



# Digital Art: Guidelines for Preparation and Submission

- Color**
- Black and white raster images should be submitted as bitmap (1-bit) mode for monochrome, and grayscale mode for tones or combination tones.
  - Color images should be submitted as CMYK color mode. Files should not be supplied as RGB color mode or as other than bitmap, grayscale or CMYK color.
  - Files should be free of color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions. Files should not include references to ICC profiles.
  - Total Area Coverage (TAC) for black or dark elements or for black areas within color images should not exceed 300%.
  - For color images, black text and lines should be specified to overprint.

- Image Resolution**
- Raster (scanned) image files should adhere to resolution guidelines specified for the publication in which they will appear. Typical recommended image resolution specifications are as follows:
    - 266dpi for tones (either grayscale or color)
    - 500ppi-900dpi for combination tones (either grayscale or color)
    - 900ppi-1200dpi for monochrome (1-bit) images

- Image size/crop**
- Digital art files should be cropped to remove non-printing borders.
  - Art should be created or scaled to the size intended for print.
  - Image orientation should be the same as intended for print.

- File Format**
- Digital art files should be saved as TIFF or EPS format.
  - Submission as native file formats, or submission as any format other than TIFF or EPS is not recommended.
  - Images should be flattened prior to submission; that is, files should not contain layers and/or transparent objects.
  - Images can not have JPEG 2000, JBIG, or JBIG2 compression.

- Text/Lines**
- For vector EPS files, fonts should be embedded or converted to outlines.
  - Lines or rules should not be defined as hairline width. Recommended minimum line width is 1/4 point (i.e., 0.0035 inches).
  - For digital art files not supplied same as print size, the effect of scaling reduction should be considered for small text and for thin rules or lines.

- Proofs**
- A clean proof same size as the digital art should accompany file submission—for color images, the supplied proof should be color.
  - To ensure color match, the accompanying proof should be generated using a ISO standard 12647-2:2004/Amd. 1:2007 and must be based on FOGRA39L characterization data set. (<http://www.iso.org>)
  - In case that the digital art file cannot be used as provided, or the file cannot be converted/modified, the supplied proof will serve as original art for scanning.

- Submission**
- Raster images may be compressed using LZW method for TIFF format.
  - Digital art files may be compressed as archive format using WinZIP or PKZip for PC or Aladdin StuffIt for Mac.
  - File submission can be accomplished using standard removable storage media (e.g.: Iomega ZIP, CD-R, or DVD), or as e-mail attachment or FTP by arrangement.

