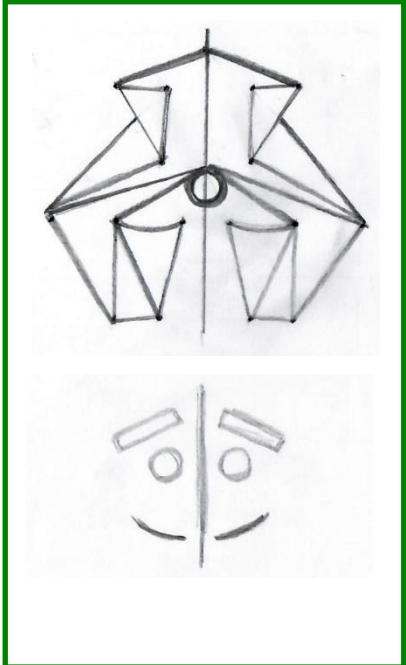
Graffiti & Calligraphy

Graffiti	
Calligraphy	

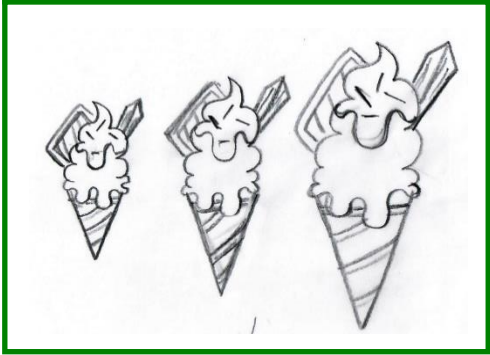
Typography

Upper Case	A B C D E F G
Lower Case	h i j k l m n o p q r
Graffiti	
Calligraphy	
Tracking	
Kerning	
3D	

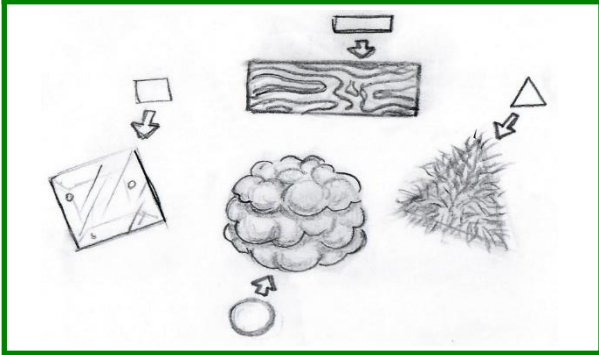
Symmetry



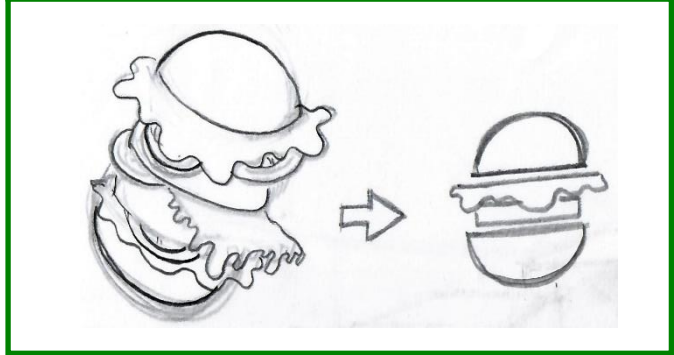
Proportion/ Scale



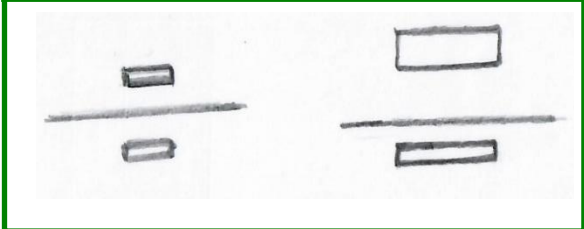
Texture



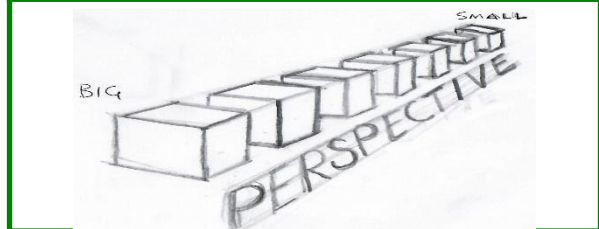
Minimalism



Balance



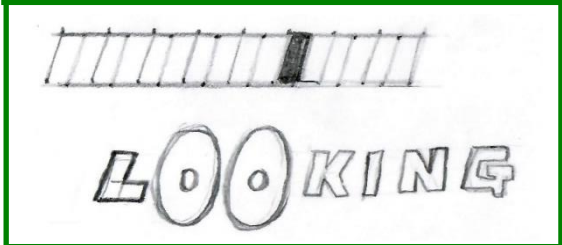
Perspective



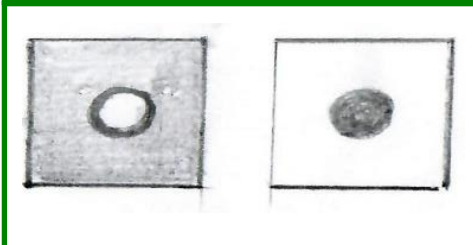
Line



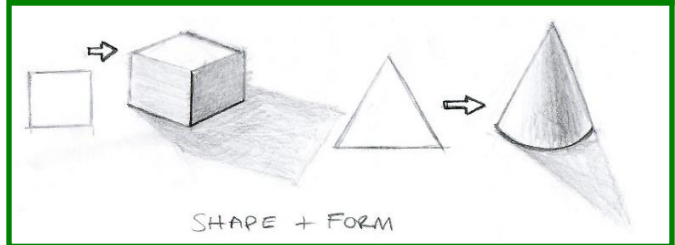
Emphasis



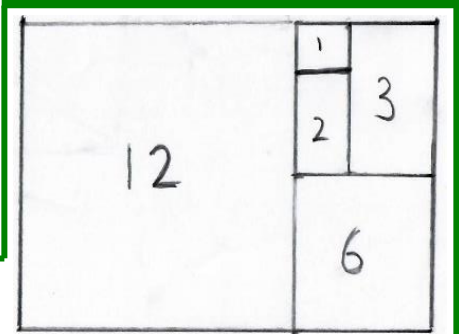
Space



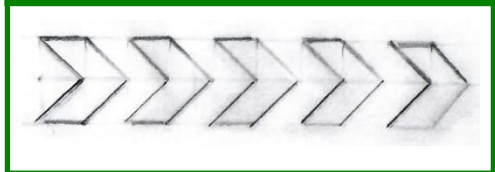
Shape & Form



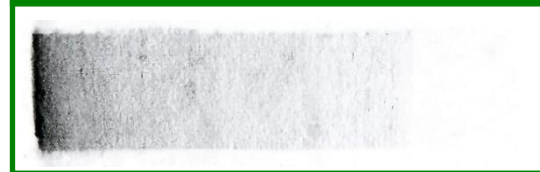
Golden Ratio



Rhythm & Movement



Value



$$1 \rightarrow 1+1=2 \rightarrow 1+2=3 \rightarrow (1+2)+3=6 \rightarrow (1+2+3)+6=12 \rightarrow (1+2+3+6)+12=24$$

$$3+3=6 \quad 6+6=12 \quad 12+12=24$$

Topic

Augmented Reality App Design

Key Words

Logo	A logo made from initials
Branding	A logo made from initials
Symbol	An image / picture
Logogram	A logo made from initials
Logotype	A logo made from a word
Typography	Art of arranging, designing type
Colour Association	Theory of how specific colours can provoke a response
Colour Combinations	Use of colours to inspire a theme or reaction - cool, calm, energetic, conflicting, contrasting...
Unique Selling Point	What makes your product/ service/ stand out against others
Augmented	Enhanced digitally
Target Market	Potential audience aimed at
UI/ User Interface	Design of a users experience navigating with and engaging with digital design (app/ web)

Key Questions

- What is my company or product name and is it easy to understand?
- Who are my **rivals**, and what makes them stand out / be popular?
- What are the **trends** in the market area?
- What **symbols** come to mind and how could they be more unique?
- **Who** am I aiming my product at and what appeals to them?
- How could my brand be **unique**? What is my **Unique Selling Point**?
- What **tone** should my design express? (Premium / Budget / Informal etc.)
- Which colours or colour combinations would **attract** my market?
- How could I use **typography** to be more unique?

SWOT

Strengths
Weaknesses
Opportunities
Threats

Logo Design Process

Case	Upper case, lower case	
Amend	What can be modified?	
Remove	What can be simplified?	

Illustrator Tools

- Selection tool (V)
- Magic Wand tool (Y)
- Pen tool (P)
- Type tool (T)
- Rectangle tool (M)
- Shaper tool (Shift+Z)
- Rotate tool (R)
- Width tool (Shift+W)
- Shape Builder tool (Shift+M)
- Mesh tool (U)
- Eyedropper tool (I)
- Symbol Sprayer tool (Shift+S)
- Artboard tool (Shift+O)
- Hand tool (H)
- Fill box (X)
- Default Fill and Stroke (D)
- Color (<)
- Gradient (>)
- Draw Normal (Shift+D)
- Draw Behind (Shift+D)
- Direct Selection tool (A)
- Lasso tool (Q)
- Curvature tool (Shift+~)
- Line Segment tool (L)
- Paintbrush tool (B)
- Eraser tool (Shift+E)
- Scale tool (S)
- Free Transform tool (E)
- Perspective Grid tool (Shift+P)
- Gradient tool (G)
- Blend tool (W)
- Column Graph tool
- Slice tool (Shift+K)
- Zoom tool (Z)
- Swap Fill and Stroke (Shift+X)
- Stroke box (X)
- None (/)
- Draw Inside (Shift+D)