

Glossary

- 3D modeling** [N-UNCOUNT-U8] **3D modeling** is a process which allows video game designers to represent three-dimensional objects on a screen. [modelowanie 3D](#)
- abstract** [ADJ-U4] If something is **abstract**, it has little or no narrative content. [abstrakcyjny](#)
- accessory** [N-COUNT-U14] An **accessory** is a decorative fashion item that is not a necessary article of clothing. [dodatek](#)
- ad space** [N-UNCOUNT-U11] **Ad space** is open space in a publication or broadcast that companies can purchase to show advertisements. [powierzchnia reklamowa](#)
- advertising** [N-UNCOUNT-U11] **Advertising** is the act of publishing announcements designed to call attention to a product, service, or idea. [reklamowanie](#)
- agency** [N-COUNT-U11] An advertising **agency** is a company that creates and implements advertising for other companies. [agencja](#)
- album cover** [N-COUNT-U7] An **album cover** is the front of the packaging of an LP or CD. [okładka płyty winylowej lub CD](#)
- animated** [ADJ-U15] If media is **animated**, it means it contains moving pictures that are drawn rather than photographed. [animowany](#)
- animation** [N-COUNT-U4] An **animation** is a moving image that can be narrative or abstract. [animacja](#)
- animator** [N-COUNT-U8] An **animator** is a designer who designs the movement for characters and other elements in a video game. [animator \(osoba tworząca animacje\)](#)
- apprentice** [N-COUNT-U1] An **apprentice** is a person who agrees to work at a low wage or at no cost in order to learn the skills of a trade. [praktykant, praktykantka](#)
- arcade** [N-COUNT-U8] An **arcade** is a business that runs a variety of coin-operated games. [automaty do gier zręcznościowych](#)
- art director** [N-COUNT-U5] An **art director** is the person who manages the overall design of a publication as well as the design department of the publication. [dyrektor artystyczny](#)
- backdrop** [N-COUNT-U13] A **backdrop** is the texture, color, or overall look of the walls or other background objects in an interior. [horyzont, prospekt, tło](#)
- background artist** [N-COUNT-U8] A **background artist** is a designer who creates and designs video game background scenery. [projektant tła, scenerii gier](#)
- banner** [N-COUNT-U12] A **banner** is a temporary display usually made of fabric or another soft material. [baner](#)
- billboard** [N-COUNT-U11] A **billboard** is a large sign visible from the road that is available for advertisements. [billboard, plakat reklamowy](#)
- binding** [N-COUNT-U10] A **binding** is a covering that holds the pages of a book together. [oprawa](#)
- booklet** [N-COUNT-U7] A **booklet** is a small book typically packaged with CDs that contains information about the CD. [książeczka \(np. dołączona do płyty CD\)](#)
- boxed set** [N-COUNT-U7] A **boxed set** is a collection of several CDs that are packaged together into one box and often come with additional booklets or other promotional material. [zestaw płyt](#)
- brand** [N-COUNT-U11] A **brand** is a unique name or identifying feature that distinguishes the products of one company from any other. [marka](#)
- branding** [N-UNCOUNT-U6] **Branding** is the practice of using consistent design elements to create a cohesive and recognizable style for all of a corporation's documents and printed goods. [branding, kreowanie marki](#)
- broadcast design** [N-UNCOUNT-U4] **Broadcast design** is the art of designing station identifiers, logos, titles, and other media for use on television. [projektowanie elementów medialnych dla telewizji](#)
- bumper** [N-COUNT-U4] A **bumper** is a short promotional sequence designed to run between two television programs. [rodzaj kilkusekundowej reklamy telewizyjnej \(np. jaki film będzie zaraz wyświetlany\)](#)
- business card** [N-COUNT-U6] A **business card** is a small document printed with a person's name, contact information, and business logo. [wizytówka](#)
- campaign** [N-COUNT-U11] An advertising **campaign** is a collection of advertisements that are focused around one central theme. [kampania](#)
- CD** [N-COUNT-U7] A **CD** (compact disc) is a circular plastic disc on which albums are recorded and released. [płyta CD](#)
- character artist** [N-COUNT-U8] A **character artist** is a designer who designs and draws characters for a video game. [artysta projektujący postacie w grach komputerowych](#)
- chart** [N-COUNT-U9] A **chart** is a means of organizing information visually in the form of a table, diagram, or other system. [wykres, tabela, diagram](#)

clarity [N-UNCOUNT-U9] **Clarity** is the quality of being clear or easily understood. *czytelność, przejrzystość*

clutter [N-UNCOUNT-U9] **Clutter** is a collection of elements that make something appear messy or difficult to understand. *nieład, zamęt*

collateral [ADJ-U15] If information is **collateral**, it is supplementary to the primary document. *drugorzędny*

collectible [N-COUNT-U7] A **collectible** is an item that is considered valuable by collectors or by people who enjoy a particular subject or art form. *przedmiot kolekcjonerski*

collection [N-COUNT-U14] A fashion **collection** is a set of garments or accessories that are produced at the same time and usually designed around a central theme. *kolekcja*

commercial [ADJ-U13] If a space is **commercial**, it is designed for business purposes. *komercyjny, handlowy*

commercial [N-COUNT-U11] A **commercial** is a recorded advertisement for television or radio. *reklama (w telewizji lub radiu)*

commission [N-COUNT-U3] A **commission** is a job that a company does for a client, usually for a set fee that is agreed upon in advance. *zlecenie*

complement [N-COUNT-U15] A **complement** is a design facet that combines with another to create a cohesive whole. *uzupełnienie, dopełnienie*

concept artist [N-COUNT-U8] A **concept artist** is a designer who develops the overall ideas for characters and settings in a video game. *artysta koncepcyjny (np. projektujący grę wideo)*

concise [ADJ-U6] If something is **concise**, it is able to communicate a lot of information with just a few words or images. *krótki, zwięzły*

console [N-COUNT-U8] A **console** is the physical component of a home video game system. *konsola*

construction [N-UNCOUNT-U13] **Construction** is the process of building, usually homes or commercial spaces. *budowanie*

continuing education [N-UNCOUNT-U2] **Continuing education** is education consisting primarily of short-term or part-time courses provided for adults who are no longer enrolled in formal education. *kształcenie ustawiczne*

coordinated [ADJ-U12] If a group of people are **coordinated**, they work well together and have a common purpose. *skoordynowany*

copywriter [N-COUNT-U11] A **copywriter** is the person in charge of writing the text or slogan for an advertising campaign. *autor tekstów reklamowych*

corporate identity [N-COUNT-U6] A company's **corporate identity** is a combination of color schemes, designs, words, etc., that a firm uses to make a visual statement about itself and its business philosophy. *tożsamość firmy*

corporate philosophy [N-COUNT-U6] A **corporate philosophy** is a set of missions and values determined as goals and standards by a corporation. *filozofia firmy*

corporation [N-COUNT-U6] A **corporation** is a legal entity set up for commercial processes. *korporacja*

creative director [N-COUNT-U11] A **creative director** is the person in charge of the artistic aspect of an advertising campaign. *dyrektor kreatywny*

customer [N-COUNT-U6] A **customer** is someone who buys a product or service from a company. *klient*

deadline [N-COUNT-U5] A **deadline** is the date or time by which work needs to be completed. *ostateczny termin*

design management [N-UNCOUNT-U2] **Design management** is a means by which creative processes are controlled and supported in a business environment. *zarządzanie designem*

digital media [N-UNCOUNT-U15] **Digital media** is media stored electronically in a discontinuous format. *media cyfrowe*

diploma [N-COUNT-U1] A **diploma** is a degree conferred to indicate that a student has completed a given course of study. *dyplom*

direct [V-T-U12] To **direct** people means to show them which way to go. *kierować*

draft [V-T-U13] To **draft** something is the process of drawing a detailed plan for a project. *robić szkic, wstępną wersję*

draping [N-UNCOUNT-U14] **Draping** is the process of pinning fabric together on a mannequin to create a working model of a garment. *drapowanie, marszczenie materiału*

editorial [N-COUNT-U5] An **editorial** is an article that is representative of the opinion of the author. *artykuł wstępny*

emblematic [ADJ-U7] If an album cover is **emblematic**, it represents, either literally or symbolically, the album it accompanies. *emblematyczny, symboliczny*

environmental design [N-UNCOUNT-U12] **Environmental design** is the process of planning and creating man-made features to complement the existing natural or man-made environment. *projektowanie środowiskowe*

Glossary

- equivalency** [N-UNCOUNT-U2] **Equivalency** is an alternative means of fulfilling a given course or degree requirement. **ekwiwalent**
- exhibition** [N-COUNT-U12] An **exhibition** is an organized event at which items or demonstrations of skill are presented to the public. **wystawa**
- fashion designer** [N-COUNT-U14] A **fashion designer** is a person who conceptualizes and creates fashion items. **projektant mody**
- firm** [N-COUNT-U3] A **firm** is a design company that is more business-oriented or multidisciplinary than a design studio. **firma (np. projektowa)**
- fixture** [N-COUNT-U13] A **fixture** is a permanent, immovable part of an interior, usually part of the lighting or plumbing. **armatura, osprzęt, element instalacji**
- flyer** [N-COUNT-U11] A **flyer** is a form of small printed advertisement that is posted in prominent places or delivered by hand to consumers. **ulotka**
- flying logo** [N-COUNT-U4] A **flying logo** is a network identifier that has been animated. **animowane logo**
- formula** [N-COUNT-U6] A **formula** is a convention which indicates designated areas for content and graphics in corporate design. **formuła, wzór**
- foundation year** [N-UNCOUNT-U1] A **foundation year** is a year in which students sample many types of design and art forms. **rok zerowy (jednoroczny kurs akademicki nastawiony na zdobycie niezdebnych kwalifikacji)**
- freelancer** [N-COUNT-U3] A **freelancer** is a worker who is hired as temporary staff or on a job-by-job basis. **wolny strzelec (pracownik niezależny wykonujący głównie projekty na zlecenie)**
- frequency** [N-UNCOUNT-U5] **Frequency** is the rate at which a publication is published. **częstotliwość**
- full-time faculty** [N-COUNT-U2] **Full-time faculty** are faculty members whose full-time job is teaching. **wykładowcy pracujący w pełnym wymiarze godzin**
- functional** [ADJ-U12] If a design is **functional**, it was planned with practical use in mind. **funkcjonalny**
- furniture** [N-UNCOUNT-U13] **Furniture** is moveable items that serve a functional and decorative purpose, such as chairs, tables, and desks. **meble**
- garment** [N-COUNT-U14] A **garment** is an item of clothing. **część garderoby, strój**
- generalist** [N-COUNT-U3] A **generalist** is a worker who is hired for various jobs. **pracownik znający się ogólnie na wszystkim**
- genre** [N-COUNT-U7] A **genre** is a category of music characterized by similarities in style or content. **gatunek**
- graduate** [ADJ-U2] If a student is a **graduate** student, he or she has completed an undergraduate degree and chosen to continue their education to earn a graduate degree such as a doctorate or a master's degree. **absolwent (uczelnii wyższej)**
- graph** [N-COUNT-U9] A **graph** is a means of conveying information in the form of an organized diagram. **wykres, graf**
- graphics editor** [N-COUNT-U5] A **graphics editor** is a worker who is responsible for producing information graphics such as charts, graphs, or maps. **edytor grafiki**
- grid** [N-COUNT-U6] A **grid** is an established layout which corporate designers use to create stationery, business cards, and other documents for a company. **grid (siatka modułowa)**
- haute couture** [N-UNCOUNT-U14] **Haute couture** is a kind of fashion where items are custom-made for an individual, using the highest quality materials and highly skilled workers. **wykwintne krawiectwo**
- house style** [N-COUNT-U10] A **house style** is a company's preferred layout for its publications **standardowy układ graficzny materiałów publikowanych przez daną firmę**
- illustrator** [N-COUNT-U10] An **illustrator** is a person who draws or designs images and pictures for publications. **ilustrator**
- information flow** [N-UNCOUNT-U9] **Information flow** is the way information is presented or organized that affects how easily it is understood. **przepływ informacji**
- information graphics** [N-COUNT-U9] **Information graphics** are visual representations of knowledge or data for the purposes of communicating information. **infografika**
- informative** [ADJ-U12] If a sign is **informative**, it means that it conveys information. **bogaty w informacje**
- interactive** [ADJ-U15] If a design is **interactive**, it means it will respond to the input of a user. **interaktywny, wchodzący w interakcję**
- interface** [N-COUNT-U15] An **interface** is the system through which a user interacts with a program or web page. **interfejs**

interior [N-COUNT-U10] An **interior** is the part of a book that includes the pages and inside covers. [wnętrze \(np. książki\)](#)

interior decorator [N-COUNT-U13] An **interior decorator** is a person who plans the moveable aesthetic components of an interior, such as color, furnishings, and window treatments. [dekorator wnętrz](#)

interior designer [N-COUNT-U13] An **interior designer** is a person who plans the overall look and structure of an interior, such as wall and window placement. [projektant wnętrz](#)

international style [N-UNCOUNT-U9] **International style** is a style of informative design that favors the use of few typefaces and grids and is based on mathematical proportions. [styl międzynarodowy](#)

internship [N-COUNT-U1] An **internship** is a temporary job in which students can gain practical work experience. [praktyka \(studencka\)](#)

jacket [N-COUNT-U10] A **jacket** is the outside or wrapping that goes around a book. [obwoluta](#)

jewel box [N-COUNT-U7] A **jewel box** is a square plastic case in which CDs are packaged. [opakowanie na płytę typu Jewel Box](#)

journalism [N-UNCOUNT-U5] **Journalism** is the practice of writing or editing for the purposes of publishing a periodical. [dziennikarstwo](#)

junior designer [N-COUNT-U5] A **junior designer** is a worker who is responsible for creating the design components of a publication, including features, columns, and inserts. [młodszy projektant](#)

kinetic [ADJ-U4] If an image is **kinetic**, it is an image that has motion. [kinetyczny, ruchomy](#)

kiosk [N-COUNT-U12] A **kiosk** is a small desk or display structure where people can purchase goods or get information. [budka](#)

liberal arts [N-UNCOUNT-U1] **Liberal arts** is an area of academic study that is knowledge-based and distinct from technical studies. [nauki humanistyczne](#)

lighting [N-UNCOUNT-U13] **Lighting** is the arrangement of light sources within a design. [oświetlenie](#)

liner notes [N-COUNT-U7] **Liner notes** are collections of information found in a CD booklet or on an album cover, usually listing the artist, producer, lyrics, and other information about the CD. [informacje dodatkowe na okładce płyty lub w książeczce dołączonej do płyty \(np. nazwisko artysty, producenta, tekst piosenek\)](#)

link [N-COUNT-U15] A **link** is a connection or reference point that users can follow to another document such as a web page. [link, odnośnik](#)

logo [N-COUNT-U6] A **logo** is a symbol which identifies a company clearly, instantaneously, and memorably. [logo, znak firmowy](#)

LP [N-COUNT-U7] An **LP** (long-play) is a grooved disc that is larger than a CD and is used to play music on a phonograph. [płyta długogrająca](#)

magazine [N-COUNT-U5] A **magazine** is a periodical that comes out on a weekly or monthly basis and focuses on a particular subject. [czasopismo, magazyn](#)

map [N-COUNT-U9] A **map** is a graphic representation of geographical data. [mapa](#)

mass-market [N-COUNT-U14] The **mass-market** is the general public, to whom products are sold in large numbers at low prices. [rynek masowego odbiorcy](#)

mass-market [ADJ-U10] If a book is **mass-market**, it is printed in a small paperback edition, usually cheaply and in high volumes. [nastawiony na masowego odbiorcę](#)

mobile gaming [N-UNCOUNT-U8] **Mobile gaming** is a format of video gaming which can be played on cell phones or other mobile devices. [gry mobilne](#)

motion [N-UNCOUNT-U4] **Motion** design is the discipline practiced by designers who create moving graphics either for titles or for graphic elements. [ruchoma grafika](#)

motion capture [N-UNCOUNT-U8] **Motion capture** is a technique in which actors wear special suits that capture their movements in a way that can be used to animate digital characters in video games or movies. [przechwytywanie ruchu \(technika analizy ruchów postaci i przenoszenia ich na komputer celem dalszej animacji\)](#)

multimedia [N-UNCOUNT-U1] **Multimedia** is a design platform that exists beyond a webpage or printed page, such as television, film, and video. [multimedia](#)

narrative [ADJ-U4] If something is **narrative**, it follows a logical sequence according to a story. [narracyjny](#)

navigation system [N-COUNT-U15] A **navigation system** is the system by which users can locate information within a web page or program. [system nawigacji](#)

newspaper [N-COUNT-U5] A **newspaper** is a publication that is published daily, weekly, or monthly, and focuses on news. [gazeta](#)

Glossary

- niche** [N-COUNT-U11] A **niche** is a specially targeted market for advertising, such as people of a certain profession or age range. **nisza**
- optical house** [N-COUNT-U4] An **optical house** is a studio of designers who create titles and trailers. **studio projektantów**
- ordinance** [N-COUNT-U12] An **ordinance** is a municipal law or regulation. **rozporządzenie**
- packaging** [N-UNCOUNT-U7] **Packaging** is any material used to wrap or protect goods. **opakowanie**
- part-time faculty** [N-COUNT-U2] **Part-time faculty** are faculty members who teach part time but work full time in the design industry.
wykładowcy akademicy zatrudnieni na niepełny etat
- partnership** [N-COUNT-U3] A **partnership** is a group of two or more individuals who agree to work together. **partnerstwo**
- pattern** [N-COUNT-U14] A **pattern** is a paper template from which pieces of material are cut. **szablon**
- period** [ADJ-U13] If something is **period**, it is related to design styles from a particular segment of history. **z danego okresu**
- periodical** [N-COUNT-U5] A **periodical** is any printed publication that is published on a regular basis. **periodyk**
- pictorial sign symbol** [N-COUNT-U9] A **pictorial sign symbol** is an easily recognizable icon used in graphic design to represent a simple concept. **symbol graficzny**
- placement** [N-UNCOUNT-U1] **Placement** is the act of assigning a student to an internship or apprenticeship. **skierowanie na praktyki**
- polygon** [N-COUNT-U8] A **polygon** is a basic shape which is used as a building element in digital video game design. **wielokąt, wielobok**
- portfolio** [N-COUNT-U1] A **portfolio** is a collection of completed works by a student intended to represent a student's talent and skill.
portfolio
- prerequisite** [N-COUNT-U2] A **prerequisite** is a course that must be completed before admission to a program or class. **kurs, którego ukończenie jest warunkiem koniecznym**
- print ad** [N-COUNT-U11] A **print ad** is an advertisement in a newspaper or magazine. **reklama (w gazecie, czasopiśmie)**
- printing** [N-UNCOUNT-U1] **Printing** is the means of production by which paper designs are published. **druk, drukarstwo**
- professional** [ADJ-U10] If a book is **professional**, it is designed for an audience in a particular job or industry. **zawodowy (np. książka dedykowana danej grupie zawodowej)**
- promotional** [ADJ-U3] If material is **promotional**, it is designed and distributed with the purpose of advertising a company, product, or service. **promocyjny**
- proprietor** [N-COUNT-U3] A **proprietor** is a person who owns a design firm. **właściciel**
- public** [ADJ-U12] If an area is **public**, it is open to everyone. **publiczny**
- publication** [N-COUNT-U5] A **publication** is a printed or digital newspaper, magazine, or other type of periodical. **publikacja, wydanie**
- publishing** [N-UNCOUNT-U10] **Publishing** is the art of designing, printing, binding, and marketing a book or other publication. **działalność wydawnicza**
- ready-to-wear** [N-UNCOUNT-U14] **Ready-to-wear** is a kind of fashion where a small number of items are made from high quality materials and by highly skilled workers, but not custom tailored for an individual. **ubrania gotowe do noszenia**
- record label** [N-COUNT-U7] A **record label** is a company that oversees the recording and production of music albums. **wytwórnia płytowa**
- reel** [N-COUNT-U4] A **reel** is a portfolio of film or television work. **portfolio**
- referral** [N-COUNT-U3] A **referral** is the act of directing a client to a design studio or firm that can satisfy the needs of a project. **polecenie, skierowanie (w jakieś konkretne miejsce)**
- residential** [ADJ-U13] If a space is **residential**, it is designed to be a private home. **mieszkalny (teren, obszar)**
- revise** [V-T-U15] To **revise** something is to update or change it. **zmieniać, poprawiać**
- runway show** [N-COUNT-U14] A **runway show** is a formal exhibit of a fashion collection in which models walk down a catwalk wearing items from the collection. **pokaz mody**
- seminar** [N-COUNT-U2] A **seminar** is a course taught on a specific topic that generally has a smaller class size than lectures. **seminarium (zajęcia z małą grupą studentów)**
- sign** [N-COUNT-U12] A **sign** is a display that has text or symbols to convey information. **znak**

sole proprietorship [N-COUNT-U3] A **sole proprietorship** is a type of business which is owned and operated by an individual. *jednoosobowa działalność gospodarcza*

specialist [N-COUNT-U3] A **specialist** is a worker who is hired to work in a specific area of an industry. *specjalista*

specialty [N-COUNT-U2] A **specialty** is a specific concentration within a program of study. *specjalność*

staffer [N-COUNT-U3] A **staffer** is an employee who works regularly for a company and is paid a salary. *pracownik*

standards manual [N-COUNT-U6] A **standards manual** is a guide that tells what layouts, typefaces, and colors should be used in designs for a specific company. *podręcznik standardów*

statistic [N-COUNT-U9] A **statistic** is a piece of information that is expressed as numerical data. *dane statystyczne*

structural [ADJ-U13] If part of a design is **structural**, it means it provides support and generally cannot be moved without affecting the integrity of the building. *strukturalny*

studio [N-COUNT-U3] A **studio** is where a group of designers work together. *studio (miejsce, gdzie grupa projektantów pracuje razem)*

stylist [N-COUNT-U14] A **stylist** is a person who selects garments and accessories to be worn by models in photographs and runway shows. *stylista, stylistka*

technology [N-UNCOUNT-U2] **Technology** is the hardware and software required to complete digital design projects. *technologia*

textbook [N-COUNT-U10] A **textbook** is a book that provides technical information and is used in educational environments. *podręcznik*

textile designer [N-COUNT-U14] A **textile designer** is a person who designs the weave and pattern of materials from which fashion items are made. *projektant tkanin*

texture artist [N-COUNT-U8] A **texture artist** is a designer whose job is to add detail and texture to the surfaces of 3D art in video games. *artysta tekstur (np. w grach komputerowych)*

theory [N-UNCOUNT-U1] Design **theory** is an understanding of what design is used for and how it functions. *teoria*

thesis [N-COUNT-U2] A **thesis** is a research project, which is usually the final degree requirement for a graduate degree. *praca naukowa*

time-based media [N-UNCOUNT-U15] **Time-based media** is media in which time is a necessary dimension, such as audio or video. *media, w których czas jest istotnym elementem (np. film video)*

title [N-COUNT-U4] A **title** is the sequence preceding or following a movie or television show. *napisy (początkowe lub końcowe)*

trade [ADJ-U10] If a book is **trade**, it is published by a commercial publisher and intended to appeal to a general readership. *komercyjny, nastawiony na masową sprzedaż*

trademark [N-COUNT-U6] A **trademark** is a unique logo that represents a company. *znak towarowy*

traditional [ADJ-U1] If a course of study is **traditional**, it allows students to work on design projects manually as well as digitally. *tradycyjny*

trailer [N-COUNT-U4] A **trailer** is a short film intended to promote a television show or a movie. *zwiastun*

tuition [N-UNCOUNT-U2] **Tuition** is the money charged by a school for instruction. *czesne*

typography [N-UNCOUNT-U10] **Typography** is the style and appearance of text in printed matter. *typografia*

undergraduate [N-COUNT-U1] An **undergraduate** is a student who is working towards earning his or her bachelor's degree. *student na studiach licencjackich (przed otrzymaniem pierwszego tytułu naukowego)*

utility [N-UNCOUNT-U9] **Utility** is the extent to which something is useful or informative. *użyteczność, pożyteczność*

video game [N-COUNT-U8] A **video game** is a game played electronically on a television screen or other digital display. *gra wideo*

virtual [ADJ-U15] If content is **virtual**, it exists only as electronic data. *wirtualny*

visual organization [N-UNCOUNT-U9] **Visual organization** is the means by which information is placed on a page in order to be appealing and easy to understand. *układ elementów graficznych na stronie*

wayfinding [N-UNCOUNT-U12] **Wayfinding** is the process of using signage to help people orient themselves in an environment. *oznakowanie terenu*

wireless [ADJ-U15] If a device is **wireless**, it means it can communicate with other devices without needing a physical connection. *bezprowadowy*

workshop [N-COUNT-U2] A **workshop** is an intensive course of a short duration intended to address a specific topic. *warsztat, szkolenie praktyczne*