

## ***Preparing Graphics for Publication (Books)***

Here are some guidelines for the graphics (photos, sketches, etc) you may want to use in the body of the book or on the cover:

### **General Thoughts:**

Pictures and sketches are the life of many books and need to be considered with much attention to content as well as placement in a book. If you are taking your own photographs, make certain that they express the feelings you wish to convey in the book. If you are using photography, watercolors, etc., belonging to others, please obtain permission from the artist or the artist's estate. *IRIS Enterprises* works from the position that the author has obtained the necessary permissions. If we have questions, we will contact you.

### **Resolution (also called density):**

The bookprinting industry works to many standards that are different than for brochure printing or simple photo reproduction.

### **For Black & White (Greytone) graphics:**

The minimum resolution for the printing presses we use is 300 dpi (600 ppi). Depending upon the contrast of the original graphic, you may want to go to a larger resolution (like 400 dpi). If graphics are to be enlarged, they must be at a resolution such that in the enlarged set-up the effective resolution is at least 300 dpi.

### **For Color graphics:**

Start at a minimum of **300 dpi**. If the original graphic does not have much contrast, you can stay at 300 dpi; however, if there are color subtleties or contrasts that you wish to have visible, you should go up to at least 400 dpi and preferably 450. If the cover is color and to be glossy or semi-glossy, then 450 to 600 dpi are recommended (depending upon the contrasts). If graphics are to be enlarged, they must be at a resolution such that in the enlarged set-up the effective resolution is at least 300 dpi.

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## Digital enlargements

You save money if you do the cropping prior to submission. It is not critical to get to the right size, but you can eliminate unwanted items on the sides of the main action. If you do this, you will need to make certain that the cropped area is still within the dpi requirements (some people will scan at 300 dpi and then crop a small portion of a photo and enlarge it, reducing the dpi down to 150 or even 75 dpi without knowing it).

The actual size of the graphic in the book is dependent upon the size of the book and whether the graphic will fill a page or not and its orientation (portrait vs landscape). It is always better for the photo to be too large than too small. Generally, *IRIS Enterprises* can reduce the size of the graphic up to 50%. There is no additional charge for this. Graphics reduced this way will look a bit sharper when they come off the presses, but some fine detail may be lost in the reduction, so it depends on each photo.

Another thing to keep in mind is for the graphics to sit correctly. Sometimes a scan is a bit skewed (buildings are not perpendicular to the ground, plaque texts are not parallel to the bottom edge). Re-scan as many times as necessary to get the alignment correct before going into cropping.

As a rule, most graphics can be enlarged about 20% before the resolution starts to break down. We try not to do digital enlargements beyond slight expansion to fill an area as set by the author. It is always better if the originator starts with a larger original file.

## Format for creating and storing the photos

NOTE: All graphics need to be saved as *CMYK* and in *TIF*. Printers will reject *JPEG* or *GIF* graphics or charge a fee to convert to *CMYK*.

**Greystone** graphics originally in color or sepia should be saved as *CMYK* and in *TIF* and then reduced to greystone. The printing industry uses *CMYK* only. By saving in *CMYK* the bit order is set for the printers to read. Then going to greystone will remove the color markings but retain the *CMYK* sequencing which the printers require.

**Color graphics** should be saved as *CMYK* and in *TIF* as soon as possible. If the graphics are in *JPEG* and/or *RGB*, they need to be converted to *CMYK* and *TIF* before any manipulation is done. Sometimes color nuances will change in this conversion. Each save of a *JPEG* file compresses colors a bit further and nuances get lost.

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## Order of photos on the CD

All graphics submitted to *IRIS Enterprises* must be digital and on a CD. There is no order to the graphics on the CD. Burn at least 2 identical copies of the CD and retain one as a back-up in case a calamity happens before the book goes to the printer. Each file should have a unique name and in the manuscript the file name should be inserted at the spot where the graphic is desired. Additional placement detail will be worked out among Publisher, Author, and Production when we discuss the book's size and layout.

## General Observations:

Don't forget a "headshot" of the author, illustrator, etc., for the cover or somewhere near the rear. This would go with the biography or summary of the book.

When in doubt, err on the side of more contrast than less. We can't add contrast to a photo but the layout process can, if desired, take it out.

## PLEASE NOTE:

*IRIS Enterprises* does not check every graphic for compliance. We will check the first graphic to be used. If the first graphic is not the proper density or format, the CD will be returned and work stopped. If the first graphic is the proper density and format, the project will be run and random checks of other graphics will be made. If a graphic is of incorrect density or format, the printer will reject the final product. In either case a rejection will require a revision in the production schedule and publication date.

## Final Thoughts

There may be changes in submissions requirements based upon the requirements of the printer and the printer's presses. Additionally, there may be changes in submission requirements and timelines based upon the requirements of the publishing house. These matters are out of the hands of *IRIS Enterprises*. We will work with you to ensure that your submission to us and our submissions to publishers and printers meet all requirements.

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