



## *Glossary of Terms*

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## THIS WAS NOT INCLUDED IN THE MANUAL AS IT WAS NOT SUFFICIENTLY RELEVANT TO DRAWPLUS

**accent** Marking placed above, below or through a character to alter its pronunciation.

**alignment** The placement of type in relation to margins.

**ASCII** The acronym for American Standard Code for Information Interchange; text-only files are stored in this form. Files saved in the ASCII format include all characters, tabs and carriage returns, but not paragraph formats or character formatting such as bold or italic.

**banner** A newsletter's title set in a recognizable way using a special typeface, size and color. The banner is usually consistent across issues.

**bars** Thick rules or lines used to separate articles or banners or to emphasize pull-quotes or pictures.

**baseline** The letters in a line of a type sit upon a theoretical line called the baseline. Lower case letters with descenders such as "p" and "q" drop below the baseline. In some typefaces, the bottom stroke of letters like "a" may also drop below the baseline.

**baseline shift** Moving the baseline of a text selection to create superscripts or subscripts, fractions, notes and special effects.

**bezier curve** A smooth curve whose shape can be adjusted by dragging control handles.

**blackletter** Typefaces which resemble 15th century script or have an old world feel.

**bleed** A picture, photograph or tint that runs off the edge of a page.

**body text** The main text within a story, usually set in 9 - 12 point type. Also referred to as body copy or running text.

**bullet** A typographical element used to define points on a list.

**byline** The name of the author of an article.

**callout** A label for identifying part of an illustration.

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**camera ready** Artwork that can be directly made into printing plates.

**caption** A phrase or sentence that identifies a picture.

**character** A single letter or symbol.

**Character Map** The Windows Character Map is used to insert extended characters not found on most keyboards into an application; these include characters provided in symbol and dingbat fonts and foreign characters.

**character set** The complete collection of alphanumeric, punctuation marks and special characters that make up a specific font.

**clipart** Collections of pictures that provide general or specific images to be used within a piece of work. Serif's ArtPacks provide collections of clipart in themed picture categories.

**Clipboard** A Windows accessory that holds the most recent cut or copied object from an application, ready to be pasted into the same, or a different application.

**CMYK** An acronym for cyan, magenta, yellow and black (key). CMYK is the four-color process ink model used to render color images in print.

**color separation** The process that allows continuous tone color artwork to be broken into four colors (cyan, magenta, yellow and black) for reproduction in lithographic presses.

**commercial printer** A printing company that handles jobs ranging from tabloid newspapers to four-color brochures.

**condensed type** Type in which individual characters are narrower than normal, giving more characters per line. The opposite is expanded type.

**constraining** To keep a picture or image at its original aspect ratio (ratio of height to width).

**continued line** A line of text that indicates that an article is continued on a subsequent page or pages. Also called a jumpline.

**copy fitting** The process of editing text to fit into a required space.

**copyright** Legal ownership of a work by the creator.

**cromalin** A make of color-accurate proof used to check color separations or final layouts. They are composed from four layers of plastic



that simulate the process colors and are bound together to resemble a printed page.

**crop** To cut, trim or eliminate an object to show only the area that is desired for print.

**crop marks** Symbols placed in the margin outside the page area that indicate the area to be printed and/or trimmed.

**deck** A line following a headline that gives extra information. Also called a tagline.

**dingbats** A typeface which contains decorative symbols rather than readable characters.

**display type** Large type, often set in bold for attention grabbing text like headlines or headings.

**dot gain** When a page is printed, each dot of ink tends to spread as it is applied to the paper; this spreading is called dot gain.

**DPI** Dots per inch, a measurement of resolution. More dots per inch equals higher resolution.

**drop cap** An enlarged initial letter that drops below the first line of a paragraph.

**drop shadow** A copy of a line of type, picture or graphic dropped behind the original and recolored to create a shadow.

**ellipsis** A three or four dot punctuation mark used to indicate an incomplete thought or a deletion from a quote.

**emulsion** The film and printer paper coating that is light-sensitive (photosensitive). Because this coating is fragile, emulsion should be treated carefully. Film should be shipped with its emulsion side carefully protected from scratching.

**fill** A color, gray or texture used to fill an area in an illustration or other image.

**film** A transparent medium covered with a light sensitive emulsion. Film in graphics arts is like the kind you used in your camera, but it is thicker and sold in sheets. Most graphic art film is designed to become transparent or remain black with no grays in between. This allows better transfer of dot structures for lithographic reproduction.

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**flush** Aligned or even with a margin, as in flush left (left aligned) text.

**fold marks** Dotted or dashed lines, printed outside the image area of artwork to indicate where the printed piece is to be folded.

**folio** The page number.

**font** The complete set of characters, with a specific size, weight and attribute, in a typeface. The term font is often used interchangeably with the term "typeface" in desktop publishing circles, even though this is not technically accurate.

**footer** A line at the bottom of a page which can contain information including the title, author, issue date or page number of a piece of work. Also called a running foot.

**gamma correction** A mathematically defined function where the middletones of an image are adjusted based on a curve rather than on a linear change in brightness or darkness. Gamma correction is a powerful tool for fixing images where one area is extremely bright but most of the image is too dark.

**graduated fill** A fill which blends gradually from one color to another.

**grayscale** Black and white continuous tone images are scanned into the PC as grayscales made up of four, sixteen, 64 or 256 grays. For output, grayscales are converted into black and white halftone where dots of varying sizes are used to represent grays ranging from black to white.

**grid** A series of non-printing horizontal and vertical lines on a page to indicate where objects are to be placed and aligned.

**hairline rule** A very thin rule.

**hanging indent** An indent in which the left margin of the first line goes beyond the left margin of subsequent lines

**header** A line at the top of the page containing information such as the title, author, issue date or page number of a publication. Also called a running head.

**hyphenation** The process of breaking a word after a syllable and placing the remainder on the next line.

**imagesetter** Devices that convert PostScript code into a rasterized format for high-resolution output on film or paper. Imagesetters are used to convert page layout files into film for print.



**indent** Moving a line of type to the left or right. First-line indents are used to indicate the first line of a new paragraph.

**initial cap** An oversized first letter for the first word in an article.

**Kerning** The small adjustments of space between pairs of characters.

**kicker** A phrase before a headline that provides information about a story.

**knockout** When two colors print on top of each other, one color is removed so that overprinting doesn't occur. This knockout allows the second color to print on blank paper rather than on top of another ink, which would change its color.

**landscape** Horizontal orientation, wider than it is tall. The opposite of portrait.

**layout** The process of arranging text, graphics and pictures to build-up a page.

**leading** The distance from the baseline of one line of text to the baseline of the next line of text. Leading is measured in points or as a percentage of type size.

**letter spacing** The amount of space between letters.

**line art** Line art is made up of lines and solids with no grays or colors.

**linear fill** A fill which blends gradually from one color to another. Bands of a single color within the fill form straight strips.

**Linotronic** Imagesetters manufactured by Linotype are called *Linotronic* imagesetters. Many people call all imagesetters Linotronics, regardless of manufacturer.

**mask** To allow only a certain area of an image to be changed or manipulated, a mask is created to block the areas where no change is desired. Masks are used for a variety of assembly and production processes in publishing.

**measure** The length of a line of type.

**negative** Film or paper with the light areas reversed to dark and the dark areas reversed to light. Negatives are usually produced on film for direct plating at a print shop.

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**orphan** The last line or two of a paragraph that is forced to become the first line of a new column.

**overline** A brief tag above a headline to categorize a story.

**overprint** When two colors print over one another. Used mostly to escape registration problems, black type and lines are commonly overprinted on top of other lighter colors.

**Pantone Matching System** A patented process for defining colors. Pantone colors (PMS) can be specified from a swatch book and then closely duplicated by a print shop from books that explain how to mix colors to match the numbered inks in the swatch books.

**plates** Press images are transferred to paper by metal or plastic press plates. Metal plates are superior to plastic. Quality color publishing jobs are rarely printed with plastic plates.

**point** A measurement used in the graphic arts to specify type sizes, line weights (widths) and trapping values. There are 72.27 points to an inch, but most page layout programs measure a point as an even 1/72 inch.

**portrait** Vertical orientation, the opposite of landscape format

**positive** The opposite of a film negative. In a positive, light areas remain light and dark areas are dark. Resin coated (or bromide) paper is usually run as positive because it can be proofed more easily. Plates may be made from negatives or positives, but negatives are standard.

**PostScript** A page description language developed by Adobe Systems and used to describe type and visual elements so they can be output on devices with PostScript interpreters. PostScript instructions are highly portable across a wide range of computer platforms and output devices.

**prepress** The process of getting a job ready for print. In the case of PC color publishing, this begins with readying a page layout for output at the service bureau. It ends when the job is on the press being printed. Prepress involves processes like camera work, stripping and plate making.

**process color** A system of breaking down and producing all visible colors (in theory) in print. The process colors are cyan, magenta, yellow and black.

**proofs** Proofs are used to catch mistakes and identify problems before going to press.





**pull quote** A sentence excerpted from the body copy and emphasized with large type to draw the reader's attention to the page. Also called a breakout or blurb.

**radial fill** A fill which blends gradually from one color to another. Bands of single colors within the fill form concentric circles, so that the color seems to radiate out from a central point.

**recto** The right-hand page.

**registration marks** Marks that appear on a printed image, generally used for CMYK color separations. They help the printer align the various plates used to print the piece.

**resolution** A measurement of the amount of information in output, specified as dots per inch, pixels per inch, bits per pixel or lines per inch; depending on the device and application. Higher numbers have higher resolution, which results in more information in the output image.

**reverse** To get a "free" color when paying for printing, objects such as type are often reversed out of another color or picture. For example, it is common to have white type reversed out of a black background. The type appears white because the paper shows through. Sometimes a color can be printed over the reversed area.

**RGB** Red-Green-Blue is the standard color model for color monitors and color televisions. It is based on the use of red, green and blue electron guns that cause phosphor on the monitor's screen to glow. Different amounts of output mix together to create different colors.

**rule** A straight line with its weight measured in points.

**sans-serif** A Typeface without serifs.

**scale** To increase or decrease the size of an image.

**scanner** A hardware device that converts real photographs or artwork into a bitmapped graphic file.

**screen** In traditional publishing, the screen was the patterned glass or film through which a photograph was converted to a halftone. In electronic publishing, the term screen is often used to refer to the halftone pattern itself.

**screen angle** When printing black and white or color images, each color is broken into a halftone with a screen. The angle of the screen refers to

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the direction of the lines that comprise it. Choosing the wrong screen angle results in noticeable screen lines, or in the case of process color images, moiré patterns.

**screen color** A color made up from screens of two or more of the four process colors.

**screen frequency** The lines-per-inch resolution used to screen an image. So a color separation run out at 133 lpi has a screen frequency of 133.

**screen tint** Solid colors such as Pantone colors or solid process colors can be lightened by screening them; the resulting color is called a screen tint or simply a tint. For example, magenta printed as a 40 percent tint appears as a medium pink.

**script** A decorative typeface, designed to give the feel of handwriting.

**serif** A line or curve projecting from the end of a letterform. Also a typeface which has serifs.

**service bureau** A company that provides publishing services to desktop publishers. A typical service bureau sells time on an imagesetter by the page or minute. Other services may include proofing, scanning, advice and problem-solving.

**set solid** Type with the same leading and point size, expressed as 100% leading.

**sidebar** A small, self-contained story, often separated from the body copy by a box and its own headline.

**spot color** Color that doesn't use process color separation, but instead consists of solid-colored type and design elements, is said to be spot color.

**spread** Two facing pages in a publication are a spread. In printing, the enlargement of a color area to trap with abutting areas of a different color is also called a spread.

**standoff** The distance between a picture and text in a wraparound.

**stock** The type of paper a job is to be printed on.

**story** All the text in a single article.

**stripping** The assembling of negatives or positives to create a printing plate for an entire page.



**table** Information, often numerical, displayed in rows and columns within a ruled box.

**tabloid** A large-format publication, such as a newspaper.

**template** An electronic prototype that provides the layout grid and style sheets for a publication.

**thumbnail** Tiny sketches that show a layout; also miniature pages that can be printed in groups on a normal page. Used for checking the overall design of a publication.

**tiling** Method of printing oversize pages by printing a page in smaller parts which can then be pasted together.

**tint** A tint is a color obtained by adding white to a solid color or an alternative term for screen tint.

**tone** The range of grays between black and white or the variation in color.

**tracking** The process of reducing the space between characters by a consistent amount.

**trapping** Traps are assembled when one color touches another to guard against ordinary and acceptable shift of registration on press. When two colors trap, their edges overlap slightly.

**TrueType fonts** Fonts that are scalable and are sometimes generated as bitmaps. They can be scaled to any height and print out exactly as they appear on the screen.

**verso** The left-hand page.

**weight** The amount of blackness of a type style (light, regular, bold, black). Also a measure of paper thickness.

**white space** The page areas containing no text, graphics or pictures. A vital part of good page layout.

**widow** The last line or two of a paragraph that is forced to become the first line of a new page.

**width** The horizontal measure of a letter, described as condensed, normal or expanded.

**word spacing** The amount of space between words.

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**wraparound** Text that wraps around a graphic, picture or other text. Also called runaround text.

**WYSIWYG** An acronym for What You See Is What You Get. If something is true WYSIWYG, what you see on the screen is identical to what you see in print.

**zoom** The scale at which your document is shown while you are working on it.