



African Homestead Legacy Publishers Technical Brief

Production Guidelines: Preparing Illustrations for your Book Project

Types of illustrations

This list describes many of the types of illustrations that may enhance a book:

- Photographs
- Manuscript material (newspaper clippings, letters, handbills, etc.)
- Drawings produced by hand in black and white, grayscale, or color
- Drawings produced using software, such as Adobe Illustrator
- Tables prepared in a spreadsheet program, such as Microsoft Excel, or in a word processing program, such as Microsoft Word
- Maps (with permissions)
- Maps produced with software and with rights
- Charts and graphs using software such as Deltagraph, SmartDraw, or Microsoft Visio
- Flowcharts using software such as Deltagraph, SmartDraw, or Microsoft Visio
- Slides from a Microsoft PowerPoint presentation
- Screen captures from a computer monitor
- Miscellaneous (photocopied material)

High resolution versus low resolution

Only **high resolution** images are used for print publishing, and the final resolution of the electronic image file that the desktop publisher places in the book file must be 300 dots per inch (dpi). During production the images that you submit are converted to encapsulated postscript (.eps) files using the photo editing program Adobe Photoshop before placement in the book file. Low resolution images at 100 dpi .jpg and .gif files are only used for Web publication and on other electronic devices.

How to prepare your illustrations for submission

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35 mm photography

After taking photographs and having the roll developed, send **copies**, not your original photographs. Or if you are able to scan the photographs, follow the procedures in the section, "Scanning illustrations" (see page 2). Burn the files to a recordable CD-Rom and or copy to a portable jump drive and send. If the files are less than 8 MB, you may send them by e-mail to editors@ahlpub.com.

Note: When submitting the photograph of an author(s) for use on the back cover of the book and in promotional material, make sure the subject(s) are in the center of the photograph. Avoid cutting off the top of the head or arms in an awkward manner. Select attire and strike a pose to create an image to project to media and readers.

Digital photography

After taking the photographs at high resolution, upload the files to your computer. Burn the files to a recordable CD-Rom or transfer them by dragging and dropping onto a portable jump drive. If possible and to save the production team time, avoid sending the files on a photograph CD-Rom that requires the graphic designer to install viewing software, including Kodak Share, Costco, etc. If the files are less than 8 MB, you may send them by e-mail to editors@ahlpub.com. During production high resolution .jpg files are converted to encapsulated postscript (.eps) files using the photo editing program Adobe Photoshop before placement in the book file.

Note: When submitting the photograph of an author(s) for use on the back cover of the book and in promotional material, make sure the subject(s) are in the center of the photograph. Avoid cutting off the top of the head or arms in an awkward manner. Select attire and strike a pose to create an image to project to media and readers.

Scanning illustrations

Scan photographs and paper documents on a flatbed scanner at high resolution, that is, 300 dpi. Save the scanned files as Adobe Acrobat portable document format (PDF) files, first choice, or as TIFF (.tif) files.

Note: If you do not own a scanner, you may pay for a scanning service. We recommend that authors use FedExKinkos or a professional photography studio to scan their photographs and other illustrations. The scanning technician will save the images to a CD-

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Rom or jump drive. Faculty members also may get free assistance from the technology center at their college or university.

Purchase photograph prints and digital files from libraries and archives

Many libraries and archives have digital files of manuscript holdings that authors may view and order as high resolution files online or by mail or in person. You must also purchase a license to use the photographs in your book. An example of the typical photographic service and requirements is from the New York Public Library (NYPL) that houses the Schomburg Center for Research in Black Culture:

Digital Images

Graphic or textual materials from the Library's collections can be digitally scanned and offered as high resolution TIFF files or low-resolution JPEGs. Images are scanned at 300 dpi. Contact Permissions for availability of scans at higher resolution.

License Images For Commercial Use

COMMERCIAL USE is any use that brings value to the person or organization displaying the photograph to the public. It applies to commercial companies, nonprofit organizations, academic institutions, and individuals who use a reproduction of an image from NYPL in a book, magazine, newspaper, scholarly journal, CD-ROM, DVD, brochure, calendar, poster, flyer, postcard, documentary, TV show, feature film, video, exhibition, web site, promotional material, product, or advertisement.

8" x 10" prints or high-resolution TIFF files are available to license for commercial use through NYPL Photographic Services & Permissions. Discounted fees apply for nonprofit organizations. Contact permissions@nypl.org for availability of other formats (e.g. 35mm slides and 4 x 5" color transparencies.)

See the Digital Gallery Selections page to begin your order for licensing images. Please refer to the NYPL Photographic Services & Permissions FAQ and Licensing instructions for additional information.

Graphing, mapping, and other software programs

After creating graph, charts, maps, etc., follow the program's instructions to save your images in one of these formats:

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- encapsulated postscript (.eps)
- TIFF (.tif)
- portable document format (PDF)

Printing images using the Adobe PDF driver

If the Adobe PDF driver is installed on your computer, you may print an image as a PDF file (actually saves the file) **from any program**. This is the best option if you create a screen capture (ALT+prt sc), use a Microsoft Excel table, or a Microsoft PowerPoint slide. Save and send the files to transport media as described in the other sections of this document.

Conclusion

Following the instructions in this document will help the AHLP production team produce professional looking illustrations in your book. Send your queries to editors@ahlpub.com.