

◆◆ 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.

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.

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 work by defining points and what fills the space between those points.

Wire frame is a basic layout without design elements. It is generally used in web design as a means to plan where navigation and content will sit on the page.

