

## A

**Accordion Fold:** A folding technique in which two or more folds open like an accordion and exist parallel to one another.

**Alteration:** Change in project specifications after production has begun.

**Aqueous Coating:** A coating method used to enhance photo appearance, protect against wear and provide rub resistance.

## B

**Backup:** To print the reverse side of a printed sheet.

**Banding:** A print defect made up of perceived parallel lines in solid or halftone pattern area fills that do not appear smooth. Blocked nozzles, nozzles not firing completely straight or poor calibration causes this defect.

**Bindery:** A firm that focuses on finishing techniques for printed materials or the finishing area of a printing company.

**Binding:** The various methods used to secure loose leaves, sections or signatures in a book; saddle-stitch, perfect bound or spiral.

**Blanket:** The cylinder on a lithographic printing press which is covered with a rubber blanket that conveys the image from a plate to a sheet of paper.

**Bleed:** A printed image that extends over the edge of a sheet after the trimming process.

**Blind Embossing:** A method for pressing an image into a sheet that does not involve foil or ink.

**Bulk Pack:** Boxing finished goods without wrapping or banding.

## C

**C1S:** Abbreviation for paper coated on one side.

**C2S:** Abbreviation for paper coated on both sides.

**Caliper:** A unit of paper measurement based on the thickness of paper in increments of one thousandth of an inch.

**Case Bind:** To bind a book using glue to hold signatures to a case made of binder board covered with fabric, plastic or leather; also called cloth bind, edition bind and hard bind.

**Change Order:** Additional costs incurred after production on project has begun.

**Clearcoat:** Term used to define clear UV coating of a press sheet.

**CMYK (Cyan, Magenta, Yellow, Black):** The subtractive primaries, or process colors, used in 4-color process printing. Black (K) is usually added to enhance color and to print a true black.

**Coated Paper:** Any type of printing paper that has a smooth finish and clay coating.

**Collate/Collation:** To gather separate sections, loose leaves or signatures of a book together in the correct order for binding; order in which single sheet objects, such as trading cards, are gathered and inserted into packaging.

**Color Bars:** A control device printed on the actual press sheet to measure and monitor ink density, ink trapping, color and tone balance, dot gain, print contrast and registration.

**Color Matching System:** A system used to compare and match color that uses formulated ink.

**Color Separations:** A preparation process for artwork, photos, etc., that breaks down images into the four primary printing colors: cyan, magenta, yellow, and black, also known as CMYK.

**Contrast:** The tonal change in color from light to dark.

**Copy:** All furnished text material, usually supplied via hard copy, e-mail or on disc, used in the production of a printed product.

**Cover Paper:** A type of printing paper that is heavy enough for use as a book cover or folder.

**Creasing:** An indentation made in thick paper to help prevent cracking.

**Crop:** The process of cutting or trimming off portions of an image or photo.

**Crop Marks:** Lines that are printed on a sheet to indicate where it is to be trimmed.

**Crossover:** An image or text that stretches from one page across the gutter, over and into its facing page.

**Cyan:** The blue color that is one of the four standard process colors used in printing.

## **D**

**Debossing:** Printing or stamping in which dies are used to depress an image below the surface of paper or board.

**Densitometer:** A digital precision instrument used to measure the quantitative colors or density in color work.

**Density (ink):** The measure of tonal values.

**Die:** During the finishing process, an imaged block or metal ruler that is used to cut a shape out of paper.

**Die-cutting:** A method for cutting a shape out of paper.

**Digital Proof:** High-resolution, contract-quality proof.

**Direct-to-Press:** Final pages downloaded digitally in position directly to a plate; no film is used in this process.

**Dot:** A small element that composes a halftone. Printers use an instrument called a "loupe" to view the dots that make up printed images.

**Dot Gain or Spread:** The possible increase in dot size when it is transferred from plate to paper.

**Dots per Inch:** A measure of screen and printer resolution that counts the dots that the device can produce per linear inch.

**Drilling:** Use of a drill to make holes in thick stacks of paper so they can be placed in a ring binder.

**Drop Shadow:** A shadow behind an image or type to help bring the image forward and stand out.

**Dummy:** The prototype of a brochure or book with the correct size, layout and sometimes paper.

**Duotone:** An image composed of two printed colors referred to as a halftone.

## E

**Embossing:** Relief printing or stamping in which metal dies are used to raise an image above the surface of paper or board.

**Encapsulated PostScript (EPS):** A file format used to transfer PostScript image information from one program to another; the preferred file format for saving images, as it is resolution independent, as opposed to tiff.

## F

**Flood:** A method that uses ink, UV coating or varnish to completely cover a printed page.

**Foil:** A type of coating for rolls or plastic sheets that contains pigment or metallic ink used for embossing or stamping foil.

**Foil Emboss / Stamp:** A method in which a die stamps or embosses an image with foil.

**Four-color Process:** A method that uses a combination of the four primary printing colors (cyan, magenta, yellow and black) to create all other colors.

**Fulfillment:** The preparation and shipping of printed materials to the client's customers or distribution list.

## G

**Gatefold:** A paper fold in which both sides are folded across the middle of the sheet in overlapping layers.

**Ghosting:** A unintended faint image on a printed sheet usually caused by transfer of an image from the back of one sheet to the front of another sheet.

**Gloss:** A type of finish or coating that makes an image or photo shine and reflect light.

**Gripper:** Metal fingers that grasp a sheet of paper and guide it through a sheet-fed press.

**Gutter:** The central blank area between left and right pages; also space between columns – when more than one used – on a page.

## H

**Halftone:** A method that converts dots into a continuous tone for printing.

**Hickey:** An unintended spot that appears in a printed image; usually caused by dirt, dust or ink.

## I

**Image Area:** Area on the paper on which ink can appear.

**Impose/Imposition:** To arrange pages so that when the sheet is folded, the text will read continuously.

**Indicia:** The location on printed matter that is used for postal information.

## J

**JPEG (Joint Photographic Experts Group):** One of the image file formats supported on the Internet. A lossy compression technique for color images capable of reducing file size to about 5% of its normal size with some loss of detail in the compression. Files often end with “.jpg” extension.

## L

**Laminate:** To protect paper or card and give it a matt or gloss surface by applying a transparent plastic coating through heat or pressure.

**Layout:** Overall design of a piece of printed work.

**Lines per Inch:** The amount of rows of dots per inch in a halftone image.

**Loupe:** A magnifying glass used to review a printed image, examine a plate and register film on a light table.

## M

**Magenta:** The red color that is one of the four standard process colors used in printing.

**Makeready:** All of the processes that a press requires in preparation for printing.

**Matte Finish:** A type of ink finish that creates a “dull” or flat look on paper; it can also be a dull coated paper stock.

**Moire:** An unintended pattern in a photograph caused by incorrect screen angles.

## N

**Native File:** File still in the application in which it was originally created.

**Nesting:** Inserting one folded signature, or sheet, inside another.

## O

**Offset Paper:** Paper that does not have any coating.

**Offsetting:** A surface used to transfer ink. In some cases, the term describes instances in which images from a recently printed sheet mistakenly transfer to another sheet (also known as ghosting).

**OK Sheet:** A press sheet that must be considered final and approved prior to production.

**Opacity:** Description of non-transparency in printing papers.

## P

**Page Count:** Total number of pages in a book, including any blank pages.

**Page Proof:** The initial output to proofing printer; the best stage for identifying and correcting mistakes, typos and other problems.

**Pagination:** Numbering the pages of a book.

**PDF (Portable Document File):** A file format developed by Adobe® Systems that captures formatting information from a variety of desktop publishing applications which enables documents to be printed or viewed regardless of what operating system is used.

**PDF Proof:** An electronic proof that can be viewed on the computer screen with Adobe® Acrobat® Reader® (a free application from Adobe® Systems).

**Perfect Bind:** A method for attaching pages of a printed piece to its cover and spine, usually by a gluing process.

**Perfecting Press:** A press that allows printing on both sides of a sheet in one pass through the press.

**Perforate:** Broken slotted cuts or rules to enable paper to be torn in the correct place.

**Plastic Coil Binding:** A method of mechanically binding pages with the use of a plastic wire looped through a series of punched holes.

**Platesetter:** A machine on which the printing plate is produced directly from data without the need for film.

**PMS Color:** An acronym for Pantone® Color Matching System, a standard for the printing industry that contains over 1,000 colors.

**PostScript:** A registered trade mark of Adobe Inc.; It is a page description language which describes the content and layout of a page.

**Press Run:** In the printing of a job, the total number of copies produced in one printing.

**Press Proof:** A proof of the job from the printing press.

**Process Colors:** A term for the four standard process colors used in printing: cyan (blue), magenta (red), yellow and black. The colors are also known by the acronym CMYK.

## R

**Register:** The correct alignment of plates with the margins in order; also the correct positioning of one color over another color in color printing.

**Resolution:** The efficiency of a computer graphic in reproducing fine detail.

**Reversed Out Printing:** White text (or colored) reversed out of a background of a solid color.

**RIP (Raster Image Processing):** The computerized process of creating the dots that make up a halftone from a page description language such as PostScript.

## S

**Saddle-stitch:** A method for attaching pages in which they are bound together with staples in the fold seam.

**Sans Serif:** Term used to classify a wide range of typefaces which are devoid of finishing strokes.

**Score:** A crease that is intentionally made on a sheet of paper so that it folds easily.

**Screen:** The term used by graphic artists to describe the dot patterns into which artwork or photos are broken up. These screens or screen tints allow the simulation of continuous tone to be printed on offset presses. Also be the term used to define any dot pattern in printed material to show shading. Lines per inch is the standard by which screens and screen tints are classified.

**Self-cover:** A technique that uses the same type of paper for the inside pages as for the cover.

**Serif:** Short stroke at the ends of stems, arms and tails of characters.

**Signature:** A sheet of printed pages which when folded become a part of a book or publication.

**Specifications:** A print order in exact language.

**Spine:** The binding edge of a book or publication.

**Spoilage:** Planned paper waste for all printing operations.

**Spot PMS Colors:** A method of printing in which each color is printed with its own ink. In contrast, process color printing uses four inks (cyan, magenta, yellow and black) to produce all other colors.

**Spot Varnish:** A technique that allows the use of varnish to highlight certain areas of a photo or press sheet.

**Swatch:** A color specimen.

## T

**Template:** A standard layout usually containing basic details of page dimensions.

**TIFF (Tagged Image File Format):** A bitmapped graphics format for scanned images; can be black + white, grayscale or color; files often end with a .tif extension.

**Trapping (in Pre-press):** How much overprinting colors overlap to eliminate white lines between colors in printing.

**Trapping (In printing):** The ability to print a wet ink film over previously dried ink. *Dry trapping* is printing wet ink over dry ink. *Wet trapping* is printing wet ink over previously printed wet ink.

**Trim size:** The final size of a printed image.

## U

**UV Coating:** A type of fluid coating that is usually bonded and cured with UV light. It has a similar appearance to lamination but with the ability to highlight certain areas, much like spot varnish.

## V

**Varnish:** A type of colorless ink used to protect and enhance the appearance of a printed surface.

**Vignette Halftone:** A type of halftone image in which the background fades to white gradually.

## W

**Web Press:** A type of press that uses rolls of paper for printing.

**Wire-O Binding:** A mechanical binding which uses a series of double wire loops formed from a single continuous wire running along its length.

**Work and Tumble:** A method of printing in which a sheet is turned over from the gripper to the tail, after being printed on one side, and the same guide and plate are used for the opposite side. This is the process that a perfecting press uses.

**Work and Turn:** A method of printing in which a sheet is printed on one side and then turned over from left to right with the same side guide and plate for the opposite side.