

# THE IDENTITY PROGRAM

## GLOSSARY

The worlds of design, typography, and print production are complex and precise. Literally thousands of industry-specific terms are used by those working in these arts. Although a deep knowledge of all the terms used in the creation and production of quality documents would fill several books, this short glossary covers some of the terms used in this Identity Program. These and other terms listed will help you communicate more effectively with designers and Marketing Services.

For further education, we recommend obtaining a copy of the "Pocket Pal" (ISBN: 9997-7084-58), an excellent, inexpensive reference book and a graphic arts industry standard.

**ALIGNMENT** In type, orientation with regard to edges of the type, as in aligned right (flush right, or justified right), aligned left (flush left, or justified left), aligned on center (centered), or aligned both left and right (fully justified).

**ASCII** Format for type that can be most easily read across different computer platforms and programs. When supplying a text file for a project, always include a copy of the file in this format.

**BANDING** Defect in screens or screen tints in which parallel breaks (stair steps) or streaks appear. To eliminate this problem when creating blends, create the blends in a program such as Adobe Photoshop™ and add noise of 3.

**BASELINE** Imaginary line, under a line of type, used to align characters.

**BASIS WEIGHT** The weight, in pounds, of a ream of paper (five hundred sheets) cut to the basic size. When writing basis weight, the word "pound" is abbreviated with the symbol "#." Fifty-pound coated is written 50# coated.

**BLEED** An extra amount of a printed image that extends beyond the trim edge of a piece to allow for imperfect trimming and/or binding in the production process.

**BUSINESS REPLY CARD** Pre-addressed card meeting postal regulations for size, paper weight, bar coding and prepayment. Also called BRC or reply card.

**CAMERA-READY ART** Film or paper artwork given to the printer for prepress and printing. The printer must provide exact production specifications to the designer before camera-ready art can be created.

**CHOKER AND SPREAD** Creating an overlap where two colors meet by "choking" one color and spreading the other, to allow for imperfect registration. Sometimes referred to as trapping.

**CLIP ART** Copyright-free drawings available for purchase for reproduction. Clip art illustrations are printed on glossy paper or stored on computer disks. They are ready for placement on mechanicals or pages designed on computer screens.

**CMYK** (Cyan, Magenta, Yellow, Black) The four process colors used in printing. Before a photographic image or spot color is printed in four colors it must be converted into CMYK format, using the printer's specifications.

**COATED PAPER** Paper with a coating that improves reflectivity and ink holdout. Coated paper is available in a wide range, but all are in three major categories of surface shine: gloss, dull and matte.

**COMP** Simulation of a finished piece, it may be loose or tight, depending on the application. Almost all representations of a piece before the final printer's proof can be called a comp. Short for comprehensive dummy.

**CREDIT LINE** Line of relatively small type next to a photo or illustration giving its source and/or the name of the photographer or artist. Often includes copyright notice (©). Also called courtesy line.

**CROP** To eliminate portions of an image so the remainder is more useful, pleasing, or better able to fit the layout.

**DASH** Typographic marks with various meanings, depending on the application. An em dash (—) is longer than an en dash (–) and much longer than a hyphen (-).

**DINGBAT** Typographic symbol, such as a bullet (•), used for emphasis or decoration.

**DOTS PER INCH (DPI)** Resolution of an imagesetter. An office laser printer may have a resolution of 600 dpi, while a film imagesetter used for final output may have a resolution as high as 2540 dpi.

**DROP SHADOW** Faded screen tint or rule touching an illustration, box or type to give a three-dimensional shadow effect.

**DUOTONE** A black-and-white photograph reproduced in two colors. Used to create a richer-looking image when four-color printing is not an option.

**ELEMENT** One part of an image or page. Elements of a page may include headlines, body copy and halftones.

**EPS (ENCAPSULATED POSTSCRIPT)** A file format used for non-continuous-tone artwork, such as logos. True EPS files can print at any size without loss of quality.

**FINISHED SIZE** Size of product after production is complete, as compared to flat size. Also called trim size.

**FOR POSITION ONLY** Photos or art used on mechanicals to indicate placement and scaling, but not intended for final reproduction. Abbreviated FPO.

**FREELANCER** Professional, such as writer or photographer, who is self-employed, thus free to accept work from many clients. Also called contract artist.

**GHOST** A screened back or shaded down image. Both full-color and black and white images can be ghosted.

**GRAINY** Appearance of a photograph or halftone that has been enlarged so much that the crystal pattern in the emulsion can be seen. More pronounced in color film.

**GRID** A grid defines headline positions, column length and width, placement of headers and footers and any other predetermined placement of photographs or graphic elements on a page. A series of nonprinting horizontal and vertical rules (guides) assist in creating and maintaining a grid for consistency in page layout.

**HALFTONE** A photograph or illustration that has been converted into dots for reproduction.

**JPEG (Joint Photographic Experts Group)** A file format that compresses continuous-tone computer images in size, often used for web graphics.

**KERNING** Improving the appearance of type by adjusting the spacing between selected pairs of letters. Kerning becomes of greater importance as type size increases, or when all caps are used. Pairs of letters commonly needing attention are AV, AY, FA, AW, PA, and AT.

**LEADING** Space between lines of type expressed as the distance between base-lines, usually in points. Pronounced "leading" because the term originated with strips of metal (lead) used to separate lines of hot type.

**LINES PER INCH (LPI)** Resolution of the screen used in reproduction. A newspaper may have a resolution of 85 lpi, a magazine of 133 or 150 lpi, and an art book may have screens at resolutions up to 400 lpi. Also called line count, screen count, or line screen.

**MOIRÉ** Undesirable pattern resulting from using offset printed images as art or when a pattern in a photo, such as a plaid, interferes with a halftone dot pattern.

**OPACITY** Characteristic of paper that prevents printing on one side from showing through to the other.

**PANTONE COLORS** Brand name of colors in the PANTONE Matching System, an industry standard for communicating color inks. Includes pastel and metallic inks.

**PAGE** One side of a leaf. One sheet folded in half equals four pages.

**PAGE COUNT** Total number of pages. Usually quoted as "X plus cover," the cover counting for four additional pages.

**PIXELS PER INCH (PPI)** Resolution of non-EPS electronic artwork. For printing, you need a PPI resolution at least twice as high as the line screen the image will print at.

**POINT** A unit of measurement for type sizes. There are approximately 72 points to an inch.

**PROOF** A representation of how a printed job is intended to look, supplied by the printer.

**REVERSE** Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image "reverses out" of the ink color.

**SADDLE STITCHED** Stapled along the folded paper edge, a common way to bind booklets.

**SELF-MAILER** Printed piece designed to mail without needing an envelope.

**SMALL CAPS** Capital letters approximately the x height of lowercase letters in the same font, LIKE THIS.

**SPECIFICATIONS** Complete and precisely written description of features of a printing job, such as number of pages, finished size, paper stock, quantity, number of printing colors, binding method, etc. Abbreviated specs.

**TEMPLATE** Pattern used to make page formats. A template may be a physical object that guides a pencil, an underlay for a light table, or, more likely today, a computer file with preset formats or outlines for the final printed piece.

**TIFF (Tagged Image File Format)** A file format preferred for printed photos and illustrations. In printing, make sure you have a resolution twice as high as the line screen the image will print at (Newsprint = 85 line screen, related TIFF for reproduction = 170 dpi at 100% size).

**TRAPPING A COLOR** Creating a color from colors already used in a print job, as opposed to using a separate Pantone color to get an exact desired match. Most colors in magazines are trapped from the colors used in the four-color process (CMYK).

**TYPE FAMILY** Group of typefaces with similar letter forms and an unique name. Stone, including all weights and styles, such as light, semibold and bold italic, is a type family.

**TYPE SIZE** Height of a typeface, expressed in points.

**TYPE STYLE** Characteristic of a typeface, such as italic, bold, bold italic, condensed, expanded, black or outline.