



## A

### 'A' SIZED PAPER

Paper sizes are based on dimensions of a large A0 sheet. Letterheads are commonly produced on A4 sized paper.

### A/W

Abbreviation for artwork

### A4 PAPER

ISO paper size 210 x 297mm used for Letterhead.

### ACCORDIAN FOLD

Two or more parallel folds that open like an accordian.

### ACETATE

A thin flexible sheet of transparent plastic used to make overlays

### ACID RESIST

An acid-proof protective coating applied to metal plates prior to etching.

### ACID-FREE PAPER

Paper made from pulp containing little or no acid so it resists deterioration from age. Also called alkaline paper, archival paper, neutral pH paper, permanent paper and thesis paper.

### ACTUAL SIZE

The size of an image when it was scanned. Addressable Resolution – The maximum resolution of any device.

### ADDITIVE COLOR

Color produced by light falling onto a surface, as compared to subtractive color. The additive primary colors are red, green and blue.

### AGAINST THE GRAIN

At right angles to the grain direction to the paper.

### AIRBRUSH

Pen-shaped tool that sprays a fine mist of ink or paint to retouch photos and create continuous-tone illustrations.

### ALIASING

The visual stepping of edges that occurs in an image when the resolution is too low. Also may be referred to as 'jaggies'.

### ALTERATION

Any change made by the customer after copy or artwork has been given to the service bureau, separator or printer. The change could be in copy, specifications or both. Also called AA, author alteration and customer alteration.

### ANODIZED

Plate An offset printing plate having a treated surface in order to reduce wear for extended use.

### ANTI-OFFSET

Powder Fine powder lightly sprayed over the printed surface of coated paper as sheets leave a press. Also called dust, offset powder, powder and spray powder.

### ANTIQUÉ PAPER

Roughest finish offered on offset paper.

### APPLICATION

A computer program designed for a particular use, such as word processors such as Microsoft Word or page layout applications, such as Quark Xpress or Adobe Indesign.

### AQUEOUS COATING

Coating in a water base and applied like ink by a printing press to protect and enhance the printing underneath.

### ARCHIVE FILE

A single file, containing many files, often in compressed form, E.g.: a .zip file format.

### ART PAPER

A common term used to describe a range of smooth papers with a filled surface

### ARTWORK

Photographs, drawings, paintings, hand lettering to illustrate printed matter.

## ASPECT RATIO

The ratio of width to height. Used to define the applicability of an image to fit a page

## AUTHOR'S ALTERATIONS (AA'S)

At the proofing stage, changes that the client requests to be made concerning original art provided. AA's are considered an additional cost to the client usually.

# B

## BACKING UP

Process of printing on the second side of a printed sheet

## BACKSLANT

Letters that slant the opposite way from italic characters.

## BALLOON

A circle or bubble enclosing copy in an illustration. Used in cartoons.

## BANDING

Patterns on print caused by insufficient colour or grey-scale within the output device's processor.

## BANK

A lightweight writing paper.

## BANNER

A large headline or title extending across the full page width.

## BAR CODE

A pattern of vertical bars and spaces representing characters that is readable with a scanner.

## BARREL FOLD

Folding a sheet two or more times in same direction

## BASE ART

Copy pasted up on the mounting board of a mechanical, as compared to overlay art. Also called base mechanical.

## BASE ARTWORK

Artwork requiring additional components such as halftones or line drawings to be added before the reproduction stage.

## BASE COLOR

A first color used as a background on which other colors are printed.

## BASE NEGATIVE

Negative made by photographing base art.

## BASELINE

The line on which the bases of capital letters sit.

## BASIC SIZE

A standard, predetermined size for a particular type of paper

## BASIC WEIGHT

The weight in pounds of a predetermined number of sheets of paper having a specific size for a specific type of paper

## BED

The base on which the Forme is held when printing by Letterpress.

## BINDERY OPERATIONS

The process of cutting, creasing, folding, trimming, collating, stitching, tabbing, wrapping, etc. after print has been placed upon paper.

## BINDING

The process of attaching sheets of paper to one another to form a book or booklet.

## BITMAP

A grid of pixels or printed dots generated by computer to represent type and images.

## BLACK PATCH

Material used to mask the window area on a negative image of the artwork prior to 'stripping in' a halftone.

## BLANKET CYLINDER

The cylinder via which the inked litho plate transfers the image to the paper. The cylinder is covered with a rubber sheet which prevents wear to the litho plate coming into contact with the paper.

## BLEED

Extension of an image or background beyond the trim edge of the paper. It is not possible to print all the way to the edge of the paper sheet.

To achieve this effect it is necessary to print a larger area than is required and then trim the paper down. Typically a designer would allow an extra 3mm of bleed to colour and image areas to allow for a little leeway when trimming.

## BLIND EMBOSS

A raised impression made without using ink or foil.

## BLOCK IN

To sketch in the main areas of an image prior to the design.

## BLOW UP

An enlargement, most frequently of a graphic image or photograph.

## BLUE LINE

A proof made directly from the press negative onto photosensitive paper showing the printed piece exactly as it will appear.

## BLURB

A short description or commentary of a book or author on a book jacket.

## BMP FILE

A windows bitmap file that defines an image as a pattern of dots.

Board Paper of more than 200gsm.

## BODY (US)

The main text of the work but not including headlines.

## BODY SIZE

The height of the type measured from the top of the tallest ascender to the bottom of the lowest descender. Normally given in points, the standard unit of type size.

## BOLD TYPE

Type with a heavier darker appearance. Most typefaces have a bold face.

## BOND

A sized finished writing paper of 50gsm or more. Can also be used for printing upon.

## BOND PAPER

A grade of paper suited for letterheads, business forms etc.

## BORDER

A continuous decorative design or rule surrounding the matter on the page.

## BOX

A section of text marked off by rules or white space and presented separately from the main text and illustrations. Longer boxed sections in magazines are sometimes referred to as sidebars.

## BRIGHTNESS

The ability of a paper to reflect light. Brightness of paper is expressed as a percentage that is obtained by comparing the paper to be tested with a sample paper, called a 'calibration sample'.

## BRISTOL BOARD

A fine board made in various qualities for drawing.

## BRISTOL

Type of board paper used for post cards, business cards, and other heavy-use products

## BROADSIDE

An original term for work printed on one side of a large sheet of paper.

## BROMIDE

A photographic print made on bromide paper.

## BRONZING

An effect produced by dusting wet ink after printing with a metallic powder.

## BULLET

A large dot preceding text to add emphasis.

# C

## C1S

Paper stock coated on one side

## C2S

Paper stock coated on both sides

## CALIBRATION

Optimising settings for a printer to known specifications in order o achieve accurate and consistent reproduction of the final print.

## CALIPER

Thickness of paper, expressed in thousandths of an inch.

## CAMERA READY

The state in printing when the document is ready to be photographed to make plates for the press.

## CAMERA-READY COPY

Artwork or pasted up material that is ready for reproduction. Camera copy should be clean, free of glue or trash, flat, and printed in dark ink.

## CAPTURE

Acquiring information, such as an image, with a scanner or digital device.

## CARBONLESS

Paper that is coated with chemicals to produce copies without carbon in-between the sheets.(also referred to as NCR paper)

## CARD STOCK

A stiff rigid paper used for postcards, manual covers or table tents.

## CARLOAD

Usually 40,000 pounds of paper

## CASE BIND

A type of binding used in making hard cover books using glue

## CAST COATED

Coated paper with a surface similar to that of a glossy photograph.

## CHIPBOARD

Inexpensive, single-ply cardboard, usually brown or gray.

## CLIPPING

The grouping of all tones or colours above or below a certain value into one composite tone.

## CLUT

Colour Look Up Table. A correspondence chart for converting colours from one device to another, such as RGB to CMYK.

## CMYK

Cyan, Magenta, Yellow and Black. These are the four colours in the four colour process. Subtracting one or more of these colours will yield any other colour. When combined in various percentages, these four inks will create an entire spectrum of colours, including those used in colour photographs.

## COATED PAPER

Paper that has a layer of coating applied to one or both sides. Coated papers provide sharper images and are used frequently in four-colour process work, as well as in black and white halftones. Coatings are normally defined as hard glossy, semi-glossy or matte surfaces.

## COLLATE

A finishing term for gathering paper in a precise order

## COLOUR ATTRIBUTE

A three dimensional characteristic of the appearance of the object. One dimension usually defines the lightness; the other two define the chromaticity.

## COLOUR BAR

A series of ink patches printed on a press sheet that may include solids of CMYK colours.

## COLOUR CALIBRATION

The process of simulating the colours or original shade by using colour management software.

## COLOUR MATCHING

A colour sample book is used to match colours with standard inks used by most printers. The printer will then prepare separate printing plates for each colour. The colours are chosen from those provided by a colour matching system, such as Pantone. Use of a colour matching system permits consistency of the colour over time and among different jobs.

## COLOUR PROOF

A colour sample that attempts to represent the final printed image that will result when a piece is printed.

## COLOUR SATURATION

The sum of the amounts of ink in a given area of a particular image.

## COLOUR SEPARATION

The process of separating a colour image into the four CMYK colours, producing a set of four films or files

## COMPOSITE IMAGE

An image that is created by a combination of several images on a single sheet.

## COMPOSITION

The process of setting type and arranging it on the page

## COPYRIGHT

An exclusive right that has been granted by law to a particular creative product. The right of copyright gives protection

to the originator of material to prevent use without express permission or acknowledgement of the originator.

## COTTON FIBER PAPER

### (RAG CONTENT OR COTTON CONTENT)

Paper that contains 25% or more cellulose fibers derived from lint cotton, cotton linters and cotton or line cloth cuttings

## COVER STOCK

A heavy printing paper used to cover books

## CRASH NUMBERING

Numbering paper by pressing an image on the first sheet which is transferred to all parts of a printed set.

## CRASH PRINTING

Letterpress printing on carbon or carbonless forms so image prints simultaneously on all sheets in the set.

## CRIMPING

Puncture marks holding business forms together

## CROP MARKS

Lines positioned outside the corners of the sheet showing where you want the job to be trimmed or folded.

## CROP

To remove part of an image by creating a frame around the desired portion. Everything outside the frame is then deleted, leaving only the 'cropped' image.

## CUT SHEET

Paper cut into standard sizes ready for use with a copier or press.

## CUTTING DIE

Sharp edged device usually made of steel rule, to cut paper, cardboard, etc. On printing press.

## CWT

Paper distributor abbreviation for 100 pounds

# D

## DAGGER AND DOUBLE DAGGER

Symbols used mainly as reference marks for footnotes.

## DASH

A short horizontal rule used for punctuation.

## DENSITY

The degree of opacity of an image.

## DESCENDER

Any part of a lower case letter that extends below the x-height, as in the case of y and j.

## DESKTOP PUBLISHING

The use of a computer to create documents that can be printed. Specialised software is used to add copy (i.e. text) and graphics to the document, which is then sent to a print-

er or typesetting equipment.

### DIB FILE FORMAT

Device independent bitmap format.

### DIE

A hardened steel engraving stamp used to print an inked image. Used in the production of good quality letter headings.

### DIE-CUTTING

The use of a sharp, formed piece of metal to cut out specific shapes in a piece of paper.

### DIGITAL HALFTONE

The process of obtaining various tones by breaking up the image into a graduated series of dots. The dots repeat in a regular pattern, creating the illusion of continuous tone. The digital printing process is controlled by the size and shapes of dots.

### DIGITAL PRINTING

New printing technology that permits the linking of printing presses to computers. Benefits include faster turnaround times - and is very good for on-demand printing, lowered production costs on small to medium production runs (i.e. 1 copy to 2000 copies), and the ability to personalise documents - that is, each document in your production run can be different from every other document. This is very good for personalised brochures, newsletters, etc.

### DIRECT TO PRINT

Printing devices that allow for the elimination of film separations from the printing process. These systems utilise a computer controlled system employing lasers to write digital data to a plate that is already mounted on the press.

### DISK OPERATING SYSTEM (DOS)

Software for computer systems with disk drives which supervises and controls the running of programs. The operating system is 'booted' into the computer from disk by a small program which permanently resides in the memory. Common operating systems include MS-DOS, PC-DOS (IBM's version of MS-DOS), CP/M (an operating system for older, 8-bit computers), Unix and BOS.

### DISPLAY TYPE

Larger type used for headings etc. Normally about 18 point or larger.

### DITHERING

A graphics display or printing process that uses a combination of dots or textures to simulate an original image on an output device.

### DOT MATRIX PRINTER

A printer in which each character is formed from a matrix of dots. They are normally impact systems, i.e. a wire is fired at a ribbon in order to leave an inked dot on the page, but thermal and electro-erosion systems are also used.

### DOUBLE DENSITY

A method of recording on floppy disks using a modified frequency modulation process that allows more data to be stored on a disk.

### DOUBLE PAGE SPREAD

Two facing pages of newspaper or magazine where the textual material on the left hand side continues across to the right hand side. Abbreviated to DPS.

Downloadable fonts Typefaces which can be stored on a disk and then downloaded to the printer when required for printing. These are, by definition, bit-mapped fonts and, therefore, fixed in size and style.

### DPI (DOTS PER INCH)

The measurement of resolution for page printers, phototype-setting machines and graphics screens. Currently graphics screens reproduce 60 to 100dpi, most page printers work at 300dpi and typesetting systems operate at 1,000dpi and above.

### DRAG AND DROP

Terminology used to describe an option in graphical user interfaces where tasks can be accomplished by simply moving an icon to a specified area.

### DRAWN ON

A method of binding a paper cover to a book by drawing the cover on and gluing to the back of the book.

### DRILL

To bore holes in paper so sheets fit over posts of loose-leaf binders.

### DROP CAP

A large initial letter at the start of the text that drops into the line or lines of text below.

### DRY GUM PAPER

Label paper with glue that can be activated by water.

Dry transfer (lettering)

Characters, drawings, etc, that can be transferred to the artwork by rubbing them off the back of the transfer sheet. Best known is Letraset.

### DTP

Acronym for Desktop Publishing, including typesetting, image handling and pages composition.

### DULL FINISH

Characteristic of paper that reflects relatively little light.

### DUMMY

A preliminary layout showing the position of illustrations and text as they are to appear in the final reproduction. A set of blank pages made up in advance to show the size, shape, form and general style of a piece of printing.

### DUOTONE COLOUR

Reproduction from a monochrome original, such as a black and white photograph. Two halftones with different screen angles are made from the same original and printed in reg-

ister with two colours.

## DYE TRANSFER

A photographic colour print using special coated papers to produce a full colour image. Can serve as an inexpensive proof.

# E

## EGA (ENHANCED GRAPHICS ADAPTER)

A graphics standard for the PC which can be added or built into a system to give sharper characters and improved colour with the correct display device. Standard EGA resolution is 640 by 350 dots in any 16 out of 64 colours.

## EGYPTIAN

A term for a style of typefaces having square serifs and almost uniform thickness of strokes.

## EIGHT SHEET

A poster measuring 60 x 80in (153 x 203cm) and, traditionally, made up of eight individual sheets.

## ELECTRONIC PUBLISHING

A generic term for the distribution of information which is stored, transmitted and reproduced electronically. Teletext and Videotext are two examples of this technology in its purest form, ie no paper. Desktop publishing forms just one part of the electronic publishing market.

## EM DASH

A dash used in punctuation the length of one em.

## EM

In printing terms it is a square unit with edges equal in size to the chosen point size. It gets its name from the letter M which originally was as wide as the type size.

## EMBOSSED PAPER

A paper surface textured in one of a variety of patterns by passing the paper through engraved steel rolls.

## EMBOSSING

A process performed after printing to stamp a raised or depressed image into the surface of paper using engraved metal embossing dies, extreme pressure and heat.

## EN

A unit of measurement that is half as wide as an em.

## EN DASH

A dash approximately half the width of an em dash.

## ENAMEL PAPER

A coated sheet or the coating on a sheet

## ENCRYPTION

The process of scrambling a signal or digital file so that special hardware or software is needed for a receiver to reconstitute the image.

## END PAPERS

The four page leaves at the front and end of a book which are pasted to the insides of the front and back covers (boards).

## ENGRAVING

Method of printing using a plate, with an image carved into it.

## EPS (ENCAPSULATED POSTSCRIPT)

A graphic file format which can be either raster or vector. EPS converts graphics and text into a code which printers can read. EPS files hold both low resolution view files and high resolution PostScript image descriptions. Epson emulation

The industry standard control codes for dot matrix printers were developed by Epson and virtually all software packages and most dot matrix printers either follow or improve on these codes.

## ESTIMATE

A price provided to a customer, based on the specifications outlined on the estimate form; it is normally set prior to the entry of an order and prices may change if the order specifications are not the same as the estimate specifications.

## EXCEPTION DICTIONARY

In word processing or desktop publishing this is a store of pre-hyphenated words that do not conform to the usual rules contained in the hyphenation and justification program (H & J). Some programs, PageMaker for example, only use an exception dictionary.

## EXPANDED TYPE

A typeface with a slightly wider body giving a flatter appearance.

## EXPRESS

A printer control language developed by OASYS.

# F

## FACE

An abbreviation for typeface referring to a family in a given style.

## FEATHERING

A technique in many image-editing programs that allows for the softening of the edge around a selection.

## FILE TRANSFER PROTOCOL (FTP)

The File Transfer Protocol, or FTP, allows computers to speak to each other. FTP is used to make files available for transfer over the Internet. Anyone with access to the Internet can use FTP. In some cases you may need network access and/or username and password information. The primary benefit of FTP, as opposed to email is the size/speed at which files can be sent and received.

## FILLER

Extra material used to complete a column or page, usually of little importance.

## FINISH SIZE

Size of printed product after production is complete.

## FINISH

The surface property of a material determined by its surface contour and gloss.

## FINISHING

The bindery process performed after the document has been copied or printed.

## FLAG

The designed title of a newspaper as it appears at the top of page one.

## FLAT COLOUR

A technique of imaging graphics from regions of solid colour with no gradations at all.

## FLAT OR MATTE

Finish A very low sheen finish, with very little reflective quality. Ideal for viewing images from various angles without light detracting from the image. Used extensively for retail and exhibition displays.

## FLEXOGRAPHY

A rotary letterpress process printing from rubber or flexible plates and using fast drying inks. Mainly used for packaging.

## FLOATING ACCENT

An accent mark which is set separately from the main character and is then placed either over or under it.

## FLUSH LEFT

Copy aligned along the left margin.

## FLUSH RIGHT

Copy aligned along the right margin.

## FLYER

An inexpensively produced circular used for promotional distribution.

## FOIL BLOCKING

A process for stamping a design on a book cover without ink by using a coloured foil with pressure from a heated die or block.

## FOIL EMBOSS

To foil stamp and emboss an image on paper with a die

## FOIL

Involves wax or resin based colourant on rolls that travel over heated print heads and are placed on a substrate by combinations of heat and pressure by the printer. Also a very thin metal sheet of allows, used mainly as an overlay, veneer or cutout appliqué.

## FOIL STAMP

A letterpress process using foil and dies. Foil is transferred from its backing to the paper when stamped with a heated die.

## FONTS

Also known as typefaces are the style of the letters in your text. There are hundreds of different fonts, and graphic designers choose them with great care to convey their messages. All Macs and PCs come with a range of different fonts built-in, but designers usually work with a much greater range. Fonts can be bought on CDs or downloaded from the Internet.

## FORM LETTER

Used in word processing to describe a repetitive letter in which the names and addresses of individuals are automatically generated from a data base or typed individually.

## FORMAT

Size, shape and overall style of layout or printed piece.

## FORME

Type and blocks assembled in pages and imposed in a metal chase ready for printing.

## FOUR-COLOUR (4 COLOUR) PROCESS

A system of printing an illustration or design reproducing all colours in the original by printing dots of CMYK colours.

## FRENCH FOLD

A sheet which has been printed on one side only and then folded with two right angle folds to form a four page uncut section.

## FULL MEASURE

A line set to the entire line length.

## FULL POINT

A full stop.



## GALLEY PROOF

A proof of text copy before it is formatted for the page.

## GALLEYS

The printing term for long metal trays used to hold type after it has been set but before the press run.

## GATEFOLD

An oversize page where both sides fold into the gutter in overlapping layers. Used to accommodate maps into books.

## GATHER

To assemble or collect sections into the proper sequence for binding.

## GATHERING

The operation of inserting the printed pages, sections or signatures of a book in the correct order for binding.

## GBC

binding Plastic comb binding.

## GEM

Digital Research's Graphics Environment Manager. A graphical interface designed both to make the operation of software simpler for the non-expert and to allow programs to communicate with one another. Two key desktop publishing packages, Ventura and DR's own GEM Desktop Publisher operate under this environment.

## GIF

This file format is mainly used for Web pictures, images and graphics. It makes a very small file, however, it is not very accurate. GIF is not acceptable for quality reproduction in printing.

## GLOSS

A shiny coating on paper. Gloss coatings allow very little ink to be absorbed by the paper. This results in the printed material having excellent colour definition and contrast.

## GLOSS INK

For use in litho and letterpress printing on coated papers where the ink will dry without penetration.

## GLOSSY

Photographic print made on glossy paper.

## GLUE-ON-FOLD

A binding method where a strip of glue is placed along the fold of a page or signature.

## GOLDEN RATIO

The rule devised to give proportions of height to width when laying out text and illustrations to produce the most optically pleasing result.

## GOTHIC

Typefaces with no serifs and broad even strokes.

## GRADATION

The transition between colours or shades. Gradation occurs by mixing percentages of dominant and secondary colour and then altering those colours to bring about a change.

## GRAIN DIRECTION

The fibers in paper align themselves in the direction in which the paper flows on the paper making machine. Grain direction is often important if the paper has to be folded after it is printed. Folding across the grain can result in cracking.

## GRAPHIC

An item to be printed that is not copy (text); includes photographs, images and illustrations.

## GRAPHIC DESIGN

The use of graphic elements and text to communicate an idea or concept.

## GRAVURE

A rotary printing process where the image is etched into the metal plate attached to a cylinder. The cylinder is then rotated through a trough of printing ink after which the etched surface is wiped clean by a blade leaving the non-image area clean. The paper is then passed between two rollers and pressed against the etched cylinder drawing the ink out by absorption.

## GREEKING

A software device where areas of grey are used to simulate lines of text. One of desktop publishing's less clever methods of getting round the slowness of high resolution displays on the PC.

## GREY SCALE

A range of luminance values for evaluating shading through white to black. Frequently used in discussions about scanners as a measure of their ability to capture halftone images. Basically the more levels the better but with correspondingly larger memory requirements.

## GRID

A systematic division of a page into areas to enable designers to ensure consistency. The grid acts as a measuring guide and shows text, illustrations and trim sizes.

## GSM

(grams per square meter) This is a measure of the weight of paper. It is obtained by weighing a square meter of paper. Usually, the higher the gsm number, the thicker or more rigid is the stock. Although a coated paper of a given gsm will usually be thinner than an uncoated paper of the same weight.

## GUARD

A narrow strip of paper or linen pasted to a single leaf to allow sewing into a section for binding.

## GUSSET

Expandable portion of bag, file folder or envelope.

## GUTTER

The inside space between pages, that is, the inside margin toward the binding edge of a book or booklet.



## HALFTONE

The process of reproducing a continuous tone image as a series of various sized dots within a fixed grid that can be reproduced with ink. The finer the dot grid the higher perceived visual quality of the reproduction.

## HALO

A bright line tracing the edge of an image. This is usually due to excessive digital processing to sharpen or compress an image.

## HAND-SET

When type is put into a composing stick by hand instead of by machine.

## HARD CHROMIUM

Chromium plated for engineering rather than decorative applications. Not necessarily harder than decorative chromium. Gravure applications are hard chromium.

## HARD COPY

The permanent visual record of the output of a computer or printer. Also the material sent to a typesetter in typed form, for conversion into typeset material.

## HARD PROOF

A proof on paper or other substrate as distinguished from a soft proof, which is an image on a VDT screen.

## HARD SIZED

Refers to a type of paper that has been treated with considerable size to resist water. Opposite of slack-sized.

## HARDWARE

Computer and peripherals as distinguished from software, which is a program for operating hardware.

## HEAD – TO – FOOT

Printing on both sides of a sheet where the top of each page is placed at the opposite ends.

## HEAD MARGIN

The white space above first line on a page.

## HEAD –TO – HEAD

Printing on both sides of a sheet where the top of each page is placed at the same end.

## HEADLINE COPY

Larger, more important, copy of artwork.

## HEAT RESISTANCE

The ability to withstand the effects of exposure to high temperature. Care must be exercised in defining degree.

## HEAT SEAL

A method of uniting two or more surfaces by fusion, either of the coatings or of the base materials, under controlled conditions of temperature, pressure, and time (dwell).

## HEAT SEAL LACQUER

A lacquer which when applied to a stock and dried, is capable of softening under heat and can be sealed to itself or other surface.

## HEAT SEALING PAPER

Any paper coated with heat sealable materials.

## HEAVY-BODIED INKS

Inks of a high viscosity or stiff consistency.

## HERMETIC

Air tight or impervious to the passage of air.

## HEXACHROME

A proprietary color separation process, developed by Pantone that uses six (6) instead of four process colors.

## HICcup

A form of efflux cup viscometer.

## HIGH KEY

Term used to describe photographs in which the majority of tones are lighter in value than a middle gray.

## HIGH-BULK PAPER

A paper made thicker than its standard basis weight.

## HIGHLIGHT

The whitest or lightest areas in a picture represented in a halftone reproduction by the smallest dots or the absence of dots.

## HOLDOUT

In printing, a property of coated paper with low ink absorption which allows ink to set on the surface with high gloss. Papers with too much holdout cause problems with set-off.

## HOMOGENEOUS

Of the same uniform composition or construction throughout.

## HOT PRESS

Paper with a smooth surface finish.

## HOT SCUFF RESISTANCE

Resistance to abrasion or color bleed of a print when it is subjected to hot irons used for package sealing.

## HOT STAMPING

A letterpress process using foil and dies. Foil is transferred from its backing to the paper when stamped with a heated die.

## HOT TYPE

When a casting of melted metal is used to set type copy instead of using the original type characters or a photographic process.

## HSV

Acronym for hue, saturation and value (or brilliance or luminance)-a color space used in some graphic programs.

## HUE

In color, the main attribute of a color that distinguishes it from other colors.

## HUMIDIFIER

A device that causes water vapor to be diffused into the atmosphere of an enclosed area.

## HUMIDITY

The moisture condition of the air. Actual humidity is the number of grains of moisture in the air at any given time. Relative humidity is the percent of moisture relative to the maximum which air at any given temperature can retain without precipitation.

## HYDROCARBON

Materials composed entirely of carbon and hydrogen. General term for family of petroleum solvents.

## HYDROMETER

An instrument used for measuring the specific gravity of a liquid.

## HYGROMETER

An instrument for measurement of the relative humidity of air.

## HYGROSCOPIC

The ability of a material to absorb or otherwise take up moisture from the surroundings.

Hysteresis A loss of energy due to successive deformations and relaxation.



## ICICLES

Strings of dried ink hanging around cylinder area including applicator, bafflers, etc.

## IDLER ROLLS

Roller mechanisms on converting machines used to support, smooth or direct the web in its course of travel through a machine. Not driven.

## ILLUSTRATOR

An individual who draws or paints original artistic images for use in commercial art.

## IMAGE

A design or drawing.

## IMAGE AREA

Portion of paper on which ink can appear.

## IMAGE CARRIER

Any plate, form, cylinder or other surface which contains an image, receives ink, and transfers it to another surface or substrate, e.g., gravure cylinders, offset plates, and letterpress stereotypes.

## IMAGESETTER

A high-resolution device that prints directly to plate ready film.

## IMPOSITION

The arranging of pages in a press form to ensure the correct order after the printed sheet is folded and trimmed

## IMPRESSION BAR

A small diameter rod or bar, supported by a back-up member of sufficient rigidity, mounted in place of the impression cylinder for running certain types of work, e.g., porous tissue. Gravure, Flexographic

## IMPRESSION CYLINDER

In printing, the cylinder on a printing press against which the paper picks up the impression from the inked plate in direct printing, or the blanket in offset printing.

## IMPRESSION

In printing, the pressure of type, plate or blanket as it comes in contact with the paper.

## IMPRINT

Adding copy to a previously printed page.

## IMPRINTING

The printing of additional information on an already printed piece

## INDEX PAPER

Light weight board paper for writing and easy erasure

## INDICIA

Postal information place on a printed product.

## INFEEED

A mechanism designed to control the forward travel of the web into the press.

## INHIBITOR

A substance or agent that slows or prevents chemical reactions even though present only in small quantities.

## INK FOUNTAIN

The reservoir on a printing press that holds the ink.

## INK HOLDOUT

A paper's ability to resist penetration of ink components beneath its surface.

## INK MIST

Flying filaments or threads formed by long inks like newspaper ink.

## INK - FLEXOGRAPHIC INK

Fast drying fluid or paste type inks for flexographic printing.

## INKOMETER

An instrument for measuring the tack of printing inks.

## IN-LINE PRESS

A press coupled to another operation such as bag-making, sheeting, die-cutting, creasing, etc. A multi-color press in which the color stations are mounted horizontally in a line.

Insert

A printed piece prepared for insertion into a publication or another printed piece.

## INTAGLIO

Any printing process using a recessed image carrier. Refers to fine art copper plate printing from etchings; commercial copper plate "engraving" used for business cards, stationery, stamps and security printing; and all sheetfed and rotogravure printing. General used in an historical context,

and to distinguish gravure from other processes, the term is falling into general disuse in the commercial sector of the industry.

### INTENSITY

Purity of hue or color tone or the degree of hue as seen by the eye.

### INTERLEAVE

To insert separate sheets of paper, etc., between foil, printed paper, or other stacked sheet material to facilitate handling or to prevent blocking or smudging.

### IODINE NUMBER

A number that indicates that relative drying potential of vegetable oils; the higher the number, the faster the drying and oxidation.

### IRIDESCENT

A term used to indicate the property that is possessed by certain materials of exhibiting prismatic colors.

### IRON BLUE

A warm, purplish blue ink, also called Milori Blue.

### IRON PERCHLORIDE

Chemical used for copper cylinder etching. Chemical formula: FeCl<sub>3</sub>. Also known as ferric chloride.

### IRRADIATION

Treated with ultra-violet light or another high-energy ray.

### ITALIC

The style of letters that slant, in distinction from upright, or roman letters. Used for emphasis within the text.

### JELLING

The thickening of an ink or other liquid which cannot be reversed by stirring.

### JET

Term used to describe the blackness or intensity of the mass tone of black or near black surfaces.

### JOB LOT PAPER

Paper that didn't meet specifications when produced, has been discontinued, or for other reasons is no longer considered first quality.

### JOB NUMBER

A number assigned to a specific printing project in a printing company for use in tracking and historical record keeping.

### JOB TICKET

Form used by service bureaus, separators and printers to specify production schedule of a job and the materials it needs. Also called docket, production order and work order.

### JOG

To align sheets of paper into a compact pile.

### JOGGER

A vibration machine with a slopping platform to even-up stacks of printed materials.

### JOURNALS

The end shafts on which a roll rotates.

### JPEG

Joint Photographic Electronic Group: A common standard for compressing image data. JPEG is not commonly used in printing because of data loss.

### JUMBO ROLL

A roll of web material the outside diameter of which is larger than standard diameter.

### JUSTIFY

The alignment of text along a margin or both margins. This is achieved by adjusting the spacing between the words and characters as necessary so that each line of text finishes at the same point.

## K

### K (KILOBYTE)

1024 bytes, a binary 1,000.

### KEEP STANDING

To hold type or plates ready for reprints.

### KELVIN (K)

Unit of measurement on the absolute temperature scale, used to describe the color content of continuous spectrum light sources.

### KERNING

The adjustment of spacing between certain letter pairs, A and V for example, to obtain a more pleasing appearance. Not all DTP systems can achieve this.

### KEY FILL

In key effects, the video signal that is said to "fill the hole" cut in the background video by the key source.

### KEY LIGHT

The term used to describe a subject's main source of illumination. When shooting outdoors, the key light is usually the sun.

### KEY PLATE

The plate of a set of color plates which carries detail and to which the other plates are registered.

### KEY

To code copy to a dummy by means of symbols, usually letters. Insertions are sometimes keyed in like manner.

## KEYBOARD

The input device to input information directly into a type-setter, computer, workstation or, as a stand-alone unit, to record it on paper or magnetic tape.

## KEY-FRAME

A frame containing all the data representing an image, rather than just the data that has changed since the last frame. The first frame of every video file is a key frame; in addition, they occur throughout the file to refresh image quality and permit certain operations, such as random user access.

## KEYFRAME DURATION

The length of the keyframe; the time from the start of the keyframe to the start of the next frame.

## KEYFRAMING

The process of creating an animated clip wherein by selecting a beginning image and an ending image the software automatically generates the frames in between. See also Tweening.

## KEYLINE

An outline drawn or set on artwork showing the size and position of an illustration or halftone.

## KEYLINES

In artwork, an outline drawing of finished art to indicate the exact shape, position and size for such elements as halftones, line sketches, etc.

## KEYSTONING

The distortion of a projected slide or movie caused by the projector lens axis not being at a 90 degree angle to the screen. The image will appear wider at one edge than on the opposite edge and the image may not be uniformly sharp.

## KHZ (KILOHERTZ)

One thousand cycles per second.

## KILOBIT

A data unit equal to 1,024 bits.

## KILOBYTE

A data unit of 1,024 bytes.

## KILOHERTZ

Abbreviated kHz. A measure of frequency equivalent to 1,000 hertz, or 1,000 cycles per second.

## KINESCOPE

A film recording of a video image displayed on a specially designed television monitor. Only means of recording TV programs before video recorders and tape were invented.

## KINESCOPE RECORDING

Motion pictures taken of a program photographed directly from images on the face of a kinescope tube.

## KISS DIE CUT

To cut the top layer of a pressure sensitive sheet and not the backing.

## KISS IMPRESSION

In printing, a very light impression, just enough to produce an image on the paper.

## KNEE

By convention, the circuitry introducing white compression into the opto-electric transfer function and thereby modifying the curve for a more gradual approach to white clip.

## KNOCK OUT

To mask out an image.

## KNOWN OBJECT

This is a physical item or person which is to be compared with a questioned image to determine if this physical item or person is the one depicted in the questioned image.

## KODAK PHOTO CD

A CD-ROM containing digital images; the CD is created with technology developed by Kodak; each scanned image on the disk is available in five sizes; about 1000 images will fit on a single PhotoCD.

## KROMEKOTE

High-gloss, cast-coated paper

## KYREAD

This is the trade name for one brand of magnetic tape developer. This is a suspension of very fine iron filings in a carrier solution used for the visible development of recordings on magnetic tape.



## LAB

A three-dimensional color model based on human perception, with a wide color gamut.

## LACQUER

A clear resin/solvent coating, usually glossy, applied to a printed sheet for protection or appearance.

## LACQUER STATIONS

Any gravure unit used to apply overprints.

## LAG TIME

The delay from pressing the shutter release to the camera actually taking the shot.

## LAID FINISH

Simulating the surface of handmade paper.

## LAID PAPER

Paper made with a pattern of parallel lines at equal distances, giving a ribbed effect.

## LAKE

An insoluble compound of a dye colorant. A depression or dishing in the surface of a rubber plate. Flexographic

## LAMELLA

A blade angle etched or ground to a thinner gauge than the base thickness of the blade stock.

## LAMINANT

An adhesive for combining and bonding a combination of films, foils, plastics, papers, or other material in sheet or web form.

## LAMINATE

To cover with film, to bond or glue one surface to another.

## LAMINATION

A plastic film bonded by heat and pressure to a printed sheet for protection or appearance.

## LAND AREA

The area of a roller, upon which the doctor blade rides.

## LANDSCAPE MODE

A horizontal print orientation in which text or images are printed "sideways".

## LANDSCAPE MONITOR

A monitor that is wider than it is high.

## LAP

An area where one color overprints another adjacent color, usually held to a fine line, but which can vary considerably depending upon the press equipment and the effect created by overprinting two or more colors.

## LAP DISSOLVE

A slow dissolve in which both pictures are actually overlapped for a very brief period of time. It is also called a Dissolve.

## LAPTOP

A small, portable personal computer that runs on either batteries or AC power, designed for use during travel.

## LASER

The acronym for Light Amplification by Stimulated Emission of Radiation. The laser is an intense light beam with very narrow band width that can produce images by electronic impulses from digital media.

## LATENT IMAGE

The invisible image formed in a camera or printer by the action of light on a photographic emulsion.

## LATERAL ADJUSTMENT

Move blade toward or away from cylinder; also, parallel blade to cylinder.

## LATERAL REVERSAL

A mirror image where the scene appears flipped from left to right.

## LATHING

A 3-D technique in which a 2-dimensional image plane is rotated around one of the axes, just like a piece of wood being turned on a lathe.

## LATITUDE

In a photographic process, the range of exposure over which substantially correct reproduction is obtained.

## LAYOUT

The drawing or sketch of a proposed printed piece. In plate-making, a sheet indicating the settings for a step-and-repeat machine.

## LEADERS

In composition, rows of dashes or dots to guide the eye across the page. Used in tabular work, programs, tables of contents, etc.

## LEADING

(Pronounced ledding) The space, measured in points, between consecutive lines of type. (From the strips of lead placed between lines of hot type.)

## LEDGER PAPER

A grade of business paper generally used for keeping records where it is subjected to appreciable wear so it requires a high degree of durability and permanence.

## LENGTH

The property of an ink whereby it can be stretched out into a long thread without breaking; long inks exhibit good flow characteristics.

## LETTER SPACING

The spacing of letters for proper optical balance. Also adding or subtracting a small amount of space between each letter or character to adjust (justify) the length of a line of copy.

## LEVELING ACTION

The ability of a plating solution to produce a surface smoother than the substrate of base metal.

## LIGHT REFLECTION

The light, striking an object, which is turned back. The opposite of absorption.

## LIGHT STABILITY

A measure of the ability of a pigment, dye, or other colorant to retain its original color and physical properties either alone or when incorporated into plastics, paints, inks and other colored surfaces upon exposure to sun or other light. Ability of a plastic or other organic film or surface to withstand the deteriorating effect of exposure to sun or other light independently of the stability of any pigmentation it contains.

## LIGHT FASTNESS

The resistance of printed or colored material to the action of sunlight or artificial light.

## LINE COPY

High contrast copy not requiring a halftone.

## LINE CUT

Engraving made from line copy.

## LINE FILMS

Photographic film that converts all tones of gray to just black or white granular solids.

## LINE GROWTH

The growth of a printed line as a result of pressure between the printing plate and the substrate.

## LINE SCREEN

A number used to express the fineness of a halftone screen, ranging from 25 to 300 or more lines per linear inch. The number refers to the number of dots such a screen is capable of producing in a single row exactly one inch long.

## LINER

One of the outer, smooth members of corrugated board.

## LINES PER INCH

The number of rows of dots per inch in a halftone.

## LINETONE

A form of halftone composed of lines instead of dots.

## LINT LOOSE FIBERS.

Lip of the blade Wiping edge of a doctor blade.

## LITHOGRAPHY

A method of printing from a plane surface (as a smooth stone or metal plate) on which the image to be printed is ink-receptive (hydrophobic) and the non-printing area is ink repellant (hydrophilic). Planography.

## LIVERING

An irreversible increase in the body of inks as a result of gelation or chemical change during storage.

## LOAD

The total weight supported by the force of a roll. It usually is expressed in pounds per linear inch, abbreviated PLI.

## LOCAL AREA NETWORK (LAN)

In electronic publishing, the linking of workstations, storage units (file servers) and printout devices (print servers).

## LOG

A master roll of paper from which finished rolls are slitted, spliced and rewound for shipment to the printer.

## LOGOTYPE (OR LOGO)

The name of a company or product in a special design used as a trademark in advertising.

## LONG INK

An ink that has good flow on ink rollers. If the ink is too long, it breaks up into filaments on the press, and causes flying as on a newspaper press.

## LOOP THROUGH

A video signal entering a piece of equipment is returned to the outside world for further use. Loop through circuitry requires careful design to prevent signal degradation.

## LOOPING

A term used to describe the chaining of a video signal through several video devices (distribution amplifiers, VCRs, monitors, etc.).

## LOUPE

A magnifying glass used to review a printed image, plate and position film.

## LOWER CASE

Small letters in type, as distinguished from the capital letters.



## M

Roman numeral for 1,000

## MACHINE GLAZED

Paper with a high gloss finish on one side only.

## MACRO

A series of instructions which would normally be issued one at a time on the keyboard to control a program. A macro facility allows them to be stored and issued automatically by a single keystroke.

## MAGNETIC INK

A magnetized ink that can be read by electronic machines – used in check printing.

## MAKE READY

All activities required to set up the press for a pressrun, including running test sheets of paper.

## MAKE-UP

The assembling of all elements, to form the printed image.

## MAKING READY

The time spent in making ready the level of the printing surface by packing out under the forme or around the impression cylinder.

## MANILLA PAPER

Strong, buff-colored paper used to make envelopes and file folders.

## MANUSCRIPT (MS)

The original written or typewritten work of an author submitted for publication.

## MARGINAL WORDS

Call outs for directions on various parts of a business form

## MARGINS

The non printing areas of page.

## MARK UP

Copy prepared for a compositor setting out in detail all the typesetting instructions.

**MASK**

Opaque material or masking tape used to block-off an area of the artwork.

**MASTHEAD**

Details of publisher and editorial staff usually printed on the contents page.

**MATCHPRINT**

Integral color proof

**MATT ART**

A coated printing paper with a dull surface.

**MATTE FINISH**

Dull finish paper

**MATTE INK**

Ink that appears dull when dry.

**MEASURE**

Denotes the width of a setting expressed in pica ems.

**MECHANICAL BINDING**

A method of binding which secures pre-trimmed leaves by the insertion of wire or plastic spirals through holes drilled in the binding edge.

**MECHANICAL TINT**

A pre-printed sheet of dots, lines or patterns that can be laid down on artwork for reproduction.

**MEMORY**

The part of the computer which stores information for immediate access. Nowadays this consists exclusively of RAM, random access memory, which holds the applications software and data or ROM, read only memory, which holds permanent information such as the DOS bootstrap routines. Memory size is expressed in K or M.

**MENU-DRIVEN**

Programs which allow the user to request functions by choosing from a list of options.

**METALLIC INK**

Printing inks which produce an effect gold, silver, bronze or metallic colours.

**MG (MACHINE GLAZED)**

Paper with a high gloss finish on one side only.

**MOCK-UP**

The rough visual of a publication or design.

**MODEM (MODULATOR-DEMODULATOR)**

A device for converting digital data into audio signals and back again. Primarily used for transmitting data between computers over telephone lines.

**MODERN**

Refers to type styles introduced towards the end of the 19th century. Times roman is a good example of modern type.

**MOIRE PATTERN**

The result of superimposing half-tone screens at the wrong angle thereby giving a chequered effect on the printed half-tone. Normally detected during the stage of progressive proofs.

**MONOSPACE**

A font in which all characters occupy the same amount of horizontal width regardless of the character.

**MONTAGE**

A single image formed from the assembling of several images.

**MOUNTING BOARD**

A heavy board used for mounting artwork.

**MOUSE**

A handheld pointing device using either mechanical motion or special optical techniques to convert the movement of the user's hand into movements of the cursor on the screen. Generally fitted with one, two or three buttons which can control specific software functions.

**MS (MANUSCRIPT)**

The original written or typewritten work of an author submitted for publication.

**MUTT**

A typesetting term for the em space.

**NAPHTHAS**

Aliphatic hydrocarbon solvent derived from petroleum such as hexane, VM&P naphtha, etc. Characterized by low K.B. values. Will swell natural or butyl rubber, have slight effect on Buna-n or Neoprene.

**NATURAL DRYING TIME**

The amount of time taken from the last printing unit until elevated web temperature begins.

**NEGATIVE**

In photography, film containing an image in which the values of the original are reversed so that the dark areas appear light and vice versa. (See positive)

**NEOPRENE**

A synthetic chlorinated butadiene rubber used in making flexo-rollers resistant to alcohols, cellosolve, water, aliphatic hydrocarbons and to a limited extent esters (acetates). Not resistant to aromatic hydrocarbons.

**NEUTRAL COLORS**

The range of gray levels, from black to white, but without color. For neutral areas in the image, the RGB signals will all

be equal; in color difference formats, the color difference signals will be zero.

### NEUTRAL SODIUM SULPHITE PROCESS

A chemical pulping method adaptable to many tree species and operable with minimal environmental problems.

### NEWSPRINT

Paper made mostly from groundwood pulp and small amounts of chemical pulp; used for printing newspapers.

### NIP

Line of contact between two rolls.

### NITROCELLULOSE

A film former widely used in flexographic and gravure inks; nitrated cellulose. See Pyroxylyene.

### NODULE

A small lump of rounded or irregular shape such as chrome projections on an anilox roll needing additional polishing for removal.

### NON-FOGGING FILM

Film that does not become cloudy from moisture condensation caused by temperature and humidity changes.

### NON-IMPACT PRINTER

An electronic device like a copier, laser or ink-jet printer that creates images on a surface without contacting it.

### NON-INCREMENT PRESS

A flexographic press capable of printing infinite variable repeats, not dependent on standard gear pitch increments.

### NON-REPRODUCING BLUE

A blue color the camera cannot see. Used in marking up artwork.

### NON-SCRATCH

Inks that have high abrasion and mar-resistance when dry.

### NONSILVER PROCESS

A printing process that does not depend on the sensitivity of silver to form an image.

For example, the cyanotype process, in which the light-sensitive emulsion consists of a mixture of iron salts.

### NONVOLATILE

That portion of a material that does not evaporate at ordinary temperatures.

### NOTCH FILTER

An arrangement of electronic components designed to attenuate a specific frequency band.

This is also called a "band stop filter."

### NUMBERING

Putting a sequential number on each copy



## OBJECTIVE IMAGE QUALITY

The evaluation obtained as a result of objective measurement of the quantitative image parameters (including tone scale, contrast, linearity, colorimetry, resolution, flicker, aliasing, motion artifacts, etc.).

### OBJECT-ORIENTED

A graphics application, such as Adobe Illustrator, using mathematical points based on vectors to define lines and shapes.

### OBLIQUE LIGHTING

When an object or person is viewed from the camera position, this refers to any light source which illuminates the object or person from the side and not from the front or back of the object or person. It is used to emphasize the texture of the object or person being photographed. It is also called texture lighting or oblique lighting.

### OCR

This is an abbreviation for Optical Character Recognition. This is a technique used by scanning software to convert scanned text documents into a form that can be edited with a word processor. In other words, OCR software "optically recognizes" characters scanned in, essentially changing graphics into words.

### OFFLINE

This refers to any audio or video file that is stored on a storage media that is not currently connected to your non-linear editing computer.

### OFFSET

A method in which the plate or cylinder transfers an ink image to an offset or transfer roller, which then transfers the image to stock.

### OFFSET PAPER

Uncoated book paper

### OFFSET PRINTING

Method of lithographic printing that transfers ink from a plate to a blanket, then from the blanket to paper.

### OHM

This is a unit of resistance. The electrical resistance between two points of a conductor where a constant difference of potential of 1 V applied between these points produces in the conductor a current of 1 A, the conductor not being the source of any electromotive force.

### ONE-SHOT DEVELOPER

A developer used once and then discarded.

### ONE-UP

A single printing of a single signature or image on a press sheet.

## OPACITY

The light stopping power of a material. The greater the opacity of a substance, the more light it stops. In photography, opacity is expressed as a ratio of the amount of light falling on the surface of the material to the amount of light transmitted by it. In image editing software that uses layers, an opacity setting is used to control the degree to which a given layer affects the appearance of the finished photographic image.

## OPAQUE

Relates to the show-through of the printed image from the opposite side of the sheet or the sheet under it.

## OPAQUE INK

An ink that conceals all colour beneath it.

## OPTICAL DISK

A storage medium commonly used for storing large volumes of data. CD-ROM, Rewritable, and WORM are the most common types of optical disks.

## ORINATION

All items or materials that the client supplies to the printer to use in the printing of the job.

## OUT OF REGISTER

When inks are printed over one another are not in alignment, resulting in "out of focus" images.

## OVER RUN

The number of pieces that were printed in excess of the quantity specified

## OVERLAY

A transparent sheet used in the preparation of multi-color artwork showing the color breakdown and designer instructions.

## OVERPRINTING

Double printing; printing over an area that already has been printed. Used as a cost savings in customizing small batches from larger quantities of printed material.

# P

## PAD

To bind by applying glue along one edge of a stack of sheets.

## PAGE COUNT

Total number of pages, including blanks and printed pages without numbers

## PAGE PROOFS

A proof output to plain paper before the entire job is printed.

## PAGINATION

The numbering of pages in a book.

## PANTONE

Pantone's ink colour-matching system. Each colour bears a description of its formulation (in percentages) for subsequent use by the printer.

## PAPER WEIGHT

Weight in gram of a square meter of paper or cardboard.

## PARALLEL FOLD

Folds that are parallel to each other – a letter is parallel fold

## PARCHMENT

Paper that simulates writing surfaces made from animal skins.

## PASS

A cycle of a press or phototypesetting system. To print in one pass means that all the colours are laid down as the substrate travels once through the press; to print in two passes means that the stock has to travel twice through the press, and so on. A four colour project on a four colour press passes through once. A six color project on a four colour press passes through twice, etc.

## PASS SHEET

A printed sheet of optimum print quality that is removed from the run, so subsequent sheets can be compared with it

## PASTE-UP

The positioning of artwork and type to make camera ready copy.

## PATTERN CARBON

Special carbon paper used in business forms that only transfers in certain areas.

## PERFECT BINDING

A binding process whereby single sheets are stacked together, the binding edge is ground to create a rough surface and adhesive is applied. A cover is then wrapped around the pages.

## PERFECT REGISTER

Term used by the printer to indicate a perfect juxtaposition of colors, producing a perfect image.

## PERFORATING

Punching small holes or slits in a sheet of paper or cardboard to facilitate tearing along a desired line.

## PHOTOMECHANICAL

The preparation of printing plates involving photographic techniques.

## PHOTOSHOP

The industry-standard software package used for image manipulation, produced by Adobe.

## PICA

Printer's unit of measurement used principally in typesetting. One pica equals approximately 1/6 of an inch.

## PIXEL

Abbreviation for “picture element”. The smallest, most basic component of an image on a display screen. A pixel is comparable to an individual dot in a printed photograph. The number of pixels in an image determines its resolution.

## PLASTIC COMBS

A binding that allows the publication to lay flat when open. Often called GBC.

## PLATE

The surface from which a print is made and that bears the image to be reproduced.

## PLATEMAKING

The process of making an image on a printing plate by whatever means, but usually photomechanically transferring it from film.

## PLATEN

A large cutting and creasing press that may be integrated with printing machines.

## PLUGGING

An aberration in platemaking in which dot areas become filled in, caused by damage to the plate.

## PMS COLOR

Pantone Matching System color. This system was devised by the Pantone Corporation as a means of standardizing custom colors of ink. The PMS system includes several hundred colors, several metallics, flourescents, and several shades of black.

## POINT

Printer's unit of measurement, used principally for designating type sizes. There are 12 points to a pica; approximately 72 points to an inch.

## PORTRAIT

A vertical format - the shorter dimension being at the width

## POSTSCRIPT FILE

A PostScript file is a special file that is created to be sent directly to the printer. Unlike an Application file, a PostScript file includes all the information necessary to print that file, including the graphics and fonts. This is the most readily accepted file format for printing. A PostScript file cannot be opened or easily modified.

## POSTSCRIPT

The now-standard operating language through which desktop page makeup (DTP) systems operate. Pre-press systems are now described as PostScript-compatible or not.

## PPI/PPCM

Pixels per inch or pixels per centimeter. Units of measurement for scanned images.

## PREMAKE READY

The final checking of plates before they are made ready on press.

## PREPACK

Display serving as packaging. It is delivered with products.

## PREPRESS

Camera work, artwork layout, color editing, stencil making, plate making, and other activities performed by a graphic designer, production manager, or printer before press work begins.

## PREPRINT

An item printed in advance of a publication, later inserted loosely into bound copies. Also called a blow-in.

## PRESS CHECK

The press check is made at the beginning the press run. The art director, production manager and pressman check that the printed piece matches the job proof as closely as possible, (or adjusts them to their preference), and that colors are in register.

## PRESS NUMBERING

Method of numbering manufactured business forms or tickets

## PRESS RUN

The total number of copies of a piece produced during one printing.

## PRIMARY COLOR

A base color that is used to compose other colors.

## PROCESS BLUE

Another term for the “cyan” used in Process Color Printing. Process color cymk / four-color process

The term used to describe colour printing by means of the three primary colors (yellow, magenta, and cyan) and black that when combined through a particular process, creates the illusion of the full color spectrum. (Virtually all color printing is done using the Four Color Process method.)

## PROCESS RED

Another term for the “magenta” used in Process Color Printing.

## PROCESS YELLOW

Another term for the “yellow” used in Process Color Printing.

## PROGRESSIVE PROOF

A series of colour proofs showing the individual, variously combined, and collectively combined colours used in four colour process printing. Each colour is shown separately in combination with each other colour, and in combination with every possible colour combination - finally concluding with a four colour simulation of the printed piece. These proofs are used to determine the density of each colour and

each colour's effect on the other colours, especially in the order they are printed on the press.

## PROOF

A sheet of printed copy that is a test representation made to show how the printed job will appear when finished.



## QUADDING

The addition of space to fill out a line of type using en or em blocks.

## QUALITY ASSURANCE

A system of procedures carried out to ensure that a product or a system is working normally for its intended use. If is also called quality control.

## QUALITY CONTROL

A system of procedures carried out to ensure that a product or a system is working normally for its intended use. If is also called quality assurance.

## QUANTITATIVE IMAGE ANALYSIS

The process used to extract measurable data from an image.

## QUARKXPRESS

A page layout application produced by Quark.

## QUIRE

1/20th of a ream (25 sheets).

## QUOTATION

A statement of price, terms of sale, and description of goods or services offered by a vendor to a prospective client.



## RAG PAPER

High quality stationery made from cotton rags.

## RAGGED

Lines of type that do not start or end at the same position.

## RANGED LEFT/RIGHT

Successive lines of type which are of unequal length and which are aligned at either the right or left hand column.

## RASTER IMAGE PROCESSOR (RIP)

The hardware engine which calculates the bit-mapped image of text and graphics from a series of instructions. It may, or may not, understand a page description language but the end result should, if the device has been properly designed, be the same. Typical RIPs which aren't PDL-based include the Tall Trees J Laser, the LaserMaster and AST's TurboLaser controller. A basic page printer comes with a controller and not a RIP which goes some way to explaining the lack of control

## READY FOR PRESS

A machine signed acceptance of a proof before the start of the actual printing.

## REAM

500 sheets of paper.

## REFERENCE MARKS

Symbols used in text to direct the reader to a footnote. Eg asterisk (\*), dagger, double dagger, section mark ( ), paragraph mark ( ).

## REGISTER

The correct positioning of an image especially when printing one colour on another.

## REGISTER MARKS

Used in colour printing to position the paper correctly. Usually crosses or circles.

## REGISTRATION

In printing, registration refers to the alignment of printed images.

## RESOLUTION

The measurement used in typesetting to express quality of output. Measured in dots per inch, the greater the number of dots, the more smoother and cleaner appearance the character/image will have. Currently Page (laser) Printers print at 300, 406 and 600dpi. Typesetting machines print at 1,200 dpi or more.

## REST IN PROPORTION (RIP)

An instruction when giving sizes to artwork or photographs that other parts of the artwork are to be enlarged or reduced in proportion.

## RETOUCHING

A means of altering artwork or colour separations to correct faults or enhance the image.

## REVERSE OUT

To reproduce as a white image out of a solid background.

## REVISE

Indicates the stages at which corrections have been incorporated from earlier proofs and new proofs submitted. Eg First revise, second revise.

## RGB

Red, Green Blue. The colours used to create the image on VDU screens. Most scanners capture their image in RGB values, necessitating the conversion of the image to CMYK values for reproduction.

## RIGHT READING

A positive or negative which reads from left to right.

## ROLL-TO-ROLL PRINTING

Rewinding a continuous printed web onto another roll.

## ROMAN

Type which has vertical stems as distinct from italics or

oblique which are set at angles.

### ROTARY PRESS

A web or reel fed printing press which uses a curved printing plate mounted on the plate cylinder.

### ROUGH

A preliminary sketch of a proposed design.

### ROYAL

A size of printing paper 20in x 25in (508 x 635mm).

### RULER

Rulers displayed on the screen that show measures in inches, picas or millimeters.

### RUNAROUND

The ability within a program to run text around a graphic image within a document, without the need to adjust each line manually.

### RUNNING HEAD

A line of type at the top of a page which repeats a heading

S

### SADDLE STITCH

The binding of sheets of paper to form a book which works by stapling in seam where sheets are folded.

### SANS SERIF

A class of typefaces without serifs (the small terminating strokes on individual letters and characters). Helvetica and Futura are examples of sans serif typefaces.

### SCANNER

Device used in photoengraving to allow the analysis, memorization and reproduction of an image.

### SCANNING

A process by which images are optically sensed by a scanner and converted by special software into binary codes that correspond to the image's dark and light spots.

### SCORE

To mechanically crease or press a channel into paper along a line so it will fold more easily.

### SCREEN FREQUENCY

The number of rows or lines of dots in a halftone image within a given distance, normally stated in lines per inch (LPI) or lines per centimeter (Lpcm). A frequency of 200 lpi would only be used in high-quality printing.

### SCREEN RULING

A measure of the quality or fineness of the dot structure used to reproduce a halftone image or tint, expressed in lines per inch or centimeter.

### SCREEN-PRINTING

Formally called Silk Screen. Rather than print from a plate or cylinder, a stencil is prepared by hand or photographic-

ly on a screen mesh. Ink is then forced through the screen and onto the substrate.

### SELF COVER

To print the cover of a multipage page job using the same stock as the body pages. Generally, a more economical method of printing a cover since it requires no additional labor or set-up to accommodate the differences in paper stocks.

### SELF-MAILER

Printed piece designed to be mailed without an envelope.

### SERIF

The small terminating strokes on individual letters and characters, except in sans serif faces. Most text is set in serif typefaces (fonts) because it is easier to read long passages in serif faces than in sans serif faces. (Times and Palatino are serif typefaces).

### SET-UP

All work done to prepare the machines and printing presses before the printing starts.

### SHADOW

The darkest area of an image.

### SHRINK WRAP

A tight fitting plastic wrap used to protect a publication from handling or storage problems.

### SIDE STITCH

To bind by stapling through sheets along one edge.

### SIGNATURE

A section of a book made by folding a printed sheet so that the pages follow in correct order. (standard signatures are 8, 16 & 32)

### SLIP SHEET

Blank sheet placed between newly-made printed products to prevent setoff or scuffing during handling and shipping.

### SLIT

To cut paper using a disk or wheel

### SPECIFICATIONS

Complete and precise descriptions of paper, ink, binding, quantity and other features of a printing job.

### SPINE

The binding edge of a book

### SPIRAL BIND

A binding method using a continuous coil of wire extending from the top to the bottom of the spine.

### SPOT COLOR

Also referred to as line color. Where a color is printed using a specific color of ink rather than creating it from the process colours. Generally identified using the Pantone Matching System codes (PMS)

## STOCK

Paper used for a printing job

## STRIPPING

Attaching an opaque masking paper to raw film, in proper position, so that the plate maker can burn a printing plate. Quickly becoming an obsolete process with the advent of straight to plate/digital printing.

## STUT

Foldable brace fixed at the back side of a display or a panel for vertical stability.

## SUBSTRATE

Any material on which printing is to be done.

## SWATCH

A collection of color patches to show the color of papers or inks.



## TABLOID

A page half the size of a broadsheet.

## TABULAR SETTING

Text set in columns such as timetables.

## TAGS

The various formats which make up a style sheet- paragraph settings, margins and columns, page layouts, hyphenation and justification, widow and orphan control and automatic section numbering.

## TEMPLATE

A standard layout usually containing basic details of the page dimensions.

## TEXT

The written or printed material which forms the main body of a publication.

## TEXT PAPER

Lighter than cover stock but heavier than writing grade

## TEXT TYPE

Typefaces used for the main text of written material. Generally no larger than 14 point in size.

the same sheet of paper in one impression

## THERMOGRAPHY

A print finishing process producing a raised image imitating die stamping. The process takes a previously printed image which before the ink is dry is dusted with a resinous powder. The application of heat causes the ink and powder to fuse and a raised image is formed.

## THIN SPACE

The thinnest space normally used to separate words.

## THIRTY TWO SHEET

A poster size measuring 120in x 160in (3048mm x 4064mm).

## THUMBNAILS

The first ideas or sketches of a designer noted down for future reference.

## TIFF

Acronym for "Tag Image File Format". This is a common type of image file format for illustrations created or scanned into desktop publishing software. Other common image formats include: PICT, DXF, IGES, HGL, BMP and EPS

## TINT

The effect of adding white to a solid colour or of screening a solid area.

## TINTS

Various even tone areas (strengths) of a solid color. Transparency –A photograph, especially a positive color image, on transparent material. Available in several formats, transparencies are, at present, the best means of conveying images to the pre-press system.

## TIP IN

The separate insertion of a single page into a book either during or after binding by pasting one edge.

## Tone curves

Also known as gamma curves. These are used to smoothly adjust the overall tonal range of an image, or the individual tonal ranges of each color channel.

## TONE LINE PROCESS

The process of producing line art from a continuous tone original.

## TOOLBOX

An on screen mouse operated facility that allows the user to choose from a selection of 'tools' to create simple geometric shapes- lines, boxes, circles etc. and to add fill patterns.

## TRANSFER TAPE

A peel and stick tape used in business forms

## TRANSPARENCY

A full colour photographically produced image on transparent film.

## TRANSPARENCY PROCESS

To reproduce 4 colors on transparent underground.

## TRASH CAN (US)

The icon selected for the deleting of files or objects.

## TRIM

The cutting of the finished product to the correct size. Marks are incorporated on the printed sheet to show where the trimming is to be made.

## TRIM SIZE

The final size of one printed image after the last trim is made.

## TURNAROUND TIME

Amount of time needed to complete a job

## TURNKEY

A system designed for a specific user and to work as an integrated unit. Usually has built-in contractual responsibilities for hardware and software maintenance.

## TWIN WIRE

Paper which has an identical smooth finish on both sides.

## TWO-UP

Printing two up or three up means printing the same image twice or three times on

## TYPEFACE

The raised surface carrying the image of a type character cast in metal. Also used to refer to a complete set of characters forming a family in a particular design or style.

## TYPESCRIPT

A typed manuscript.

## TYP0 (US)

An abbreviation for typographical error. An error in the type-set copy.

## TYPOGRAPHER

A specialist in the design of printed matter, and in particular the art of typography.

## TYP0GRAPHY

The design and planning of printed matter using type.

# U

## U&LC

An abbreviation for UPPER and lower case.

## UCA

Acronym for Under Color Addition.

## UCR

Acronym for Under Color Removal- In process multicolor printing, color separation films are reduced in color in neutral areas where all three colors overprint and the black film is increased an equivalent amount in these areas. This improves trapping and can reduce makeready and ink costs.

## UNBALANCE

The uneven distribution of weight or forces in a roll. In flexo there are two recognized types of unbalance: Static and Dynamic.

## UNCOATED PAPER

Paper that is not clay coated

## UNDERCUT

In printing presses the difference between the radius of the cylinder bearers and the cylinder body, to allow for plate (or blanket) and packing thickness.

## UNDERRUN

Production run of fewer copies than the amount specified.

## UNDISTORTED ARTWORK

Artwork that has been prepared without compensation for the distortion that takes place after the printing plate has been mounted on the printing cylinder.

## UNIT

In multicolor presses, refers to the combination of inking, plate and impression operations to print each color. A 4-color press has 4 printing units each with its own inking, plate and impression functions.

## UNIVERSAL COPYRIGHT CONVENTION (UCC)

Gives protection to authors or originators of text, photographs or illustrations etc, to prevent use without permission or acknowledgment. The publication should carry the copyright mark c, the name of the originator and the year of publication.

## UP

In printing, two-up, three-up, four-up, etc. refers to imposition of material to be printed on a larger size sheet to take advantage of full press capacity.

## USM

Unsharp masking. A process used to sharpen images.

## UV COATING

Liquid laminate bonded and cured with ultraviolet light

## UV INK

Solventless ink that is cured by UV radiation

# V

## VACUUM BACK

The top or back of a process camera with a vacuum that can be used to hold the photographic paper or film in place during exposure.

## VACUUM FORMING

The process of heating a plastic until it is soft, placing it over a mold and then molding it to form by means of a vacuum.

## VACUUM FRAME

In platemaking, a vacuum device for holding copy and reproduction material in contact during exposure.

## VARNISHING

A finishing process whereby a transparent varnish is applied over the printed sheet to produce a glossy finish.

**VELLUM**

The treated skin of a calf used as a writing material. The name is also used to describe a thick creamy book paper.

**VELLUM FINISH**

Relatively rough finish on uncoated paper

**VELOX**

A black and white print of a screened image, line art and/or copy.

**VENTURA PUBLISHER**

The desktop publishing package marketed by Xerox. The Ventura approach is a document-oriented one working on the basis that each page will have a similar format. The package with its lends itself to the production of manuals and directories.

**VERSO**

The left hand page of an open book.

**VERTICAL JUSTIFICATION**

The ability to adjust the interline spacing (leading) and manipulation of text in fine increments to make columns and pages end at the same point on a page.

**VIGNETTE**

A small illustration in a book not enclosed in a definite border.

**VINYL**

Informal generic term for any of the vinyl resins, or for film, or other products made from them.

**VISCOSIMETER**

Instrument used to measure the viscosity of ink, varnish, or other solution.

**VISCOSITY**

Resistance to flow.

**VULCANIZATION**

A curing process in which the physical properties of a rubber are changed.

**WARM COLOR**

In printing, a color with a yellowish or reddish cast.

**WASHUP**

Removing printing ink from a press, washing the rollers and blanket. Certain ink colors require multiple washups to avoid ink and chemical contamination.

**WASTE**

A term for planned spoilage.

**WATER BREAK**

The appearance of a discontinuous film of water on a surface signifying nonuniform wetting and usually associated with surface contamination.

**WATERLESS**

Printing in offset, printing on a press using special waterless plates and no dampening system.

**WATERMARK**

Distinctive design created in paper during manufacture

**WEB**

A roll of printing paper

**WEIGHT**

The degree of boldness or thickness of a letter or font.

**WF**

An abbreviation for 'wrong fount'. Used when correcting proofs to indicate where a character is in the wrong typeface.

**WIDOW**

A single word left on the last line of a paragraph which falls at the top of a page.

**WINDOWS**

A software technique that allows a rectangular area of a computer screen to display output from a program. With a number of programs running at one time, several windows can appear on the screen at one time. Information can be cut and pasted from one window to another. The best known version of "windows" is that developed by Microsoft.

**WIRE**

The wire mesh used at the wet end of the paper making process. The wire determines the textures of the paper.

**WOODFREE**

Paper made from chemical pulp only with size added. Supplied calendered or supercalendered.

**WORD BREAK**

The division of a word at the end of a line.

**WORD WRAP**

In word processing, the automatic adjustment of the number of words on a line of text to match the margin settings. The carriage returns set up by this method are termed "soft", as against "hard" carriage returns resulting from the return key being pressed.

**WORK AND TUMBLE**

A method of printing where pages are again imposed together. The sheet is then printed on one side with the sheet being turned or tumbled from front to rear to print the opposite side.

**WORK AND TURN**

A method of printing where pages are imposed in one form or assembled on one film. One side is then printed and the sheet is then turned over and printed from the other edge using the same form. The finished sheet is then cut to produce two complete copies.

**WOVE**

A finely textured paper without visible wire marks.

## WOVE PAPER

A paper having a uniform unlined surface with a smooth finish

## WYSIWYG

What-you-see-is-what-you-get (pronounced “wizzywig”), used to describe systems that preview full pages on the screen with text and graphics. The term can however be a little misleading due to difference in the resolution of the computer screen and that of the page printer.

## X

### X SETTING (X SYNC)

This is a flash setting that causes an electronic flash to fire in synchronization with the shutter. For some manual cameras, the X synch speed refers to the maximum speed that the camera can synchronize with an electronic flash.

### XENON

This is a gas sometimes used in electronic flash tubes and enclosed arc light sources.

### XEROGRAPHY

An electrophotographic copying process that uses a corona charged selenium photoconductor surface, electrostatic forces and dry or liquid toner to form an image.

### XGA

This refers to a standard for a computer monitor image resolution of 1024 x 768 pixels.

### X-HEIGHT

The height of a letter excluding the ascenders and descenders; eg ‘x’, which is also height of the main body.

## Y

### YELLOW (Y)

Hue of a subtractive primary and a 4-color process ink. It reflects red and green light and absorbs blue light.

## Z

### ZAHN CUP

A device for measuring viscosity.

### ZERO TIMING POINT

This is the point at which all the video signals must be in synchronization (typically the switcher input).

### ZFP

This is an abbreviation for Zero Foot Print. This term is used to describe peripherals that take little or no additional desk space when installed. Often this means they are designed to sit under an existing peripheral or the computer itself.

### ZIP

Removable disk storage medium, suitable for smaller files up to 100Mb.

### ZOOM LENS

This is a lens design in which the photographer or videographer can adjust the focal length.

### .ZIP

This is a file extension that identifies a compressed archive file encoded in a ZIP format.

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