

The Tourism Network's Guide to Print Jargon

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A-Z of Print & Publishing Jargon

To help you understand more about the print and publishing process here is a quick reference guide to the terminology.

A

A sizes An International Standards Organisation range of paper sizes.

Absorbency The extent to which a paper will take up and hold a liquid.

Absorption The first stage of drying of an ink when printed.

Accordion Fold Two or more parallel folds in a mail-out item so that it opens like an accordion.

Acid-Free Paper Paper which does not contain acid.

Airmail Paper Very light paper made with extra strength to reduce postage costs.

Alignment The lining up of text on a page or in a column (commonly 'ragged left', 'justified', or 'centred').

Art Paper Paper which has received a special coating to give it a smooth gloss finish. Its meaning is often confused but it is more easily termed as a 'gloss coated paper'.

Artwork Original illustrative copy or layout ready for reproduction at pre-press stage.

Author's Corrections Corrections made by the author on page proofs, which alter the original copy. The cost of making such alterations is charged by the printer, in contrast to printer's errors or house corrections.

B

B sizes An International Standards Organisation range of paper sizes.

Back-up To print on the reverse side of a printed sheet.

Bale Solid, compressed stacks of pulp or paper sheets.

Baseline The (imaginary) line on which type characters rest; characters with downward strokes, such as g, p or y, protrude below this line.

Binding methods Methods of securing the leaves of a book or brochure.

Bi Weekly, Bi Monthly Twice weekly or monthly (as opposed to every 2 weeks, every 2 months etc).

Blade Coated Paper Paper coated by a process in which the freshly applied wet coating is smoothed and the excess removed by a thin, flexible metal blade.

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.

Bleaching A chemical treatment used to whiten, brighten and improve paper pulp prior to papermaking.

Bleed The part of an image that extends beyond the 'Trim Marks' on a page, the ink on a printed page extends to the very edge of the paper.

Blind Embossed A logo, text or design which has been relief stamped into a sheet of paper or board.

Blue Pencil A special pencil used for marking copy that does not photograph and is therefore invisible in the finished item

Boards Paper weight beyond a certain weight (usually over 170gsm)

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Bromide A black and white proof on photographic paper.

Bulk The substance, feel and thickness of a paper.

Bulky Paper Paper which seems to be thick in relation to its weight.

C

C sizes Paper sizes used for envelopes, designed to take A size paper.

Caption A short description attached to an illustration.

Camera Ready Artwork Finished artwork that is ready, without further artwork preparation, to be photographed.

C/lc (Caps and lowercase) Instruction to capitalize a word or phrase.

Caps Instruction to change lowercase characters to uppercase.

Carbon Paper A thin wood free, or part mechanical, paper coated on one side with colouring agent of carbon. It is transferred to a sheet of paper underneath when pressure is applied.

Cartridge Paper Slightly rough coated or uncoated paper.

Character The term for an individual letter, number, or symbol.

Chromalin A registered trade mark of Agfa. An accurate colour proof that is made from imaged film using a powder instead of ink.

CMYK Letters which stand for Cyan, Magenta, Yellow and Black (K). K is used for black to eliminate confusion with blue. Full colour printed images are made up of these component colours.

Coated Paper Material coated on one or both sides with a mixture of china clay and latex to fill up surface pits and improve the printing surface. A variety of coating methods exists including roll coating, blade coating, air-knife coating and brush coating, or combinations of these types.

Coating A special water based coating which is applied to printed matter to protect literature from ink smudging or finger marking or to enhance appearance. The main types are sealer, gloss, matt and silk. Coatings are commonly used on matt or silk-coated paper as these types are more prone to smudging than gloss coated paper. The main difference between a varnish and a coating is that coatings are faster drying and therefore jobs can be turned around quicker. They tend to be more scuff resistant than varnishes, less absorbent to dirty fingers, and there is also less risk of yellowing paper. However, oil based varnishes are better if specific areas of a document need to be coated. (spot varnishing).

Cold Type Modern typesetting methods that no longer use 'hot metal'.

Collating To sort individual pages of a publication or mail-out in a set sequence.

Colour Mark Up Specifications on a piece of artwork to a printer, showing the required colours for the item to be printed.

Colour Separation Division of colour into basic elements e.g. CMYK or flat pantone by a process of scanning or page make-up from a computer. Separate printing plates are needed for each colour.

Computer to Press Modern presses can also be equipped with computer-to-press technology, which does not need printing plates. The computer transfers the images directly to the print-form-cylinder.

Contact Frame Equipment which converts film to printing plates.

Content Editing Analyzing a composition and deciding what needs to be added or changed to improve it.

Copy Any text that is intended for eventual reproduction in electronic or printed form.

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Copy Editing Finding and eliminating grammatical, spelling or similar errors, and checking for style and conformity.

Copy Fitting Calculating how much space a piece will need when typeset, or how much copy will be needed to fill a space.

Creasing An indentation made in thick paper to prevent cracking.

Cropping Cutting out (or marking out) a graphic so that the focus is on an individual part of it.

Crop Marks Small lines that show the document edge essential for register and trim.

Cyan A shade of blue used in four-colour printing.

D

Damping The process of applying water to the lithographic plate on a lithographic printing machine.

Damping Roller The roller on a printing press which applies the moisture directly to the printing plate.

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

Density (ink) The measure of tonal values.

Densitometer A digital precision instrument used to measure the quantitative colours or density in colour work.

Die stamping To cut paper, card or board to a particular size and design with a metal die, for packaging and display work.

Disk A computer storage device such as a CD.

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

Dot The basic element of halftone.

Dot Gain An aberration when during the making of halftone film or plates, the dots become slightly enlarged.

D.P.I. (Dots Per Inch) For calculating resolution.

Double Page Spread Two facing pages of a publication.

Double Coating Coating paper or board twice on one side or both sides

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

D.T.P. (Desktop Publishing) The creation of artwork and print from your computer. Requires special software and a fairly powerful PC or Apple Macintosh. Most publishing houses and designers use Apple Macintosh.

Duct The ink reservoir in a printing machine.

Dummy The prototype of a brochure or book in the correct size, layout and, if required, paper.

Duotone A photograph printed using two colours.

E

Editing Analysing and amending a manuscript, composition, audio or visual item before publishing.

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

Emulsion The light sensitive coating of a photographic material such a film.

Encapsulation A fully sealed polyester or polypropylene film to both surfaces of a sheet to enhance its durability.

F

Feeder Equipment for feeding and positioning paper sheets in printing presses.

Fit The alignment and registration of individual images or plates within a page.

Film Transparent material made of plastic acetate with a light-sensitive emulsion for recording an image.

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Film Negative A photographic image on film in which the highlights and shadows are reversed.

Film Positive A black image on a background of clear film.

Finishing All operations after printing.

Flat A sheet of paper with negatives taped in position for making an offset printing plate.

Flexography A method of Letterpress printing from flexible rubber or polymer plates.

Fluorescent Ink Ink that has bright and luminous colour because of the phosphorous chemicals in it.

Fluorescent Paper and Board A white base paper or board coated with a mixture of fluorescent pigments and binders. The coating is activated by ultraviolet light, usually natural light.

Folio Page numbers

Font All the letters, numbers, punctuation marks and symbols required for a particular style and size of typeface.

Format The physical characteristics of a publication such as size, shape, typefaces, margin widths, letter spacing, colours, paper stock, etc.

Four Colour process A method of printing in full colour by colour separation producing four colour plates for printing in cyan, magenta, yellow and black.

French Fold A sheet of paper that has been printed on one side only and then folded twice to form an uncut four-page section.

G

Galley Proof Long, narrow sheets of printed copy in the type size and column width of a newsletter's format prior to page make-up.

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

Gathering Placing the sections of a book in the correct order for binding.

Ghosting An image which appears as a lighter area on a subsequent print due to local blanket depressions from previous image areas.

Gloss Gloss refers to the reflectivity of paper or of the printed matter on it.

Graduation The smooth transition from one tone or colour to another, or the range of values between black and white.

Grain The pattern of fibres in a manufactured sheet of paper.

Graphic Computer data in the form of a picture or image.

Grid A rectangular page pattern that facilitates precise positioning of text, illustrations and white space.

Gripper On printing presses these are fingers that keep the sheet in place and carry it during the impression.

Gripper Edge The edge, which is caught by the grippers, as a sheet of paper is fed into a press.

GSM, grams per square metre, grammage Unit of measurement used to measure paper weight (and so thickness) in printing.

Guillotine A machine used to cut or trim a large number of sheets of paper accurately.

Gutter The inside edge of a page that allows extra space for binding.

H

Halftone Process by which continuous tone is simulated by a pattern of dots of varying size.

Hard Copy Paper printout of computer data.

Hexachrome This is a colour system that uses a set of six inks, made up of a modified four-colour set plus orange and green. The objective of hexachrome is to improve the printed colour gamut.

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Using hexachrome allows about ninety per cent of Pantone's special colours.

Hickey A spot on a printed sheet caused by dust, lint or ink imperfections. It is particularly noticeable on solids or halftones.

I

I.B.C. Inside Back Cover

I.F.C. Inside Front Cover

Impose or Imposition To arrange pages so that when the sheet is folded the text will read continuously.

Impression Cylinder A cylinder of a printing press which supports one surface of the sheet or web while the other surface receives its printed image from the blanket cylinder.

Ink Duct The fountain supplying the ink to the printing press.

Inking Roller A printing machine roller that carries ink from the fountain to the plate.

Ivory Board High quality board made in white or colours with a bright, clear appearance particularly used for invitations and other quality printed material.

J

JPEG (pronounced jay-peg)

Stands for Joint Photographic Experts Group. JPEG is a colour image compression technique that reduces file sizes by eliminating redundant or unnecessary image data. Many digital cameras automatically save images using the JPEG format. JPEG and GIF (Graphics Interchange Format), another compression method, are the most commonly used image file formats on the internet

Justify Aligning type to the right edge of a column as well as the left.

K

Kerning Decreasing the space between certain characters to create an illusion of consistent spacing.

Knocking up The adjustment on one or two edges of a pile of sheets so that they can be cut squarely.

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.

Laid Paper Printing or writing paper with a ribbed appearance.

Lay Edges The edges of a sheet which are placed flush with the side and marks on a printing press to ensure that the sheet will be held properly by the grippers and have uniform margins when printed.

Layout Overall design of a piece of printed work. A sketch that shows the relative positions of headlines, body text and pictures as they should appear on the finished item.

lc (lowercase) An instruction to uncapitalize a character or phrase.

Leading The space between lines of type on a page.

Letter Count The average number of characters to a line.

Light Table A special table with a light underneath used for paste-ups.

Line Art Illustrations composed only of solid black lines.

Linen Finish Imitation linen texture on a paper surface.

Lithography Printing from a dampened, flat surface using greasy ink based on the principle of the mutual repulsion of oil and water.

Logo The identifying symbol or trademark of an organization, publication, or other concern.

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M

Machine Proof A proof of the job from the printing press.

Magenta The name of the shade of red from the standard four colour printing inks.

Manilla Paper formally produced from manilla hemp but now produced from softwood kraft pulp.

Manuscript An original piece of copy as submitted by the author

Marbling Paper with strongly stained fibres to give the paper a marble effect.

Masthead A panel that promulgates the essential details of a publication such as the people responsible for its production, copyright information, publication schedule, etc.

Matt Art A clay coated printing paper with a dull finish.

Mechanical A cardboard backed, camera-ready paste-up of type and graphics.

Metallic Ink A printing ink, which produces an effect of gold, silver, bronze or copper.

Moiré A Printing fault where halftones appear as patterns of dots, also known as cross-screening.

Moisture Content The amount of moisture in paper. It is expressed as a percentage of its weight. Typically, a moisture content of around 7-8% is recommended for printing on paper.

Monochrome An image made up of varying tones in one colour (also duotone)

Mottle The appearance of irregular spots or blotches in a printed area that should be even in colour.

N

NCR No Carbon Required. Common name for carbonless paper.

Negative Film that has been exposed and processed to fix a reverse tone or image.

Newsprint The low grade paper used for printing newspapers and wrapping fish and chips.

Numbering Printing a unique number on a job (i.e. tickets, coupons)

O

O.B.C. Outside Back Cover

Offset Lithography A method of lithography by which the image is not printed direct from the plate but offset first onto a rubber covered cylinder, the blanket that performs the printing operation.

Opacity Description of non-transparency in printing papers.

OPI A process in which low resolution files are replaced automatically by high resolution files at pre-press stage.

Original Any matter or image intended for reproduction

Overprint Printing over an already printed area.

P

Page Proof Reproduction proof of a single page.

Pagination The term given to numbering the pages of a book.

Pantone matching system A registered trade name, system of colour matching used in computer software, paper and inks.

Paper Stock Supply of paper according to specifications such as size, type, weight, opacity etc.

Paste-up A mechanical of illustrations, headlines, and copy prepared for printing.

Perfecting Printing the second side of a sheet simultaneously (backing up).

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

PDF Portable Document Format, a file format developed by Adobe that displays documents identically on any computer system. Its

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advantage over HTML is that it allows publishers to design complicated layouts using any typefaces and graphics, confident that the end user will view the same layout that the publisher has created.

Pica A printer's unit of measure; 12 picas equal one inch.

Plate A sheet of metal holding the image from which an impression is produced.

Plate Cylinder The cylinder that holds the inked printing plate in position.

Platesetter A machine where the printing plate is produced directly from data without the need for film.

Point A typesetting unit of measure used for indicating font sizes.

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

PrePress The procedures that a manuscript or publication goes through prior to printing.

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

Print Run The total number of finished copies of a publication that will result from a set series of individual print jobs

Process Colours The printing inks Cyan, Magenta, Yellow and Black

Proof Composed copy for editing that has already gone through one or more of the prepress procedures.

Proofreading The process of reading composed copy in order to identify and correct errors.

Pulp The basic material used in papermaking, broken down mechanically or chemically.

R

Ragged Leaving one or both sides of a column, or the bottom of columns across a page, uneven.

RIP Raster Image Processing. Making the dots that make up a halftone from a page description language such as postscript.

Ream 500 sheets of paper of the same size, quality and grammage.

Reel A continuous length of paper wound on a core, irrespective of diameter, width or weight.

Reflectivity Ability of paper or board to reflect light, a measure of gloss.

Register The accurate positioning of images on a sheet using register marks.

Register Marks A set of fine line crosses or other suitable devices added to original artwork to provide reference points for accurate subsequent multi-colour printing or finishing.

Relief Printing method using a raised image, e.g. letterpress or flexography.

Reproduction Proof A high-quality proof, for final viewing before printing.

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

Retouching Methods of altering the image on a computer or physical artwork, photography to change or alter an image.

Repro Pre-press camera work, scanning and film make-up.

Resolution The sharpness of a computer image measured in D.P.I.

Reversed Out Printing White text (or coloured) reversed out of a background of solid colour.

Rough A rough sketch of a full-size page layout.

Rule A vertical or horizontal line on a page.

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Runnability The ability of a paper or board to perform on a printing press without problems.

S

Saddle Stitch or Wire A method of stitching brochures in which they are opened over a saddle shaped support and stitched through the back.

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

Satin Finish A smooth finished paper with a sheen to the surface.

Scanner An electronic device for converting hard copy into digital copy, usually in the form of an image.

Score A crease made in paper or card so that folding will not damage it.

Screen A screen is a thin transparent film onto which is printed a very fine matrix. A screen enables a continuous tone image such as a photograph or transparency, which cannot be reproduced by most printing process, to be broken down into tiny dots which can be printed and which from a normal viewing distance give the illusion of continuous tone. Screens are also used to print tints of solid colours by altering the size or spacing of the dots. Screens are referred to in terms of DPI (dots per inch) or dots per centimetre and the finer the screen, the better the quality of reproduction.

Screen Ruling The number of lines per inch (or centimetre) on a halftone or tint screen, equal to the number of dots per inch on the printed image.

Section A sheet folded to create four or more book pages.

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

Set-Off Term for the unwanted transfer of printing ink from a printed sheet to a surface facing it.

Sheet A single sheet of paper.

Sheet Fed A printing press into which sheets are fed.

Short-Run A small-quantity print specification for a publication.

Sidebar Extra information about an article's subject matter that is given prominence by means of a separate panel.

Side Perfs A perforated line running down the sides of a form.

Specs Specifications; parameters or rules for formatting a publication, application, document etc.

Spot Colour A colour that is printed not using four colour printing, but printed using self-coloured inks such as Pantone.

Stet (Let it stand) Instruction to revert to the original after initially changing a word or phrase.

Stochastic Screening (Frequency Modulated) Unlike conventional the screen is made up of dots which are randomly distributed to create a tonal change illusion. The greater the number of dots located within a specific area the darker the tone.

The dots are usually smaller than conventional screening so the definition tends to be better.

Swatch A colour specimen.

T

Text The main body of an article in a publication.

Thermography The process in which new printed sheets are dusted with a resin powder, which forms a raised surface when fused with heat.

Thumb Index An index where the divisions or chapters are cut into the edge of the publication.

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Tint The effect of the mixture of white to a solid colour or the effect achieved by breaking up colour into a percentage using dots, which allow white paper to show through.

Trim Marks Marks incorporated on a printed sheet, which indicate where the paper is to be cut or trimmed.

Turnaround Time Amount of time needed to complete a job.

Two up, three up, etc Printing where one or many images are printed on the same side of a sheet.

Typo Common abbreviation for a typographical error.

Typography The design and layout of type.

U

UV Varnishing A machine printed varnish, hardened by ultra-violet light.

V

Varnish A transparent solution mixed with ink or printed over ink to produce a glossy surface finish.

Vellum Paper Used mainly for certificates. The paper is tough and strong and has a good quality appearance.

Virgin Fibre Paper or board pulp fibre which is being used for the first time and not recycled fibre.

W

Watermark A distinctive design incorporated into paper during manufacture which is visible when viewed under a light or a contrasting background

Web A continuous roll of paper.

Web Fed A printing press with paper supplied by a web rather than single sheets.

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

Woodfree A paper which contains no mechanical wood pulp. In practice it usually contains a small percentage of mechanical fibre.

Work and Tumble To print one side of a sheet and turn it from front to back to print the second side, keeping the same alignment of the side edges on the press.

Work and Turn When both sides of a sheet is set on one plate. After one surface of the sheet has been printed it is turned over side to side and backed up from the same plate.

Work and Twist To print the same plate twice on the same side of a sheet turning the sheet through 360 degrees between print runs.

Wove Paper This is made on a roll of closely woven, finely textured wire, and leaves no marks on the surface of the paper.

XYZ

X-height The mean height of lower case letters, such as c, e, o and of course x.