



## Devonshire Creative

### Print: Glossary of Terms

#### 3D Studio Max

Sometimes called 3ds Max or just MAX, this is a 3-dimensional vector graphics and animation program

#### Artwork

Originally the physical art (sometimes referred to as Camera-Ready Artwork or Mechanical) prepared by the designer, including type, graphics and other originals. This was used by the printer to produce the printing plates. Today the artwork exists almost wholly in electronic form. Photographs, illustrations and designs are input to the computer using a scanner or via a direct source such as the internet or a photo library. All the elements are assembled using page layout software. Proofs can be made using colour laser or inkjet printers. The computer then separates the 'artwork' and produces high resolution films from which the printing plates are made.

#### A/W

Abbreviation for artwork

#### Author's Alterations (returned proofs)

At the proofing stage, changes that the client requests to be made concerning original artwork provided. AAs are considered an additional cost to the client. Also referred to as Author's Corrections and Author's Amendments.

#### AutoCAD

AutoCAD is a CAD software application for 2D and 3D design and drafting, it allows you to design, visualise and document your ideas. CAD is the software of choice for space planners.

#### Bitmap

A file format used for storing bitmapped (pixelated) images. Made of rows and columns of dots that when viewed together, create a graphic image.

#### Bleed

Printed area which extends off the trimmed area. It is not possible to print all the way to the edge of the paper sheet. To achieve this effect it is necessary to print a larger area than is required and then trim the paper down. Typically a designer would allow an extra 3mm of bleed to colour and image areas to allow for a little leeway when trimming.

#### Blind Embossing

A type of embossing where no ink is used. The design or text is only visible as a raised area on the paper.

#### Blister packaging

Method of packaging in which an object is placed in a pre-formed, clear plastic tray and backed by a printed card.

#### Boiler Plate

Blocks of repetitive type used and copied over and over again.

#### Collate

To organise printed matter in a specific order as requested.

**Colour Separation**

1. Technique of using a camera, scanner or computer to divide continuous-tone colour images into four halftone negatives.
2. The product resulting from colour separating and subsequent four-colour process printing.

**Composition**

1. In typography, the assembly of typographic elements, such as words and paragraphs, into pages ready for printing.
2. In graphic design, the arrangement of type, graphics and other elements on the page.

**Contrast**

The degree of tones in an image, ranging from highlight to shadow.

**CorelDraw**

A vector-art based software program that allows the designer to marry line-art images with bit-mapped images.

**Crop Marks**

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

**Cutting Die**

Usually a custom ordered item to trim specific and unusual sized printing projects.

**Die Cut**

To cut irregular shapes in paper or paperboard using a die.

**Digital Printing**

Printing directly from electronic data, and without the need for film.

**Double page spread or DPS**

Textual material on the left hand side continues across to the right hand side

**Dummy**

Mock up of an intended product to give you a good idea of and feel for the finished item.

**Dust Jacket**

The loose (usually paper) wrap around a publication, designed to protect the main book from damage. Dust Jackets have come to be decorative finishes for many publications.

**Electronic Image Assembly (EIA)**

Assembly of a composite image from portions of other images and/or other page elements using a computer.

**Electronic Publishing**

Publishing via output on internet, computer bulletin board or other electronic medium, as compared to output on paper.

**Emboss**

To press an image into paper so it lies above the surface.

**Engraving**

Printing method using a plate, also called a die, with an image cut into its surface.

**Finish**

1. Surface characteristics of paper.
2. General term for trimming, folding, binding and all other post-press operations.

**Flop**

The reverse side of an image.

**Flyer**

Cheaply produced circular for promotional distribution

**Ghosting**

1. Phenomenon of a faint image appearing on a printed sheet where it was not intended to appear. Chemical ghosting refers to the transfer of the faint image from the front of one sheet to the back of another sheet. Mechanical ghosting refers to the faint image appearing as a repeat of an image on the same side of the sheet.
2. Phenomenon of printed image appearing too light because of ink starvation.

**Grain Direction**

Predominant direction in which fibres in paper become aligned during manufacturing.

**Graphic Design**

Arrangement of type and visual elements along with specifications for paper, ink colours and printing processes that, when combined, convey a visual message.

**Graphics**

Visual elements that supplement type to make printed messages more clear or interesting.

**gsm**

Abbreviation for grams per square metre. This indicates the weight of paper or other stock. For example; A typical photocopier paper would be 80 gsm - a good letterhead paper might be 100 gsm - a postcard would be about 250 gsm.

**Gutter**

In the bookwork field, the inside margins toward the back or the binding edges.

**House style**

Copy editing rules for spelling, punctuation, etc used in a publishing house or publication

**Illustrator**

Adobe vector based illustration software, commonly used when creating logos and other graphically based images

**InDesign**

A page layout software application used for creating print-ready publications; the new challenger to Quark XPress for page layout tools.

**ISBN**

A number assigned to a published work (usually, but not exclusively, appearing above a bar code) and usually found either on the title page or the back of the title page. Considered an International Standard Book Number.

**ISDN**

Electronic means of sending digital files to and from locations. To send a file via ISDN requires an ISDN line for sender and receiver.

**Job Number**

A unique number assigned to a specific graphics or printing project in a company for use in tracking and historical record keeping.

**JPEG**

1. Joint Photographic Experts Group. A file format used to compress photographic images into smaller file sizes but at the expense of some image quality.
2. A compressed image format. Not usually suited to high-end reproduction, better suited for use in web-displayed material.

**Keyline**

An outline drawn on artwork showing position of an illustration.

**Library picture**

Picture not specially commissioned, available normally for a fee.

**Lithography**

Printing process where printing area will accept oil based inks while rest is water coated.

**Manuscript (MS)**

An author's original form of work (hand written, typed or on disk) submitted for publication.

**Make Ready**

The processes involved in getting a press ready for a print run.

**Mock Up**

A reproduction of the original printed matter and possibly containing instructions or direction.

**Over-run**

Copies printed in excess of the quantity specified in the order.

**Pagination**

The numbering of pages in a book

**Pantone**

The brand name of a colour matching system produced by Pantone, Inc of the USA. A large range of inks are specified and identified by number to produce standard results across the industry.

**PDF**

Abbreviated form of portable document format. The PDF format was developed by Adobe and uses postscript language. It gives publishers the ability to set a design 'in stone'.

**Photoshop**

Adobe image manipulation and retouching software commonly used for colour correction and "clean-up" of photos and artwork. This professional image-editing and graphics creation software provides a large library of effects, filters and layers. The program can be used to enlarge, resize, modify and print digital photo picture enlargements, artwork or fine art.

**Point-of-Purchase (POP)**

Advertising display placed alongside the merchandise it is promoting or at the checkout area.

**Point-of-Sale (POS)**

Point of sale promotion is advertising or promotion of the product at the point where the consumer is actually buying the product

**Pre-press**

Preparation carried out by the printer before printing, such as making sure artwork is print-ready, preparing printing plates and so on.

**Printing Plate**

The physical plate which carries the image. These can be made from a variety of materials. At the cheaper end of the market there are paper plates which are designed to be used once and thrown away. They are very economical for short runs such as small quantities of stationery.

**Proof**

A test print produced to show what the finished product will look like. These can be made in a variety of different ways and at different stages of the production process. The simplest form is a colour laser or inkjet print which can create a rough impression. It should be remembered that at this point there are still a number of stages through which the data has to pass and therefore a laser print cannot be relied upon as an accurate proofing method.

**QuarkXPress**

QuarkXPress (or Quark) is an application for creating and editing complex page layouts; a more-or-less industry standard page composition (dtp) suite of software. It has infinite typographic and page manipulation control.

**Quire**

1/20th of a ream (25 sheets).

**Ream**

Five hundred sheets of paper.

**Retouching**

Altering artwork to correct or improve an image.

**Resolution**

The number of dots per inch (dpi) in a computer-processed document. The level detail retained by a printed document increases with higher resolution.

**RIP (Rest in Proportion)**

Artwork to be enlarged or reduced in proportion to an image or text

**ROI (Return on Investment)**

The profit or loss resulting from an investment transaction, usually expressed as an annual percentage return.

**Run-on**

Often when a printing price is quoted it is given as a figure for the basic job plus a figure for additional copies. For example the price may be 2000 copies at £300 with £25 for a 500 run-on.

**Scamp**

A basic freehand drawing or rough, cut and pasted image created on a mac showing possible layouts of a project/initial concepts.

**Screen Printing**

Method of printing where ink is forced through a fine mesh and a stencil.

**Shrink wrap**

Method of packing printed products by surrounding them with plastic, then shrinking by heat.

**Skin packaging**

Method of packaging by which thin, clear plastic is shrunk onto an object backed by printed card.

**Space Planning**

Arranging fixtures, furnishings and equipment within a given space taking into account traffic flow, furniture scale, use of occupants, handicap requirements, electrical, etc.

**TIFF**

Tagged Image File Format. A file format for exchanging bitmapped images (usually scans) between applications.

**Trade Publishing**

Term used inside publishing for publishing intended for the general consumer market.

**Typo**

Typographical error

**Typography**

Typography is the art and technique of selecting and arranging type styles/fonts (such as serif and non-serif) for print-based media texts. The two primary functions of typography are the presentation of text in a manner that is not only easy to read but also visually engaging.

**Verso**

Left-hand page of an open book

Sources: [www.ipia.org.uk](http://www.ipia.org.uk)  
[www.southernprint.co.uk](http://www.southernprint.co.uk)  
[www.bbcresources.com](http://www.bbcresources.com)  
[www.wikipedia.co.uk](http://www.wikipedia.co.uk)  
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