



## A-Z of print terms

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### A

#### **Accordion fold**

A term for two or more parallel folds that result in a sheet that opens like an accordion.

#### **Against the grain**

Perpendicular to the direction of the paper grain.

#### **Aliasing**

A defect which occurs when a graphic file does not have enough resolution to reproduce image detail and causes visible jagged lines along the edges.

#### **Anti-aliasing**

Technique of filling the edges of an object with pixels to eliminate jagged lines and make it appear smoother.

#### **Aqueous Coating**

A fast-drying, water-based coating that is applied after printing that gives a glossy finish and protects the print's surface.

#### **Artwork**

In printing, this is the original copy which includes all text, graphics, photos and illustrations.

### B

#### **Back up (when printing)**

To print the reverse side of a sheet already printed on one side.

#### **Bind**

To fasten sheets or sections into brochures or booklets with the use of wire, thread, glue, staples, etc.

#### **Binding**

The process by which sheets are fastened together which include cutting, trimming, collating, perforating, and folding to form the finished product.

#### **Bitmap**

An image file format that refers to the rows and columns (map) of dots or pixels that form an image.

#### **Bitmap Images**

Computerised image made up of a collection of dots or pixels; these images appear blocky when you zoom in; also known as raster images.

#### **Blanket**

The thick rubber coated pad of a printing press that transfers ink from the plate to the sheet.

#### **Bleed**

Printing that goes beyond the edge of the final trim size.

#### **Blind embossing**

A technique in which a design is pressed into a sheet without ink or foil, creating a raised image.

#### **Bond paper**

Durable and lightweight paper commonly used for letterheads and business stationery.

#### **Border**

Margin or line between the image area and the edge of the paper.

#### **Brightness**

The brilliance or reflective quality of paper affecting contrast in printing.

#### **Bulk**

The thickness of paper relative to its weight.



## A-Z of print terms

---

### C

**Caliper**

Measurement of paper thickness expressed in thousandths of an inch.

**Cast coated**

A type of coated paper with a high gloss enamel finish.

**Chrome**

Colour transparency.

**Coated paper**

Paper with a thin surface coating of clay that produces a smooth finish.

**Collate**

A finishing term for arranging pages or sheets in correct order before binding.

**Colour Balance**

Refers to the proper ratio of cyan, magenta, and yellow ink during printing to keep colour consistency and produce the desired colour of an image.

**Colour bar**

Strips of colour used as a tool to check colour accuracy and density.

**Colour correction**

Methods of adjusting and improving colour qualities such as colour balance, contrast, etc.

**Colour filter**

Filters used in colour separation.

**Colour key**

A printer's proof made from 4 acetate or transparent films of various colours, one sheet per process colour, which when combined simulates the finished product.

**Colour matching system**

Colour chart in an electronic system used to compare, measure or mix colours.

**Colour separations**

Preparing a full-colour image for printing by separating it into the four basic process colours: cyan, magenta, yellow and black.

**Colour Sequence**

The order in which the four-colour process inks are printed on the press.

**Comb bind**

A method of binding by inserting a plastic comb through holes along the side or edge of a stack of pages.

**Computer-to-Plate (CTP)**

A technology that enables transfer of digital data directly to a metal plate for printing, eliminating the use of conventional films.

**Continuous-tone copy**

Illustrations and photographs that have a range of shades.

**Contrast**

The range of difference between the darkest and lightest areas in an image.

**Copy**

Any material (text or artwork) to be used in printing a piece.

**Cover paper**

A heavyweight paper commonly used for covers of books, brochures, catalogues and folders.



## A-Z of print terms

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### **Creep**

Creep is the shifting position of the page in a saddle-stitched bind. Creep moves the inside pages away from the spine.

### **Crop**

To cut off sides or portions of an image.

### **Crop marks**

Lines at the edges of a sheet that show where the page will be trimmed.

### **Crossover**

Printing across the gutter or from one page to the facing page of a publication.

### **Cure**

The process of drying inks or coatings through chemical processes to develop strong adhesion.

### **Cyan**

Shade of blue; One of four basic ink colours used in 4 colour printing process (CMYK).

## D

### **Deboss**

To press an image below the surface of paper.

### **Densitometer**

An instrument used to measure the density of coloured ink to determine consistency.

### **Density**

The degree of darkness of an image.

### **Die**

Metal plate cut for impressing a design or image on paper.

### **Die cutting**

A process of cutting paper in a shape or design using metal dies.

### **Direct Imaging**

A technology that eliminates the use of film plates by directly transferring the image from digital files to the press plates using a laser.

### **Direct Imaging Press (DI)**

An offset press where the plate is imaged directly on the press with laser.

### **Dot**

The individual element of a halftones; also referred to as a "pixel".

### **Dot gain or spread**

The spread of ink on paper; occurrence when dots print larger than they were on the film.

### **Dots Per Inch (DPI)**

A measurement of resolution of a screen image or printed image defined by the number of dots that fit horizontally and vertically into one inch; The higher the DPI, the sharper the image.

### **Double burn**

Exposing a printing plate to multiple images.

### **Draw-down**

A method of applying a thin coating or ink on paper to roughly determine colour.

### **Drop-out**

Parts of artwork that are not reproduced.



## A-Z of print terms

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### E

#### **Dummy**

A preliminary layout of a copy showing the position and general style made to resemble the finished product.

#### **Duotone**

A halftone image made up of two colours.

#### **Duplexing**

The ability of a press to print on both sides of a sheet of paper.

#### **EPS (Encapsulated Postscript File)**

An Adobe graphic file format for high resolution images; it translates graphic and text into code that tells a printer to print in the highest resolution possible and also has low resolution view files for quick screen viewing.

#### **Emboss**

Technique of pressing an image into paper so that creating a raised image.

#### **Emulsion**

Photosensitive sensitive coating on printing plates and film.

### F

#### **Feeder**

Section of a printing press that separates the sheets and feeds them into position for printing.

#### **Flood**

To cover a page completely with ink or varnish.

#### **Flop**

The backside of an image.

#### **Foil**

A thin metal applied to paper used in foil stamping and foil embossing.

#### **Foil emboss**

To foil stamp or emboss an image on paper using a die.

#### **Foil stamping**

Pressing a design or image on paper without ink using a foil and heated metal die.

#### **Four colour process**

The process of printing using the combination of four basic colour inks (cyan, magenta, yellow and black) to produce a range of colours and create a colour image.

#### **Four back Four (4/4) or Four over four**

A print job with four colour printing on both sides of the paper.

#### **Four back One (4/1) or Four over one**

A print job with four colour printing on the front side and one colour (usually black) on the back side.

#### **Four back Zero (4/0) or Four over zero**

A print job with four colour printing on the front side and no printing on the back side.

#### **FSC Certified Paper**

Forest Stewardship Council certified paper.



## A-Z of print terms

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### G

**Gang**

Economical way of printing by printing multiple images on the same sheet using the maximum sheet size.

**Ghosting**

A printing defect where a faint unwanted image appears on a page.

**Gloss**

Shiny coating applied to paper.

**Grain**

The direction in which the fibres of a paper lie.

**Graphic Design**

The use of visual elements to express a message.

**Grayscale**

An image made up of a range of shades of black and white.

**Grippers**

The metal fingers on printing presses that hold the paper and controls it as it passes through the press.

### H

**Halftone**

Pattern of dots within a fixed grid to reproduce a continuous-tone image.

**Hard copy**

A document or data printed on paper.

**Highlight**

The lightest part in an image.

**House Sheet**

Paper kept in stock by a printer.

### I

**Image area**

Portion of a page or paper that can be printed on.

**Imposition**

Arranging printed pages correctly so they will fold in the proper sequence.

**Impression**

The pressure of a printing press on paper; image caused by pressure of a press plate on paper.

**Ink fountain**

The container on a printing press that hold the ink.

### K

**Keyline**

An outline drawing to show the exact size and position of an artwork.



## A-Z of print terms

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### L

#### **Laid finish**

A pattern of parallel lines running across the grain, creating a ribbed and handmade effect.

#### **Line copy**

High contrast copy made up of solids or lines which do not require a halftone screen; also called line art or line work.

#### **Lines per inch (LPI)**

The number of lines of dots per inch in a halftone screen; the higher the LPI., the sharper the image.

#### **Lithography**

A method of printing where plates are chemically treated so that the image area accepts ink and non-image areas repel ink.

### M

#### **Magenta**

Also known as process red; one of the 4 basic ink colours in process colour printing; M in abbreviation CMYK.

#### **Mask**

Blocking light from reaching parts of a printing plate, also called knockout.

#### **Matte**

Dull non-glossy finish.

#### **Micrometer**

Device used to measure the thickness (caliper) of paper.

#### **Middle tones**

The tones in a photograph between highlights and shadows; must be balanced for accurate reproduction.

#### **Moire**

An undesirable screen pattern caused by incorrect screen angles.

### N

#### **Negative**

A film in which the white areas of the original image appear black and the black areas appear white.

### O

#### **Offset Printing**

A common printing process in which the image to be printed is transferred from a metal plate to a rubber blanket onto paper.

#### **Offsetting**

Transfer of ink or impression from one page to the opposite page.

#### **Opacity**

The property of paper that minimizes the show-through on a printed sheet.

#### **Outline halftone**

A halftone image with the background removed to outline the main image.

#### **Overrun**

Production of larger quantities than ordered.



## A-Z of print terms

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### P

**Page count**

Total number of pages in a book or publication.

**Pantone Matching Systems (PMS)**

The standard colour-matching system used by printers and graphic designers.

**Perfect Bind**

A binding technique in which pages are collated into a single sheet and then glued together and attached to the cover with an adhesive.

**Perfecting press**

A printing press that prints both sides of a sheet at the same time.

**Perforation**

Process of making holes or a series of cuts to make tearing or folding easy.

**Pica**

A printer's measure of type; One pica is 1/6 of an inch.

**Plate**

A flat sheet of metal on which an image is reproduced using a printing press.

**PostScript**

A page description language developed by Adobe Systems that tells a printer how an image is to be printed.

**Process colours**

The four basic colours used in printing to simulate full spectrum colour – Cyan (blue), magenta (process red), yellow (process yellow), black (process black).

### R

**Raster**

To render an image, pixel by pixel, vertically and horizontally.

**Raster image**

See bitmap image.

**Raster Image Processor (RIP)**

A device that translates data into dots or pixels.

**Ream**

A quantity of paper equivalent to 500 sheets.

**Resolution**

Refers to the number of pixels an image expressed in pixels per inch (ppi) or dots per inch (dpi); the higher the number, the sharper the image.

**RGB**

Refers to red, green, blue – the additive primary colours used for colour video display as on a computer screen.

**Rich Black**

A darker and deeper black colour created by combining other ink colours with black ink. The values to create Rich Black is usually 60% Cyan & 100% Black. Or 40% Cyan, 30% Magenta, 30% Yellow, 100% Black. Never use Rich Black for small type below 20pt.

**Ruleup**

A map or drawing showing how a printing job must be imposed with a specific press and sheet size; also called Press Layout.



## A-Z of print terms

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### S

**Saddle stitch**

A method of binding using staples in the seam or spine of a book or booklet where it folds.

**Scanner**

An instrument used to make colour separations; also an instrument to scan images or photos in desktop publishing.

**Score**

A mark or crease pressed on paper to make folding easier.

**Scoring**

The process of pressing a sheet of paper to create a groove or line for folding.

**Screen angles**

The angles at which halftone screens are positioned to avoid unwanted patterns.

**Self-cover**

The paper used as cover is the same as that used in the inside pages.

**Shadow**

The darkest areas of a photograph or image.

**Side stitch**

To bind by stapling sheets along one side of a sheet.

**Signature**

Term for a printed sheet after folding.

**Specifications**

A precise description of features of a print order such as paper stock and quantity.

**Spine**

The back edge of a bound book or publication that connects the 2 covers.

**Split Run**

Printing of a book or booklet that has copies bound in different ways.

**Spoilage**

Planned paper waste — also known as make readies.

**Spot varnish**

Varnishing a specific part of a sheet.

**Stamping**

Pressing a design or image onto paper with a metal die.

**Step-and-repeat**

Technique of repeatedly exposing the same image on the plate in different places.

**Stock**

The paper or material to be printed on.

**Stripping**

The process of positioning film negatives for plate making.

**Substrate**

Any surface or material on which printing is done.





## A-Z of print terms

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### T

#### **Tagged Image File Format (.TIFF)**

A standard graphic image file format often used for storing high resolution images that can easily handle up to 24 bits of photographic image colour.

#### **Tint**

A mixture of a hue with white.

#### **Tissue overlay**

A thin transparent paper placed over artwork for protection and may be used for marking printer instructions.

#### **Trapping**

Printing of one ink over the other to prevent gaps from appearing.

#### **Trim marks**

Marks on a printed sheet that show where to cut or trim the page.

#### **Trim size**

The final size of a printed image after trimming.

#### **Typesetting**

To arrange or layout artwork and text for printing.

### U

#### **Uncoated**

Paper with no treatment or coating on the surface.

#### **Under-run**

Production of fewer copies than ordered by customer.

#### **Up**

Printing multiple copies of the same on the same sheet — ie 2 up or 4 up.

#### **UV coating**

Liquid glossy coating applied to paper's surface and cured with ultraviolet light.

### V

#### **Varnish**

A clear liquid coating applied to printed sheet for protection and shine.

#### **Vector Images**

Images made up of solids, lines and curves that can be scaled or edited without affecting image resolution.



## A-Z of print terms

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### W

**Waste**

Planned spoilage.

**Watermark**

A distinctive design created in paper during manufacturing that is visible when the paper is held up to the light.

**Web**

The roll of printing paper used in web or rotary printing.

**Web press**

A high speed printing press that print on a continuous roll of paper or web rather than on individual sheets.

**Wire O**

A method of binding using double loops of wire through a hole.

**With the grain**

Folding or feeding paper into the press parallel to the paper's grain or fiber.

**Work and turn**

Printing the second side of a sheet by turning the sheet over from the gripper to the tail utilising the same side guides and plate.

**Wove paper**

A paper having a uniform unlined surface and a smooth finish.