

## Guidelines for preparing book materials for Hobblebush Design

*These are suggestions to create a smoother workflow and save you time and money; they are not rules that have to be followed. Manuscripts and materials arrive in a variety of ways, and we can work with just about anything, but the following suggestions will expedite the process. See page two for an example of what is described below.*

### THE PROCESS

The word processor files you provide will be ‘imported’ into a high-end typesetting program such as InDesign or Quark. It doesn’t matter what word processor you use or whether it is Mac or PC. PDF proofs will be provided at various stages, as needed. You can view them with Acrobat Reader (free download at [Adobe.com](http://Adobe.com) or [click here](#)).

Once text is typeset, changes are more difficult to make, so, if possible, only *corrections* should be made to the typeset book, not *alterations*.

### TEXT

Any formatting you do will be stripped out during the typesetting process and replaced with styles made in the typesetting program. So, to save time, it is best to use a minimum of formatting, just enough to make paragraph breaks, titles, subtitles, block indents, etc. clear. One way to think about it is that you are just providing raw text, the raw material that will be shaped by the typesetter.

You don’t need to use styles in your word processor program, but if you do, you should apply them consistently. Word processor files can be ‘mapped’ to typesetting styles if they are consistent, but most of the time these styles are not used.

It is best to have the whole book in one word document rather than in separate documents for chapters or sections, unless it is a very large book. Frontmatter and/or backmatter may be put in separate documents if desired, but they can also be included in the main document. Name your files with descriptive names, and number them if order is important.

The text you send in electronic form should be the *final* text, (be sure all tracked changes are accepted and tracking is turned off) and you should make a double-spaced hardcopy printout of this file to submit along with the electronic file. This hardcopy version is used by the typesetter to resolve questions about the electronic file after it has made its journey from your computer to the typesetting program.

### TAGS

If you are feeling proactive or ambitious, you can put tags in the text (using the left and right arrow buttons above the comma and period on the keyboard). For example, you could indicate a block quote (an extended quote or excerpt to be indented in the text) like this: <bq>. Or if there are several confusing levels of subtitles, you could indicate the heading levels like this:

<h1>Dogs

<h2> Good Dogs

<h3> My Dog Ellie

<h1>Cats

Put the tag on the same line in front of the text it applies to, with no space. (No end tag is needed, as in HTML. Just tag each paragraph as needed.) Tags can be used for anything and can be easily found and taken out during typesetting after the style is applied. They can be very useful, if you want to take the time to put them in.

### GRAPHICS

*Tables* that are made in your word-processor program, or elsewhere, can be left embedded in the file and will be imported along with the text, and then formatted to match the style of the book. *Be sure to use tabs and not extra spaces to separate columns.*

All other graphics (photos, illustrations, charts) should not be placed in the file, but their place in the text should be indicated inside brackets on a separate line. A good numbering system should be used to name the graphic files. A good method is to use the chapter number and a letter. So [1a] means insert the graphic named *1a Ellie.tif* here or near here. So on with 1a, 1b, 1c, 2a, 2b etc. The graphic files can be kept all together in one folder, and the naming convention will keep them in the right order and easy to find. If you want the files to appear in order on a computer, number them 01, 02, 03 etc.

If you are providing prescanned photos, they should be high quality scans at a resolution of 300. Web graphics typically have a resolution of 72, which is too low for print use. If in doubt, provide the original. Oversized files that are too low in resolution can often be brought up to 300 when they are reduced. (A web photo at 72 would have to be reduced to about 1/4 its size).

Black and white line drawings should have a scanning resolution of 900 or more.

Most graphic file types can be used, though JPEG and TIFF files are the most common. Your photos will be edited for quality, color, sharpness, contrast, cropping, size, resolution etc., then converted to TIFF files before printing.

To keep the file size down, avoid scanning photos at more than 300 ppi, unless they will be enlarged.

### CORRECTIONS

When you receive PDF proofs you should print them out (or request a printout from us) and mark any corrections neatly in the margins with red ink, with a carat to indicate where the change occurs. We will work from your marked-up hardcopy to make the corrections.

### DON'T WORRY

If you are still not sure, or you have already prepared files a different way, please feel free submit the files as they are and we can help you.

*If your word processing document looks like this:*

Chapter One

Title of Chapter

This is the first paragraph of body text. Incidentally it will be set with no indent in the finished book, whether you indent it or not. That's because it doesn't need to be distinguished as a new paragraph, as the following paragraphs do.

This is the second paragraph and needs either a left indent, tab or a double return ahead of it so the typesetter knows it is a new paragraph. Then the typesetter takes the tab or the extra return out and provides the perfect indent or other paragraph separator. Incidentally, you may have noticed that there are no double spaces between sentences (or, for that matter, anywhere else) in this text. The double space is a relic of the typewriter age, and typesetters always take them out.

<bq>This is a block quote or extract. Long quotations or extracted material can be set as an extract. This one has a "tag" on the front of it, to demonstrate the use of tags. The tag indicates to the typesetter that it is to be set as a block quote. If there is no tag, the typesetter will need to know it is a block quote by referring to the hard copy where the whole paragraph will probably be indented. It is important to distinguish extracts from the rest of the text.

Next, we need to have a picture inserted, or we need to indicate that the picture should go close to this text. The photo is not embedded in the text. It is indicated with brackets.

[1a]

That means insert the photo with the filename 1aEllie.tif. The file itself is in a separate folder with all the other graphics. There is no need for the typesetter to guess which picture to use, or actually read the text when he is busy typesetting it. If there is a caption, it could be typed right after the bracketed number, or all the captions could be provided in a separate file, labelled with their number.

*Your book could look like this:*

## CHAPTER ONE

### Title of Chapter

**T**his is the first paragraph of body text. Incidentally it will be set with no indent in the finished book, whether you indent it or not. That's because it doesn't need to be distinguished as a new paragraph, as the following paragraphs do.

This is the second paragraph and needs either a left indent, tab or a double return ahead of it so the typesetter knows it is a new paragraph. Then the typesetter takes the tab or the extra return out and provides the perfect indent or other paragraph separator. Incidentally, you may have noticed that there are no double spaces between sentences (or, for that matter, anywhere else) in this text. The double space is a relic of the typewriter age, and typesetters always take them out.

This is a block quote or extract. Long quotations or extracted material can be set as an extract. This one has a "tag" on the front of it, to demonstrate the use of tags. The tag indicates to the typesetter that it is to be set as a block quote. If there is no tag, the typesetter will need to know it is a block quote by referring to the hard copy where the whole paragraph will probably be indented. It is important to distinguish extracts from the rest of the text.



Next, we need to have a picture inserted, or we need to indicate that the picture should go close to this text. The photo is not embedded in the text. It is indicated with brackets.

That means insert the photo with the filename 1aEllie.tif. The file itself is in a separate folder with all the other graphics. There is no need for the typesetter to guess which picture to use, or actually read the text when he is busy typesetting it. If there is a caption, it could be typed right after the bracketed number, or all the captions could be provided in a separate file, labelled with their number. ↻