BRIEF ENCOUNTERS

ARTWORK GUIDE

If your article includes artwork (e.g., graphs, drawings, diagrams, maps, photographs, film stills, etc.), you are responsible for supplying them in their finished format at the time you deliver your final article to the Editor.

To reproduce your images at the highest possible quality, we need originals or files that fit our specifications, which the following guidelines will help you meet. If any of your artwork does not meet these specifications, you will need to replace or remove it.

We accept digital artwork (i.e., scanned, created electronically using software, or taken with a digital camera).

PERMISSIONS

If you have taken artwork from another source, you must obtain and (likely) pay for permission to reproduce those images. You must also supply credit/source information with your captions. Forward all original, signed permissions to your Editor as soon as you have them; they must be submitted no later than when you submit your final draft. Remember to make copies of the permissions for your records. Without permission or a clear indication that the work is in the public domain, we will not be able to use the art. Remember, you should treat web content like you would print content. Do not assume any images you find on the web are public domain, and make sure to research and acquire all permissions necessary. If you have any questions regarding permissions, contact your Editor as soon as possible.

DIGITAL ARTWORK

We will quality-check all of your digital artwork, and you will need to replace or drop from your submission any files that fail to meet our standards. If you are providing digital artwork:

- The minimum resolution should be 300 dpi (dots per inch) for all images. See the Sizing Artwork section below.
- Acceptable file formats: .tif, .pdf, .jpg, .eps, .psd
- Unacceptable file formats: .gif, .png, .bmp
- Artwork provided in .docx or .xlsx format may not pass our quality check, since they tend to be low resolution.

SPECIFICATIONS FOR SCANNING ARTWORK

We strongly encourage you to send original artwork to us for scanning. If that is not possible, please follow these guidelines:

- Use a middle- to high-end flatbed scanner or a drum scanner. A handheld scanner will not produce quality scans.
- All images should be scanned at a minimum of 300 dpi.
- Scan images at their actual sizes. If an image is too small to clearly see detail, then you may enlarge it in scanning. However, this will magnify imperfections, so if the imperfections are too noticeable, do not use the image.
- Do not specify a line screen value.
- Files must be saved in the .tif, .eps, .jpg, or .pdf format.
- If the scan is crooked or needs to be cropped, import the image into Photoshop (or an equivalent photoeditor) and straighten or crop it there or provide us with a printout of the image and mark how you want it cropped.

ORIGINAL "CAMERA-READY" ARTWORK

Original artwork must be "camera ready"—meaning it meets the specifications below. We are not able to make alterations to improve the appearance of art.

PHOTOGRAPHS, SLIDES, TRANSPARENCIES, PAINTINGS, DRAWINGS

▸ The more contrast a photo has, the better it will reproduce. For example, the darkest areas should be black, not gray; the lightest areas should be pure white, not light gray; and there should be a full range of gray shades between these extremes.

▸ When necessary, crop marks, horizontal or vertical orientation, enlargement of details, etc., should be indicated on a photocopy accompanying the original.

▸ We can scan slides, but it is possible that when we enlarge the scan of the slide, the image may become distorted. If less than the full image is required, we will need to see a printed copy of the image showing cropping instructions.

▸ We accept color images, but detail may be lost when converted to black and white.

LINE ART (GRAPHS, CHARTS, MAPS, DIAGRAMS)

▸ We prefer you to use Illustrator, Photoshop, InDesign, or QuarkXpress to create original line art. You may also use Microsoft Word or Excel.

▸ Line art should be only black and white. Do not use color when preparing line art (unless you know for a fact that the art will be reproduced in color).

▸ Patterns should be used to differentiate between areas such as the bars on a graph.

▸ Avoid using grayscale (i.e., shades of gray), which causes legibility problems and creates difficulties at the printing stage. If you absolutely cannot avoid using grayscale, you should start with a minimum tint of 20 percent, with each successive change increasing by 20 percent. If text labels are to appear within the tinted area, then the tint should not exceed 35 percent.

▸ Minimum line widths/weights should be at least 1/2-point, anything thinner will not reproduce well.

▸ Line art created in Word or Excel should have an accompanying pdf for each .doc or .xls file. Sometimes elements within the line art can shift depending on which version of Word or Excel is used to view the file. In these cases, the pdf file can be used to verify layout.

IMPORTANT NOTES

- Artwork should be complete at the time you submit the final draft of your article. Prior to that point, we strongly encourage you to submit artwork for evaluation to your acquisitions editor.

- Place a callout between paragraphs for each piece of art nearest to where it should appear (e.g., <figure 3.2 near here>).

- Artwork will be placed as near its callout as the text allows, but that is not determined until typesetting, so in your article do not refer to artwork as being "above," "below," or on a specific page.

- Authors must provide digital artwork as uncompressed files.