

## **Eastern Washington University Press**

### **PREPARATION OF MAPS AND ILLUSTRATIONS**

Illustrations can be submitted in one of two ways: as camera-ready originals or in digital format. The Press prefers to receive illustrations, especially maps and line art, in digital format.

#### **CAMERA-READY ART**

Camera-ready art will be photographed by the printer. Because such art will be “screened” (that is, reduced to a pattern of dots) for printing in the book, originals must meet certain technical requirements.

#### **Photographs**

Black-and-white photographs should be submitted in the form of original prints. Prints should be at least 5" x 7" (8" x 10" is preferable) and have a glossy finish. Unless it is unavoidable, do not send us a color print of a photograph that will appear in black and white. (The contrast in color photographs is often insufficient to ensure good quality in a black-and-white reproduction.)

A photograph that will appear in color in the finished book should be submitted in the form of a transparency (slide), not as a color print. An ordinary 35mm slide is quite acceptable, but a larger transparency is likely to produce better quality. Please also include a color print of each image, however, for use as a reference.

If the photograph is to be cropped, use a photocopy to indicate the cropping. Never indicate cropping on an actual photographic print.

Please note that we cannot work with digital prints of photos of the sort produced by drugstores or other inexpensive photo labs. We also cannot work with photographs taken from a book or magazine. (Images that have already been screened cannot be rescreened.)

Photographs and slides must be labeled with the figure number. This is best accomplished by using gummed labels affixed to the back of a photograph or to casing of a slide or nonimage area of a transparency. (Do not use Post-its: they fall off too easily.) To ensure that the pressure of writing won't damage the art, write the figure number on the label *before* affixing it to the original art. Never use paperclips (or another other kind of clip) on photographs or film: they will bend the original.

Please handle original art carefully. Avoid getting dust, fingerprints, or liquids of any sort on photographs or slides. Protective sleeves or are an excellent idea, but please affix

labels to the art itself. (It is all too easy to pull photographs or slides out to look at them and then put them back into the wrong sleeve.)

## **Line art**

Camera-ready line art must be high-resolution laser output on good-quality stock. Photocopies are not acceptable as camera-ready art.

Camera-ready line art must be black and white only. For example, shades of gray cannot be used to fill in bars in a bar graph or sections of a pie chart. Instead, a series of horizontal lines or a pattern of dots will need to be used as filler. The same is true for maps. If you wish to include gray areas on a map or piece of line art, you would do best to submit the art in digital form.

It is important that you pay attention to continuity of style between figures. If your figures contain type, the type should be consistent in font and format. We recommend using a basic sans serif font, such as Helvetica, and typing labels with an initial capital followed by lowercase letters (sentence-style capitalization). It is best to avoid full caps, which are difficult to read. When a figure is at its finished size, type should be between 7 and 9 points.

With the exception of fine art drawings, line art is subject to copyediting. Editorial changes to text are likely to be minor (lowercasing a letter, for example, or deleting an unwanted hyphen), but they may also include comments on the overall appearance of the figure—the font used for type, the size and positioning of type, the use of space, the thickness of lines, and so on. If art is to be submitted camera-ready form, it will be the author's responsibility to incorporate all editorial corrections and to make any other modifications that have been indicated. This can be time-consuming. Moreover, given that most authors are not graphic designers, the results may not be up to professional standards.

*For this reason, the Press prefers not to receive line art in camera-ready format. It is much easier, and more efficient, for our designer to work directly with a digital file.*

## **DIGITAL ART**

There are two basic kinds of digital images: vector drawings and raster images. Vector drawings are drawings that a computer generates mathematically, using a series of simple shapes. Raster art uses pixels (or bitmaps)—that is, tiny dots of color—to create images. Vector drawings can be scaled up from their original size without loss of quality; raster images cannot.

## **Maps and line art**

EPS format (vector-based, *not* pixel-based) is preferred for maps, diagrams, charts, graphs, and other such graphics. EPS format has the advantage of allowing text to be edited, provided fonts are embedded in the file. The best software for creating EPS files is Adobe Illustrator, although EPS files can also be produced in FreeHand and CorelDraw.

EPS files should be saved in CMYK (*not* RGB) color mode, with fonts embedded. Use PostScript (Type 1) or OpenType; do not use TrueType fonts. (If you do not wish to embed fonts, convert all fonts to outlines or curves.)

When preparing graphics yourself, it is best to do so at the approximate finished size. This ensures that the figure will be legible when it appears in the book. Figures are usually scaled to fit across the page of a book. (That is, they are very rarely set broadside.) The text area of a standard 6" x 9" book is roughly 4.5" x 7"; this means that your figures will be about 4.5" wide.

Regarding continuity of style, see the instructions above, under "Camera-Ready Art."

### **Scans of photographs**

Scans are typically raster images, which means that they cannot be enlarged without loss of quality. It is therefore critical that images be scanned at their final print size, which is likely to be about 4.5" x 7". Please err on the safe side, however, and assume that the finished size will be 5" x 7". Images can be scanned at a size greater than 5" x 7", but the larger the scan, the larger the size of the resulting file, and very large files can be difficult to work with.

If you wish to crop the image, do so *before* it is scanned.

Photographs should be scanned in gray-scale mode at *a minimum of 300 dpi at the final print size*. TIF format is preferred for photographs and other gray-scale images. TIFs are normally created in Adobe PhotoShop.