

# fact sheets

the farmout guide to everything you wanted to know about design but were too afraid to ask

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## Glossary 1

**Archival Paper**

Acid-free paper made to resist deterioration for documents that must last and meet special specifications.

**Bleed**

An image that is printed to the edges of a page, or the ability of a press or printer to print an image to the edges of a page. A full bleed document is printed on a larger sheet and is trimmed to size, since ink or toner would foul press cylinders or belts if it actually extended off the edges of the paper. Printers typically charge more for bleeds because more paper is required.

**CMYK**

Cyan, magenta, yellow and black are the process colours of toner or ink used in offset and digital printing. The colours overlap and appear to mix visually to reproduce a complete spectrum of colours.

**Coated Paper**

Made with a surface coating, which allows for maximum smoothness and ink holdout in the printing process. Coated papers are available in a range of finishes from dull to matte, and gloss.

**Concertina fold**

A term used for two or more parallel folds, which open like a concertina.

**Copy fitting**

In composition, the calculation of how much space a given amount of copy will take up in a given size and typeface. Also, the adjusting of the type size to make it fit in a given amount of space.

**Cover Paper**

Also called card stock, these papers are heavyweight coated or uncoated paper with good folding characteristics. Their diverse uses include folders, booklet covers, brochures and pamphlets.

**Crash fold**

A term used for a loose fold in a document which is not part of the document structure/layout, but used so that the document can fit into an envelope.

**Digital colour proof**

An off-press colour proof produced from digital data without the need for separation films.

**Digital Printing**

Printing in which an image is applied to paper or another substrate directly from a digital file rather than using film and/or plates.

**DPI (Dots Per Inch)**

A measure of the resolution of a screen image or printed page.

**Dummy (Mockup)**

Carefully assembled pages of actual paper stock represent exact form of final printed piece. Helps printer and client visualise written specifications.

**Duotone**

Two-colour halftone reproduction from black and white original.

**Fold marks**

In printing, dotted lines placed on a layout to indicate where the document will fold.

**Gate fold**

A term used when both sides of an oversize page fold into the gutter in overlapping layers.

**GSM (Grams per Square Metre)**

A measure of the weight, or thickness, of paper stock. The higher the number the thicker the stock, for example 300gsm describes card while 80gsm is standard photo copy paper thickness.

**Imposition**

The arrangement of pages on a press sheet so they are in the proper order when folded.

**Ink-jet**

A type of printer that sprays droplets of ink onto paper to form an image.

**Laser Paper**

Very smooth, low-moisture papers manufactured in cut sizes for laser printers and photo copy equipment. Low moisture prevents paper curling from high heat in laser printers. Note: If your job is designed to run through a laser printer, you should specify laser-compatible offset inks.

**Laser Printer**

A desktop printer, which uses a laser beam to create an image on a photoconductive drum. Dry toner is attracted to the charged area and is fused to paper with heat and/or pressure.

**Lithography**

Method of printing using plates whose image areas attract ink and whose non-image areas repel ink.

**Moiré patterns**

Moiré pattern is a visual perception that occurs when viewing a set of dots that is superimposed on another set of dots, where the sets differ in relative size, angle, or spacing. The moiré effect degrades the quality and resolution of graphic images. Problems occur when a printed image is directly scanned and then the photograph is reprinted in 4 colour process. The fine matrix of dots in the original image almost invariably conflicts with the matrix of dots in the reproduction. This generates a characteristic criss-cross pattern on the reproduced image. This is why images must be scanned from original photos or transparencies.

**Offset Paper**

Uncoated paper designed for use in offset lithography. Important properties include good internal bonding, high surface strength, dimensional stability, lack of curl, and freedom from foreign surface material.

**Opacity (ISO)**

Measure of the percentage of light passage through a sheet of paper. The more opaque a paper is, the less show-through there will be from printing on the sheet below. Basic weight, brightness, type of fibres, fillers, coatings and formation all influence opacity. Generally, opacity and brightness are inversely related to each other: the brighter the paper, the less opaque. Other factors that affect opacity are bulk, surface smoothness and shade.

## Glossary 2

**Pantone (PMS) colour**

System of colour matching designed to ensure that colour output will be the colour intended whether on-screen or in output from a printer.

**PDF (Portable Document Format)**

A file format which allows a file created on one computer platform to be viewed and printed intact by computer users on a number of different platforms.

**Perfect Binding**

Bindery method where all pages are trimmed to single sheets. They are clamped together and a cover is wrapped around the spine. The pages are attached to the cover using an adhesive.

**PostScript**

A page description language that describes in detail how images and text on a printed page should look.

**PPM**

Pages per minute.

**Ream**

500 sheets of paper.

**Recycled Paper**

Paper which meets minimum reclaimed content standards established by federal, state and local governments and the paper industry. Fibre content usually consists of post-consumer and pre-consumer reclaimed fibre plus virgin pulp. Uniform content standards (percentage of virgin and recycled pulp, proportion of post-consumer and pre-consumer recovered fibre) have not been established universally.

**Registration marks**

In printing, marks placed on a document so that the printing plates can be aligned or registered accurately.

**RGB (Red, Green, Blue)**

Additive, primary colours used in all screen applications.

**Roll fold**

A term used for 3 or more panels which fold in on each other.

**Set Off**

Also called offset. Transferring or smearing of ink from freshly printed press sheets to another surface.

**Stock**

Paper or other material to be printed.

**Tints**

Various even tone areas (strengths) of a solid colour.

**Trap**

How well a printed ink can accept the next ink printed onto it compared with how well blank paper accepts that ink. The thickness of ink application; the drying time of that ink; the printing ink sequence; and the settings of the press all affect trap.

**Trapping**

The process of overlapping two adjoining colours in an image to compensate for misregistration which causes potential gaps between colours in artwork. There is usually some debate about who should handle trapping, the designer or the printer - so it's important to discuss the matter before any files are created.

**Trim marks**

In printing, marks placed on the edge of the page, used for alignment when trimming the document to final size.

**Variable Imaging/Data**

Printing or the ability to print different text and/or images on each sheet of paper that runs through a printer or press. Both the press and the software driving it must be able to offer this capability in order for the process to work.

**Varnishing**

There are four usual ways of varnishing:

- Machine – carried out on the litho machine and puts down a very thin layer of varnish, either overall or in certain areas.
- UV – can be put down on a litho machine fitted with a UV drier and can either varnish overall or in defined areas.
- Roller Coat – an overall process with a UV drier.
- Silk Screen – carried out on a silk screen machine with a UV drier. With this system it is possible to varnish defined areas with a very thick varnish layer. Always use inks which are recommended for varnishing. It is best to try to leave narrow channels free from UV varnish in the areas to be creased.

**Waterless Printing**

A process on which fountain solution is not necessary. Non-image areas of the printing plate are treated with silicone so that they reject ink.

**Watermark**

A distinctive design incorporated in paper during manufacture. It is visible when the sheet is held up to the light.

**Web Press**

A printing press or printer that is fed with a continuous reel of paper.

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for more information

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