



TABLE OF CONTENT

COLOR

Additive Color	5
Subtractive Color	6
RGB	6
CMYK	7
Spot/Pantone	7
Rich Black	8
Color Gamut	8
Halftone	9
Duotone	10
Four Color process	12
Screen Angles	13
Stochastic Printings	14

PREPRESS

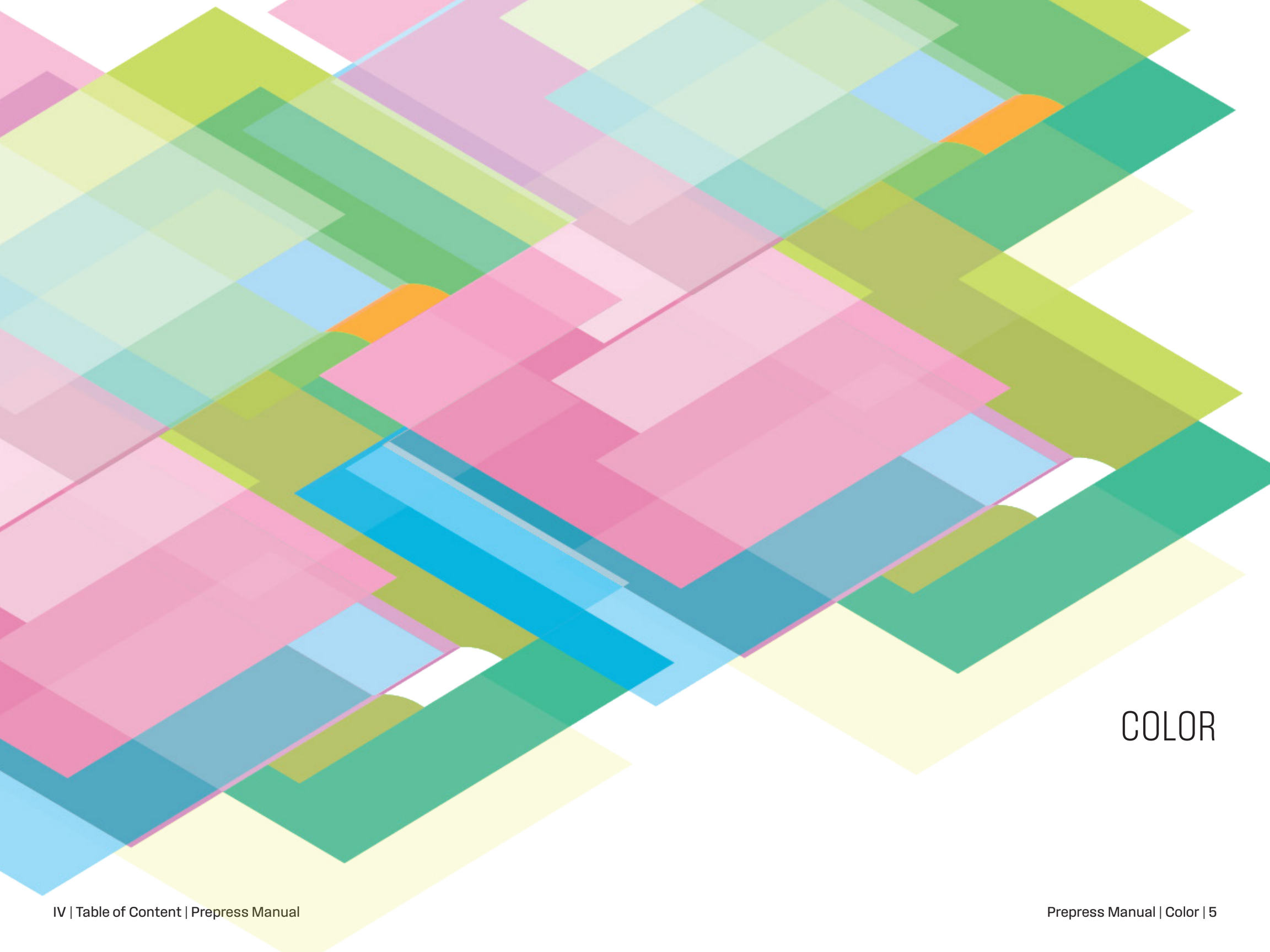
Trapping	17
Knockouts	18
Overprinting	19
Dot gain	19
Imposition	20
Front	21
Back	21
Nesting	21
Printers spreads	22
Readers spreads	23
Trim size	23
Bleed size	24

PRINTING

Laser	27
Ink-Jet	28
Offset	28
Letterpress	29
Screen printing	30
Flexographic	31

FINISHING AND BINDING

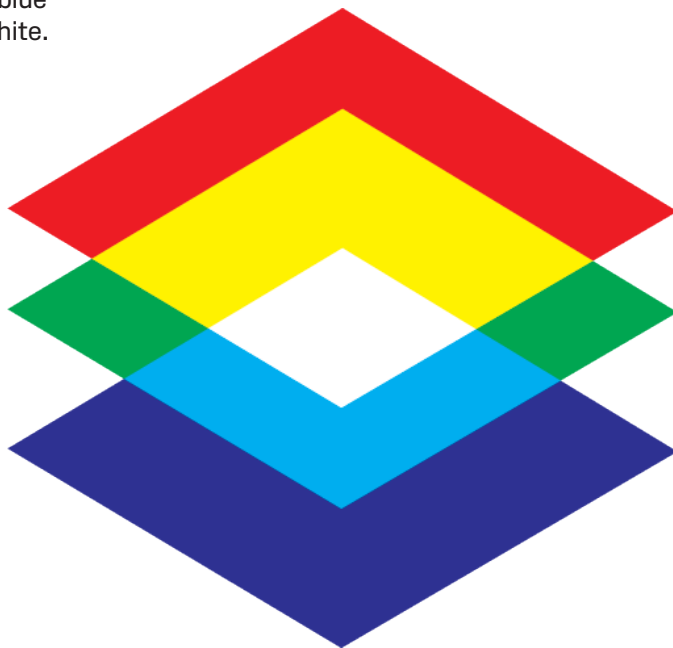
Varnishing	35
Foiling	36
Die Cutting	36
Embossing	37
Signatures	37
Perfect bound	38
Folding Dummy	38
Page creep	38
Saddle Stitch	39
Paper	41
Comparative Weights	42
Sizes	44
Note	46



COLOR

Additive Color

Adding red, yellow, and blue inks together creates white.



Subtractive Color

Inks subtract brightness from white, and combining them creates black ink.

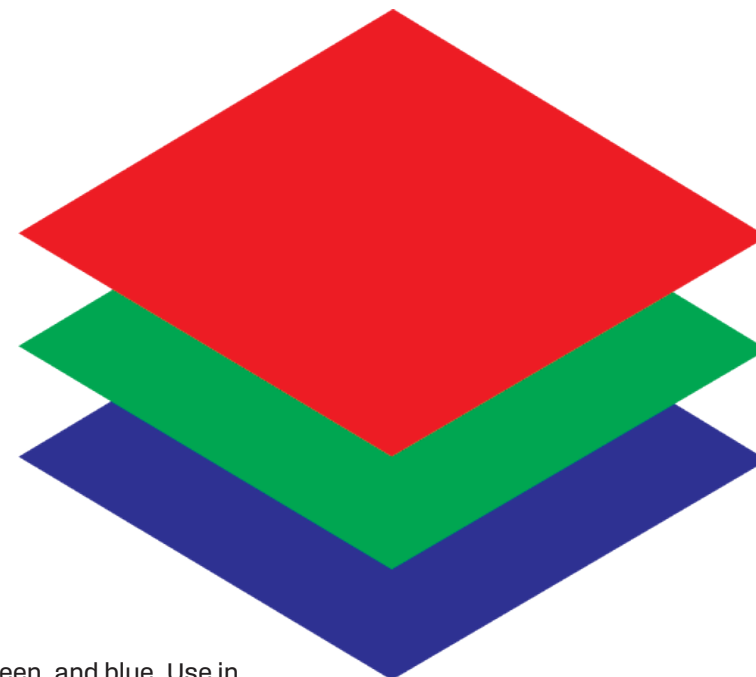
CMYK

Stand for cyan, magenta, yellow and black . Use in 4 color printing process



RGB

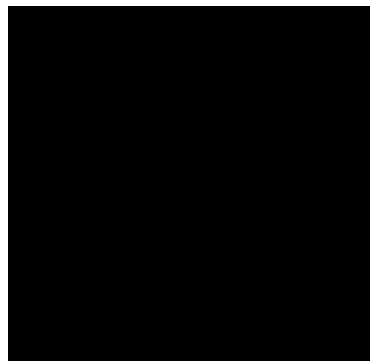
Stand for red, green, and blue. Use in additive color mixing.





Spot/Pantone

A premixed color that is created with a unique ink formulation, used in the printing industry.



Rich Black

Different from the regular black ink in the four-color process printing, rich black is created by mixing 60% cyan, 40% magenta, 40% yellow, and 100% black, creating in a rich and dense black

C : 60% Y : 40%
M : 40% K : 100%

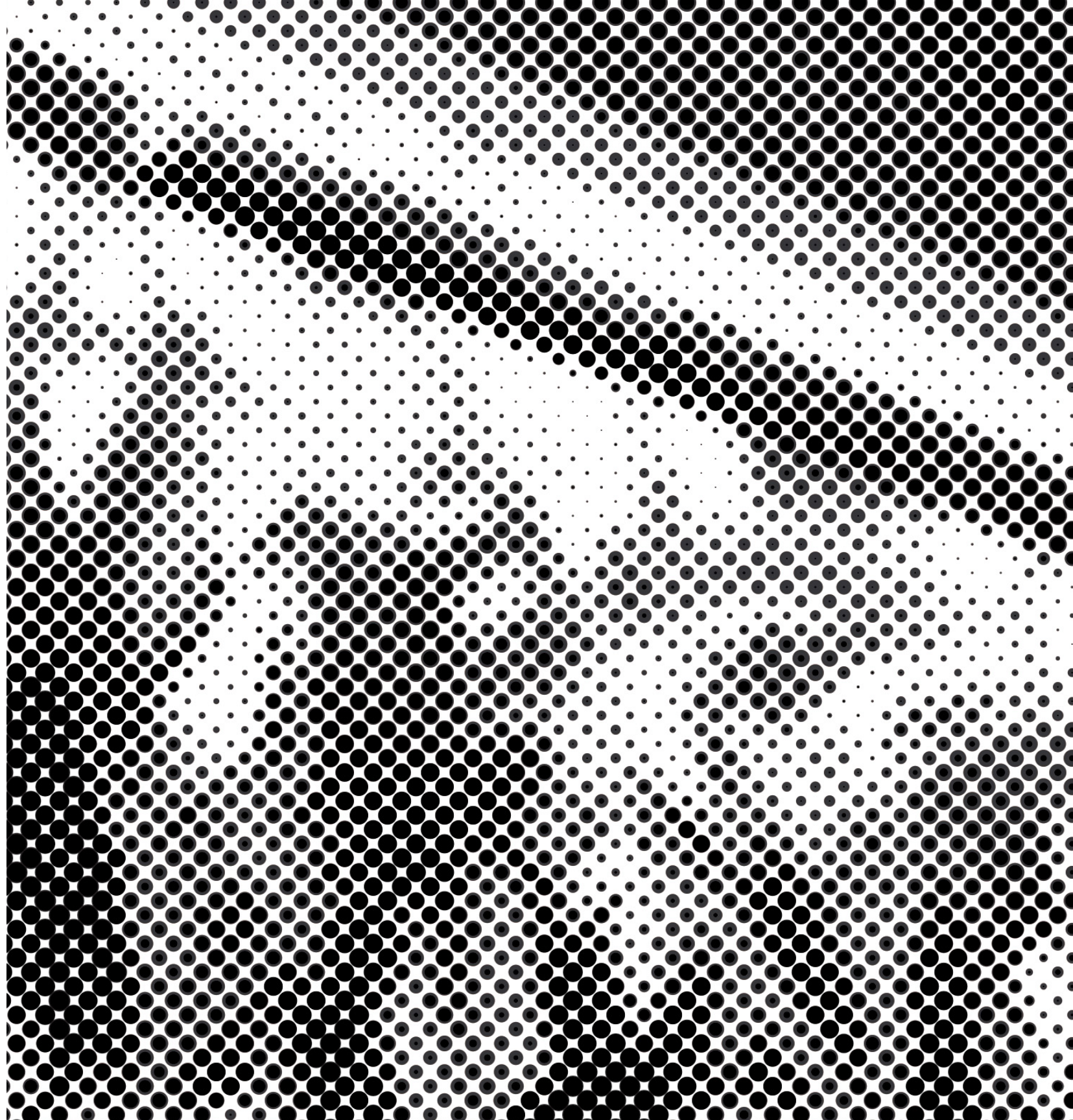


Color Gamut

A spectrum of color that a device or system can display or record.

Halftone

Halftone is a printing technique that uses tiny dots of various sizes and spaces to create the illustration of an image using only one color of ink.





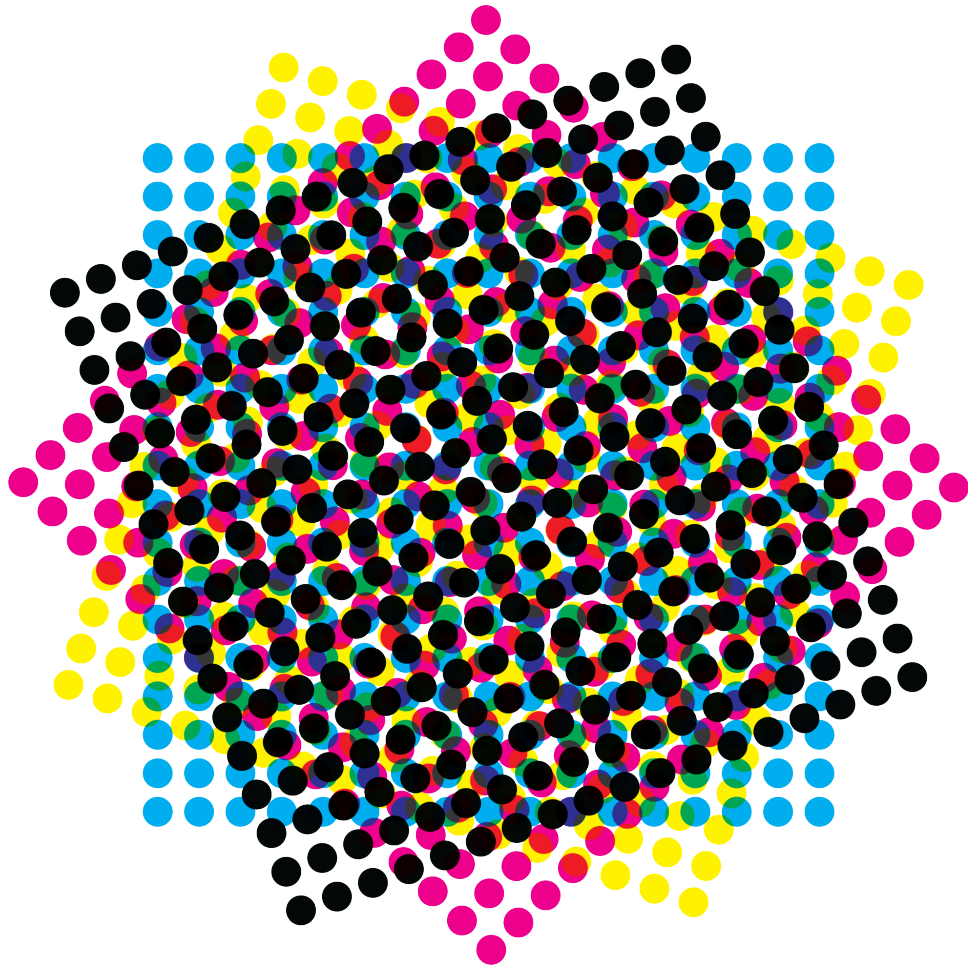
Duotone

Duotone is a technique that uses two colors at different screen angles to create the illustration of a printing or an image.

Four Color process

Known as CMYK, uses Cyan, Magenta, Yellow, and Key (black) colors. These colors are applied in different concentrations to create



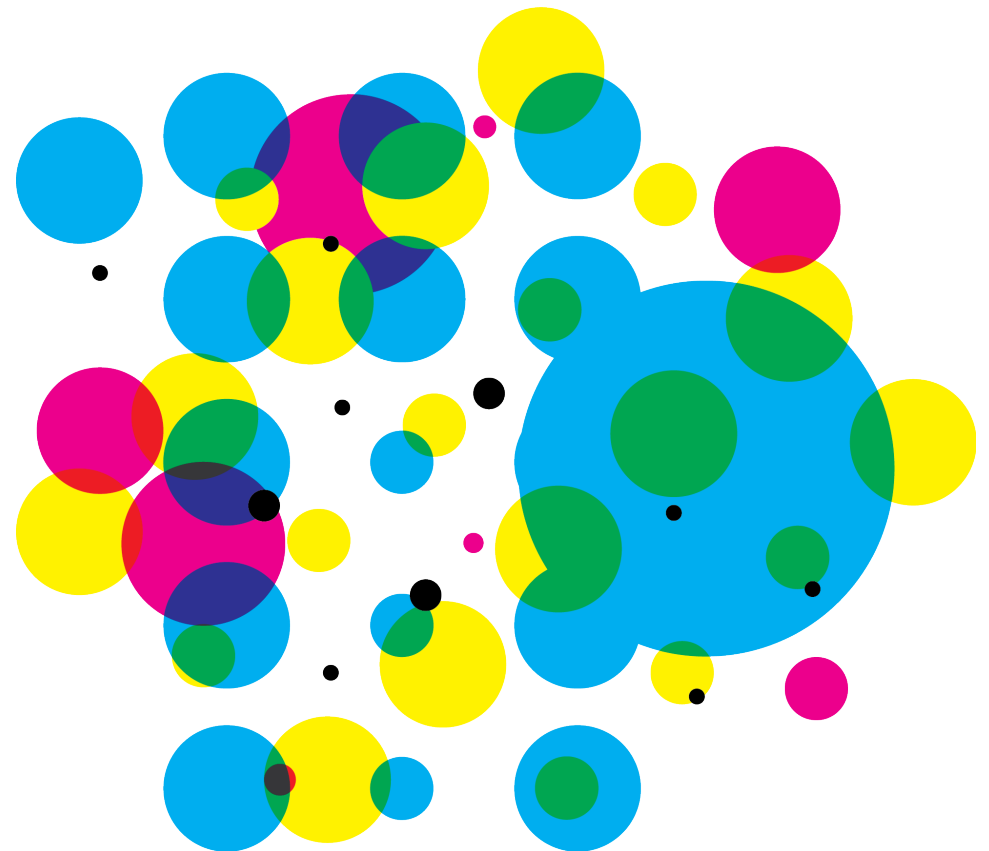


Screen Angles

Screen angles are the specific angles at which tiny dots are arranged on a printing screen to create color images. In color printing, different screens are used for each color, and each screen has a specific angle. This helps prevent unwanted patterns and ensures that colors look good when printed together.

Stochastic Printings

Stochastic printing is a method in printing where dots are placed randomly. Instead of using traditional halftone dots that vary in size and spacing, stochastic printing places dots in a more random arrangement. This technique aims to create smoother and more detailed images with a more even tonal range. Stochastic printing is often used in high-quality

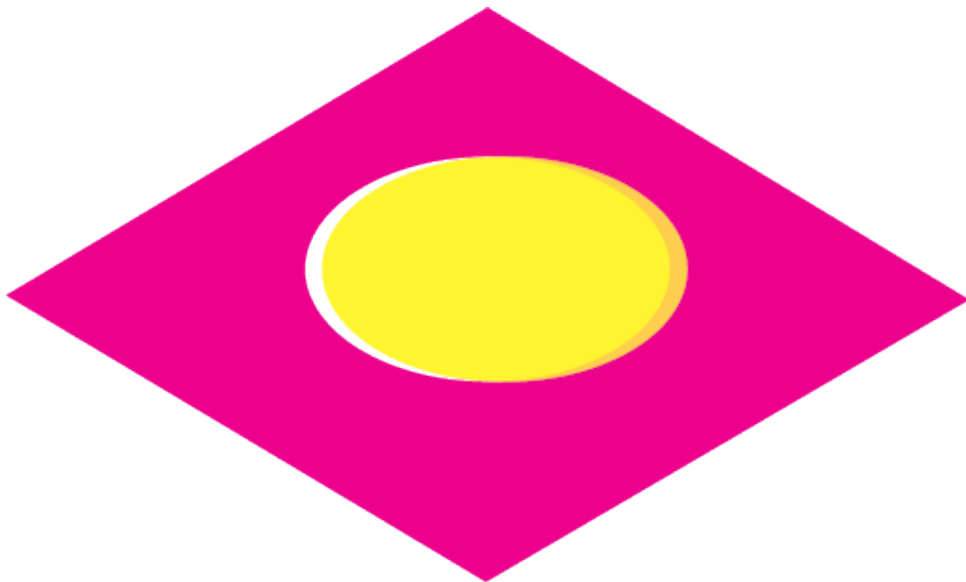




PREPRESS

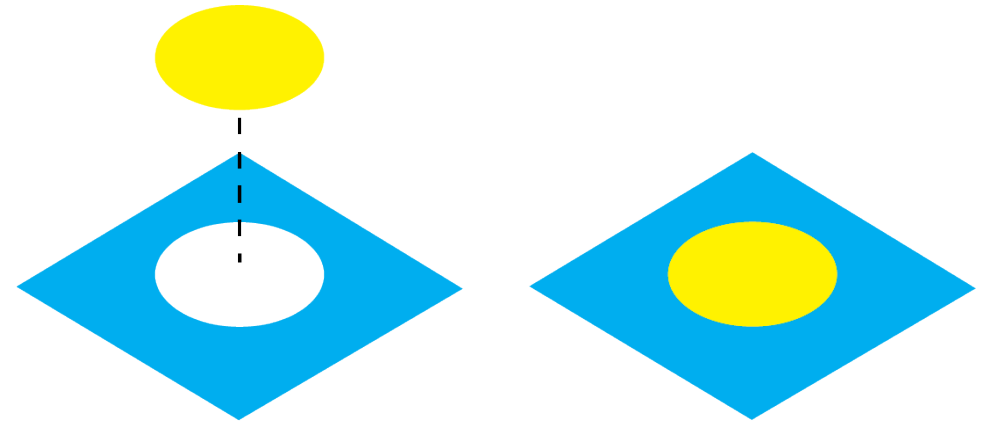
Trapping

A printing technique using overlapping between ink layers to prevent white gaps where two colors meet.



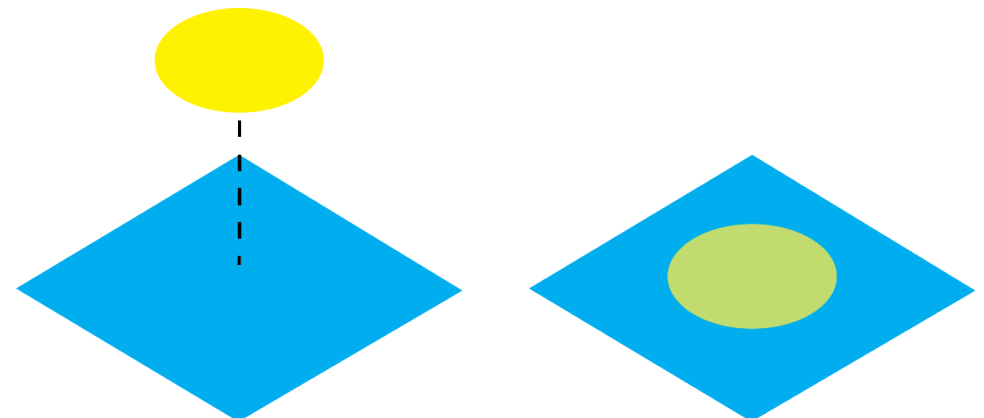
Knockouts

Knockouts involve the process of removing one color ink to reveal the background or the color underneath, preventing it from affecting the color printed on top.



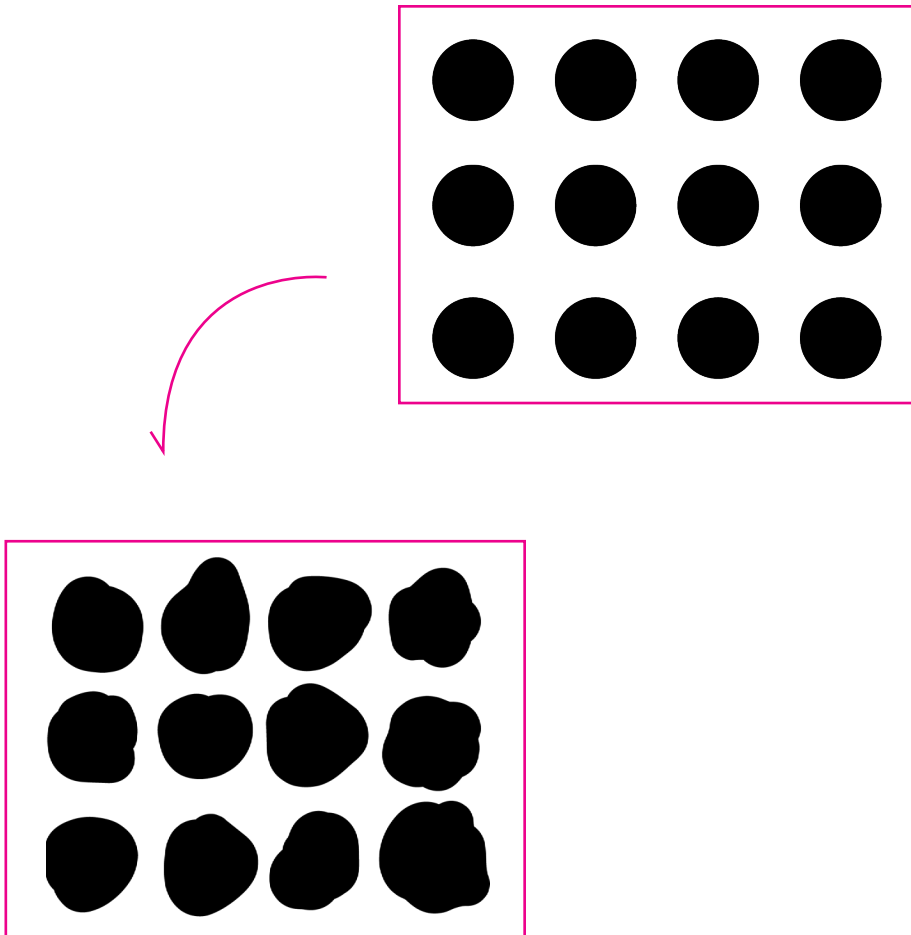
Overprinting

Overprinting is the opposite of knockouts; it involves printing the second color on top of the first color, affecting the overall color appearance.



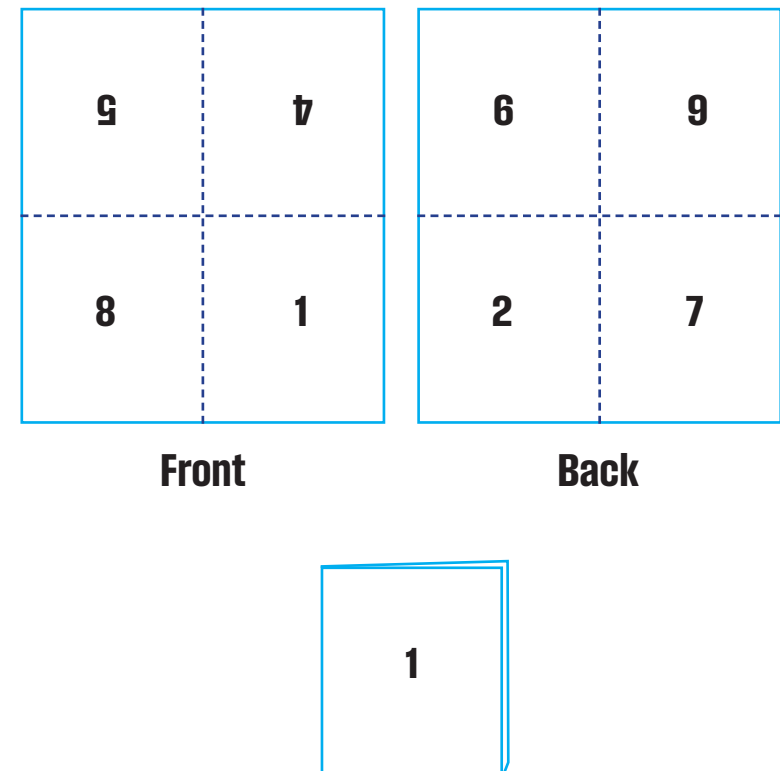
Dot gain

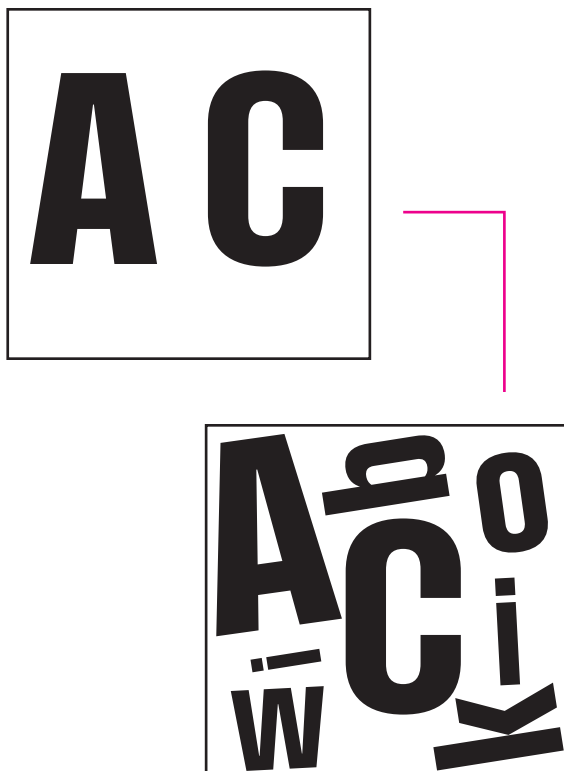
Dot gain is the expansion of printed dots during the printing process, leading to darker and less detailed images than intended.



Imposition

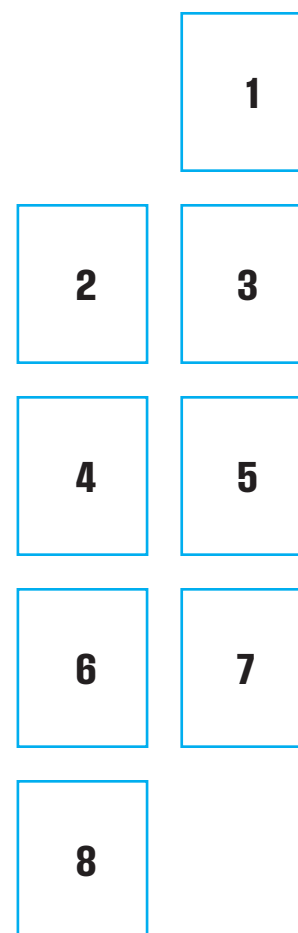
Imposition is the arrangement and positioning of pages on a printing sheet to get the correct order and orientation for efficient printing, folding, and binding in the production of multi-page documents.





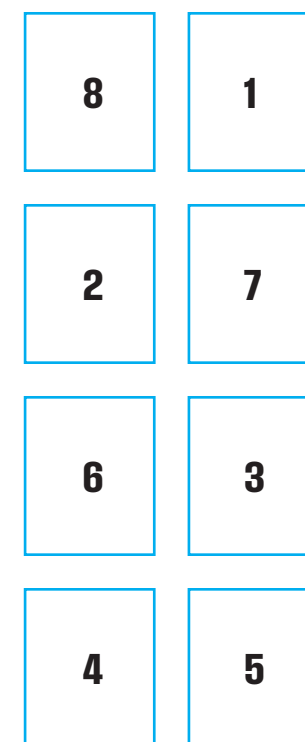
Nesting

Nesting is the efficient arrangement of smaller shapes or components on a larger sheet to minimize waste and optimize resource usage, commonly applied in processes such as printing and manufacturing.



Printers spreads

“Printer’s spreads” are how the pages are organized based



Readers spreads

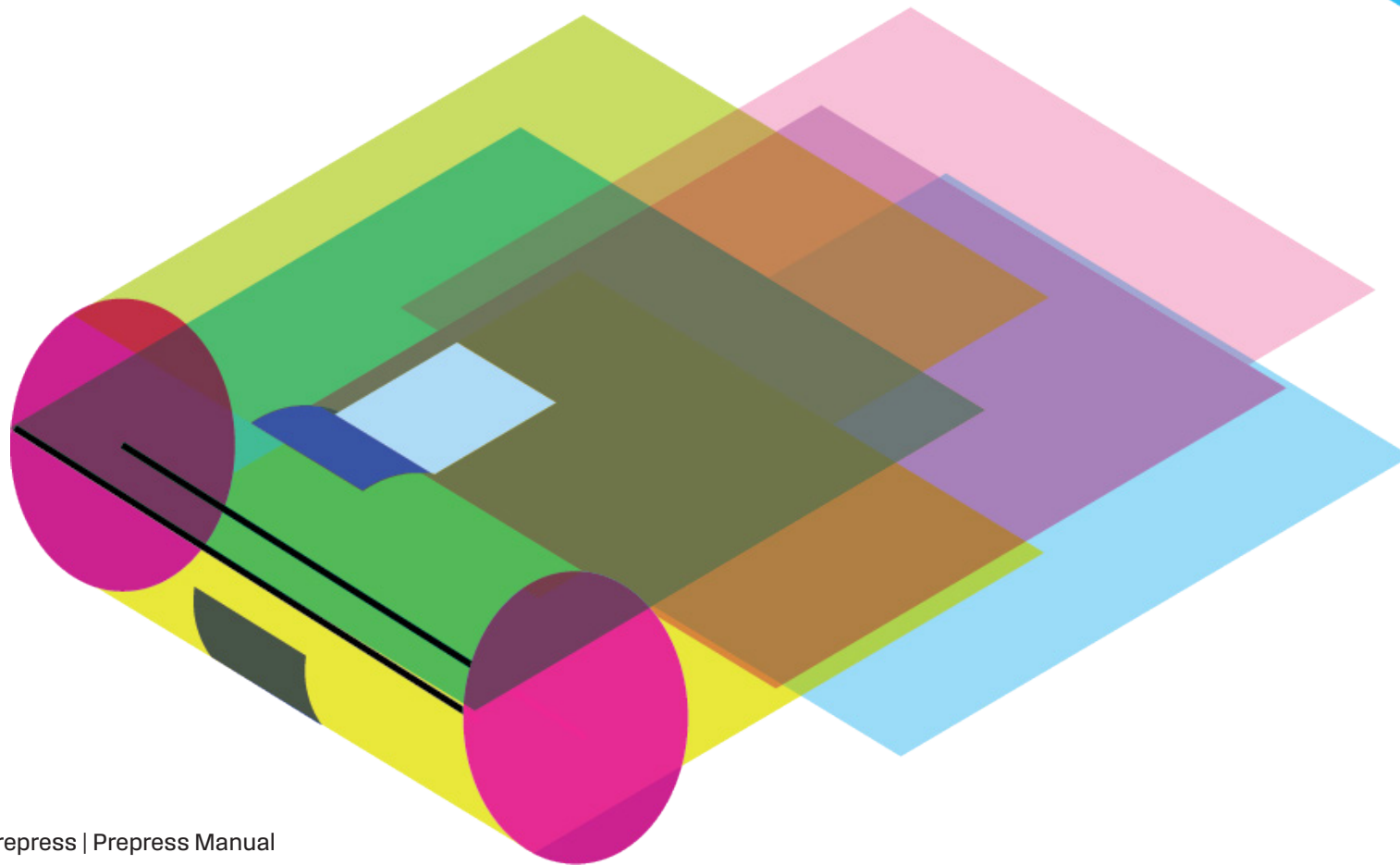
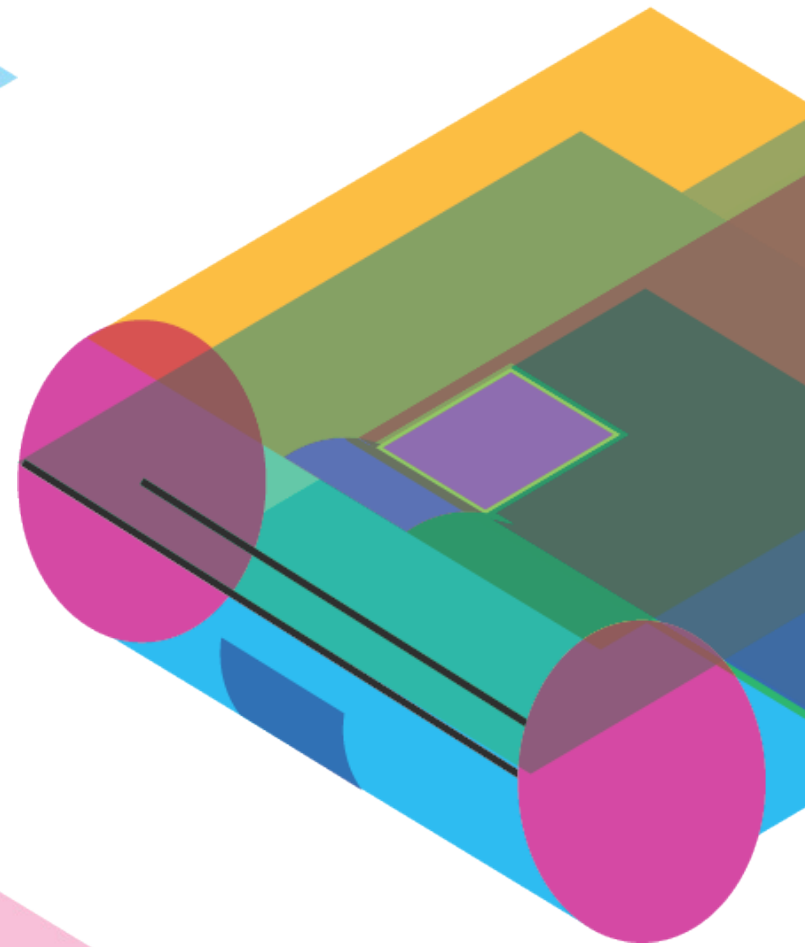
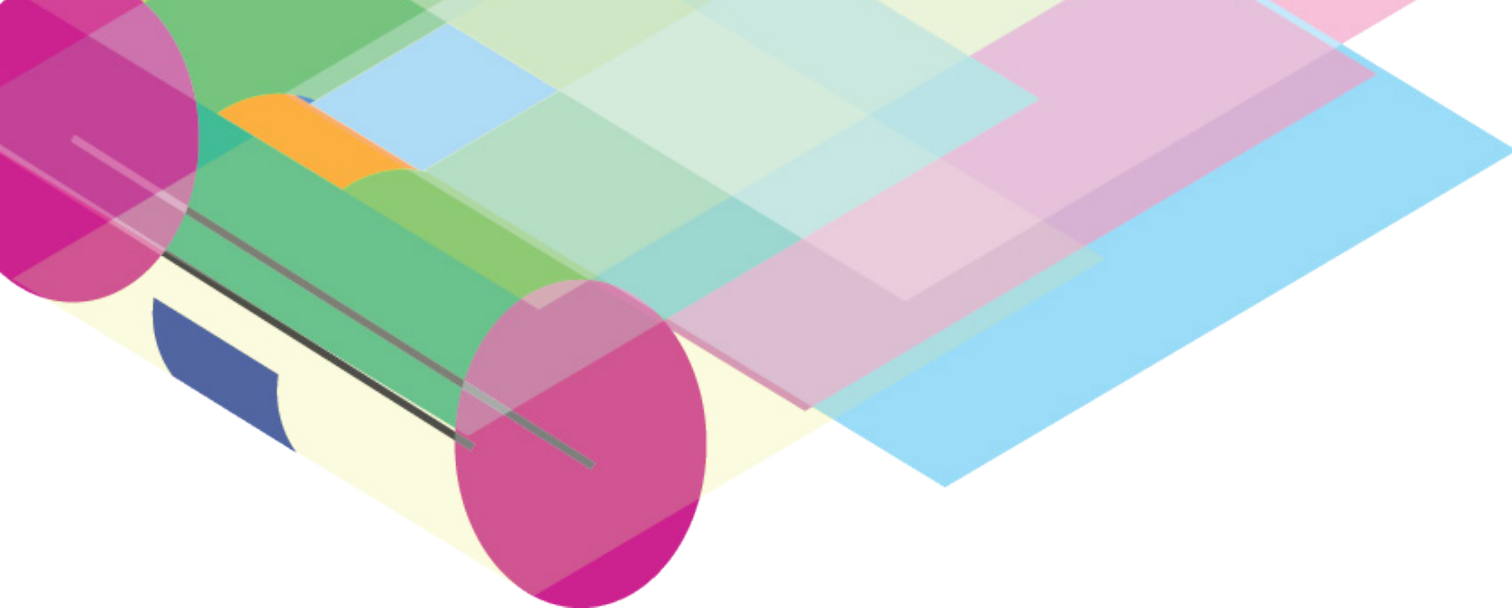
“Reader’s spreads” are how the pages appear when you read a book from start to finish. document when it is read sequentially by a reader

Trim size

The final size of the printed document after cutting.

Bleed size

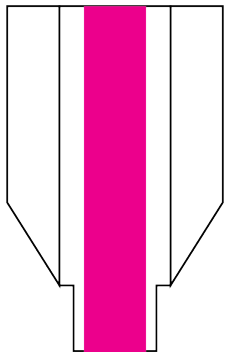
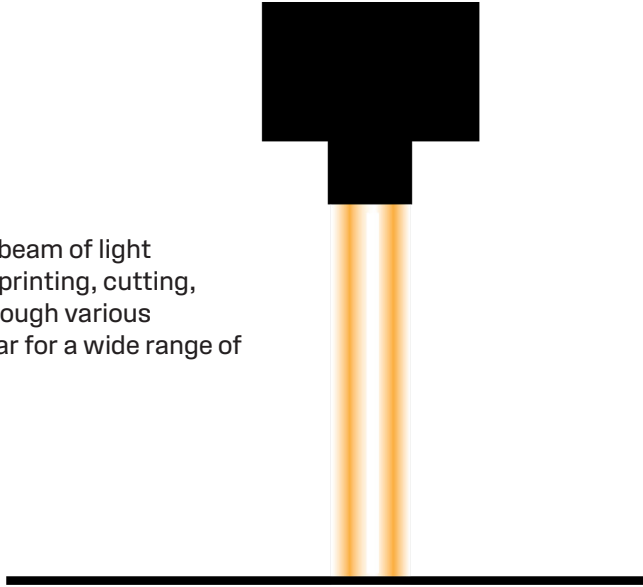
Extra area added to prevent white edges after cutting.



PRINTING

Laser

A laser is a super-focused beam of light used for precise tasks like printing, cutting, or engraving. It can cut through various materials, making it popular for a wide range of applications.

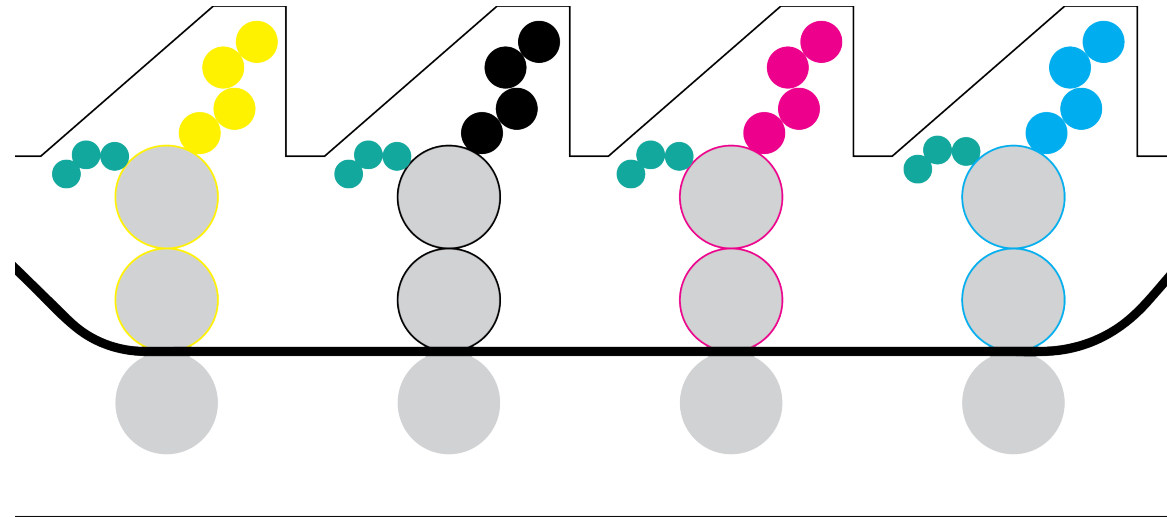


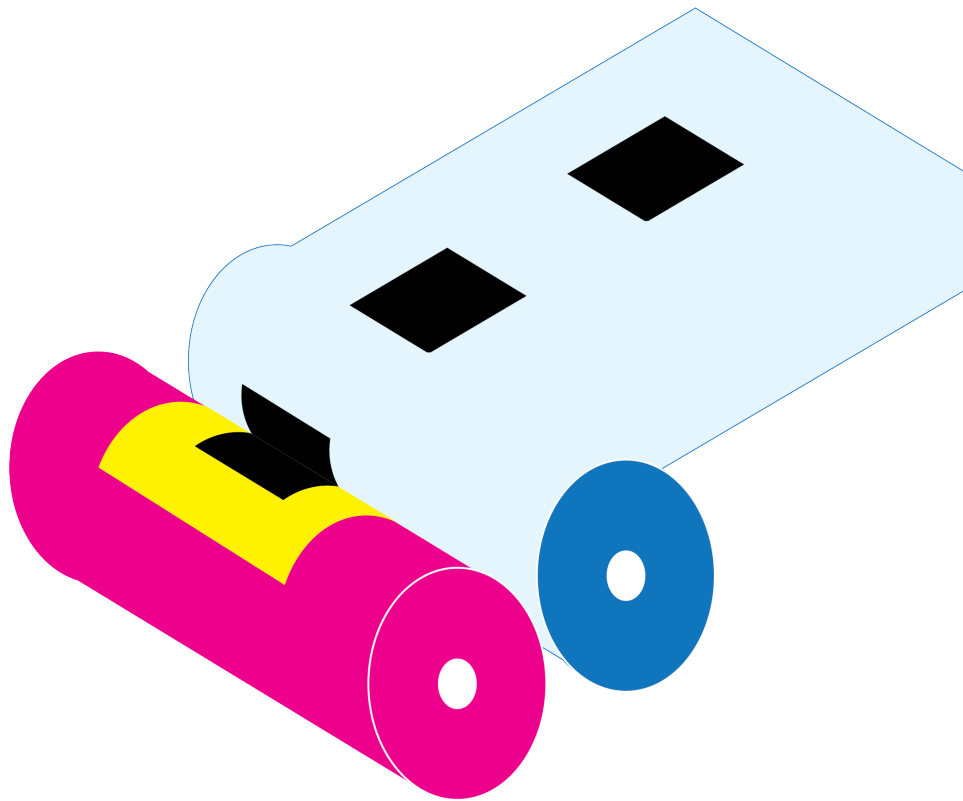
Ink-Jet

Ink-jet printing is tiny ink droplets sprayed onto paper to make colorful prints.

Offset

Offset printing is a method where ink is first put on a rubber surface before transferring it to paper, giving us clear and detailed prints, like in newspapers or magazines.



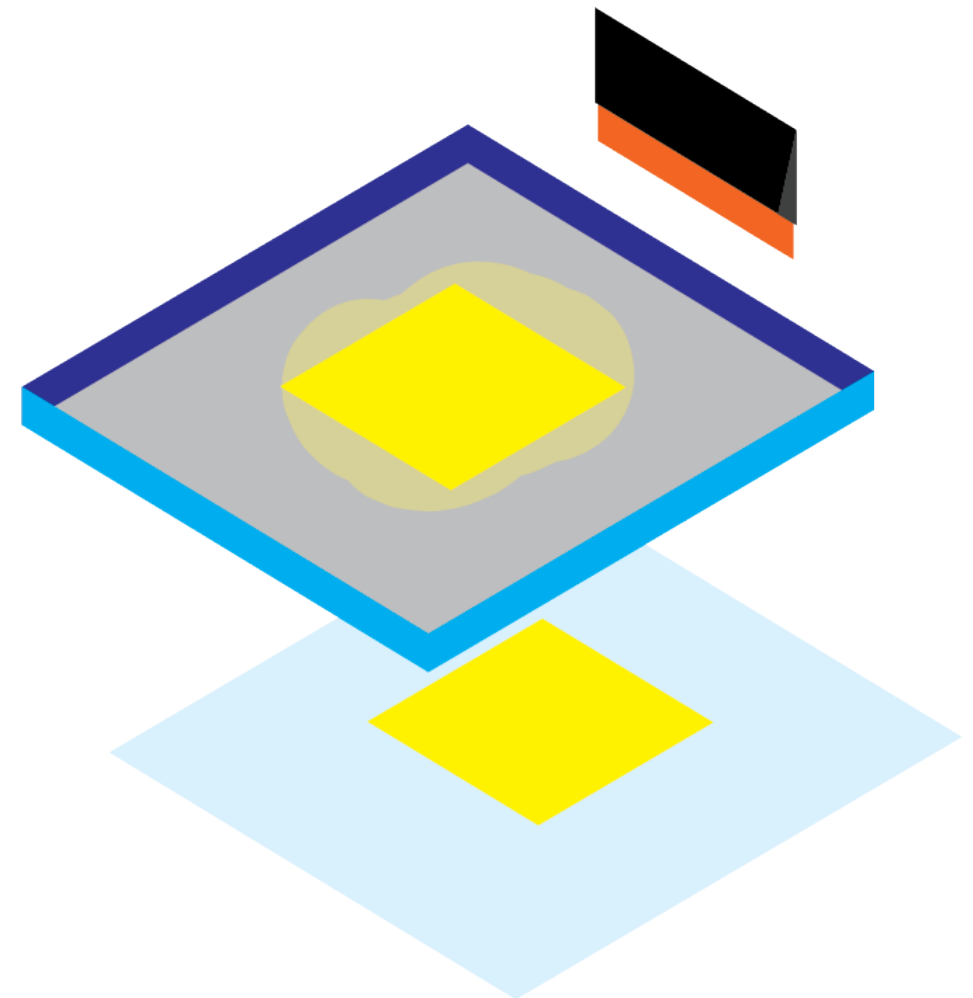


Letterpress

Letterpress is an old-style printing method using moveable type or plates pressed onto paper, giving a classic and textured look.

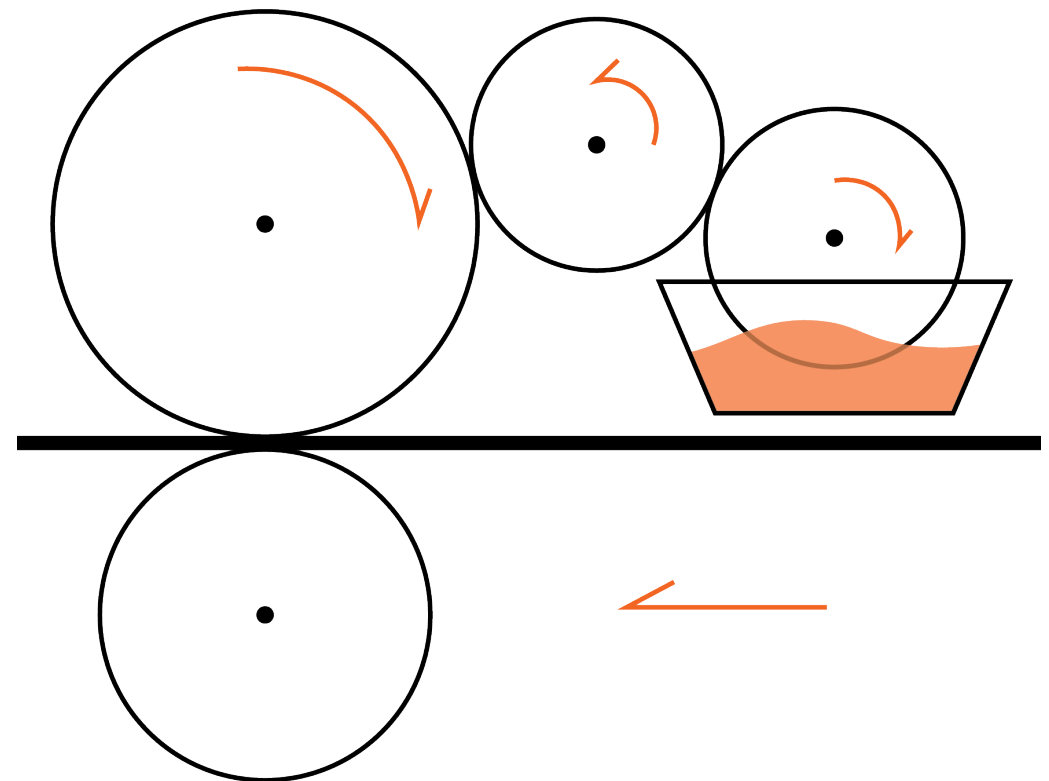
Screen printing

Screen printing is a method where ink is pressed through a mesh screen onto a surface, creating prints. It's commonly used for clothing, posters, and a lot of items.



Flexographic

Flexographic printing is when ink is rolled onto a flexible plate and then pressed onto packaging. It's quick and often used for labels and packaging materials.





FINISHING AND BINDING



Varnishing

Varnishing is giving a protective and glossy coating to printed materials, for better protection and adding a shiny finish to the product.



Foiling

Foiling is the process of applying a metallic or pigmented film to surfaces, to create shiny or reflective accents on materials.



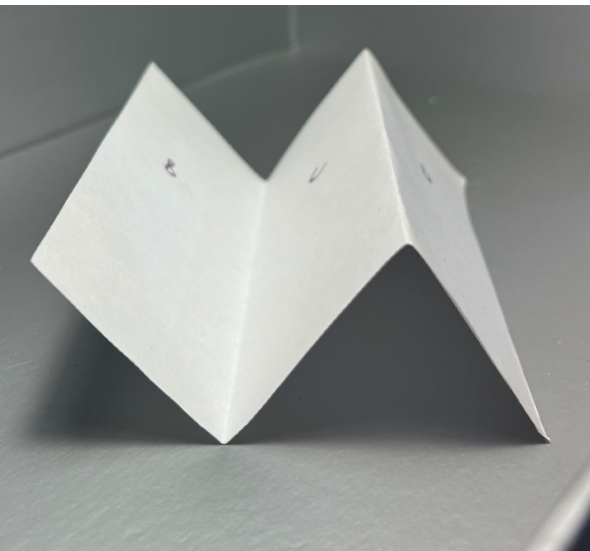
Embossing

Embossing is a technique that presses a design or pattern on paper or other materials, creating a raised, three-dimensional effect.



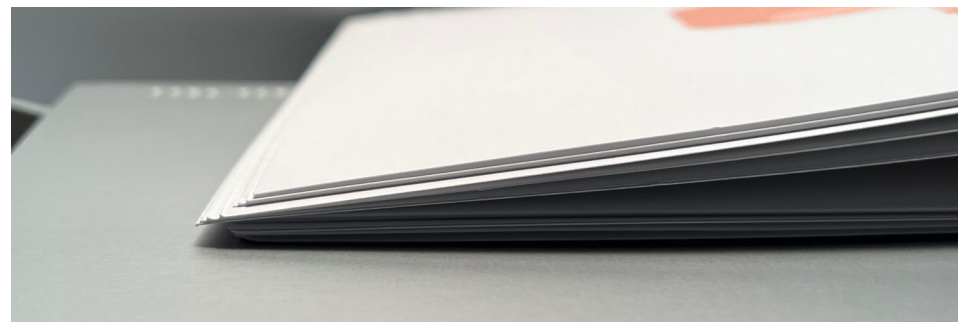
Die Cutting

Die cutting is a method of cutting or shaping paper and other materials for decorative purposes.



Folding Dummy

Folding dummy is a method of folding paper to visualize the layout before printing.



Page creep

Page creep is when the inner pages of a book slightly stick out because of the folded sheets.



Signatures

Signature are pages printed together on one sheet, helping to assemble books in the right order.

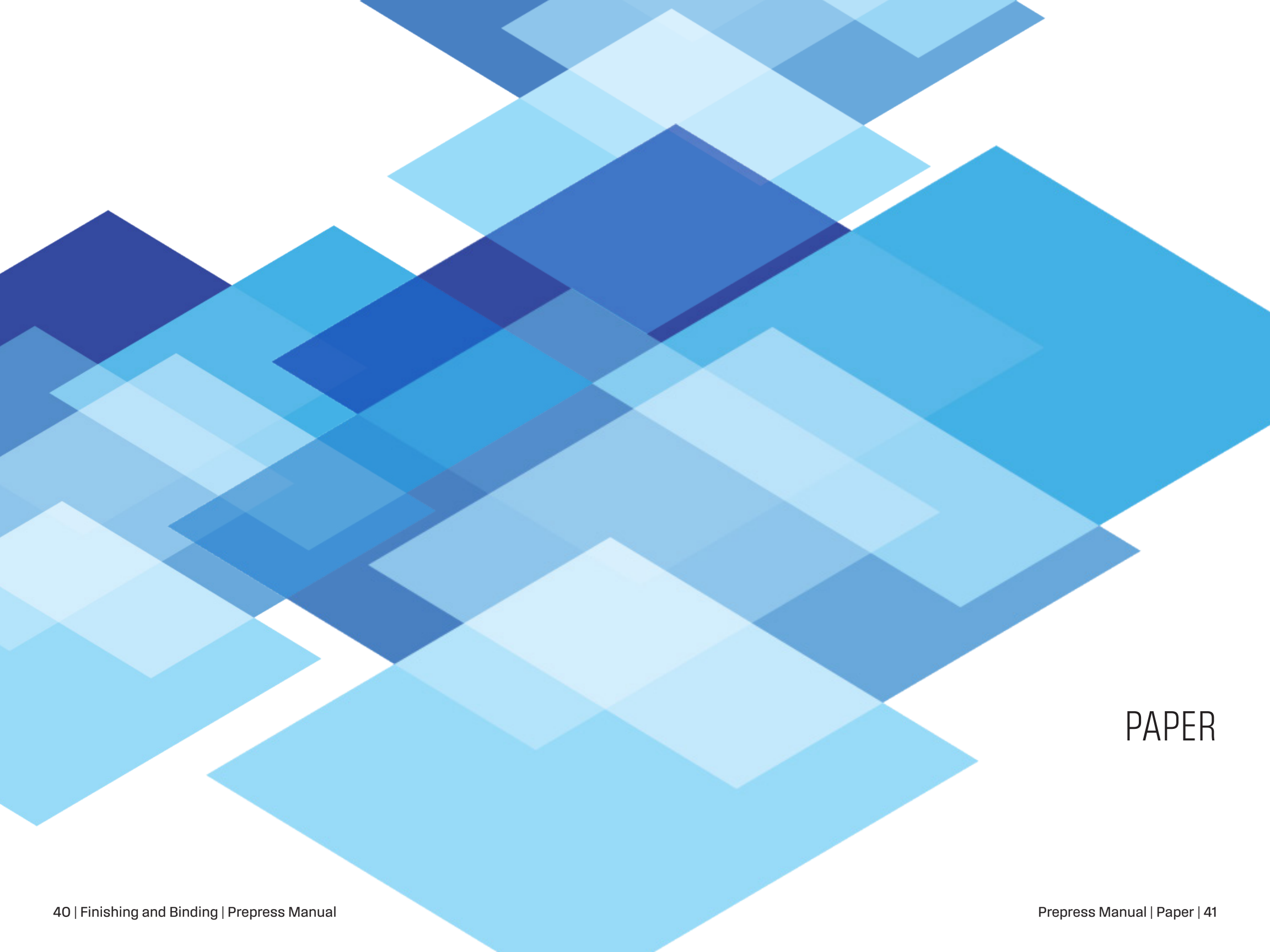
Perfect bound

Perfect bound is a bookbinding method where pages are glued together along the spine, creating a clean and squared-off edge.



Saddle Stitch

Saddle stitching is a simple way of stapling folded sheets along the spine to make booklets



PAPER

Comparative Weights

American paper manufacturers make paper to a weight standard, called the basis weight. Basis weight is determined by weighing 500 sheets of any grade of paper in the proper basic size.

Comparative Basis Weights

The weight of 500 sheets (one ream) of a standards basic size

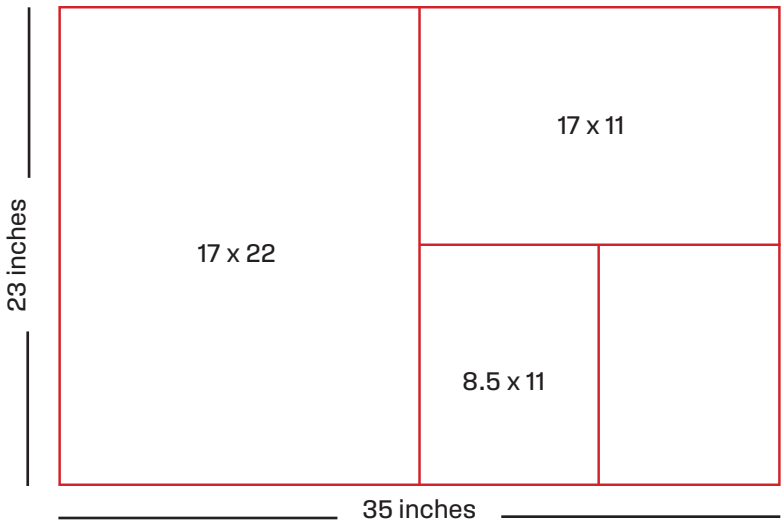
Writing (17x22)	Text (25x38)	Cover (20x26)	GSM
20	50		75
24	60		90
27	68		100
28	70		105
	78		115
32	80		120
36	91	50	135
40	100	55	150
	110	60	162
	119	65	175
	122	67	180
	146	80	215
		92	250
	182	100	170
		120	324
		130	150
		160	432
		180	486

Sizes

Each size in the A range is half the area of the preceding size (the squared dimensions), but the proportions remain the same. This facilitates the enlargement or reduction of illustrations and text within the range of sizes. The A4 size normally is used for trade literature, government publications, journals, specifications, bills of lading, letterheads and contracts.

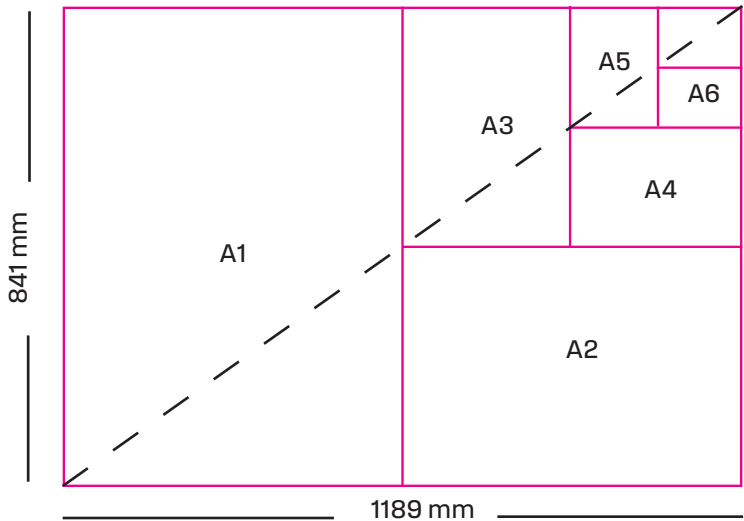
U.S Standards

	mm	inches
	889 x 1575	35 x 45
	584 x 889	23 x 35
	432 x 559	17 x 22
Ledger	279 x 432	11 x 17
Legal	216 x 356	8.5 x 14
Letter	216 x 279	8.5 x 11
Monarch	184 x 267	7.25 x 10.5
Executive	140 x 216	5.5 x 8.5
	108 x 140	4.25 x 5.5
	89 x 108	3.5 x 4.25



International Standards

	MM	INCHES
A0	841 x 1189	33.1 x 46.8
A1	594 x 841	23.4 x 33.1
A2	420 x 594	16.5 x 23.4
A3	297 x 420	11.7 x 16.5
A4	210 x 297	8.3 x 11.7
A5	148 x 210	5.8 x 8.3
A6	105 x 148	4.1 x 5.8
A7	74 x 105	2.9 x 4.1



Note

