


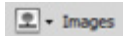

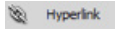

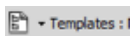

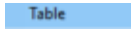


## 8.1- Essential Knowledge Sheet

During the project you will be introduced to new terminology you may not understand straight away. The purpose of the Essential Knowledge Sheet is to allow you to clarify any terminology throughout the project.

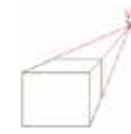
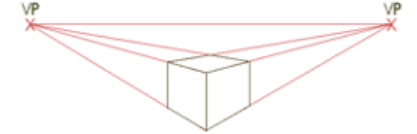
	Key term	Definition
2B	Mind Map	A way of exploring or generating ideas using text.
2B	Mood Board	A way of exploring or generating ideas using visuals.
2B	Assets	An element of a digital graphic, which is combined with other assets to create a product.
3A	Client Requirements	This is the information given by the client about how they would want their product to be presented.
3A	Audience	Who the product is aimed at. This can impact on the presentation of the final product.
3A	Design	A plan/drawing produced to show the look/function of the product.
3A	Layout	The ways in which the assets/parts are laid out.
4B	Branding	The promotion of a particular product.
6B	Rollover	The feedback on a button/image in which the appearance changes when the mouse rolls over it.
7A	Visualisation Diagram	A diagram drawn using shapes and annotation to show the design intentions of a product.
8B	Master Template	A template that is repeatedly used to keep consistency throughout a product, for example; a website.
9A	Hyperlink	This is applied to an image or text, when clicked will move the user between web pages.
10B	User Form	A form which can be completed with text and submitted once complete.

### Tools you will master during 8.1:

Adobe Fireworks		Adobe Dreamweaver	
	Hold the square down to access more shapes including circles and arrows.		When you open Dreamweaver, ALWAYS select HTML on a new document.
	The T tools allows you add text.		The Images button lets you add an image placeholder and create a rollover image/button.
	This tool allows you to add effects including a glow.		The Hyperlink button allows you to add links to text and images.
	The outline tool allows you to add a border to text to help it stand out.		The Template button will allow you to create a template page but also manage your site.
	The magic wand lets you select colours and remove them by pressing delete. Great for removing backgrounds.		A table is a great tool to organise your presentation of your page, this is because it can be hidden.

	Key Terms	Definition	Show an example of it being used/in context
14B	<b>Malware</b>	This is software designed to disrupt or destroy a system.	The malware installed a virus on my computer and stole my details.
14B	<b>Trojan</b>	A virus that is disguised as something good but when clicked will install the virus.	An email from a known company can be a trojan virus.
14B	<b>Worms</b>	Worms a type of malware that spreads itself from computer to computer.	A worm is normally sent through an email attachment.
14B	<b>Rubber Ducky</b>	A piece of malware that is placed on a USB that is left, with person finding it, plugging it in and unknowingly downloading the malware.	A rubber ducky is left in an office for a worker to plug in and download a virus.
15A	<b>Ethical</b>	This relates to the moral principles and doing the right thing.	Ethics is about making the choice between right and wrong.
15A	<b>White Hat Hacker</b>	A hacker who describes themselves as an ethical hacker.	Will hack a system if they believe what they are doing is in the interest of the public.
15A	<b>Black Hat Hacker</b>	This is a hacker that will intentionally hack to steal.	This type of hacker will steal users personal data.
17A	<b>Input Device</b>	A way of getting information into a device.	A keyboard is an input device.
17A	<b>Output Device</b>	A way of seeing or getting information in a device.	A printer is an output device.
17A	<b>Processor</b>	This is within a computer which operations are controlled and executed.	Without a processor, a computer will not function.
17A	<b>Storage Device</b>	This device is used to save information.	A CD and a USB pen a forms of storage.
20B	<b>Variables</b>	Used within an algorithm to save inputted data.	Name = input()
20B	<b>Output</b>	This is what is displayed from the algorithm using the word 'print'.	print("Hello")
20B	<b>Chatbot</b>	A computer program designed to simulate conversation with human users.	Many business websites have a chatbot to give support.
21A	<b>Selection</b>	This is used to let the use select and option within the algorithm. This is normally written with IF, ELIF and ELSE.	if ChapterOneoption == "a": print("You have selected A. Runaway")
21A	<b>Validation</b>	This is where information is checked within an algorithm.	Within a selection, the data is validated before running the algorithm further.
23A	<b>Debugging</b>	This is the act of finding errors within the code so it runs smoothly.	An algorithm is debug to ensure it runs without any errors.
24B	<b>Error Trapping</b>	Error trapping is used during a selection in case a user inputs data incorrectly.	If a user inputs V instead of C, the error is trapped without the algorithm stopping.
25A	<b>Iteration</b>	This is the process of repeating steps.	This will be defined using 'while'.

Key Terms	Definition
<b>Vanishing Point</b>	Point(s) at which all lines in a perspective drawing appear to meet.
<b>Horizon</b>	The line on which the vanishing point(s) sit.
<b>Logging</b>	The harvesting of trees for paper production.
<b>Deforestation</b>	The removal of large areas of forest.
<b>Pulp</b>	Wood fibre reduced chemically or mechanically to pulp used in the manufacture of paper.
<b>Raymond Loewy</b>	'The father of industrial design'- Loewy is famous for designing logos such for Shell and BP. He is also famous for 'streamlining' the design of vehicles.
<b>Typeface</b>	A set of fonts with shared characteristics.
<b>Serif</b>	A typeface with 'feet', or 'flicks' at the end of the letters stems. <b>SERIF</b>
<b>Sans Serif</b>	This typeface has no feet or flicks (just like the letters you are reading now!). <b>SANS SERIF</b>
<b>Script</b>	This typeface will have a handwritten look - think 'Coca Cola'.
<b>Decorative</b>	This typeface will be designed to have a theme incorporated into it. <b>DECORATIVE</b>
<b>Wordmark Logo</b>	A logo consisting of only lettering.
<b>Symbolic Logo</b>	A logo consisting of only images.
<b>Sublimation</b>	The process of transferring a printed image onto an item. The process uses heat to evaporate ink which condenses when it hits the surface of the object to be printed onto.
<b>Heat Transfer Paper</b>	Special paper used in the sublimation process. Dye particles sit on the top surface of the paper, the water from the de is absorbed into the second layer of the paper.
<b>Polymer Coating</b>	A polymer coating (plastic) that absorbs the evaporated ink during the sublimation process.

**One Point Perspective****Two Point Perspective****Logos designed by Raymond Loewy****Die Cutter****Laser Cutter****Heat Press**