

# Marketing Mod 6 Part 1

## Basic Design Vocabulary

Student's Name: \_\_\_\_\_

Design is more than placing pictures on pages. It is more than picking pretty fonts. It is more than using blue, "because it is my favorite color."

Good designers evolve and good design communicates. It draws the reader in, it enhances stories, it drives your well-chosen theme.

### Instructions:

Study the PDF **Terminology** including the design and definitions. Using the design below, identify the parts of a double page spread.



**Use the following terms for identification of the spread.**

Bleed

Caption

Copy

Dominate Photo

Eyeline

External Margin

Folio or Folio Tab

Gutter

Headline

White Space

1. Headline
2. Copy
3. Dominate Photo
4. Bleed
5. Eyeline
6. External Margin
7. Folio or Folio Tab
8. Caption
9. White Space or Negative Space
10. Gutter