A

Abrasive – a transparent sheet placed over artwork allowing the artist to write instructions or indicate where second colour is to be placed. See “Overspray”.

Addressum – supplementary material additional to the main body of a book and printed separately at the start or end of the text.

Aeolus – an amount of white space in a layout.

Aerography – a mechanical painting tool producing an adjustable spray of paint driven by compressed air. Used in illustration design and photographic retouching.

Alcin – to line up typeface or other graphic material as specified, using a base or vertical line as the reference point.

Alphabet – a defined set of letter, numeral or other symbols for the graphic expression of text.

Ample – a large sheet of paper.

Anachronism – a photographic print made on bromide paper.

Anchorage – an effect produced by dusting wet ink after printing with a metallic powder.

Bullet – a large dot preceding text to aid emphasis.

Calendered finish – produced by passing paper through a series of metal rollers to give a very smooth surface.

Caliper – the thickness of sheet of paper or board expressed in microns (millimeters of a meter). Also the name of the tool used to make the measurement.

Camera ready – artwork or pasted up material that is ready for reproduction.

Cap line – an imaginary line across the top of capital letters.

Catchline – an introduction to the printer of an omission in the copy indicated by (1) showing the insertion.

Cardboard – a thick general purpose paper used for printing, drawing and wrapping.

Case bound – a hardbound book made with stiff covers. Cases are usually covered with cloth, vinyl or leather.

Case off – a calculation determining how much space copy will take up when typeset.

Case cover– art paper with an exceptionally glossy coating finish usually on one side only.

Chartreuse – a temporary headline for identification on the top of a galley proof.

Centring schoolbook – a popular serif typeface used in magazines and books for text setting which has a large x-height and an open appearance.

Chalking – a powdery effect left on the surface of the paper after the ink has failed to dry satisfactorily due to a fault in printing.

Character count – the number of characters, ie letters, figures, signs or spaces in a piece of copy, line or paragraph used as a first stage in type calculations.

Clash – a metal frame in which metal type and blocks (engravings) are locked into position to make up a page.

Close up – a proof correction mark to reduce the amount of space between words or characters as indicated (1).

Closer – printing papers which after making have a surface coating with clay, etc, to give a smoother, more even finish with greater opacity.

Cold type – type produced without the use of characters cast from molten metal, such as on a DTP.

Collate – to gather separate sections or leaves of a book together in the correct order for binding.

Colour separations – the division of a multi-coloured original or line copy into the basic (or primary) process colours of yellow, magenta, cyan and black. These should not be confused with the optical primaries, red, green and blue.

Column – a group of columns of type.

Commercial paper – a good quality writing paper of 50gsm or more. Can be transferred to the artwork by rubbing them off the back of the paper.

Composer – an offset printing plate with a specially anodized plate coating for reproduction.

Daggers – a photographic colour print using special coated papers to produce a full colour image. Can serve as an inexpensive proof.

Daggers and double daggers – symbols used mainly as refer- ence marks for footnotes.

Dash – a short horizontal rule used for punctuation.

Dash dot – any part of a lower case letter that extends below the x-height, as in the case of y and z.

Dedal – a hardened steel engraving stamp used to print an inked image. Used in the production of good quality letter headings.

Desk Operating System (DOS) – software for computer systems with disk drives which supervises and controls the end of programs and provides most minimal internal interface to the computer from disk by a small program which permanently resides in the memory. Common operating systems include MS-DOS and VMS. DOS is an example of an operating system for either 8-bit or 16-bit computers. Unix and REXIS.

Display type – larger type used for headings etc. Normally 12 or larger.

Dot matrix printer – a printer in which each character is formed from a matrix of dots. They are normally impact sys- tems in that they are fired at a ribbon in order to leave an inked dot on the page, but thermal and electro-erosion systems are also used.

Double density – a method of recording on floppy disks using a modified frequency modulation process that allows more data to be stored on a disk.

Double page spread – two facing pages of newspaper or magazine where the material text on the left hand side con- tinues across to the right hand side. Abbreviated to DPs.

DTP – Desktop Publishing.

Dry Transfer – material used to mask the window area on a ne- gative or photograph.

EGA – an amount of white space in a layout.

Em dash – a dash approximately half the width of an em dash.

Embellishment – thin lines formed by using a recessed die.

Enhanced Graphics Adapter – a graphics standard for the PC which can be added or built into a system to give sharper characters and improved colour with the correct dis- play device. Standard EGA resolution is 640 by 350 dots in any 16 out of 64 colours.

EPS – a type of file for use with device drivers and almost uniform thickness of stripes.

Ergonomic – a term for a style of type faces having square squares and almost uniform thickness of stripes.

Eight sheet – a postal measure for 8 x 10 inch (203 x 254mm) pages. Generally used to describe the paper size on which this technology in its purest form, ie no paper.. Desktop publishing forms (one part of the electronic publishing market).

End marks – marks printed on a sheet to indicate the trim or register marks.

Cropping – the elimination of parts of a photo or other origi- nal that are not required to be printed. Cropping allows the remaining parts of the image to be enlarged to fill the space.

Cross head – a heading set in the body of the text used to break it into easily readable sections.

Cylinder – the cylinder via which the inked litho plate is transferred to the paper. The cylinder is covered with a rubber sheet which prevents the wear to the litho plate comes into contact with the paper.

Daggers – a raised impression made without using ink or foil.

Bleed – to sketch in the main areas of an image prior to the design.

Bleed edge – an enlargement, most frequently of a photographic image or photograph.

Blur – a short description or commentary of a book or author on a book jacket.

Board – a generic term for the distribution of information which is stored, transmitted and reproduced in electronic (digital) form. A type of printer used to produce text.

-campus – a term for a style of type faces having square squares and almost uniform thickness of stripes.

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FACE – an abbreviation for typeface referring to a family in a given style.

FILLER – extra material used to complete a column or page, usually of little importance.

FLAG – the designated title of a newspaper as it appears at the top.

FLEROGRAFICS – a rotary letterpress process printing from rubber or flexible plates and using fast drying inks. Mainly used for packaging.

FLOATING ACCENT – a mark which is set separately from the main character and is placed either over or under it.

FLUSH LEFT – copy aligned along the left margin.

FLUSH RIGHT – copy aligned along the right margin.

FOLDER – an inexpensive produced circular used for promotional distribution.

FOSS – blocking a process for stamping a design on a book cover using a coated foam with pressure from a heated die or block.

FONT (or face) – a complete set of characters in a typeface.

FOUR COLOUR PROCESS – printing in full colour using cyan, magenta, yellow and black inks.

FRONT – a sheet which has been printed on one side only and then folded with two right angle folds to form a four page non-commissioned.

FULL MEASURE – a line set to the entire line length.

FULL POINT – a full stop.

GALLERY PROOF – proofs taken from the galleys before being made up into pages.

GALLERIES – the printing term for long metal trays used to hold type after it has been set and before the press runs.

GATETRIM – an overflow page where both sides fold into the gutter in overlapping layers. Used to accommodate maps into books.

GATHERING – the operation of inserting the printed pages, sections or signatures of a book in the correct order for binding.

GEM – Digital Research’s Graphics Environment Manager. A graphical interface designed both to make the operation of software simpler for the non-expert and to allow programs to communicate with one another. Two key desktop publishing packages, Ventura and DR’s own GEM Desktop Publisher operate under this environment.

GLASS Ink – for use in inks and letterpress printing on coated papers where the ink will dry without penetration.

GOLDEN RATIO – the rule devised to give proportions of height to width when laying out text and illustrations to produce the most optically pleasing result.

GOTHIC – typefaces with no serifs and broad even strokes.

GRADE – a rotary printing process where the image is etched into the metal plate attached to a cylinder. The cylinder is then rotated through a trough of printing ink after which the etched surface is wiped clear by a blade leaving the non-image area clean. The paper is then passed between two rollers and pressed against the etched cylinder drawing the ink out by absorption.

GREENING – a software device where areas of grey are used to simulate lines of text. One of desktop publishing’s less clever methods of getting round the slowness of high resolution display on the PC.

GREY SCALE – a range of luminance values for evaluating shading, rendering white to black. Frequently used in discussions about scanners as a measure of their ability to capture halftone images. Basically the more levels the better but with correspondingly larger memory requirements.

GRID – a systematic division of a page into areas to enable designers to ensure consistency. The grid acts as a measuring guide for the layout, illustrations and margins.

GSM – Grams per square meter. The unit of measurement for paper weight.

GUIDE – a narrow strip of paper or linen pasted to a single leaf to allow sewing into a section for binding.

GUZZER – the central blank area between left and right pages.
Margins — the non-printing areas of a page.

Page — copy prepared for a compositor setting out in detail all the typesetting instructions.

Mask — opaque material or masking tape used to block off an area of the artwork.

Matteboard — details of publisher and editorial staff usually printed on the contents page.

Matt art — a coated printing paper with a dull surface.

Mechanical binding — a method of binding which secures pre-trimmed leaves by the insertion of wire or plastic spirals through holes drilled in the binding edge.

Mechanical type — a pre-printed sheet of dots, lines or patterns that can be laid down on artwork for reproduction.

Mount — a mount of the computer which stores information for immediate access. Nowadays this consists exclusively of RAM, random access memory, which holds the applications software and data or ROM, read only memory, which holds permanent information such as the DOS bootstrap routines.

Memory size is expressed in K or M.

Modifying programs — which allow the user to request functions by choosing from a list of options.

Metal ink — printing ink which produces an effect, silver, gold, bronze or metallic colours.

MG (Machine gapped) — paper with a high gloss finish on one side only.

Mock-up — the rough visual of a publication or design.

MOD (Movable/DETachable) — a device for converting digital data into audio signals and back again. Primarily used for transmitting data between computers or over telephone lines.

Moderne — refers to type styles introduced towards the end of the 19th century. Times roman is a good example of modern type.

Mode pattern — the result of superimposing half-tone screens at the wrong angle thereby giving a unwanted effect on the printed half-tone. Normally detected during the stage of pre-press proofs.

Monotone — a tint in which all characters occupy the same amount of horizontal width regardless of the character.

Montage — a single image formed from the assembling of several images.

Mounting board — a heavy board used for mounting artwork.

Mouse — a handheld printing device using either mechanical motion or special optical techniques to convert the movement of the user’s hand movements of the cursor on the screen. Generally fitted with one, two or three buttons which can control specific software functions.

MS (Macroscript) — the original written or typescripted work of an author submitted for publication.

MVT — a typesetting term for the em space.

N

Newfont — Unized, low quality, absorbent paper used for preprint purposes.

Noting — a stage in book binding where after sewing the pages are pressed to expel air

O

Oldface strokes — e.g. OCR (Optical Character Recognition) — a special kind of scanner which provides a means of reading printed characters on documents and converting them into digital codes that can be read into a computer as actual text rather than just a picture.

Oldstyle — a run-on or reprint of an article first published in a magazine or journal.

Oldstyle type – (see Lithography) a printing method whereby the image is transferred from a plate onto a rubber covered cylinder from which the printing takes place.

Openface — a style of type characterized by stroked strokes and triangular serifs. An example of an oldstyle face is Garandino.

Over blackmail — a translucent lightweight paper used in air-mail stationary.

Overcru — term used to describe the degree to which page will show through type.

Optical centre — a point true centre of the page which will not appear ‘low’ as the geometrical centre does.

Original disc — video discs on which large amounts of information can be stored in binary form representing characters of text or images. The discs cannot be used to view the information,形成 a modified compact disc player and TV Mainly used for reference works such as dictionaries, encyclopedia, etc.

Orphan — line of type on its own at the top or bottom of a page.

Overs — a typeface in which the characters are formed with only the outline defined rather than from solid strokes.

Oversize — a typeface used for the preparation of multi colour artwork showing a colour breakdown.

Overprinting — printing over an area already printed. Used to emphasize changes or alterations.

Overs — additional paper required to compensate for spoilage in printing. Also used to refer to quantity produced above the number of copies ordered.

Overspreading — a method in word processing to produce a character not in the typeface by superimposing two separate characters, eg $ using a $.

Oval — a trade name to describe a method of copying page proofs from paper or film.

Pack printer — the more general (and accurate) name used to describe non-impact printers which produce a complete page in one action. Examples include laser, LED and LCD shutter xerographic printers, ion deposition, electro-erosion and electro-photographic printers.

Pack description language (PDL) — a special form of programming language which enables both text and graphics to be described in a series of mathematiccal statements. Their main benefit is that they allow the applications software to be independent of the physical printing devices as opposed to the normal case where specific routines have to be written for each device. Typical PDLs include Interpress, Interpress, Postscript and DDL.

PackMaker — the software program from Aldus Corporation that everyone associated with desktop publishing due to its immense success on the Apple Macintosh. New replaced by Aldus InDesign available on both the Macintosh and the PC.

Pagination — the numbering of pages in a book.

Pantone — a registered name for an ink colour matching system.

Paper plate — a short run offset printing plate on which mat- ter can be typed directly.

Paragraph mark ( — a type symbol used to denote the start of a paragraph. Also used as a footnote sign.

Parallel fold — a method of folding, eg two parallel folds will produce a ten page sheet.

Page-up — the various elements of a layout mounted in position to form camera-ready artwork.

Perfect binding — a common method of binding paperback books. After the printed sections having been collated, the spines will be ground off and the cover glued on.

Perfector — a printing press which prints both sides of the page at one pass through the machine.

Photogravure — (see Gravure) a printing process where the image is etched into the plate cylinder. The main advantage of this method of printing is the high speed, long run capability. Used mainly for mail-order and magazine work.

Pi dots — characters not usually included in a font, but which are added specially. Examples of these are titale symbols and mathematical signs.

Print — a printing industry term. There are 12 points to the pica, one pica approximately 0.666in.

Pickup — the effect of ink being too tacky and lifting fibres off the paper. Shows up as small white dots on areas of solid colour.

Pipelining — the ability of a program to flow automatically from the end of one column or page to the beginning of the next. An extra level of sophistication can be created by allowing the flow to be re-directed to any page and not just the next available.

Point — the standard unit of type size of which 72 are to the inch (one point is approximately 0.01383in). Point size is measured from the descent of the top of the ascender to the bottom of the descender.

Portrait — an upright image or page where the height is greater than the width.

Postage — a true photographic image of the original or page on paper or film.

Preprint — a page description language developed by Adobe Systems. Widely supported by both hardware and software vendors it represents the current standard in the market. John Warnock and Chuck Geschke of Adobe both worked for Xerox at the Palo Alto Research Centre where PDLs were invented and set up their company to commercially exploit the concept they had helped develop. It was later incorporated into a number of systems. A preview mode is a mode where word processing or desktop publishing software doesn’t operate in WYSIWYG fashion can show a representation of the output as it will actually be when printed. The quality ranges from acceptable to worse than useless.

Primary colours — cyan, magenta and yellow. These three colours when mixed together with black will produce a realisatic reproduction of all other colours.

Print engine — the parts of a page printer which perform the actual printing, fixing and paper transport. In fact, everything but the controller.

Printer command language — a language developed by the ARPA for use with the range of printers. Essentially a text oriented language, it has been expanded to give graphics capability.

Proof — a copy obtained from inked type, plate, block or screen for checking purposes.

Proof correction mark — a standard set of signs and symbols used in copy preparation and to indicate corrections on proofs. Marks are placed both in the text and in the margin.

Proportional spacing — a method of spacing whereby each character is spaced to accommodate the varying widths of letters or figures, so increasing readability. Books and magazines are set proportionally spaced, typesetted documents are generally monospaced.

Pull-down menus — developed from Xerox research (like Macintosh) etc! We take for granted in desktop publishing) these are a method of providing user control over software without cluttering up the screen with text. Using the pull-down menu a user can choose from the main heading of the menu he or she wants and the menu pulls (Windows) or drops (GRM) from the heading. When the required function has been selected the menu rolls back up into the menu bar leaving the screen clear.

Pulp — the raw material used in paper making consisting of woodchips, straw and other fibres. Broken down by mechanical or chemical means.

Q

Quidding — the addition of space to fill out a line of type us- ing on or en blocks.

Quarter — 1/4 of a ream (25 sheets).

R

Rag — high quality stationery made from cotton rags.

Ragged — lines of type that do not start or end at the same position.

Right-justify — successive lines of type which are of unequal length and which are aligned at either the right or left hand column.

Right-side-up (RSU) — a common method of binding paperback books. After the printed sections having been collated, the spines will be ground off and the cover glued on.

Right reading — a positive or negative which reads from left to right.

Right side — type which has vertical stems distinct from italics or oblique which are set at angles.

Rope — a web of red or feeding paper which uses a ream of paper to reproduce as a white image out of a solid image.

Rough — a preprint or proof of a typeset page to artwork to be enlarged or reduced in proportion.

Rotating — the measurement used in typsetting to ex- press quality of output. Measured in dots per inch, the greater the number of dots, the smoother and cleaner appearance the characters/image will have. Current Page (gray) Printer print at 300, 406 and 600dpi. Typsetting machines print at 1, 240 or more.

Runaround (RP) — an instruction when giving sizes to artwork or photographs that other parts of the artwork are to be enlarged or reduced in proportion.

Ruthe — a positive or negative which reads from right to left.

Ruthe — a type which has vertical stems distinct from italics or oblique which are set at angles.

Running press — a web or roll feeding paper which uses a ream or pre-printed paper mounted on the plate cylinder.

Rough — a preliminary sketch of a proposed design.

Royal — a size of printing paper 20 x 25 in (508 x 635 mm). A standard size of printing paper used in many European countries.

Runaround (RP) — a typeface in which the characters are -
S
S/S (Same size) – an instruction to reproduce to the same size as the original.
Saddle stitching – a method of binding where the folded pages are stitched through the spine from the outside, using wire staples. Usually limited to 4 pages or fewer.
Same size – a typeface that has no serifs (small strokes at the end of main stroke of the character).
Sara – the means within a program to reduce or enlarge the amount of space an image will occupy. Some programs maintain the aspect ratio between width and height whilst scaling, thereby avoiding distortion.
Scales – a means of calculating the amount of enlargement or reduction necessary to accommodate a photograph within the area of a design.
Scarf – a sketch of a design showing the basic concept.
Scanner – a digitizing device using light sensitivity to trans-
late a picture or typed text into a pattern of dots which can be understood and stored by a computer. To obtain acceptable quality when scanning photographs, at least 44 grey scales are required.
Scrapbook – a board prepared with black indel ink over a chamois surface. Drawings are produced by sweeping away the ink to expose the China clay surface.
Section mark (§) – a character used at the beginning of a new section. Also used as a footnote symbol.
Section – a printed sheet folded to make a multiple of pages.
Security paper – paper incorporating special features (dyes, watermarks etc) for use on cheques.
Screw – a small cross stroke at the end of the main stroke of the letter.
Set size – the width of the type body of a given point size.
Set hold – type set without leading (line spacing) between the lines. Type is often set with extra space; e.g. 5 point on 30 point.
Set off – the accidental transfer of the printed image from one sheet to the back of another.
Sheet – a single piece of paper. In poster work refers to the number of Double Crown sets in a full size poster.
Sheet end – a printing press which prints single sheets of paper, not news.
Sheetwood – a method of printing a section. Half the pages from a section are imposed and printed. The remaining half of the pages are then printed on the other side of the sheet.
Shoe through – see opacity.
Size starred or stitched – the folded sections of a book are stabbed through with wire staples at the binding edge, prior to the covers being drawn on.
Size bleed – a finishing process whereby a transparent image, caused by paper slipping during or after binding by pasting one edge.
Size register – the effect of ink soaking through the printed sheet.
Style sheet – a collection of tags specifying page layout styles, paragraph settings and type specifications which can be set up by the user and saved for use in other documents. Some page makeup programs, such as Ventura, come with a set of style sheets.
Subscript – the small characters set below the normal letters or figures.
Superscript – a mark used above the normal letter or figures.
Supercoated paper – a smooth finished paper with a polished appearance, produced by rolling the paper between calenders. Examples of this are high gloss and art papers.
Superline – the small characters set above the normal letters or figures.
Supercopy – the characters set at the beginning of chapters.

T
Tabloid – a page half the size of a broadsheet.
Tabular setting – text set in columns such as timetables.
Tagged Image File Format (TIFF) – a common format for interchanging digital information, generally associated with grayscale or bitmap data.
Tags – the various formats which make up a style sheet, paragraph settings, margins and columns, page layout, hyphenation and justification, widow and orphan control and automatic section numbering.
Template – a standard layout usually containing basic details of the page dimensions.
Text with – see Bunround.
Text – the written or printed material which forms the main body of a publication.
Text type – typefaces used for the main text of written mate-rial. Generally not larger than 14 point in size.
Thermography – a printing process producing a raised image imitating the stamping. The process takes a previously printed image which before the ink is dry is dusted with a resinous powder. The application of heat causes the ink and to fuse and raise a raised image is formed.
Thin space – the thinnest space normally used to separate words.
Thirty two sheet – a poster size measuring 120 in x 160 in (3050 x 4060 mm).
Threaded de Gravesan (US) – see Pulp.ing.
Thumbnails – the initial ideas or sketches of a designer noted down for future reference.
Top center – see Lithography.
Top down – the effect of applying white to a solid colour of or screen- ing a solid area.
Top in – the separate imposition of a single page into a book ei- ther during or after binding by pasting one edge.
Tone links – the process of producing line art from a continuous tone original.
Tones – a print consisting of geometric shapes – lines, boxes, circles etc. and to add fill pat-terns.
Transparency – a full colour photographically produced image on transparent film.
Trash can (US) – the icon selected for the deleting of files or objects.
Trash – the cutting of the finished product to the correct size. Marks are incorporated on the printed sheet to show where the trimming is to be made.
Trimmer – a system designed for a specific user and to work as an integrated unit. Usually has built-in contractual responsibilities for hardware and software maintenance.
True type – paper which has an identical smooth finish on both sides.
Typeface – the raised surface carrying the image of a type character cast in metal. Also used to refer to a complete set of characters forming a family in a particular design or style.
Typeface: a type of the typeface.
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U
Uppercase – an abbreviation for ‘upper’ and ‘lower’ cases.
Universal Copyright Convention (UCC) – gives protection to authors or originators of text, photographs or illustrations etc. to prevent use without permission or acknowledgement. The publication should carry the copyright mark, ©, the name of the originator and the year of publication.
V
Vanishing – a finishing process whereby a transparent varnish is applied over the printed sheet to produce a glossy finish.
Valum – the treated skin of a calf used as a writing material. The name is also used to describe a thick creamy book paper.
Ventura Publisher – the desktop publishing package mar-keted by Xerox. The Ventura approach is a document-oriented one working on the basis that each page will have a similar format. The package with its levels itself to the production of continuous text.
Vertical justification – the ability to adjust the interline by in-line or off-line manipulation of set line increments to make columns and pages end at the same point on a page.
Verticals – a small illustration in a book not enclosed in a decorative border.

W
Watermark – an imprimatur incorporated in the paper mak-ing process showing the name of the paper and/or the com-pany logo.
Wide – a continuous roll of printing paper used on webbed presses.
Width – the degree of boldness or thickness of a letter or word.
W/o – an abbreviation for ‘without’ or ‘omitted’.
W/P – a wide mesh used at the wet end of the paper making process. The wire determines the textures of the paper.
Window stitching – see saddle or side stitching.
Word – a typewritten word.
Word break – the division of a word at the end of a line.
Word wrap – in word-processing, the automatic adjustment of the number of words on a line of text to match the margin settings. The carriage returns set up by this method are termed “self”, as against “hard” carriage returns resulting from the return key being pressed.
Work and turn – a method of printing where pages are im-posed on one forme or assembled on one forme. One side is then printed and the sheet is then turned over and printed from the other edge using the same forms. The finished sheet is then cut to produce two complete copies.
Work and turn – a method of printing where pages are again imposed together. The sheet is then printed on one side and turned or tumbled from front to rear to print the opposite side.
Wove – a finely textured paper without visible wire marks.
WYSIWYG – What you see is what you get (pronounced “wazy-wig”) used to describe systems that preview full pages on the screen with text and graphics. The term can however be applied to any method of live simulation of the desktop computer screen and that of the page printer.