Syracuse University Press Artwork Specifications

Digital images:

We require minimum 8 x 10" at the scanning or creation stage. This assures proper sizing in book.

Color:

For images to be printed as 4-color art, we require they be scanned at least 300 dpi (dots per inch) and saved as CMYK color mode in TIFF format. Final color outcome is a product of the media scanned. If a digital image does not match the original artwork, then the final printed version will not either.

Black and White Halftones:

Images to be printed as black and white halftones should be scanned at least 300 dpi (dots per inch), 8-bit grayscale, and saved in TIFF format. (If there is text present, the image needs to be 600 dpi to preserve crisp lines and legibility.)

Black and White Line Art:

Images to be printed as black and white line (not grayscale) should be scanned at minimum 600 dpi (dots per inch), although 1200 dpi is preferred, and saved in TIFF format.

Important: Send only the best file version of each image per these specifications. Do not send multiple file versions. (example: If you supply a TIFF of an image, do not also send a JPEG of it.)

Label all image files by author + number (i.e., Jones02.TIF) and maximum 10 characters.

Hard copy images (original photographs, etc. — not prints of digital files):

Black and White:

For images to be printed as black and white halftones, please submit 8 x 10" (or 5 x 7") continuous-tone prints. High-resolution laser prints or inkjet prints are acceptable.

Line art must be strictly black and white, containing no grays. For line-art, laser prints are acceptable as long as the lines and type are crisp, not jagged.

Color:

For images to be printed as 4-color art, please submit 8 x 10" high-resolution prints. 4 x 5" color transparencies are also acceptable, as are 35mm slides, provided they are of standard size and not cut from original strip. Final color outcome is a product of the media scanned. If the submitted media (hard copy) does not match the original image (i.e. a color transparency of a painting), then the final printed version will not match it either.

All hard copies should be free of dirt, tape residue, etc. and be clearly labeled. A list of all hard copy items matching the labeling must accompany the prints. Label all images by author + number (i.e., Jones02) and maximum 10 characters. (Do not use the same name for different files, even if the image is the same.)

Important Overall Considerations:

1) The required resolution (dpi) and dimensions of digital artwork should be set at the initial scanning stage. After scanning, digital artwork should not be increased by manipulating, either resolution or height/width dimensions (i.e., 150 dpi changed to 300 dpi, or 2" changed to 8") as this will cause result in loss of quality.

2) Artwork taken from the web is never acceptable, as it is low resolution (usually 72 dpi).

3) Art is not to be altered (cropped, "Photoshopped," etc.) without the written permission of the artist or granting authority. The Editorial and Production department needs a written and signed copy of any such permission.

4) We require that all electronic image files be saved in TIFF format as soon as possible after scanning.

5) Electronic files may be supplied by e-mail (keep under 20 MB), flash drive, or FTP.

6) If you are creating a map or figure, or adding type to an image, please contact us first.

Contact Information:

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Syracuse University Press Alt Text Guidelines

Syracuse University Press strives to make our e-books fully accessible to readers who use assistive technology. An important step is the creation and inclusion of alt text, or written descriptions, for illustrations, including photographs, drawings, maps, tables, charts, diagrams, and graphs—any visual representation of information. As authors and editors who are experts on the subject matter, you are best positioned to describe the key information in your images to your audience. Therefore, we require you to submit draft alt text for all images upon submission of your final manuscript. In some cases, we may also request extended descriptions of complex illustrations.

What Is Alt-text, and How Do I Write It?

Alt text is a brief description of an illustration's contents as perceived by a sighted person. It should describe, not simply identify, an image. Alt text for tables provides a brief overview of the contents.

Creating alt text can be made easier by selecting appropriate illustrations that relate clearly to your topic and argument. When possible, avoid images with irrelevant details. If you have any questions or concerns about the viability of an image, please discuss it with your acquisitions editor.

Instructions for alt text:

1) Describe the image in the context of the surrounding text without repeating explanations already provided in that text.
2) Keep your intended audience in mind. Use appropriate phrasing and terminology based on the reader's level of expertise and understanding.
3) Be clear and concise. Limit description to 150–250 characters.
4) Don't write "photograph of" or "image of."
5) Only describe what is in the image. Describe emotions and relationships if they are relevant to understanding the image, but avoid telling readers what to think about what is depicted.
6) Present information in a logical order, from general to specific.
7) Refrain from using visual language unless descriptors such as color, height, and physical position or direction are necessary for understanding the content of an image.
6) Do not repeat the image title, caption, or information from the extended description or surrounding text. Alt text can be brief if an image is extensively described and discussed in the surrounding text.
7) Use active verbs in present tense.
8) Spell out abbreviations (for example, kilometers, not km).
9) Do not include special formatting, such as bold or italics.
10) Transcribe any text in the image that is intended to be read. If the entire image is comprised of text, such as a photo of a letter or other document, include it verbatim in the extended description (see below).
11) If an image is purely decorative and conveys no meaning to the reader, alt text is not needed.
12) If you choose to use generative AI to draft alt–text, please be aware that the results may not be accurate. Author remediation is necessary for any AI-generated alt text.
    For specific examples of alt text, please consult the additional resources listed below.

What Are Extended Descriptions, and How Do I Write Them?

For especially complex illustrations, such as (but not limited to) charts, diagrams, or tables, alt-text is not sufficient to give readers using assistive technology full access to the information in the illustration. In these cases, an extended description that describes the data in detail is necessary.

Instructions for extended descriptions:

1) Do not repeat information that is already in the image title, caption, alt text, or surrounding text.
2) You may break up the description into multiple paragraphs.
3) You may use tables or lists as long as the information is presented clearly and labeled according to accessibility guidelines. See Books without Barriers, chapter 5, for more information.
4) Only describe the appearance of visual elements in graphs, diagrams, or charts (colors, shapes, solid or broken)
5) If an image is of a letter or document with text intended to be read, use the alt text to briefly describe the document and transcribe the full text verbatim in the extended description.

Additional resources:

Books without Barriers: A Practical Guide to Inclusive Publishing, available for download in various formats: https://www.iped-editors.org/resources-for-editors/books-without-barriers/. For examples of alt text for specific illustration formats, please see chapter 10.

Image Description Guidelines from the Diagram Center: http://diagramcenter.org/table-of-contents-2.html

Images Tutorial from the W3C Web Accessibility Initiative: https://www.w3.org/WAI/tutorials/images/