



# About Graphics, Images and Covers

## Overview

This is an information guide to provide with some information on the requirements of graphics and images that will be used on the cover or in the interior of your book.

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### Graphics Requirements

Graphics includes all illustrations, drawings, maps, and glyphs (little symbols used at the start of chapters or sections) inside your book. Images means photographs and include your author photo, images used on the cover, and those inside your book. For ebooks, all tables, charts or any sections of your text that must be in more than one column must be converted to an image.

If you are providing images or graphics to Dome Tree, there are some basic quality requirements of any graphic or image. Each one:

- must meet the required resolution. All Distributors reject books with images that do not have the required resolution!
- if in digital format, must be in focus and sharp
- must have a clean and simple background, not busy or distracting
- must have good contrast emphasizing the main subject
- must have the main subject fill most of the image and can easily be identified
- whether a scan or an image, it must be in its original state. It hasn't been saved over and over again as a jpeg. Every time you save a jpeg as a jpeg, it causes more degradation of the image, decreasing the quality, leaving visible artifacts and damage.
- must have no corrections to colour, contrast, sharpness applied (unless done in Photoshop and you can provide the file with the adjustments as separate layers from the original image). Do not use images you have put through an app that enhances the photo.
- If you are supplying an interior photo (like an author photo, it must look good in black and white as well as colour (black and white for print and colour for ebooks)
- If you are supplying an illustration, drawing, glyph or other graphic item, it must be provided in its original digital file format (.pdf) or Adobe Illustrator native format (.ai), or provide the actual artwork and I will scan and return it to you. Please discuss with me if it is in lossy format (.jpeg, .png or .gif) as there can be serious quality issues with these formats.

In addition, you must have the copyright permission to use any image or graphic you want to include on the cover (or inside your book). If you purchased the image, generally there are a couple of levels of permission. Since you will be making money from the sales of your books, you will need to ensure you have paid for the right to use the image to generate revenue.



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If you are publishing both an ebook and print, two copies of each graphic will be generated, one for the high-resolution requirements of print in grey scale and one in colour specifically generated for ebooks/epubs with device dimensions and resolution requirements in mind.



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### Cover Design

Be prepared to hear and accept that a favoured image is not good enough for publication or not appropriate for the genre. For example, you would not use your 4-year-old's crayon drawing of the family for the cover of a novel of international intrigue. While this is an extreme and obvious mistake, others can be subtler but equally poor. I would encourage you to be open to feedback. You want your book to be received well by readers and the cover is the first thing they see. It is a big part of how they judge your book, regardless of how great the writing is inside.

You want your book to look good among the other books. You want readers to be attracted to it. Often fiction writers have a particular scene in their book they think should be on the cover, but successful books do not focus the cover on a particular scene. They focus on capturing the mood or tone of the book. I've read books where the people on the cover didn't even remotely resemble the main characters described inside.

The cover promises to the reader what's inside. Go in a bookstore and look at the covers. Can you identify in general what the content inside is? If you were in the horror section wouldn't a children's book stick out like a sore thumb? Think about the look of romance covers. They don't portray a scene of the story but rather, the characters are in some kind of embrace, and the colours, font and image all send a feeling of love and romance. Think about spy novels – the colours and image of intrigue. Think about the peacefulness of devotionals. You get the idea. The cover is not a snapshot of the specific content inside, but rather a sales pitch of the feelings, emotions, and level of tension the reader will find inside. It promises an experience. It is not a trailer with details of your particular story.

Font selection is equally important. One author sent me a mock up she had done and asked what I thought. The font she chose for her devotional was designed for Halloween. She hadn't noticed the blood dripping from it until I pointed it out. Font selection is important as fonts carry emotion and meaning. Readers are not aware of the emotional and contextual meanings, yet instantly pick up the subtle message sent by fonts. It would not be appropriate to use a grunge-style font on a sweet romance, just like stop signs don't use a wedding-invitation script full of flourishes.

In addition to font styles, the type on the cover needs to be readable (not so stylized that people can't read it) and needs to be legible (not too thin or in a colour that blends with the background). Further, the title must be legible as a thumbnail. It would not be good if the thumbnail looks like a confusing mess of colour and a vanishing title.

If you're going to sell both print and ebooks, two covers will be generated. One will be the front only in the dimensions required for ebooks/epubs. The second will be the full cover (front, spine, and back) for the print version. The back can have your description on it. The total number of pages of the manuscript, the front and back matter, and the type of paper you choose will determine the spine width. If it is a narrow spine, you will not be able to print your title on it.



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Please be aware that colours displayed on your screen are far more vibrant than when printed. You may have noticed this when printing images on your home printer. If your cover uses colours that typically don't convert to print well, I may convert the print cover image to CMYK and send you a copy before uploading to a retailer to ensure you are aware of the loss in vibrancy. There's little anyone (your designer or the printer) can do. It simply is the limitation of paint compared to light.

If you want, 3D images of your cover can be generated for online promotional purposes. Please check the Freebie section of the website (<https://www.dometree.com/freebies/>) if you wish to select a particular style.



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### Cover Requirements

eBook covers have different dimensions and resolution requirements than print books. Nonetheless, the graphic or image used on the cover must have sufficient resolution to meet the requirements of print. (If you are good with math, print requires 300 pixels per inch. If your cover is 6 inches by 9 inches then the image must be 1800 pixels by 2700 pixels. You cannot take an image or graphic that has fewer pixels and enlarge it as the quality of the image degrades.) I can guarantee your book will be rejected if the image does not have the correct resolution, regardless of the scaling you have done to make it appear the correct dimensions.

In addition to the requirements discussed in the previous section, there are a few additional requirements of cover image.:

- There is room for the title, subtitle and author's name
- The colour and content aligns to what readers expect for the book's genre
- The image is legible even in thumbnail size (the small image distributors like Amazon use to show the results of a search)

My preference is to source the images for you (except the author photo) and you can purchase if necessary, but I will take a look at and consider your own images.