Artwork Guidelines

The term *artwork* refers to a variety of illustrative materials, such as photographs, maps, drawings, graphs, charts, and diagrams. Work on your manuscript cannot begin until the artwork is complete and you have provided the following:

- finished artwork (according to UBC Press specifications)
- complete captions, including sources and credits
- complete alt-text
- finalized permissions

The original illustrations submitted for production must be of publishable quality. The instructions here will guide you through the process of assembling and submitting the illustrations for your book. If your manuscript includes a large number of illustrations, if you have technical questions about reproduction quality or the preparation of any artwork, or if you are concerned about whether you should purchase images before they have been assessed by the Press, please speak to your acquisitions editor. Your editor will request that a member of our production staff assist you. It is best to address potential image and permissions issues as soon as possible to avoid delays when your book is in production.

NOTE: Because maps, graphs, and diagrams are difficult to execute according to proper publishing standards and to match the overall look of your book, UBC Press redraws all maps, graphs, and diagrams. Our rates are very low and the output professional. Examples of redrawn maps, graphs, and diagrams appear at the end of these guidelines.

Photographs

Choose photos for their content and quality, including sharp focus, good contrast, and a range of tone; avoid images with high or low contrast, because the printing process will exaggerate these qualities.

Photographs should be provided as high-resolution digital files or as high-quality prints. Digital files should be provided as TIFFs or JPGs at a resolution of at least 300 dpi (dots per inch) at the final intended print size (generally 5 inches wide). If the photo is going to be cropped, this should be taken into consideration as this would affect the resolution.

The overall size of the digital file is generally a good guide as to its resolution. If a file is smaller than 500 KB, the image is likely low resolution. High-quality grayscale TIFFs are often over 2 MB in size. File sizes for colour images can be significantly larger. If you are unsure, we will be happy to check the files for you.

Avoid providing scans of images from previously printed books and magazines. There is a noticeable reduction of sharpness when these images are rescreened during the printing process. If this type of artwork is unavoidable, provide the original book or magazine for us to scan according to our printer's specifications.

NOTE: There will be no charge for the first 20 photos that appear in your book, but the Press generally charges authors $20 per photo over that amount.

Line Art

If the image you are scanning is a line drawing with only solid black and white (with no shades of grey), such as a political cartoon, then the resolution must be a minimum of 1200 dpi at 5 inches wide.

Maps

It is very difficult to provide maps to the standard acceptable for publication and to coordinate this with the eventual design of your book. UBC Press works with a professional cartographer who can prepare your maps at a very reasonable cost and to our specifications. Not only will this enhance the look of your book, it will also save you time, as your maps can sometimes be prepared while your manuscript is being edited.

If you would like UBC Press to arrange to have a map prepared, supply a copy of a historically accurate base map with all pertinent locations and features clearly indicated and labeled. This does not have to be high resolution, only readable quality. You should also submit a Word file with labels to be included on the map, grouping them according to type (e.g., names of countries, cities, provinces, rivers, mountain ranges, etc.) and identifying any labels that should receive special treatment or emphasis. You should also provide instructions and text for any required legend.

NOTE: Drafts of the maps will be sent to you to check. When you have approved the final artwork, you will be sent an invoice. The rates are about $250–$350 per map.

Graphs

Graphs are diagrams showing the relationship between variable quantities. It is now common to create graphs in programs such as Word, PowerPoint, and Excel. Graphs created by these programs are fine for use in presentations or when printed on laser printers, but their output does not reproduce correctly on printing presses.

Please supply the Excel, Word, or PowerPoint file and a screenshot of each. To ensure accuracy in representing the data, it is important that you also provide the data files (e.g., Excel sheets) you used to generate the graphs.

If you have created your graphs using specialized graphing software, such as R or Stata, please supply a low-resolution image file of the graph *as well as* an editable EPS file.

NOTE: UBC Press redraws all graphs at a cost of about $35 per graph.

Diagrams

Diagrams use text and lines to show a general scheme or outline of an object (idea) and its parts. It is recommended that all diagrams be prepared by our typesetter so that they coordinate with the text design of the book and meet our printer's technical specifications. Please send a rough drawing of what you would like the diagram to look like along with a Word file containing the text that will appear in the diagram (or simply the whole diagram in Word or PowerPoint).

NOTE: The cost to redraw diagrams is typically no more than $25 per diagram.

Tables

Technically, tables are not artwork, but they can be an efficient means of visually conveying information. They should present information as simply as possible and be understood on their own without reference to the text.

Prepare tables in Microsoft Word using the table function, which separates rows into cells rather than being tabbed. A table should be no more than five columns wide.

Give each table a concise title and provide all relevant source information in a note at the end of the table.

Tables should be embedded in the body of the manuscript file. Put a callout in the text at the end of the paragraph where these items should be placed, e.g., <Insert Table 4.1>, followed by the table.

Alt-Text

In addition to regular captions for illustrations, the Press requires authors to provide captions in the form of alt-text (alternative text) to make your book more accessible to vision-impaired readers. Unlike a caption, alt-text describes *only* what appears in the photo, for example:

> Three Black men stand on a sloped driveway in a suburb. Behind them a house behind an unpainted wood-slat fence can be seen. Trees line the street. The men are holding hands, their hands raised at chest-height toward the camera, fingers entwined.
>
> NOT
>
> Canada's reggae champions keyboardist Jackie Mittoo, artist manager Karl Mullings, and guitarist Lynn Taitt.

For more extensive guidelines on alt-text, see the Alt-Text Guidelines, below.

Sending Artwork to UBC Press

UBC Press cannot begin work on a manuscript until the artwork is complete. Before you send your illustrations to the Press, you will need to do the following:

- Make sure your artwork is prepared according to the specifications listed above.
- Number each type of illustration in a separate sequence through the manuscript. Photographs, graphs, and drawings scattered in the text may together be identified as "figures" and numbered sequentially (Fig. 1.2, Fig. 1.3, etc.) according to the chapter and order that they appear.
- Always submit artwork separately from the text (EXCEPT FOR TABLES, which should be embedded in the text), whether you are providing it as hardcopy or in a digital format. The digital image files should be provided separately (never embedded in the text), and the file names MUST include the figure number (see previous point).
- Indicate the approximate placement of each illustration in the manuscript file by inserting a callout between angle brackets, e.g., <Insert Figure 1.1>, plus the caption, at the end of the paragraph that refers to the image.
- Provide a complete caption followed by the credit/source and any special instructions.

- Each caption should include the source of the illustration (unless it was created by the author), e.g., archive, photographer, artist, or any specific credit wording if permission was required to use the illustration. If the figure is a graph, the source for the data should be included.
- Provide complete alt-text, or your best attempt at alt-text, if you have elected to write it yourself. UBC Press understands that this is likely a new process for authors and we will be sending the alt-text to a copy editor along with the rest of the manuscript.
- Please provide copies of permission licences so we can verify that permission has been received, that there are no restrictions, and that the wording in the credit line follows what is stipulated by the copyholder.

We will evaluate the artwork and get back to you if there are any problems.

Please find several examples for various kinds of artwork at the end of these guidelines.

Sample Artwork (graph)

Figure 5.4 Historical share of Chatham-Kent's employment by industrial sector
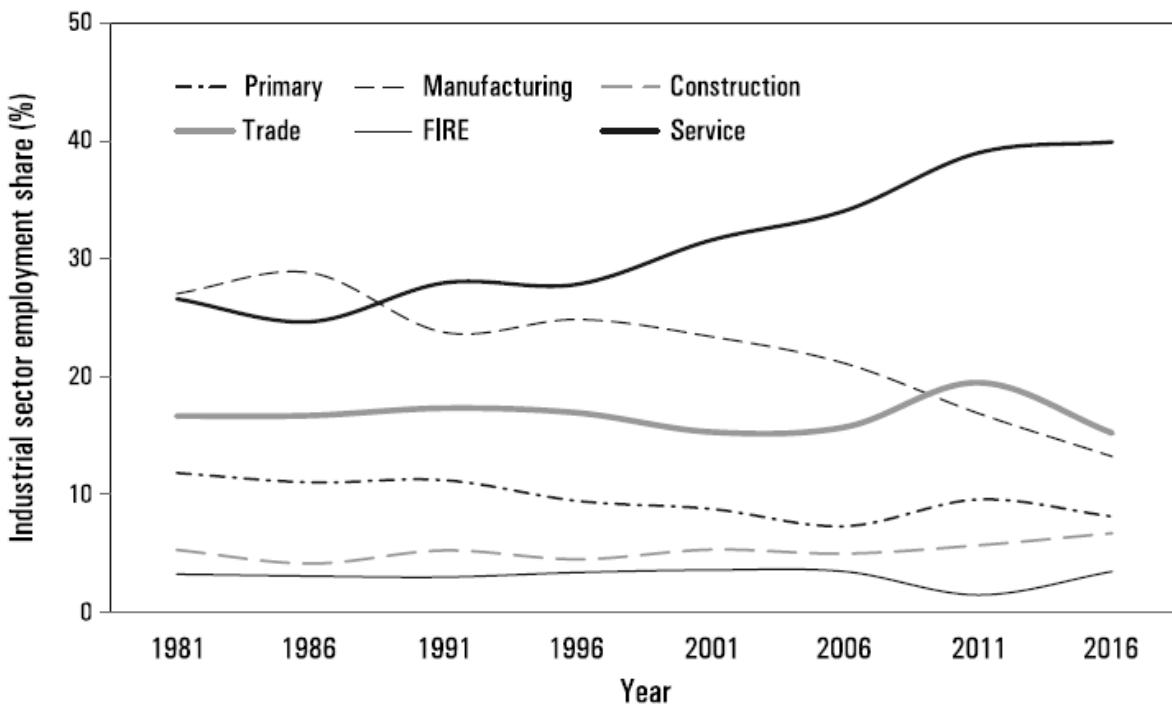
*Source:* Statistics Canada (2017b).

Caption:

Figure 5.4: Historical share of Chatham-Kent's employment by industrial sector.

Alt-text:

Line graph: the graph shows that the share of employment taken up by the service industry rose by more than 10% between 1981 and 2016. Other industries – primary, manufacturing, construction, trade, and FIRE – show flat or slightly decreasing shares.

The above illustration and its caption appear in Hartt, Quietly Shrinking Cities: Canadian Urban Population Loss in an Age of Growth *(Vancouver: UBC Press, 2021). The alt-text shown here does not match the alt-text in the book due to changing standards.*

FIGURE 3.1 Proportion of 2018 tertiary sector employment for 187 countries by level of income
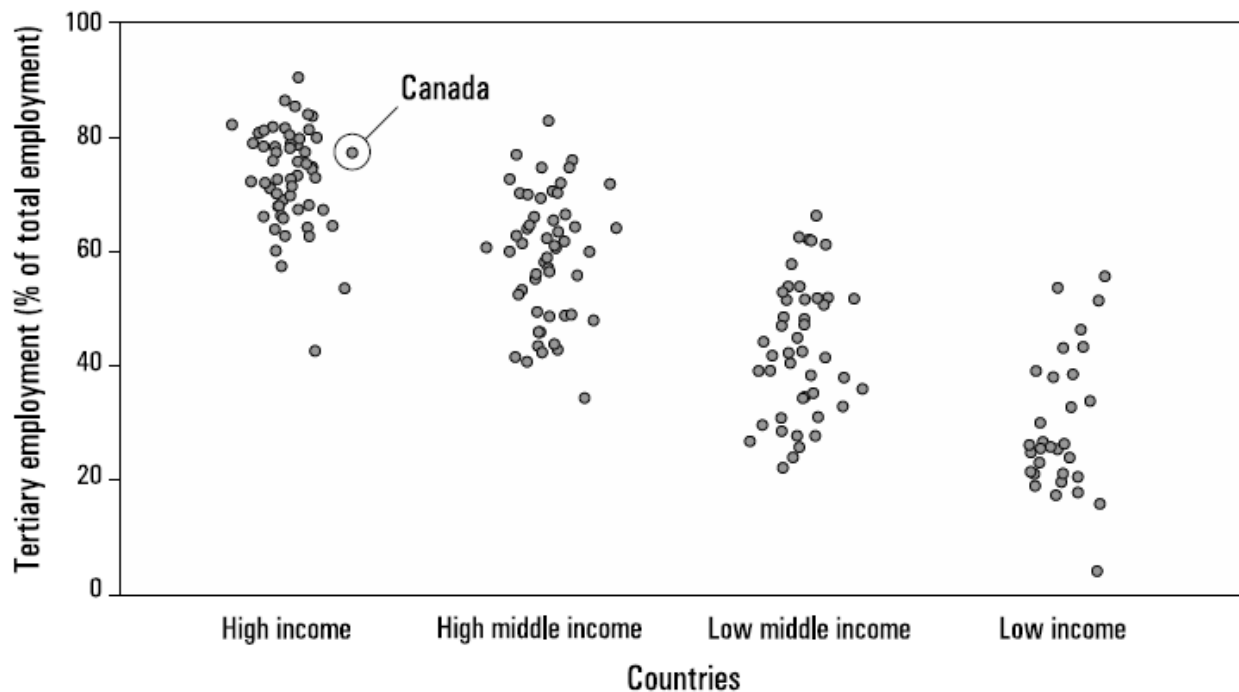
Source: World Bank (2019).

Caption:

Figure 3.1: Proportion of 2018 tertiary sector employment for 187 countries by level of income
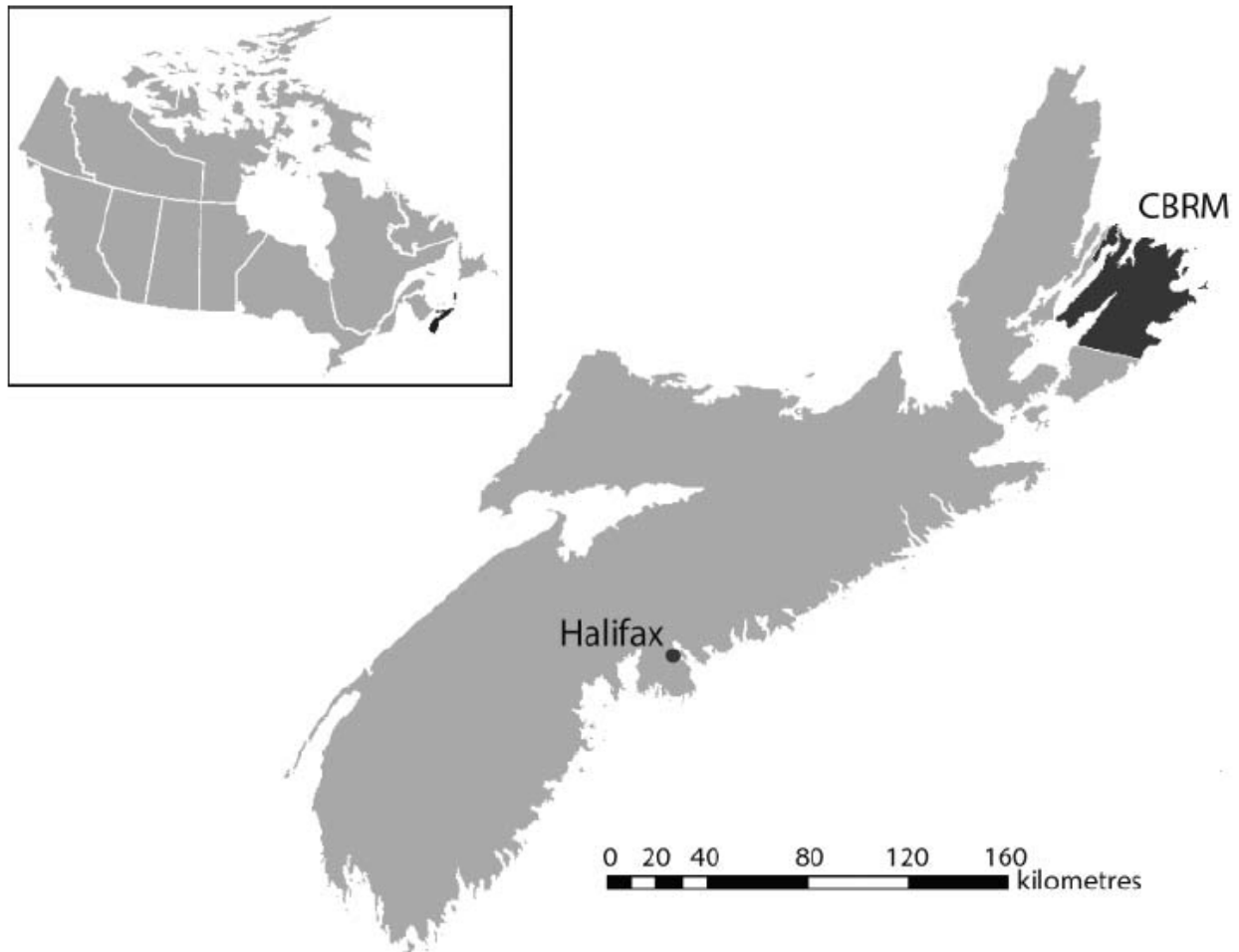
Alt-text:

Cluster graph: the graph shows that high-income countries have the highest proportion of tertiary employment. Canada's datapoint is located in the top third of these high-income countries. A longer description follows.

<Long description: Cluster graph: the graph shows that high-income countries have the highest proportion of tertiary employment, followed in hierarchical order by high middle–income countries, low middle–income countries, and low-income countries. Canada's datapoint is located in the top third of the high-income countries.>

The above illustration and its caption appear in Hartt, Quietly Shrinking Cities: Canadian Urban Population Loss in an Age of Growth *(Vancouver: UBC Press, 2021). The alt-text shown here does not match the alt-text in the book due to changing standards.*

Sample Artwork (map)

FIGURE 4.1   Location and administrative boundary of CBRM in Nova Scotia
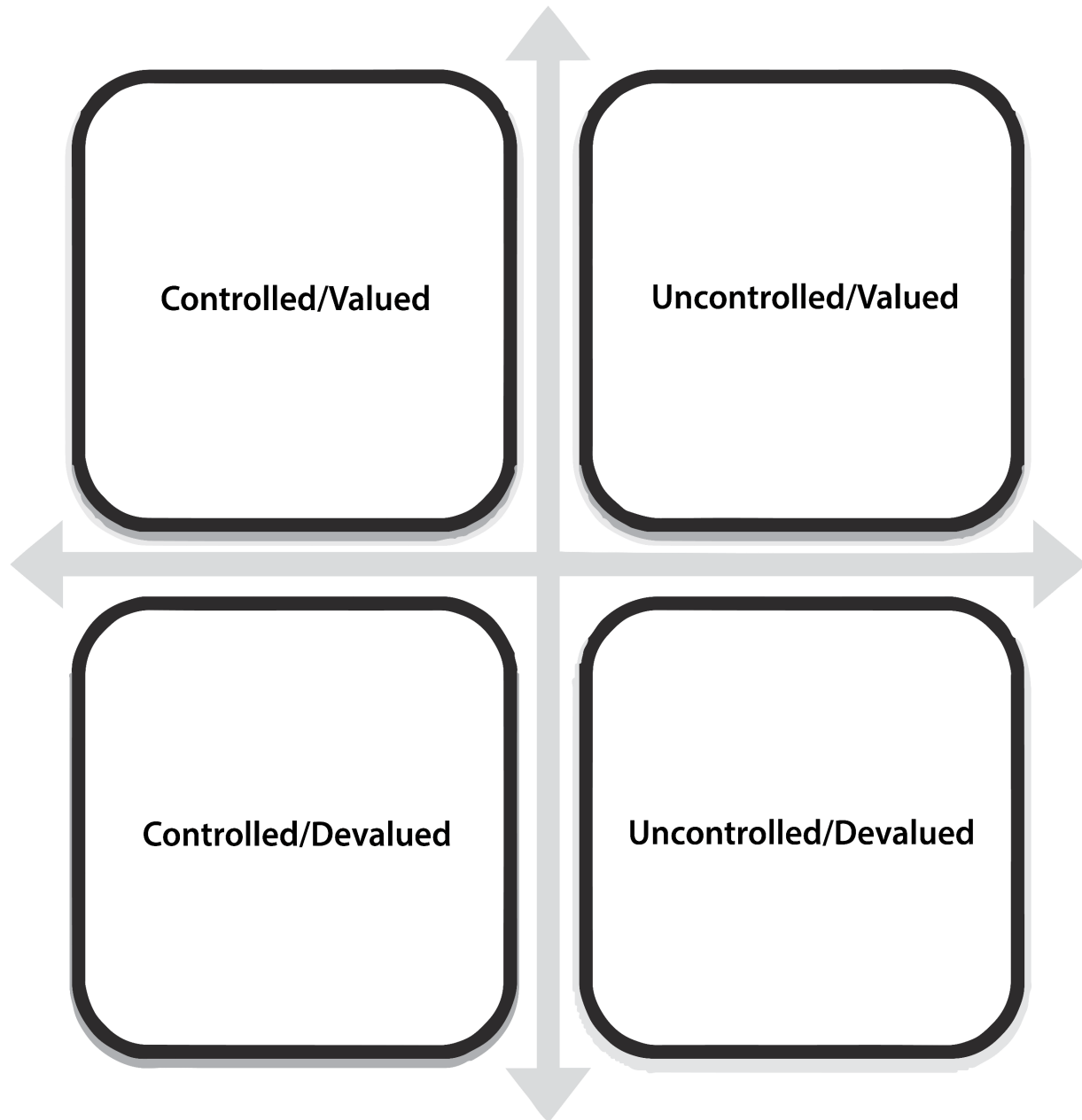

Caption:

Figure 4.1: Location and administrative boundary of CBRM in Nova Scotia

Alt-text:

Map: Nova Scotia, with Halifax labeled and the Cape Breton Regional Municipality highlighted. There is an inset map showing Canada, with the province of Nova Scotia highlighted to show its location within the country.

The above illustration and its caption appear in Hartt, Quietly Shrinking Cities: Canadian Urban Population Loss in an Age of Growth *(Vancouver: UBC Press, 2021). The alt-text shown here does not match the alt-text in the book due to changing standards.*

Sample Artwork (diagram)

Caption:
Figure 8: Settler colonial attitudes to land

Alt-text:
Matrix graph: four quadrants are laid out on an *X* axis from more controlled to less controlled and on a *Y* axis from more valued to less valued. A long description follows.

<Long description: Matrix graph: four quadrants are laid out on an *X* axis from more controlled to less controlled and on a *Y* axis from more valued to less valued. Read clockwise from upper left, the quadrants thus have two characteristics each: "Controlled/Valued," "Uncontrolled/Valued," "Uncontrolled/Devalued," and "Controlled/Devalued.">

The above illustration and its caption appear in Barker, Making and Breaking Settler Space: Five Centuries of Colonization in North America *(Vancouver: UBC Press, 2021). The alt-text shown here does not match the alt-text in the book due to changing standards.*

Sample Artwork (photograph)

Caption:
Figure 5.5: Mary Ellen Spear Smith at home in a modest apartment

Alt-text:
Photo: a middle-aged White woman wearing an ankle-length dress sits in an armchair close to a fireplace. There is an open book on her lap.

The above illustration and its caption and alt-text appear in Strong-Boag, A Liberal-Labour Lady: The Times and Life of Mary Ellen Spear Smith *(Vancouver: UBC Press, 2021). The alt-text shown here does not match the alt-text in the book due to changing standards.*

Sample Artwork (political cartoon)
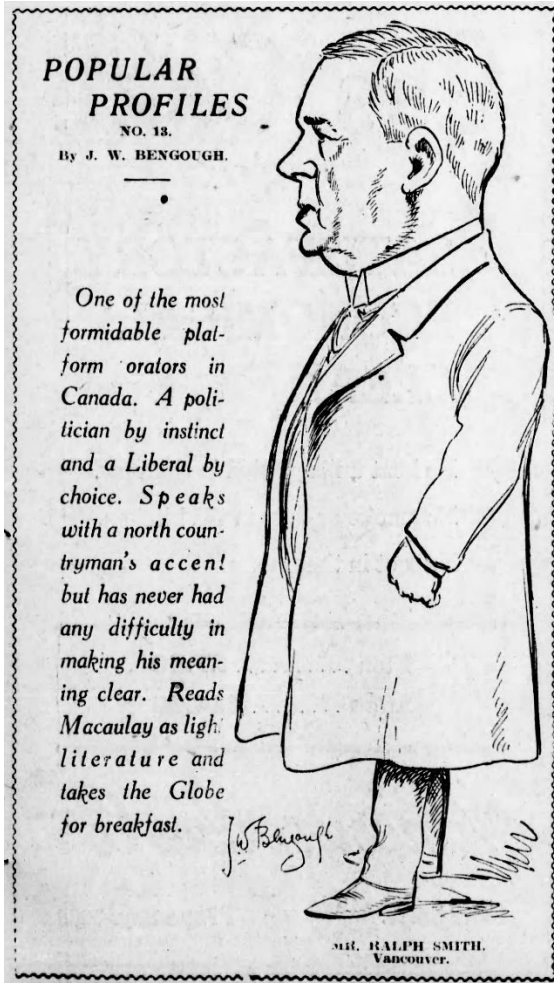
Caption:

Figure 4.4: Ralph Smith, 1916. | J.M. Bengough, "Popular Profiles," *Vancouver World,* September 9, 1916.

Alt-text:

Cartoon: an overweight man in profile, wearing a suit and overcoat, identified as Mr. Ralph Smith of Vancouver. There is a short biography of Smith, the text of which appears in the long description.

<Long description: Cartoon: an overweight man in profile, wearing a suit and overcoat, identified as Mr. Ralph Smith of Vancouver. There is a short biography of Smith which reads: "Popular Profiles No. 13, by J.W. Bengough. One of the most formidable platform orators in Canada. A politician by instinct and a Liberal by choice. Speaks with a north countryman's accent but has never had any difficulty in making his meaning clear. Reads Macaulay as light literature and takes the Globe for breakfast.">

The above illustration and its caption and alt-text appear in Strong-Boag, A Liberal-Labour Lady: The Times and Life of Mary Ellen Spear Smith *(Vancouver: UBC Press, 2021). The alt-text shown here does not match the alt-text in the book due to changing standards.*