



GLOSSARY

Bit (Binary digit). The smallest unit of information in a computer, representing one of two conditions—*on* or *off*.

Bleed. A printing image or color field that extends fully to the edge of the page.

Blue line. A printer's proof produced on blueprint paper, thus rendering the images in shades of blue. This proof does not represent the actual printing colors.

Byte. A unit measure equal to eight bits of digital information. The standard unit of measure of file size.

Camera-ready art work. Any copy, illustrations, photographs, charts, graphs, tables, etc. that have been prepared for pre-press or printing. Origin: Prior to digital, reproduction art work was photographed to make printing plates. See also CREF.

Caps and small caps. Two sizes of capital letters used together.

CMYK. Acronym for the four process colors used in printing a “full-color” image: cyan, magenta, yellow, and key (black).

Color build. A color created by combining various screens of colors used in process (four-color printing: cyan, magenta, yellow, and black (CMYK).

Color fill. The color applied to a graphic.

Color separation. The division of an image into its component colors for printing.

Cover-weight stock. Heavy weight (thick) printing paper usually used for the covers of brochures.

CREF (camera-ready electronic files). A set of guidelines developed to help in the preparation of desktop publishing files for successful output to film.

Crop. The portions of a photograph or illustration to be reproduced by the printer. Usually indicated by “crop marks” on the original.

Die cut. A print-finishing process that cuts special shapes such as pockets or windows.

Digital. The process by which a computer electronically translates information into visible images on monitors or paper.

Expert series. In typography, specially designed small capital letters and numerals.

Finish. The surface characteristic of printing paper, i.e., dull, gloss, matte, vellum, etc.

Flush left. Type aligned evenly on the left side of the column. This glossary is set flush left. See also Ragged and Justified copy.

Four-color process. The method used to replicate full color in printing. Four colors—cyan, magenta, yellow, and black—are used in various shades to achieve the effect.

Gradient blend. The gradual blending of two or more colors in a single application. For example, an image box that starts as blue and gradually turns to green.

Halftone. The process of converting an original photograph to small dots for reproduction.

Justified copy. Type aligned on both the left and right sides of a column.

Kerning. In typesetting, the adjustment of the space between letters.

Kilobyte (K, KB). A measure of digital information equal to 1,024 bytes.

Knock out. In printing, a negative image that appears in white on a background color or black. Also known as *reverse*.

Lead (or leading). The space between lines in typeset materials. Origin: Thin strips of metal inserted between lines in composing metal type for printing.

Logo. An identifying mark or symbol.

Logo sheet. A photographic reproduction from the original artwork of a logo or signature.

Logotype. A name (Cabrini College) designed in a graphically unique type arrangement.

Mechanical (or mechanical art). The term for the original artwork furnished to a printer for reproduction. See also camera-ready art work, CREF.

Mock-up. A preliminary layout showing the position of type, illustrations, photos, etc. as they will appear in a printed publication.

Pantone (PMS). The Pantone Matching System. A proprietary color identification system employing a numerical identification of specific colors, commonly used by graphic designers and printers to communicate color information.

Paper dummy. A sample of the paper stock for a publication, made up in the precise brand, weight, and size of the printed piece.

Perfect binding. The trade name for a binding process that creates a square backbone by gluing the cover to the text pages. Generic: Glue-on cover.

Pica. A standard unit of measurement in the graphic arts industry. One pica equals $1/6$ of an inch.

PMS. See Pantone. The standard Cabrini College blue is PMS 281. The gray is PMS 422.

Point. A standard unit of measure used to measure the vertical size of a typeface. One point equals $1/72$ of an inch.

Process printing. See four-color process.

Ragged. In typesetting, lines of type in unequal length, as opposed to justified. The type in this glossary is flush left, ragged right.

RGB. Acronym for the additive primary colors—red, green, and blue—used to create images on a computer screen.

Reverse. In printing, a negative image that appears in white on a background color or black. Also known as knock out.

Saddle wire (or saddle stitch).

In binding, to fasten a booklet with wire staples through the fold.

Screen (or screen tint). A printing process used to print a shade of a color or black less than full strength.

Sans serif. Typefaces without serifs (stylized tips) having a tendency for monotone stroke weight. This type face, Arial, is sans serif.

Serif. A typeface with short lines projecting from the main strokes of the letterform. The type you are reading—Sabon—is a serif typeface.

Signature. 1. The combination of typography and graphics used as a unit in a fixed arrangement that represents the institution, its departments, or its activities. See logo.

2. The collated pages of a sheet of paper, printed on both sides, folded and trimmed, making up one section of a bound book.

Stock. Printing paper.

Symbol. A mark (usually a logo or logotype) representing something else by association.

Text-weight stock. Printing paper of a medium weight (thickness), typically used for the text section of a brochure.

Typeface. A particular style of letter form and alphabet, usually identified by a name given by the designer, i.e. Garamond, Futura, Galliard, Berkeley, Goudy.