

Advance Press printing terms glossary

A

ACETATE

A transparent plastic sheet (acetate is a plastic) placed over artwork so that a stakeholder can write instructions or indicate where a second colour is to be placed. See [Overlay](#).

ACID RESIST

An acid-proof protective coating, which is applied to metal plates in preparation for them being etched. The bichromated solutions used as sensitisers in photoengraving provide acid resist through the action of light on the sensitised surface.

ADDENDUM

Any supplementary material, which is additional to the main body of a book or text. It is usually printed as a separate section at the start or end of the finished document.

ALIGN

To line up type or other graphic material, using a horizontal or vertical reference.

ALIGNMENT

The orientation of type and graphic elements on a page, usually with regard to the edges of a column or the paper. Examples include aligned left or flush left (such as this type) aligned right or flush right, and aligned centre or centred. Also called range (as in ranged left, etc).

ALLEY

The space left between images or columns of type on a page. As compared to [gutter](#).

ALTERATION

Any change made by the customer after their copy or artwork has been given to the printer. The change could be to [copy](#), [layout](#) and/or [specifications](#). Also called an [author's alteration](#) (AA) or customer alteration.

APEX

The point of a character where two lines meet at the top – the point at the top of a letter A, for example.

ART PAPER

A smooth coated paper, which is produced by adding a very fine coating of china clay compound to one or both sides of the page during the manufacturing process.

ARTWORK

Any original design – including [type](#), photos, illustrations and [layouts](#) – intended for printing. Also called art.

ASCENDER

The part of a lower case letter that rises above its x height, such as the long stroke in an h, b, k, etc. Compare with [descender](#).

ASCII

An acronym of American Standard Code for Information Interchange, which is the standard code for type characters in a computing. For example, an ASCII file will contain data as standard text characters.

AUTHOR'S ALTERATIONS – (AAS)

Changes made by a customer after the [composition](#) stage of their print project. The customer accepts responsibility for additional charges as a result of making author's alterations. Also called Author's Corrections.

B

BACKUP COPY

A duplicate of an original file or document, made in case the original is lost, damaged or altered.

BACKING UP

Printing onto the reverse side of an already-printed sheet.

BANDING

A defect found in [halftone screens](#) or [screen tints](#) when they are output by laser printers or image setters. Instead of a smooth colour graduation, parallel breaks (stair steps), bands or streaks appear in the dot pattern.

BANK

A lightweight writing paper.

BANNER

A large headline, usually printed across the full width of the page.

BASE ART

The [layout](#) elements pasted up on the mounting board of a [mechanical](#), usually comprising the copy that will be printed using black ink. Compare with [overlay](#) art.

BASELINE

An imaginary guideline under a row of type, to which the text characters are aligned.

BINDERY

A designated work area where printed pages are collated, trimmed, folded and/or bound. A bindery may be a finishing department within a printing company, or it may be a separate specialist business.

BINDING

Any of the various methods used to secure pages together and/or attach them to a cover, to form a single publication.

BLANKET

A fabric-reinforced sheet of rubber in [offset](#) presses, which is used to transfer the impression from the plate onto the paper.

BLANKET CYLINDER

A cylinder on offset presses which is covered with a reinforced rubber 'blanket'. This blanket transfers ink from the litho [plate](#) onto the paper. Using a blanket and blanket cylinder prevents the litho [plate](#) becoming worn through direct contact with the paper.



BLEED

An extra ink area for printing colour and images past the trim line. This allows images to be printed right to the edge of the trimmed page, and includes an allowance for any variation when the printed page goes through a trimmer or **cutting die**.

BLIND EMBOSSED

Embossed forms that are not inked or gold leafed.

BLIND FOLIO

Work that does not have page numbers printed on page.

BLUELINE

A prepress photographic **proof** made from stripped negatives, where all the colours show as blue images on white paper. "Blueline" is the generic term for proofs made from a variety of materials having similar appearances, so this kind of proof may also be known as a black print, blue, blue-print, brownline, brownprint, diazo, dyeline, ozalid, position proof, silverprint, Dylux or Vandyke.

BOARD

Any paper stock weighing more than 200gsm.

BODY COPY

Copy text set in the basic type face and size in a layout, as compared with **display type**. The bulk of a story, advertisement or article will be made up of body copy, with the headlines and decks.

BOLD TYPE

Type that appears darker, or has more **weight**, than adjacent type in the same **typeface**.

BOND PAPER

A very common category of paper used for writing, printing and photocopying. Also called business paper, communication paper, correspondence paper and writing paper.

BOOK PAPER

A category of paper suitable for publications and general printing needs. Book paper is divided into **uncoated paper** (also called offset paper), **coated paper** (also called **art paper**, enamel paper, **gloss finish paper** and slick paper), and **text paper**.

BRIGHTNESS

A characteristic of paper or ink, referring to how much light it reflects.

BULLET

A bold dot used for typographic emphasis or to identify elements in a list.

BUTT FIT

Printed colours that overlap one row of dots so they appear to butt or join without overlapping.

BYELINE

The name of the author, appearing at the beginning or end of their article.

C

CALENDERED FINISH

A manufacturing process for giving paper a very smooth surface. The paper is passed through a series of polished metal rollers.

CALIPER

The thickness of a sheet of paper or board, expressed in microns (millionths of a metre or thousandths of a millimetre). Also the name of the tool used to make the measurement.

CALLOUT

A word that identifies part of an illustration, or the part of a text that invites the reader to take action.

CAMERA-READY COPY

A complete set of **mechanicals**, photographs and art, which have been fully prepared for reproduction according to the technical requirements of the printing process being used. Also called finished art and reproduction **copy**.

CAP HEIGHT

The height of the capital letters in one **type size** of a **font**.

CAPTION

A short identifying or descriptive text that accompanies a photograph, illustration, map, chart or other visual element. Also called a cutline, legend or underline.

CARBONLESS

Any paper that has been coated with chemicals and dye, so that it will produce copies through pressure without the need to insert carbon paper. Also referred to as NCR (No Carbon Required).

CARTRIDGE

A thick general purpose paper stock used for printing, drawing and wrapping.

CASE BOUND

A hardback book made with stiff outer covers or 'cases'. The cases are usually covered with cloth, vinyl or leather.

CAST COATED

Art paper with an exceptionally glossy coated finish, usually on one side only.

CATCHLINE

A temporary headline used to identify a page in a **galley** proof.

CHALKING

A powdering effect left on the surface of paper if the ink fails to dry satisfactorily. Caused by a fault in printing.

CHARACTER

Any letter, numeral, punctuation mark or other alphanumeric symbol.

CHASE (OLD)

A steel or cast or wrought iron frame in which type, etc is locked up for printing.

CHESHIRE LABELS

Names and addresses printed out on wide computer paper, in a format that can be cut into labels and affixed by machines developed by the Cheshire Company. Also called four-up labels.

CLIP ART

Copyright-free drawings that can be purchased and then used for unlimited reproduction. Clip art illustrations are printed on glossy paper or stored on computer disks, so that they are ready for placement on **mechanicals** or in pages designed on computer screens. Also called standard artwork.

COATED PAPER

Paper that has been coated with fine clay or other substances to improve **brightness** and ink holdout. Mills produce coated papers suitable for printing in three major surface categories – gloss, dull and matte.

COLLATE

To assemble or collect printed **sections** into single copies of completed publications for **binding**. Also known as **Gathering**.

COLLATING MARKS

Black step-marks printed on the back of folded sheets, as a guide for collating and checking the sequence of book **signatures**.

COLOUR SEPARATIONS

To be printed, multi-coloured original or line copy needs to be separated into separate plates for each of the basic (or primary) process colours – yellow, magenta, cyan and black. Note that these primary colours are different to the optical (and computer) primaries of red, green and blue.

COLUMN GUTTER

The space left dividing the type columns on a page.

COLUMN RULE

A thin vertical line used to help visually separate columns of type.

COMPOSITION

In typography, the assembly of the words and paragraphs into pages ready for printing; in graphic design, the arrangement of type, graphics, and other elements on the page; and in photography or similar arts, the arrangement of the subject matter within the frame.

CONTINUOUS-TONE COPY

Any photograph or illustration in which the range of shades is not made up of dots (as compared to **line copy** or **halftones**). Often abbreviated to contone.

CONCERTINA FOLD

A method of folding paper so that each fold opens in the opposite direction to its neighbour, giving a concertina or pleated effect.

CONDENSED TYPE

Type characters (a **typeface**) that have relatively narrow proportions in relation to their height. This gives them a tall and tightly spaced look. Sometimes called Narrow. Either term will be appended to the **type family** name, e.g. Futura Condensed or Arial Narrow.

CONTRAST

The variance in the tones of a photograph, comparing highlight to shadow.

COPY

For an editor or typesetter, 'copy' refers to all written material. But for a graphic designer or printer, 'copy' or 'content' is everything that will be printed – art, photographs and graphics, as well as words.

COPY EDITOR

A person who checks and corrects spelling, grammar, punctuation, inconsistencies, inaccuracies, and conformity to style requirements in a manuscript. Also called a Line Editor.

COPYFIT

To calculate the amount of space that a given text will require using a specified **typeface** and **point size**. Or, to edit the text and adjust the typography for the purpose of fitting it into a layout.

COPYRIGHT

The ownership of creative work by the writer, photographer or artist who made it or, in the case of work for hire, the organisation that paid for it.

COPYRIGHT NOTICE

A statement of copyright ownership, which is appended to a creative work. It should contain the word "copyright" or symbol ©, the year of publication, and the name of the copyright owner. For example, "Copyright 2014 Advance Press 2013 Pty Ltd."

CORNER MARKS

The lines on a **mechanical**, negative, **plate** or press sheet that indicate where the corners of the page or finished piece will be.

CRACKING

Delamination or breaking of a coating.

CREDIT LINE

A line of relatively small type placed next to a photo or illustration, giving credit to its source and/or creator. May include a **copyright notice**. Also called courtesy line.

CREEP

Caused by the thickness of the paper, creep describes how the loose edges of sheets inserted into the middle of a folded **signature** finish further and further from the edge of the outer-most sheet.

CROP

To 'cut off' portions of an image, so that the remainder is more useful, pleasing or able to fit into the **layout**.

CROP MARKS

Lines near the outer edges of an image indicating which portion of the whole is to be reproduced. Also called cut marks and tick marks.

CROSSOVER

Type or art that continues from one page across the **gutter** to the opposite page. Also called bridge gutter bleed and gutter jump.

CURL

Where a **sheet** or page that will not lie flat, tending to form into cylindrical or wavy shapes instead.

CURSIVE

Any **typeface** that has been designed to resemble written script.

CUTTER

A machine for accurately cutting stacks of paper to the desired dimensions, and to trim bound softcover books to their finished size. The cutter can also be used to **score** or crease.

CUTTING DIE

A sharp edged device, usually made of steel rule, used to cut paper, cardboard, etc on a printing press. Also known as knife forme.

D

DAM

Digital Asset Management is the systematic cataloguing and management of digital media (text, images, video and audio) and some physical media to enable their efficient storage, retrieval and reuse.

DASH

A typographic mark commonly used to indicate a break between thoughts. An **em dash** (–) is longer than an **en dash** (–) and much longer than a hyphen (-).

DESCENDER

The part of a lower case letter that falls below the type line, such as the 'tail' stroke of a j, g, q, etc. Compare with **ascender**.

DATA

The numbers or content that make up a **database**.

DATABASE

An organised collection of **data** or information.

DE-DUPE

To remove duplicate entries in a set of **data**. For example, this is a common task when integrating multiple databases.

DENSITOMETER

A device to measure the density of printing ink.

DIE

A metal (usually brass) stamp with a design, letters or a pattern cut into it, and used for stamping book covers or embossing.

DINGBAT

Any of numerous typographic symbols, such as a bullet (•), used for emphasis or decoration.

DISPLAY TYPE

Any type style being used for a headline. Also called headline type.

DM

(1) Direct Marketing (2) Direct Mail. Research shows that direct mail is one of the most preferred forms of advertising, by both marketers and consumers. Sophisticated customer relationship management enables organisations to send relevant, highly specific offers to interested recipients.

DOT GAIN

The darkening of a **halftone** image due to ink absorption in the paper – this literally causes the halftone dots to gain size, reducing the white space between them.

DOUBLE PAGE SPREAD

Two facing pages of a newspaper or magazine, where the **copy** is continued across both full pages. Abbreviated to DPS.

DOWNLOADABLE FONTS

Typefaces which can be stored on a computer disk, then downloaded to the printer when required. These are, by definition, bit-mapped fonts and therefore fixed in size and style.

DPI (DOTS PER INCH)

The standard measure of resolution for graphics screens, page printers and **phototype** setting machines. Currently graphics screens reproduce 60 to 100dpi, most page printers work at 300dpi and typesetting systems operate at 1,000dpi or above.

DRAWN ON

A method of binding a paper cover or hard case to a book. The cover is drawn on to the book block and then glued in place.

DROP FOLIO

A page number printed at foot of page.

DROP SHADOW

A three-dimensional shadow effect created on the page by using a **screen tint** copy of an illustration or **typeface**, or a **rule** for border boxes, in close proximity to the original object. Also called flat shadow.

DROPPED CAP

A design element that uses a large capital letter (usually the first letter in the **body type**) that extends down into the first two or more lines.

DRY OFFSET

A process in which a metal **plate** is etched to a depth of 0.15 mm (0.006 in), making a right-reading relief **plate**. This **plate** is then used to print onto the offset **blanket**, which transfers the image to the paper without the use of water.

DRY TRANSFER (LETTERING)

Type characters, drawings, **dingbats**, etc, that can be transferred to artwork by rubbing them off the back of a transfer sheet. The best-known is Letraset brand.

DUAL-PURPOSE BOND PAPER

Bond paper that is suitable for printing by either **lithography** (offset) or **xerography** (photocopy). Abbreviated DP bond paper.

DUPLEX

To print on both sides of a single page (see **double sided**).

DULL FINISH

A flat (not glossy) finish or coating, slightly smoother than **matte**. Also called suede finish, velour finish and velvet finish.

DUMMY (1)

A mock-up of the final printed and bound product. Dummies range from the very simple, showing only the finished size or a rough layout; to the very complicated, showing position and colour of type and art. Also called a mock-up.

DUMMY (2)

A model resembling the finished piece in every respect except that the pages and cover are blank. Used by the designer as a final check on the appearance and “feel” of the book as a guide for the size and position of elements on the jacket, and as a positional placement for collated pages.

DUOTONE

A colour reproduction from a monochrome (one colour) original. The key plate usually prints a dark colour for detail, while a second plate provides light flat tints.

E

EDITION

One version of a publication.

EGYPTIAN

A term for the style of **typefaces** that have square **serifs** and almost uniform stroke thicknesses.

ELECTRONIC COMPOSITION

The use of a computer aided system to assemble type into words, lines and paragraphs of text, or all the body matter with graphic elements into a page **layout**, for printing.

ELEMENT

Any one part of an image or page. Elements of an image may include the subject, background and foreground. Elements of a page may include headlines, **body copy** and **halftones**.

EM

A unit of measurement in printing, where the edge of a square (the Em) are equal in size to the chosen **point size**. It gets its name from the letter M, which was originally used as the standard for width of the **typeface**.

EM DASH

A dash used in punctuation, the length of one **em** (as opposed to a much shorter hyphen). Compare with an **En dash**.

EMBOSSING

To raise a design or letters printed onto card or tough paper, using an uninked die, in combination with heat and pressure.

EN

A unit of type measurement, half the width of an **em**.

EN DASH

A typographic dash, longer than a hyphen, but half the width of an **em dash**.

END PAPERS

The leaves at the front and end of a book, that are pasted to the first and last pages of the book block and to the inside front and back of the cover boards. Usually only used in **Case Bound** volumes.

ESTIMATE

A forecast of what a job will cost. Also called a bid, quotation, or tender. Printers base their estimates on experience and **specifications** provided by customers.

ESTIMATOR

A specialist who computes or approximates the value or cost of a job, for the purposes of raising an [estimate](#).

EXTENDED TYPE

Type characters which are over-wide in proportion to their height, thus seeming fat. Also called expanded type.

F

FACE

An abbreviation for [typeface](#), referring to type of a given style.

FAIR USE

A concept in [copyright](#) law that allows short quotations from a copyrighted text to be used without permission from the copyright holder, for purposes of reviewing or teaching. Also called fair dealing.

FSC

Forest Stewardship Council, a not-for-profit organisation that promotes environmentally appropriate, socially beneficial and economically viable management of the world's forests.

FEATURE

An in-depth or multiple-page article within a publication. Feature articles are usually longer and more illustrated than standard content.

FILLERS

Short items, such as proverbs or announcements, which a publisher keeps on hand to fill small blank spaces in a layout.

FILM SPEED

A measure of light sensitivity in photographic film. 'Fast' film is highly sensitive to light and is suitable for very short shutter intervals, while slow film is less sensitive and needs longer exposure.

FINISH

The surface characteristics of a paper.

FINISHED SIZE

The size of a printed product when production is complete – as compared to its [flat size](#). Also called trim size.

FINISHING

The overall term for trimming, folding, [binding](#), and all other post press operations.

FIXED COSTS

Costs that remain the same regardless of how many copies are printed, as compared to variable costs. Development costs, such as writing, photography and design are examples of fixed costs.

FLAT

The assembly of photographic negatives or positives, or vinyl acetate, ready for exposure in contact with a sensitized metal press plate. Used in [lithography](#).

FLAT SIZE

The size of a piece after printing and trimming, but before folding. Compare with [Finished size](#).

FLEXOGRAPHY

A rotary letterpress printing process, using flexible plates (usually made from rubber) and fast drying inks. Mainly used for packaging.

FLOATING RULE

A [rule](#) whose ends do not touch other rules – most often seen between type columns. Refer to [Column Rule](#).

FLOP

To 'turn an image over', changing the sense of its contents so that it becomes a mirror image of the original.

FLUSH LEFT

Type [aligned](#) vertically along the left edge of the column. Also called left justified and ranged left.

FLUSH RIGHT

Type [aligned](#) vertically along the right edge of the column. Also called right justified and ranged right.

FLYER

An inexpensive, single-sheet piece, used for promotional distribution.

FOIL STAMPING

A process for stamping a design on a book cover with pressure from a heated die or block, using a coloured foil instead of ink. Also called Foil Blocking.

FOLD MARKS

Lines on a [mechanical](#), film, printing [plate](#) or press sheet, indicating where to fold the final product.

FOLDER

The machine used to fold [signatures](#) into [sections](#).

FOLIO OR PAGE NUMBER

A number printed at the top or bottom of a page; either centred, flush left or flush right.

FONT

The complete set of upper and lowercase characters, numerals, punctuation and other symbols of one [typeface](#). A font is a concept, not a physical object. Fonts can be held in the storage or memory of a computer, on sheets of transfer lettering, on film, or in job cases holding metal type.

FOOTER

Information, such as page number or chapter title, that appears at the bottom of every page. Also called running foot. Compare with a [Header](#).

FOR POSITION ONLY

Inexpensive copies of photos or art, used on mechanicals to indicate the placement and scaling of the final image, but not intended for reproduction. Abbreviated to FPO or "positional".

FORMAT

A general term for size or layout, depending on the context. For example, 'The format is A4' or 'Our publication has a two-column format'.

FORME (OLD)

The composed type matter or type-and-block, complete with its accompanying spacing material, secured in a frame – which is also called a forme, or a chase.

FORWARDING

In [binding](#), this is the process between folding the sheets and casing the book block. It may involve rounding and backing, putting on headbands, reinforcing the backs, etc.

FOUR COLOUR PROCESS

A full-colour printing process based on combinations of just four standard ink colours – cyan, magenta, yellow, and black (CMYK) – in colour separation negatives.

FREELANCER

A professional, such as writer or photographer, who is self-employed and therefore free to accept work from many clients. Also called a contract artist.

FRENCH FOLD

A sheet of paper that has been printed on one side then folded once horizontally and once vertically (folded into four), so that the printing shows on the outside faces.

FTP – FILE TRANSFER PROTOCOL

File Transfer Protocol is the standard method of transferring files using TCP/IP. FTP allows you to transfer files between dissimilar computers, with preservation of binary data and optional translation of text file formats.

FULL MEASURE

A line of type that has been set to fill the entire line length.

G

GALLEY

A long column of composed text, from the **Galley** used in traditional type compositing.

GALLEY (OLD)

A flat oblong tray into which composed type would be put prior to full pages being made up in the **forme**. Also the name for a similar tray on a slug composing machine, which receives the slugs as they are ejected.

GANG

A group of frames or impositions of different jobs, arranged in the same **forme** so as to be printed together.

GAS GHOSTING

The marring of a print, caused by any work printed on the reverse side interfering with its drying so that differences in the trapping frame colours or gloss variations are apparent.

GATEFOLD

An oversize leaf, bound into a publication and folded so that both sides fold into the gutter in non-overlapping layers.

GATHER

To assemble or collect **sections** into single copies of complete books (book blocks) for binding.

GHOSTING

The fault whereby a printed image appears lighter on subsequent prints, due to local **blanket** depressions from previous image areas. This can occur on a letterpress rotary machine or an offset press.

GIF – GRAPHIC INTERCHANGE FORMAT

An established computer file format for image files with built-in data compression.

GILDING

Sticking gold leaf to the edges of books with a liquid agent, and then making the effect permanent with burnishing tools.

GLOSS FINISH

A highly reflective paper coating, as compared to dull- or matte-coated paper. Also called art paper and enamel paper.

GLOSSY PRINT

Photography term for prints made on high gloss photographic paper.

GOTHIC

The group of **typefaces** that have no serifs, and strokes of even thickness.

GRADE

A general term used to distinguish printing papers, however the specific meaning depends on context. Grade can refer to the category, class, rating, finish or brand of a paper.

GRADUATED SCREEN

An area of image where **halftone** dots range continuously from one density to another. Also known as a vignette.

GRAIN

In paper, grain is the predominant direction in which the fibres become aligned during manufacturing. Grain governs properties such as size changes and curl due to relative humidity. Paper will also fold and tear better along the grain, rather than across it.

GRAINY

The effect where photographic emulsion crystals become apparent in an enlarged print or reproduction.

GRAPHIC ARTS

The crafts, industries and professions related to designing and printing.

GRAPHIC DESIGN

The art of arranging of type and visual elements. For printing, the graphic artist may also specify paper, ink colours and printing processes to complete their visual message.

GRAPHIC DESIGNER

A professional who designs, plans and perhaps coordinates production of **graphic design**.

GRAPHICS

The visual elements that supplement type, to make layouts clearer, more interesting or more attractive to readers.

GRAVURE

A rotary printing process. The image is etched into a metal plate, which is then attached to a cylinder. The cylinder is rotated through a trough of printing ink, and the etched surface is wiped clean by a blade to leave the non-image area clean. Paper is passed between two rollers and pressed against the cylinder, where it absorbs the ink remaining in the etched areas.

GREY LEVELS

The different grey tones that can be reproduced by a computer.

GREY SCALE

A range of luminance values for evaluating shades from white through to black. Frequently used in discussions about scanners, as a measure of their ability to capture halftone images. (Basically the more grey levels the better, but with correspondingly larger memory requirements.)

GRID

A pattern of lines guiding the layout of a print job – especially over multiple pages. A grid may be imaginary, displayed on a computer screen but not printed, or printed onto the paper as part of the **copy**.

GSM

An acronym of grams per square metre, gsm is the standard measure of weight (or grammage) for paper sheets.

GUTTER

The space between pages in the printing frame of a book, or the inside margin towards the binding edge. This space is made unusable (unreadable, anyway) by the binding process.

H

HAIRLINE

The thinnest of visible **rules** (or spaces). Because visibility is determined by factors such as contrast between ink and paper, and the eyesight of the reader, hairline has no precise meaning. Hairlines exist in the eye of the beholder.

HAIRLINE REGISTER

A subjective term referring to very close [register](#).

HALFTONE

A graduated image composed of varying sized dots or lines, with equidistant centres. Compare with [continuous tone](#) and [line copy](#).

HARD COPY

Copy presented on a substrate, such as film or paper, as compared to [soft copy](#).

HARD MECHANICAL

A physical [mechanical](#) made up of paper and/or acetate – as compared to an electronic mechanical.

HARD PROOF

A [proof](#) on paper or other substrate, as compared to a 'soft' or electronic proof.

HARDBACK

A book with a separate stiff board cover. See [Case Binding](#).

HEAD

The [margin](#) across the top of a page.

HEADER

Any information, such as page number or chapter title, that appears at the top of every page of a publication. Compare with a [Footer](#).

HICKEY

A spot or imperfection in printing, most visible in areas of heavy ink coverage, caused by dirt on the [plate](#) or [blanket](#). Also called a bull's eye or a fish eye.

HIGHLIGHTS

The lightest portions of a photograph, halftone, or other type of image – as compared to its [midtone](#)s and shadows.

HOUSE SHEET

Paper that is kept in stock by a printer, and which is suitable for a wide variety of general printing jobs. Also called floor sheet.

HOUSE STYLE

The grammar, typography, colour and other graphic elements adopted by a specific organization and used consistently in their printing. Usually established as a set of guidelines.

I

IBC

Acronym for Inside Back Cover.

IFC

Acronym for Inside Front Cover.

IMAGE SETTER

A high resolution, large format device for producing film from electronically generated page [layouts](#).

IMAGE

Any type, illustration or other original artwork that has been reproduced on a computer screen, film, printing plate or paper.

IMPOSITION

[Copy](#) for different pages, arranged so that they will print correctly on a single press sheet and be in the correct order when the sheet is folded.

IMPRESSION

The printed result of one cycle of a printing machine.

IMPRESSION CYLINDER

The cylinder or roller of a printing machine that brings paper into contact with the printing [plate](#) or [blanket cylinder](#).

IMPRINT

The name and address details of the publisher and printer. These are required to be included by law, if a piece is to be published. Sometimes the imprint includes codes indicating the quantity printed, the month and year of printing, or an internal control number.

IN-HOUSE

Refers to any activity or service, such as graphic design or prepress, performed within an organization instead of being purchased from outside providers.

INK HOLDOUT

A characteristic of paper that prevents it from absorbing ink. It allows the ink to dry on the surface of the paper, free of absorption problems like [dot gain](#).

IN-PLANT PRINTER

The department within an agency, business or association that does printing for the parent organisation. Also called a captive printer or [in-house](#) printer.

INSERTS

Extra printed pages, inserted loosely (or sometimes separately bound) into a printed publication.

INTERLEAVES

Extra blank pages, inserted loosely into a book after printing.

INTERNATIONAL PAPER SIZES

The International Standards Organisation (ISO) system of paper sizes, based on the A, B and C series of sizes. Series A is used for general printing and stationery, Series B for posters and Series C for envelopes.

ISO

International Standards Organization is the organisation that produces many of the world's standards.

ISSUE DATE

The year, month or date on which a publication was mailed or released.

ITALIC

Type with letters slanted to the right. Compare with [Roman type](#).

IVORY BOARD

A smooth high-white [board](#), used for business cards etc.

J

JDF

Job Definition Format is the industry standard for workflow systems. JDF automates the production process through the factory via a digital job bag. It makes special use of HTML for setting up CIP4 printing machinery.

JOB NUMBER

A code number assigned to a project and used for record keeping, job tracking and cost management. Also used to file and retrieve jobs for reprints, rework or review.

JOGGER

A vibrating sloping platform, used to even up the edges of stacks of paper.

JPEG

Based on the acronym for the Joint Photographic Experts Group, JPEG is a computer image compression and display format. Image quality varies between JPEGs, as file sizes can be reduced by as much as 20 times.

JUMP

The point at which text moves from one page to another. When the subsequent page doesn't immediately follow the first, the jump is usually indicated with a 'continued on page ...'.

JUMPOVER

Type that continues from above a photo or illustration to below it, so that the reader's eye must jump over the visual element to continue reading the text.

JUSTIFY

Another term for **aligning** text to both its left and right margins. This is achieved by adjusting the spacing between the words and characters, so that each line of text finishes at the same point.

K

KERN

To adjust the space between two or three characters, so that they appear to sit together more naturally.

KEY

To relate loose pieces of copy to their positions on a **layout** or **mechanical**, using a system of numbers or letters.

KEYLINES

The lines on a **mechanical** or negative that show the exact size, shape and location of photographs or other graphic elements. Also called holding lines.

KICKER

A small, secondary headline placed above a primary headline, to lead the reader into the sense of the primary headline.

KPI

Key Performance Indicator is a measurement of performance against a metric e.g. measuring achievement against the metric of 'on-time delivery 98%'.

KRAFT PAPER

A tough brown paper used for packing.

L

LAIID

Any paper with a **watermark** pattern that shows the **wire** marks used in the paper making process. Usually used for high quality stationery.

LAMINATE

A thin transparent plastic coating applied to paper or board to provide protection and give it a glossy finish.

LANDSCAPE

Work or paper in which the width used is greater than the height. Also used to indicate the orientation of tables or illustrations that are printed wider than they are high. Compare with **Portrait**.

LATERAL REVERSAL

A positive or negative image transposed from left to right, as a mirror reflection of the original. See also **Flop**.

LASER PRINTER

A quite common printing device that uses a laser beam and xerography to reproduce type, graphics and halftone dots.

LASER TYPE

Type made using a laser printer. **Image setters** also use lasers to make type, but the term 'laser type' refers specifically to type produced by **toner** on plain paper.

LAY EDGE

The edge of a sheet of paper that is fed into the printing press.

LAYOUT

A representation of how a page or sheet will look when printed.

LEAD

The main story in a newsletter, or the first paragraph in a news story. Pronounced 'lead'.

LEADERS

Any dots, dashes or other symbols that guide the eye from one item to another, as in a table of contents. Pronounced 'leeder', it comes from the verb 'to lead'.

LEADING

The space between lines of type, expressed as the distance between the two **baselines**. The term originated with strips of lead metal that printers used to separate lines of hot type, and is pronounced 'leading'. Also called interline spacing and line spacing.

LEAF

One of a number of folds (each containing two pages) which compose a **section**.

LEGEND

The descriptive matter printed below an illustration (more commonly called the caption), or a list explaining the signs and symbols used in a timetable or map.

LEGIBILITY

The contrast between printed type and its background, which makes it easy (or hard) for readers to distinguish the characters and read the text.

LETTER FOLD

Two folds creating three even panels in a sheet of paper – allowing the sheet to fit into a business envelope. Also called a barrel fold or roll fold.

LETTER SPACING

The amount of space between **characters** in a line of type. Also called character spacing.

LETTERPRESS

A relief printing process, in which a raised image is inked to produce an **impression** – metal type is a classic example. The impression is then transferred by placing paper against the raised image and applying pressure.

LIGATURE

Letters which are joined together to form a special, single character – such as the ae in traditional spellings of encyclopædia.

LINE COPY

Any high-contrast image, including type – as compared to **halftone** and **continuous tone** elements. Also called line art and line work.

LINEN TESTER

A magnifying glass designed for checking the dot image of a **halftone**.

LINES PER INCH

A linear measure of **screen ruling**, expressing how many lines of dots there are per inch in a **screen tint**, **halftone** or separation. Abbreviated lpi.

LINEUP TABLE

A table with an illuminated top, used for preparing and checking alignment of page layouts and paste-ups. Similar to a photographer's lightbox, but usually much larger.

LITHOGRAPHY

A printing process based on the natural aversion of water to oil. Photographically prepared printing plates are treated chemically so that the image areas will accept ink and reject water.

LOGO

Originally an abbreviation of 'logotype', a logo is an artistic assembly of type and art into a distinctive symbol unique to an organisation, business or product. Also called an 'emblem', and often interchangeable with 'brand'.

LOOSE LEAF

A method of binding which allows the insertion and removal of pages for continuous updating.

LOUPE

See [linen tester](#).

M

MACHINE GLAZED (MG)

A paper with a high gloss finish on one side only.

MAGNETIC INK

A magnetised ink that can be read both by people and by electronic machines. Most commonly used for the encoding numbers on cheques.

MAILING HOUSE

A business that specialises in addressing and mailing large quantities of printed material. Also called letter shop.

MAKE READY

The process of adjusting final plate on the press, to fine tune or modify the plate surface and position.

MAKEOVER

A new design that replaces an old design. Printing jobs can be made over for design reasons - or done over again (without changes) because of unacceptable flaws in the previous production run.

MANILLA

A tough brown paper used to produce stationery and wrapping paper.

MARGIN

The unprinted space around edge of a page.

MARK UP

To write instructions about typesetting, colour correcting or printing on a manuscript or proof.

MARKUP

The amount of money that one supplier adds to the price of goods or services that they've secured from another supplier for their customer.

MASK

To cover part of an image on a film or printing plate, so that light can't reach it. This isolates the remaining part that light can still reach. Also called knock out.

MASKING MATERIAL

Any opaque paper or plastic used to [mask](#) selected areas of film or a printing plate. Also called knockout film. Masking material is often referred to by brand names, such as Amberlith, Goldenrod and Rubylith.

MASTHEAD

A block of information in a newsletter that indicates its publisher and editor and tells about advertising and subscribing.

MATTE FINISH

A flat, dull finish on photographic or coated printing paper. As opposed to a satin (semi-matte) or gloss finish.

MATCH PRINT

A photographic proof made up from all the colour flats. This composite proof gives the printer an indication of printed colour quality, as well as accuracy, layout, and imposition before the plates are made.

MEASURE

The width of a column of type. With [justified](#) type, all lines have the same measure. With ragged type, measure equals the longest possible line. Also called line measure.

MECHANICAL

A camera-ready assembly of type, graphics and other copy, complete with instructions to the printer.

MECHANICAL BINDING

Any method of binding that secures the pre-trimmed leaves with wire or plastic spirals placed through holes in the binding edge.

MECHANICAL TINT

A pre-printed sheet of dots, lines or patterns that can be laid down on artwork for reproduction.

MERGE/PURGE

A process where two or more databases are combined (merged), and then any resulting duplicate records are removed (purged). Merge/purge is usually performed on address data by a [mailing house](#).

METALLIC INK

Any printing ink that produces a metal-like coloured finish, most commonly gold, silver or bronze.

MG (MACHINE GLAZED)

Paper with a high gloss finish on one side only.

MICR ENCODING - MAGNETIC INK CHARACTER RECOGNITION

The method used to print cheque numbers and deposit slip numbers with [magnetic ink](#).

MIDTONE DOT

The tones created by dots with coverage of 30 to 70 percent in a photo or other graphic. Compare to [highlights](#) and [shadows](#).

MODEM

A contraction of modulator-demodulator, a modem converts digital signals into analog tones and vice versa so that computers can communicate over telephone lines.

MOIRÉ

An undesirable banding pattern that's caused by [halftones](#) and [screen tints](#) being made with improperly aligned screens, or when a pattern in a photo (such as a plaid) interferes with a halftone dot pattern.

MOTTLE

Spotty, uneven ink absorption. Also called sinkage. A mottled image may be called mealy.

MOUNTING BOARD

Any thick, smooth piece of paper used to paste up copy or mount photographs.

MPEG - MOTION PICTURE EXPERT GROUP

A computer standard for encoding/ decoding and compressing digital video.

MUG SHOT

A photograph that only shows a person's face.

MULTICOLOUR PRINTING

Printing in more than one ink colour (but not the [four-colour process](#)). Also called polychrome printing.

N

NAMEPLATE

The portion of a newsletter front page that graphically presents its name, subtitle and date line.

NEWSLETTER

A short, usually informal periodical presenting specialised information to a limited audience.

NEWSPRINT

Unsize, low quality, absorbent paper used for printing newspapers.

NIPPING

A stage in book binding where, after sewing, the sheets are pressed to expel air.

O

OUT OF REGISTER

The term for an impression not being printed in register. Also called [mis-register](#).

OBC

The acronym for Outside Back Cover.

OCR (OPTICAL CHARACTER RECOGNITION)

A special kind of scanner that can read and identify type characters on documents, then convert them into digital codes that can be used by a computer as editable text rather than just an image. Compare with a [Scanner](#).

OFC

The acronym for Outside Front Cover.

OFFSET

The transfer of ink from one material to another. In printing, the process of using an intermediate blanket cylinder to transfer an image from the image carrier to the substrate. Short for offset lithography.

OFFSET LITHOGRAPHY

An indirect printing method in which the inked image on the press-plate is first printed onto a rubber blanket, and this impression is then transferred onto the sheet of paper.

ONION SKIN

A translucent lightweight paper used in airmail stationery.

OPACITY

The characteristic of paper that describes how much light passes through it. High opacity prevents an impression on one side from showing through to the other.

ORIGINAL ART

The source photo or illustration that will be prepared for reproduction.

ORPHAN

A line of type on its own, at the top or bottom of a column.

Compare [Widow](#).

OVERLAY

A layer of material taped to a [mechanical](#), photo or [proof](#), with the same dimensions as the mounting board that it covers. There are two types of overlays:

- (a) Acetate overlays, which are used to layer separate elements of the art; and
- (b) Tissue overlays, which are used to carry instructions about the underlying copy and to protect the base art.

OVERPRINT

To print an impression over a previously printed image, such as printing type over a screen tint. Also called [surprint](#).

OVERRUN

When the number of pieces printed, or the amount of paper made, is in excess of the quantity ordered.

OVERS

The extra printed pieces in an overrun.

P

PAGE

One side of a leaf in a publication or book. One sheet folded in half yields four pages. An eight-page [signature](#) has four pages printed on each side of the sheet.

PAGE COUNT

The total number of pages in a publication. Also called the extent.

PAGE PROOF

A [proof](#) of type and graphics as they will look on the finished page, complete with elements such as headings and rules.

PAGINATION

The numbering of pages in a book.

PALLET

A timber frame used for storing and easy cartage of a stack of cut paper. See also [skid](#).

PANTONE COLOURS

A brand name for the system of colours set out in the PANTONE Matching System.

PAPER MERCHANT

A distributor who sells large quantities of paper to printers and other buyers at wholesale prices.

PARALLEL FOLD

A method of folding. Two parallel folds will produce a six page sheet.

PASTE UP

The various elements of a layout mounted in position to form camera-ready artwork.

PEELING

Delamination of a coating or layer.

PDF (PORTABLE DOCUMENT FORMAT)

PDF files are most appropriately used to encode the exact look of a document in a device-independent way. While the PDF format can describe very simple one page documents, it may also be used for many pages, complex documents that use a variety of different fonts, graphics, colors, and images.

PERF MARKS

Markings on artwork, usually dotted lines at the edges, showing where perforations are to be made during print finishing. See [perforating](#).

PERFECT BINDING

A common and cost-effective method of binding paperback books. After the printed sections having been collated, the spines are sliced off and the cover glued on. Compare [burst binding](#).

PERFECTING

Printing both sides of a sheet in the same pass through the printing machine. See [perfector](#).

PERFECTOR (OR PERFECTING PRESS)

A printing press that prints both sides of a sheet in only one pass through the machine. See [perfecting](#).

PERFORATING

Punching small holes or slits in a sheet of paper or cardboard, to make it easier to tear along the resulting line. Postage stamps are the classic example of perforated items.

PHOTOENGRAVING

A method photochemical method of making printing plates. The plate metal is first sensitised, and then the line and halftone negatives are laid over the top and the plate is exposed to light. The reaction converts the image into an acid resistant layer, which remains when the rest of the plate is etched. The process creates a plate in relief, for [letterpress](#) printing.

PHOTOGRAVURE

A printing process where the image is etched into a cylindrical plate. The main advantage of this method of printing is the high speed, long run capability, making it ideal for mail order and magazine work. See [Gravure](#).

PHOTOTYPE

Type that is created by projecting light onto photosensitive paper.

PICA

An Anglo-American unit of typographic measure equal to .166 inch (4.128mm). One pica has twelve [points](#).

PICKING

The problem of ink being too tacky and lifting fibres out of the paper. Shows up as small white dot on areas of solid colour.

PINHOLING

The failure of printed ink to form a completely continuous film. The fault will appear as small holes in the surface of printed areas.

PLATE

A flat or cylindrical surface that bears a reproduction of the [copy](#) to be printed. This reproduction can be made by cutting or etching metal, plastic, rubber, or other materials to form a relief, planographic or intaglio printing surface. Plates are then mounted onto a press, inked and pressed against the substrate or a [blanket](#).

PLATEMAKING

The process of making up printer's plates. Platemaking from film or a flat mechanical involves preparation of the plate surface, sensitising, exposure through the flat, development or processing, and finishing.

PMS

An obsolete reference to the PANTONE Matching System. The correct trade name of the colours in the PANTONE Matching System is PANTONE Colours, not PMS Colours. A system of formulated ink colours.

PNG (PORTABLE NETWORK GRAPHIC)

PNG, which can be pronounced "ping" or "P-N-G," is a compressed raster graphic format. It is commonly used on the Web and is also a popular choice for application graphics. Unlike the JPEG and GIF formats, the PNG format provides 256 levels of transparency. PNG format allows an image to fade to a transparent background. A PNG with an alpha channel can be placed on any color background and maintain its original appearance, even around the edges.

POINT

A unit of measure used to express the size ([height](#)) of [type](#), the distance between the lines ([leading](#)) and the thickness of [rules](#). One point equals 1/12 [pica](#) or .013875 inch (0.351mm).

PORTRAIT

An upright image or page format, where the height is greater than the width. Compare [landscape](#).

POSITION STAT

A photocopy of a photo or illustration, made to size and affixed to a [mechanical](#). Position stats show proper cropping, scaling and positioning.

POSITIVE

A true photographic image of the original subject, made on paper or film.

POSTSCRIPT

A brand name page description language developed by Adobe Systems. Widely supported by both hardware and software vendors, including those who make [laser printers](#) and [imagesetters](#), it represents the current 'standard' in the market.

PREPRESS

A range of functions performed by the printer, separator or a [service bureau](#) prior to printing – including camera work, [colour separating](#), [stripping](#) and [platemaking](#). Also called preparation.

PREPRINT

To print portions of sheets that will be used for later importing.

PRESORT

To sort mail into categories, such as postal codes, before posting it.

PRINTING PRESS

A machine that transfers images by contact with various forms of inked surfaces onto paper. Is sometimes referred to as a Press.

PRESS CHECK

An event at which makeready sheets from the press are examined by the client before full production begins.

PRESS PROOF

An actual press sheet, which is run to show image, tone values and colours as well as imposition of frame or press-plate

PRIMARY COLOURS

The three core colours – cyan, magenta and yellow – which, when mixed together with black, can produce a reasonable print reproduction of all other colours.

PRINTER'S PAIR

Two consecutive pages as they appear on a flat or signature. Compare with a [printer's spread](#) and a [reader's pair](#).

PRINTER'S SPREAD

[Mechanicals](#) made so that they are imposed for printing, as compared to [reader spreads](#). For example, an A3 mechanical for an eight-page newsletter would have pages 2 and 7 opposite each other. Compare with a [reader's spread](#). See also [imposition](#).

PROCESS INKS

Printing inks, usually in sets of four colours, which are printed over one another in that order to obtain a coloured print with the desired hues, whites, blacks, and greys. The most frequent combinations cyan, magenta, yellow and black (see [primary colours](#)).

PROGRESSIVES

Colour proofs taken at each stage of printing, showing each colour printed singly and then superimposed on the preceding colour.

PROOF

An impression taken from composed the type or a lithographic plate, for checking the accuracy of the layout, type, tone and colour reproduction.

PROOF SHEET

A photographic term for a sheet of images made by contact printing strips of negatives. Also called a contact sheet. Also a printing term for any press sheet used as a proof.

PROOFREAD

To examine a manuscript or proof for errors in writing or typesetting.

PROOFREADER MARKS

A standardised set of symbols and abbreviations used to **mark up** manuscripts and **proofs**. Most dictionaries and style manuals include charts of proof-reader marks. Also called correction marks.

PROPORTION SCALE

A round device used to calculate the percent that an original image must be **scaled** to yield a specific reproduction size. Also called percentage wheel, proportion dial, proportion wheel and scaling wheel.

PUBLISHER

The person or organisation that coordinates creation, design, production and distribution of a publication. Also the chief executive officer or owner of a publishing company.

PULL FOR POSITION

A guide sheet for the positioning of type, blocks, etc.

PULL QUOTE

A selection of body text that is repeated in large type elsewhere on the page, as a graphic element.

PULP

The raw material used in papermaking. Pulp is mainly made from wood chips, cloth rags or other fibres. These original materials are broken down by mechanical and/or chemical means.

Q

QUALITY

A subjective term relating to expectations by the customer, printer, and other professionals associated with a printing job, and whether the job meets those expectations.

QUICK PRINTING

Printing that uses small sheet fed presses, called duplicators, and pre-cut sizes of bond or offset paper. Paper, plastic or rubber plates are made directly from camera-ready copy, as compared to the metal plates used in commercial printing, which require making film first.

QUOTATION

The final price offered by a printer for production of a specific job, as opposed to the earlier **estimate**. The quoted price is the printer's side of the contract, based on **specifications** from the customer.

R

RAGGED-LEFT/RIGHT TYPE

Type that is not **justified** – the line beginnings or endings are not aligned vertically.

RASTER IMAGE PROCESSOR (RIP)

In digital imaging, a combination of computer software and hardware that controls the printing process by calculating the bitmaps of images and instructing a printing device to create the images. Most **PostScript** systems use a hardware RIP built into the printer.

READABILITY

The ease with which a printed message can be read and understood. Compare with **legibility**.

READER'S PAIR

Two consecutive pages as they will appear in printed piece. Compare with a **reader's spread** and a **printer's pair**.

READER'S SPREAD

Mechanicals which have been arranged into a **double page spread** as a reader would see them once printed. Compare with a **printer's spread**.

REAM

500 sheets of paper.

REGISTER

The placement of different separation impressions, so that the final printed image forms a perfectly aligned composition. Compare **out of register**.

REGISTER MARKS

A set of fine cross-hair lines on **mechanicals** and **film** that help the printer keep the flats, plates and printing in **register**. Also called crossmarks and position marks.

RE-SCREEN

To create a halftone of an image that is already printed as a **half-tone**. For example, printers may re-screen a photo that was printed in a magazine, so that it will be suitable for reprinting in a newsletter. When not done properly, re-screening will yield a **moiré** pattern.

RESOLUTION

The measurement used in printing to express the quality of output. Measured in **dots per inch** (dpi) the higher dpi value will give a smoother and cleaner appearance. Currently Page (laser) Printers print at 300, 406 and 600 dpi, while typesetting machines print at 1,200 dpi or more.

RETOUCHING

Any means of altering artwork or colour separations to correct faults or enhance the image.

REVERSE

Any type character, graphic or illustration that is reproduced by printing ink around its edge only. This creates an outline and allows the underlying colour or paper to form a kind of negative image as it shows through. In other words, the image 'reverses out' of the ink colour. Also called knockout and liftout.

RIGHT READING

Any positive or negative impression that reads from left to right.

RIGHTS

The conditions and terms of a licensing agreement between a copyright owner and a publisher.

ROMAN TYPE

Any 'normal' upright type with **serifs**, as opposed to **gothic** type or **italics**. Also called plain type. Roman is the basic **typeface** in any **type family**, and any other typefaces in the family (bold, light, medium) will be based on the Roman face.

ROTARY PRESS

Any **web** or reel fed printing press that uses a curved printing plate mounted on the plate cylinder.

ROUGH LAYOUT

A **thumbnail** sketch giving a general idea of size and placement of text and graphics in the final product. Also called esquisse and rough.

RTF

Rich Text Format indicates a complex file that may contain multiple structures (colour, complex layouts, typographic design), motion graphics (video, audio, animation) and large quantities of data in Gb volumes.

RULE

A line used as a graphic element. The width of a rule is measured in **points** or millimetres.

RUNAROUND

Setting type line lengths so that they conform to the shape of a neighbouring photograph or illustration. Also called wraparound.

RUNNING HEAD

A line of type at the top of a page, repeating the heading from the title page.

S

SADDLE STITCHING

Stitching refers to using wire staples through the spine of a section. In saddle stitching, the staples are driven through the fold along the spine, from outside to inside, and then clinched in the centre. Therefore, the process can only be used on single folded **sections**, or several sections inset to form a single section. Also called pamphlet stitch, saddle wire and stitch bind.

SANS-SERIF TYPE

Any type without a **serif**. Also called **gothic** type.

SATIN FINISH

An alternative term for a dull or semi-matte finish on coated paper.

SCALE

The percent by which photographs and art are enlarged or reduced to achieve the correct size for printing. For an 8" x 10" photo to be reproduced as a 4" x 5" image, for example, it should be scaled to 50 percent.

SCALLOPED COLUMNS

A page **layout** in which the text columns are only aligned across the top, so that their bottoms vary. Also called hanging columns.

SCAN

To read or sample an image using a pinpoint beam of light.

SCANNER

A digitising device that uses light to translate a picture or typed text into a pattern of dots, which can then be coded and stored by a computer. To obtain acceptable quality when scanning photographs, at least 64 **grey scales** are required.

SCORE

A linear impression or cut made part-way through paper or board, making it easier to bend or cut. The paper fibres are either compressed or cut, weakening the paper along that line. Bending or tearing will then take place in the desired place.

SCREEN

To convert a continuous-tone image into a **halftone** or a solid into a **screen tint**.

SCREEN DENSITY

A reference to the amount of ink that a **screen tint** will allow to print, and expressed as a percentage of overall ink coverage. Also called screen percentage.

SCREEN RULING

A value used to express the number of rows (lines) of dots per inch or centimetre of a screen, when making a screen tint or halftone. Also called the line count, ruling, screen frequency, screen size or screen value. The most common screen rulings for publications and books are:

- 85 lines per inch/34 lines per centimetre
- 100 lines per inch/40 lines per centimetre
- 120 lines per inch/47 lines per centimeter

SCREEN TINT

The lighter colour created by printing dots instead of using solid ink coverage. Also called Benday, fill pattern, screen tone, shading, tint or tone.

SECTION

A printed sheet folded to make numerous pages.

SECURITY PAPER

Any paper that incorporates special features, such as dyes, watermarks etc. for use in cheques, vouchers and other security documents.

SELECTIVE BINDING

A technique often used in marketing, where **signatures** or inserts are bound into magazines or catalogues, according to the intended demographic or geographic distribution of the different versions.

SELF-MAILER

A printed piece that has been designed to fold and mail without the need for a separate envelope.

SEMIBOLD TYPE

A type face that is darker than normal, but lighter than bold.

SERIAL IDENTIFICATION CODE

An alphanumeric code that follows an **ISSN**, to help identify the issue date or number of a periodical. Abbreviated to SIC.

SERIF

A short line that crosses the ending strokes of most characters in **roman** typefaces.

SERVICE BUREAU

A business using **imagesetters** to make high-resolution printouts of files prepared on computers. Also called an output house, prep service or copy centre.

SET OFF

The accidental transfer of the printed image from one sheet onto the back of one laid on top.

SHADING FILM

Dry transfer materials in dot patterns of varying density. Similar to **Letraset** type, it can be used to make screen tints.

SHADOW DOT

The lowest possible density of a **halftone** image.

SHEET FED

A printing press which prints from single sheets of paper, rather than reels.

SHOW THROUGH

Printing on one side of a sheet that is visible from the other side. Show through is usually due to a lack of opacity in the paper. Compare with **strike through**.

SIDEBAR

A block of information related to and placed near an article, but set off by design and/or typography as a separate unit.

SIDE STITCHING

A stitching technique where the wire staples pass through a pile of **sections** or leaves, usually down the left hand side. The staples are then clinched on the underside. Compare this with **Saddle Stitching**.

SIGNATURE

A printed sheet or section that consists of a number of pages of a book, laid out so that they will fold and bind together as a **section**.

SIZE

A solution based on starch or casein, which is added to paper during manufacture to reduce the stock's tendency to absorb water or ink.

SKID

A smaller **pallet** or frame (usually half a Chep brand **pallet**) commonly used by printers and used for storing and easy cartage of a stack of cut paper. Also called a printer's skid.

SMALL CAPS

Upper case letters that are approximately the **x height** of lowercase letters in the same font. Used for logos and nameplates, and to soften the impact of all-caps type.

SMOOTH FINISH

The most even finish available on offset paper.

SOFT COPY

Copy viewed on a computer screen or stored as a computer file. Compare with **hard copy**.

SOFT BACK/COVER

A book bound with a paper cover. Compare **case bound**.

SOLID

Any area of a sheet receiving 100 percent ink coverage, as compared to a **screen tint**. An area of an image on film or a **plate** that will print as 100 percent coverage can also be called a solid. Also used to describe type set with no **leading**.

SOY-BASED INKS

Inks using vegetable oils instead of petroleum products as their pigment vehicles, for environmental reasons.

SPECIFICATION

A complete and precisely written description of all the features of a print job. For example, a newsletter specification will typically include:

- Type specs to define typeface, size, line measure, indentations, headlines, and other features of the typography.
- Printing specs that concentrate on press work, such as quantities, ink colours and dot gains, but often include prepress details, paper and finishing.
- Finishing specs that determine the folding requirements and trim size.

SPINE

The bound edge of a book.

SPOILAGE

A non conforming product that costs the company financial loss. Compare with **waste**.

SPOT COLOUR

A small area printed in a second or special colour.

SPREAD

Two pages that face each other in a publication. Usually they are designed as one visual or production unit. See **Double page spread**. Also refers to a layout of several photos, especially on facing pages.

SRA

A paper size in the series of ISO international paper sizes, SRA is slightly larger than the A series to allow printers extra space for **bleed**.

STANDING HEADLINE

A headline whose words and position stay the same issue after issue, such as 'From the Editor'. Also called a slug.

STAPLING

See **Wire stitching**.

STOCHASTIC SCREENING

A digital screening process that converts images into very small dots (14-40 microns) of equal size and variable spacing. Second order screened images have variable size dots and variable spacing.

STOCK

The material to be printed. Also used to describe stored printed items.

STET

A **proofreader's** note that cancels a previous correction. From the Latin for 'let it stand'.

STRAWBOARD

A thick **board** made from straw pulp, and used in bookwork, carton making or as the backing board of a pad. It is not suitable for printing.

STRIKE-THROUGH

The effect of ink soaking through a printed sheet.

STRIP

To assemble images on a film for **platemaking**. Stripping involves correcting flaws in the film, assembling the pieces of film into **flats**, and ensuring that film and flats **register** correctly. Also called film assembly and image assembly.

STRIPPER

A person who works in the **stripping** department.

STRIPPING

Originally cutting images from their negatives and combining them in position on a glass plate, stripping now refers to using strip film materials, and the cutting, attachment, and other operations for their assembly.

STUMPING OR BLOCKING

Impressing book covers, etc., by means of hot die, brass types or blocks.

STYLE

A set of **copy editor's** rules setting out conventions for the treatment of things like modes of address, titles and numerals. A special element within a set of **guidelines**.

STYLE SHEET

A document containing the rules for **copy editing** and **typography** to be followed in a specific publication.

SUBHEAD

A small heading within a story or chapter. Also called crosshead.

SUBSTRATE

Any surface on which printing is done.

SUBSTANCE WEIGHT

An alternate term for basis weight, usually referring to bond papers. Also called sub weight.

SUBTITLE

A phrase in a nameplate or under a brand, which amplifies or supplements the information given in the **masthead** or **logo**.

SUMMARY DECK

Two or three sentences of text that present the highlights of an article, and appear between the headline and the lead paragraph.

SUPERCALENDERED PAPER

A super-smooth paper with a polished appearance, produced by rolling the paper between calenders. Examples of this are high gloss and art papers. See calendered finish.

SWASH LETTERS

Italic characters with extra flourishes, used at the beginning of chapters.

SWATCH

A colour sample.

T

TABLOID

A newspaper page size half the size of a broadsheet.

TABULAR SETTING (TAB)

Ruler stop settings used to align text into columns, for lists and tables.

TAG LINE

An alternate term for a [subtitle](#).

TAGGED IMAGE FILE FORMAT (TIFF)

A common computer file format for exchanging digital information. Usually associated with greyscale or bitmap data. TIFF allows for customisation, and several versions have been created, it does not guarantee compatibility between all programs.

TEMPLATE

A pattern used to draw illustrations, make page formats, or lay out press sheets. The template may be a physical object that guides a pen or pencil, an underlay for a [light table](#), or a computer file with formats and guidelines for the final piece.

TERMS AND CONDITIONS

The legal specifics of a printing order, that the printer and customer agree as part of their contract.

TEXT

The main portion of type on a page, as opposed to elements like the headlines and captions. Also see [body copy](#).

TEXT PAPER

The name used for printing papers with textured surfaces, such as [laid](#) or [linen](#).

TEXT TYPE

The type style used for text and captions, as compared to [display type](#). Also called body type and composition type.

TEXT WRAP

See [Runaround](#).

THERMOGRAPHY

See [virgotype](#).

THIN SPACE

The thinnest possible spacing usable for separating words.

THUMBNAIL SKETCH

A small, rough sketch of a design – the design equivalent of a mud map.

TIED LETTERS

See [Ligature](#).

TIGHT REGISTER

A subjective term referring to nearly, if not precisely, exact [register](#).

TINT

A percentage shade of a single colour or combined colours.

TIP IN

The separate insertion of a single page into a publication, using a paste, gum or glue. Tip ins can be added either during or after binding. Compare with [insertions](#).

TOMBSTONE

Two headlines that have been placed next to each other so that, at first glance, they appear to be one.

TONER

The powder that forms the images in photocopying and laser printing. Toner can also be the powder or liquid forming the images in some colour proofing systems.

TRADE CUSTOMS

The usual business terms and policies that have been codified by a trade association. Within the graphic arts, there are trade customs for service bureaus and for printers.

TRANSPARENCY

A full colour photographic positive, that has been produced on transparent film.

TRAPPING

In printing, the ability to print a wet ink film over previously printed ink. Can be either dry trapping or wet trapping. In prepress, refers to how much overprinting colours overlap to eliminate white lines between colours in printing.

TRIM

To cut to a size indicated by crop, register or trim marks.

TRIM MARKS

See [crop](#) or [register](#) marks.

TWIN WIRE

A high quality paper that has been manufactured with an identical smooth finish on both sides. See [wire](#).

TYPE

The letters, numerals, punctuation marks and other symbols produced by a machine.

TYPE FAMILY

A group of [typefaces](#) with similar letter forms. For example Garamond, including all weights and styles, (light, semibold, bold italic, etc) is a type family. Also called family of type.

TYPE SIZE

The height of a [typeface](#), measured from the top of its [ascenders](#) to the bottom of its [descenders](#), and expressed in [points](#).

TYPE SPECIMEN BOOK

A book of printed samples of type families and their typefaces, offered by a type shop or a type font company.

TYPE STYLE

A specific style of a [typeface](#), such as bold, italic or light.

TYPEFACE

A set of [type](#) characters with similar design features and weight. Garamond Light is a typeface. Also just called a face.

TYPOGRAPHER

A specialist in the design of printed matter, and in particular the art of [typography](#).

TYPOGRAPHY

The art and science of composing type to make it legible, readable and attractive. Also refers to the arrangement of type on a page.

U

ULTRABOLD TYPE

Type **characters** that are heavier than bold. Also called black type.

UNCOATED PAPER

Any paper that has not been **coated** with a fine clay finish as part of manufacturing. Also called offset paper.

UNIT COST

The cost of one item in a print run. Unit cost is computed by dividing the total cost of the printing job – **variable costs** plus **fixed costs** – by the quantity delivered.

UNIVERSAL COPYRIGHT CONVENTION (UCC)

UCC gives protection to the authors or originators of text, photographs, illustrations etc, to prevent their use without permission or acknowledgment. Any protected publication should carry a copyright mark ©, plus the name of the originator and the year of publication.

UPPERCASE LETTERS

An alternate term for capital letters, and the opposite of lowercase letters.

V

VANDYKE

A brown print process used as a proofing medium. Compare with **Blueline** proofs.

VARIABLE COSTS

Those printing costs that change depending on how many pieces are produced. The cost of paper, printing and binding are examples of variable costs. Compare with **fixed costs**.

VARNISH

A clear, shiny or matte ink used to add gloss to printed pieces.

VARNISHING

A finishing process, whereby a transparent varnish is applied over the printed sheet to produce a matte, semi-matte (satin) or glossy finish.

VDP (VARIABLE DIGITAL PRINTING)

Describes a process of printing 'direct to paper' on a digital press capable of printing 100% variable information so that the content of each page is different.

VELLUM

Originally the treated skin of a calf, used as a writing material, but now applied to several modern, translucent papers. The name is also used to describe a thick creamy book paper.

VELLUM FINISH

A somewhat rough, toothy finish – smoother than antique, but rougher than English.

VIGNETTE

A fade to white, giving an image a 'soft' edge, or small decorative design or illustration. See also **graduated screen**.

VIRKOTYPE

A print finishing process that produces a raised image similar to die stamping. The process takes a previously printed image and, before the ink can dry, dusts it with a resinous powder. When heat is applied, the ink and powder fuse and form a raised image on the paper.

W

WASHED OUT

A term used to describe printing and photographs where the content or colour appears to be faded.

WASTE

Paper that is rendered damaged or otherwise unusable as a result of normal **make ready**, printing or bindery operations – as compared with **spoilage**.

WATERMARK

An image that is made in paper, usually as part of the paper making process. Typically, a watermark will be a company logo and/or the name of the paper stock.

WEB PRESS

A printing machine with a cylindrical or drum-shaped **plate**, into which paper is fed from a continuous roll as opposed to being **sheet fed**.

WEIGHT

The 'weight' of a **typeface** refers to the thickness or boldness of the letters and characters.

WHITE SPACE

An area within a printed piece that does not contain images or type. (Sometimes also called a negative space.)

WIDE ANGLE LENS

Any camera lens in which the field of view is wider than the human eye can normally see. Also known as a short or a fish-eye lens. The opposite is a telephoto or 'zoom' lens, which has a narrower field of view.

WIDOW

A single word left forming the last line of a paragraph.

WINDOW

A window is the area on a **mechanical** that has been marked for placement of a halftone. When photographed using graphic arts film the window, which is made using a masking material, literally creates a window (a clear area) in the film.

WIRE

The wire mesh used at the wet end of the paper making process. This mesh determines the texture of the paper.

WIRE STITCHING OR STAPLING

A **binding** process used to fasten **sheets**, **signatures**, or **sections** using wire staples. There are three different methods used – saddle stitching, side stitching, and stab stitching.

WOOD FREE PAPER

Paper made from chemical pulp only with size added. Supplied calendered or supercalendered.

WORD BREAK

The division, breaking, or hyphenation of a word at the end of a line.

WORD WRAPPING

A function in word processing, whereby the number of words in a line of text is automatically adjusted to match the margin settings. The carriage returns or line breaks created up by this method are termed "soft", as opposed to the "hard" carriage returns that are created when the Return Key is pressed.

WORK AND TURN

A method of printing where pages are imposed in one **forme** or assembled on one sheet of film. One side is printed, then the printed sheet is turned over and printed from the other edge using the same forme. Finally, the finished sheet is cut to produce two complete copies.

WORK AND TUMBLE

Another method of printing where pages are imposed together. The paper sheet is printed on one side and then turned from front to rear or 'tumbled', to print the opposite side.

WOVE

A very finely textured paper without visible **wire** marks.

WYSIWYG

Pronounced "wizzy-wig", this is an acronym of 'what you see is what you get'. It can be used to describe any systems that previews a finished result – in printing, a finished page with text and graphics. However, the term can be a little misleading, in that computer screen resolution and colour accuracy may be different from the printing press.

X

X-HEIGHT

The vertical height of the lowercase x in a **typeface**, used to provide a standardised comparison between faces. Naturally, x-height varies from one typeface to another. Also called 'body height'.

XEROGRAPHY

A photocopying or printing process in which printed images are formed using the electrostatic charge principle. Dry or liquid toner replaces ink, and it is attracted to the page by electrostatic charge. Once formed, the image is sealed with heat. Most page printers currently use xerography.

