**General Guidelines**

* Photos should have a resolution of at least 300 dpi. Take photos at the highest quality setting your camera allows. (Photos taken with a phone usually do not meet these criteria.)
* The dimensions of the photos (length and width) should be as large as possible, ideally at least 3000 by 2000, or something similar.
* Each photo file should be provided as a separate image file, ether in JPEG or TIFF format. (Photos embedded in an email, a Word document, or a PDF file will not be suitable for print.)
* To the extent possible, photos should represent the concepts described in the section in which they are placed.
* Use images that represent the diversity of the population presented in the book.

**Content, Clarity, Contrast, Clothing**

* Photos should be sharp and in focus. (Please make sure to keep this in mind when photographing movement as that creates photos that are blurry and out of focus.)
* Photos should have good contrast and be well-lit. (For example, a boy wearing red pants sitting on a red mat or a boy in a gray shirt standing against a gray wall will not provide good contrast when the photo is printed.)
* The subject in the photo should be framed in the center as much as possible.
* Pay attention to the background as well as the subject of a photo to ensure nothing appears to be growing out of the subject’s head or torso, such as a plant or pole in the background. Try to avoid activity, patterns, or distractions in the background; simplify the scene and fill the frame.
* Make sure photos do not have heavy shadows from the on-camera flash.
* Rule of thumb for clothing is to ensure the photo can be used at least five years out from the date it was taken.
* Items to avoid in terms of clothing: excessive prints, busy patterns, and large prints and stripes; graphic tees with large logos; trendy clothes, such as oversized shirts, hoodies, etc., and hairstyles; spaghetti straps, tank tops, or sleeveless shirts; beanies and caps unless the activity being illustrated calls for them; excessive jewelry.
* Check that subjects have neatly groomed hair and are wearing suitable makeup. If subjects have tattoos, make sure they are covered. Ensure clothes are wrinkle free, without stains, and fit properly. If subjects have nail polish, make sure they are not elaborate designer nails.

**Permissions and Captions**

* To the extent possible, captions should describe what is being illustrated in the photo and be tied to an idea or concept presented in the chapter, particularly the section in which the photo is placed. Captions can identify an object or make a general statement about content.
* A list of titles and captions for all figures and photographs, including the figure or photograph number for each, should be provided in a separate file along with the manuscript.
* Photo releases need to be provided for all subjects in photos.
* For subjects under 21 years of age, photo releases need to be signed by their parents.
* Release forms also need to be provided for the photographer taking each photo. (If one photographer took multiple photos, one release form will suffice, but please make sure to list all photos taken.) Photographer information is also used for the credit line that appears on each photo.
* During photo shoots, record subjects' correct name and spelling, title (if applicable), and position in the photo. Accuracy is critical.