



AD and NSEAD house style guidelines

Authors: please follow these guidelines when submitting copy for publication on NSEAD's website or in AD magazine

- 1. Dates:** Centuries should be expressed in full e.g. twenty-first century (all lowercase). Write specific dates like this 4 January 2012.
- 2. Spacing:** Use only one space after all full stops. e.g. The sentence finally ended. It was timely.
- 3. Abbreviations:** Do not use full stops in abbreviations - such as NSEAD - except in the common Latin abbreviations such as i.e., e.g., etc.
- 4. Capital Letters:** Do not use unnecessary capital letters. Words like government, art and design, head of art, do not require them. But a specific title, such as Rector of the Royal College of Art, does.
- 5. Italics and underlines:** Only italicise for emphasis or for exhibition titles, *books, newspaper, film, artwork* or *music* titles. Do not underline any text.
- 6. Web addresses:** Avoid using the prefix 'www' for web addresses e.g. *nsead.org* For AD we will publish one email address and one website at the end of your article. Please provide these if required.
- 7. Numbers:** Spell out numbers from one to ten like this. Use figures for numbers from 11 upward.
- 8. Per cent signs and words:** Use 'per cent' in text; use the symbol % in tables
- 9. Quotation marks:** Use single quotation marks 'for all quoted matter of a sentence' like this, except for quotes within quotes, 'where "double quotation marks" should be used' like this.
- 10. English Spellings:** English spelling conventions should be followed in the text (e.g. colour not color, centre not center, programme not program, organise not organize, etc.).
- 11. Ages and learning phases:** Whenever possible refer only to students' ages (e.g. age 14-16) rather than their year group or learning phase (e.g. First year, S1, year 1; key stage 1). If noting the phase cannot be avoided, use the phase followed by the age range in brackets e.g. Key stage 3 (age 11-14).
- 12. Contact details:** Note at the end of your article a contact name, email or web address. If you do not wish these additional details to be included, omit this information and no details will be published. For AD magazine please note your job title and place or work if appropriate.
- 13. Images:** For AD magazine, or when printing, 300dpi (or as close as possible) is required. For online screen publications 72-150dpi is generally needed. Please supply high res images whenever possible.
- 14. Footnotes:** When using quotes, please quote the author and the source within articles. As AD is a magazine, please only use footnotes if essential (a max of two footnotes can be added).

For AD magazine, NSEAD reserves the right to copy edit and make changes to articles.

Please contact sophieleach@nsead.org if you have any queries regarding this guide.