

Chapter 6
Office Systems and Technology
Key Terms

1. Alignment _____
2. Ascender _____
3. Comprehensive sketches (comps) _____
4. Contrast _____
5. Cropping _____
6. Descender _____
7. Dropper capital (drop cap) _____
8. Eight-panel fold _____
9. Four-panel fold _____
10. Grayscale _____
11. Greeking _____
12. Gutter _____
13. Halftone _____
14. Idea folder _____
15. Kerning _____
16. Leading _____
17. Print run _____
18. Printer spreads _____
19. Proximity _____
20. Pull quote _____
21. Repetition _____
22. Rotating _____
23. Sans serif _____
24. Serif _____
25. Signature _____
26. Six-panel fold _____
27. Thumbnails _____
28. Track spacing _____
29. Trapping _____
30. Typography _____
31. Visual Unit _____
32. Washout (creep) _____
33. White Space _____

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- A.** A group of panels (pages) that are printed on one side of a sheet of paper for a document.
- 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.
- C.** A potential folding problem that occurs when printed matter is trimmed off on the inside panels of a signature; also called creep.
- D.** The design principle that ensures visual units on the page are horizontally and vertically connected.
- E.** Initial rough sketches on paper (brainstorming) to help establish basic ideas for the layout and design of a document.
- F.** The space between two sides of adjacent pages in a bound document; includes left-bound and top-bound.
- 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.
- 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.
- I.** Holding the paper in landscape orientation and folding it in thirds to create six pages.
- 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.
- 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).
- 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.)
- 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.
- 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.

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- O.** A small amount of text that is enlarged within an article to catch the reader's attention.
- 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.
- 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.
- R.** Trimming the unwanted edges of an image.
- 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.
- 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).
- U.** An 8-bit mode with 254 different shades of gray producing what individuals call black-and-white images.
- V.** Grouping like information together and separated from other units by white space.
- W.** Pivoting an image around the image's center point.
- 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.
- Y.** The spacing of words and characters on a line by intentionally decreasing the default spacing to improve the appearance of letter combinations.
- Z.** Stylistic device used to emphasize the beginning of a section by setting the first letter with a larger and sometimes stylized font.
- 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.
- 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.
- CC.** Nonsense type showing appropriate type size, line spacing, and text placement but does not include the final text; often used when keying comprehensive sketches.

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- DD. A typeface with a small decorative stroke (slab, wedge, or hair) added to the end of a letter's main strokes.
- EE. The number of finished pieces required when placing an order with a reproduction center or commercial print shop.
- FF. Arranging the pages in the order required for printing.
- GG. The area on a page that is blank – no text or graphics; professional designers make effective use of this.