

Printing Glossary

Alteration: A change in the specifications after production has begun.

Aqueous coating: A water based coating that can be used to create the shiny side of printed materials such as postcards.

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

Banding: The term used when packing up printed pieces through the use of rubber or paper bands.

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

Bindery: A firm that specializes in the finishing of printed products.

Bleed: Printing that goes to the edge of the sheet after trimming. The bleed is the art that gets printed over the trim line which gets cut off during trimming. We add an extra 5mm to art on each edge that bleeds. This 5mm gets trimmed off by the cutter.

Blind embossing: A pressed image into a sheet without the use of ink or foil.

Bond paper: A popular paper used for Letterheads and Business forms which is strong and durable.

Pack Loose: Packing a box without wrapping or banding.

Butt: When images are joined without overlapping.

Caliper: A device to measure paper thickness.

Case bind: A type of binding used in making hard cover books through the use of glue.

Cast coated: Coated paper with a high gloss finish.

CMYK: Cyan (c - blue), magenta (m - red), yellow (y) and black (k); The 4 colours that make up full colour printing.

Coated paper: A smooth finished (Gloss or Matt) paper which is coated with clay.

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

Colour bar: A printing tool used to measure the density of the colour at the tail end of the sheet.

Colour correction: Any method of improving colour separation, or in other words, fixing the colour on a picture to enhance quality.

Colour matching system: A system that helps printers figure out what colours to use while printing. Pantone Matching System (PMS colour) is one such system.

Colour separations: The process of preparing artwork, photographs, transparencies, or computer generated art for printing by separating into the four primary printing colours.

Contrast: The change in tone from light to dark.

Copy: The context or text used in printing of a product.

Crop marks: Printed lines on artwork which show where to trim a printed sheet.

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

Cyan: A blue colour which makes up one of the four standard process colours.

Density: The concentration of colour to an image or photograph.

Die cutting: The cutting of paper to create special shapes through the use of a die (A Sharp Steel Blade)

Die: A sharp steel blade used in die-cutting.

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

DPI: Dots per inch. We need a digital file that is at least 300 dots per inch (DPI) in order to produce a good print quality.

Drop-out: Parts of artwork that do not get printed.

Dummy: A rough layout of a printed piece showing finished size & position.

Duotone: is a halftone reproduction of an image using the superimposition of a contrasty black halftone over a one colour halftone. Usually a spot colour and black.

Emboss: Pressing an image into paper so that it will create a raised relief.

Emulsion: Light sensitive coating found on film and printing plates.

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

Flop: The term that is used to describe how to flip an image the reverse way.

Foil emboss: Foil stamping and embossing an image on paper with a die.

Foil stamping: Is a process by which foil is fused to paper by the heat and pressure of an embossing letterpress.

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

Format: The type of computer file. E.g. "*momentum.pdf*"; this would tell us that it is a pdf file. There are other formats of files such as: .Tif, .doc, .eps, .bmp.

Four colour-process or colour printing: The process of combining four basic colours to create a printed colour picture or colours created from the basic four colours. This is what we print with - also known as CMYK.

Gang Run: A print run in which two or more print jobs are combined on one printing plate in order to economize.

Ghosting: A faint printed image that appears on a printed sheet where it was not intended. More often than not this problem is a function of graphical design.

Gloss: A shiny look reflecting light.

Grain: The direction in which the paper fiber lie.

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

Hairline: A very thin line.

Halftone: An illustration reproduced by breaking down the original tone into a pattern of dots of varying size.

Hard copy: The hard copy proof of artwork which is printed out on an Epson machine so the client can see how the job will look before the actual printing.

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

Highlight: The lightest tones in an image.

Image area: The area of a page which can be used for images.

Impression: Setting an image on paper.

Justified: Text that is evened out from left to right.

Knock out: To facade out an image. Knocked out type would have no colour behind the letters.

Laminate: A thin transparent plastic coating applied to paper or board to provide protection and give it a glossy finish.

Line copy: Copy that is solid black with no graduation or screening so that a halftone screen is not required.

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

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

Magenta: One of the 4 colours used in CMYK printing, A red colour.

Make-ready: The process of preparing paper for printing.

Mask: To prevent light from reaching part of an image, therefore isolating the remaining part. Also called knock out.

Matte finish: a type of surface or coating that is dull, without gloss.

Micrometer: Instrument used to measure the thickness of different paper stocks.

Middle tones: The tonal range between highlights and shadows of a photograph or reproduction.

Moire: An undesirable banding pattern that's caused by half tones & screen tints being made with improperly aligned screens.

Offset paper: Term for uncoated book paper.

Offset: The transfer of ink from one material to another. In printing, the process of using an intermediate blanket cylinder to transfer an image from the image carrier to the substrate.

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.)

Overprint: Adding copy or new art to a formerly printed page.

Overs: The extra printed pieces in an overrun.

Page count: The total number of pages in a publication. Also called the extent.

Perfect bind: A common and cost-effective method of binding paperback books. After the printed sections have been collated, the spines are sliced off and the cover is glued on.

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

Perforation: Punching small holes or slits in a sheet of paper or cardboard, to make it easier to tear along the resulting line. Postage stamps are the classic example of perforated items.

PMS: The abbreviation of the Pantone Matching System. This is a system of formulated ink colours designed to help printers and customers re

PostScript: A brand name page description language developed by Adobe Systems.

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

Print run: A set of printed materials (postcards, brochures, business cards) that are all printed at one time.

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

Process colours: Another name for CMYK which is the 4-color process we use. Cyan (blue), magenta (process red), yellow (process yellow), black (process black).

Proof: An impression of a print job shown in a PDF file or on a Hard Copy Paper. These are done up to check the accuracy of the layout, type, tone and colour before the job is printed.

Ream: 500 sheets of paper.

Register: The Placement of different separation impressions, so that the final printed image forms a perfectly aligned composition.

Register marks: A set of fine cross-hair lines on mechanicals and film that helps the printer keep the flats, plates and printing in register. Also called cross marks & position marks.

Resolution: The Resolution used in printing to express the quality of output. Measured in dots per inch (dpi), the higher dpi value will give a smoother and cleaner appearance.

RGB: Red, green, blue - additive primary colours. This is the colour used in computer monitors and some inkjet printers.

Saddle stitch: This refers to the process of using wire staples through the spine of a section. In Saddle stitching, the staples are driven through the fold along the spine, from outside to inside, and then clinched in the centre.

Scanner: A digitising device that uses light to translate a picture or typed text into a pattern of dots, which can then be coded and stored by a computer.

Score: A linear impression or cut made part-way through paper or board, making it easier to bend or cut.

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

Set off: The accidental transfer of the printed image from one sheet onto the back of one laid on top.

Shadow: The darkest areas of a photograph.

Skid: A smaller pallet or frame commonly used by printers and used for storing and easy cartage of a stack of cut paper.

Specifications: A complete and precisely written description of all the features of a print job.

Spine: The bound edge of a book.

Spoilage: A non conforming product that costs the company a financial loss.

Spot Colour: A small area printed in a second or special colour.

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

Stet: A proofreaders note that cancels a previous correction.

Stock: The material to be printed. Also used to describe stored printed items.

Text paper: The name used for printing papers with textured surfaces, such as laid or linen.

Trapping: The ability to print a wet ink film over previously printed ink.

Trim 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.

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, shiny or matte ink used to add gloss to printed pieces.

Vignette: A fade to white, giving an image a soft edge, or small decorative design or illustration.

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

Waste: Paper that is rendered damaged or otherwise unusable as a result of normal make ready, printing or bindery operations – as compared with spoilage.

Watermark: An image that is made in paper, usually as part of the paper making process. Typically, a watermark will be a company logo and/or the name of the paper stock