



## Preparing Figures

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### *General Instructions*

1. The **art program** for a book includes photographs, drawings, maps, charts, diagrams, graphs, tables, musical examples (all referred to here as “figures”)—any element of a book that cannot be produced with type alone.
2. Discuss your art program with your editor before acquiring or creating any figures. Art will not be reproduced in color in your book unless your contract with HUP specifically stipulates color figures.
3. If your contract allows for color art of any kind, seek preparation advice from your editor’s assistant.
4. Keep in mind when you are creating art that the printable area of a book page is usually 5”×8”. Graphs, charts, or maps larger than this will be reduced to fit, and the reduction may cause legibility issues.
5. Obtain all images from professional sources: archives, libraries, museums, stock photo agencies (such as [Getty Images](#), [ArtResource](#), [Bridgeman Art Library](#), [Reuters](#), and [AP](#)), professional illustrators, or professional photographers.
6. For figures created specifically for your book, such as graphs, tables, or maps, provide the application file (e.g., Excel source file) and a PDF of each figure as it should appear.

### *How to Prepare Your Art Program*

- P1. Provide a document entitled “Figures List” that itemizes all figures and their sources.
- P2. Provide a document entitled “Figure Captions” that includes figure captions for every figure. Be sure that the caption includes the required credit lines. Do not incorporate the captions into the art. (Exception: include table captions in the tables themselves.)
- P3. Save each image as a separate file. Please provide detailed instructions for art placement in your “Figures List” when you submit the final art (for example, if you would like multiple images to appear on the same page in your book).



## *Digital Art*

P4. Do not insert any digital artwork into the text files of your chapters. Instead, insert a callout in the text file at the approximate location where each figure should appear. For example: **[Fig02\_02 Here]**. Put the callout between paragraphs.

P5. Name digital files according to this format: **AuthorLastName\_Fig02\_01**, **AuthorLastName\_Fig02\_02**, etc., where the first number is the chapter number and the second number is the sequence in that chapter. For figures that should appear together, name the pieces: **AuthorLastName\_Fig02\_01a**, **AuthorLastName\_Fig02\_01b**, etc. Do not use periods in file names—this can corrupt the file during transmission.

P6. Keep a back-up copy of all digital art files.

## *Non-Digital Art*

P7. If your original art consists of glossy prints, slides, transparencies, or other material for scanning, send those items to your editor's assistant to be scanned in-house. If this is not possible, see instructions for scanning, below.

P8. For non-digital art, put each figure number on a self-sticking label and affix it to the item in some location that will not mar the image. Use the same naming format as that described for digital art above.

## *How to Prepare Your Digital Art*

### *Types of Digital Art*

For publishing purposes, digital art comes in two types. Instructions for each follow. Art composed of pixels (bitmap, or “raster graphics”) includes photographs and scans of images. Computer-generated art (“vector graphics”) includes graphs, charts, maps, and drawings created specifically for your book.

### *Detailed Instructions for Raster Graphics*

R1. Do not use PowerPoint slides or images pulled from regular web pages.

R2. Images taken directly off a web page are generally only web quality and will not print well. Be sure to download a high-resolution or print-quality image, which often has downloading instructions. Use art from Wikipedia only as a last resort. In general, it is possible to track down sources from Wikipedia and acquire print-quality images.



## Harvard University Press | Guidelines

R3. Please do not edit or manipulate art. If adjustments need to be made (e.g., cropping, removing scratches), include detailed instructions in your “Figures List.”

### **Scans**

R4. Be sure to use professional services or equipment. Phones and combination scanner/fax machines often provide poor-quality scans.

R5. If you scan glossy prints, be sure the final files are at least 1600 pixels wide (or 6” at 300 dpi). Other images, such as engravings, maps, and images from newspapers or magazines, should be scanned at much higher resolution. We recommend that you scan these files at 3200 pixels wide (6” at 1200 dpi).

R6. Save all files in the TIFF format.

R7. Scan in 8-bit grayscale to reduce file size without losing information. There’s no need to scan at 16-bit (or thousands of grays).

### **Art from Museums, Libraries, or Stock Agencies**

R8. Always select the largest file size available when ordering art from a website.

R9. Please request the highest resolution possible. The image should be a minimum of 1600 pixels wide (or 6” at 300 dpi). Very detailed images, such as engravings, sketches, or reproductions of book pages, benefit from much higher resolution and should be a minimum of 3200 pixels wide (600 dpi).

R10. If art is provided in JPG format, be certain to select “Highest File Size” when offered a choice. All photographic art should be saved in TIFF format, not JPG.

R11. If art is downloaded in color, please send it to HUP for conversion to black/white. Do not attempt to convert the files yourself.

### **Art Commissioned from Professional Photographers and Illustrators**

R12. If at all possible, hire a professional photographer or illustrator to create your art. Explain that the standard printable area of a book page is usually 5” × 8”.

R13. Ask your professional illustrator to submit a sample before completing the job.

R14. For all photographs, please provide the largest, least-edited file possible. Be sure to use a camera with a minimum of 12 megapixels of resolution. Set the camera to the highest resolution. If possible, provide the Camera Raw files.



## *Detailed Instructions for Computer-Generated Art (Vector Graphics)*

V1. For all computer-generated figures, submit the application files used to create the figures (such as the Illustrator file, Excel source file), along with PDFs for reference.

### **Illustrations, Diagrams, Line Drawings**

V2. Computer-generated figures should be created using professional illustration software, such as Adobe Creative Suite, Corel Draw, or specialty illustration programs.

V3. Do not create complicated figures in Microsoft Word or PowerPoint. These require an expensive conversion process before printing and are very difficult to resize to fit a standard book page.

### **Maps**

V4. Maps and other complicated illustrations are best created in Adobe Illustrator or a similar program. Unless you have extensive experience creating maps, we strongly recommend that you hire a professional for that task. HUP can provide a list of excellent mapmakers.

### **Graphs**

V5. Use Excel, Word, or PowerPoint to create graphs. If you must use a different program, please provide the source file or a PDF file created from the graphing program itself. If the graphing program provides only JPG files, we may need to redraw the graph to fit the book page.

### **Tables**

V6. If you've written your manuscript in Microsoft Word, your tables should be in Word as well. If you've used a different program, please speak to your editor before creating your tables.

V7. In the file for each table, include all of the notes and the table caption.

V8. Include the title of each table in the "Figures List" file.