

Glossary of Terms

Artwork: All original copy, including type, photos, and illustrations. Could be a hard copy or a digital file

B&W: Black and White; generally refers to black ink/toner on white paper. 1/1. Not colour copied

Bindery: Either the department responsible for finishing or refers to how a job is finished. Is the unit coiled, cerloxed, folded, stapled top left or saddle stitched or side stitched, padded, wrapped drilled etc.

Bleed: Term describing when toner or ink extends to the edge of the sheet/card. When there is bleed, the document must be printed/copied on a larger sheet and trimmed out. Provide crop marks and appropriate artwork. Some programs require you to “include bleed” when making a PDF

CMYK: Press process term for Cyan, Magenta, Yellow and Black as the 4 process colours

Colour or C/C or CC: Colour toner from Quick Print colour device or colour on press

Cover: Refers to both general stock and outer shell of document: hard cover, soft cover, clear laminate cover may be front only or sets, self-covering

Creep: The concept of a booklets folded pages feathering out at the edges. Artwork must allow margin space for creep in order to avoid trimming issues

Crop Marks\Registration Marks: Tic lines placed around artwork to show invisible borders used for trimming guidelines. Keep tic lines outside of trim area or bleed area

Digital File: generally referred as artwork provided from computer program not hard copy (high quality PDF preferred for printing practices)

DPI/ Resolution (Dots Per Inch): Refers to the physical density of ink or toner laid down during the printing process. Copy quality requires the correct DPI for the medium and size of project

Finished size: the size of the unit when complete. IE: 8.5X11”, 11X17”, 2X3”

Gutter: The area of a booklet’s centre where a binding may be. Gutter space must be allowed for best visibility of image

Margin: The white or blank space around the bordering edges

Over Run: The additional printed units beyond order to accommodate bindery practices. Overage policies vary in the printing industry.

Pages and sheets: One flat sheet has two sides, each of those sides is a page; therefore, one flat sheet is two pages. However, one sheet folded in half is four pages. Do not count the cover of a booklet unless self-covering (same paper throughout). Page count accuracy is important to estimating costs appropriately.

Pantone (PMS): Pantone Matching System was developed in 1963. This authority on colour creates a “chip” guide to select colour across the globe

Proof: A test run made to reveal correctness of artwork when unit is finished.

Quantity: the amount of units required to print, copy, estimate/quote. Often 100/250/500/1000

Ream: 500 sheets of paper

Self-Covering: Refers to a booklet using the same stocking inside and out. Usually not a hard cover outside

Spot Colour or Varnish: an extra specific colour or varnish layer applied in addition to regular printing or copying