



Hints, tips & glossary



Glossary of print terms.....

Artwork

Formatted image and/or text.

Authors/Customer corrections

Changes made at the proofing stage - usually charged to the customer.

Bleed

An image or colour which 'bleeds' off the edge of a page.

Bind

To fasten pages with wire, thread, glue etc.

Coated paper

Can be matt, silk or gloss.
Produces more vibrant results than uncoated paper.

Uncoated paper

Strong durable paper grade.
Usually used for stationery and business forms.

Collating

Arranging printed sheets into a desired sequence.

Comb Bind

Bind pages by inserting a comb into punched holes.

CMYK

Cyan, magenta, yellow and black. The four process colours used in full colour printing.



Crop marks

Printed lines on the edge of paper indicating where the paper should be cut to page size.

Encapsulate

Printed matter is sealed in a plastic coating providing a semi rigid, protective covering.

Formatting

The general physical appearance of a book, magazine, or newspaper, such as the typeface, binding, quality of paper, margins, etc.

Hard copy

Printed paper copy.

High resolution

Refers to the degree of detail of an image. It is usually measured in dots per inch (dpi) a high resolution gives a high quality image and vice versa.

Imposition

The arrangement of pages of a job so that they follow the correct sequence when folded.

Folding

There are variety of folding options:



Single Fold - the most commonly used folding option, straight forward and simple, offering the information uniformly from front to back.



Letter Fold - a practical fold, which enables the information to be arranged in a sequential narrative.



Engineering Fold - incorporates a large expanse of information, with side information wings.



Gatefold - presents information in a striking fashion over a large area.



Double Gate Fold - combines the impact of the gate fold with a useful take away format.



Concertina Fold - a folding method in which two or more folds are made in the opposite direction allowing the information to elegantly unfold, used for bilingual leaflets.



Double Parallel Fold - this combines the elegance of the concertina fold with the practicality of the letter fold.

Imagery

Pictorial images to be used within artwork

Laminate

A thin gloss or matt plastic film applied to the covers of printed literature or folders to give protection.

Landscape

A horizontal page orientation (width bigger than height)

Large Format

Printing A2, A1, A0, Posters and graphics for advertising, poster displays, exhibition panels and exhibition systems, promotional point of sale and signage.

Leaf

One sheet of paper.

Litho

A printing process by which the inked image to be printed is transferred (offset) first to a rubber layer before coming into contact with the paper which takes up the inked areas.

NCR

NCR forms and pads are used for a number of business uses e.g: Invoices, delivery notes, statements, agreements, receipts and other places where more than one copy is required.

Opacity

The amount of 'show-through' - on a printed sheet. The greater the opacity or the thicker the paper the less show-through.

Original

Artwork that hasn't been altered from its original version.

Page

One side of a single sheet of paper

Pantone Colour

A pre mixed colour to industry standards specified from a colour chart or swatch.

**Paper**

Virgin paper has no recycled content.

Recycled paper is made from recycled fibre, the most easily obtained source which is waste paper. The percentage of recycled material is specified in the middle.

Wood free paper is made from chemical wood pulp (cellulose), and containing no mechanical wood pulp (lignin).

Perfect binding

A book with a square spine, where pages are glued together.

Point

Used to measure the size of type
1 point = 1/72".

Portrait

A vertical page orientation.
(Height is greater than the width).

Proof

Used to check copy and layout for errors. Proofs can be electronic (pdf) or hard copy (laser or colour correct)

Ready to print file

A file supplied by a customer with the correct specification, allowing the printer to produce the job without any further alterations.

Ream

500 sheets of paper

Saddle-stitch

When the pages of a printed document e.g. leaflet, are bound together using metal staples.

Stock

Paper or card to be printed on.

Varnishes

A varnish applied to printed matter to protect literature from ink smudging or finger marking and to enhance appearance. Available in gloss, matt and silk. Can be used in conjunction with lamination to great effect.

Wire-0 binding

Wire binding books along the binding edge that will allow the book to lay flat

Paper Sizes

'A' Size - most common paper size used for general printing, stationery and publications.

A Series Formats (mm)

A0 841 x 1189

A1 594 x 841

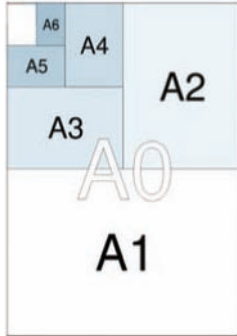
A2 420 x 594

A3 297 x 420

A4 210 x 297

A5 148 x 210

A6 105 x 148



Checking printers proofs Helpful hints and tips

Grab a cup of tea and find somewhere quiet

You'll need a print-out of your final approved PDF for reference as you check your printers proof. It's easy to check what's on the proof, but all too often, people don't spot when an element has dropped off completely. Having both in front of you will help avoid this.

Get a fresh pair of eyes

After looking at the same job time and again, it's good to get someone else to check, particularly when it comes to proofing text. When you know what's coming next, it's easy to skim over words or fill in the blanks if something's missing. Reading the text out loud can help. This way, expression and punctuation errors become more obvious. Calling telephone numbers and typing lengthy URLs into your

browser are simple ways of checking these details.

Don't get too hung up on colour

As proofs aren't printed on the specified stock, please bear in mind that there are bound to be some differences between the proof and the completed job. For example, using an uncoated paper will make a huge difference to the finished effect. If colour is critical, you can include Pantone colours or request a press-pass.

Take plenty of time

Checking is easier when you've stepped away from the job for a while. Usually, there's a day or two between sign-off and receiving the printers proofs. It's far better to wait a while to check a proof properly than rush and find the money for a re-print.

Proof checklist

Please also mark any final edits clearly on the proof.

Spelling and grammar. Watch out for words the spell check won't catch, such as it's/its, their/there, your/you're, were/where, then/than, and to/too.

Consistent and correct spelling of specialised words such as product or brand names, and terminology.

Duplication. Check for two identical words or numbers that are next to each other.

Punctuation. Is it correct and consistent throughout?

Contact details. Check that contact names, telephone, and fax numbers are correct. Also check email and web addresses.

Logo. Check it's the correct version, alongside consistency of size and positioning.

General layout and colour/imagery. If it's a product shot, make sure it's the correct

model and most up-to-date shot. Check any final retouching meets with your approval.

Product codes and reference numbers.

Overall consistency with other materials .

Pagination Is the document's size, page numbering and ordering correct?

Small print Have you added this where relevant and checked the content to ensure legal compliance?

Has someone else read the proof and completed the checklist?

Have you and a colleague signed the proof?

Have you marked up and final amends on the proof and signed it?

Print & Media Solutions Heaton Street, Gainsborough, Lincolnshire, DN21 2ED

01427 612291

www.gwbelton.co.uk

fax: 01427 810520 email: info@gwbelton.co.uk

