

DEFINITIONS

Anchor. A visually dominant element placed on a page to balance the layout and keep the reader's attention from straying off the page.

Aperture. In photography, lens opening or lens stop expressed as an f/stop number such as f/22.

Binder's board. Very stiff paper used to make covers of case bound books.

Binding. The various methods used to secure loose leaves or sections of a book; e.g.: saddle-stitch, perfect bound. The layout usually has a binding margin to accommodate the physical space on the paper required to bind it.

Bleed. Layout, type or pictures that extend beyond the trim marks on a page. Illustrations that spread to the edge of the paper without margins are referred to as "bled off".

Blind Emboss. A raised impression made without using ink or foil.

Body (Body Copy). The main text of the work but not including the headlines.

Bold (Boldface) type. Type with a heavier, darker appearance. Most typefaces have a bold face.

Calibration. The process of setting a device to known colour conditions.

Candid. A photo that records action without the subjects showing awareness of the camera (unposed)

Cap height. The height of the uppercase letters within a font.

Caps and small caps. A style of type that shows capital letters used in the normal way while the body copy is set in capital letters, which are of a slightly smaller size.

Caption. The line or lines of text that refer to information identifying a picture or illustration.

Character count. The number of characters; i.e. letters, figures, signs or spaces in a piece of copy, line or paragraph used as the first stage in type calculations.

Clipart. Electronic or hard copy images, often in the public domain. Clipart may be copyrighted, however or may come with restrictions as to its use.

Collate. To gather separate sections or leaves of a book together in the correct order for binding.

Colour correct. To improve or enhance colour rendition on separation negatives.

Compose. To set copy into type.

Condensed. A style of typeface in which the characters have an elongated appearance.

Contrast. The degree of difference in tones in a photograph ranging from highlight to shadow.

Copy. For an editor or typesetter, all written material. For a graphic designer or printer, everything that will be printed, including art, photographs and graphics, as well as words.

Copyfitting. The calculation of how much space a given amount of copy will take up in a given size and typeface. Also the adjusting of type size to make it fit in a given amount of space.

Copyright. Ownership of a work by an author, publisher, artist or photographer. The right of copyright gives protection to the originator of material to prevent use without express permission or acknowledgment of the originator. (See Universal Copyright Convention.)

Cropping. The elimination of parts of a photograph or other original that are not required to be printed. Cropping allows the remaining parts of the image to be enlarged to fill the space.

Divider. Yearbook pages that separate one section from another and introduce the section's content.

Double page spread. Two facing pages of a yearbook, newspaper or magazine where the textual material on the left hand side continues across to the right hand side. Abbreviated to DPS.

Drop cap. A large initial letter at the start of the text that drops into the line or lines of text below.

Dummy. A preliminary layout showing the positions of illustrations and text as they are to appear in the final reproduction. Also a set of blank pages made up in advance to show the size, shape, form and general style of a printed piece.

Duotone. A halftone reproduction using two colours, one much darker than the other, usually used to bring out middle tone and highlights or for dramatic effect.

Endpapers or Endsheets. The four page leaves at the front and end of a book that are pasted to the insides of the front and back covers (boards).

"F" stops. In photography, fixed stops for setting lens apertures.

Face. An abbreviation for typeface referring to a family in a given style.

Family. A set of related typefaces. Helvetica Bold, for instance, is considered a different typeface from Helvetica. All the regular, bold, italic, bold italic, extra bold, condensed, expanded and other variations would all be thought of as part of the Helvetica family.

Finished size. Size of printed product after production is complete.

Foil embossing. A process for stamping a design on a book cover without ink, by using a coloured foil with pressure from a heated die or block.

Folio. A page number.

Font. A set of characters of the same typeface, stroke weight (such as bold), and size. That is, one style of a typeface, and not to be confused with typeface.

Footer. Any information that's repeated in the page's bottom margin.

Gloss. Characteristic of paper, ink, or varnish or laminate that appears shiny and reflects relatively large amounts of light.

Graphics. Images (photos, clipart, etc.) presented in a variety of file formats and used to aid in the presentation of, or to add content to the output. There are over 100 graphic file formats. Some popular formats include:

EPS. Encapsulated PostScript

GIF. Graphics Interface File- a CompuServe protocol.

JPG or JPEG. Joint Photographic Experts Group - a compression algorithm that reduces the file size of bitmapped images.

TIFF. Tagged Information File Format. A format for electronically saving bitmapped, grayscale and colour images.

Gray scale. A range of luminance values for evaluating shading through white to black.

Grid. A systematic division of a page into areas that enable designers to ensure consistency. The grid acts as a measuring guide and shows text, illustrations and trim sizes.

Gutter. The white space between two facing pages. Sometimes used interchangeable with Alley to describe the space between columns on a page. (See Binding.)

Halftone. An illustration reproduced by breaking down the original tone into a pattern of dots of varying size. Light areas have small dots and darker areas or shadows have larger dots.

Hard copy. The output from a computer or printer.

Header. Any information that is repeated in every page's top margin.

Headline. The extra large opening statement used to draw attention to an ad or as the title of an article.

Helvetica. A sans serif typeface.

Highlight. The lightest area in a photograph or illustration.

Icons. Pictorial images used on screen to indicate utility functions, files, folders or applications software. The icons are activated by an on-screen pointer controlled by a mouse or trackball.

Image Area. Portion of paper on which ink appears.

Indent (Indentation). Placing copy further from the right or left of the margin. A first line indent is often used at the beginning of paragraphs. A hanging indent has the first line starting at the margin, but successive lines of that paragraph indented; often used in outlines or bulleted lists. A left/right indent, where both sides of a paragraph are indented, is often used to highlight a long quote or bring attention to a particular passage.

Insert. An instruction to the printer for the inclusion of additional copy. Also a printed piece prepared for insertion into a publication or another printed piece.

Italic. Type with sloping letters.

Jump line. The phrase that indicates where the remainder of a jumped story may be found. e.g. "Continued on Page 6."

Justification. There are several different justification styles used in paragraphs. They are: centre, where all the lines of a paragraph are centred between the left and right margins; flush left, where all the lines on the left side of the paragraph are even (sometimes called ragged right); flush right, where all the lines on the right side of the paragraph are even (sometimes called a ragged left); full justification, where all the lines on both the left and right sides of a paragraph are even, with the exception of any partial last line; forced justification, where all the lines on both the left and right sides of a paragraph are even, including partial lines.

Kerning. The adjustment of spacing between certain letter pairs, A and V for example, to obtain a more pleasing appearance. (See Tracking.)

Keyline. An outline drawn or set on artwork showing size and position of an illustration or halftone.

Knock out. The removal (or knock out) of the colour in an area, allowing the background or page colour to show through.

Laminate. A thin transparent plastic coating applied to paper or board to provide protection and give it a glossy finish.

Landscape. Work in which the width is greater than the height. Also used to indicate the orientation of tables or illustrations that are printed "sideways."

Layout. A sketch of a page for printing showing the position of text and illustrations and giving the general instructions. Or, the arrangement of text and graphics on a page.

Lead (Leading). Space added between lines of type to space out text and provide visual separation of the lines. Measured in points or fractions thereof. Named after the strips of lead that used to be inserted between lines of metal type. Pronounced "led-ding."

Logo. Used to denote a specifically styled company name designed as part of a corporate image.

Lower case. The small letters in a font of type.

Margins. A uniform white space around the outside edge of the page or between photographs.

Matte. Flat coating or finish applied to paper.

Metallic ink. Printing inks which produce an effect gold, silver, bronze or metallic colours.

Mock-up. The rough visual of a publication or design.

Montage. A single image formed from the assembling of several images.

Opacity. Term used to describe the degree to which paper will show print through.

Orphan. A line of type on its own at the top or bottom of a column or page.

Outline. A typeface in which the characters are formed with only the outline defined rather than from solid strokes.

Overprinting. Printing over an area already printed. Used to emphasize changes or alterations.

Pagination. The numbering of pages in a book.

Pasteboard. In software, this refers to the area around the page used to store unneeded items.

PDF. Portable Document Format. Developed by Adobe Systems, Inc.[®], (and read by Adobe Acrobat) this format has become a de facto standard for document transfer across platforms.

Pixel. Picture Element. The smallest dot or unit on a computer monitor.

PMS. PMS stands for Pantone Matching System, a system for identifying ink colours. Each colour is identified by a number (for instance, PMS 485 is a bright red) and letter (usually U or C for coated or uncoated) representing the kind of paper. When you request a particular PMS colour which (should) match precisely. There are thousands of colours available in the Pantone Matching System, including specialty inks such as pastels and metallics.

Point. The standard unit of type size of which there are 72 to the inch (one point is approximately 0.01383 in). Point size is measured from the top of the ascender to the bottom of the descender.

Point Size. Denotes the size of type. (See Pica.)

Portrait. An upright image or page where the height is greater than the width.

Pre-press. All work done between writing and printing, such as typesetting, layout and imposition.

Proof. A copy obtained for checking purposes.

Proof correction marks. A standard set of signs and symbols used in copy preparation and to indicate corrections on proofs. Marks are placed both in the text and in the margin.

Proofreading. The process of carefully reviewing a proof copy for any needed corrections.

Retouching. A means of altering artwork to correct faults or enhance the image.

RGB. Red-Green-Blue. The primary colours used in colour televisions and computer monitors.

Rough. A preliminary sketch of a proposed design.

Rule. Horizontal or vertical line used in design for separating sections or merely provide graphic elements for decoration.

Ruler. Rulers displayed on the screen that show measurement in inches, picas or millimetres.

Runaround. Causing text to flow around a frame containing graphics or other text.

Saddle stitching. A method of binding where the folded pages are stitched through the spine from the outside, using wire staples. Usually limited to 64 pages.

Scale. The means within a program to reduce or enlarge the amount of space an image will occupy. Some programs

maintain the aspect ratio between width and height whilst scaling, thereby avoiding distortion.

Serif. A small cross stroke at the end of the main stroke of the letter.

Sidebar. A smaller, related story set adjacent to a main story or article in a newspaper or magazine. Sidebars usually provide context or background information not found in the main story.

Signature. A single sheet of paper that, when folded and trimmed, will produce 16, 24, or 32 consecutive pages.

Small caps. A set of capital letters which are smaller than standard and are equal in size to the lower case letters for that typesize.

Speech Bubble. A circle or bubble enclosing copy in an illustration. Used in cartoons.

Spell check. A facility contained in certain word processing and page makeup programs to enable a spelling error check to be carried out. Dictionaries of American origin may not conform to English standards and the option should be available to modify the contents. Dictionaries usually contain between 60,000-100,000 words.

Spine. The binding edge at the back of a book.

Spot Colour. Specially mixed inks for printing, other than the process colours of cyan, magenta, yellow and black.

Stroke. An individual component in a letter. In the upper case "H", for instance, the two vertical lines and one horizontal line are all strokes.

Tagged Image File Format (TIFF). A common format for interchanging digital information, generally associated with grayscale bitmap data.

Template. A standard layout usually containing the basic details of the page dimensions.

Text Wrap. (See Runaround.)

Text. The written or printed material which forms the main body of the publication.

Text type. Typefaces used for the main text of written material. Generally no larger than 14 point in size.

Thumbnails. The first ideas or sketches of a designer noted down for future reference.

Tint. The effect of adding white to a solid colour or of screening a solid area.

Toolbox. An on-screen mouse operated facility that allows

the user to choose from a selection of "tools" to create simple geometric shapes; lines, boxes, circles, etc. and to add fill to patterns.

Tracking. Like kerning, a method for adjusting the spacing of characters, but since tracking is used globally on blocks of type it does not offer the fine control of kerning. However, it has the advantage of being adjustable so that the tracking value changes based on the size of the type.

Trim Size. The finished horizontal and vertical measurements of a yearbook.

Type size. The size of type, measured in points between the bottom of the descender and the top of the ascender. Also called point size.

Typesetting. The arrangement of individual characters of a particular typefaces into words, sentences, paragraphs and other structures for the purpose of printing and/or publishing.

Typo. An abbreviation for typographical error. An error in the typeset copy.

Typography. The design and planning of printed matter using type.

Universal Copyright Convention (UCC). Gives protection to authors and originators of text, photographs or illustrations, etc. to prevent use without permission or acknowledgment. The publication should carry the copyright mark (©), the name of the originator and the year of the publication.

Up style. The practice of capitalizing the first letter of major words in a headline or title.

Vector Graphics. A class of graphics created by using drawing objects such as geometric shapes. Often created by CAD, graphing and charting programs (i.e. Adobe Illustrator).

Vertical justification. The ability to adjust the interline spacing (leading) and manipulation of text in fine increments to make columns and pages end at the same point on a page.

Weight. The degree of boldness or thickness of a letter or font.

White space. Areas on a piece which are free of type, graphics and photos. White space is important in good design. It makes a piece more readable.

Widow. When a paragraph ends leaving fewer than seven characters on the last line.