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Submitting Scans

BLACK AND WHITE SCANS

Glossy photographs are superior to author-generated scans as a starting point for image reproduction. The original photograph or drawing gives designers and printers the most options for determining how best to reproduce the original. Modern print shops have systems that are calibrated from the scanning stage all the way through to the printing press, and taking advantage of this work flow ensures the best possible reproduction.

Unfortunately, the widespread availability of inexpensive desktop scanners encourages the illusion that submitting images in the form of scans is a cost-saving convenience. Scanning introduces a plethora of quality and technical issues that are all too often unseen by the novice. These issues can entail unnecessary delays and costs.

If submitting original art is not possible, then it is best to use an established graphic arts service or library service for scanning.

SUBMISSION REQUIREMENTS FOR BLACK-AND-WHITE SCANS

Form. Black-and-white continuous-tone scans should be provided in the grayscale mode.
Format. Scans should be saved in the TIFF or EPS format
Quality. Scans should be made from sharp, clear originals by a graphic arts service, a professional photo lab, or a library service.
Size. 5 × 7 inches or 8 × 10 inches
Resolution. 300 pixels per inch.
Documentation. Each scan must be accompanied by a laser print representing the scan at actual size.

TO BE AVOIDED

If you must submit scans with the following features, please consult your publishing team before doing so.
Form. Scans submitted in the RGB and CMYK modes that are intended for black-and-white reproduction. Converting these scans often yields unexpected and disappointing results.
Quality. Scans made from muddy, blurry, or damaged originals. Scans made from previously printed material such as books and magazines. Scans made from slides. Scans meant for use on the World Wide Web.
Size. Scans smaller than 5 × 7 inches and larger than 8 × 10 inches
Resolution. Resolution less than 300 pixels per inch.

INCORPORATING TEXT AND GRAPHICS

If you wish to incorporate graphic identifiers (such as a numbering scheme or arrow indicators) with a continuous-tone black-and-white image, import the scan into a drawing program such as Adobe Illustrator or Macromedia Freehand and incorporate the elements there.

COLOR SCANS

Submitting color scans is discouraged even more than submitting black-and-white scans. Four-color printing requires more planning between designer and print shop than black-and-white printing does.

If you have no alternative and must submit color scans, you should also provide a flat art facsimile of the scan that accurately portrays the color makeup of the image. Our printers will need this when they convert the scan from RGB to CMYK format. Submit color scans in RGB mode in the TIFF or EPS format. Do not submit scans in the CMYK mode. *Please consult your book team before submitting color scans.*

Fig. A.9. Sample guidelines for the submission of scanned artwork to a publisher.

817

Digital Photos and Artwork

The following are worldwide standard specifications for all digital photos or scans to be used for offset printing. Offset printing standards differ greatly from those for photographic printing and computer display, and files prepared for one medium do not usually reproduce well in another. Digital photos and artwork for offset printing should be prepared by someone familiar with this medium.

We *always* prefer to work from "original art," be it a drawing, a digital photo, or an old snapshot. For best color reproduction of physical artwork (paintings, etc.), we still prefer 4 x 5 color transparencies with color bar included.

We work with what we get, of course, but in the end all digital artwork must be made to conform to the following specs.

Please contact us anytime with questions.

I. PHOTOS AND OTHER HALFTONE ART

☐ **Size/Resolution**
300 pixels per inch (or higher) at finish size (or larger).
Please ask for finish size. Please ask for spine width if cover art is to wrap around. Do not re-sample image from lower resolution or smaller size. We cannot enlarge images that have insufficient size and resolution.

☐ **Bleed**
All edges that are to bleed must have 1/8" extra image (to be trimmed off).
Full-cover images usually bleed at the top, right, and bottom; the spine edge need not bleed.

☐ **Color Mode**
For color images: CMYK (not RGB). Total inks not to exceed 300%
Embedded ICC Profile: U.S. Web Coated (SWOP) v2.
Please be aware of any color shift that may occur when converting RGB images to CMYK. We cannot guarantee color match for images submitted in RGB mode or without embedded ICC profiles.

For black-and-white images: 8-bit Grayscale. Embedded ICC Profile: 20% Dot Gain.
CMYK or RGB is also okay, and can even help us adjust grayscale values.

☐ **Highlights & Shadows**
For covers: Highlights at least 4%. Shadows up to 93% for paperbacks, 95% for dust jackets.
For interior illos: Highlights at least 4%. Shadows up to 90%.

☐ **Proof**
If color match is important, please include an accurate hardcopy color proof at 100% size, and/or include calibration bars in the photo or scan.
Proof must be of the CMYK file (not RGB).

☐ **Format and Compression**
TIFF (with or without LZW compression), EPS, or PDF; Photoshop or Illustrator documents.
JPEG with minimum or no compression is acceptable for digital cameras only (not for scans).

studio e books

II. LINE ART (DRAWINGS, ETCHINGS, LOGOS, ETC.)

☐ **Size/Resolution**

1200 pixels per inch (or higher) at finish size (or larger).

Please ask for finish size. Please ask for spine width if cover art is to wrap around.

Do not re-sample image from lower resolution or smaller size. We cannot enlarge images that have insufficient size and resolution.

☐ **Bleed**

All edges that are to bleed must have 1/8" extra image (to be trimmed off).

Full-cover images usually bleed at the top, right, and bottom; the spine edge need not bleed.

☐ **Color Mode**

Bitmap (or grayscale). ICC Profile not required for bitmap images.

☐ **Proof**

Laser proof at 100% size

☐ **Format and Compression**

TIFF (with or without LZW compression); Photoshop or Illustrator documents.

JPEG is not suitable for line art.