

Visual Communication
Visual Essay Guidelines 2008/09

1.0 INTRODUCTION

We welcome submissions of visual essays to the journal *Visual Communication*. The following information provides a basic set of guidelines for the development and production of your visual essay submission. Our definition of a visual essay is by no means definitive and there may be alternative ways of presenting your ideas/work. In all cases, however, we would encourage you to discuss your proposal in advance to ensure a successful submission.

If you would like to discuss a proposal for a visual essay or submit an outline for a visual essay, please email Teal Triggs: t.triggs@lcc.arts.ac.uk

2.0 WHAT IS A VISUAL ESSAY?

A visual essay can be an entirely visual piece or it can combine image and writing. The length of these essays varies (usually between 6 and 12 pages).

A visual essay can focus on any social or political aspect of visual communication, it can be a response to the visual work of others, a commentary on visual processes, ideas, and so on.

The images in visual essays can originate from a range of sources, for example:

- An image collection that is already available, e.g. a curated collection or an image archive
- Images that have been produced for the essay
- Images collected as research data
- Images selected or produced to reflect on a particular aspect of visual communication

Visual essays may be designed and submitted as an integrated essay (e.g. as Microsoft Word or Quark documents) or, alternatively, images and the accompanying text can be submitted as separate documents (images as image files – jpeg or tiff docs – and text as Microsoft Word). From time to time, it may be possible to commission a designer to design a visual essay.

3.0 PERMISSIONS

All authors are required to complete a publishing agreement form. This will be sent to you upon acceptance of your visual essay. For image permissions, please see section 5.0.

4.0 PRODUCTION GUIDELINES

4.1 Preferred file format: tif or jpeg; the problem with pdf files is that the publisher can't make any changes if there are any minor corrections to be made, e.g. to the text. If authors are keen to send the artwork as a pdf, it would be helpful if they could supply the text element as a Word document. Images to be scanned at 300 dpi.

4.2 Maximum text area: 148 mm wide (which leaves a margin of 9 mm to the spine and right-hand edge of the page) and 213 mm deep (which leaves a margin of 9 mm to head of page). For an example, please see pp. 188 and 189 of VCJ 4(2), *The New Typography* issue.

Regular text width and depth are 130 mm wide x 203 mm deep, which leaves more generous margins. See pp. 252 and 253 of VCJ 4(2), *The New Typography* issue.

4.3 FTP site: if possible final visual essays should be loaded onto the journal ftp site as often the file sizes are too large to send through email. This will also enable all the Editors and the Sage Production team to be able to access the same files. Please check with Teal Triggs in advance of your submission. CD-Rom copies are also accepted. Please see 5.3.

5.0 ILLUSTRATION GUIDE [for both visual essays and main articles]

5.1 BLACK & WHITE

- Illustrations should be used with discrimination and be chosen for relevance to text discussion rather than decorative enhancement.
- All artwork should be reducible to a final printed text area of 123 mm x 203 mm.
- Authors are responsible for obtaining permissions from copyright holders for reproducing any illustrations used in their articles. Separate guidance on copyright regulations and form letters for requesting permission from copyright holders are available from the journal editors.
- All illustrations should be labelled clearly and numbered consecutively. Preferred position should be clearly indicated in the manuscript, where they should be referred to as 'Figures', e.g. 'Figure 1 about here'.
- All illustrations should have short descriptive captions typed on a separate sheet.
- Authors may suggest page layouts but bleeds and redesign of the journal pages are not acceptable.

5.2 Hard copy may be presented as:

- black and white line artwork – camera ready copy (i.e. ready for scanning) and not requiring redrawing.
- photographs – preferably clear, glossy, unmounted black and white prints with a good range of contrast. Colour photographs are also acceptable but will reproduce less clearly.
- slides – preferably black and white. Colour slides also acceptable but the definition will be less sharp.

5.3 Illustrations on disk:

- should be clearly labelled with clean printouts also provided in case the disk is not usable and the illustrations have to be scanned in. Printouts must exactly match the disk version.
- can be created in a PC (IBM-compatible) or Apple Mac format and be saved as EPS files (all fonts embedded) or TIFF files (with LZW compression, resolution x 2 line screen, e.g. 266 dpi for 133 line screen output).
- please state whether illustrations have been created using the same word processing software as used for the text, or have been created using a graphics software package. If the latter, please specify which package has been used (if working in the PC format, we prefer Adobe Illustrator or Macromedia Freehand).

- avoid using computer-generated tints (percentage of dots) and choose mechanical shading patterns in preference. If computer-generated tints are necessary, please don't use anything below 25%, and use just two other densities - 50% and 75% - so the printer can maintain the differential.
- photographs (preferably black and white) can be scanned on to disk – state which software has been used (we prefer Adobe Photoshop).
- specify your required weight of rules, etc. For example, avoid 'hairline' in your package, as this will mean different things to different output machines.
- Make and keep a copy of the master disk. Whilst taking every reasonable care, we cannot be held responsible for damage to or loss of a master disk, however caused.
- If a disk is subsequently returned to you for any reason, it is your sole responsibility to check it for viruses.

5.4 COLOUR ILLUSTRATIONS are only accepted by arrangement with the journal editors and on condition that authors pay reproduction charges (quotes can be supplied on request). Colour artwork is acceptable as slides or, if it's scanned in, should be saved as 300 dpi tiff files.

Whilst the publishers will take every care with authors' artwork, they will not be held responsible for any damage that may occur in the production process.