

# Print Glossary

## A

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### Accordion

Bindery term, two or more parallel folds which open like an accordion.

### Artwork

A general term used to describe photographs, drawings, paintings, hand lettering, and the like prepared to illustrate printed matter

### Author's Alterations (A.A.'s)

Author or client corrections and/or changes made in type at the proof stages; these are not due to the printer's error and are therefore chargeable to the customer. All corrections should be marked in red ink or pen according to the printer's code of standardized proofreader's marks; never in soft lead. A.A.'s are expensive and should be kept to a minimum. See also House Errors (H.E.'s).

## B

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### Binding

Various methods of securing sections together and/or fastening them to a cover to form single copies.

### Bitmap

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

### Bleed

An illustration or type is said to bleed when it prints off the edge of a trimmed page. Bleed illustrations are usually imposed so as to print beyond the trimmed page size. An illustration may bleed at the head, front, foot, and/or gutter (back of a page).

### Blind Embossing

Embossed forms that are not inked or foiled.

### Blind Folio

Page number not printed on page.

### Blueline

See Proof (Blueline).

### Bond Paper

Strong durable paper grade used for letterheads and business forms.

### Burnishing

Creating a polished finish on paper by rubbing with stone or hard smooth surface.

## C

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### Calliper

Paper thickness in thousandths of an inch.

### Camera-ready Art

Material given to the printer that needs no further work before being passed to the camera department. Camera copy should be clean, free of glue or trash, flat, and printed in dark ink.

### Camera Service

Use of a process camera to make photostats, halftones, plates, and other elements for printing.

### Carbonless Paper:

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

### Case Bound

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

## CMYK

Abbreviation for cyan, magenta, yellow and key (black), the 4 process colours, which combined together in varying proportions can be made to produce the full colour spectrum.

## Coated Paper

Paper coated with clay, white pigments, and a binder.

## Colour Correction

Methods of improving colour separations.

## Colour Separation

Process by which a continuous tone colour image is separated into the four process colours for print production.

## Collate

(see Gather)

## Column Gutter

Space between two or more columns of type on one page.

## Comb Binding

Plastic binding which allows a publication to lay flat when open.

## Composition

The assembling of characters into words, lines, and paragraphs of text or body matter type for reproduction.

## Continuous Tone

Image made of non-discernible picture elements that give the appearance of continuous spectrum of gray values or tones.

## Contrast

The tonal change in colour from light to dark.

## Creep

Result of added thickness of folded sheets being behind one another in a folded signature. Outer edges of sheets creep away from back most fold as more folded sheets are inserted inside the middle.

## Crop

This process blocks out unwanted areas of an image.

## Crop Marks

Marks along the margins of an illustration (or photo) used to indicate the portion of the illustration to be reproduced.

## Cross-over

Elements that cross page boundaries and land on two consecutive pages (usually rules).

## Cutter

Machine for accurately cutting stacks of paper to desired dimensions.

## Cutting Die

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

# D

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## Die

Design cut into metal (mostly brass) for stamping book covers or embossing.

## Die Cutting

Cutting shapes in paper using metal rules mounted on a press.

## DPI

Dots per inch; measure for output resolution of various devices.

## Drilling

Boring holes in paper so sheets fit over posts of loose leaf binders.

## Dummy

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

## Duotone

Colour reproduction from monochrome original. Keyplate usually printed in dark colour for detail, second plate printed in light flat tints.

# E

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## Electronic Composition

The assembly of characters into words, lines, and paragraphs of text or body matter with graphic elements in page layout form in digital format for reproduction by printing.

## Embossing

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

Embossing styles include blind, deboss, and foil-embossed.

## 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.

# F

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## Finish

Appearance of the surface of a paper.

## Flush

Even with; usually refers to typeset copy.

## Fold Marks

Markings at top edges that show where folds should occur.

## Folder

Machine used to fold signatures down into sections.

## Folio (Page Number)

Number of page at top or bottom either centered, flushed left, or flushed right often with running headline.

## Font

In composition, a complete assortment of type in one size and face.

## Four-Colour Process

The four basic colours of ink (yellow, magenta, cyan, and black) that reproduce full-colour photographs of art.

# G

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## Gather (Collate)

To assemble or collect sections into single copies of complete books for binding.

## Graduated Screen

An area of an image where dots range continuously from one density to another.

## Grain

The direction paper fibres run or are arranged.

## GSM

Grams per Square Metre. The standard measurement of the weight of paper.

## Gutter

Space between pages in the printing frame of a book, or inside margin towards the back or binding edge.

## H

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### Hairline

A very thin line or gap about the width of a hair or 1/100-inch.

### Halftone

Picture with graduations of tone formed by dots of varying sizes.

### Highlight

The lightest areas in a picture or halftone.

### House Errors (H.E.'s)

Corrections and/or changes made due to errors made by the printer, particularly in prepress, as opposed to changes made by the author, client, or editor. Also refers to mistakes made in film negatives, platemaking, or printing that are not due to the client's error, addition, or deletion. The cost of H.E.'s are absorbed by the printer or typesetter. See also Author's Alterations (A.A.'s).

## I

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### Imagesetter

A device that plots high-resolution bitmaps which have been processed by a RIP. May include type, graphics and photographic images. It outputs a to film or paper.

### Imposition

Arrangement of pages so that they print correctly on a press sheet and the pages are in proper order when the sheets are folded.

### Inserts

Extra printed pages inserted loosely into printed pieces.

### Interleaves

Extra blank pages inserted loosely into a printed piece after printing.

## J

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### Justified

Describes text copy that is typeset flush to both the left and the right margins.

## K

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### Keylines

Lines on mechanical art that show position of photographs or illustrations.

## L

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### Laminate

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

### Landscape

A horizontal page orientation where the width is greater than the height.

### Leaf

One of a number of folds (each containing two pages) that compose a book or manuscript.

### Line Art

Black and white illustration, with no continuous tones (or greys).

## M

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### Make Ready

Process of adjusting final plate on the press to fine tune or modify plate surface.

### Mark-up

To write instructions as on a dummy or proof.

### Mechanical (Paste-up)

Camera ready assembly of all type and design elements with instructions, ready for the platemaker.

## Mid Tones

The tones in a photograph that are approximately half as dark as the shadow area.

## Moiré

A pattern in a negative resulting from a prescreened picture or photo.

# N

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## Numbering

Putting a sequential number on each copy.

# O

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## 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.

## Opacity

The amount of show-through on a printed sheet. The more opacity or the thicker the paper the less show-through. (The thicker/heavier the paper the higher the cost.)

## Original

Any kind of artwork that is used to make more copies.

## Over Run

Surplus of copies printed.

# P

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## Padding

Binding by applying glue along one edge of a stock of sheets.

## Page

One side of a sheet of paper.

## Pantone

A standard colour-matching system used by printers and graphic designers for inks, papers and other materials. A PMS (Pantone® Matching System colour) is a standard colour defined by percentage mixtures of different primary inks.

## Perfect Binding

A bookbinding technique in which the pages are glued rather than sewn to the cover; used in the production of paperbacks, small manuals, telephone books, etc.

## Perforating

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

## Plate

Reproduction of type or cuts in metal, plastic, rubber, or other material, to form a plate bearing a relief, planographic, or intaglio printing surface.

## Points and Picas

In measuring a paper's caliper, one point equals a thousandth of an inch. In typography, a point is the smallest unit of measurement used principally for designating type size, one point approximating 1/72 of an inch and 12 points equaling one pica.

## Process Colours

See "CMYK"

## Proof (Blueline)

Photographic proof made on light sensitive paper for checking accuracy, layout, and imposition before plates are made.

## Proof (Galley)

Typeset material before it has been arranged into final page.

## **Proof (Press)**

Actual press sheets to show image, tone values, and colours as well as imposition of frame or press-plate.

## **R**

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### **Ragged Right**

Typesetting style that is characterized by lines that end in unequal length, usually lined up flush on one side or the other--example, flush left/ragged right.

### **Ream**

Five hundred sheets of paper.

### **Register Marks (Registration)**

Crosses or other marks applied to original copy prior to photography used for achieving perfect alignment (register) between negatives and colour separations.

### **Resolution**

The number of dots per inch (dpi) in a computer-processed document. The level detail retained by a printed document increases with higher resolution.

### **Reverse**

Type appearing in white on a black or colour background or in a dark area of a photograph.

### **RIP (Raster Image Processor)**

Computer used to create an electronic bitmap for actual output. This may be built into an imagesetter or may be separate.

## **S**

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### **S/S**

Short for Same Size. Used when instructing a printer or pre press operator that the artwork is to be reproduced the same size as the original, or 100%.

### **Saddle Stitching (Saddle Binding)**

Binding process for pamphlets or booklets that works by stapling through the middle fold of the sheets.

### **Scoring**

Pressing a mark in a sheet of paper, usually cover stock, to make folding easier - often necessary when a fold must be made against the paper's grain.

### **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.

### **Screen**

A sheet of film having lines or other pattern.

### **Side Stitching**

Stitching where the wire staples pass through the pile of sections or leaves gathered upon each other and are clinched on the underside.

### **Signature**

Folded, printed paper forming a section of a book; usually in a multiple of four, and more often a multiple of eight.

### **Solid**

An area completely covered with ink, or the use of 100% of a given colour. In composition, type set without space (leading) between the lines.

### **Spot Colour**

Small area printed in a second color.

### **Stock**

The paper or card which is to be printed on.

## Stripping

The positioning of negatives before printing plates are made.

## Substrate

Any surface on which printing is done.

# T

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## Tint

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

## Transparency

Or slide: 35mm, 4" x 5" or 8" x 10" positive image on film which can be projected on a screen or scanned as artwork.

## Trapping

Overlapping colours which butt together. When in perfect registration you will not see white around the edge of the two joining colours. More trapping is necessary when printing a newspaper, as opposed to printing a quality full colour brochure.

## Trim Marks

Similar to crop or register marks. These marks show where to trim the printed sheet.

# U

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## Up

Printing two or three up means printing multiple copies of the same image on the same sheet.

# V

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## Varnish

A clear shiny ink used to add gloss to printed pieces.

## Velo Binding

Type of binding that uses a flat piece of plastic to hold a multi-page document together at the spine.

## Vignette

Fade to white, or small decorative design or illustration.

# W

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## Watermark

A distinctive design created in paper at the time of manufacture that can be easily seen by holding the paper up to a light.

## Wiro Binding

A method of wire binding books along the binding edge that will allow the book to lay flat using double loops.

## Work and Tumble

Printing one side of a sheet and turning it over from the gripper to the tail to print the second side using the same side guide and plate for the second side.

## Work and Turn

Printing one side of a sheet and turning it over from left to right using the same side guides and plate for the second side.

## Wove Paper

A paper having a uniform unlined surface with a smooth finish.