
The Professional Geographer

Graphics Guidelines

All graphics (maps, graphs, and photographs) should be submitted digitally in either **EPS** (Encapsulated Postscript) or **TIFF** (Tagged-Image File Format). Graphics can be exported and saved in these formats with applications such as Adobe Illustrator, Macromedia FreeHand, and CorelDraw. When exporting to EPS or TIFF, all fonts *must* be embedded. Graphic formats such as GIF, JPEG, PDF, and images produced in PowerPoint or imported into a Word document are *not* acceptable for high-quality printing. All raster images (TIFF) must be saved with a resolution of 600 dpi.

Layout

A full-page graphic must not exceed 5.0 inches × 8.0 inches; 2.4 inches × 8.0 inches for a single column (*including* space for the figure caption, which will be typeset by the printer). Please plan for possible reductions of type and symbols.

Figures that contain multiple component parts must be assembled into a single figure by the author. Normal order will utilize a full page width with A – B placed above C – D, etc. The author should insert the letters (A), (B), etc. slightly above and aligned with the left edge of the component.

Note: Basic map design principles can be found in the following textbooks:

- Dent, Borden D., Jeffrey S. Torguson, and Thomas W. Hodler. 2009. *Cartography—Thematic Map Design*, Sixth Edition. WCB/McGraw-Hill. ISBN 0-07-294382-5
- Robinson, A. H., J. L. Morrison, P. C. Muehrcke, A. J. Kimerling, and S. C. Guptill. 1995. *Elements of Cartography*, Sixth Edition. John Wiley and Sons. ISBN 0-471-55579-7
- Slocum, Terry A., Robert B. McMaster, Fritz C. Kessler, and Hugh H. Howard. 2009. *Thematic Cartography and Visualization*, Third Edition. Prentice Hall. ISBN 0-32-29834-1

Lettering

1. All type should be from common type families (examples: Helvetica, Arial, Times New Roman, etc.). If a unique type font is critical to the theme of the map, such as helping to engender the feeling of an historical era, then a copy of the postscript font should be included on the CD containing the final figures, and its presence noted.
2. Type must be sufficiently large to be easily read at final print size; no type smaller than 6 point.
3. Appropriate cartographic lettering placement should be observed.
4. Type placed on screen tints or area patterns must be clearly readable. White type can be used over dark screen tints, and area patterns can be lightened to prevent interference with type.
5. Generally, map titles will be incorporated into the figure caption and will appear outside and below the figure. Figure captions should NOT be a part of the graphic. All captions will be typeset, and should be submitted on a separate page.
6. The International System of Units (metric) should be used; other units may be noted in parentheses.

Screen Tints and Area Patterns

1. Screen tints and area pattern fills should reflect the importance of graphic elements through visual hierarchy (i.e., more important elements appear more prominently than less important elements).
2. To insure distinction between screen tints (particularly on choropleth maps), the following percentages are suggested:
 - 2 tints: 30%, 50%
 - 3 tints: 10%, 25%, 50%
 - 4 tints: 10%, 20%, 50%, 80%
 - 5 tints: 10%, 20%, 40%, 60%, 100%
 - 6 tints: 10%, 15%, 25%, 40%, 60%, 100%Typically, graphics should not have more than 6 tints.
3. Graphic files should be submitted at 600 dpi.
4. Authors may print six color illustrations at no charge. Authors wishing to include additional color illustrations may be expected to cover a percentage of the cost of printing. On request, the Managing Editor (profgeog@aag.org or 202-234-1450) will provide an estimate.
5. Color images need to be submitted in CMYK format.

Final submission of accepted manuscript should include:

1. You can send your final files (including main text file, figures, tables, etc.) to the Managing Editor via e-mail at profgeog@aag.org or by sending a CD mailed to the following address:

Managing Editor
The Professional Geographer
Association of American Geographers
1710 Sixteenth Street NW
Washington, DC 20009

All figures should be labeled using the following naming convention: corresponding author's name, the figure numbers, and extension for the file type. For example: figures for an article submitted by Dr. Jan Smith will be:

SmithFigure1.eps
SmithFigure2.tif

The figure number must correspond to the figure sequence referenced within the manuscript. Note: All graphics are referred to as figures. For example, do not label something as Map 1; it should be labeled as Figure 1.

2. In order for you to evaluate and test the quality of your figures prior to final submission, print a copy of each figure using a laser printer at a print resolution of at least 600 dpi. After printing the figure, measure the width of the figure and verify that it is no wider than the journal's page width and inspect the text and image for quality and readability. Increase text size where appropriate as it is important for understanding the graphics.
3. List of figure captions and sources typed double-spaced.

Please contact the Cartography Editor with questions about file formats, production alternatives, and design problems.

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