



UNIVERSITY OF NEW MEXICO PRESS Art Submission Guidelines

Attractive graphics and illustrations reflect positively on the author and the Press. To that end we offer the following guidelines for your use in preparing the art for your book.

General Guidelines

Please submit your artwork as early as possible for evaluation for acceptability. Remove your artwork from the text files. The text should only have image placement markers, such as “[! **Insert Figure 2 near here !**]” (see further discussion in the Marking Art Placement section, below). Please adhere to the following general guidelines:

- Submit only your FINAL artwork. Changes made after submission will be charged to the author.
- Label images using “fig.” unless they are to appear in a color section. Label them “plate” if your book has been approved for a color section. Use “map” as an additional distinction if there are several maps in the volume. Please do not use descriptive labels.
- Number your images sequentially. Either number all of the images in the manuscript consecutively, or number them by chapter (fig.001–fig.100 or fig.01.1.jpg, fig.01.2.tif). If you have nine images or fewer, number them 1–9. If you have up to 99 images, add a zero before single digits (fig.01, fig.02, fig.03). If you have up to 999 images, add two zeros before single digits and one zero before double digits (fig.003.tif, fig.067.jpg, etc.).
- Number each figure, plate, and map separately, beginning each with the number 1 (for example, your book may have fig.001.jpg, map.001.eps, and plate.001.tif).
- Check any text in images (particularly place names on maps) for spelling, completeness, and legibility. Please supply original, layered artwork as well as fonts in case corrections need to be made.
- Make sure that your captions correspond to the correct image numbers.
- Please supply hard-copy color match prints for any color-critical images supplied.
- Be sure to complete the **Final Art Checklist**, which can be found at unmpress.com/contracted-authors.

Captions and List of Illustrations

Please note that the captions list is not the same as the list of illustrations. A caption is the text that appears right next to an illustration and describes the image to the reader. A list of illustrations appears in the front matter of the book and only includes very brief descriptions of the images in the book.

Captions

The captions should be submitted in one separate text file. Begin each caption with the type of illustration (figure, map, plate) and its number (for example, Figure 7.4; Map 2.2), followed by a concise description with all pertinent details, then the full source and credit line (granting permission). You may also provide a more complete description of the content of the image if one is necessary for the reader.

In an art book, captions should include the artist's name (if relevant/known), the title and/or description of the artwork, the year or time period (if known), the medium, the size, and the archival location. Examples of captions include:

- Figure 9.2. Théodore Géricault, *Raft of the "Medusa,"* 1819. Oil on canvas, 16" × 23". The Louvre, Paris. Courtesy of the Musées Nationaux, Paris.
- Figure 2.3. Protected by the Nature Conservancy, Clear Creek offers an astounding array of pitcher plants as you walk the boardwalk up its narrow valley. The plants form natural bouquets on tiny islands in the crystalline stream and swarm along the water's edge into the forest. White-top pitcher plant (*Sarracenia leucophylla*), trumpet-leaf pitcher plant (*Sarracenia flavia*), and sweet pitcher plant (*Sarracenia rubra*) are the primary varieties represented here. Photo by author.
- Map 7.3. Eastern Spruce County, showing the location of the Pinto Estate. Map created by Joseph Jones.

If the rights holder requests specific wording for the credit line, you must use it. Otherwise, you may use the following style for the credit line: "Courtesy of [rights holder, location of rights holder]."

List of Illustrations

If your book will include a list of illustrations, it will appear in the front matter of the manuscript, just after the table of contents. It should list all figures, maps, tables, etc., organized by category. Not all books require a list of illustrations; if you are unsure about whether to include one in your manuscript, please contact your acquiring editor.

As mentioned above, a list of illustrations is not the same as a captions list. Items in the list of illustrations should be brief, including only the item number, the title or a brief description, and the artist (when applicable). Do not include the source or the credit line. Below is a comparison of the two.

Caption Entry: Figure 9.2. Théodore Géricault, *Raft of the “Medusa,”* 1819. Oil on canvas, 16" × 23". The Louvre, Paris. Courtesy of the Musées Nationaux, Paris.

List of Illustrations Entry: Figure 9.2. Théodore Géricault, *Raft of the “Medusa,”* 1819

Sizing Guide

Please be sure to use the **Final Art Checklist** (found at unmpress.com/contracted-authors) to inventory your art and indicate your sizing preferences. Please be as accurate as possible; your book designer will use this form to size your images appropriately in the final book. Please use A, B, or C to indicate the relative size of each image, with A being the largest.

Marking Art Placement

Indicate clearly where art should be placed by typing the figure number (bolded and in brackets) in the text after a paragraph, on its own line, as follows.

【! Insert Figure 2.3 near here !】

If the illustrations are to be grouped in one or more sections, it is not necessary to mark art placement. They will be positioned by the production department. Please let us know if you have a placement preference, and we will try to accommodate it if possible.

Hard Copies of Art

If you do not have digital versions of your art (see below) and are unable to create files in the proper format that meet the required specifications, UNM Press can scan hard copies of the art for you. Please see below for instructions on submitting hard copies of art to be scanned.

Note that if your book is an art book with color-critical images, you should submit hard-copy match prints so the Press can ensure color accuracy in production. These will be returned to you once the book is finished.

Photographs

Supply glossy photos with good contrast and clear images. Large images (8" × 10" and 5" × 7") reproduce the best. Printed photographs from a book or magazine are not recommended. **DO NOT WRITE ON THE BACKS OF PHOTOS.** Please mark the figure number on a post-it and attach it to the back of the image.

Slides and Transparencies

Supply high-quality slides or transparencies for scanning. Mark the figure number on each slide sleeve or attach a post-it to the sleeve, and indicate the top and front of the image with an upward arrow. Alternatively, put a post-it on the carrier edge and fold it onto the non-emulsion side of the slide with the figure number facing.

Line Art

Supply clean, sharp, black-and-white originals printed on white paper. Use patterns, not shading or tints, to differentiate areas on a chart or map. Solid lines will reproduce best. Shaded, fuzzy, or jagged lines will not reproduce well. Mark the figure number on the back of the image with pressure-sensitive labels.

Preprinted Images

In general, avoid submitting preprinted images from books and magazines. If no other version of the image is available, select the clearest original possible.

Digital Art

Digital art is any image that has been captured through scanning or digital photography or that has been created using a software program. Online graphics can be misleading: what looks good on a computer screen or printed from a desktop printer does not necessarily print well in a book. Images downloaded from the Internet are always low resolution and are unacceptable for high-resolution printing unless purchased as high-resolution images. Contact UNM Press for clarification and help if necessary.

All digital files submitted must be the final versions of the illustrations that will be printed in the book, and you should save only one image per file. Be sure also to proofread all of the text in your images or drawings. Changes after submission will be charged to the author.

Scanned Photos

Resolution is a major factor in determining the quality of all scans. Resolution is the number of dots per unit of measure (inches in the United States, hence the abbreviation dpi: dots per inch) to form an image. Photographic scans intended for print should be a minimum of 300 dpi at their reproduction size. Resolution should be selected through the scanning software before the scan is completed. **Do not resize the resolution of the image after scanning.**

In general, avoid submitting scans from previously printed images (such as photographs from books and magazines). Printed images contain a dot pattern, and scanning the images creates an overlapping array of patterns: the pattern in the printed image is overlapped with the new pattern created from the scan. When these two patterns overlap, a moiré is formed. While de-screening techniques can be used to minimize the effect of the moirés, these techniques usually result in a blurring of detail in the image.

Please adhere to the following guidelines for scanned photos:

- Scan the image at 300 dpi at a minimum size of 5"×7" (use a larger size for a larger book).
- Save the image in a .tif format. The .jpg format is acceptable but is not preferred.

- Name the image with a placement number, such as “fig.23” or “plate.3.2” (for the second plate in chapter 3).
- Save only one image per file.

Line Art

Line art is a drawing with little or no shaded area. Maps and graphs are usually line art and are best if created/drawn in a software program such as Adobe Illustrator. **If a native .eps file (preferred) is unavailable, line art images must be scanned at 1200 dpi.** Resolution should be specified within the scanning software before scanning. **Do not change the resolution of the image after scanning.**

Please adhere to the following guidelines for line art:

- Scan the image at 1200 dpi at a minimum size of 5"×7".
- Use Adobe Photoshop to add lines or text to the image. Do not use color unless it has been approved for your book.
- Save the image in a .bmp file format.
- Name the image with a placement number, such as “fig.23.”
- Save only one image per file.

Computer-Generated Line Art

Original line art can also be created using software programs. If you plan to use computer-generated line art, use a software program such as Adobe Illustrator. Illustrator uses a mathematical vector output that ensures that the resolution is optimal. To retain this high resolution it is imperative that the drawing is created in the software program and that low-resolution images are not scanned into the drawing. **Word processing programs do not use high-resolution vector output and are not usable for creating computer-generated line art.**

Please adhere to the following guidelines for computer-generated line art:

- Create (do not scan) the image in Adobe Illustrator (5.0 or higher).
- Assign the document dimensions to a minimum of 5"×7".
- Use a line thickness of 0.3 point or greater for drawing.
- Use 8–12 point Helvetica or Times New Roman font for lettering. Do not include a main title in the image area.
- Use shading or screens for differentiating areas on a chart or map. Shading between 10 percent and 75 percent black is best. Do not use color unless color has been approved for your book.

- Save the image in .eps format.
- Name the image with a placement number, such as “fig.23” or “map.3.2” (for the second map in chapter 3).
- Save only one image per file.

Digital Photography

Original digital images should be taken in optimal light with a high-quality digital camera. Submit the complete, original exposure. Leave color images in color even if the image will be printed in black-and-white. Do not place text on the image by using an image-editing program, and do not place the image in any word-processing or presentation program (such as Word or PowerPoint), because the quality will be drastically reduced. The final size of your file should be 1–5 megabytes for black-and-white images and 3–30 megabytes for color images.

Please adhere to the following guidelines for digital photography:

- Set your camera to take images that have a resolution of 1200×1500 pixels (1.8 megapixels) or greater.
- Change the camera’s default setting to the highest quality or minimum compression. This may be referred to as “RAW,” “fine,” “high quality,” or “uncompressed.”
- If available, change the camera’s compression method from .jpg to .tif.
- Images should be a minimum size in inches at 300 dpi (or ppi).
Example: 12" × 6" × 300 dpi
- Save the images to your computer and name each image with the figure or plate number, such as “fig.23” or “plate.3.2” (for the second plate in chapter 2).

Charts and Graphs

Typically, charts and graphs are printed in books at sizes ranging from 3" × 3" to 5" × 7". Most people, however, create their drawings at a larger size. This means the drawing will have to be reduced to fit within the dimensions of the book, and it may become difficult to read as a result.

Please adhere to the following guidelines when preparing charts and graphs:

- Do not use color unless your book will be printed in color.
- One consistent line weight is preferred, but use no more than two rule sizes.
- Use one font size throughout the figure for each level of head. If two sizes are used, they should vary from each other only slightly—for instance, 10 point and 12 point as opposed to 10 point and 18 point.
- Font styles should be used sparingly. Use all caps with care and letterspace appropriately.

- Use tints sparingly and only if you are submitting digital originals using Adobe Illustrator, **not** MS Word. Use solid black-and-white where possible. Tint variations that are not easily distinguishable from each other may confuse the reader. Use 20 percent, 50 percent, and 80 percent tint values.
- When submitting Word or Excel documents, please be sure and supply all worksheets, embedded files, links, and fonts.

Maps

It is strongly recommended that all maps be prepared by a professional cartographer. Maps should be submitted as native Adobe Illustrator .eps files with any fonts and embedded art included. Please contact the Press with any questions.

Permissions

Please refer to UNM Press's Permissions Guidelines document, which can be found at unmpress.com/contracted-authors. If you have additional questions about permissions, please contact your acquiring editor.

*Please be sure to include the **Final Art Checklist** with your final images, also available at unmpress.com/contracted-authors.*