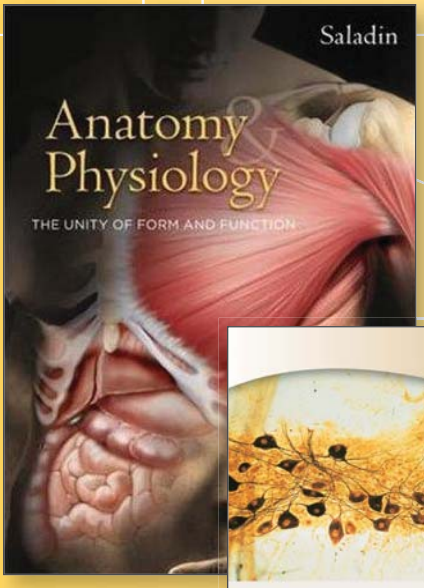
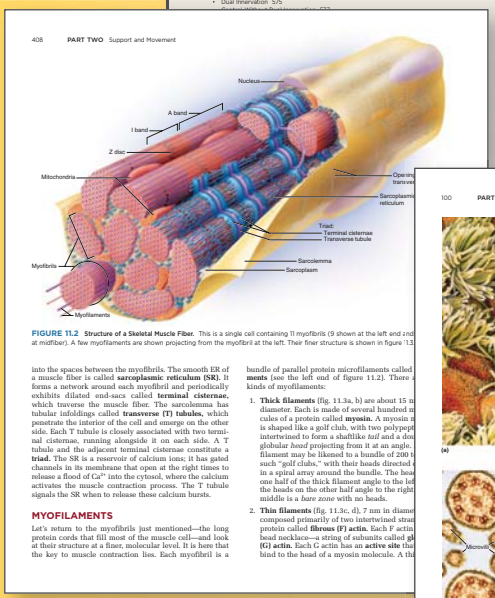
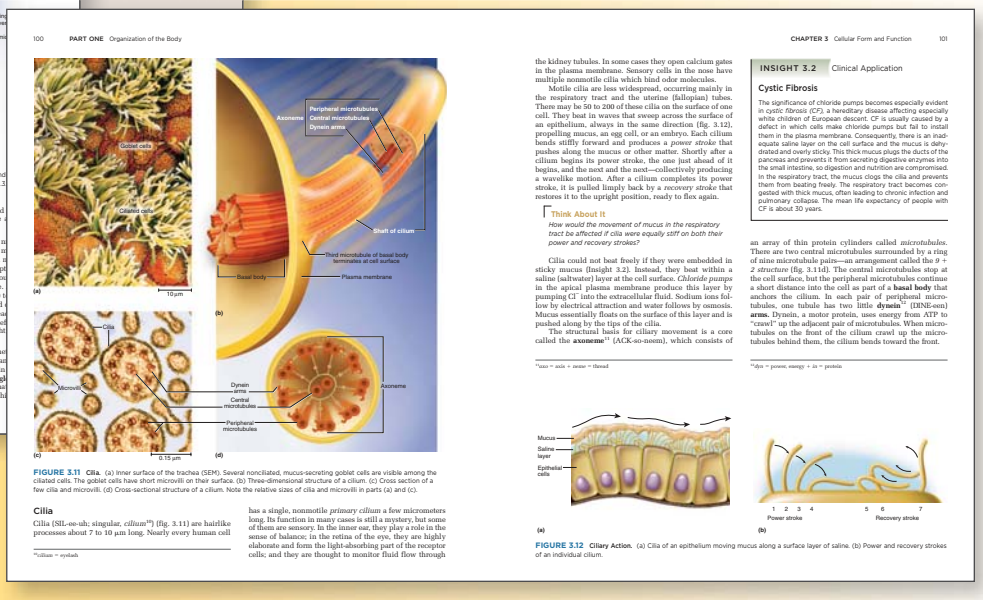
PRECISION GRAPHICS

CASE STUDY:

SALADIN ANATOMY & PHYSIOLOGY







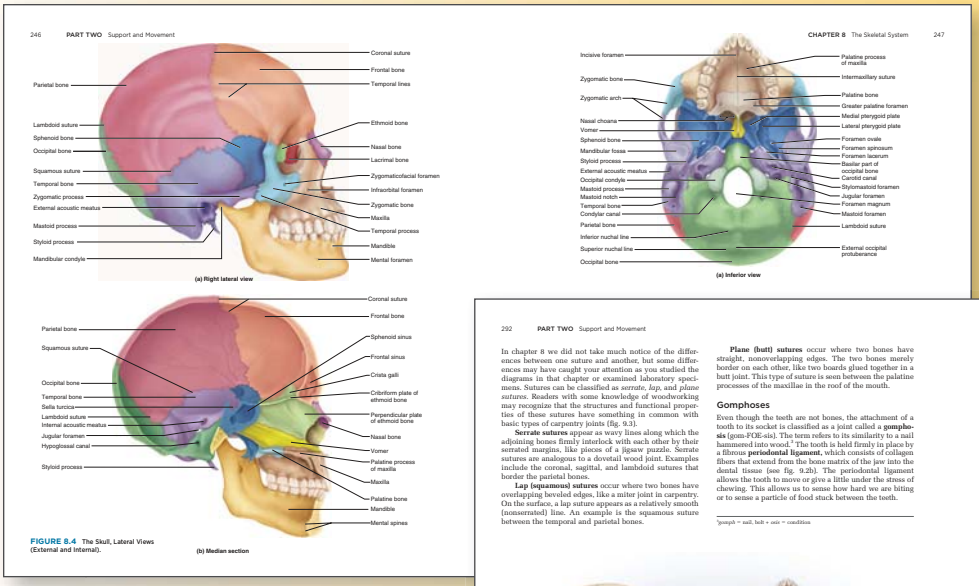
MISSION

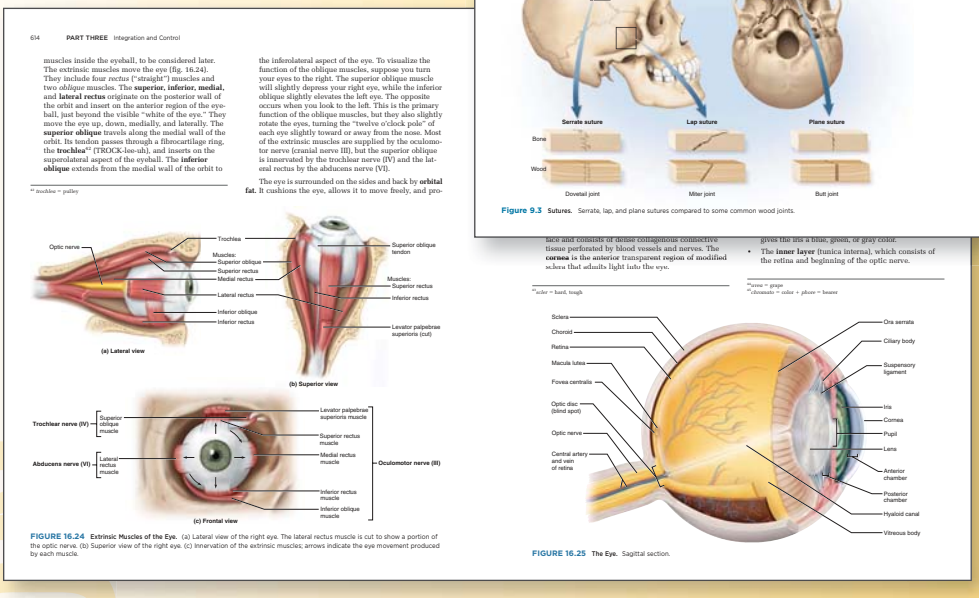
Create accurate, high-end anatomy illustrations on a very tight schedule, using strict client guidelines.

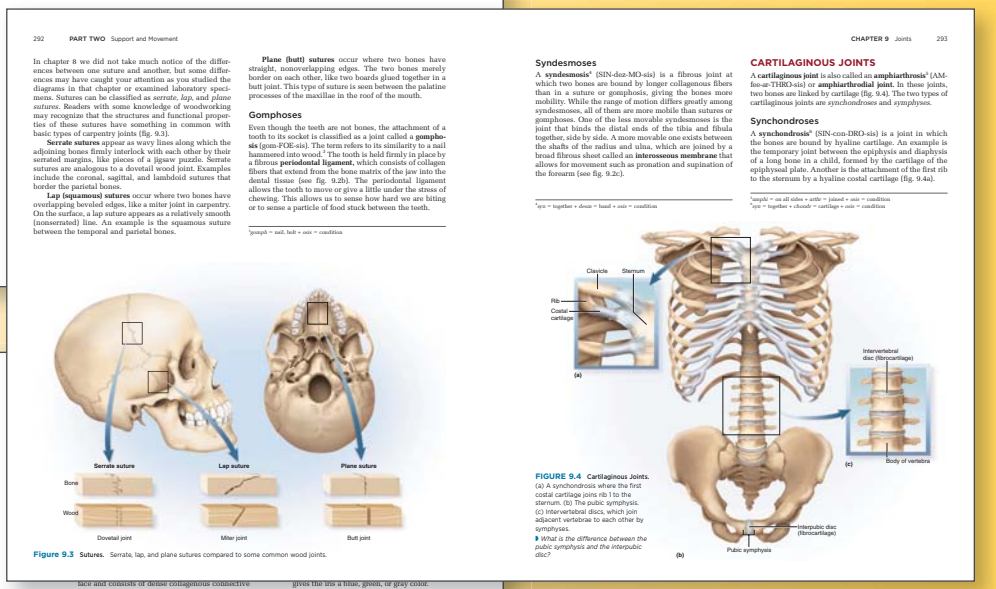
THE CHALLENGE

When the publisher of Saladin A*natomy and Physiology* came to Precision Graphics, they had several clear goals. The existing illustrations had been created and revised over multiple editions, so while their content was accurate, their style was inconsistent. The publisher wanted a new look for the art that surpassed what had been done in previous editions, while maintaining the established standards of accuracy. All 809 complex anatomical illustrations were to be revised, in only 9 months.

In addition to skeletons and other physical models, the art team used live models and photos to make the art as realistic as possible. This meant trying new techniques and breaking some traditional rules in order to take the art to the level the client was looking for. The team also held art critiques in which the entire team reviewed as a group each chapter's illustrations, ensuring that a consistently high-end







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"McGraw-Hill engaged a team of talented scientific and medical illustrators at Precision Graphics, in Champaign, Illinois, to enhance, revamp, or replace almost every item of line art. The improvements are too numerous to list more than a few, but users of the previous edition will find conspicuous improvements. . . . The illustrators' flair for human portraiture has greatly humanized and beautified such figures as wound healing, the paranasal sinuses, the hyoid, the facial nerve, and others. . . . Such changes give the art a stronger sense of action and a clearer sense of relationship among the figure elements."

—Kenneth Saladin, author

look was being achieved. It was a challenging and exciting process, and it became a point of pride for the book team to see how far we could push the boundaries of tradition while still producing quality art that retained its accuracy. In the end, the client agreed that we had risen to the task.

While the path for the art program on Saladin A*natomy and Physiology* was new, it laid the groundwork for future PG projects. The book became a key fixture in the Precision Graphics portfolio, and this method of working with anatomical illustrations has become our standard.

THE FINAL RESULTS

- An enhanced and improved internal process
- Project delivered on time
- Client reported that this edition surpassed expectations