

Wade in Creativity

Graphic Design and Illustration Services

Submission Guidelines

Engaging a professional graphic designer for assistance can sometimes be a confusing process. It is not uncommon for designers to have to go back and ask for a number of things that were missing in an original submission, or ask questions that the client does not know the answer to. This document of general submission guidelines is meant to reduce confusion as much as possible as to what is required or expected for project submissions.

If you have any questions whatsoever, please do not hesitate to contact me at wade@wadeincreativity.com

Text Submission

Text (or copy) can be submitted in the following formats: Word (.doc), WordPerfect (.wpd), Rich Text Format (.rtf), or Text-Only (.txt). Word, WordPerfect, and Rich Text Format retain formatting as originally composed by the writer. This can be very helpful in seeing the preferred hierarchy of information, which helps in the design and final formatting of the project. Text-Only strips all formatting out.

Whenever possible, make notes in the text file indicating picture placements or areas with special instructions. Make the text stand out somehow and please do it in a consistent way or style so it is easy to identify.

All text must be in a final approved (preferably edited) condition before submitting for formatting. Any and all text changes or replacements arising from submitting a draft are considered billable labor at the Designer's normal rate.

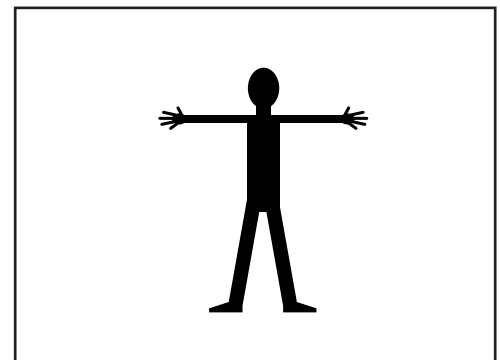
Images/Photos Should Be Provided As:

- Scan-ready originals (i.e., photos that are clear and in-focus). Size should be at least 4x6 inches.
- 300dpi RGB or CMYK color digital files (.TIFF or .JPEG format) OR
- 5 megapixel or better JPEG images (please send test photos to Designer for evaluation before taking the time to shoot all of the images in order to verify that the quality will be sufficient)
- Logos or other simple artwork should be provided in vector .EPS format (Adobe Illustrator, Macromedia Freehand, or CorelDraw).
If only a low resolution version exists, logos can be recreated for an additional fee (see Pricing).
- Original drawings or illustrations may be provided for scanning. All original artwork will be returned to the owner.

Photography Suggestions

Following are a number of suggestions for image preparation that were inspired by challenges I have experienced in the past. When it comes to photography and images, nothing beats planning properly in the beginning to ensure the best possible outcome. If you have any questions at all regarding your images, please consult with me before taking the time to do a full photo shoot. I am here to help.

- Utilize digital photography whenever possible. Images should be 5 megapixel or better, with 7 megapixel or greater being the best quality. At submission, the more resolution the better!
- Make sure the lighting is proper. Avoid color casts from surrounding objects or studio walls, as this will affect the images and add labor to fix the color imbalances. The best lighting conditions are ambient (i.e., indirect) natural sunlight. This provides the best colors and most even lighting.
- Make sure your lighting and/or flashes are balanced to avoid harsh or prominent shadows that may cause problems with reproduction.
- For stop-action photography (i.e., freezing high speed motion), utilize strobe light flash setups.
- Utilize color filters on lighting (colored cellophane or “jellies” can sometimes be used) to compensate for color casts.
- If figures or objects are to be separated from their backgrounds (clipped out), it is strongly suggested that Clients have photos taken with a light neutral background that is in stark contrast to the foreground subject. If possible, utilize chroma key or ‘green screen’ photography. Most professional photographers have these tools. If going through a photography studio is too expensive, Clients can consider making their own green screen and taking test photos for the designer to experiment with. If you have questions about this option, please inquire.
- Color photos are better to work with, even if the final images will be grayscale (black and white). Color images make richer gray images.
- If your project will use black and white photos, do not worry about converting the color images to grayscale before submission. I do it as part of the service and my results will be more reliable for whatever printing technology is chosen for the finished product.
- Please do not re-size or crop photographs before submitting them. Leave plenty of background around the subject(s). Sizing and/or cropping will be taken care of during the design stage (see illustration).
- For images where distinguishing two figures or objects from one another are important (e.g., light vs. dark), make sure the subject tones have contrast.
- Using colors (or hues) to distinguish one subject from another only works in color images. If the images go to black and white, the once contrasting colors may convert to a similar shade of gray.
The only way to be sure whether your color photos will convert well is to shoot test images and submit them to your designer for testing.



Better

Suggestions for Step-by-Step Photo Sequences

Step-by-step photo sequences require a lot of planning and attention to detail. What may make perfect sense to the author pictorially could easily lose readers who are not nearly as familiar with the material being presented. It is suggested that authors either engage myself or someone else who is not involved with the project as a source for constructive criticism and suggestions for improvement.

My belief is that photos taken for step-by-step sequences should include everything, including transitional positions between the major points of interest. This will ensure better transmission of information.

Following is a list of suggestions and things to consider when step-by-step or sequential photos are to be used for your project.

- Repurposing/recycling images is not recommended, especially images that are to go into step-by-step sequences. Taking all the necessary photos for each sequence is a preferable practice. It will ensure all images in a sequence go together and that no images are missing.
- Please do not be tempted to skimp on photos for step-by-step sequences. You can never have too many photos to start with, but you can certainly start with not enough. Shooting more than is needed and then reducing the number is easier, faster, and cheaper than having to go back to shoot additional pictures later.
- For step-by-step photos, it is strongly recommended that the same camera angle (i.e., the reader's vantage point) stay the same. Do not change the camera angle if at all possible. Changing the camera angle interrupts the flow of the images and can be confusing to readers. For sequences containing images that obscure certain details (e.g., if the subject turns their back to the camera), consider taking separate "detail" photos to insert as necessary so the missing are details can be seen. Another option is to shoot entire sequences from at least two different angles. The two differently angled sequences can be displayed side by side so the reader can see both angles at once. Alternatively, one view can be used as the dominant sequence with "detail" images pulled from the other view's series of images.

Table Submission

If you need tables created, the best way to submit the information is either in a Word table, Excel spreadsheet, or Powerpoint file. Please make sure that each separate piece of information is in its own cell and all the text is editable.

Figure Submission

If you have a unique figure, an initial idea can be submitted in Powerpoint, Word, or Excel. To make the figure creation process faster, please refrain from pasting graphics into these applications. Rather, create the concept in one of these programs. This gives me full access to the text and objects, saving time and cost overall.

Ideas may also be submitted as sketches for further development. Sketches may be in the form of an original drawing, a PDF, or images placed in Word, Excel, or Powerpoint. Again, this approach will be more labor intensive and cost more to produce.

The following chart illustrates common image formats people may have for submission and explains whether the chosen format can be worked with or not.

WadeInCreativity Submission Guidelines

Image File/Format	Usable?	Explanation
Illustrator	YES	Illustrator files are gratefully accepted in all versions up to CS2.
Photoshop	YES	Photoshop files are always accepted in all versions up to CS2.
Powerpoint Slides	YES	These can be converted fairly easily into a vector EPS format.
BMP 24-bit Bitmap Screenshot	YES	BMP image files are generally decent quality. A 24-bit screenshot can usually be translated into a high resolution image for print. Text cannot be manipulated in these images. The text would need to be recreated.
TIFF	YES	This is the most dependable graphic format, but the graphic must be high resolution (300dpi or higher). Text cannot be edited in TIFF images. The text would need to be recreated.
Images/objects created in Word	YES	The objects drawn in Word generally translate to a usable vector EPS format. Text is generally usable in these images if the Word itself file is submitted.
Graphics or photos embedded/placed in Powerpoint	SOMETIMES	The quality of the resulting image depends upon the quality of the original image that was placed in Powerpoint. This not a recommended method of submitting graphics.
JPEGs	SOMETIMES	High resolution JPEG files (300dpi or higher), generally work very well and are recommended for submission. JPEGs support millions of colors, and it is a widely supported format. Photos are often submitted in JPEG format. Low resolution JPEG files (for example, from a Website) do not reproduce well and are not accepted. Text cannot be changed in JPEG images. The text would need to be recreated.
PDFs	SOMETIMES	The quality of the submitted PDF file determines how we are able to use it. Image quality can be affected by the quality of the original graphics and/or by how the file was "distilled" into a PDF. We are generally able to use the text in these images.
Visio	NO, however...	Visio format is unusable, but the Visio user can save their file as a vector EPS which can be opened in Illustrator. Text is generally usable the text in these images.
Freehand	NO, however...	I do not have the capability to open Macromedia Freehand files. I can usually use Freehand EPS files, but may not be able to manipulate them 100%. The text can usually be utilized in these images, unless it was converted to outlines.
Photos or images embedded in Word	SOMETIMES	The results of this are dependent upon the original image that was pasted into the Word document. Again, this is not a recommended method of image submission.
GIFs	NO	GIF files are not good enough for print quality. They are also index colored, which means there are limitations to the color range of the graphic. Files pulled from Websites are not acceptable for submission.
PDF submitted as a source file for text.	NO	The process of extracting text in this manner is inaccurate and may introduce errors.

File Formats Explained

How do I know what type of graphic I have to submit?

There should have a file extension at the end of each file name. If you cannot see an extension, try looking at the graphic Properties (PC) or Info (Mac). There may be information about the file there. Following is a list of the common graphic file extensions:

JPEG (.jpg)

The most common and preferred file format for digital photos and also often used for Web graphics. Uses “lossy” compression to keep file sizes small.

TIFF (.tif)

Another very common file format for photos and other complex images. It uses “lossless” compression which preserves the quality of the image, but greatly increases the file size compared to JPEG images.

Windows Bitmap file (.bmp)

These generally work well for color graphics, especially screenshots. See the Screenshots section.

Encapsulated Postscript (.eps)

This is the best format for the creation figures and logos. By its nature, .EPS is “vector art,” meaning it can be scaled (made larger or smaller) with no loss of quality.

The one exception to this is Photoshop EPS files, which are not vector art, but pixel-based. As long as the image is 300dpi or better, it is acceptable for use.

GIF (.gif)

This is a Web-only image format and will not work for print applications. It should also be noted that it is illegal to pull images of the Web for one’s own use.

Submitting Files By Email

The following formats are file archive types. Most often, these are used to compress files for emailing. All of these formats are accepted for submission. Maximum file size for email submission is 7MB.

WinZIP archive (.zip)

WinZIP is the standard file compression utility that comes standard on Windows systems.

Binary Compressed file (.bin)

Usually is created on the Macintosh platform.)

StuffIt archive (.sit or .sitx)

StuffIt is the most reliable and common file compression utility for Macintosh platform.

If the files have been supplied on disk and you can’t see file extensions, it is because your computer is configured to not show them. To change this, go to Start/Settings/Control Panel/Folder Options (Windows). Select the View tab at the top of the window, and uncheck “Hide file extensions for known file types.” You should now be able to see file extensions. It is also helpful to view by Details in your windows.

What happens if the graphics supplied to WadeInCreativity has sub-standard quality?

You will be contacted and alerted to the problem. Suggestions will be made as to what can be done to rectify the situation. If the only version of a graphic is poor quality for reproduction, most graphics can be recreated for an additional fee. The amount for this service will depend upon the complexity of the graphic.

Screen Captures and Screen Shots

Some projects require the use of images taken from a computer screen. The following directions are methods of capturing screen-based images using tools included in both Windows and Macintosh operating systems.

Superior Screen Shots Using Windows System Tools

1. Go to the image (or Website) you want to sample.
2. Hit the Print Screen button (to the left of Scroll Lock) to capture everything on the monitor; or Alt + Print Screen to capture only the active window (make sure that the desired window is active).
3. The computer now carries the image in its temporary memory. It must be placed elsewhere or saved before getting another screen shot.
4. Go to Start/Programs/Accessories/Paint (to open the Windows Paint program)
To make it faster and easier, create a shortcut of the Paint application and put it on your desktop.
If you need assistance, please contact me.
5. Select Paste (Ctrl + V)
6. Save file as 24-bit Bitmap

The screen shot in this format is perfect for submission and further manipulation or repurposing.

Creating Screen Captures Using Mac OS System Tools

1. Go to the image (or Website) you want to sample.
2. Press Cmd + Shift + 4. A crosshair will appear.
3. Click and hold your mouse button as you drag a rectangular marquee around the area of your screen you want to capture.
4. The computer will create a PICT or PNG screenshot on your desktop (Picture 1, Picture 2, etc.)

Submit this file as your screen capture image. .

If there are any questions about these procedures, please contact me.

For all screenshots, please do not crop the images that are submitted. Instead, place the image(s) in a Word, Powerpoint, or other word processing program, and draw a box with a red outline on top of the image to show where the preferred image area should be.