

PRINTING TERMINOLOGY

101

Basic terminology used in the printing industry.

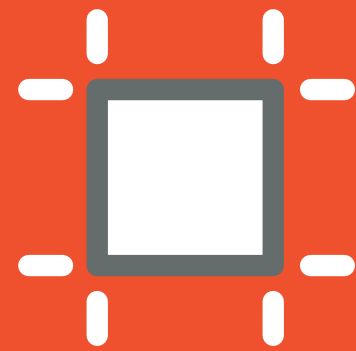
Things you need to know when talking to a client about printing and production.

BLEED

An image, box, line or color that extends beyond the finished page edge. This is trimmed so that the image "bleeds" off the edge of the sheet. Generally bleeds extend 1/8" beyond the edge of the finished or "trimmed" size of the page.

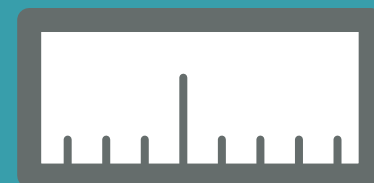
CROP MARK

Lines printed on a file to indicate the proper size to cut or "crop" the image or document.



TRIM SIZE

The actual size the document or printed piece gets trimmed to in the final production. Usually indicated by crop marks or trim marks.



DIELINE

A template that shows the layout, folds, cuts, glue and trim for a printed product in a flat form. Usually created in Illustrator.



DIE CUT

A cutting form that is made using the dieline as the template, which cuts the design out of the printed piece. Works just like a cookie cutter.



OVERPRINT

The process of printing one color on top of another. This can create another color if the colors mix, or if black is the overprint color, it hides misregistration.



KNOCKOUT

The process in which no ink prints and leaves an empty area or "knocks out" the color below, leaving just the paper color to show.



REGISTRATION MARKS

A circle with a cross through it, placed in non-image areas of files to ensure correct alignment or register of successive colors when printing.



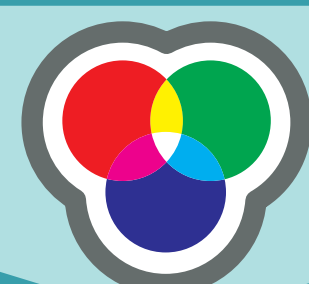
FOLDING DUMMY

A mockup that shows page sequence, layout, orientation, page numbers and folds. Also helps in the design process to see and execute design layout ideas.



RGB

Red, Green and Blue. The visible spectrum of light captured by cameras and displayed on TVs, phones, monitors. RGB is not printable as it is light based.



CMYK

Cyan, Magenta, Yellow and Black inks. Commonly called 4 color process or full color printing. Black is K for "key" or registration color.



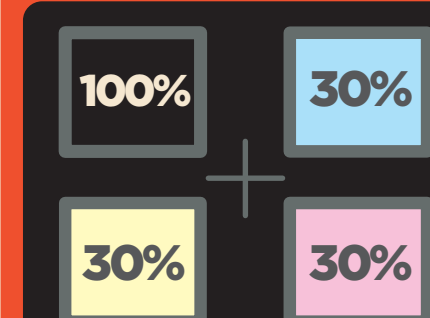
SPOT COLOR

A special ink used in printing that cannot be created by CMYK. Metallic and fluorescent colors are spot colors. Pantone is the most common spot color matching system. (PMS)



RICH BLACK

Black that adds Cyan, Magenta or yellow to make it more saturated. Common rich black adds 30% Cyan, Magenta and yellow to create a "richer" looking black.



DPI/PPI

Dots per inch of ink on the page when printing images. Smaller dots means higher quality, detail. Pixels per inch of information captured in an image. 300 PPI for print images, 72 PPI for web images

