

BASIS WEIGHT – the weight in pounds of a ream (500 sheets) of a specific paper grade that has been cut to its basic size.

BINDING - The fastening of papers to create a brochure or book. The most common binding styles are saddle-stitch, perfect bound, side-stitched, case or edition and mechanical.

BLEED - A printed color or image that extends past the trimmed edges of a page, usually an 1/8th inch.

BLUELINE - Prepress photographic proof made from stripped negatives where all colors show as blue images on white paper. Color digital proofs are beginning to replace bluelines.

CLIPPING PATH - A laser scanning method used to separate full-color artwork or transparencies into the four primary printing ink colors of cyan, magenta, yellow and black.

CREEP - The phenomenon of the middle pages of a folded signature extending slightly beyond the outside pages.

CROP - The blocking out of unwanted parts of an image to fit a layout space or deleting portions that aren't relevant.

CROSSOVER - An image or type that continues across a spread of a brochure, book or magazine to another page.

CMYK - Acronym for the ink colors used in a four-color process printing. The letters stand for cyan, magenta, yellow and key (black). Also called process colors.

DPI (DOTS-PER-INCH) - In offset printing, the number of dots that fit horizontally and vertically into a one-inch measure. Generally, the higher the dpi, the sharper the printed image.

DRAWDOWN - The test of the ink color on the actual paper stock that will be used to evaluate how it looks.

DRY TRAP - Printing over dry ink, which, unlike a wet trap, requires a separate pass through the press.

EPS (ENCAPSULATED POSTSCRIPT) – File format for images or graphics.

FINISH - The surface characteristics of paper-such as gloss, matte, silk, velvet, satin and dull.

FINISHING - Post-press operations, including trimming, scoring, folding and binding.

FONT - A typeface family that includes all letters and numbers in the same style.

FORM - Pages of a book or brochure that are printed on the same sheet of paper as it passes through the press. Once the sheet is folded and trimmed, the form becomes a "signature."

FOUR-COLOR PROCESS - Method of printing using cyan, magenta, yellow and black (CYMK) inks to simulate full-color images. Also called full-color printing and process printing.

FPO (FOR POSITION ONLY) - Usually a low-resolution image (72 or 100dpi) file used only to indicate placement and size. It is meant to be replaced by a high-resolution image before printing.

GRINDOFF - The 1/8th inch along the spine that is ground off of gathered signatures before perfect binding.

HARD COPY - A paper printout at 100% size of digital files. It is usually output on a desktop laser or inkjet printer.

HI-RES - High-resolution image, usually 300 to 350 dpi.

KNOCKOUT - An area of background color that has been masked out (knocked out) by a foreground object and therefore does not print.

LOOSE COLOR - Proof of a halftone or color separation that is not assembled with other elements on a page. Also, known as loose or scatter proof.

LOW-RES - Low-resolution image, such as 72 or 100 dpi.

MARK-UP - Instructions written on a hard-copy printout.

MATCH COLOR - A custom-blended ink color that matches a specified color in a color system such as Pantone, Toyo or TruMatch. It is not built from a combination of CMYK.

OVERPRINT - Printing one ink over another, such as printing type over a screen tint.

PDF (PORTABLE DOCUMENT FORMAT) - Adobe Systems file format to facilitate cross-platform viewing of documents in their original form.

PREPRESS - RIPing files, platemaking, and other work performed by the printer, separator or service bureau in preparation for printing.

PROCESS COLORS - See CMYK

PROOF - Print made from negatives or plates to check for errors and flaws, predict results on press and record how a printing job is intended to appear when finished.

RASTER GRAPHICS - Computer image made up of pixels. Photoshop is the most common raster program.

RGB - Red, green and blue-the additive primaries used in monitors. They are not printing colors.

RIP (RASTER IMAGE PROCESSOR) -This device is designed to interpret PostScript files and create a document suitable for printing.

SERVICE BUREAU - Typically an independent business that specializes in preparing digital files for print.

SOURCE FILE - The original graphic file.

SPOT COLOR OR VARNISH - Specific color or varnish that is applied only to portions of a sheet.

TIF OR TIFF (TAGGED IMAGE FILE FORMAT) - Raster file format used for image placement in page layout programs. TIFs can sometimes be tinted and modified in a page layout program where EPS images cannot.

TRIM SIZE - The size of the printed piece in its finished form.

UV COATING - Liquid applied to a coated sheet, then bonded and cured with ultraviolet light.

VECTOR GRAPHICS - Graphics that use mathematical calculations to describe lines and curves. Illustrator is the most common vector program.