

## Digital Media Arts

### Print Design – Terminology

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#### **Above The Fold**

The editorial space visible after the publication has been folded in half. It is considered top placement for articles. A mostly newspaper term but also used in trade news tabloids.

#### **Alley:**

The space between columns within a page. Not to be confused with the gutter, which is the combination of the inside margins of two facing pages.

**Ascender:** in typography, the parts of lowercase letters that rise above the x-height of the font, e.g. b, d, f, h, k, l, and t.

**Banner/Nameplate:** the title of a periodical, which appears on the cover of the magazine and on the first page of the newsletter. It contains the name of the publication and serial information, date, volume, number.

**Baseline:** in typography, the imaginary horizontal line upon which the main body of the letters sits. Rounded letters actually dip slightly below the baseline to give optical balance.

#### **Bind-In Cards**

Promotional postcards bound into magazines that either advertise a product or offer a subscription to the magazine, intended to entice a response by readers.

#### **Bleed**

A printed image that extends to the very edges of a page.

**Block quote:** a long quotation -- four or more lines -- within body text, that is set apart in order to clearly distinguish the author's words from the words that the author is quoting.

**Byline:** in newsletter/magazine layout, a credit line for the author of an article.

#### **Callout**

The callout is intended to tease browsers to want to read the article. It's usually a sentence or two pulled from the article and upsized. The magazine's graphic designer will place it, pleasingly, somewhere on the page to break up copy but mostly, to serve as a tease into the article.

**Cap height:** in typography, the distance from the baseline to the top of the capital letters.

**Caption**

Short copy below – or close to - a photograph which describes what is taking place and/or identifies the people in the picture. Explanatory text, usually full sentences, that provides information about illustrations.

**Center Spread**

Any article, ad or other element that covers the two facing center pages of a publication.

**CMYK**

The four colors (cyan, magenta, yellow, black) used to achieve full-color image appearance. Color and contrast is achieved using black ink (abbreviated K)

**Coverlines**

Short lines of copy placed on the cover of a publication to entice newsstand browsers to buy it. Also called cutlines.

**Deck (or dek)**

The deck is intended to tease the readers into reading the article. It is placed right below the title and above the first paragraph and is often set in bold. It can actually be the first paragraph of the article but most often, it's a separate piece of copy.

**Deep Caption**

Description accompanying an illustration or a photograph that's a (short) article unto itself.

**Dummy**

Simulation of actual pages used as a planning tool to evaluate elements before they are printed.

**Editorial**

1. That part of a publication provided by writers which is not advertising.
2. An article expressing the views of the editor or publication policy.

**FOB**

"Front-of-the-book", the beginning pages of a magazine, usually consisting of shorter editorial material, such as columns and departments.

**Font**

A complete assortment of type characters, including numbers, punctuation marks and dingbats, in one face and size.

**Four Color Process**

A printing process to produce a full range of colors by overprinting CMYK (cyan, magenta, yellow, black).

### **Gate Fold**

A special page in a magazine, usually for an ad, which is printed on a larger piece of paper and folded to fit the size of the magazine and open like a gate.

### **Graph/Graf**

A common abbreviation for paragraph.

**Greeked text:** in page-assembly programs, text that appears as gray bars approximating the lines of type rather than actual characters. This speeds up the amount of time it takes to draw images on the screen.

### **Gutter**

The two margins in the middle of a page spread.

**Hang indent alignment:** type set so that the first line is flush left and subsequent lines are indented.

### **Head**

Slang for headline; i.e. the title of the article.

### **Indicia**

1. A page in a publication that contains publication name, date of issue, frequency, serial number, publication office, subscription price, and notice of entry information, appearing in the first five pages.
2. Postal marking on bulk mail used instead of postage stamps, cancellation, and postmarks.

**Kern:** to squeeze together characters, for a better fit of strokes and white space. In display type, characters almost need to be kerned because the white space between characters at large sizes is more noticeable.

### **Lead**

The introductory paragraph of an article designed to hook the reader into reading the rest of the story.

**Leading:** (pronounced "led-ding") the space between lines of type, traditionally measured baseline-to-baseline, in points. Text type is generally set with one or two points of leading; for example, 10-point type with 2 points of leading. This is described as 10/12, read **ten on twelve**.

### **Masthead**

A section of the magazine detailing the publication's identification, ownership, staff members and contact information. It is the credit box, headed by the publication name, that lists sponsors, editors, writers, designers, illustrators, photographers, and others, along with the publication office address, subscription and advertising information, etc.

### **Orphan**

A partial word or a single word that ends a paragraph on a separate line. Because this is difficult to read, copy is usually rewritten to avoid orphans.

**Photo Caption**

Short copy below - or close to - a photograph which describes what is taking place and/or identifies the people in the picture.

**PICA**

Unit of print measurement; six picas equal one inch.

**PMS (Pantone Matching System):** a standard color-matching system used by printers and graphic designers for inks, papers, and other materials. A PMS color is a standard color defined by percentage mixtures of different primary inks.

**Pull Quote**

A short excerpt from a magazine story used to attract a reader's attention by setting it in larger-than-normal type size.

**Run-around:** type that is set to fit the contour of an illustration, photo, ornament or initial.

**Run-in heading:** a heading set on the same line as the text, usually in bold or italic type.

**Sans Serif**

In type design, the absence of lines and strokes at the ends of letters or parts of letters. For example, Helvetica type.

**Serif**

In type design, the lines and strokes at the ends of letters or parts of letters. For example, Times Roman type.

**Sidebar**

A text that accompanies a feature story, usually framed at the side of the page. In newsletter/magazine layout, a related story or block of information that is set apart from the main body text, usually boxed and/or screened.

**Spread**

A single advertisement printed over two facing pages.

**Style sheet:** in desktop publishing program, style sheets contain the typographic specifications to be associated with tagged text. They can be used to set up titles, headings, and the attributes of blocks of text, such as lists, tables, and text associated with illustrations. The use of style sheets is a fast and efficient way to insure that all comparable elements are consistent.

**Subhead:** a secondary phrase usually following a headline. Display line(s) of lesser size and importance than the main headline(s).

**TOC**

Shorthand for Table of Contents.

**Top Of The Fold**

The editorial space visible after the publication has been folded in half. Is considered top placement for articles. A mostly newspaper term but also used in trade news tabloids. Also used on websites to signify the space visible without scrolling, especially on the home page.

**Track:** in typography, to reduce space uniformly between all characters in a line. As opposed to kerning, which is the variable reduction of space between specific characters.

**Typeface:** the set of characters created by a type designer, including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts, at different sizes and styles.

**Widow**

The last word of a paragraph that jumps to a new line, making it the only word on that line, or the last line of a paragraph carried over to the next page. Because this is difficult to read, copy is usually rewritten to avoid widows. (*Similar to 'Orphan'*)