

PART 4. PREPARING THE ART MANUSCRIPT

4.1 PLANNING THE ART PROGRAM

Delivering a complete, well-prepared art manuscript is critical to the success of your textbook. Missing or misnumbered art, incomplete permissions and/or instructions, poor quality photos, and other art problems can delay a project significantly. This section provides detailed instructions on how to assemble and submit your art manuscript. Use the Art Checklist document to help you manage your art program. Please review these instructions carefully prior to initiating work on your book. If you have questions, please contact your Acquisitions Editor (AE) or Development Editor (DE).

Preparing your art program.

- Work with your AE or DE to determine the type and number of art (line drawings, photos, figures set as text, screen captures, art with extensive labeling, technical drawings, etc.) to be included in your book. Think about the type of art that will make your book competitive and useful.
 - Communicate specialized art needs (e.g., scientific illustrations, photo-realistic art, etc.) to your AE or DE.
- Determine the sources to be used and plan for how the art will be acquired and/or rendered.
 - How many will be requested from your contacts, manufacturers, government websites, etc?
 - How many will come from PAL-Images?
 - How many photos need to be researched through Pearson's Image Resource Center (IRC)? (Note: Because of the expense, use the IRC as a "last resort" only.)
 - Is a photo shoot necessary? If Pearson arranges a photo shoot, Pearson owns the photos.
- 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 arts by chapter and insert art "call-outs" in the manuscript to tell the publisher where the art should appear (see Section 3.2 First Edition Guidelines for more information on figures, photos, and tables)
- Develop an art log and a permissions log to keep track of the figure numbers, captions, and sources.

- Discuss the permission process with your AE so you have a clear understanding of your responsibilities.
- Clarify special rendering instructions and/or sizing suggestions for how small or large the artwork should be in the finished book (for example, detailed schematics in which labels have to be read may need to be reproduced larger than other art pieces).
- Illustrations need to be functional or instructive.
 - Avoid images and/or illustrations that are simply “window dressing” to break up long sections of text.
- For first editions, determine the number of line art to be rendered, art from external sources, author-provided art, and pickup art from other Pearson titles.
- For revised editions
 - Evaluate the art program from the previous edition to determine if illustrations need to be updated or corrected (e.g., replacing photos of old equipment with new equipment, replacing poor quality art, replacing art without permissions and/or electronic rights, etc.).
 - Determine the number of new figures to be rendered, new art from external sources, and pickup art from the previous edition.