GRAPHIC DESIGN GLOSSARY OF TERMS

4-color process – The process of combining four basic colors (cyan, magenta, yellow, and black) to create a printed color picture or colors composed from the basic four colors.

artwork – In graphic design usage, all matter other than text material, such as illustrations and photographs.

bind – To fasten sheets or signatures with wire, thread, glue, or by other means.

bitmap – A bit map (often spelled "bitmap") defines a display space and the color for each pixel or "bit" in the display space. A GIF and a JPEG are examples of graphic image file types that contain bit maps.
• A bit map does not need to contain a bit of color-coded information for each pixel on every row. It only needs to contain enough information indicating a new color as the display scans along a row. Thus, an image with much solid color will tend to require a small bit map. • Because a bit map uses a fixed or raster graphics method of specifying an image, the image cannot be immediately rescaled by a user without losing definition. A vector graphics graphic image, however, is designed to be quickly rescaled. Typically, an image is created using vector graphics and then, when the artist is satisfied with the image, it is converted to (or saved as) a raster graphic file or bit map.

bleed – Printing that goes to the edge of the sheet after trimming.

blueline – A blue photographic proof used to check position of all page elements.

body – The main text of a work not including headlines.

CMYK – Abbreviation for cyan, magenta, yellow and black, (see 4-color process).

camera-ready – Print-ready artwork and text.

collate – To gather separate sections of a book or publication together in the correct order for binding.

copyright – The right of copyright gives protection to the originator of material to prevent use without express permission or acknowledgement of the originator.

copy – The text part of a work.

DPI – Abbreviation for dots per inch. The measurement of resolution for page printers, phototypesetting machines and graphics screens.

deadline – A set time by which something must be finished.

design – To conceive of and plan by means of sketches or drawings. Also, the arrangement of text and artwork on a page.

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

embossing – Pressing an image into paper so that it will create a raised relief.

flush left – Copy aligned along the left margin (see ragged right).

flush right – Copy aligned along the right margin (see ragged left).

flyer (or flier) – An inexpensively produced circular used for promotional distribution.

foamcore – A lightweight mounting material consisting of a layer of stiff foam sandwiched between sheets of paperboard.

font – A font is a set of printable or displayable text characters in a specific style and size. The type design for a set of fonts is the typeface and variations of this design form the four colors used in 4-color process printing (see 4-color the typeface family. Thus,

Helvetica is a typeface family, process). Helvetica italic is a typeface, and Helvetica italic 10-point is a font. In practice, font and typeface are often used without much precision, sometimes interchangeably.
• An outline font is a software typeface that can generate a scalable range of font sizes. A bitmap font is a digital representation of a font that is already fixed in size or a limited set of sizes. The two most popular outline font software programs on today's computers are TrueType and Adobe's Type 1. TrueType fonts come with both Windows and Macintosh operating systems. Both TrueType and Type 1 fonts can be used by Adobe's PostScript printers.

GIF – Abbreviation for Graphics Interchange Format. A common raster file format for graphic images on the World Wide Web.

graphic design – The art or profession of using design elements (such as typography and images) to convey information.

greyscale – A range of luminance values for evaluating shading through white to black.

halftone – Converting a continuous tone to dots for printing.

illustration – A picture, diagram, or chart serving to clarify, explain, or decorate.

imposition – Positioning printed pages so they will fold in the proper order.

JPEG – Abbreviation for Joint Photographic Experts Group. A raster graphic image file created by choosing from a range of compression qualities.

justify – The alignment of text along a margin or both margins. This is achieved by adjusting the spacing between the words and characters as necessary so that each line of text finishes at the same point.

LPI – Abbreviation for lines per inch. The number of rows of dots per inch in a halftone.

laminate – To cover with film; to bond or glue one surface to another.

margins – The non-printing areas of a page.

mount – To attach materials to a support for display.

PMS – Abbreviation for Pantone Color Matching System.

page count – Total number of pages in a book including blanks.

page proof – The stage after a galley proof, in which a page is made up and paginated.

pagination – The numbering of pages in a book.

Pantone – A registered name for an ink color matching system (see PMS).

perfect binding – A common method of binding paperback books. After the printed sections have been collated, the spines will be ground off and the cover glued on.

point – For paper, a unit of thickness equaling 1/1000 inch. For typesetting, a unit of height equaling 1/72 inch.

Postscript – Postscript is a programming language that describes the appearance of a printed page. It was developed by Adobe in 1985 and has become an industry standard for printing and imaging. All major printer manufacturers make printers that contain or can be loaded with Postscript software, which also runs on all major operating system platforms. A Postscript file can be identified by its ".ps" suffix. • Postscript describes the text and graphic elements on a page to a black-and-white or color printer or other output device, such as a slide recorder, imagesetter, or screen display. Postscript handles industry-standard, scalable typeface in the Type 1 and TrueType formats. Users can convert Postscript files to the Adobe Portable Document Format (PDF) using Adobe Acrobat. PDF files present the document's printed appearance on a display screen.

prepress – The preparation of digital files for printing.

RGB – Abbreviation for red, green, and blue. Refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

raster graphics – Raster graphics are digital images created or captured (for example, by scanner in a photo) as a set of samples of a given space. A raster is a grid of x and y coordinates on a display face (and for three-dimensional images, a z coordinate). A raster image file identifies which of these coordinates to illuminate in monochrome or color values. The raster file is sometimes referred to as a bitmap because it contains information that is directly mapped to the display grid. • A raster file is usually larger than a vector graphics image file. A raster file is usually difficult to modify without loss of information. Examples of raster image file types are: BMP, TIFF, GIF, and JPEG files.

reverse out – To reproduce as a white image out of a solid background.

saddle stitching – A method of binding where the folded pages are stitched through the spine from the outside using wire staples.

sans serif – A typeface that has no serifs.

scanner – A digitizing device that uses light sensitivity to translate a picture or typed text into a pattern of dots which can be understood and stored by a computer.

score – A crease put into paper to help it fold better.

serif – In typography, a small cross stroke at the end of the main stroke of a letter.

signature – A sheet of printed pages which when folded becomes a part of a book or publication.

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

spine – The binding edge of a book or publication.

spot varnish – Varnish used to highlight a specific part of the printed sheet.

TIFF – Abbreviation for Tagged Image File Format. A common raster file format, generally associated with greyscale or bitmap data.

text – The written or printed material which forms the main body of a publication.

typesetting – The process of setting material in type or into a form to be used in printing. Also, the process of producing graphic matter (as through a computer system).

typography – The style, arrangement, or appearance of typeset matter.

vector graphics – Vector graphics is the creation of digital images through a sequence of commands or mathematical statements that place lines and shapes in a given two-dimensional or three-dimensional space. In physics, a vector is a representation of both a quantity and a direction at the same time. In vector graphics, the file that results from a graphic artist's work is created and saved as a sequence of vector statements. For example, instead of containing a bit in the file for each bit of a line drawing, a vector graphic file describes a series of points to be connected. One result is a much smaller file. • At some point, a vector image is converted into a raster graphics image, which maps bits directly to a display space (and is sometimes called a bitmap). The vector image can be converted to a raster image file prior to its display so that it can be ported between systems.

• A vector file is sometimes called a geometric file. Most images created with tools such as Adobe Illustrator, Free-Hand, or CorelDraw, are in the form of vector image files. Vector image files are easier to modify than raster image files (which can, however, sometimes be reconverted to vector files for further refinement).