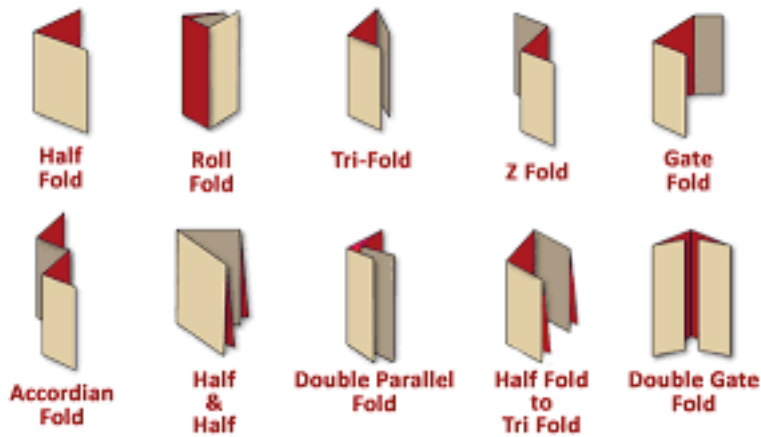


Terminology glossary

Folding



Booklet finishing

Binding

Usually in the book arena, but not exclusively, the joining of leaves or signatures together with either wire, glue or other means.

Case Bind

To bind using glue to hold signatures to a case made of binder board covered with fabric, plastic or leather. Also called cloth bind, edition bind, hard bind and hard cover.

Loop wire stitching

Similar to a conventional wire stitch (staple) but with a loop which allows the brochure to be contained in a ring binder without drilling holes in the brochure.

Round Back Bind

To casebind with a rounded (convex) spine, as compared to flat back bind.

Perfect Bind

To bind sheets that have been ground at the spine and are held to the cover by glue. Also called adhesive bind, cut-back bind, glue bind, paper bind, patent bind, perfecting bind, soft bind and soft cover.

Saddle Stitch

To bind by stapling sheets together where they fold at the spine, as compared to side stitch. Also called pamphlet stitch, saddle wire and stitch bind.

Wiro Bind

Otherwise known as spiral or ring binding, uses coated metal wires to bind documents together.

Printing Terminology

Adobe

Adobe Systems Incorporated is an American computer software company behind industry standard applications such as Photoshop, Illustrator and InDesign. They also offer an extensive range of video editing and web development applications.

Artwork

Any material or image prepared for graphic reproduction.

Bleed

The allowance on a drawing or printing plate that extends the plate beyond the trimmed and finished size, to ensure a clean cut off (usually 3mm).
A printed image (graphic) that extends beyond the trim edge of the paper.

Board

The term given to papers of 200 gsm or heavier.

Brochure

A pamphlet bound in booklet form.

CMYK

Cyan, magenta, yellow and black. The four (subtractive) process colours that are

used in four-colour printed reproduction.

Coated Paper	Paper with a coating of clay and other substances that improves reflectivity and ink holdout. Mills produce coated paper in the four major categories cast, gloss, dull and matte.
Collate	To organize printed matter in a specific order as requested.
Colour bars	A colour test strip printed on the waste portion of a press sheet. It is a standardised GATF (Graphic Arts Technical Foundation) process that allows the quality of the printed material relative to ink density, registration and dot gain to be determined. It also includes the Star Target, which is a similar system designed to detect inking problems.
Colour Separation	The product resulting from colour separating and subsequent four-colour process printing. Also called separation.
Composite Proof	Proof of color separations in position with graphics and type. Also called final proof, imposition proof and stripping proof.
Computer to plate	(CTP) - A process whereby the image is transferred directly from the computer to the printing plate, avoiding the production of film.
Conceptual designs	Initial, rough designs to show how an idea or 'concept' might work. They are usually hand drawn.
Copy	Any material supplied by the customer - artwork, typescript, photographs, drawings - to be used in the production of printed material.
Cover	A term describing a general type of paper used for the covers of books, pamphlets, etc.
Creep	In a saddle stitched booklet the bulk of the paper causes the inner pages to extend further out than the outer pages when folded. This excess is then trimmed off.
Crop Marks	Lines near the edges of a sheet indicating where it will be cut down to the finished size. Also called cut marks and tick marks.
Creasing	A method of enabling thicker materials to be folded without cracking.
Deboss	To press an image into paper so it lies below the surface. Oposite of Emboss.
Densitometer	A sensitive device used by printers and photographers to measure and control the density of ink colours, as well as check reproduction dot sizes in order to maintain quality.
Design	The interpretation of an idea as a layout on paper. Initial draft.
Digital	In printing, a term that covers digital printing from a computer file without the use of conventional inks and plates. Digital also refers to digital proofs which have been produced without film.
Dot	The smallest element of a halftone image. Its size (density) is related to the density of the original used to produce it, indicated by the percentage of the area it occupies from zero to one hundred percent.

Dot gain	An increase in the size of a halftone dot when printed.
DTP	Desktop Publishing - combines a personal computer and WYSIWYG page layout software to create publication documents on a computer.
Die Cut	To cut irregular shapes in paper or paperboard using a die.
Dot Gain	Phenomenon of halftone dots printing larger on paper than they are on films or plates, reducing detail and lowering contrast. Also called dot growth, dot spread and press gain.
DPI	Dot's per inch. The number of dots in a printed inch. The more dot's the higher the quality of the print (more sharpness and detail).
Duplex	A term used when printing on both sides of a piece of paper.
Emboss	To press an image into paper so it lies above the surface. Opposite of Deboss.
EPS	Encapsulated PostScript - An image format. EPS translates graphics and text into descriptions that can be used by the printer.
Finishing	Finishing embraces all of the steps of the production process after ink has been applied to the sheet such as laminating, embossing, UV varnishing, cutting out etc.
Finished Size	Size of product after production is completed, as compared to flat size. Also called trimmed size.
Flood	To print a sheet completely with an ink or varnish. flooding with ink is also called painting the sheet.
Fold Marks	Lines on printed sheets showing where to fold it.
Foil Emboss	To foil stamp and emboss an image. Also called heat stamp.
Foil Stamp	Method of printing that releases foil from its backing when stamped with a heated die. Also called block print, hot foil stamp and stamp.
Four-colour process	Colour printing using CMYK.
Gloss	Light reflecting effect / finish.
Grain Direction	Predominant direction in which fibers in paper become aligned during manufacturing. Also called machine direction.
Graphic Design	Arrangement of type and visual elements along with specifications for paper, ink colors and printing processes that, when combined, convey a visual message.
Graphics	Visual elements that supplement type to make printed messages more clear or interesting.
Grain Direction	Predominant direction in which fibres in paper become aligned during manufacturing. Also called machine direction.
GSM / Grammage	Basis weight of paper in grams per square meter (gsm).
Guillotine	Used to trim printed sheets to the finished size.

Halftone	The reproduction of continuous tone artwork, such as a photograph, using a pattern of dots of various sizes. The principle relies on the dots being fine enough so the viewer at a normal reading distance is unable to distinguish the pattern.
Hard copy	A physical proof. Hard copy also refers to any item of artwork or text which is supplied on paper rather than a digital file.
Head-to-tail	Imposition with heads (tops) of pages facing tails (bottoms) of other pages.
Imposition	Arrangement of pages on mechanicals or flats so they will appear in proper sequence after press sheets are folded and bound.
Image area	The portion of a printing plate that carries the ink and prints on paper.
Image manipulation	The technique of using computer software i.e. Adobe Photoshop to alter or improve an image.
Image resolution	The fineness or coarseness of digitised images, in dots per inch (DPI). The greater the resolution the finer the image.
Impose	To plan pages into the correct order for printing.
Ink	Liquid containing pigments which is applied to paper or board in the printing process.
Insert	Unsecured paper or card inserted between the leaves of a book or brochure. Also, a piece of printed material prepared for insertion into a publication.
ISO	International Standards Organisation.
JPEG (JPG)	Joint Photographic Experts Group. A compressed graphics file format designed to handle high-resolution digital photographs as efficiently as possible.
Keyline	Lines drawn on artwork indicating the exact placement, shape and size of elements.
Kiss Die Cut	To die cut the top layer, but not the backing layer, of self-adhesive paper.
Layout	A sketch showing the proposed position of all the elements of the final printed piece before it goes to print.
Leaflet	A single or double sided sheet, usually containing information.
Line copy	(Line work) Any copy or artwork that has no gradations of tone and can be reproduced without the use of halftone screens.
Lithography	A printing process in which the paper makes contact with the whole surface of the plate but the image areas of the surface are treated to receive and transmit ink to the paper. The non-image areas are treated with water, which rejects the ink from the ink roller.
LPI	Lines Per Inch - A measure of resolution for halftones.
Laminate	A thin transparent plastic sheet (coating) which provides protection against liquid and heavy use. Either gloss or matt.

Landscape	Design in which the width is greater than height. Opposite of Portrait.
Leading	Amount of space between lines of type.
Lithography	Method of printing using plates whose image areas attract ink and whose nonimage areas repel ink. Non image areas may be coated with water to repel the oily ink or may have a surface, such as silicon, that repels ink.
Machine varnish	A varnish applied to the sheet on press. Often used to seal heavy solid inks.
Make ready	The operations involved in preparing a printing machine for run.
Metallic Ink	Ink containing powdered metal or pigments that simulate metal.
Mock Up	A physical representation of the finished article.
Moire	Undesirable pattern resulting when halftones and screen tints are made with improperly aligned screens, or when a pattern in a photo, such as a plaid, interfaces with a halftone dot pattern.
Monochrome	continuous tone artwork, such as a photograph in one colour only.
Negative	Film containing an image in which the colour values of the original are reversed.
Newsletter	A publication providing information about an organisation and it's activities to its employees, customers and other interested parties.
Newsprint	A light, low cost, lower quality, absorbent paper, made from mechanical pulp.
Offset printing	A lithographic method of printing in which the ink is first transferred (offset) from the plate to a blanket and then transferred to the paper or board. The most commonly used printing method.
Optimised	A file adjusted to improve its suitability for printing.
Overprint	A term which describes when a colour is printed on top of another, usually it refers to dark text which is printed on top of another, lighter colour. It can also refer to text which is printed onto a previously printed flat sheet.
Overs	The quantity of a printed job produced above that which was ordered.
Offset Printing	Printing technique that transfers ink from a plate to a blanket to paper instead of directly from plate to paper.
Overprint	To print one image over a previously printed image, such as printing type over a screen tint.
Page makeup	The assembly of all the elements that make up a page.
Pagination	Numeric page ordering split between right and left facing pages.
Pantone® colours	A colour system developed by Pantone Inc. These are premixed ink colours that are often specified for printing as a spot colour. Can be matched using CMYK but will not be exactly the same colour as its spot colour counterpart.
Paper	The term given to 'papers' of less than 200gsm. Papers of over 200gsm are referred

to as 'boards'.

PDF	Portable Document Format – file created from artwork for use in proofing through to producing plates for printing.
Perf Marks	A dotted marking on artwork where the perforation is to occur. (Usually set as a spot colour)
Perforated	A row of small incisions in the paper surface to enable the paper to be torn accurately along the line of the perforation.
PhotoShop	A software program from Adobe Systems Inc. for image editing.
Plate Positive	The metal plate that carries the printing image on a lithographic press. A film or print that contains an image containing the same tonal values as the original.
PostScript	A page definition language (PDL) developed by Adobe Systems. A page of text and/or graphics saved as a PostScript file is stored as a set of instructions specifying the measurements, typefaces, and graphic shapes that makeup the page.
PPD file	PostScript Printer Description file. A file that contains screen angle, resolution, page size and device-specific information for a file to be printed on a PostScript device.
Process colours	The subtractive primary colours cyan, magenta, yellow and black.
Process colour printing	- The recreation of colour by combining two or more of the subtractive colours cyan, magenta, and yellow and black.
Portrait	Design in which the height is greater than the width. Opposite of Landscape.
Prepress	Production work prior to printing.
Press Pass	The final check when a job is on the printing press.
Proof	A representation of the finished article either digital or printed copy.
Pulp	The raw material for papermaking. Mainly fibres from wood, paper and rags.
Quality control	The process of taking random samples during the press run to check the consistency of quality.
Register	The arrangement of two or more images in exact alignment with each other.
Register Marks	Cross-hair lines on mechanicals and film that help keep flats, plates, and printing in register. Also called crossmarks and position marks.
Registration	The quality of alignment of the coloured inks when applied to paper.
Reprographics	Repro - The process of producing four-colour separations from artwork for plate production.
Resolution	Sharpness of an image on film, paper, computer screen, disc, tape or other medium.
Retouching	Manipulating artwork to make corrections or modify values.
Reversed out	Light coloured (or white) text which appears on a darker background is described as

being reversed out of the background.

RGB	Abbreviation for red, green, blue, the additive colour primaries.
Ring binder	A binder which contains metal 'rings' which can be opened to insert predrilled paper. When closed, the paper is held in place. Ring binders are ideal for large documents or for documents where the content needs to be revised on a regular basis.
RIP	A raster image processor (RIP) is a component used in a printing system that converts data from a computer to output files.
Scan	To convert images into files for placing into artwork for printing.
Score	To compress paper along a straight line so it folds more easily and accurately. Also called crease.
Screen Printing	Method of printing by using a squeegee to force ink through an assembly of mesh fabric and a stencil.
Sealer	A clear substance applied on press to aid drying and prevent rubbing and marking.
Section	A folded sheet of paper that will make up part of a book or booklet, usually printed in 4, 8, 16, 32 and 64 page sections.
Self Cover	A cover made from the same paper stock as the inside sheets.
Software	A computer program used to carry out a given task.
Special colour	Any non-standard colour used in addition to the four process colours (or instead of).
Spot UV	Process where a varnish is applied to specific areas of a sheet to highlight images and text and is then dried using ultra-violet light. Available in matt and gloss.
Spread	Two pages that face each other and are designed as one visual or production unit.
Substrate	Any material on which printing is done.
Tick marks	Small marks printed at the edge of the image area to enable accurate trimming of a finished sheet.
Transparent Inks	Inks that do not block out the coloured inks that they print over, but instead blend with them to create intermediate colours.
Trim areas	The area or amount of paper removed by cutting to the tick marks.
Trim marks	Guides that show where a document will be cut to fit the specifications of a final printed product.
Uncoated Paper	Paper that has not been coated with clay. Also called offset paper.
UV Coating	Liquid applied to a printed sheet, then bonded and cured with ultraviolet light.
Ups	The number of images that can be produced on a larger sheet (two up, four up, etc.).
UV varnishing	Process where a varnish is applied to the sheet and is then dried using ultra-violet light. Available in gloss and matt finishes.

Vector Graphic	A graphic image formed by a series of points joined by angles and curves, which can be filled with colours and blends. As the picture is made from mathematical formula, it is not dependent on resolution therefore it can be scaled to infinity as a computer can recalculate the mathematical formula for any size.
Vignette	Decorative design or illustration fading to white
Web offset	A lithographic method of printing where the ink is transferred from the image to an offset blanket and then to both sides of the paper, which runs from continuous reels or webs. Used to print longer run high pagination material.
Web Press	A printing press that prints onto rolls of paper passed through the press in one continuous piece, as opposed to sheets of paper. Also called reel-fed press.