



## Books and Terms Reference List

### Optional Recommended Books

#### **A type primer**

Author(s): Kane, John.  
Publication: Upper Saddle River, NJ : Prentice-Hall,  
Year: 2003  
ISBN: 013099071X

#### **Typographic design: Form and communication**

Author(s): Carter, Rob. Day, Ben. Meggs, Philip B.  
Publication: John Wiley & Sons  
Year: 2007  
ISBN: 0442261667

#### **Introduction to Two-Dimensional Design: Understanding Form and Function**

Author(s): Bowers, John  
Publication: Wiley; 2 edition  
Year: 2008  
ISBN: 0470163755

#### **Art fundamentals; theory and practice**

Author(s): Ocvirk, Otto G.  
Publication: McGraw-Hill  
Year: 2009  
ISBN: 0073526525

#### **Graphic Design: New Basics**

Princeton Architectural Press  
ISBN 97156898770

## COMPOSITIONAL DESIGN TERMS

**Figure/ground (positive/negative space)** - A figure (form) is always seen in relation to what surrounds it (ground or background)

**Contrast** - Expresses difference or importance of one form to another

**Focal point** - Areas of interest, emphasis or difference within a composition that capture and hold the viewer's attention

**Hierarchy** - Distinct levels of dominance within a design, dominant, sub-dominant & subordinate

**Balance (symmetrical and asymmetrical)** - When the weight of one or more visual things is distributed evenly

**Depth/Perspective** - The visual ability to perceive the world in three dimensions (3D) and the distance of an object

**Alignment** - Organizing elements relative to a line or margin

**Proportion/Scale** - Refers to the relative size and scale of the various elements in a design

**Proximity/Unity** - Objects near each other tend to be seen as a unit

**Overlapping** - Used to create regular or irregular patterns

**Cropping** - Removal of the outer parts of an image to improve framing, accentuate subject matter or change aspect ratio

**Repetition/Movement** - One object or shape repeated

**Pattern (texture)** - Combination of elements or shapes repeated in a reoccurring and regular arrangement

**Color and color value** - The part of light that is reflected by the object we see