

Glossary of Design Terms and Examples

For ICASS 1, ICASS 2 and ISAT

Above the fold

- *What it is:* The part of a web page a visitor sees before scrolling. The phrase comes from newspapers, where the most important story sat above the fold in the page.
- *In industry:* Designers put the most important things, the heading, the main message and a clear button, above the fold, because some visitors never scroll further.
- *Find examples:* Search "above the fold web design". On your landing page, the hero section sits above the fold.

Alignment

- *What it is:* Lining elements up to invisible edges or a centre line, so the layout looks ordered rather than scattered.
- *In industry:* Good alignment makes a design feel deliberate and professional; poor alignment looks careless even when the parts are good.
- *Find examples:* Search "alignment graphic design" on Pinterest. In Canva, the guide lines that appear as you drag help you align.

Alt text

- *What it is:* A short written description of an image, attached to it behind the scenes. Screen readers read it aloud, and it shows if the image fails to load.
- *In industry:* Alt text makes a page usable for people who cannot see the images, and helps search engines understand them. Good designers write it for every meaningful image.
- *Find examples:* Search "alt text examples". In Canva, you can add alt text to an image in its settings before you publish.

Anchor link

- *What it is:* A link that jumps to another spot on the same page instead of opening a new page. Clicking "Tickets" in the menu slides the page down to the tickets section.
- *In industry:* One-page websites rely on anchor links so the menu can move visitors between sections of a single long page. Your landing page is exactly this kind of site.
- *Find examples:* Search "anchor link" or "jump link". In Canva's website tools, you link a navbar button to a section so it scrolls there.

Balance and composition

- *What it is:* Composition is how all the elements are arranged on the page. Balance is spreading visual weight so no part feels too heavy or too empty.
- *In industry:* A balanced composition guides the eye smoothly and feels comfortable to look at. It is one of the first things a marker or client notices.
- *Find examples:* Search "composition graphic design" or "balanced layout" on Behance or Pinterest. Your poster checklist asks for a balanced, uncluttered layout.

Bleed, margin and safe zone

- *What it is:* On anything printed, bleed is extra background past the edge so no white slivers show after cutting; the margin is the breathing space inside the edge; the safe zone is the inner area where important text and the logo should stay so they are not trimmed off.

- *In industry:* Print designers always add bleed and keep key content in the safe zone, because cutting machines are never perfectly accurate.
- *Find examples:* Search "bleed and safe area". On your ticket and pass templates, keep the festival name and logo clear of the edges, and do not cover the printed stub and barcode.

Brand identity

- *What it is:* Everything that makes a brand recognisable: its logo, colours, type, patterns, images and tone, used consistently. It is your "look and feel" made consistent across a whole campaign.
- *In industry:* A strong brand identity means a customer recognises the brand from a single post or poster, even without the name. Consistency is what builds it.
- *Find examples:* Search "brand identity" or "brand guidelines" on Behance. Your poster, bus wrap, tickets, posts and website should all share one identity. See also Branding.

Branding

- *What it is:* Branding is the work of building a recognisable identity for a business or event: choosing its name, logo, colours, type and tone, and using them consistently everywhere.
- *In industry:* Branding is bigger than a logo; it is the whole impression a brand gives and what makes it instantly recognisable. Building the Mahube Africa identity across your tasks is a branding exercise.
- *Find examples:* Search "branding project" or "brand identity design" on Behance. See also Brand identity.

Call to action (CTA)

- *What it is:* A short instruction telling the viewer what to do next, like "Book now" or "Buy tickets", usually on a button.
- *In industry:* Every advert and web page needs a clear call to action so the audience knows the next step. Often the most important button on the page.
- *Find examples:* Search "call to action button" on Dribbble or Pinterest.

Campaign and campaign continuity

- *What it is:* A campaign is a set of designs made for one promotion. Continuity means they all share the same look, so they clearly belong together.
- *In industry:* A real campaign runs across many pieces: posters, social posts, tickets, signage. Continuity is what makes people recognise them as one event, not separate designs.
- *Find examples:* Search "brand campaign" or "event campaign design" on Behance. Your poster, bus wrap, tickets, posts and website should read as one Mahube Africa campaign.

Classification of typefaces

- *What it is:* Typefaces are grouped into families by the shape of their letters. The main groups are serif (small feet on the strokes, e.g. Times), sans serif (no feet, clean and modern, e.g. Oswald), slab serif (thick block feet, e.g. Rockwell), script (flowing, like handwriting), blackletter (dense medieval "Old English" lettering) and decorative or display (bold, characterful type for headlines only). Serifs are further named old style, transitional and modern by how sharply their thick and thin strokes differ. Italics are the

slanted version of a typeface (a style, not a separate family), and ornamental and dingbat fonts are made of decoration and symbols rather than ordinary letters.

- *In industry:* Knowing the groups helps designers choose type with the right feeling and pair faces that work together, such as a clean sans serif for body text with a display face for the headline.
- *Find examples:* Search "type classification" or "serif vs sans serif vs slab serif" on Pinterest, or browse the categories in Canva's font menu. Your festival heading uses a strong display or sans serif style.

Colour palette

- *What it is:* The small set of colours chosen for a design or campaign, used consistently so everything looks like it belongs together.
- *In industry:* Brands fix a palette, often three to five colours, and reuse it everywhere so customers recognise them. Your mood board sets the palette you carry through PAT 1, PAT 2 and the ISAT.
- *Find examples:* Search "colour palette" on Colors.co, or "brand colour palette" on Pinterest or Behance.

Contrast

- *What it is:* The difference between elements: light against dark, big against small, thick against thin. Strong contrast makes the important things stand out.
- *In industry:* Designers use contrast so a viewer sees what matters first, and so text stays readable. Pale text on a pale background is hard to read.
- *Find examples:* Search "contrast in design" on Pinterest or Dribbble. Your bus wrap needs strong contrast to read from across the road.

Domain (and subdomain)

- *What it is:* The domain is the main part of a web address that names the site, for example mahubeafrica.co.za. A subdomain is a section in front of it, like the "yourname" in yourname.my.canva.site.
- *In industry:* A business buys its own domain so its address looks professional and is easy to find. Free tools like Canva give you a subdomain of their address instead of your own domain.
- *Find examples:* Search "what is a domain name". The festival's domain (mahubeafrica.co.za) is the address you design onto the page; your Canva subdomain is where your published page actually lives.

Embed

- *What it is:* Placing content from somewhere else, like a video, map or social post, inside your own page so it plays or shows without the visitor leaving.
- *In industry:* Designers embed videos and maps so everything a visitor needs sits on one page. An embedded video plays in place; a plain link would send the visitor away.
- *Find examples:* Search "embed video website". If you add a "Watch video" player to your landing page, you are embedding it.

Export

- *What it is:* Saving your finished design out of the program as a file you can use elsewhere, such as a PDF, JPEG or PNG.
- *In industry:* Designers export files to send to a printer or client, or to hand in for marking. The format depends on the job: PDF to print, PNG for graphics, JPEG for photos.

- *Find examples:* In Canva, use "Share" then "Download" to export. You export your task files as PDF, JPEG or PNG.

File formats: JPEG, PNG and PDF (raster and vector)

- *What it is:* The way a design is saved. JPEG suits photos but loses quality each time it is saved; PNG keeps sharp edges and can have a see-through background; PDF keeps a whole layout for printing. JPEG and PNG are raster (made of pixels and blur when enlarged); vector files stay sharp at any size.
- *In industry:* Designers pick the format to fit the job: PDF to print, PNG for logos and graphics, JPEG for photographs. Choosing the wrong one causes blurry or low-quality results.
- *Find examples:* Search "JPEG vs PNG vs PDF" and "raster vs vector". You save your task files as PDF, JPEG or PNG.

Footer

- *What it is:* The strip at the very bottom of a web page, usually holding contact details, social links and small print.
- *In industry:* Visitors expect contact info, links and legal details here, so it appears on every page.
- *Find examples:* Search "website footer design" on Dribbble or Pinterest.

Grid

- *What it is:* A set of invisible rows and columns you line elements up to, so a layout stays neat and consistent across a page or a set of pages.
- *In industry:* Designers build on a grid so spacing looks even and related items line up. It is the hidden structure behind most posters, magazines and web pages.
- *Find examples:* Search "grid layout design" or "layout grid poster" on Behance or Pinterest. In Canva, turn on the ruler and guides to set up your own grid.

Hero section

- *What it is:* The large area at the very top of a web page, usually a big image or colour block with the main heading and a clear button. The first thing a visitor sees.
- *In industry:* It sets the tone and tells visitors what the page is about within seconds. Event and product pages lead with a strong hero.
- *Find examples:* Search "landing page hero" on Dribbble, Awwwards or Pinterest.

Hyperlink (link)

- *What it is:* Any clickable text, button or image that takes the visitor somewhere else: another page, a section of the same page (an anchor link), or an outside website.
- *In industry:* Links are how the web connects. Designers make important links look clickable, usually as buttons or underlined text, so visitors know to tap them.
- *Find examples:* Search "hyperlink in web design". Your navbar links and your "Book now" button are hyperlinks.

Kerning, tracking and leading

- *What it is:* Three controls for spacing type. Kerning is the space between two particular letters; tracking is the overall spacing across a word or line; leading is the space between lines of text.
- *In industry:* Adjusting these makes type easier to read and look professional. Letters too tight or lines too cramped are hard to read; too loose and the text falls apart.

- *Find examples:* Search "kerning tracking leading explained". In Canva, the letter-spacing and line-spacing sliders control tracking and leading.

Landing page

- *What it is:* A single web page, scrolled top to bottom, that gives a visitor everything they need about one thing, like an event.
- *In industry:* Brands build a landing page for a launch, event or campaign so visitors get the key information and a clear action in one place. The ISAT is a landing page.
- *Find examples:* Search "event landing page" on Dribbble, Awwwards or Pinterest.

Legibility and readability

- *What it is:* Legibility is how easily single letters can be told apart; readability is how easily whole blocks of text can be read. Both depend on the type, size, spacing and contrast.
- *In industry:* If a design is not readable it has failed, however good it looks. Designers test their work small and from a distance to check.
- *Find examples:* Search "legible vs readable typography". Check your own work by reading it on a phone screen and from across the room.

Logo

- *What it is:* A simple, recognisable mark or lettering that stands for a brand, product or event. It works at any size, from a tiny social icon to a huge bus wrap.
- *In industry:* A logo anchors a brand's identity and appears on everything the brand makes. The best logos are simple enough to remember and reproduce.
- *Find examples:* Search "event logo" or "festival logo" on Behance or Dribbble. You design a simple Mahube Africa logo in PAT 1 and reuse it across every task.

Look and feel

- *What it is:* The overall visual style of a design or campaign: the colours, fonts, shapes, images and tone that make it recognisable.
- *In industry:* A brand keeps one look and feel across everything so customers recognise it instantly. Your poster, bus wrap, tickets and website must share one look and feel.
- *Find examples:* Search "brand identity" or "brand style guide" on Behance or Pinterest.

Mockup

- *What it is:* A realistic preview showing how a design will look on the real object: artwork on a t-shirt, a billboard, a phone screen.
- *In industry:* Designers present work in mockups so clients can picture the finished result before it is produced.
- *Find examples:* Search "mockup" on Behance or Freepik; Canva has mockup tools.

Mood board

- *What it is:* A collage of images, colours, type and textures that captures the look and feel of a project before any final artwork is made. A reference, not a finished design.
- *In industry:* Designers build one at the start to agree a direction and keep later work consistent. Your PAT 1 mood board is the look PAT 2 and the ISAT must match.
- *Find examples:* Search "mood board" on Pinterest or Behance; Canva has templates.

Multimedia marketing

- *What it is:* Promoting an event or product across several kinds of media at once: print, social media, video, web and outdoor, so the message reaches people in more than one place.
- *In industry:* Brands rarely rely on one channel. A campaign might run posters, social posts, a website and a bus wrap together, each one reinforcing the others.
- *Find examples:* Search "integrated marketing campaign" or "multimedia campaign" on Behance. Your Mahube Africa work spans print, social and web, which is multimedia marketing.

Navbar (navigation bar)

- *What it is:* The menu strip, usually at the top of a web page, with links that jump to different sections or pages.
- *In industry:* It helps visitors move around a site quickly and find what they need.
- *Find examples:* Search "website navigation bar" on Dribbble or Pinterest.

Negative space (white space)

- *What it is:* The empty space around and between elements. It does not have to be white; it is just space left open.
- *In industry:* Good use of space makes a design clean and readable and stops it looking crowded. It matters as much as the elements themselves.
- *Find examples:* Search "negative space design" or "minimal poster" on Dribbble or Pinterest.

Page title and description (SEO)

- *What it is:* The page title is the short name shown on the browser tab and in search results; the description is the one-line summary under it. SEO (search engine optimisation) is writing these so people can find the page on Google.
- *In industry:* Designers and marketers set a clear title and description so a page looks right in search results and when shared. It is the first thing a searcher reads about the page.
- *Find examples:* Search "page title and meta description". In ISAT Subtask 5, Canva asks you to set the browser tab name and a short description when you publish.

Placeholder (frame)

- *What it is:* An empty box in a template waiting for your own image or text. In Canva, image placeholders are frames you drag a photo into, and it snaps to fit.
- *In industry:* Templates use placeholders so designers can drop in content without rebuilding the layout. They show where things go before the real content arrives.
- *Find examples:* In Canva, search "frames", or use a template with image placeholders and drag a photo onto one. Your addendum templates work the same way: spaces waiting for your design.

Proof / proofing

- *What it is:* A proof is a copy of a design checked carefully for mistakes before printing or publishing. Proofing is the act of checking.
- *In industry:* Designers always proof: spelling, facts, images and layout, because a mistake found after printing is expensive. ISAT Subtask 4 is a proofing step.
- *Find examples:* Search "proofreading checklist for designers".

Publish

- *What it is:* Putting a web page live on the internet so other people can open it at a web address.
- *In industry:* Publishing is the moment a design goes from private to public. For a website it means the page is now online for anyone to visit.
- *Find examples:* In Canva, use the "Publish" button once your design is ready. You publish your landing page in ISAT Subtask 5 and email the link to your lecturer.

Resolution / pixelation

- *What it is:* Resolution is how much detail an image holds. A low-resolution image looks blurry or blocky (pixelated) when enlarged.
- *In industry:* Designers use high-resolution images so print and screen stay sharp. Stretching a small image pixelates it, which looks unprofessional.
- *Find examples:* Search "low vs high resolution"; get high-res images from Unsplash or Pexels.

Responsive (mobile-friendly)

- *What it is:* A page that rearranges itself to fit any screen, so it looks right on a wide computer and a narrow phone.
- *In industry:* Most people browse on phones, so designers build pages that resize and restack on small screens. A page that only works on a big screen has failed half its audience.
- *Find examples:* Search "responsive web design", or open any website and make the browser window narrow to watch it adapt. Your checklist asks that the page reads well on a phone.

RGB and CMYK (screen versus print colour)

- *What it is:* RGB is the colour system screens use; CMYK is the ink system printers use. The same design can look brighter on screen than it does in print, because print cannot make some bright screen colours.
- *In industry:* Designers work in RGB for anything shown on screen and CMYK for anything professionally printed, and expect colours to shift a little between the two.
- *Find examples:* Search "RGB vs CMYK". This is why your bright on-screen colours may look duller on a printout.

Slogan, tagline and descriptor

- *What it is:* Short lines that sum up a brand or event. A slogan or tagline is a memorable line used in promotion; a descriptor is a plain one-line explanation of what the thing is.
- *In industry:* Brands use a tagline to stick in people's memory and a descriptor to say clearly what they offer. They appear on almost everything the brand makes.
- *Find examples:* Search "tagline vs slogan" and "brand tagline examples". For Mahube Africa the slogan is "Three cities. One heartbeat." and the descriptor is "The dawn of African sound".

Stock photo, royalty-free and attribution

- *What it is:* A stock photo is a ready-made image you can use in your designs. Royalty-free means you may use it without paying each time, often free. Attribution means crediting the source when the licence asks you to.

- *In industry:* Designers use stock libraries for photos they cannot shoot themselves, and always check the licence first. Using an image you are not allowed to use is a serious, sometimes illegal, mistake.
- *Find examples:* Get free images from Pexels (pexels.com) or Unsplash (unsplash.com). Always check a photo is free to use, and never use AI to generate images (see General Information 1.8).

Ticket stub and barcode

- *What it is:* The stub is the tear-off part of a ticket, kept as proof of entry. The barcode is the set of printed lines a scanner reads to check the ticket is real.
- *In industry:* Stubs and barcodes are working parts of a ticket, not decoration. Designers leave them clear and never print artwork over them, or the ticket cannot be scanned.
- *Find examples:* Search "event ticket design" on Behance or Dribbble. On your ticket and VIP pass templates the stub and barcode are already printed; design around them and do not cover them.

Typeface

- *What it is:* A single design of lettering with one consistent style across all its letters, numbers and symbols (for example Oswald). A font is one weight or style within it, such as Oswald Bold.
- *In industry:* Designers choose typefaces for their character and pair only a few that suit each other. The right typeface carries as much feeling as colour does.
- *Find examples:* Browse Google Fonts or Canva's font menu. See also Typography and Classification of typefaces. Your mood board shows at least two typefaces.

Typography

- *What it is:* The practice of arranging and styling lettering: choosing the typefaces, sizes, spacing and layout so text is clear, readable and suits the design.
- *In industry:* Good typography is often invisible; it makes reading effortless. Most designs use only two or three typefaces, with clear sizes for headings and body text.
- *Find examples:* Search "typography poster" or "font pairing" on Behance or Canva. Your poster uses one style for the festival name and a simpler one for the details.

URL (web address)

- *What it is:* The address you type into a browser to reach a web page, for example www.mahubeafrica.co.za. URL stands for Uniform Resource Locator.
- *In industry:* Every page online has its own URL. A short, clear URL is easier to share, remember, and print on posters and tickets.
- *Find examples:* Look at the address bar of any website. The festival's URL is www.mahubeafrica.co.za; the page you publish in Canva gets its own URL, like yourname.my.canva.site.

Vinyl (bus) wrap

- *What it is:* A large printed vinyl graphic applied to the outside of a vehicle, turning the whole bus into a moving advert.
- *In industry:* Brands use vehicle wraps for high-visibility outdoor advertising. The design must read at a distance and wrap around windows and panels.
- *Find examples:* Search "bus wrap" or "vehicle wrap design" on Pinterest or Behance.

VIP pass

- *What it is:* A pass worn around the neck on a strap (the lanyard), used at events to show identity or access level.
- *In industry:* Festivals and conferences use printed passes for entry and for access levels like General, Crew or VIP.
- *Find examples:* Search "event lanyard" or "VIP pass design" on Pinterest or Behance.

Viral marketing (word of mouth)

- *What it is:* Marketing that spreads from person to person, as people share it themselves online or by word of mouth, rather than the brand paying to show it to everyone.
- *In industry:* Work that people enjoy enough to share reaches large audiences cheaply, so designers aim to make things striking, simple and easy to pass on.
- *Find examples:* Search "viral marketing campaign examples". A social post that fans repost to their friends is word-of-mouth, or viral, marketing.

Visual hierarchy

- *What it is:* The order in which the eye notices things, controlled by size, colour, weight and position. The most important thing should stand out most.
- *In industry:* Designers use hierarchy so a viewer instantly knows what to read first: headline, then subheading, then details.
- *Find examples:* Search "visual hierarchy design" or "poster layout" on Pinterest or Behance.

Wireframe

- *What it is:* A simple, rough plan of a page using boxes and labels to show where each part goes, before any colour or final design.
- *In industry:* Designers wireframe the structure first, to agree the layout before spending time on visuals. ISAT Subtask 2 is a hand-drawn wireframe.
- *Find examples:* Search "website wireframe" on Pinterest or Behance; Figma and Canva have templates.