

Preparing Illustrations and Captions

Illustrations include all graphic material that cannot be produced with type alone: photographs, drawings, maps, diagrams, graphs, charts, musical examples, etc. If illustrations are included in your book, read these instructions carefully. Note that the preparation of your illustrations depends on whether the art is “line art”—that is, only black and white, with no shades of gray—or “continuous-tone art,” such as photographs. Please see the appropriate sections below. Art that does not conform to these guidelines will not be accepted.

Numbering and Referring to Illustrations

- If your book is not heavily illustrated, number the illustrations in one sequence (fig. 1, fig. 2, fig. 3, etc.). If your book is heavily illustrated or is an edited volume, number illustrations by chapter and sequence within the chapter (fig. 1.1, fig. 1.2, fig. 1.3, fig. 2.1, etc.). Consult your editor if you are in doubt about which numbering system to use. Even if the figure numbers will not appear in the book, the figures must be numbered for our reference.
- Do not number the frontispiece, jacket or cover illustrations, or your author photo.
- If your book contains both figures (illustrations dispersed throughout the text) and plates (illustrations gathered in a separate section), number the two kinds of illustrations in separate sequences (fig. 1, fig. 2, etc.; plate 1, plate 2, etc.).
- Do not embed illustrations within the text files. Place them in separate files.
- In the text, indicate with a “callout,” placed on a separate line between paragraphs and enclosed in angle brackets, approximately where each figure should appear (e.g., “<Insert fig. 12 near here>”). Do not specify the placement of plates. Every callout should begin with the word *Insert* to facilitate searching for them in the manuscript. The callouts will not be printed in the book.
- Bear in mind that good page makeup in the finished book requires that illustrations not be in a fixed position in the text. Do not introduce them with a colon. The compositor will place the illustration near the callout but not necessarily in the exact spot where the callout appears. To refer the reader to figures, do so in parentheses within the text: “Even as a young man, he sported an impressive beard (figure 12).”

Preparing Captions

- In a separate file, provide the manuscript for the captions. It should comprise all the text that will be printed along with the illustrations.
- The captions should indicate to the reader what the illustration shows. After the description, each caption should include the source and credit line for the image. The credit lines must match the wording given in the letters of permission you obtained (see [Obtaining Permissions and Releases](#)). Each caption should begin with a figure number. If the figure numbers are not intended to appear in the book, enclose them in angle brackets (e.g., “<Fig. 5> Leonard Bernstein, 1963”). Do not enclose them in angle brackets if the figure numbers are to appear in the book. If you refer to the figures by number in the book, the numbers must appear in the captions in the book.

About Line Art

- Line illustrations include charts, graphs, diagrams, most maps, and other art containing no shades of gray or variations in tone. Very simple diagrams can often be created by the typesetter and may, with approval from your editor, be submitted in manuscript form. More complex line art must be professionally drawn

by hand or on computer according to the specifications below (see [Preparing Line Art](#), below). We urge our authors to hire a professional drafter, graphic designer, cartographer, or autographer (for musical examples).

- Line art from another book can sometimes be reproduced from the printed original—with the copyright owner’s permission—but how much it can be enlarged or reduced may be limited. Please consult your editor if you intend to do this.

Preparing Line Art

- Omit the main title from the figure. The title should be part of the figure caption, which will be set by the typesetter (see [Preparing Captions](#), above).
- Shading or screen tints should not be used. Black-and-white patterns are okay. The width of lines (or “rules”) should be 0.5 (one-half) point or greater.
- Most of our books use a trim size of 5 1/2 × 8 1/2 or 6 1/8 × 9 1/4. If the first trim size is used, the art should be no more than 4 inches wide and 6 1/2 inches high. If the second trim size is used, the art should be no more than 4 1/2 inches wide and 7 1/4 inches high. Your book may have a different format; check with your editor for confirmation.
- The type size you use should appear between 8 points and 11 points in the finished artwork. If your artwork will be reduced to fit in the book, the type must be large enough for it to be legible when reduced. Conversely, the type should not appear too big and clunky. For most books, set type for figures in either Helvetica or Univers. Some books will need other fonts; check with your editor for confirmation.

Submitting Files for Line Art

All files submitted for line art must meet the following criteria. If you cannot follow these instructions, do not supply files for your line art. Instead, submit the line art as a high-quality laser printout (the resolution of the laser printer should be at least 600 dpi). Do not write on the front of the printout, but on the reverse side, label the printout with your last name and the figure number.

- Line art should be submitted in one of the following formats: Adobe Illustrator EPS, Photoshop TIFF, or if necessary, PDF. (JPEG files are not ideal because they lose quality upon repeated viewing. If an image is available only as a JPEG, do not open, edit, or resave the file before submission.) **Microsoft Excel files, Microsoft Word files, and PowerPoint files are not acceptable.**
- Line art must have a resolution of 1200 dpi at a size of 5 × 7 inches. All type must be legible at this size.
- Do not place art in a Microsoft Word file.
- Do not compress files.

Submitting Electronic Files of Photographs

- The image must be at least 300 pixels per inch (ppi) at the final printed size. A quick rule of thumb is that the image should be at least 1200 pixels wide. The image should be saved as a TIFF file. (JPEG files are not ideal because they lose quality upon repeated viewing. If an image is available only as a JPEG, do not open, edit, or resave the file before submission.)
- Most images taken directly from the Internet are low resolution, around 72 ppi. While they may look all right on your screen, such images will not be acceptable for printing. If you secure images from a stock photo agency like Getty Images, Corbis, Alamy, or iStock, the agency will supply you with high-resolution files.

- Do not scan printed photos without descreening them. If you can't descreen, submit the printed photo itself (see [Submitting Photographic Prints](#), below).

If you supply a photo file in color, ensure that it will look acceptable when rendered in black and white. In the rare cases where a photograph is to be printed in color in the book, you may also provide hard copy that we can use to match the color (a "match print"). A black-and-white printout is not sufficient; nor is a printout whose colors are not correct. Alternatively, you may instruct us to render the photographs in what we deem to be acceptable color (use the "pleasing color standard"), in which case you do not need to supply match prints.

Submitting Photographic Prints

- If you must submit hard copies of photographs rather than digital files, consult your acquisition's editor's assistant.

Assembling the Art Log

Use an art log to track your illustrations. The art log form is available in Microsoft Excel. The log must include the following information:

- **Figure number.**
- **Content.** Describe the image enough to identify it. It's not necessary to supply the entire caption here.
- **Type.** Identify the electronic file type (e.g., "TIFF file") or, if the art is not electronic, list its medium (e.g., "glossy photo" or "line drawing").
- **File name,** such as Smithfig01.tiff.
- **Size** refers to the desired size of the image in the book. Indicate whether you want each image to be size S (small), M (medium), or L (large). If you do not indicate a desired size, we will choose the size of the final image in the book. Bear in mind that the larger the image, the higher the resolution must be; do not ask for a low-resolution image to be reproduced in medium or large size. If an image contains words that must be legible in the finished book, make sure your image resolution is adequate for that.
- **Permission source.** Name the rights holder from whom you obtained the image. If the image is in the public domain, write "public domain." If you created the image, write "authorcreated."
- **Permission granted.** If you obtained permission, write Y for yes. If you created the image or it is in the public domain, write N/A (not applicable).
- **Electronic rights granted.** If you are unable to obtain electronic rights, then the image cannot be used. If you obtained electronic rights, write Y for yes. If you created the image or it is in the public domain, write N/A (not applicable).
- **Chapter number.** Enter the chapter in which the illustration callout appears.
- **Comments.** This column should contain anything you want the editor or designer to know about the image, such as "pair with figure 1," "crop as shown on printout," or "permission for half-page size only." It is very important that you include any restrictions on permission.
- At the top of the page, fill in your name, your book title, and the date the log was completed.

Finalizing Illustrations

Prepare your illustration files:

- Name each file with your surname and the figure number: Smithfig01.tiff, Smithfig02.eps, etc. Each illustration should be a separate file.
- Illustration files may be submitted via a file-sharing site such as Dropbox. Include your completed art log.