

# Preparing a Design File for Submission

## Cover

Please read the template information in detail so your design fits our printer requirements.

Here are a few more things to keep in mind as you design:

- If the page count is unknown, please make the spine a solid color and at least an inch wide. Our designers will adjust this as needed once the page count has been determined.
- If your package has a hard cover format, please use the hard cover template for your design. We can then adjust this file for the soft cover version for you.
- Covers MUST to be at least 300 dpi (dots per inch) resolution at the correct final size of the book. This includes all linked images, not just the final PDF. Please make sure you have the correct book size cover template before getting started.
- The color space for the document should be set to CMYK, *not* RGB. Our books are printed in the CMYK color space. It is possible that a color shift would occur on covers submitted in RGB. Therefore, it is best to start your design in CMYK to minimize the color shift.
- On the Back Cover, leave space for the ISBN and Logo. All text should be at least 1.75 inches away from the bottom. The ISBN and Logo can go over the top of an image, but it will obscure whatever is in that space. See the template for more information.
- All text on the front and back covers should be at least .5 inch away from the edge of the cover AND at least .375 inch away from the spine. This allows the printer room for trimming and binding.
- All text should be at least 9pt or above.
- Images printed by our printer can have up to 240% tonal saturation. The percentages of C+M+Y+K have the potential to equal 400%. If an image over 240% tonal saturation is printed, there is an excessive amount of toner on the page. This can cause the images to streak and smear. To ensure image quality, we recommend not going over 240% tonal saturation. If your design does go over this amount our designers will make the necessary adjustments for you and a color shift may occur.

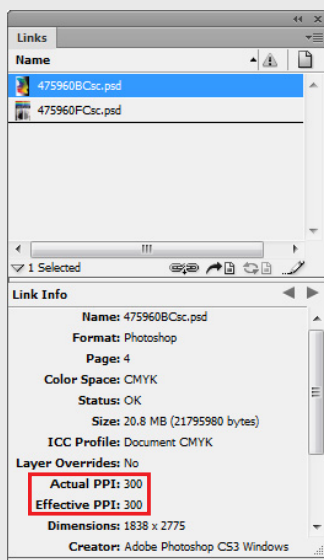
## Interior

In order to be able to successfully convert the interior into distributable eBook formats consider these things as you put together your interior file:

- The text must be one continuous thread, and not multiple, unlinked text boxes.
- All text must be set in styles. Paragraph styles should be defined and applied for all differently formatted text blocks. For example, a "Body Text" style for body text, "Chapter Title" style for chapter titles, etc.
- All graphics/images must be inline or anchored. Floating objects will not work as desired, and may not transfer to the eBook at all.
- All footnotes, endnotes, and other cross-references must be linked using the functionality found in InDesign, or some retailers will not accept them. Amazon and the Apple Store are two of the largest who do not accept eBook files with unlinked references.
- The Table of Contents must be automated using the Table of Contents functionality found in InDesign.
- Complicated layouts do not translate well into eBook form, except for the fixed layout varieties, such as an interactive ePDF.
- Most eBook formats do not support all typefaces. Using TTF (true type) and/or OTF (open type) fonts will get the best matches in eBook format. Any fonts that are not supported by the eBook format will be replaced with a more commonly accepted one. Here is a handy website with some info on how fonts work in eBooks: <http://ebookarchitects.com/learn-about-ebooks/fonts/>

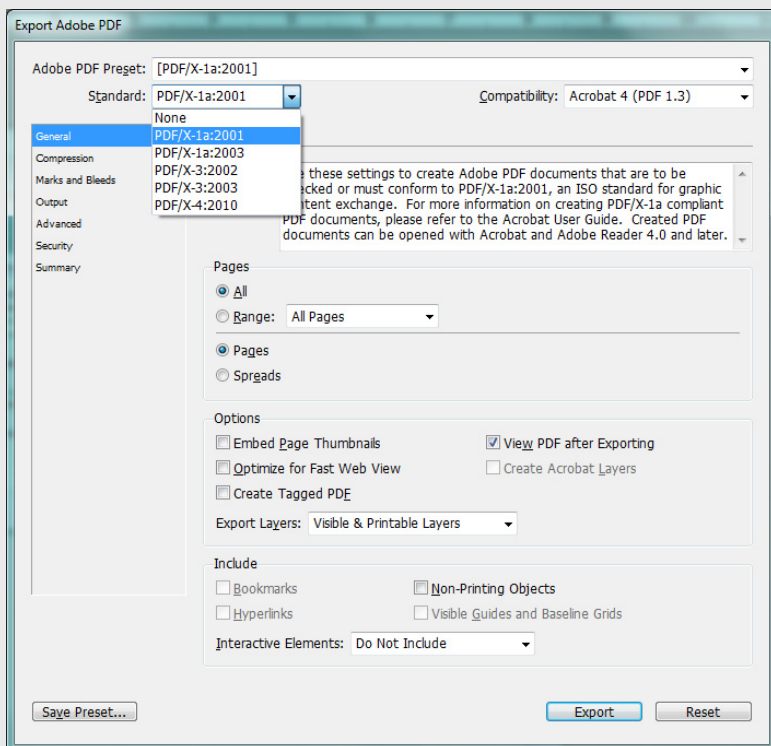
## When preparing your files, check the resolution of any images you are incorporating into your design.

Make sure all images are at 300 actual and effective PPI/DPI. In InDesign, select **Window>Links** to view the Links palette. Clicking on an image filename will show more detailed information.

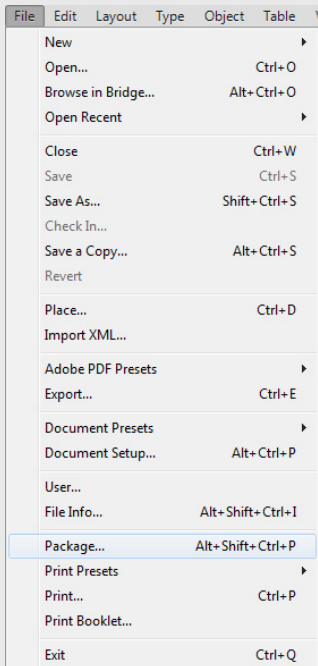


## Once you have completed your design, make a PDF for reference.

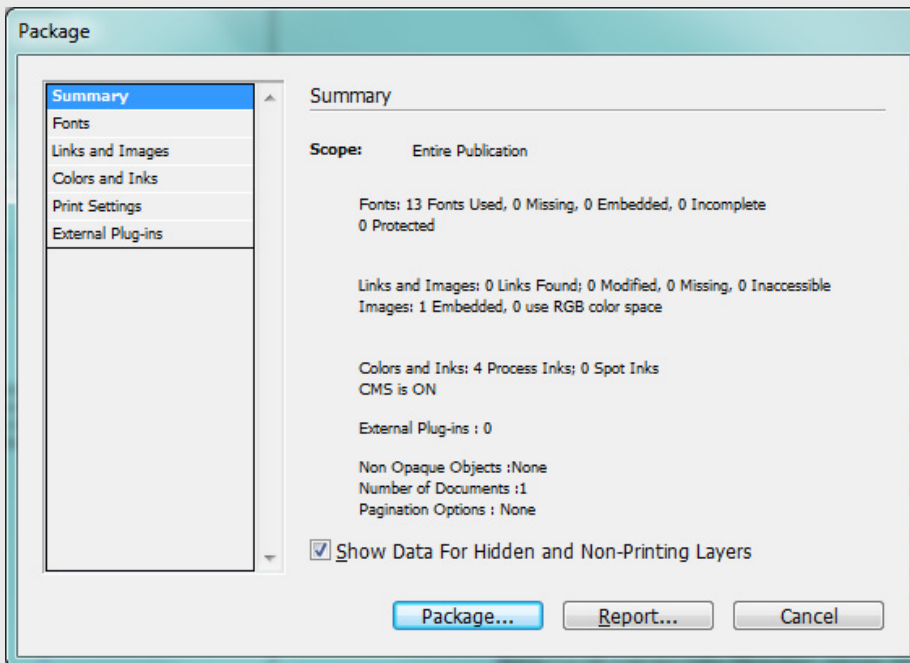
To do this, go to **File>Export**, choose [PDF/X-1a:2001], and export. Make sure to include this in your packaged design folder.



To package your design, go to **File>Package**.

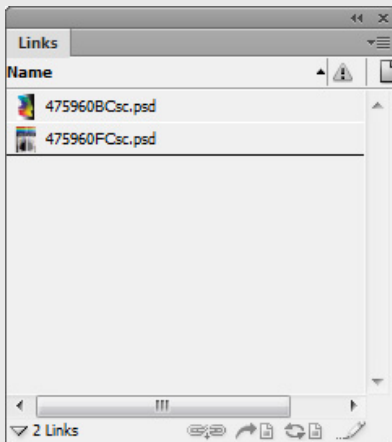


This menu will pop up:

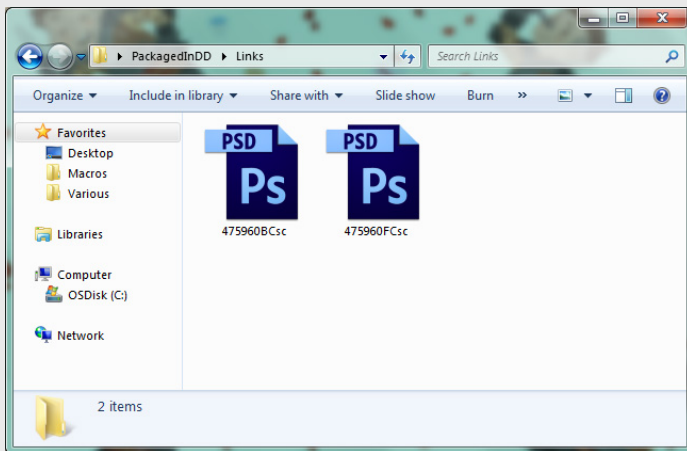


Double check that nothing is missing or causing errors, then choose Package. InDesign will create a folder with a Document fonts folder, a Links folder, the INDD file, and a text file with instructions.

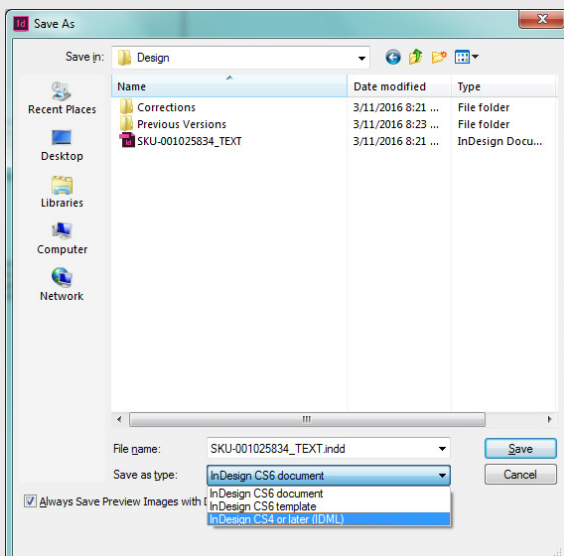
Double check that all of your image files are included in the packaged folder. Image files contain file extensions of PSD, PDF, AI, JPEG, TIFF, PNG, BMP, or EPS. For example, these are the two image files that should appear in the packaged “Links” folder:



Note that image files are in a “Links” folder. Font files should be in a separate “Document fonts” folder.



We are currently working with Creative Suite 6. If you are using a Creative Suite version newer than Creative Suite 6 (such as the Creative Cloud “CC”), you will need to back save your file to an IDML file. Go into your packaged folder and open the INDD file. Select **File>Save As**, then in the dropdown menu, pick the IDML option:



This is what your final packaged folder should look like. Remember to also place your previously created PDF in this folder for reference before sending it along to your representative.

