



## GLOSSARY OF TERMS FOR PRINT

### Accordion Fold

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

### Against the Grain

At right angles to direction of paper grain.

### Author's Corrections

Also know as "AC's". Changes and additions in copy after it has been typeset.

### Back Up

Printing the second side of a sheet already printed on one side.

### Basis Weight

Weight in pounds of a ream of paper cut to the basic size for its grade.

### Bind

To fasten sheets or signatures with wire, thread, glue, or by other means.

### Bindery

The finishing department of a print shop or firm specializing in finishing printed products.

### Blanket

The thick rubber mat on a printing press that transfers ink from the plate to paper.

### Bleed

Printing that goes to the edge of the sheet after trimming.

### Blind Embossing

An image pressed into a sheet without ink or foil.

### Blueline

A blue photographic proof used to check position of all image elements.

### Bond Paper

Strong durable paper grade used for letterheads and business forms.

### Break for Color

Also known as a color break. To separate mechanically or by software the parts to be printed in different colors.

### Brightness

The brilliance or reflectance of paper.

### Burn

Exposing a printing plate to high intensity light or placing an image on a printing plate by light.

### Butt

Joining images or colors without overlapping.

### Butt Fit

Printed colors that overlap one row of dots so they appear to butt.

### Camera-Ready Copy

Print ready mechanical art.

### Case Bind

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

### Cast Coated

Coated paper with a high gloss reflective finish.

### CMYK

Stands for the colors Cyan-Magenta-Yellow-Black. In print design, colors are defined as a percentage of each of these 4 colors. For example, the CMYK abbreviation for the color black would be 0-0-0-100. In contrast, display devices (i.e. computer monitors) typically define colors using RGB (Red, Green, Blue).



### Coated Paper

A clay coated printing paper with a smooth finish.



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## GLOSSARY OF TERMS FOR PRINT

### **Collate**

A finishing term for gathering paper in a precise order.

### **Color Bar**

A quality control term regarding the spots of ink color on the end of a sheet.

### **Color Correction**

Methods of improving color separations.

### **Color Key**

Color proofs in layers of acetate.

### **Color Matching System**

A system of formulated ink colors used for communicating color.

### **Color Separations**

The process of preparing artwork, photographs, transparencies, or computer generated art for printing by separating into the four primary printing colors (see CMYK).

### **Comb Bind**

To plastic comb bind by inserting the comb into punched holes.

### **Composite Film**

Combining two or more images on one or more pieces of film.

### **Continuous-Tone Copy**

Illustrations, photographs or computer files that contain gradient tones from black to white or light to dark.

### **Contrast**

The tonal change in color from light to dark.

### **Copy**

All furnished material on disc used in the production of a printed product.

### **Cover Stock**

A heavy printing paper used for book covers, presentation folders, etc.

### **Cromalin**

Trade name for DuPont color proofs.

### **Crop**

To cut off parts of a picture or image.

### **Crop Marks**

Printed lines showing where to trim a printed sheet.

### **Crossover**

Printing across the gutter or from one page to the facing page of a publication.

### **Cyan**

One of four standard process colors. The blue color.

### **Densitometer**

A quality control device to measure the density of printing ink on paper.

### **Density**

The degree of color or darkness of an image or photograph.

### **Die**

Metal rule or imaged block used to cut or place an image on paper in the finishing process.

### **Die Cutting**

Cutting images into or out of paper.

### **Direct to Plate**

A term used to explain a printing process which eliminates the need for film.

### **Dot**

An element of halftones.

### **Dot Gain or Spread**

A term used to explain the difference in size between the dot on film vs. paper.



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### DPI

Stands for "Dots Per Inch." DPI specifies the resolution of an output device, such as a printer or printing press. Print resolution usually runs from 300-1200 dots per inch on a Laser Printer and 33-225 dots per inch for photographic images on a print brochure. (For information on input device measurements see ppi.)

### Double Burn

Exposing a plate to multiple images.

### Draw-Down

A sample of ink on paper used to evaluate ink colors.

### Drop-Out

Portions of artwork that do not print.

### Dummy

A rough layout of a printed piece showing position and finished size.

### Duotone

The application of two colors to provide richer tones than a monotone (single-color image, usually grayscale) can provide. A good duotone image can simulate a wider range of the color spectrum than two colors used separately. Duotones also use a hue (color) to set the mood for a photo.

### Emboss

Embossing a graphic image adds dimension to it by making the image appear as if it were carved as a projection from a flat background.

### Emulsion

Light, sensitive coating found on printing plates and film.

### Flat

An assembly of negatives taped to masking materials for platemaking.

### Flood

To cover a printed page with ink, varnish, or plastic coating.

### Flop

The reverse side of an image.

### Foil

A metallic or pigmented coating on plastic sheets or rolls used in foil stamping and foil embossing.

### Foil Emboss

Foil stamping and embossing an image on paper with a die.

### Foil Stamping

Using a die to place a metallic or pigmented image on paper.

### 4-Color-Process

The process of combining four basic colors (CMYK) to create a printed color picture or colors composed from the basic four colors.

### Gang

Getting the most out of a printing press by using the maximum sheet size to print multiple images or jobs on the same sheet. A way to save money.

### Generation

Stages of reproduction from original copy. A first generation reproduction yields the best quality.

### Ghosting

A faint printed image that appears on a printed sheet where it was not intended.

### Gloss

A shiny look reflecting light.

### Grain

The direction in which the paper fiber lay.

### Grippers

The metal fingers on a printing press that hold the paper as it passes through the press.

### Hairline

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



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### **Halftone**

Converting a continuous tone to dots for printing.

### **Hard Copy**

The output of a printer, or typed text sent for typesetting.

### **Hickey**

Re-occurring unplanned spots that appear in the printed image from dust, lint, dried ink.

### **Highlight**

The lightest areas in a picture or halftone.

### **Image Area**

Portion of paper on which ink can appear.

### **Imposition**

Positioning printed pages so they will fold in the proper order.

### **Impression**

Putting an image on paper.

### **Imprint**

Adding copy to a previously printed page.

### **Indicia**

Postal information placed on a printed product.

### **Ink Fountain**

The reservoir on a printing press that holds the ink.

### **Kerning**

The horizontal spacing between the letters in a word.

### **Keylines**

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

### **Kiss Cut**

To cut the top layer of a pressure sensitive sheet and not the backing. Used when printing labels.

### **Knock Out**

To mask out an image.

### **Laid Finish**

Simulating the surface of handmade paper.

### **Laminate**

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

### **Line Copy**

High contrast copy not requiring a halftone.

### **Lines Per Inch**

The number of rows of dots per inch in a halftone.

### **Loupe**

A magnifying glass used to review a printed image, plate or film.

### **Magenta**

Process red, one of the basic colors in process color.

### **Makeready**

All the activities required to prepare a press for printing.

### **Mask**

Blocking light from reaching parts of a printing plate.

### **Matchprint**

Trade name for 3M color proof.

### **Matte Finish**

Dull paper or ink finish.

### **Mechanical**

Camera ready art all contained on one board. Not used as much today. Most art files today are electronic.

### **Mechanical Separation**

Mechanical art overlay for each color to be printed.

### **Micrometer**

Instrument used to measure the thickness of paper.

### **Middle Tones**

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



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## GLOSSARY OF TERMS FOR PRINT

### Moire

Occurs when screen angles are crossed, causing odd patterns in photographs.

### Negative

The image on film that makes the white areas of originals black and black areas white.

### Offsetting

Using an intermediate surface to transfer ink. Also, an unpleasant happening when the images of freshly printed sheets transfer images to each other.

### Offset Paper

Term for uncoated book paper.

### Opacity

The amount of transparency of a printed sheet. The more opacity or the thicker the paper the less show-through.

### Overrun or Overs

Copies printed in excess of the specified quantity. (Printing trade terms allow for + - 10 % to represent a completed order).

### Page Count

Total number of pages in a book including blanks.

### Perfect Bind

A type of binding that glues the edge of sheets to a cover like a telephone book.

### Perfecting Press

A sheet fed printing press that prints both sides of a sheet in one pass.

### PMS

The abbreviated name of the Pantone Matching System.

### Point

For paper, a unit of thickness equaling 1/1000 inch. For typesetting, a unit of height equaling 1/72 inch.

### PostScript

The computer language most recognized by printing devices.

### Pressure-Sensitive Paper

Paper material with self sticking adhesive covered by a backing sheet.

### Process colors

Cyan (process blue), magenta (process red), yellow (process yellow), black (process black) (see CMYK).

### Ragged Left

Type that is justified to the right margin and the line lengths vary on the left.

### Ragged Right

Type that is justified to the left margin and the line lengths vary on the right.

### Ream

Five hundred sheets of paper.

### Register

To position print in the proper position in relation to the edge of the sheet and to other printing on the same sheet.

### Register Marks

Cross-hair lines or marks on film, plates, and paper that guide strippers, platemakers, pressmen, and bindery personnel in processing a print order from start to finish.

### Rip

A method of making printing negatives from PostScript files created by desktop publishing.

### Saddle Stitch

Binding a booklet or magazine with staples in the seam where it folds.

### Scanner

Device used to make color separations, halftones, duo tones and tri tones. Also a device used to scan art, pictures or drawings in desktop publishing.



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### Score

A crease put on paper to help it fold.

### Self-Cover

Using the same paper as the text for the cover.

### Show-Through

Printing on one side of a sheet that can be seen on the other side of the sheet.

### Side Stitch

Binding by stapling along one side of a sheet.

### Signature

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

### Specifications

A precise description of a print order.

### Spine

The binding edge of a book or publication.

### Split Fountain

Putting more than one ink in a printing fountain to achieve special color affects.

### Spot Varnish

Varnish used to highlight a specific part of the printed sheet.

### Stamping

Term for foil stamping.

### Stat

Term for inexpensive print of line copy or halftone.

### Step-and-Repeat

A procedure for placing the same image on plates in multiple places.

### Stet

A proof mark meaning let the original copy stand.

### Stock

The paper to be printed on.

### Stripping

The positioning of film on a flat prior to platemaking.

### Text Paper

Grades of uncoated paper with textured surfaces.

### Tints

A shade of a single color or combined colors.

### Transparency

A positive photographic slide on film allowing light to pass through.

### Transparent Copy

Film that light must pass through for it to be seen or reproduced.

### Transparent Ink

A printing ink that does not conceal the color under it.

### Trapping

The ability to print one ink over the other slightly.

### Trim Marks

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

### Trim Size

The final size of a printed page after the last trim is made.

### Up

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

### UV Coating

Liquid laminate bonded and cured with ultraviolet light.

### Varnish

A clear liquid applied to printed surfaces for looks and protection.

### Vignette Halftone

A halftone whose background gradually fades to white.

### Washup

Removing printing ink from a press, washing the rollers and blanket.



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## GLOSSARY OF TERMS FOR PRINT

### 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.

### Web Press

The name of a type of press that prints from rolls of paper.

### Wire O

A bindery trade name for mechanical binding using double loops of wire through a hole.

### With the Grain

Folding or feeding paper into the press or folder parallel to the grain of the paper.

### 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.



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