

Image Submission Guidelines

American Woodturner is a member-supported publication and is a benefit of membership in the AAW. In an effort to provide value without extensively raising membership costs, we have established guidelines to simplify the editorial and production process, which allows us to gain closer control of the journal's design and manufacturing.

Image Guidelines

Visuals such as photos, diagrams, charts, and graphs are vital components of a good story. They enhance the readability and appearance of articles and they illuminate concepts that are difficult to describe in text only.

Overall

- Articles must include high quality, well composed, well lit, and in-focus photographs of your subject. (*Poor quality images may cause your submission to be rejected.*)
- We accept digital images (preferred) and slides. We do not accept prints.
- Images must be high resolution JPEG (preferred) format. In practical terms, images should range from 3MB to 6MB and above. If your images are below 1MB, the resolution is not high enough and the images will not reprint well. [See Image size below]
 - Provide the highest image quality you can with the equipment you use.
 - Retain the highest amount of image data possible in the files you submit.
- Images accompanying your article for editorial reference may be sent as separate *low-res* attachments, not imbedded in the document.
- High resolution images needed for publication must be sent on a CD or uploaded to an FTP site. Do not send high resolution images through email.
- Photoshop is not a substitute for good photography. Capture the best image you can in the given situation. The publication's designer will adjust saturation, contrast, or sharpness as necessary. Do not alter or manipulate your images in any photo program.
- Maintain visual consistency across any series of shots you deliver. Use the same lighting throughout your photo shoot.
- For images of techniques or processes, avoid including background clutter. Focus on the action being highlighted. Take several images of each step that you want to show. It's easy to delete images that don't work but not so easy to set up steps and procedures again if you have to redo pictures.

Things to keep in mind when shooting images

- Know your camera and lenses
 - Read the camera's manual for specific settings.
 - Use the correct aperture (f/stop) to improve resolution, color, focus and apparent sharpness
 - Focus! (*No amount of Photoshop can satisfactorily fix a blurry image*)
- Deliver a well composed and in-focus image of your subject.

- Focus! Focus! Focus! (*It always bears repeating*)
- Use a camera tripod and image stabilization if your camera supports it.
- Shoot for detail in shadow.
- Avoid high contrast.
- Use proper exposure [... and bracket your shots].
- Take multiple shots. Submit image options to the editor where possible.
- Use proper lighting technique. (*If you don't know what this means, do research or experiment with various lights and flashes. Look at images in other publications and determine "good" from "bad" photos.*)
- Eliminate background clutter and distracting shadows.
- Use a clean, unwrinkled mid-tone gray background paper. (*Do not use bed sheets of any color as background.*)
- Make sure entire subject exists in shot (no part of subject is cut off by the image edge)
- Do not crop your subject in camera—make sure there is ample space around the subject so that the designer can choose the best crop.
- Reshoot as necessary.

Nice to know, but probably too much information...

Resolution

Resolution means different things in different situations. High resolution in a digital photographic image is desirable because it provides more pixels to work with. In a digital world, on-screen resolution is expressed as **PPI** (Pixels Per Inch) but for print (the paper world), resolution is expressed as **DPI** (Dots Per Inch). They are not equivalent.

The *American Woodturner* journal requires an image resolution for printing of 300 dpi.

Without a litany of techno-babble, what this means to you as a photographer is that if you have a 3 megapixel camera, the largest publication image size will be about 5 x 7 inches at 300 dpi (rounded off) and that assumes superb composition with no cropping. For a full-page image at 300 dpi you'll need a 10-megapixel camera.

At the end of the day, forget all the calculations and submit the best possible photograph at the maximum resolution your camera will allow... and in focus. We'll handle the rest.

Recording formats

There are multiple recording formats for digital images. RAW, JPEG, TIFF, and PSD should be the four most familiar.

- RAW image files contain the "pure" data that has been captured by the camera's sensor. There has been no in-camera processing.
- JPEG files are the preferred image files for use in *American Woodturner*. These are compressed files. We don't need to go into all the arguments regarding RAW vs. JPEG, but in general the loss in image quality is not significant at the image sizes we use.

That said, send JPEGs with the highest resolution your equipment will allow—it gives us more latitude in production. Using your camera's manual, select the highest JPEG pixel count and the finest compression rate your camera offers.

- TIFF images are processed but uncompressed files
- PSD files are uncompressed Photoshop (manipulated) files. We prefer that you do not use Photoshop or any other Photo software to alter or manipulate your files before submitting them.