Graphic Arts
AND
Desktop Publishing

POCKET DICTIONARY

Harvey R. Levenson, Ph.D.

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and
Desktop Publishing
Pocket Dictionary

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About the Authors

Harvey R. Levenson, Ph.D.

A Professor and Department Head of Graphic Communication at California Polytechnic State University in San Luis Obispo, California, with specialties in printing, technology, communication, media, and literacy. Dr. Levenson holds four degrees in printing and communication including a Ph.D. in Speech with a focus on Rhetoric and Communication from the University of Pittsburgh; M.S. degree in Printing and Journalism from South Dakota State University; B.S. degree in Printing from Rochester Institute of Technology; and A.A.S. degree in Graphic Arts and Advertising Technology from New York City Community College.

Prior to joining Cal Poly in 1983, he founded and chaired the Division of Graphics, Design, and Communication at LaRoche College in Pittsburgh, and he was Associate Director of Technical Services at the Graphic Arts Technical Foundation (GATF). Dr. Levenson serves on the Education Department Steering Committee of the GATF, and he is the Chairman of the Board of the Graphic Arts Literacy Alliance.

A native of Brooklyn, New York, Dr. Levenson presently resides in Atascadero on California's central coast with his wife Barbara and sons Mark and Damien.

Thomas D. Kinsey

Mr. Kinsey's forte is business and computers. He sold both Mac, and UNIX and PC-based products for many years for such companies as: Linotype-Hell Company and Delphi Information Sciences Corporation. Additionally, he was a Major Accounts Sales Executive for Teledata/General Computers and HP Prepress. With over 20 years of experience in the field of com-

puters, Mr. Kinsey has an extremely diverse and knowledgeable background in the Mac, PC and UNIX products.

He has been deeply involved in the graphic arts field since the early 1970's and in desktop publishing since it's inception. Currently he uses the Mac for all desktop publishing applications and his PC-based product as an America On-Line and Internet workstation and as a contact managing tool. For relaxation, he turns again to his PC for such games as solitaire, poker, and blackjack.

Mr. Kinsey is also familiar with the needs of students having taught business and related subjects at UCLA, UCSB, Moorpark College, Ventura College, Pierce College and over 15 other California Community Colleges.

At the present time he is the owner of Ergo Marketing, a firm specializing in direct mail and new products development activities. Mr. Kinsey has also edited, developed and published over 20 publications on real estate, investment analysis, and a variety of other business topics.

Working in concert with Dr. Harvey R. Levenson, the two form a perfect combination of academia and front line field experience. Development of this excellent reference book for graphic arts professionals was a natural outcome of their mutual desire to assist others by sharing their vast knowledge of this rapidly changing field.

Mr. Kinsey has lived in California since the age of six and was educated in Southern California Catholic Schools. He attended Santa Clara University and graduated from California State University at Long Beach with a degree in the Humanities.

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PART I: OVERVIEW

Gravure Printing - A unique printing process where the image to be printed is actually sunken or etched into very small and microscopic ink wells that hold the ink for transfer to the paper during printing. Also known as Intaglio. *Printing Processes*

Gray Balance - The different percentage of overlapping cyan, magenta, and yellow colors that are needed to achieve a gray balance. *Color Reproduction*

Gray Component Replacement (GCR) A more sophisticated version of Under Color Removal that uses modern scanners and digitizing techniques. This process replaces with black ink those areas where the three colors - magenta, cyan, and yellow - overlap in equal amounts. Because black ink is cheaper and easier to use, this has reduced the cost of color printing. See Under Color Removal (UCR). *Color Reproduction*

Gray Content - The amount of gray in a process color ink that causes the color to deviate from its saturated hue. *Color Reproduction*

Gray Map Editor - A method of software control over gray levels and shades. *Software*

Gray Level - Each pixel's brightness level: See Brightness Level. *Color Reproduction*

Gray Scale - A scale that shows the full range of gray tones between pure white and solid black. Most computer software used today recognizes 256 levels of gray. The human eye can only see 80 to 100 levels of gray. *Digital Photography - Graphic Arts Photography - Scanning*

Gray Scale Strip - The gray scale strip printed along a four-color printed piece that is used to check contrast and tonal range. *Color Reproduction - Digital Photography*

Gray Scale Value - A scale of 0 through 256. Each number indicates the degree of brightness of a single pixel. *Graphic Arts Photography - Scanning*

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Greeking - The use of unreadable and meaningless text to create the illusion of text in a specific area. It is most commonly used when creating a rough draft of artwork or a design to show the amount of space to be occupied by the text. *Art and Copy Preparation - General Computer*

Gripper - The metal clamps that hold the substrate in place as it moves through the press. *Printing Processes*

Gripper Edge - The non-image, unprintable paper edge that passes through the press first. This edge, which can be as wide as $^3/_8$ of an inch, is held in place by mechanisms called grippers and is responsible for holding the paper in the press. See Gripper and Gripper Margin. *Printing Processes*

Gripper Margin - The unprintable area on the leading edge of the paper where the grippers hold the paper. See Gripper and Gripper Edge. *Printing Processes*

Groundwood Papers - A lower grade paper that is manufactured from groundwood pulp and is often used for newsprint. *Substrates*

Groundwood Pulp - The wood pulp used to manufacture the lowest grade, and the lowest cost paper. Newspaper and other disposable paper products are created from this type paper. *Substrates*

GTA/Gravure Ink Standard Color Charts - Color proofing references that are used in gravure printing. *Color Reproduction - Quality/Process Control*

GUI - See Graphical User Interface.

Guillotine - The most common large and powerful paper cutter that is used for cutting varying size stacks of paper. The blade requires regular attention in order to be sharp enough to cleanly cut the paper. *Finishing*

Gum Arabic - A material that is applied to non-image lithographic plate areas that make the areas accept water and repel ink. This material is manufactured from the acacia tree. *Printing Processes*

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