

## Glossary of Printing Terms

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

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

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

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

**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.

**Bleed:** Printing that goes to the edge of the sheet after trimming.

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

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

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

**Brightness:** The brilliance or reflectance of paper.

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

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

**Caliper:** Paper thickness in thousandths of an inch.

**Camera-ready copy:** Print ready mechanical art.

**Cast coated:** Coated paper with a high gloss reflective finish.

**Coated paper:** A clay coated printing paper with a smooth finish.

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

**Color matching system:** A system of formulated ink colors used for communicating color.

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

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

**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.

**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:** One of four standard process colors. The blue color.

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

**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.

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

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

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

**Duotone:** A halftone picture made up of two printed colors.

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

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

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

**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.

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

**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.

**Gloss:** A shiny look reflecting light.

**Grain:** The direction in which the paper fiber lie.

**Halftone:** Converting a continuous tone to dots for printing.

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

**Highlight:** The lightest areas in a picture or halftone.

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

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

**Indicia:** Postal information place on a printed product.

**Laid finish:** Simulating the surface of handmade paper.

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

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

**Matte finish:** Dull paper or ink finish.

**Offset paper:** Term for uncoated book paper.

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

**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.)

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

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

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

**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.

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

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

**PostScript:** The computer language most recognized by printing devices.

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

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

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

**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.

**Ream:** Five hundred sheets of paper.

**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.

**Reverse:** The opposite of what you see. Printing the background of an image. For example; type your name on a piece of paper. The reverse of this would be a black piece of paper with a white name.

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

**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.

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

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

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

**Specifications:** A precise description of a print order.

**Spine:** The binding edge of a book or publication.

**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.

**Stet:** A proof mark meaning let the original copy stand.

**Stock:** The material to be printed.

**Text paper:** Grades of uncoated paper with textured surfaces.

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

**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.

**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 applied to printed surfaces for looks and protection. (UV coating looks better.)

**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.

**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.

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