

A Series	International ISO range of paper sizes reducing from A0 to A6 by folding in half each time. 'C' sizes are used for corresponding envelopes.
Artwork	Material in it's final layout, such as type, and illustrations, assembled in preparation for printing.
Bleed	This refers to the printing that extends beyond the edge of the page. The bleed allowance beyond the trimmed size is usually 3mm.
Body	Type matter (text) filling the areas below the headline. The main body of the text
Bond	Type of lightweight paper weighing 80gsm or less used for general printing.
C4, C5, C6, C7	Envelopes with dimensions specifically to contain flat sheets of equivalent 'A' size paper e.g. C4 envelope holds flat A4 sheet. N.B. Envelope is larger than sheet.
Carriage	Another word for delivery, e.g. carriage costs.
Centred	Type which lies central across the width of a page or column
Colour Proof	Full colour copy of page for final checking before printing stage.
Cross Fold	Folds which are at right angles to the direction of the feed of paper through the machine.
Die Cutter	A cutter which is specially shaped to punch out paper or card into irregular shapes.
Dot	The individual element of print from which a half tone reproduction is made up, e.g. the dots which make up newsprint. Definition is measured in dots per inch or DPI.
Duplex	Printing on both sides in computer printing.
File Layout	The structure and arrangement of data lying within a file (including the data's size and sequence).
Finishing	The process between printing and completion (i.e. binding, stitching and folding).
Gatefold	A fold that folds in towards the centre which, when opened provides a gate effect.
Grammage	Weight of paper expressed as grammes per square metre.

Guillotine	A machine which cuts paper by means of a sharp blade descending onto a flat surface.
Gutter	A margin in a book or on a sheet used for binding, punching etc.
House Style	Design or copy which is a distinctive production of the company who produced it.
Inkjet	A type of printing process. Tiny ink droplets are sprayed from a jet. This process is of a lower quality than laser printing, but can be carried out at a high speed.
Insert	Loose or bound-in promotion within a magazine, newspaper, or other publication. To insert items into a mail pack.
Justify	Typesetting aligned to margins as justified left and right.
Laminate	The application of film, usually by heat welding to a card or other paper materials to give a durable, cleanable shiny surface on printing products.
Lay Down	Impose artwork ready for printing.
Lower Case	Type consists of upper and lower case letters. Upper case describes the capitals, lower case the remainder.
Make Ready	The preparation time in setting up a print or other machine before actual production can get underway.
OCR	Optical Character Recognition. The interpretation of characters by a computer which scans the text and stores or reads or translates data.
Offline Finishing	Process of bursting, trimming, gluing and folding after printing to produce the final size and shape of a promotional piece. Offline means that this is a separate process to the printing process.
Overprint	To run a previously printed piece through the printing presses a second time in order to add further material in required positions.
Overs	Any unused material left once a job has been finished. Often print is ordered plus overs to allow for spoilage while printing.
Pantone	A brand name of an international colour matching system for printing/ art products, which has a common usage.
Perforating	The process of punching holes into paper or card, either as a code or to facilitate tearing off a part.
Plate	In lithographic printing an image is etched onto metal (or plastic) plates and wrapped around a cylinder to which ink and water is then applied to produce a printer image.
PMS	A pantone colour-matching system that enables an exact identification and matching system for printing.

PDF	A portable Document Format developed by Adobe, which has a fixed file format. It holds a document with the content and presentation features fixed, thereby retaining all the features and style of the document as they were intended to be viewed. It makes transportation of documents more effective in appearing in the original style on all systems. Viewing a PDF requires an Adobe Acrobat Reader, which can be downloaded free from Adobe systems.
Print Run	The number of copies printed or the process of printing a particular job.
Proof	A trial printed sheet or copy, made before the production run, for the purpose of checking.
Repro	Pre-press camera work, scanning and film make up (short for 'reproduction')
Retouching	Correcting, improving or altering a photographic print or transparency before reproduction.
Reverse Out	Type printing white out of another colour, or any other light colour out of a dark surround.
Sheet	The flat size of cut paper for printing, before it is folded and cut or trimmed.
Simplex	A laser printing term meaning printed on one side only. Duplex is the term for printing on both sides.
Spot Colour	Single additional colour printed in a block working.
Tone	Colour variation or shades of grey as in a photograph.
Trapping	Reproduction house term for the way in which ink is controlled on overlapping areas of colour.
Typeface	A specifically designated style of type, e.g. Helvetica, Times, etc.
Typesetting	The assembly of printing text and line matter by means of hand picking, keyboarding and/or casting or photo setting.
URL	Unique Resource Locator- The location and access method of a resource on the internet, often as a web address. It identifies a particular internet resource- for example a web page, a library catalogue, an image, or a text file. It has three main parts: the http bit; the location on the internet of the machine which holds the resource; where in the machine to find it.
Upper/Lower Case	Typographical terms used to distinguish between CAPITAL LETTERS (upper) and normal letters (lower).
Vignette	Half-tone fading out around it's edges.
White Space	The blank area without illustration or type around an advertisement or printed item. Also called 'air'.
Z Fold	A fold that resembles the letter Z. To make a Z fold paper is folded into three equal parts, so that the central third forms the 'diagonal' in the letter Z. Also known as a zigzag fold.