

## **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**