

Glossary

Unsure of the language that gets banded about and are too afraid to ask? Well don't be! Check out our glossary, and if you're still a little puzzled by something, get in contact with us and we'll happily explain it.

Author's alterations (AAs)

At the signed-off proofing stage, changes that the client requests to be made concerning original artwork provided.

Artwork check

Once an item is signed-off to go to print, it is thoroughly checked for bleed, colour, size etc. to ensure it is technically ready for print.

Banner

A long horizontal online ad usually found running across the top of a page, in a fixed position.

Bitmap images

Raster images – made of dots known as pixels. Resolution dependent.

Bind

Joining of pages with wire, glue or by other means.

Blacklining

A program which tracks and shows the amendments made on a document at every stage of the artwork process.

Bleed

The part of a printed image beyond the trim area.

Blog

An online space that is regularly updated, featuring the opinions or activities of groups or individuals.

Button

A square online ad usually found embedded within a web page.

Broadband

An Internet connection that is always on and delivers a higher bit rate (128 kbps or more) than a standard dial-up connection. It allows for a better online experience as pages load more quickly and items can be downloaded faster.

CMYK

The four process colours in print are **c**yan, **m**agenta, **y**ellow and **b**lack.

Crease

Any material over 200gsm is creased as opposed to folded, due to the thickness of the material.

Coated paper

Paper that has received a coating to achieve a special finish.

Collect for output

All images, graphics, fonts, high res PDF (for proof) and the artwork are prepared and packaged to be sent via either FTP, email or CD. CDs will also have a printed colour proof.

Crop marks

Lines near the edges of an image indicating portions to be reproduced. Sometimes called cut marks and tic marks.

CS (Creative Suite)

Adobe's suite of studio programs.

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Cutter guide

Provided for any item, such as a folder, that is diecut. We set this as a spot colour guide which will not be printed but will appear on your proofs showing all cuts and folds.

Digital proof

The proof provided between PDF sign-off and final printed product.

Digital print

An alternative to litho printing for smaller volumes where no PMS colours are used.

Die cut

Cutting irregular shapes, for example pockets on folders.

Dummy

A blank version of item made out of the actual stock. Helps to check cutter guides work and gives a feeling of the finished product (for example weight and feel of stock).

DPI

Dots per inch, a measure of resolution of input to devices such as scanners, display devices such as monitors, and output to devices such as laser printers. The higher the dpi the better the quality.

Embossing

To press an image into paper so it is raised above the surface of the material.

File

These can be in different formats depending on what they will be used for. Examples include EPS Illustrator file/Photoshop file, jpeg, tiff.

Finished size

Size of the item after all finishing.

Flat size

Size of product after printing and trimming, but before folding.

Foil blocking

Such as gold or silver foil blocking, a layer of foil is stamped onto the item.

Font

Typeface used.

FST

Fold, stitch and trim.

FTP

Means File Transfer Protocol and is a way of transferring files via the Internet. Details of our ftp site can be provided upon request.

Gatefold

The left and right edges fold inward with parallel folds and meet in the middle of the page, without overlapping.

Gloss laminate

Gives a shiny look, reflecting light

GSM

The unit of measurement for paper weight (grams per square metre).

Gutter

The inside margins or blank space between two facing pages. This is extra space to allow for binding in books and magazines, this space depends on the binding method.

Hickey

Spot or imperfection in printing.

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Illustrator

A drawing program used in the studio.

InDesign

A layout program used in the studio.

Job number

Unique number we assign to each individual job at Talisman. This reference also helps us to find archived jobs.

Kiss cut

To die cut the top layer, but not the backing layer, of self-adhesive paper such as labels.

Laminate

A thin transparent plastic sheet (coating) providing a glossy effect applied to usually a thick stock (covers, postcards etc.) providing protection against liquid and heavy use.

Leading

Amount of space between lines of text and paragraphs.

Litho print

A printing process based on the principle of the natural aversion of water to grease.

Matt laminate

The opposite to gloss lam, gives a matt or dull paper finish.

Makeready

This is at printing stage. 1. All time spent preparing press for printing. 2. Paper used in the makeready process is waste and spoilage.

Mock-up

A 3D visual of the item which usually includes copy and images. Useful for checking layout, pagination and cutter guides.

Pantone/PMS/spot colours

The definitive international reference for selecting, specifying, matching and controlling ink colours. Some Pantone colours can be broken down as four colour process – these colours are either dictated by the Pantone system or by specific breakdowns specified in a company's corporate identity.

PDF

Portable Document Format. High resolution for print and low resolution for proofing or web purposes.

Perf

A dotted line commonly used to identify a perforation, for example tear-off sections such as reply paid cards. This will not be printed but will appear on your proofs for checking its position.

Perfect Bound

A type of binding that glues the edge of leaves to a cover like a telephone book.

Plate

Litho printing uses plates to transfer an image to paper. The plates can be made of metal, plastic, rubber, paper, and other materials. The image is put on the printing plates using photomechanical, photochemical, or laser engraving processes.

Pop-up

An online ad that appears in a window on a web page.

pp

Refers to the number of pages printed, for example a single sided printed piece of A4 is 1pp.

PPI

Postage Paid Impression is the symbol used on envelopes used predominantly for direct mail.

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Quark Xpress

A layout program used in the studio.

Resolution

This describes how fine the dots are that make up an image. The more dots, the higher the resolution. For a crisp clean image in print, it is recommended you have at least 300dpi (dots per inch) when the image is used at 100%.

RGB

Red, **g**reen and **b**lue are the colours of the dots used to make images on a computer monitor, or a television screen. More commonly used in web design.

Roll fold

Commonly on 6pp or 8pp items.

Saddle stitching

Nothing to do with horses. To bind the papers together where they fold on the spine.

Scamp

An illustration or rough drawing by a designer, setting an idea on paper.

Seal

This is used on coated silk paper and stops the ink from marking or rubbing.

Self cover

The same paper is used for the cover and text pages.

Skyscraper

A long vertical online ad usually found running down the side of a page in a fixed position.

Specials

Another way of referring to spot or Pantone colours.

Spot varnish

Varnish used to highlight a specific area on the sheet.

Stet

A proof marking (.....) meaning to let the original copy stand.

Stock

The material to be printed on.

Talisman Studio

A team of conscientious, hardworking people, who produce a higher quality of work than other mediocre studios, and are always willing to accept bribes of chocolate biscuits!

Tint

A shade of a single colour or combined colours.

Uncoated paper

Does not have any type of coating applied to it, and is generally more absorbent than coated paper.

UV varnish

A varnish applied after printing, either as an overall finish to give a high gloss finish, or applied as a 'spot' varnish to certain printed images.

Visual

A common mistake is to assume that a visual is a finished piece of artwork. A visual is in fact just that – a visual representation of an idea. Once a visual has been agreed on, then it is artworked (correct size, colour, CMYK images, cutter guide etc.) to produce a print-ready item.

Web print

Nothing to do with Internet! A web printing machine accepts paper from a very large roll (the web). These presses are very fast and are only economic for high volume work such as magazines.



Glossary continued

Wet proof

A proof from the press on the stock (paper) to be used for the actual job.

Work and turn

Printing one side of a sheet and turning it over from left to right and printing on the other side.

ZIP file

A way of compressing a file to a smaller size. Used for sending large documents via e-mail, CD or FTP.