

GLOSSARY

Artwork

All original text, including layout, typesetting, photos and illustrations, intended for printing.

Aqueous coating

A gloss, dull or satin coating applied at the delivery end of the press. It is more environmentally friendly than UV coating because it is water based.

Author's corrections (AC's)

Changes that the client makes to the original material supplied at the page proof or prepress proof stage. AC's are usually considered an additional cost to the client. Also called alterations.

Back up

To print on the second side of a sheet already printed on one side.

Back to back

A page that is printed both sides. Each side is counted as a single page.

Binding

The process of joining printed pages together with either wire or glue. See Saddle stitched, Burst bound, Perfect bound.

Bindery

A section in a printing company where collating, folding and trimming is done.

Bleed

The extra print area around a page to allow the image/colour to run off (or 'bleed off') the edge of the trimmed page. The additional area is then trimmed off once the job is complete.

Burst binding

A binding where the spine of each section is perforated during folding. Glue is pushed up between the perforations and the cover is drawn on to create a square edged spine.

Cast-coated paper

A high gloss, coated paper made when the coating is still wet by pressing the paper against a polished, hot, metal drum. eg Paralux by Raleigh Paper.

Chain of Custody (CoC)

The "Chain of Custody" concept ensures that wood and paper products are certified at each stage of manufacture providing a means to identify products that meet stringent environmental standards.

Coated paper

Any quality of paper that has been coated with a pigment (usually china clay or calcium carbonate) together with a mixture of binders, (starch and polymers). Coating gives a smooth gloss, satin, or matt surface to improve printability. Coated papers are commonly used for four-colour process printing. eg Paralux by Raleigh Paper.

CMYK

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

Crop marks

Lines near the edges of image indicating the outer edge of the page.

Deboss

To press an image into card so it sits below the surface. Often used in small areas to emphasise something such as a logo on a cover.

Die cut

To cut a shape into a cover using a die.

Digital proofing

Page proofs produced from the digital files supplied by a designer to a printer. This is part of the prepress stage at the print company

DPI

'Dots per square inch'. In printing, dots per inch is the measure of printed image quality on the paper. The average personal computer printer today provides 300 dpi or 600 dpi.

Duotone

A photograph reproduced using two halftone plates, each prepared to emphasise different tonal values in the original.



Dummy

A set of blank pages assembled before printing to show the weight, size, shape, form and general style of an Annual Report.

Emboss

To press an image into card so it sits above the surface. Often used in small areas to emphasise something such as a logo on a cover.

Encapsulated PostScript File (EPS)

An image file format that allows postscript data to be stored and edited. It is easy to transfer between Macintosh, MS-DOS and other systems.

Extent

Total number of pages in a publication.

Finished size

Size of a publication after printing is completed, as compared to flat size. eg A4, A5, DL.

Flat plan

Diagram of the pages for a publication showing the cover and pages. The plan usually shows the content on the pages.

Flat size

Size of publication before printing and trimming, as compared to finished size. eg A saddle stitched Annual Report may be A3 flat, but A4 when folded.

Foil emboss

To foil stamp and emboss an image, often metallic. Often used to emphasise logos or type on the cover of a publication.

Fold marks

During artwork preparation fold marks are added to show where a fold is to occur.

Folding

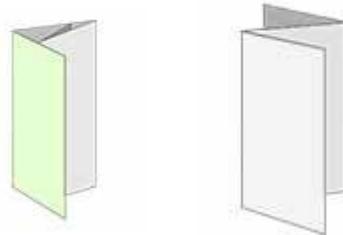
When a printed document requires folding for completion, e.g. A3 folded to A4; A4 folded to A5; A4 folded twice to DL

Folding – crash fold

When a publication has more than one fold and the second fold is over a previous fold, e.g. A3 folded to A4 and then crash folded to DL for mailing.

Folding – roll fold (below left)

Where the fold keeps rolling onto itself.



Folding – Z fold (above right)

Z fold (or Zig Zag fold) when the fold looks like a Z. Also called a concertina fold.

Four-color process printing

Printing that uses black, magenta, cyan and yellow to simulate full-color images. Also called full color printing.

French fold

A sheet which has been printed on one side only and then folded with two right angle folds to form a four page uncut section. Sometimes used as a wrap around on an Annual Report cover.

Gate Fold

A sheet that folds where both sides fold toward the gutter in overlapping layers. Often used for large spreadsheets in an Annual Report.



Grammage

Weight of paper in grams per square meter (gsm). The higher the number the thicker (and heavier) the paper.

gsm (paper weight)

Paper weight is expressed as gsm (or grams / square metre). The higher the number the heavier the stock. Some examples:

70gsm: typical newspaper,

80gsm: photocopier paper,

115gsm: text pages of an Annual Report,

250gsm: a board stock used for book covers.



Lamination

Plastic film fixed by heat and pressure to a printed sheet for protection or appearance.

Machine varnish

A protective coating added during printing to avoid scuffing or to give an overall gloss coating.

Makeready

The process needed to prepare a printing press ready to print. Involves getting paper and ink appropriate to the job

Mock up

During artwork a mock up of the final Annual Report is prepared to show the images and text in place before proceeding to printing.

Offset printing

The method of printing most commonly used for Annual Reports. This method transfers ink from a plate to a blanket to paper.

Pantone Matching System (PMS)

An international colour matching system where each colour able to be printed is given a corresponding number. A guide shows the ink formula for each colour.

Paper quality

Paper quality is expressed in gradings such as A1+ through to A3.

A1+ is the highest quality eg Paralux by Raleigh Paper.

Paper sizes

A standard paper measurement. In the ISO 'A' series each successive size has half the area of the previous size.

| | |
|------------------|-----------------|
| A0 841 x 1189 mm | A1 594 x 841 mm |
| A2 420 x 594 mm | A3 297 x 420 mm |
| A4 210 x 297 mm | A5 148 x 210 mm |
| A6 105 x 148 mm | |
| Other sizes: | DL 210 x 99 mm |

Perfect bind

An adhesive-binding method. Pages are collated, the spine of the book is trimmed off to create loose-leaf pages, and roughened before adhesive is applied and the cover is drawn on. See also *Burst bind*.

Perforation marks

During artwork the perforation marks are placed where the perforation is to occur.

Perforating

An added process on a press or binding machine. It creates a line of small dotted holes where the page will be torn off. Usually on a coupon or response form in an Annual Report.

Pre bind sample

After the cover and pages are printed a pre bind sample is supplied for checking before the Annual Report is bound. Sections can be reprinted at this stage if absolutely necessary. After binding an error will result in the whole report being reprinted.

Prepress

A designer prepares files ready to handover to the printer who then prepares the files ready for the press. The printer will verify all images are correct for printing and then impose the files appropriate for their presses. A prepress proof is prepared for sign off by the client.

Prepress proof

A proof prepared by the printer at the end of the prepress stage. The proof shows the pages imposed ready for printing. The client checks the proofs for accuracy of colour, graphics, images and text.

Press check

The designer and client attend the printing session to see the job printed on the correct paper before approving the job to continue.

Printing plate

Used in offset printing where the plate carries the image to be printed. Quick printing uses paper or plastic plates; letterpress uses metal plates.

Process colour (inks)

Cyan, yellow, magenta, and black; the colours used for four-colour process printing. See also *CMYK*.

Proofreader marks

Standard symbols and abbreviations used to mark up manuscripts and proofs.



Register marks

Cross-hair lines placed during prepress and used by the printing press to automatically register the printing plates to give accurate colour positioning.

Saddle stitch

Binding by stapling sheets together where they fold at the spine. Pages need to be in multiples of four. Limited to books up to approximately 68 pages of 110gsm coated paper.

Satin finish

Alternate term for dull finish on coated paper. eg Harvest Recycled by Raleigh Paper.

Self cover

A publication only using text weight stock throughout. eg an 80 page Annual Report with the cover and text printed on 135gsm Harvest Recycled Silk by Raleigh Paper.

Setoff

Transfer of wet ink from the top of one sheet to the underside of another as they sit in the delivery stack of a press. Also called offset.

Soft proof

A proof that is delivered via a PDF (Portable Document Format). Soft proofing is normally done at later stages of an Annual Report where a prepress proof has been checked, and small changes made. These small text corrections are then checked via a soft proof.

Spot color

Spot color can be used as a second color on an otherwise black-and-white print job. Spot colours are specified using the Pantone Matching System (PMS).

Soy-based Inks

Inks that are made from vegetable oils instead of petroleum products. They are easier on the environment.

Spiral binding

A binding method that uses wire or plastic spirals that are inserted through holes punched along the binding side.

Stock

Paper or other material to be printed on. eg Paralux by Raleigh Paper.

Trim marks (see also crop marks)

During artwork preparation the layout software such as InDesign places marks in each corner of document indicating where the job is to be trimmed in the guillotine.

Uncoated paper

Paper that has not been coated with clay giving it a porous, slightly rough texture. It absorbs ink easily making colours less vibrant than when printed on a coated paper. eg EcoStar by Raleigh Paper.

UV coating

UV Coating is a clear liquid spread over the paper like ink and then cured with ultraviolet light. It can be a gloss or dull, and can be used as a spot covering to accent a particular image. UV coating gives more protection and sheen than either varnish or aqueous coating. Since it is cured with light and not heat, no solvents enter the atmosphere. However, it is more difficult to recycle than the other coatings.

Varnish

Varnish is ink without pigment. It requires its own printing station on press. Varnish comes in gloss, dull, and satin.

Wiro binding

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

