

effective dot area (EDA)

The area of the halftone dot as perceived by the human eye. It is comprised of the physical dot area and the optical dot gain. Effective dot area is measured with a *densitometer*. Also referred to as *tonal value*.

EDA is an effective method for quantifying the tonal response of CMYK process inks because densitometer filters are tuned to the light absorption behavior of these inks.