Part 1. Developing a Book Plan

1.4 DEVELOPING YOUR ART PROGRAM

Developing a good art program can be one of the most challenging tasks for authors. It is also one of the most important components in developing a marketable textbook.

Two critical aspects of creating a successful art program for your textbooks are understanding student needs as well as how competing books are illustrated. Please note that your desire for a highly illustrated text must be balanced against the project budget as determined by your AE.

Choosing the right type of art.
Illustrations and photos need to be functional or instructive. Consider the following examples:

- A photo of an automobile versus a schematic showing the components of an automobile

- A picture of a person drinking a glass of water versus a diagram showing how that water is absorbed by the body

- A complicated diagram versus the section of a diagram that refers to a specific portion of the textual discussion

- A photo of a mechanical system versus the same photo with labels pointing to the key components

As you can see, the first examples are not as effective as the second in each line above.

It is important to look at other books and then visualize how you would like your book to be illustrated. Discuss these ideas with your AE and devise a plan that is affordable and effective. For example, you may wish to use:

- Sequential photographs demonstrating the steps of a procedure

- A combination of line drawings or schematics with photographs of an actual device

- Manufacturer's diagrams or illustrations to demonstrate the equipment students will most likely work with in the real world

- Illustrations integrated into example problems or chapter-end exercise sets

- Extensive labels that point out critical parts of complicated diagrams

- Original sketches that will be rendered by professional illustrators

- Screen captures or examples to illustrate a series of steps

- Original photographs you will take or have taken

By discussing these ideas with your AE at the beginning of the project, it is more likely the AE will be able to work at least part of what you envision into a mutually acceptable plan and budget. If you are providing art or photos from other sources (i.e., Pearson's PAL Images, stock agencies, professional photographer [via photo shoot]), please refer to Part 4.3. Preparing the Art Manuscript.

Some authors select images they know they will need and "write around it"; most decide where to add illustrations as they write. Whatever method you use, it is critical to:

- Number the figures by chapter and insert figure "call-outs" in the manuscript to tell the publisher where the illustrations should appear

- Develop an art log and a permissions log to keep track of the figure numbers, titles, captions, and sources

- Discuss the permission process with your AE so you have a clear understanding of your responsibilities (refer to Part 5. Permissions for more information)

- Clarify special instructions or sizing suggestions for how small or large the illustration should be in the finished book (for example, detailed schematics with many labels that must be easy to read may need to be reproduced larger than other illustrations)

- Any special sizing instructions that are needed for your art MUST be included when the manuscript is submitted

The importance of managing the size of your art program.
Managing the quantity of illustrations is another critical aspect of your work. Your AE will give you a target number of illustrations, typically divided between line drawings and photographs. Because illustrations are a major cost item for the publisher, it is critical to match the target number of illustrations you are given. If you keep art logs as you develop each chapter, it is easier to know if you are staying on-target. If your illustration count is too high (or too low), contact your AE to discuss your options. In most cases, unfortunately, you will be asked to cut if you have too many illustrations; in special cases, art budgets may be revised. The key is keeping track and communicating with your AE.

Finally, delivering a finished art manuscript that is orderly and easy for others to work with is important. Your instructions must be clear. Missing or misnumbered

figures or incomplete permissions can delay a project significantly. Keep copies of everything in your art manuscript in case anything is mislaid. This is especially true if any of the originals must be returned to the source.

Providing sample files for author-created illustrations.
If you are going to render your own line art or provide electronic files for figures and photos, you must check with your AE or DE before you purchase any software or begin to render your illustrations. Creating your own illustrations (whether computer-generated artwork, screen captures from software or the Internet, photographs, or any other author-originated art) presents unique production challenges that you must discuss with your AE. It is crucial to provide samples before creating the illustrations in any significant quantity.

It is critical for you to send 6 to 8 representative samples (files and hard copies) to your AE early for production evaluation. You are required to do this before preparing your entire art program so that we can identify any problems early and save you valuable time. Your AE has to give you approval to proceed before you can complete your entire art program. Detailed instructions on art preparation are available from your AE.