UW Press Illustration Preparation Instructions

Illustrations are an integral part of many manuscripts and should be considered in conjunction with the text. Although you may not settle the exact illustration program until you prepare your final manuscript for submission, we recommend that you develop it before completing the last revisions. It often takes weeks or even months to obtain high-quality image files and permissions.

Please read through these instructions before beginning to gather image files and permissions .

Due to the expense and work required to assemble an illustration program, we recommend that you include only illustrations that are essential to your analysis. Consult your editor if you intend to provide decorative illustrations such as a frontispiece or chapter openers, as special rules apply to such usage. For most books these are unnecessary.

Types of Illustrations

Illustrations consist of images presented separately from the run of text. Illustrations are things like photographs, reproductions of art, charts, graphs, maps, or line art (drawings with no gray tones). Photographs, art, charts, graphs, and line art are all called "figures."

Tables are described with illustrations because like them, tables are presented separately from the run of text.

Overview

For each illustration, provide a high-resolution TIF, JPG, or vector* EPS file. Print-quality PDFs—high-resolution and legible at the size they will be printed in your book—are acceptable for maps, line art, charts, and graphs, and accompanying editable files are strongly preferred (e.g., Adobe Illustrator files). Not acceptable are GIF, PSD, PNG (this list is not exhaustive).

(*Vector-based software like Adobe Illustrator produces graphics that can be edited and enlarged without loss of quality.)

If the original digital file was in a format such as JPG, please provide the original file without altering its resolution or color mode; otherwise, it may suffer degradation when converting. Do not adjust digital images in any way. Do not attempt to improve resolution (up-res) or use Photoshop to adjust images without prior discussion with your editor.

If digital files are not available, please contact your editor for instructions on scanning prints and slides. We do not accept physical art except by advance arrangement.

Illustration size and legibility: Illustrations need to fit the dimensions of your printed book. In general, that means allowing 1-inch margins on all sides of an illustration. For example, a typical 6 x 9-inch book accommodates at most a 4 x 7-inch illustration (4 in. wide, 7 in. tall) and a typical 7 x 10-inch book accommodates at most a 5 x 8-inch illustration. Larger illustrations will be scaled down to fit, which means that any text embedded in an illustration will also be made smaller, with a possible loss of legibility. Your editor can provide you with the maximum dimensions for your book.

To evaluate legibility of your illustrations, print them out at the maximum size per your book's dimensions. If the interior of your book will be black and white, evaluate the legibility of all illustrations in black and white. Color illustrations that rely on distinctions in color to convey information may be rendered less useful when converted to black and white.

Cover Art

If you have illustrations you would like us to consider for the cover design, please submit them with following naming conventions in order of your preference:

cover-1.tif
cover-2.tif

If the suggested cover illustrations have not been selected from the book's interior images, please provide a brief caption including credit to accompany them. It is helpful to provide a brief explanation of your reasons for recommending the images.

Naming and Numbering

For illustrations that will be scattered throughout the text, double-number them according to chapter and sequence (e.g., chapter 1 would contain fig-1.01, fig-1.02, fig-1.03; chapter 2 would contain fig-2.01, fig-2.02, fig-2.03; etc.). Use "I" as the prefix for illustrations in the introduction, "C" for those in the conclusion, and "E" for those in the epilogue (e.g., fig-I.01, fig-C.01, fig-E.01).

Name illustrations by type (e.g., fig-1.01, map-1.01, table-1.01, etc.). Photographs, reproductions of art, charts, graphs, and line art are all called "figure."

Keep the file extension as part of the illustration file names, whether it's .tif, .eps, .pdf, etc.: fig-1.01.tif, map-1.01.eps, etc.

For any illustrations numbered 1–9, please use a zero following the decimal point when numbering illustration files, placement callouts, text references to the illustrations, and captions (e.g., fig.-1.01 not fig.-1.1). This numbering convention facilitates ordering of files and file/text/caption matching.

Use lowercase letters (a, b, c, etc.) for illustrations composed of more than one image: fig-1.01a.tif, fig 1.01b.tif, etc. Figures 1.01a and 1.01b count as two illustrations if they are in separate files. Keep this in mind when you are counting illustrations in relation to the total number of illustrations allowed in your contract.

For illustrations that will be gathered in a gallery (also called a color insert, when printed in color on different paper), number the illustrations separately as plates, not figures: plate-01.tif, plate-02.tif, etc. Plates do not need to be double-numbered because they will all be gathered in one section. If a plate also appears as a black-and-white figure in the text (rarely), provide a file for each usage, and number the figure version in the run of numbering for that chapter (e.g., plate-01 might be also fig-1.01).

Illustration Inventory Spreadsheet

Submit a completed UW Press Illustration Inventory spreadsheet listing each illustration by number, file name, and brief title (e.g., from caption). Fill in the columns related to rights and permissions. Indicate in the column provided your preference for each illustration's size in the printed book (e.g., half page, quarter page, etc.).

Digital Art File Requirements

For each illustration, provide a high-resolution TIF, JPG, or EPS file. Print-quality PDFs—high-resolution and legible at the size they will be printed in your book—are acceptable for maps, line art, charts, and graphs, and accompanying editable files are strongly preferred (e.g., Adobe Illustrator files).

TIF and JPG files should be a minimum of 350 dpi at the largest dimension possible in the printed book (e.g., 4 x 7 in. in a 6 x 9-in. book). Line art should be bitmaps at 1,200 dpi or grayscale scans of minimum 600 dpi.

Specific instructions for the various types of digital art follow in the sections below.

Photographs

Photographs should be submitted as TIF files, or as JPGs if the original file was in JPG format. Note that resolution is only one of the criteria for evaluating photo quality: focus, composition, and contrast are also important when determining how well a photograph will reproduce. If the interior of the book will be printed black and white, be aware that color photographs with low contrast will lose sharpness and detail when converted to black and white.

Tables

Create tables using Microsoft Word's "Tables" feature; do not use the tab key to format tables.

Save each table in a separate Word document, named table-1.01.doc, per the naming conventions explained above. Do not embed tables in your manuscript. In each table file, include the table number and title.

In your manuscript files, include a placement callout to specify where the table should appear, following the "Placement Callouts" instructions in *UW Press Final Manuscript Preparation Guidelines*.

Charts and Graphs

You can make charts and graphs using Adobe Illustrator, or you can prepare charts and graphs using Microsoft Excel (most authors do the latter). In either case, use shading (at most three shades of gray for a black-and-white book) or simple graphic patterns (such as stripes) to differentiate information. Do not use color if your book will be printed black and white.

If you use Illustrator, submit vector files, saved as a PDF file using Illustrator's default "Press Quality" settings. Also submit the Illustrator file. Name both types of files fig-1.01, fig-1.02, etc., using the appropriate file extension.

If you use Excel, submit both the Excel file from which each chart or graph was generated and a PDF exported from the Excel file. Name both types of files fig-1.01, fig-1.02, etc., using the appropriate file extension.

To export a PDF from Excel, in the Excel file click on the image of the chart or graph. Then save the chart or graph as a PDF file. Depending on your computer operating system, this is a right-click option: right-click and choose "Save as picture." In the dialog box that appears, choose "PDF" as the type or format. Do not copy/paste the chart or graph into a Word document; such files are not high enough resolution.

Maps

Making custom maps is a complex task. Before you begin this work, consider reusing a map from a book or journal, because getting permission to reuse an existing map can save time and money. UW Press does not provide mapmaking services. We do recommend professional cartographers and provide feedback on base maps and draft maps in earlier stages of development. Please discuss your plans for maps with your editor, who can provide you with guidelines for preparing to work with a professional cartographer or graphic designer.

Please submit vector files, created using Adobe Illustrator and saved as a PDF file using the default "Press Quality" settings. Also submit the original Illustrator files (including linked images and fonts), in case labels or other details need to be corrected in-house before publication.

Maps need to fit the dimensions of your printed book. In general, that means allowing 1-inch margins on all sides of a map. For example, for a standard trim-size book of 6 x 9 inches, maximum map size is 4 x 7 inches (4 in. wide, 7 in. tall). Your editor can provide you with the maximum dimensions for your book. To evaluate readability of your maps, print out your map at the maximum size per your book's dimensions (and in black and white, if your book will be black and white).

Do not provide a color map for a book that will be printed in black and white, as information conveyed by color will be lost. Likewise, avoid making more than three distinctions using shading, as this will not appear as clearly in print as on your computer screen.