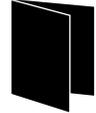


what does that mean?

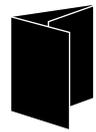
A BRIEF GUIDE TO DESIGN AND PRINTING JARGON

BLEED	Ink that extends to the edge of the page. Since printing presses cannot print to the edge of a sheet of paper, bleeds are achieved by printing on a sheet larger than the finish size, then trimming the paper.
CMYK	Abbreviation for cyan, magenta, yellow and black—also referred to as four-color. When these process colors are used together, full-color images and thousands of colors can be created.
COATED	Paper with a coating of clay and other substances that makes paper smoother, images crisper and colors brighter. Coated paper is available in gloss, satin or matte.
COMP	Mockup or simulation of the final product, sometimes at a reduced size, to approximate how the piece will look and open.
DPI	Dots per square inch—a measure of output resolution. The standard resolution for website images is 72 dpi; offset printing requires 300 dpi.
FINISH	Refers to the surface texture of paper, usually expressed as smooth or vellum, but other common finishes are antique, eggshell and linen.
LEADING	Amount of space between lines of type.
PANTONE	System of over 1,000 custom colors with each designated by a Pantone Matching System® number.
PERFECT BIND	To bind sheets of paper to a cover with glue at the spine. Paperback books are perfect bound, as well as most reports over 30 pages.
PIXEL	A dot made by a computer, scanner or other digital device. Digital files such as JPG, TIFF and BMP are made up of individual pixels.
PROOF	A test sheet prepared by the printer to show how a finished printing job should appear. Due to technological advances, proofs have almost completely replaced bluelines.
RESOLUTION	Sharpness of an image on film, paper or a computer screen.
RGB	Abbreviation for red, green and blue, the color system used in computer monitors.
SADDLE STITCH	To bind by stapling sheets together where they fold at the spine.
SCORE	To compress paper along a straight line so it folds more easily and accurately.
TINT	Expressed in percentages, a tint is created by printing small dots of an ink color instead of solid coverage in order to lighten its appearance.
UNCOATED	Paper that has not been coated. Uncoated paper may have smooth or rough surfaces; many finishes are available.
VARNISH	A clear liquid applied to the paper for protection and appearance.
VECTOR	A digital file, such as an EPS file, made up of a series of points which create a path. Vector files can be enlarged to any size without compromising quality.

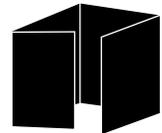
GUIDE TO FOLDS



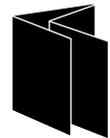
four page single fold



six page, gatefold



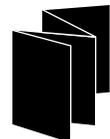
eight page, double gatefold



double parallel



z fold



accordion



quarter fold