

Penn Press Guidelines for Artwork Submission

Attractive artwork will reflect positively on you and the Press; reviewers look unfavorably on poor graphics. To achieve the best results we ask that you please read the following guidelines, particularly as the requirements of a print production environment vary from others (e.g. Web). As a general rule we urge you to obtain original artwork and to not do your own scanning. Please note that the Press has no staff or facilities for retouching, redrawing, or converting material (we log more than 4,000 pieces of artwork each year). Artwork must be submitted either as camera-ready copy (CRC) or an electronic file in the appropriate format. Adhering to these guidelines will also help prevent delays in the production of your title.

TYPES OF ARTWORK

In a print production environment there are 4 major groupings:

Line—Consists of only black lines or solid blocks of black with no gradations of gray (screens). Examples: maps, diagrams, graphs, ink drawings

Vector—Electronic only, artwork is created in a program like Adobe Illustrator. Similar to line art but can have screens.

Black & White—Contains shades of gray and is reproduced as a halftone. Examples: photographs, historical maps, paintings

Color—Contains continuous gradation in color. Examples as above.

ELECTRONIC FILE FORMATS

There are only two acceptable formats for print production.

TIFF (tagged image file format)

This is a bitmapped/rasterized image format that should be used for Line, Black & White, or Color art. Please do not use LZW compression if it is given as an option when saving your file. Macintosh byte order is preferred.

EPS (encapsulated postscript)

This is a vector image (like most fonts) i.e. the information in the graphic is described as equations instead of bitmapped. Therefore EPS files are scalable i.e. they can be enlarged with no loss of quality (this is not the case, however, if you have imported a TIFF file into the EPS file). This format should be used for Line and Vector art.

Unacceptable formats include:

- **PDF (portable document format)**—This is not an actual graphic format, rather it is a page description language.
- **JPEG (joint photographers expert group)**—This is a (lossy) compressed bitmapped graphic format. Lossy compression leads to loss of information in the image.
- **GIF (graphics interchange format)**—This is a (lossless) compressed bitmapped graphic format that only allows 256 colors.
- **BMP**—This is a proprietary bitmapped graphic format specific to PCs.
- **PICT**—This is a low-resolution proprietary bitmapped graphic format specific to MACs.
- **MS Excel or Word**—Can be used to make charts, diagrams, or tables; your printout can be used as camera-ready copy. We cannot use the electronic file however.

LINE

CAMERA - READY

As the name implies, art will be sent to printer for reproduction as submitted. We cannot make changes to this material. Drawings should be rendered in black India ink on white paper. The thickness of the lines should be taken into account if the image may be reduced.

ELECTRONIC

Scan at 1200 dpi, sized to 5" x 7". Save as bitmapped TIFF file.

VECTOR

CAMERA - READY

Not applicable.

ELECTRONIC

Produce in Adobe Illustrator for Macintosh platform. Set type to appear between 8 and 11 pt. in finished piece. Omit the main title (this will be typeset separately). Save in EPS format with fonts embedded. It is preferable if fonts and application files in addition to the EPS file are submitted to allow changes if necessary. Also, please provide any graphic files that have been embedded/imported into the drawing program.

BLACK & WHITE

CAMERA - READY

Photos should be no smaller than 5 x 7 on glossy stock. Images and contrast in the tones of the photograph should be sharp and distinct. Number all images on reverse side using pressure-sensitive labels. Laser printed copy and photocopies are not acceptable originals.

ELECTRONIC

Unless you understand issues of tonal range, dot gain (see following section on minimum and maximum dot values), and dpi we encourage you to let the Press digitize your images. Scan at 300 dpi minimum; sized to 5" x 7". Save as grayscale TIFF file.

COLOR

CAMERA - READY

Provide photos at the same size as black & white images. 4 x 5 transparencies (please indicate which side is up) are also acceptable but you must provide 2 b&w photocopies of the image for reference. 35mm slides are not preferred as there will be loss of image quality with enlargements

ELECTRONIC

We strongly discourage scanning of color images. This is best left to the printer or another professional color separator.

Scan at 300 dpi minimum; sized to 5" x 7". You must provide a color accurate proof for reference in addition to the electronic file. Make sure that your file is not set up in **RGB** mode. The graphic will need to be converted to CMYK for the print process; there may be surprising color shifts as well.

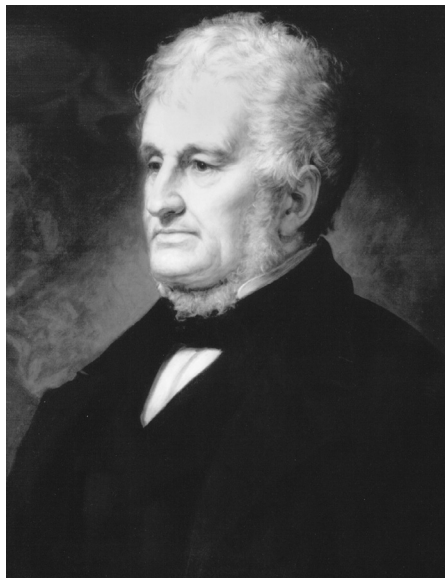
GENERAL GUIDELINES (DOS & DON'TS)

- Do size your art to 5"x7". Most of our books are 6"x9" so camera-ready art should be a minimum of 4"x6" but no larger than 8"x10".
- Do submit all artwork with the final manuscript along with a double-spaced captions list (including credit lines).
- Do place photocopies of all art in the manuscript and indicate placement of art in your manuscript between paragraphs (e.g. <FIGURE 1>). This will help the editor to work effectively and efficiently.
- Do use consistent filenaming conventions (e.g. Fig12.tif; Map04.eps).
- Do provide a labeled hard copy of each piece of electronic artwork.
- Do include all electronic artwork on one disk. And do supply a list of all files on the disk (a directory printout will suffice).
- Don't submit artwork in color that will be reproduced in black & white. There may be unanticipated contrast changes.
- Don't use hairline rules in your art. They will disappear altogether when sent to a high-end imagesetter. Set the rule size to 0.5 point minimum.
- Don't use graphics from the Web, they will not be of adequate resolution. Aside from rights issues, well-constructed Web pages use graphics no larger than 96 dpi (generally only 72 dpi) so the viewer does not have to spend time waiting for images to download to their computer. Not coincidentally, 96 dpi is the best resolution that a monitor can display.
- Don't scan printed materials (e.g. a magazine) as you will likely have moiré patterns appear in the art. This is particularly the case if your scanner software program does not have descreening capabilities.
- Don't submit an electronic file that is smaller than the desired reproduction size. We can't "blow up" the image more than 5 percent without loss of detail.

Why will a hairline rule disappear? A hairline rule instructs the imaging device to print the smallest rule possible. The imagesetter that creates plates at the printer is 2540 dpi and 133 line screen; so a hairline rule is 1/2540 of an inch wide, not substantial enough to be detected by the naked eye. By contrast most tabletop laser printers are 600 dpi and 80 line screen, providing a much coarser



96 DPI



300 DPI

If you are viewing this document in Adobe Acrobat Reader, please zoom in on the two images above and you will see clearly the difference in resolution. Note the "blockier" structure of the image at left.

MINIMUM AND MAXIMUM DOT VALUES (FOR HALFTONES)

(The following is taken from the Maple-Vail Web site) Scan tones are often described by the size of the halftone dot as a percentage of black. For example, 0% black would be pure white (or the color of your paper) and 100% black would be a solid, with varying levels of gray in between. At the extreme ends, dots will sometimes be too small to register an ink dot on the press or so large that they blend into the surrounding dots to become 100% black, causing a loss of detail in either case. These points are often called the “minimum dot” and “maximum dot” allowed. Most likely your book will print on uncoated stock but please check with your acquisitions editor. Any electronic artwork submitted for black and white or color reproduction should have the following minimum and maximum values in the file.

	M I N	M A X
Uncoated Stock	4%	88%
Coated Stock	4%	94%

DIGITAL CAMERAS

Please familiarize yourself with the instructions that came with your camera. Your camera should be at least 1.8 Megapixels (effective resolution, without interpolation) or higher. This will produce a 4”x5” image at 300dpi (assuming nothing is cropped). Use the highest quality (resolution) setting on your camera. Make sure to use the TIFF setting if available. Most cameras use JPEG format; you will need to convert your files to TIFF format. Please also review the instructions above for black & white versus color images. Please also read the section above on minimum and maximum dot values.