



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.

Publishing & Distribution

(503) 373-1700 | oregon.gov/das/printmail
550 Airport Road SE, Suite A | Salem, OR 97301