



# Print Definitions

**Accordion fold:** To fold into pleats resembling the bellows of an accordion: to make a fan by accordion-folding a sheet of paper.

**Against the grain:** The arrangement, direction, or pattern of the fibrous tissue in wood/paper.

**Alteration:** A change; modification or adjustment.

**Banding:** A thin strip of flexible material used to encircle and bind one object or to hold a number of objects together.

**Bind:** To fasten or secure.

**Bindery:** A place where books are bound or printed materials are finished.

**Bleed:** To permit (printed illustrations or ornamentation) to run off the page or sheet.

**Blind embossing:** To emboss or impress (the cover or spine of a book) without using ink or foil.

**Bond Paper:** Variety of paper usually with high cotton fiber content.

**Break for color:** Also known as color break or color separation. Separate the parts to be printed in different colors.

**Brightness:** The attribute of light-source colors by which emitted light is ordered continuously from light to dark in correlation with its intensity. The brilliance or reflectance of paper.

**Carbonless:** Pressure sensitive writing paper that does not use carbon; paper that makes multiple copies without intervening layers.

**Camera-ready copy:** Print ready art, hard copy paper originals.

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

**Coated paper:** Clay coated printing paper with a smooth finish.

**Coil Binding:** A method of binding books by threading wire or plastic coils into punched holes.

**Collate:** To gather and assemble in proper order.

**Color bar:** A quality control term regarding the spots of ink color on the tail of a sheet.

**Color correction:** Methods of improving color separations.

**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:** A method of binding books by threading plastic "combs" into punched holes.

**Contrast:** Change in color from light to dark. The degree of difference between the lightest and darkest parts of a picture

**Copy:** Reproduction of an original work.

**Copyright:** The exclusive legal rights to reproduce, publish, sell, or distribute the matter and form of something.

**Cover paper:** A heavy printing paper used to cover books.

**Crash number:** Numbering paper by pressing an image on the first sheet which is transferred to all parts of the printed set. Must be on carbon based paper.

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

**Density:** The quantity per unit volume, the degree of color or darkness of an image or photograph, the degree of opacity.

**Die:** Metal rule or imaged block used to cut or place an image on paper.

**Die cutting:** Curing images in or out of paper.

**Dot:** An element of halftones. With a loupe you will see that printed pictures are made of many dots.

**Dot gain or spread:** Halftone dots becoming larger when printed, caused by ink spreading out on the paper making the image appear darker.

**Drill:** Making a hole through a stack of paper with a drill.

**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.

**Estimate:** Statement of the approximate cost with current information provided.

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

**Foil:** A metallic or pigmented coating used in foil stamping.

**Foil emboss:** Foil stamping and embossing an image on paper with a die to add color or brilliance.

**Foil stamping:** Using a die to place a metallic or pigmented image on paper.

**4-color-process:** Combining four basic colors to create a printed color.

**Font:** An assortment or set of type or characters and spacing all of one style and/or one size.

**Foot:** The end or edge that is lower or opposite the head.

**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.

**Generation:** Stages of reproduction from original copy. A first generation reproduction yields the best quality.

**Gloss:** A shiny look that reflects light.

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

**Hairline:** A very thin line or gap about the width of a hair or 1/100 inch.

**Halftone:** Shades of gray between the darkest and the lightest parts of an image; smooth variations of color by dots assigned to areas of the electronic image.

**Hard copy:** Copy of textual or graphic information produced on paper.

**Highlight:** The lightest areas in a picture or halftone area with the greatest amount of illumination.

**Imposition:** To arrange (as pages) in the proper order for printing and folding.

**Impression:** Printing an image on paper. The number of originals x quantity = impressions.

**Imprint (Overprint):** Adding copy to a previously printed page.

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

**Keyline:** Lines around photographs or illustrations that show position.

**Kiss die cut:** To cut the top layer of a pressure sensitive sheet and not the backing.

**Knock out:** To mask or remove an image.

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

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

**Landscape:** A document having the horizontal dimension longer than the vertical dimension.

**Line copy:** High contrast image not requiring a halftone.

**Lines per inch:** The number of rows of dots per inch in a halftone.

**Loupe:** A magnifying glass used to review a printed image, plate, and position film.

**Magenta:** One of the basic colors in process color. The color red.

**Map tip out:** Type of fold where the right side of a sheet is folded in half and then half back.

**Marginal's:** Call outs for directions on various parts of a business form.

**Match print:** Trade name for 3M integral color proof.

**Matte finish:** A smooth even surface, free from shine.

**Middle tones:** The tones in a photograph that is approximately half as dark as the shadow area.

**Moiré:** Occurs when screen angles are wrong causing disturbing patterns in the dots of a printed image.

**Negative:** The image on film that makes the white areas of originals black; and black areas white.

**Non-reproducing blue:** A blue color cameras cannot see. Used in marking up artwork.

**Offsetting:** Using an intermediate surface used to transfer ink. Also, an unpleasant circumstance when the images of freshly printed sheets transfer images to each other.

**Offset paper:** Uncoated book paper.

**Pad:** Collection of sheets of paper glued together at one end.

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

**PDF:** Portable Document Format, is a file format created by Adobe® Acrobat which can be read by anyone with the freeware Acrobat Reader. PDFs can be created from many different types of files including Microsoft® Word. It is ideal for printing because (if created properly) it contains all the fonts and links needed to print the file.

**Perfect bind:** A type of binding that glues the edge of sheets to a wrap around cover.

**Perforate:** To make a line of holes in paper for easy tearing in a straight line.

**PMS:** The abbreviated name of the Pantone Matching System of premixed ink colors.

**Point:** Paper - a unit of thickness equaling 1/1000inch; Typesetting - a unit of height equaling 1/72 inch.

**PostScript:** A computer language recognized by printing devices.

**Portrait:** A document having the vertical dimension longer than the, horizontal dimension.

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

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

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

**Register marks:** Cross-hair lines or marks on film, plates, and paper that guide strippers, plate makers, pressmen, and bindery personnel in processing a print order from start to finish.

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

**Scanner:** A device that scans an image (as a photograph) or document (as a page of text) especially for use in electronic format.

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

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

**Self-Mailer:** Materials that can be sent by mail without enclosure in an envelope by use of a gummed sticker or tab to hold pages together.

**Shrink wrap:** Wrap in clear plastic film that is then shrunk with heat to form a tight fitting package.

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

**Signature:**

**a.** Letter or figure usually placed at the bottom of the first page on each sheet of printed pages (as in a book) as a direction to the binder in arranging and gathering the sheets.

**b.** One unit of a book comprising a group of printed sheets that are folded and stitched together or a sheet of printed pages which when folded become a part of a book or publication.

**Skid:** A portable platform for handling, storing, or moving materials and packages.

**Specifications:** A precise description and details provided in writing.

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

**Spoilage:** Planned paper waste for all printing and finishing operations.

**Spot varnish:** Varnish used to highlight a specific part of the printed sheet.

**Stock:** The paper or materials to be printed on.

**Substance weight:** A term of basis weight when referring to bond papers.

**Substrate:** Any surface on which printing is done.

**Text paper:** All purpose grades of uncoated paper with textured surfaces.

**Thermal binding:** Binding with an adhesive tape activated by heat.

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

**Transparency:** A picture viewed by light shining through it or by projection

**Transparent ink:** A printing ink that does not conceal the color under it.

**Trapping:** To print one ink slightly over the edge of another reducing the possibility of a white gap between the two colors.

**Trim marks:** Marks that show where to trim the printed sheet.

**Trim size:** The final size of a printed page after cutting off the excess.

**Tumble:** Orienting the top of the front side to the bottom of back side.

**Under-run:** Production of fewer copies than ordered. See overrun.

**Up:** Printing two or more up means printing multiple copies of the same image on the same sheet.

**Varnish:** A clear liquid applied to printed surfaces for looks and protection.

**Vignette halftone:** A halftone whose background gradually fades to white at the edges.

**Wash-up:** Removing printing ink from a press, washing the rollers and blanket. Certain ink colors require multiple wash-ups to avoid ink and chemical contamination.

**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

**Web press:** The name of a type of press that prints from rolls rather than sheets of paper.

**Wire-O binding:** A method of wire binding books along the binding edge that will allow the book to lay flat using double loops.

**With the grain:** Folding or feeding paper into the press or folder parallel to the grain of the paper.

**Work and tumble:** Printing one side of a sheet and turning it over from the gripper to the tail to print the second side using the same side guide and plate.

**Work and turn:** Printing one side of a sheet and turning it over from left to right using the same side guides and plate for the second side.

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

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