



PRINT GLOSSARY

Artwork	A general term used to describe photographs, drawings, paintings, hand lettering, and the like prepared to illustrate printed matter
Binding	Various methods of securing sections together and/or fastening them to a cover to form single copies.
Bleed	An illustration or type is said to bleed when it prints off the edge of a trimmed page. Illustrations are usually imposed so as to print beyond the trimmed page size. An illustration may bleed at the head, front, foot, and/or gutter (back of a page).
CMYK	Abbreviation for cyan, magenta, yellow and key (black), the four process colours, which combined together in varying proportions can be made to produce the full colour spectrum.
Coated Paper	Paper coated with clay, white pigments, and a binder. Silk & Gloss are coated papers.
Crop	This process blocks out unwanted areas of an image.
Crop Marks	Marks along the margins of an illustration (or photo) used to indicate the portion of the illustration to be reproduced.
Cutting Die	Sharp-edged device, usually made of steel rule, to cut paper or card on a printing press. Various templates can be made to cut the paper or card into different shapes.
Digital Print	A method of printing from a digital based image directly to paper or cards. Ideal for small runs. Only CMYK / four colour process can be used, pantone references cannot be specified with digital print.
Drilling	Boring holes in paper so sheets fit over posts of loose leaf binders.
Fold Marks	Markings at top edges that show where folds should occur.
Font	Typeface.
Four-Colour Process	See CMYK
Grain	The direction paper fibres run or are arranged.
GSM	Grams per Square Metre. The standard measurement of the weight of paper.
Imposition	Arrangement of pages so that they print correctly on a press sheet and the pages are in proper order when the sheets are folded.

Justified	Describes text copy that is typeset flush to both the left and the right margins.
Laminate	To cover with film, to bond or glue one surface to another. Available in Matt & Gloss.
Landscape	A horizontal page orientation where the width is greater than the height.
Leaf	One of a number of folds (each containing two pages) that compose a book or manuscript.
Lithographic Print	A planographic process; a process for printing from a smooth surface, called a plate, to a substrate, generally paper. Ideal for colour-critical jobs, as pantone references can be used.
NCR Paper	No Carbon Required - paper coated with chemicals that enable transfer of images from one sheet to another with pressure from writing or typing.
Numbering	Putting a sequential number on each copy.
Opacity	The amount of show-through on a printed sheet. The more opacity or the thicker the paper the less show-through.
Original	Any kind of artwork that is used to make more copies.
Overs	Surplus of copies printed.
Padding	Binding by applying glue along one edge of a stock of sheets.
Page / Printed Page	One side of a sheet of paper / one side of a sheet of paper printed on.
Pantone	A standard colour-matching system used by printers and graphic designers for inks, papers and other materials. A PMS (Pantone® Matching System colour) is a standard colour defined by percentage mixtures of different primary inks.
Perfect Binding	A bookbinding technique in which the pages are glued rather than sewn to the cover; used in the production of paperbacks, small manuals, etc.
Perforating	Punching small holes or slits in a sheet of paper or cardboard to facilitate tearing along a desired line.
Plate	Used with lithographic printing, the image to be printed is put onto a metal plate using photomechanical, photochemical, or laser engraving processes & then transferred onto the paper.
Portrait	A vertical page orientation where the height is greater than the width.
Process Colours	See CMYK

Proof (Digital)	Proof on paper, from a digital printer, for checking accuracy, layout, and imposition before final job is printed digitally or before plates are made for final job to be printed litho.
Proof (PDF)	Proof send electronically as a PDF, for checking accuracy, layout, and imposition before final job is printed digitally or before plates are made for final job to be printed litho.
Proof (Press)	Actual press sheets to show image, tone values, and colours as well as imposition of frame or press-plate.
Ream	Five hundred sheets of paper.
Resolution	The number of dots per inch (dpi) in a computer-processed document. Documents with higher resolutions are preferred for printing as the level of detail retained is better.
Reverse	Type appearing in white on a black or colour background or in a dark area of a photograph.
Stitching	Binding process for pamphlets or booklets that works by stapling through the middle fold of the sheets.
Scoring	Pressing a mark in a sheet of paper, usually cover stock, to make folding easier - often necessary when a fold must be made against the paper's grain.
Self-cover	The paper used inside a booklet is the same as that used for the cover and is generally printed on the same press run.
Solid	An area completely covered with ink, or the use of 100% of a given colour.
Spot Colour	Small area printed in a second colour (pantone reference)
Stock	The paper or card which is to be printed on.
Substrate	Any surface on which printing is done.
Tint	An area of tone made by a pattern of dots, which lightens the apparent colour of the ink with which it is printed.
Uncoated / Bond	Strong durable paper grade used for letterheads and business forms.
Up	Printing two or three up means printing multiple copies of the same image on the same sheet.
Wiro Binding	A method of wire binding books along the binding edge that will allow the book to lay flat using double loops.