

PRINT&BEYOND GLOSSARY

Amendments/alterations – Changes made to the copy after it has been set.

Bitmap – A digital graphic image formed by tiny squares called pixels. The more pixels in an image, the clearer it appears.

Binding – This is the process used to keep your books and booklets together. There are many different methods of binding; the most commonly used at Whirlwind are saddle stitch, perfect and burst bound.

Black – The colour of maximum darkness. For CMYK printing, you will get the deepest black possible by adding 40% cyan to 100% black. There is no other combination that produces a better black.

Borders – A margin around the edge of artwork. We recommend that all borders are more than 3mm wide on the trim edges.

Celloglaze – also known as cellosheen, this is a plastic film heat bonded to printed products such as booklet covers or business cards. It can be either gloss or matt and can be applied to either both or just one side of an item.

Centring – Each file should be placed into a picture box and auto-centred, so the centre of your artwork is the centre of your trim.

Coated – Printing papers that have had a surface coating to give a smoother, more even finish with greater opacity.

Colour mode – Colour mode/space/model must be CMYK (NOT RGB).

Colour separation – The process of separating a continuous tone colour into the four process colours for print production.

Corner marks – Marks printed on a sheet to indicate the trim.

Creep – When the middle pages of a folded booklet extend slightly beyond the outside pages.

Cyan – The blue colour used in four-colour process printing.

CMYK – The abbreviation for cyan, magenta, yellow and black. The colours used in our full-colour printing process.

CTP – Computer-to-plate, a process of printing directly from a computer onto the plates used by a printing press, it eliminates the need for a separate film-to-plate exposure system.

Digital printing – Printing by a plate-less imaging system. Printed sheets are produced directly from a computer file without being transferred onto printing plates.

Dot Gain – The apparent increase in dot size, or tone value, measured on the press sheet compared with the size specified in a digital file or measured on the film separations. The increase is both optical and mechanical and varies with the type of paper and line screen being used. Dot gain is higher with uncoated paper or newsprint.

Drilling – The process of drilling holes in printed material.

DPI (dots per inch) – The measurement of resolution for page printers, phototypesetting machines and graphics screens.

Embossing – A process which produces images or decorations that are raised above the surface of the paper.

Embedded fonts – A process that allows fonts to be viewed by all computers – even if they don't have the same font installed. Essential for printing.

External bleed – When an illustration or image is extended beyond the edge of the page. This allows for a small amount of movement in the printing process.

EPS – Encapsulated Postscript File, a vector-based, computer graphics file format. EPS is the preferred format for many computer illustrations because of its efficient use of memory and colour control.

Finishing – Any process that follows printing, including folding, stitching, binding, laminating.

Folding – When a printed document requires folding for completion, for example A3 folded to A4 or A4 folded to A5 or DL.

Four-colour process – Printing using four colour separation plates – yellow, magenta, cyan and black. The inks are translucent and can be combined to produce a wide range of colours.

GIF – Graphics Interchange Format, a highly compressed file format ideal for simple graphics with limited shading or colour variation. GIF format files of simple images are often smaller than if they were stored in JPEG format, but GIF format doesn't store photographic images as well as JPEG. GIFs shouldn't be used for files to be printed on an offset printing press.

GSM – Grams per square metre, a standard measure of the weight of paper.

Image area – Any part of the design to be printed, stamped or embossed.

Imposition – The arrangement or layout of pages on a printed sheet.

Internal bleed – We recommend that you keep your important information at least 3mm in from the trim to allow for a small amount of movement in the printing process.

ICC – International Colour Consortium, established by the printing industry to create, promote and encourage the standardisation of colour.

ICC Profiles – Standard guidelines for colour management. The profile allows one piece of software or hardware to “know” how another device created its colours and how they should be interpreted or reproduced.

JPEG – Joint Photographic Experts Group, a file compression format that allows high quality full colour or grey-scale digital images to be stored in relatively small files.

Knife, forme cut or die cut – The process of cutting paper and card into different shapes after it has been printed. We can create just about any shape you can imagine.

Laminate – A thin transparent plastic coating that is bonded to paper or board by heat and pressure. This provides protection, as well as a matt or gloss finish.

Line screen – The resolution of a halftone, expressed in lines per inch (lpi).

Lithography – A printing process based on the principle of the natural aversion of water to oil. The printing plate is treated chemically when being made so that the image will accept ink and reject water.

Machine glazed – Uncoated paper with a polished finished on one side only.

Machine varnish – A thin, protective coating applied to a printed sheet to reduce marking or scuffing.

Matt cello – A non-reflective varnish applied to a printed surface to protect it. A matt cello has a slightly granular look and tends to make colours look more vivid.

Offset – A printing method that transfers an image from an inked plate onto a rubber blanket covered cylinder and then onto the printed surface.

Overprinting – The process of printing over an area that’s already printed. Used to emphasise changes or alterations.

Pantone – The name of an ink colour matching system, created by Pantone Inc of USA.

Perforation – A line of punched holes that allow a sheet of paper to be torn or folded accurately. You might also hear it called a perf.

Pixel – A coloured dot that makes up an image on a computer or television screen.

Primary colours – The three main colours in the printing world from which all other colours are created, cyan, magenta and yellow.

PDF – Portable Document File, a type of formatting that enables files to be viewed on a variety of computers regardless of the program used to create them. PDF files retain the “look and feel” of the original document.

PMS – Pantone Matching System, a standard that creates different ink colours by mixing inks with a minimal amount of base colour. A process guide shows how Pantone spot colours will appear when converted to process colours (CMYK).

PPI – Pixels Per Inch, a measurement describing the size of a printed image. The higher the number, the more detailed the image will be.

Raster Image – Electronic representation of printable data using a grid of points called pixels. Each pixel contains a defined value about its colour, size and location in the image – this enables us to print, picture perfect.

Resolution – The number of pixels in an image. The more pixels, the higher the resolution and the better the picture. For a good quality print result, colour and gray scale raster images (pixel-based/scans) should be 300dpi (maximum 350dpi). Mono raster images (bitmaps) should be 1200 dpi maximum.

RGB – Red, Green, Blue, a model for describing colours that are produce by emitting light rather than absorbing it. They are known as additive colours because when they are added together they create all colours. RGB colours are what you see on your computer screen, these must be converted to CMYK for printing.

Spot colour – A colour that's not produced with our standard four-colour process, the colour is printed using ink made exclusively. It's used when you require a very specific ink colour.

Spot varnish – Varnish is applied to a particular spot on your printed material – not the whole thing. It creates a shiny effect on just this spot and nowhere else.

Stock – The general term for any paper or board that is used as a printed surface.

Swatch – A sample of colours or paper stocks.

Trapping – A process used in pre press to create an overlap between colours to allow for slight errors in the printing process. All vector elements are automatically trapped in our RIP process, and raster files are not affected.

Trim – Cutting the printed product down to the correct size.

Trim marks – The guide marks on the printed sheet that indicate where you want to cut/trim the printed sheet.

TIFF – Tagged Image File Format, a bitmapped file format used for the reproduction of digitally scanned images such as photographs, illustrations and logos.

Vector graphics – These are images created using mathematical statements that define geometric shapes. You can move, resize, and change the colour of vector graphics without losing quality. Unlike bitmaps, vector graphics are not dependent on resolution so you can scale them to any size without losing detail or clarity.