

## Artwork preparation and presentation

We would like you to help us by providing artwork that is suitable for reproduction. This means either a camera-ready image or a graphics file in .TIF or .EPS format. In some cases, however, it may be more practical for Cengage Learning to create final illustrations from your sketches. If you are unsure of your ability to create reproduction-quality art, please consult your development editor or production editor.

Remember that the artwork in your book will be only as good as that which you supply. We cannot make a blurred photo appear in focus, a muddy colour print seem true to life, or a poor quality line drawing look neat and professional. Reproduction, being second generation, will never produce artwork that looks better than your original. To have attractive, useful artwork, therefore, you must supply attractive, useful originals.

It is particularly important to test screen captures for acceptability early in the process to minimize delays. Please contact your production editor should you require more information about this.

- **Your project is not acceptable for publication until all artwork and caption manuscripts are supplied. Even one missing piece can jeopardize a book's publication schedule.**

### **All artwork should be separate from the manuscript**

- Black-and-white artwork (screen-shots, photographs, line drawings, diagrams, charts, graphs) should be double-numbered, by chapter, in order of appearance in the text.
- When submitting camera-ready art, write the figure number *lightly* in lead pencil or grease pencil in the margins on the front of the art. If you have no space on the front, write on the back (do not use ink, as it can offset onto the front of the next illustration).
- When submitting artwork on disk, please also include a hard copy, and a note of what program was used to create the art and the format in which it was saved. Artwork to be reproduced in black and white should be created in black and white.

Placement of illustrations should be indicated in the text shortly following their first reference. The typesetter will determine actual page layout and placement of the artwork. If the artwork must appear in a particular place, then indicate this on the manuscript.

### **Line artwork**

Line artwork includes any illustration that has no shading: drawings, graphs, charts, and diagrams are all examples of line art. You may provide a camera-ready hard copy of line art or supply a .TIF/.EPS file for figures (diagrams, charts, etc.) you create. We recommend using a computer package to create line art.

Artwork should be drawn as close to its desired final size as possible. If supplying finished artwork for reproduction please note that it is not possible to reduce or enlarge figures containing tints or shaded sections. Please ensure their size is suitable for the page design (if known).

### **Screen shots**

Please submit each screen shot in a separate electronic file along with a printout. High resolution black and white images are preferred. If you need to use a format other than .TIF, please contact your development editor. If you would like to have annotated screen shots, submit a screen shot on disk without annotations and a printout with the annotations pencilled in.

### **Black-and-white photographs**

Black-and-white photos should be at least 3- by 5-inch glossy prints; 5- by 7-inch or 8- by 10-inch glossies are preferable. Avoid Polaroid photos. The photos should be clean and in focus. If retouching or re-labeling is necessary, the cost will be charged to your royalties. The printer will use your photo to create a halftone; generally images with sharp contrast are preferred and will reproduce better. Note that if photos have already been screened (check with a magnifying glass), it is impossible to reproduce them again to the same quality, and the size cannot be easily altered.

Do not mount photos on boards or write on photos, except to indicate figure no. and do not use staples or paper clips on photos. If you wish to indicate cropping, use an overlay and lightly mark with grease pencil. Do not use ball-point pen to mark art. Never cut a photo yourself.

### **Colour**

You should plan to include colour illustrations in your book only if you have specifically negotiated for their inclusion when you signed your contract. If colour is not specified in your contract, all colour work you submit will be reproduced in black-and-white.

### **Captions**

All figures require a descriptive caption which describes the importance of the illustration. They should not repeat the text, but should relate to the topic being discussed. They should be short. As previously mentioned, captions should be collected in a separate caption listing and double-numbered to correspond with the artwork.

### **Credit lines and sources**

Credit lines are required for any illustration you have not prepared or photographed yourself. A credit should be included parenthetically at the end of a figure's caption. A credit line should be worded as the illustration's source requests or in some consistent fashion throughout, for example: 'Reproduced with permission, (name of copyright holder).'

If one source has provided most of your art, you may give credit in your preface or acknowledgements or on your title page instead of repeating the same credit throughout the captions.

### **Jacket/cover material**

You will be sent a colour visual for approval. If you have ideas already about a possible cover image for your book, please do feel free to discuss them with your development editor.

The copy for the back of the book (back cover blurb) is based on the information you supply on your Author's Questionnaire, with revision and input from the marketing department and your development editor. It is therefore *essential* that you return the questionnaire as soon as possible, preferably before you submit your manuscript for acceptance. Whatever we write about you, we can only be as accurate as the information you provide in the questionnaire. In cases of multiple authorship, only one author need complete the entire questionnaire, but each author should provide appropriate details and/or a short C.V.