Graphics / Design -- Printing Terms

People working in today’s printing industry created this glossary of printing terms. It has been revised and edited to help the desktop publisher understand the printing trade by TentMaker Publishing. We have rewritten some technical descriptions in everyday language to help the non-technical person. Any suggestions that you may have on how we can improve this glossary will be carefully considered. Please send your comments and any new printing definitions to Martin at PrintUSA.com.

http://www.printusa.com/printing_glossary.htm
http://www.printingforless.com/printingglossary.html

1. Artboard: Alternate term for mechanical art.
2. Bleed: Printing that goes to the edge of the sheet after trimming.
   Blind embossing: An image pressed into a sheet without ink or foil.
3. Color correction: Methods of improving color separations.
   Color filter: Filters used in making color separations, red, blue, green.
4. Color matching system: A system of formulated ink colors used for communicating color.
5. Color separations: The process of preparing artwork, photographs, transparencies, or computer generated art for printing by separating into the four primary printing colors.
6. Cover paper: A heavy printing paper used to cover books, make presentation folders, etc.
7. Crop: To reduce the size of an image.
8. Crop marks:
   Small printed lines around the edges of a printed piece indicating where it is to be cut out of the sheet. Sometimes referred to as cut marks.
10. Dummy / Mock up: A rough layout of a printed piece showing position and finished size.
11. Duotone: A halftone picture made up of two printed colors.
12. Emboss: Pressing an image into paper so that it will create a raised relief.
13. 4-color-process: The process of combining four basic colors to create a printed color picture or colors composed from the basic four colors.
16. Grain: The direction in which the paper fiber lie.
17. Grippers: The metal fingers on a printing press that hold the paper as it passes through the press.
18. Hairline: A very thin line or gap about the width of a hair or 1/100 inch.

19. Hard copy: The output of a computer printer, or typed text sent for typesetting.
20. Highlight: The lightest areas in a picture or halftone.

21. **Justification:** Adjusting the spacing or hyphenation of words and characters to fill a given line of text from end to end. Sometimes referred to as word spacing.

22. **Layout:** A rendition that shows the placement of all the elements, images, thumbnails etc., of a final printed piece.

23. Matte finish: Dull paper or ink finish.
24. Negative: The image on film that makes the white areas of originals black and black areas white.
25. Non-reproducing blue: A blue color the camera cannot see. Used in marking up artwork.

26. Offsetting: Using an intermediate surface used to transfer ink. Also, an unpleasant happening when the images of freshly printed sheets transfer images to each other.
27. Pica: Unit of measure in typesetting. One pica = 1/6 inch.
28. **PMS:** The abbreviated name of the Pantone Color Matching System.

29. **Process colors:**
   a. Cyan (blue),
   b. magenta (process red),
   c. yellow (process yellow),
   d. black (process black).
30. Ragged left: Type that is justified to the right margin and the line lengths vary on the left.
31. Ragged right: Type that is justified to the left margin and the line lengths vary on the right.

32. Ream: Five hundred sheets of paper.
33. Register: To position print in the proper position in relation to the edge of the sheet and to other printing on the same sheet.

34. 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.

35. 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.

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

37. Trim marks: Similar to crop or register marks. These marks show where to trim the printed sheet.

38. Trim size: The final size of one printed image after the last trim is made.

39. Under-run: Production of fewer copies than ordered. See over run.