



OVERVIEW

The art program for a book includes every nontext element of the manuscript. When selected carefully and prepared well, art can greatly enhance your book. Because art must be treated separately from text to ensure proper printing, it is important that you take the time to read the following instructions carefully before proceeding. Questions about art preparation should be addressed to your editor. Information about art permissions can be found here. (<http://www.hup.harvard.edu/resources/authors/pdf/hup-author-guidelines-figures.pdf>)

BASIC INSTRUCTIONS

- Discuss your art program with your editor before acquiring or creating any figures.
- Whenever possible, obtain images from professional sources such as archives, libraries, museums, stock photo agencies, professional illustrators, and professional photographers.
- Do not embed images in your manuscript. Instead, add in-text placeholders for each figure, for example, “Fig. 1.1 here.”
- Submit artwork for review in acceptable formats as early as possible. Do not wait until your final manuscript is due. The earlier you submit the art, the more time you’ll have to make any necessary adjustments to your art program.
- Save each image as a separate file.
- Create and send with your final art the following documents:
  - “Figures List” that provides detailed instructions for art placement as well as any instructions for cropping not already conveyed.
  - “Figure Captions” that include captions and credits for each piece of art. Table captions and credits should be included in the tables themselves.
- Do not manipulate acquired art files in any way. If a figure needs cropping or any other kind of adjustment, send detailed written instructions to your editor when you submit the art for review or make a note on the Figures List.
- Keep a back-up copy of all digital art files.

## IMPORTANT DISTINCTIONS

### Grayscale (“Black and White”) vs. Color Art

Unless your contract stipulates the inclusion of color art, all figures will be converted to grayscale (“black and white”) for printing. Please keep this in mind for figures in which color conveys important information. Graphs, for instance, may become difficult to interpret if all the lines turn to the same shade of gray. Medical images often rely on color to highlight important areas. If color is integral to the nature of the artwork, speak with your editor early in the art-selection process.

### Online vs. Print Art

Figures meant for online presentation have radically different requirements from figures meant for print. Although art displayed on a monitor (most of which are 72dpi or 96dpi) may appear crisp and clear, it will not print well. Because of the way ink works in the printing process, the art used in your book must be 300dpi or higher to match the quality you see on the screen.

Please keep this in mind when acquiring images from online journals or government sources--such figures have been optimized for a monitor and may look blurry or pixelated in print. Graphs may become entirely unreadable.

When acquiring images from online sources, always choose the largest file size available. For computer-generated images, choose “Vector File” when possible. In nearly all cases you will need to “download” the image. Dragging an image from a web page straight onto your desktop will result in a low-res figure unsuitable for print.

### Print Files vs. Application Files

More complicated figures may require a printable version (generally a PDF) in addition to the original application files. When applicable, HUP will need both versions of a file. The PDF allows editors to check the file for errors, while the application files allow production to correct those errors and adjust the figure to the book’s trim size. Please be sure to submit all files associated with a complex figure. This may include TIFs, Excel documents, Illustrator or Indesign documents, and in rare cases even fonts.

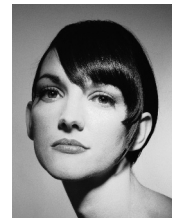
## KINDS OF ART

**Tables:** Even though tables are made up of text, they need to be treated separately from the manuscript to ensure the best possible placement on the page. Please submit each table as an individual Word document numbered consecutively, for example: Table1, Table2, etc.

**Mathematics:** Complicated math requires specialized software to render properly. If your manuscript contains complex math, be sure to speak with your editor about the best method of delivery well before final files are due.

**Photographs/Scans:** These are the most common kinds of art. Most are acquired in digital form and should be sent as TIF or JPG files. For JPG files, please be sure to use the “Largest File Size” option for compression. Anything else will turn the image low-res, possibly blurring important details beyond recognition.

If the original photograph is a print, then please follow the scanning instructions below.



Grayscale

**Line art:** Images that have crisp lines, which may include hand-drawn sketches, etchings, or even text, are considered line art. For computer-generated line art, please provide the original application file along with a PDF for viewing. This will give HUP greater ability to adjust the figure to the page size.

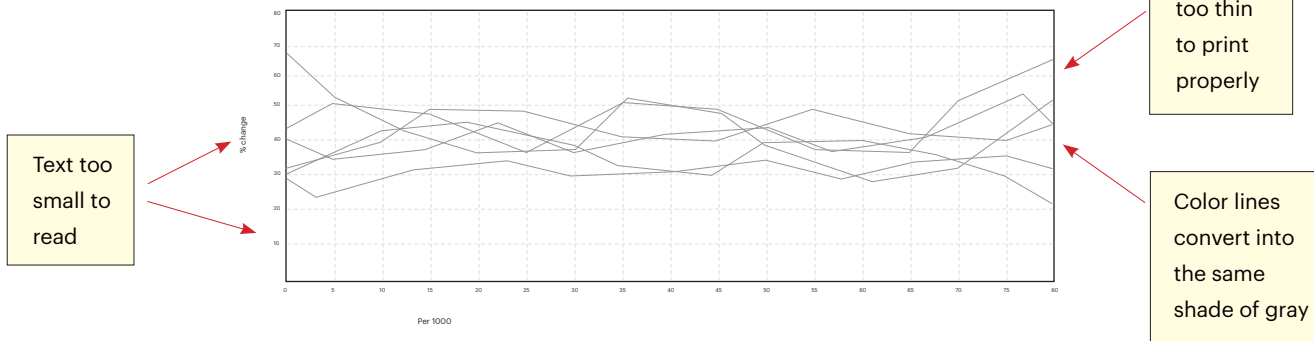


Line art

If the original art is a hand drawing, please follow the scanning instructions on the next page.

**Graphs:** Most graphing software is set to an 8 1/2 x 11 page, which makes the graph nearly unreadable when reduced to fit a book's trim size (see graphic below). HUP often needs to redraw graphs to better fit on the page. To do so, we *must* have the original application files (generally Excel files) to work from.

Should your manuscript contain 10 or more graphs, please consult your editor about the best way to produce these figures.



**Graphical Illustrations:** Detailed illustrations, such as anatomical renderings, or diagrams of a car's engine, may include a variety of different images within a single file. For best reproduction, HUP will need a PDF of the final illustration, as well as all associated files. For instance, if the original image is a hand drawing but labels were added in Illustrator, then we will need both the scans of the drawing as well as the Illustrator file.

## SCANNING ORIGINAL ART

In all instances, HUP will gladly scan any hard copy in your possession. By scanning in our offices we can control the quality of the image and create a file that matches final print specifications.

If you choose to create scans yourself, please use a dedicated scanning machine. Most multipurpose scanner/fax/copy machines create only low-res scans that will print poorly and are difficult to adjust.

### Photography

Photographs are best scanned at 300 dpi and 100 percent of their original size. If you plan to crop away parts or use just a specific area of the photograph, it may be best to scan at 600 dpi so the designer can adjust it properly on the page. Consult your editor if this is the case.

Please save the resulting file as a TIF. This may create a large file, but it will give production leeway when adjusting the image.

### Hand Drawings—Line Art—Newsprint

Any figure with fine lines benefits from higher resolution. The text within a book, for instance, prints at 2,400 dpi to preserve the fine lines. This is extremely high resolution, but a minimum of 1,200 dpi is necessary to preserve the crisp lines.

With newsprint, or any other form of previously printed art, it is especially important to scan at higher resolution. This is because any kind of printing will turn the art into a dot-screen. Scanning and printing the art again will apply layers of dot-screens, resulting in a moiré pattern of uneven dots. The best way to avoid this problem is to scan the image at high resolution. We strongly suggest that whenever possible, you allow HUP to scan such images for you.



Moiré pattern

Remember that HUP will always scan any hard copies you provide. Simply send the material to your editor's assistant along with any cropping instructions. Scanning the material may take a few days, so please plan accordingly in order to meet your deadlines.

## TRANSMITTING DIGITAL FILES

All art files should be submitted through HUP's Xythos service as instructed by your editor. Please do not use email to transmit files.

Please use the following convention for naming files:

Author last name\_figure number\_extension

For example:

Smith\_fig1\_1\_.tif

In the example above you are communicating that the figure is for Smith's book, chapter one, the first figure in the chapter, and is a tif image. Retaining the proper file extension will prevent computer errors.

For tables, please use the same convention, substituting "table" for "fig":

Smith\_Table1\_1\_.doc

Please note: Avoid using periods or other symbols in the file name as this may corrupt files during transmission. Also, never change the file extension (the three or four letters after the period), as this will almost always corrupt the file during transmission.

Send each piece of art as a separate file. Please do not combine multiple figures into a single file. If multiple figures need to be placed together in your book, simply label each file 1.1a, 1.1b, 1.1c, etc. HUP production staff will ensure that all parts are printed on the same page.

If you send original art for scanning, please affix a label with the full naming convention to the back of each item.

For figures created specifically for your book, such as graphs or maps, please send application files along with a PDF of the completed figure. This will allow your editor to view the PDF while allowing production to adjust the application file as needed.

Do not use Photoshop or other image-manipulation software to edit files. HUP production staff convert your files to grayscale and crop any figures according to your instructions.