



ILLUSTRATION, CONCEPT ART, STORYBOARD ARTIST
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ILLUSTRATOR VOCABULARY

Quick Reference Guide

FULL PAGE SPREAD

- an artwork/design that spreads across 2 facing pages
- also called a 2-up spread

SINGLE PAGE

- 1 side of a physical leaf of paper
- also called a 1-up spread

CHAPTER HEADER

- decorative artwork that accompanies a chapter start page

DINKUS

- also called a SCENE BREAK
- where there is a scene change in a chapter without going to a new chapter
- common scene breaks are a trio of asterisks (***)

CHARACTER ART

- depicts characters from your book in visual form
- can also use for marketing/making prints

TRIM SIZE

- final, physical dimension of a book's pages measured as Width x Height

RESOLUTION

- level of detail in an image
- standard resolution for print is 300DPI
- DPI: Dots Per Inch. Resolution for printers. How many dots inside 1 inch of space on a sheet of paper.
- PPI: Pixels Per Inch. Measures resolution for images on digital displays.
- PPI can affect DPI, but not vice versa.

ENDPAPERS/ENDSHEETS

- sheets of heavier paper that connect the cover of a hardcover book to the interior pages

BLEED

- part of the image or page that extends beyond the trim size of the book
- printers cannot print edge to edge; they print on a larger sheet then cut down to size
- the bleed area will be cut off

MARGINS

- "text safe" area
- prevents text or important items from being too close to the edge and being cut off during printing

GUTTER

- inner margin where two facing pages meet at the binding/spine

PREMADES

- artwork already made, not custom
- common for book covers (with changing the author name and the title or other, minor edits)
- usually more cost-effective than ordering full custom cover/artwork

DIMENSIONS

- Length x Width of art piece. 16" x 20" = 16 inches across, 20 inches tall.