PART 4. PREPARING THE ART MANUSCRIPT

4.4 ART CATEGORIES

Your art program will consist of all or some of the following categories. Follow the guidelines below on how to prepare and submit your art program.

1. Rendered Art by Pearson Vendor

    - Provide clear and original sketches (not photocopies) or explicit directions to the artist regarding technical items such as line weights, arrow positions, overbars, Greek symbols, subscripts, and superscripts.

    - Use one sheet of paper for each illustration.

    - Indicate sizing and labeling instructions (1/4, 1/2, full page).

    - If your art will be rendered in two- or four-color, please contact your Project Manager (PM) for instructions on color marking. If color is used for functional and illustrative purposes, you should provide color and/or shading instructions.

    - If you are modifying/adapting art from another text, write your modifications directly on the page you provide.

    - Submit all your "art specifications" with your final manuscript.

    - Only production can contract with art vendors. Don't hire someone to render your art without discussing it with your Acquisitions Editor (AE) first.

2. Electronic Files for Author-Rendered Art

    - An art or graphics file is generally not a file created by your word processor. It can usually be identified by the "extension" at the end of the filename: for example, JPG, GIF, TIFF, .WPG, and .EPS.

    - Electronic files (author-rendered art) must be accompanied by hard copy for visual reference, showing figure number. If you have specific sizing instructions, write them on the corresponding hard copy.

    - Art files should be submitted in their original format and not embedded in a Word document or in PowerPoint. (You may embed figures in Word documents for review purposes, but all art files should also be submitted in a separate file organized by chapter and numbered correctly.)

    - Send 6 to 8 representative samples (files and hard copies) to your PM early for production evaluation. We strongly recommend that you do this before

creating your entire art program so that we can identify any problems early and save you valuable time.

- Important Note: Standard budgeted amount for art alterations is 10% of the total art cost. If art alterations exceed that percentage because you have not provided final art input from which to render, provided insufficient art input, or did not follow Pearson instructions, you may be asked to bear some financial responsibility and some of the cost may be deducted from your royalties.

- Don't hire someone to render your illustrations unless you intend to pay for this service yourself.

3. Art From External Sources

- Electronic files from external sources must be accompanied by hard copy for visual reference, clearly identified by figure number and referenced in the text. If you have specific sizing instructions, they should be indicated in the corresponding hard copy.

- If electronic files are not available for art from external sources, tearsheet (not photocopies of pages) from other books, journals, etc. should be provided.

- If you are using borrowed art from another source, request permission early. Also ask the copyright owner to provide you with ONE of the following:

    o   An original piece of art or a glossy, continuous tone photograph

    o   A tearsheet (printed piece from a book, journal, brochure, etc.)

    o   An electronic file (HALFTONE—300 dpi TIFF, black and white or color; LINE ART—1200 dpi TIFF or electronic file in EPS format, rendered in Adobe Illustrator); if this type of file cannot be provided, please contact your AE, Development Editor (DE), or PM for further instructions

    o   If you are downloading materials from the Internet or from your computer, note that not all art that is downloadable is actually printable; send samples to your AE, DE, or PM early for production evaluation

    o   If you are using clip art (i.e., Microsoft or Corel) in your text, permission needs to be obtained from the software manufacturer (tip*:* Microsoft's permission guidelines are posted on their website at www.microsoft.com/permission); there you will see their stringent

permissions policy on clip art; we recommend that you do NOT use Microsoft clip art

- If you are using art from technical series manuals, manufacturers' specifications, manuals, or brochures, it is critical that you document your specific source (e.g., manufacturer, year, model #, and other identifying marks) prior to requesting permissions. Make copies for your records, and supply the original art, photo, manual, brochure, etc., with your art manuscript.

- Permissions documents must accompany illustrations from external sources.

4. Figures Set As Text (FST)

- You do not need to include FSTs (figures in tabular format) in the art manuscript, but make sure that they are listed in the art log. If the FST is borrowed from another source, make sure that it is listed in the permissions log.

- Some FSTs—such as those with explanatory callouts and/or with images, drawings, etc. included in the figure—are considered as art and should be included in the art manuscript.

5. Photos

- Please send your images in the medium in which they were originally captured. If your photos were taken with a film camera, do not scan the prints and send electronic files; we will scan the original prints to the exact specifications for your book. If your photos were taken with a digital camera, send the original files.

- When preparing to take your photos, set your camera for the highest possible resolution. Images should be saved at 300 dpi.

- You are responsible for obtaining signed model releases for each individual pictured in any photo you submit.

- Include a hard copy of each electronic file for reference, showing figure/photo number and credit line, if applicable (obtained from permissions document).

- If you are not submitting digital files for photos, make sure that you submit actual photo prints on a CD and not photocopies.

- Do not resize or manipulate your digital photos in any way. The image will be manipulated, as necessary, by the production team. If you require labels or arrows on the final image, create a printout of the image and draw labels/arrows on the printout exactly as you want them to appear on the final image in the book. Do not write directly on the electronic image.

- You should indicate cropping and sizing instructions (1/4, 1/2 page), if applicable, on corresponding hard copy for reference.

- Submit only one version of a photo.

- Do not embed files in Word or PowerPoint.

- For each PAL image to be permissioned through IRC, provide a hard copy of the image with Figure Number and Asset ID**.**

6. Screen Captures

- A screen capture is a low-resolution picture of an image that is captured from your computer screen. You can use key commands on your PC or Mac to obtain screen captures.

- Do not resize or manipulate screen captures in any way. The image will be manipulated, as necessary, by the production team. If you require labels or arrows on the final image, create a printout of the image and draw labels/arrows on the printout exactly as you want them to appear on the final image in the book. Do not place labels/arrows directly on the electronic image.

- Colors that are similar in tonal values will appear the same when they are converted to black and white or grayscale for the book.

- If using multiple screen captures in your text, it is a good idea to make sure that the settings of all computers making screen captures have exactly the same appearance settings.

- Be sure to label, number, and call out all screen captures properly as figures.

- Include a hard copy of each electronic file for reference, showing figure number and credit line, if applicable (obtained from permissions document). Also indicate sizing instructions (1/4 or 1/2 page), if applicable, on corresponding hard copy.

- Submit only one version of the screen capture.

- Please do not create screen captures from the Internet. Those images are not acceptable for publication, as they are saved at only 72 dots per inch (dpi). This is barely 1/4 of the resolution we need to reproduce an image adequately on a printed page. If you find an image on the Internet that you would like to include in your text, contact the source to see if a high-resolution version (or a print or a slide) can be provided. Please be sure to obtain the appropriate permission if you intend to use an image from the Internet. Also be aware that there may be a permission fee to use the image.

- If you are downloading materials from the Internet or from your computer, please note that not all art that is downloadable is actually printable.

- Do not embed screen captures in Word or PowerPoint!

- Should you decide to have Pearson create your screen captures, please submit the Screen Capture Request Form to your DE or PM, or follow the instructions below:

PC users:

- Display the screen you would like to capture.

- Press the "Print Screen" key on the keyboard; to obtain a screen capture of only the active window, and not the whole screen, hold down the "Alt" key while pressing the "Print Screen" key.

- Open your image program (e.g., Imaging, Paint, Photoshop, etc.).

- Create a new document (choose BMP in the File Type, choose "256 Colors" in the Color window, choose "No Compression" in the Compression window, choose "320 x 240" in the Resolution window, choose "Letter" in the Size window).

- Paste the contents of the clipboard directly onto your new document.

- Go to "File" and "Save as…" (be sure to save the document as a ".bmp" file).

Mac users:

- Display the screen you would like to capture.

- Press "Command + Control + Shift + 3". A file is saved to your desktop.

- You can also take screen captures of just a piece of the screen or of just a window. Press "Command + Shift + 4" and the cursor changes into crosshairs. Click and drag your cursor to draw a dotted-line rectangle of the screen you wish to capture. Release the cursor to save the file to your desktop.

7. AutoCAD Art

- After rendering your AutoCAD art, please convert to an EPS file before submitting to production. The idea is to plot the drawing to a file, using a system printer that generates EPS or PDF files ready to be opened with Adobe Illustrator. Follow the steps below:

- Using the PLOTTERMANAGER, install an Adobe (non-physical) printer-PostScript Level 1. This printer's drivers come with AutoCAD. Under the Ports screen, select the "Plot to file" option.

- Open the Plotter Configuration Editor for the system printer by clicking the Properties button on the Plot dialogue box. Under the Device and Documentation Settings tab, open the Graphics tree and click on Vector Graphics to change its resolution (quality versus image size).

- Plot the drawing as you normally do using the PostScript Level 1 system device. This will generate an EPS file that can be opened with Adobe Illustrator.