



Preparing Electronic Image Files

Overview:

Images used in printed books (or just about anything printed using traditional offset and digital methods) must adhere to certain parameters very different than those for images for display on your computer screen for viewing in emails and on Web sites.

Scanned Images

- Scan all images at 100% of original size; if you wish the image to appear larger than its original size, you must scan at a higher percentage. Once there are electronic files, images made larger on the computer may appear in print as pixilated (the “stair-step” effect)
- Images scanned from sources that used traditional offset printing methods, such as photos in a newspaper or magazine, usually appear to have what is known as a moiré pattern. (If you submit an image with a moiré pattern, that image will need to be corrected and therefore will be subject to an image preparation fee.)
- All images for offset printing must be scanned at 300 dots per inch (dpi); for digital printing, they must be scanned at 600 dpi.
- Scanned black & white or grayscale (halftone/photograph) images should be scanned in COLOR but must be saved as 300 or 600 dpi grayscale TIFF files. (All scanners scan images for the screen as R.G.B. [Red, Green, Blue] files, ideal for the Web and your computer screen.
- Scanned color images should be scanned in COLOR and must be saved as 300 dpi CMYK TIFF files. (All scanners scan images for the screen as RGB [Red, Green, Blue] files, ideal for the Web and your computer screen; CMYK represents the four colors of four-color process printing: Cyan [blue], Magenta [red], Yellow, and black.)

Photos from Digital Cameras

- When taking digital photos for use in a book, make sure your camera quality is at least 3.2 megapixels and use the highest image quality setting. When you open these files in imaging software such as PhotoShop (recommended), they will be quite large in physical size (up to 24 inches wide in some cases), but only 72 dpi. They are also saved as RGB files for Change the physical size to the size you desire and the dpi to 300 AT THE SAME TIME (600 dpi for black and white photos used in digitally printed books).
- Save the files as either grayscale (black & white/halftone/photograph) or CMYK (color) TIFFS.

Existing Electronic Images

- Images acquired from the World Wide Web are most often compressed and too small to be converted into an image that will reproduce with quality and they CAN NOT be made larger than they already are. Also, many images found on the Web are the copyright property of the Web site. Unless you have reproduction rights and the ability to convert the files into print-quality images, DO NOT USE IMAGES FOUND ON THE WEB.
- Photoshop Files: Outside of basic photographs, files created in Adobe Photoshop should be saved as native .ps files. So that they may be edited if necessary. DO NOT flatten layers.
- Illustrator files: Files created in Adobe Illustrator should be saved as native .ai files so that they may be edited. Files you don't wish to edit may be saved as .eps files.