

Glossary of Print Terms

Acetate

A transparent plastic sheet placed over printed originals that are commonly used to protect books.

A sizes

Most common paper size used for general printing, stationery and publications.

Binding

The fastening of papers to create a brochure or book.
See separate glossary below.

Bleed

A printed colour or image that extends past the trimmed edges of a page, usually 3mm.

Clipping path

A vector-based outline used to “clip” or silhouette an image from its surroundings so only the desired part will print.

CMYK

Acronym for the ink colors used in four-colour process printing. The letters stand for cyan, magenta, yellow and key (black). Also called process colours.

Coated/Uncoated Paper

Paper with a coating improves reflectivity and colour holdout of a print. Gloss and satin are examples of coated paper. Uncoated paper is commonly used for the printing of letterhead and is also referred to as bond or offset paper.

Collating

Arrangement of printed sheets into the desired sequence.

Color separation

A laser scanning method used to separate full-colour artwork or transparencies into the four primary printing ink colors of cyan, magenta, yellow and black.

Crop

The blocking out of unwanted parts of an image to fit a layout space or deleting portions that aren't relevant.

Crop Marks

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

Crossover

An image or type that continues across a spread of a brochure,

book or magazine to another page.

C sizes

A paper size used for envelopes, designed to take 'A' sized paper.

Die Cut

To cut irregular shapes into a paper or board using a die.

DL Envelope

A standard envelope size measuring 110mm x 220mm. They take A4 sheets folded into three .

DPI (Dots-per-inch)

In offset printing, the number of dots that fit horizontally and vertically into a one-inch measure. Generally, the higher the dpi, the sharper the printed image.

Drawdown

A test of the ink colour on the actual paper stock that will be used to evaluate how it looks.

Duplex

A term referred to when you print on both sides of a sheet of paper.

EPS (Encapsulated PostScript)

File format for images or graphics.

Encapsulation

Where a printed matter is sealed in a plastic coating providing a rigid, watertight covering.

Finish

The surface characteristics of paper – such as gloss, matte, or silk.

Finishing

Post-press operations, including trimming, scoring, folding and binding.

Font

A typeface family that includes all letters and numbers in the same style.

Four-colour process

Method of printing using cyan, magenta, yellow and black (CMYK) inks to simulate full-colour images. Also called full-colour printing and process printing.

FPO (For position only)

Usually a low-resolution image (72 or 100 dpi) file used only to indicate placement and size. It is meant to be replaced by a high-resolution image before printing.

Grain Direction

The direction that the fibres in paper become aligned during

manufacturing.

GSM/Grams

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

Hard copy

A paper printout at 100% size of digital files. It is usually output on a desktop laser or inkjet printer.

Hi-res

High-resolution image, usually 300 to 350 dpi.

Impression

One impression equals one press sheet passing once through a printing unit.

Insert

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

Knockout

An area of background colour that has been masked out (knocked out) by a foreground object and therefore does not print.

Laminate

A thin transparent plastic sheet (coating) applied to usually a thick stock (covers, post cards, etc.) Providing protection against liquid and heavy use.

Landscape

A design where the width is greater than the height – (opposite of portrait).

Low-res

Low-resolution image, such as 72 or 100 dpi.

Make-ready

All activities required to prepare a press or other machine to function for a specific printing or bindery job. Also called setup.

Mark-up

Instructions written on a hard-copy printout.

Match colour

A custom-blended ink colour that matches a specified colour in a colour system such as Pantone®. It is not built from a combination of CMYK.

PDF (Portable Document Format)

Adobe® Systems file format to facilitate cross-platform viewing of documents in their original form. Quick, cheap & stable.

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.

Personalisation

Where data elements are unique to an individual printed piece. Concept facilitated by digital printing.

Portrait

A design where the height is greater than the width – (opposite of landscape).

Prepress

RIPing files, platemaking, and other work performed by the printer, separator or service bureau in preparation for printing.

Process colours

See CMYK.

Proof

Print made from negatives or plates to check for errors and flaws, predict results on press and record how a printing job is intended to appear when finished.

Raster graphics

Computer image made up of pixels. Photoshop® is the most common raster program.

Ream

500 sheets of paper.

Resolution

Refers to the sharpness and quality of a supplied image. The higher the resolution, the better quality the final printed product will be.

RGB

Red, green and blue – the additive primaries used in monitors. They are not printing colors.

RIP (Raster Image Processor)

This device is designed to interpret PostScript files and create a document suitable for printing.

Self-cover

The paper used inside a booklet is the same as that used for the cover.

Simplex

Printing on one side of a sheet of paper.

Source File

The original graphic file.

Spine

The binding edge of a publication.

Spot Colour or Varnish

Specific colour or varnish that is applied only to portions of a sheet.

Stock

Paper or card to be printed on.

TIF or TIFF (Tagged Image File format)

Raster file format used for image placement in page layout programs. TIFs can sometimes be tinted and modified in a page layout program where EPS images cannot.

Typo

Short for 'typographical error' – a mistake in the copy.

UV coating

Liquid applied to a coated sheet, then bonded and cured with ultraviolet light.

Vector graphics

Graphics that use mathematical calculations to describe lines and curves. Illustrator® is the most common vector program.

Visual

A preliminary layout, indicating the general design and the positioning of the various elements.

Watermark

Translucent logo in paper created during manufacturing by slight embossing while paper is still approximately 90 percent water.

Glossary of Binding Terms

Case bound

A hardback book made with a stiff outer cover. Case bound books are normally covered with an outer cloth, vinyl or leather.

Perfect binding

Can also be referred to as adhesive or soft binding. A type of binding in which the pages of a book are held together at the binding edge by glue or a synthetic adhesive.

Saddle Stitch

To bind by stapling sheets together where they fold at the spine.

Spiral Bind

To bind using a spiral of continuous plastic looped through holes which are pre-punched into the pages of a booklet. Is also referred to as comb and coil binding.

Wire-0 Binding

A continuous series of wire loops run through punched slots along the binding side of a booklet.