

Preparing your manuscript

- ◆ Work in your favorite word-processing application (e.g., Sun® StarOffice™ Writer, Corel® WordPerfect®, ClarisWorks®/AppleWorks®).
- ◆ In your files, indicate where you believe graphics are appropriate in the following manner:

“Insert {name of graphic}.tif here”

Write a caption for each graphic and include it with the “Insert {name of graphic}.tif here” line. Captions should clearly relate the image to the topic discussed in the text. They should add to the text and not just borrow from it.
- ◆ Concentrate on writing and resist the temptation to design (suggestions for illustrations or technical art are welcome, however).
- ◆ Submit your files in your native application format (e.g., Microsoft Word) or as ASCII text.



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Dealing with graphics

ESRI Press books are eye-catching if they are anything. Distinguished by their use of four-color process throughout, our books rely on screen captures and other images to illustrate how people are using GIS or to enhance the text in other ways. When authoring a book for ESRI Press, it helps to be able to think visually.

The graphic images (“art”) that are reproduced in ESRI Press books originate in a number of formats. The following lists the different kinds of original art, along with how to handle each kind for best reproduction results.

1 CONTINUOUS-TONE ART

Examples: Photographs (color or black-and-white); illustrations that include tones (i.e., that are not just black-and-white line drawings) such as colored pencil sketches or watercolors.

Such art needs to be scanned. If practical, mail this kind of art to us for scanning (insure anything that’s valuable). The best printed results with such art can only be achieved by scanning at a particular resolution that’s determined by an image’s final printed dimensions. Otherwise,

Dealing with graphics (continued)

scan twice in RGB color mode, at 300 pixels per inch (ppi) and also at 600 ppi, and send the files to us.

2 LINE ART

Examples: Black-and-white line drawings, diagrams, charts.

This type of art also needs to be scanned. If practical, mail such art to us for scanning (insure anything that's valuable). Otherwise, scan in black-and-white (line art) mode at 800 ppi.

3 ART THAT ALREADY EXISTS IN DIGITAL FORM

Example: Stock photography from such sources as PhotoDisc, Inc.

Don't manipulate these images in any way. Send the files to us in their original form.

4 SCREEN CAPTURES

Using your favorite screen capture software (e.g., HiJaak PRO, Paint Shop Pro) or your computer's built-in screen capture function, save screen captures at your operating system's default monitor (screen) resolution (96 ppi for Windows, 72 ppi for Macintosh) as TIFF (tagged image file format) or BMP (Microsoft® Windows®/IBM® OS2® bitmap) files. TIFF files are preferred, as that's the final format used in ESRI Press books. Capture the entire application window or a portion of the window, as appropriate. Give each file a brief, descriptive name. Don't do anything else to these files; just send them to us as they are.



A note about GIF, JPEG, BMP, TIFF, and other bitmap file formats

Don't resize, resample, or anti-alias these. Avoid JPEG, if possible. Send us whatever you have in its original form, at its original size.



A note about image modes

Submit all digital files in their original image mode (normally RGB or gray-scale). In particular, don't convert your files to CMYK.



A few additional tips on dealing with graphics

- ◆ If you have ideas for illustrations that you believe might brighten the pages of your book, please share them with us. The talented artists in the ESRI graphics department are at our disposal for such things as cover design, spot art, and general illustration.
- ◆ If you have ideas for illustrations of a technical nature, feel free to create them yourself in your favorite drawing program (e.g., Adobe® Illustrator®), or simply sketch them on a sheet of paper, and submit them to us. You can scan sketches and send them to us in PDF form, if you know how to do this. ESRI's experienced technical illustrators can take it from there.
- ◆ In the word-processing files that you submit, indicate where you think graphics should go (be sure to include the file name of each graphic).
- ◆ Consider whether information could better be presented in tabular form; if so, in your file, turn the passage in question into a simply formatted table.
- ◆ Consider whether a table presents too much information and might better be broken into smaller tables.
- ◆ Make sure that you obtain written permission to use graphics from outside sources. The project editor assigned to work with you will advise you about this and provide necessary legal forms.