

DEFINITIONS

File Formats for Art & Photographs

epsOriginal drawing files for art and logos. Must be placed into document to view.
Jpegs.....Standard compressed photo/art file. Transportable on e-mail.
TIFFLarge art/photo file. Difficult to e-mail.

Photography

Crop.....Select part of a photo or image
dpidots per inch
High ResolutionFor quality printing (300 dpi)
Low Resolution.....For Web sites and B&W inkjet printing (72 dpi)
MegapixelCamera setting for photographs

Typography

FontType style
Font SizeHeight of character in points. (ex. 12 point)
Flush Left.....Copy aligned to the left
Flush Right.....Copy aligned to the right
JustifiedCopy set flush on both sides
LeadingSpace between lines of type
RTFRich Text Format. Type saved for placing into a document

Acceptable Software for Print Reproduction

InDesign.....Design software
QuarkXPressDesign software
Photoshop.....Photo retouching/color editing software
Illustrator.....Drawing program
Corel Draw.....Drawing program

Printing

BleedPrinting up to the edge of the sheet
CMYK.....4-Color Process printing (Cyan, Magenta, Yellow & Black)
Image AreaArea of printing limits on page
Outline PhotoObject outlined in Photoshop
PMS.....Pantone Matching System. Universal color guide
RGBDigital inkjet printing (Red, Green & Blue)
Sheet Fed Printing.....Standard flat, cut sheet, printing
Web PrintingContinuous rolls of paper for high quantity newspapers, circulars and magazines

Proofs

High Res Color ProofsTo check accurate color and detail
Low Res Color Proofs.....Inkjet proof check to check content, trim and folds.
PDFSnapshot of document. Low resolution for proofing. High resolution for printing.

Paper Stocks

Dull CoatedFlat, little or no sheen. Good print quality
GlossyShinny coated paper. Good print quality
MatteMatte finish coated paper. Good print quality
Offset.....Uncoated bond. Basic copy paper. Detail may be lost in printing.

Basic Text Weights

35 lb. TextNewsprint
50 lb. TextLowest weight for sheet fed printing. (Catalog pages)
80 lb. TextStandard text weight
100 lb. TextHeavy page weight. Heaviest weight before cover weights

Basic Cover Weights

65 lb. Cover.....Lightest cover weight
80 lb. Cover.....Standard cover weight
100 lb. Cover.....Heavy cover weight

