

Author's Guide to Art Preparation



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This guide is intended to give an overview of the steps you need to take to prepare your book's art for submission with the text manuscript. The technology for creating and distributing images has evolved rapidly over the past decade and Island Press, like other publishers, is developing new standards and routines for art that balance the need for high-quality images with the capability of authors to provide it. Please follow these guidelines closely and discuss any questions you might have with your editor.

Art Submission Process at Island Press

Your editor will discuss your art package with you early in the manuscript development stage, including the number of images and whether any color is to be included in your book, and these numbers will be incorporated into your contract. We will assume that all art will be black and white unless you've made other arrangements with your editor. You are responsible for providing art that meets our specifications for high-quality print reproduction.

Digital Format

We ask that you submit your art in digital format. Unfortunately, we are no longer able to accept hard-copy art. If you need help scanning photos and illustrations or revising existing illustrations, we encourage you to hire professional assistance. We can supply you with the names of vendors who offer a variety of art-related services at reasonable rates, or you are welcome to use your own sources. We urge you to make use of the services of professional illustrators, drafters, cartographers, or graphic artists, depending on the nature of your artwork and your specific needs.

Sending Us Digital Art

You can submit digital art to us in several ways, depending on the size, number, and purpose of the files. For art accompanying formal submission of a manuscript, we ask that you copy the digital files onto a CD or DVD and submit with the manuscript. There are 8GB DVDs available that can accommodate even large art packages.

You can e-mail small low-resolution images or thumbnails, but usually this is practical only for the purpose of discussing the content of the image or images with your editors and not for submitting print-quality images. Large attachments quickly overwhelm our e-mail capacity and we ask that you avoid e-mailing files whenever possible.

If you need to get large files or a large number of files to us quickly, you can download them to the Island Press FTP site. Please ask your editor for procedures and passwords. If time allows, copy files to a CD or DVD and mail to your editor or to our Washington DC editorial office.

Preliminary Art Evaluation

We will ask you to provide us with representative samples of your art for evaluation several months before you submit your final manuscript. Our intention is to identify problems early

while there is still time to correct them or to substitute alternative images. Although we cannot evaluate your full art package at this stage, our reviewing a few well-chosen, representative pieces of art usually gives us a good indication of overall quality, and we can suggest appropriate fixes or responses for problems we find. If we discover widespread or reoccurring problems, we will probably suggest that you hire a professional to help you look more closely at the rest of your art and to systematically address problems found.

Full Art Evaluation

Once you have submitted your manuscript and art and we have transmitted it to production, the full art package will undergo a detailed evaluation, either by one of our production staff or by an outside vendor specializing in art evaluations. In addition, the copyeditor will look at each piece during the copyediting process and note misspellings and any problems of style or grammar. Based on our evaluation and any comments from the copyeditor, we will provide you with a detailed list of actions that need to be taken. Please be prepared at this point to make corrections to art or to replace pieces that don't meet our specifications.

If you've used freelance services to scan, create, or alter your art, you may need to have them make final adjustments to the pieces, so it may be wise to discuss this possibility with them in advance to be sure that they'll be available at a later date and that they save pertinent files, data, and software. If you haven't used a freelancer, you may find it necessary to hire one to make requested changes. Again, we can recommend affordable professionals who can do this. If you are an editor of a contributed volume, you will need to discuss these procedures with your chapter authors well in advance to be sure they'll be available to respond to the evaluation of their pieces.

Permission to Use Copyrighted Art

You will be responsible for obtaining permission to use all copyrighted material you wish to reproduce. Most artwork under copyright requires permission from the copyright owner to reproduce, but see the discussion in the *Chicago Manual of Style*, 15th edition, section 12.41. We can provide you with a sample letter to use when contacting the copyright owners. Be sure to request "world rights in all languages and media," as well as in all editions of your book, as we've specified in the letter. Please begin seeking needed permissions soon after your manuscript has been accepted for publication, as the process can be time consuming. Please include a log of secured permissions when you submit your final manuscript and art package.

Numbering and Submitting Art

Each piece of art—or figure, as it will likely be called in the book—should be a separate file and gathered in a common folder or directory named something obvious, such as Figures (or, occasionally, Photos). Please number figure files sequentially by chapter and use alphanumeric file names composed of numbers, hyphens, and underscore symbols, and the file extension tag, which is separated from the file name with a period (.tif, .jpg, or .eps).

For example, name your files like this:

figure1-5.tif or fig01-05a.eps

and not like this:

cows on plain .5.tif

Captions

Please gather figure captions separately in a double-spaced Word document. List captions sequentially by figure number, for example:

Figure 1-1

<Caption text goes here>. (Data source and/or credit line if needed.)

Figure 1-2

<Caption text>

and so forth.

Each caption number should match that of its corresponding figure file. Include source or credit information in parentheses at the end of the caption. If a copyright holder requests a specific credit line for a figure, it should be placed in parentheses at the end of the caption. The exact wording requested must appear, even if it conflicts with the style used elsewhere in the book. Each figure should be cited in the text and called out in the manuscript as follows:

Insert Figure 1-1 here

Preparing Art

We prefer original, untouched, uncropped digital images created in native software programs and saved as high-resolution graphics files that have not been altered or compressed. If you scan hard copy, please send us unaltered scans, although you may submit an altered piece of art or a portion of it to show us how you'd like the final figure to appear (flag it for us so we know it's a demonstration image only).

File Formats

We will accept digital art saved in the formats listed below in descending order of preference. Images should be saved to as large a size as possible and at the maximum quality setting. If a figure is made up of several component images, save each as a separate file and submit a schematic diagram of the figure's layout (see the section "Figures with Multiple Components" below).

TIFF (Tagged Image File Format; file extension is .tif). This is a file format that works well for storing photographs and line art and is a standard output format for many

popular software programs. TIFF files are raster based, which means they are resolution dependent and must be saved at a resolution and size that is appropriate for size at which it will be printed. We prefer images saved in this format at a resolution and size appropriate for the trim size of your book.

PSD (Adobe Photoshop native file format; file extension is .psd). Photoshop software is commonly used to create scanned images or to manipulate existing scanned images. We will accept images in PSD format at a resolution and dimensions appropriate for the trim size of your book.

JPEG (Joint Photographic Experts Group; file extension is .jpg). JPEG files are highly compressed and prone to losing resolution in exchange for portability. The JPEG format works well for viewing images onscreen and for transmitting photos by e-mail and storing on the Internet, but they tend to lose their crispness and focus in print. We will accept JPEG files that have been saved using your software's highest settings for file resolution.

EPS (Encapsulated PostScript; file extension is .eps). This is a self-contained, reasonably predictable PostScript document that describes an image or drawing and can be viewed onscreen if a "preview" has been specified. EPS files are commonly created by saving from Adobe Photoshop or Illustrator software or by printing to a file from other software programs using specific printer drivers. We will accept EPS files that have been saved with fonts embedded and a preview specified.

PICT (Apple Macintosh graphics file format; file extension is .pict). This format is widely available as output in scanning programs and as an export file format in popular spreadsheet and presentation software such as Excel and PowerPoint. However, files saved in this format are often low in resolution and insufficient for print reproduction. We will accept PICT files, but we may ask you to modify or replace files whose resolution is too low.

PDF (Portable Document Format; file extension is .pdf). This is a universal file format that faithfully maintains exact fonts, formatting, images, and color information regardless of the software program it was created in. To reproduce sufficiently in print, however, PDF files must be created using the Adobe Acrobat Distiller. Some export settings in other software can result in low-resolution versions suitable for onscreen viewing and portability, but they will print poorly. We will accept PDF files that have been created in Adobe Acrobat software where the distiller settings are set for high-resolution output. If you don't have access to Adobe Acrobat, choose high-resolution export settings when available in the software you're working in, but be aware that we may ask you to substitute another image if the resolution is insufficient.

AI (Adobe Illustrator; extension is .ai). Adobe Illustrator files are interchangeable with EPS file formats and are sometimes better "saved down" to the EPS format, which can

be viewed in a wider variety of software programs. We recommend the EPS format but will accept AI files.

Please do not submit art in the following formats, which are optimized for onscreen viewing or portability but are usually insufficient for use in print:

bitmap (.bmp)
graphics interchange format (.gif)

Please do not embed art in word-processing, spreadsheet, or presentation applications, such as Microsoft Word (.doc), Microsoft Excel (.xls), Microsoft PowerPoint (.pps), Macromedia Freehand, WordStar, SimpleText, or Word Pad. These applications degrade the resolution of embedded images and are insufficient for use in print.

Photographs

Required resolution: 300 dpi or higher.

If you are scanning hard-copy photographs to convert to digital images, please save to a minimum resolution of 300 dpi and to dimensions (in pixels) appropriate for the trim size of your book. See the accompanying handout *Assessing Suitability of a 300-DPI Digital Image for Printing* for help in making these calculations. If your scans are in color and are being printed in black and white, we can usually convert them for you. If you wish to show how a photograph should be cropped, write instructions on the back of a laser printout of the image, noting specific portions that should or should not be cropped. Indicate the top of the photo if it is not obvious.

Line Art

Required resolution: 600 dpi or higher.

Line art refers to black-and-white images with no gradations in shade. These include charts, graphs, maps, drawings, and sketches. If your line art includes text or annotation, please use a simple sans serif font such as Arial or Helvetica, and provide us with the names of all fonts you've used. If your editor has agreed in advance that Island Press will redraw a map or line drawing, supply us with a clean, accurate sketch on white paper and labeled clearly with the figure number. Include place names or other labels and any additional reference materials we may need to recreate the drawing accurately, and cross out any that are not to be included.

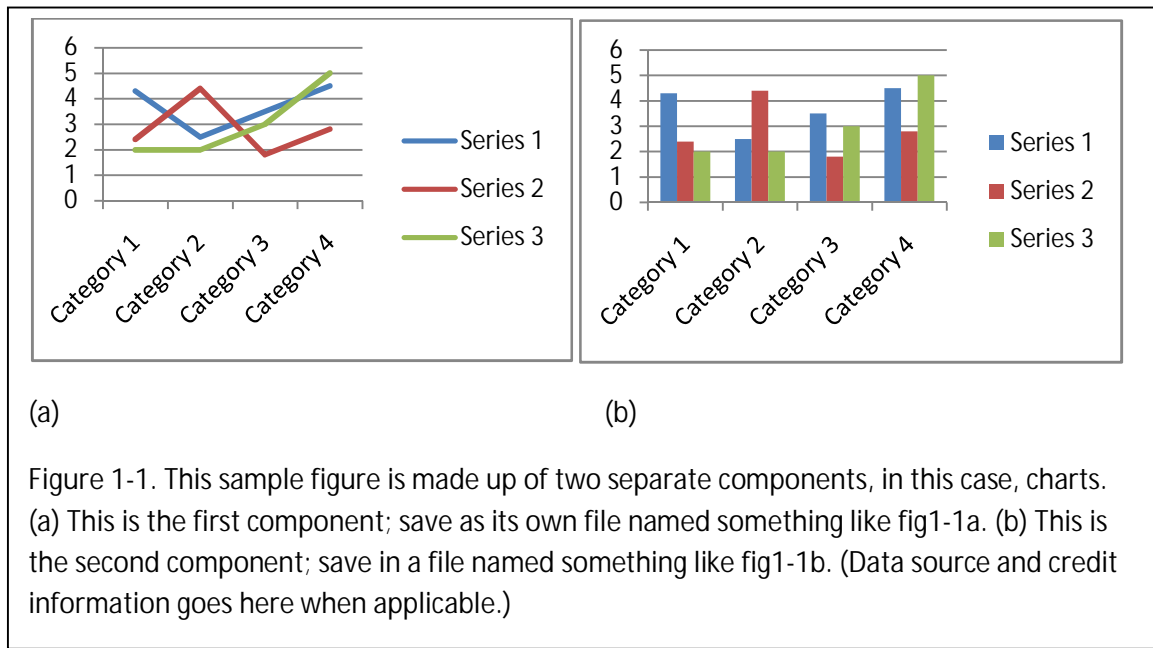
Using Existing Images

Before submitting existing digital images or line art that you've created yourself or acquired from other sources, please verify that they meet our requirements for resolution and size (see *Assessing Suitability of a 300-DPI Digital Image for Printing*). Please understand that if the original image was shot at a low-resolution setting, it will likely be insufficient for print. In some cases, if the dimensions (in pixels) of a low-resolution image are large enough, we may still be

able to use it. Please flag all such images and discuss with your editor, but be prepared to submit substitute images if our art evaluation process determines that to be necessary.

Figures with Multiple Components

If a figure is made up of several images, please submit each image as a separate file along with printout showing how the figure should appear. This will allow the typesetter to accurately arrange component images on the page while maximizing legibility and visual appeal. In the example below, for instance, you would submit the a and b components as separate files, fig1-1a and fig1-1b, and also a printout of the entire figure.



We're pleased that you've chosen Island Press to publish your book, and we know how important it is to have clear, comprehensible art that brings to life the concepts you describe in the text. We'll work with you throughout the publication process to achieve the highest-quality art possible. We look forward to working with you.