



Glossary of Terminology

- A Size**
A range in the ISO series of paper sizes. A0 size is a sheet of paper measuring 1m² in area. Paper sizes in the series A1, A2, A3, etc, are defined by halving the preceding paper size parallel to its shorter side. The most frequently used paper size is A4 (210 × 297mm).
- Adhesive**
Glue or gum which is used to fasten pieces of stock together.
- Against the grain**
Perpendicular to the direction of the paper grain.
- Alteration**
Change to design or print specifications.
- Art Paper**
Smooth, glossy papers with a clay compound coating on one or both sides.
- Artwork**
The layout which is used for making film and plates for printing.
- Author's corrections**
Alterations made by the customer after the artwork and proofs have been produced.
- Back up**
To print on the reverse side of an already printed sheet.
- Banding**
Distinct steps of colour blocks instead of one gradual tonal change from dark to light or one colour to another.
- Bindery**
Department which handles trimming, folding, binding and other finishing.
- Binding**
Fastening paper/board with glue, tape, thread, wire etc.
- Bitmap image or raster image**
A digital picture made up of dots as opposed to a vector graphic defined by outline and fill information.
- Blanket**
Rubber mat on a printing press which transfers ink from the plate to the paper.
- Bleed**
Area outside of the image area which ensures all colours and images extend to the very edge of a trimmed page without leaving any unwanted white edges.
- Blind Embossing**
An unprinted raised relief on stock.
- Board**
Paper over 200gsm (heavy stock)
- Bond**
Paper commonly used for letterhead and forms made with cotton content or chemical wood pulp.
- Carbonless**
Paper impregnated with chemicals which will produce a copy when written on without carbon paper. Referred to as NCR (No-Carbon-Required).
- Cast coated**
Art paper which is exceptionally glossy on one side.
- Celloglaze**
A thin laminate of transparent plastic applied to paper stock to give it a gloss or matte protective layer.
- CMYK**
Cyan, Magenta, Yellow and Black. Standard process ink colours which are printed to overlap and visually combine to produce full-colour.
- Coated paper**
Smooth papers which have a surface coating giving them various finishes from matt to gloss.
- Collate**
Arrange printed sheets into a sequence for binding.
- Colour bar**
A strip of colours at the edge of the artwork used to maintain density and colour control on the printing press.
- Computer to plate (CtP)**
Process where artwork is digitally transferred directly to the printing plate from the computer by laser technology.
- Concertina fold**
Parallel folds which open in opposite directions like a concertina.
- Continuous stationery**
Single or multi part forms produced from rolls of paper and fan folded.
- Creep**
Condition where inside pages of multiple folded pages extend past the outside pages. Adjustment to artwork is required to prevent loss when trimming.
- Crimping**
Method of using punctures to hold multi part continuous forms together.
- Cross perf**
A perforation which runs across the width of a form.
- Cross-platform**
Documents which are able to be opened on more than one type of computer system. e.g. pdf, jpg.
- Die cutting**
Method used to cut shapes from stock.
- Digital papers**
Paper which is designed especially to suit digital printing technology.
- Digital printing**
The direct reproduction of digital images onto a physical surface usually in a slightly lower quality than offset printing. Small quantities, quick turnarounds and the ability to vary the information within a print run become feasible.
- Dot gain**
Condition where printed inks spread on paper which causes halftone dots to appear larger, reducing contrast and detail.
- DPI (Dots-Per-Inch)**
Measurement of resolution which affects the quality of output.
- Drilling**
Method of producing holes in stock. E.g. for inserting into a ring binder.
- Embossing**
Creating a raised relief in stock by stamping with a metal block.
- EPS (Encapsulated-PostScript)**
Format for high resolution Postscript graphics which can be imported into documents and resized or cropped with loss of quality.
- Fan fold**
Process of folding continuous forms as they are produced with a similar effect to a concertina fold.
- File format**
The way in which applications store data in documents. E.g. EPS, JPG, RTF.
- Film**
Thin sheet of plastic with an image reproduced onto it as either a positive or negative used to produce printing plates.
- Flood**
Covering a page with ink, varnish or coating.
- Foil**
Metallic or coloured coating on plastic.
- Foil emboss**
Transferring foil and a raised relief onto stock via a die.
- Fonts**
Computer based typefaces or sets of symbols with different characteristics. E.g. serif, sans serif.
- Gang**
Method of printing more than one job on the same stock at the same time to economise production.
- Gate fold**
Oversized pages in which both sides are folded into the middle to resemble a gate.
- Gloss**
A smooth finish which gives stock a reflective quality.
- Grain direction**
The direction in which paper fibres are arranged due to its production process. The grain should be considered for optimum printing and folding.
- Grammage (GSM)**
The weight of paper which is measured in grams per square metre. The thickness of the paper stock affects the weight.
- Greyscale**
Scale of 256 grey tones ranging from white (255) to black (0).
- Guillotine**
Machine used for cutting paper stock.
- Halftones**
A pattern of various size dots which combine visually to produce a tone or image. Halftones

Halftones cont'd...

can be either produce a positive or negative image.

Hard copy

The printed copy of a document created on a computer or a sample of a previously printed item.

Hatching

A non-uniform pattern which is used to make areas secretive on multi part forms. E.g. payslips.

High bulk paper

A paper made thicker than its standard weight.

Image area

Area of artwork corresponding to final trimmed size.

Imposition

Arrangement of artwork to enable correct printing alignment and economy of resources.

Impression

The pressure of blanket as it comes into contact with the paper to transfer ink.

Imprint

The name and address of the printer on artwork.

Inks

Substance used to produce colour during print production. Variations of colour can occur between different paper stocks.

JPEG (Joint-Photographic-Experts-Group)

Image format which utilises a technique to compress the file size proportionally to quality required.

Kiss die cut

To cut the top layer of a pressure sensitive sheet and not the backing.

Knock out

To mask out artwork or ensure that colour does not overlap when printed. Opposite to overprint.

Landscape

Orientation where the width is greater than the height.

Layout

Proposed artwork for printing.

Letterpress

A relief printing process in which a raised image is inked and transferred to paper by pressure.

Line art

An image or design which uses only a solid tonal value usually 100% black.

Make ready

The setup activities for a print run including producing test sheets.

Moire pattern

Undesirable chequered pattern produced when overlapping halftone screens at incorrect angles.

Offset printing

Printing process by which ink is transferred from a plate via a roller (blanket cylinder) to the paper.

Offsetting

Undesirable result of ink being transferred from one freshly printed sheet to another.

Overprinting

Printing over an area already printed with colour. Opposite to knock out.

Paper

Paper up to 200gsm (light stock)

Paper Merchant

Liaison for the paper manufacturer who sells paper and envelopes to printers.

PDF (Portable-Document-Format)

A cross-platform file format developed by Adobe

which retains its formatting without the original software or fonts.

Perfect binding

A method of binding where the spine of the pages are attached to a wrap around cover using an adhesive.

Perfecting

Printing both sides of paper on a press during one pass.

Perforating

Use of a cutting wheel to add small slits to paper which enables tearing in a certain position.

Plate

Material carrying image which transfers ink used on a printing press.

PMS (Pantone Matching System®)

"An international printing, publishing and packaging colour language providing an accurate method for the selection presentation, specification, communication, reproduction, matching and control of colour."

Prepress

Department which handles colour separating, platemaking and other services prior to printing.

Proof

Proofs are test sheets which are used to check for errors or omissions and colour accuracy for customer approval before the final print run.

Quarter bound

Method of binding where the cover is stitched (stapled) to the book along a side margin and covered with binding tape along the spine.

Register marks

Guides which consist of cross-hair lines used for alignment purposes.

Registration

The alignment of each colour in a print run. Images will look blurry if misregistered.

Resolution

Resolution is a measurement of quality. Video resolution is usually measured in pixels per inch. An output device (e.g. laser printer) is measured in dots per inch. Halftone frequency is measured in lines per inch.

Reverse out

Area which has background printed and not the area itself which allows the paper or previously printed ink colour to show.

RGB (Red-Green-Blue)

Colour model for screen viewing which involves colour being interpreted by the additive primary colours of red, green and blue.

Roll fold

Panel folds which open in the same direction.

Saddle stitching

Method of binding where folded pages are stitched (stapled) through the spine from the outside.

Score

Use a rule to break the grain of board or heavy paper to enable folding in a certain position.

Security paper

Paper incorporating dyes, watermarks or other features for use with cheques or transcripts.

Separation

Representations of the break up of individual colours from original artwork. Full colour images will produce four separations - CMYK.

Sheet fed press

Press that uses pre-cut sheets to print and not rolls of paper.

Spiral binding

A method of binding where pages are held together by looping a wire or plastic spiral through holes along one edge of the pages.

Spot colour

Colour, other than process colour in a print job, usually specified as PMS ink. Often used where a particular colour is required or colour is minimised.

Spot varnish

The application of varnish to a small part of a page.

Stock

Material to be printed onto, usually paper or board.

TIFF (Tagged-Image-File-Format)

Bitmap image format which is a flexible, adaptable file format for handling images and data within a single file, by including the header tags (size, definition, image-data arrangement, applied image compression) defining the image's geometry.

Trapping

Slightly overlapping two adjacent colours to prevent problems associated with normal registration variation in the printing process.

Trim

Remove excess from printed material to make finished product the correct size.

Trim marks

Hair line guides on artwork which show where product is to be trimmed after printing.

Varnish

Clear finish which is applied like ink to give a protective gloss or matte layer. Varnish may also be tinted with a colour.

Vector graphic

An image made up of mathematically defined objects including lines, shapes and curves and fill information. Vector graphics are usually editable and scalable.

Vignette

A graduated tint.

Virko

A process which produces raised ink similar in effect to embossing.

Watermark

A design within the paper, created during manufacture, seen by holding paper up to light.

Web press

Press which uses large rolls of paper.

Wire-o binding

A method of binding with double loops of wire.