

Communicator

The Institute of Scientific and Technical Communicators

Structure

Bear in mind the need for visual appeal and readability:

- Use headings and sub-headings to chunk information; try to avoid the use of more than two heading levels below the main headline.
- Use lists to structure text; number items where the order is significant and otherwise use bullets; try to avoid more than one level of points within a list.
- Consider providing material for sidebars or panels; indicate that these are required.

Elements

Communicator contains two main types of content: features and regulars. Features are the articles and series of articles offered to the Editor by contributors without an ongoing commitment to fill a particular slot. Regulars are, as their name suggests, designed to provide a consistent framework to the journal using content from regular contributors. The following table shows the elements used in features and regulars.

Note: The requirements for book reviews are the subject of separate guidelines.

Element	Length	Features	Regulars
Banner (top-left corner of page)	up to 20 characters	Standard noun to help in searching for a subject-area	Fixed when the regular slot is agreed
Headline	up to 35 characters	Snappy title capturing the essence of your theme	Snappy title capturing the essence of your theme
Standfirst	up to 120 characters	Enticing explanation of the thrust of your article	Enticing explanation of the thrust of your article
Author profile	up to 400 characters	For one-page articles, shorten profile to 30 words	Regulars are one page so shorten profile to 30 words

Note: Spaces are counted as characters in lengths shown.

It is helpful if authors propose content for these elements. Where they are not provided, the editorial team creates them as part of the copyediting stage. For examples, please refer to a back issue of the journal (Spring 2003 onwards).

Formatting

Communicator is compiled in Adobe InDesign™ and text will be formatted for publication in this package.

If you are working in Word, please download our template from www.istc.org.uk/site/journals.asp. This provides a reasonable approximation of the final typeset appearance of articles and contains instructions for preparing copy that can be imported into InDesign with very little manual intervention.

If you are not working in Word or choose not to use the template, please use only basic formatting to convey the structure of your submission and any elements that need to be emphasised:

- Do not use blank lines and additional spaces to spread out your work. To adjust paragraph spacing, use the settings in your wordprocessor. Use a table structure to space information horizontally.
- Do not insert hyperlinks and remove any that are created automatically by your wordprocessor.
- Set the language of your document to UK or British English. To select language in Word, use Tools>Language>Set Language.
- Make sure that the number of spaces after a full stop is one. To set this in Word, use Tools>Options>Spelling & Grammar. Under the 'Grammar' options, click on 'Settings'. Set 'Spaces required between sentences' to '1'.
- If your article is more than one page long, add simple page numbers at the foot of each page to help us keep the pages in sequence (the numbers will be removed when *Communicator* is compiled).

Illustrations

Where possible, design graphics to illustrate text; this is especially important in articles explaining how to do a task or use a tool. For diagrams, use a sans serif typeface, lower case letters for annotations and bold text for highlighting specific elements. Reference all graphics from the text, explaining their significance, and place the references before the graphics.

If you can create graphics yourself, use a common format such as .jpg, .tif, .eps or .cgm. For raster formats, save at a high resolution, with minimum compression settings. Avoid converting vector graphics into raster formats. Alternatively, sketch diagrams clearly so that the Editorial Team can originate them. If you want to use photographs, supply sharp copyright-free images suitable for publication or explain the requirement so the Editorial Team can source an appropriate image.

If you include screenshots, treat them differently from photographic images:

- Save in a non-lossy format with CMYK colour; the latter requires TIFF, not GIF or PNG.
- Do not resample; that is, do not artificially remove or add any pixels.
- Do not encode a file with an indexed or subset colour palette, unless your image editing application provides the option to use a Selective/Perceptual palette (this avoids the introduction of noise, artefacts and banding into the image).

Cover photographs

We welcome cover photographs related to articles. These should be eye-catching and provide suitable areas for cover text to be positioned. They must be good quality photographs, digitised at high resolution. The minimum acceptable resolution is 200 ppi (requiring an image size, after cropping, of 1732 pixels wide by 1969 pixels high); the industry standard resolution is 300 ppi (requiring 2598 pixels wide by 2953 pixels high).

References

Quoting your sources enhances the credibility of your writing and enables readers to research a topic further. *Communicator* uses the Harvard system for referencing. When you reference a work, you can do it in one of three ways:

- Denscombe (1998) states that the Harvard system is more commonplace these days.
- The Harvard system is used more widely than the alternative numerical system (Denscombe 1998).
- It has been stated that 'the Harvard system ... is more commonplace these days' (Denscombe 1998: 228).

Giving a page number (as in the third example) enables readers to check exactly what your source wrote on the subject.

Present your list of references as follows:

Denscombe, M (1998) *The Good Research Guide for small-scale social research projects*. Boston. Allyn & Bacon.

For articles, include both the title of the article and the name of the journal in which it was published:

Raison, B (2000) 'ILS and the motor industry', *Communicator*, Winter 2000: 28.

You may also want to give contact details for organisations mentioned in your article.

Online references are cited in a similar way but with the addition of a URL and access date:

Nielsen J (1997) *Jakob Nielsen's Alertbox*, March, 1997; 'Be Succinct!' (online) available at www.useit.com/alertbox/9703b.html (accessed August 2002)