**Directional Flow**

**Desktop publishing**

**Focus**

**White space**

**Alignment**

**KIS principle**

**Symmetrical balance**

**Letterhead**

**Asymmetrical balance**

**Contrast**

**Z Pattern**

**Thumbnail sketch**

**Drop cap**

**Watermark**

**Business information set**

**Repetition**

**Balance**

**Proximity**

**Reverse text**

**Proportion**

**Consistency**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Using a personal computer, word processor, graphics editor, and page layout software to design, lay out, and produce a publication electronically*
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *A miniature draft of the document . . . a sketch*
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *An element that draws the reader’s eyes*
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *The background where no text or graphics are located*
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Keep It Simple*
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Equally distributing the weight of elements on a page*
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Similar elements of equal proportion or weight on the left and right sides and top and bottom of a page*
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Using different design elements of varying weights and/or proportions to achieve balance*
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *The difference in the degrees of lightness and darkness on a page*
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *The pattern that leads the readers’ eyes*
11. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *The pattern of reading that draws the eyes from the upper left corner of a page to the right, down to the lower left, and then across to the lower right.*
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Uniformity among specific design elements*
13. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Generally described as white text on a black background*
14. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *The first letter of the first word in a paragraph, set into the paragraph, often set in a larger type size and contrasting typeface*
15. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *A lightened version of an image*
16. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Sizing elements in relation to their relative importance to each other*
17. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Preprinted stationery with facts about a company such as name, address, etc.*
18. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *A group of customized information components about an individual or an organization that can be used to generate information text boxes across publications.*
19. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Repeating visual elements of a design through a document*
20. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Aligning elements to achieve a visual connection with other elements on a page*
21. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Items related to each other grouped close together.*

# Computer Literacy - Vocabulary Review

1. Open Microsoft Publisher
2. From the Available Templates page, choose **Quick Publications**; then choose a template to work with
3. Save this file right away as **Vocab Review**
4. Go to the Page Design; use a color scheme of your choice; change the background to a color of your choice
5. Delete the two text boxes and the picture placeholder (blank box reserved for a picture).
6. Duplicate this page 15 times (Insert Tab > Page Button > Duplicate Page)
7. Look at your vocabulary lists and pick (12) words that you are struggling with (be honest with yourself and pick difficult words; picking words that you know won’t help you review for this test).
8. For all odd numbered pages (see below for example):
   1. Use WordArt to create the name of the vocabulary word; you choose the style and color
   2. Use the “Draw Text Box” button to create a textbox that has the definition of the word; change the font to Calibri, size 36 pt
   3. Go to your Internet Browser to located a picture associated with the vocabulary word
      1. The picture can be a picture of what it looks like OR a screen shot image of where you go to work with the vocabulary word (i.e. bookmarks, hyperlinks)
9. For all even numbered pages (see below for example):
   1. Insert Tab > Page Parts > Choose a sidebar or story page part that includes a picture, place for title, and place for description
   2. Insert your vocabulary word in place of the title
   3. Insert the definition in the proper place for the description (change the font size to 28pt)
   4. Click on the picture and replace it (Format Tab > Change Picture) with a picture associated with that vocabulary word
10. Resave

**Odd Numbered Pages (Layout) Even Numbered Pages (Layout)**

