



# *Glosarry of Graphic Terms*

Examples of Terms Used  
in:

Graphic Design  
Pre-Press  
Print

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## A

### Aliasing

In graphic design, aliasing occurs when a computer monitor, printer, or graphics file does not have a high enough resolution to represent a graphic image or text. An aliased image is often said to have the "jaggies."

*See Also Jaggies*

### Aqueous Coating

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

### Artwork

All original copy, including **type**, **photos** and **illustrations**, intended for printing. Also called **art**. Generally refer to digitally supplied documents that are ready to be output to film, printing plates or digital output.

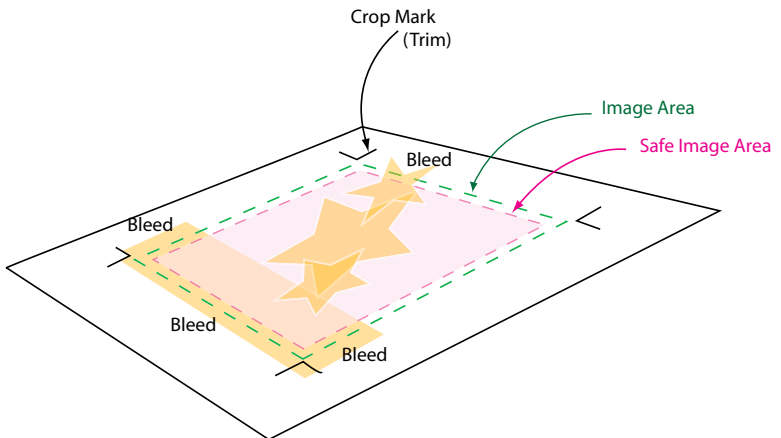
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## B

### Bleed

An image or printed color that runs off the trimmed edge of a page.

1. one side or more of the print Art (or color) prints all the way to the edge; *e.g. one sided bleed, two sided bleed, all bleeds, etc.*
2. continuation of color beyond the trim or page when the art bleeds, allows for a die cut error margin
3. Bleeding one or more edges of a printed page generally increases both the amount of paper needed and the overall production cost of a printed job.



### Blueline

Prepress photographic proof made from stripped negatives where all colors show as blue images on white paper.

## Brief

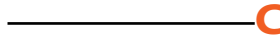
A designer's brief, or **creative brief**, is what a client will give to a designer to help them come up with a creative solution or set of concepts.

Briefs can vary drastically from client to client. Some will simply give a few verbal pointers, whilst others may supply full written documentation with information about the company, their customer base, statistics, corporate identity information and so on.

A thorough design brief can be crucial for the creation of a successful solution. One of the biggest complaints from many art directors is the difficulty in getting enough targeted information from potential clients.

## Butt Register

Register where ink colors meet precisely without overlapping or allowing space between, as compared to lap register. Also called butt fit and kiss register.



## C1S and C2S

Abbreviations for coated one side and coated two sides.

## Camera-ready Copy

Mechanicals, photographs and art fully prepared for reproduction according to the technical requirements of the printing process being used. Also called finished art and reproduction copy.

## Chromalin

A color proofing system, usually the final color proof before going on the press. This is a high quality proof and all corrections and alterations should be made prior to this.

## CMYK

Abbreviation for the four process color inks: **Cyan, Magenta, Yellow and Black**.  
*See Process Color, Four Color Printing*



## 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.

## Color Control Bar

Strip of small blocks of color on a proof or press sheet to help evaluate features such as density and dot gain. Also called **color bar**, **color guide** and standard offset color bar.

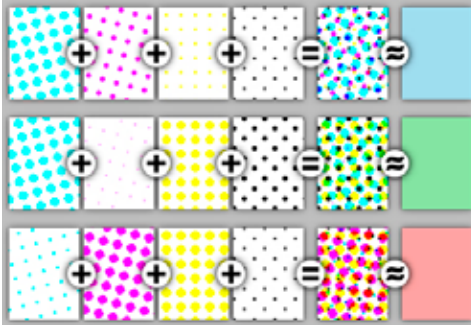
## Color Key

Brand name for an **overlay color proof**. A printer's proof usually used for viewing the individual layers of C,M,Y & K, four sheets of colored acetate, for examining the quality of process color separations. Sometimes used as a generic term for any overlay color proof. *See Match Print.*

## Color Separation

Literally separating the areas of a piece to be printed into its component spot and process ink colors. Each color to be printed must have its own printing plate. Usually referred to in a photographic sense a color separation of a photo done either digitally or traditionally on a scanner.

Three examples of color halftoning with CMYK separations.



From left to right:

The cyan separation, the magenta separation, the yellow separation, the black separation, the combined halftone pattern and finally how the human eye would observe the combined halftone pattern from a sufficient distance.

## Copy

The written information and other text used in advertising and printed material.

## Comp (comprehensive)

In graphic design & advertising, a comprehensive, usually shortened to comp, is the **layout of a proposed design** as initially presented by the company to a client, showing the relative positions of text and illustrations before the specific content of those elements has been decided on (Soft Comp) – A **hand-rendered comp** may be useful in helping the client refrain from nitpicking the production quality and focus on the **design idea**. Tight Comp is a **Simulation** of a printed piece complete with type, graphics and colors. Also called color comprehensive, comp and a **dummy**.

## Composite Image

A composite image is a graphic image (or photograph), made up of a combination of images.

## Continuous-tone

All photographs and those illustrations having a [range of shades](#) not made up of dots, as compared to line copy or halftones. Abbreviated [contone](#).

*See: Halftone*

## Cover Paper

Category of thick paper used for products such as posters, menus, folders and covers of paperback books. Also [cover of presentation boards](#).

## Crop Marks

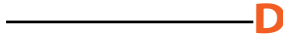
Lines near the edges of an image indicating portions to be reproduced. Also called cut marks and tic marks.

## Cutting Die

Usually a custom ordered item to [trim](#) specific and unusual sized printing projects.

## Cyan

One of the four [process colors](#). Also known as process bl [http://en.wikipedia.org/wiki/Image:Halftone\\_example\\_CMYK.png](http://en.wikipedia.org/wiki/Image:Halftone_example_CMYK.png) ue.



## Data Compression

Technique of reducing the amount of storage required to hold a digital file to [reduce the disk space](#) the file requires and allow it to be processed or transmitted more quickly. Marked by file [extensions such as: .JPG, .PDF, .PNG, .SIT, .ZIP](#)

## Deboss

To press an image into paper so it lies below the surface. Also called tool.

## DPI (dots per inch)

DPI is the number of dots (or pixels - PPI) that fit horizontally and vertically into a one-inch measure. The more dots per inch, the more detail is captured and the sharper the image. Used for printed output - as opposed to pixels per inch (PPI), which is used for images that are intended purely for on-screen use. See also Pixel per Inch

## Die

Device for cutting, scoring, stamping, embossing and debossing.

## Die Cut

Die cutting is the process whereby shapes are cut out of paper, or other substrates. Designers will generally have to specify a cutting grid, in their page layout or vector drawing program, that the printer will use as a guide for making the Die.

## Digital Printing

A type of printing which uses digital imaging process that transfers the image directly onto plain paper immediately, without traditional offset rollers and plates.

## Direct Digital Color Proof

Color proof made by a laser, ink jet printer or other computer-controlled device without needing to make separation films first. Abbreviated DDCP. Not as accurate as Math print. See Math Print

## Dodge

To bleach ([lighten](#)) a part or the whole of an image.

## Drawdown

Sample of inks specified for a job applied to the substrate specified for a job. Also called pulldown.

## Dummy

Simulation of the final product. Also called [mockup](#). Used as an example to be approved by the client. Once the client approves the dummy, the designer creates and prints the final design.

## Duotone

Duotones are made by printing an image with [two colors](#), usually black and a second color. The resulting image has more depth than it would have had with only a [monotone](#) color (mostly black ink on white paper).



A duotone image, made using black and blue inks in Photoshop.

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## E

### Embossing

Embossing is the creation of a raised, three dimensional area on a printed sheet. The effect can also be simulated using graphics software such as Photoshop.

### Encapsulated PostScript file

Computer file containing both images and PostScript commands. Graphics file format. Abbreviated [EPS file](#). *See EPS*

### EPS

Encapsulated Post Script, a known [file format](#) usually used to transfer post script information from one program to another. File extension for the file name would have a dot, then letters eps at the end. (.eps)

### Extension

A suffix preceded by a period at the end of a filename; used to describe the file type.

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## F

### Fifth color

Although there can be many additional colors, in [addition to the four CMYK](#) process printing inks, a single fifth color is the most common. Often this is the corporate color of a company's logo or corporate identity, which needs to be reproduced accurately. *See also: Spot color, Pantone*

### Flexography

A direct (not offset) printing method that uses relief plates, similar to rubber stamps, which are made from rubber or photopolymer. The flexible plates are wrapped around a cylinder on the printing press. "Flexo" works best when printing large areas of solid color, making it popular for printing plastic bags, wrapping paper, and milk cartons.

### Flood

To print a sheet completely with an ink or varnish. flooding with ink is also called painting the sheet.

### Flyer (Leaflet)

Usually a single sheet or handbill designed to be handed out or picked up by consumers.

## For position only (FPO)

For position only (FPO) refers to a [dummy image](#), [dummy text](#), [low-resolution image](#), graphic or blank box to indicate placement and scaling, but not intended for reproduction.

To identify the images as FPO, as to prevent the accidental sending of the file to pre-press, for output.

## Font

A complete assortment of letters, numbers, and symbols of a specific size and design. There are hundreds of different fonts ranging from businesslike [type styles](#) to fonts composed only of special characters such as math symbols or miniature graphics.

## Foil Emboss

To foil stamp and emboss an image. Also called heat stamp.

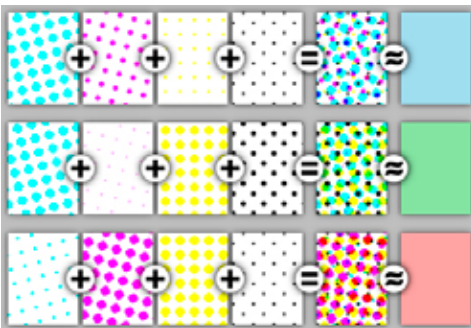
## Foil Stamp

Method of printing that releases foil from its backing when stamped with the heated die. Also called block print, hot foil stamp and stamp.

## Four-color Process Printing

A method that uses dots of magenta (red), cyan (blue), yellow, and black to simulate the continuous tones and variety of colors in a color image. Also called color process printing, full color printing and process printing. *See Also: Color Separation*

Three examples of color halftoning with CMYK separations.



From left to right:

The cyan separation, the magenta separation, the yellow separation, the black separation, the combined halftone pattern and finally how the human eye would observe the combined halftone pattern from a sufficient distance.

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## G

### Gang

To reproduce two or more different printed products simultaneously on one sheet of paper during one press run. Also called combination run.

### Gate Fold

A sheet that folds where both sides fold toward the gutter in overlapping layers.

### GIF

An eight bit (256 colors or shades of grey) or less computer [file format](#) by CompuServe. Commonly used to post photographic images to computer bulletin boards and the internet, GIF files are almost [never used](#) for professional printing.

### Gripper

The row of [clips](#) holding the sheet of paper as it speeds through the press. *See also gripper edge.*

### Gripper Edge

The [leading edge](#) of paper that moves through a printing press or folding machine. No printing can take place on the outside 3/8" of the paper on the gripper edge. *See also gripper.*

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## H

### Hairline

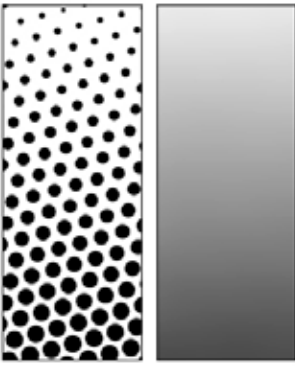
Very [thin rule](#) or [keyline](#). There is no agreed measurement amongst designers and printers, but somewhere between 0.125pt and 0.25pt would seem to be generally agreed measurements. See also: [Keyline](#)

### Halftone

Traditionally, a halftone screen is a piece of film with a grid of lines (line screen). It is used to break down continuous tone images, such as photographs, into half-tone images for [printing](#). The halftone screen breaks down the image into a symetrically aligned series of dots - known as [halftone dots](#). Nowadays, this process is generally done digitally, via an imagesetter.

A [continuous tone image that has been commercially printed, using the half-tone process](#), is also referred to as a halftone image.

*See Also: Continuous Tone, CMYK, Four-Color Process Printing*



Left: halftone spots. Right: how the human eye would see this, when viewed from a sufficient distance.



Photograph reduced to a black and white halftone with round spots and a 45° screen

Same photograph in color, reduced to a CMYK halftone

*See Also: Continuous Tone, CMYK*

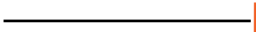
## Hickey

Spot or imperfection in printing, most visible in areas of heavy ink coverage, caused by dirt on the plate or blanket. Also called bulls eye and fish eye.

## High Resolution

A bitmap image that has a high pixel resolution. Photographic images that have been scanned and that are intended to be used for printed reproduction must be high resolution. Usually defined in terms of 'pixels per inch' (PPI).

It is a relative term. Images that are going to be printed must usually be scanned to a resolution approximating 1.5 times to 2.5 times the intended line screen of the output device.



## Image Area

The actual area on the printed matter that is not restricted to ink coverage, See also: Live Area

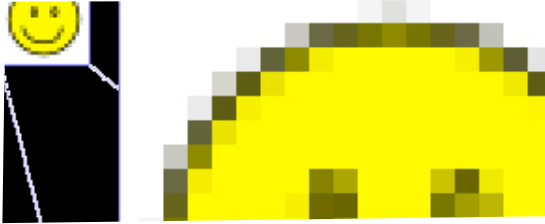
## Imprint

To print new copy on a previously printed sheet, such as imprinting an employee's name on business cards. Also called surprint.



## Jaggies

An image that has been scanned at too low a pixel resolution will appear pixelated. If the graphic is output at too low a printed resolution, it will also appear **jagged** or **aliased**. Sometimes also referred to as **bitmapped**. *See Also Aliasing*



## Job Number

A number assigned to a specific printing project 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**.

## JPEG

Joint Photographic Electronic Group. A common standard for compressing image data.

## Justified

A word processing format in which text is **formatted flush** with both the left and right margins. Other options include left justified (text is lined up against the left margin) and right justified (text is lined up against the right margin).



## K

Abbreviation for **black** in four-color process printing. Hence the 'K' in CMYK.

## Kern

To adjust the **lateral space** between letters. *See also Leading*

## Keylines

Lines on a mechanical or negative showing the exact size, shape and location of photographs or other graphic elements

## Kodak Approval (Proof)

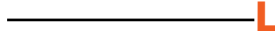
A digital proofing system from Kodak. (more accurate color)

## Kiss Die Cut

To die cut the top layer, but not the backing layer, of self-adhesive paper. Also called face cut.

## Kraft Paper

Strong paper used for wrapping and to make grocery bags and large envelopes.



## Laminate

A thin transparent plastic sheet (coating) applied to usually a thick stock (covers, post cards, etc.) providing protection against liquid and heavy use, and usually accents existing color, providing a glossy (or lens) effect.

## Landscape

Artist style in which width is greater than height. (Portrait is opposite.)



portrait



Landscape

## Lay Edge

The edge of a sheet of paper feeding into a press.

## Layout (Page Layout)

Page layout is the part of graphic design that deals in the arrangement and style treatment of elements (content) on a page. A sample of the original providing (showing) position of printed work (direction, instructions) needed and desired.

## Leading [Lēding], rhymes with heading

In typography, leading refers to the amount of added [vertical spacing](#) between [lines of type](#). *See also Kern*

## Legend

**Directions** about a specific matter (illustrations) and how to use. In regard to maps and tables, an explanation of signs (symbols) used.

## Lines Per Inch (lpi)

The number of lines in an inch, as found on the screens that create halftones and four-color process images (for example, “printed 175-line screen”). The **more lines per inch, the more detailed the printed image** will be. With the demand for computer-generated imagery, the term “dots per inch” (which refers to the resolution of the output), is replacing the term “lines per inch.”  
*See also dpi, four-color process, halftone, screen .*

## Live Area

Area on a mechanical within which images will print. Also called **safe area**.  
See also: Image Area

## Litho

Short for lithography or offset lithography.

## Low resolution

The term applied to a bitmap graphics file (usually a photographic image) that is only used for positional purposes, or ‘on-screen’ display.  
See also: **High resolution, for position only, resolution**

## Lupe

From the German word for **magnifying glass**, a lens used by photographers, printers, and designers to examine details in printed materials.

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## M

### Magenta

One of the four **process** colors.

### Mark-Up

**Instructions** written usually on a “dummy.”

### Makeready

The combination of activities that comprise the preparation of a printing press to print a job.

### Mask

To prevent light from reaching part of an image, therefore isolating the remaining part. Also called **knock out**.

## Match Color

A **custom-blended ink** that matches a specified color exactly. Match colors are used to print line copy and halftones in one, two, three, or occasionally more colors. The specified colors are chosen from color systems. The most widely used systems are the **PATONE MATCHING SYSTEM**, Colorcurve, and Toyo.

## Match Print

A four colour process photomechanical **proofing** process from 3M. A **high quality** proofing system. Similar to DuPont's Cromalin.

## Mock Up

A reproduction of the original printed matter and possibly containing instructions or direction. A **Simulation** of a printed piece complete with type, graphics and colors. Also called color comprehensive, comp and a **dummy**.

## Moire patterns

A moire pattern will occur in the printing process when two, or more, repeating patterns overlap each other. Similar to the **distortion effect** on television when a presenter wears a crisscross pattern on their suit, the moire pattern effect will occur in halftone areas of the print if the line screens of two different inks have been output at the same angle. Therefore, it is important to ensure that the screen angles of each printing plate are different.

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**. *See Also: Halftone*

## Mottle

Spotty, uneven ink absorption. Also called sinkage. A mottled image may be called mealy.

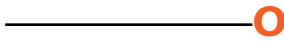
## —————N

## Noise

A noisy image or noisy scan is one where there are random or extra pixels that have **degraded** the image quality.

## Novelty Printing

Printing on products such as coasters, pencils, balloons, golf balls and ash-trays, known as advertising specialties or **premiums**.



## Offset Printing

Printing technique that transfers ink from a plate to a blanket to paper instead of directly from **plate to paper**.

In conjunction with lithography - to produce offset-litho printing - this is by far the **most common** printing technique in use today.

## Opacity

(1) **Characteristic of paper** or other substrate that prevents printing on one side from showing through the other side. (2) **Characteristic of ink** that prevents the substrate from showing through.

## Opaque

(1) **Not transparent**. (2) To cover flaws in negative with tape or opaquing paint. Also called block out and spot.

## Outline

This can refer to the **outside edge of a font** or to the outer edge of a **vector graphic image**, drawn in a package such as Illustrator or Freehand. (use: changing the fonts to outline)

## Overlay Proof

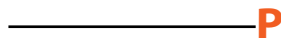
Color proof consisting of polyester **sheets laid on top of each other** with their image in register, as compared to integral proof. Each sheet represents the image to be printed in one color. Also called celluloid proof and layered proof.

## Overprint

Printing over a previously printed impression, such as printing type over a halftone screen image.

## Over Run

Additional printed matter beyond order. **Overage** policy varies in the printing industry. Advance questions avoid blind knowledge.



## Panel

One page of a brochure, such as one panel of a rack brochure. **One panel is on one side of the paper**. A letter-folded sheet has six panels, not three.

## Pantones, Pantone Color, PMS (Pantone Matching System)

The **proprietary Pantone color matching system** is the most popular method of specifying extra colors – **not out of the CMYK** four color process – for print. Pantone colors are numbered and are made up out of a base set of colors. By specifying a specific Pantone color, a designer knows that there is little chance of color variance on the presses.

Pantones are generally **used as spot colors**, such as logos, to ensure color consistency for corporate identities. However, they can also be used in half-tone graphics and for duotones.

Pantones **can also be simulated** using the colors from the CMYK spectrum – and Pantone even publish a guide for doing so. However, the results can often be unsatisfactory, especially for greens and oranges. This is one of the motivations for the development of the Hexachrome printing system.

*See Also: Spot Color*

## Paper Cut

The excruciating, often unforeseeable, and usually invisible-to- the-naked-eye cut received when skin slides along the edge of a piece of paper at just the wrong angle.

## PDF

Portable Document **file**. A **proprietary format** developed by Adobe Systems for the transfer of designs across multiple computer platforms.

## Pickup Art

Artwork, used in a **previous job**, to be incorporated in a current job.

## Pixel

Short for picture element, a **dot made by a computer**, scanner or other digital device.

## Pixels Per Inch (PPI)

Pixels per inch is the method of **measuring** the size of a bitmap digital image **on-screen**. This is separate from dots per inch, or the output resolution of an image. *See also: Dots-per-inch, Bitmap*

## Plate

Piece of paper, metal, plastic or rubber carrying an image to be reproduced using a **printing press**.

## Point

(1) Regarding paper, a **unit of thickness** equating 1/1000 inch. (2) Regarding type, a **unit of measure** equaling 1/12 pica and .013875 inch (.351mm).

## Portrait

An art design in which the height is greater than the width. (**Opposite of Landscape.**)

## PostScript

A **page description language**, developed by Adobe, that redefined the design, print and publishing industry in the 1980's. The Apple laserwriter in the mid-1980's shipped with PostScript and, combined with Pagemaker and the Macintosh, launched the desktop publishing (DTP) industry.

PostScript was the first digital printing programming language that, in conjunction with DTP publishing software, allowed text and graphics to be reproduced in a high enough quality to be used in pre-press reproduction.

PostScript is also utilised in the majority of fonts used in the design and publishing industry, as well as in design tools such as QuarkXpress and vector illustration tools such as Freehand and Illustrator. As well as printing systems, PostScript is also used as a display system for screen output.

## Prepress

Camera work, color separations, stripping, platemaking and other prepress functions performed by the printer, separator or a service bureau prior to printing. Also called preparation.

## Prepress Proof

Any color proof made using ink jet, toner, dyes or overlays, as compared to a press proof printed using ink. Also called dry proof and **off-press proof**.

## Press Check

Event at which makeready sheets from the press are examined before authorizing full production to begin.

## Press proof

A press proof is a **printed proof** that has been run using an actual printing press and commercial printing inks. This is generally done immediately prior to running the actual job.

## Proofing press

There are **special proofing presses** which are built with the specific purpose of creating accurate proofs. The advantage is that the proofs are printed us-

ing the same materials – ink and paper – as the intended print job, without the commercial commitment of the press proof. The downside is that the colors are often more vibrant than they would be on the actual printed document.

### **Press Time**

(1) Amount of time that one printing job spends on press, including time required for makeready. (2) Time of day at which a printing job goes on press.

### **Price Break**

Quantity at which unit cost of paper or printing drops.

### **Printing**

Any process that transfers to paper or another substrate an image from an original such as a film negative or positive, electronic memory, stencil, die or plate.

### **Printing Plate**

Surface carrying an image to be printed. Quick printing uses paper or plastic plates; letterpress, engraving and commercial lithography use metal plates; flexography uses rubber or soft plastic plates. Gravure printing uses a cylinder. The screen printing is also called a plate.

### **Process Color (Inks)**

The colors used for four-color process printing: yellow, magenta, cyan and black.

### **Production Run**

Press run intended to manufacture products as specified, as compared to makeready.

### **Proof**

Test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished.

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## **Q**

### **Quadtone**

A quadtone is, in principle, the same as a duotone, but involving four inks instead of two.

### **Quick Printing**

Printing using small sheetfed presses, called duplicators, using cut sizes of bond and offset paper.

## Raster image processor (RIP)

A RIP is a hardware or software tool that processes a digital PostScript file and converts it - rasterises - to a printable format.

## Reflective

The opposite of a transparency or transmissive, in that it reflects light. A photograph is a typical reflective artwork.

## Register

When a printed sheet is 'in-register', it means that all the plates - Cyan, Magenta, Yellow and Black, in the case of a four color process job - are lining up accurately on the printing press and producing a clearly defined color image.

If a job is out of register, there will be a blurring at the edges of images that are made up of more than one color.

## Register Marks

Cross-hair lines on mechanicals and film that help keep flats, plates, and printing in register. Also called crossmarks and position marks.

## Resolution

For the sake of graphics reproduction, the resolution of a bitmap digital graphics image is a **measure of its quality**, or the amount of digital information it contains. Resolution is measured by the amount of pixels an image contains in height and width. For professional printed reproduction, the resolution of a bitmap graphics file must be between 1.5 and 2.5 times the resolution of the line screen. *See also: Line screen, High resolution, Low resolution*

## RGB

Red, green and blue are the 3 colors that are used by monitors to display images. They are called additive colors because the more of each of each RGB color that is added, the brighter the resultant color. 100% of RGB will produce white. *See also: CMYK*

## Rich black

Because of impurities in commercial printing inks 100% solid black generally appears nearer to a dark gray. Because of this, printers often **add a 'wash' of other coloured inks** to create a rich black. Typically this is 40% of cyan, but other combinations of cyan, yellow, magenta and black are not unknown.

## Sans Serif

A type face that has no tails or curled points (serifs) at the ends. *See also: Serif Sans Serif Type*

## Satin Finish

Alternate term for dull finish on coated paper.

## Scale

To identify the percent by which photographs or art should be enlarged or reduced to achieve, the correct size for printing.

## Scanner

Electronic device used to scan an image.

## Score

To compress paper along a straight line so it **folds** more easily and accurately. Also called crease.

## Screen

The lined glass, now called contact film, through which images are photographed to **create halftones**. Shooting through the mesh of a screen breaks an image into tiny dots. The closer the lines of the screen, the smaller the dots and the more dots per inch; the farther apart the lines of the screen, the bigger the dots and the fewer the dots per inch. The higher the dots per inch, the smaller the dots are, therefore creating a finer, crisper image.

## Screening

Color **created by dots** instead of solid ink coverage. In process color printing, the screened image, or halftone for each ink color is printed in succession. The screen grids are set at different angles, and the dots therefore create tiny rosettes, which, through a **kind of optical illusion**, appear to form a continuous-tone image. You can view the halftone screens that create printed images under magnification. *See Also: CMYK, Halftone*



Cyan, magenta, yellow, and black (CMYK) separations with halftone exaggerated to show detail.

Final composite image.

## Screen Printing

A printing process also called silk screening, where ink is transferred through a porous screen, such as nylon, onto the surface to be decorated. An emulsion or stencil is used to block out the negative, or non-printing areas of the screen. A squeegee forces ink through the open areas of the screen and onto the paper, plastic, cardboard, wood, fabric, glass, or other material.

## Separations

Usually in the four-color process arena, **separate film** holding images of one specific color **per piece of film**. Black, Cyan, Magenta and Yellow. Can also separate specific PMS colors through film.



## Serif

The curls and points that appear as outward lateral extensions of the bottoms and tops of letterforms on some type faces. Many designers consider serif type used for body text for easy readability. Times Roman is a well known serif typefont. *See also: Sans Serif.* **Serif Type**

## Service bureau

One of the terms for a company that **specialises in artwork production**, for example high resolution drum scanning, color retouching and color correction, outputting films and preparing files for printed reproduction.

## Show-through

Showthrough happens when the printed image from one side of a sheet of printed paper **shows through to the other side**. Usually occurs on thin newspaper or magazine printing paper. An 'off-white' sheet is often used to help reduce this in thinner paper stocks.

## Solid

Any area of the sheet receiving 100 percent ink coverage, as compared to a screen tint.

## Specifications

Complete and precise written description of features of a printing job such as type size and leading, paper grade and quantity, printing or binding method. Abbreviated **specs**.

## Spot color

A spot color is an 'extra', or 'special' color that is used in addition to the CMYK four color process. The extra ink is added to its own roller on the printing press, so as to more accurately print certain colors that are hard to reproduce with CMYK inks. There are a number of companies that manufacture and specify spot colors, most common of these is the Pantone color matching system.

Generally the cost and potential for problems for a print job increase as you add more spot colors, due to the increased cost and complexity of added process inks and films, and requiring more runs per finished print.

Spot colors are often also used in predominantly black and white publications, where it would be too expensive to add a CMYK graphic element. Advertising is often sold this way and a charge is made for each extra spot color. It is for these reasons that companies often have several versions of their company logo as part of their corporate identity, full color, mono and a spot color version. *See Also Pantone Color*

## Spot Varnish

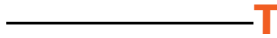
Varnish applied to portions of a sheet, as compared to flood.

## Substrate

Any material or surface that is to be printed on. For example, paper is a printing substrate. Other printing substrates can include plastics, card and even metals.

## SWOP

Abbreviation for specifications for web offset publications, specifications recommended for web printing of publications.



## Text wrap

Term used to describe body text that is running around a placed image (or block of text, for that matter). Runaround

## TIFF (Tagged Image File Format)

A TIFF file is a cross-platform graphics file format that is very highly used in graphic arts. A very popular file format, especially for high-resolution pre-press files.

## Thermography

Method of printing using colorless resin powder that takes on the color of underlying ink. Also called raised printing.

## Thumbnails

Initial ideas jotted on virtually anything in regard to initial concept of a future project.

## Tint

Screening or adding white to a solid color for results of lightening that specific color.

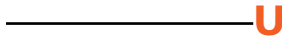
## Trapping

Because the commercial [printing process](#) involves laying down colours in sequence, as opposed to, for example, laser printing, it is nearly impossible to align every graphic object exactly.

Because of this, objects of different colours, that are next to each other, are set to trap. What this means in practice is that one object [overlaps](#) the other by a fraction of a millimetre, thereby ensuring that there is no white space in-between them.

## Trim Size

The size of the printed material in its [finished](#) stage



## Unsharp mask

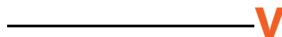
Digital process of sharpening the appearance of bitmap photographic images. Used by graphics applications such as Photoshop. without adding too much noise that can result in a grainy appearance. *See Noise*

## Up

Term to indicate [multiple copies](#) of one image printed in one impression on a single sheet. "Two up" or "three up" means printing the identical piece twice or three times on each sheet.

## UV Coating

A UV varnish is a [shiny coating](#) that is applied to the printed sheet and fixed with an [ultraviolet light](#). It can be used to cover the complete sheet of paper, or just applied to areas of the printed sheet, such as photographs.



## Value

Another word for the shade or tone of a printing [color](#).

## Varnish

A **coating** printed on top of a printed sheet to protect it, add a finish, and/or add a tinge of color. An entire sheet may be varnished, or certain areas, like halftones, may be spot varnished to add emphasis and appeal.

## Vector

Computer-aided design (CAD) programs and drawing applications such as Adobe Illustrator produce **vector graphics**. Vector graphics scale up or down easily without looking blocky or pixilated because **they are described by curves and algorithms** (as opposed to individual pixels which are bitmap or raster images.)

line drawn in pixels

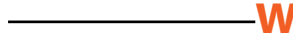


vector line



## Viewing booth

A viewing booth is an area, or even entire room, that has been specially set up with balanced lighting conditions, for viewing proofs and printed artwork.



## Web Press

Press that prints from large **rolls of paper**, usually cutting it into sheets after printing. Also called reel-fed press. Generally only economic for large print runs, such as newspapers and some mass distribution magazines. Occasionally, smaller design jobs will be run through a web press, but they will generally need to be booked in advance and must arrive on time, as they are generally tacked on to the end of a **larger print run**.