

IT 567

Glossary of Terms

- **Bleed** is the part of a printed document that is outside the bounds of the final size of the piece. It is used to make sure images and other design elements print all the way to the edge of the paper.
- **Ghosting** (aka screening back) is where an image is made transparent so that the background shows through.
- **Gradient** is the fading from one color to another. Generally gradients are used to add depth, or sometimes a shiny or metallic look, to a design element, but they can also be used simply to color an object.
- **HSB** (Hue, Saturation, Brightness) is a color space that you can use when dealing with images in graphics programs. It separates the hue—what you think of as color—from the saturation—how much white is mixed with the hue—and the brightness—how much black is mixed with the hue.
- **Imposition** is the process of setting up pages in their correct order for print. This order is sometimes referred to as a Printer Spread.
- **Mock (or Mock-up)** is a test rendition of a project. It can also be used in to show a rough approximation of what the final website would look like in a screen shot of a browser.
- **Printer Spreads** are the orders in which the printing company will lay out pages.
- **Raster** or bitmap image is made out of pixels. Raster images are typically photos, but they can also be illustrations that have been turned from vectors into pixels.
- **Reader Spreads** contain the pages of a composition set up in the order a reader would see them.
- **Render** is a rendition or draft of a project. A “final render” is the final project, ready to be presented, printed or shipped.
- **Thumbnails** are small scale rough sketches of a design concept. They are among the first stages of the creative process.
- **Vectors** can most readily be recognized as illustrations, particularly from programs like Illustrator or Freehand. Vectors work by defining points and what fills the space between those points.
- **Wire frame** is a basic layout with out design elements. It is generally used in web design as a means to plan where navigation and content will sit on the page.