



Steve Fermor tells you

# HOW TO SURVIVE

## Preparing an article for Jaguar Driver

People submit material for the magazine perfectly ok most of the time, but despite numerous attempts in past articles in *Going Digital* etc., to explain how, sometimes the message seems to “lose a little in translation” as they say. Well, this guide should enable you to get it right first time. Don't turn the page and ignore this; I assure you, some out there need this guide, YOU could be one of them. By following some very simple do's and don'ts, you too can survive the perils of publishing.

Poorly submitted material jeopardises magazine

production, because of the extra time needed to make the contents suitable for print. It's also that great boon, computer technology, that is causing many of the problems.

This technology is both a boon and a curse, but the curse bit can be so very easily consigned to the bin. Digital cameras, scanners and e-mail have all revolutionised how a magazine like *Jaguar Driver* is put together. Indeed, it's impossible these days to do without it most of the time. It's made it easy to send material, but it is **vital** it is sent correctly.

You have to bear in mind one very important

fact. Unlike large-scale commercial operations, the magazine is physically prepared for print by just one person - me. The only pages I don't touch are the classifieds and advert pages. It's a colossal workload, but provided all the material reaches me in fair order without too much additional work needed, **and on time**, *Jaguar Driver* runs as a *Jaguar* should; with hardly a murmur.

So let's split the task into two sections, copy, and photographs. This guide will also be available to download on the club website. **Everyone** who submits unusable copy will be sent this article.

Ready? Here we go then...

## COPY! Too easy for words...

Most of you out there use a PC; I use an Applemac. These two different systems can talk to each other (translation) quite easily though, but you have to follow a few simple rules.

**Do** Prepare your copy in **Word**. This is the most common word processing software around. All you need to do is to ensure that when you save your document, you save it as plain, straightforward Word, and that it ends with

the suffix **.doc**, check this before you send it.

### Don't

Save your document in any other format. **.win dat, .wps or .xls**, because I almost certainly won't be able to translate them.

Also **avoid just typing into the e-mail text window**. This can cause problems like holding on to the carriage returns when I copy the text onto the magazine documents. I then have to take all these out, one at a time.

### Why don't I use Word, and save all the hassle?

Well, that will mean all the font, letter spacing, type weights and styles will be in the various formats you have set them in, and I will have to reformat everything. I translate everything into no-frills, raw text, which automatically adopts the magazine style. This capability sounds inconsequential, but it saves me hours!

### AMOUNT OF COPY?

Use as a rough rule of thumb a thousand words and three photos per page.

## PHOTOS - Where it usually goes wrong...

Now then, this is where a lot of submissions to the magazine go extremely pear-shaped. I've covered what is necessary for photographic submissions before, and there are two camps of contributors; those who get it right, and those who just don't seem able to grasp what's needed.

I'm not going to repeat the *Going Digital* articles here, but what am I going to do is to draw a line between what is an acceptable photo, and what isn't. I'm also going to tell how to spot the difference. As a contributor, especially if you are relying on other people sending you material to assemble into a register news item, you need to ensure that what you send to me is usable.

The biggest problem with pictures is not the format they are sent in; it is the **size of the image**. You might think that because it looks ok on screen it's ok to print. **WRONG!** The printing process requires a very dense image to print from, whereas a computer monitor will display almost anything. Images for the mag need to be high resolution. Resolution is measured in terms of *dots per inch* (dpi). You don't need to worry about what those dots relate to, just accept it as a unit of measure.

Images sent to me are typically **jpgs**, which is the best way to send them, and have a resolution of 72dpi. This is not dense enough (not enough dots per inch) to print with. The print process requires 300dpi, so what I have to do is **resample** the image, that is to take those 72dpi, and cram them together until there are 300dpi. This physically shrinks the image; it will be just **one**

**quarter of the original size** when I've finished converting it.

You can assess image size in three ways.

### 1. The dpi size of the image.

For this, you need photo manipulation software such as *Photoshop*, and know how to read the image size in the menus. You need to be able to convert your image to 300dpi, and then check the revised pixel size. **Advanced users only.**

### 2. The pixel size of the image.

For this, your digital camera can tell you in its displays, or the software supplied with most of them can tell you. **Read the manual!**

### 3. The file size of the image.

For this, you need only look at the on-screen information your computer gives you.

So, what is the minimum size you can use? As most of you will be able to access the pixel size, I'll refer to that first. **1280 pixels wide** is your minimum. At 72dpi, this will be 45cm wide. Converted to **300dpi**, this will be down to **10.8cm** wide.

As a **file size** (closed) 780k on the highest quality jpeg setting. Dropped onto an e-mail as an attachment, this will increase to **1mb**. If the image you wish to send is below any of these baseline measurements **you have a potential problem**. If it exceeds them, great; you have nothing to worry about.

I've had pictures sent to me, that on an e-mail document are just **14k**. Dream on!

So, follow these simple rules:

**Do** Send your images as **jpgs**. **Always check the size of your images** as just described to ensure they are usable. Send several images separately to avoid exceeding your internet provider's file size limit.

**Don't** Forget to check the quality setting on your camera before taking photos. You cannot correct this later.

**Do** Switch off compression, or any form of automatic compression in your e-mail preferences. Compression destroys photos.

**Don't** Reduce the images just to make them 'quicker to send'. This is pointless. All e-mail messages are sent at a local call rate. It's not expensive, this is pointless penny-pinching!

**Don't** Forget to **crop your images** if you scan them yourself. Sending a image of the entire A4 scanner area with one photo in it will mislead you into thinking the file size is ok. **Always scan at 300dpi**. Almost all scanners will permit these two basic functions. Read the manual!

**Do** **SEND A CAPTION!** If a photo is worth putting in the mag, it's worth telling people what it is. Aim for a couple of sentences. **PLEASE** put your captions at the end of your article, clearly referring to which photo they belong.

**REMEMBER THE DEADLINE DATES: By the 7th - it goes in. By the 14th - it goes in if there is room. Post 14th - next issue.**