

QUICK TIPS

Imaging Center Vocabulary

Below are fundamental descriptions of the basic language you might overhear in the IC.

BLEED > extending an image beyond the finished trim size so that the image runs right to the end of the printed sheet after trimming and binding.

CALIBRATION > adjusting devices so that information is transferred from one system to another in a consistent, predictable, and reliable way.

CMYK > cyan, magenta, yellow, black (subtractive)

COLOR SPACE > three-dimensional space into which the three can be attributes of a color that can be represented, plotted, or recorded. Hue, Value, and Chroma are represented.

CROP MARKS > marks printed at the corners of an image to show where the finished piece should be trimmed.

DPI > dots per inch, a measure of (print) resolution.

INKJET PRINTING > a method of printing in which the device drops minuscule drops of liquid ink onto a substrate for printing.

ICC PROFILE > is a set of data that characterizes a color input or output device, or a color space, according to standards set by the International Color Consortium (ICC).

IMPOSITION > the plan and arrangement of pages in a press form so that when printed, folded and trimmed, they appear in the correct order.

GAMUT > the range of colors that a device can reproduce or capture.

LASER PRINTING > toner adheres to an electrically charged image on a drum. The toner is transferred onto a piece of paper and fused to the paper with heat and pressure.

LETTER > 8.5"x11"

PREFLIGHT > the practice of inspecting incoming or outgoing jobs (ads, pages or complete flats) before trying to process or send them.

PPI > pixels per inch, a measure of (screen) resolution.

READER SPREAD > two consecutive pages as they appear in a printed piece.

RIP > raster image processor. Similar to a print driver, but with more control and features. A RIP efficiently processes your files faster and with better consistency.

RGB > red, green, blue (additive)

SOPHIE > the german shepherd who belongs to Michelle. Likes: Milkbones, Canine to Five, Aunt Libby, Evie the Cat; Dislikes: 10 year old girls on motorized scooters, flies, rainy days.

SWOP > Standard Web Offset Press.

TABLOID > 11"x17"

TABLOID EXTRA > 12"x18"

TILING > The act of cutting up an image into smaller sections.

TONER > a powdered (dry) chemical used in photocopying machines and laser printers, which is transferred onto paper to form the printed image.

For more information, check out our full **Imaging Center Guide**.