



## Artwork log

Is your book ready to go into production? Great! Please fill out the attached Excel table if your project contains visual elements (e.g., photo, image, graphic, table, map, etc.). The Excel table will allow us to easily manage the visual elements in your manuscript.

- Captions and alt text for all visual elements must be saved in the Excel document entitled **PUO-UOP - Art log**.

*\*Examples of alternative texts are provided in the appendix of this document, in order to facilitate your work in writing these texts, which are now essential.*

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### **Notes**

- Image quality: photos must be in high resolution, minimum 300 DPI.
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- You may include tables created by yourself (or a contributor) based on data from others. You must cite the source of the data.



- The use of colour greatly increases the cost of printing. Please contact the Acquisitions Editor to discuss this option before paying for the rights to a colour image.

### How to send us your visual elements

- In order to ensure that all parties who will be working on your manuscript can easily navigate the manuscript, please fill out the attached visual elements form. The form will greatly facilitate the layout process, among other things.
- Images should be sent to us in TIFF or JPG format. Tables and figures should be sent separately from the manuscript.
- The location of the element must be clearly indicated and highlighted in the manuscript (e.g. **Insert Figure 2.1**).
- Document names: Please name your files using the element number:
  - 1.1 Figure – Figure title
  - 1.2 Photo – Photo title
  - 2.1 Table – Table title (or short description—two, three words—of the table)
- \*\*Please send us the authorizations along with the visual elements, at the same time as the final manuscript for production. Again, to help us, please use the item number in the document name (e.g. Authorization figure 1.1).
- You can send us the elements using tools such as WeTransfer or Dropbox.

### Alternative texts or Alt texts

Alt texts are descriptions of key content of a visual element (tables, figures, images, graphs, etc.) and are integrated into accessible e-books. They are used by people with a visual disability (blind or low vision) and readers who cannot adequately read printed text. They are therefore integrated into the accessible ebooks versions (ePUB and PDF) and will be read out loud by a screen reading software.

Alt texts are presented in fonts that have been identified as more easily readable and can be read (and thus heard) with reading software. They do not replace the visual elements descriptions and should not repeat what is in the descriptions. They should allow for a better understanding of the relationships between the elements that make up a visual element.

#### **The alternative texts (or alt texts) are required in order to move manuscript to production**

There are two forms of alternative texts:

Short Alt texts: length should be around 100 characters (1-2 sentences)

Extended Alt texts: no maximum length. If longer explanation is needed, author will need to supply short and extended alt text in that case.

**Authors need to provide both forms of alt texts for all images containing text** (e.g. The photo of a handwritten letter—the letter will need to be typed in the extended alt text).

See the Appendix below for examples. These texts are now essential for books in accessible formats for people with a visual disability.

If you have any questions, do not hesitate to contact the person in charge of acquisitions ([acquisitions@uottawa.ca](mailto:acquisitions@uottawa.ca)).

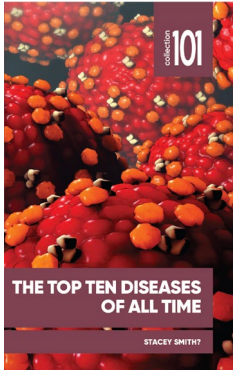


## Appendix


### Alternative texts - Examples

*\*All visual elements are from The top ten diseases of all times, by Stacy Smith?, University of Ottawa Press, 2023.*

- Cover, images, images containing text

 The front cover of a book titled 'The Top Ten Diseases of All Time' by Stacy Smith?. The cover features a vibrant, abstract illustration of numerous small, red, spherical objects, resembling viruses or cells, clustered together. The title 'THE TOP TEN DISEASES OF ALL TIME' is printed in white capital letters at the bottom, with the author's name 'STACEY SMITH?' below it. A small 'collection 101' logo is visible in the top right corner.	<p><b>Short Alt text:</b> The front cover of a book titled The Top Ten Diseases of All Time by Stacy Smith?.</p> <p><b>Extended Alt text:</b> The front cover of a book titled The Top Ten Diseases of All Time by Stacy Smith?. The background has an illustration of 3D rendered viruses. The text on top reads Collection 101. The text at the bottom of the cover reads University of Ottawa Press.</p>
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- Image

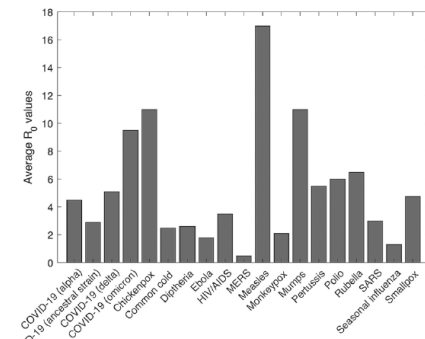
 A political cartoon from a Chinese-language newspaper, published in June 1900. It depicts Joseph Kinyoun, a health officer, being injected in the head with the Haffkine vaccine. He is shown in a state of distress, with his head tilted back and eyes closed. A doctor is performing the injection. Other figures in the scene include a man in a suit standing behind a podium, and several other men, some of whom are developing buboes. The cartoon is titled '擬捉狼醫圖' (Imagined Wolf Doctor Picture) and is published in '美國新聞' (American News). <p><b>Figure 10.2.</b> Political cartoon in a Chinese-language newspaper published in June 1900, depicting Joseph Kinyoun being injected in the head with the Haffkine vaccine. Nearby doctors are developing buboes from the inoculations.</p> <p><i>Source:</i> Present Status of Plague, with Historical Review, 1920.</p>	<p><b>Short Alt text:</b> Political cartoon showing health officer Joseph Kinyoun being injected in the head.</p> <p><b>Extended Alt text:</b> N/A</p>
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## • Logo

 <p>Les Presses de l'Université d'Ottawa University of Ottawa Press</p>	<b>Short Alt text:</b> The logo of the University of Ottawa Press.
	<b>Extended Alt text:</b> Two elements, the emblem, and the bilingual logotype are printed beside the logo. The bilingual logotype reads, Les Presses de l'Université d'Ottawa, University of Ottawa Press.

## • Graphic

 <p><b>Figure 4.1.</b> <math>R_0</math> values for a variety of diseases. Source: Created by the author using data from Wikipedia.</p>	<b>Short Alt text:</b> Chart showing average $R_0$ values for a variety of diseases.
	<b>Extended Alt text:</b> Bar chart showing $R_0$ values for COVID-19 (alpha), COVID-19 (ancestral strain), COVID-19 (delta), COVID-19 (omicron), Chickenpox, Common cold, Diphtheria, Ebola, HIV/AIDS, MERS, Measles, Monkeypox, Mumps, Pertussis, Polio, Rubella, SARS, Seasonal influenza and Smallpox.

## • Map

 <p><b>Figure 10.1.</b> Map of southern China and its provinces (Guangzhou and Guangdong are in the South, while Yunnan is in the West). Source: Google Maps.</p>	<b>Short alt text:</b> Map of southern China.
	<b>Extended alt text:</b> N/A