

Game and Print Terminology

Years of experience in helping first time game designers means we can speak your language. It can still be confusing trying to do battle with all the new jargon and terms you need to know to print and sell your game. We've compiled a list to help you reduce the learning curve. Don't see a term here that you'd like us to add? Send us an [email](#) and we'll add it to the list!

4/4 - Or any number/number combination. This is shorthand for how many colors print on each side of a piece of paper. Thus, a single color rules sheet that is printed on both sides would be 1/1. A full color card that is printed only on one side would be 4/0.

4 Color Process - Or 4cp. Or 4c. Four color process uses 4 ink colors (Cyan, Magenta, Yellow, and Black) to reproduce almost any color in the rainbow.

Aqueous Coat - A clear coating applied at press time to seal the ink on the paper. Helps prevent scuffing.

Big Box Retail - Stores like Walmart and Target as opposed to smaller, independent stores and chains.

Bleed - When color is printed all the way to the edge of a page (or card), the color must extend a certain amount past the edge of the piece so that when it is cut to size, there is no chance of a strip of white (or other color) if the cutting knife or die is off a smidge.

C1S or C2S - Paper that is coated on one side (C1S) or two sides (C2S). C1S Plus is also an option where 1 side is coated and the opposite side a very light coat.

Case Pack - Refers to how many games are packed in a shipping carton. The standard for board games is six games per shipping carton. Card games usually have 12 or 24 games per case pack. Since one case is usually the minimum order for a quantity discount, this number is important.

CMYK - Cyan/Magenta/Yellow/Black. Refers to the color scheme used to create print ready artwork. All artwork should use a CMYK color scheme. (Web-based graphic artists are used to an RGB color scheme which cannot be used for printing).

Coated Stock - Not to be confused with an Aqueous coat or UV Coat, coated stock comes from the paper mill with a clear coating on it that prevents ink from soaking in too much. Coated stock really makes colors "pop" and tends to be more durable.

Common Back - On cards, refers to one side of the cards printing exactly the same on each. Poker cards have a common back. Trivial Pursuit cards do not. See also Uncommon back.

Common Bleed - Refers to a bleed that is the same color on all sides of the piece. Understanding this has a strong impact on how card decks are manufactured. See also Uncommon bleed.

Die (1) - Singular for dice.

Die (2) - A metal tool used to stamp out a shape. Most often used for platforms, punchboard pieces, and cards.

Die Cut Sheet - A sheet of (usually) heavy stock with pieces stamped out of it. Commonly used to make move pieces, war game counters, hex tiles and the like.

Die Line - A graphic file that is placed into your file so that the artist can line up the art with box folds and the like. Usually, it's a simple black outline of a box, board or card shape. Delano provides these to customers upon request.

Distributor - A business that buys a large quantity of games to resell to retail stores. This is most commonly seen in the hobby or niche market.

Glossary

Dots Per Inch (DPI) - A measure of resolution of an image or printed plate. Dots are also known as pixels.

Double-Double Rule - A rough guide to figuring out the wholesale and retail price of your game based on the manufacturing cost. If your game costs \$5 to manufacture, then double the price to get the wholesale price of the game (\$10). Double it again to get the retail price (\$20).

Euro-Style/Euro-Game - A common term for a style of game made in Germany that is growing in popularity in the U.S. Euro-style games usually reward good, smart game play and minimize luck. A good example is Settlers of Catan, by Catan Studios.

FLGS - Favorite/Friendly Local Game Store, most commonly used in reference to the Hobby market.

Fulfillment - Sending an order to a customer. Delano offers fulfillment and warehousing services, so all you have to do is take orders. We can handle the shipping.

German Game - See Euro-style/Euro-game.

GSM (gsm) - Grams per square meter. A measure of paper density, and by inference, thickness. GSM is used in China and Europe. In the U.S., we use “points” to measure thickness. See also Point.

Hobby Market - Refers to the scattered independent game store market that specializes in role-playing games (Dungeons and Dragons), miniatures games, and Collectible Card Games (Magic: The Gathering, Pokemon). That said, this channel sells many, many board and card games. It is much easier to get started in this market than in the mass market.

ISBN Number - A number, like a UPC code, that is used by book stores.

Layout/Imposition Layout - An arrangement of page(s) on a printer’s sheet combined for production purposes.

Live Area - Where all important content should stay within so no risk of getting cut off during production.

Mask - To block out part of the art.

Mass Market - Refers to major retailers like Target, Walmart and Barnes and Noble. Also refers to the kind of games that do well in this sales environment. This market is difficult to break into for small or first time companies that don’t have experience in the mass market. Independent toy and game stores often sell mass market style games that are not available at major retailers.

Niche Market - Any specialized market from Christian , Self Help, Therapeutic, Gardening, to weddings, a specific town or university, etc. If your game appeals to a niche market, make sure to find all the sales outlets in that market. For instance, many Christian book stores also carry games. If you have a wedding-themed game, look into showing it at the many bridal expos around the country or sending a sales flier to a list of wedding planners.

Overprint - The printing of one color over another.

Packaged Files - Process of collecting all fonts and links used in a design document into one location for ease of sharing files. Without doing so will result in missing needed parts for another to use the design.

Pallet - Also called a skid. Usually, a 48” x 40” wood platform used to ship product. The number and weight of your games per pallet will determine shipping and storage costs.

Pantone Matching System (PMS) - A large selection of pre-mixed colors using exact formulas. See also “Spot Color”.

PDF - Portable Document Format is a file format developed by Adobe as a solution for sharing files cross-platform.

Glossary

Pips - The spots on dice. Some dice have actual numbers instead of pips.

Playing Card Stock (PCS) - A special kind of paper with an opaque black layer sandwiched in between two regular layers of paper. This prevents any light from shining through the card and also gives the paper good “memory” - in that it goes back to flat better after repeated shuffling. Delano normally uses PCS in 10.5pt and 11.5pt stocks.

Point (pt) - A measure of paper thickness. 1 point = .001”. Thus, a 12pt card stock would be .012” of inch thick. Also useful to figure out how high a stack of cards will be. Example: 100 card of 10pt thickness would stack 1 inch high ($100 \times .010 = 1$).

PP Laminate - A polypropylene plastic that is applied to the paper after printing. Most commonly used for matte laminated boxes or adding durability to other components.

Preflight - A process of reviewing files prior to production for any potential issues.

Process Colors - See CMYK.

Proof - A prototype of the artwork for inspection and approval.

Raster - Graphics made up of pixels. Cannot be enlarged without losing quality.

Resolution - A measure of sharpness of an image expressed as dots, pixels, or lines per inch.

RGB - Red, green and blue colors used for a digital display and not for print.

Safe Zone - See Live Area.

Shipper - The heavy corrugated card board box that your games ship in. See also “case pack”.

Skid - Another name for a pallet.

Spot Color - A special ink that is premixed to a certain color rather than using CMYK inks to make the color. Useful if you want to match a specific color, like the yellow in a National Geographic logo, or need a special ink - metallic, fluorescent, etc.

Trim Size - This is the final flat finished size of your item. Artboards should be set to this size.

Tuck Box - The kind of box that playing cards usually come in. It is made from a single sheet of heavy stock with a flap that tucks into the top (or bottom) for the cards.

Uncoated - A paper that does not have a coating on it. Often used for scoresheets or simpler instruction sheets as it is more receptive to pencil or pen ink. Uncoated paper gives colors a dull or “flat” look, so it is mostly used for black and white or when low glare is important, such as on maps for historical games.

Uncommon Back - When the back of each card in a set is unique. For example: a trivia game.

Uncommon Bleed - When an image or color is not the same on all sides of a card or other sheet.

UPC Code - A Universal Product Code that is used by stores to track merchandise. These are available at GS1.org.

UV Coat - A protective coating that is a step up from Aqueous coating in durability. Gloss versions of this make printed items super glossy and smooth which can help make blacks appear richer and some colors more vibrant. This type of coating can also add a little extra moisture resistance.

Vector - Vector graphics are points, lines, curves and shapes that can be enlarged or shrunk without losing quality.