



WVU Press Guidelines for Illustrations

This guide will assist you in preparing the illustrations that accompany your book.

All illustrations must be provided at the same time as the final manuscript, and they must meet these standards before your manuscript can be copyedited. We encourage you to submit your illustrations early so that we can evaluate their acceptability and avoid delays with the editing and production of your book. If you plan to create new digital illustrations specifically for your book, please contact the production manager before creating the illustrations, if possible.

The term *illustration* applies to line drawings, photographs, maps, transparencies, cartoons, screenshots, and scanned text (that is, text that is rendered as an image rather than typeset, such as scanned tables from a published book).

1 General Guidelines

Illustrations are handled differently from typeset copy, so **do not embed** illustrations in your manuscript. Instead, submit separate image files (e.g., JPEG, TIFF, PSD, PDF, etc.) according to this guide.

The Press prefers that you name all image files by their figure number (e.g., fig1.jpeg, fig2.tif, etc.; fig_1-1.jpeg, fig_1-2.eps, fig_2-1.png, etc.). Even if your figures will not be numbered in the published book, please assign working numbers to the figures for editing and production (CMOS 3.13). Regardless of how files are named, please ensure files are named logically and in order.

See the House Style Guide, section 3, for more information about numbering figures and tables.

1.1 Callouts and Text References

In the text of your manuscript, **provide a callout in bold and enclosed in angle brackets** where you wish to see the illustration appear. The callout must match the illustration's file name.

For example:

As figure 3 illustrates, LC is quite user-friendly.

<Insert fig3>

For a brief history of both cataloging systems, see appendix 1.

Note that a callout is an instruction to the typesetter, and it will not appear in the published book. In most cases, you should also provide a **text reference** for the reader (e.g., "As figure 3 illustrates...").

1.2 Captions

Provide all captions and other information (e.g., illustration number, title, subtitle, notes, source, credit line, permission line) as text. All captions should be gathered in a single Word document separate from your manuscript; they should not be interspersed throughout the manuscript.

Captions and accompanying information will be copyedited to ensure consistency and completeness and will also be typeset to suit the book's overall typographic design. Do not superimpose captions or accompanying information directly onto any illustration (including graphs, charts, and the like); we will be unable to edit and typeset them.

1.3 Editing Illustrations

Please be sure to edit all charts, graphs, and other illustrations with text thoroughly before providing image files to the Press. Once your manuscript has been set into type, revisions are costly and time consuming. Changes late in production may require excessive additional costs and jeopardize your bound-book date. You can help avoid such problems by supplying accurate, readable, and production-ready illustrations with your manuscript at the beginning.

2 Photographs, Paintings, and Similar Continuous Tone Images

2.1 File Formats and Color Spaces

If an illustration is a photograph or other type of continuous tone art, then provide the illustration as a **TIFF, JPEG, or PNG** file.

Please provide original image files. Do not manipulate image files yourself (e.g., resize up or down, compress the file, convert from color to black and white, or convert from one file format to another) before providing them to the Press.

Your files may be provided in the RGB or grayscale color spaces. Do not convert images to the CMYK or “bitmap” (black only with no gray tones) color spaces, but if an image provided to you is already in one of those color spaces, don't change it.

2.2 Determining Resolution for Photographs and Scans

The resolution of photographs and other continuous-tone images such as paintings or old maps should be at least **300 ppi** (pixels per inch, often called “dots per inch”) **at the final size** you envision them being reproduced. To determine the ppi of an image, find the image's size in pixels (which you can obtain from image-viewing applications like Mac's Preview or Windows Photo Viewer under “Info” or “Properties”). Then divide the size in pixels by 300 to find the size at which the image can be reproduced.

For example, if an image is 1024 pixels wide, then it will be about 3.4 inches wide ($1024 / 300 = 3.413$) on the printed page. This image could be reproduced as a small illustration surrounded by

text, but it would look blurry or “pixelated” if printed on a full page. For the image to be printed larger, you would have to obtain a higher-resolution scan or digital photo.

If you have concerns about image resolution, please bring them up with your acquiring editor and notify the editorial assistant when you supply final image files to the Press.

3 Line Art

Line art consists of high-contrast black-on-white illustrations containing no shades of gray or tonal variation. Charts, graphs, maps, and diagrams often fall into this category. The Press prefers to receive line art as digital vector files, meaning that the lines, shapes, and letters in the illustration are created by a digital drawing application such as Adobe Illustrator. Vector art is resolution independent because it is made from shapes that are defined by mathematical formulae. It can be scaled up or down as needed and will always print with crisp edges.

If a high-contrast illustration is a scanned pen-and-ink drawing, engraving, woodcut, or similar kind of image that can’t be rendered as vector art because it is from a printed document or an internet source, it should be saved at the highest resolution practicable, or a **minimum of 600 dpi at approximate final printed size** (see 2.2 Determining Resolution for Photographs and Scans for calculating resolution).

3.1 File Formats for Line Art

Extensions for line art files are usually .ai, .eps, or .pdf. However, just because an image has the extension *.pdf* doesn’t mean the data in the file is all vector art. These file types can also contain photographs. Maps and charts often contain gray tones. If in doubt, please provide the image to the Press for evaluation before submitting your final manuscript.

If the line art is a chart, graph, or diagram created in a visualization application like Graphpad Prism or Microsoft Excel, please provide the source file used to generate the graphic as well as the .ai, .eps, or .pdf file generated from it. Please be sure to provide any special fonts as well. GIS-generated map files often rely on specialized typefaces.

Digital vector files should be provided as close as possible to the final size at which the art will be reproduced in the book.

3.2 Fonts for Line Art

Pay particular attention to font sizes and line weights to ensure that they will be readable when scaled to final size. Please use a commonly available typeface, such as Verdana or Helvetica, for labels, legends, and other text.

4 Hard Copy Illustrations

If you cannot provide digital image files for your illustrations, you may request approval to provide high-quality originals in hard copy for the Press to scan.

Submit hard copies of illustrations that are in sharp focus and that have pleasing contrast and range of tonal values. Photographs of previously printed materials are not recommended unless there is no alternative. Slides, transparencies, and negatives are acceptable if submitted by prior arrangement. Try to avoid photocopies of photographs, tear sheets from newspapers or magazines, and prints created on a desktop inkjet printer. Large photocopies of line art, however, are often usable.

4.1 Submitting Hard Copy Illustrations

When submitting hard copies of photographs, please note the following concerns:

- Any indentations, fingerprints, creases, or visible blemishes in a photo may show up in the reproduction. Don't attach paperclips or write on the face or back of a photo. Don't staple, tape, or fold either photos or tear sheets.
- Flaws can be corrected electronically, but the process is expensive, time consuming, and not always successful. If you have an illustration of questionable quality, consult your acquisitions editor for guidance.
- Write identification on a separate sheet of paper or Post-It note and attach it to the back of the photo or otherwise pair it with the photo in a clear, non-destructive manner. If you need to supply special instructions or cropping, show your marks on a photocopy of the illustration, not on the original.
- Avoid mounting photos on heavy cardboard. If you receive them already mounted, don't try to remove the backing.
- Ship photos and tear sheets flat and protected by heavy cardboard or use a mailing tube. Insert sheets of paper (preferably acid-free) between photographs to prevent them from sticking together.

5 Color

Most of our books do not use color because color printing significantly increases production costs and requires extensive oversight. In cases where the use of color has been approved, color illustrations should be submitted as digital files, transparencies, slides, or color photographic prints. If you submit scans for color illustrations, be sure to mention any concerns you have about reproduction quality. The Press makes every effort to ensure accurate and pleasing reproduction, but color fidelity is often dependent on the quality of the scan provided.