

Terminology in the Design & Print Industry

Graphic Art, Design and Print like most industries generally contain wording and terminology, which is often unique or offers a different interpretation from those in common usage.

Below is a short list of most of the terms you may encounter when dealing with promotional, marketing or advertising projects.

Term	Definition
Alterations	Changes made to copy after it has been set in type.
Artwork	Drawings, lettering, images and general ornamentation created by the designer to meet the client specification.
Art Paper	Paper, coated in a gloss or matt finish for printing
Author's Corrections	Corrections made by the author to modify the final proof or which occur after the scope of the quoted work is complete.
Back Up	Printers term meaning to print on both sides of the stock.
Bitmap File	Electronic document that describes a sequential collection of bits that together form an image. Popular bitmap files formats include BMP, GIF, PCX and TIFF.
Bind	To fasten sheets with wire, thread or glue to form a book or similar.
Bleed	Where the artwork image extends to or beyond the edge of the printed image so as to not leave a border
Blind Emboss	A design that is stamped or pressed into a piece of paper to create a three dimensional effect.
BMP	File format for bitmapped images (short for bitmap)
Body Type	Used for the text of a book or document as distinguished from the headings.
Bold (type)	Type that is heavier than the text type with which it is used to distinguish or highlight words or sections.
Brightness	A measure of the reflectance or brilliance of paper.
Brochure	Pamphlet bound in the form of a booklet.
Burn	Exposing a printing plate to high intensity UV light to lock the printing image to the plate. Saving an electronic document onto a CD
Butt Fit	Images joined without any overlap.
Carbonless	Pressure sensitive writing paper, which transfers images to subsequent copies.
Case Bound	A binding process used to create hard cover books.
Cast-Coated	Paper or board with an extremely high gloss reflective finish.
Collate	A finishing term for gathering/sorting papers into correct order.
CD-ROM	Optical disc, stores ~ 700Megabytes of information.
CMYK	Process colours used to create full colour documents C yan, M agenta, Y ellow & B lack.
Colour bars	A band of colour printed at the tail edge of the sheet to allow checking of colour density across the sheet.
Colour Separation	Process of separating the colours making up the final image into CMYK prior to going to print.
Continuous Tone	An image which contains gradient tones from black to white
Contrast	The tonal graduation between highlights and shadows in an image or artwork piece.
Crop/Cropping	Trimming or masking off unwanted portions of an image or illustration.
Crosshairs	Registration marks for accurate positioning of images when printing more than one colour (as in CMYK)

Design	The process of creating drawings, lettering, images and general ornamentation.
Digital Printing	Printing of electronic images direct to a colour laser printer without the need for offset printing and its associated processes.
Die cutting	Process of creating special shapes in paper in the production of a project.
Digital Proof	A print of the artwork at various stages of completion on a colour laser printer (normally called a 'Proof').
Drop Shadow	A tone of colour or a line which falls on one side of an image or text to create a 3 dimensional effect
Dummy	A rough layout of a job to communicate initial ideas and other significant details.
Duotone	A halftone picture made up of two printed colours.
DVD-ROM	Optical Storage disc, Stores ~ 4.7 Gigabytes of information
Embossing	Raised image to achieve a raised printed surface.
Foil Stamping	Process, which lays down a foil applied with heat in lieu of a printed image.
FTP	Acronym for File Transfer Protocol- a method of transferring files between computers connected to the internet.
GIF	A low resolution bitmap file format (Graphical Interchange Format)
Gigabyte	One billion bytes of information (1000 megabytes)
Graduation	Gradual Transition from one tone to another. i.e. dark to light or one colour to another.
Grain	The paper making process imparts a grain direction in which most fibres within that paper stock lie.
Grammage	Weight of a standard area of paper, expressed in grams per square metre (gsm).
Grey Scale	A range of tones from white to black.
Hi-Bulk	A paper made thicker than its standard basis weight.
Imposition	Laying out of pages so that they will be incorrect order after the printed sheet is folded.
Italic Type	A version of type where the letters slope forward, to provide word emphasis or other distinguishing feature.
JPEG	A bitmap file format (Joint Photographic Experts Group).
Justify/Justification	The spacing of Words & Letters to vertically align the left and/or right of a column
Kerning	Involves closing up of the type body where the letter shape results in uneven spacing e.g. LT
Kilobyte	One thousand bytes of information.
Laid Finish	A paper containing lines or ribs created during the manufacturing process to enhance the visual appearance of the paper.
Laminate	To cover with a fine plastic film to enhance appearance and protect the printed job.
Landscape	Orientation of a page whereby the width is greater than the height.
Leaf	Two pages of a book, the front and back of a single page.
Linen Finish	A paper finished with an embossed texture resembling Linen Cloth.
Make Ready	Final machine preparation stage prior to printing.
Margins	Space surrounding the print area of a page.
Matt Coating/Finish	Paper finish with a dull finish, without any gloss.
Megabyte	One million bytes of information.
Mottle	Spotty or uneven appearance of printing
Negative	Image reversal where dark images turn light and light images turn dark in the same proportions.
Offset	Printing in which the image is transferred from plate to paper via a rubber blanket placed over a steel roller.

Offset Paper	Uncoated book paper (used in applications where colour and/or finish are not so critical and may be price sensitive.)
Opacity	Is a measure of a papers light transmission properties. I.e. Poor opacity will result in 'show through' of images printed on the reverse side of the job.
Overs	Copies of the printed matter in excess of the quantity required.
Perfect Bind	A type of binding that glues the edges of a sheet to a cover (e.g. like a telephone book).
PMS® (Pantone Matching System)	The industry standard for specifying, blending and matching colours.
Pixel	The smallest component of an image in a graphic file.
PostScript (Adobe) ®	Industry-standard page description language for printing or viewing of documents that integrate text, graphics, images and colour.
Point	A typesetting/design term which represents a measurement of 1/72 of an inch or ~0.353mm.
Press Proof	A final proof to indicate the appearance of the job just prior to the production run.
Process Printing	Printing from the primary colours (CMYK) to produce a full colour job.
Process Colours	CMYK – Cyan (process blue), Magenta (process red), Yellow (process yellow), Black (process black).
Pulp	A wet slurry of fibers that form the basis of paper
Ream	A quantity of paper (as packaged) usually 500 sheets.
Registration Marks	Lines/Cross hairs used to guide the registration of the job during the plate making and printing processes.
Saddle Stitch	Binding a booklet or magazine with staples in its spine.
Scaling	Determines the proper size of an image (reduce or enlarge)
Scoring	Creating an indent or furrow in a paper stock to facilitate folding.
Self Cover	Where the cover is printed on the same stock as the text body and/or may be part of the document.
Spine	That part of a book's cover or jacket which may be visible when situated on a shelf.
Spiral Bound	A type of binding with wires in a spiral form inserted through holes punched in the binding side.
Text	Body matter of a document, as distinguished from the headings.
TIFF	A bitmapped image file. (Tagged Image Format File) Most popular in Graphic Design and highest resolution available.
Thickness	A thickness of a sheet of paper is measured in micro meters or uM (pronounced 'ums')
Trapping	Overlapping images to ensure the print contains no gaps.
Trim Marks	Marks placed on the copy to indicate the edge of the paper to be trimmed.
True Type Fonts	Scaleable fonts for use on Windows and Mac operating systems.
UV Coating	A liquid laminate, usually of a high gloss finish to enhance the appearance of all or portions of the job.
Varnish	A thin protective coating applied to the printed sheet to provide scuffing protection or to enhance the appearance of the job.
Watermark	A name or design impressed lightly into the paper to create a distinctive translucent appearance.
Whiteness	Is the ability of a sheet to reflect all component colours and thus look 'White'. (not to be confused with brightness).
Wove	A paper having a uniform unlined surface with a smooth finish.