

Resources for Print Design:

Vocabulary

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bleed	printed matter (such as an illustration) that extends beyond the trim of the page
body text	main body of type that makes up the bulk of the book
chapter start	where a chapter starts
copyfitting	to fit text into the required space aesthetically, watching for widows, orphans, word stacks, spacey lines, etc.
crop/printer's mark	printed on the page to show where the trim marks are if the page is larger than the trim size
dingbat/glyph	a typographical symbol or ornament
drop cap	first letter of the first paragraph of a chapter that drops down one or more lines
footer	information (such as a page number or author/title) printed or placed at the bottom of each page of a document
gutter	a white space formed by the adjoining inside margins of two facing pages (as of a book)
header	information (such as a page number or author/title) printed or placed at the top of each page of a document
image color	RGB is for screens, CMYK is for printing (Black and White appropriate for both)
indent	to set (something, such as a line of a paragraph) in from the margin
kerning	the distance between a kerned pair of adjacent characters in a line of composed text

leading	the distance between a pair of adjacent lines in composed text
margin	the part of a page or sheet outside the main body of printed or written matter
page color	the overall color of the type on the page—same size type should have the same leading (keeping the ratio consistent)
POD	print on demand (makes storage of large print runs unnecessary)
resolution, dpi	dots per inch—for clear photos to be printed, they need to be at least 300 dpi
sans serif	a letter or typeface with no serifs
section break	using space or a glyph to denote a pause in the story
serif	any of the short lines stemming from and at an angle to the upper and lower ends of the strokes of a letter
spread	two facing pages of a book
trim	the size of a book after the pages have been trimmed
typesetting	the process of setting material in type or into a form to be used in printing