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Graphic Style Guide

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# Graphics Style Guide

## FIGURE, PHOTO, TABLE AND CHART SUBMISSION GUIDELINES

JCGBA uses a streamlined production process that seeks to take authors' figures straight to layout. We appreciate every effort authors put toward ensuring that their figures meet our specifications.

Authors should submit their figures as close to "camera-ready" as possible. In other words, the figures should look exactly how they need to look in a print-ready PDF—properly sized, with fonts and labels at no less than 7 pt. at 100% of reproduction size, and produced in a high-resolution format. Figures must be created with a computer program and submitted in their original formats, NOT placed in Word or PowerPoint. The minimum rule weight for line art is 0.5 pt. for optimal printing. The following steps will help you meet these criteria; please read them carefully.

Ultimately JCGBA's designer will manipulate each figure, taking into consideration multiple factors (font size, overall layout, resolution, etc). Figures generally will be sized at either 1- or 2-column width.

*Please Remember:* Simply because a figure looks good on screen does not mean it will look good in the printed PDF. For reassurance, size figure to intended dimensions and print them on your personal printer; be sure the type is legible, and that the line weights are not breaking up.

### Step 1: Select Color Mode

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The Journal interior is printed in black and white. Please send black and white/grayscale line art, and grayscale photos. Do not send charts with colors or blacks that are composed of RGB or CMYK mixes. Any photos submitted in RGB or CMYK will be converted to grayscale.

### Step 2: Determine Figure Type (Vector vs. Raster vs. Combo)

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**Vector Graphics (Computer-Generated Line Art Images)** Common examples of vector graphics are text, tables, charts, and graphs. Vector graphics are mathematically defined geometric shapes that can be independently manipulated. The distinguishing feature of a vector graphic is that it has sharp, clean lines and crisp edges at any size and shape. To prepare and manipulate vector graphics, Adobe Illustrator is preferred, or a comparable vector-drawing program that can be saved as an .ai or .eps file. (.ai files are preferred.)

If you are using Adobe Illustrator CS2 (Version 11), please export your file and select file type "Adobe Illustrator Legacy AI." On the next dialogue box, select "Version 10" and check "Create PDF compatible file" and "Use compression."

*Note:* If your vector graphic file contains ANY raster images, it is considered a combination figure (please see the following page for details).

**Raster Images (Non-Line Art, or "grayscale" Images)** Common examples of raster images are photographs, and shaded-relief map bases. Raster images are created from a collection of tiny squares, called pixels. To prepare and manipulate raster images, use PhotoShop or a comparable photo-editing program. Be sure your originals are high resolution. These images must be a minimum resolution of 300 dpi at the 2-column width measurement (6.75 inches). The photograph should not look fuzzy, jagged, pixilated, or grainy at the intended print size. Avoid scanning from books or printed documents, because these images have been printed with a dot pattern that will result in a "moiré" pattern when re-printing.

Acceptable raster image-based file types are .TIF and .JPG. Note that .JPG is a lossy file format and there is some image-quality loss in the shadow details. Every time you save a .JPG, quality is lost and pixels are actually thrown away with each successive save. Please submit first-generation .JPGs only.

# VECTOR vs. RASTER



**VECTOR:** Line art only—note that this image has grayscale fills. The fills are part of the vector file, and are NOT raster-based.



**RASTER:** Grayscale image composed of tiny square pixels. Must be at least 300 dpi at full size.



**COMBO:** Grayscale image composed of tiny square pixels at least 300 dpi, overlaid with editable vector text and line-art.

*Note:* If your raster graphic file contains ANY vector (font, line-art) information, it is considered a combination figure (please see below for details).

**Combination Figures (Vector Combined with Raster Images)** Combination figures use both vector and raster images. Common examples of combination figures can be shaded-relief maps with vector line-art such as rivers and roads, as well as text overlaid, or any image or photo with text or line-art laid on top.

Saving as a vector file is preferred, (.AI, .EPS, .PDF), and all raster images placed within need to be at least 300 dpi. If saving as a raster file (.TIF, .JPG, .), the resolution must be at least 600 dpi. For combination PhotoShop images with text created directly in PhotoShop, send a layered .PSD file.

*Please Remember:* The quality of your figures will only be as good as the lowest-resolution element placed in them. In other words, if you use a 72 dpi line graph and convert it to a 600 dpi TIF, the image interpolation will not be a true 600 dpi image, resulting in poor quality. The presentation of the figures can affect the quality of your article.

## Step 3: Choose Figure Dimensions

After cropping all excess white space, figures should be sized to at least 6.75-inch width. Figures will be left-aligned on the page or column, so please design accordingly. Always scale images proportionally—i.e., x and y coordinates should be scaled at the same percentage or value.

- **Figure width:** at least 6.75 inches (or 17.145 cm)
- **Figure height:** 8.75 inches (or 22.225 cm) maximum.

*Note:* Height can vary; images will be cropped or scaled to fill maximum width.

## Step 4: Choose Figure Text

Label your figure titles in 12 pt. Arial bold font, using upper & lower case letters. All other figure text should be in Arial font, between 7 and 10 points when scaled at full-size (6.75-inch width).

Choose embed fonts in the save menu when using vector file types. Special symbols and Greek characters will not reproduce properly unless you embed the fonts.

## Step 5. Choose File Format

Each figure (including all supporting information figures) should be under 10 MB if sending via e-mail. Larger files can be sent on cds.

You may submit your image files in these formats\*:

- **Highly preferred:** .AI (vector images), .TIF (raster images), .AI or .PSD (combination images)
- **Also accepted:** .PDF, .JPG, .EPS When saving as .TIF files, please choose compression option LZW (this will greatly reduce file size while retaining quality). Some programs may downsample your images to low resolution. DO NOT use the “optimize for Web” save option in PhotoShop for any figures.

## Step 6. Naming Your Files

Files should be named using the primary author’s last name, separated by an underscore, followed by the Figure or Table Number, followed by the file format suffix. Do not use slashes, ampersands or special characters in file names. Please be sure to indicate general placement for each figure in your article’s text document.

### File Naming Protocol Examples:

Smith\_Fig2.tif

Smith\_Table4.xls

Smith\_Article.doc

## Submitting Tables

Tables should be created in the text document file using the software’s Table feature, or submitted as a separate file from a database program such as Excel. Database files can also be converted to tab-delimited text files. Send a laser-printed version for reference whenever possible. All tables will be re-formatted to our table font and style.

Table 1. AMS Radiocarbon Ages from the Cores at Mosquito Willie and Blue Lake Marshes.

Location	Beta Sample No.	Material	Depth bgs	Radiocarbon Age	Calibrated Age 2 sigma
Mosquito Willie, south marsh, Core 1-3	Beta-184532	organic sediment	74-75 cm	3990 ± 40 BP	2580 to 2450 BC
Mosquito Willie, south marsh, Core 1-5	Beta-184533	organic sediment	71-72 cm	4110 ± 40 BP	2520 to 2500 BC
Mosquito Willie, south marsh, L2-C1	Beta-186789	organic sediment	121 cm	7150 ± 40 BP	6060 to 5980 BC
Mosquito Willie, south marsh, L2-C1	Beta-186790	organic sediment	142 cm	7630 ± 50 BP	6510 to 6410 BC
Blue Lake	Beta-184531	organic sediment	~4.5 m	9010 ± 40 BP	8280 to 8200 BC

The screenshot shows an Excel spreadsheet titled 'Janetski, Tables4and5.xls [Read-Only]'. The main table is 'Table 4. Comparison of Early and Late Adfack' and is categorized under 'Projectile Points'. The columns include: Rose Spring, Estuaries, Roanoke, Elk Concomitad, Gneiss Spk Strm, Unknown Points, Oils, Biram, Drainage, Woodland Bow, Brist, Madras, and Total. The rows list different areas (Area 1-5) and strata (Stratum 1-4) with numerical values for each category and a total. For example, Area 1 Stratum 5 has 4 in the Estuaries column and 1270 in the Total column.

Left: example of table submitted in Microsoft Word. Right: example of table submitted in Microsoft Excel.

**Table 1****AMS RADIOCARBON AGES FROM THE CORES AT MOSQUITO WILLIE AND BLUE LAKE MARSHES.**

Location	Beta Sample No.	Material	Depth bgs	Radiocarbon Age	Calibrated Age 2 sigma
Mosquito Willie, south marsh, Core 1-3	Beta-184532	organic sediment	74-75 cm	3990 ± 40 BP	2580 to 2450 BC
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Mosquito Willie, south marsh, L2-C1	Beta-186790	organic sediment	142 cm	7630 ± 50 BP	6510 to 6410 BC
Blue Lake	Beta-184531	organic sediment	~4.5 m	9010 ± 40 BP	8280 to 8200 BC

Above: example of table formatted to JCGBA table style from Microsoft Word.

**Table 4****COMPARISON OF EARLY AND LATE ARTIFACT ASSEMBLAGES FROM THE 2003 TEST EXCAVATIONS MOSQUITO WILLIE**

Test Area	Strata											Worked			Totals
		Rose Spring	Eastgate	Rosegate	Elko Corner-notched	Gatecliff Split Stem	Unknown Points	Drills	Bifaces	Debitage	Bone	Beads	Metates		
<b>Late</b>															
Area 1	Stratum 5, 10-50 cm	-	-	4	-	-	-	2	13	1,245	-	4	2	1,270	
Area 2	Strata 2-4, 10-90 cm	-	-	-	-	-	-	-	5	444	1	4	-	454	
Area 3	Strata 1-2, 10-70 cm	-	1	4	-	-	-	-	10	303	2	4	-	324	
Area 4	Stratum 3, 15-50 cm	-	-	2	-	-	-	-	8	340	-	2	1	353	
Area 5	Midden, 10-40 cm	-	1	1	-	-	-	-	-	144	-	1	-	147	
Total Late		-	2	11	-	-	-	2	36	2,476	3	15	3	2,548	
<b>Early</b>															
Area 1	Strata 3-4, 50-90 cm	-	1	1	-	1	-	-	3	286	-	-	-	292	
Area 4	Stratum 2, 50-90 cm	-	-	-	-	-	-	-	-	81	-	2	-	83	
Area 5	Midden, 40-90 cm	-	-	-	-	-	-	-	-	187	-	2	-	189	
Area 6	Strata 2-4, 5-90 cm	1	-	2	5	-	2	-	36	4,167	1	1	1	4,216	
Total Early		1	-	3	5	-	2	-	39	4,721	1	5	1	4,778	

Above: example of table formatted to JCGBA table style from Microsoft Excel.

**For Further Assistance**

If you need further assistance or have questions regarding submission of graphic files, photos, charts, maps or tables, feel free to contact the editorial staff.

