



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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