

Printing Industry Terminology

- ACCORDION FOLD:** Two or more parallel folds that open like an accordion.
- BASIS WEIGHT:** The weight of a ream (500 sheets), sized per grade. Example: coated book is sized 25 x 38. A ream of 25 x 38, 80# coated book weighs eighty pounds.
- BLACK & WHITE:** Single color (black) originals.
- BLANKET:** Rubberized material wrapped around press cylinder. Receives image from plate, transfers to paper.
- BINDERY:** Trimming, folding, collating, stitching, numbering, drilling, padding, booklet or book making. Various steps necessary to complete a job after it has been printed.
- BLEED:** Extending image area outside trim marks. Necessary for printed image to touch edge of finished sheet.
- BLUELINE:** Composite "Blueprint" proof made from assembled negatives. Used to check page order, photo and graphics placement.
- BURN:** Exposing negatives on metal printing plate.
- 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 paper.
- CAMERA READY:** Black & white copy or artwork ready to be scanned or photographed.
- CMYK:** Acronym for the inks used in process printing. C=CYAN M=MAGENTA Y=YELLOW K=BLACK.
- COLLATE:** Ordered assembly of sheets or signatures.
- COLOR PROOFS:** Digital (from an electronic file.) Analog (from film negatives.)
- COLOR SEPARATIONS:** Division of components into separate printable elements. Process color printing and multiple spot color printing both require separations.
- CONTACT PRINT:** Reproduction or proof print made from film negatives.
- 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.
- CYAN:** Blue ink used in process printing.
- DCS (Desktop Color Separations):** DCS files describe a pre-separated image using one or more files when adhering to DCS Specification 2.0, or five files when adhering to DCS Specification 1.0. Used for creating spot color jobs in Photoshop.
- DIE:** Steel template used under pressure to cut, stamp, score or emboss.
- DIGITAL PRINTING:** Image electronically reproduced by high resolution laser imaging. An alternative to offset printing, depending on specifications.
- DIGITAL PROOFING:** Page proofs produced through electronic memory transferred onto paper via laser or ink-jet.
- DOT GAIN:** Enlarged or distorted screen dots in a printed piece.
- DPI (Dots per Inch):** A measure of output resolution in relationship to printers, imagesetters and monitors.
- DUMMY:** Mock-up that can show position of text, graphics, pages, folding, etc...
- DUOTONE:** Photographic image or illustration reproduced in two colors. Sepia tone effect.
- EPS FILE (Encapsulated Postscript File):** A graphics and image file format.
- EPS:** Acronym for envelopes.
- FINISHED SIZE:** The final trimmed, folded or bound size of a job.

Printing Industry Terminology (continued)

- FONT:** Collection of letters, numbers, etc... Example: Times New Roman or Helvetica are considered Fonts.
- FORM:** A grouping of pages or images, on a run size sheet.
- FOUR COLOR PRINTING:** Term used to denote process color (CMYK) printing.
- FPO (For Position Only):** Refers to low resolution images or artwork used in digital files to indicate placement and scaling, but not intended for output.
- GANG:** (1) To halftone or separate more than one image in only one exposure. (2) To reproduce two or more different printed products simultaneously on one sheet of paper during one press run. Also called combination run.
- GATE FOLD:** A sheet where both sides fold toward the gutter in overlapping layers.
- GRAIN:** Orientation of fibers, long or short, in paper.
- GRIPPER MARGIN:** Unprintable margin along lead edge of run size sheet. Normally 3/8 of an inch.
- HICKEYS:** Reoccurring unplanned spots that appear in the printed image from dust, lint, or dried ink.
- IMAGESETTER:** A high resolution laser imaging device. It can produce film positives, negatives or plates depending on type of processor.
- IMPOSITION:** Positioning printed pages so they will fold in the proper order.
- IMPRESSION:** In offset printing, the amount of pressure between the blanket cylinder and the paper.
- IMPRINT:** Adding copy to a previously printed page.
- INDICIA:** Postal information place on a printed product.
- 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.
- LOUPE:** A magnifying glass used to review a printed image, plate and position film.
- M:** Abbreviation for increments of 1000. 10,000 units = 10M
- MAGENTA:** Red ink used in process printing.
- MAKEREADY:** All adjustments needed to set up a press for a specific job. Also used to describe the paper used during set up.
- MASK:** Opaque paper or plastic used to cover certain areas of a plate during exposure.
- MECHANICAL:** A black & white, camera ready layout.
- MIL (1/1000 Inch):** The thickness of plastic films as printing substrates or laminates are expressed in mils.
- MOIRE:** Occurs when screen angles are wrong causing odd patterns in photographs.
- NEGATIVE:** A polyester based film image. The areas of light and dark are a reverse of the camera ready art. Negatives are used to transfer original art or digital files to metal printing plates.
- OFFSET:** The transfer of the image from a plate cylinder to a blanket cylinder to the paper. The image on the plate is not directly in contact with the paper.
- OPI (Open Prepress Interface):** An extension of the PostScript page-description language that enables you to design pages with low-resolution images, then replace those images with high-resolution images when printing separations.
- OVERPRINT:** Printing one color of ink on top of another. This works well when black text is printed over areas of color.

Printing Industry Terminology (continued)

OVERRUN OR OVERS: Copies printed in addition to specified amount.

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.

PDF (Portable Document Format): A file transfer format. Can be used to exchange graphics or documents for viewing or output.

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.

PMS (Pantone Matching System): Standardized ink colors and formulations. Colors selected from a PMS swatch book carry a 3 or 4 digit designation. Example: PMS 344.

PAGINATION: Page ordering of multiple page document. Also, a numbered mock-up showing position of pages in relation to run size sheet.

PICA: Printing unit of measurement = approximately 1/16 of an inch. There are 12 points to a pica.

PIN REGISTER: A precise system of punched holes in film, plates and masking material that assures plated images are in exact placement on the printing press.

PLATE: Pliable aluminum sheet, imaged from film negatives. Wrapped around press cylinder during printing, the plate image accepts ink and transfers inked image to blanket cylinder.

POINT: (1) Regarding paper, a unit of thickness equating 1/1000 inch. (2) Regarding type, a unit of measure equaling 1/12 pica and .013875 inch (.351mm).

POSTSCRIPT: Complex computer page description language. It is widely used in the graphics industry. Base language used in most high resolution output devices.

PRESS PROOF: An initial printed image, from actual press run, used to evaluate color or image quality.

PROCESS COLOR PRINTING: Use of CYAN, MAGENTA, YELLOW, BLACK inks.

RIP (Raster Image Processor): Device that translates page description commands into bitmapped information for an output device such as a laser printer or imagesetter.

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. DPI (dots per inch), Pixels, etc...

RGB: Red/Green/Blue.

RIGHT ANGLE FOLD: Bindery term. Two folds in a job that are at 90 degrees to each other.

RUN SIZE: The size of paper a job is printed on.

SADDLE STITCH: Staples or wire stitches in the center fold of piece.

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

SCREEN RULING: Number of rows or lines of dots per inch or centimeter in a screen for making a screen tint or halftone. Also called line count, ruling, screen frequency, screen size and screen value.

Printing Industry Terminology (continued)

- SCREEN TINT:** Color created by dots instead of solid ink coverage. Also called Benday, fill pattern, screen tone, shading, tint and tone.
- SELF COVER:** A piece in which the cover is the same weight stock as the interior pages.
- SET OFF / OFFSET:** Defect caused by ink migrating between printed sheets.
- SHEETWISE:** Technique of printing one side of a sheet with one set of plates, then the other side of the sheet with a set of different plates. Also called work and back.
- SIGNATURE:** A sheet of printed pages which when folded become a part of a book or publication.
- SPOT COLOR:** Printing with one or more PMS inks.
- STOCK:** The material to be printed on.
- SPIRAL BINDING:** To bind using a spiral of continuous wire or plastic looped through holes. Also called coil bind.
- SPREAD:** (1) Two pages that face each other and are designed as one visual or production unit. (2) Technique of slightly enlarging the size of an image to accomplish a hairline trap with another image.
- STRIPPING:** The positioning and affixing of film negatives on clear polyester, prior to plate imaging.
- SUBSTRATE:** Any surface or material on which printing is done.
- TIFF (Tagged Image File Format):** TIFF is a tag-based image file format that is designed to promote the interchange of digital image data. TIFF provides a general purpose data format and is compatible with a wide range of scanners and image-processing applications.
- TINTS:** Reduced ink density image areas created by imposing a dot matrix of given density, expressed in percentages. Example: 50%, 40%, 30%, etc...
- TRAPPING:** Overlapping adjacent colors to avoid white spaces. Trap is expressed in points. Example: 1 point trap is the thickness of a one point rule. TUI standard is .25 point.
- TRIM MARKS:** Marks placed on the run size sheet, out of the final image area, that indicate the finished, trimmed size.
- UP:** A function of multiple iterations of a given image on a single press sheet. "4 up" would mean the image is printed 4 times on one sheet.
- WASH UP:** Cleaning the ink out of the rollers and fountain on a press.
- WORK AND TUMBLE:** Flipping a press sheet end to end to print the opposite side.
- WORK AND TURN:** Flipping a press sheet left to right to print the opposite side.