

## Fact Sheet **Number 8**

# MISCELLANEOUS TERMS

### **Creep**

The effect of the pages of a saddle-stitched book becoming progressively narrower as you progress towards the centre of the book. It is most evident on saddle-stitched books 32pp and over. For example, an 80 page book printed on 115gsm art paper would have approximately 4mm of creep.

Check our online “Creep Calculator” for approximations of creep in different circumstances at [www.printgraphics.com.au/calculators.htm](http://www.printgraphics.com.au/calculators.htm)

### **Bleed**

An extra amount of printed image that extends beyond the trim edge of a sheet or page. Printgraphics recommend 3mm bleed on all jobs.

### **Critical image**

This is an image that is critical to the job such as type, folios, headings, etc. Printgraphics recommends that critical images are at least 3mm from the edge on non-bound jobs and 5mm from the edge on bound jobs.

### **Dummy**

A dummy is an unprinted sample of the job made from the correct paper. We recommend the supply of a dummy prior to the completion of the design to check for creep or spine width. Call Printgraphics to arrange.

### **Spine width**

The width of the spine on a perfect bound, burst bound, section sewn or case bound publication. Designers should be mindful of the width of the spine and Printgraphics recommends that a dummy be requested prior to the completion of artwork.

### **Drilling**

When holes are required, allow 8mm from the edge of the page.

### **Wiro binding**

Allow 8mm from the edge of the page for wire.

### **Scoring**

Compressing a line in a sheet so that it will fold along the score line with less cracking. This method is generally more effective on light-weight stocks (150gsm-200gsm). Scoring is not as effective as creasing.

### **Creasing**

Creasing puts a hill and valley in the stock using a male and female (crease and matrix) mechanical device to achieve a good quality fold on heavy weight stocks.