

Know The **Elements of Art**:

Line: _____

Shape _____

Form _____

Color _____

Value _____

Space _____

Texture _____

Difference between **Serif and Sans Serif Font**.

Serifs are semi-structural details or small decorative flourishes on the ends of some of the strokes that make up letters and symbols. An example would be the Times New Roman font. Sans serif does not have these details or flourishes. An example would be the Arial font.

Kerning: _____

Tracking: _____

Leading: _____

Criticism: It is always good to first give a positive, then something that can be improved upon.

Raster art vs. Vector art

Raster artwork is any digital art composed of horizontal and vertical rows of pixels. As a result, when raster images are enlarged, the image quality diminishes significantly. Type of art created in Photoshop. Typical raster file types include .psd, .tif, .jpg, .gif, and .bmp.

Vector artwork is digital art composed of mathematical lines and curves. As a result, vector images can be reduced or enlarged in size indefinitely, without any loss in image quality. Type of art created in Illustrator. Typical vector file types include .ai, .eps, .ps, .indd, .pdf, and .cdr.

CMYK stands For Cyan, Magenta, Yellow, and Black. These are pigments typically printed on a substrate.

RGB stands for red, green and blue. These are colored light that make up color on monitors, television, or digital media.

In Illustrator:

What does the Envelope Distort tool do?

What does Mask do?

What does the pathfinder tool do?

Know the direct selection tool, The type tool, the pen tool, where to change color.

In Photoshop:

What is a layer mask?

Know the direct selection tool, the marquee tool and the magic wand.

Why are layers so important in Photoshop.

Be able to create in each program.