

# REPORT: WHAT DO ALL THE PRINT INDUSTRY BUZZWORDS MEAN?

Now you can learn and understand the terms and usages of print industry buzzwords and jargon.

Provided by **ULTIMATE PRINT AUDITING**

## A

### **A sizes**

Series of finished trimmed sizes of paper in the ISO international paper sizes range. The most commonly used ISA 'A' sizes are: A0, A1, A2, A3, A4, A5, A6 and A7.

- A0 1189mm x 841mm
- A1 841mm x 594mm
- A2 594mm x 420mm
- A3 420mm x 297mm
- A4 297mm x 210mm
- A5 210mm x 148mm
- A6 148mm x 105mm
- A7 105mm x 74mm

### **Absorbency**

The ability of a material, in our case paper, to take up moisture. Coated papers are NOT as absorbent as uncoated papers.

### **Accordion fold**

A folding term, where two or more parallel folds that open like an accordion. Also called a 'Z' fold where two folds are used.

### **Acid-free Paper**

Paper that contains little or no acid and is, thereby, more resistant to deterioration. Also called alkaline paper, archival paper, neutral pH paper, permanent paper and thesis paper.

### **Adobe**

A software company that has a staggering range of programs for full colour printing.

### **Adobe Acrobat**

A software program that creates 'PDF' files in the 'portable document format'. PDF files (i.e. files in the 'portable document format') can be read in most software programs. All digital printing jobs are printed from PDF files. If you submit your job on a PDF file, your file will normally go through the prepress process faster (and you will receive your job faster).

### **Addendum**

Supplementary material, additional to the main

body of a publication, and printed separately at the start or end of the text.

### **Air**

Large unprinted areas in a design layout.

### **Airbrush**

In traditional printing, a compressed air tool that dispenses a fine mist of paint or ink; and, often was used in illustration and photo retouching. In the digital age this is done electronically on the computer, and most software programs have an 'airbrush' tool that achieves much the same results as the old manual method.

### **Albion Press**

A hand operated printing press made of iron. They are now restricted to museums.

### **Alignment**

This has several meanings. First, in typesetting it is placing each letter perfectly upon the baseline – just like writing letters on the line in a school exercise book. Second, in justification it means adjusting variable spaces between words so that left and/or right hand margins are vertically aligned to form a straight line (MS Word does this automatically). Third, in printing it means making sure the front and back of a printed page are aligned properly (e.g.: making sure the letters are 12mm from the edge of the printed page on the front and back of the one sheet of paper).

### **Art Paper**

Paper, usually of high gloss, coated with china clay. The finishing might be matt, but it is usually glossy.

### **Artwork**

Drawings, lettering and general ornamentation prepared by the artist or project designer in final form for reproduction. This is what the customer send to the printer to get printed.

### **Ascender**

The top part of the lower case letter stretching above the x-height of the character. Letters with ascenders include: 'b', 'd', 'h' and 'l'. The parts of letters that go below the x-height are descenders (e.g.: 'j' and 'y').

**Author's corrections**

Also known as "AC's". Changes and additions in a file after the file has been prepared for printing. Author's corrections are changes that are instigated by the author, as distinct from correcting mistakes that a commercial printer might make (house corrections) when preparing the file.

**Author's proof**

The proof sent to the customer. This is a copy of the job to be printed that is received by the author (customer) just before the file goes to press. The idea is that the customer can make one last check before the job is printed. Proofs can be in hard copy (a printed proof) or soft copy (normally a PDF file that is sent to the customer).

**B****B sizes**

Series of finished trimmed sizes of paper in the ISO international paper sizes range. The most commonly used ISA 'B' sizes are: B0, B1, B2, B3, B4, B5, B6 and B7.

- B0 1414mm x 1000mm
- B1 1000mm x 707mm
- B2 707mm x 500mm
- B3 500mm x 353mm
- B4 353mm x 250mm
- B5 250mm x 176mm
- B6 176mm x 125mm
- B7 125mm x 88mm

**Back-to-Back/Backing up**

This is simply the process of printing on the back of a sheet that has already been printed on the front (i.e.: making a one-sided job into a two-sided job).

**Banding**

Packaging pieces of paper by way of paper or rubber bands.

**Base line**

The notional line at the foot of the X-height on which different type designs align. Put simply: imagine a lined school exercise book – well the lines in that exercise book are the base lines, and the bottom of most letters should be aligned with those base lines.

**Bindery operations**

This consists of all the things that are done after the job is printed, and includes: cutting or trimming the job down to the correct size, scoring/creasing and folding the job, collating pages, stitching pages into booklets or books, binding booklets and books together, wrapping the printed jobs into manageable sizes, and many

other tasks that are just too numerous to mention here.

**Binding**

Attaching sheets of paper to one another (e.g. attaching paper sheets together to form a book or booklet or multipage brochure).

**Bitmap**

A computerised image made up of dots or pixels. Line art and photographs are often saved as bitmaps. To stop artwork from looking jagged, bitmaps should be saved at a minimum of 1200 dots per inch (dpi).

**Bleach Filtrate Recycling Process**

Also called the BFR process. It is a patented method of recycling wastes from a paper bleaching plant, instead of discharging those wastes into either a waste water treatment facility or into the general environment.

**Bleaching**

A process that whitens paper. The bleaching process also strengthens paper. TheOnlinePrinter does not like using bleached paper and tries to avoid its use wherever possible, or uses paper that is bleached with the BFR process.

**Bleed**

Images, text or pictures that extend beyond the edge where the paper is to be trimmed.

**Blended paper**

paper that is part recycled paper and part virgin paper. The only blended paper that TheOnlinePrinter has the virgin paper component come from sustainable timber plantations.

**BMP**

A computer graphics format with the full name of "Bitmap IBM format". 'BMP' is not used very often for commercial printing.

**Board**

Paper stock that is 200gsm or above in weight.

**Bond paper**

A paper used for printing, writing, or typewriting. It may contain all chemical wood pulp or 25%, 50% or 100% rag pulp. Several grades are available, and the best bond papers are usually watermarked.

**Brightness**

The reflective quality (or brilliance) of paper. Coated papers have varying degrees of 'brightness', whereas uncoated papers have no 'brightness'.

**Brochure**

A brochure, pamphlet, leaflet or flyer is a single sheet of paper that is printed on both sides, and then folded in half or into thirds. It is handed out to

passers-by, or mailed out to targeted audiences. Brochures, pamphlets, flyers and leaflets (or whatever they are called) present information on a specific topic or product in a clear and organised way. A well designed brochure, pamphlet, leaflet or flyer should provide sufficient information so that the reader will not be left wondering 'what is this really about?'; however, it should also be a 'quick read' so that the reader does not become bored.

### **Broken Carton or Ream**

A carton or Ream of paper from which some of the sheets have been used or sold. Also called 'less carton'.

### **Bulk**

the relative thickness of a sheet or sheets of paper. Some papers have a light weight, but have a high bulk, because the paper is aerated (i.e.: thousand upon thousands of tiny air pockets in the paper).

### **Burst Binding**

Binding, as mentioned above, is the process of attaching sheets of paper to one another (e.g. attaching paper sheets together to form a book or booklet). Burst Binding allows glue to penetrate the spine of a book and thereby hold each section intact.

### **Brightness**

The ability of a paper to reflect light. Brightness of paper is expressed as a percentage that is obtained by comparing the paper to be tested with a sample paper, called a 'calibration sample'.

## **C**

### **C sizes**

Series of finished trimmed sizes of paper in ISO international paper sizes range. C sized paper is normally used for envelopes that carry the A sized papers. The most commonly used ISA 'C' sizes are: C0, C1, C2, C3, C4, C5, C6 and C7.

- C0 1297mm x 917mm
- C1 917mm x 648mm
- C2 648mm x 458mm
- C3 458mm x 324mm
- C4 324mm x 229mm
- C5 229mm x 162mm
- C6 162mm x 114mm
- C7 114mm x 81mm

### **Carbonless paper**

Pressure sensitive writing paper that does not use carbon. Commonly used in carbonless docket books in A4 and A5 sized, in duplicate, triplicate or quadruplicate.

### **Catching Up**

Also called 'scumming'. Indicates that the non-image areas of the press plate are inking up. Good commercial printers maintain their presses so that presses do not 'catch up'.

### **Celloglaze**

A process whereby a fine gloss or matt clear film is adhered to the paper using heat and pressure. It is used for visually enhancing a printed piece and adds thickness to the sheet at the same time. It is sometimes called cello-sheen.

### **Character**

Strictly speaking, a character is any letter, figure or symbol in typesetting. Normally, it means letters.

### **Clip Art**

copyright free photos or drawings.

### **CMYK**

These are the colours that four-colour full colour printers CMYK use (i.e.: cyan, a light blue; magenta, a pinkish purple; yellow; and, black inks). If cyan, magenta and yellow are placed upon a white background, then you get the colour black. When those same colours are 'mixed' in various percentages, then almost all the colours of the rainbow can be created. Black is also added to the mix, as the black created by cyan, magenta and yellow can be a bit dull.

### **Coated paper**

Paper that has a layer of coating applied to one or both sides (e.g. a gloss, dull or matt finish). Coated papers allow presses to print sharper images, and coated papers are used frequently in four-colour process work.

### **Cold colour**

A blue or dark tone, rather than a red tone. Blue and black is considered cold colours, whereas orange, red, and yellow are generally considered to be "warm" colours.

### **Collate**

This is when sections of a job are gathered together in the correct sequence. For instance: bringing the various pages of a booklet or booklet together in page order.

### **Colour control bar**

A coloured strip in various densities on the edge of the sheet that enables the printer to check by eye or instrument the correctness of the colours on a printed sheet.

### **Colour correction**

Alteration to the colour of an illustration either by the original photographer using colour balancing filters, or by adjusting the colour scanner, to produce the correct results.

**Colour matching**

A colour sample book is used to match colours with standard inks used by most printers. The printer will then prepare separate printing plates for each colour. The colours are chosen from those provided by a colour matching system, such as Pantone. Use of a colour matching system permits consistency of the colour over time and among different jobs.

**Colour separation**

The separation of full colour artwork into the four primary printing ink colours (see: CMYK above).

**Composite image**

A single image that is created by a combination of several images on a single sheet. Many posters and brochures have composite images (e.g.: an image of a distant seashore in the back ground and a close-up image of a happy couple placed on top of that other distant image).

**Compressive strength**

A paper's ability to withstand pressure (i.e.: being squashed).

Sheer Strength is a paper's ability to withstand being torn in the tradition manner (i.e.: grabbing one side of a sheet of paper with two hands, and tearing each hand away in opposing directions). Tensile strength is a paper's ability to withstand being pulled apart in opposing directions – pulling paper from each end.

**Concertina Fold**

Term used for two or more parallel folds that open in concertina fashion. Such a fold is also referred to as an S-fold or Z-fold.

**Continuous Screen**

Where an image is graded from one side to the other (or from the top or the bottom), and becomes darker or lighter.

**Contone (Continuous Tone)**

A photographic image that contains gradient tones from black to white. It is worth noting that commercial digital printers are excellent at printing such Contone files.

**Copy**

The text to be printed.

**Corel Draw**

A popular graphics program for the Windows market.

**Cotton fibre content**

Paper containing some percentage of cotton fibre, generally either 25%, 50% or 100%.

**Creative Suite**

Adobe's software suite, which contains

InDesign (for page layout), Illustrator (for vector, or line, drawing), PhotoShop (image creation and manipulation software, using raster images), Acrobat (PDF or Portable Document Format), Acrobat Distiller (to create PDF files), GoLive (web authoring software) and VersionCue (which helps integrate projects using more than one of these software packages).

**Crop**

To cut off parts of a picture or image. Alternately, to cut a printed sheet of paper down to the finished size (also called trimming).

**Crop Mark**

A mark on a sheet of paper showing what part of the job is to be trimmed (i.e.: cut off).

**Cropping**

Removing unwanted elements from an electronic file (e.g. cropping part of a picture to include only the parts you wish).

**Cut flush**

a method of trimming a book after the cover has been attached to the pages.

**Cyan**

One of four colours used in the four colour printing process (see CMYK). Cyan is a light blue colour. The four colours used in full colour (or four colour) printing are Cyan, Magenta, Yellow and Black.D

**Descender**

any part of a lower case letter that extends below the normal part of a line, as in the case of the letters 'y' and 'j'. Ascenders are the part of a lower case letter that appears above the normal part of the line, as in the case of the letters 'b', 'd', and 'l'.

**Desktop publishing**

The use of a computer to create documents that can be printed. Specialised software is used to add copy (i.e. text) and graphics to the document, which is then sent to a commercial printer to be printed.

**Die cutting**

Using a die to cut holes or irregular shapes in a piece of paper.

**Digital Full Colour Printing**

A printing process that allows colour printing directly from electronic files without the need for film or colour separations. Only economical on small print runs. Smaller sizes can be printed economically in larger quantities. Digital presses are available from a number of manufacturers, including Fuji Xerox, Kodak NexPress, XeiKon, Konica Minolta and Océ.

**Digital**

Data processed using the numbers 0 and 1 through on/off impulses. Everything is going digital nowadays (e.g.: your telephone, TV, ignition on cars) and printing is going digital too – see Digital Printing and Xerox iGen3 below.

**Digital camera**

A camera that stores images electronically, rather than on film. The images are downloaded into a computer where they can be manipulated in a manner similar to a scanner.

**Digital Full Colour Proofs**

An electronic colour proof that is reproduced from the electronic data. Most digital colour proofs from commercial printers are PDF files.

**Digital press**

Digital presses are available from a number of manufacturers, including Fuji Xerox, Kodak NexPress, Xeikon, Konica Minolta and Océ. Four of the fastest industrial strength machines are the Xerox iGen3, the Kodak NexPress 2500, the Kodak NexPress 2100, and the Xeikon 5000. These machines are all capable of producing work that is of offset quality or better. None are as fast as an offset press, but can very often outpace an offset press because they can change from one job to another in a matter of seconds.

**Digital printing**

Presses that use electrical impulses (i.e.: electrically created heat) to print to paper. Digital presses have several advantages, including: faster turnaround times, lower production costs on small to medium production runs (i.e. 1 copy to 4,000 copies), and the ability to personalise documents. Digital presses are available from a number of manufacturers, including Fuji Xerox, Kodak NexPress, Xeikon, Konica Minolta and Océ.

**Direct-To-Press**

Printing directly from an electronic file to paper, without the need to use plates. Full Colour Digital Printing is 'direct-to-press' printing.

**DL**

A printed product that measures 99mm x 210mm, and this is a size that is outside the ISO international paper sizes range. Most commonly used for unfolded brochures, pamphlets, flyers and leaflets, landscape full colour postcards, "With Compliments" slips, and wedding stationery. Also called Third A4.

**Dot**

The basic constituent of a printing. If you get a powerful magnifying glass and examine a printed page you might just see lots and lots of dots. These tiny dots are used to create images on paper. The files you present to any printer should be AT LEAST 300 dots per inch (300 dpi).

**Dot gain**

The spread of ink or toner on paper, causing the dots that create the image to print at a larger size than they were on the film or plate. The images may become distorted, appearing darker with less clarity. Good commercial printers maintain their presses so the 'dot gain' is small (e.g.: they clean their presses regularly). Bad commercial printers do not maintain their presses and their dot gains can be great.

**Dots per Inch (DPI)**

DPI stands for dots per inch. Whilst we are in the 'metric' age, all commercial printers still use the term dpi to describe the 'resolution' of their files. The more dots per inch on a file, the higher quality of an image produced from such a file. It is a measure of the resolution of a screen image or printed page. Do not go higher than 600 dpi, as more dpi also means bigger files and longer transfer time. Also, stay away from under 360 dpi. Images found online are commonly viewed at 72 dpi, and they should NEVER be used for four-colour digital printing (they are meant to be seen on computer screens only). For optimum results, make sure your image is at about 400 to 450 dpi resolution.

**Double DL**

A printed product that measures 198mm x 210mm when it is unfolded, and folds to 99mm x 210mm (about one-third the size of a standard business letter). Most commonly used for unfolded brochures, pamphlets, flyers and leaflets, and wedding stationery. Also called DL-4pp (or four-page dl).

**DPI**

Means 'dots per inch'. See the entry above.

**Drilling**

Making even, equal holes in paper using a metal drill bit (for use in a ring binder). Drills can neatly perforate a much greater thickness of paper than the office hole-punch.

**Drop Folio**

The page number printed at the bottom of a page.

**D/S**

Double-sided files or double-sided printed matter (i.e.: printing on front and back of a sheet of paper).

**DTP**

The acronym for Desk Top Publishing.

**Dull Finish**

Paper with little or no gloss.

**Dummy**

A preliminary layout showing the position of

illustrations and text as they are to appear in the final reproduction. A set of blank pages made up in advance to show the size, shape, form and general style of a piece of printing.

### **Duotone colour**

Reproduction from a monochrome original, such as a black and white photograph. Two halftones with different screen angles are made from the same original and printed in register with two colours.

### **Duplex**

Printing on both sides of the paper. It is also called back-to-back printing or backing up.

### **Dynamic range**

The range of tones from lightest to darkest a scanner can see and resolve. Put at its most simple, some images and/or text are so light that they cannot be printed, and others are just so dark that the press cannot print the 'darkness' required.

## **E**

### **Electronic proof**

A copy of the job to be printed, but in electronic form (e.g.: PDF files). A printed copy of the job that is to be printed is a hard copy proof.

### **Em**

a fixed space equal in size to the chosen point size. It gets its name from the letter M which originally was as wide as the type size.

### **Em dash**

a dash used in punctuation the length of one em.

### **Embossing**

Stamping a design into the paper to produce a raised effect. Can be coated in foil or ink to enhance the design. Deboss is when the design is sunk into the paper rather than raised.

### **Emulsion**

The coating of light-sensitive material on a piece of film.

### **En dash**

a dash approximately half the width of an em dash.

### **En**

a fixed space that is half as wide as an em space.

### **Encapsulation**

A method of coating paper/board in plastic. The sheet of paper is sandwiched between two sheets of plastic and passed through a set of heated rollers. Many people call this laminating.

### **EPS (Encapsulated Post Script)**

A computer graphics format developed by Adobe. In prepress, a file format used to transfer graphic images within compatible software. A file containing structured Post Script code.

### **Estimator**

A person or software program that computes or approximates the cost of work to be done, and upon which a quotation may be based.

## **F**

### **File transfer protocol (FTP)**

The File Transfer Protocol, or FTP, allows computers to speak to one other. FTP is used to make files available for transfer over the Internet. Anyone with access to the Internet can use FTP. In some cases you may need network access and/or username and password information. The primary benefit of FTP, as opposed to E-mail, is the size/speed at which files can be sent and received – FTP allows bigger files, and allows all files to be transferred faster than E-mail.

### **Finish Size**

The size of a finished product. Many printing jobs are printed on over-sized paper and, once the printing has been done, the job is trimmed down to size. This method stops the edges of the paper getting damaged during the printing process, and also allows colours to be printed 'right to the edge of the paper'. It is also called 'Trim Size'.

### **Flat Size**

The dimensions of a brochure or folded piece before it is actually folded. For instance, a four-page A5 brochure is 210mm x 148mm when folded, but is 210mm x 297mm when supplied flat (i.e.: supplied unfolded).

### **Flush left**

copy (i.e.: text) aligned along the left margin.

### **Flush right**

copy (i.e.: text) aligned along the right margin.

### **Fly fold**

A single fold in a sheet of paper that creates a four page leaflet.

### **Flyer**

An inexpensively produced circular used for promotional distribution. Also called pamphlet, brochure, leaflet and rack-card. Common sizes include DL, A7, A6, A5, A4 and A3.

### **FMA Charge**

Publicly called the 'For Miscellaneous Arising' charge, but printers colloquially use 'f\*\*k me around' charge. One of many means by which printers claw back discounts they have been forced to grant a client.

**Folding**

the sharp-edged bending of paper under pressure at a prepared or unprepared bending point along a straight line according to specified dimensions and folding layouts. Put simply: folding sheets of paper in a professional manner so that the customer gets the job that the customer wants (e.g.: folded brochures).

**Fold marks**

Markings on the edges of paper that show where folds should occur.

**Folder**

A machine used to fold sheets of paper.

**Folder**

Also called presentation folders, and is a sturdy, folded piece of paper stock that contains other printed material, such as conference texts and promotional material.

**Fonts**

The style of the letters in your text – also known as typefaces. There are thousands of different fonts, and graphic designers choose them with great care to convey their messages. All Macs and PCs come with a range of different fonts built-in, but designers usually work with a much greater range. Fonts can be bought on CDs or downloaded from the Internet.

**Format**

The size, style, type page, margin, printing requirements, etc. of a printed piece.

**Four-colour (4 colour) process**

A method of printing that uses dots of cyan, magenta, yellow and black (see: CMYK) to recreate the continuous tones and variety of colours in a colour image. Also called full colour printing.

**FreeHand**

A professional graphics program produced by Macromedia. FreeHand is used for graphic design work such as logos and drawings. Graphics can be exported to PageMaker or QuarkXPress.

**Full Colour Printing**

A process where printing is done in three colours (RGB) or four colours (CMYK) to produce all the colours that you see in the world around you.

**Fuzz**

Fibres that project from the paper surface.

**G****Gang**

Placing several printing jobs on the one sheet of paper. For example, 20 or so different business cards are placed on the one A3-sized sheet and

then printed. This gets the most out of the press and saves everyone one money.

**Generation**

Stages of reproduction from original copy. A first generation reproduction yields the best quality, and the later generation always start to fall in quality.

**Ghost bars**

A quality control method used to reduce ghosted image created by heat or chemical contamination.

**Ghosting**

A faint printed image that appears on a printed sheet where it was not meant to be placed. More often than not this problem is caused by graphic designers.

**GIF**

This file format is mainly used for Web pictures, images and graphics. It makes a very small file, however, it is not very accurate (i.e. printed GIF files will get 'Bitmapped' and not be very clear). GIF is not acceptable for quality reproduction in printing. At its most simple, **DO NOT USE GIF FILES FOR YOUR PRINTING NEEDS.**

**Gigo**

Garbage in, garbage out.

**Gimp**

This is an image manipulation freeware program, similar to Adobe Photoshop. It has one huge advantage over Photoshop — it is free to download and use.

**Gloss**

A shiny coating on paper. Gloss coatings allow very little ink to be absorbed by the paper. This results in the printed material having excellent colour definition (richer colours) and contrast.

**Grain direction**

The fibres in paper align themselves in the direction in which the paper flows on the paper-making machine. Grain direction is often important if the paper has to be folded after it is printed. Folding across the grain can result in cracking.

**Grain in paper**

Grain is the direction in which most wood-pulp fibres lie within the sheet as the paper is made. Folding paper against the grain breaks more wood fibres than folding with the grain, resulting in an uneven, less precise fold.

**Grams per Square Metre (GSM)**

This indicates the weight of paper or other stock. For example; A typical photocopier paper

would be 80gsm – a good letterhead paper might be 100gsm – a postcard would be about 310gsm to 350gsm. See our paper descriptions and advice page.

### **Graphic**

An item to be printed that is not copy (text); includes photographs, images and illustrations.

### **Greyscale**

Artwork that is in black and white, and tones in between those two colours (e.g.: grey).

### **GSM (Grams per Square Metre)**

This indicates the weight of paper or other stock. For example; A typical photocopier paper would be 80gsm – a good letterhead paper might be 100gsm – a postcard would be about 310gsm to 350gsm.

### **Gutter**

The central blank area between left and right pages.

## **H**

### **Halftone**

The method by which photographs and other images are printed by using dots to simulate the tones between light and dark. A printing press is not able to change the tone of ink, therefore dots of colour are used to trick the eye into seeing a continuous tone image. To accomplish this, the photograph is shot through a mesh of a screen that breaks the image into tiny dots. The closer the lines of the screen, the smaller the dots and the more dots per inch, leading to a crisper image.

### **Hard Copy**

A printed copy of a job and is also called a hard copy proof. If you request a hard copy proof, then your final job will look like the hard copy proof. Please note that hard copy proofs of books and booklets are not bound, but supplied flat.

### **Hardware**

Physical Computer and peripheral components, as distinguished from software that is a program for operating hardware.

### **Heavy Ink Coverage**

When a sheet is printed and ink covers more than 30% of the page, then the order is considered to have heavy ink coverage.

### **Hickey**

Spot or imperfection in printing due to dirt on the press, hardened.

### **House corrections**

Also know as "HC's". Changes and additions in

a file after the file has been prepared for printing. House corrections are changes that are instigated by the author, but refer to mistakes made by the commercial printer.

### **Illustrator**

Also called Adobe Illustrator. A professional graphics program produced by the Adobe company. Illustrator is used for graphic design work such as logos and drawings.

### **Imposition**

In digital imaging, the positioning of pages on a file, so that after a job has been printed, folded, trimmed and collated, all pages will appear in the proper sequence.

### **InDesign**

Also called Adobe InDesign. A professional page layout program developed by the Adobe company. InDesign is carefully integrated with Adobe's other products using a piece of software called VersionCue.

### **Ink-jet printing**

In digital printing, a printing system that produces images directly on paper from digital data using streams of very fine drops of dyes which are controlled by digital signals to produce images on paper.

### **Insert**

A printed piece prepared for insertion into a publication or another printed piece.

### **ISO paper sizes**

Series of finished trimmed sizes of paper in the ISO international paper sizes range. The most commonly used ISA sizes are the 'A' range: A0, A1, A2, A3, A4, A5, A6 and A7.

## **J**

### **JPG or JPEG (Joint Photographic Expert Group)**

A file compression format for graphics suited to photographic images and the most commonly used image file format on the World Wide Web. JPEG files are included in the printing files accepted by most printers.

### **Job Number**

A number assigned to a printing job, and used for record keeping and job tracking. Also used to retrieve old jobs for reprints or reworking by customer. The job number that we give you will also be your invoice number, archive number, production number, etc.

### **Jog**

To vibrate a stack of finished pages so that they are tightly aligned for printing and/or final trimming-down to size.

**Jogger**

A vibrating and sloping platform that evens up the edges of stacks of paper. Most often used just before placing paper into a press, or onto a trimming machine.

**Justify**

In composition, to position page elements (usually text) uniformly across an area. If the page elements (e.g.: the text) is alligned on the left of the page, then it is 'left justified'. If they are aligned on the right or centre of the page, then they are right or centre justified. If the text is aligned on both the left and right of the page, then they are block justified.

**K**

the colour black in the four colour printing process (see CMYK, and also known as full color printing). We have no idea why black is abbreviated to "K".

**Kern**

The adjustment of the spacing between letters in order to make them more visually pleasing and balanced on the sheet.

**Keyline**

The outline on artwork that, when printed, will give the register with the other colours.

**L****Label**

One side of the paper is prepared for printing, whilst the other side is rough and has adhesive applied. Most common labels used are "snap & peel" where you bend the label and the protective backing snaps away from the adhesive coating making application easy.

**Lamination**

A plastic film bonded to a printed sheet, usually by heat and pressure, for protection and appearance. Some digital presses use oil in the printing process and the jobs they produce are non conducive to laminating.

**LAN**

Local Area Network. A group of computers linked together, usually to share resources such as Printers or a File Server.

**Landscape**

format of a rectangular page with long sides at the top and bottom.

**Laser (Light Amplification by Stimulated Emission of Radiation)**

The laser is an intense coherent light beam with very narrow bandwidth used in digital imaging devices to produce images by electronic impulses from computers.

**Laser Stationery**

Stationery that can be used in laser printers. Digitally printed stationery should not be used in laser printers, as the heat created in laser printers damages the ink (toner) on the stationery. Digitally printed stationery is suitable for bubble-jet and dot-matrix printers only.

**Layout**

The drawing or sketch of a proposed printed piece.

**Leading (pronounced ledding)**

The space between lines of type. In the olden days lead was used to create these spaces, but software does this task today. The space is measured in points, such as 6-point type, 8-point, etc. Each point equals approximately 1/72 of an inch.

**Line art**

Artwork that is entirely in black on white, with no intermediary tones. If the artwork has tones that are in between black or white (e.g.: grey), then it is called greyscale.

**Linen**

A paper that has a look and texture similar to linen cloth.

**Lines per Inch (LPI)**

Halftone screens are measured in lpi. Newspapers print photographs at 65 to 85 lpi, and this produces coarse-looking pictures. Normal printing process uses 133 to 150 line screens. The industry rule of thumb is to scan your photographs at two times the lpi at which they are going to be printed. This means printers should scan photographs at 300-360 dpi to achieve the best quality. Any higher dpi than twice the lpi will just increase the file size, but will have very little effect on the quality of the image.

**Logo or Logotype**

The name of a company or product in a special design used as a trademark in advertising.

**Low-impact Printing**

This is a term that refers to small-scale printing. It suggests the impact on the environment is quite low. It is a very appropriate description for full colour digital printing.

**Lupe**

A magnifying lens used by printers to examine the details of printed materials. Use of a lupe permits an individual to see the individual colour dots used in process colour printing.

**M****M weight**

The weight of 1,000 sheets of any given size of paper.

**Machine Coated**

Paper that has had a coating applied to either one or two of its sides during the manufacturing process.

**Machine Direction**

The direction of the grain within paper. Paper, just like wood, has a grain.

**Magenta**

A reddish ink or toner that forms part of the four colour printing process (see CMYK). The other colors in the four colour (or full color) printing process are Cyan, Yellow and Black (also called K. TheOnlinePrinter is a four (or full) colour printer.

**Makeready**

Everything that must be done to make a file ready to be sent to a press.

**Matchprint**

A proof with which every printed copy must be identical (or extremely close to being identical). It is also called a proprietary proof.

**Matt**

A coated paper finish that is not shiny like a gloss, and does not have a sheen like satin, but still keeps much of the ink from being absorbed by the paper and provides an excellent image.

**Matt celloglaze**

A process whereby a fine matt clear film is adhered to the paper using heat and pressure. It is used for visually enhancing a printed piece and adds thickness to the sheet at the same time. It is sometimes called cello-sheen. TheOnlinePrinter produces discount priced full colour matt celloglazed business cards.

**Microsoft Office**

A program for spreadsheets, word processing and more. It is the most common piece of software found in the western world. Open Office is a free software program that is very similar, but Open Office is 100% free to download, and 100% free to use.

**Moiré**

A blurry pattern created by printing several repetitive designs on top of each other. In four-colour process printing, this pattern is created when the screen of each colour is not properly aligned.

**Mock Up**

A model of the finished printed product with essential detail sketched in.

**Mottle**

A term that describes spotty or uneven ink absorption. This is not an issue with digital presses, as the ink is applied by heat and dried before it can be absorbed.

**N****Negative**

The image on film that makes the white areas of originals black and black areas white. Not particularly relevant in the

**NJ**

Non justified. This is where the start and/or ends of each line of text need not be aligned. For instance, books are always justified, and brochures are sometimes justified, and sometimes no justified. The term "NJ" is not particularly relevant in the digital printing age when customers present printers with 'all but press-ready files'.

**Non-impact Printing**

This is a term that refers to small-scale printing. It suggests the impact on the environment is quite low. It is better called 'Low Impact Printing' and is a very appropriate description for full colour quality digital printing.

**Non-reproducing blue**

A blue colour the camera cannot see. Used in marking up artwork. Not particularly relevant in the digital printing age.

**O****Object-oriented graphics or vector graphics**

Used for line drawings, logos, and other images that require smooth edges. Made up of mathematically defined curves and line segments called vectors. It is beneficial in printing, due to ability to be enlarged without loss of detail.

**Oblong**

A term used to describe printed books, catalogues etc., that are bound on their shorter side. Such printed material is also referred to as album bound or landscape format.

**OCR (Optical Character Recognition)**

Computer software capable of reading scanned images of documents and intelligently detecting and converting the various page elements into (editable) text, vector graphics and tables.

**Offset printing**

More correctly known as Offset lithographic Printing, offset is an indirect printing process whereby ink is transferred to the paper by a blanket that carries an impression from the printing plate, rather than directly from the plate itself.

This is the most common method of commercial printing at this time.

Offset printing can be used for

- Business Card printing,
- Postcard printing,
- Greeting Card printing,
- Bookmark printing,
- Poster printing,
- Presentation Folder printing,
- Letterhead printing,
- Appointment Card printing,
- Bumper Sticker printing,
- Dockets Books, Invoice Books, Sales Receipts Books,
- Flyers, Brochures, Pamphlets and Leaflets printing, and
- Stationery printing.

### **Opacity**

The quality of being impenetrable by liquids or light. With printing paper it is the ability to keep photographs and print from showing through to the other side.

### **Open Office**

This is a free shareware program that is very similar to Microsoft Office. The major difference is the price — OpenOffice is 100% free to download, and 100% free to use.

### **Overprinting**

This has two meanings. With traditional printing, it is when a second image is printed on a previously printed sheet. In the digital printing age it is when one electronic image is placed in the background of an electronic file, and a second electronic image is placed in the foreground and over the first image on the electronic file.

Overs

Extra copies of a job that are printed to cater for losses during production.

## **P**

### **Page**

One side of a leaf of paper.

### **PageMaker**

Once upon a time Pagemaker was one of the standards of the desktop publishing market. It has now been superseded by Adobe InDesign, but is still in popular use.

### **PANTONE**

Pantone Inc's check standard trademark for colour preproduction and colour reproduction materials.

### **Paper Sizes:**

'A' SERIES PAPER SIZES – Normally used for

letters, brochures, leaflets, pamphlets, books, booklets, newsletters, postcards, posters, and about most things that are printed.

- A0 1189mm x 841mm
- A1 841mm x 594mm
- A2 594mm x 420mm
- A3 420mm x 297mm
- A4 297mm x 210mm
- A5 210mm x 148mm
- A6 148mm x 105mm
- A7 105mm x 74mm

'B' SERIES PAPER SIZES – Normally used for maps, charts and the like.

- B0 1414mm x 1000mm
- B1 1000mm x 707mm
- B2 707mm x 500mm
- B3 500mm x 353mm
- B4 353mm x 250mm
- B5 250mm x 176mm
- B6 176mm x 125mm
- B7 125mm x 88mm

'C' SERIES PAPER SIZES – Normally used for envelopes so that A-sized documents will fit into them.

- C0 1297mm x 917mm
- C1 917mm x 648mm
- C2 648mm x 458mm
- C3 458mm x 324mm
- C4 324mm x 229mm
- C5 229mm x 162mm
- C6 162mm x 114mm
- C7 114mm x 81mm

### **Parallel folds**

Having more than one fold on the same axis on a sheet of paper.

### **PDF (Portable Document File)**

A file format that is used to transfer designs from one program on one computer to another program on another computer. PDF is a universal electronic file format, modelled after the Post Script language and is device and resolution independent. This means that a PDF file can normally be read on any one of many programs, regardless of the fonts or software programs that were used to create the original file.

### **Perfect binding**

A binding process whereby single sheets are stacked together, one edge (the binding edge) is then ground to create a rough surface, and glue is applied to that now-roughened edge. A cover is

then wrapped around the pages to form a booklet, book or folder. Many books on your bookshelf are bound in this manner.

### **Perfecting Press**

A printing press that prints on both sides of the page at once.

### **Photo CD**

The system developed by Kodak for storing the images obtained through a digital camera onto a compact disc.

### **Photoshop**

Also called Adobe Photoshop. Adobe's premier photograph manipulation program, Photoshop is the industry standard, used to correct colours, and sharpen scans, and make great looking reproductions from not-so-great looking photographs.

### **Pica**

A unit of measure equal to 12 points, or one-sixth of one inch.

### **Pixel**

A corrupted abbreviation of 'picture element' (just as facsimile is frequently condensed to 'fax' – it should be 'facs'). These are the dots that form the picture on a computer screen. The smaller the pixel, the more detailed the picture. A pixel is the smallest resolvable point of a raster image; that is, a pixel is the basic unit of digital imaging and digital printing.

### **Pixel depth**

The amount of data used to create the coloured dots on a computer monitor.

### **Plate**

A thin object (plate) made of either metal, plastic or paper that is light sensitive and causes an image to be transferred to paper while on a printing press. The image is burned onto the plate by the use of high intensity light. The surface of the plate is treated or configured so that only the image can 'pick up ink', and then transfer that ink to paper and thereby create the image on the paper that the user wants.

### **PMS**

Acronym for Pantone Matching System and was developed for colour identification. The system assists clients, designers and printers in the communication process for colour specification on printing orders. Each PMS colour has a unique number and formula for ink mixing. PMS colours are referred to as "spot" colours.

### **Point**

In measuring type, 1 point is 1/12 of a pica or 1/72 of an inch. In measuring heavy paper stock, 1 point is equivalent to 1/1000 of an inch. Thus 10-

point stock is 10/1000 of an inch, or 0.010 inches thick.

### **Portrait**

A rectangular page with short sides at the top and bottom

### **Postscript**

A page description language for medium- to high-resolution printing devices. Since Postscript images are made up of mathematical calculations, they can be resized and still maintain their quality unlike bitmap images. Postscript was developed by Adobe Systems Inc. to describe an image for printing. It handles both text and graphics. A PostScript file is a purely text-based description of a page.

### **pp (Printed page)**

Describes the number of printed pages in a finished document.

### **Pre-flight**

In digital printing prepress, the test used to establish if every component needed to produce a printing job is contained within a file. Pre-flight confirms the type of disc being submitted, the colour gamut, colour breaks, and any art required (illustrations, photographs, etc.), plus layout files, screen fonts, printer fonts, EPS or TIFF files, laser proofs, page sizes, print driver, crop marks, etc.

### **Prepress**

The processes performed on a printing job prior to its going to the press to be printed. Examples are typesetting, layout, scanning, etc.

### **Press Proof**

A proof to indicate the appearance of a colour subject printed on a printing press.

### **Press Ready File**

a file that is ready to go straight to a press.

### **Printing plate**

A thin object (plate) made of either metal, plastic or paper that is light sensitive and causes an image to be transferred to paper while on a printing press. The image is burned onto the plate by the use of high intensity light. The surface of the plate is treated or configured so that only the printing image is receptive to the ink that transfers to the printed object.

### **Process colours**

For four colour CMYK printing (cyan, magenta, yellow, and black) that are used in printing full colour images, such as colour photographs.

### **Process Printing**

Printing from two or more half tones to produce intermediate colours and shades. TheOnlinePrinter uses four colours to produce all

the colours in the rainbow (cyan, magenta, yellow and black), so TheOnlinePrinter uses process printing.

### **Proof**

A method of checking for errors prior to printing a job. Normally, the proof is the last prepress operation and it consists of either a hard copy of the job to be printed or a computer-generated imaged of the job to be printed. Printing-press operators send proof to customers to ensure the correctness of the finished product.

### **Publisher**

A software package produced by Microsoft for simple office and home publishing.

### **Pulp**

A mixture of wood and/or cotton fibres, chemicals and water which paper mills use to make paper.

## **Q**

### **QuarkXPress**

The industry standard desktop publishing program. It is the program of choice for the best designers and advertising agencies.

### **Quire**

1/20th of a ream (25 sheets).

### **Quarter bound**

A book whose back covering is of one material while the sides are of another material.

### **Quarto**

In the pre-metric days, it was a paper size that was similar in dimensions to A4.

## **R**

### **RA**

International paper sizes used by a few printers. The most common RA paper sizes are:

- RA0 860mm x 1220mm
- RA1 610mm x 860mm
- RA2 430mm x 610mm
- RA3 305mm x 430mm
- RA4 215mm x 305mm

### **Rag paper**

Paper that is completely or mostly made from cotton. Not very common in Australia.

### **Ragged left**

Type that is justified to the right margin and the line lengths vary on the left. Also known as Flush Right

### **Ragged right**

Type that is justified to the left margin and the line lengths vary on the right. Also known as Flush Left

### **Raster Image Processor (RIP)**

The process of interpreting a computer program, such as Postscript, to a raster format at the resolution, and in the format, required for a printer or image-setter. The RIP is the last computer program that is used to place a customer's file onto a press.

### **Ream**

This word means 500 sheets of paper. A ream is often confused with a package of paper. A ream of paper refers to a number of sheets, whereas a package of paper can have as many or as few sheets as the packager wants (e.g. paper can be packaged in quantities of 250, as well as 500 sheets). The word 'Ream' derives from the Arabic word rizma, and means bundle. It once meant 20 quires, or 480 sheets of paper.

### **Recycled paper**

paper that has been produced from 100% used paper. Used paper fibres (also known as secondary fibres) can be used three to five times in this manner. If the recycled paper needs to be pure white, de-inking chemicals have to be used to remove the inks from the used paper, and the fibres also have to undergo a bleaching process. The de-inking process is not used in the production of environmentally-friendly papers, but unprinted white paper has to be used as a raw material in order to achieve a whiteness grade of 40-50%. However, these grey papers have not so far been well accepted by the public.

### **Recto**

The odd numbered pages of books, normally the right-hand pages.

### **Register**

In printing, fitting of two or more printed images in exact alignment with each other or ensuring that the back of a page is aligned with the front of a page – very important if jobs are to be folded. Also fitting subsequent colours over previous colours to make sure a photograph reproduces crisp and sharp.

### **Registration**

In printing, the fitting of two or more colours or images in alignment with one another. Hairline register is the fitting of two or more colours in exact alignment with each other.

### **Registration marks**

Marks outside the printing area that help us make sure colours are lined up or 'registered' together. TheOnlinePrinter likes customers to provide crop-marks and bleeds, but do not provide registration marks or colour bars.

### **Reprint**

Any printing of work subsequent to the first

print run. Reprints may either arise as repeat orders, or when a job has been bungled.

### **Resolution**

The amount of data in an electronic image. Most presses print jobs at a 'high resolution' of at least 300 dpi (dots per inch). Whereas, computer screens are set at a 'low resolution' of 72 dpi.

### **Reverse**

Text or images reproduced by printing the background rather than the text or image itself, allowing the paper or underlying inks to show the shape of the text or image.

### **RGB (red, green and blue)**

These are the primary colours that make white light. For printing, secondary colours (cyan, magenta and yellow) are used to simulate the colours required. Black (K) is added to help CMY (cyan, magenta and yellow) reproduce rich blacks and shadows. When preparing colour files for output, it is important to ensure that all placed graphics and colours are separated for four-colour CMYK and not RGB.

### **Right Angle Fold**

Folds in paper that are 90 degrees to each other.

### **RIP (Raster Image Processor)**

In digital imaging, a combination of computer software and hardware that controls the printing process by calculating the bit maps of images and instructing printing devices to create the images. Most PostScript systems use a hardware RIP built into the printer.

### **Roll fold**

folding of paper into thirds (or even quarters).

### **Roll To Roll**

A web press printing process whereby the roll of paper is printed and stored on a roll. Roll to Sheet is where the paper comes off a roll, is printed upon, and then cut before shipping.

### **Rough proof**

A proof that is not necessarily in position or on the correct paper.

### **Rub-proof**

The moment that ink becomes dry enough so that it will not smudge.

### **Run to print**

Sending a job from the computer to the press to be printed.

### **Run-on Sheets**

Sheets printed in addition to the basic quantity ordered to cater for losses during production. TheOnlinePrinter does not charge for Run on Sheets because this matter is less relevant in digital printing as the losses are minimal.

## **S**

### **Saddle stitching**

A binding method where multiple folded sheets are stapled at the centre (the spine). Booklets, magazines, catalogues, newsletters and manuals are some of the projects that get saddle-stitched.

### **Safety Paper**

A paper that shows sign of erasure if tampered with or altered.

### **Sans serif**

Literally, it means 'without serifs'. In printing, it refers to the plain looking letters. Helvetica and Arial are sans serif typefaces. The 'Times' typeface is a serif typeface (i.e. it is more ornate).

### **Satin paper**

A smooth paper with a slight sheen.

### **Scaling**

Altering the size of an image so that it will fit within a specific area.

### **Scanning**

The process whereby an original is analysed and captured line by line to convert the analogue image information from an original into digital data. This can be further processed in a computer.

### **Score (or crease)**

To press a channel into paper to facilitate folding and prevent cracking of ink or toner. Scoring is particularly important with digital printing, which cracks more easily than traditional ink-based printing.

### **Script**

A kind of typeface that mimics handwriting.

### **Search Engine Optimisation**

Optimising a website so that it is search engine friendly. HyperLiNK – SEO Friendly Directory

### **Serif**

An extra projection from the main stroke of letters in certain type faces. 'Times' is a serif typeface. The short cross-lines at the ends of the main strokes of many letters in some type faces.

### **Server**

A file server provides centralised data backup, security and data interchange between compatible peripheral devices such as computer workstations on a local area network. Servers are identified by the type of resource they provide (e.g. disk server, file server, printer server, communications server).

### **Set Off**

The transfer of ink from printed page to the

back of the adjoining printed sheet. Occurs when the inks are not allowed to dry sufficiently and under pressure (e.g.: when trimming). One of the major advantages of digital printing is that Set Off almost never occurs, as the toner (i.e.: ink) of a digital press are dry when the printed product comes out of the press.

### ***Sheer Strength***

A paper's ability to withstand being torn in the tradition manner (i.e.: grabbing one side of a sheet of paper with two hands, and tearing each hand away in opposing directions). Tensile strength is a paper's ability to withstand being pulled apart in opposing directions – pulling paper from each end. Compressive strength is a paper's ability to withstand pressure (i.e.: being squashed).

### ***Sheet-fed press***

A press that prints single sheets of paper, as opposed to a web press. Our presses are sheet-fed digital and sheet-fed direct imaging presses.

### ***Show Through***

A problem that occurs when the printing on one side of a sheet is seen from the other side. This is a common problem with posters that are to be placed on windows, so print only one-sided posters if your file is to be placed on the window of a shop.

### ***Side stitch***

two or more staples placed along the binding edge of a document.

### ***Signature***

A printed sheet after it has been folded.

### ***Soft copy***

An electronic version of a job. Normally sent on a disk or CD, or sent via E-mail or FTP server. A Hard copy is a printed version of a job.

### ***Spiral binding***

a method of binding whereby the a document is bound with a continuous plastic or metal coil that is inserted through a series of holes punched along the binding side.

### ***Spot colour***

A single colour ink or varnish applied to printed material. Primarily used when process colours are not appropriate. The effective use of spot colour can add heightened interest to printed materials without incurring the cost of process colours.

### ***Spread***

When a publication is printed with several interacting spot colours, gaps or colour, then shifts may appear between objects. A spread closes the gap by overlapping a light foreground object to a dark background. See also 'Trapping'.

## **SRA**

International paper sizes that are slightly larger than the "A" series of sizes and used by printers to create A-sized products.

- SRA0 900mm x 1280mm
- SRA1 640mm x 900mm
- SRA2 450mm x 640mm
- SRA3 320mm x 450mm
- SRA4 225mm x 320mm

## **S/S**

Single-sided files or single-sided printed matter.

## **Stock**

Paper or other material to be printed (e.g.: 350gsm Satin, and 120gsm Gloss).

Style sheet – Instructions for the layout of a document, such as the typefaces to be used, point size of headers, placement of footers, etc., in order to maintain consistency throughout the document.

## **T**

### ***Tensile Strength***

A paper's ability to withstand being pulled apart in opposing directions – pulling paper from each end. Compressive strength is a paper's ability to withstand pressure (i.e.: being squashed), and shear strength is a paper's ability to withstand being torn in the tradition manner (i.e.: grabbing one side of a sheet of paper with two hands, and tearing each hand away in opposing directions).

### ***Thermography***

a printing process whereby slow drying ink is applied to paper and, while the ink is still wet, the paper is lightly dusted with a resinous powder. The paper then passes through a heat chamber where the powder melts and fuses with the ink to produce a raised surface.

### ***Trim Size***

The size of a finished product. Many printing jobs are printed on over-sized paper and, once the printing has been done, the job is trimmed down to size. This method stops the edges of the paper getting damaged during the printing process, and also allows colours to be printed 'right to the edge of the paper'. It is also called 'Finish Size'.

### ***Through Dryer***

A slow drier that dries the ink throughout without forming a hard crust.

### ***Text***

The body matter of a page or book, as distinguished from the headings.

**Text/writing papers**

A general term used to describe paper with fine or speciality textures that is used for printing. Usually made from chemical wood pulp, sometimes with cotton fibre content. Often writing grade papers will feature a 'watermark'.

**Three Colour Printing**

Theoretically it is possible to produce an adequate range of colours using just Cyan, Magenta and Yellow. In Four Color Process Printing the use of black adds shade and depth reducing the amount of ink required.

**TIF or TIFF (Tagged Image File Format)**

The most common picture (i.e.: pixel) format on the web. Virtually all computer programs support TIFF. Among other things, this format is suitable for the exchange of colour and B&W images, as well as various levels of resolution and sizes.

**Tint**

A lightened spot of colour created by printing smaller dots. This is also referred to as 'screening the colour'.

**Tip-in**

Placing an additional leaf of paper or card into an already printed booklet or magazine. These are also called 'Inserts'.

**Trapping**

The deliberate overlap of adjacent colours to minimise the effects of mis-registration of printed materials.

**Trimming**

The cutting of paper to a pre-determined size.

**U****U&LC**

an abbreviation for UPPER and lower case. If you are presenting TheOnlinePrinter with a press-ready file, then this is not important, as you shall be presenting an 'all but press ready' file. See our how to prepare your files page.

**Uncoated paper**

Paper that has not had a final coating applied for smoothness. Uncoated paper is absorbent and soft in appearance. If you wish to have an image or text that is crisp and clear in its appearance, then TheOnlinePrinter suggests you do not use uncoated paper for printed unfolded full colour brochures, leaflets, pamphlets and flyers; folded full colour brochures, leaflets, pamphlets and flyers; full colour business cards, full colour greeting cards, full colour bookmarks, or full colour posters. Restrict the use of uncoated paper to letterhead, "with compliments" slips and other stationery.

**Up**

In printing, two up, three up, four up, etc refers to the printing several small jobs onto one large piece of paper. For example, about twenty different full colour business cards are often placed on one A3-sized sheet when they are printed. The full colour business cards are then cut from that one A3-sized piece of paper.

**Upright**

Books or other printed matter that is in the portrait format.

**V****Variable data printing**

Individual data is inserted into a common background artwork in order to personalise or individually number a document.

**Varnish**

Thin, protective coating applied to the printed sheet for protection or appearance. Types used are UV (ultraviolet), matt, satin and gloss. These can be applied as an 'all-over' cover or 'spot' (to a designated location on the printed sheet). Varnishes are very effective in adding emphasis or eye-appeal to printed material.

**Vector graphics**

Used for line drawings, logos, and other images that require smooth edges. Made up of mathematically defined curves and line segments called vectors. It is beneficial in printing, due to ability to be enlarged without loss of detail.

**Verso**

The left-hand or even-numbered pages of a book.

**Virgin paper**

Paper made entirely from wood pulp. It is also called 'Virgin Fibre'.

**W****Warm colour**

A red tone rather than a blue tone. Orange, red, and yellow are generally considered to be "warm" colours, whereas blue and black are considered cold colours.

**Watermark**

A design, or symbol impressed in paper while it is being formed on the wet end of the paper-making machine. When the paper is held up to the light, the watermark appears as a lighter area than the rest of the paper.

**Web**

A roll of paper that is used in a web or rotary press.

**Web Break**

A tear in a web roll during the printing process.

**Web press**

A cylindrical, high-run, fast speed press that is feed with reels of paper, rather than individual sheets.

**Web Tension**

The term given to the tension or pull exerted by the web press on the web roll.

**Widow**

A single word or two left at the end of a paragraph, or a part of a sentence ending a paragraph, which loops over to the next page and stands alone. A widow is also the last sentence of a paragraph that contains only one or two short words.

**Writing Paper**

This is another name for bond paper. Today, most writing paper is also called photocopy or laser paper.

**WYSIWYG**

What-you-see-is-what-you-get (pronounced "wizzywig") – used to describe systems that previews full pages on the screen with text and graphics. Some software programs are not WYSIWYG, so what you see on the screen might not be what is printed (e.g.: the last sentence on page-one might be at the top of page-two when printed).

**X****X axis**

The horizontal axis on a digital file. If a document is 210mm high x 99mm wide, then that document is 99mm along its 'X axis'.

**X coordinate**

A point on the vertical axis (or 'X axis') of a grid, scale, or page dimension.

**X-height**

The part of a letter with no ascender or descender. For instance, the letters 'j' and 'y' have descenders that go below the normal part of the written line, and the letters 'b' and 'd' (and all capital letters) have ascenders that go above the normal part of the written line. Whereas, most lower case letters (e.g.: 'a', 'c', 'e', 'm' and 'x') have no ascenders or descenders.

**Xerox**

The name for the first manufacturer of photocopiers. Today, the company is called Fuji Xerox.

**Xerographic Paper**

Papers made to reproduce well in copy machines and laser printers.

**Xerography**

comes from 'Xerox', the corporation that developed photocopying.

**Y****Y axis**

The vertical axis on a digital file. If a document is 210mm high x 99mm wide, then that document is 210mm along its 'Y axis'.

**Y coordinate**

A point on the vertical axis (or 'Y axis') of a grid, scale, or page dimension.

**Yellow**

one of the colours used in the four color printing process (see CMYK).

**Z****Z-fold**

Two parallel folds in a sheet of paper. One fold comes towards the reader, and the other goes away from the reader. Also known as 'concertina fold.' Commonly used to produce DL-sized flyers, pamphlets, leaflets and brochures from A4-sized paper, and Six page A4 flyers, pamphlets, leaflets and brochures.

**Zip**

To compresses or shrink files down in size so they can be uploaded, downloaded and E-mailed with greater ease