

Art Guidelines for Authors

McGraw-Hill prefers to receive art digitally as outlined below, but you are also welcome to submit traditional, nondigital works as long the finished pieces strictly adhere to our guidelines. You will find guidelines for both digital and nondigital art below.

Digital Artwork Submission

Drawn (vector) artwork

Artwork created in Adobe Illustrator and saved in EPS format is preferred. If your art has type printing over screens, the screen values should fall between 7 and 20 percent. If your screens are darker than that, do not put type on them.

Lines in vector art must be at least 0.25 points thick. Thinner lines, especially “hairline” rules, will not print reliably.

Files created using Macromedia Freehand, though not our preference, may also be usable. Other file formats (including Microsoft Word, Microsoft Draw, Microsoft Excel, Microsoft PowerPoint, and CorelDraw) are rarely acceptable. Such files will, whenever possible, be converted to TIFF or EPS format. If conversion or scanning of the original isn’t possible, the artwork will have to be redrawn, the costs for which may be charged against your royalty account. For some disciplines, you may be able to save Microsoft artwork files as PDFs; check with your sponsor.

Use Adobe Type 1 PostScript fonts; nonstandard fonts will not be accepted. Embed fonts in all PDF and EPS files that use them.

Graphs

Our preference is that graphs be created in Adobe Illustrator. If Microsoft Excel is used, you must submit laser proofs and the original Excel data files.

Digital-camera images

1. Use the highest-quality setting when capturing images. This is essential to ensure quality reproduction and sufficient image size.
2. Maximum image size based on megapixels is as follows (hence the importance of using the highest-quality setting):
 - A. A 2-megapixel camera will produce a 300-ppi image at 5.3" x 4" based on a 1600 x 1200 resolution.
 - B. A 3-megapixel camera will produce a 300-ppi image at 6.8" x 5.1" based on a 2048 x 1536 resolution.
 - C. A 5-megapixel camera will produce a 300-ppi image at 8.5" x 6.4" based on a 2560 x 1920 resolution.
3. Do not do any sizing of your digital images. Simply send us the JPEG files. If your software gives you a choice, use the highest-quality/greatest-file-size setting when saving the files.
4. You *must* provide laser printouts of the photos.

Scanned line art

Line art should be scanned at a minimum resolution of 900 pixels per inch and saved as TIFF (preferred) or EPS files.

Scanned continuous-tone (black & white/grayscale) images

Continuous-tone images (including photographs and drawings with shading) should be scanned at a minimum resolution of 300 pixels per inch. When scanned at this resolution the image can only be used at 100 percent (or smaller) of its actual size. If an image needs to be used at twice its actual size, for example, scan at 600 pixels per inch. Files should be saved in either TIFF (preferred) or EPS file formats. Do not save your files in JPEG format; doing so will result in a loss of quality, even if the files are later converted to TIFF or EPS.

Scanned color images

Color images should be scanned at a minimum resolution of 300 pixels per inch. When scanned at this resolution the image can only be used at 100 percent (or smaller) of its actual size. If an image needs to be used at twice its actual size, for example, scan at 600 pixels per inch. Files should be saved as either TIFF (preferred) or EPS files in CMYK color format (*never* RGB). Do not save your files in JPEG format; doing so will result in a loss of quality, even if the files are later converted to TIFF or EPS.

Screen captures

Screen captures--pictures of your computer's screen or the windows on it--may be used for art meant to represent something seen on a computer screen. They should not be used for other types of figures. Using a screen capture to show what Excel looks like is fine; using one to save an Excel chart for inclusion in your book is not.

Do not use third-party utility programs to capture screens and do not change the size, color, resolution, or file format of a capture. Instead, simply use your computer's built-in screen-capture function:

Windows: Press the PrtScrn key to copy the whole screen or Alt-PrtScrn to copy the active window. Start the Paint program (usually found at Start→Programs→Accessories→Paint), make a new document, and paste (Edit→Paste) the capture into it. Save the image with an appropriate name.

Macintosh OS 9: To capture the whole screen, press Shift-Command-3. To capture a single window, turn on Caps Lock and press Shift-Command-4; your mouse pointer will turn into a target icon you can click on the window you want to capture. In either case, the computer will save the screen capture at the top level of your hard disk with a name like "Picture 1." Simply change that to an appropriate name.

Macintosh OS X: To capture the whole screen, press Shift-Command-3. To capture a single window, press Shift-Command-4 then press the space bar; your mouse pointer will turn into a camera icon you can click on the window you want to capture. In either case, the computer will save the screen capture as a PDF file with a name like "Picture 1" on your desktop. Simply rename the PDF file.

Be sure to save each screen capture as an individual file. Screen captures should not be pasted or inserted into word-processor documents; such embedded images cannot easily be used for book production.

Write the URL for any screen captures from the Internet on the laser printouts you submit. Remember that the same permission requirements apply to images obtained from the Internet as apply to other artwork.

Laser proofs of artwork

Any digital art you submit must be accompanied by laser or high-quality inkjet printouts. Artwork should be printed at 100 percent of its actual size and accompany the files. Deselect all print options (e.g., fit to page, stretch to fit page, enlarge to fill page, etc.) that would cause printing at anything other than 100 percent, misrepresenting the usable size of the art.

Nondigital Artwork Submission

Art to be scanned

Furnish the highest-quality originals possible. Do not submit art that is damaged, scratched, or torn. Do not place tape over any part of the image to be scanned. Identify all original art (including photographs) by figure number, author, book title, and, if known, ISBN on the back or on the mount on a self-sticking, removable label. (Make sure your writing implement does not smear.) Ship art flat and in protective packaging designed to hold it. If there are deletions, additions, or corrections to be made on any original art, note these on a photocopy, not on the original. Also use a photocopy to indicate, with an arrow, the proper orientation of the figure if it is not obvious. Do not use nonrepro blue pen or pencil on images to be scanned; the scanner can pick it up.

Line art

Line art to be scanned--preferably high-resolution laser prints--must be supplied on clean and bright white paper. Do not use textured paper, as this will produce a pattern that will be picked up in scanning. Line weights should be a minimum of 0.5 point. If text is to be scanned, make sure the type is clean and uniformly inked. If line art is to be picked up from a previously published book, submit single pages from the publication.

Screens, tints, and grays

Screens or gray tints often do not reproduce well after being scanned and should be avoided. Where possible, use cross-hatching instead. If you must use a tint, please provide an additional copy of your art without the tint applied. Grays should be kept in the 20 to 50 percent range. Be aware that tints will appear darker in the printed book than they do in your original because of the way ink spreads on the page. To ensure legibility, you should keep type outside of tinted areas.

Photographs: black & white or color

The photographs you provide should be uniform in contrast. A glossy finish scans better than a matte or textured finish. The scanning process results in an image nearly identical to the original photograph, so do not submit any that are over- or underexposed, out of focus, water-damaged, or bent. If a halftone is to be picked up from a previously published book or periodical, you must provide either printer's film or a duplicate of the original photograph (or a version on disk) obtained from the publisher or manufacturer. We cannot scan a photograph from an original page

of a publication because such illustrations have been screened; the resulting dot pattern turns into an unattractive moiré when reproduced for a second time.

If you are providing photographs as slides, negatives, or transparencies, check for dust or fading.

Figure Numbering and Captions

All figures must be double-numbered by chapter and order of appearance—for example, the fourth figure in Chapter 3 is Fig. 3.4. If you find it necessary at some point to insert a new figure in the middle of a chapter, please renumber all succeeding figures in that chapter rather than numbering the new figure “Figure 1.21B.” In addition, every figure must be mentioned at least once in the text; the mention may be as brief as “as shown in Fig. 4.7” or “(see Fig. 8.3).”

Figure captions or legends make up a distinct manuscript package element. They should be relevant but should not repeat the text. Submit one list containing the legends for all figures in your book. Double-space the legends and identify each by its figure number (e.g., “Figure 2.5”). Follow the figure number with a sentence-style description of the figure. If necessary, the legend should end with a credit line, which is required for art that is not your original work. Enclose the credit in parentheses. Word each credit line exactly as the figure’s source requests on the permission form or in a consistent fashion. If one source has provided most of your book’s figures, you may give credit in the preface or acknowledgments or on the copyright page instead of repeating the credit throughout the captions.