

Introduction to Digital Communications

Sender

a person or party sending a message to another person

Encoding

the process of putting the message into a symbolic, electrical form

Message

the information being sent and communicated; can be of verbal or nonverbal form

Media

the digital channels through which the information moves from sender to receiver

Noise

any unplanned static or interruption during the communication process; can be semantic, internal or external

Decoding

the process of putting electrical form into thought

Receiver

the person or party receiving the message sent by another party

Feedback

the receiver's response that is communicated back to the original sender

Verbal Communication

communication being expressed in language, spoken or written

Nonverbal Communication

communication being expressed through body language or pictures

Text

the wording in any written or printed document

Headline

the phrase or sentence located on the top of the page which attracts a reader's attention to a particular product, service or idea

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Body Copy

the written material or text of a publication; located directly under the headline

White Space

the portions of the page or publication which are unused or blank

Balance

the way that the element's lines, shapes, colors and textures are arranged on a document

Proximity

the location of items in relation to one another

Alignment

the placement or lining up of text and graphics on the page

Repetition

the unchanging look and feel across all pages of a site, publication or production

Contrast

refers to the arrangement of opposite elements

Editing

to prepare language, images, sound or video for production or presentation by correcting, revising or deleting

Typography

involves choosing the appropriate typefaces and creating their arrangement on the page

Navigation

to direct, guide or move a viewer's eye in a particular direction

Manuscript

any book, article or document before it is printed