

# Visual Communication Terms

in regular  
industry and professional usage

**a ready reckoner**

# Layout

1. **Alignment:** This refers to the way individual elements of a design are arranged. This is commonly seen in text placement—for example, most lines of text in a Microsoft Word® document are left-aligned, where the text forms a uniform line on the left-hand side.
2. **Balance:** This term refers to the distribution of visual elements in a design. A balanced design is generally appealing visually, but an unbalanced graphic can be used to guide the eye to the most important information.
3. **Bleed:** The area outside the designated “trim lines” of a design that is still printed in case the cuts are not exact; essentially a bit of ‘extra’ outside the edges of a design that insures against an inexact cut of the print.
4. **Grid:** An organized framework with even columns and rows that helps designers align design elements in a more efficient and accurate way.
5. **Knolling:** A technique that involves arranging different design elements at 90-degree angles and photographing from above. Knolling creates an organized and symmetrical look. In photography, the elements being arranged are often the possessions of their subject—for instance all of the tools of a toolbox being neatly laid out.
6. **Margins:** The space between the design elements and the edges of the page, the width of which can affect the overall feel of the piece.
7. **Negative Space:** The space surrounding the words and shapes in your design. Some designers choose to use the negative space to create an additional design, like the arrow found between the “E” and the “X” of the FedEx logo.
8. **Radial:** A design where the elements radiate from a central focal point, spreading outward.
9. **Rule of Thirds:** This refers to the act of dividing an image with two vertical and two horizontal lines to help designers determine a visually appealing focal point and balance their composition.
10. **Scale:** The size of one object in relation to another design element. Extreme differences in scale can draw attention and create drama.
11. **Skeuomorphism:** A style of design that creates a digital imitation of a physical object. For example, the buttons found in the calculator app on your phone resemble the buttons of a real calculator. Skeuomorphic designs have the illusion of depth—so a skeuomorphic button looks like it can be pressed “in” or “out.”
12. **White Space:** White space includes any part of the design without an image or text.

# Color

13. **Analogous Colors:** A combination of colors built out of shades close to each other on the color wheel.
14. **Color Theory:** It is the study of how colors affect viewers mentally and emotionally—which can differ depending on the audience’s background. This is used to determine which colors create the energy the design seeks to convey/evoke.
15. **Complementary Colors:** This term refers to color pairs that sit opposite of each other on the color wheel and together create visual tension.
16. **Contrast:** It is the sharp distinction between the light and dark tones of an image.
17. **Cool Colors:** Cool colors like blues, greens and violets tend to have a calming effect. It’s simple to add a cooler look to a design by highlighting the blue tones.
18. **CMYK:** Also known as “four-color process,” this abbreviation stands for Cyan, Magenta, Yellow and Key, which refers to black. This is a color model that refers to the four inks used in some color printing.
19. **Gradient:** A gradual shift from one color to another based on the color wheel.
20. **Grayscale:** This term refers to a color palette that only uses black, white and the shades of gray in between. Black and white films are an easy example of grayscale in practice.
21. **Hex Code:** A six-digit code that represents a specific color, often used in computer design programs.
22. **Hue:** The purest form of the original colors—red, orange, yellow, green, blue and violet.
23. **Monochrome:** A color palette built out of various shades and tints of just one color. This is similar to grayscale, but encompasses all colors—for example, you could have a monochromatic image that is entirely shades of red.
24. **Opacity:** It is the measure of a color’s transparency. The higher the opacity, the less you can see what lies behind it. The less opacity, the more transparent the element is.
25. **Palette:** The selection of colors for a design—they typically complement each other and represent the given brief well.
26. **Pantone®:** The Pantone® Matching System is a standardized numerical classification of precise color identification for color printing, which makes it easier for designers to reference exact color shades.

27. **RGB:** This abbreviation stands for red, green and blue. It's a color mode for all images shown through an electronic display, such as a computer or television.
28. **Saturation:** It is the intensity of color in an image. Increased saturation causes colors to appear purer or more vibrant, while decreased saturation causes colors to appear more washed out.
29. **Shade:** It is the result of a pure hue with black added.
30. **Tint:** It is the result of a pure hue with white added.
31. **Tone:** The lightness or darkness of a design element. The tone of a hue can be changed by increasing the level of neutral gray.
32. **Triadic:** A color theme composed of three colors equally dispersed around the color wheel. In designs this often works out to a split where one is the main or dominant color, another is used as a secondary support color and the other is used sparingly as an accent.
33. **Warm Colors:** Warm colors refer to the reds, oranges and yellows that usually have an energizing effect.

## Typography

34. **Ascender:** The upward stem on some lowercase characters like d, b or h that extend beyond the median of the character.
35. **Baseline:** The invisible line that the characters rest on and align with. The baseline determines where the x-line is and what's a descender or ascender.
36. **Descender:** The downward stems on lowercase characters like p, g or j which extend below the baseline.
37. **Dingbat:** A symbolic device used in typesetting to signify spaces or divisions between texts, or as a replacement for letters in censored words.
38. **Display Type:** They are large, prominent type designed to catch the viewer's eye. For example, movie titles on posters, newspaper headlines and article titles.
39. **Font:** A set of type with a specific style and size. This set includes all characters including letters, numbers and special characters.
40. **Font Weight:** It indicates the thickness of a font. For example, bold type has a heavier font weight.

41. **Hierarchy:** It is the system for grouping text based on the order of the content's importance so the reader can easily navigate through the content.
42. **Justify:** The alignment of text along a margin or both margins. This is achieved by adjusting
43. the spacing between the words and characters as necessary so that each line of text finishes at the same point.
44. **Kerning:** It is the process of adjusting the spacing between specific characters in a font, which helps you to create proportional and balanced typography.
45. **Leading:** Pronounced as "leding," leading is the space between lines of a font. When the leading is too small the content can be difficult to read. On the other hand, leading that is too loose can make the content feel disjointed.
46. **Legibility:** Describes how easy it is to read a block of text and distinguish each letter.
47. **Lorem ipsum:** Lorem ipsum is a form of "filler" used as a placeholder for text in a design. This scrambled "Latin" text allows designers to create design layouts without having access to the final written copy.
48. **Orphan:** This term refers to the words or short lines at the beginning or end of a paragraph. These words are isolated from the rest of the content, often causing an unwanted focal point.
49. **Pica:** A typesetting unit of measurement equaling one-sixth of an inch.
50. **Pull Quote:** A short excerpt from the main text of an article or long copy that is displayed prominently to highlight the most important concepts, often used in magazines.
51. **Sans Serif:** A style of typeface in which there are no small lines at the end of each character stroke. Common sans serif typefaces include Arial, Helvetica and Verdana.
52. **Script:** A kind of a typeface that resembles cursive handwriting and can appear more polished or casual depending on the details. Script examples include Milasian, Leckerli One and Good Vibes.
53. **Serif:** They are the little edges that stick out from letters in certain typefaces. For example, at the end of the letter "T" at the top left, top right and base of the letter. Common serif fonts include Times New Roman, Georgia and Garamond.
54. **Slab Serif:** A category of typeface composed of thick, sturdy lines, often used for headlines. Examples include Archer, Rockwell and Neutraface Slab.
55. **Tracking:** Similar to, yet significantly different from kerning, tracking involves adjusting the spacing throughout an entire word. Once kerning has been used to determine the right

spacing between each letter, tracking can be used to change the spacing equally between every letter at once.

56. **Typography:** The design and readability of various type.

## Images

57. **AI File:** A vector image format used for original Adobe® Illustrator design files.

58. **DPI:** Acronym meaning “dots per inch.” A higher dpi means a more detailed image, but limitations may remain depending on the type of format the image will appear in.

59. **EPS:** A vector image format often used for high resolution printing.

60. **GIF:** Whether you pronounce it with a hard or soft G, it’s a raster image format best for animation and transparency in limited colors.

61. **Jpeg:** A JPEG (or jpeg or Jpeg) is an example of a graphic image file type that contains bitmaps. It is created for compressing full-color or grey-scale digital images of real world scenes.

62. **PDF:** A raster image format best used for print files and web-based documents.

63. **Pixel:** The smallest unit of a digital image or graphic that can be displayed and represented on a digital display device.

64. **PNG:** A raster image format with millions of colors available.

65. **PPI:** Refers to “pixels per inch” and measures the density of pixels used on electronic devices, like camera screens or monitors.

66. **PSD:** A raster image format best for layered Adobe® Photoshop design files.

67. **Raster Image:** A raster, or bitmap, image is a graphic that is composed of a grid of pixels, with each pixel having values for color, hue, saturation and transparency. Unlike vector images, these graphics do not scale well and will become pixelated as you “zoom in” or enlarge the graphic.

68. **RAW:** A raster image format best for unprocessed data from digital cameras.

69. **Resolution:** A measure of image quality based on dots per inch for printed works and pixels per inch for digital work. The higher the resolution, the crisper the image will be.

70. **Stock Photo:** Licensed images available for designers to use that negate the need for the designer to coordinate an entire photo-shoot.

71. **Texture:** Can refer to either the actual physical feel of a design or the way a viewer imagines a design might feel. By using textured graphics, a design can visually imitate actual texture.
72. **Thumbnail Sketch:** A small rough draft of an image drawn by a designer during the conceptualization phase of a design project.
73. **TIFF:** A raster image format best for high-quality print graphics and scans.
74. **Vector Image:** A vector image is a scalable graphic format. Unlike raster or bitmap images, it does not rely on a grid of pixels to form the graphic, which alleviates pixilation issues as the image is resized.

## Branding

75. **Brand:** The conceptual way your company is perceived—its values, tone, aspirations and ethos.
76. **Branding:** It is the process of communicating and forming a particular perception about a company or product, in the mind of the consumer. You can achieve it through advertising campaigns and other forms of mass communication techniques.
77. **Brandmark:** A specific type of logo that uses a symbol instead of the company name, like the Nike swoosh.
78. **Brand Identity:** The visual version of your brand which can include a logo, slogan, website, packaging and other marketing materials
79. **Emblem:** A logo that encompasses the company's name using various shapes and frames.
80. **Lettermark:** Logos featuring stylized letters, usually a company's initials, so the viewer can tell what brand they're engaging with by just two or three letters—for example, IBM and CNN.
81. **Logotype:** A personalized type or design symbol for a company or product.
82. **Pictorial Mark:** Specific, strictly visual, icons that represent a brand, like the Target bull's-eye or the McDonald's arches.
83. **Style Guide:** Also referred to sometimes as a 'brand manual', it is a set of design standards for a specific brand to ensure complete consistency in the style and formatting of design assets. This often includes guidelines for color schemes, typefaces and how logos are used and placed within an asset, among others.

## Publication and Printing

84. **A-Series Paper Sizes:** The dimensions of the A series paper sizes, as defined by the ISO 216 standard, are given in the table below.

Size	Width x Height (mm)	Width x Height (in)
<b>4A0</b>	1682 x 2378 mm	66.2 x 93.6 in
<b>2A0</b>	1189 x 1682 mm	46.8 x 66.2 in
<b>A0</b>	841 x 1189 mm	33.1 x 46.8 in
<b>A1</b>	594 x 841 mm	23.4 x 33.1 in
<b>A2</b>	420 x 594 mm	16.5 x 23.4 in
<b>A3</b>	297 x 420 mm	11.7 x 16.5 in
<b><a href="#">A4</a></b>	210 x 297 mm	8.3 x 11.7 in
<b>A5</b>	148 x 210 mm	5.8 x 8.3 in
<b>A6</b>	105 x 148 mm	4.1 x 5.8 in
<b>A7</b>	74 x 105 mm	2.9 x 4.1 in
<b>A8</b>	52 x 74 mm	2.0 x 2.9 in
<b>A9</b>	37 x 52 mm	1.5 x 2.0 in
<b>A10</b>	26 x 37 mm	1.0 x 1.5 in

85. **Accordion Fold:** Folding paper by bending each fold in the opposite direction of the previous fold creating a pleated or accordion effect.



86. **Anti-aliasing:** The process of averaging between pixels of different colors. This results in a smoother, more blended transition between the edge of two areas rather than a distinctly jagged appearance.
87. **Aqueous Coating:** This clear coating is used to protect printed pieces. It provides a high-gloss surface that deters dirt and fingerprints. Aqueous coating improves the durability of postcards as they go through the mail, and protects business cards as they ride around in people's pockets. It also looks beautiful on brochures, catalog covers, and stand-alone flyers.
88. **Artwork:** The original physical materials, including photos, graphic images, text and other components needed to produce a printed piece. Can also now refer to the electronic or digital components needed for preparing a printed piece for production on a press or copier.
89. **Bible Paper:** A thin but strong paper (opaque), used for bibles and books.
90. **Blanket:** The rubberized surfaced material secured onto a cylinder onto which the ink is transferred from the plate and then to the paper.
91. **Blind Emboss:** A design or bas relief impression that is made without using inks or metal foils.
92. **Bond:** A grade of durable writing, printing and typing paper that is erasable and somewhat rigid.
93. **Book Paper:** These are types of paper usually used for printing books. Book paper text weight and is divided into uncoated or offset paper, and coated paper, which includes matte or gloss coating.
94. **C1S and C2S:** Acronyms for Coated One Side and Coated Two Sides paper stock, for example, a cover stock with a glossy finish on one side and uncoated on the other.
95. **Caliper:** The measurement of the thickness of paper measured in thousandths of an inch.
96. **Case Binding:** Books bound using hard board (case) covers.
97. **Carbonless Paper:** Paper that is chemically treated to transfer the impression from the first page to the subsequent pages.
98. **Cast Coated:** A paper that is coated and then pressure dried using a polished roller that imparts enamel like hard gloss finish.
99. **Center Spread:** The two pages that face each other in the center of a book or publication.
100. **Coated Stock:** Any paper that has a mineral coating applied after the paper is made, giving the paper a smoother finish.

101. **Coil/Spiral/Wiro Binding:** Where a metal or plastic wire is spiraled through holes punched along the side of a stack of paper. Commonly used for reports, proposals and manuals. Documents bound with coil have the ability to lay flat and can rotate 360 degrees.
102. **Collate:** To gather sheets or printed signatures together in their correct order.
103. **Colophon:** A printers' or publishers' identifying symbol or emblem.
104. **Color Balance:** The relative amounts of process colors used to reproduce an image, either digitally or when printed on a press.
105. **Color Bar:** A color test strip that is printed on the waste portion of a press sheet. It helps a press operator to monitor and control the quality of the printed material relative to ink density, registration and dot gain. It can also include a Star Target, which is designed to detect inking and press problems.
106. **Color Cast:** Unwanted color tone or overall color shading distorting the normal color balance of a photographic image.
107. **Color Correction:** Using a computer to adjust, change or manipulate a color image, such as retouching, adjusting color balance, color saturation, contrast, etc.
108. **Color Separation:** The processes of separating the primary color components (CMYK) for printing.
109. **Color Sequence:** It is the order in which process inks are printed on a printing press; also called the color rotation or laydown sequence.
110. **Color Shift:** Change in the perceived color of elements on a printed piece caused by changes or irregularities in ink densities, dot gain, or color register during a four-color printing press run.
111. **Color Transparency:** It is a transparent film containing a positive photographic color image.
112. **Comb Binding:** Binding a stack of paper together by inserting the teeth of a flexible plastic comb into holes punched along one of the edges. Commonly used for catalogs, reports and manuals.
113. **Cover:** A term describing a general type of paper used for the covers of books, pamphlets, etc., also used for business cards and postcards.
114. **Crop Marks:** Small printed lines around the edges of a printed piece indicating where it is to be cut out of the sheet; sometimes referred to as cut marks.
115. **Crossover:** An image, rule or line art on one printed page that carries over to an adjacent page of a bound or folded work.

116. **Dampening:** An essential part of the offset printing process whereby rollers distribute a solution to the plate that covers the non-printing area of the plate, repelling ink in those areas. Some newer presses use a waterless ink technology that does not use dampening.
117. **Deckle Edge:** The rough or feathered edge of paper when left untrimmed.
118. **Densitometer:** An optical device used by printers and photographers to measure and control the density of ink or color.
119. **Density:** The degree of tone, weight of darkness or color within a photo or reproduction measured by a densitometer.
120. **Desktop Publishing:** Creating materials to be printed using a personal computer, as opposed to taking non-electronic documents to a commercial printing company to be prepared for printing.
121. **Dithering:** The process of averaging between pixels of different colors. This results in a smoother, blended transition between the edge of two areas rather than a jagged or 'stair-step' appearance. Also a method used on ink jet printers where colors are produced by mixing colored dots in a randomized pattern.
122. **Dot:** The smallest individual element of a halftone.
123. **Dot Gain:** A term used to describe when dots are printing larger than they should.
124. **Dye Sublimation:** A photographic looking color print created by heating dyes on a substrate instead of using inks. Often used for proofing.
125. **Felt Side:** The smoother side of a sheet in the paper. The wire side is the rougher side of the paper. The difference happens in the papermaking process. The differences are eliminated when papers are gloss or matte coated.
126. **Finish:** The surface quality of a paper.
127. **Fit:** The registration of the different colors on a printed sheet.
128. **Flexography:** A printing method using flexible plates where the image to be printed is higher than the non-printing areas. The inked areas are then contact the material to be printed, transferring the ink from the raised areas to the material. Fast drying inks are usually used in this process. Common uses are the printing of cans and bottles and other non-flat items.
129. **Fifth Color:** An ink color added to a printed piece in addition to the standard cyan, magenta, yellow and black used in 4 color process printing. Usually a Pantone spot color or custom formulated ink. Requires an extra run through the press on a four color press adding to the cost. Some presses have five units to accommodate fifth colors or clear coatings.

130. **FPO** - For Position Only: Low resolution or mockup images used to indicate placement and size in a design, but not intended for final production.
131. **Ganging**: The combining of two or more different printing projects on the same sheet of paper.
132. **Gate Fold**: A three or four panel fold where the two outside panels fold inward to meet in the center. In an open gate fold, there are three panels, the bottom of which is twice the size of the folded panels. In a closed gatefold, there are four panels of roughly equal size where the outer panels are folded inward together.
133. **Ghosting**: Also known as gloss ghosting, it is a condition occurring during the printing process when vapors from drying ink on one side of a press sheet interact chemically with dry ink or blank paper on sheets in contact with or on the reverse side of the same sheet creating unintended faint images.
134. **Gravure**: A printing process using recessed areas on a metal cylinder that hold the ink.
135. **Gripper**: A series of metal fingers that hold each sheet of paper as it passes through a printing press.
136. **Gripper Edge**: The side of a piece of paper held by the gripper fingers as it passes through a printing press. Nothing can be printed in this area.
137. **Gutter**: A blank space or margin between components on a printed piece or press sheet.
138. **Halftone**: Using small dots to produce the impression of a continuous-tone image. The effect is achieved by varying the dot size and the number of dots per square inch.
139. **Imposition**: The correct sequential arrangement of pages that are to be printed, along with all the margins in proper alignment, before producing the plates for printing.
140. **Insert**: A piece of printed material that is inserted into another piece of printed material, such as a magazine or catalog.
141. **Jacket /Dust Jacket**: The paper cover sometimes called the "dust cover" of a hardbound book.
142. **Keyline**: Lines that are drawn on artwork that indicate the exact placement, shape and size of elements including halftones, illustrations, etc.
143. **Lithography**: The process of printing that utilizes flat or curved inked surfaces to create the printed images.
144. **Loupe**: A small magnifier used to observe the details on a printed sheet.
145. **Moiré**: An undesirable halftone pattern produced by the incorrect angles of overprinting halftone screens.

146. **Mottle:** A term used to describe spotty or uneven ink absorption.
147. **Newsprint:** A light, low-cost unbleached paper made especially for newspaper printing.
148. **Offset Printing:** The most commonly used printing method, where the printed material does not receive ink directly from a printing plate but from an intermediary blanket that receives the ink from the plate and then transfers it to the paper.
149. **Overlay Proof:** A process of proof-making whereby the color separations are individually exposed to light sensitive film. This film is then set in registration with a piece of white paper in the background.
150. **Pagination:** The numbering of individual pages in a multi-page document.
151. **Parchment:** A hard finished paper that emulates animal skin used for documents, such as awards, that require writing by hand.
152. **Perfect Binding:** A binding process where the signatures of a book are held together by a flexible adhesive.
153. **Perfecting Press:** A printing press that prints on both sides of a sheet in a single pass through the press.
154. **Plastic Comb:** A method of binding books whereby holes are drilled on the spine, and a plastic grasping device is inserted to hold the pages together.
155. **Process Printing:** A system where a color image is separated into different color values (cyan, magenta, yellow and black or CMYK) by the use of filters and screens or digitally with a software program and then transferred to printing plates and printed on a printing press, reproducing the original color image.
156. **Ream:** 500 sheets of paper.
157. **Register:** The arrangement of two or more printed images in exact alignment with each other.
158. **Registration Marks:** Any cross-marks or other symbols used on a press sheet to assure proper registration.
159. **Running Head:** A title at the top of a page that appears on all pages of a book or chapter of a book.
160. **Saddle Stitch:** The binding of booklets or other printed materials by stapling the pages on the folded spine.
161. **Scoring:** To crease paper with a metal rule for the purpose of making folding easier.
162. **Side Stitch:** The stapling of sheets or signatures on the side closest to the spine.

163. **Signature:** A printed sheet with multiple pages on it that is folded so that the pages are in their proper numbered sequence, as in a book.
164. **Spiral Bind:** A type of binding where a metal or plastic wire is spiraled through holes drilled along the binding side of a document.
165. **Thermography:** A printing process whereby slow drying ink is applied to paper and, while the ink is still wet, is lightly dusted with a resinous powder. The paper then passes through a heat chamber where the powder melts and fuses with the ink to produce a raised surface.
166. **UV Coating:** A very shiny and durable high gloss coating applied to printed material. It is applied as a liquid then cured with ultraviolet light.
167. **Variable Data Printing:** Is a form of on-demand printing in which elements (such as text, graphics, photographs, etc) can be changed from one printed piece to the next, without stopping or slowing down the press, using information from a database. For example, a set of personalized letters, each with the same basic layout, can be printed with a different name and address on each letter.
168. **Varnish:** A clear coating added to printed material as a protective layer for improved scuff resistance and usually higher gloss.
169. **Vellum:** A finish of paper that is somewhat bulky and is slightly rough.
170. **Vignette:** A photo or illustration, in which the tones fade gradually away until they blend with the background they are printed on.
171. **Watermark:** A translucent mark or image that is embossed during the papermaking process, or printed onto paper, which is visible when the paper is held up to the light.
172. **Web Press:** A printing press that prints on rolls of paper passed through the press in one continuous piece, as opposed to individual sheets of paper.
173. **Xerographic Paper:** Papers made to reproduce well in copy machines.

## Finishing Processes

174. **Die Cut:** A finishing process of cuts done after printing to create a unique shape or texture.
175. **Engraving:** Cutting designs onto usually hard and flat surfaces, like wood and metal.
176. **Etching:** Carving a design on a hard surface by corroding it with acid or laser.
177. **Foil Stamping:** A method, also called hot stamping, of melting foil or pre-dried ink to a design to create a metallic finish.

178. **Embossing & Debossing:** These are the processes of creating either raised or recessed relief images and designs on paper and other materials. An embossed pattern is raised against the background, while a debossed pattern is sunken into the surface of the material (but might protrude somewhat on the reverse, back side).
179. **Trim:** This is where your printed piece will be cut down to its correct size. Trim represents the final dimensions of your project.

## UX/UI Design

180. **A/B Testing:** Also known as split testing, A/B testing is the practice of comparing two versions of a web page with a single variable online to determine which one performs better.
181. **Adaptive:** An adaptive interface is a collection of layouts designed specifically for different devices. It detects the device type being used and displays the layout designed for it. This does not mean it is a different website—it means you'll see a specific version of the website which has been optimized for mobile, desktop or tablet.
182. **Affordance:** On user interfaces, affordances help clearly communicate to users what can and cannot be done on a screen. Buttons on interfaces, for example, afford being pressed to trigger an action.
183. **Analytics:** Analytics measure human behavior on a website/app. They help us better understand and interpret patterns of behavior on the products we use.
184. **Android:** As a UX designer, you'll commonly come across two operating systems: Android and iOS. Android is Google's open source mobile operating system. Visually, it is characterized by Material Design, a design language developed by Google in 2014.
185. **API:** Application Programming Interfaces, or APIs, are pieces of software that help different applications communicate with each other. Products develop APIs to let you access and read information on their server easily.
186. **Avatar:** Avatars represent users online who have not uploaded an image for themselves. You'll commonly see them in comment threads or in games.
187. **Back and Front-End Development:** In software/website/app development, the terms front and back-end refer to different segments of a product. The front-end is what we see. Think buttons, text, beautiful colors and the layer you see on your screen when interacting

with a product. The back-end powers the front-end but we don't necessarily see it. Think databases and servers.

188. **Breadcrumb:** Breadcrumb navigation systems help users understand their location in a website or app. They'll show a sequence of steps users have taken to get where they are.
189. **Bug:** Bugs are mistakes in software that can cause a product to glitch, behave in unintended ways, or even crash.
190. **Cache:** A cache memory lets you store and save data temporarily for later use. You'll often find usernames, recent searches and websites in your cache memory.
191. **Card Sorting:** In a card sorting exercise, we'll give users topics, cards, and a Sharpie pen. We will then ask users to write down the topics on the cards and organize them in a way that makes sense to them. This exercise helps us understand and design the information architecture. Think of amazon.com It has a massive inventory! To help create a menu structure and navigation that resonates with users, we might conduct a card sorting exercise.
192. **Chatbot:** Chatbots let you ask the system questions via a chat interface. They are a popular customer service tool and often resemble the experience of texting a friend.
193. **Clickstream:** When you land on a site, you click your way through it to complete a task. This is what a clickstream represents: the path of clicks you took on it to accomplish a goal.
194. **Commits:** Throughout the development process, developers create commits whenever they have reached a good point in their work. Commits are similar to drafts.
195. **Conversion Rate:** The Conversion Rate of a product or site is the percentage of users who complete a desired action. Say we're creating an e-commerce site and the desired action is a successful purchase. The Conversion Rate would tell us how many users bought an item.
196. **CRM:** Customer Relationship Management software systems help manage business processes, like sales, data, and customer interactions.
197. **CSS:** CSS, or Cascading Style Sheets, is a style sheet programming language used to define how a website should be styled. It contains information on fonts, color, spacing, layouts, and graphics among others and how each should be applied to the website. Think of the top paint coat.
198. **Customer Experience (CX):** It refers to all the different interactions a user has with a product/service/brand or the likes, through its different channels and products, and how a user feels about them.
199. **Design Debt:** When we initially launch a product, we design a well-thought-out and cohesive design system for it. As the product grows, we often add new features and elements



and scrap old ones. Pressed with deadlines and the desire to move fast, it is easy to skip over the valuable design concepts we started out with. As a result, the new elements or features we add don't quite fit and a choppy user experience emerges. A design system that has accrued design debt is made up of elements and features that will need to be cleaned up later on. The efforts made to quickly set them in place eventually generate more work down the line.

200. **Design Thinking:** It is a 5-stage method for creative problem solving. The 5 stages are:

- a. *Empathize:* Understand the challenge
- b. *Define:* Define the problem
- c. *Ideate:* Brainstorm potential solutions
- d. *Prototype:* Build your solutions
- e. *Test:* Test your solutions

201. **Empathy Map:** Empathy maps are collaborative tools that help us visualize user behavior, attitudes and feelings. They are split into 4 equal quadrants containing information about what the user is saying, thinking, doing and feeling. At the center, we place our user persona. We fill each quadrant with information we've collected through user research.

202. **End User:** Who are we designing the product for? That person is our end user.

203. **Eye Tracking:** To fine tune and measure our UX efforts, we'll want to understand what users are doing on our products. Eye tracking lets us measure user eye activity with specialized tools, showing us where users look and in what order.

204. **Flat Design:** Flat design is a minimalist user interface design style. It is characterized by simple, two dimensional elements and often, vibrant colors.

205. **Flowchart:** Flowcharts illustrate the steps a user can take to complete a task on a product.

206. **Gamification:** Gamification is the process of integrating game-design elements and principles into products in an effort to drive user engagement.

207. **GitHub:** GitHub is a collaborative development platform used by developers.

208. **Grid System:** Grids systems are organizational tools that help us arrange content on a screen. They are made up of vertical and horizontal lines that create what we call columns and gutters.

209. **Heat Map:** A heat map is a graphical representation of the areas on your product that receive the most user attention. They use a warm-to-cool color spectrum to show you where exactly your users are going.

210. **HTML:** Hypertext Markup Language is the standard programming language used to create websites. Unlike CSS, it is concerned with the structure of a website. Think of it as the programming language we use to create the blueprint of a website.
211. **Human-Computer Interaction:** HCI is a field of study concerned with the design and use of computer technology. It studies how we interact with interfaces and computers today.
212. **Hybrid App:** Hybrid mobile apps combine both native and web technologies. They'll often use a combination of technologies like HTML, CSS, and JavaScript and will live inside a native container that lets it access device capabilities.
213. **Icon:** A visual symbol, which is often interactive, and represents a function or information.
214. **Information Architecture:** Information architecture is the practice of arranging content in a product in an understandable manner. It involves organizing the content we interact with, as well as the different structures, such as the website's navigation, we need in order to interact with it.
215. **Interaction Design:** Interaction Design, or IxD, is the practice of designing interactive digital products and considering the way in which users will interact with them.
216. **iOS:** iOS is a mobile operating system designed and developed by Apple. If you have an iPhone, this is the OS in your device.
217. **IP Address:** An IP address, or Internet Protocol Address, is a unique number made up of numbers and periods used to identify each device utilizing the Internet Protocol to communicate.
218. **Iteration:** It isn't uncommon for a product to be chopped up into smaller pieces as it is developed or designed. Iterative development is just that: the practice of breaking down development into small parts. The period of time that we assign to work on each part is referred to as an iteration.
219. **JavaScript:** HTML and CSS are two of the 3 cornerstone technologies in web development. JavaScript, the 3rd cornerstone, defines how both the HTML and CSS should behave. Think of it as the language that helps us make elements on a page interactive.
220. **KPI:** KPIs, or Key Performance Indicators, are measurable values that help us understand and track how well a product is doing. As a UX designer, you'll often work with KPIs like task success rate, user error rate, and time on task.
221. **Landing Page:** Any page a user lands on is considered a landing page. However, landing pages are often tied to ads and search results and are designed to meet specific conversion goals. Not only are they the page a user lands on, but they are also a crucial part of marketing

campaigns. It's not uncommon for landing pages that are part of a marketing campaign to be designed slightly differently than normal websites. Often, you'll find that they do not feature a navigation and tend to push a single action, like a download, purchase or registration.

222. **Material Design:** Material Design, often called just Material, is a design language developed by Google used in Android devices.
223. **Microcopy:** Here's a popular one these days. Microcopy is everywhere on interfaces. It's the small bits of text you see on apps or websites that help you navigate it. Think labels on buttons, error messages, placeholder text in input fields and text on tooltips. Small bits of text, big impact on your product's UX.
224. **Mobile Web:** The term mobile web refers to jumping online on a mobile device.
225. **Mockup:** Mockups are static representations of a product. You can't click through them or interact with them. They are essentially a picture of what the product will look like.
226. **Open Source:** Anything you stumble upon that is open source is available for public use, and free. You can use it, modify it, and build with it without running into trouble.
227. **Persona:** A persona is a representation of our target user. They aren't necessarily a real individual but are constructed using real information and data based on real users.
228. **Prototype:** A prototype is a preliminary model of our product used for testing. You'll often build different fidelity prototypes during the product development process. During early stages, you can build paper prototypes (low-fidelity) with pencil and paper to validate concepts or flows. Later on, with flows and concepts validated, you can jump on design software, like Sketch, to build a high-fidelity prototype. Instead of looking like a doodle, prototypes will look like apps on your mobile device do and can be used to fine tune details on your UI.
229. **Refactoring:** Refactoring is the process of cleaning up and tidying code without affecting functionality; essentially increasing its quality. It isn't done all at once but rather in small, incremental steps.
230. **Responsive:** Not be to confused with adaptive, responsive websites adapt to fit the device they are being displayed on. They are a single layout that shrinks and stretches and rearranges the content on it to be easily viewed on each device type.
231. **SDK:** A software development kit, or SDK, is a software package that contains the tools required to develop products for a specific platform or operating system. They help expedite the development process by providing "parts" developers can use instead of having to write the code for them from scratch.

232. **SEO:** Search engine optimization is the process of increasing a website's visibility in free, or organic, search results. It often involves writing useful content on a website around key words and phrases users use in searches related to the brand's product or service.
233. **Site Map:** A site map is a visual representation of a website's pages and hierarchy.
234. **Storyboard:** Storyboards are a visual representation of a user's experience with a product or problem space. They are a film technique we've adopted and look a lot like comic strips.
235. **SVG:** A popular image format, scalable vector graphics, or SVGs, are scalable two-dimensional graphics that can be manipulated and animated with code.
236. **Task Analysis:** Task analysis is the process of listing tasks or the steps a user takes to complete any given goal from the user's perspective. It is typically done during early stages of product development to help us identify and communicate problems in the user experience.
237. **Technical Debt:** Technical debt is similar to design debt but instead of taking a toll on the design system, it takes it on the code. Products accrue technical debt whenever an easy but messy development solution is favored over a better yet more time consuming alternative. Eventually, the messy solution will need to be cleaned up, generating work. This is what we call technical debt.
238. **UI Element:** User interface (UI) elements are all the different parts found on an interface we need to trigger specific actions or get around an app or website. Think the buttons, input fields, toggles, and radio buttons.
239. **UI Pattern:** UI patterns are reusable solutions to common usability problems in products or on the web expressed as a collection of UI elements. Think about a login screen. A common login UI pattern is made up of two input fields, one for a username and one for a password, and a button to submit these. We call this collection of elements a login pattern.
240. **Unit Testing:** The process of testing parts of an application to ensure they're working properly. It can be done manually or can be an automated process.
241. **Usability Testing:** Usability testing is a research method that lets us evaluate how easy a product is to use by testing it on a group of representative users.
242. **User-Centered Design:** Like the term suggests, user-centered design, or UCD, is an iterative design framework in which users and their needs are always kept at the center of every decision.
243. **User Experience (UX):** The user experience refers to a user's emotions, attitude, and perceptions about a product, system, or service. In other words, it is how you feel while

interacting with an app or website. Good UX makes a product useful, usable, desirable, findable, accessible, and credible.

244. **User Flow:** A user describes the intended series of steps a user needs to take to complete a goal on a product. They often include a name, steps and a description of what happens during each step.
245. **User Interface:** The user interface is a set of visual components a user needs to interact with a product, made up of UI elements.
246. **User Journey Maps:** User Journey Maps are narrative documents that help us visualize the process a user goes through in order to accomplish a goal. They document the stages the user goes through, the tasks executed during each stage, user emotions, and product opportunities.
247. **User Scenario:** Used in early stages of a product, user scenarios are mini stories that describe the needs and/or context that brings a user to your product. They tell us who the user is, why the user is interested in your product, and what his or her goals are.
248. **User Stories:** User Stories share actions different kinds of users can take in a product. The formula for user stories is simple: "As a <insert kind of user>, I want <insert feature or action>, to be able to <insert desired outcome>."
249. **Waterfall:** In software waterfall development, each phase must be completed before the next phase can begin. So, all the design would have to be completed before developers could begin any work.
250. **Whiteboard Interview:** Common in tech job interviews, whiteboard interviews are designed to assess a candidate's communication and problem solving skills. In it, candidates are given a problem and whiteboard to develop the solution on.
251. **Wireframe:** Wireframes are the blueprint of a screen. They are a low-fidelity representation of a website's layout and content.