

Art Guide

Last update: November 2025

Overview

- Authors/Editors are responsible for submitting graphics and images that are suitable for direct reproduction. This document outlines the criteria for something to be suitable for direct reproduction. If at any time you have a question about whether a figure or graphic you are considering meets these criteria, please reach out to your Editorial Contact.
- If authors/editors are unable to supply print-ready versions, they will either need to remove the item from the text or agree to have Guilford arrange for the items to be redrawn. The cost of redrawing art will typically be charged against royalties. Your Editorial Contact can provide an estimate of the cost based on the number of figures and their complexity.
- Figures should be submitted as **separate files** in their **original format** and should be editable. For example, .xlsx if created in Excel, .ai if created in Adobe Illustrator, .pptx if created in PowerPoint, etc.
- All figures and graphics should be accompanied by a caption, which should be submitted in a separate Word file for each chapter.
- Detailed guidance on best practices for submitting graphic files is available [here](#).

Line Art

- Line art should be supplied in a vector format (.eps or .ai); if generating as a bitmap file, supply as a .tif with a resolution of 1,200 dpi. (see our [guide for assessing resolution](#)).
- Avoid extraneous effects such as shadows, gradients, or glows as these are designed to make art look more interesting on a screen and do not translate well when printed.
- Keep text and abstract graphics like boxes and arrows that represent conceptually similar material at a consistent size and appearance, effects like enlarged size/weight or altered shading can be reserved to communicate emphasis.
- Use portrait orientation, not landscape, to match the orientation of the book.
- For more detailed information and specific instructions for creating art in Microsoft Word and Adobe Illustrator please see our [best practices for line art](#).

Raster Graphics

- Raster or pixel-based graphics such as photographs and scans should be supplied in their original format, ensuring it is at least 300 dpi and at least 1,500 pixels wide. (see our [guide for assessing resolution](#)).
- When creating art for their book, authors/editors should attempt to produce art in black and white whenever possible to guarantee sufficient contrast. If they are using art that already exists in color, they should submit the original color files to allow Guilford's production team to convert them into greyscale, rather than converting the art to greyscale themselves.

DOs and DON'Ts for Graphics and Images

DO submit the image in the *original format*.

- Any time a file is converted to another format the quality of the image likely deteriorates. Therefore, if you generate a graph in Excel, send us the Excel file (.xlsx). If you produce a slide in PowerPoint, send us the PowerPoint file (.pptx).
- If you are copying or adapting a figure from a book or journal PDF, send us the original PDF. If you are supplying a photograph you took, send us the JPEG, HEIC, or TIFF file exactly as it came from your camera.
- If you choose to submit a graphic in multiple file formats, please be sure to indicate clearly which is the best “master” version.

DO submit simple text figures or tables as Word documents.

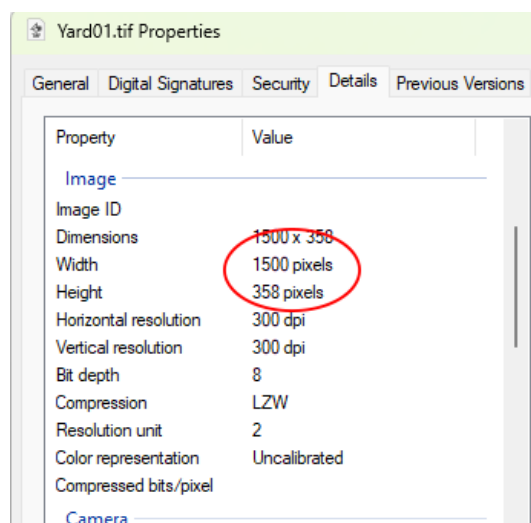
- Simple figures produced as text, or charts produced with Word’s “Table” function, are quite acceptable.

DON'T submit any other kind of image as a Word document.

- Do not copy images from other programs (Excel, Illustrator, or photographs) and paste them into Word documents. The quality may degrade.
- Do not use MicroSoft’s SmartArt software (from Office products from 2007 on) to produce line art or tables. It cannot be smoothly repurposed for print production.

DO ensure that your images are high resolution.

- Photographs, scans, and other images submitted as TIFF or JPEG files must be high resolution to use in print. An image can look perfectly crisp on a computer screen but still not be high enough resolution for print.
- You can usually check the resolution of a TIFF or JPEG on a PC by right-clicking on the file, choosing Properties, and then Details—see example at right.
- Images must be at least *300 dots per inch* at the desired size. So, to use the image at 6 inches wide (roughly the full width of a page), it must be least 1800 pixels wide. If in doubt, please submit the highest resolution file you have.



DO check that your figure will work in black and white.

- Unless your book has a color section, your image will appear in black and white. This means that charts, graphs, and other infographics that use color to indicate different categories must instead use different lines (dotted, dashed or solid), shading, or patterns.
- Only about four distinct shades of gray can be used to replace color in print.
- Avoid extraneous or redundant shading or other styling to keep your graphic clear and coherent.
- Extraneous colors, shapes, and effects that add visual interest on screen may detract from the communicative value of a fixed-size, black and white print graphic. Strive for simplicity and elegance.

DO use portrait, not landscape orientation

- While most screens are short and wide, most book pages are tall and narrow. A graphic that occupies full screen width may become impractical or unusable when reoriented to appear on a page.
- Know the trim size of your book and adjust your figure to be readable at text page width for that size of book (generally between 4.5 and 5.375 inches wide).

DO ask your editor.

- If you have any queries about supplying images or preparing your manuscript, get in touch with your editor at Guilford. They will be happy to advise you.