ILLUSTRATION GUIDELINES

The University of Oklahoma Press welcomes book illustrations in an array of forms, but the standards for quality are higher for offset printing and print on demand (alternative processes used in making books) than for publication on the Web. We are happy to work with original photographs, color transparencies (including 35mm slides), and correctly prepared digital files.

Below is a brief guide for securing three basic categories of images and then submitting them to the University of Oklahoma Press. If you share these specifications with archives, museums, cartographers, graphic artists, or the like, they will know what they mean. For a more complete explanation—detailed but written for the layperson and with graphic examples—see the **DIGITAL ART REQUIREMENTS FOR SUBMISSION** of the Association of American University Presses (AAUP).

You must obtain documents showing that you have obtained permission from the copyright owner or source of every image that requires permission to reproduce (even for many images that are in the public domain). Each permission must grant you world rights in every language and cover both print *and* electronic formats for the book. See **SECURING PERMISSIONS** for detailed explanation.

Photographs and Other Halftones

A halftone is an image containing varying shades of gray. If you own or possess an image in the form of a photographic print, slide, transparency, or printed page from a book or periodical, we **strongly urge** that you ship it to your acquisitions editor for high-quality professional scanning. We will treat all such items with the utmost care and promptly return them to you, insured, by a courier service.

For most of your book's halftone illustrations, you'll most likely acquire digital files. For these, please be sure that the files meet *all* the following criteria:

1. Digital images must be submitted as TIF files (strongly preferred) or as JPEGs or PSDs. Please note that PDF, GIF, PNG, and BMP files are **not** acceptable for halftones, nor are images embedded within the manuscript Word files or in PowerPoint files.

2. Images must be submitted at a resolution of *at least* **300 ppi** (pixels per inch).

3. For a half-page image in a standard 6 × 9 inch book, each digital image should be submitted at a size of *at least* 3 × 5 inches. For a full-page image, each digital image should be submitted at a size of *at least* 5 × 7 inches.

Maps

The University of Oklahoma Press strongly recommends that all maps be prepared by a professional cartographer in consultation with our Production Department. Your editor will be happy to recommend a professional cartographer from a list of freelances with whom our authors regularly work.

If you believe you are prepared and equipped to create maps digitally on your own, or if you have already made an arrangement with a cartographer, please contact our Production Department at oupressproduction@ou.edu so that we may share with you the specifications for digital map files that will ensure the best reproduction in the printed book.

If you own or possess a map in the form of a photographic print, slide, transparency, or printed page from a book or periodical, **we strongly urge** that you ship it to your acquisitions editor for high-quality professional scanning. The Press will be able to assess the best scanning method (as line art at 1200 ppi or as a high-resolution descreened halftone). We will treat all such items with the utmost care and promptly return them to you, insured, by a courier service.

Line Art

The term "line art" refers to any image that contains only solid-black lines or figures. Examples include computer-generated bar or line graphs, line drawings, or organizational charts; glyphs and hieroglyphs; pen-and-ink drawings. Digital line art submitted to the Press must meet the following criteria:

1. Digitally created line art should be submitted in EPS, AI, or PDF format. In most cases, line art created in Adobe Illustrator (AI) will reproduce best in your book.

2. When scanning line art images, the supplying institution should do so at a resolution of **1200 ppi, using the line art setting (1 bit black-and-white, not grayscale).** If you own or possess a line drawing in the form of a slide, transparency, or printed page from a book or periodical, we **strongly urge** that you ship it to your acquisitions editor for high-quality professional scanning. We will treat all such items with the utmost care and promptly return them to you, insured, by a courier service.

Submitting Digital Files to the Press

The best way to submit digital files is to upload them to the University of Oklahoma Press's, or to your own, Dropbox account. Your editor can provide you with instructions for accessing and using the Press's site. You may also arrange with your editor to have the cartographer or any other illustration supplier send illustrations directly to the Press.

Alternatively, you may burn your images to a CD, DVD, or thumb drive and mail it to the Press.