



## NSEAD website and *AD* magazine house-style guidelines

Please follow these **AD house-style guidelines** when submitting copy for *AD* magazine:

**1. Dates:** Centuries should be expressed in full e.g. twenty-first century (all lowercase). Write specific dates like this 4 January 2020.

**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*, at the end of your article or feature, we can publish one web address, Twitter or Instagram and one email (see #12 below). **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; only 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. ages 14-16) rather than their year group or learning phase (e.g. First year, S1, year 1; key stage 1). If the phase name cannot be avoided, use the phase followed by the age range in brackets e.g. **Key stage 3 (ages 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 if appropriate your place or work – this will be useful for your article's standfirst**

**13. Footnotes, endnotes and references** Only use footnotes/endnotes if essential. We aim not to use footnotes to ensure accessibility and a magazine format. Please instead try to quote author, their role, and references within your article e.g. Educator reformer, John Dewey said in *book namexx* (year), 'quote here.' , . If references are needed – please state the reference, author, publisher and year. If needed, a **maximum of two footnotes can be added**, but please try to avoid using them if you can.

**14. Copy length for articles proposals and articles:** Draft article proposals should be 200 words; Articles and features are mostly between 500-1000 words. Please aim to keep to *any* agreed copy length (e.g. 800-1000 words) when submitting your articles. Interviews are usually longer but no more than 1500 (+ a standfirst).

15. A level or A-level (TBC)

**NSEAD reserves the right to copy edit and make changes to AD articles.**

## Images

For all AD magazine articles please supply 5-6 images. If we need more, for example for interviews, lead articles and features, we will advise you. For these we require 6-8 high-res images.

### Image resolution

As a rule, we ask that you please:

**1. Please send the very biggest file you have, or ensure the image is 300dpi+**

2. For 1,2 or 3-page features, where we use large images (800 words and above), we ideally need **4-5MB for small photo sizes (or 300dpi). A 3MB image file can be printed A7; 4-5MB can be printed A6; And 6-7MB can be printed A5+.** Anything upwards is helpful.

We may not be able to use or publish any images below this. Images that are 72dpi and small in size, for instance, would probably be unsuitable for reproduction on the page. For NSEAD web/online screen publications 72-150dpi is generally needed. For print productions 300dpi is helpful

### Image captions:

Please write suggested captions on a separate word doc. Please remember to list both the photograph name (as listed for example on the jpeg file) and its proposed caption. This will ensure our designers are able to identify the photograph and its intended caption. Please aim to keep all captions as short as possible.

When and if appropriate please add the photographer's name '© xxx'

Below is an example of how we try to set out our captions for public works:

Fig. 1

Leon Kossoff

*Outside Kilburn Underground, 1966*

Charcoal on paper

Private collection

OR:

Name

*Name of work in italics, 2022*

Materials and/or size

© Copyright/Collection

OR (and example of activity-based caption):

Young artists from xxxx School, working with artist xxxx (name) © Name of school, university, museum and/or photographer

### **Copyright and permissions:**

Please ensure that if you are sharing any image showing a student's face that you have sought photographic permission to do so.

If you are using any artwork made by your students, an artist, maker or designer, please ensure that permission or copyright has been agreed and checked, and if appropriate, NSEAD is given the artist's and/or photographer's name to credit.

**Cover images:** Whole page 230MM (W) X 290MM (H) + 3MM Bleed. Please send the highest res image file possible.

### **Permissions and referencing AD magazine and articles**

NSEAD asks that authors do *not* share their articles or AD online. If you are copying your article, or parts of it, please ask for permission by NSEAD. If you are referencing AD, please reference NSEAD as the publisher, the issue number, year AD magazine's ISSN number: 2046-3138