

Title:

Printing Glossary And Terminology

Word Count:

1156

Summary:

The following is by no means all of the terms that you may come across when dealing with your

Bleeds: This is where your design calls for the ink to go all the way to an edge of the page.

Keywords:

catalog, design, printing, marketing, paper, tips, product, photography, photo, graphic, layout

Article Body:

The following is by no means all of the terms that you may come across when dealing with your

Bleeds: This is where your design calls for the ink to go all the way to an edge of the page.

Bluelines: This is a proof of your catalog on film that is used to verify that everything is correct.

Camera Ready Art: These are not your photographs. Those will be photographed as half tones. (See

Color Key: This is an acetate film proof of your catalog. Each color is produced on a separate

Composed Film: These are pieces of film that are ready to be stripped or put together with other

Coverage Percentage: If your catalog has areas where there will be 100% ink coverage and you t

Cover Ink: There are two types of ink to choose from for your cover. CMYK and PMS. If you are

Cover Stock: This is the heavier paper used for the cover of your catalog. It can also be used

Design: The combination of everything from your photos to your fonts, layout, logos, artwork,

Die Score or Cut: This is the method used to crease where your catalog will be folded. If your

Emboss: This is where the printer creates a die and stamps your paper from the rear to make a

Foil Stamp: This is where your printer creates a die that is used to stamp metallic gold, silver

Fold Type: Whether your catalog will be folded in half from top to bottom, folded left to right

Half Tones: This is where the printer takes the photos you want in your catalog and scans them

Match Print: For high end product catalogs, this is the recommended method. Each piece of film

Number of Pages: The number of pages you choose for your catalog. This is always in multiples

Output Film: To rip your digital files and produce your art as film that is ready for print.

Output Ready Disk: This is a disk you provide to your printer as a complete product. The only

Perfect Binding: This is a binding process normally used for high-end product catalogs or cata

Perforate: If you want to have tear outs such as coupons, you would instruct your printer to p

Quantity: The number of catalogs you need to have printed. The larger the quantity, the less e

Reflectives: This is where the printer makes a print from your photographs or your negatives.

Saddle Stitch Binding: This is a binding process normally used for catalogs that will be less

Scans from Transparencies: Scanning is the process that takes your transparency and records yo

Set Type: Laying out your type onto a page. This term also applies to the selection of the rig

Spread or Flat Size: This is the size of the paper that will be used to print your catalog on.

Text Ink: This is the type of ink and the number of colors you will choose for the interior pa

Text Stock Paper: This is the lighter paper your interior catalog pages might be printed on if

Trim Size Folded: This is the final size you want your catalog to be. For instance, if you wan

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