



Our reference-based approach to developing your communications...puts you in the director's chair.

## GLOSSARY OF TERMS... DESIGN PRODUCTION

There's so much to know about the design process. We hope this list of definitions will serve as a resource for you for years to come. Print out this list or simply refer back to our site as often as you need.

### DIGITAL IMAGE TYPES

**Pixel files / Bitmap Files:** Usually a picture file that is calculated by the computer and displayed based on the number of separate pixels (dots) that make up the image. A pixel image can NOT be increased in size without distortion – it CAN be decreased in size, however. This type of file is usually larger than other file version of the same dimensions.

**Web-Based images:** Image files made of extremely limited data in order to load quickly over the Internet which only needs to be viewable on a monitor (50 dots per inch resolution). Printing from these images is NOT recommended...they will reproduce extremely pixelated.

**Vector-Based:** A picture file that is calculated by the computer with lines (as part of an X,Y coordinate) rather than separate pixels. A vector-based image can be increased or decreased to any size without distortion. A vector image is usually a small file and optimal for flat, solid color graphics.

### FILE FORMATS (SAVE AS..)

**.tiff:** A pixel-based file format usually used in print applications that contains the a wide range of pixel image information.

**.pict:** A pixel-based file format that is low quality. Used in limited applications.

**.jpeg:** A pixel-based file format that is similar to a .pict image, but is compressed to become a smaller file size and easily transmitted over the Internet.

**.eps:** (Encapsulated Post Script)...Vector-based as well as pixel-based images can be saved in this format. Pixel files saved in this format for print applications contain the widest range of pixel image information.

**.pdf:** i.e. Portable Document File; a file format that is utilized by the popular image editing program Adobe Acrobat. This is a good file format that compresses information tightly and still holds a high quality expanded reproduction. This is easily opened on Mac and PC systems. Excellent for sending & proofing designs via email.

### SYSTEM PLATFORMS

**MAC:** The Apple Macintosh computer operating system.

**Windows:** A computer system that uses the Microsoft Windows operating system.

### FONTS

**Post Script:** Vector-based illustrated Fonts. The most reliable fonts to use in word-processing, graphics, and any other creation that needs to be output for high-quality reproductions.

**True Type:** A lower-end (less expensive) form of font. Usually created with less data information therefore, less quality reproduction capabilities. Can lead to problems in high-quality reproductions.

### PRINTING LINE SCREEN / DIGITAL FILE RESOLUTION

**dpi:** (Dots Per Inch) ...when we look at a computer screen, we are looking at an image made up of 72 dots (pixels) per inch (some screens are 92 dpi). When an image or files goes to the printer, the dpi can be (and usually is) much higher (anywhere from 300 dpi to 4000 dpi - or more!)

**High-res images:** Images that are made up of many pixels (dpi) and are usually used in print applications.

**Low-resolution images:** Images made up of a lower number of pixels for rough proofing or to be viewed on a computer screen for example websites.

### COLOR SYSTEMS

**Printing (CMYK):** Normally called "4-color process"; CMYK is a color system that uses the colors Cyan, Magenta, Yellow and Black to reproduce (on print) all the colors of the visual spectrum.

**Printing (PMS Spot Color):** Solid individual colors for spot color printing and simple pixel-based-printing. PMS (Pantone Matching System) is based on a numerical system thus giving a common platform to standardize printing colors anywhere in the world. The most used spot color system-in the U.S. Similar to numbered paint color chips in stores.

**Monitor/Video (RGB):** A three color system (Red, Green and Blue) used to reproduce all the colors of the visual spectrum for display on a computer screen or on video.

### PHOTOGRAPHY FORMATS

**Photo Transparency:** A "positive" (not negative) that is viewable on lightbox. A continuous tone image (no pixels) that is ideal for achieving the BEST quality pixel-based scans from scanning devices for computer software photo editing & manipulation and high-level reproductions (printing presses).

**Photo Print:** A "positive" (not negative) that is viewable without the assistance of back-light. A continuous tone image (no pixels) that is ideal for achieving the GOOD quality pixel-based scans from scanning devices for computer software photo editing & manipulation and high-level reproductions (printing presses).

**Digital Photo:** A pixel-based image. Quality is determined by the lens capacity of the digital camera. Digital cameras convert continuous tone images captured by light elements (RGB) into pixel-based images for easy reproduction on computers and printers. The higher resolution the original image, the higher the quality of reproduction.



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### **PHOTOGRAPHY PURCHASING**

**Royalty-Free Images:** Purchased Images that can be used in almost any application or media...and altered / used as many times as desired. Others can also use these images searched and purchased from stock source. Very affordable!

**Licensed Usage Images:** Images paid on the basis of USAGE. Size of use, volume of exposure to demographic, times used, etc. can all factor into price determination of stock house that licenses photo. Expensive route, but sometimes necessary.

**Licensed Buyout Images:** Images paid on the basis of full ongoing USAGE. Expensive route, but sometimes necessary if repeated uses are needed.

**Custom Professional Images:** Photographer is hired to do custom shots dictated by client. Above License rights will probably apply.

### **PIXEL-BASED IMAGE EDITING SOFTWARE**

**Photoshop:** An application that is used to edit pixel-based images of various formats. Also can convert a vector based image (limited formats) to a pixel-based image. Elements of the image can be placed on different layers and edited separately.

### **VECTOR-BASED ILLUSTRATION / DESIGN SOFTWARE**

**Illustrator / Freehand:** Two competing applications that create and edit vector-based image and text files good for flat-color graphics but can also be used in complex illustrations.

### **DESKTOP PUBLISHING LAYOUT SOFTWARE**

**Quark XPress:** A program that can compile many types of images and text elements to be arranged in the final way that they are to be printed.

**In-Design & Page Maker:** Extremely similar programs to Quark Xpress.

### **WORD PROCESSING SOFTWARE**

**MS Word:** The most popular word processing application. Allows the user to write a document and save it in various text formats.

### **ELECTRONIC INTERNET CAPABILITIES**

**High-Speed (DSL / T-1):** A fast connection to the Internet. Allows fast downloads of large graphic files or video information.

**Modem Speed:** A slow connection to the Internet (usually 56kbs). User usually only can get speeds of up to maximum of 26kbs per second. Allows the viewing of text and small, still images but is not very practical for video or some sound because of the slow data speed.

### **COMPRESSION SOFTWARE**

**Stuffit:** Software that uses a special algorithm to reduce the data size of a file for the purpose of use with hard discs with limited space or to be sent over the Internet. Stuffit is found on Apple computer systems.

**Zipit:** Software that uses a special algorithm to reduce the data size of a file for the purpose of use with hard discs with limited space or to be sent over the Internet. Zipit is found on Windows and Apple computer systems.

### **TRANSFERABLE STORAGE MEDIA**

**CD:** Compact Disc (700 MB of Storage) most common to computer users. Stores any kind of data. Can be saved in cross-platform (Mac/Windows)

**DVD:** Digital Video (or Versatile) Disc (Varies in storage size...up to 4.7GiGs) Stores any kind of data...especially good at storage for video where file sizes are giant. (Mac/Windows)

**Zip:** Removable disc storage of 100 MB or 250 MB. Less stable than CD. Less common to computer users.

**Syquest Cartridge & Other Media:** Removable disc storage of various sizes. MUCH Less stable than CD. MUCH Less common to computer users.

### **WEB-BASED PROOFING**

**Adobe Acrobat pdf:** This is a good file format that compresses information tightly and still holds a high quality expanded reproduction. This is easily opened on Mac and PC systems. Excellent for sending & proofing designs via email.

**Internet Job Posting:** Design files are placed on a special "Client Viewing Website," and we send you a "url" (web address) to your email. You then go online, key in (or paste) the address into your Web Browser and your screen will fill with the design pieces (letterhead, brochure, etc.).

### **PROOFING PRINT-OUTS**

**Laser:** Black and White Output (usually 600 dpi). For proofing rough placement of design work and text layout.

**Ink Jet:** Low-End Color Output for rough proofing of color and layout.

**Die Sublimation:** High-End Color Output for tight, 85% accurate color and layout..

**Digital 4/Color Process Proof:** Extremely High-End Color Output for very tight, 95% accurate color and layout. Used just before printing to match.

### **SCANNING**

**Flatbed Scan:** There are low-end and high-end flatbed scanners. Backlit scanners for transparencies hold the best resolution.

**Drum Scan:** Image is placed on a drum that spins at very rapid speeds. A laser reads the information on the transparency and converts it to digital (pixel) data. Yields extremely high-quality scans.



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## GLOSSARY OF TERMS... PRINTING PRODUCTION

*There's so much to know about the printing process. We hope this list of definitions will serve as a resource for you for years to come. Print out this list or simply refer back to our site as often as you need.*

**AA:** Abbreviation for Author's Alterations. This term will apply when you make edits at the print proof stage.

**Analog Color Proof/Matchprint:** Off-press color proof made from separation films. These proofs are calibrated to the printing press and are accurate for color.

**Backing Up:** Printing the reverse side of a sheet that has already been printed on one side.

**Bindery:** The finishing steps of the printing process. Bindery includes folding, trimming, collating, die-cutting, saddle stitching, perfining. There are also other bindery processes that will not apply to the production of your job.

**Bleed:** An extra amount of printed image, which extends beyond the trim edge of the sheet or page.

**Blueline:** Single proof color (usually blue in appearance) that is created by exposing a piece of film to light on specially treated paper. This kind of proof is used as the primary proof in 1 and 2 color printing. It is used primarily for back up and folding in 4 color printing.

**Blueline Equivalent:** Many printers now use a film-less printing process. And in this process, bluelines have been replaced by digital color "laser" proofs that are backed up and folded. Usage is the same as described under blueline above.

**Coated Paper:** Paper having a surface coating, which produces a smooth finish. Surfaces vary from eggshell to glossy. Coated sheets include matte, dull, velvet and satin.

**Collate:** In binding, the gathering of sheets and signatures.

**Continuous Tone:** An image, which contains gradient tones from black to white.

**Contrast:** The tonal graduation between the highlights, middle tones and shadows in an original or reproduction.

**Crop Marks:** The indicator marks on a press sheet of where a job is to trim and/or fold.

**Density:** The degree of darkness (light absorption or opacity) of a photographic image.

**Die-cutting:** The process of using sharp steel rules to cut special shapes for labels, pocket folders, boxes and containers, from printed sheets.

**Digital Color Proof:** A color proof produced from digital data without the need for separation films. These proofs are calibrated to the printing press and are accurate for color.

**Digital Printing:** Printing by plateless imaging systems that are imaged by digital data from prepress systems.

**Dot:** The individual element of a halftone.

**Dot Gain:** In printing, a defect in which dots print larger than they should, causing darker tones and stronger colors.

**Draw Down:** In ink-making, a term used to describe ink chemist's method of roughly determining color shade. A small glob of ink is placed on paper and drawn down with the edge of a putty knife spatula to get a thin film of ink. We will employ this process if we are making a special color match ink or if we just want to see what a specific ink looks like on a specific stock.

**Dummy:** A preliminary layout showing the position of illustrations and text as they are to appear in the final reproduction. A set of blank pages made up in advance to show the size, shape, form and general style of a piece of printing.

**Duotone:** In photomechanics, a term for a two-color halftone reproduction from a one-color photograph.

**Enamel:** A term applied to a coated paper or to a coating material on a paper.

**Folio:** The page number.

**Four-Color Process:** See process colors. This also referred to as CMYK (Cyan, Magenta, Yellow and Black).

**Grain:** In papermaking, the direction in which most fibers lie which corresponds with the direction in which the paper is made on a paper machine.

**Halftone:** The reproduction of continuous-tone images, through a screening process, which converts the image into dots of various sizes and equal spacing between centers.

**Hickey:** In offset lithography, spots or imperfections in the printing due to dirt on the press, dried ink skin, paper particles, etc.

**Highlight:** The lightest or whitest parts in a photograph represented in a halftone reproduction by the smallest dots or the absence of dots.

**Lithography:** See Offset.

**Matte Finish:** Dull paper finish without gloss or luster.



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**Middletones:** The tonal range between highlights and shadows of a photograph or reproduction.

**Offset:** In printing, the process of using an intermediate blanket cylinder to transfer an image from the image carrier to the substrate. Short for offset lithography.

**Opacity:** That property of paper, which minimizes the show-through of printing from the back side or the next sheet.

**Over Trim:** To trim a piece slightly larger than the crop marks indicate.

**PDF:** (Portable Document File) A proprietary format for the transfer of designs across multiple computer platforms, PDF is a universal electronic file format, modeled after the PostScript language and is device- and resolution-independent. Documents in the PDF format can be viewed, navigated, and printed from any computer regardless of the fonts or software programs used to create the original.

**Pantone Matching Systems (PMS):** color charts that have over 700 preprinted color patches of blended inks, used to identify, display or define special colors.

**Plus Cover:** A cover that is of a different paper from the inside text pages.

**Press Check:** The step in the press make-ready when the piece is being checked for color accuracy, crossovers, correct paper, back up, etc.

**Print Quality:** A term describing the visual impression of a printed piece. In paper, the properties of the paper that affect its appearance and the quality of reproduction.

**Process Colors:** In printing, the subtractive primaries: yellow, magenta and cyan, plus black in four-color process printing. These colors are also referred to as process yellow, process red, process blue and process black.

**Proofs:** See blueline, blueline equivalent, digital color proof and analog color proof/ matchprint.

**Ream:** Five hundred sheets of paper.

**Register:** In printing, fitting of two or more printing images in exact alignment with each other.

**Saddle Stitch:** In binding, to fasten a booklet by wiring it through the middle fold of the sheets. Also called saddle wire.

**Score:** To impress or indent a mark in the paper to make folding easier.

**Self-Cover:** A cover of the same paper as inside text pages.

**Sheetwise:** To print one side of a sheet of paper with one plate, then turn the sheet over and print the other side with another plate using the same gripper and opposite side guide.

**Show-Through:** In printing, the undesirable condition in which the printing on the reverse side of a sheet can be seen through the sheet under normal lighting conditions.

**Stock:** Paper or other material to be printed.

**Text:** The body matter of a page or book, as distinguished from the headings. Text can also refer to the weights of paper that are generally used on the inside pages of a booklet or brochure.

**Under Trim:** To trim slightly smaller than the crop marks indicate.

**Work & Turn:** To print both sides of a sheet of paper, then turn it over from left to right and print the second side using the same gripper and plate but opposite side guide.

*\*Some of these definitions came from the Pocket Pal, a publication of International Paper and the Free Time a calendar publication of Fox River Paper.*



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## GLOSSARY OF TERMS... VIDEO PRODUCTION

*There's so much to know about the Video, CD and Web production process. We hope this list of definitions will serve as a resource for you for years to come. Print out this list or simply refer back to our site as often as you need.*

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**Illustrator / Freehand:** Two competing applications that create and edit vector-based image and text files good for flat-color graphics but can also be used in complex illustrations.

### **HTML WEB SOFTWARE**

**Go-Live:** Allows the user to create and edit HTML web pages without technical html code writing capabilities.

**Flash:** A special web application that is used in the creation of web animations.

### **VIDEO EDITING SOFTWARE**

**Final Cut Pro:** A complete video editing application made and distributed by Apple Computer...very advanced!

**After Effects:** Allows the user to add special video effects to video. Also allows the user to create original animated clips to be used in video editing programs like Final Cut Pro.

**Boris Red:** A set of 'plug-ins' that can be used by After Effects, Final Cut Pro or on its own (with Boris application). Allows the user to create special video effects.

### **ELECTRONIC INTERNET CAPABILITIES**

**High-Speed (DSL / T-1):** A fast connection to the Internet. Allows fast downloads of large graphic files or video information.

**Modem Speed:** A slow connection to the Internet (usually 56kbs). User usually only can get speeds of up to maximum of 26kbs per second. Allows the viewing of text and small, still images but is not very practical for video or some sound because of the slow data speed.

### **COMPRESSION SOFTWARE**

**Stuffit:** Software that uses a special algorithm to reduce the data size of a file for the purpose of use with hard discs with limited space or to be sent over the Internet. Stuffit is found on Apple computer systems.

**Zipit:** Software that uses a special algorithm to reduce the data size of a file for the purpose of use with hard discs with limited space or to be sent over the Internet. Zipit is found on Windows and Apple computer systems.

### **TRANSFERRABLE STORAGE MEDIA**

**CD:** Compact Disc (700 MB of Storage) most common to computer users. Stores any kind of data. Can be saved in cross-platform (Mac/Windows)

**DVD:** Digital Video (or Versatile) Disc (Varies in storage size...up to 4.7GIGs) Stores any kind of data...especially good at storage for video where file sizes are giant. (Mac/Windows)

### **MOTION PICTURE FORMATS**

**Film:** Celluloid film with light sensitive chemical emulsion. Must be developed to see image. There are several different sizes (8mm, 16mm, super 16mm, 35mm, 70mm) 35mm is the standard presently used in the average theatrical movie. Film has a richer look than video and costs about 4 times as much. Must be converted through a telecine unit to videotape to be used on television.

**Video:** The standard of video used in the USA is NTSC. In most European countries the standard is PAL. Video is an 'immediate' form of moving picture using an electronic signal rather than chemical emulsion to create a picture. Video is recorded onto videotape in various formats (analog or digital). Video can be played back immediately, avoiding the need for film developing and waiting to view a print.

**Digital:** A mode of recording video that is replacing the analog method of recording. Digital video and/or audio has a superior quality above analog. It is also more easily edited on computer editing devices.

### **MOTION PICTURE MEDIA DEVICES**

**Mini DV:** Records video digitally. Is replacing home video (VHS) as the consumer standard in video.

**VHS:** The standard in home video for the past twenty years. VHS is being replaced by Mini DV in recording and DVD for playback in video stores. VHS is still a versatile medium and is widely used and duplicated.

**Beta:** Beta and BetaSP are broadcast formats that have been the standard of broadcast companies for over 15 years. Beta is an analog format and is being replaced