

# GLOSSARY



**artist release form** • written permission to reproduce a drawing, sketch, poem, photograph, or other work of art.

**artwork** • original copy, including type, photographs and illustrations, used for printing.

**back-up** • information printed on the reverse side of a sheet already printed on one side.

**bleed** • printing that extends to the edge of a sheet or page after trimming.

**camera-ready copy (art)** • exact material that is to be printed, with *no alterations required* (also called press-ready).

**Cent-Saver™** • an option that saves money on books ordered.

**coil bind** • to bind using a spiral of continuous wire or plastic looped through holes. Also called *spiral bind*.

**color correction** • any method used to alter or improve the color in a photograph or illustration prior to four-color printing.

**comb bind (GBC)** • to bind by inserting the teeth of a flexible plastic comb through holes punched along the edge of a book. (GBC is a brand name.)

**composition** • assembling typographic materials for printing.

**copy** • furnished material (typewritten manuscript, photos, illustrations, or line art) to be used in the typesetting or the production of printing.

**cover stock** • heavier, bulkier version of text or book-weight paper.

**crop** • to indicate portions of the image, usually on a photograph, that are not to be used. “Cropmarks” should be used to show what remains and what is to be eliminated so actual photograph is not cut, written on, or altered in any way.

**data compression** • a technique used to reduce the amount of disk space necessary for storage of a digital file, allowing it to be processed or transmitted more quickly.

**Designer Option** • a feature that can be added to your cookbook for an additional charge. These features add value to your cookbook, and you can reasonably expect to recover the extra cost through higher sales.

**digital printing** • printing method in which an image is sent directly to the printer using digital files such as PDFs and files created in graphics software such as Illustrator® and InDesign®.

**dpi (dots per square inch)** • measure of resolution of devices such as scanners, monitors, laser printers, and imagesetters.

**fillers** • clip-art or text used to fill blank spaces on printed pages when using a *Recipes Not Continued* recipe format.

**format** • size, style, shape, or organization of a layout or printed product.

**four-color process (full-color)** • a printing technique that uses the four process colors of ink (cyan, magenta, yellow, black – CMYK) to reproduce full-color photographs or artwork.

**hardback cover** • a rigid, protective cover made of paper fibers compressed to a thickness of .25mm or greater, then covered with a printed laminated heavy paper. Hardback covers have a liner applied to the inside which may be printed, if desired, and are bound with plastic comb binders.

**imposition** • laying out pages so they will be in the correct order when the printed sheet is cut.

**imprinted binder** • plastic comb binder with the book title or other information printed on the spine.

**ink-jet printer** • A type of computer printer that produces a digital image of text and graphics on plain paper with the use of variably-sized droplets of ink.

**lamination** • transparent film applied to a sheet of paper for protection and appearance.



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**laser printer** • a type of computer printer that produces high-quality text and graphics on plain paper. With a laser printer, the image is produced by the direct scanning of a laser beam. Proofs printed from this type of printer are called laser proofs.

**line art** • any solid black and white copy without tonal gradations, suitable for reproduction.

**liner** • heavy paper stock covering the inside of a hardback cover or 3-ring binder, may be printed, if desired.

**Mix & Match™** • full color cover and dividers that can be customized with your personal photographs and wording.

**mock-up** • a representation of how final printed piece is to appear.

**overrun** • copies printed in excess of the specified or needed quantity.

**padded 3-ring binder** • a binder with a padded cover for durability. The outside may be printed in the desired ink color(s) including four-color (full-color), with the book title printed on the spine. Padded 3-ring binders are protected with lamination, and have a liner applied to the inside which may be printed, if desired.

**Portable Document Format (PDF)** • a file format for document exchange which preserves source file information — text, drawings, video, 3D, maps, full-color graphics, photos, etc., — regardless of the application used to create them.

**recipe note** • personal comments, anecdotes, historical data or any other information not pertinent to the preparation of a recipe.

**recipes not continued** • format in which the recipe must begin and end on the same page instead of continuing onto a subsequent page.

**registration** • the method of aligning overlapping colors on one single image; also refers to backing up print on one side of a page to print on the opposite side of the page.

**resolution** • sharpness of an image on film, computer screen, disc, or other medium.

**reverse** • solid ink coverage with the absence of ink where type or artwork is located.

**running head (foot)** • the same information repeated at the top (bottom) of each page of a publication.

**scaling** • determining the proper size to which an image should be reduced or enlarged.

**screen** • a series of dots, lines or other patterns used to break up solid colors of ink.

**subcategory** • a subdivision that has common differentiating characteristics within a larger category.

**tabbed dividers** • dividers printed on heavy cardstock with a tab extension protruding beyond the edge of recipe or text pages.

**template** • a standard layout of a printing project's basic details in regard to its dimensions.

**underrun** • copies less than specified or needed quantity.

**U-Type-It™** • free online recipe software customers may use to type the recipes for their cookbook and reduce the cost of their order.

**varnish** • thin, protective coating applied to a printed sheet for protection or appearance; may be glossy or dull in appearance.