

## GLOSSARY OF TERMS - PRINT COMPANY » DOWNLOAD AREA

### **Ascender**

The part of a lower case letter which rises above the main body, as in "b".

### **Baseline**

The imaginary line on which the bottoms of letters, numbers and other typographic characters align.

### **Bleed**

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

### **Binding**

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

### **Body copy**

A type used for the main part or text of a printed piece, as distinguished from the headline.

### **CMYK**

The core colours used in 4-colour process printing; Cyan, Magenta, Yellow and Black (K comes from Key - Key information).

### **Colour correction**

The adjustment of colour values in reproduction to obtain a correct image.

### **Colour separation**

In printing, the process of separating colour digital or photographic originals into primary colour components, usually CMYK or Spot colours; also refers to the set of film used to print full colour material.

### **Continuous fold**

A paper folding system to convert rolls of paper into Concertina Folds.

### **Crop marks**

Printed lines showing where to trim a printed sheet.

### **Clipping paths**

A clipping path is a vector line that outlines the separation between an image and its background. It assists designers in "clipping" an image from its original background and inserting it seamlessly into a new context.

### **Die-cutting**

Using a formed, metal-edged die to precision cut or emboss shapes into a piece of paper.

### **Digital printing (Laser printing)**

A type of printing which uses digital imaging process to transfer images directly onto paper/stock immediately, without traditional offset rollers and plates.

### **DPI (Dots per inch)**

A measure of output resolution produced by printers, imagesetters, or monitors.

### **DPS (Double Page Spread)**

Two or more facing pages of a publication.

### **Emboss**

Pressing an image into paper so that it will create a raised relief.

### **Foil stamping**

To cover paper with a thin, flexible sheet of metal or other material. The foil, which may be clear or opaque, comes in a range of colours and is carried on a plastic sheet. Stamping separates the foil from the plastic and makes it adhere to the paper. Foil stamping can be combined with embossing or debossing as an added design element.

### **Four colour printing**

The most commonly used method of printing that uses dots of magenta (red), cyan (blue), yellow and black to simulate the continuous tones and variety of colours in a colour image.

### **Gatefold**

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

### **Grid**

An underlying graphic structure used to organise typographic and other graphic elements within a field or on a page.

### **Gutter**

The blank space between vertical columns of text or inner margin from printing area to binding/folded spine.

### **Holes**

Punching or die scoring holes in the piece to allow for binder or other use.

### **Imposition**

Arrangement of pages so that they print correctly on a press sheet, and the pages are in proper order when the sheets are folded.

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### **Kern**

To adjust the lateral space between letters.

### **Lamination**

A polypropylene or nylon film lamination that can be applied to all cover paper stocks. Its heat application provides maximum durability with a minimum of curl. Available in gloss, delustered and curl-free finished.

### **Laser engraving**

A paper cutting technique whereby laser technology is utilised to cut away certain unmasked areas of the paper. The cutting is a result of the exposure of the paper to the laser ray, which actually evaporates the paper.

### **Leading**

The space, usually measured in points, between consecutive lines of type.

### **Letterpress**

A relief printing process in which a raised image is inked to produce an impression; the impression is then transferred by placing paper against image and applying pressure.

### **Lithography**

The process of printing that utilises flat inked surfaces to create the printed images.

### **Offset lithography**

Indirect printing method in which the inked image on the press-plate is first printed onto a rubber blanket, then in turn offsets the inked impression on to the sheet of paper.

### **Matte coated**

A non-glossy coating on paper, generally used to refer to papers having little or no gloss. A matte coated sheet is often specified when the printed pages will carry a lot of type, since the low gloss makes it easier for reading.

### **Paper sizes (mm)**

A1	594 x 841
A2	420 x 594
A3	297 x 420
A4	210 x 297
A5	148 x 210
A6	105 x 148
A7	74 x 105
A8	52 x 74
A9	37 x 52
A10	26 x 37

### **Paper stock**

Term used to describe specifications for paper, often designated by the manufacturer or mill's name and weight.

### **Perfect binding**

A method in which text pages are glued to the book cover along the spine.

### **Perforate**

To perforate or die score in holes that allow you to cleanly tear out a coupon or page from the piece with ease.

### **Ream**

A package containing 500 sheets of printing paper.

### **Saddle stitch**

Two staples added to the centre of the piece on the fold line, with the head of the staple on the outside of the folded piece.

### **Scoring**

A crease put on paper to help it fold more easily.

### **Sheet**

A single piece of paper.

### **Sheet fed**

A printing machine into which single sheets are fed.

### **Signature**

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

### **Spot colour**

Single colours applied to printing when 4-colour process is not necessary (i.e. one, two and three colour printing), or when process colours need to be augmented (i.e. a fluorescent pink headline or a metallic tint). Spot colours are most commonly specified from the Pantone® Matching System (PMS).

### **Tints**

A halftone screen that contains all the same sized dot.

### **UV coating**

Liquid laminate bonded and cured with ultraviolet light.

### **Varnish**

A clear shiny ink used to add gloss to printed pieces.

### **Web fed printing**

A printing press supplied with paper from a continuous roll rather than in separate sheets.