

## Manuscript Preparation Guide: Custom Hybrid Lab Manuals

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Thank you for choosing to publish your material with Morton Publishing! We are thrilled to earn your business. It is our hope that this process is simple and efficient for all parties. To further this goal, we have put together this guide to assist you in providing us with materials in formats that are most conducive to providing a high- quality and inexpensive lab manual for you and your students. If you have any questions as you peruse this guide, please contact:

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### Guidelines for Putting Your Materials Together

#### 1. Word Files

- a. Use Microsoft Word 2007 or later (i.e. .docx files). If we receive incompatible files, they will be returned to you, and the correct file type will be requested.
- b. Use standard fonts:
  - Times New Roman
  - Courier
  - Arial
  - Calibri
- c. Keep formatting to a minimum.
  - Do not include page numbers, headers or footers. Page numbers will change when the book is typeset, and we will add footers.
  - Do not try to format your manuscript to look like a book (i.e. large chapter numbers in a different font, colored design elements). We will be stripping all formatting out to insert your manuscript into our template.
- d. Do format headings
  - Use the same font size/style for each “same-level” heading
  - Heading 1 indicates a major line of thought in the chapter. Heading 2 indicates subsections. Heading 3 indicates subsections within Heading 2. You shouldn’t need to go beyond Heading 3.
- e. Images may be embedded in your Word file, but whether or not you embed image files, the original image files **must** be sent separately. If you choose to not embed photographs and illustrations in your Word file, please state “insert [file name] here” in your manuscript with a blank space above and below. *Make sure the name of the file referenced in the text is the name of the actual file.*
- f. If you are including art from one of Morton Publishing’s image libraries or books, please include the image’s name (mpp1234, mpf1234, or Figure X.X from Book X) in your manuscript *approximately* where you’d like it to appear in **red text**. For example:  
  
(insert mpp1234 here)
- g. In the Word file, include any captions you’d like and any labels that are associated with the image.

## 2. Image Files

- a. If you would like to include your own images in your manual, use high resolution images (300 ppi at the size you want them displayed). You are asked to submit any of your original photographs and illustrations *separately* in order to give our typesetter the highest resolution file to work with to create a high-quality manual for you. As a general rule, it is better for us to have more resolution than is necessary. Please refer to the Image Quality Guide (page 4) for more details.
- b. Acceptable formats: TIFF, JPEG, EPS, PDF, PNG.
- c. Please name all of your images numerically in a way that is easy for the typesetter to locate. We prefer Fig 1-1 (the first image in the first chapter), Fig 1-2, and so on.
- d. If you add labels to your images, please save an unlabeled copy and submit both images.
- e. Labeling or modification instructions *must be specific*. We accept instructions in PDF (preferred) or PowerPoint formats. Scanned or hand-written instructions must be legible; illegible instructions will be returned for clarification.

## 3. Third-party Material

- a. Your material must be free of any third-party material (any words or images that you did not create). This includes images found during an internet search. Written permission from third parties must be obtained in order to use their material.
- b. If you are using images or exercises published by a different entity, please note that we will not obtain permissions from them on your behalf. This is your responsibility. A permissions form is available upon request.

## 4. Manuscript Guidelines

- a. Any instructions you'd like to provide to our Editorial and Production team should be in **red text**. We will do our best to follow your instructions, but please be aware that due to the complexity of the typesetting process, not all requests will be possible.
- b. If you have pages or sections that are going to be turned in, please tell us in the manuscript so we can place those on a right-hand page to facilitate that use.
- c. If you have questions in your manuscript that students will be answering in the book, please provide us with the amount of lines or space we should leave for each question. i.e. **"Insert 6 answer lines"**
- d. When inserting images, you can either provide your own figure captions or use our original figure captions. Please either write your caption or **"Insert original caption"** in the manuscript.
- e. Please avoid using underlined text. Underlining does not translate properly into our typesetting program. For emphasis, you can use any combination of **bold** or *italics*. Avoid excessive use of italics, bold-face (unless indicating a glossary term), or all caps as it detracts from readability. The more you emphasize, the less the emphasis is effective.
- f. Avoid referencing figures with the words "above" or "below" in your manuscript; once your manual is typeset and text reflows, it is likely that figures will move (i.e., to the right, to the next page, etc.) to accommodate the layout. We suggest using general language like "the image that follows" rather than specific directions.
- g. If multiple authors are working on a book, please have someone check the manuscript for consistency. For example, do chapters have objectives? Materials lists? Review questions? Etc. Please make sure that each chapter has the same features written the same way to ensure a consistent end product.

## Image Quality Guide

High-resolution art (suitable for print) is 300 ppi (pixels per inch) *at the size you want it to appear on the page*. All art will be converted to CMYK (cyan, magenta, yellow, black), which ensures quality printing.

### Summary of Image Resolution

Many point-and-shoot and phone cameras capture images at 72 ppi by default. **Dividing the physical dimensions (width, height, in inches) of a 72-ppi image by 4.2 will determine its size for high-resolution printing (300 ppi)**. For example, a 29"W 21"H photograph at 72 ppi will reproduce as a 7" × 5" image at 300 ppi. The production staff at Morton Publishing will resize your images to the necessary size required by the layout.

We encourage you to upload your photographs at full resolution (not compressed). You may be able to adjust your camera's resolution in its settings menu(s). Please contact Morton Publishing if you need help with resolution.

- Most of our images are scalable to some extent, but significantly decreasing the size of an image will make labels difficult to read, and significantly increasing the size of an image can make it blurry.

### Practices to Avoid:

- Saving or resizing small, low-resolution images to larger, 300 ppi images *does not* improve an image's quality (for example, saving a 150-ppi JPEG as a 300-ppi TIFF). You cannot *add* resolution to an image. Sophisticated programs like Photoshop employ algorithms to resize (upsample) images, but even they have limits.
- If labels and lines are saved as part of an image, these elements are no longer independently editable. Moreover, scaling images with text and labels affects legibility. Labels and lines should be separate from and placed on top of the art. If we receive labeled images with embedded text, *we cannot edit the type or move a line* because it is no longer separate from the image. Please use Adobe Acrobat Reader (preferred), PowerPoint, or Word to superimpose text and lines over images.

## What Your Typeset Book Will Look Like

1. The typesetting process generally changes the length of your Microsoft Word manuscript. Using the standard format for Word (1-column, 12 pt. Times New Roman, 1.5 line spacing, text only), every 25 pages of typed text will result in approximately 16 pages of typeset text. This does not include any images that are added during typesetting.
2. Chapters in most books start on right-facing (odd-numbered) pages. Additionally, any content that is to be turned in by students will start on a right-facing page so that, once it's removed, none of the manual's content is lost. **If you do not want your book to follow this convention, please let us know.** Otherwise, if one of your chapters ends on an odd-numbered page, our typesetters will add a blank (left-facing) page to ensure the next chapter begins on a right-facing page.
  - If you prefer, a "Notes" page (horizontal lines for recording notes) can be placed before a chapter opener instead of a blank page.