

# ARIZONA HIGHWAYS

M A G A Z I N E

## DIGITAL SUBMISSION GUIDELINES

These guidelines are established to bring uniformity to all digital files submitted for publication in *Arizona Highways* magazine, books and calendars. Following these parameters in the capture and preparation of your digital images will help us to easily fit your optimized, high-resolution image files, embedded with the appropriate profiles, into our digital workflow, aiding us in achieving the best possible reproduction of your images.

These guidelines presuppose that your monitor is calibrated, that you are working in the latest versions of file management software and that you have basic working skills in PhotoShop and Bridge. It's also assumed that if you are using a digital camera for image capture, it is, at minimum, an 8-megapixel-capture model with RAW file capture capabilities.

### **DIGITAL CAPTURE AND FILE PREPARATION**

Digital images must be captured using RAW, and embedded, either at the time of capture or in post-capture file processing, with Adobe RGB (1998) color space. These settings are the basis for files with greater bit depth and wide RGB color gamut that are well suited for later conversion to the CMYK color space used in high-quality offset printing.

## PREPARING DIGITAL SUBMISSIONS

All images should be submitted to *Arizona Highways* on a CD or DVD with these profiles embedded:

- RAW captures saved as TIFF files
- 8 bit
- Adobe RGB (1998)
- Document size:
  - Minimum of 300 pixels per inch
  - Horizontal: Minimum of 18 inches wide x 12 inches high
  - Vertical: Minimum of 12 inches wide x 18 inches high
- No sharpening
- Metadata:
  - Photographer's name and copyright
  - Detailed caption information
- File name or number beginning with D\_ and ending with .tif
- Submit small guide print for each digital file submitted

We need image dimensions matching the size of our largest reproductions – a two-page spread in the magazine is 18 inches wide by 12 inches high. During the design phase, images may be cropped and resized to fit page layouts, so images must be of sufficient size. Make sure all your files meet the minimum specified dimensions at 300 ppi or higher. No post-capture sharpening should be applied to any files submitted. Sharpening will be applied during the final steps of our production process when image size has been determined.

It is vital that we receive detailed caption information along with the photographer's name and copyright notice in the metadata of each and every digital file submitted. Our caption writers rely on your information in the metadata to compose magazine photo captions. Use the description fields to identify all landmarks, plants, animals and people shown in each photograph.

Files should be labeled with names or numbers of your choosing, but our workflow requires an upper case D followed by an underscore as a prefix to each file name. This can be easily added using "Batch Rename" in Bridge, and helps us identify digital images when we retrieve them from our server. Please keep filenames to 20 characters or less so that we can copy them directly to our server. File name examples: D\_DSC\_1954.tif or D\_grandcanyon1.tif

A small guide print displaying your preferred color balance, brightness/contrast and hue/saturation for each image submitted will help us when color proofing your images for reproduction. These can be individual prints or contact sheets containing several images per sheet, as long as each image is large enough to aid in the color proofing process. A guide print gives us a target to shoot for as we strive to retain your vision in the final reproduction.

## **DIGITAL WORKFLOW FOR PHOTOGRAPHY ASSIGNMENTS**

When shooting a photo assignment digitally for *Arizona Highways*, follow this workflow for the editing, selection, file prep and delivery of images.

1. Shoot camera RAW files and archive for use in later versions. Do not alter RAW files, as they are the originals.
2. Do a loose edit of the images created from the assignment, paring the total shoot down to the best 3-4 images from each situation photographed. Include verticals and horizontals where possible to allow design flexibility.
3. Save loose edit RAW files as small, low-resolution JPEGs and submit to photo editors for final editing by *Arizona Highways*. JPEGs can be submitted for final editing in a couple of ways: Burn files to a disk and deliver to photo editors, or post images to a lightbox on your Web site and e-mail the Web link to photo editors.
4. Photo editors make final edits and send list of selected images to photographer for file prep.
5. Following the guidelines in "PREPARING DIGITAL SUBMISSIONS" above, make adjustments as necessary to RAW file copies and save as TIFFs, embedding prescribed profiles.
6. Create a folder labeled with the story name, and place all TIFF files in folder. Burn folder to disk, and deliver to photo editors.

*Arizona Highways* will destroy all submitted CDs and DVDs after the story/assignment is published.

## **SUBMITTING DIGITAL FILES FROM SCANNED FILM**

We maintain a parallel photography workflow for film, and still encourage submission of original transparencies, especially 4x5, for all our stock photography needs. All film reproductions are accomplished using pre-media vendors producing high-resolution files on drum scanners. Large, high-resolution files scanned from your original transparencies may be submitted for consideration for publication in all our printed products if they meet our quality and resolution standards. Drum and semi-drum scans tend to yield the best quality files for reproduction, whereas flatbed and slide scanners yield files that fall short of our quality requirements for large reproductions.

All film scans submitted must adhere to the guidelines listed above in "PREPARING DIGITAL SUBMISSIONS." Please call the Photo Department to discuss your film scans prior to submission.

## **QUESTIONS**

Call or e-mail the Photo Department:

Peter Ensenberger (602)712-2043 [pensenberger@azdot.gov](mailto:pensenberger@azdot.gov)

Jeff Kida (602)712-2042 [jkida@azdot.gov](mailto:jkida@azdot.gov)