



IMPRESS

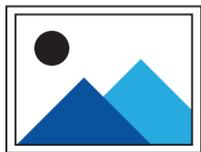
DIGITAL • LITHO • WEB • PACKAGING • SIGNAGE

PRINT JARGON 101

Print-Talk Made Easy

ARTWORK

Another word to describe your design.



CMYK

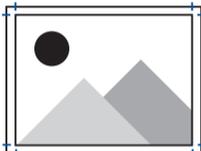
These are the four main colours used in printing.



CYAN, MAGENTA, YELLOW & KEY Another word for "Black"

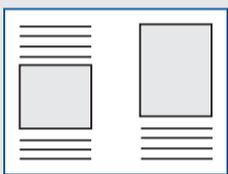
CROP MARKS

Those solid black lines that appear in the corners of submitted artwork. They're used as guides when cutting the product down to finished size.



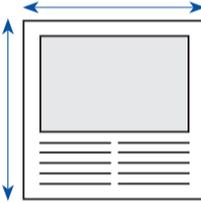
FINISHED SIZE

The final size of any printed work once it's completed the print process.



FLAT SIZE

The size of the printed material before it has been folded, but after it has been trimmed.



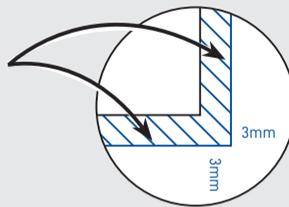
GSM

Grams per Square Metre is the most popular way of measuring the weight of paper. The higher the GSM number, the heavier (thicker) the paper.



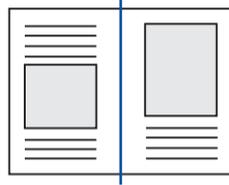
BLEED

Area around the edge of your artwork where you extend your design. The printer can then trim the paper to the right size, cutting the bleed off, without leaving any visible white lines on your design.



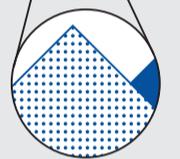
CREASE

Those permanent lines in your paper or card that help you fold the product easily.



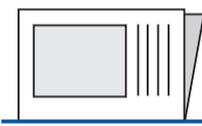
DPI

Dots Per Inch are used to measure how much detail is in an image. The more dots per inch, the better the quality of the image. **300dpi** is the ideal measurement for print.



FINISHING

The last part of the printing process which usually involves trimming and folding.



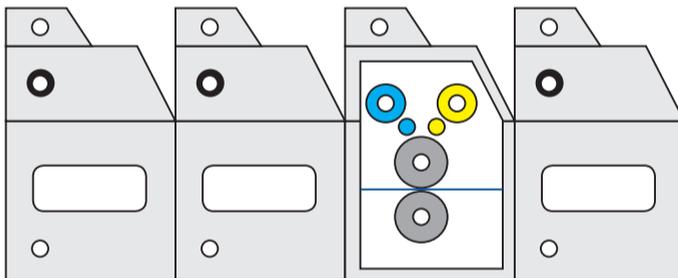
FONT

A set of letters, numbers and symbols that have been created to look a certain way. The design is called a typeface.



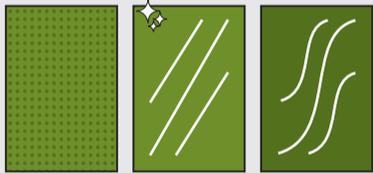
LITHOGRAPHY

A print process that uses metal plates, ink and water to transfer artwork onto paper or card. This technique is best suited to large quantities of print.



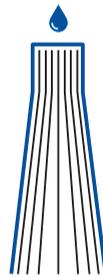
LAMINATING

A thin plastic film which is used to coat the paper and increase its durability to create a premium finish. **MATT**, **GLOSS** and **VELVET** Lamination are popular choices.



PERFECT BINDING

The process of binding individual pages together using a spine to create a booklet.



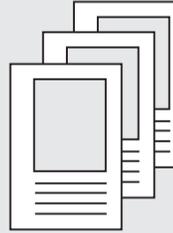
PROOF

An example of your work that you can check for errors and approve before the artwork is sent to print.



PP

Short for **PRINTED PAGES**, **PP** is used to refer to the number of pages in a document e.g. **12pp**.



RGB

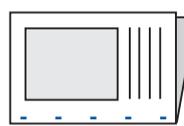
RED, GREEN, BLUE are the three main colours that are used to create screen-based images.



RGB images **MUST NOT** be used in any artwork created for print. However, with the right programs, RGB images can easily be converted to CMYK.

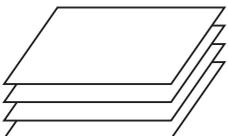
SADDLE STITCH

Booklets that are bound together using metal staples.



STOCK

An example of your work that you can check for errors and approve before the artwork is sent to print.



SAFE ZONE

The suggested space you should leave around the edge of your artwork to ensure that your design won't be trimmed.

