

DESIGN LINGO MADE EASY

Commonly Used Terms



GRAPHIC ARTS

bleed Extra amount of printed image extending beyond the trim edge of the sheet which assures good coverage when the paper is trimmed after printing

color comp The comprehensive or tight rendering of the idea in color that closely approximates the final piece. This may be an inkjet or digital proof or an Adobe pdf.

dummy A set of blank pages constructed to show the size, shape, form, and paper stock of the proposed piece.

rough Initial rendering or comp of the idea in black and white as an inkjet proof or ink drawing which may be smaller than the final size of the finished piece.

thumbnails Quick preliminary sketches that are rarely shown to the client but serve as a creative starting point for the designer.

COLOR/INK

CMYK or four-color process Technique used in offset printing that creates the full-color spectrum using primary colors—cyan (blue), magenta, and yellow plus black. Tiny dots of these colors are placed side by side, fooling the eye into seeing mixed color.

half-tone The use of dots of one color with varied tonal values to build a photographic image that looks like continuous tone.

duo-tone and tri-tone Also uses dots as in a half-tone but uses two to three colors instead of one.

RGB Color system using red, green, and blue. Primarily used for on screen or desk top printing.

spot color Pantone Color Solid color from Pantone System, often referred to as PMS color.

tint Various tones, ranging from light to dark of a solid color. A “20 percent” or “70 percent” tint indicates intensity of the color.

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PRINTING

blueline (blueprint) Supplied by the printer or prepress, it is a photoprint created from film.

digital color proof A color proof produced directly from digital data without need of film.

digital printing Printing by plateless imaging systems that are imaged from digital data.

offset lithography The most typical of commercial printing techniques, it uses plates and rollers.

press check Proofing the job as it is being printed.

press proof A color proof made on the printing press in advance of the production run.

sheetfed press A commercial press that runs single sheets.

web offset A high-speed commercial press used for large print runs. Rolls of paper are fed through the press rather than single sheets.

PAPER

weight Determines range of thickness of the sheet. Weight is configured by pounds. 24# is lighter than 100#.

text or book Typically used for letterhead, envelopes, and notes.

cover Used for business cards and brochure covers.

coated finish Coating of clay or other materials provides a range of surfaces such as smooth, gloss, or semi-gloss.

uncoated finish Variety of matte finishes from smooth to textured.