

# Jargon Dictionary

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## Artworking, Print and Display Equipment Terminology

(FOR INFORMATION ABOUT PRINT & MOUNTING MATERIALS, SEE OUR MATERIALS GUIDE)

**Artwork** – We use this term to describe the files we receive from you to print from.

**Banner Stand** - Tall thin portable banner system which has a graphic that is unrolled and held taught by a pole(s) at the back of the unit. Also known as 'pull-up banners' or 'roll-up banners'. Commonly also called 'pop-ups' which is incorrect (see pop-ups).

**Bitmap** – An image file format that refers to the rows and columns (map) of dots or pixels that form an image.

**Bitmap Images** - Computerized image made up of a collection of dots or pixels; these images appear blocky when you zoom in; also known as raster images.

**Bleed** - Printing that goes beyond the edge of the visible graphic area.

**Border** - Margin or line between the image area and the edge of the paper.

**Brightness** - The brilliance or reflective quality of paper affecting contrast in printing.

**Bulk** - The thickness of paper relative to its weight.

**CMYK** - Cyan, magenta, yellow & black – the four basic colour inks which are used in the four colour process to produce a range of colours and create a colour image.

**Colour Balance** - Refers to the proper ratio of cyan, magenta and yellow ink during printing to keep colour consistency and produce the desired colour of an image.

**Colour Correction** - Methods of adjusting and improving colour qualities such as colour balance, contrast etc.

**Colour Matching** - Adjusting supplied digital file to match hard copy supplied by client.

**Contrast** - The range of difference between the darkest and lightest areas in an image.

**Copy** - Any material (text or artwork) to be used in printing a piece.

**Crop** - To cut off sides or portions of an image

**Crop Marks** - Lines at the edges of a sheet that show where the page will be trimmed.

**Cyan** - Shade of blue; one of 4 basic ink colours used in a 4 colour printing process.

**Density** - The degree of darkness of an image.

**Dot** - The individual element of a halftone; also referred to as a pixel.

**DPI** - Dots Per Inch: a measurement of resolution of a screen image or printed image defined by the number of dots that fit horizontally and vertically into one inch; the higher the DPI, the sharper the image.

**Encapsulation** - The process of sealing a printed graphic, front and back, with thin, clear vinyl or polyester. Often confused with lamination.

**EPS** - Encapsulated Postscript File: An Adobe graphic file format for high resolution images; it translates graphic and text into code that tells a printer to print in the highest resolution possible and also has low resolution view files for quick screen viewing.

**Footprint** - Area of floor or ground that is taken up by a display system (ie. width x depth).

**Four colour process** - The process of printing using the combination of four basic colour inks (cyan, magenta, yellow & black) to produce a range of colours and create a colour image. This is also known as a full colour process.

**Full colour process** - See four colour process.

**GIF** - Graphics Interchange Format: An 8-bit-per-pixel bitmap image format used widely on the web due to its portability. The format uses a palette of up to 256 distinct colours from the 24-bit RGB colour space. The colour limitation makes the GIF format unsuitable for reproducing colour photographs and other images with continuous colour, but it is well-suited for more simple images such as graphics or logos with solid areas of colour.

**Gloss** - Shiny coating on paper or highly reflective laminated finish.

**Grain** - The direction in which the fibres of a paper lie.

**Graphic** - On Exhibitions2Go we refer to any printed poster, banner, flag or wrap etc as a graphic, whether it is used with or without a display system.

**Graphic Design** - The use of visual elements to express a message.

**Graphic Wrap** - A printed polyester or vinyl graphic that wraps around a carry-drum, plinth, counter or table and fastens together with velcro at the back.

**Grayscale** - An image made up of a range of shades of black and white.

**GSM** - Grammes per Square Metre: Unit traditionally used to describe paper weight.

**Halftone** - Pattern of dots within a fixed grid to reproduce a continuous-tone image.

**Hard Copy** - A document or data printed on paper.

**Hardware** - Hardware on Exhibitions2go refers to all non-printed elements of a display system (eg. Pop-up frame, carry bags, fixtures & fittings)

**High Res** - High Resolution: See Resolution

**Image Area** - Portion of a page or paper that is printed.

**Inkjet** - A high quality printed graphic produced by an ink-jet printer which squirts very fine jets of rapid-drying ink onto paper and other substrates.

**JPEG** - A commonly used method of compression for photographic images. The file format is known as JIF (JPEG Interchange Format) but most image editing software programs that write to a 'JPEG file' are actually creating a file in the simpler 'JFIF' (JPEG File Interchange Format). The name JPEG stands for Joint Photographic Experts Group, the name of the committee that created the standard.

**Keyline** - An outline drawing to show the exact size and position of artwork.

**Lamination** - Applying a thin clear waterproof veneer to one side of a printed graphic. Many people use the term lamination incorrectly to mean sealing a graphic completely, front and back, when they actually mean encapsulation.

**Lines per Inch (LPI)** - The number of lines of dots per inch in a halftone screen; the higher the LPI, the sharper the image.

**Magenta** - Also known as process red; one of the 4 basic ink colours in process colour printing; M in abbreviation CMYK.

**Matte** - Dull, non-glossy finish.

**Mb (or MB)** - Unit of megabytes or megabits. When referring to the size or data transfer rate of a storage device which is accessed in multiples of eight bits (e.g. RAM, hard disk) this almost certainly means megabytes, but when referring to the data transfer rate of a communications system it probably means megabits. Some years ago, it is claimed, "MB" always meant megabytes and "Mb" meant megabits but recently this useful distinction has been lost.

**Micron** - Unit of length (symbol  $\mu$ ) defined as one millionth of a metre, a length more properly known as the micrometre. The term micron was officially sanctioned as part of the metric system from 1879 to 1967 but is still commonly used to describe the thickness of papers, laminates and fabrics.

**Modular** - A self-contained exhibition stand that can be combined or interchanged with others like it to create different shapes or designs. Composed of standardized units or sections for easy construction or flexible arrangement.

**Moiré** - An undesirable screen pattern caused by incorrect screen angles.

**Off** - In printing, quantity is traditionally described as '1 off' or '2 off' etc. This is an historic abbreviation of '1 off a negative' or '2 off a negative' and now relates to how many copies of one design are printed from one digital file.

**Opacity** - The property of paper that maximizes the show-through on a printed sheet.

**Pantone Reference** - Pantone colors are described by their allocated number (ie. 'PMS 130'). PMS references are almost always used in branding.

**PDF** - Portable Document Format: The file format created by Adobe Systems, in 1993, for document exchange. PDF is used for representing two-dimensional documents in a device-independent and display resolution-independent fixed-layout document format. Each PDF file encapsulates a complete description of a 2-D document (and, with Acrobat 3-D, embedded 3-D documents) that includes the text, fonts, images, and 2-D vector graphics that compose the document.

**Pixel** - From picture element, the smallest resolved unit of a video or computer-generated image which has specific luminance and colour; also an individual light-sensitive unit in an array forming a solid-state sensor in a camera. Pixel dimensions may be fixed during manufacture or determined in a raster display by the number of scanning lines and the resolution along each line. Also known as dots.

**PMS** - Pantone Matching System: The standard colour-matching system used by printers and graphic designers.

**PostScript** - A page description language developed by Adobe Systems that tells a printer how an image is to be printed.

**PPI** - Pixels per Inch: See DPI

**Process Colours** - The four basic colours used in printing to simulate full spectrum colour – Cyan (blue), magenta (red), yellow and black.

**Quad** - Referring to pop-up stands, a quad is a complete section of the lattice that makes up a pop-up frame. A 3x3 pop-up is 3 quads high by 3 quads wide.

**RAL** - A colour space system used mainly to describe paint colours for powder coating developed in 1927 by Reichsausschuß für Lieferbedingungen (und Gütesicherung).

**Raster** - To render an image, pixel by pixel, vertically and horizontally.

**Raster Image** - See bitmap image.

**Resolution** - Refers to the number of pixels in an image, expressed in pixels per inch (PPI) or dots per inch (DPI). The higher the number, the sharper the image.

**RGB** - Red, Green & Blue – The additive primary colours used for colour video displays as on a computer screen.

**Rich Black** - A darker and deeper black colour created by combining other ink colours with black ink. The values to create Rich Black is usually 40% Cyan, 30% Magenta, 30% Yellow, 100% Black.

**RIP** - Raster Image Processor – A device that translates data into dots or pixels.

**Shadow** - The darkest areas of a photograph or image.

**Stoplight** - A quality of the polyester that banner stand and pop-up graphics are printed on at Exhibitions2Go that prevents any silhouette of the hardware behind the graphic being visible when light is shone on the display.

**Substrate** - Any surface or material on which printing is done.

**Tambour Wrap** - Structural wrap (made from flexible mdf) used in Physique portable counters to hold the base to the counter top. Can be fabric covered, covered with beech effect laminate or aluminium plated.

**TIFF** - Tagged Image File Format: A standard graphic image file format often used for storing high resolution images that can easily handle up to 24 bits of photographic image colour.

**Tint** - A mixture of a hue with white.

**Total Printed Area** - The full area of a printed graphic material, including bleed (edges to be hemmed, edges to be hidden by frame edges or roller banner base units etc)

**Tree-Free** - Refers to pulp or paper made without cutting down trees; paper made from cotton, or hemp or other resources.

**Trim Marks** - Marks on a printed sheet that show where to cut or trim the page.

**Trim Size** - The final size of a printed image after trimming.

**Typesetting** - To arrange or layout artwork and text for printing.

**Vector Image** - Images made up of solids, lines and curves that can be scaled or edited without affecting image resolution.

**Visible Graphic Area** - The area of a printed graphic visible once fitted in a display system or frame that may be covering the graphic's edges.