

ADV1160

Instructor: Genevieve Hitchings

Week 5 Terms

Alignment

Rag (left / right)

Flush (left / right)

Justify

Centered (rag left & right)

Set solid: leading that is equal to the point size of the font in use.

Generally used only with larger display sizes.

Leading/ Line spacing: The space between lines.

Tracking: space between a group of letters to affect density in a line or block of text.

Kerning: The process of adjusting the space between individual letters.

Letter spacing and **word spacing:** refers to the general adjustment of space between words in a large piece of text.

Grid: a pattern of regularly spaced horizontal and vertical lines

Gripper margin/ space: The unprintable blank edge of paper where the press grippers clap on the edge of the sheet as it is pulled through the press.

Page safety

Page trim

Page gutter: Line or fold at which facing pages meet.

Spine: the part of a book's cover that encloses the inner side of the book's pages and that faces outward when the book is shelved;

Title

Subtitle

Masthead: the listing in a newspaper or periodical of information about its staff, operation, and circulation.

Display / headline

Subhead

By line: A line at the head of a newspaper or magazine article carrying the writer's name.

Running head: A page header or simply header in typography is that material which is separated from the main body of text and appears at the top of a printed page

Running foot: A headline or title that is repeated at the bottom of each page.

Text / body copy

Greeking/ Latin text: placeholder text, usually it does not make sense.

Text column: A rectangular object that controls the placement of text.

Indent: set in from the margin; extra spaces (usually 5) at the beginning of a paragraph

Bad break: In composition, starting a page or ending a paragraph with a single word, or widow.

Typo: misprint: a mistake in printed matter

River: In typography, rivers, or rivers of white, are visually unattractive gaps appearing to run down a paragraph of text. They can occur with any spacing, though they are most noticeable with wide inter-word spaces caused by either full text justification or monospaced fonts.

Widow: a single word or part of a word on a line by itself, ending a paragraph, or starting a page, frowned upon in good typography.

Orphan: the first line of a paragraph that is set as the last line of a page or column

Leaders:

Text wrap / runaround: the technique of flowing text around graphic elements.

Clipping path: a means to make parts of an image opaque and parts of an image transparent. Usually it is used to "knock out" the background. It is also a way of changing the rectangular-shaped boundary of a bitmap image into a shape of your choice.

Lock to baseline: all letters of paragraphs line up with the same baseline from column to column.

Call out: is a quotation or edited from an article that is typically placed in a larger typeface on the same page, serving to lead readers into an article and to highlight a key topic

Pull quotes: is a quotation or edited from an article that is typically placed in a larger typeface

Text gutter / alley

Column rule: Thin vertical line that separates columns.

Margin: the boundary line or the area immediately inside the boundary

Pagination: the system of numbering pages

Verso: the left-hand page of a folded sheet or bound item

Recto: the right hand side of a double page,

Caption: brief description accompanying an illustration

Credit: citation: a short note recognizing a source of information or of a quoted passage

FPO: (For Position Only) In digital imaging, typically a low-resolution image positioned in a document to be replaced later with a higher resolution version of the same image.

Upper case / majuscule

Lower case / miniscule

Small caps

Ligature / kiss - character consisting of two or more letters combined into one (fi)