

The Complete Reference

ART GUIDELINES

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color insert

Naming Convention page 3

Please use the following naming convention for all types of art.

Line Art Guidelines page 3

Line art is art that we will draft for you

This type of art does not need to be tested,
however you should know what our specifications are.

Screen Capture Guidelines page 5

Screen captures are images of windows, desktops,
or dialog boxes. This type of art needs to be tested
for moiré patterns, resolution, size, clarity, and consistency.

Display Property Guidelines page 5

Here you will find the settings you must use to
set up your desktop options to our standards in order
to ensure proper screen colors, etc.—these settings affect
the printing of your book so their use is mandatory.

FullShot Guidelines page 8

You will be using the program FullShot to capture screens.

Print Screen Guidelines page 10

If you don't have FullShot or are capturing screens from
a Macintosh platform, you will need to capture your screens
using the Print Screen method.

The Image Test Process page 12

There are 3 types of images that need to be tested.

Continuous-Tone (Photographic) Image Guidelines page 13

These are not screen captures. They are bitmap images with
subtle gradations of shades and color (such as photographs)
and are usually from a scanner or digital camera.

Color Insert Guidelines page 13

Here you'll find how to prepare art for color inserts.

Blueprint Guidelines page 15

Here you'll find how to prepare art for blueprint inserts.

Welcome, authors, to our OMH Art Preparation Guidelines. Our goal is to publish the most useful and successful computer books on the market, and we are honored to work with you, because we recognize that you feel the same way. When you take the time to write your book thoughtfully and clearly, then take the time to prepare your art files according to our stringent art preparation procedures, your project will move through our system with minimal delay, expense, and aggravation for you. This art preparation guide will help you to create art with the special features that will enable your art to reproduce well on press when your book is printed. It is intended to be a step-by-step, easy-to-use procedure that you can follow on your own.

Here are several sets of guidelines that you should read thoroughly and refer to as you prepare the art for your book.

Naming Convention

The naming convention is as follows:

- **Figures** Figure 2 of Chapter 3 would be F03-02.
- **Illustrations** Illustration 1 of Chapter 3 would be I03-01.
- **Replacement art** If you ever have to replace a piece of art and resubmit it to us, please add an “R” to the name: F03-02R, or I03-01R.
- **Color inserts** ins01.tif, ins02.tif, etc.

For Line Art

Line art is art that we will draft for you. This type of art **does not need to be tested**, however you should know what our specifications are. Line art is used for drawings, diagrams, representational art, flow charts, graphs, or to illustrate concepts that can’t be captured from a screen (for example, a diagram showing the transmission of data across a network).

Line Art Guidelines

You may hand-draw the art for us to render, or you may feel comfortable creating your art manuscript of line art on your computer. All line art is rendered (or re-rendered) in-house by our Illustration Group.

For Hand-Drawn Line Art Manuscript

On a piece of paper, sketch a simple, yet clear and specific art image (one figure or illustration per page, portrait). You may use the full sheet of paper, just be aware that

your sketch will be adjusted to fit our standard frame. Final rendered art as it appears in your book will have a maximum width of 5 inches and a maximum height of 7 inches. Your art manuscript rendering may need to be larger than the finished size of the art so that we can clearly see the detail in the drawing.

- Most illustrations in our printed books are less than 2 inches in height and should not exceed 2.5 inches (because of paging constraints).
- Most figures in our printed books have an average height of about 3.5 inches. You may use the entire frame height if necessary.

Your drawing should contain the following:

1. Labels for elements that aren't easily recognizable. For example, simply drawing a square and labeling it as a computer is sufficient. We would replace the box with representational art if possible, or with a symbol or an icon where appropriate.
2. Show all the elements and callouts that you would like to have included.
3. If art is text-intensive (that is, with long labels, lots of text, or code listings, etc.) a Word doc should also be supplied.
4. Indicate the figure/illustration number. The naming convention is as follows:
 - **Figures** Figure 2 of Chapter 3 would be F03-02.
 - **Illustrations** Illustration 1 of Chapter 3 would be I03-01.
 - **Replacement art** If you ever have to replace a piece of art and resubmit it to us, please add an "R" to the name: F03-02R, or I03-01R.

Required Specifications for Providing E-Files of Line Art Manuscript

- Save in TIFF (.tif) format for bitmap images.
- Save in .eps format for vector images.
- Provide a hard copy of all images, and label each.
- Include hard copy with any necessary callout text, noting any arrows, leaders, ovals, brackets, etc. on each piece of art.
- If the artwork was acquired from an outside source, a permissions letter (provided by our Acquisitions department) is required.



Screen Captures

Screen captures are images of windows, desktops, or dialog boxes. You will need to submit a sample of this type of art so it can be tested for moiré patterns, resolution, size, clarity, and consistency.

When you follow our guidelines, you will capture crisp, clear screens that will mesh well with our paging software and will reproduce well on press when your book is printed. To do this:

- You must ensure that your **display properties** are configured properly.
- You must ensure that your **capture program** is also configured properly (Osborne prefers that you use FullShot).
- You must complete a **screen test** before you can begin submission of your chapter screens. This will prevent you from having to redo any art once you have worked the bugs out of your capturing methods.
- Once your screen test has been approved and you begin submitting chapters, you will need to provide print-outs (hard copies) of the art.
- All cropping is done in house based on your mark up of the hard copy. For **buttons and menu bars**, capture the entire screen and mark your hard copy.

Display Property Guidelines (PC only)

Use of these settings is mandatory, and we cannot accept any screen captures for OMH books that are not captured with these settings. “Windows Standard” color scheme is *not* acceptable.

Directions

You will be changing selections in the **Settings** and **Appearance** tabs.

1. Open your **Display Properties** window from the Control Panel, or by right-clicking on the desktop and choosing Properties.
2. Click on the **Appearance** tab.
3. Select **Plum (high color)** from the **Scheme** list.
4. Click **Apply**.
 - a) Change the individual colors in this scheme by pulling down the **Item** list and selecting a color item.
 - b) Change the font colors in this scheme by pulling down the **Item** list and selecting a font color.

5. See the Figure below for a detail of the color numbers.

Item	Item Color	Font Color
3-D objects	#3	n/a
Active title bar*	#6 and #6	#1
Active window border	#3	n/a
Application background	#4	n/a
Desktop	#5	n/a
Inactive title bar*	#4 and #4	#1
Menu	#3	#2
Selected items	#6	#1
Tooltip	#1	#2
Window	#1	n/a



*** Windows 98 and Windows 2000 users:**

Please be aware that Active Title Bar and Inactive Title Bar have the option to set up two colors.

■ **Do not choose two colors for your Active Title Bar.**

The first color must be #6 Windows blue and color 2 must also be #6 Windows blue.

■ **Do not choose two colors for your Inactive Title Bar.**

The first color must be #4 dark tan and color 2 must also be #4 dark tan.

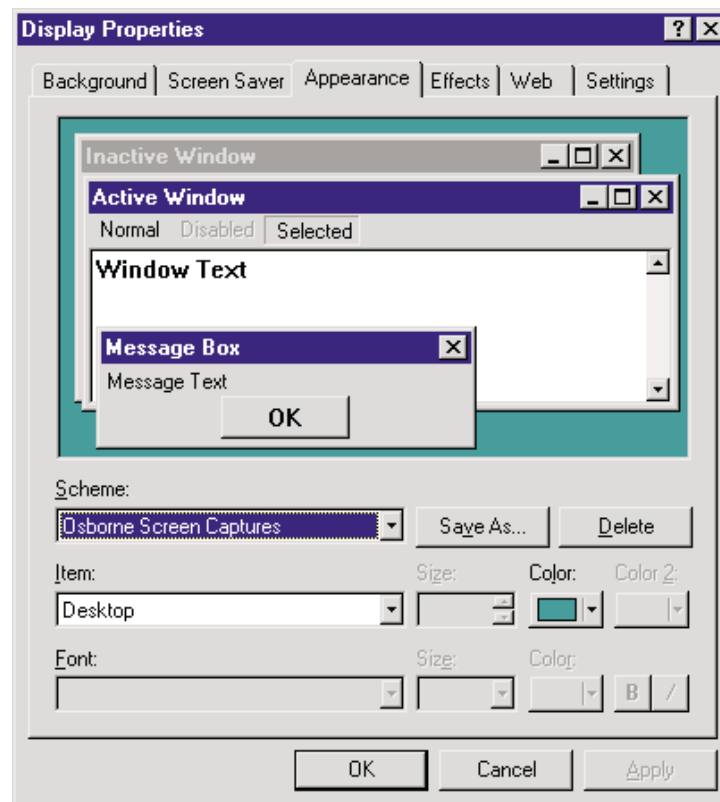
6. Click **Apply**.

7. Click **Save As** then type **Osborne Screen Captures**.

8. Click **OK**.

Use this scheme when you are taking screen captures for your book. You can switch to another scheme at other times without losing the appearance setting. This is how the **Osborne Screen Captures Scheme** should look:

III 1-2

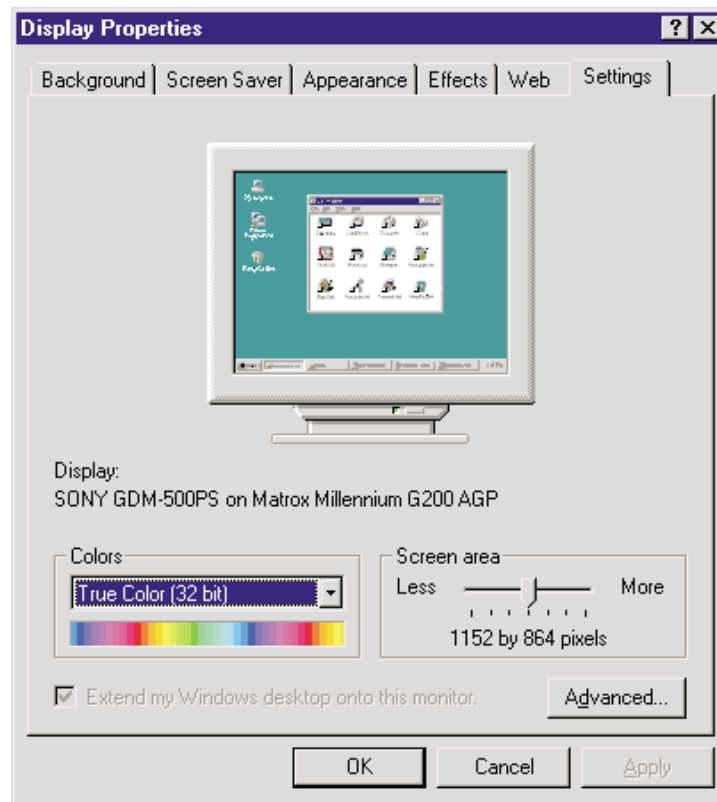


Next, follow this step list:

1. Open your **Display Properties** window from the Control Panel, or by right-clicking on the desktop and choosing **Properties**.
2. Click on the **Settings** tab.
3. Under Colors, select **24 or 32 bit**.
4. Click **Apply**.
5. Click **OK**.

This is how the **32 bit** option should look:

III 1-3



FullShot Guidelines (PC only)

Note

Osborne has licensed a copy of Fullshot for you to use for the duration of your book project. Please follow the instructions in the Author Screenshot Guidelines for directions. Once the book project is completed, you will be responsible for removing all copies of Fullshot from your machine and sending Osborne an email confirming that this has been done.

When using FullShot, use this procedure to set up your options

1. Create a folder on your desktop labeled **Captures**.
2. Open FullShot.

3. Load settings.

a) Select **Options**.

b) Select **Load Settings**

To load settings, load **Osborne.ini**. (This file will be provided by the Acquisitions Coordinator and should be copied to your desktop.) These settings are specific to how screens should be captured for Osborne books.

4. Set up File Destination and Increment Filename.

a) Select **Options**.

b) Select **Capture Setup**.

c) Click the **Send To** tab.

In this screen, do the following:

1. Make sure that **File** is checked.

2. Make sure **FullShot Window** is checked.

3. Make sure that **Increment File Name** is checked.

4. Click **Set File**.

5. Navigate to and open the **Captures** folder you created on your desktop.

6. Set **File Name** to the starting filename.

Example: If you designate F01-01 as your starting file name, FullShot will automatically name the first capture F01-01, the next capture F01-02 and so on.

Under **Save As Type** select **TIF Format**.

7. Make sure that **Automatic Color Reduction** is checked (default).

8. Select **Save**.

9. Select **OK**.

d) **If you change from Figures to Illustrations** (or back), you must change your **Increment Filename** settings.

Example: You capture F01-01 through F01-05, and the 6th piece of art should appear as an illustration.

e) **If you advance from Chapter to Chapter**, you must also change your **Increment Filename** settings.

Example: You must change your Increment Filename setting from I01-06, to F02-01 (if the next piece of art is a figure).

f) **If you delete a file**, FullShot will continue increment filename settings as if that file still exists. Therefore, you need to restart the **Increment Filename** after a deletion.

5. **Capturing** There are two ways to capture, using **Snapshot Buttons** or **Hotkeys**.

- a) **Snapshot Buttons** appear on the title bar of the active window when FullShot is running and look like the bar of buttons shown in the next illustration:

III 1-4



- S** will take a capture of the entire Screen.
W will take a capture of just the Active Window.

Item	Snapshot button	Hot key
Screen		Ctrl-1
Window		Ctrl-2
Pull-down menu	Not available	Ctrl-2

- b) **Hot keys** must be used to capture a pull-down menu. The pull down menu must be visible when using the hot keys to capture.

With FullShot open:

- 1) Open the Window that you wish to capture.
- 2) Press the snapshot button (or hotkeys) you wish to use.
- 3) The images you capture will be automatically saved to the folder you designated earlier.

Caution

After you have captured any image:

Do not alter images.

Do not resize or resample images.

Do not paste the captured files into any document or application other than a graphic-based program. This will cause blurring and loss of data and you will have to recapture your screen (or send in an un-manipulated image) for another test.

Print Screen Guidelines

If you are not capturing using FullShot or are capturing screens from a Macintosh platform, you will need to capture screens using the Print Screen method.

For Macintosh

If you want to capture the entire screen:

- Press the APPLE (COMMAND)-SHIFT-3 keys simultaneously.

- Next, open a graphics-based program such as Paint (please **do not use MSWord or any non graphics-based program**) and paste. You will have to manually name the files according to our naming convention. Save the file as a TIFF.

If you want to capture the window only:

- Open the window you wish to capture.
- With the CAPS LOCK key down, press the APPLE (COMMAND)-SHIFT-4 keys simultaneously.
- Click the window you wish to capture.
- Next, open a graphics-based program such as Paint (please **do not use MSWord or any non graphics-based program**) and paste. You will have to manually name the files according to our naming convention. Save the file as a TIFF.

Additional reminders:

- **For Mac OS X screens** The background must be set to **white** in order to preserve the drop shadows for these screens.
- Make sure your monitor and the capture program are set to **24 bit** or higher.
- **Never** resize, paste, or alter any captured window or file after it has been captured.

For PC

If you want to capture the entire screen:

- Press the PRTSCN button.
- This will save the capture to the Clipboard.
- Next, open a graphics-based program such as MSPaint (please **do not use MSWord or any non graphics-based program**) and paste. You will have to manually name the files according to our naming convention. Save the file as a BMP or TIFF.

If you want to capture the window only

- Open window you wish to capture.
- Press the ALT-PRTSCN buttons simultaneously.
- This will save the capture to the Clipboard.
- Next, open a graphics-based program such as MSPaint (please **do not use MSWord or any non graphics-based program**) and paste. You will have to

manually name the files according to our naming convention. Save the file as a BMP or TIFF.

Additional reminders:

- Make sure your **monitor and the capture program** are set to **24 bit** or higher.
- **Never** resize, paste, or alter any captured window or file after it has been captured.
- **For Windows XP Screens** The background must be set to **white** in order to preserve the drop shadows for these screens.
- **Never** crop your screen capture. All cropping is done in-house to preserve the original file. Please mark up your hard copy with crop marks.



The Image Test Process

There are three types of images that need to be tested. Please submit between six and eight images for testing.

Screen Capture Tests: 72–96 dpi only

The first category must be a capture of a window or dialog box. You must include certain details in your screen captures so we can make an accurate assessment of what types of screens will be in seen throughout the book. Be sure to include:

- **Scroll bars** Make sure there is no checkerboard pattern. If you see a checkerboard pattern then the colors are not correct. Review Display Properties (changing settings in the Appearance tab).
- **Borders** Make sure that all the windows borders are visible in the screen capture.
- **Full Screen** Capture of the whole screen enables you to capture more than one window on your monitor.
 - **Do not maximize the window for full screen captures.** This will cause window borders to be inadvertently cropped off.
 - **To resize full screen captures, BEFORE** you capture a screen, you may resize the window by grabbing the bottom right corner of the screen with your cursor and enlarging screen to desired size. **AFTER** you have captured a screen, you must *not* resize it.

File Format Properties

- We *cannot* accept any other file formats including JPEG, GIF, BMP, etc.

- Do not use any type of compression when saving the file. You may use WinZip or Stuffit when sending the file electronically.

Caution

After you have captured any image:

Do not alter images.

Do not resize or resample images.

Do not paste the captured files into any document or application other than a graphic-based program. This will cause blurring and loss of data and you will have to recapture your screen (or send in an un-manipulated image) for another test.

Grayscale Continuous-Tone Images (black and white photographs)

These images are NOT captures, they are bitmap images with subtle gradations of shades—for example, **black and white photographs**. They are usually from a scanner or digital camera.

- Save these at 96–150 dpi.
- Save them at 100% or more of actual print size.

Color Continuous-Tone Images (color photographs)

These images are NOT captures, they are bitmap images with subtle gradations of shades and color—for example, **color photographs**. They are usually from a scanner or digital camera.

- Save these at 300 dpi minimum.
- Save them at 100% or more of actual print size.

Color Insert Guidelines

Color insert images will need to be tested for print quality before submitting files.

Required specifications for providing files and artwork

- All digital art must be 100% *or more* of actual print size.
- Save in TIFF (.tif) format for bitmap images.
- Save in .eps format for vector images.
- Don't use LZW compression on TIFF.
- Use a minimum 300 dpi resolution.
- Provide either a color proof or hard copy of all images.

- Include any necessary text or captions for each image.
- If the artwork was acquired from an outside source, we will need a permissions letter (provided by our Acquisitions department) is required.

Page size for Inserts

- Page size is 9 3/8 inches high by 7 1/4 inches wide (unless otherwise stated).

Image size and resolution

- Image must be at full print size or larger. If the image is too small, it cannot be resized and therefore must be resubmitted.
- Resolution must be a minimum of 300 dpi to adhere to press standards.
- All resizing will be done in house. Please do not resize or resample images.

Vector images art source files needed

- This refers to vector art only.
- Please provide the native files and be sure to advise what program was used to create the artwork in.
- Please supply fonts used.
- Export any vector art as an .eps file

Web Images

- Images intended for web use must be created and saved at high resolution.
- Low resolution (web ready) images may not be used according to press standards.
- As with all color images, these too should be 300dpi at full size.

CMYK output

- All images must be converted to CMYK before submission.
- If you choose to submit images in RGB, we will convert them in house; however, please be aware that the colors will not match exactly.
- Keep in mind that the monitor display colors are significantly different than they appear in print.

Caution

Bitmap art must be saved in TIFF (.tif) format only, avoid using .eps format for bitmap images. We cannot accept any other file formats including JPEG, GIF, BMP, etc. Do not use any type of compression when saving the file. You may use WinZip or Stuffit when sending the file electronically.

Naming convention

- Each individual image should be named in order of layout, corresponding with the captions.
- Our naming convention is as follows:
 - ins01.tif
 - ins02.tif
 - ins03.tif, etc.

Submitting images

- Images should be submitted on disk, accompanied by the hard copies (print outs) along with the captions (text) to the acquisitions coordinator.

Blueprint Guidelines

The 8-page blueprints (or, in rare cases 16-page blueprints) section is an element in our Network Professional Library series, which also includes our Beginner's Guides in the Network Professional Library series. The blueprints usually appear in the center of the book, and it is a feature that differentiates our Network Professional Library series from the other networking books or series in the marketplace.

The purpose of the blueprints is to give network administrators a visual framework in which to understand some of the key networking concepts or implementations covered in the book. Whereas a screen capture or illustration is used to demonstrate a specific example as it arises in the text, the blueprints visually map out key concepts or implementations that are important for network professionals to understand in general. With the exception of pages 1 and 8, most of the blueprint pages are organized as two-page spreads, which enables us to visually demonstrate how one concept or implementation compares to another related concept or implementation.

- Page 1 is a single page (not a spread). It is generally reserved for the title, TOC and introductory paragraph(s).
- Pages 2–3, 4–5, and 6–7 are spreads (facing left and right pages).
Spreads can be used in the following ways:
 - 1 image that spreads across both pages (a good place for larger images)
 - 1 image per page (a good place for images that relate to one another,

but are separate images)

1 image per page (the images don't have to relate to one another)

- Page 8 is a single page (not a spread).

Directions

1. On separate sheets of paper, make simple, yet clear and specific sketches (one drawing per page).
2. Label elements that aren't easily recognizable (for example, simply drawing a square and labeling it as a computer is sufficient).
3. Show all the elements and callouts that you would like included.

Caution

Please keep in mind that blueprint elements must not be shaded or filled with color. This is so that the blueprint background can be seen through the figure. This gives the blueprints their unique look.

4. Indicate the page numbers.

The more information we have initially, the more likely we will render something exactly as you imagined it, without having to generate many time-consuming revisions.