

## 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.** 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.