



Graphik Distinction

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# Factsheet 2

Graphic  
design  
terminology

**Alignment** Condensed Font (also Condensed Type) A font in which the set widths of the characters is narrower than in the standard typeface. Often used when large amounts of copy need to fit into a small space.

**Continuous Tone** Essentially, a photographic image that is not composed of halftone dots or, in other words, an image that consists of tone values ranging from some minimum density (such as white) to a maximum density (such as black).

**Contour** In typography, the setting of type in a shape in order to create the appearance of an object.

**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.

**Counter** In typography, the space in a letter or other character enclosed—either fully or partially—by the strokes of the character, as in the center of the letter “o”.

**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.

**Descender** In typography, the portion of lowercase letters that extends below the character’s baseline as in “g”, “j”, “p”, “q”, and “y”

**Dither** In digital imaging, to use the colors of two pixels to determine the color of a pixel lying between them. This new pixel thus has a value that is the average of the two pixels on either side of it. Dithering is often used to eliminate unwanted jaggies.

**DPI** (Dots per inch) is a unit of measurement used to describe the resolution of printed output. The most common desktop laser printers output at 300 dpi. Medium-resolution printers output at 600 dpi, and image setters output at 1270-2540 dpi.

**Duotone** A two-color halftone produced by overprinting two halftone screens made from the same photograph (usually black-and-white photograph), as a means of generating a monochromatic image with a full range of tonal gradations.



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