



## GLOSSARY OF TERMS

related to the production of graphics, digital imaging, mounting and finishing

### ACRYLIC

Term used for plastic manufactured by Lucite®, Plexiglas®, Acrylite®, and other brand names for acrylic. Available in various thicknesses, colors can be clear, opaque or translucent.

### ADHESIVE-BACKED VINYL

Vinyl used for imaging when the graphic has to be mounted either to a vehicle or other substrate where application requires the flexibility of material.

### APPLIQUÉ

Position mounting a separate graphic onto and in a specific location on a larger background panel.

### ARCHIVAL

Intended to be long lasting without fading or discoloring—could imply anywhere from 25 to 150 years.

### BACK LIGHTING

Illuminate from behind such as a transparency or translucent material.

### BLEED

Indicates that the image will run off the edge of the substrate, that there will be no border beyond the image.

### BLOW-UP

Photographic term meaning to enlarge.

### BONDED PAPER

A better grade of inkjet printing paper, having strength and durability.

### C-PRINT

Reflective photographic print material—paper based with a very thin polyester laminate on both sides.

### CLEAT

Wood strips cut at a 45 degree angle—one mounts to the wall, the other is attached to the graphic panel. Also referred to as a “Gardner Cleat” or a “Gravity Cleat.”

### COLD MOUNT

Mounting of graphics to a substrate using double-sided adhesive material and using a cold roller laminator, rather than heat transfer.

### COLD LAMINATE

A protective laminate used on graphic prints applied under pressure at room temperature—very durable, available with a lustre, matte, glossy, or satin finish (*see also: “hot laminate”*).

### COMPS

An abbreviated term meaning “Composition” to show what the final art will look like, usually presented at a reduced size with crop marks and other production-related comments.

### COROPLAST®

Lightweight corrugated plastic material used for inexpensive signage, available in a number of different colors, opaque and translucent.

### CROP MARKS

Corner marks which indicate final trim area of the finished print.

### CUT-OUT

Contour-cut profile such as letters or a graphic image; three dimensional.

### DPI or PPI

*Dots Per Inch or Pixels Per Inch.* A reference for measuring the resolution of an image. DPI is a measure of the printed dots per inch in a print; generally an indication of quality of the output a device will produce. DPI is commonly exchanged with PPI: a measure of the number of pixels per inch in a digital file. PPI is the true measure of an image’s resolution, which will dictate the quality of the final print.

### DIBOND®

An aluminum panel with a polyethylene core available in various colors and thickness, very durable, easy to fabricate in constructing kiosk or cut out letters, lightweight and rigid, used indoors or out.

### DIGITAL IMAGING

Using digital data (electronic information) with electronic imaging systems for printing.

### DOUBLE-FACED PANEL

Application where graphics appear on both sides.

### DRY MOUNT

Mounting graphics to a substrate using a dry mounting tissue that melts under heat, creating an adhesive—thus bonding the two together after cooling.

### DUOTONE

Print using two colors for a one-color photograph.

### DURACLEAR

Transparent polyester photographic material used for lightbox graphic images.

### DURAFLEX

Opaque polyester photographic material used for reflective display graphics, usually used for pop-up mural panels with hot or cold protective laminate surface.

### DURATRANS

Translucent polyester photographic material with a milk white backing, used as a diffuser for light box graphics.

### DYE SUBLIMATION

Changing the printed ink image into a gas (using heat) which enters the fabric under pressure, thus transferring and dyeing it. This process can be done on any polyester fabric.

### ELEVATION

An artist’s rendering showing how the finished booth (display) will look from eye level.

### FIBERGLASS EMBEDMENT

Refers to a digital print embedded in a durable, optically clear polyester resin with UV inhibitors. Resins are reinforced with sheets of woven mesh behind the print. Available in various thicknesses, 1/16” to 1/4”.

### FIRST SURFACE

Mounting a graphic image to the front side (side facing you) of acrylic (*see also: “second surface”*).

### FLAMEPROOF

Material or fabric that has been treated to be fire retardant.

### FLAT FRAME

Using standard 1” x 2” wood material mounted on the flat side surface giving a shadowbox stand-off of 3/4”; can be flush or recessed.

### FLUSH FRAME

Flush wood frame around the outside edge of a mounted graphic panel.

### FOME-COR®

Sandwiched clay-coated paper board with a polystyrene (foam) center, very lightweight and inexpensive.

### FONT

A particular style or type of alphabet letters and numbers.

### GATOR FOME®

Foam board used for signage with a plastic laminate on both sides, making it rigid. Available in black and white, with varying thicknesses.

### GICLEE

Fine art prints produced by various inkjet processes. Characterized by high resolution output with specialty inks and archival papers or canvas.

### GLOSSY

The finished surface of a graphic panel, very shiny and reflective (*see also: “matte,” “lustre,” and “satin”*).

### GROMMET

Usually a metal ring which reinforces holes in banners for installation.

### HALFTONE

Printing of continuous toned images, using a screen process which converts the image to dots of varying sizes.

### HIGH PRESSURE LAMINATE (HPL)

A digital print impregnated with melamine resins, a special UV resistant over laminate and layers of Phenolic resin-impregnated kraft stock (to build thickness) all pressed under intense pressure and heat, fusing the layers together into a solid core, durable panel (indoor or outdoor applications). Variable thickness, 1/16” to 3/4”.

### HOT LAMINATE

A protective laminate used on graphic prints applied under pressure at a high temperature; very durable, available with a lustre, matt, glossy, or satin finish (*see also: “cold laminate”*).

### INTERNEGATIVE

Copy negative made from a color transparency.

### LINE ART

Artwork which is created using only lines with no tones.

### LACQUER FINISH

A sprayed-on clear protective UV coating used on photographs, wood, metal and other materials; finished surface is durable and washable.

### LAMBDA® or LIGHTJET®

A digital print imaged on photographic media; the media is exposed by laser beam reading from the digital file rather than from a traditional negative. “Lambda” and “Lightjet” are two brand-specific names for this type of printer—the prints produced from these machines have come to be known by the same names.

### LAMINATE (LAMINATION)

Adhering a protective laminate over the surface of a graphic print; can be glossy, matte, lustre, or satin finish. This process can be done either as hot laminate or cold laminate (*see also: “lexan”*).

### LENTICULAR

Graphic made up of two or more very thin, grooved plastic lenticular lenses, making the image appear three-dimensional.

### LEXAN®

A very strong and durable polycarbonate material used as a laminate to protect the finished surfaces of display graphics.

### MDF, MDO or MDX

(*see: “particle board”*)

### MASONITE

Smooth, flat, hard board which can have a painted edge and back framing, used for mounting graphic display prints.

### MUSLIN

Usually a lightweight 100% cotton fabric available in very wide loom, used for large graphic imaging.

### NEGATIVE

The reverse of the positive image; (a transparency would be the positive image).

### NESTING

Grouping small graphic panels (files) together to create a single digital file rather than having several smaller files each one requiring set-up time which adds to cost.

### OPAQUE

Not being able to see any kind of light coming through the substrate.

### PARTICLE BOARD

Often referred to as MDF (indoor use) MDO or MDX (outdoor use), composed of very small wood chips glued to make a very smooth surface; used for mounting graphic display panels, an alternative to masonite.

**PASTE-UP**

Camera-ready art; text and photos assembled onto one board made ready for copying.

**PLEXIGLAS®**

A trademark name for acrylic (*see also: "acrylic"*).

**PORCELAIN ENAMEL**

A mixture of mineral content glass and inorganic pigments fused to a steel substrate at temperatures exceeding 1400° Fahrenheit. This extreme temperature literally melts and fuses the glass to the steel, forming a molecular bond and creating a permanent coating. Standard material is 16-gauge (.060") enameling steel.

**POSTER BOARD**

A lightweight (cheap) cardboard used in mounting graphics for presentation.

**PREFLIGHT**

The process for checking digital files for production (imaging) readiness.

**PRE-PRODUCTION**

Following the initial design, any additional work necessary to make the files ready for production.

**PROOF**

Sample representation of what the finished graphic will look like, showing final color, layout, and design of finished graphic.

**RECESSED FRAME**

1" x 2" wood frame, usually with a 2" recess from the edge of the panel, mounted on the back side giving a shadow-box, stand-off effect.

**REVERSE PRINTS**

Refers to the background color being darker than the text or art which appears as the graphic image.

**SANDWICH**

A graphic image displayed between two substrates, usually the front piece being clear acrylic, the back a white diffusion piece of acrylic for backlighting or a blank panel used for framing.

**SCREEN PRINTING**

The printing of a graphic image using a very fine polyester fabric (varying DPI are available) stretched onto a wood frame and then, using colored inks/paint, using a squeegee to transfer the image from the screen to the substrate. This process is used when multiple copies are needed.

**SCRIM**

A loose woven fabric which appears opaque when frontlit, and when backlit, appears transparent; usually used in the theatre.

**SECOND SURFACE**

Mounting a graphic image to the back second (side facing down) of acrylic (*see also: "first surface"*).

**SEPIA TONE**

A photographic print which has been chemically bleached and stained to produce a brown-toned look.

**SINTRA®**

Rigid expanded PVC material used for mounting graphic panels and screen-printing, available in various colors and thicknesses; very durable and lightweight; can easily be cut and/or bent, used indoors or out.

**SPLINE**

A thin metal or wood strip glued into the edge of joining panels to reinforce the joint between the panels joined as one.

**STYRENE**

Inexpensive plastic material used for screen printing multiple graphic panels.

**TEMPLATE**

Pattern or guide for making cutouts.

**TRANSLITE**

A term used when referring to a backlit transparency, meaning "DuraTrans" or "Duraclear" usually mounted second surface on an acrylic substrate either clear or translucent.

**TRANSPARENCY**

A term used when referring to a color "positive" translucent photograph or graphic panel for backlighting. (*see also: "DuraClear" and "DuraTrans"*).

**UPSON BOARD**

Simple pressed paper board (fiber board) used to mount graphic prints for curved panels, available in various thicknesses.

**UV INK**

"UV" means ultraviolet; inks that are not effected by the "UV rays" of the sun or light over a long period of time.

**VELCRO®**

A hook or loop fastener used to "temporarily" attach graphic panels to a display back wall or fabric panel.

**VINYL**

Refers to either vinyl banner materials 7, 10, 13, 18 oz. or cut vinyl lettering applied to substrates creating signage or graphic messages (opaque, translucent and reflective).

**VISUAL AREA**

Identifies the area as seen by the viewer and not what is hidden by a frame supporting the graphic.

**WET MOUNT**

Mounting process in which liquid glue is used and the material being mounted is soaked in water prior to mounting; this allows for the material to be wrapped around the edges of the substrate.

**WRAP MOUNT**

When the substrate being mounted has been wrapped around the edges of the panel.

**Technical Terms:****RASTER FILE**

An image formed by a pattern of pixels (usually scans or Photoshop graphics). These files are resolution dependent, which means enlargement of the image will cause a loss in resolution. Also referred to as a bitmap file; (*see also: Photoshop document, TIFF and JPEG*).

**VECTOR FILE**

Refers to editable graphics such as those created in Illustrator or Freehand. These files are resolution independent, which means they scale up or down without a loss of resolution.

**RIP**

*Raster Image Process.* The process by which digital file information is transferred to a coherent printable pattern. Desktop printers may internally RIP files before printing; large format and high-end production devices usually require a stand-alone server and specialized software to adequately RIP files.

**TIFF**

*Tagged-Image File Format.* A specific type of raster file. TIFF images are the most universally compatible raster file for graphics software and printing. *File extension: ".TIF"*

**JPEG**

*Joint Photographic Experts Group.* A specific type of raster file, most often utilized for web work and noted for its ability to compress file size and retain color information. *File extension: ".JPG"*

**ADOBE CREATIVE SUITE**

Adobe's bundled release of Photoshop, Illustrator, InDesign, Acrobat and GoLive.

**ADOBE PHOTOSHOP**

The industry standard software for photo/raster image editing. Raster images are traditionally saved in a specific file format (i.e. TIFF) and placed (imported) into a layout. The increasing sophistication of the software has fostered a trend towards production-ready files built entirely as Photoshop documents. *File extension: ".PSD"*

**ADOBE ILLUSTRATOR**

The industry standard software for illustration/vector file creation. Favored by users for a wide array of powerful features and particularly useful in the preparation of large format graphics. *File extension: ".AI"*

**ADOBE INDESIGN**

Adobe's software for page layout and publishing. Intended to be an alternative for QuarkXPress; providing more seamless integration with Photoshop, Illustrator and Acrobat. *File extension: ".INDD"*

**PDF**

*Portable Document Format.* A file type which can contain raster or vector elements or a combination of both. Created for use with Adobe Acrobat software, this file type is favored because it will maintain its formatting when opened on a variety of different computers. *File extension: ".PDF"*

**QUARKXPRESS**

The industry standard software for page layout and publishing. Also known as "Quark." *File extension: ".QXD"*

**STUFF-IT**

A popular file-compression utility (software) for the Macintosh operating system. Stuff-It will compress one or more native files into a much smaller archive file suitable for storage or electronic transmission. *File extension: ".SIT"*

**WINZIP**

A popular file-compression utility (software) for the Windows operating system. WinZip will compress one or more native files into a much smaller zip file suitable for storage or electronic transmission. *File extension: ".ZIP"*

**RGB**

A mode for describing color information. RGB stands for Red-Green-Blue and refers to the three colors of phosphors in a computer monitor or television. RGB colors are created from projected light.

**CMYK**

A mode for describing color information. CMYK stands for Cyan-Magenta-Yellow-Black – the four colors most common in producing process color prints. CMYK colors are created from reflected light.

**PROCESS COLOR**

The traditional printing process for creating full color images. Four colored plates (one each of cyan, magenta, yellow and black) will lay down a series of small dots, which will combine to form a full color image. Modern inkjet and laser printers utilize this process to create prints.

**SPOT COLOR**

In traditional printing this is a specific, solid color printed with a separate plate. Digital printing references spot colors as specific solid colors for reference and matching using an industry color matching system.

**ICC PROFILE**

*International Color Consortium:* an organization founded in 1993 to address color matching across trades, devices and production methods; almost all major software and hardware manufacturers are now part of the ICC. The ICC profile is a designed to manage color across input devices, displays and printers; most often utilized with a color management system.

**PANTONE**

A standardized system for color matching made available by Pantone, Inc. The Pantone Matching System is the most widely used color reference in the United States. PMS colors are represented with a common number which references a standardized swatch to accurately reproduce colors.

**POSTSCRIPT**

A page description language developed by Adobe. This language leads the graphics industry in software/printer compatibility – allowing devices to accurately reproduce digital images.

**TILING**

Breaking a large format print into separate, smaller pieces. Tiling is necessary when the image size exceeds the maximum media width and/or length of the output device. Tiling usually intends that the separate tiles be trimmed and placed back together in mounting or installation to complete the final image.

**GENERAL GRAPHICS EXHIBITS**

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