

#### Artwork

All original copy, including type, photos and illustrations, intended for printing. Also called art.

#### Author's Alterations (AA's)

At the proofing stage, changes that the client requests to be made concerning original art provided. AA's are considered an additional cost to the client usually.

#### Back Up

(1) To print on the second side of a sheet already printed on one side. (2) To adjust an image on one side of a sheet so that it aligns back-to-back with an image on the other

#### Bleed

Printing that extends to the edge of a sheet or page after trimming.

#### Bond paper

Category of paper commonly used for writing, printing and photocopying. Also called business paper, communication paper, correspondence paper and writing paper.

Thickness of paper relative to its basic weight.

#### Burst Bind

To bind by forcing glue into notches along the spines of gathered signatures before affixing a paper cover. Also called burst bind, notch bind and slotted bind.

### C

#### Calender

To make the surface of paper smooth by pressing it between rollers during manufacturing.

#### Carbonless Paper

Paper coated with chemicals that enable transfer of images from one sheet to another with pressure from writing or typing.

#### Cast-coated Paper

High gloss, coated paper made by pressing the paper against a polished, hot, metal drum while the coating is still wet.

#### Close Up

A mark used to indicate closing space between characters or words. Usually used in proofing stages.

#### CMYK

Abbreviation for cyan, magenta, yellow and key (black), the four process colors.

#### Coated Paper

Paper with a coating of clay and other substances that improves reflectivity and ink holdout. Mills produce coated paper in the four major categories cast, gloss, dull and matte.

#### Color Control Bar

Strip of small blocks of colour on a proof or press sheet to help evaluate features such as density and dot gain. Also called colour bar, colour guide and standard offset colour bar.

#### Colour Separation

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

**Comb Bind** To bind by inserting the teeth of a flexible plastic comb through holes punched along the edge of a stack of paper. Also called plastic bind and GBC bind (a brand name).

#### Coverage

Extent to which ink covers the surface of a substrate. Ink coverage is usually expressed as light, medium or heavy.

#### Crop Marks

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

#### Crossover

Type or art that continues from one page of a book or magazine across the gutter to the opposite page. Also called bridge, gutter bleed and gutter jump.

#### Cure

To dry inks, varnishes or other coatings after printing to ensure good adhesion and prevent setoff.

#### Cutting Die

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

#### Cyan

One of the four process colors. Also known as process blue.

### D

#### Deboss

To press an image into paper so it lies below the surface. Also called tool.

#### Die Cut

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

#### Digital Proofing

Page proofs produced through electronic memory transferred onto paper via laser or ink-jet.

#### Direct Digital Color Proof

Color proof made by a laser, ink jet printer or other computer-controlled device without needing to make separation films first. Abbreviated DDCP.

#### DPI

Considered as "dots per square inch," a measure of output resolution in relationship to printers, imagesetters and monitors.

#### Dry Back

Phenomenon of printed ink colors becoming less dense as the ink dries.

### E

#### Emboss

To press an image into paper so it lies above the surface. Also called cameo and tool.

#### EPS

Encapsulated Post Script, a known file format usually used to transfer post script information from one program to another.

### F

#### Fifth Color

Ink color used in addition to the four needed by four-color process.

#### Film Laminate

Thin sheet of plastic bonded to a printed product for protection or increased gloss.

#### Fine Papers

Papers made specifically for writing or commercial printing, as compared to coarse papers and industrial papers. Also called cultural papers and graphic papers.

#### Finish

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

**Finished Size**

Size of product after production is completed, as compared to flat size. Also called trimmed size.

**Flat Size**

Size of product after printing and trimming, but before folding, as compared to finished size.

**Flood**

To print a sheet completely with an ink or varnish. flooding with ink is also called painting the sheet.

**Foil Emboss**

To foil stamp and emboss an image. Also called heat stamp.

**Folder**

A bindery machine dedicated to folding printed materials.

**Fold Marks**

With printed matter, markings indicating where a fold is to occur, usually located at the top edges.

**Four-color Process Printing**

Technique of printing that uses black, magenta, cyan and yellow to simulate full-color images. Also called color process printing, full color printing and process printing.

**G & H**

**Gate Fold**

A sheet that folds where both sides fold toward the gutter in overlapping layers.

**Graduated Screen Tint**

Screen tint that changes densities gradually and smoothly, not in distinct steps. Also called degrade, gradient, ramped screen and vignette.

**Heat-set Web**

Web press equipped with an oven to dry ink, thus able to print coated paper.

**Hickey**

Spot or imperfection in printing, most visible in areas of heavy ink coverage, caused by dirt on the plate or blanket.

**Highlights**

Lightest portions of a photograph or halftone, as compared to midtones and shadows.

**I**

**Imagesetter**

Laser output device using photosensitive paper or film.

**Imposition**

Arrangement of pages on mechanicals or flats so they will appear in proper sequence after press sheets are folded and bound.

**Impression**

(1) Referring to an ink color, one impression equals one press sheet passing once through a printing unit. (2) Referring to speed of a press, one impression equals one press sheet passing once through the press.

**Ink Jet Printing**

Method of printing by spraying droplets of ink through computer-controlled nozzles.

**K**

**Keylines**

Lines on a mechanical or negative showing the exact size, shape and location of photographs or other graphic elements. Also called holding lines.

**Kiss Die Cut**

To die cut the top layer, but not the backing layer, of self-adhesive paper. Also called face cut.

**Laminate**

A thin transparent plastic sheet (coating) applied to usually a thick stock (covers, post cards, etc.) providing protection against liquid and heavy use, and usually accents existing color, providing a glossy (or lens) effect.

**Landscape**

Artist style in which width is greater than height. (Portrait is opposite.)

**Laser-imprintable Ink**

Ink that will not fade or blister as the paper on which it is printed is used in a laser printer.

**Layout**

A sample of the original providing (showing) position of printed work (direction, instructions) needed and desired.

**Lithography**

Method of printing using plates whose image areas attract ink and whose nonimage areas repel ink. Nonimage areas may be coated with water to repel the oily ink.

**Makeready**

(1) All activities required to prepare a press or other machine to function for a specific printing or bindery job, as compared to production run. Also called setup. (2) Paper used in the makeready process at any stage in production. Makeready paper is part of waste or spoilage.

**Metallic Ink**

Ink containing powdered metal or pigments that simulate metal.

**N**

**Nested**

Signatures assembled inside one another in the proper sequence for binding, as compared to gathered. Also called inset.

**O**

**Offset Printing**

Printing technique that transfers ink from a plate to a blanket to paper instead of directly from plate to paper.

**P**

**Page Count**

Total number of pages that a publication has. Also called extent.

**Page Proof**

Proof of type and graphics as they will look on the finished page complete with elements such as headings, rules and folios.

**Pagination**

In the book arena, the numbering of pages.

**Panel**

One page of a brochure, such as one panel of a rack brochure. One panel is on one side of the paper. A letter-folded sheet has six panels, not three.

**Parallel Fold**

Method of folding. Two parallel folds to a sheet will produce 6 panels.

#### Perfect Bind

To bind sheets that have been ground at the spine and are held to the cover by glue. Also called adhesive bind, cut-back bind, glue bind, paper bind, patent bind, perfecting bind, soft bind and soft cover. See also Burst Perfect Bind.

#### Perfecting Press

Press capable of printing both sides of the paper during a single pass. Also called duplex press and perfector.

#### Perf Marks

On a "dummy" marking where the perforation is to occur.

#### PMS

Obsolete reference to Pantone Matching System. The correct trade name of the colors in the Pantone Matching System is Pantone colors, not PMS Colors.

#### Portrait

An art design in which the height is greater than the width. (Opposite of Landscape.)

#### Printer Pairs

Usually in the book arena, consecutive pages as they appear on a flat or signature.

#### Process Color (Inks)

The colours used for four-color process printing: yellow, magenta, cyan and black.

## Q

## R

#### Register

To place printing properly with regard to the edges of paper and other printing on the same sheet. Such printing is said to be in register.

#### Register Marks

Cross-hair lines on mechanicals and film that help keep flats, plates, and printing in register. Also called crossmarks and position marks.

#### Reverse

Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image 'reverses out' of the ink color. Also called knockout and liftout.

## S

#### Saddle Stitch

To bind by stapling sheets together where they fold at the spine, as compared to side stitch. Also called pamphlet stitch, saddle wire and stitch bind.

#### Score

To compress paper along a straight line so it folds more easily and accurately. Also called crease.

#### Screen Printing

Method of printing by using a squeegee to force ink through an assembly of mesh fabric and a stencil.

#### Self Cover

Usually in the book arena, a publication not having a cover stock. A publication only using text stock throughout.

#### Self Mailer

A printed item independent of an envelope. A printed item capable of travel in the mailing arena independently.

Setoff

Undesirable transfer of wet ink from the top of one sheet to the underside of another as they lie in the delivery stack of a press. Also called offset.

Sheetfed Press

Press that prints sheets of paper, as compared to a web press.

Spiral Bind

To bind using a spiral of continuous wire or plastic looped through holes. Also called coil bind.

Spot Color or Varnish

One ink or varnish applied to portions of a sheet, as compared to flood or painted sheet.

Spread

Two pages that face each other and are designed as one visual or production unit.

T & U

Thermography

Method of printing using colorless resin powder that takes on the color of underlying ink. Also called raised printing.

Tint

Screening or adding white to a solid color for results of lightening that specific color.

Trim Size

The size of the printed material in its finished state.

Uncoated Paper

Paper that has not been coated with clay. Also called offset paper.

Up

Term to indicate multiple copies of one image printed in one impression on a single sheet. "Two up" or "three up" means printing the identical piece twice or three times on each sheet.

UV Coating

Liquid applied to a printed sheet, then bonded and cured with ultraviolet light.

W

Wash Up

To clean ink and fountain solutions from rollers, fountains, screens, and other press components.

Web Press

Press that prints from rolls of paper, usually cutting it into sheets after printing. Also called reel-fed press.

Woodfree Paper

Made with chemical pulp only. Paper usually classified as calendered or supercalendered.