
Graphic technology — Vocabulary —

**Part 1:
Fundamental terms**

*Technologie graphique — Vocabulaire —
Partie 1: Termes fondamentaux*
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Published in Switzerland

Foreword

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International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

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ISO 12637-1 was prepared by Technical Committee ISO/TC 130, *Graphic technology*.

ISO 12637 consists of the following parts, under the general title *Graphic technology — Vocabulary*:

— *Part 1: Fundamental terms*

— *Part 5: Screen printing terms*

The following parts are under preparation:

— *Part 2: Prepress terms*

— *Part 3: Printing terms*

— *Part 4: Postpress terms*

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Introduction

Documentation gives rise to numerous international exchanges of both intellectual and material nature. These exchanges often become difficult, either because of the great variety of terms used in various fields or languages to express the same concept, or because of the absence of, or the imprecision of, useful concepts.

To avoid misunderstandings due to this situation and to facilitate such exchanges, it is advisable to select terms to be used in various languages or in various countries to express the same concept, and to establish definitions providing satisfactory equivalents for the various terms in different languages.

The purpose of this part of ISO 12637 is to provide definitions in English that are rigorous, uncomplicated and which can be understood by all concerned. The scope of each concept defined has been chosen to provide a definition that is suitable for general application within graphic technology. Graphic technology includes the processes of design through the final printed product. In those circumstances, where a restricted application is concerned, the definition may need to be more specific. Additional definitions are included where necessary to exemplify the terms shown in Figure 1.

The intention of this part of ISO 12637 is to define fundamental terminology due to the enormous changes brought about by digital processes/methods within the graphic field.

Present technology is addressed to traditional printing systems and processes while the model proposed in the following pages contemplates the peculiarities of the new technologies as well.

Graphic technology has been divided into three workflow stages: prepress, printing and postpress.

In prepress, analog and digital technologies begin with original design concepts and end up with the preparation of image carriers that can be validated by proofing.

The distinction between reprographic and printed copies of original images, based mainly on qualitative criteria, has been substituted by the presumption that all graphic original reproduction methods can be considered printing processes.

With a view to creating a structure that can include all present graphic systems and processes/methods and adapt itself to the needs of future technologies without becoming rapidly obsolete, ISO 12637 separated printing systems into three groups according to the techniques employed in each and every one and established parameters so as to determine the relationships of the various processes/methods to their respective systems.

The first group, called “forme-based printing technology”, includes the so called traditional or conventional processes/methods that use inked formes to reproduce original images onto substrates.

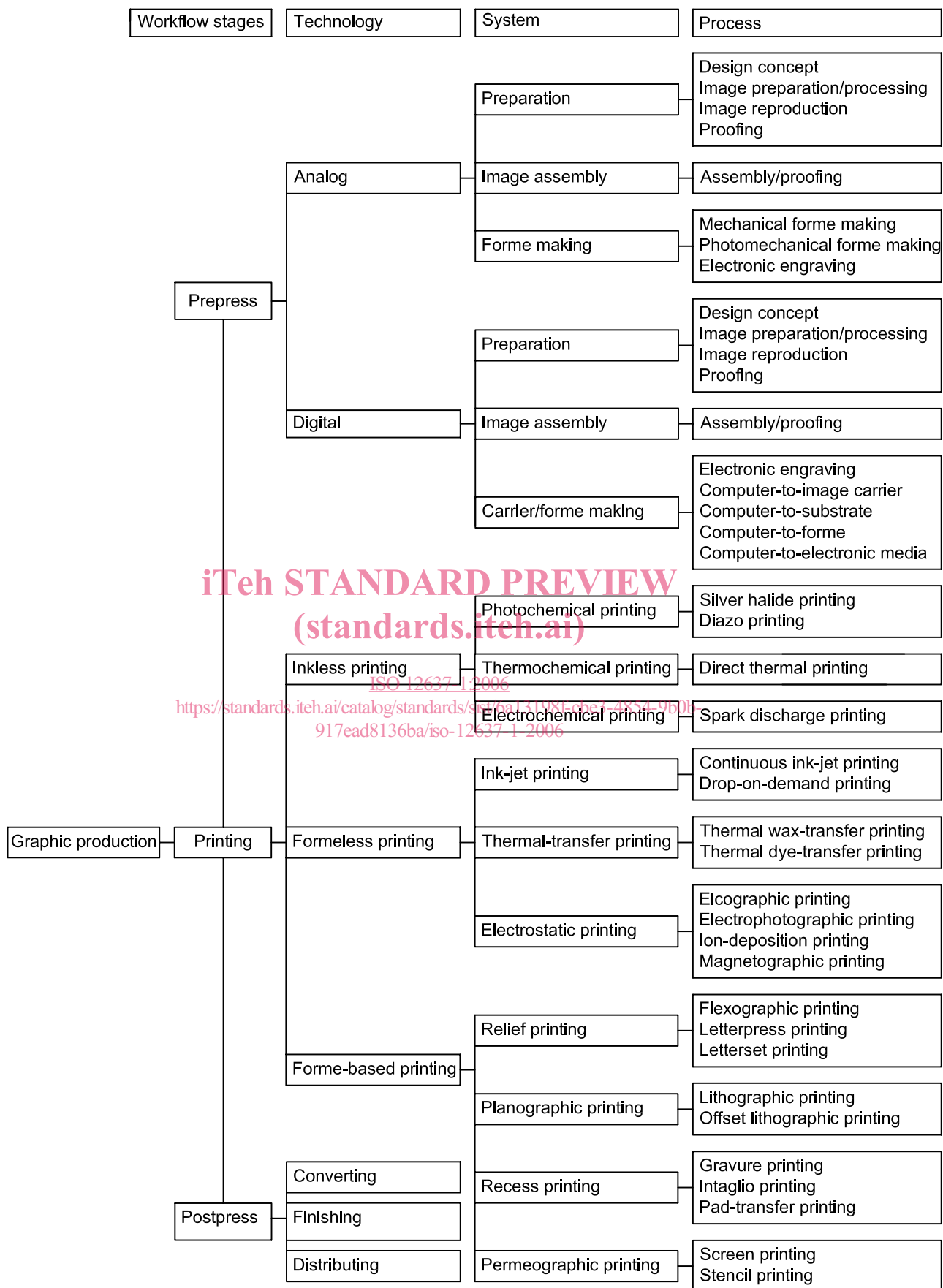
The second group, called “formeless printing technology”, dispenses with those specific image carriers and uses ink-jet, thermal-transfer and electrographic systems to reproduce original images onto substrates.

The third group, named “inkless printing technology”, does away with image carriers and printing inks and employs specially prepared substrates and chemical or physical reactions produced by various ways of applied energy to reproduce original images on their surface.

In the postpress stage of this part of ISO 12637, finishing is considered a technology, whose systems are responsible for the general surface properties of blank and printed substrates and their definite sizes.

Converting is viewed as a technology whose systems are capable of transforming the purely physical form of blank and printed substrates into consumer products.

The fundamental terms deal specifically with the workflow stages of graphic technology and its final product, hard-copy printed matter. Digital processes/methods and virtual images are considered only as intermediate by-products.



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Figure 1 — Structure of fundamental terms

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Graphic technology — Vocabulary —

Part 1: Fundamental terms

Scope

This part of ISO 12637 defines a set of fundamental terms that can be used in the drafting of other International Standards for graphic technology. In order to facilitate their translation into other languages, the definitions are worded so as to avoid, where possible, any peculiarity attached to one language. The entries in this part of ISO 12637 are arranged alphabetically.

Terms and definitions

1

analog technology

representation, transmission and reproduction of visual data in unbroken succession, such as in continuous-tone art, films and photographic images

NOTE In common practice, analog processes (sometimes called conventional processes) are differentiated from digital methods, as their original images are computed and written only once to produce re-useable physical carriers in forme-based printing technology.

2

assembly

(analog) prepress process used to join photographic negatives or positives of individual image elements into film flats following layout and imposition directives to reproduce images in forme-based printing technology

3

assembly

(digital) prepress process used to place all original texts and illustrative material in their proper position according to layout directives, within a digital page file to reproduce images by forme-based, formeless, and inkless printing technologies

4

computer to electronic media

process in which computers store original image data for reproduction onto any kind of substrate

5

computer to forme

process in which computers interface with printing formes to reproduce original images onto substrates

6

computer to image carrier

process in which computers interface with image carriers to reproduce original images onto substrates

7

computer to substrate

process in which computers interface with substrates to reproduce original images onto their surfaces

8

continuous ink-jet printing

formeless process using high-frequency vibrations to break up a stream of liquid ink into electrostatically charged droplets deflected and positioned by electric fields controlled by digital data, to reproduce images directly onto a substrate

9

converting

technology using systems including die-cutting, gluing, binding and other methods, to create consumer products other than plain blank or printed substrates

10

design concept

prepress process used to convert a visual message addressed to a target audience into an original, following briefing directives and the requirements of graphic production

11

diazo printing

inkless photochemical process using substrates, coated with non-silver light sensitive compounds, and exposed by ultraviolet illumination through transparencies of image areas, that are developed either by heat or by ammonia vapours

12

digital technology

representation, transmission and reproduction of visual data in discrete steps, such as in half-tone art, films and photographic images

NOTE In common practice, digital processes are differentiated from analog methods as the number of times their original images are computed and rewritten is identical with the number of their printed copies, reproduced in forme-based, formeless, and inkless technologies.

13

direct printing

image transfer from an image carrier to a substrate

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14

distributing

technology using systems used to label, wrap and transfer printed products to their destination, employing on-line or off-line processes

15

drop-on-demand printing

formeless process using mechanisms controlled by digital data, to expel only the ink droplets required to reproduce image areas onto a substrate

16

elcographic printing

formeless process that uses an electrolytic mechanism controlled by digital data, to coagulate polymeric inks and develop original images on a cylinder that transfers them onto substrates by cold pressure

17

electrochemical printing

system using chemical reactions induced by electrical energy controlled by digital data, to reproduce images from digital data onto specially coated substrates using processes such as spark discharge printing

18

electronic engraving

process that uses optical or mechanical means to generate image and non-image areas onto relief or recess printing formes

19**electrophotographic printing**

formeless process using photoconductive, electrostatically charged image carriers where the latent image (based on either analog or digital data) is created by exposure, made visible by the use of electrophotographic ink, transferred and fused onto a substrate

20**electrostatic printing**

system employing electrostatically charged image carriers or specially coated substrates to reproduce images in latent form made visible by the use of electrographic ink using processes such as electrophotographic, ion deposition or magnetographic printing

21**file transmission**

information transfer using various methods to move digital data between locations

22**finishing**

technology using systems including cutting, trimming, embossing and other methods to create, enhance and preserve tactile and visual surface qualities of blank and printed substrates and to determine their form and dimensions

23**flexographic printing**

forme-based process/method using flexible relief formes where the raised inked areas reproduce images onto a substrate with either high or low viscosity solvent-based or water-based inks

24**forme**

physical image carrier of a forme-based printing process, capable of reproducing only the image areas of the original to which it was initially exposed

NOTE Examples of formes are gravure image cylinders, lithographic plates and screen stencils.

25**forme-based printing**

technology employed in the reproduction of originals whose inked images are transferred directly or indirectly from formes onto a substrate using relief, planographic, recess or permeographic systems

26**formeless printing**

technology employed in the reproduction of originals whose inked images are transferred directly, or indirectly onto a substrate without the necessity of printing formes using systems, such as ink-jet, thermal-transfer and electrostatic printing

27**forme making**

prepress workflow stage for the production of printing formes specific to each printing process, nature of original images to be reproduced, type of presses, ink properties and substrate quality as well as pressrun lengths

NOTE Forme imaging can be processed by various technologies, using either conventional photomechanical or electronic page information or combinations of both.

28**graphic production**

branch of industrial technology that deals with the production of graphic products and consumer goods