



The Self- Starter

cadillaclasalleclub.org

A GUIDE TO ACHIEVING HIGH-QUALITY PHOTOGRAPHY AND ILLUSTRATIONS

Your contributions to the award-winning THE SELF-STARTER magazine in the area of photography and illustration is deeply appreciated by the staff. We are happy to accept your photography and illustrations either in digital or print format. In order to ensure the highest quality reproduction, we have prepared this sheet to guide you.

ACCEPTABLE MEDIA

- All types of CDs
- DVDs
- USB flash drive



DIGITAL PHOTOS

Your high-quality, large-format digital photos are welcome. **No photo or illustration is too large for us!** In order to ensure the quality you expect, we must have the following:

- **Minimum size:** 5 x 7 or 7 x 5 inches. The reason we require photos to be at least this size is that it gives us the opportunity to be flexible in sizing images in the magazine.
- **Format:** .JPG or .JPEG for photos; .EPS or .AI for illustrations created in a vector drawing program like Adobe Illustrator
- **Resolution:** Photos minimum 300 dpi, line art minimum 1270 dpi
- **Media:** CD, DVD, USB flash drive. Sending us a link to a photo-sharing web site is great, too.

Photos may be e-mailed to self-starterdesign@cadillaclasalleclub.org. Our e-mail provider has an attachment maximum of 70MB per message; way more than is necessary. You may also burn photos to a CD or DVD, or copy to a flash drive and mail it in. Media is returned upon request.

- Magazine printing at 300 dots per inch (dpi) requires much higher resolution than photos for the Internet, typically at 72 dpi.
- An image that looks great on your monitor at 72 dpi will print in THE SELF-STARTER like a mosaic-tiled floor. See example below.
- Please keep in mind that if you take a low-resolution digital photo and “size it up” in image editing software, it will become “pixelated” or grainy, and therefore will be unusable.
- For a photo to be considered for the cover, a digital camera with a minimum of 10 megapixels should be used. Set your camera to the best/highest resolution setting, sometimes labeled “superfine,” “high-res” or “TIFF,” to achieve the best quality. Photography in a vertical (portrait) format is strongly preferred.
- When in doubt, use your trusty old film camera. This will result in versatile, quality film prints we can scan and publish at any size that will work best for the situation—including the cover.
- If we can’t use your digital photo on the grounds that it isn’t of a high enough resolution, please understand this is not a matter of taste or opinion; it’s a technical fact.
- Photos embedded in a Microsoft Word file don’t work; they must be separate from the document. Also please turn off the date/time stamp feature on your camera before taking any photos.

This is a typical photo at 72 dpi. Low-resolution photos from the Internet look like this in print.



Notice how much better the quality is at 300 dpi and higher.



OUR EQUIPMENT

- Apple MacBook Pro 2.53 GHz i5 processor
- Epson Perfection 4870 Pro scanner
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Professional
- Microsoft Office



ADOBE PRODUCT BOX SHOT REPRINTED WITH PERMISSION FROM ADOBE SYSTEMS INC.



COURTESY OF APPLE

PRINTS

- Format: 4 x 6-inch (minimum size) photographic prints, slides or 35mm negatives, color or black-and-white
- Photos must be sharp and have good contrast
- Photos that already have a dot pattern won't reproduce well; we must have photos with a continuous tone in them
- Please keep all photos and illustrations free from any folds, tears, creases or staples
- We have had quality problems with photos printed on inkjet printers and color copiers, mostly due to blank lines where the inkjet nozzle creates gaps in the image. True photographic prints help make your art director's job much easier. Also please turn off the date/time stamp feature (if your camera has it) before taking any photos.
- Photos copied from a newspaper, magazine or book do not scan well for publication, nor do photos reproduced on a copier. They will usually exhibit a strange spotty pattern when published.

A note on photography and illustrations, both digital and prints

- All submitted photos or art, digital or print, must include a caption sheet, along with photographer's credit(s). Captions should be detailed, identifying all individuals and/or cars (year and model or body style) in the photos or artwork. Please make it clear which captions go with which pictures. Each caption should explain who, what, when, where and other appropriate information.
- You as the author are also cautioned to please avoid violating copyright laws by having us reproduce any photography or illustrations created by someone else. Written permission from the creator is essential on **any** copyrighted work.

Below is an example of an illustration saved as an .EPS/.AI file using Adobe Illustrator. THE SELF-STARTER is laid out in Adobe InDesign.

Where to snail-mail your photos and illustrations

Tim Coy
Art Director
THE SELF-STARTER
203 Short Place
Louisville, CO 80027-1646 USA



©JOHN EVANS/
REPRINTED WITH PERMISSION

QUESTIONS

No question is dumb! If you need additional assistance, please contact **Tim Coy** (303) 673-0463 self-starterdesign@cadillaclasalleclub.org