



UNIVERSITY *of* VIRGINIA PRESS

Art Guidelines

The following guidelines will help you navigate our art submission process. Whether your art program is large and complex or simple, following these instructions will help ensure the timely publication of your book and maximize the quality of the art reproduced, in both print and digital form. If you have any questions, please do not hesitate to contact your acquiring editor.

Please keep in mind that art should not be included simply to make a work appear more attractive. Illustrations should play a supportive role, reinforcing editorial points in the text or helping to further the reader's understanding of issues you discuss. Please be judicious in selecting illustrations. In addition, please be aware that permissions restrictions for art can complicate our ability to sell digital/electronic editions of your work or to reach overseas markets. Many books, of course, will and should contain only text.

SOME GENERAL GUIDELINES

1. **Please submit art as early as possible for review.** The earlier we have your art, the more time we will have to identify and resolve any issues before your manuscript is ready for editing. (Your manuscript will not move forward into editing until art and permissions are finalized.)
2. **Do not embed art in your manuscript.** Instead, please include an in-text "callout" for each figure in your manuscript at the end of the paragraph to which the art is tied.
3. **We accept art files in high-resolution JPG or TIFF format, or EPS for maps.** Do not submit art files in BMP, GIF, PNG, PICT, PDF, MS Word, or MS PowerPoint formats. Please submit only original, unaltered digital files.
4. **Do not enlarge a low-resolution file by simply changing the resolution or size. Art should be at least 5" wide at a resolution of 300 dpi (dots per inch).** If the original piece of art is smaller than 5" x 7", the file you submit should have a resolution of 600 dpi.
5. **Do not attempt to draft your own map or commission one.** Please contact us if you are planning to use a map in your book. We can recommend a cartographer who will provide quality maps to our specifications. If map files exist, we will review them, but please be aware that GIS software and other mapmaking programs are difficult to adapt to our purposes.
6. **Tables are not considered art.** Tables must be formatted in Word and submitted in individual files.

I. Getting Started

Remember that the size at which your art will appear will be determined both by the book page and by the reproduction size and quality of the originals you submit. The largest size art will appear is 5" wide by 7" high in our standard trim size of 6" wide by 9" high.

Sizing may limit the degree of detail that can be represented. If you discuss details of any illustrations in your text or captions, please call these to our attention. We may be able to crop the art to focus on these details. All cropping instructions should be noted in the art log and may also be marked on the photocopies or printouts that you submit, in a PDF, or in your captions file.

You will also want to consider the placement of art, which is generally set as soon as possible after the relevant discussion in the text. It can be difficult to gracefully lay out pages when art is heavily clustered, so please be selective in your choices and careful about placement suggestions.

It is helpful if the text of your manuscript describes the important aspects of the art you are discussing, both in case art is not viewable in a later digital/electronic edition of your work and to meet Americans with Disabilities Act (ADA) requirements.

II. Art File Requirements

(1) DIGITAL ART: PHOTOGRAPHS, SCANS, AND LINE ART

Digital photographs (of objects, paintings, landscapes, etc.) or scans of fine art drawings must be at least 300 dpi. If the original image is smaller than 5" x 7", it should be scanned at 600 dpi or greater. Save all scans as JPG or TIFF files.

If any materials are available only in a hardcopy format (e.g., archival photographs or album covers), for best results, we recommend that you have scans made by a professional scanning service. If this is not possible, please make sure images are scanned on a professional-quality scanner in color (RGB mode) at a minimum of 300 dpi at 5" wide. As a last option, we can do the scanning.

Please note that you should avoid scanning individual images from previously printed materials as it will significantly compromise the reproduction quality. Instead, you should locate the original source, seek permission to reproduce the image, and request a high-quality version of the image.

If you are taking photos with a digital camera, please make sure your device is set to capture the highest-quality image (this would also be the largest file size option) and turn off any date and time stamps. Please submit original, unaltered digital files (JPG or TIFF).

Files for line art, or any drawing that consists only of black lines and shapes without gray tonalities, must be at 1200 dpi. If the originating image is smaller than 5" x 7", it should be scanned at 2400 dpi or greater.

II. Art File Requirements (cont.)

Important Notes:

Except for archival maps, all reference maps should be professionally drawn and follow the specifications outlined here. Please ask your acquiring editor for names of recommended cartographers.

Please consider hiring a professional illustrator to create any charts, graphs, or diagrams for your book. We will not accept files that have been created in MS Word or PowerPoint. Please ask your acquiring editor for names of recommended illustrators.

(2) DIGITAL ART: MAPS, CHARTS, GRAPHS, AND DIAGRAMS

Format: The native vector file (.eps or .ai) should be accompanied by a PDF with all fonts embedded. Do not convert text to outlines; all text should be editable. Files should be created in CMYK color mode in percentages of black/K only; all elements should be converted to grayscale.

Size: Art should be vertically oriented (in portrait mode) and should be no more than 5" wide by 7" high. For half-page placement, art should be no more than 5" wide by 5" high.

Style Guide:

- Simple maps, charts, graphs, and diagrams with minimal text and details will always reproduce better.
- Use only OpenType fonts, such as Gill Sans, Minion Pro, Myriad Pro, or Garamond.
- Fonts should be no smaller than 8 points in size.
- Avoid putting black type over tints darker than 20 percent.
- Do not use pattern fills (e.g., cross-hatching or diagonal lines).
- Do not use blends, gradients, transparencies, or shadows.
- Keep line weights between 0.5 points and 2 points; do not use hairline rules or line weights less than 0.25 points.
- All text should be in American English (follow Merriam-Webster's spellings) and consistent with the manuscript.
- Do not include titles or credit lines in the map files; they should be given with the captions.
- Be consistent with all labels and styling (e.g., use the same style for all the axis labels in a chart or use the same size and style for similar elements in a graph or on a map).
- **Specifically, for maps:** Avoid placing names over rivers, borders, or boundaries.

III. Submitting Your Art Program

Please check with your acquiring editor to find out that editor's preferred method for art file delivery.

ART LOG, PERMISSIONS LETTERS, AND CAPTIONS

Please submit a completed art log, along with copies of all permissions letters.

A separate captions list that includes credit lines must accompany the manuscript. Captions are generally most effective when succinct and consistently presented. Source/credit lines should appear in parentheses at the end of each caption.

IV. Art File Numbering & Naming

Art is generally numbered in a single, consecutive sequence, named as "figures." Maps are sometimes an exception—when newly drawn rather than archival maps—and numbered separately (consecutively). Tables, too, are separately numbered. Illustrations are to be numbered by chapter only in contributed volumes.

Only in rare cases will you need to designate parts of art using letters or numbers.

Standard images in sequential order: Author_fig01.tif, Author_fig02.tif, etc. (*if illustrations number in the hundreds*, Author_fig001.tif, Author_fig002.tif, etc.)

Tables: Author_table01.docx, Author_table02.docx, etc. (*if appendix tables*, Author_tableapp01.docx, Author_tableapp02.docx, etc.)

Images with multiple parts: Author_fig02a.tif, Author_fig02b.tif, etc.

Alternate images: Author_fig01_alt.tif (*or, if multiple*, Author_fig01_alta.tif, Author_fig01_altb.tif)

Replacement images: Author_fig01_replace.tif

Suggested cover art: Author_cover01.tif

Images numbered by chapter (e.g., contributed volumes): Editor_fig00I_01.tif (intro fig. 1), Editor_fig01_03Author.tif (first essay fig. 3)

Color plate: Author_figC01.tif, Author_figC02.tif, etc.

B&W art gallery: Author_figgall01.tif, Author_figgall02.tif, etc.