



Art Educator Blog house-style and image guidelines for contributors 05.06.2025

Please follow these **house-style guidelines** when submitting copy for the Art Educator Blog:

- 1. Dates:** Centuries should be expressed in full e.g. twenty-first century (all lowercase). In sentences, write specific dates like this: 4 January 2020. Avoid starting paragraphs or even sentences with a date as a numeral. Either write the number in words (Twenty-twenty was the year when...) or rearrange your sentence. In 2020, the curriculum was...)
- 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
- 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. Art educator (no hyphen): Use artist teacher instead of artist-teacher; use artist educator or art educator; and not art-educator or artist-educator.

13. Biography and contact details: At the end of your article, please include a short biography (max 50 words) to be included with the published item. This may include your job title and place of work, recent publications, research, etc. Please also include a contact name, email, web address and social media handles for any relevant accounts you would be happy to be tagged in – NSEAD primarily use Instagram, Facebook, LinkedIn and BlueSky. For the blog, at the end of your article, we can publish one web address and up to two social media handles. If you do not wish these additional details to be included, omit this information and no details will be published.

14. Footnotes, endnotes and/or references: Blog articles may have up to three references / footnotes. We are aiming to make copy as accessible as possible but recognise that where an article discusses research projects, including references may be relevant and appropriate. Please state the reference, author, publisher and year:

E.g. Berger, J. (1972) *Ways of Seeing*. London: Penguin Books.

If an article or book has been accessed online, include the web address and the last date accessed:

E.g. nsead.org/publications/blog/school-art-1-will-grant/ (Accessed: 05 June 2025)

15. Opening quotes: Try to quote authors *within* your article. Please do not use quotes at the top of your article. We use standfirsts and these can get muddled with standalone quotes. Wherever possible use quotes in copy. An example is as follows: XXX, art educator and philosopher, explores this issue in their book XXX (Wiley, 2013). They said: ‘XXXX XX XXX XX.’

Copy length for articles proposals and articles

We publish:

- Opinion pieces exploring topical issues facing our subject
- Q&As with artists or art, design, and craft educators
- Book, exhibition, or film reviews
- Engaging blog posts covering themes such as: your opinion on teacher workloads, how you balance your artistic practise with teaching, your experience decolonising your curriculum, a day in the life as an ECT.

Blog proposals should be 150 words and should be submitted via the online form:

<https://forms.office.com/e/56siDC7dWH>

Final articles are mostly between 400 – 1,500 words in length. Please aim to keep to any agreed copy length when submitting your articles.

NSEAD reserves the right to copy edit and make changes to articles in the Artist Educator Blog. After your proposal has been accepted, you will be invited to submit a full first draft for review. Edits / recommendations will be returned within two weeks.

Images

For all Art Educator Blog articles please supply 3-6 images.

Image resolution

As a rule, we ask that you please:

1. Send the very biggest file you have, or ensure the image is 150dpi+
2. In general, landscape orientation images display best on websites, with an aspect ratio of either 2:1 or 4:3.
3. Send image files as either jpeg or png.

We may not be able to use or publish any images with a low resolution or which do not fit into the website formatting.

Image captions and alternative text

Please write suggested captions and alternative text for images on a separate word doc. Please remember to list both the photograph name (as listed on the jpeg/png file) and its proposed caption and alternative text. This will ensure we are able to identify the photograph and its intended accompanying information.

Captions are short, descriptive text that appears alongside an image and provides additional context or information about the image. It is usually visible to all users.

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:

Leon Kossoff, *Outside Kilburn Underground*, 1966. Charcoal on paper, 16 1/2 × 22 inches (42 × 56 cm). Private collection.

OR:

Artist name, *name of work in italic*, date of work. Materials and/or size. © Copyright/collection name.

Alternative text provides descriptions of images for blind users and users with visual impairments. This can provide additional or clarifying information to convey the visual content in an image.

There is an element of author discretion in writing alternative text, but the key points to remember are:

- Don't say "image of..." or "Graphic of..."
- Be succinct, but not at the expense of important details.
- If the image is there to evoke an emotion or sell the viewer something, sell it in alt text too.
- When describing images with people, be respectful and consider the context.

The following guides to writing alternative text may be useful:

<https://www.makethingsaccessible.com/guides/creating-meaningful-alternative-text/>

<https://www.makethingsaccessible.com/guides/alternative-text-race-gender-and-physical-descriptions/>

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.