Duke University Press
Art Preparation and Submission Guidelines
for Journals Authors

July 29, 2016

Whether you have a large set of complex images or only a few photographs, following these instructions will help us avoid potential delays in starting the production process and maximize the quality of all the images in your article, both in print and digital form. If you have any questions throughout this process, please do not hesitate to contact your journal's editorial office.

QUICK GUIDE

1. **Submit artwork as early as possible for review.** The earlier we have your artwork, the more time we will have to identify and resolve potential quality or permissions issues before your manuscript is ready for production.
2. **Do not include any images in your manuscript file.** Instead, please submit each figure in a separate file, and name the files with your last name and figure number (e.g., LastName_FIG1.eps). Please list the figure captions at the end of the manuscript file, include an in-text "callout" for each figure (e.g., ". . . as shown in figure 1."), and indicate where in your manuscript you want it to appear (e.g., <Figure 1 about here>).
3. **Original tables (i.e., those created by you) are not considered art.** Original tables should be editable and not pasted into a Word file as a picture. Some journals prefer tables to be submitted in the manuscript file. Others prefer that they be submitted as separate text files. Please consult your journal's manuscript submission guidelines (or contact the editorial office) to determine which method your journal prefers.
4. **Avoid scanning images from previously printed materials.** Instead, locate the original source and request a high-resolution file of the image from the custodian or rights holder. If the artwork is in the public domain or if you plan to submit an image under the auspices of fair use and you are having trouble obtaining a high-resolution image file, please contact your journal's editorial office for guidance.
5. **Do not submit images from the Internet.** Even if these images look fine on your computer screen, the quality is likely to be too low for print publication.
6. **Do not resave or adjust images from museums or stock houses.** Although we prefer TIFF files for photographs and other halftone art, some images may be provided to you as high-quality JPEGs. These files are often sufficient, so please submit them as they are provided.
7. **Submit charts, graphs, diagrams, and maps as EPS or PDF files.** Always submit the **original source file** as well. For instance, if you have created a chart in Excel, you will send two files: (1) the chart saved as an EPS (.eps) *or* PDF (.pdf) file and (2) the original Excel (.xls) file.

Digital Art

Digital art is any image that has been captured by scanning or digital photography or that has been generated with computer software. (If you have hard copies of art that need to be scanned, please contact your journal editor.)

The **resolution** of a digital image is an important factor in determining the best possible print quality of a rasterized image (see "raster graphic" below). The resolution is measured by the number of **dots per inch (dpi)**. You should be able to check these dimensions under the file properties on your computer.

Scans

Please make sure images are scanned on a professional quality scanner in color (RGB mode) at a minimum of **300 dpi** (contact your editorial office for height and width specifications, as print dimensions differ from journal to journal). Save all scans as TIFF files and provide any cropping instructions in the Permissions Log.

Please avoid scanning individual images from previously printed materials. However, if you cannot obtain the image from any other source, it may be possible to use a scan of a printed image. Contact your journal's editorial office if you experience difficulty obtaining a high-resolution file of an image you would like to use in your article.

Digital Photography

If you are taking photographs with a digital camera, please make sure your device is set to capture the highest quality image (this would also be the largest file size option) and turn off any date and time stamps. Please only submit original, unaltered digital photography files.

Screen Grabs

Film and television screen grabs should be at least 300 dpi. Consult your journal's editorial office for specific size dimensions. It is difficult to capture stills that will reproduce well in print, so we recommend using professional software, such as Final Cut, Capture Me, or DVD Snap.

Please remember that screen grabs with good contrast and easily recognizable subject matter will work best.

Example 1: Not acceptable

Example 2: Good quality

Example 2 shows how images in focus with good contrast and distinct subjects will convey best in print. (Both images available for use under CC0 1.0 Public Domain Dedication.) Remember that interior images are also typically printed in black and white, so color variations may not always make an image more recognizable.

Computer-Generated Art

Raster Art

Raster graphics are pixel-based (i.e., made up of a specific number of dots) and need to be submitted at a minimum resolution of 300 dpi at the dimensions specified by your target journal. (See the "Determining size" and "Assessing resolution" guide at the end of this document for help.)

Line Art

Charts, graphs, diagrams, and other representations of quantitative data are often generated using vector-based computer applications.

Vector-based images (or **vector graphics**), unlike the JPEGs, GIFs, and BMP images one often sees on the Internet, are not **rasterized**. Vector graphics can be scaled to a larger size and not lose any image quality. They are resolution-independent graphics. If you blow up a **raster graphic**, however, it will look blocky, or "pixelated." When you enlarge a vector image, the edges of each object within the graphic stay smooth and clean. This is why vector-based images are preferable for line art, such as charts, graphs, diagrams, and maps.

Terms and Tips for Vector-Based Graphics

EPS is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for Encapsulated PostScript. An EPS file can contain text as well as graphics.

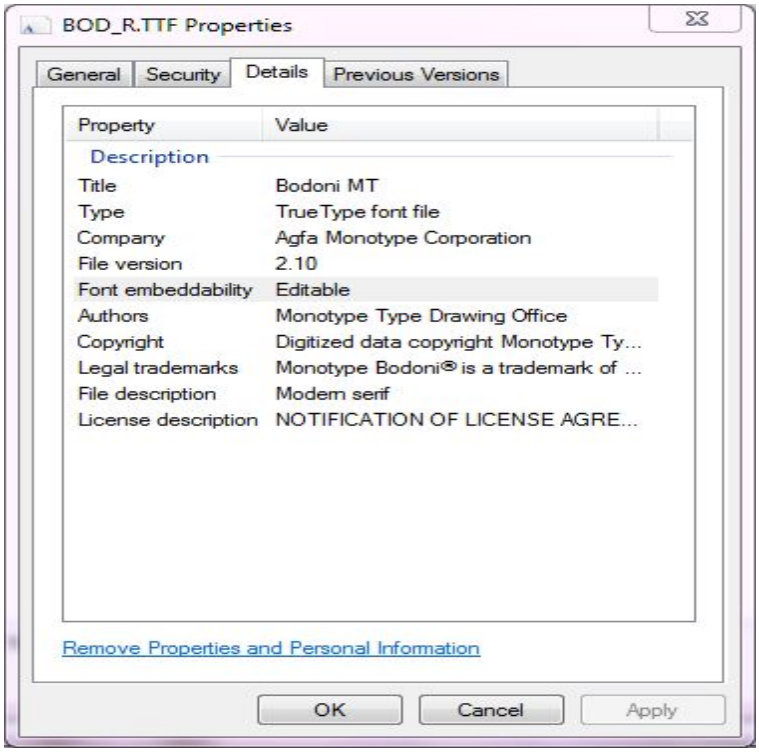
OpenType fonts (.otf) and TrueType fonts (.ttf) are preferred in vector-based graphics due to their cross-platform compatibility (the same font file works on Macintosh and Windows computers).

However, if your vector-based graphics are generated in Microsoft Office, TrueType fonts may offer more stable functionality when embedding fonts in a PDF.

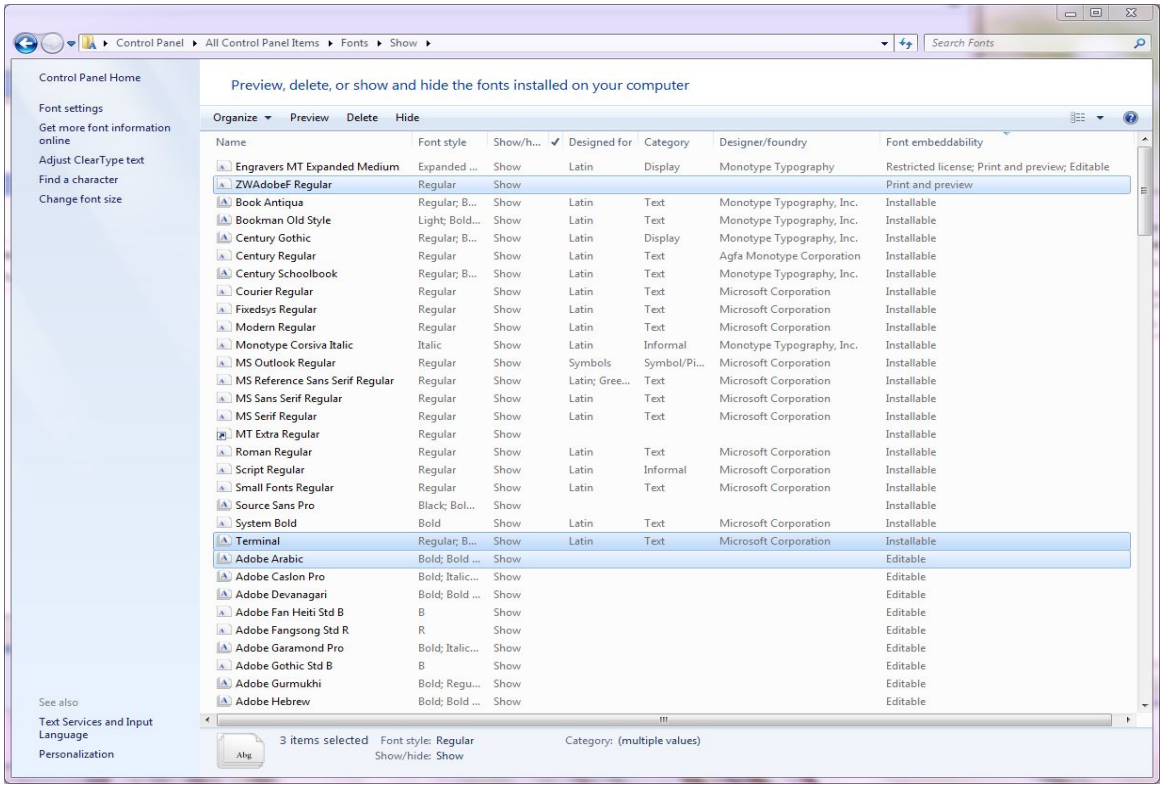
Click here for more information on OpenType and TrueType fonts.

Embedded fonts are necessary for processing vector-based figures, and they allow DUP to make necessary type changes or adjustments to the supplied files. Carefully select your fonts for use in vector-based graphics before you start working. Ensure that all fonts being used can be embedded. Font embeddability should be “editable” or “installable” and never “print and preview.”

To check the font embeddability status, right-click on the .ttf or .otf file, select “Properties” and click the “Details” tab.



Or, view your fonts in your control panel, using the “Details” view. The “Font embeddability” column is displayed.



If your Windows operating system does not display the properties in either of these ways, you may need to install the Font Properties Extension available here.

Tips on Exporting

Exporting PDFs from R and Stata

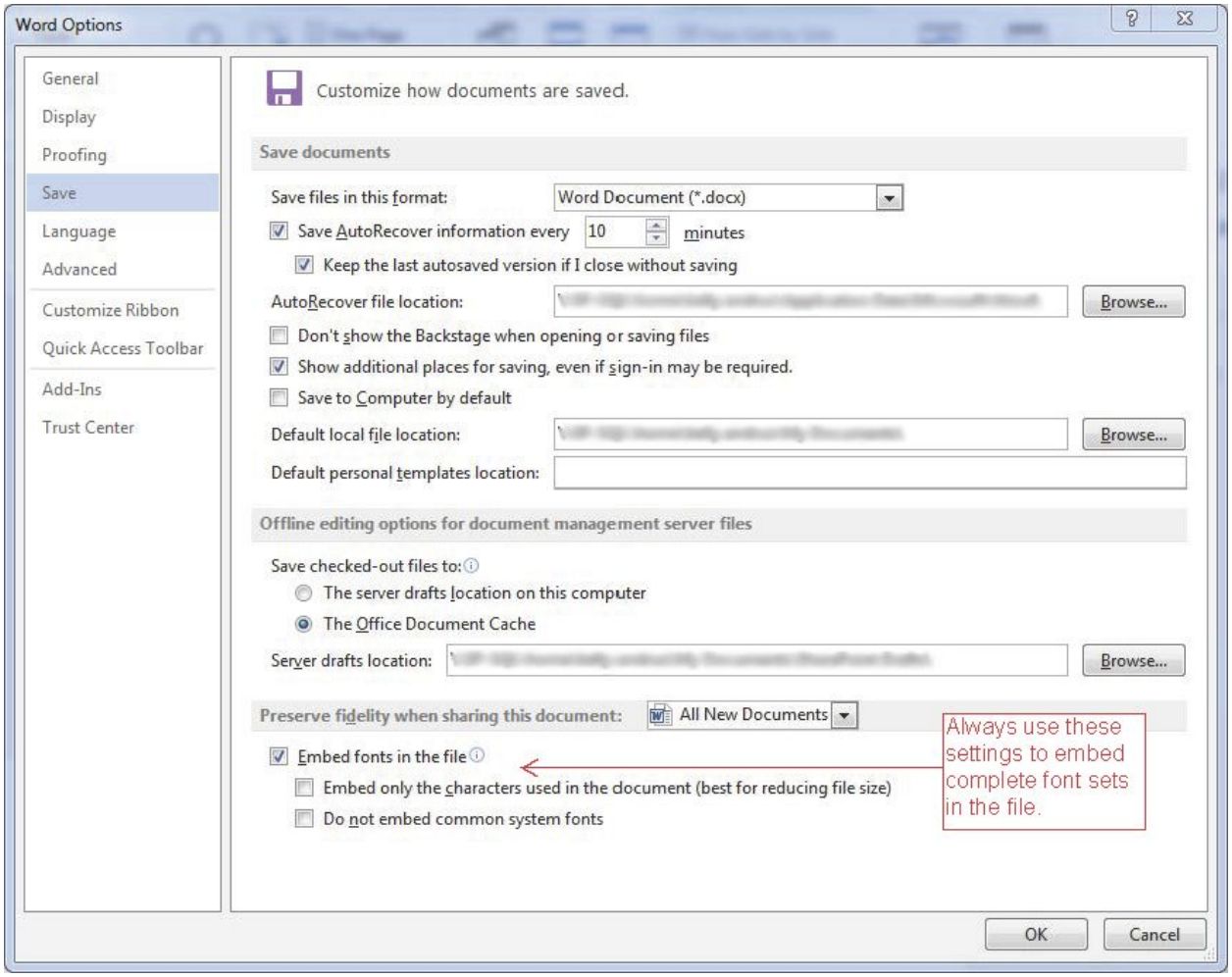
- In **R**, the line of code is: postscript(file="plot.eps", onefile=FALSE, horizontal=FALSE)
- The graph export command in **Stata** can be used to save a graph as an EPS file
  - The graph export command supports a number of other graphic file formats as well, and the formats supported vary depending on whether you are using a Macintosh, Windows or Unix.
  - You can learn more by referring to the Stata help for graph_export.

(Credit: UCLA Institute for Digital Research and Education, www.ats.ucla.edu/stat/stata/faq/grapheps.htm)

Exporting PDFs from Native Programs with Embedded Fonts

Embedding Fonts in Microsoft Office

Set your Word/Excel options to “Embed fonts in the file” as shown below.



Note: When working in Microsoft Office applications, Adobe OpenType fonts may not offer reliable font embedding functions. Click here to review more details about potential problems.

Click here for more information on embedding fonts in Office documents.

Save, Publish, or Export your PDF from Microsoft Office

When saving, publishing, or exporting a pdf, DUP requires the following settings:

Optimize for:

"Standard (publishing online and printing)"

Options:

Select "Bitmap text when fonts may not be embedded"

Do not select "ISO 19005-1 compliant (PDF/A)"

Do not "Encrypt the document with a password"

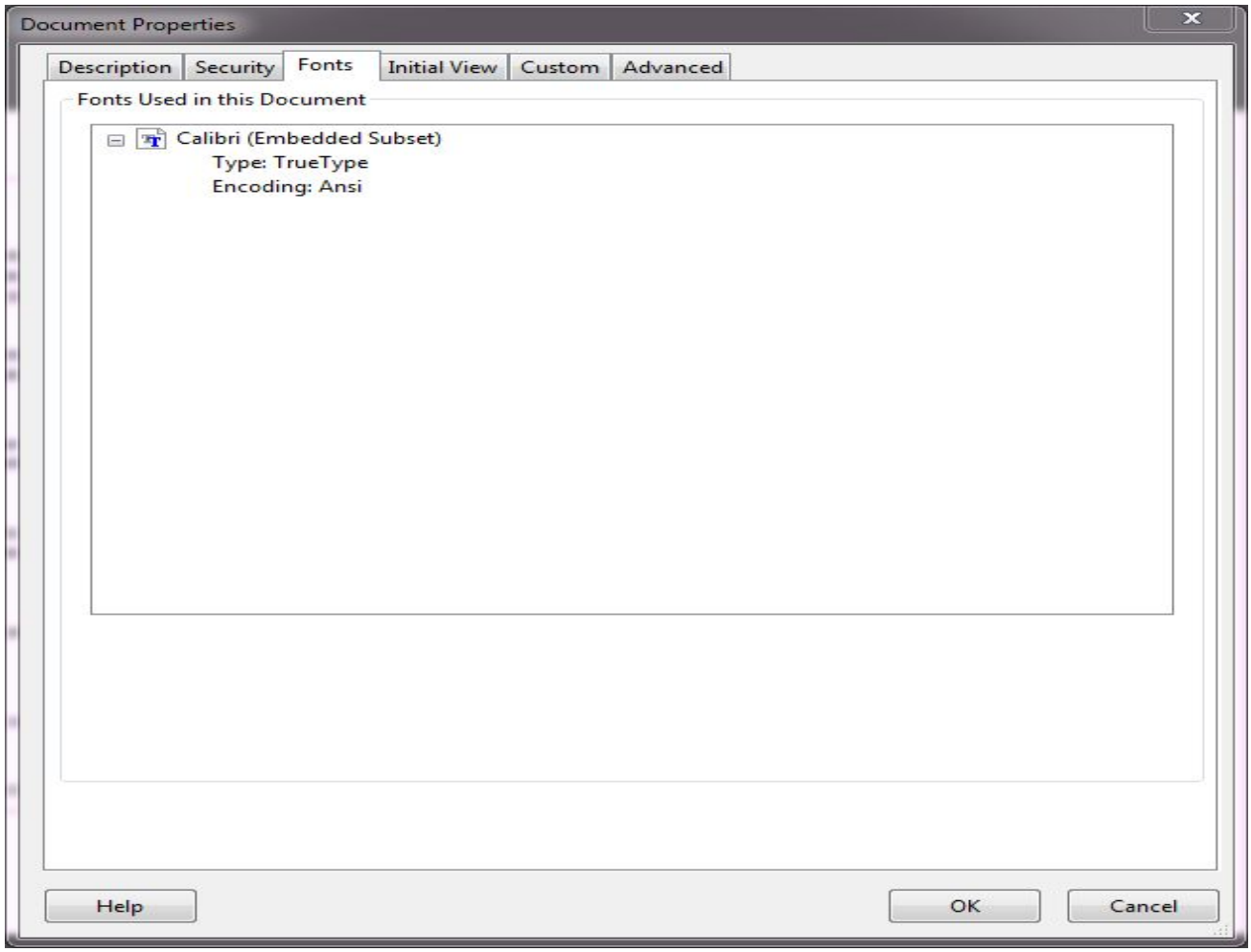
Follow the links below for more specific instructions, depending on the version of Office and the specific program you are using.

Office 2007

Office 2010 and Office 2013
Word 2013

Check your PDF for embedded fonts

- Launch your PDF in either Adobe Reader or Acrobat Pro.
- From the “File” menu, select “Properties.”
- Click on the “Fonts” tab.
- All the fonts used in your figure should be listed as either “(Embedded Subset)” or “(Embedded).”



MUSIC NOTATION

To ensure that your music files are ready for production, please follow these instructions carefully:

Music examples prepared in notation software, such as Finale, Sibelius, or Score, should be supplied as either an EPS file with all fonts embedded, a high-resolution TIFF file, or a native software file (e.g., .mus or .sib files). Consult your journal's editorial office for specific size dimensions. Each music example should be accompanied by a PDF with all fonts embedded (this will be a visual reference for our art editor). Please use an OpenType font, such as Times New Roman.

MAPS

The native file should be accompanied by a PDF with all fonts embedded. Do not convert text to outlines; all text should be editable. Consult your journal's editorial office for specific size dimensions.

Keep in mind:

– Simple maps with minimal text will always reproduce better

– Do not modify existing art to create new "original" art without properly crediting the source and, if necessary, obtaining permission

– Avoid placing names over rivers, borders, or boundaries

– Be consistent with all labels and styling

– Only use OpenType or TrueType fonts

– Fonts should be no smaller than 6 points in size (or larger if your original image is very wide and needs to be reduced significantly for printing)

– Avoid putting black type over tints darker than 20%

– Do not use blends, gradients, transparencies, or shadows

– Keep line weights between .5 point and 2 points; do not use hairline rules or line weights less than .25 point

– All text should be in American English and consistent with the manuscript

– Do not include titles or credit lines in the map files; they should be listed with all the captions

With the exception of archival maps (significant based on their physical or historical appearance), all reference maps should be professionally drawn and follow the specifications outlined here. Please request a list of recommended cartographers from your journal's editorial office.

Before hiring a professional cartographer, feel free to check out **D-MAPS.COM** or **MAP COLLECTIONS**. **D-MAPS.COM** provides over 30,000 different maps—each available for download as Adobe Illustrator (.ai) files. The maps may be downloaded, adapted, and edited for use in your manuscript but should include the following credit line in the caption: © Daniel Dalet, d-maps.com. **MAP COLLECTIONS** is

another useful online repository of maps and atlases, which is curated by the Geography and Map Division of the Library of Congress. Please note that, unlike with D-MAPS, it will likely be necessary for you to obtain permission from a rights holder if you wish to use maps from MAPS COLLECTIONS. Most of the archival images are in the public domain and can be downloaded directly from the site.

CHARTS, GRAPHS, & DIAGRAMS

The native Adobe Illustrator (.ai) file should be accompanied by a vector-based PDF with all fonts embedded. Do not convert text to outlines; all text should be editable. Consult your journal's editorial office for specific size dimensions.

Keep in mind:

– Simple illustrations will always reproduce better

– Only use OpenType or TrueType fonts

– Do not color code graphs; use patterns instead to differentiate sets of data

– Fonts should be no smaller than 6 points in size (or larger if your original image is very wide and needs to be reduced significantly for printing)

– Keep line weights between .5 point and 2 points; do not use hairline rules or line weights less than .25 point

– Be consistent with all labels (e.g., use the same style for all the axis labels in a chart or use the same size and style for similar elements in a graph)

– Do not use blends, gradients, transparencies, or shadows

– All text should be in American English and consistent with the manuscript

– Do not include titles or credit lines in the illustrations; they should be listed with the captions

FILE NAMING

Include the first author's surname and figure number in the figure filename. Figures are numbered in the order in which they appear in the manuscript. Therefore, the third figure to appear in an essay submitted by coauthors Sarah Smith and Timothy Drake would be labeled "SmithFigure3."

To help ensure that figure files stay with the appropriate manuscript files, please be consistent in how you label files for all elements related to your manuscript. For instance, in the above example, the manuscript file would be labeled "SmithEssay."

Note: For authors with hyphenated last names, use the first initial of the first surname and full second surname, with no separators (e.g., an essay by Roger Julham-Smith would be labeled JSmithEssay).

SUBMITTING DIGITAL ARTWORK

HOW TO SUBMIT YOUR FILES

Please do not send large art files as email attachments. Once you've organized your art for the article, please submit artwork according to one (or more) of the following methods:

- Dropbox
- Google Drive
- Box.net

These are free platforms with plenty of online file storage; individual folders may be shared directly with your editorial office contact for convenient access.

PERMISSIONS LOG

Your artwork should be submitted with a Permissions Log that includes (1) the figure number, (2) the manuscript page where you want the image to appear, (3) a brief description of each image, and (4) permissions information.

A note about permissions...

Your journal's editorial office is interested in helping you navigate the sometimes complex territory of permissions and comply with the terms of your publication agreement with Duke University Press.

For all images and significant text excerpts, you are responsible for either

- providing proof of permission to reproduce copyrighted material (emails, invoices accompanied by terms),
- explicitly stating an argument for "fair use" or for the material being in the "public domain," and accounting for international differences in these doctrines,
  or
- asserting that the material is the original work of the author.

At any time in the process of gathering your artwork for a submission, if have questions about whether you need to obtain permission from a rights holder, whether you can claim fair use or public domain, and how to go about either, **please do not hesitate to contact your journal's editorial office.**

Is this art BIG enough?

Follow the steps below, and refer to the provided sizing information to assess what size your images will be when used at 300 dpi.

STEPS TO DETERMINING IMAGE SIZE

1. Right-click the image file and select “Properties”
2. Click the “Details” tab in the “Properties” window
3. Scroll down to “Image”
4. Note the “Width” of the image in pixels*
5. To define the image width in inches at the ideal resolution of 300 dpi, divide the pixel value by 300

* Width includes frames or borders that may be present in the file. If existing frames and borders are not desired, be aware that cropping of such areas results in smaller image sizes. The area retained after cropping = “live image area.”

ASSESSING IMAGE RESOLUTION

Images smaller than 400 pixels in width are considered LOW RESOLUTION and are not recommended for print production

X-SMALL: 400 - 650 pixels or 1.33 - 2.17 inches**

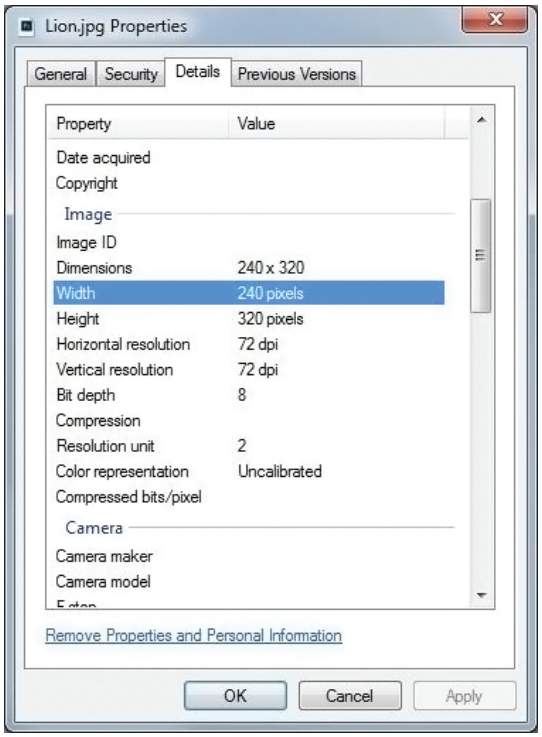
SMALL: 650 - 950 pixels or 2.17 - 3.17 inches**

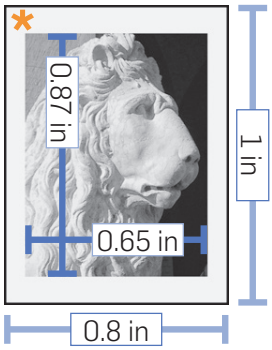
MEDIUM: 950 - 1250 pixels or 3.17 - 4.17 inches

LARGE: 1250 - 1500 pixels or 4.17 - 5 inches

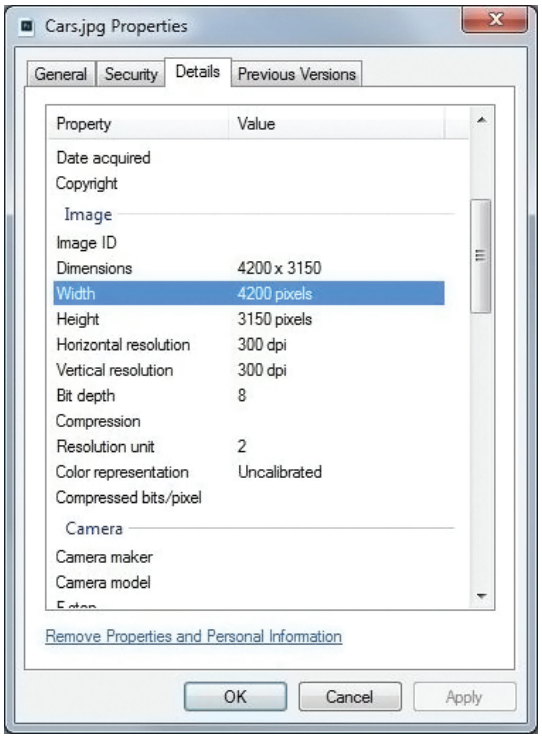
COVER QUALITY: 2100 - 3000 pixels or 7 - 10 inches

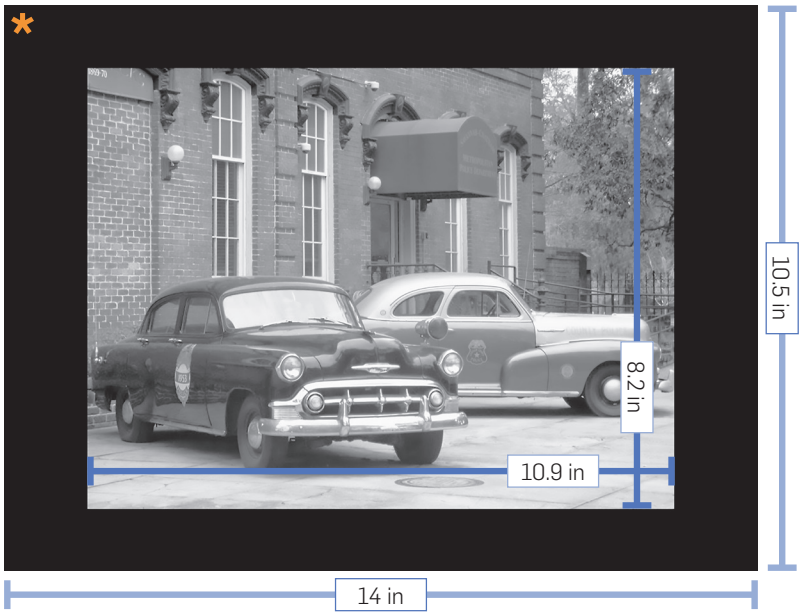
** Individual journal design specifications may not allow for X-SMALL or SMALL art.





Low resolution image file at 240 by 320 pixels, with live image area measuring 194 by 260 pixels





High resolution image file at 4200 by 3150 pixels, with live image area measuring 3273 by 2457 pixels