



# INSTAP Academic Press Illustration Guidelines

## Before Submitting Your Illustrations

- See the table below and ensure your images meet our specifications.
- Submit images digitally. Each image should be submitted as a separate file: .tif, .eps, .ai.
- Vector files (.eps or .ai) do not have resolution requirements and are preferable when submitting maps, plans, graphs, charts, and drawings. If any images were created with Adobe Illustrator, please submit the native files (saved with .ai or .eps file extensions and layers retained). Do not convert them into Adobe Photoshop or PDF documents.
- Illustrations should be submitted at the final size they will be reproduced in the final printed book: usually 3.125" wide for a single column or 6.5" wide if the image is to extend across the width of our standard page size, 8.5" x 11".
- INSTAP restricts the printing of color images to those in which color is absolutely necessary to convey information, such as photos of fresco fragments or petrographic micrographs. Color usually is not necessary in plans and maps if black-and-white patterns and grayscale are properly utilized to show differentiation. Grayscale should only be used in vector drawings (.eps and .ai).
- For more information, see our *Style Guide* (4th edition), § 1.2.

## Avoid the Following

- Do NOT submit low resolution images (i.e., anything less than what is listed in the table below). Images that do not meet the minimum requirement will not be accepted.
- Do not combine grayscale images and black-and-white line drawings in the same digital file.
- Avoid the following file types: .gif, .png, .bmp, and .psd. Never submit Microsoft PowerPoint images or images made from PowerPoint slides.
- For previously printed images (such as halftones from books or magazines), in order to avoid creating a moiré effect, enable the descreening option in your scanning software. A moiré is an unwanted pattern or series of low-opacity yellow lines that occur when an image is scanned from a professional publication.

Type of Image	Example	Mode	Final Resolution	File Format to Be Saved	Compression when Saving
Black-and-white line drawing		Bitmap	1200 dpi	.tif or .eps	LZW (lossless compression) in Mac format
		Vector	N/A	.ai or .eps	N/A
Plan, graph, or drawing created natively in Adobe Illustrator or like program		Vector	N/A	.ai or .eps	N/A
Grayscale/halftone photo		Grayscale	300 dpi	.tif	LZW (lossless compression) in Mac format
Color photo		CMYK	600 dpi	.tif	

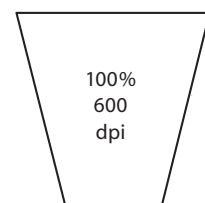
## Photoshop Tip

Digital images should be created at/or larger than the final print size, archived at that size, and then scaled down to the size intended for final printing. No enlargement should be necessary. The scan should NOT be resampled in the process.

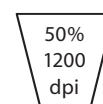
Oversize and undersize art should be scanned at 100% using this formula:

$$\begin{array}{c} \% \text{ image will be reduced or enlarged} \\ \times \\ \text{final dpi} = \\ \text{dpi to use when scanning} \end{array}$$

See below for an example in Adobe PS:



Scan at 100% at 600 dpi



Resize to 50% after unchecking "resample image" for final publication size