



Design Terminology

SLIDE DECK A group of slides that share a common theme. (Keynote, PowerPoint, or PDF)

SLIDE A singular element for insertion into an existing Keynote, PowerPoint, or PDF presentation.

ONE-PAGER An easy-to-read, one-page document used to give an overview of a subject.

INFOGRAPHIC An illustration designed to make data and statistics easily understandable at a glance. Infographics quickly communicate a message, simplify the presentation of large amounts of data, show data patterns and relationships, and highlight changes in variables over time.

DATA VISUALIZATION Numerical or abstract data illustrated to aid in understanding the meaning of data; compares quantitative data. (ex: graphs + charts)

TEMPLATE A file used as a guide to make other similar documents.

HI-RES IMAGE At least 300 dpi, but keep in mind size of the final project when selecting Images. A good rule of thumb is to aim for over 1,000 px by 1,000 px if possible.

IMAGE PERMISSIONS Images pulled from the web cannot always be used for print or digital documents. Your design team can help you choose the right image for your collateral, but giving them examples of what you're looking for can be helpful.

IMAGE SELECTION Choosing relevant images enhances the impact of the content, so be sure to be thoughtful when selecting supporting imagery!

LOGO A simple, but strong graphic symbol that complements an aspect of a business/product or service, sometimes combined with a wordmark

WORDMARK A text treatment with unique typographic elements. The representation of the word essentially becomes a symbol of the program/entity.