

# GLOSSARY

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**Application:** Programs that perform a specific function on a computer. Examples of applications are: Adobe Photoshop, Quark Xpress, MS Word, Etc.

**Black and White Proof:** A laser print for the customer to review their job, usually in text form.

**Bleed:** When an image extends off all four sides of the Postcard.

**Border:** The area between the image and the edge of a Postcard. Similar to a picture frame.

**Camera Ready:** A layout that is created by a client and submitted as one hundred percent black ink on white paper it is then scanned and turned into plates for printing. Usually contains text and logos in finished form.

**CMYK:** (Cyan, Magenta, Yellow, Black) the standard color model used in the printing process, often called four color printing.

**Color Bar:** A tool used to judge color accuracy of an image when shooting film for output.

**Color Correction:** Adjusting an image to improve overall color.

**Color Proof:** A Dupont or Laser print for clients to review their job. A color proof is a close representation of how the finished Postcard will look.

**Color Separations:** The process of separating CMYK into film layers , each layer is then printed separately one on top of the other to give the impression of full color.

**Computer-to-Plate:** This is a process where no film is used. A job will go directly to a plate and then be printed, eliminating many additional steps that would take your final printed piece longer to get to you.

**Continuous Tone:** An unlimited range of color and shades of grays. Contrast: An image with light tones (highlights) and dark tones (shadows).

**Copy:** Any type, sentences or paragraphs that appears on the final printed piece.

**Crop:** To trim or remove unwanted portions from the image in order to make it the proper proportion to the Postcard.

**Crop Guide:** A tool used to show how an image may be cropped in proportion to our Postcard.

**Digital:** Jobs created by our client using an accepted computer application than submitted to us on disk or via The Internet.

**Dot Pattern:** A series of dots that make up a printed image.

**DPI:** (Dots Per Inch) a measure of resolution used for printed text or images (all are cards use 300 dpi).

**EPS:** (Encapsulated Postscript File) A file format that transfers easily between computer systems. This format is often used for high-resolution images that will be added to another document. (Example: Illustrator is a commonly known eps format)

**File Format:** Each different type of file has a different format. A file format specifies how information is organized. (Example: EPS is a standard format supported by many programs)

**FTP:** File Transfer Protocol. The format and rules for transferring files from a host to a remote computer.

**Gigabyte (GB):** One thousand megabytes.

**Grayscale:** The use of many shades of gray from white to black to represent an image.

**Halftone:** Black and white dots that vary in pattern to simulate shades of gray in an image.

**High-Res:** The resolution (Res) of an image indicates the number of dots per inch (dpi). High resolution is usually anywhere from 300 dpi to 2,500dpi.

**Image:** Graphics or photos that represent the front of a Postcard.

**Inkjet:** A type of printer that works by spraying ionized ink at a sheet of paper. Ink-jet printers are capable of producing a high quality print resolutions up to 300 dots per inch, although some newer models offer higher resolutions.

**JPEG:** (Joint Photographic Experts Group) A file format used for color images. It retains a higher degree of color but files are smaller, but remember the more you compress a JPEG file the more detail and color is lost.

**Kilobyte (KB):** A measurement of data equal to 1,024 bytes. Kilobytes are used to store smaller amounts of information.

**Line Art:** Black and white artwork that does not contain any halftone screens.

**Login:** The process of entering a username and password to gain access or to control information on a website.

**Low-Res:** The resolution of an image indicates the number of dots per inch (dpi). Low resolution is usually 72 dpi.

**Mask:** This is a process used to delete unwanted areas of an image while maintaining its shape.

**Megabyte (MB):** Equal to 1,048,576 bytes, usually rounded off to one million bytes.

**Moire':** An undesirable result in an image after scanning when a texture or screen is placed one on top of another. The image will appear fuzzy or wavy.

**Negative:** A reverse of an image created when processing film. Dark areas appear light and light areas appear dark.

**PDF:** (Portable Document Format) A popular way of formatting documents so they can be viewed and printed on multiple platforms the way you intended. You use Adobe Acrobat Reader to view a PDF.

**Pixel:** (Picture Element) An image displayed on a computer is made up of lots of dots called pixels. A number of pixels displayed is referred to as the images resolution.

**Positive:** The end result of film once it has been exposed. The image contains dark and light values as well as color (Example: a 35mm slide is a positive)PostScript: Is a language for printing, meaning it treats fonts, images and graphics as geometrical objects and stores them in one document.

**Press Ready:** In a filmless print production environment, complete digital graphic files are Press ready when no further work is needed to go to press.

**Primary Colors:** Are made up of RGB Additive Primaries (which create white light) and CMYK Subtractive Colors (which are used for printing)

**Process Colors:** CMYK colors used for printing.

**Program:** (See also application) A program is a organized list of instructions, that causes a computer to behave in a predetermined manner. With no programs a computers is useless.

**QuarkXPress:** A program used to layout the different elements on your postcard.

**Resolution:** the degree of sharpness of a computer-generated image as measured by the number of dots per linear inch in a hard-copy printout or the number of pixels across and down on a display screen.

**RGB:** (Red, Green, Blue) When mixed together these colors create a white light. (Example: televisions and computers display color in RGB only.)

**Scanner:** An electronic device that uses light-sensing equipment to scan paper images such as text, photos, and illustrations and translate the images into signals that the computer can then store, modify, or distribute.

**Score and Fold:** To make an indent in paper. This step is necessary when folding cards.

**Sketch/ Mockup:** A rough drawing by the client to represent the layout and design of there card.

**Split Run:** An order with the same front side but may have two or more different backsides.

**TIFF:** (Tagged Image File Format) A TIFF is the most widely supported file format for storing images on a computer. It can handle a range from one bit to 24 bits of photographic image color with equal ease. A TIFF can be black and white, grayscale or color.

**Typesetting:** To layout words, text and logos on a card for printing.

**Vector Image:** Are more flexible than other images because they can be resized/ stretched and placed over other images without a white block. (Example: a Illustrator EPS is a Vector Image)