

APPENDIX A: PUBLICATIONS GLOSSARY

- **Bluelines** are photographic versions of printed work made before the works are printed. Bluelines are the final stage of checking the accuracy of a work. They are checked primarily for blemishes, marks, dirt, and illustration placement. Bluelines usually come after page proofs and mechanicals.
- **Boilerplate** is standardized text for repeated use.
- **Browser** refers to a software package used to access the World Wide Web, like Netscape and Internet Explorer.
- **Compression** refers to the process of reducing an image file's size so less storage space is necessary. Compression may be either lossy, where the decompressed document looks different from the original uncompressed image; or lossless, in which it looks identical to the original. With lossy compression, the decompressed image will have artifacts or undesired and unpredictable visual errata. Lossy compression is frequently used for Web derivative copies.
- **Copyediting** refers to the processing of editing a manuscript for the matters listed in *MH-III*, Chapter 3, Publications, Figure 3.9, Museum Management Program Editing Checklist, under Copyediting. This is known also as dry reading, as it refers to checking the text for blatant errors in grammar, punctuation, spelling, word usage, and sentence structure.
- **CD** stands for “compact disc” and refers to a whole family of storage media in a variety of media used for electronic text, digital sound files, digital image and video files, computer software, and games. For further information see Conserve O Gram, 19/19, Care of Archival Compact Discs.
- **Dead copy** (see Dead manuscript).
- **Dead manuscript** refers to the edited final manuscript of a book that is checked against the page proofs.
- **Derivatives** refer to the practice of producing a variety of smaller files from a master digitized file. These smaller, low-resolution files may be “thumbnails,” produced to enhance speedy browsing on the Web. Viewers may often click on the thumbnail to see a larger version of the file. On Kodak CDs, for example, five levels of image quality are stored for each image.
- **Digital image quality** is controlled by various factors, including the scanning device and techniques used, operator skill, the nature and completeness of image labeling, the dynamic range of the scanned image, the scanning resolution, and the final display devices, such as the computer memory, LAN bandwidth, and monitor quality. Quality control is a concern during scanning as alignment, exposures, and color balance frequently go out of control. Scanned images must be regularly checked against original source material and benchmarks (standards) set for scanning projects.
- **Digitalized** (see Digitized).
- **Digitized** describes an image that has been scanned (or created with a digital camera) and converted into binary code (ones and zeros).
- **Dynamic range** refers to the color depth or pixel values of a digital image, usually expressed as the number of colors or shades of gray or the number of bits, for example, 256 color or 8 bits. *Note:* A 24-bit image may have 16 million colors, while an 8-bit image has only 256.

- **Exterior use** refers to the placement of an image, such as quotations or reviews, on the outside or exterior of a publication's cover, advertising, and/or packaging. In a Web environment, this is the top-most Web or homepage.
- **File formats** refers to the digital image data transmission and compression standards used to store the image data. Common standards include GIF and JPEG, described below.
- **Folio** refers to the page number in a manuscript, book, or pamphlet.
- **Font** refers to the combination of the type face of linguistic or numeric characters, such as Times New Roman or Arabic, and the type size, such as 10, 12 or 14 point.
- **GIF, or Graphics Image Format**, refers to a widely used digital image format that serves as a defacto standard.
- **Homepage** is the main or first page of an organization on the World Wide Web. Much like the cover of a book, the homepage's purpose is to lure you into the Web site.
- **HTML** (hypertext mark-up language) is the coding language used to identify, link, and prepare multimedia documents for the World Wide Web. Much like old-fashioned coding of books for publication, html coding indicates the level (size) of the type, where paragraph breaks take place, and other design, word processing, and coding specifications.
- **Indemnification** refers to one party legally exempting another from liability for damages or loss. This includes plagiarism or intellectual property right lawsuit, such as a copyright, privacy, or publicity action.
- **Inner use** refers to the placement of an image or text within the body of a work, such as within the interior of a book, Web site, CD-ROM, or report, as opposed to exterior use, which is on an item's cover, advertising, and/or packaging.
- **Internet** refers to an international network of linked computer networks that emerged out of the Advanced Research Projects Agency (ARPA) of the Defense Department. The Internet forms the backbone of the National Information Infrastructure (NII). The Internet is the home of the World Wide Web (WWW, the graphic portion of the Internet). Many search engines, such as Alta Vista, HotBot, and Yahoo, provide search capabilities for locating items within the Internet.
- **JPEG** refers to the Joint Photographic Experts Group still-image compression standard, which is now a standard image format used on CDs and the World Wide Web sanctioned by the International Standards Organization.
- **Link** is a hypertext code or button that allows two separate sections of text, pages, or Web sites to be connected together. Links are what allow the World Wide Web to become a truly interactive, self-paced, non-linear learning tool. Links allow the browser to move from one topic to another related topic with the click of a mouse. Links enhance the appeal of the Web, by leading to happy accidents of discovery.
- **Live copy** is copy still being edited.
- **Lossless** is a type of compression that causes no image loss or distortion. The original image and the uncompressed copy appear and are identical. Lossless compression doesn't compress as much as lossy compression, only 1/2-1/3 compression generally is possible for continuous tone photographs.
- **Lossy** is a type of image compression that reduces file space needs by discarding part of the information kept. Once uncompressed, lossy images appear somewhat different from the original uncompressed image.
- **Mask** refers to an opaque rectangle with a cut-out that is the size of a single line of copy.

- **Mechanicals** are a middle stage of proofing documents consisting of the publication layout, including type proofs for text, artwork, and other elements exactly positioned and prepared for subsequent production as bluelines.
- **Metadata** refers to data about data, particularly core descriptive data indicating the title, size and format, subject matter, and similar information.
- **Mirror site** refers to a World Wide Web site that is an exact duplicate of another site. Mirror sites are created in other external locales, such as on the server of a cooperating organization, to reduce traffic on the original site. Mirror sites help spread the Web traffic load, speeding access time. Mirror sites can also be created internally within your organization to hold editing changes prior to downloading onto the Web.
- **Orphan** is a short line at the bottom of a page, such as the first line of a new paragraph.
- **Page proofs** (see *Proofs*).
- **Pages** (see *Proofs*).
- **Proofs** refer to the first trial sheets of text produced for checking against the manuscript at the beginning of the end of the publication process. Page proofs contain the manuscript text in oversized typeset pages for review by the author and editor.
- **Proofreading** refers to checking page proofs as described in *MH-III*, Chapter 3, Publications, Figure 3.10, for matters like running heads, page length, missing text, widows and orphans, etc. The author may be asked to review several different sets of proofs. Once corrected, the first set of proofs must be retypeset. The marked up first proofs are called foul proofs. In the second stage of the proofing, the corrected retypeset pages (second proofs) are checked against the errors found on foul proofs. While some new errors may be found on second proofs, the focus of the second proofing is to determine if all corrections were made as requested on the first proofs.
- **Publisher** is one who prepares and issues materials for public distribution or sale in a number of formats, from books, pamphlets, videotapes, and sound recordings to Web sites and CDs.
- **Register** refers to the precise alignment of text from page to page.
- **Repurposing** is reusing materials created for another purpose or project.
- **Resolution**, for images, refers to the number of pixels (picture elements each of which can represent a number of colors or shades depending upon how much computer storage space you allocate to it) that the image is composed of, both in terms of height and width. For output, resolution refers to the number of dots per inch (DPI) used to make up an image on a monitor or in a print out. When contracting, you should define the intended pixel resolution of the scan and the file, as well as the platforms or systems on which it will be used.
- **Search engine** is a software tool used to locate materials on the Internet, much as an index helps a researcher find materials in a book. None of the different search engines searches quite the same components of the Internet or the World Wide Web in quite the same way. The oldest search engines include such programs as Archive (found software and text files accessible by the file transfer protocol), Veronica (indexed gopher server information), Jughead (indexes a single gopher site), and Hytelnet (organizes access to many Internet-connected computer systems and allows remote access to the systems). With the development of the World Wide Web, the Internet's multimedia Internet site, hundreds of more sophisticated search engines came into being, such as Yahoo, Excite, Infoseek, Webcrawler, Alta Vista, All in One, etc. These search engines work differently from each other. For an overview of search engines see: *CRM*, Vol. 18, No. 9, p. 18-24.

- **Substantive editing** requires checking a manuscript's organization, sense, policy, format, style, factual content, and other major issues as described in *MH-III*, Chapter 3, Publications, Figure 3.9, Museum Management Program Editing Checklist. This edit should come before a copyedit, which fine-tunes the style, punctuation, and grammar.
- **TIF** (Tagged Image Interchange File) is an industry-standard format used for storage of images on computer systems.
- **URL** (universal resource locator) is basically the address of a World Wide Web page. The URL is the code you must enter on your Internet service provider's screen to see a World Wide Web site or other Internet site. Most URLs look something like the NPS web site's URL, which is: <www.nps.gov.>

In the URL above, the code indicates the site is on the World Wide Web, belongs to the NPS, and is in the government section of the Web. Other sections or domains include organizations (.org), corporations (.com), education (.edu), which includes colleges and universities, and the military (.net).

- **Watermark** sometimes called digital fingerprint, refers to areas (bits) altered within an image to create a pattern that indicates ownership for purposes of tracing unsanctioned use of the image.
- **Web site** is the total accumulation of pages created by an individual or organization, linked together by hypertext, and mounted as a publication on the World Wide Web. Web sites often are designed to have a consistent visual identity through the use of standard elements at the top and bottom of each page, such as a name or title bar at the top of the page and a button bar at the bottom of the page.
- **Widow** is one line at the top of a page of text, such as the ending of a paragraph.