## A

Abstract 4 Additive 41 Additive color 18 Aesthetic 52 Alignment 104 Alphabet 89

Analogous Colors 43 Analyze 79

Aphorism 62 Ascender 103

Ambiguity 5

## B

Balance 31 Band-aid solution 54 Baseline 103 Bias 79 Big idea 50 Brainstorm 69 Brand 85

## C

Cap height 103 Centered alignment 104 Character 88 Cliché 68 Clientele 63 Closure 36 Collage 69 Color 94 Color relationships 19

Compelling 50 Complementary Colors 43

Composition 5,11,94

Compositional space 31 Comprehensive design 4

Concept 51,68 Consciously 69

Content 79

Continuation 36

Contrast 33

Cool colors 19

Cool Colors 42

Creative spark 69

Creativity 70

Critique 79

Culminate 63

## D

Define the problem 54 Depth 31 Descender 103 Design 50 Design for Good 51 Design process 50 Develop 78 Direction 31

Figure-ground 10,31 Final composition 79 Font 99 Font pairing 108 Form 80 Format 6

Dominance 31

# G

Gestalt 16

Graphic design 10,50 Graphic forms 51

### H

Hand lettering 91,94 Hierarchy 108 Hieroglyphics 89 Holistic 85 Hue 42 Hypothetical 63

### I

Icon 71

Idea 4,68 Idea dumping 68 Ideation 71 Ideograph 89 Impetus 84 Implementation 83 Impressionable 79 Ineffective design 52 Interpersonal 56 Iteration 80

Justified alignment 104

# K

Kerning, 88 Key 41

# L

Leading, 88 Learning 61 Left aligned 104 Line 5,11

Line length 104

Lines 21 Locus 22 Logo 13,80

## M

Market Research 60 Meaning 80 Message 79 Method 52 Mind map 69 Montage 69 Mood Board 63

## N

Negative space 17,25

### $\mathbf{O}$

Offend 79 Opinion 78 Orient 61

### P

Pattern 31 Perceptive 58 Pica 104 Pictograph 89 Plane 11 Planes 21 Point 11,104 Points 21 Positive space 17,25 Proportion 31

Proximity 31

Prudent 80

R

Refine 78 Rendering 11

Representational 4

Research 61

Rhythm 31

Right aligned 104

Rough sketches 4,79

S

Sans serif 100

Saturation 42

Script 100

Serif 100

Shades 42

Shape 5,31

Similarity 33

Solution 56

Split Complementary

Colors 43

Springboard 83

Stereotype 79

Subtractive 41

Subtractive color 18

Symbol 11

Symmetry 31

Synonym 60

T

Target Audience 63

Texture 5,34,94

Thumbnail sketch 69

Thumbnail sketches 4

Tight rough sketches 79

Tints 42

Tracking 88

Triadic Colors 43

Typeface ,88

Typography 88

U

Ubiquitous 2,84

Unity 31

 $\mathbf{V}$ 

Visual

communication 10,50

Visual elements 10

Visual hierarchy 56

W

Warm colors 19

Warm Colors 42

X

X-height 103



# AIGA Minnesota Innovate grant funded project

www.aigaminnesota.org

AIGA is the profession's oldest and largest professional membership organization for design—with 70 chapters and more than 25,000 members—they advance design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, they work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.