

Vocabulary

Process Color Printing

reproduction of full-color images using the transparent inks of cyan, magenta, yellow and black (CMYK); colors are mixed visually, rather than physically.



Vocabulary

Halftone

An image composed of a series of dots simulates gradations of tone from light to dark.



Vocabulary

RGB Color Model

is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. When all three are present at equal amounts, white light is achieved.



Vocabulary

Thumbnail Sketch

First step in preparation of a printed product. Rough sketch to get ideas on paper. It is smaller than final project. Little details are used only main elements.

Vocabulary

Substrate

any surface to be printed to which ink will adhere;
the material being printed on.

Example: paper, plastic, clothing

Vocabulary

Ink

a liquid containing various pigments and/or dyes used for coloring a surface to produce an image, text, or design.

Vocabulary

Color Separations

the division of colors of a multicolored document into different printing plates.

The number of printing plates is determined by the number of process colors and/or spot colors required to print the job on the press.

Question:

How many process colors are found in industry?

Name them:

What is the spot color system discussed earlier?

Vocabulary

Rough Layout

a drawing that refines a thumbnail sketch and draws it to actual size.

Vocabulary

Proofs

Soft Proof: Provide customer with a preview of printed output on computer screen rather than on paper. *This is done with a PDF file.*

Hard Proof: Provide customer with a tangible output, such as laser paper, film, or photographic paper.

Vocabulary

Registration

proper alignment of images on a press sheet or printing plate