

Printing Terms & Acronyms.

LET'S START WITH ABC TODAY.....

Adhesive binding: Type of thread-less binding in which the leaves of a book are held together at the binding edge by glue or synthetic adhesive.

Ascender: In typesetting, the part of a lower case letter which rises above the main body, as in the letter "b"..

ASCII: American Standard Code for Information Interchange. This is a standard coding system within the computer industry to convert keyboard input into digital information.

Author's Corrections: Corrections made by the author on proofs, that alter the original copy. Author's corrections are chargeable at the discretion of the printer.

Back Up: Printing on the reverse side of a sheet already printed on one side. Back up position is critical and must be accurate to ensure consistent position throughout a folded product.

Bit: In computers, the basic unit of digital information. It is a contraction of Binary digiT (BIT).

Bit Map: In computer imaging, the electronic representation a page, indicating the position of every possible spot from 0 to 100 and rest from other document.

Black and White: Originals or reproductions in single colour, also known as monotone or mono.

Blanket: In offset printing, a rubber surfaced fabric that is clamped around a plate cylinder to transfer the image from the impression cylinder to the substrate.

Bleed: When the printed image extends beyond the trimmed area of a page, the image must be increased, usually by a minimum of 3mm. This extended area is known as the bleed.

Blind Embossing: The process of stamping an image into the paper to produce a depressed effect on the paper surface, without the use of inks.

Blind Blocked: In binding, to impress or stamp a design upon the cover. The design can be blocked in coloured inks, or metal foil, including special effects such as holographic.

Bond Paper: A grade of writing or printing paper, usually used for letterheads or business forms.

BPOP: Abbreviation for "Bulk packed onto pallets".

Broadsheet: Any sheet in its basic size (not folded or cut); also denotes a newspaper format.

Bromide: A photographic paper used in phototypesetting on which a photographic image is created. Almost obsolete with the advent of digital artwork.

Bulk: Thickness of a sheet of paper or board. Also used to indicate the relative thickness of a sheet in relation to its weight. Usually measured in microns (1,000th of a millimetre) or 1,000 of an inch.

Camera Ready: Artwork or copy ready for photographic reproduction.

Case: In bookbinding, the hard covers of a case bound book

Chromolithography: Colour printing by means of lithography.

CMYK: Cyan, Magenta, Yellow, Key (black), being the primary colours used as the basis for 4-colour process printing. Also known as 4 colour process.

Coated Stock: Material coated on one or both sides with a mixture china clay, latex and other loadings to fill up surface pits and improve the printing surface. The process can be accomplished either on-line on the papermaking machine (machine coated) or as a separate operation (off-machine coated).

Coldset Web: A reel fed press with limited or no drying facility. Only uncoated papers such as newsprint or bond can be printed on coldset webs.

Colour Correction: Alteration of the colour of a photographic image by electronic retouching.

Colour Proofing: This term describes a wide range of techniques which have been developed to reproduce full colour images from film or digital data available, prior to the actual print run; thus allowing the client, colour separation house and printer to view the "proofed" result, prior to the actual print run.

Colour Separation: In photographic reproduction, the process of separating colour originals into the primary printing colour components.

Concertina Fold: Folding each panel of a leaflet in alternate directions, so that when opened out the finished product is folded in a zigzag fashion.

Continuous Tone: A photographic image with gradient tones from black to white.

Contrast: The tonal gradation between the highlights, middle tone and shadows in an original or reproduction.

Crease: An indented line pressed into the substrate to reduce resistance and allow folding without cracking or splitting.

Crop: To cut a piece of copy or artwork to the size indicated on an original by cropmarks.

Crossover: When an image runs across two pages, requiring the image to be split where it crosses the spine.

CTP: Acronym for Computer To Plate, the process by which digital data is converted via a RIP device to drive a platesetter, which generates the finished printing plate.

Curl: In paper, the distortion of a sheet due to differences in structure or coatings from one side to the other or absorption of moisture on an offset press.

Cut-Off: In web offset printing, the cut length of a single revolution of the printing cylinder. Conventional long grain presses have a 620 to 630mm cut-off, whereas short grain presses typically have 560 to 600mm cut-off.

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Glossary of Print Terminology