مصطلحات التصميم

Design art is considered one of the types of plastic arts, where some elements of work are invested in artworks of this type of art, such as space, color, and mass, and a number of other elements are ignored, in order to achieve the goals that this art aspires to reach.

Artistic design: It appears in many things such as book covers, political posters, and greeting cards.

Industrial design: It appears in several things, including furniture design, electrical appliance design, and home design.

Media design: This type of design appears in commercial and tourism fields, and in warning signs such as traffic signs.

Poster- A multi-purpose medium where printed paper, usually intended to communicate a message, is attached to a wall.

Graffiti art-A contemporary street-based art form, using spray cans, that originated in the United States.

Mural-A large picture painted directly on to a wall or ceiling, often in fresco.

Functional Design focuses on the practical purpose and usability of a product or system. The goal is to create designs that are efficient, intuitive, and meet the user's need.

Aesthetic Design emphasizes the visual appeal and artistic elements of a product or system.

Aesthetic design aims to create visually pleasing, attractive, and visually interesting designs.

Artistic beauty is the artist’s choice of some of what is in nature, then he adds to it from his feelings, emotions, experiences, vision, philosophy, and style.

Street art is a term specifically used for forms of visual art that are created in public places, such as poster art and sculpture, without any control or supervision outside of traditional art venues.

Typography -Ty¬pog¬ra¬phy is the vi¬sual com¬po¬nent of the writ¬ten word.

Leading determines how text is spaced vertically in lines.

Tracking is similar to kerning in that it refers to the spacing between letters or characters.

Monochrome is used to describe design or photographs in one color or different shades of the single color.

Analogous color schemes use colors that are next to each other on the color wheel.

Complementary - Colors that are opposite each other on the color wheel are considered to be complementary colors.

A gradient is a gradual change of colors or a color fading into transparency.

Icons are images used to represent an action or an object.

A tint is a variety of a color.

Scale refers to the size of an object in relationship to another object.

A texture is defined as the surface characteristics of image.

Contrast occurs when two elements on a page are different.

White space refers to the areas of a design that are not filled with content.

Symmetry is achieved when all design elements are equal on both sides of a central line.

Asymmetrical-graphics and text are not equal on both sides of a central line.

radial design is one in which elements radiate from a central point, creating balance.

Proximity is the way in which design elements are grouped or spaced on a page is called proximity.

Alignment is the position of text or graphics, whether left, right, centered or full justified.

Repetition is also defined as the number of times.

Font spacing- The vertical and horizontal spacing of a font is often altered to change its appearance.