

ARTWORK GUIDELINES FOR AUTHORS

Photographs — on disk

If you plan to submit scanned images to us, please be sure to follow these guidelines. Otherwise you may not be satisfied with the printed versions of the photographs in your book.

- Scan all photographs at 300 dpi, 150 line screen. In general, you can set highlight to 3-5% and shadow to 85-90%. If your publisher's printer has more specific settings, we will provide them to you upon request.
- Size the photograph so that the final size is close to the final size needed for the book. Contact your production editor for specific dimensions. If you send "thumbnails," please be sure the resolution will be high enough when the picture is enlarged.
- Do any necessary cropping as part of the scanning process.
- Scans must be hi-resolution (tiff or eps are preferred; jpeg or gif may not produce quality results). NOTE: items scanned at less than 300 dpi cannot be "improved" later in Photoshop by changing the dpi number.
- Provide us with a laser print of the final image you are sending (not a copy of the original that you used for scanning).
- Name or number each item clearly to match the naming or numbering convention you use in the book.
- Provide a captions file listing each scanned item with its complete caption and any necessary credit information. It is important to replicate any specific credit wording that appears on the back of or with the original photograph.
- Be sure that there is only one version of each image on the disk.
- Provide photos on a separate disk from the text. We prefer to receive these on a zip disk, CD-ROM, or via FTP. There are FTP instructions on this web site.

Photographs — originals

- If you provide original glossy prints for us to scan, please ensure that they are securely wrapped for mailing and that the package can be traced if necessary.
- Each photograph should be clearly marked (on the back: in light pencil or on a taped-on note) with a number that corresponds to the manuscript numbering.
- If cropping is required, mark it on a photocopy of the picture.
- We prefer to receive captions and credits in a separate Word file from the text.

Other artwork — on disk

- If you have prepared any illustrations using a graphics program, we should be able to import them directly into our page makeup program.
- Prepare the artwork in the approximate size that it will appear in the printed book. If in doubt about this, please contact your production editor.

- Graphics files should be provided in both application (such as Illustrator, Corel, or Photoshop) versions and also as either a tiff or an eps file. Be sure to name each file to match the numbering convention used for artwork in the manuscript.
- Be careful when using shading to keep it between 10 and 40 percent if there is type within the shaded area.

Note: Images downloaded from World Wide Web pages tend to be low quality and are not acceptable for use in print.

Other artwork — originals

- Illustrations other than halftones should be printed out (one to a page) on at least twenty-pound paper with a matte finish. If the piece must be reduced to be used, make sure the type is large enough to remain legible after reduction.
- Avoid the use of shading if you are providing artwork that we will have to scan, as any type printed within the shaded areas often will become difficult to read in the printed book. Also, gradations of shading might become indistinguishable.

Your production editor can provide feedback and specifications, if needed.

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