

# Desktop I Publishing Vocabulary

## Standard 1:

- **Facing Pages:** An option for working with pages that will face each other on the printed publication side by side. (1.2)
- **Orientation:** A term that specifies the vertical and horizontal portrait (tall) and landscape (wide) position of a page when printed. (1.3)
- **Paper Size:** There have been many standard sizes of paper at different times and in different countries, but today there are two widespread systems in use: the international standard “legal” size (8.5”x14”) and the North American standard “letter” size (8.5”x11”). (1.3)
- **Paper Weight:** Refers to the thickness of each sheet of paper. Paper weight is measured in pounds. Generally, documents are printed on 20# bond, 24# bond, 80# cover stock paper. (1.3)
- **Thumbnail:** A rough sketch used in planning a layout and design. (1.1)

## Standard 2:

- **Contrast:** Difference degrees of lightness and darkness on the page. Also, used as an organizational aid so that the reader can distinctly identify the organization of the publication. (2.5)
- **CRAP – Contrast, Repetition, Alignment, Proximity** (2.5)
- **Directional flow:** Established by organizing a positioning element in such a way that the reader’s eyes are drawn through the text and to particular words or images that the designer wishes to emphasize. (2.3)
- **Focal Point:** The center of interest on a page or set of facing pages, created by using color, contrast and proportion. (2.2)
- **Pull Quote:** Text art, generally in a box and in a larger size than the surrounding type, consisting of important, interesting, or provocative text from the body copy. (DTP II 2.6)
- **Repetition:** Repetition is the duplication of elements or details on one or more pages. (2.5)
- **Rule of Thirds:** The rule states that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would. The Rule of Thirds states that a page (or image) that is designed in thirds is more appealing to the eye than other designs. (2.5)
- **White space/Negative Space:** The non-printed space of margins and gutters. (2.4)

## Standard 3:

- **Alignment:** The placement of text or graphics relative to the margins. (3.1)
- **Ascender:** The lowercase letter that extends above the x-height as in the characters b, d, f, h, k, and l. (3.2)
- **Baseline:** An imaginary horizontal line on which the bottom of all uppercase characters and the base of all lowercase characters fall or rest. (3.2)
- **Descenders:** The lowercase letters that fall below the baseline, as in characters g, j, p, and q. (3.2)

- **Drop Cap:** A design element in which a letter (usually the first letter of a paragraph) is much larger font size and embedded into the surrounding text. (3.2)
- **Font:** categories of text such as Arial, Garamond, Script, and Franklin
- **Font family:** Fonts are grouped into families and given a name such as Arial, Garamond, Comic, and Times. (3.4)
- **Kerning:** The process of “fine-tuning” spacing by adjusting the space between characters. (3.8)
- **Leaders:** Dots, dashes or characters that precede text or an align tab setting. (3.10)
- **Leading:** The vertical distance between the baselines of type. (3.8)
- **Pica:** Traditional typographic measurement of 12 points or 1/6 of an inch. (3.7)
- **Point:** The basic measurement system used to measure the size of type. There are 72 points to an inch.(3.7)
- **Reverse type:** White or light-colored text that appears against a darker background. (3.9)
- **Sans Serif:** A typeface that is straight-edged; e.g. Arial. (3.3)
- **Serif:** A typeface with lines on curves extending from the ends of the letters. Times New Roman; e.g. Times. (3.3)
- **Spot Color:** Any pre-mixed ink that is not one of the four process-color inks. (DTP II 3.1)
- **Tracking:** A feature that enables you to adjust the relative space between characters for selected text. (3.8)
- **Type Style:** Styles are applied to a font, ie: bold, italics, and book/heavy. (3.6)
- **Typeface:** A style that has been applied to a font. When styles are applied to a font it becomes a typeface. i.e: “arial black”, “arial narrow”, “arial rounded MT bold “(3.5)
- **X-height:** The height of the body of all lowercase letters such as the letter x in a typeface. All the lowercase characters in a typeface are designed to be no taller than the x-height. (3.2)

#### Standard 4:

- **Analogous Colors:** are those colors that are near each other on a color wheel. (4.1)
- **Color Modes:** The separation of color into channels.
  - **RGB:** Acronym for red, green, blue, the colors of projected light from a computer monitor that when combined simulate a subset of the visual spectrum.
  - **CMYK:** A color model used to identify a color as a percentage of the colors cyan, magenta, yellow, and black.(4.3)
- **Color Wheel:** a visual arrangement of colors in a circle that is similar to the spectrum of light.(4.1)
- **Complimentary Colors:** colors that appear directly across from each other on a color wheel.(4.1)

#### Standard 5:

- **Bitmap/ Raster** (graphic file format): A method used for storing a computer graphic file that contains dot-by-dot representations of the original graphic image. Often created with paint, camera, or scanner. (5.6)
- **Crop:** To trim a graphic image. (5.1)
- **Fill:** A pattern, color or tint applied to the inside of a closed object. (5.2)
- **Grouping:** The ability to combine two or more objects. (5.3)
- **Layers (layering):** The practice of placing text and image and top of each other in a design.(5.4)
- **Opacity:** the ability to see through one object or layer to another below it. (5.4)

- **Pixel:** The smallest discrete element of an image or picture (usually a single-colored dot); "the greater the number of pixels per inch the greater the resolution.(5.5)
- **Resizing:** Increasing or decreasing the horizontal and vertical while maintaining aspect ratio. (5.1)
- **Shadowing:** At an offset angle shadow is added to text or graphics. (5.1)
- **Skew:** An option that lets you distort objects such as text blocks, drawn or imported graphics, or groups for a special effect. (5.1)
- **Stroke:** Manipulating the width or color of a line. (5.2)
- **Text wrap:** An option for controlling whether and how text flows around a graphic or other object. (5.4)
- **Vector Graphic:** Graphics defined using coordinate points and mathematically drawn lines and curves, which may be freely scaled and rotated without image degradation in the final output. (5.6) Resolution Independent
- **Watermark:** A pale image or text imprinted into paper. (5.4)

## Standard 6:

- **Copyright:** the legal protection any artist has for the work he or she creates. ( 6.1)
- **Royalty Free:** a term that describes a work of art that can be used without having to pay a fee or royalty each time you use it. (6.1)

## Other vocabulary that is helpful but not critical to the standards:

- **Aspect Ratio:** The ratio of the longer dimension to the shorter dimension
- **Asymmetrical:** arranging non-identical elements on both sides of a centerline on the screen.
- **Bleed:** Page that extends beyond the trim marks on the page.
- **Body Copy:** The main portion of copy on the page.
- **Brochure:** The purpose of a brochure is to inform, promote, educate or sale. Can be folded in a number of different ways.
- **Bullets:** A typographic character or symbol, such as a circle or diamond, that appears in front of each item in a list of items when one item is not emphasized over another.
- **Business Card:** Eliminates the unprofessional and sometimes awkward scribbling of your name, title, company or organization name, address, telephone number, fax number, and e-mail address.
- **Byline:** Identifies the author of an article.
- **COB:** Cut out backgrounds
- **Default:** A program setting that takes effect each time you start the program.
- **DTP:** Acronym for Desktop Publishing
- **Dummy:** A mock-up of a publication used mostly in brochures to avoid confusion about the brochure page layout and the panel reference numbers.
- **Flyer:** One-sided publication advertising a special, limited-time offer or a special one-time event.

- **Handle:** A small square that appears around selected graphics or on the ends of a windowshades for a selected text block. Graphical shapes contain eight handles. The handle is used to change the size or shape of the selected object.
- **Headlines:** Title to articles and are frequently created to attract the reader's attention. Organize text and help readers decide whether they want to read the article.
- **Logo:** Term, symbol, design, or combination thereof that identifies a seller's products and differentiates them from competitors' products. The element cannot be vocalized, such as the MGM lion, the Buick symbol, or the Texaco star.
- **Masthead:** A newsletter element that contains the newsletters publication information such as; name, address, publication schedule, and names of those contributing to the production of the newsletter.
- **Nameplate/Banner:** A newsletter element that first captures the reader's eyes and immediately identifies the newsletter. Consists of the newsletter's title and is usually located on the front page. Can include the company logo, a unique typeface, or a graphic image to create or reinforce an organization's identity.
- **Newsletter:** Multipage publication used by businesses, non-profit organizations or groups to provide business and personnel updates, inform clients about product releases and upgrades, review business services and review the activities and successes.
- **Panels:** The sections separated by folds in a brochure page layout.
- **Parallel folds:** Folds in a brochure that all run in the same direction and divide the publication into panels.
- **Pasteboard:** The area outside the edge of the page in the publication window that can be used to store text or graphics. Anything stored in the pasteboard does not appear when the publication is printed.
- **Proportion:** Sizing design elements in relation to their relative importance and to each other within the publication.
- **Registration Marks:** Figures placed outside the page boundaries on all color separation overlays to provide a common element for proper alignment.
- **Standoff:** The space between an image and text
- **Subheads/Section headings:** Secondary headings that provide the transition from headlines to body copy. Subheads are usually bolded and sometimes keyed in larger type sizes.
- **Symmetrical:** Contains elements of equal proportion or weight on the left and right sides and top and bottom of the page.
- **Typography:** The art of using fonts and font styles to produce professional looking publications.
- **Zero point:** A pair of dotted intersecting lines at the upper left corner of the document window where the rules intersect used to reset where zero appears on a ruler.

## Font Helps:

**Font** = Times, Arial, Garamond

**Style**= bold, italic, round, narrow

Font+ Style= **Font face/Type face** (examples: Arial narrow, Arial bold)

Arial narrow +Arial bold+ Arial black= **Font Family** (font face/type face grouped together)