

Industry terms

These definitions, from big ideas to more specific technical terms, will help you better understand common Industry terminology.

Art

Utilising various mediums, art reflects a form of self-expression by the artist. Art is the result of how the artist personally views the subject matter.

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.

Brand equity

A brand's valuation, sometimes quantitative, based on an audience's positive and negative perceptions of its quality, relevance, scale, influence and similar factors.

Brand identity

The attributes, characteristics or personality that a brand aspires to communicate.

Brand positioning

The simplest expression of what an organisation wants its products or services to stand for in the mind of a target audience. It is the nuts-and-bolts idea upon which a marketing message is built.

CMYK

A method of representing colour based on the standard printing ink colors of cyan, magenta, yellow, and black. Scanners and video monitors deal in rgb.

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 matte to gloss.

Design

A visual problem-solving discipline. The visual manifestation of a stated business strategy of any enterprise. Design is not about the personal self-expression of the individual designer.

Design brief

A comprehensive written document for a design project developed in concert by a person representing the business need for design and the designer. The document is focused on the desired results of design—not aesthetics.

Design strategy

A process developed by designers to efficiently find a visual solution to a stated business need or problem.

Dots Per Inch (dpi)

Measure of the resolution of a screen image or printed page. Dots are also known as pixels. Computer screens display 72 dpi, the LaserWriter printer prints 300 dpi; and a photo imager can print 2540 dpi or more.

EPS

(Encapsulated PostScript) An alternative picture file format supported by Adobe Systems and third-party developers. It allows PostScript data to be stored and edited and is easy to transfer between Macintosh, MS-DOS and other systems. Will output only to PostScript devices, not to a display screen. Also referred to as eps files.

Grain Direction

As the paper web is carried forward on the machine, the majority of fibers orient themselves in the machine direction. When the web of paper is sheeted, the sheets will be grain long (fibers that follow the long side of

the sheet) or grain short (they follow the short side). Grain direction should be considered during the design process for best results during printing, folding, and converting.

Halftone

Because laser printers and printing presses cannot produce grey, the reproduction of a continuous-tone image, such as a photograph, is processed through a screen that converts the image into dots of various sizes to provide the illusion of grey.

Icon

An image, symbol or graphic representation capable of standing alone as a representation of a product or business.

Imposition

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

Ink Holdout

A characteristic of paper related to its capacity to keep ink sitting on its surface rather than absorbing into the sheet. Better ink holdout produces sharper printed images.

Logo

A graphic representation of a company name, trademark or product, typically designed for recognizability, memorability and market differentiation.

Logotype

A typographic representation of a company name, trademark or product.

Mission and vision statement

For internal corporate audiences, an inspiring simplification of an organisation's goals and ideology, intended to focus effort, change culture and improve performance.

Portable Document Format (PDF)

PostScript refers to both the page description language that describes the format of a printed page and the interpreter that converts

the page description into pixels or bits to control a raster-based output device. As a general-purpose programming language, PostScript contains procedures, variables and control constructs that may cause unpredictability. Adobe Acrobat, which was built upon the base of PostScript, allowed users to view and manage documents in an application independent manner and on a computer platform in an independent manner. Some saw Acrobat as a substitute for paper rather than a transportable printing format. But users saw more potential in the PDF or Portable Document Format than just looking at pages on a screen—they saw the high-end of the printing world—direct to film, plate, printer, press—as well as viewable documents for disk and Web distribution. Each page of the Acrobat PDF document is independent of the others. In PostScript a “page” is the by-product of some calculation or procedure. The PDF page approach eliminates the variability of PostScript and provides a foundation for effective digital print production workflow. High-end printing and colour controls can be integrated with the PDF file.

Process Colour

The colours of ink or toner—cyan, magenta, yellow and black—used in four-colour offset and digital printing.

Resolution

The degree of clarity of a display or printer image. Resolution is usually specified in dots per inch (dpi). The higher the resolution, or the greater the number of dpi, the sharper the image.

RGB

Abbreviation for red–green–blue; a method of displaying colour video by transmitting the three primary colours as three separate signals. There are two ways of using rgb with computers: ttrgb, which allows the colour signals to take on only a few discrete values; and analog rgb, which allows the colour signals to take on any values between.

Smoothness

The surface quality of a sheet of paper, related to the flatness of the sheet. Smoothness affects ink and toner receptivity. The Sheffield scale measures smoothness. A higher value typically indicates a rougher sheet.

Stakeholders

All of the people who have some degree of accountability for the results of a design project.

Tagged Image File Format (TIFF)

File format used for storing and exchanging bitmapped or raster images, such as are created in paint or photo manipulation programs.

Tagline

A short, dramatic series of words or sentences that summarize a brand or product's emotional and functional benefits to the marketplace.

Target audiences

The various people who are expected to view, and react to, a design.

Trapping

The process of overlapping two adjoining colours in an image so that holes are not left in the image by the normal registration variations of the printing process. 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.

Uncoated paper

Paper manufactured with no surface coating. There is a wide variety of grades and levels of quality among uncoated papers.

Vector

A computer file that uses mathematical formulas to describe lines, curves and tints. Drawing programs can create/handle vector images.

Viral marketing

A nontraditional promotional effort designed to quickly spread enthusiasm about a product or service, usually conducted through word-of-mouth and by targeting thought-leaders in select "communities" of influence.

Visual audit

A comprehensive visual analysis of the various artefacts of an enterprise. The purpose is to determine which visual elements are working well and which are working against the business objectives.

Visual identity

The graphic system of logos, logotypes, typography, illustration and photography—and, often, rules for their application—that identifies a brand or organisation.

Watermarks

Designs formed in fine wire or in low-relief metal castings and sewn onto the dandy roll. The resulting thick and thin areas make the watermark slightly more translucent than the rest of the sheet. Watermarks were historically used to convey a sense of quality in letterhead papers.

Source: Mohawk Paper www.mohawkpaper.com
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