





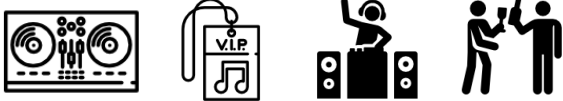
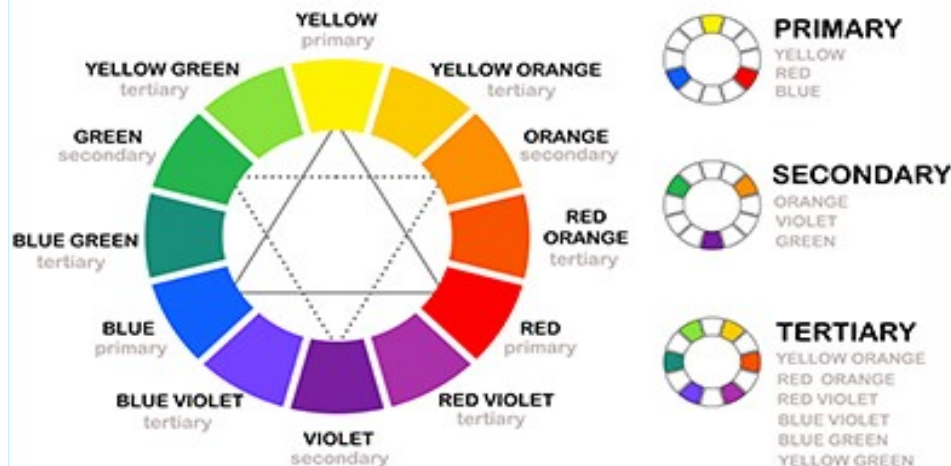


KEYWORDS AND TERMS		GRAPHIC DESIGN & TYPOGRAPHY
Monochrome		A colour scheme built out of only one colour, including lighter and darker tones of that colour.
Complementary		A colour scheme built out of two colours that sit opposite each other on the colour wheel.
X-Height		The average height of lowercase letters. X-height gets its name as this value is usually exemplified by looking at the height of the letter x in any given typeface.
Ascenders		The part of a lowercase letter that extends above the x-height. Some common examples of this are 'b', 'd', 'f', etc.
Descenders		The part of a lowercase letter that extends below the x-height. Some common examples of this are 'g', 'j', 'p', etc.
Kerning		The adjustment of space between two characters in your type. Kerning is common design term and usually aims to achieve a more proportional and pleasing balance of space between each character.

FESTIVAL MAP DESIGN	
1)	IDENTITY: The map should represent the event in every way, colours used, images used, layout and theme and event logo.
2)	NAVIGATION: The job of the map is to help the festival goer navigate their way around, so it should be easy to follow and read, with clear identification of features (Key/labels).
3)	GEOGRAPHIC CONTEXT: The event is in a real place, so this place should be reflected in the map. (Roads/entrances/physical features such as water/beaches/trees etc.)
4)	INFORMATION: As well as a key or labels to identify features of the map, often information about the event is on display, such as date, time, location etc.
5)	LAYOUT: The map as a whole page should look like it fits together as one piece of work. Make sure that every part of the map fits with the theme.
6)	ICONS: Choose or design your icons carefully to match each other and the theme of the event.
	

COLOUR WHEEL THEORY



ADOBE FIREWORKS TOOLBAR

Pointer tool and Select Behind tools	Select	Subselection tool
Scale, Skew, Distort and 9-Slice Scaling tools		Crop tool and Export Area tools
Marquee and Oval Marquee tools	Bitmap	Lasso and Polygon Lasso tools
Magic Wand tool		Brush tool
Pencil tool		Eraser tool
Blur, Sharpen, Dodge, Burn and Smudge tools		Rubber Stamp, Replace Color and Red Eye Reduction tools
Line tool	Vector	Pen, Vector Path and Redraw Path tool
Rectangle, Ellipse, Polygon and Other Shape tools		Text tool
Freeform, Reshape and Path Scrubber tool		Knife tool
Rectangle, Circle and Polygon Hotspot tools	Web	Slice and Polygon Slice tool
Hide Slices and Hotspots		Show Slices and Hotspots
Eyedropper tool	Colors	Paint Bucket and Gradient tools
Set Default Stroke/ Fill Colors		Stoke Color
		Fill Color
		Swap Stroke/ Fill Colors
		No Stroke or Fill
	View	Screen Modes
Hand tool		Zoom tool

