GUIDELINES FOR ARTISTS AND/OR AUTHORS SUBMITTING MATERIALS TO DOVE PUBLISHERS/INSCRIPT FOR INCLUSION IN PUBLISHED TITLES

Cover design is a very important part of your book which requires specific know-how and skill in order to ensure the book is well-accepted in the marketplace. It involves more than just finding a photo you like and slapping a title and author name on the front. Cover designers consider everything from color and style, arrangement of elements, type of font appropriate for the content in the book, the size of those fonts, the genre of the book, and so on.

Authors who wish to submit their own art for works published by Dove Christian Publishers/Inscript Books should either have the art professionally done, in adherence to the requirements below, or have the appropriate technical know-how to meet said requirements without having to hire a professional book cover artist. Failure to do so may result in your artwork being rejected and/or deemed unacceptable for publication. We realize the below requirements may be a lot. Still, they are necessary to ensure that all images published by our company adhere to copyright and trademark laws and regulations, and that those same images are of the format necessary to produce a quality reproduction both in print and digitally.

For the purposes of this document, the terms *art, artwork*, and *images* refer to the following types of visual media:

- Illustrations
- Paintings
- Photographs
- Pictographs
- Maps
- Charts
- Infographs
- Screen shots
- Cartoons
- Maps

The following applies to cover designs submitted by authors:

- Artists designing covers should submit full covers. Full covers consist of three separate elements: front cover, rear cover, and spine. Front covers only cannot be accepted, as this means that our design team not only has to spend time developing the rear cover and spine, but they have to make them compatible with the front cover, which may or may not be possible.
- The background art should be submitted without fonts or barcodes. If titles and fonts will be a part of the design, the fonts used for those titles should be submitted to us as separate files with a sample graphic that includes the fonts to show us the size and placement of the fonts on the design. Separate font files are needed for several reasons:
    1. In case fonts on the cover have to be shifted or resized.
    2. Some online vendors require fonts to be encrypted or embedded

3. We often use the same font on the cover to design the interior title. If that font is not available, we cannot ensure that the title page is compatible with the cover.

- Art should be in full-color only unless the design has minimal elements. No designs drawn in pencil, crayon, or similar mediums. Figurative art only.
- The cover must be in a similar style and format as the interior images unless otherwise approved by the publisher.
- Covers should be designed in such a way as to give the reader a clear idea of the content and genre of the book. Art should not be:
1. Blurry or out-of-focus
2. Have an aspect ratio that results in images that are stretched out of proportion
3. Designed in such a way that any element of the cover cannot be seen in small sizes, such as with thumbnails that are usually used in catalogs.

The following applies to *all artwork* submitted to us, cover and interior:

- Art should be submitted in a resolution of at least 300 dpi (or 600 dpi for line art) in a size designed by the publisher, preferably using a CMYK color model.
- If art are not created electronically, then they should be created on a medium small enough to enable them to be electronically scanned. We do not accept photos of art that are initially created on non-electronic mediums, such as canvas, paper, etc.
- Any writing in the art should be an integral part of the artwork. We will not accept artwork with page numbers, captions, etc. Any captions should be submitted separately. Artist branding or signatures are allowed.
- The art should be submitted without fonts or barcodes. If titles and fonts are to be a part of the design, the fonts should be submitted to us as separate files with a sample graphic to show us the size and placement of the fonts on the design.
- Fonts should be licensed. Almost all fonts that are included with software on personal computers are licensed for personal use and not for commercial use. This includes fonts such as Times New Roman, Arial, etc. If you pulled the font from your computer and did not have it licensed for commercial use (which usually involves a fee paid to the font designer), then the font is likely illegal to use in commercial applications such as with book designs. If you are including fonts in your design, the design may be rejected if we determine that the fonts are not licensed for commercial use.
- We will not accept art that:
    a. Depict excessive violence
    b. Show sexual acts or nudity
    c. Depict persons in provocative attire or poses or in partial stages of undress.
    d. Contain images or symbols which have negative racial, sexual, religious, gender or nationality connotations unless such images or symbols are integral to the content of the book and approved by the publisher before inclusion on the cover. For instance, a burning cross may be allowed on the cover if the book speaks against and addresses the KKK or racism.
    e. Feature occult themes.
    f. Are significantly similar to another cover on the market.
    g. Depict any other image which may be offensive to a general evangelical Christian marketplace.
- For any art, or elements of that art, that you yourself did not create or design, we will require a release from the artist to ensure we have permission to use the artwork in a commercially published product. If the artwork includes photos or images of actual persons (other than stock photos), we will also require a model release for each person depicted. Persons under eighteen years of age will require parental/guardian permission.
- If stock photos are used, we will require written documentation from the stock photo site that appropriate rights to the photos have been purchased.

- If any photos or other images are downloaded from the Internet, we will require written documentation from the image owner that the images are legally obtained and that their use will not violate copyright laws. Images downloaded from the Internet are copyrighted and are not necessarily free to use in commercial applications.
- Art must be submitted to us digitally in .PNG or .JPG format. We will also accept art submitted to us in raw Photoshop or Adobe Indesign formats. Fonts should be submitted to us in their native format.
- Due to the size of files containing images, we do not accept them via email. Contact the publisher for upload information.
- Artist attribution will be given in all titles in which the artist's work is included. Attribution will be written by the publisher and include the name of the artist only. The attribution will be placed only on the copyright page. If the title consists substantially of the artist's work, the attribution may also be placed on the front or rear cover.

If any of the above is challenging for you, then we suggest your cover either be designed by a professional cover designer, or that you sign up for our cover design service for $200.00.

Further questions about this document should be submitted to your publisher contact.