

**ENGLISH      COMPREHENSION**

**VOCABULARY LIST FOR MAKE-UP EXAM**

**JANUARY 2017**

**Color** - The ultimate tool for symbolic communication. Color conveys moods, attracts, emphasizes and organizes.

**Binding** - Joining together of several printed sheets to form a printed product, e.g., staple binding, glue binding or sewn binding.

**Line** - Any mark connecting any two points. It can organize, direct, separate or suggest movement and emotion in a layout.

**Shape** - Anything that has height and width. Shapes define objects, attract attention, communicate ideas and add excitement.

**Foiling** - Covering selected areas of the print sheet with a metal or plastic foil

**Typeface** - The distinctive appearance of letters; a set of characters that is distinguished by its unique appearance.

**Size** - How big or small something is. Size shows what's most important and can make an object seem close up.

**Emulsion** - A liquid mixture in which an insoluble substance is suspended and scattered through an emulsifying substance.

**Space** - The distance or area between or around elements. Space emphasizes elements, unifies and gives the eye a visual rest.

**Serifs** - Structural details on the ends of letters found in Roman fonts, such as Janson and Times

**Texture** - The look or feel of a surface. Texture adds richness and dimension, emphasizes and suggests a mood or feeling.

**Dummy** - A test sample of an imposition, a binding or a complete printed product. It is usually made by hand.

**Value** - The darkness or lightness of an area. Value separates, highlights, suggests mood, adds drama and creates the illusion of depth.

**Anchor Points** - The points that make up a curve, in an extraction curve for the extraction of an object.

**PDF1** - Portable Document Format

**Backup Copying** - Backup of files is often carried out on tape. It ensures that files, which have been damaged or lost, can be recreated.

**Palette** - A set of colors in a computer

**HKS** - A color system that like Pantone, is based on combinations of physical base colors, and is primarily used in Germany

**Gripper Edge** - The part of the paper that the printing press or processing machine grabs when the paper is fed into the machine.

**Pallet** - Wooden platform on which paper is usually delivered from a paper mill.

**Band** - A thin strip of paper wrapped around a printed product, e.g., around a stack of printed products or a poster.

**Duotones** - A greyscale image printed with two printing inks instead of one.

**Layout** - A broad term that describes the design of pages and graphics.

**Contrast** - Difference in tone. An image with high contrast has a large tone difference between dark and light areas

**Line Art** - Line art images consist only of surfaces in full color or no color at all

**Banding** - Image phenomenon that occurs in fine toning where there are too few grey levels. Instead of soft toning, bands appear with visible boundaries between different shades.