

A3 Paper size: ISO paper size 297 x 420mm used for small poster or small news paper.

A4 Paper size: ISO paper size 210 x 297mm used for Letterhead.

Accordion fold: Bindery term, two or more parallel folds which open like an accordion.

Acetate: a transparent sheet placed over artwork allowing the artist to write instructions or indicate where second colour is to be placed.

Acid Resist: An acid-proof protective coating applied to metal plates prior to etching.

Against the grain: At right angles to direction of paper grain.

Alteration: Change in copy of specifications after production has begun.

Aqueous Coating: Coating in a water base and applied like ink by a printing press to protect and enhance the printing underneath.

Artboard: Alternate term for mechanical art.

Ascender: any part of a lower case letter extending above the x-height. For example, the upper half of the vertical in the letters b or h.

Authors corrections: changes made to the copy by the author after typesetting but not including those made as a result of errors in keying in the copy.

Back up: Printing the second side of a sheet already printed on one side.

Backslant: Letters that slant the opposite way from italic characters.

Banding: Method of packaging printed pieces of paper using rubber or paper bands.

Basis weight: Weight in pounds of a ream of paper cut to the basic size for its grade.

Bind: To fasten sheets or signatures with wire, thread, glue, or by other means.

Bindery: The finishing department of a print shop or firm specializing in finishing printed products.

Blanket: The thick rubber mat on a printing press that transfers ink from the plate to paper.

Bleed: layout, type or pictures that extend beyond the trim marks on a page. Illustrations that spread to the edge of the paper without margins are referred to as 'bled off'.

Blind embossing: An image pressed into a sheet without ink or foil.

Blueline: Prepress photographic proof made from stripped negatives where all colors show as blue images on white paper. Because 'blueline' is a generic term for proofs made from a variety of materials having identical purposes and similar appearances, it may also be called a blackprint, blue, blueprint, brownline, brownprint, diazo, dyeline, ozalid, position proof, Overprint, Dylux and VanDyke.

Blur: a short description or commentary of a book or author on a book jacket.

Board: paper of more than 200gsm.

Body: The main text of work not including the headlines.

Body size: the height of the type measured from the top of the tallest ascender to the bottom of the lowest descenders. Normally given in points, the standard unit of type size.

Bond & carbon: Business form with paper and carbon paper.

Bond paper: Strong durable paper grade used for letterheads and business forms.

Book Block: Folded signatures gathered, sewn and trimmed, but not yet covered.

Book Paper: Category of paper suitable for books, magazines, catalogs, advertising and general printing needs. Book paper is divided into uncoated paper (also called offset paper), coated paper (also called art paper, enamel paper, gloss paper and slick paper) and text paper.

Break for color: Also known as a color break. To separate mechanically or by software the parts to be printed in different colors.

Brightness: The brilliance or reflectance of paper.

Bristol board: a fine board made in various qualities for drawing.

Bromide: a photographic print made on bromide paper.

Bronzing: an effect produced by dusting wet ink after printing with a metallic powder.

Bullet: a large dot preceding text to add emphasis.

Bulk: Thickness of paper stock in thousandths of an inch or number of pages per inch.

Bulk pack: Boxing printed product without wrapping or banding.

Burn: Exposing a printing plate to high intensity light or placing an image on a printing plate by light.

Butt: Joining images without overlapping.

Butt fit: Printed colors that overlap one row of dots so they appear to butt.

C1S and C2S: Abbreviations for coated one side and coated two sides.

Caliper: Paper thickness in thousandths of an inch.

Carbonless: Pressure sensitive writing paper that does not use carbon.

Camera-ready copy: Print ready mechanical art

Caption: the line or lines of text that refer to information identifying a picture or illustration.

Carload: A truck load of paper weighing 40000 pounds.

Case: Covers and spine that, as a unit, enclose the pages of a casebound book.

Case bound: a hardback book made with stiff outer covers. Cases are usually covered with cloth, vinyl or leather.

Cast off: a calculation determining how much space copy will take up when typeset.

Cast coated: art paper with an exceptionally glossy coated finish usually on one side only.

Catalog Paper: Coated paper rated #4 or #5 with basis weight from 35# to 50# (50 to 75 gsm) commonly used for catalogs and magazines.

Chalking: a powdering effect left on the surface of the paper after the ink has failed to dry satisfactorily due to a fault in printing.

Chase: a metal frame in which metal type and blocks (engravings) are locked into position to make up a page.

Chrome: A term for a transparency.

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.

Collate: A finishing term for gathering paper in a precise order.

Collating Marks: Mostly in the book arena, specific marks on the back of signatures indicating exact position in the collating stage.

Color Balance: Refers to amounts of process colors that simulate the colors of the original scene or photograph.

Color bar: A quality control term regarding the spots of ink color on the tail of a sheet.

Color Blanks: Press sheets printed with photos or illustrations, but without type. Also called shells.

Color Break. In multicolor printing, the point, line or space at which one ink color stops and another begins. Also called break for color.

Color Cast: Unwanted color affecting an entire image or portion of an image.

Color separations: the division of a multi-coloured original or line copy into the basic (or primary) process colours of yellow, magenta, cyan and black. These should not be confused with the optical primaries; red, green and blue. Column inch - a measure of area used in newspapers and magazines to calculate the cost of display advertising. A column inch is one column wide by one inch deep.

Color correction: Methods of improving color separations.

Color filter: Filters used in making color separations, red, blue, green. Color key: Color proofs in layers of acetate:

Color matching system: A system of formulated ink colors used for communicating color. Color Sequence: Order in which inks are printed. Also called laydown sequence and rotation.

Color Shift: Change in image color resulting from changes in register, ink densities or dot gain during four-color process printing.

Color Transparency: Film (transparent) used as art to perform color separations.

Column rule: a light faced vertical rule used to separate columns of type.

Compose: to set copy into type.

Comb bind: To plastic comb bind by inserting the comb into punched holes.

Composite film: Combining two or more images on one or more pieces of film.

Continuous-tone copy: Illustrations, photographs or computer files that contain gradient tones from black to white or light to dark

Contrast: the degree of tones in a photograph ranging from highlight to shadow.

Copy: All furnished material or disc used in the production of a printed product.

Cover paper: A heavy printing paper used to cover books, make presentation folders, etc.

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

Crash number: Numbering paper by pressing an image on the first sheet which is transferred to all parts of the printed set.

Crimping: Puncture marks holding business forms together.

Cromalin: Trade name for DuPont color proofs.

Crop: To cut off parts of a picture or image.

Crop marks: Printed lines showing where to trim a printed sheet.

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

Cut flush: a method of trimming a book after the cover has been attached to the pages.

Cutout: a halftone where the background has been removed to produce a silhouette.

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

Deckle Edge: Edge of paper left ragged as it comes from the papermaking machine instead of being cleanly cut. Also called feather edge.

Densitometer: A quality control device to measure the density of printing ink.

Density: The degree of color or darkness of an image or photograph.

Diazo: A light sensitive coating used on printing plates.

Die: Metal rule or imaged block used to cut or place an image on paper in the finishing process.

Die cutting: Curing images in or out of paper.

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

Dot: An element of halftones. Using a loupe you will see that printed pictures are made many dots.

Dot gain or spread: A term used to explain the difference in size between the dot on film v paper.

Double burn: Exposing a plate to multiple images. Double page spread - two facing pages of newspaper or magazine where the textual material on the left hand side continues across to the right hand side. Abbreviated to DPS.

Draw-down: A sample of ink and paper used to evaluate ink colors.

Drawn on: a method of binding a paper cover to a book by drawing the cover on and gluing to the back of the book.

Drop cap: a large initial letter at the start of the text that drops into the line or lines of text below.

Drop-out: Portions of artwork that do not print.

DPI (Dots Per Inch): the measurement of resolution for page printers, phototypesetting machines and graphics screens. Currently graphics screens reproduce 60 to 100dpi, most page printers work at 300dpi and typesetting systems operate at 1,000dpi and above.

Dummy: A rough layout of a printed piece showing position and finished size. Duotone: A halftone picture made up of two printed colors.

Duplex Paper. Thick paper made by pasting highlights together two thinner sheets, usually of different colors. Also called double-faced paper and two-tone paper.

Dylux: Photographic paper made by DuPont and used for bluelines.

Em: in printing terms it is a square unit with edges equal in size to the chosen point size. It gets its name from the letter M which originally was as wide as the type size.

Emboss: Pressing an image into paper so that it will create a raised relief **Emulsion:** Light sensitive coating found on printing plates and film.

Emulsion Down/Emulsion Up: Film whose emulsion side faces down (away from the viewer) or up (toward the viewer) when ready to make a plate or stencil. Abbreviated ED, EU. Also called E up/down and face down/face up.

Encapsulated PostScript file: Computer file containing both images and PostScript commands. Abbreviated EPS file.

End Sheet: see end papers.

En: a unit of measurement that is half as wide as an em.

End papers: the four page leaves at the front and end of a book which are pasted to the insides of the front and back covers (boards).

EnglishFinish: Smooth finish on uncoated book paper, smoother than eggshell, rougher than smooth.

Eurobind: A patented method of binding perfect bound books so they will open and lay flatter.

Facsimile transmission: The process of converting graphic images into electronic signals.

Felt Finish: Soft woven pattern in text paper.

Film rip: See Rip film.

Flat: An assembly of negatives taped to masking materials for platemaking.

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

Finish: The final treatment on the printed paper. Finishing is a 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 Color: Any color created by printing only one ink, as compared to a color created by printing four-color process. Also called block color and spot color. Sometimes, flat color also refers to color that seems weak or lifeless.

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

Flezography: Method of printing on a web press using rubber or plastic plates with raised images. Also called aniline printing because flexographic inks originally used aniline dyes. Abbreviated flexo.

Flood: To cover a printed page with ink, varnish, or plastic coating,

Flop: The reverse side of an image.

Flush Cover: Cover trimmed to the same size as inside pages, as compared to overhang cover. Also called cut flush.

Foil: A metallic or pigmented coating on plastic sheets or rolls used in foil stamping and foil embossing.

Foil blocking: a process for stamping a design on a book cover without ink by using a coloured foil with pressure from a heated die or block.

Foil emboss: Foil stamping and embossing a image on paper with a die. **Foil stamping:** Using a die to place a metallic or pigmented image on paper.

4-color-process: The process of combining four basic colors to create a printed color picture or colors composed from the basic four colors.

Folio (page number): The actual page number in a publication.

For Position Only: Refers to inexpensive copies of photos or art used on mechanical to indicate placement and scaling, but not intended for reproduction. Abbreviated FPO.

Forwarding: In the case book arena, the binding process which involves folding, rounding, backing, headbanding and reinforcing.

French fold: Two folds at right angles to each other.

Galley proof: Text copy before it is put into a mechanical layout or desktop layout.

Galleys: the printing term for long metal trays used to hold type after it had been set and before the press run.

Gatefold: an oversize page where both sides fold into the gutter in overlapping layers. Used to accommodate maps into books.

Gang: Getting the most out of a printing press by using the maximum sheet size to print multiple images or jobs on the same sheet. A way to save money.

Generation: Stages of reproduction from original copy. A first generation reproduction yields the best quality.

Ghost bars: A quality control method used to reduce ghosted image created by heat or chemical contamination.

Ghosting: Faint printed image that more often is a function of graphical design. Other times, it could be a printing mis-registration or result from poor imaging.

Gilding: Mostly in the book arena, gold leafing the edges of a book.

Gloss: A shiny look reflecting light.

Grain: The direction in which the paper fiber lie.

Gravure: a rotary printing process where the image is etched into the metal plate attached to a cylinder. The cylinder is then rotated through a trough of printing ink after which the etched surface is wiped clean by a blade leaving the non-image area clean.

Grey scale: a range of luminance values for evaluating shading through white to black. Frequently used in discussions about scanners as a measure of their ability to capture halftone images. Basically the more levels the better but with correspondingly larger memory requirements.

Grippers: The metal fingers on a printing press that hold the paper as it passes through the press.

GSM: Grams per square metre. The unit of measurement for paper weight.

Gutter: the central blank area between left and right pages.

Hanging punctuation: punctuation that is allowed to fall outside the margins instead of staying within the measure of the text.

Hairline: A very thin line or gap about the width of a hair or 1/100 inch.

Halftone: Converting a continuous tone to dots for printing.

Hardback: a case bound book with a separate stiff board cover.

Hard copy: The output of a computer printer, or typed text sent for typesetting.

Head: the margin at the top of a page.

Head-to-tail: Imposition with heads (tops) of pages facing tails (bottoms) of other pages.

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

Hickey: Reoccurring unplanned spots that appear in the printed image from dust, lint, dried ink.

High-bulk paper: A paper made thicker than its standard basis weight.

High-fidelity Color: Color reproduced using six, eight or twelve separations, as compared to four-color process.

Highlight: The lightest areas in a picture or halftone.

Hinged Cover: Perfect bound cover scored 1/8 inch (3mm) from the spine so it folds at the hinge instead of, along the edge of the spine.

Image area: Portion of paper on which ink can appear.

Imagewriter: Laser output device using photosensitive paper or film.

Imposition: Positioning printed pages so they will fold in the proper order.

Impression: Putting an image on paper.

Imprint: the name and place of the publisher and printer required by law if a publication is to be published. Sometimes accompanied by codes indicating the quantity printed, month/year of printing and an internal control number.

Indicia: Postal information placed on a printed product.

Ink Balance: Relationship of the densities and dot gains of process inks to each other and to a standard density of neutral gray.

Ink fountain: The reservoir on a printing press that holds the ink.

ISBN: International Standard Book Number. A reference number given to every published work. Usually found on the back of the title page or on the back of the cover.

Kerning: the adjustment of spacing between certain letter pairs, A and V for example, to obtain a more pleasing appearance.

Keylines: Lines on mechanical art that show position of photographs or illustrations.

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

Knock out: To mask out an image.

Kraft paper: a tough brown paper used for packing.

Laid finish: Simulating the surface of handmade paper.

Laminate: To cover with film, to bond or glue one surface to another.

Landscape: work in which the width used is greater than the height Also used to indicate the orientation of tables or illustrations which are printed 'sideways'. See Portrait.

Lap Register:Register where ink colors overlap slightly, as compared to butt register.

Layflat: See Eurobind.

Lay Flat Bind: Method of perfect binding that allows a publication to lie fully open. (Also known as Lay Flat Perfect Binding.)

Layout: a sketch of a page for printing showing the position of text and illustrations and giving general instructions.

Lead or Leading:Space added between lines of type to space out text and provide visual separation of the lines. Measured in points or fractions thereof. Named after the strips of lead which used to be inserted between lines of metal type.

Leaf: One sheet of paper in a publication. Each side of a leaf is one page.

Ledger Paper:Strong, smooth bond paper used for keeping business records. Also called record paper.

Legend: Directions about a specific matter (illustrations) and how to use. In regard to maps and tables, an explanation of signs (symbols) used.

Letraset: a proprietary name for rub-down or dry transfer lettering used in preparing artwork.

Letter fold: Two folds creating three panels that allow a sheet of letterhead to fit a business envelope. Also called barrel fold and wrap around fold.

Letter Paper: In North America, 8 1/2' x 11' sheets. In Europe, A4 sheets.

Line copy: High contrast copy not requiring a halftone.

Linen Finish: Embossed finish on text paper that simulates the pattern of linen cloth.

Lines per inch: The number of rows of dots per inch in a halftone.

Loose leaf: a method of binding which allows the insertion and removal of pages for continuous updating.

Loupe: A magnifying glass used to review a printed image, plate and position film.

Magenta: Process red, one of the basic colors in process color.

Magnetic ink: A magnetized ink that can be read both by humans and by electronic machines. Used in cheque printing.

Make-up: the assembling of all elements, to form the printed image.

Makeready: All the activities required to prepare a press for printing.

Male Die: Die that applies pressure during embossing or debossing. Also called force card.

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

Manuscript (MS): An author's original form of work (hand written, typed or on disk) submitted for publication.

Margin: Imprinted space around the edge of the printed material.

Marginal words: Call outs for directions on various parts of a business form.

Mark-Up: Instructions written usually on a "dummy."

Mask: Blocking light from reaching parts of a printing plate.

Matchprint: Trade name for 3M integral color proof.

Matt art: a coated printing paper with a dull surface.

Matte finish: Dull paper or ink finish.

Mechanical: Camera ready art all contained on one board.

Mechanical separation: Mechanical art overlay for each color to be printed.

Metallic ink: printing inks which produce an effect gold, silver, bronze or metallic colours.

Micrometer: Instrument used to measure the thickness of different papers.

Middle tones: The tones in a photograph that are approximately half as dark as the shadow area.

Misting: Phenomenon of droplets of ink being thrown off the roller train. Also called flying ink Mock Up.

Mock-up: the rough visual of a publication or design.

Moire: Occurs when screen angles are wrong causing odd patterns in photographs.

Monarch: Paper size (T x 10') and envelope shape often used for personal stationery.

Montage: a single image formed from the assembling of several images.

MS (Manuscript): the original written or typewritten work of an author submitted for publication.

Mull: A specific type of glue used for books binding and personal pads needing strength.

Mutt: a typesetting term for the em space.

Negative: The image on film that makes the white areas of originals black and black areas white.

Nested: Signatures assembled inside one another in the proper sequence for binding. Also called inset.

Newsprint: low quality, absorbent paper used for printing newspapers.

Nipping: a stage in book binding where after sewing the sheets are pressed to expel air.

Nonheatset Web: Web press without a drying oven, thus not able to print on coated paper. Also called coldset web and open web.

Non-reproducing blue: A blue color the camera cannot see. Used in marking up artwork

Novelty Printing: Printing on products such as coasters, pencils, balloons, golf balls and ashtrays, known as advertising specialties or premiums.

OCR (Optical Character Recognition): a special kind of scanner which provides a means of reading printed characters on documents and converting them into digital codes that can be read into a computer as actual text rather than just a picture.

Offsetting: Using an intermediate surface used to transfer ink. Also, an unpleasant happening when the images of freshly printed sheets transfer images to each other.

Offset paper: Term for uncoated book paper.

Ok sheet: Final approved color inking sheet before production begins.

Onion skin: a translucent lightweight paper used in air mail stationery.

Opacity: The amount of show through on a printed sheet The more opacity or the thicker the paper the less show-through. (The thicker/heavier the paper the higher the cost)

Orphan: line of type on its own at the top or bottom of a page.

Outline halftone: Removing the background of a picture or silhouetting an image in a picture.

Overlay: The transparent cover sheet on artwork often used for instructions.

Overrun or overs: Copies printed in excess of the specified quantity. (Printing trade terms allow for + - 10 to represent a completed order.)

Overprint: To print one image over a previously printed image, such as printing type over a screen tint. Also called surprint.

Ozolid: A trade name to describe a method of copying page proofs from paper or film.

Page: One side of a leaf in a publication. One sheet has two pages. Each side of a sheet/ leaf is a page.

Page count: Total number of pages in a book including blanks.

PageMaker: The software program from Aldus Corporation that everyone associates with desktop publishing due to its immense success on the Apple Macintosh. Now available on both the Macintosh and the PC it is still used as a benchmark product although certain aspects of its design are coming under attack from other, more recent, products.

Pagination: The numbering of pages in a book.

Pantone: A registered name for an ink colour matching system.

Pattern carbon: Special carbon paper used in business forms that only transfers in certain areas.

Paper plate: a short run offset printing plate on which matter can be typed directly.

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

Paragraph mark: a type symbol used to denote the start of a paragraph Also used as a footnote sign.

Parent Sheet: Any sheet larger than 11" x 17" or A3.

Paste up: the various elements of a layout mounted in position to form camera-ready artwork

Perfect bind: A type of binding that glues the edge of sheets to a cover like a telephone book, Microsoft software manual, or Country Living Magazine.

Perfectioner: Perfecting press.

Perfecting press: A sheet fed printing press that prints both sides of a sheet in one pass.

Photo engraving: Engraving done using photochemistry.

Photo mechanical Transfer: Brand name for a diffusion transfer process used to make positive paper prints of line copy and halftones. Often used as alternate term for photostat. Abbreviated PMT.

Pica: a printing industry unit of measurement There are 12 points to a pica, one pica is approximately 0.166in.

Picking: Printers nightmare that occurs as the surface of a sheet lifts off during printing. Generally a paper manufactures quality control problem.

Pin register: A standard used to fit film to film and film to plates and plates to press to assure the proper registration of printer colors.

Pixel: Short for picture element, a dot made by a computer, scanner or other digital device. Also called pel.

Planographic Printing: Printing method whose image carriers are level surfaces with inked areas separated from noninked areas by chemical means. Planographic printing includes lithography, offset lithography and spirit duplicating.

Plate gap: Gripper space. The area where the grippers hold the sheet as it passes through the press.

PMS: The abbreviated name of the Pantone Color Matching System.

PMT: Abbreviated name for photomechanical transfer. Often used to make position prints.

Point: For paper, a unit of thickness equaling 1/1000 inch. for typesetting, a unit of height equaling 1/72 inch.

Portrait: An upright image or page where the height is greater than the width.

Positive: A true photographic image of the original made on paper or film.

PostScript: A page description language developed by Adobe Systems. Widely supported by both hardware and software vendors it represents the current 'standard' in the market. John Warnock and Chuck Geschke of Adobe both worked for Xerox at the Palo Alto Research Centre where PDLs were invented and set up their company to commercially exploit the concepts they had helped develop.

Prepress: Camera work, color separations, stripping, platemaking and other pi press functions performed by the printer, separator or a service bureau prior to printing. Also called preparation.

Prepress Proof: Any color proof made using ink jet, toner, dyes or overlays, as compared to a press proof printed using ink. Also called dry proof and off press proof.

Preprint: To print portions of sheets that will be used for later imprinting.

Press Check: Event at which makeready sheets from the press are examined before authorizing full production to begin.

Press Proof: Proof made on press using the plates, ink and paper specified for the job. Also called strike off and trial proof.

Press Time: Amount of time a printing job spends on the press.

Press number: A method of numbering manufacturing business forms or tickets.

Pressure-sensitive paper: Paper material with self sticking adhesive covered by a backing sheet.

Price Break: Quantity at which unit cost of paper or printing drops.

Process blue: The blue or cyan color in process printing.

Process colors: Cyan (blue), magenta (process red), yellow (process yellow), black (process black).

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

Proof: a copy obtained from inked type, plate, block or screen for checking purposes.

Proof correction marks: a standard set of signs and symbols used in copy preparation and to indicate corrections on proofs. Marks are placed both in the text and in the margin.

Quadding: the addition of space to fill out a line of type using en or em blocks.

Quarto: Sheet folded twice, making pages one-fourth the size of the original sheet. A quarto makes an 8-page signature. Book made from quarto sheets, traditionally measuring about 9" x 12"

Quire: 1/20th of a ream (25 sheets).

Ragged left: Type that is justified to the right margin and the line lengths vary on the left.

Ragged right: Type that is justified to the left margin and the line lengths vary on the right.

Raster Image Processor (RIP): the hardware engine which calculates the bit mapped image of text and graphics from a series of instructions. It may, or may not, understand a page description language but the end result should, if the device has been properly designed, be the same. Typical RIPs which aren't PDL-based include the Tall Trees Maser, the LaserMaster and AST's TurboLaser controller. A basic page printer comes with a controller and not a RIP which goes some way to explaining the lack of control

Ream: Five hundred sheets of paper.

Recto: Right-hand page of an open book.

Reflective copy: Copy that is not transparent.

Register: To position print in the proper position in relation to the edge of the sheet and to other printing on the same sheet.

Register marks: Cross-hair lines or marks on film, plates, and paper that guide strippers, platemakers, pressmen, and bindery personnel in processing a print order from start to finish.

Resolution: Sharpness of an image on film, paper, computer screen, disc, tape or other medium.

Reverse: Printing the background of an image. Usually refers to text are reversed out in white or other lighter or paper color while the background is printed in a solid color or a tinted color.

RGB: Abbreviation for red, green, blue, the additive color primaries.

Right reading: a positive or negative which reads from left to right.

Rip film: A method of making printing negatives from PostScript files created by desktop publishing.

Rotary press: a web or reel fed printing press which uses a curved printing plate mounted on the plate cylinder.

Round Back Bind: To casebind with a rounded (convex) spine, as compared to flat back bind.

Saddle stitch: Binding a booklet or magazine with staples in the seam where it folds.

Satin Finish: Alternate term for dull finish on coated paper.

Scanner: Device used to make color separations, halftones, duo tones and tri tones. Also a device used to scan art, pictures or drawings in desktop publishing.

Score: A crease put on paper to help it fold better.

Screen angles: Frequently a desktop publishers nightmare. The angles at which halftone, duo tones, tri tones, and color separation printing films are placed to make them look right.

Security paper: Paper incorporating special features (dyes, watermarks etc) for use on cheques (or "checks" in the U.S.).

Self-cover: Using the same paper as the text for the cover.

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.

Shadow: The darkest areas of a photograph

Sheet fed: A printing press which prints single sheets of paper, not reels.

Show-through: Printing on one side of a sheet that can be seen on the other side of the sheet.

Side guide: The mechanical register unit on a printing press that positions a sheet from the side.

Side stitch: Binding by stapling along one side of a sheet.

Signature: A sheet of printed pages which when folded become a part of a book or publication.

Silhouette halftone: A term used for an outline halftone.

Skid: A pallet used for a pile of cut sheets.

Soft back/cover: a book bound with a paper back cover.

Soy-based Inks: Inks using vegetable oils instead of petroleum products as pigment vehicles, thus are easier on the environment.

Specialty Printer: Printers whose equipment, supplies, work flow and marketing is targeted to a particular category of products.

Specifications: A precise description of a print order.

Spine: The binding edge of a book or publication.

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

Split fountain: Putting more than one ink in a printing fountain to achieve special color affects.

Split Run: Printing of a book that has some copies bound one way and other copies bound another way.

Spoilage: Planned paper waste for all printing operations.

Spot varnish: Varnish used to highlight a specific part of the printed sheet.

Stamping: Term for foil stamping.

Stat: Term for inexpensive print of line copy or halftone.

Step-and-repeat: A procedure for placing the same image on plates in multiple places.

Stet: used in proof correction work to cancel a previous correction. From the Latin, let it stand.

Stock: The material to be printed on.

Stripping: The positioning of film on a flat prior to platemaking.

Subscript: the small characters set below the normal letters or figures.

Substance weight: A term of basis weight when referring to bond papers.

Substrate: Any surface on which printing is done.

Superscript: the small characters set above the normal letters or figures.

Swatch: A color sample.

Tabloid: A page half the size of a broadsheet

Tagged Image File Format (1014): a common format for interchanging digital information generally associated with grey scale or bitmap data.

Text: the written or printed material which forms the main body of a publication.

Text pages: the inside pages of a publication other than the covers and end papers.

Text paper: Grades of uncoated paper with textured surfaces.

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

Tints: A shade of a single color or combined colors.

Tip in: the separate insertion of a single page into a book either during or after binding by pasting one edge.

Tissue overlay: Usually a thin transparent paper placed over artwork for protection uses for marking color breaks and other printer instructions.

Transfer tape: A peel and stick tape used in business forms.

Transparency: A positive photographic slide on film allowing light to pass through.

Transparent copy: A film that light must pass through for it to be seen or reproduced.

Transparent ink A printing ink that does not conceal the color under it.

Trapping: The ability to print one ink over the other.

Trim marks: Similar to crop or register marks. These marks show where to trim the printed sheet.

Trim size: The final size of one printed image after the last trim is made.

Typo (US): an abbreviation for typographical error. An error in the typeset copy.

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

Under-run: Production of fewer copies than ordered. See over run.

Up: Printing two or three up means printing multiple copies of the same image on the same sheet.

UV coating: Liquid laminate bonded and cured with ultraviolet light. Environmentally friendly.

Varnish: A clear liquid chemical applied to printed surfaces for looks and protection.

Vellum: the treated skin of a calf used as a writing material. The name is also used to describe a thick creamy book paper.

Velox: Brand name for high-contrast photographic paper. Verso: The left hand page of an open book.

Vignette halftone: A halftone whose background gradually fades to white.

Washup: Removing printing ink from a press, washing the rollers and blanket. Certain ink colors require multiple washups to avoid ink and chemical contamination.

Waste: A term for planned spoilage.

Watermark: A distinctive design created in paper at the time of manufacture that can be easily seen by holding the paper up to a light.

Web: A roll of printing paper.

Web press: The name of a type of presses that print from rolls of paper.

Widow: a single word left on the last line of a paragraph which falls at the top of a page.

Wire O: A bindery trade name for mechanical binding using double loops of wire through a hole.

Wire-O binding: A method of wire binding books along the binding edge that will allow the book to lay flat using double loops. See Wire O.

With the grain: Folding or feeding paper into the press or folder parallel to the grain of the paper.

Word wrap: in word processing, the automatic adjustment of the number of words on a line of text to match the margin settings. The carriage returns set up by this method are termed "soft", as against "hard" carriage returns resulting from the return key being pressed

Work and tumble: Printing one side of a sheet and turning it over from the gripper to the tail to print the second side using the same side guide and plate for the second side.

Work and turn: Printing one side of a sheet and turning it over from left to right using the same side guides and plate for the second side.

Woodfree paper: made from chemical pulp only with size added. Supplied calendered or supercalendered.

Wove paper: A paper having a uniform unlined surface with a smooth finish.