

GENERAL GUIDELINES FOR PREPARING COLOR ART

If your contract specifically allows for the inclusion of color art in your book, please follow these guidelines carefully when preparing your color images. If you are uncertain about whether you may submit color art, consult your editor before proceeding.

In order to achieve the best reproduction of any art that is to be printed in color in your book, please give the art to us in its most original form. That might be a digital file in the case of your own photograph, a book that must be scanned, an electronic download from a professional art source (such as a museum), a transparency or slide, or a glossy photograph.

If you are submitting prints, they should be high-quality, glossy, 5 x 7 or 8 x 10 inches in size, and must be in good condition with no tears, spots, or creases. Avoid using very small prints that will have to be enlarged because they are likely to reproduce poorly.

When submitting transparencies or slides, you must indicate which side displays the correct left-to-right orientation of the illustration.

Make sure your originals are in focus. At best, the printed photo will be only as good as the original. It is not possible for us to enhance the appearance of poor quality color halftones.

Do not trim or put crop marks on the original print.

If you have suggestions for cropping, make a photocopy of the illustration and put any crop marks and instructions on the copy only. If the illustration is one for which you had to obtain permission to use it in your book, review the permission letter carefully to make sure that it does not prohibit you from cropping. In some cases, copyright holders grant permission only with the stipulation that the illustration be reproduced in its entirety.

SCANNING

If you can *only* provide color art as scans, the scans must be done by a professional using the highest quality equipment. Make sure that the professional you hire reviews these instructions carefully and follows them precisely.

- Request all art at a minimum of 1600 x 1600 pixels regardless of the image dimensions (note: this is not the same as DPI or PPI specifications).
 - **Line art must be scanned at 1200 dpi *bitmap mode* (not *gray scale*) at the size it will appear in the printed book. Save as TIFF or EPS files.**
 - **Resolution** must be set properly when the original scan is made. *Never* boost the dpi using Photoshop or some other program. Final scans created in this manner will produce a lower-quality printed image.
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- ***Do not attempt to color-correct the scan.*** If the scan does not match the original, have it rescanned. Importing the scan into a program like Photoshop for purposes of color correction may decrease the reproduction quality. If absolutely necessary, we can do the color correction ourselves, based on your instructions.
- ***Do not import the scan into any other program.***
- **It is best to scan in CMYK format.** If, however, you have no alternative but to supply a scan that is in RGB format, ***do not attempt to convert it to CMYK.*** This is a tricky conversion that must be done by our prepress vendor.
- ***Do not submit random art downloaded from the Internet.*** In almost all cases, these images are only 72 dpi, much too low resolution for quality reproduction. However, high-resolution images downloaded from professional on-line image sources are acceptable.
- Along with the electronic files, include one printout of each figure supplied as a scan, so that we can confirm the identity of each scan file. The figure numbers must be marked on the printouts.

SUBMITTING THE FINAL ART

- **Be sure to follow the General Instructions regarding numbering of illustrations, naming electronic files, captions, sources, placement, and figure callouts that are included in our Art and Graphics preparation memo.**
 - **Submit any required permission letters along with your final illustrations.**
 - **Carefully package all original art so as to avoid damage during shipping. Send the art by a traceable courier service such as UPS or Federal Express. DO NOT SEND IT BY REGULAR MAIL OR BY U.S. POST OFFICE PRIORITY MAIL. If a USPS Priority Mail package is lost, it cannot be traced.**
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