

Glossary

of print terms

Author corrections:	These are customer amendments or changes made at the proofing stage. Further charges may apply for any extra time, plate making and re-proofing required.
Back-up:	Printing on the reverse side of a sheet already printed on one side. Back-up position is critical and must be accurately aligned with artwork on the front of the sheet to ensure consistent position throughout a folded product.
Binding:	The process of fastening papers together such as saddle stitch or perfect binding.
Bleed:	Where the printed image extends beyond the trim edge of a page.
Bond paper:	A grade of writing or printing paper, usually used for letterheads or other business based stationery. (see <i>Uncoated paper</i>)
Carbon paper:	A lightweight tissue paper that has been coated with a carbon ink to transfer an image to another sheet when pressure is applied.
CMYK (aka 'four colour process'):	The abbreviation for 'Cyan, Magenta, Yellow and Key (black)'. These are the primary pigment colours used in 'four colour process' printing and most desktop publishing programs. These 4 process colours combined together in varying proportions can be made to produce the full colour spectrum.
Coated stock:	Paper coated on one or both sides with a mixture of chemicals which fill the surface pits to create a smoother print surface and improve the appearance of the paper. The coating can be applied during the manufacturing process or by an inline coater during the printing process in order to seal the artwork.
Collating:	Arranging printed sheets into a desired sequence.
Colour separation:	The process by which a colour image is separated into the four process colours in preparation for print production.
Concertina fold:	A method of folding in which each fold opens in the opposite direction to its neighbour, giving a pleated effect.
Cover paper:	A heavyweight paper made particularly to protect inner, thinner sheets of such printed items as booklets.
Crop marks:	Lines marking the edges of a piece of artwork which indicate the area to be reproduced.
CTP (Computer to Plate):	The process whereby digital data generates the printing plate in advance of print production.
DPI (dots per inch):	The measurement scale of resolution output.
Die-cutting:	The process of using sharp steel blades, known as rules, to cut a 'shape' into paper or board, most commonly used for packaging and folders.
Dummy:	A mock-up made to resemble the final printed product, which uses the proposed grade, weight, finish and colour of paper.
Embossing:	A process of imprinting a raised surface image, by applying pressure to the back of a material in order to alter the surface and give it a three dimensional or raised effect. The opposite of embossing is 'debossing' which produces a pressed in effect. Debossing creates a sharper edge than embossing, and is much easier to read if you are reproducing text.

Finished Size:	The size of the final printed item once trimmed and folded.
Flat Size:	The size of artwork before folding, but after trimming. This term is used if a product is to be supplied creased but unfolded.
Foil Blocking:	A printing process where a heated die is stamped onto a sheet of foil, causing the foil to release from the backer onto the material being printed.
FSC:	Forest Stewardship Council (<i>FSC.org</i>) is an independent, non-governmental, not for profit organisation established to promote the responsible management of the world's forests. Certain paper brands are accredited by the FSC.
Gate Fold:	A folding sequence where the left and right hand edges of the paper fold inwards using parallel folds, and meet in the middle of the page without overlapping.
GSM:	The weight of paper or board, measured in 'grammes per square metre'. For example, office copier paper is normally 80gsm, whereas the cover of a book might be 350gsm.
Gutter:	The fold at the centre where facing pages meet.
Halftone:	A picture with shades of tone created by varying size dots.
Justification:	The term used for the typographic alignment of text to the right or left margins. For example, text that is ' <i>justified left</i> ' or ' <i>flush left</i> ' begins or ends at the left margin. Text which is aligned to both right and left margins of a column at the same time is known as ' <i>justified</i> ', whereby the space between words is often compressed or stretched in order to align with both margins of a column.
Lamination:	A plastic film bonded by heat and pressure to a printed sheet. A laminate can be gloss or matt to enhance the appearance of print and provide moisture-resistant protection to the paper surface.
Lithographic printing:	Method of printing using plates whose image areas attract ink and whose non-image areas repel ink. Non-image areas may be coated with water to repel the oily ink or may have a surface, such as silicon, that repels ink. The printing and non-printing surfaces are on the same plane on the plate and the substrate makes contact with the whole surface.
Make-ready:	The work associated with the set-up of printing equipment before running a job.
Overs:	Copies printed in excess of the quantity specified in the order.
PMS (Pantone® Matching System):	Pantone® is the registered name for an ink colour matching system used to compare, match and identify specific colours e.g. PMS 072 (see Spot Colours).
PP (printed pages):	The number of pages in a document e.g. ' <i>12pp</i> ' equates to 12 pages.
Portrait:	The orientation of a document or sheet of paper, with the long dimension of the page running vertical. Landscape is the opposite whereby the longest edge of the page runs horizontal.
Perfect binding:	A binding method in which pages are clamped and glued together to create a ' <i>squared off</i> ' spine. Used primarily for paperback books, catalogues and magazines.
Point:	A measurement for the size of type, using the distance between lines and the thickness of rules. One point equals one seventy-second of an inch (0.3515mm).
Proof:	A copy of the artwork representing the finished product, used for review and approval before going to print.
Ream:	500 sheets of paper, regardless of the paper size or weight.
Ragged right:	A typesetting style whereby text is usually justified to the left and in which lines end in unequal lengths on the right (<i>the opposite applies for 'ragged left'</i>).

Registration marks:	Crosses and other marks which are placed just outside of the artwork edge so that the printer can ensure perfect alignment (<i>aka 'registration'</i>).
Reverse-type:	The background is printed instead of the type, so that the type is the colour of the stock being printed on.
Resolution:	The measurement of output quality expressed in pixels (dots) per inch on a computer monitor or dots per inch on printed media. When referring to printed media, a 300dpi (dots per inch) printer for example, is capable of outputting 300 dots in a one-inch line, which means that it has the ability of printing 90,000 distinct dots per square inch (300 x 300). Detail and clarity increases the higher the resolution.
RIP (raster image processor):	A computer or microprocessor inside a printer, used to produce a high-resolution raster image known as a bitmap in preparation for output.
Right angle fold:	A folding sequence in which each fold is at a right angle to the fold before it.
Roll fold:	A type of fold where the piece is folded inward at one end and then folded inward again one or more times – as if you're rolling the paper in on itself.
Saddle stitch:	A method of binding where the pages are stitched (<i>stapled</i>) through the fold from the outside using saddle wire.
Score:	A pressed crease, applied in a straight line, to a sheet of paper to allow it to fold easier and more accurately.
Seal/Sealer:	A coating applied over the print to fix it and prevent ' <i>set off</i> ' or smudging.
Self-cover:	The cover stock is the same weight as the inside pages as opposed to having a separate cover of a heavier weight of paper attached. This type of cover is generally used on booklets and smaller publications.
Set off:	When the ink from one sheet is transferred to the reverse of the sheet above, due to the ink not drying properly before the sheets come in contact with each other.
Signature:	A printed sheet that is folded one or more times, which then becomes a section within a book or publication.
Solid:	When an area of the paper is printed with 100% ink coverage of one colour.
Spot varnish:	When varnish is applied only to certain areas of the printed product to highlight those areas.
Spot colour:	Printing with one or more solid colours, generally black ink is used with the addition of other Pantone® colours without having to print with four colour process.
Stock:	A term used for the paper or card which is to be printed on.
Tint:	An area of tone made by the introduction of white to create a pattern of dots or lines, which lightens the apparent colour of the ink.
Uncoated paper:	Paper that has been manufactured without the use of coating materials, often used for stationery.
UV Varnish:	A liquid coating which is applied to a printed sheet for protection and enhancement, which is dried immediately by exposure to UV light – giving a glossy varnished effect.
Wire-0 binding:	A continuous double series of wire loops run through punched slots along the binding side of a booklet.
Z-fold:	Two folds on a document to make the finished item look like the letter "Z"
Zig-zag fold:	Fanfolding used on continuous forms to convert roll paper to a continuous flat stack of forms.