

Guidelines for the Preparation of Artwork February 2007

Linguistics Books and Journals

General

All authors are expected to supply 'camera-ready' art work with their manuscripts. These notes explain what that means in practice, and gives guidance as to how to prepare the most common kinds of artwork needed in linguistics publications.

Supplying the right kind of artwork is critical to the timely production of a book or issue of a journal. Where problems arise in production it can hold up the production of a title substantially – sometimes by many months – as the manuscript may need to be put to one side whilst problems are resolved, and another title fills its 'production slot'.

Preparing the right kind of artwork is also often critical to the financial viability of a book or journal. It is very costly in studio time to draw up, or repair, even simple linguistic diagrams and since few graphic artists are linguistics specialists, there are often time-consuming and expensive corrections to be made.

Please be aware that when you submit the final draft of your manuscript to the Publisher you are confirming that the artwork (photographs, line drawings, tables and data examples) are ready for publication. Although you will be given an opportunity to check proofs of your work, this is intended only to ensure that nothing untoward has occurred in the production process. For the majority of artwork, no changes will be possible at proof stage.

Preparing artwork

All figures must be supplied separately from the manuscript, in an appropriate digital format. When uploading a journal article through the Equinox online submission system on the website, each figure should be supplied as a separate Supplemental file. Each figure will be reproduced exactly as you have created it. We will scale down the artwork, if necessary, to fit the page dimensions. Artwork which is wider than the width of the text column in the printed page will in most cases be scaled to 114mm. This will reduce the size of any text in the artwork and you should take this into account when creating it.

There are two main kinds of digital artwork used in publications: vector and bitmap. This section provides advice as to when each format is most appropriate and guidance as to what to do and what to avoid when preparing your artwork.

Do not use colour in artwork unless you have received written confirmation from the Publisher that colour images will be allowed. All artwork must be supplied in greyscale and you must make sure that any tints used (eg in graphs or bar charts) are sufficiently distinct. Do not use tints below 20% or above 80% and ensure that any tints used differ by at least 20%.

Do not embed any artwork in the Word files containing the manuscript or supply artwork in Word format. Any such artwork will be lost in the conversion process. Each figure

must be supplied as a separate file in PDF, ai (Illustrator), eps (Encapsulated Postscript), Tiff, or Jpeg format. Jpeg should be used only for photographs and should be compressed with a 'High Quality' setting.

Each artwork file should be named according to its figure number. Where a piece of unnumbered artwork is needed, name the file using roman numerals (e.g. Figure v) and use this number when showing where the figure is to appear in the manuscript (see below). In a single authored or co-authored book, prefix the figure number with the chapter number (e.g. Figure 8.1) and number the file accordingly.

All photographs should be supplied at a resolution which will allow reproduction at 300 dpi at the final size.

Do not use 'screen grabs' to create artwork except for illustrations of what a screen looks like (eg in research on the use of computers in classrooms). The resolution of a screen shot is typically 72 dpi and is too low for normal reproduction in print.

Where possible avoid bitmap format for figures containing text or lines. Where such a figure must be submitted in bitmap format (e.g. because it has been scanned from another work), it should be supplied at at least 600 dpi in TIFF format.

Never use jpeg format for figures containing lines and/or text.

Never use drop shadow effects on artwork.

Ensure the background to the artwork is white or transparent. Do not enclose the artwork in a frame or tinted box.

Make sure any lines are at least 0.5 pt in width.

The same rules apply to fonts in artwork as those relating to the manuscript. Where possible use only standard fonts (e.g. Times, Arial, Helvetica, Courier). Use specialist fonts (e.g. Chinese, IPA) only where absolutely necessary. Where you supply files in PDF format, make sure that all fonts are embedded.

How to show placement of artwork in the manuscript

Show where a figure should appear in the main text by inserting a line as below:

[FIGURE 1 NEAR HERE] Use square brackets as shown. If there is a caption, this should NOT be included in the artwork file but MUST be included in the main text file immediately under the line showing the insertion point.

If the artwork is an unnumbered figure use a temporary roman number (e.g. Figure v) and do not include a caption. Make sure that, whatever you call it, the name of the file containing the artwork is the same as what you put in the square brackets.

Using vector drawing software to create artwork

Any artwork which involves lines and text should be created using a ‘vector’ drawing package. There are many such packages which can create artwork suitable for publication ranging from the free (Open Office Draw) to expensive industry standards (Corel Draw, Macromedia Freehand, Adobe Illustrator).

If you have an option to set the ‘colour mode’ of the figure, select ‘Greyscale’ (if available) or ‘CMYK’, if not. If you choose CMYK, make sure that you use no colours other than black or shades of grey.

When you save or export your file, use one of the following formats (in order of preference) PDF, ai (Illustrator), eps.

Using Microsoft Word/Powerpoint to create artwork

Many authors use the drawing facilities in Microsoft Word or Powerpoint to create artwork. This is probably the single greatest cause of headaches in production since it is very difficult to extract artwork embedded in Word files and convert it successfully into a form which can be used in book and journal printing. Here are some of the problems:

Microsoft Office creates artwork in RGB colour – suitable for displaying on a screen. When this is converted to greyscale in production, it may not look the same as the author intended. Key contrasts (eg in the colour of lines on graphs) may be lost.

Microsoft Word documents look different on different computers. Fonts are mysteriously substituted; line lengths and breaks – even page breaks – change as text reflows on a different machine; the boundaries of areas using hatches or tints in artwork (‘clipping masks’) may be lost.

Nevertheless, it is often possible to create usable artwork using drawing tools in Microsoft Word or Powerpoint provided that you convert the artwork file to PDF on the same machine as you created the drawing, ensuring that all fonts are embedded in the PDF. Make sure that you use no colour – only use black and tints of grey. The PDF file you send us will still be in RGB, but we may be able to convert it successfully.

If you are using Word or Powerpoint to create artwork, be very careful to follow the guidance about colour, tints, fonts etc given earlier. Do not include any text which does not form an integral part of the figure (e.g. a caption or running head) in the artwork file.

Using Systemic Coder to create network diagrams

Some linguists publishing with Equinox use *Systemic Coder* – software designed to analyse texts within the Systemic Functional Grammar framework – to generate system network diagrams. Systemic Coder can create vector artwork suitable for publication, but you may have to export to .pdx format and use a third-party program called Mayura Draw to convert this to PDF. You may also be able to create usable files by ‘Save PS’ option

within Systemic Coder. (Please send us a sample file before submission of your manuscript if you wish to try this).

Never attempt to capture the screen representation of a system network as a bitmap – the resolution of the image will be too low for printing.

Using Praat to create spectrograms etc

When preparing figures created in *Praat*, make sure you use the ‘save’ function which saves the figure as a vector eps file. Do NOT use a screen shot or screen grab which will create a large file unsuitable for reproduction.

Praat creates eps files without a ‘tiff preview’ . That means that, unless you have software which can load and view eps files, you may not be able to see what is inside each eps file, to check it is exactly what you want. The best way of dealing with this is to convert the eps files to PDF using the full version of Adobe Acrobat (NOT the free Adobe Reader). Sending the figures already converted to PDF is also more helpful for us.

Tree diagrams

Tree diagrams can be created using any vector graphics package (see above). Do not use any specialised software for creating trees which requires the use of special fonts in the publisher’s production department. Use a Times or Times New Roman font for any text.

Any tree diagrams should normally be treated as displayed examples and numbered in the same sequence. They should be prepared as finished artwork (one diagram per file), ready for reproduction in the same way as other figures. They should never be embedded in the file containing your ms.

Tables

All tables should be left in place in the manuscript.

Table captions should be inserted before the table.

Tables must not contain tints in cells.