

GLOSSARY OF TERMS - PRINT COMPANY » DOWNLOAD AREA

Ascender

That 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, Black.

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.

GLOSSARY OF TERMS - PRINT COMPANY » DOWNLOAD AREA

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, 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 utilizes 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 remove 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.