

## **PRINT GLOSSARY**

### **acetate**

a thin flexible sheet of transparent plastic used to make overlays

### **against the grain**

at right angles to the grain direction to the paper

### **application**

a computer program designed for a particular use, such as word processing (Microsoft Word) or page layout (Quark Xpress)

### **artwork**

a process which follows the initial design stage and makes rough ideas into print-ready form

### **'A' sized paper**

paper sizes based on the dimensions of a large A0 sheet

### **a/w**

artwork

### **backing up**

process of printing on the second side of a printed sheet

### **binding**

process of fastening papers together

### **bitmap**

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

### **blanket**

thick rubber sheet that transfers ink from plate to paper on the press

### **bleed**

the printed image extends beyond the trim edge of a sheet or page

### **blend**

a smooth transition between two colours, also known as a graduated tint

**blind emboss**

impression of an un-inked image onto the back of a sheet which produces a raised or embossed image on the front of the sheet

**bond paper**

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

**carbonless paper (NCR)**

paper coated with chemicals that enable transfer of images from one sheet to another with pressure from writing or typing

**cast coated**

coated paper with a very high-gloss enamel finish

**CMYK**

cyan, magenta, yellow and key (black); the four process colours; which combine together in varying proportions to produce the full colour spectrum

**collating**

gathering together sheets of paper from a book, magazine or brochure and placing them into the correct order

**colour separation**

process by which a continuous tone colour image is separated into the four process colours (CMYK) for print production

**concertina fold**

a method of folding in which each fold opens in the opposite direction to its neighbour, giving a concertina or pleated effect

**continuous stationery**

forms which are produced from reels of paper and then fan folded these can be either single or multi-part forms

**crease**

to mechanically press a rule into heavy paper or board to enable it to be folded without cracking

**creep**

phenomenon when middle pages of a folded section extend slightly beyond the outside pages

**crop**

to trim the edges of a picture or page to make it fit or to remove unwanted portions

**crop marks**

lines near the margins of artwork or photos indicating where to trim, perforate or fold

**CTP**

computer-to-plate; a process of printing directly from a computer onto the plate used by a printing press

**cyan**

one of the four process colours

**deboss**

image pressed into paper so it lies below the surface of the paper

**density**

the degree of darkness, light absorption or opacity of printed images

**die-cutting**

process of using sharp metal rules on a wooden block to cut out specialised shapes such as pocket folders or unusual shaped flyers

**digital printing**

any printing technology that is capable of producing printed materials directly from a computer file; digital printing has steadily replaced lithography for short runs or for personalised print because of the lower production costs

**dot gain**

a printing defect in which dots print larger than intended, causing darker colours or tones

**dpi**

dots per inch; a measure of the quality of an image from a scanner or from a printer

**drilling**

drilling of holes in a product which will allow insertion over rings or posts in a binder

**dummy**

a mock-up made to resemble the final printed product and which uses the proposed grade, weight, finish and colour of paper

**duotone**

a method of enhancing a mono image using two colours

**embossing**

relief printing or stamping in which metal dies are used to raise an image above the surface of paper or board

**file format**

the system by which data is held in a particular type of computer file

**flush**

to align, to be even with

**foil stamping**

a metallic finish, or other embossed finishes applied by specialist equipment

**font**

one of a range of styles/typefaces in which lettering can be produced during the type setting stage, e.g. Times New Roman

**font matching**

a sometimes undesirable process used when a chosen font is not available; the closest possible match is made that sometimes causes reflow of the text or other errors

**format**

size, shape and overall style of layout or printed project

**four-colour process**

reproduction of full-colour photographs or art with the four basic colours of ink (cyan, magenta, yellow, black)

**FTP**

File Transfer Protocol; it is the simplest way to exchange files between computers on the Internet

**full colour**

four colour process using the four basic printing colours (cyan, magenta, yellow and black)

**graphics file**

general term used for a computer file containing a picture, photographic image, illustration etc.

**greyscale**

shades of grey ranging from black to white

**grippers**

metal fingers on the presses which hold paper and carry it during the impression

**GSM**

grams per square metre; paper weight is measured in grams per square metre

**gusset**

expandable portion of a pocketed folder or envelope

**gutter**

line or fold at which facing pages meet

**halftone**

picture with varying shades of tone created by varying size dots

**hickey**

spot or imperfection in printing

**image area**

portion of paper where ink appears

**imagesetter**

a device that plots high-resolution bitmaps which have been processed by a RIP and may include type, graphics and photographic images

**import**

to bring a picture or text file into an application ready for editing or design work

**imposition**

positioning pages in a press-ready form so that they will be in the correct numerical sequence after folding

**job sheet**

alternate name for a works order

**job ticket**

alternate name for a works order

**jog**

to shake a stack of papers, either on a machine or by hand, so that the edges line up; also referred to as knocking-up

**JPEG**

a common standard for compressing image data which was created by the Joint Photographic Experts Group

**justified**

text which is flush to both the left and right margins

**kerning**

the adjustment of spacing between certain letter pairs (e.g. A and V) to obtain a more pleasing appearance

**kiss-cut**

to die-cut but not all the way through the paper; commonly used for peel-off stickers

**knockout**

a shape or object printed by eliminating (knocking out) all background colours

**lamination**

a thin film coating which is applied to the paper or board to give a more glossy or matt appearance

**line copy**

copy which can be reproduced without using halftones

**lithographic printing**

a printing process based on the principle of the natural aversion of printing water to grease; the areas to be printed receive ink which is then transferred to the paper and the non-printing areas are treated with water to repel the ink

**loose leaf**

a method of binding which allows the insertion and removal of pages for continuous updating

**lpi**

lines per inch; refers to the quality of a halftone screen and is commonly used at exactly half of the dpi of the device or image i.e. 300dpi would equal 150lpi

**magenta**

one of the four process colours; also known as red

**make-ready**

the work associated with the set-up of printing equipment before running a job

**matt**

a non-glossy finish

**metal plate**

a metal sheet coated with a special emulsion which when exposed through a film mask or by CTP process will produce an image; when the plate is loaded onto a printing press it then reproduces this image onto paper using ink

**micrometer**

instrument used for measuring the thickness of paper

**moiré pattern**

an undesirable grid-like pattern caused by the misalignment of dots on a printed document

**offset printing**

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

**origination**

a term used to describe all of the processes which prepare a job for printing

**over-run**

copies printed in excess of the quantity specified in the order

**page count**

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

**Pantone® colours**

premixed ink colours that are often specified for printing as a spot colour

**perfect binding**

a bookbinding method in which pages are glued rather than sewn to the cover; primarily used for paperback books

**perfecting**

process of printing both sides of one sheet during a single pass through the press

**point**

a measurement for the size of type, distance between lines and thickness of rules; one point equals one seventy-second of an inch or 0.3515mm

**POS**

Point of Sale

**process blue/red/yellow/black**

alternate names for the CMYK colours

**process colour**

colour specified in percentages of cyan, magenta, yellow and black

**progressives**

colour proofs taken at each stage of printing showing each colour printed alone and then superimposed on the preceding colour

**proof**

a representation of the finished print produced for customer inspection and correction of errors prior to mass printing

**registration marks**

crosses or other marks on the page which ensure perfect alignment or registration; also known as trim marks or crop marks

**resolution**

the dots per inch in a computer-processed document

**reversed-out**

type which appears white on a black or a coloured background

**RGB**

red, green and blue; RGB is a colour model used for computer monitors and colour video output systems; colour separations for litho printing cannot be made directly from RGB files and need to be converted to CMYK

**RIP**

raster image processor; a computer used to create an electronic bitmap for actual output

**rosette**

the formation created by the dots that make up four-colour images; the dots are not perfectly round and they are turned at angles to each other and resemble the petals of a rose

**saddle stitch**

a binding process in which a pamphlet or booklet is stapled through the middle fold of its sheets using metal wires

**scanning**

the process of converting hard copy into digital data ready for editing and design

**score**

a pressed mark in a sheet of paper or card to make folding easier

**self-cover**

the paper used inside a booklet is the same as that used for the cover and is generally printed on the same press run

**solid**

an area on the page which is completely covered by the ink

**spot colour**

spot colour is not made using the process colours but using an exclusively made ink

**spread**

two or more adjoining pages in view on a sheet

**step-up**

a term used to describe the positioning of documents several times onto the same sheet of paper to avoid paper wastage; also known as imposition

**stock**

a term for the material any project is printed onto

**TIFF**

Tagged Image File Format; a widely used format for image/photographic files but it is not suitable for text unless it is created at a very high resolution

**tint**

an area of tone made by a pattern of dots, which lightens the apparent colour of the ink with which it is printed

**trapping**

a slight overlapping between two touching colours that prevents gaps from appearing along the edges of an object because of misalignment or movement on the printing press

**turnaround time**

amount of time needed to complete a project

**UV varnish**

a liquid laminate that is bonded and cured with ultraviolet light

**varnishing/sealing**

the application of a varnish/sealant to a surface to offer protection against marking and to improve overall appearance

**verso**

left handed page of an open publication

**wash up**

to clean ink from rollers, fountains and other components of a press

**wire-o binding**

a method of wire binding books that will allow the book to lay flat

**work and tumble**

to print one side of a sheet of paper then turn the sheet over from gripper to back using the opposite gripper edge but the same side guide to print the second side

**work and turn**

to print one side of a sheet of paper then turn the sheet over from left to right and print the second side using the same gripper edge to print the second side