

Chapter 6
Office Systems and Technology
Key Terms

1. Alignment	D
2. Ascender	J
3. Comprehensive sketches (comps)	N
4. Contrast	P
5. Cropping	R
6. Descender	X
7. Dropper capital (drop cap)	Z
8. Eight-panel fold	B
9. Four-panel fold	K
10. Grayscale	U
11. Greeking	CC
12. Gutter	F
13. Halftone	L
14. Idea folder	T
15. Kerning	Y
16. Leading	BB
17. Print run	EE
18. Printer spreads	FF
19. Proximity	G
20. Pull quote	O
21. Repetition	S
22. Rotating	W
23. Sans serif	AA
24. Serif	DD
25. Signature	A
26. Six-panel fold	I
27. Thumbnails	E
28. Track spacing	H
29. Trapping	M
30. Typography	Q
31. Visual Unit	V
32. Washout (creep)	C
33. White Space	GG

- A. A group of panels (pages) that are printed on one side of a sheet of paper for a document. **(25) Signature**
- B. Holding the paper in portrait orientation, fold it horizontally in half, then fold it vertically in half to create eight pages (panels 0 count both sides of the paper but use only four panels for printing); also called a French fold and often used for formal invitations. **(8) Eight-panel fold**
- C. A potential folding problem that occurs when printed matter is trimmed off on the inside panels of a signature; also called creep. **(32) Washout (creep)**
- D. The design principle that ensures visual units on the page are horizontally and vertically connected. **(1) Alignment**
- E. Initial rough sketches on paper (brainstorming) to help establish basic ideas for the layout and design of a document. **(27) Thumbnails**
- F. The space between two sides of adjacent pages in a bound document; includes left-bound and top-bound. **(12) Gutter**
- G. The design principle that groups related information together through the logical connection of the information (visual units), what information should be emphasized, and effective use of white space. **(19) Proximity**
- H. Spacing that adjusts the number of words on a line by squeezing or expanding text and adding or removing space from character combinations on a line. **(28) Track spacing**
- I. Holding the paper in landscape orientation and folding it in thirds to create six pages. **(26) Six-panel fold**
- J. The portion of a lowercase letter that is above the main body of a letter; in the English alphabet there are eight of these. **(2) Ascender b,d,f,h,i,k,l,t**
- K. Folding a piece of paper in half so the vertical fold is either a landscape orientation (holding the paper so it is wider than it is tall) or a portrait orientation (holding the paper so it is taller than it is wide). **(9) Four-panel fold**
- L. Using a dithering process where dots are either on or off to reproduce on paper a continuous-tone image (i.e., a photograph that has been converted into a black-and-white image.) **(13) Halftone**
- M. Typesetting method that minimizes the gap of unlinked paper between adjacent colors by expanding the ink so small amounts of color overlap and print on top of each other. **(29) Trapping**
- N. Sketches that provide colors to be used, number of pages and/or folds, trim size of the final document, image placement, number of columns, and type

- specifications; a refinement of hard-copy thumbnails. **(3) Comprehensive sketches (comps)**
- O.** A small amount of text that is enlarged within an article to catch the reader's attention. **(20) Pull quote**
- P.** The design principle that occurs when two elements are noticeably different: bold, italics, a thin line with a thick line; a warm color with a cool color, a small graphic with a large graphic, or a horizontal element with a vertical element. **(4) Contrast**
- Q.** The overall arrangement and appearance of printed matter on a page that establishes a visual hierarchy by providing text and graphic accents that assist the reader in understanding the message and relationships between headings and subordinate blocks of text. **(30) Typography**
- R.** Trimming the unwanted edges of an image. **(5) Cropping**
- S.** The design principle that repeats some aspect of the design throughout one-page and multiple-page documents for consistency and tying the visual units together. **(21) Repetition**
- T.** A collection of sample documents in a folder as a helpful resource when brainstorming designs for future projects (flyer, brochure, post card, multi-page document, or other types of business documents). **(14) Idea folder**
- U.** An 8-bit mode with 256 different shades of gray producing what individuals call black-and-white images. **(10) Grayscale**
- V.** Grouping like information together and separated from other units by white space. **(31) Visual unit**
- W.** Pivoting an image around the image's center point. **(22) Rotating**
- X.** The portion of a lowercase letter that falls below the baseline of a letter; in the English alphabet there are five letters with descenders. **(6) Descender g,j,p,q, y**
- Y.** The spacing of words and characters on a line by intentionally decreasing the default spacing to improve the appearance of letter combinations. **(15) Kerning**
- Z.** Stylistic device used to emphasize the beginning of a section by setting the first letter with a larger and sometimes stylized font. **(7) Dropped capital (drop cap)**
- AA.** A typeface where no decorative stroke is added to the end of a letter's main stroke; often used for footnotes, endnotes, or headings. **(23) Sans serif**
- BB.** The vertical space between lines in the text; if two different leading values are specified in a line of print, the larger value applies to the entire line. **(16) Leading**

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- CC.** Nonsense type showing appropriate type size, line spacing, and test placement but does not include the final test; often used when keying comprehensive sketch. **(11) Greeking**
- DD.** A typeface with a small decorative stroke (slab, wedge, or hair) added to the end of a letter's main strokes. **(24) Serif**
- EE.** The number of finished pieces required when placing an order with a reproduction center or commercial print shop. **(17) Print run**
- FF.** Arranging the pages in the order required for printing. **(18) Printer spreads**
- GG.** The area on a page that is blank – no text or graphics; professional designers make effective use of this. **(33) White space**