

TACF SUBMISSIONS: IMAGE FILE GUIDELINES

A reference guide for The Bark, Journal, and any other image submissions to TACF.

Considering the wide variety and sources of images for different TACF projects, we have established the following guidelines for image files. Ideally, we want these files to be as large as possible with regard to the original and source.

CMYK is the acronym for the four basic ink colors used in "process" color printing: Cyan, Magenta, Yellow and Black and is often referred to as "four-color" printing. Not to be confused with the primary colors of light which are Red, Green and Blue (RGB). CMYK/RGB is the new Printing Industry standard. Most cameras, digital devices, and computer applications are preset to the standard CMYK/RGB color mode.

TACF PREFERS HIGH-DEF TIFF IMAGES OR HIGH-RES JPEGS. THESE IMAGES ARE VERY BIG AND CAN BE UP TO 30 MEGABYTES EACH. PLEASE, DO NOT CLOG UP OUR SERVER BY E-MAILING MULTIPLE IMAGES. RATHER, SEND US A CD OR DVD WITH THE IMAGES TO EXTRACT.

File formats and sizes in order of preference and utility:

(When in doubt, always refer to the dimension size)

PLEASE LABEL ALL PICTURES AND INCLUDE CAPTION INFORMATION

Color Type: File Extension: Dimensions:

CMYK/RGB	TIFFs	2200 x 2900, size: 20+ MB, Grayscale TIFFs, 10+ MB
CMYK/RGB	TIFFs	2200 x 2900, size: under 20MB to about 5MB, Grayscale TIFFs under 10MB to about 2MB
CMYK/RGB	TIFFs	2200 x 2900, size: generally below 2–3MB may be marginal or just too small; same for JPEGs under 1MB. Same for Grayscale TIFFs under 1MB, and grayscale JPEGs under 500K.
CMYK/RGB	JPEGs	2200 x 2900, size: 10+ MB, Grayscale JPEGs 5MB to about 2MB
CMYK/RGB	JPEGs	1400 x 2000, size: under 10MB to about 3MB, Grayscale JPEGs under 2MB to about 1MB
CMYK/RGB	BITMAPS	150 x 60, size: 1200 ppi, upsized if original is small (under 3" x 5")

*****GRAPHS – submit in MSWord, PDF, or above image formats*****

Image files that are less than the above sizes may be fine, but obviously we'll lose something in the resolution. If it is too big, we keep the original and downsize a copy as needed.

Ideally, the image files, when adjusted to 300 pixels per inch (or better, 350 pixels per inch), are at least 6" to 7" in the shortest dimension. You will need to assess every image, and for some images there will be opportunities to upgrade and edit in Photoshop. However, bottom line—you can't make a small image larger.

Also, JPEG is not the best format. This means that when a file is saved as a JPEG, information is taken out of the image to make it smaller. Once gone, it cannot be restored. Functionally, this is not usually a problem, but in some cases it can be, especially with small images.

Images of decent file size can usually be pushed up to 125% or so of size without noticeable degradation in quality when printed. This does give flexibility, but is not preferable unless there is no other good choice.

Scanning originals

Image files made from photo prints or other reflective originals should be scanned at 150% of size (5" x 7" or larger original) and 200% or more if smaller. Please scan in RGB mode, at 300 or 350 pixels per inch and use the best desktop scanner available.

Machine-processed "snapshot" prints are difficult to reproduce professionally since shadow areas go almost black. It's much better if scans are made from original negatives.

When scanning originals with a halftone (previously printed), most scanning programs allow for a "descreen" function to eliminate the halftone. Again, larger is better.

Scans made from transparencies should be done by a professional service with high-end equipment. 4" x 5" or larger scanned at 200%; 35mm slides scanned at 600%, again at 300 pixels per inch minimum, 350, even 400 preferred.

File naming convention

It will be immensely helpful if a simple and consistent file naming convention is used, renaming files as needed. For example, provide an ordinal or chapter number and key word, plus the extension (.jpg, .tif), with a printed check list to match. A jumble of file names, especially numbered digital camera files, makes everyone's job of identifying and keeping track of files a lot harder.