全国高职高专印刷包装专业教材 ▶▶

# 印刷专业英语

■ 程常现/主　编
■ 孙柏林/主　审

印刷工业出版社

全国高职高专印刷包装专业教材

# 印刷专业英语

ENGLISH AND KNOWLEDGE ON GRAPHIC COMMUNICATIONS

主编　程常现
主审　孙柏林

印刷工业出版社

## 内容提要

本书采用英汉对照的方式，内容涉及印刷专业的各个领域，包括印刷发展简史、图像信息传播原理、印前工艺技术、印刷色彩管理、印刷工艺原理及设备、印后加工技术、印刷材料及印刷管理、印刷估价等。书后附录中还收录了常用的印刷专业词汇，便于读者查阅。

本书适合作为高职高专院校印刷包装专业教材，也可作为相关专业在职技术人员提高专业外语水平的学习参考书。

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# 出版前言

20世纪80年代以来的20多年时间，在世界印刷技术日新月异的飞速发展浪潮中，中国印刷业无论在技术还是产业层面都取得了长足的进步。桌面出版系统、激光照排、CTP、数码印刷、数字化工作流程等新技术、新设备、新工艺在中国印刷业得到了普及或应用。

印刷产业技术的发展既离不开高等教育的支持，又给高等教育提出了新要求。近20多年时间，我国印刷高等教育与印刷产业一起得到了很大发展，开设印刷专业的院校不断增多，培养的印刷专业人才无论在数量还是质量上都有了很大提高。但印刷产业的发展急需印刷专业教育培养出更多、更优秀的应用型技术管理人才。

教材是教学工作的重要组成部分。印刷工业出版社自成立以来，一直致力于专业教材的出版，与国内主要印刷专业院校建立了长期友好的合作关系。但随着产业技术的发展，原有的印刷专业教材无论在体系上还是内容上都已经落后于产业和专业教育发展的要求。因此，为了更好地服务于印刷包装高等职业教育教学工作，遵照国家对高等职业教育的定位，突出高等职业教育的特点，我社组织了北京印刷学院、上海出版印刷高等专科学校、深圳职业技术学院、安徽新闻出版职业技术学院、天津职业大学、杭州电子科技大学、郑州牧业工程高等专科学校、湖北职业技术学院等主要印刷高职院校的骨干教师编写了“全国高职高专印刷包装专业教材”。

这套教材具有以下优点：

● 实用性、实践性强。该套教材依照高等职业教育的定位，突出高职教育重在强化学生实践能力培养的特点，教材内容在必备的专业基础知识理论和体系的基础上，突出职业岗位的技能要求，所含教材均为高职教育印刷包装专业的必修课，是国内最新的高职高专印刷包装专业教材，能解决当前高等职业教育印刷包装专业教材急需更新的迫切需求。

● 编者队伍实力雄厚。该套教材的编者来自全国主要印刷高职院校，均是各院校最有实力的教授、副教授以及从事教学工作多年的骨干教师，对高职教育的特点和要求十分了解，有丰富的教学、实践以及教材编写经验。

● 覆盖面广。该套教材覆盖面广，从工艺原理到设备操作维护，从印前到印刷、印后，均为高职教育印刷包装专业的必修课，迎合了当前的高职教学需求，为解决当前高等职业教育印刷包装类专业教材的不足而选定。

经过编者和出版社的共同努力，“全国高职高专印刷包装专业教材”的首批教材已经进入出版流程，希望本套教材的出版能为印刷专业人才的培养做出一份贡献。

印刷工业出版社

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CHAPTER 1

# INTRODUCTION TO THE GRAPHIC COMMUNICATIONS[1]

## Unit 1 THE GRAPHIC COMMUNICATIONS INDUSTRY OF TODAY

### Objectives

**When you have completed this unit, you will be able to:**

1. Identify at least ten products produced in their entirety by the graphic arts industry.
2. Identify at least nine products made by other industries with the help of the graphic arts industry.
3. Explain why products are printed.
4. Define the terms communication and graphic communication.
5. List at least ten business enterprises and/or occupations that are part of the graphic arts industry.
6. Describe the services that are provided by a book publishing company.
7. Explain why the graphic arts industry is one of the most important industries in the world.

### Terms to Know[2]

Here are some of the words you will need to understand before reading this unit. If the meaning of a word is not clear to you, look it up in the Glossary in the back of this book.

| | | |
|---|---|---|
| message | graphic communication | publisher |
| communication | compositor | artist |

### ITS PRODUCTS ARE ALL AROUND US

When we think about an industry, we generally think in terms of its major product or products. The steel industry produces steel and the automotive industry, automobiles. But what does

① Graphic communications, graphic arts 与 printing中文都译作“印刷”，这不仅说明了某种情况下英文术语的多变性，同时也反映了印刷科技发展的不同历史阶段。

② Terms to know下面的一段话每节中都相同，且易理解，因此在译文部分未译出。

the graphic arts industry produce? The answer is things that are printed or related to the printing business, such as paper, inks, films or bindings.

Printed products are all around us. Books and magazines, newspapers and catalogs, maps and charts, posters and brochures, stamps and paper money are some examples of products produced in their entirety by the graphic arts industry.

Printing plays a key role in the generation of products produced by other industries as well. For example, textiles, wallpaper, toothpaste tubes, soft drink cans, candy wrappers, oranges and baseballs all contain printed images. Even the circuits used for electronic devices such as calculators and television sets are printed.

When we use the term graphic communications as an alternative of printing or graphic arts, we also extend the product scope of printing industry. Satellite communication of documents, computer generated images, monitor display of words, etc., are considered as a part of graphic communications products.

The list of products in whole or in part by the graphic communications industry is almost endless. Think about it. Printing is all around us.

## ITS PURPOSE IS TO COMMUNICATE

Most printing is done in order to convey a message from one person or group of people to another. Newspapers, books, magazines, catalogs, greeting cards, labels, and business forms are all examples of printed products used for this purpose. They all contain messages. When a message is sent by one preson and received by another, communication takes place.

Printed messages are graphic or visual in form. They are made up of symbols, drawings, and photographs. Communication through the use of printed images is called graphic communication. The primary purpose of the graphic arts industry, then, is to produce products that communicate graphically.

## SCOPE OF THE INDUSTRY

This book is a product of the graphic communications industry. Several individuals and business enterprises played an important role in its creation. Together these individuals and enterprises represent the scope of the industry. So let's now take a brief look at how this book was produced.

The main purpose of this book is to help you learn scientific English on graphic communications. It deals with the organization, tools, materials, and processes of the graphic communications industry. The content, or message, of this book was developed by the author after consultation with the publisher.

The publisher provided design and editorial assistance and managed the production and sale of the book.

Type had to be set by the workers that specialize in type composition. They are called

compositors or typesetters. Illustrations were gathered. Artists created drawings and photographers made photographs.

The assembled type, artwork, and photographs were sent to a printer, who made plates, and printed the pages. The printer then sent the pages to a bindery where they were folded, sewn together, trimmed, and encased in a cover.

The author, editor, publisher, compositor, artist, photographer, printer, and binder all played an important role in the creation of this book. Supplies such as paper and ink products and printing equipment were needed as well. The graphic communications industry encompasses a wide range of occupations, activities, and enterprises.

## SCALE OF THE INDUSTRY

Graphic communications industry is one of the most important industries in the world. Like food, clothing, shelter and transportation, graphic communications are also considered as a basic necessity of human life. The industry has the largest number of establishments in any manufacturing industries though most of its firms are small- and medium- sized. Its companies are located throughout the world especially in and around areas of high population and industrial development.

In terms of the value of all products and services sold, the number of persons employed and the annual payroll paid by the industry, it has achieved tremendous expansion in the past decades. As world's economy grows, it is expected to have still greater development in the years to come.



## TEST YOUR KNOWLEDGE

1. List ten items produced entirely by the graphic communications industry.

2. Identify nine products that contain printed images and are produced by industries other than the graphic communications industry.

3. Explain the primary reason for producing newspapers, books, magazines, and almost all other printed products.

4. Define the terms communication and graphic communication.

5. List ten business enterprises and/or occupations that are part of the graphic communications industry.

6. Describe the role of a publishing company in creating, producing, and selling a textbook.

7. What is the reason that the graphic communications industry is one of the most important industries in the world?

# 第1节 今日的印刷工业

## 学习提示：

**学完本节后，你应能够：**

1. 至少认出10种从整体上说是由印刷工业生产的产品。
2. 至少认出9种由其他工业部门生产，印刷工业进行辅助加工的产品。
3. 解释为什么产品要进行印刷。
4. 定义Communication（信息传播）和 Graphic Communication（图文信息传播）两个术语。
5. 列出至少10种属于印刷工业部门的商业企业或职业。
6. 描述书籍出版公司提供的业务。
7. 解释为什么印刷工业是世界上最重要的工业门类之一。

## 印刷产品尽在我们的周围

当我们想到一种工业时，我们常常想到它的一种或几种产品。炼钢工业生产钢，汽车制造业生产汽车。而印刷业生产什么呢？答案是印刷品及有关印刷业的东西，例如纸张、油墨、胶片和装订材料。

印刷产品尽在我们周围。书和杂志、报纸和目录册、地图和图表、广告和小册子、邮票和纸币就是由印刷业全部完成的产品中的一些例子。

印刷在其他工业的产品生产中也起了重要的作用，例如，纺织品、墙纸、牙膏皮、饮料罐、糖纸、橘子和棒球都带有印刷的图像，甚至用于电器如电子计算器和电视机的电路板也是印刷的。

在我们用graphic communications替代printing或graphic arts时，我们也扩大了印刷业的产品范围。文件的卫星传送、计算机生成图像、文字在显示器上显示等，都可看成印刷产品的一部分。

由印刷业全部或部分完成的产品的例子几乎是无穷无尽的，想一下，印刷品尽在我们的周围。

## 印刷的目的是传递信息

大多数印刷是为了在人们之间传递信息[①]。报纸、书籍、杂志、目录册、贺卡、标

① Most printing is done in order to convey a message from one person or group of people to another在这里译为“大多数印刷品是为了在人们之间传递信息”，其中，“from one person or group of people to another”，有些人译为“从一个或一群人到另一个人或另一群人”则显得累赘。



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