



Against the Grain

At right angles to the grain direction of the paper being used, as compared to with the grain. Also called across the grain and cross grain. See also Grain Direction.

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.

Artwork

All original copy, including type, photos and illustrations, intended for printing. Also called art.

Back Up

(1) To print on the second side of a sheet already printed on one side.

(2) To adjust an image on one side of a sheet so that it aligns back-to-back with an image on the other side.

Bleed

Printing that extends to the edge of a sheet or page after trimming.

Bond paper

Category of paper commonly used for writing, printing and photocopying. Also called business paper, communication paper, correspondence paper and writing paper.

Carbonless Paper

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

CMYK

Abbreviation for cyan, magenta, yellow and key (black), the four process colours.

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 organise printed matter in a specific order as requested.

Commercial Printer

Printer producing a wide range of products such as announcements, brochures, posters, booklets, stationery, business forms, books and magazines. Also called job printer because each job is different.

Coverage

Extent to which ink covers the surface of a substrate. Ink coverage is usually expressed as light, medium or heavy.

Crop Marks

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

Density

(1) Regarding ink, the relative thickness of a layer of printed ink. (2) Regarding colour, the relative ability of a colour to absorb light reflected from it or block light passing through it. (3) Regarding paper, the relative tightness or looseness of fibers.

Desktop Publishing

Technique of using a personal computer to design images and pages, and assemble type and graphics, then using a laser printer or imagesetter to output the assembled pages onto paper, film or printing plate. Abbreviated DTP.

Die

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

Die Cut

To cut irregular shapes in paper or paperboard using a die.

Digital Proofing

Page proofs produced through electronic memory transferred onto paper via laser or ink-jet.

DPI - Dots-per-inch

Measure of resolution of input devices such as scanners, display devices such as monitors, and output devices such as laser printers, imagesetters and monitors. Abbreviated DPI. Also called dot pitch.

Drill

In the printing arena, to drill a hole in a printed material, like a hole punching, but on a much larger scale.

Dummy

Simulation of the final product. Also called mockup.

Emboss

To press an image into paper so it lies above the surface. Also called cameo and tool.

EPS

Encapsulated Post Script, a known file format usually used to transfer post script information from one program to another.

Film Laminate

Thin sheet of plastic bonded to a printed product for protection or increased gloss. Also called celloglaze.

Finish

(1) Surface characteristics of paper. (2) General term for trimming, folding, binding and all other post press operations.

Finished Size

Size of product after production is completed, as compared to flat size. Also called trimmed size.

Flat Size

Size of product after printing and trimming, but before folding, as compared to finished size.



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Glossary of Printing & Graphic Terminology

Format

Size, style, shape, layout or organization of a layout or printed product.

Four-colour Process Printing

Technique of printing that uses black, magenta, cyan and yellow to simulate full-colour images. Also called colour process printing, full colour printing and process printing.

Grade

General term used to distinguish between or among printing papers, but whose specific meaning depends on context. Grade can refer to the category, class, rating, finish or brand of paper.

Grammage

Basis weight of paper in grams per square meter (gsm).

Graphic Arts

The crafts, industries and professions related to designing and printing on paper and other substrates.

Graphic Design

Arrangement of type and visual elements along with specifications for paper, ink colours and printing processes that, when combined, convey a visual message.

Gripper Edge

Edge of a sheet held by grippers on a sheet fed press, thus going first through the press. Also called feeding edge and leading edge.

GSM

The unit of measurement for paper weight (grams per square meter).

Image Area

The actual area on the printed matter that is not restricted to ink coverage.

Ink Jet Printing

Method of printing by spraying droplets of ink through computer-controlled nozzles. Also called jet printing.

Inserts

Within a publication, an additional item positioned into the publication loose (not bound in).

Layout

A sample of the original providing (showing) position of printed work (direction, instructions) needed and desired.

Logo (Logotype)

A company, partnership or corporate creation (design) that denotes a unique entity. A possible combination of letters and art work to create a "sole" entity symbol of that specific unit.

Makeready

(1) All activities required to prepare a press or other machine to function for a specific printing or bindery job, as compared to production run. Also called setup. (2) Paper used in the makeready process at any stage in production. Makeready paper is part of waste or spoilage.



Margin

Imprinted space around the edge of the printed material.

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. Also called surprint.

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.

Perforating

Taking place on a press or a binder machine, creating a line of small dotted wholes for the purpose of tearing-off a part of a printed matter (usually straight lines, vertical or horizontal).

Plate

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

PMS

Obsolete reference to Pantone Matching System. The correct trade name of the colours in the Pantone Matching System is Pantone colours, not PMS Colours.

Prepress

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

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.

Quality

Subjective term relating to expectations by the customer, printer and other professionals associated with a printing job and whether the job meets those expectations.

Resolution

Sharpness of an image on film, paper, computer screen, disc, tape or other medium.

RGB

Abbreviation for red, green, blue, the additive colour primaries.

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.



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 Printing

Method of printing by using a squeegee to force ink through an assembly of mesh fabric and a stencil.

Separations

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

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 Colour or Varnish

One ink or varnish applied to portions of a sheet, as compared to flood or painted sheet.

Spread

Two pages that face each other and are designed as one visual or production unit.

Trim Size

The size of the printed material in its finished stage

Uncoated Paper

Paper that has not been coated with clay. Also called offset paper.