# THE MEDIA NAMING AND DESCRIPTIVE TERMS CHART

Basic Media Name	Media Descriptors			
	Colorant	Ink Vehicle	Coating	Support
Inkjet	Dye Mixed Pigment (Unknown colorant)	Aqueous Solvent UV-curable Latex Wax Other (Unknown vehicle)	Uncoated Porous Polymer (Unknown coating)	Bond paper Fine art paper RC paper Baryta paper Canvas Other (Unknown support)

In the new system, the single primary term "inkjet" is followed by a sequence of four standard qualifiers (colorant, vehicle, coating, and support). Example: Medium ("inkjet print") and Extended Medium ("inkjet print: dye aqueous on porous-coated fine art paper").

## **GLOSSARY**

#### Ink Terms

**Aqueous Ink**: an ink that uses water as the liquid vehicle to carry the colorant

**Colorant**: a substance (dye or pigment) that imparts the color to an ink

**Dye:** an organic colorant soluble in the ink vehicle

**Ink Vehicle:** the liquid component of ink that carries the colorant to the paper surface during printing

Latex Ink: an ink that uses a viscous vehicle that coalesces and hardens under heat curing

**Mixed**: a printer ink set that includes a pigment black ink and dye cyan, magenta, and yellow

**Pigment**: an organic or inorganic colorant insoluble in the ink vehicle.

**Solvent Ink**: an ink that uses an organic solvent as opposed to water as the vehicle to carry the colorant

**UV-curable Ink**: an ink that uses a liquid polymer as the vehicle to carry the colorant and that hardens on exposure to ultra-violet energy

Wax Ink: an ink that uses a wax as the vehicle which when heated liquefies and can be ejected from inkjet print nozzles

### **Coating Terms**

Polymer-coated: a coating on the surface of inkiet paper made up of a water soluble polymer that swells and absorbs ink during printing

Porous-coated: a coating on the surface of inkjet paper made up of mineral particles in a polymer binder so that when applied ink will be absorbed into the pores between the particles

**Uncoated**: a paper that has no special coating applied to the surface to receive inkjet inks

### Support Terms

Baryta paper: an inkjet paper manufactured to simulate fiber-based silver gelatin photographic paper

**Bond paper**: a typical office or copier paper

Canvas: a woven fabric, porous-coated inkjet substrate intended to mimic the textural and visual qualities of painting canvas

Fine art paper: a high quality paper for printmaking, watercolor, or other artwork

RC paper (also known as resin-coated paper): a paper laminated on both sides with a polyethylene film to important rigidity and resistance against water absorption

### Should it be called digital?

The object itself is not digital, but digital technology was used in its creation, as an electronic file and software within a computer directly controlled the application of ink to the paper surface. Given the predominance of inkjet as a digital technology, using the term digital in the media name is also redundant, so digital inkiet doesn't make sense. In addition, there are other digital output technologies, so calling an inkjet print simply a digital print does not effectively name the object.

### Is it a print or a photo?

There has been some debate as to whether an inkjet print from a digital camera file should be called a photograph or a print. Since the inkjet paper is not light sensitive, inkiet printing is technically not photographic in nature. The preferred term will be print. If an image's original mode of capture was by camera, it can be included as supplemental information.



Photographic grain formed by light exposure, development, and conversion to dye



Inkiet dots formed by the application of liquid ink to the surface of paper