North Atlantic Books
Quick Guide to Art Submissions

Images, charts, graphics, and photos can be an essential part of a book—but if they're not done well, they can detract from a book's message and overall appearance. As part of our submissions process, we evaluate art for consistency (are these images going to complement each other in the book, or are they too stylistically distinct?) and quality (how will these show up in print?).

Types of Art

Depending on their subject matter, NAB books may include one or a mix of **photographs**, **illustrations**, and **infographics** to convey visual information about the topic of the book:

Photographs

Commonly included in books that discuss a movement practice, such as yoga or martial arts, in order to show a person demonstrating movements that may be otherwise difficult to describe in text. Photographs depicting historical or cultural events or practices may sometimes appear in books focusing on social critique or discussing the history of certain practices.

Illustrations

Illustrations (created in either digital or traditional media) may be used to depict anatomical features or other complex systems in books that focus on movement or healing modalities. Occasionally, illustrations of historical or cultural significance may also appear in NAB books, depending on the subject matter.

Infographics

Usually a mix of text and simple graphics, infographics are used to convey processes, trends, or flows of information as a visual supplement to the relevant discussion in the running text. These may be created by the author or a collaborator, or reprinted (with appropriate permissions) from outside sources. (Note that infographics are not to be confused with **tables**, which are typically constructed in the same format as the rest of the running text.)

As a general rule, art in NAB books should be *informative* rather than *decorative*; it should have a clear connection to the text that it accompanies, and that text should directly address and discuss the contents of the image. Art and design elements that serve a purely aesthetic purpose in the text are handled by our in-house design and typesetting process, and are not typically considered as outside submissions.

File Formats and Best Practices

In order for us to evaluate an art submission thoroughly, all images must be uploaded as **separate files** (compressing multiple files in a .zip archive is acceptable). Images embedded in the manuscript will be considered for placement only, i.e. we will be able to determine whether it makes sense to include the image in that particular place in the manuscript, but we will not be able to determine whether the image itself fits our print quality standards without a separate file.

The majority of our books are printed in black and white, and we will evaluate art submissions based on whether they are adaptable to this format. If specifically relevant to the content, we may consider full-color art on a case-by-case basis.

Photographs and illustrations

Please submit files in one of the following formats:
- TIFF
- JPEG

Photographs should have simple backgrounds, even lighting (as little contrast as possible), and depict their subject in clear focus and as close to the center of the frame as possible. **Illustrations** created in traditional media should be high-resolution scans, not photographs of the art piece.

Infographics

Please submit files in one of the following formats:
- PNG
- EPS
- PDF

Please note that infographics typically need to be adapted to fit the dimensions and interior fonts of the final book (unless they are reprints from another publication). This is handled in-house through our design and typesetting process. Your submission will be considered a draft of the infographic's final design, much as your manuscript is considered a draft of the eventual laid-out book.

Captions and Alt Text

In order to meet international accessibility standards, all images (of any format) that appear in our books must be accompanied by both **captions** and **alt text**:
- **Captions** appear directly above, below, or opposite the image in the print and ebook editions. They should very briefly (in 20-30 words) explain the image's content and context, and may include source information.

- **Alt text** is hidden text coded into the ebook edition, to be read aloud by screen reading software. It should give a detailed enough description of the image to stand in for viewing the image itself, without repeating information from the caption or the running text. For a comprehensive guide to writing alt text, visit https://www.accessiblepublishing.ca/a-guide-to-image-description/#examples.