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 may 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.
- If your artwork will all be grouped in one or two sections, number the images sequentially (Fig. 001–Fig. 100). If your artwork will be interspersed throughout several chapters, number the images sequentially by chapter (Fig. 2.3, Fig 4.5, etc.).
- Number each Figure, Plate, and Map separately, beginning each with the number 1 (for example, your book may have Fig. 001, Map 001, and Plate 001).
- Check any text in images (particularly place names on maps) for spelling, completeness, and legibility. If misspellings are found during copyediting, the illustrations will be returned to the author for correction. The Press does not correct illustrations.
- Make sure that your captions correspond to the correct image numbers.
- **If your book has been approved for color images, please provide prints that indicate true color for matching.**

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. A dated printout of the captions file must accompany the printouts of the illustrations. 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 finally the 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 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 [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, charts, etc., organized by section. As a rule, it is always prudent to include a list of illustrations with your manuscript, though not all types of books require one. If you are unsure about whether to include one in your manuscript, please contact your acquisitions 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. By permission of the Musées Nationaux, Paris.

LIST OF ILLUSTRATIONS ENTRY: Figure 9.2. Théodore Géricault, *Raft of the "Medusa,"* 1819

Sizing Guide

At the end of this document is a form to be used as an inventory and sizing guide. 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 (or most important).

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 it's own line, as follows.

[! Insert Figure 2.3 near here !]

If the illustrations are to be grouped in one section, 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: Original Photographs, Slides and Transparencies, Line Art, and Preprinted Images

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. Photocopies and ink jet reproductions are not acceptable. **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 of the image if any question exists.

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 (see further discussion under *Scanned Photos* in the *Digital Copies of Art* section, below). If no other version of the image is available, select the clearest original possible.

Digital Copies of Art: Scanned Photos, Line Art, Computer-Generated Line Art, and Digital Photography

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.

The following points apply to all digital art:

- All digital files submitted must be the final versions of the illustrations that will be printed in the book.
- Proofread all text in your images or drawings. Changes after submission may be charged to the author.
- Save only one image per file.
- Supply a full-size printout of each image for reference.
- Write the figure number on the printout.

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 300dpi 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 photo per file.
- Supply a full-size printout of each image, and write the figure number on the printout.

LINE ART

Line art is a drawing with little or no shaded areas. 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 line art drawings at 1200dpi 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 photo per file.
- Supply a full-size printout of each image, and write the figure number on the printout.

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) line art drawings in Adobe Illustrator (5.0 or higher).
- 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.
- Document dimension should be a minimum of 5"×7".
- 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 each illustration in EPS format.
- Name the image with a placement number, such as "Fig 23" or "Map 1.2" (for the second map in chapter 1).
- Save only one drawing per file.
- Supply computer printouts of each drawing in addition to the digital files, and write the figure number on the printout.

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 3–20 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 "fine," "high quality," or "uncompressed."

- If available, change the camera's compression method from .jpg to .tif.
- Take images in the best light possible.
- Save the images to your computer and name each image with the figure or plate number, such as "Fig. 45" or "Plate 4.5" (for the fifth plate in chapter 4).
- Supply computer printouts of each image in addition to the digital files, and write the figure number on the printout.

Charts and Graphs

Typically, charts and graphs are printed in books at sizes ranging from 3"×3" to 5"×7". However, most people 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. The relationship between font size, rule weight, and final printed size should be considered when creating drawings.

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

- One consistent line weight is preferred, but use no more than two rule sizes.
- Use one font point size throughout the figure. 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. In most cases, there is no reason to use bold or italic.
- Do not use all CAPS as this decreases overall legibility.
- 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%, 50%, and 80% tint values.
- Patterns: If you are submitting laser prints and areas of a figure need to be distinguished with more variation than solid black and solid white allow, then patterns should be used. Do not submit laser prints that include tints.

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 queries.

Permissions

This section will cover our guidelines for securing permissions to reproduce illustrations in your work. The information herein should be read as supplemental to the permissions information in the Press's Author Handbook, so please read those prior to reading the following sections.

For all art work, regardless of the source or whether or not it requires permission, we need to know where the illustration comes from (whether from the author, from a museum, or from anoth-

er book). This information should be included at the end of the illustration's caption; it is the credit line referred to and described in the *Captions and List of Illustrations* section of these guidelines.

You will not need permission for materials that come from the following sources:

- If an illustration was created by you in any way, you do not need to get permission for it. This includes taking a picture of something that might be owned by another source, such as a museum piece. The only exception to this rule is that if you take a picture of an image from a publication, you do need to get permission to reproduce the image, unless the publication is in the public domain, is out of print, or is no longer in business.
- If you hired someone to create new art, the illustration will not require permission to reprint, though you should include a credit line for the artist in the illustration's caption.
- Data found in a graph, chart, or table is not copyrightable, but use of that particular arrangement of data will require permission. For instance, if you reproduce a chart from another source, that would require permission. If you create the chart yourself using published data, you do **not** need to get permission.
- Many museums no longer require an author to secure permission to reproduce works from their collections if the book is an academic work. Consult the specific rights criteria for any museum works you use and discuss the matter with your acquisitions editor before pursuing permissions.
- Materials from the Library of Congress or any other federal agency are considered to be owned by the public, and thus also fall under the category of public domain.

You will need permission for materials that come from the following sources:

- Any publication still in print.
- Any museum that requires authors of any type of book to secure permission.
- An out-of-print publication IF the illustration was reproduced from another source (you should be able to determine this from the credit line on the illustration in the publication).
- Any corporation, company, or organization that possesses the original work.
- Any copyrighted material.
- An art gallery that represents the artist.
- If you take a picture that includes people who are not public figures, you will need to have signed release forms from the participants. Please remember to ask each participant for permission to use the photograph in the advertising or promotion of your book (and all subsidiary publications) as well as the book itself.

Once you have determined that an illustration requires permission, you will need to contact the rights holder in writing to request permission. We have provided a sample permission letter on the last page of these guidelines that you may copy and use, though some rights holders, especially

at large organizations, have specific permissions forms (generally posted on their websites). In requesting permission, you should include the following information:

- The tentative title of the book.
- The prospective publisher.
- The approximate date of publication.
- A photocopy of the requested illustration.
- As much information as possible about the illustration, including title, date, and source.

HOW TO ACKNOWLEDGE ILLUSTRATION PERMISSIONS

Even if the illustration does not require permission, you must include the original source in the caption. Most rights holders will specify the wording for acknowledging the permission in the credit line, and you should follow that wording verbatim. If the rights holder does not provide specific instructions on how to acknowledge the permission, the credit line should say that the illustration is reproduced courtesy of the rights holder.

Sample Letter for Requesting Permission to Reproduce Illustrations

Re: [*author, title of work requesting permission for*]

To Whom It May Concern:

I request your permission to reprint the following illustration, with nonexclusive world distribution rights including all formats and promotional material:

[*description of illustration, where and when rights holder printed it*]

I would like to reprint this material in a forthcoming edition of a book presently entitled [*title of book*] by [*author name*]. The book will be published by the University of New Mexico Press. It is tentatively scheduled to be published in [*publication year and season*], with an initial print run of [*print run amount*] cloth [*or paperback*] copies. The list price will depend upon incurred production costs.

If you would be willing to waive the permission fee for my use of this material due to the nonprofit status of the University of New Mexico Press, I would be most grateful. Any payment requested will be made upon publication. Thank you for your help. I look forward to your response.

Sincerely,

[*signature*]

Conditions of permission:

Credit line:

Signature of rights holder:

Printed name of rights holder:

Date: