

# Print Glossary

## A sizes

Most common paper size used for general printing, stationery and publications.

## Acetate

A transparent plastic sheet placed over printed originals that are commonly used to protect books.

## Artwork

Finished layout or typesetting, drawings or photographs, made up in a form which is ready for the printer to print from.

## Bleed

Printing that extends to the edge of a sheet or page after trimming.

## C sizes

A paper size used for envelopes, designed to take 'A' sized paper.

## Case bound

A hardback book made with a stiff outer cover. Case bound books are normally covered with an outer cloth, vinyl or leather.

## CMYK

Abbreviation for cyan, magenta, yellow and key (black), the four process colours commonly used when printing.

## Coated/Uncoated Paper

Paper with a coating improves reflectivity and colour holdout of a print. Gloss and satin are examples of coated paper. Uncoated paper is commonly used for the printing of letterhead and is also referred to as bond or offset paper.

## Collating

Arrangement of printed sheets into the desired sequence.

## Comb Binding

A plastic comb which is used to bind and grip the spine edge of a book.

## Crop Marks

Lines near the edges of an image indicating portions to be reproduced. Also called cutting marks and tick marks.

## Desktop Publishing

The creation of artwork for print from your computer.

## Die Cut

To cut irregular shapes into a paper or board using a die.

## Digital Printing

Printing straight from electronic artwork (no plates used as in Litho print). Typically printed out of four colour process (CMYK). It's ideal for short runs and faster turnarounds.

## DL Envelope

A standard envelope size measuring 110mm x 220mm. They take A4 sheets folded into three.

## DPI

Dots per inch that indicates the resolution an image. The more dots per inch, the higher the resolution and the better quality the image.

## Drill

Drilling of holes in literature which will allow insertion of a treasury tag or into a ring binder.

## Duplex

A term referred to when you print on both sides of a sheet of paper.

## Encapsulation

Where a printed matter is sealed in a plastic coating providing a rigid, watertight covering.

## Estimate

A price that states what a job will probably cost. This is also referred to as a quotation.

## Font

A set of letters, numbers or symbols that share a unified design. The design is called a typeface.

## Grain Direction

The direction that the fibres in paper become aligned during manufacturing.

## GSM/Grams

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

## Hickey

Spots or imperfections in the printing due to such things as dirt on the press, dried ink skin or paper particles etc.

## Imposition

Refers to the planning/positioning of artwork so that it is reproduced in an effective and orderly method.

## Impression

One impression equals one press sheet passing once through a printing unit.

## Insert

Within a publication, an additional item positioned into the publication loose (not bound in).

## Job Number

A number assigned to a specific printing job in a printing company for use in tracking and historical record keeping.

## Laminate

A thin transparent plastic sheet (coating) applied to usually a thick stock (covers, post cards, etc.) Providing protection against liquid and heavy use.

## Landscape

A design where the width is greater than the height – (opposite of portrait).

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# Print Glossary cont...

## **Make-ready**

All activities required to prepare a press or other machine to function for a specific printing or bindery job. Also called setup.

## **Offset Litho(graphy)**

A printing process by which the inked image to be printed is transferred (offset) first to a rubber blanket layer before coming into contact with the paper which takes up the inked areas. This process is normally used for longer runs/larger quantities of a printed matter.

## **PDF**

Portable Document Format. The industry standard for saving files in an acceptable format. Quick, cheap and stable.

## **Perfect binding**

Can also be referred to as adhesive or soft binding. A type of binding in which the pages of a book are held together at the binding edge by glue or a synthetic adhesive

## **Perforating**

Taking place on a press or a binder machine, creating a line of small dotted wholes for the purpose of tearing-off a part of a printed matter

## **Personalisation**

Where data elements are unique to an individual printed piece. Concept facilitated by digital printing.

## **Plate**

Piece of paper, metal, plastic or rubber carrying an image to be reproduced using a printing press.

## **Portrait**

A design where the height is greater than the width – (opposite of landscape).

## **Pre-Press**

All procedures associated with bringing a job to press such as managing colour settings and carrying out final artwork checks. This can also be referred to as pre-flighting.

## **Proof**

A printed sample of work to be checked for errors in text, positioning or quality or colour reproduction.

## **Ream**

500 sheets of paper.

## **Recycled Paper**

New paper made entirely or in part from old paper.

## **Resolution**

Refers to the sharpness and quality of a supplied image. The higher the resolution, the better quality the final printed product will be.

## **RIP**

Raster image processor. A processor which converts files into a format ready for printing.

## **Saddle Stitch**

To bind by stapling sheets together where they fold at the spine.

## **Self-cover**

The paper used inside a booklet is the same as that used for the cover.

## **Simplex**

Printing on one side of a sheet of paper.

## **Spine**

The binding edge of a publication.

## **Spiral Bind**

To bind using a spiral of continuous plastic looped through holes which are pre-punched into the pages of a booklet. Is also referred to as comb and coil binding.

## **Stock**

Paper or card to be printed on.

## **Typo**

Short for 'typographical error' – a mistake in the copy.

## **Visual**

A preliminary layout, indicating the general design and the positioning of the various elements.

## **Watermark**

Translucent logo in paper created during manufacturing by slight embossing from a dandy roll while paper is still approximately 90 percent water.

## **Wire-0 Binding**

A continuous series of wire loops run through punched slots along the binding side of a booklet.

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