



About Paper

There are generally 3 types of paper finishes available, uncoated, matt coated, and gloss coated.

- Uncoated:** Has a finish feeling very slightly smoother than standard photocopy paper, generally used for stationary, it has excellent colour reproduction and writeability.
- Matte Coated:** (also known as Satin) the paper has a smooth however dull, or barely shiny finish.
- Gloss coated:** Gloss coated paper has a smooth and a glossy finish, if they are being conventionally printed, gloss coated paper show richer, more vibrant colour because the ink sits on the surface coating rather than sink into the paper fibre such as the uncoated papers.

Paper Stock Usage guide

- 80 gsm** - general usage for laser printing, photocopying, office use.
- 90 - 100 gsm** - used for stationery, text for magazines and booklets, flyers and brochures
- 120 -170 gsm** - used for text for booklets, flyers and brochures. The heavier the weight, the more "upmarket" the feel.
- 200 - 250 gsm** - used for magazine and booklet covers. Robust enough to give some body and stiffness when used in a publication, but not quite heavy enough to be used on its own for cards etc.
- 280 - 300 gsm** - used for cards of all sorts and book and booklet covers.



Print Glossary

Bleed: Printing that extends to the edge of a sheet or page after trimming.

Aliasing: The stair-stepped (jagged) appearance in printed diagonal lines.

Anti-Aliasing: A technique that smoothes the printed appearance of stairstepped (jagged) lines. One method is to fill the edges of the line with varying shades of colour (or grey). This method averages the brightness values of the edges.

Banding: In digital printing, this term refers to patterns on a print caused by insufficient colour or grey-scale ranges within the output device's image processor, or insufficient information contained within the original scan. Banding is most noticeable in printed areas that fade from light to dark.

Calibration: Setting up a scanner, monitor, printer, etc., so that the system produces accurate and consistent results. Because equipment and systems vary, to calibrate is to normalise a system's internal and received information so that it presents predictable colours. If devices or consumables change, recalibration is necessary.

Carbonless Copy Paper: Consists of two sheets of paper; the underside of the top sheet is coated with colourless dye in minute gelatine capsules; the underneath sheet is coated with a reactive chemical which turns blue or black when mixed with the colourless dye; pressure from a pen or typewriter on the top sheet causes the gelatine capsules to break, the dye and chemical mix and the blue or black copy appears on the bottom sheet.

CMYK: Cyan, Magenta, Yellow, Black. The four colours in the four-colour process. The primary additive colours, red, blue and green, when added together, produce white light. When overlapped, red and blue form magenta, green and red form yellow, and green and blue form cyan. These resulting colours are subtractive and when added together, they produce a dark brown. In order to create an accurate photographic reproduction, the colour black must be added.

Color break: In multicolor printing, the point or line at which one ink color stops and another begins.

Colour Separation: The breakdown of full-color copy into primary color plates - magenta, cyan, black, and yellow - when printed in register produce a full color illustration. The breakdown of the colors may extend beyond CMYK and can include Light Cyan, Light Magenta, or even the breakdown of spot colours in an artwork.

Compression: The process of removing irrelevant information and reducing unneeded space from a file in order to make the file smaller.

Computer-to-Plate: A technology that allows for the delivery of digital data directly to a plate for printing. CTP efficiency eliminates conventional films and stripping to significantly reduce prepress materials and costs, and allow for significant productivity benefits over other commercial printing solutions.

Contrast: Range of gradations in tones between lightest white and darkest black in continuous-tone copy or the abrupt change between light and dark in line copy.

Copyright: Ownership of creative work by the writer, photographer, or artist who made it.



Copywriter: Person who writes copy for advertising.

Crop Marks: Lines near the edge of an image showing portions to be eliminated.

Cutting Plotter: A vector-driven device for cutting sign-making substrates

Digital printing: Uses CMYK toner that melts into the surface of the paper. Digital printing is ideal when you need high volume printing with a fast turnaround time. Digital toner always dries glossy, regardless of the gloss or otherwise of the underlying stock. It's also substantially more hardwearing than conventional ink, so it would be unusual for a digital job to require a varnish to protect it.

Direct-To-Plate: Imaging directly to the plate material used in offset lithographic printing. The traditional offset printing process includes generating film (typically from an imagesetter today), 'burning plates' by exposing the aluminum or poly printing plates with the film, and mounting the resulting plates on offset presses. Direct-to-plate printing eliminates the film imaging step by imaging directly on the plate material.

Dot Gain: A term that refers to the 'weight gain' of halftone dots. During the printing process, the half-tone dots increase in size. Because this is an inherent part of the printing process, the effect of increased dot size should be anticipated ahead of time.

DPI (Dots Per Inch): A measurement of linear resolution for a printer or scanner. For example, a resolution of 300 dpi means that there are 300 dots across and 300 dots down. A higher number of dots creates a finer resolution.

Dye Sublimation: A printing method in which the colour (toner or ink) is thermally converted to a gas that hardens on the special substrate used by the printer. When printers use this process, the output appears in the form of soft-edged dye spots that produce smooth, continuous tones.

Embossing: Stamping an image on a material such as paper, so the image of the design is raised above the surface of the material.

Emulsion: The coating of chemicals on paper, film and printing plate, prior to development, is light sensitive.

EPS file: Stands for a programming language. Encapsulated PostScript (EPS). A standard file format for importing and exporting PostScript language files among applications in a variety of heterogeneous environments associated with page layout and graphics. It also allows the carrying of different information between software programs.

Font: The collection of a typeface including the lower case, caps, numbers and special characters having unified design. This can be an important consideration when copy includes foreign terms or names with special characters. The different kinds and quantity of characters in a font will vary according to the manufacturer of the typesetting system.

Format: The size, style, type page, margins, and printing requirements of a printed piece.

Grade: One of seven major categories of paper bond, uncoated book, coated book, text, cover, board and speciality.

Grain: The direction in which fibers are aligned in paper.

Grayscale: A piece of art whose original "colors" are represented by varying shades of gray.



Gutter: The space where two pages of a brochure or periodical come together. In a two-page layout, the gutter often has to be adjusted to allow space for binding.

Halftone: The reproduction of a continuous tone artwork (such as a photograph) done by filtering light through a screen converting the image into a pattern of dots of varying size.

Hexachrome: A colour-matching system that allows for the combination of six colours in order to create a larger gamut of reproducible colour.

Ink Jet: A printer reproducing by projecting ink onto paper without the mechanical impact of plates. It sprays tiny streams of quickdrying ink onto the paper. An inkjet printer produces high-quality printing like that of a laser printer.

Laminated: Coated with a clear plastic or two separate sheets of paper joined together as a single sheet to provide a special thickness or varying colors from side to side.

Layout: A design drawing or arrangement containing ad copy showing how final ad reproduction will look.

LPI (lines per inch): A traditional halftone screen measurement that refers to the number of lines of dots per inch.

Logos/Trademarks: A firm's registered symbol, outline, drawing, picture, brand, abbreviation or unusual type style of letter, word or brand name. Used in identifying and advertising a particular company, brand or service.

Metallic ink: Ink containing powdered and metal shining in light.

Offset Printing: The most common commercial printing technology in use today. Offset printing applies layers of ink on the page. For each layer, a reverse image of the page is placed on a roller in the printing press. Ink is applied to the non-image areas on the roller, so that as the roller presses against paper moving through the press, the proper image is left on the paper.

Overlaminates: A protective clear film that extends an image's outdoor life and enhances its visual quality.

Overprint: To print over a previously printed image, usually with a different color. Also called crash printing.

PANTONE Matching System/PMS: A universal numbered color scale used to match colors for printing. The number of each color indicates instructions for mixing inks to achieve a particular shade colour or shade

Paper proof: Printed copy of the design as it will appear on the product. A paper proof includes type and artwork correctly positioned and sized for the image area of the product.

Perforate: To cut or punch a line of small holes around a portion of printed material to facilitate the tearing out of that section.

Pigment: In printing inks, the fine solid particles used to give color, body, and opacity.

Pixel: Short for picture element, referring to a part of a dot made by a scanner or other digital device. It is the smallest unit of data in a digital image. Together, the small discrete elements constitute an



image that can be seen on a monitor or printed on a substrate. A pixel's code contains information relating to colour, tone and placement within the larger image.

PPI (Pixels Per Inch): A measurement of resolution. A pixel is a unit of data that should not be confused with dpi (dots per inch) or LPI (lines per inch). If there are more pixels per inch, the image will be sharper.

Positive: Film containing an image in which the dark and the light values are the same as the original; the reverse of the negative.

Register: The fitting together of two or more colour-separated printing originals in exact alignment with each other, usually aided with

Resolution: Density of dots for any given output device - unit of measure is dots per inch (dpi).

Scale: To identify the percent by which images should be enlarged or reduced.

Score: To impress a mark on a sheet of paper, usually cover stock, to make folding easier and to make it lie flat.

Spot Color: These colours are printed as solid areas and used when fewer than four colours are needed or when the four-colour process (CMYK) is unable to accurately reproduce a PMS colour.

UV Inks: Inks that contain pigments or other methods to resist UV fade from direct sunlight and other UV light sources

Watermark The slightly translucent design produced in paper during manufacture; the watermark is usually a distinctive symbol or logo, identifying the brand of paper or the manufacturer