

HEBREW UNION COLLEGE PRESS

Art Preparation Guidelines

Please be sure you understand these guidelines thoroughly before attempting to prepare art for submission. If you decide to have your art professionally prepared, it is essential to use professionals who understand the requirements for book printing. Please consult your acquiring editor if you have concerns about preparing acceptable art.

Graphics that work for other uses may not work for reproduction in books, either because of format or basic design. For example, Microsoft Excel and Microsoft PowerPoint are often used to create graphics, but neither program works well for the creation of graphics for books, and neither program produces art in a digital format that can be used for book printing.

Illustration Types

Photographs include images scanned or shot from prints, transparencies, and original art (such as sketches or paintings). *Line art* includes line drawings, charts, graphs, and maps.

File Format and Size

All digital art files must be saved as TIFF (preferred), JPEG, or EPS for Macintosh format. All photographs must be scanned and/or saved so that the final size is a *minimum* of 5" × 7" with a *minimum* of 300 dots per inch (dpi). Line art, as well as images with type—such as reproductions of documents, posters, and advertisements, for example—must be a *minimum* of 600 dpi at 5" × 7". For books with larger trim sizes, the final size should be 8" × 10" with 300–400 dpi (600 dpi for line art or images with type).

| Illustration Type | Printed Size | Minimum Resolution |
|--|--------------|--------------------|
| Photograph | 5" × 7" | 300 dpi |
| Images with type (e.g. documents, posters) | 5" × 7" | 600 dpi |
| Line Art | 5" × 7" | 600 dpi |

Illustrations submitted electronically must be accompanied by printouts at 100% of each image on the disk. Guidelines for preparing line art, both camera-ready and digital, are outlined below.

Captions List

If you would like captions to accompany your illustrations, please provide a list of captions with your manuscript. Please provide this list as a separate file, rather than embedded in the manuscript text.

A Note on JPEGs

If you acquire an image from a library, museum, or stock photo agency, request TIFF or EPS format. JPEG files compress their data to achieve a smaller, more portable file size. This compression is accomplished by discarding some of the data that comprises the image. Each time a JPEG is opened and re-saved in the JPEG file format, the image deteriorates. If JPEGs are the only file format available, do not edit or re-save the image before submitting it. To be on the safe side, *never* re-save a JPEG file. If you need to rename a JPEG, right-click on the file and select “Rename” from your menu options, instead of opening it and using the “Save As” option.

Photograph Preparation

Digital Scans

If you are working with print originals, have scans made by a service bureau or graphic artist rather than using a home scanner. Provide the following information and request high-resolution scans.

Black-and-white: All scans must be provided in *grayscale* mode and saved as TIFF (preferred) or EPS for Macintosh format. Color scans for black-and-white reproduction are unacceptable.

Color: If your book is to be printed in color, please contact the press to discuss formats. Previously printed grayscale images (halftone) must be “descreened” at the scanning stage.

Black-and-White Photographs (nondigital)

Never mark on the front or the back of a photograph with a ballpoint pen or any pen or pencil that will leave an impression. Interleave prints with plain paper to protect them.

Size: Prints should be between 5" x 7" and 8" x 10". Glossy prints are preferable but matte finish is acceptable.

Quality: For the best possible halftone reproduction, black-and-white prints should include a full range of gray tones (continuous tones). Avoid submitting prints with very high contrast (strong white and black areas with a minimal range of midrange tones). The printing process generally increases the contrast. Printed photographs from magazines or other printed sources and photocopies of photographs are not acceptable for halftone reproduction.

Color Slides and Transparencies for Color Reproduction

Photographs: Supply original slides and transparencies, not duplicates or color photographic prints.

Art: Transparencies of paintings or other artwork should include a standard grayscale/color bar within the slide or transparency. This will ensure that the colors in the reproduction will match the colors in the original work of art as closely as possible. If no color bar is provided, we can only be responsible for matching colors in the slide or transparency provided.

Line Art Preparation

General Guidelines

Please do not incorporate the illustration number, title, or source within the illustration. These will be typeset with the book and should be included with the manuscript according to the manuscript preparation guidelines. Line art may be submitted as digital files or as camera-ready, nondigital flat art (drawings, laser printouts or photostats) to be photographed and scanned. Whether hand drawn or prepared on the computer, line art must be formatted to the following specifications.

Digital

Preferred Drawing Programs: We prefer that line art created digitally and submitted on disk be created in *Adobe Illustrator*, preferably in Macintosh platform. *Macromedia Freehand* is acceptable. If these programs are not available, art created in the following Macintosh programs may be usable: *Corel Draw*, *Deneba Canvas*, *Claris MacDraw*. Windows versions of these programs can be used only if files are saved in the Macintosh EPS format. Although line art can be created in paint/photo programs, such as *Adobe Photoshop* and *Fractal Design Painter*, it is not advisable to use them to produce print quality work.

Do not submit art created in *Microsoft Word*, *Microsoft Excel*, *Harvard Graphics*, *Word Perfect*, or any IBM-based graphics program that does not have the ability to save files in the EPS format.

Format: All computer-generated art must be saved and submitted in the EPS format.

Platform: Press and freelance designers who work for University of Pittsburgh Press operate on Macintosh platform. We recommend that a sample disk be submitted for testing all computer-generated art, especially if the art was created in any program other than *Illustrator* or *Freehand*, or on any platform other than Macintosh.

Typefaces: The following typefaces are recommended for labels and keys within charts and graphs because of their excellent quality of reproduction: Helvetica, Times Roman, Gill Sans, Minion, Palatino.

Fonts: All fonts used in the creation of computer-generated art should be *PostScript* fonts. *TrueType* fonts are not acceptable. All computer-generated art should be accompanied on disk by the fonts used—both *screen* and *printer* versions.

Type styles (bold, italic, etc.): Do not assign styles to type from the drawing program font menu. Assign the correct *PostScript* font (e.g. Times Roman Italic to achieve italics) to the type.

Embedded Scans: If scans are used as part of the art, they must be included with the drawing file. Printers will need the scan even if the drawing program claims to have meshed it with the drawing. Grayscale scans used in this way need to be 300 dpi at 100% of size in graphic.

Tone Screens: Tone values used in computer-generated art provided on disk must be no lighter than 10% and no darker than 70%, with at least a 20% difference between each value. Do not use more than four screen values with any illustration. Do not use colors or color screens for graphics that will be printed in black-and-white.

Drawing Size: Electronic files should be created at the size they will be used within the book, i.e., at 100%. They should fit the text width for your book. Refer to *Line Art/General Guidelines/Book Formats* above.

Line Weight Limits: The thinnest printable line width in computer-generated line art is .25 pt. Many computer programs offer “hairline” as a line width option. The hairline weight should *never* be used for art submitted in the digital form. *Hairlines will not show when printed.*

Printouts of Digital Art: Black-and-white laser printouts at 100% must be provided for visual reference along with the submitted disk. Please clearly label the name of each file on each printout.

Camera-Ready

Never mark on the front or the back of camera-ready art with a ballpoint pen or any pen or pencil that will leave an impression. Interleave pieces of art with plain paper to protect them.

Presentation Size: All camera-ready art should be prepared at **110–150% its final printed size.**

Hand-drawn Art: Line drawings or charts and graphs that are drawn by hand should be rendered in black ink on pure white paper. Labels may be set separately using word processing in one of the typefaces suggested and printed out on a 600 dots per inch (dpi), or higher-resolution laser printer. Cut and paste labels securely into position on the line art. Hand-drawn art containing pasted labels should be protected with a tracing paper overlay.

Laser Output: Line art that has been prepared on a computer and printed out for the purpose of being shot or scanned as camera-ready art should be output at a minimum of 600 dpi. Output at 1200 dpi is preferred. The paper should be claycoated (e.g., *Hammermill Laser Plus*).

Photocopies: Photocopies are accepted only if they are very clean (without extraneous marks, grayed background), crisp and preferably copied onto clay-coated (e.g. *Hammermill Laser*

Plus) paper.

Prints from Scans: Prints from scans made at at least 800 dpi on photographic paper at 1200+ dpi are acceptable provided they meet the same requirements as photocopies for being clean, crisp and without extraneous marks and grayed background. Only line art without tones can be acceptably reproduced this way. It may be useful to send the final digital scans that the prints are made from if they are TIFF or EPS files.

Patterns and Screens: Use fill patterns instead of tone value screens for areas within charts, graphs, and maps where there is a need to distinguish one area from another. Tone value screens will not pick up smoothly when used in camera-ready art. Be sure to use fill patterns which are coarse enough to be reduced without fill-in.

Book Formats and Related Illustration Size

For a 6" x 9" book, art must fit within an area 26 picas (4") wide x 42 picas (7") deep. If necessary, art may go as high as 30 picas (5"). Almost all our books are 6" x 9". Please consult with your acquiring editor before supplying art for any other size.

Line Weight Limits: The thinnest printable line width in computer line art is .25 pt. Many computer programs offer "hairline" as a line width option. The hairline weight should *never* be used for art submitted in digital form.

Fill Patterns vs. Percentage Value Tones: If line art is submitted as camera-ready flat art and is to be photographed or scanned, use fill patterns, not tone screens, to distinguish one area from another. If line art is submitted digitally, percentage value tone screens should be used.

Anticipating the Effect of Reduction (camera-ready art only): The relationship between font size, rule weight, and final printed size should be considered when creating drawings, especially if the drawings and charts are to appear at a reduced size within the same book.

Type size guidelines for art with an intended final size of 4" × 7" (maximum for a 6" × 9" book):

| Original Drawing Size | Maximum Font Size | Minimum Font Size | Line Weight |
|------------------------------|--------------------------|--------------------------|--------------------|
| 4" × 7" | 9 pt. | 8 pt. | 0.5 pt. |
| 5" × 7" | 11 pt. | 10 pt. | 1 pt. |
| 8" × 10" | 18 pt. | 16 pt. | 1.5 pt. |

The size of fonts used within a chart, graph, or map should be limited to a 20% difference between the smallest point size and the largest. Use of size, caps, italics, and boldface can also make visual distinctions within a drawing. For maximum legibility, variations should be kept to a minimum.