

ROWMAN & LITTLEFIELD PUBLISHING GROUP

ARTWORK GUIDE

If your book includes artwork (e.g., graphs, drawings, diagrams, maps, photographs, etc.), you are responsible for supplying illustrations in final form by the time you deliver your final manuscript to the publisher.

To reproduce your images at the highest possible quality, we need originals or files that fit our specifications, which the following guidelines will help you meet. If your artwork does not meet these specifications, you will need to revise it or find replacement images.

We accept two kinds of artwork: digital artwork (i.e., scanned, created electronically using software, or taken with a digital camera) and original, hardcopy artwork (i.e., "camera ready" art). Both are explained below.

PERMISSIONS

If you have taken artwork from another source, you must obtain and pay for permission to reproduce those images by the time you submit your final draft. You must also supply credit/source information with your captions. Please forward all original, signed permissions to your acquisitions editor as soon as you have them. Remember to make a copy for your records. Without permission or a clear indication that the work is in the public domain, we will not be able to use the art.

DIGITAL ARTWORK

We will quality-check all your digital artwork, and you will need to replace or drop from your book any files that fail to meet our standards. If you are providing digital artwork:

- The minimum resolution should be 300 dpi for images 4" × 7" or larger and at least 600 dpi for images smaller than 4" × 7". See the Sizing Artwork section below. If you are not sure whether an image file meets these specifications, please send the file to your acquisitions editor for evaluation before you submit your final manuscript.
- Acceptable file formats: .jpg, .tif, .pdf, .eps, .psd, .doc/.docx, .xls/.xlsx.
- Unacceptable file formats: .gif, .png, .bmp

Specifications for Scanning Artwork

We strongly encourage you to send original artwork to us for scanning. If that is not possible, please follow these guidelines:

- Use a middle- to high-end flatbed scanner or a drum scanner. A handheld scanner will not produce quality scans. Photocopies/Xeroxes are also not acceptable.
- All images 4" × 7" or larger should be scanned at a minimum of 300 ppi; anything smaller should be scanned at 600 ppi.
- Scan images at their actual sizes. If an image is too small to clearly see detail, then you may enlarge it in scanning. However, this will magnify imperfections, so if the imperfections are too noticeable, don't use the image.
- Do not specify a line screen value.
- Save images as RGB. We will convert the images to the appropriate colorspace for each edition of the

book (print/ebook).

- If the image is being scanned from a previously printed source (e.g., book, newspaper, magazine), then you must use the “descreening” option to remove the screen or dot (moiré) pattern.
- Files must be saved in one of the file formats specified above.
- If the scan is crooked or needs to be cropped, import the image into Photoshop (or an equivalent photo editor) and straighten or crop it or provide a printout of the image and mark how you would like it cropped.

ORIGINAL “CAMERA-READY” ARTWORK

Original artwork must be “camera ready” —meaning it meets the specifications below. Your art will look the same in the book as it does in the version you submit, since we are not able to make alterations to improve the appearance of art, and art quality is not enhanced when reproduced in a book.

Photographs, Paintings, Drawings

- Photographs should have a glossy finish, but a matte finish is acceptable.
- The more contrast a photo has, the better it will reproduce. For example, the darkest areas should be black, not gray; the lightest areas should be pure white, not light gray; and there should be a full range of gray shades between these extremes.
- When necessary, crop marks, horizontal or vertical orientation, enlargement of details, etc., should be indicated on a photocopy accompanying the original.
- We accept color images, but detail may be lost when converted to black and white. It is rare that we reproduce artwork in color in print books.

LINE ART (GRAPHS, CHARTS, MAPS, DIAGRAMS)

- We prefer you to use Illustrator, Photoshop, or InDesign to create original line art. However, you may also use Microsoft Word or Excel.
- Line art should be only black and white. Do not use color when preparing line art (unless you know for a fact that the art will be reproduced in color).
- Patterns, rather than shades of gray, should be used to differentiate between areas such as the bars on a graph.
- Minimum line widths/weights should be at least 1/2-point, anything thinner will not reproduce well.
- If being provided as camera-ready copy, line art should be provided as a high-quality laser printout at a minimum resolution of 1200 ppi (pixels per inch). If the image is smaller than 4" × 7", then the minimum resolution should be 2400 ppi; otherwise, follow the specifications for digital artwork.

SIZING ARTWORK

We publish most of our books at a 6" × 9" trim size. For art to fit on a 6" × 9" book page, it should be no larger than 4" × 7". However, before you finalize your art, check with your acquisitions editor about the trim size and print area of your book.

- Any text labels in your artwork should be sized at 8–10 points, so keep that range in mind when creating the dimensions of your artwork. If your artwork exceeds your book’s dimensions, it will be reduced, which could cause detail or text labels to become illegible. If this happens, we will ask you to resize the art and its text.
- We do not enlarge artwork, as it degrades image quality.
- Use only one font for all labeling. It should be a sans-serif typeface, such as Arial or Helvetica. This style of typeface is more legible at smaller sizes than serif typefaces (e.g., Times, Garamond) and will

not “clash” with the serif typeface used for the main text.

- We cannot make editorial corrections to artwork in-house. Artwork with errors or inconsistencies will be returned to you for correction, so make sure the artwork’s spelling, hyphenation, and capitalization choices matches those used in the text. Our copyeditors follow *Merriam-Webster’s Collegiate Dictionary*, 11th ed., and the *Chicago Manual of Style*, 17th ed., so if you have any doubt on how something should look, consult these references.
- Volume editors: Please ask your contributors to use the same font for labeling artwork; it will give your book a more cohesive look.

IMPORTANT NOTES

- Artwork should be complete at the time you submit the final draft of your manuscript. Prior to that point, we strongly encourage you to submit artwork for evaluation to your acquisitions editor.
- Double-number artwork so the first number is the chapter number and the second number indicates its sequence (e.g., figure 3.2 is the second figure in chapter three).
- Digital files should be named using the figure number in the file name.
- All figure captions (including figure numbers) and their source/credit lines **must** be gathered together and put in one file named “captions.docx.” or in the art log the editor supplied.
- If you would like your book to have a list of illustrations in the book’s front matter, you must include it in your manuscript.
- Unless otherwise specified, images will appear in black and white in the print editions of your book. However, we can use color images in the ebook. Please send all *photographs* in color (as applicable), and our graphics department will handle the conversion to black and white.
- Use photocopies to show where you would like art cropped.
- Do not incorporate digital artwork into text files; each image must be in its own file. Digital artwork should be supplied in its original format.
- Place a callout for each piece of art near where you would like it to appear (e.g., <figure 3.2 near here>). Any images that do not have callouts may be omitted from your book.
- Artwork will be placed as near its callout as the text allows, but that is not determined until typesetting, so do not refer to artwork as being “above,” “below,” or on a specific page; instead, refer to it by number (e.g., “as figure 4.5 shows . . .”).
- Label all camera-ready artwork on the back with the author name and figure number. Avoid writing directly on original artwork as it could mar the surface.
- Do not use paperclips to attach artwork: they can scratch the images.
- Camera-ready artwork should be placed in a sturdy folder or envelope and mailed to your acquisitions editor.
- We prefer to receive digital artwork as uncompressed/unzipped files.
- We cannot guarantee the safe return of original photographs or one-of-a-kind artwork, so instead please supply high-quality reproductions. However, if you do supply original artwork and would like us to return it to you, please provide a list of which pieces you would like returned and to which address you would like them sent. Artwork will not be returned until after the book has been published.