

SUNY Press's Digital Art Guidelines

As many authors include art (i.e., graphs, charts, photos, and tables), in their volumes, SUNY Press is pleased to provide the following guidelines for proper formatting and appropriate specifications for digital art submission. It is strongly recommended that all authors who intend to include art in their volumes (as defined above) read this document carefully, so as to avoid complications in the production process. If you have any questions about these guidelines, please contact your Acquisitions Editor.

Some General Points about Digital Art Submissions:

- All images, tables, and figures associated with your manuscript should each be submitted as separate, individual files.
- Digital art files should **NOT** be embedded in your manuscript. Please use “callouts” (i.e.: **[Figure 2.1 about here.]**) in the manuscript to indicate roughly where an image, table, or figure is to be set. When your book is typeset, the compositor will use this as a guide to ensure proper placement of the art.
- Files should be named according to our naming convention. Please name files as: “author last name_figure_4.2” for example, using underscores, not spaces, between elements.
- A typical SUNY Press book is a 6” x 9” volume, with an estimated text area of roughly 4 ½” x 7 ½”. Please keep this size in mind when planning art and be aware that larger items will be scaled down. Text in figures that are scaled down in size will be correspondingly smaller.

Image Submission (i.e., Photographs, Paintings, Etc.)

Format:

- Images must be submitted in **TIFF** format.
- Images may be submitted as either **color** or **grayscale**, but bear in mind that the image will be grayscale halftone in the text.
- **JPEG** files are **not** recommended for use in your volume, as the resolution quality is adversely affected when the file is accessed and saved; if no other format is available, do **not** edit or save the image as a new file—this will lower the resolution.
- File formats **not** suitable for reproduction include, but are not limited to: **.GIF**, **.PSD**, **.PNG**, or **.BMP**.

Resolution and Image Size:

- Art must have a resolution of no less than **300 ppi** (pixels per inch, also called “dpi,” or dots per inch.)
- A 300 ppi image that measures 1 inch square can only be printed at the 1 inch square size. Enlargement will cause resolution loss and result in an unprintable image. Scanning these images at 600 ppi or larger is the only way to enlarge the image area without causing resolution loss. A 1x1 image scanned at 300 ppi will

give you a 1x1 image, scanning that same image at 600 ppi will roughly double that.

Permissions

- For information pertaining to permissions, see the “Permissions Guidelines.”

A Word about Digital Cameras

Many authors are now submitting images for their books that they have taken with a digital camera. Check your camera settings before taking photos, as even the simplest of digital cameras should have different settings for low and high resolution (sometimes noted as smaller or larger images). It is important that the camera be set properly before you begin to take pictures for submission. Just because a picture has been taken with a digital camera, this does not necessarily guarantee that it will be high resolution, or even in the proper format. It's best to consult your owner's manual for how to correctly set up your digital camera to take high-resolution images. Check the resolution of the pictures you have taken before submission.

Line drawings

- Line drawings (sketches with no gray tones) should be submitted at no less than 1200 ppi resolution, if the image is a simple black and white scan. This is to ensure no pixelation (such as the “staircasing” effect on an angled line) when the image is reproduced.

Charts and Graphs:

Formats

- Charts and graphs need to be created in Illustrator, CorelDraw, or another computer drawing program and saved as **.EPS** files. SUNY Press realizes that some authors may not have access to, or proficiency in, such programs. If an author cannot create the illustration themselves in these programs, it is ***strongly recommended*** that the author enlist the services of a graphics professional to produce the charts and graphs for the volume in the proper format.
- Do not submit Word, Excel, or PowerPoint files; they will be returned to you as unacceptable and you will need to have the file recreated in an acceptable program.
- Please be sure to indicate which platform (i.e. Mac or PC) was used to create the figures.

Color and Lines:

- ***Do not use colors*** in charts or graphs; your images will be reproduced as black and white halftones.
- Use shades of gray or simple graphic patterns to distinguish between different areas within a figure (i.e., the different bars of a bar graph.)
- Lines within charts and graphs should be 100% black.

Text

- Choose a simple, legible, sans serif font such as Helvetica, using capital letters for emphasis rather than italics or boldface.
- Make sure that the elements and style of each chart or graph are consistent with the other figures in your book. This includes typefaces, borders, shading, etc.
- Include the figure number, title, and caption beneath the figure. Do NOT set this information within the figure itself.

General Note: When composing charts and graphs, simplicity is key. A clear, concise graph or chart both clarifies the author's points succinctly and improves readability for the end-user.

Maps

Composition of maps for use in your volume can be an involved and complicated task. If an author needs to create a map for his or her volume, they should employ the services of a professional cartographer (SUNY Press can suggest an appropriate cartographer if need be).

Tables

For tables, Word format is acceptable, but please do NOT embed the tables within the manuscript, but submit each in a separate file.

Hardcopies of Art for Submission:

If it is *absolutely impossible* for an author to submit art in a digital format, SUNY Press is willing to accept art in hardcopy format. One caveat: Although great care is taken with original materials, the possibility of lost or damaged materials remains.

SUNY Press can accept 8 X 10 black and white glossy prints or sharp black and white line drawings. Please include with each illustration only what you want printed. Write the number and title of the illustration on the back, and also submit the art captions separately, in a list form.

Items that are *discouraged* for submission in hardcopy format include: scans of previously printed black and white halftone illustrations (these images retain the half-tone pattern of the first printing and do not reproduce well). Photocopies of art, whether from original photographs or printed material, are totally unacceptable. We discourage submission of slides and transparencies. Slides and transparencies of color photographs, charts, graphs, and maps must be professionally scanned. Authors will be charged the resultant fees for such scanning.

Updated: 5/7/09