University of Nebraska Press *Image Requirements for Publication*

This guide is designed to assist you in preparing the illustrative materials (photos, maps, tables, etc.) that accompany your book. Although we try to be as flexible as possible, we do have a few ground rules when it comes to illustrations, and they are presented on the following pages. If you have questions about the guidelines, please contact _____.

Print Images

When it comes to reproducing print images, what you see is what you get. A reproduction of a photographic print will always produce an image of slightly lower quality than the original. If it doesn't look sharp and clear on the reproduction, it will look considerably less sharp and clear when printed.

300 DPI image

Photocopy Images

Unfortunately, photocopies are never acceptable. The quality of photocopied images is never sufficient for reproduction, and photocopying itself leaves marks and scars on images that reduce the image's quality.

Photocopy image

Inkjet banding

Inkjet dot pattern

Inkjet Images

Images printed from inkjet printers are usually not acceptable. If you have an image printed on a "photo-quality" inkjet printer, it may be acceptable, but most standard printers are not qualified to print an image that meets image standards. Photos and maps printed from standard inkjet printers, such as HP, Lexmark, or Canon, do not meet the resolution quality needed for reproduction.

Inkjet prints that are not high enough quality are usually recognizable by fine vertical or horizontal bands running across the image, or sometimes by dot patterns, as shown above.

Digital Images

Visual parameters similar to those already discussed apply to digital images as well: primarily that the file will always produce an image of slightly lower quality than what you see. Even though you are viewing the images on-screen instead of a physical version, if it doesn't look sharp and clear there, it will look considerably less sharp and clear when printed.

Resolution in images can be a confusing discussion, especially when attempting to decide what images will produce a good, high-quality print versus a poor-quality one. The problem arises in the difference between monitor resolution or image

resolution as compared to print resolution. For the sake of argument, let's work on the premise that a computer monitor has a resolution of 72 DPI (dots per inch). A 72 DPI image looks fantastic on your monitor because its pixilation is equal to the maximum your computer can produce. But, unfortunately, the printing process requires a resolution of 300 DPI to produce a smooth, acceptable range of tones from solid black to pure white (and everything in between). Therefore, how an image appears on a monitor is not an indication of whether or not it will reproduce properly. The Press requires photos, or images of paintings, drawings, etc., to be at a minimum of 300 DPI at 100% of the size to be used. Images that contain text, such as maps, tables, or graphs, must be at a minimum of 1200 DPI at 100% of the size to be used in order to reproduce the type smoothly. (See "Maps, tables, and graphs" on next page.) Images scanned from newspapers must also be at a resolution of 1200 DPI.

Images should always be scanned to a print size larger than we need. For instance, most 6" x 9" books should have the images provided at a minimum size of 6 inches across the smallest dimension. It is always possible to reduce the size (which effectively increases the resolution) but it is usually impossible to enlarge it. For example, a 35mm slide has an image size of approximately .94" x 1.41". Therefore, if this image was scanned at the resolution of 300 DPI and scaled to reach the desired 6 inches, the effective resolution is 46 DPI, which is not up to standard.

Generally speaking, the best rule of thumb is that if the image is less than 300 DPI in resolution, it must be proportionally larger than the 6-inch minimum. For instance, if a 72 DPI image is supplied, it must be at least 30 inches in size across its smallest dimension(!) to yield a 6-inch image at 300 DPI.

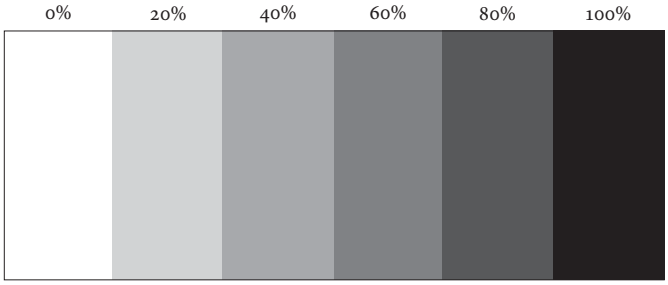
72 DPI image

300 DPI image

Maps, tables, and graphs

These three types of images are the exception to the "bigger is better" rule of thumb. Too often maps, graphs, or tables are submitted to us filling an entire 8 ½" x 11" piece of paper, loaded with areas of varying shades of gray, many small details, topographical lines, and a lot of 8- and 10-point type. Assuming the quality of this original image is perfect, when it is reduced most of the gray-shaded areas will be indistinguishable from each other and the type will shrink to 3 to 4 points in size, rendering the entire image completely illegible.

If you, the author, are the one creating or producing these figures, please produce your image at a resolution of 1200 DPI and at a size no larger than the basic text area of a page, roughly 4.5" x 6.75". If your image is created to fit within this area, you will easily be able to see if the type is too small to be legible or if the image is too confusing because of the amount of information being presented, because you are working at the actual size at which the figure will be reproduced. If screen tints are absolutely necessary for the editorial value of your image, they may only be used in increments of 20%. Therefore, you could use white, 20% black, 40% black, 60% black, 80% black, and solid black. Any difference smaller than this greatly lessens the ability to distinguish one area from another.



Screen tints

Again, if you have any questions regarding the information provided, please do not hesitate to contact _____.

Thank you for your cooperation with the Press!

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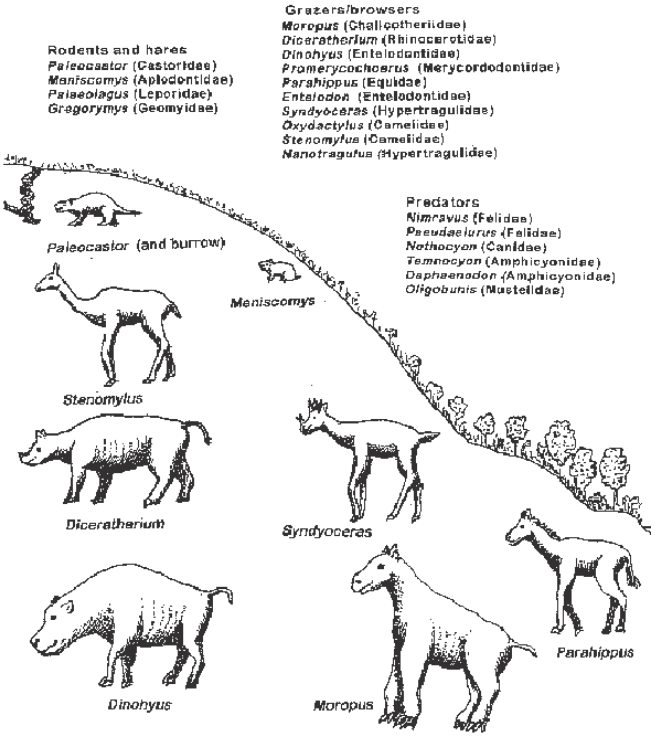
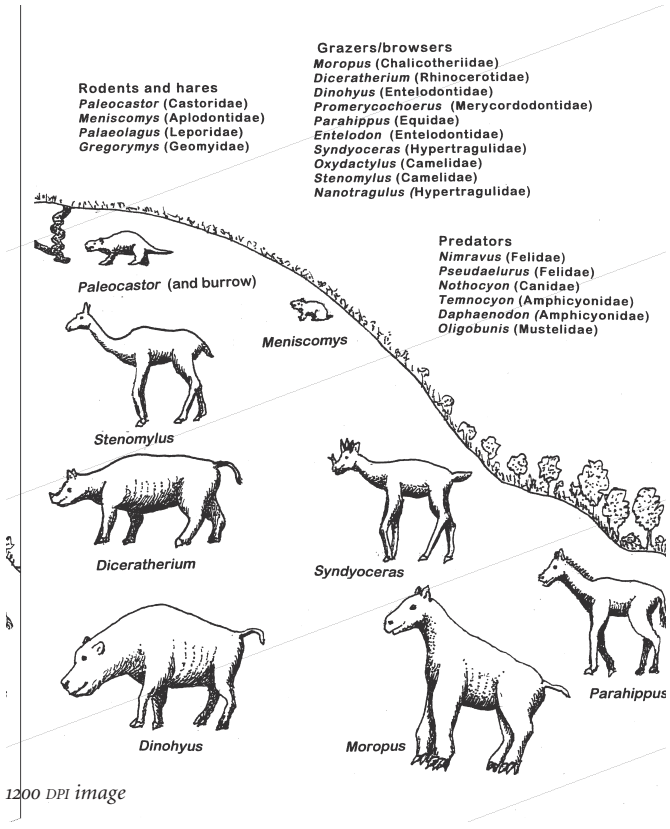


300 DPI image



1200 DPI image