



# Author Image Guidelines

Your guide to using images in your book

# Images: getting started

Wherever possible the images in your book will need to be 300dpi and 2000 pixels minimum on the shortest edge. We understand this won't always be achievable, so this guide is here to help you check your settings in order to generate as high-quality images as possible for your book (especially when creating screenshots).

## Taking Screenshots

1. What size in pixels is the monitor that takes the screenshots?
  - Screen sizes vary. The higher the screen size dimensions in pixels, the better the final image for your book. If you have a 4K monitor the image will be much easier to manipulate and will be able to create a high print image. If you have a lower resolution there are additional settings that we can help with.
2. What operating system is being used?
  - There can be slight differences when setting up for quality screenshots.
3. What is the screenshot content being captured, e.g. full screen software interfaces, or menus, or code?
  - Adapt your screenshot method according to the content you want to capture. For full screen captures, ensure small text is still visible. If the detail is important we'll need to ensure the image can be expanded to show this detail.

## Third Party Images Checklist

1. Have you checked the copyright license?
2. Is there a source affiliation that needs to be included with the publication of the image?
3. Are print and digital permissions available if the licence is restricted?
4. What is the highest resolution and size that can be provided? 300 dpi and 2000 pixels on the shortest edge is a minimum requirement.
5. **Wherever possible source images from third parties at 300 dpi.** This is better than using a screenshot if you can agree permissions for the use of the original image.
6. **See handling copyright details in the main guide for more information on this.**  
If you have any questions, please speak to your editor at Packt, they'll be happy to help.

# Images

Illustrating your processes or architectural concepts with a diagram can make it much easier for readers to understand your book.

Our production team can turn your rough diagrams into professional artwork, provided your diagram is clear enough for us to understand.

**Please note:** We can't include all images found on the web; some will need to be produced directly by you or drawn by our graphics team. This includes images taken from official documentation.

You can use screenshots to illustrate an instruction or show output. Please ensure that the screenshots you take only display the content specific to the context being discussed.

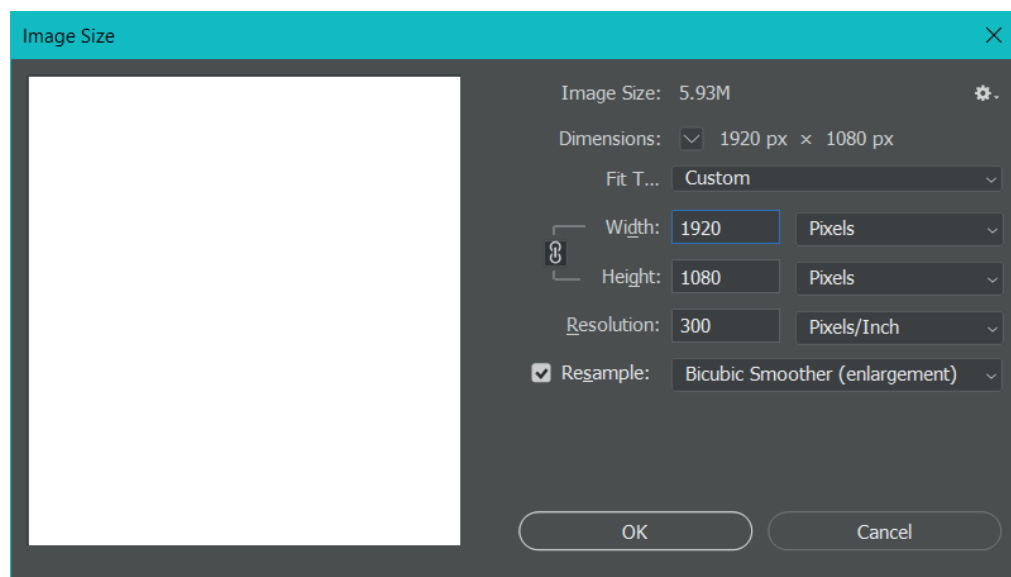
1. Make sure your windows are focused on the topic being discussed.
2. Avoid empty space in the picture.
3. Make sure your windows aren't too large on the screen (as widely cropped images containing lots of detail will force smaller text to become unreadable).

Instructions on best practices follow.

# Screenshots

Screenshots are very useful for illustrating method. However, if they are not handled correctly, they can damage the appearance of your book and can lead to negative reviews. Please follow these instructions closely when taking screenshots.

## SCREEN SIZE AND IMAGE SIZE



If you have access to professional photo-editing software it is very helpful to save and handle all your images within this software as they will preserve the original details.

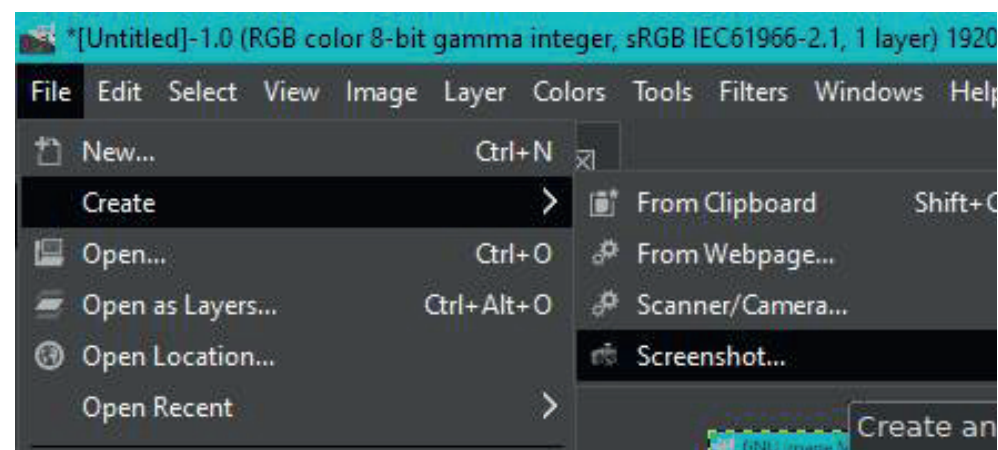
In Photoshop or GIMP (free open source) you can preserve the original image. Please save them as file-type .psd (if using photoshop) and .xcf (if using GIMP), otherwise save as .png, or .tiff format. Tiff is preferred for print. **Do not save images as .jpg.** JPG images lose clarity each time they are reproduced.

Place all your images into a folder specifically for your book and share this folder of original images with your editor.

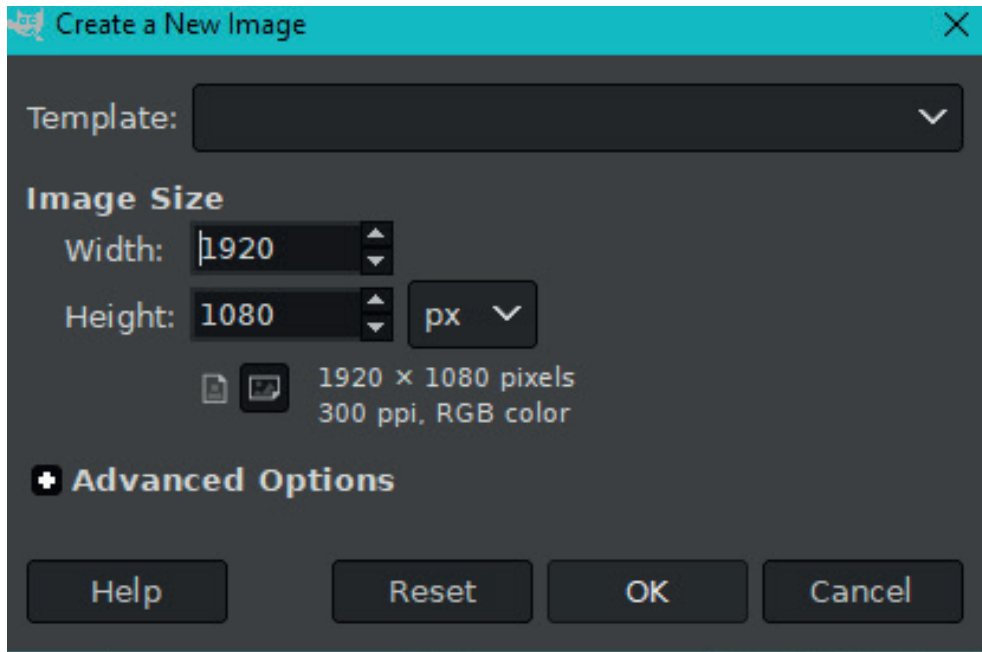
When using image editing software, e.g., Photoshop, GIMP, which is a free alternative), or Illustrator, you can find out the size of the image in pixels.

Your original screenshot should be the same size in pixels as your screen size, and the resolution can vary from 72 dpi to 300 dpi depending on the device used.

**72 dpi, as a rule, is not normally high enough.** Please download GIMP from [www.gimp.org](http://www.gimp.org), which is a free and open source image manipulation software package, and take a screenshot directly from GIMP. Selecting File>Create>Screenshot, where you have options to take screenshots of the entire screen or **window** specific images.



This will be produced at 300 dpi, which is ideal. Also, if you prefer to use the PrtScr function, your image can be reproduced at 300 dpi in GIMP by pasting it directly into a new GIMP document.



Typically the file size of your original screenshots at full screen size should be near to 1000KB+. If the file size is smaller than 500KB and they are not cropped versions or screen snippets, it is worth checking the size of the image in pixels. Speak to your editor if in doubt.

### A general rule of thumb for printing images.

A printed image requires higher definition than a digital image. Whatever the size of the image on your screen, images used for printing should be assumed at less than 50% this size, page size width being considered.

An image at 300 dpi, and 1920 pixels wide, will show to be 16.26 cm wide in Photoshop— my screen is 31cm wide – so about half the size in real terms. This is the maximum size it can be printed without distorting.

It is essential you provide images at the highest possible resolution. But some tablets & mobile devices take screenshots at 72 dpi. The restrictions and allowances for these are explained on [page 9](#). If you are unsure or cannot supply images at a higher resolution, please speak to your editor to find a solution.

### THE CORRECT LEVEL OF DETAIL AND FOCUS

We display our content equally across formats so that text in a screenshot is the same height as the text in the content. Please avoid including irrelevant detail. When taking screenshots of specifics such as menus, smaller windows, key areas and boxes, especially where there is text included, please bear this in mind.

### SNIPPET TOOLS

There are different tools for capturing detail and one of the easiest ways is to take a screenshot snippet, save it as a .png file (never .jpg) and save it in a folder. These images are small so it's important to preserve its original dimensions to see if it can be used. The windows snippet tool is often set to a lower resolution of 96dpi.

Please show us which details you want to capture using the snippet tool. Note that we need the full screenshot too to produce the images we use in your book. Otherwise provide images using the screenshot tools in GIMP mentioned above on [page 4](#).

For every snippet (detail) you provide, please include full screen-width screenshots:

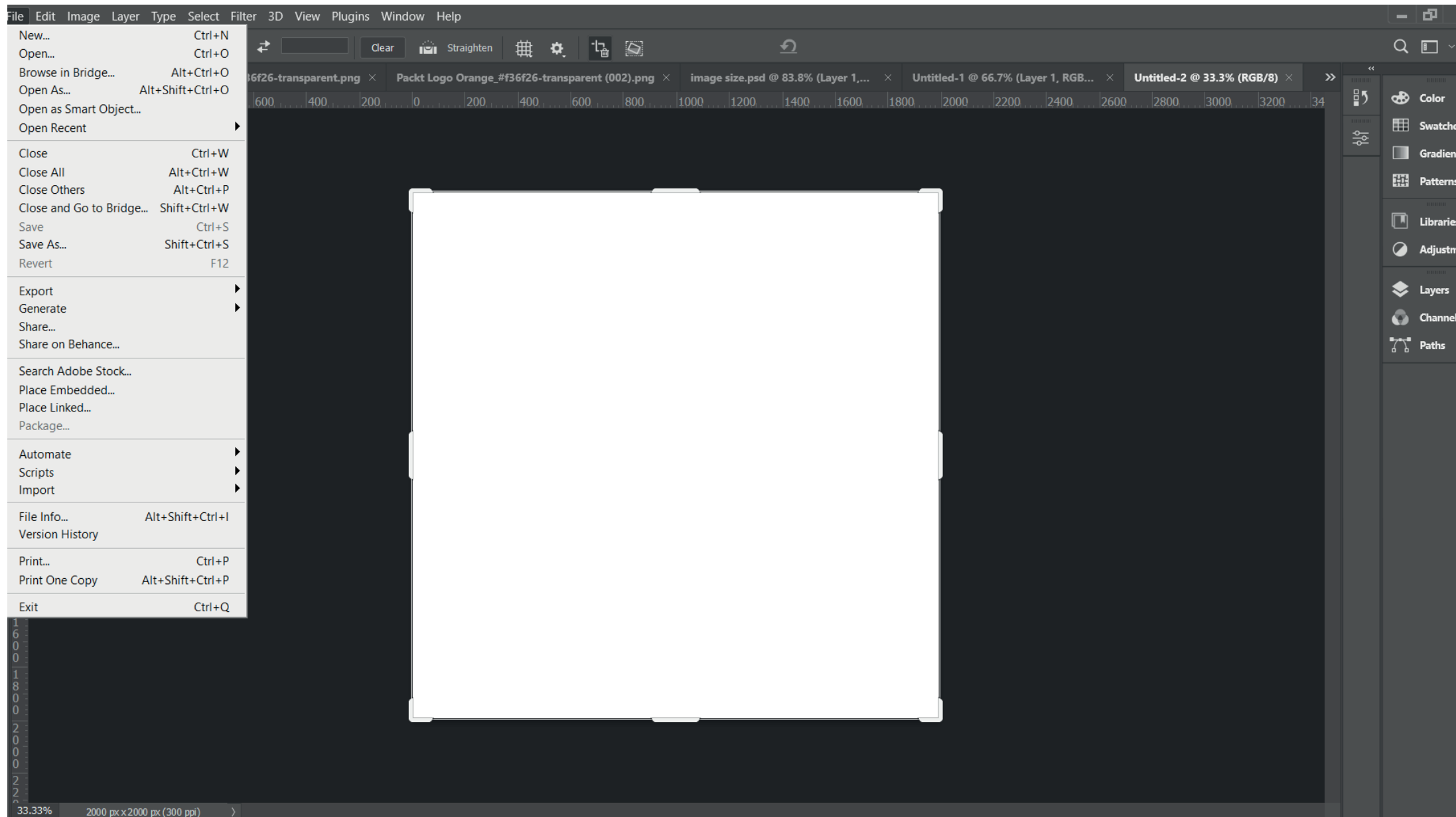
named as “[image\\_name\\_figure\\_1\\_fullscreen](#)”. [to edit](#)

Packt will use your original image to match the detail you want.

### A drop down menu example:

This full screen screenshot doesn't show enough clarity in the text displayed. It cannot be read easily.

This means we need to crop the image tighter and make the text more legible, however this can negatively affect the image as it will be cropped to smaller dimensions, and needs to be sized carefully.



As mentioned above please take a snippet of the area you want to display and provide us with the full screenshot too (as the full version is at a higher resolution).

On a Windows OS you can find the snipping tool by typing ‘snipping’ into the search bar. It’s a good idea to select ‘pin to taskbar’ as well, so you can access it easily from the bottom menu at any time. Snip and Sketch is also useful.

To Snip click ‘New’ and then select the area of the screen you want us to crop from your full screenshot. Save this a .png file, and name it as “image\_name\_figure\_1-snip”, and the full screenshot as “image\_name\_figure\_1-fullscreen”.

If you have any questions please get in touch.

|                           |                  |
|---------------------------|------------------|
| New...                    | Ctrl+N           |
| Open...                   | Ctrl+O           |
| Browse in Bridge...       | Alt+Ctrl+O       |
| Open As...                | Alt+Shift+Ctrl+O |
| Open as Smart Object...   |                  |
| Open Recent               | ▶                |
| Close                     | Ctrl+W           |
| Close All                 | Alt+Ctrl+W       |
| Close Others              | Alt+Ctrl+P       |
| Close and Go to Bridge... | Shift+Ctrl+W     |
| Save                      | Ctrl+S           |
| Save As...                | Shift+Ctrl+S     |
| Revert                    | F12              |
| Export                    | ▶                |
| Generate                  | ▶                |
| Share...                  |                  |
| Share on Behance...       |                  |
| Search Adobe Stock...     |                  |
| Place Embedded...         |                  |
| Place Linked...           |                  |
| Package...                |                  |
| Automate                  | ▶                |
| Scripts                   | ▶                |
| Import                    | ▶                |
| File Info...              | Alt+Shift+Ctrl+I |
| Version History           |                  |
| Print...                  | Ctrl+P           |
| Print One Copy            | Alt+Shift+Ctrl+P |