UNIVERSITY OF **PENN**SYLVANIA
PRESS

Guidelines for artwork submission

Attractive artwork will reflect positively on you and the Press. The requirements of a print production environment vary from others (e.g., web); to achieve the best results we ask that you please read the following guidelines. Adhering to these guidelines will improve the appearance of your book and help prevent delays in its production.

Tables

All tables must be supplied as text-only Word documents (captions included). They may be saved as part of the file in which they will appear, or as individual Word files. Excel files (.XLS) are less preferred but acceptable. Please do not submit tables in formats other than those mentioned.

Preferred formats

In brief, preferred electronic formats are:

> TIF for photos (JPG is less preferred but acceptable) and
> EPS for charts and graphs;
> Electronic file formats to **avoid** include:
>> PDF, GIF, BMP.

Details are given in the table and checklist on pages 2 and 3.

General rules for artwork

There are two general rules to consider:

> **First**, do not submit graphics from the web that were not acquired from a professional art archive.

> **Second**, we urge you to obtain original artwork and not to do your own scanning. Artwork must be submitted as

> 1) originals from previously printed materials,
> 2) photographic prints or transparencies, or
> 3) an electronic file in the appropriate format, size, and resolution.

Photographic prints and previously printed materials are referred to below as "reflective art." Please be aware that color images will be converted to grayscale to appear in the text. This may result in small changes in the contrast of your image.

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Detailed guidelines about artwork

We will accept the following types of artwork formatted to the required specifications:

Image Type	Description	Examples	Specifications
Line	Consists of only black lines or solid blocks of black with no gradations of gray (screens).	Maps, diagrams, ink drawings, text. (Charts and graphs are discussed after the table.)	Resolution: 1200 dpi minimum for line drawings. Size: 5 in. x 7 in. or larger
Black and white (grayscale)	Contains shades of gray and is reproduced as a halftone. Laser printed copy and photocopies are not acceptable originals. Save digital art as grayscale TIFF file.	Photographs, historical maps, paintings. Engravings are tricky; it is preferable to submit a very high resolution grayscale image (1200 dpi), which will result in a large file size.	Resolution: 300 dpi minimum Digital file size: 3 MB or larger Dimensions for digital file or reflective art: 5 in. x 7 in. or larger
Color*	Contains color(s) other than black, including one-color images such as sepiatones. Preferred color mode for digital art: CMYK; RGB is acceptable but conversion will be needed.	Photographs, historical maps, paintings	Resolution: 300 dpi minimum Digital file size: 8 MB or larger Dimensions for digital or reflective art: 5 in. x 7 in. or larger

*Color images can be converted to grayscale when the image is intended to print in black and white. Images should never be retouched or "Photoshopped" except by an expert. We can provide those services if necessary, and would prefer to begin with undoctored images.

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Charts and graphs

1) Charts and graphs submitted as Word (.doc) files will be redrawn. The original file will be used as a blueprint for the redrawn figure.

2) Charts and graphs should be created in an application program. Adobe Illustrator is preferred. Save the Illustrator file in EPS format and embed all fonts. Include any graphics files that have been embedded/imported into the drawing program. Charts and graphs created using Excel are acceptable but submit all files in .XLS format; do not convert or export the files to another format.

3) JPGs and TIFF files are not acceptable for graphs or tables.

Checklist review

✓ Submit artwork that is sized to the desired print dimensions (or larger), at the appropriate resolution (see table above for requirements).

✓ Submit all artwork with your manuscript. Please include labeled captions in one list.

✓ Use UPP's file-naming convention, e.g., author ID and figure number (matching text callout).

✓ Place photocopies of all art in the manuscript hard copy and indicate placement of art in your manuscript between paragraphs (e.g., <INSERT FIGURE 1>).

✓ Indicate the desired print dimensions of all images, expressed as a portion of a page, e.g., half page, full page. Indicate if art should be sideturned.

✓ If you wish an image to be cropped, please provide a separate photocopy of the image with lines drawn to show how you want it cropped.

✓ Make sure to obtain necessary copyright permissions for ALL images. When in doubt, please email your acquisitions assistant.

✗ **Don't** use graphics from the web, as they will not be of adequate resolution.

✗ **Don't** scan printed materials (e.g., a magazine). Submit the previously printed material and the Press will have it scanned for you.

✗ **Don't** submit an electronic file that is smaller than the desired reproduction size. We are unable to "blow up" the image without loss of detail.