



Graphik Distinction

Innovative · Creative · Dynamic · Lateral · Individualistic · Innovative · Creative

# Factsheet 1

## Graphic design terminology

**Alignment** A term used to refer to the proper positioning of all typefaces and size variations along an imaginary reference line.

**All Rights** In publishing, the purchase of all subsidiary rights to a publication, illustration, or photograph, including North American and international rights, serials rights, etc.

**Ascender** The part of a lowercase letter which rises above the main body, as in the letters "b", "d", "h", and "k"

### **Banner**

In typography, any large headline, especially one that spans the width of a page.

**Baseline** An invisible horizontal line on which the feet of all characters on a line of type are set, used for proper alignment of type.

**Binding and Finishing** Activities performed on printed material after printing. Binding involves fastening individual sheets together, while finishing involves additional decorative actions such as die-stamping and embossing.

**Bitmap (Bitmapped)** In computer graphics, the collection of individual dots--or pixels--that make up a screen image.

**Bleed** A printed image that extends beyond one or more of the finished page margins and is later trimmed so that the image "bleeds" off the edge of the sheet.

**Block Text or Block Type** In typography, paragraphs set without indents

**Block Quote** A long quotation--four or more lines--within body text, that is set apart in order to clearly distinguish the author's words from the words the author is quoting.

**Copy** Any material that is to be typeset, be it a manuscript or typescript, or a typewritten document with handwritten changes and edits. Copy is also used to refer generally to any other page elements--including illustrations, photographs, etc--that will need to be prepared and assembled.

**Copyfitting** In typography, the process of estimating the point size and leading in which a particular piece of copy will need to be set to fit in a (usually) predetermined amount of space.

**Crop Marks** Lines drawn or printed on a photograph, overlay, or printed product to indicate the proper cropping of the image or print in question. Also spelled as one word in cropmarks.

**Cropping** Cutting off an undesired portion of a printed piece, photograph or other image.



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