

Another Summa Book

# Graphic Arts and Desktop Publishing Terminology

**A state-of-the-art reference book on graphic arts,  
and all phases of desktop and electronic publishing  
for professionals, students, and teachers.**

through visual information, i.e., illustrations, words, photos, etc. *Art and Copy Preparation*

**Graphic Designers** - Those individuals who determine the placement of all the graphic elements on CRC and who are responsible for the overall look or design of artwork and graphic images. *Art and Copy Preparation*

**Graphic Enterprises of Ohio, Inc.** Developed the G.U.S.S. publishing output management server and several 18" X 24" laser printers and copiers. Contact numbers: 439 Market Ave; North Canton, OH 44702; (800)321-9874. *Software*

**Graphics** - Pictures and illustrations that have been created by the hand of a graphic artist. *Art and Copy Preparation*

**Graphics (Computer)** - Pictures and illustrations that are created on a computer system with sophisticated drawing and graphics software packages, i.e., Illustrator, Freehand, Corel Draw, etc. *Software*

**Graphics Card** - A computer video board that allows the monitor to display graphics and illustrations. *Computer Hardware*

**Graticule** - A ruler with such minute increments, that it must be magnified to be viewed with the naked eye. *Quality Control*

**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. In theory, the overlapping of these three colors will produce black and the overlapping of 50 percent tints of these three colors will produce gray. In practice, gray balance can be more closely achieved by varying the size of the halftone dots for each color, along with color overlapping. *Color Reproduction*

**Gray Component Replacement (GCR)** A more sophisticated version of Under Color Removal that uses the most modern scanners and digitizing techniques available. 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 run on press, this technique 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*



**Label** - A special gummed paper of various sizes that can be adhered to any item for purposes of identification or to provide information about the item. The label information can be preprinted, machine typed or handwritten onto the label. *Substrates*

**Lacquer** - A clear (dull or glossy) coating that is applied to a substrate to protect the printed surface, to enhance overall appearance, or to draw attention to certain areas on the printed piece. *Printing Processes*

**Laid Paper** - A high-quality paper that is manufactured with a parallel line pattern on the surface. This ribbed look was created to project sophistication and style to the reader of the printed piece. *Substrates*

**Laminate** - The process of lamination. See Lamination. *Finishing*

**Lamination** - The bonding (with heat and steady pressure) of clear plastic onto a printed piece to enhance appearance and provide protection. *Finishing*

**LAN** - See Local Area Network.

**Lands** - The non-image areas on gravure cylinders. *Image Carriers*

**Landscape Mode** - The capability of a printer to output computer images that are wider than they are tall. See Fig. 24. *Desktop/Electronic Publishing*

**Laptop** - A small portable computer. *Computer Hardware*

**Laser (Light Amplification by Stimulated Emission of Radiation)** - A low power, highly concentrated, narrow-band light beam that creates images through the use of impulses. These electronic impulses can be received by computers, printers, FAX's and other such devices. *Laser Applications*

**Laser Color Separations** - The creation of color separations via laser techniques. *Laser Applications*

**Laser Paper** - Paper having surface char-

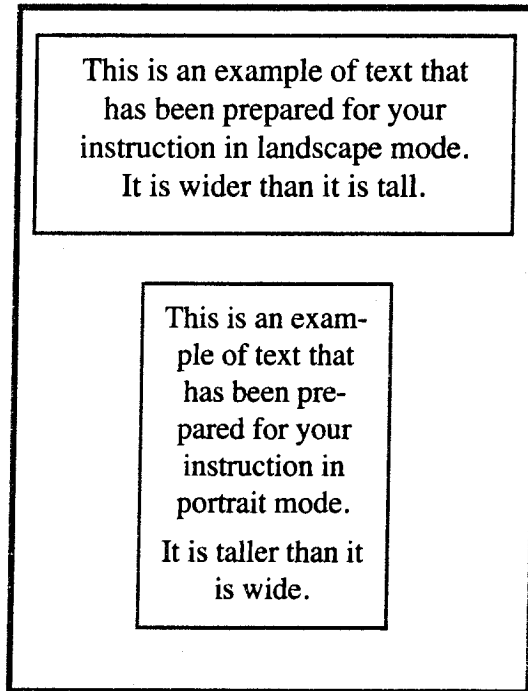


Fig. 24 - Landscape and Portrait Modes