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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<thead>
<tr>
<th>Copyright Information</th>
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<tbody>
<tr>
<td>If a visual element has been created by someone other than yourself (or by a contributor, in the case of a collective work), you must check whether the element in question is protected by copyright and whether permission must be obtained to reproduce it in a book, even if it comes from a website accessible to all. Citing the source is not enough.</td>
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</table>

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What to ask

If you need to request permission to reproduce an item, please make sure you obtain permission to

- reproduce the visual element in all formats of your book (paper, PDF, ePUB);
- the duration of the publication (usually 5 years);
- the language of the manuscript (French or English);
- worldwide distribution;
- print and online advertisements and other materials to promote your book.

Notes

- Image quality: photos must be in high resolution, minimum 300 DPI.
- You can use a photo taken by yourself or by a contributor of the book in the case of a collective work. However, there are certain restrictions, for example, written parental permission is required if the subject of the photo is a minor.
- 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:
  o 1.1 Figure – Figure title
  o 1.2 Photo – Photo title
  o 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).
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

<table>
<thead>
<tr>
<th>Short Alt text:</th>
<th>Extended Alt text:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The front cover of a book titled The Top Ten Diseases of All Time by Stacey Smith?.</td>
<td>The front cover of a book titled The Top Ten Diseases of All Time by Stacey 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.</td>
</tr>
</tbody>
</table>

- Image

<table>
<thead>
<tr>
<th>Short Alt text:</th>
<th>Extended Alt text:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political cartoon showing health officer Joseph Kinyoun being injected in the head.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Figure 10.2. 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. Source: Present Status of Plague, with Historical Review, 1920.
• Logo

Short Alt text: The logo of the University of Ottawa Press.
Extended Alt text: 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

Short Alt text: Chart showing average R0 values for a variety of diseases.

• Map

Short alt text: Map of southern China.
Extended alt text: N/A

Figure 4.1. $R_0$ values for a variety of diseases.
Source: Created by the author using data from Wikipedia.

Figure 10.1. Map of southern China and its provinces (Guangzhou and Guangdong are in the South, while Yunnan is in the West).
Source: Google Maps.