



**How can we accept electronic images?**  
We can accept electronic images on CD, Zip disk, and by FTP.

Although small files can be sent by email, many larger files will not be able to be sent by this method so the former methods may be preferable on a routine basis.

**Image from:** *Journal of Biogeography*.  
[www.blackwellpublishing.com/JBI](http://www.blackwellpublishing.com/JBI)  
**Photo:** Chris Darimont.

## ELECTRONIC ART – BRIEFING DOCUMENT

### What are the preferred formats?

We prefer to receive images in industry standard formats used in the typesetting environment, which are required for high-quality printing. Anything that is not submitted in these formats has to be converted, and any conversion process risks introducing errors.

Artwork supplied in these following formats are likely to produce the best quality images in print, online and on PDF proofs and offprints. In addition, if supplied in these standard formats, authors will know exactly how their artwork will appear in the final product.

The preferred formats are:

- ☑ **EPS or PDF for line art or combination images of photographs and labelling/lines**
- ☑ **TIFF at 300 dpi for photographic images and at 600 dpi for line art or combination images**

Lower quality images will lead to blurry reproduction in print and online.

### Which formats are acceptable?

TIFF, EPS and PDF are our *preferred* formats, but the following formats are also sometimes *acceptable* for our journals: JPG, GIF, Word, Excel and Powerpoint.

Check with the Production Editor to determine what is appropriate for a particular journal: in general, a journal where the quality of the artwork is critical, where there is a large volume of artwork, or where the production time is very short needs to be more rigorous about the format of artwork accepted.

It is important to understand that the non-preferred formats are not ideally suited to high-quality image reproduction (JPG and GIF files have built-in compression to reduce the file sizes for web products; Microsoft Office software is not intended for high-quality output, Powerpoint in particular tries to force images to have properties appropriate for screen viewing because it is a presentation program) and that the final published quality may not be ideal. In short, send in a preferred format if at all possible.

### How do I view TIFF, EPS and PDF files?

There are plenty of free or low-price programs for viewing these types of files:

- ☑ *Kodak Imaging for Windows and Preview (for Mac) are available to view TIFF files*
- ☑ *GhostView is available free of charge to view EPS files*
- ☑ *Adobe Acrobat Reader is available free to download to view PDF files*

One query that is often raised is why do some files look fine on screen but awful when printed. This is a result of screen resolution being much lower than that of a printing press.

### How do we increase the number of high-quality electronic images received?

- ☑ *Specify what is required in the Instruction to Authors/Submission Guidelines: include a link to the Blackwell Electronic Artwork Submission site.*
- ☑ *If low-quality figures are used for peer-review purposes ensure that on acceptance, authors are instructed to provide high-quality images for publication.*

### The benefits of supplying electronic artwork

We would very much like to receive as much artwork as possible electronically for our journals because there are a number of clear advantages over using hard copy artwork.

- ☑ *Using a high-quality electronic image rather than scanning from hard copy will nearly always produce a better quality image both in print and online because quality is always lost on scanning.*
- ☑ *Electronic originals can be re-arranged and relabelled to the journal style required far easier than a hardcopy print out can.*
- ☑ *Supplying high-quality electronic artwork can reduce delays in production time as it minimizes the need to go back to authors to resupply artwork and the need for posting hard copy materials.*



**Blackwell  
Publishing**