



DESIGN AND PRODUCTION TERMS

ART DIRECTION: Overseeing the project from start to finish. Directs designer choices that reflect the look and feel of the project and final art.

RESEARCH: Constitutes the first step in a process for project development. Could include analysis, internal and outside interviews and comparative design analysis.

COMPREHENSIVE/COMP: Visualization of the idea for an illustration or a design, usually created for the client and artist to use as a guide for the finished work. "Tight comp" and "loose comp" refer to the degree of detail, rendering and general accuracy used to create the comprehensive layout.

CONCEPT/DESIGN: After research has been completed, the concept and design for the project is begun. Thumbnails, sketches and typography are explored in order to create a number of varying designs, with the intent to begin "fleshing out" the ideas that were revealed in the research process.

LAYOUT: The drawing or sketch of a proposed printed piece.

PRESENTATION BOARDS (COMPS): Any preliminary design mounted on boards or sent in electronic format that the art director or graphic designer presents to a client.

PRODUCTION: After the design and typography for the project has been completed and approved by the client, designers begin creating the finished piece. This process involves utilizing computer software to create files that are "press ready," in a form that is transmitted by computer directly to the printing company, or on CD for printing.

DESCRIPTIONS

ART DIRECTION: Responsibilities include selection and supervision of the talent, visual work, and photography purchases, as well as supervision of the quality and character of final visual work.

BLEED: Small extra area on the outside edge of a page that allows for trim. Printing that runs into "trim area."

CAMERA-READY ART OR CAMERA COPY: Final mechanical or layout, including finished artwork, that is ready to be photographed for platemaking in preparation for printing.

COLOR PROOFS: First full-color printed pieces pulled off the press for approval before the press is considered ready for the entire press run. Sometimes called "simple colored proofs," these proofs are useful for making on-press corrections, particularly for problems resulting from improper registration and the effects of overprinting. Progressive proofs are the preferred method of accurately checking color.



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CONFIDENTIALITY: Standard clause in contracts that prevents disclosure of company secrets and information concerning the job; many include a clause to prevent discussion of the contract terms.

COPY: Text of an advertisement, editorial content of a magazine or newspaper, or the textbook.

COPYRIGHT: Authorship of a creative work that provides the exclusive legal right to produce, publish and sell that work. Any artist creating artwork automatically owns the copyrights to that work unless provisions have been made prior to the start of the project to transfer authorship to the buyer.

CREATIVE DIRECTOR: Usually an employee or officer of an advertising agency; his or her responsibilities includes supervision of all aspects of the character and quality of the agency's work for its clients.

DESIGN BRIEF: A document setting out the appropriate criteria for the design and development on a particular site. This may include indications relating to density, layout built form, materials and style. It may be prepared in association with a development brief.

DUMMY: Book, brochure, or catalog idea in a roughly drawn form, usually made up to contain the proper number of pages and used as reference positioning and pagination.

EXCLUSIVE USE: No one except the purchaser of the image may use the image without permission of the purchaser.

FILE CONVERSIONS: Changing one file to another, usually from one platform to another; for example, from a file for DOS-compatible PC to a file for a Macintosh.

FORMAT: Arrangement of type and illustration that is used for many layout; arrangement used in a series.

GRAPHIC DESIGNER: Among people in art careers, a person who designs for commercial purposes, such things as logos, letterheads, packages, advertisements, signage, books, Web pages and other publications.

GUTTER: Inner margins of two facing pages. Can also refer to the outer margin that is related by the joining of the boards and spine.

KERNING: The amount of space between characters, initially determined by the design of the font.

LAYOUT: The drawing or sketch of a proposed printed piece. In platemaking, a sheet indicating the settings or distance between images when step-and-repeat processes are involved.



LICENSE: Right to sell or rent artwork or design for a specific use and period of time.

LIVE AREA: Area on the camera copy of a page or a publication beyond which essential elements should not be positioned.

LOGO: The copyrighted symbol used to represent a corporation, company or individual.

LOGOTYPE: Any alphabetical configuration that is designed to identify by name a producer, company, publication or individual.

MARKUP (N), MARK UP (V): Service charge added to the expense account to reimburse the artist for the tie needed to process the billing of items to the client and the cost of advancing the money to pay such expenses; the process of adding such charge.

OWNERSHIP OF ARTWORK: Standard industry practice: the artist owns the original artwork even if rights of reproduction are transferred. The artist, can, on the other hand, sell the original and still keep rights of reproduction. The copyright law clearly states that the copyright is separate and distinct from the material work in which it is embodied.

PAGE MAKEUP: Formatting a printed page, which includes the layout of headers, footer, columns, page numbers, graphics, rules and borders.

PLAGIARISM: The act of appropriating the literary composition of another author, or excerpts, ideas, or passages therefrom, and passing the material off as one's own creation.

PRESENTATION BOARDS: Any preliminary design mounted on boards that the graphic designer shows a client.

PRINTER'S ERROR (PE): Mistake made in the film negatives,platemaking, or printing that is not due to the client's error, addition or deletion. They are normally absorbed by he printer.

PRODUCTION ARTIST: Professional artist who works with designer to take a layout from conception through the printing process.

PROPOSAL/ESTIMATE: Graphic designer's detailed analysis of the cost and components of a project. Used to firm up an agreement before commencing work on a client's project.

RESOLUTION: The number of pixels in an image. The more pixels, the higher the resolution. The higher the resolution, the sharper and higher quality the picture.



RETOUCHER: Professional artist who alters a photograph to improve or change it for production. In the past, the artist worked directly on transparencies or color and black and white prints. Nowadays the work is done on computer.

ROYALTY FREE: A term often used in photography collections or on CD collections of images. May also refer to the purchase of images from online sources. An initial fee is paid for the purchase of the CD, online images, or a collection of photos, and the purchaser may use the image(s) as often as required within the license terms and conditions without paying for the use of the image each time the image is used.

RIGHTS-MANAGED: Rights-managed products are licensed on a use-by-use basis. The fee for using the product is calculated from several factors, including size, placement, duration of use and geographic distribution. At the time you order an RM product you will be asked to submit information that will specify the usage rights to be granted.

RIGHT TO MODIFY (ALTERATIONS): The purchaser of rights to art for inclusion in the collective work holds ONLY the copyright in the collective work, not in the underlying contribution (the art) itself. Since altered artwork is in fact a derivative work of the original, if the artist does not grant the right to prepare a derivative work, the client has no right to alter the image.

Alterations to artwork should not be made without consulting the the initial illustrator, and the Illustrator should be allowed the first option to make alterations when possible. After acceptance of artwork, if alterations are required, a payment is charged over the original amount. Another possibility is to define "alterations" as "cropping and sizing only."

ROUGH: Loosely drawn ideas, often done in pencil on tracing paper, by an illustrator or designer. usually several rough are sketched before a comprehensive is developed from them.

SALES TAX: Each state government establishes the rate of taxation on items sold; it varies between 4 and 8 percent of the amount billed client. The design firm informs the client of taxable items on their contracts.

SERVICE MARK: A word, phrase, logo, symbol, color, sound or smell used by a business to identify a service and distinguish it from those of its competitors. If the business uses the name or logo to identify a product, it is called a trademark.

SHOOT: In advertising, a day's shooting of still photography.

TRADE DRESS: Part of trademark law that protects an established 'look,' such as a landmark building.

TRADEMARK (TM): Work, symbol, design, slogan or a combination of works and designs that identifies and distinguishes the goods or service of one party from those of another.

TYPOGRAPHY: Style, arrangement or appearance of typeset material.

URL: An acronym for "Uniform Resource Locator," this is the address of a resource on the Internet.