



TEMPLE UNIVERSITY PRESS ART PREPARATION AND SUBMISSION GUIDELINES FOR AUTHORS

Thank you for choosing Temple University Press as your publisher.

These guidelines for art preparation and submission are intended to make the production of your book as efficient and trouble-free as possible for you and our staff. Although the availability of digital cameras and computer graphics has made it easier than ever for authors to submit digital art along with their text files, in many cases the instructions for cameras and computer graphic software do not address the requirements for book print production.

ART PROGRAM / all images

**Includes photographs, maps, artwork with shades of gray;
and Figures, illustrations with labels used to display various types of data**

- Unless your book is printing in four colors, all art will be converted to grayscale. Please note that upon conversion to grayscale, critical “information” may be lost due to inadequate contrast between shades of grey.
- All art will be sized by the Production/Design Department. For standard books trims (6 x 9”, 5.5 x 8.25”), horizontal images are sized to the maximum width of 4.75”; vertical photos will be sized at either a half page, (with the caption at side), or a full page if the resolution allows (see below).
- Right-reading art (see the attached sample) will publish/print at a maximum of 4.75 inches wide, as per above. **Please consider the final print size when choosing images and/or creating the figures/labels.** Although we will side-turn some figures/images (see the attached sample), especially maps when necessary, **we prefer art to be submitted for right-reading position.**
- Image sizing depends on the resolution/DPI (dots per inch) of the original image. Resolution, or the detail an image holds, is measured in PPI (pixels per inch). The more pixels per inch, the greater the resolution. An image with higher resolution allows for more flexibility when sizing the image and produces better print quality.
- For best possible print reproduction, images should be 300 DPI at the final print size.

HALFTONE SUBMISSION (photographs, maps, artwork, images with shades of gray)

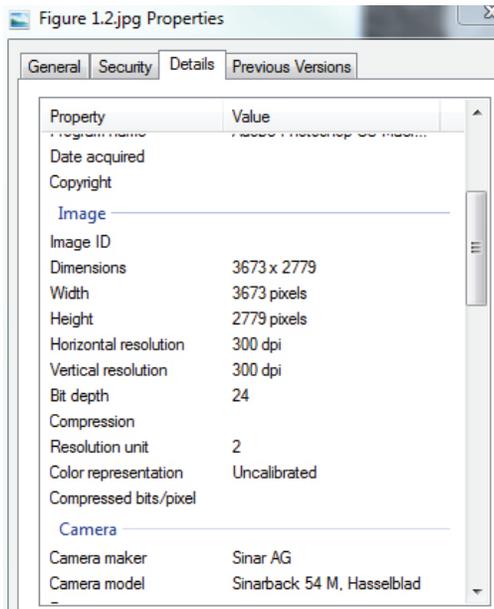
- Ideally, authors should supply images that are, or will be, 300 DPI at the final print size. There is some wiggle room, but generally anything less than 300 DPI will require extra work in pre-press, which can affect the schedule and budget.
- DPI is in inverse proportion to the dimension of the electronic file. Hence, you can have a very large file with low DPI, but when the image is reduced to fit the trim size, the DPI will increase/improve, and will be fine for print.

For example: If you had an electronic image that was 36 inches wide, at 72 DPI, the final DPI can be calculated as follows:

$72 \text{ (existing DPI)} / 300 \text{ (ideal DPI)} = .24$, x 36 inches (dimension of existing file) = 8.64 inches

This image will need to be further reduced to fit the text width. Reduction will further increase the DPI.

- **To check file dimensions and DPI:** On PC/Windows, double-click on the image. This will take you to Photoviewer. Go to File > Properties. To determine the dimensions, divide the number of pixels by 300. This gives you the dimensions in inches. The image DPI is listed below the number of pixels. This will allow you to assess whether the file will meet the requirements for reproduction.



← **DIMENSIONS** Width: 3673 pixels / 300 pixels = 12.25"
Height: 2779 pixels / 300 pixels = 9.26"

← **DPI**

This image is more than sufficient: It is 300 DPI, and will need to be reduced to fit the trim. This will increase the DPI even more.

- **Preferred formats:** TIFF, JPEG, PSD, PDF, EPS
- **Please avoid screen grabs.**

FIGURES

Illustrations with labels used to display various types of data (Bar graphs, line graphs, pie charts, etc.)

BEST PRACTICES FOR PREPARING FIGURES

- **Reminder:** All figures will be sized by the Production/Design Department to fit the text page width. Please consider the final print size when creating the figure—this includes the organization/positioning of data and the size/legibility of the labels.

- **Please avoid submitting figures that contain color for book printing.** Since the vast majority of our books print in black and white, figures that are for print use (as opposed to online use) will need to be converted to grayscale. Often when figures are converted from color to grayscale—especially in bar/line graphs and pie charts—information is lost. Without the use of color, the contrast, which must be displayed via shades of gray, may be inadequate (see the attached sample).

NOTE: Please provide all captions, sources, and figure numbers in a separate Word file; do NOT include them in your figure file.

FIGURE SUBMISSION

- Please supply a separate PDF file for each figure (necessary) and, if possible, the backup Excel or Word files from which the PDFs were generated. The backup files should include all fonts or special characters that were used to create the graphic. (Note: Backup files allow us, and/or our service providers, to remediate the graphic more effectively.)

- **To create a PDF,** open the document (in Word or Excel) and go to “save as” > PDF. (In Word on a MAC, go to print > Adobe PDF > High Quality.)