

Guidelines for artwork submission

Attractive artwork will reflect positively on you and the Press. To achieve the best results we ask that you please read the following guidelines, particularly as the requirements of a print production environment vary from others (e.g., web). Adhering to these guidelines will also help prevent delays in the production of your book.

Tables

All tables should be supplied as text-only Word documents (captions included). Excel files (.XLS) are less preferred but acceptable. Tables should be supplied as separate files from the rest of the manuscript.

Preferred art formats

Photos/scanned art preferably should be supplied as TIF. JPG is acceptable. Charts and graphs will most likely need to be redrawn. Maps (new to the book; not historic maps) should be created by a professional cartographer. Your editor can provide contact info for some cartographers who make maps that fit our guidelines. Details are given in the table and notes on pages 2 and 3.

General rules for artwork

There are two general rules to consider:

First, do not submit graphics simply copied from webpages. Printing has specific size and resolution needs that are different from websites. Subsequent pages of these guidelines give more detail for requirements of art submitted in electronic format.

Second, if you are submitting physical artwork (not electronic) we ask that you do not to do your own scanning. Please submit as originals:

- 1) originals from previously printed materials,
- 2) photographic prints or transparencies

Photographic prints and previously printed materials are referred to below as “reflective art.” We can convert color images to grayscale to appear in the text.

Guidelines for artwork submission

We will accept the following types of artwork formatted to the required specifications:

<i>Image Type</i>	<i>Description</i>	<i>Examples</i>	<i>Specifications</i>
Line	Consists of only black lines or solid blocks of black with no gradations of gray (screens).	Maps, diagrams, ink drawings, text. (Charts and graphs are discussed on the next page.)	Resolution: 1200 dpi preferred. 600 dpi minimum Layered Illustrator files are also ideal. Size: 5 in. x 7 in. or larger preferred
Black and white (grayscale)	Contains shades of gray and is reproduced as a halftone. Laser printed copy and photocopies are not acceptable originals. Save digital art as grayscale TIFF file.	Photographs, historical maps, paintings. Engravings are tricky; it is preferable to submit a very high resolution grayscale image (1200 dpi) which will result in a large file size.	Resolution: 300 dpi minimum Digital file size: 3 MB or larger. Note: JPG will tend to be smaller; this is okay. Dimensions for digital file or reflective art: 5 in. x 7 in. or larger preferred
Color*	Contains continuous gradation in color. Preferred color mode for digital art: CMYK; RGB is acceptable but conversion will be needed.	Photographs, historical maps, paintings Engravings reproduced in color, e.g., a Currier and Ives image on china/tableware.	Resolution: 300 dpi minimum Digital file size: 8 MB or larger Dimensions for digital or reflective art: 5 in. x 7 in. or larger preferred

*Color images can be converted to grayscale when the image is intended to print in black and white. Please note that color images should not be retouched or “Photoshopped” except by an expert. We can provide those services if necessary, and would prefer to begin with undoctored images. If you have taken the photos yourself, please provide them as they come directly from the camera.

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Charts,
maps,
and
graphs

- 1) Charts and graphs submitted as Word or Excel files will be redrawn. The original file will be used as a blueprint for the redrawn figure.
- 2) Maps should be created in an application program. Adobe Illustrator is preferred. Save the Illustrator file in EPS format and embed all fonts. Include any graphics files that have been embedded/imported into the drawing program.
- 3) Charts and graphs created using Excel are acceptable but submit all files in .XLS format; do not convert or export the files to another format.
- 4) JPGs and TIFF files are unlikely to be print-ready and will be redrawn.

Images from online sources

Please never simply drag-and-drop an image from an online source. It will not be print-ready resolution.

Most online archives have options to allow you to download a full-resolution image. Please download the highest resolution available.

When in doubt, you can send an image to your editor, and someone at the Press can double check the quality. Queries of this sort should be resolved before your final manuscript is submitted.

Guidelines for artwork submission

Sizing and Cropping Instructions

Sizing
and
cropping
Instructions

Please provide detailed instructions on sizing and cropping of your images.

This is best provided as an **art log**. Please list each image by number and indicate whether it should be full, half, or quarter page. If a figure is composed of several separate images (e.g., a collection of coins), please indicate overall size of the figure.

Please provide clear cropping instructions for all images. This can be either done with a separate file showing how you want it cropped, or as written text in the art log. If an image shows a piece of paper or page of a book, please indicate if the edges of the item should be cropped or shown. Books in our Materials Texts series, in particular, should have this indicated.

Sample art log

<i>Figure</i>	<i>Size</i>	<i>Notes</i>
Fig 1	half page	Crop to show just the art at the top; delete text
Fig 2	full page	Be sure to include the edges of the book to show the deckle
Fig 3 a,b,c	quarter page	Three coins; set in a row across the page. One caption for the whole image. Set coins all the same size.
Fig 4	half page	should set with Fig 5 on facing pages; use full image including frame
Fig 5	half page	should set with Fig 4 on facing pages; crop out the text below but keep frame around art

Image
call-outs and
placement

Indicate placement of art in your manuscript between paragraphs. It should have the format <INSERT FIGURE 1> or <INSERT TABLE 3>. A grouped figure would be <INSERT FIGURE 4 A, B, C>. In typeset pages, we will endeavor to place the item as close to that location as possible.

Guidelines for artwork submission

Cover art Cover art should follow the general guidelines above. Ideally the art will be at least 6.5 wide x 9.5 inches high so we have the most flexibility with the design. Smaller art will be used at a size appropriate to its resolution.

Please acquire permissions for cover and promotional use of cover art. Please indicate if there are any restrictions on use, e.g., if we aren't allowed to put type over the art.

- Checklist review**
- ✓ Submit artwork that is sized to the desired print dimensions (or larger), at the appropriate resolution (see table on page 2 for requirements).
 - ✓ Submit all artwork with your manuscript. Please include labeled captions in one list.
 - ✓ Use UPP's file-naming convention, e.g., author last name and figure number (matching text callout).
 - ✓ Include a call-out for every graph, table, or piece of art in your manuscript between paragraphs.
 - ✓ Make sure to obtain necessary copyright permissions for ALL images. When in doubt, please email your acquisitions assistant.

✗ Don't use graphics directly from the web, as they will not be of adequate resolution. Please download high-resolution images from electronic archives.

✗ Don't scan printed materials (e.g., a magazine) as moiré patterns will probably appear in the art. Submit the previously printed material and the Press will have it scanned for you.

✗ Don't submit an electronic file that is smaller than the desired reproduction size. We are unable to "blow up" the image without loss of detail.