

**NEWSLETTER GLOSSARY**  
2005

alteration	Change in copy or specifications made after production has begun.
artwork	Images including type and photos that are prepared for printing.
bind	The fastening of sheets (or signatures) and the cover, by glue, wire, thread, etc.
bindery	A department within a print shop that does all trimming, folding, binding, and other finishing tasks for the printed piece.
bleed	Printing that extends to the edge of a sheet or page after trimming.
blueline	A proof where all the colors show as a blue image on white paper. It is created as the final step before. Alterations at this stage are more expensive than earlier changes.
body copy	Copy set in text type: the bulk of the story, not headlines and cutlines.
byline	The element of the layout that presents the name of the writer of a story, as in "By Susan Blystone."
character	Any letter, numeral, symbol, punctuation mark, or space between words.
clip art	Generic drawings used as filler for a page versus artwork/photography that is created specifically to accompany text.
coated stock	Paper coated with a thin layer of clay-like substrate that creates a smooth, flat surface ideal for printing colored inks and superfine detail such as photographs. <i>See also</i> uncoated stock.
collate	To assemble sheets into their proper sequence.
concept	The designer's overall plan to present a story by combining copy, photos, graphic elements, display type and white space into a final layout that is consistent with the original intent of the editors for that story.
condensed type	Characters narrow in proportion to their height, thus seeming tall and tightly spaced.
copy	Furnished manuscript material. "Hard copy" is typescript or printed copy, as opposed to copy stored on a computer disk, etc.
copyright	The legal ownership of creative work, be it writing, photography, or graphic design.
credit	The element of the layout that presents the name of the photographer or illustrator, usually in 8 pt. type or smaller.
cropping	Eliminating portions of the photograph or illustration usually indicated on the original by crop marks.
crossover	An image that continues from one page of a publication across the center, or gutter, to the opposite page.
cutline	A photo caption. This term comes from the fact that photos in magazines and newspapers are called "cuts."
density	Darkness of the ink on paper.

dingbat	A symbol used for emphasis or decoration.
display type	Type that is used as a graphic element, such as headline type.
draft	The current working version of copy, which is not yet final.
dummy	Preliminary drawing or layout showing visual elements: a simulation of a print piece.
editing	Checking copy for clarity and accuracy, as well as for correctness of grammar, punctuation, capitalization, and spelling.
editorial content	Copy and associated photos that communicate the news and stories that are the reason for the newsletter's existence, for example, feature stories, news, alumni notes, messages from the president, and so on. Editorial content is distinguished from advertising and other verbal or graphic messages that are not related to the mission of the newsletter, but that are in the newsletter to raise revenue, for example.
editorial style	The particular system of rules that a given newsletter follows for grammar, punctuation, capitalization, spelling, formats of written elements such as references, and word usage. Examples of editorial styles are Associated Press, Chicago Manual of Style, and Illinois State University Editorial and Visual Identity Standards.
estimate	Price that states what a print job probably will cost, based on specifications supplied by the customer.
extended type	Characters wide in proportion to their height, thus seeming fat and loosely spaced.
final count	Number of printed pieces delivered: the total used to calculate billing.
flop	To reproduce a photograph or illustration so that its image faces opposite from the original.
flush left or right	Type aligning vertically along the left or right side of the column.
folio	The page number of a newsletter.
font	A typeface, or named group of characters with the same design characteristics, such as <i>Times New Roman</i> , <i>Palatino</i> , or <i>Helvetica</i> .
format	Size and shape of a printed piece.
four covers	The four surfaces of a magazine cover. Cover 1 is the outside front, cover 2 is inside front, cover 3 is inside back, and cover 4 is outside back.
four-color process	A printing process that primarily uses cyan, magenta, yellow, and black (and referred to as CMYK) to reproduce color photographs and other materials that contain a range of colors that cannot economically be reproduced using individual solid ink colors. <i>See also</i> solid color.
gutter	Space between columns of type where the pages meet at the binding.
halftone	Usually refers to a photo that is made up of small dots for reproduction on a printing press.
hickey	Doughnut-shaped spot or imperfection in printing.
image area	The portion of the page on which ink appears.

indicia	Postal permit information printed on objects to be mailed in lieu of stamps.
insert	Ad, flyers, or additional pages created for the newsletter but which count as separate from the newsletter's regular pages and which are included by being bound so that they are truly inserted and stand out from the rest of the publication.
kerning	Altering spaces between letters to make a better fit.
layout	Drawing of a design showing position, size, and color.
leading	The amount of space between lines of type.
M	Abbreviation for a quantity of 1,000 sheets of paper.
masthead	The block of type usually placed close to the front of the newsletter that lists staff names, ownership and/or proprietor information, copyright information, an affirmative action statement, and legally required information such as frequency of publication and the status of the postal permit.
mug shot	A photo that shows a person's head and shoulders.
nameplate	The logo-like banner that typically appears at the top of page one of a newsletter. May include the name of the publication, the name of the publisher, the defining phrase, the issue date, and volume and issue numbers.
negative	An image on film or paper in which blacks in the original subject are white or clear, and whites in the original subject are black or opaque.
newsletter	A condensed periodical used to communicate specialized editorial information.
overrun	Copies printed in excess of the specified quantity. Some overrun is standard in all printing jobs.
photo – feature	A candid or posed photo taken of identified people in a planned situation. This photo accompanies a feature story or can “stand alone” with only a cutline to identify the photo content.
photo – news	A photo of identified people taken during an identified event, such as a basketball game or groundbreaking, as the event is happening.
photo illustration	A photo used to illustrate an idea or general topic, taken from files or ordered from a stock photo supplier. A photo illustration would be similar in use to a drawing or other graphic art. Sometimes the photo is altered. Names of people and facts about the time and place the photo was taken are not revealed.
photo shoot	The time scheduled by a photographer and designer to set up an area for a desired photograph and to take the photos.
PMS	A color reproduction term. Colors carry a PMS number, which allows printers to check their color against an industry standard. The actual abbreviation stands for Pantone Matching System. <i>See also</i> solid color.
point size	The height of the type used, expressed in a unit of measurement called points.
pre-press	All production work done on the publication before it is printed.

press check	When a designer goes to the printing plant as the newsletter is going on the press to check accuracy of the printer's pages and quality of the printed product.
press date	The day and time the newsletter is expected to be printed.
press run	The number of newsletter copies printed. Also called print run.
print-ready	Text, photos, etc. prepared to meet the technical requirements of the commercial printer because of technical work done by the graphic designers.
production schedule	A timeline that states when each piece of the newsletter must be completed to meet the newsletter deadline.
proof	A test sheet made to reveal errors or flaws.
proofing	Checking copy after it has been edited and placed into a design format.
pull quote	A quotation that is taken out of copy and put in "display type" as a graphic element and a way to increase interest in the copy.
ragged right or left	Type that is not flush right or flush left.
register	The positioning of printing in proper relation to edges of the paper and other printing on the same sheet.
rough layout	A simple sketch giving a general idea of size and placement of type and art.
runaround	Type set to conform to the outline of a photograph or illustration.
scans	Computer-stored images translated from a hard copy of a photo, illustration or copy by a scanner.
screens	The addition of color tints as background to highlight copy, charts, graphs, etc.
serif	A typeface or font with small lines, or serifs, on the ends of letters. This typeface is serif, as opposed to sans-serif typeface, without those small lines, like Arial. Often a serif font is used for body type and a sans-serif font is used for headlines, cutlines, bylines and credits.
sidebar	A shorter story written to accompany a main feature.
signature	The name given to a printed sheet after it has been folded.
slug	A word or symbol that names a story or other element and is used as shorthand in lists, schedules and so on during the editing and production phases. For example, a story about Reggie Redbird might be slugged "mascot."
solid color	A specific ink color produced by a specific manufacturer. Typically matched using a printed source book such as a PANTONE formula guide.
specifications	An exact, detailed description of the final product including size, number of pages, paper weight and finish, type of printing, type of binding, photos and color to be used, number of copies needed, etc., provided by the customer and used by the printer to create an estimate and as a guide for printing the job.

spread	Two facing pages.
style manual	A manual that lists the rules for a particular editorial style. See the entry above for “editorial style.”
template	A specifically designed format, first created as a prototype of the newsletter with input from the creators of the publication, and followed thereafter as the guide for all design elements of the newsletter, from the overall appearance, to color scheme, fonts, margin widths, and story bylines.
transparency	Positive photographic image, usually in color, on film that allows light to pass through.
type style	Variations of a typeface or font, such as italic, condensed, or bold.
typeface	A set of characters with design features making them similar to each other. Also referred to as a font.
uncoated stock	Paper with no applied surface. <i>See also</i> coated stock.
varnish	Clear liquid applied like ink for beauty and protection, usually on the outside surfaces of the cover.
white space	The area on a page that is void of type or imagery.
widow	A single short line ending a paragraph that appears as the first line of a column or page. Also a single or partial word appearing as the final line in a paragraph. Widows are to be avoided by manipulation of the type.

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