

Guidelines for Authors

Davis Publications, Inc. is an international publisher of art education resource books and textbooks. Our books serve as references and instructional resources for teachers and students in both elementary and secondary schools, as well as others who are active or interested in art education.

We welcome new book ideas and offer the following guidelines for preparing your proposal. Please feel free to contact us with any questions you might have.

Submitting a Book Idea

When submitting a book proposal for consideration, please include the following:

1. a short summary of the goals and objectives of the proposed book;
2. an outline of the proposed book, with brief paragraphs describing the content of each section/chapter;
3. a statement of the proposed market (audience) for this book;
4. a list of any competing titles which already exist in the marketplace, and how your proposed book would be different or would suit the needs of the readership more appropriately;
5. a sample chapter with sample illustrations or photographic images (hi-quality photocopies of images are acceptable).

Manuscript Preparation

Typing:

- All manuscripts should be typed on 8 1/2 x 11" paper.
- Double space throughout the manuscript, in text and charts, quotations and headings.
- Allow a 1 1/2" margin on each side of the page.
- Number each page of the manuscript on the upper right hand corner of the page. Numbers should read consecutively from 1 to the end of the entire proposal, not chapter by chapter.
- Avoid cross references by page. Cross reference by chapter or chapter/section title only.
- Never use all capitals
- Paragraphs should be typed flush left, with an extra space between paragraphs.
- Make chapter titles stand out, but do not underline or use all capitals in this or any other heading, chart, caption, etc.
- Type all headings flush left and return to the next line to begin a new paragraph. If you use several levels of headings (i.e., subheads within chapters and sections), use pencil in the left margin to mark them with the appropriate letter code: "CT" for chapter titles; "A," for major sections within a chapter; "B," for secondary sections within the A section; and so on. Refer to the center page of this guide for an example of a sample manuscript page.
- Differentiate between the Introduction and Chapter One. The Introduction should be a short (1 to 2 pages) explanation of the intent of the book and how it achieves its goal.

Sending the manuscript:

Manuscripts should be submitted on a CD, if possible. Authors should consider the following:

- Submit a hard copy (printout) of the disk, double-spaced and formatted as previously described (see “Typing”).
- Each chapter should be placed in a separate file or document, with clearly labeled names.
- Styles and type fonts should be as simple as possible; do not attempt to center text or place text in columns.
- Mailing address:

Attn: Acquisitions Editor
Davis Publications, Inc.
50 Portland Street
Worcester, MA 01608

Style:

- Use gender-free terms (i.e., craftperson, worker, artisan, chairperson, etc.) wherever possible.
- Avoid use of brand names and jargon.
- Use serial commas. (“a, b, and c.” not: “a, b and c.”)
- Styles and type fonts should be as simple as possible; do not attempt to center text or place text in columns.
- Do not underline text, except to indicate italic text. Do not bold text.
- Refer to The Chicago Manual of Style or Merriam-Webster Dictionary for grammar, word usage, or other style questions.

Sample Page

Chapter One: This Is the Title of the Chapter

This is an introductory paragraph that describes the purpose of the chapter. It gives the reader a general sense of that the chapter will cover—its goals and intent. It can be short or long, depending on what is necessary to convey the proper message.

This Is Sub-heading Number One

This topic sentence will introduce this sub-head. This sub-head, called the A-head, will introduce the following two detailed sections, called B-heads. Additional sentences here will illustrate the subject to be covered, occasionally referring to the accompanying images, where appropriate. The next paragraph will further explain this.

This Is a Sub-heading of the Previous Heading

This text will illustrate this B-head. Though the text should often refer to the visuals used, caption information should not be incorporated here. A separate caption manuscript should be included with the manuscript instead.

This Is a Second B-head

Text beneath a subheading can be as long or short as necessary to illustrate the concept covered. In some cases, only a few paragraphs will be necessary. In other cases, a few pages may be necessary.

If further detail is necessary, a C-head might be included.

Images/Visuals

All Davis Publications resource books and textbooks contain visual images, both photographs and illustrations (where appropriate). For book proposals, authors should supply a grouping of images to accompany their sample chapter. These may consist of jpegs or tiffs, color slides, color and/or black-and-white prints, professional transparencies, and/or original illustrations.

In most cases, authors are responsible for acquiring high-resolution files and permission from the rightsholders to print all images for their final manuscripts.

There are a number of issues to keep in mind when choosing appropriate images for your book:

•Permission to print images in a book must be obtained from the image source (gallery, museum, student artist or individual who appears in the photograph).

•Images may consist of artwork examples, individuals performing a specific related task and/or demonstrating a particular technique. Images involving people should include as little distracting background information as possible in order to focus attention on the subject.

•Images of artwork by professional artists may be included, and are often helpful in illustrating various concepts.

•Images of relevant student artwork should always be included.

•Our books are now mostly printed in color. If black and white images are to be used, make sure that they are of highest quality.

•Images may be obtained from schools, museums, galleries, and companies who license use of authorized images, such as Art Resource.

•Some images require additional permission from different organizations depending on who owns the rights to the image.

•Transparency rental and rights to reproduce an image in a book can be costly. A thorough explanation of your project and its educational goals will often be enough to encourage providers to waive or reduce these fees.

•Galleries are often helpful in providing transparencies. Art News, Art in America, and Artforum are good sources to investigate for images (along with relevant trade magazines specific to the book topic). Steps to follow are:

1. check the ads in these magazines for appropriate artwork;
2. call or write to the gallery advertising the work;
3. explain your project thoroughly;
4. request a catalog of images (if available) or a transparency (if the advertised image is satisfactory to you).

•Museums often have departments that focus solely on rental of images. Ask for the department of rights and reproduction or photo services. Explain your project, as stated above.

Captions:

•Submit a separate manuscript with captions and credits for all illustrations. Captions may provide information about the artist, title, and medium of the artwork, but may also include thought-provoking questions or comments about the artwork. Captions should enhance both the text and the illustrations; they should not repeat the text.

•Number the captions and their corresponding illustrations in sequential order, according to chapter (for chapter 3, use 3-1, 3-2, 3-3, etc.). If a separate color section will be included, number color photos from one to the end as C-1, C-2, C-3, etc.

• Write the illustration figure numbers in the left margin of the text manuscript, next to the text information to which they pertain (and where they would most appropriately appear in the final book). The book designer will use these notations as a guide to placing pictures near relevant text.

•Illustration/photograph numbers are for editorial and design use only; some books do not include figure numbers in the final text. Therefore, in the text do not refer to visuals by their figure numbers; use a description of the image or its proper title instead.

Preparing Visuals:

• Artwork should be presented in a digital format if at all possible. Images need to be a minimum of 300 dpi, and a minimum of 4 1/2" x 5" (half-page size).

•Information regarding artist, title, medium and image number (see "Captions," above) should be written in a separate document and included with the CD.

Black-and-Whites:

Black-and-white photographs should be submitted 8 x 10" or 5 x 7" prints, if possible. Tear sheets from magazines or books are unacceptable.

Indicate the top of the photo by writing "top" on a label and attaching it in the appropriate position on the back of the photograph. A separate tag (an adhesive label is appropriate) should be applied to the back of the print after all information is included. Never write directly on the back of a print (or on a label attached to the back of a print). Label information should be typewritten or written in pencil. Do not use felt-tipped markers or ink of any kind in marking images. They may bleed through or rub off on other photos, even after the ink appears to have dried.

•Do not mount photographs on boards.

•Do not send negatives of prints.

•If you wish to indicate cropping, use overlays or light grease pencil marks, not a ballpoint pen.

Preparing Original Line Drawings and Illustrations

•Use heavy, smooth drawing paper for all drawings and illustrations.

•Protect all line drawings and diagrams with an overlay of tissue paper.

•Using pencil, label the front of each image.

•Use a separate sheet of paper for each drawing; do not group more than one drawing on a sheet.

Preparing Color Images:

•Digital images are preferred, and transparencies are preferred over color prints. Larger transparencies result in higher quality reproductions.

•Be careful not to scratch, soil, or damage transparencies. Never write over them or leave them unprotected; always use a protective sleeve.

•Attach an adhesive label with credit information and figure number (see "Caption," above) to the outside protective sleeve of each transparency. Do not write directly on the transparency or on the protective sleeve.