

VISUAL COMMUNICATION



VISUAL ESSAY GUIDELINES

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 concept 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.

When submitting any final visual essays, arrangements will need to be made with the Editor and will take place outside the remit of SAGE Track.

If you would like to discuss a proposal for a visual essay or submit an outline for a visual essay, please email:

Louise Ravelli L.Ravelli@unsw.edu.au

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 visual element of the essay should form an integral part of the argument or the ideas expressed, rather than serve only as example, illustration or additional documentation.

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. Alternatively, images and the accompanying text can be submitted as separate documents. From time to time, it may be possible to commission a designer to design a visual essay.

PERMISSIONS

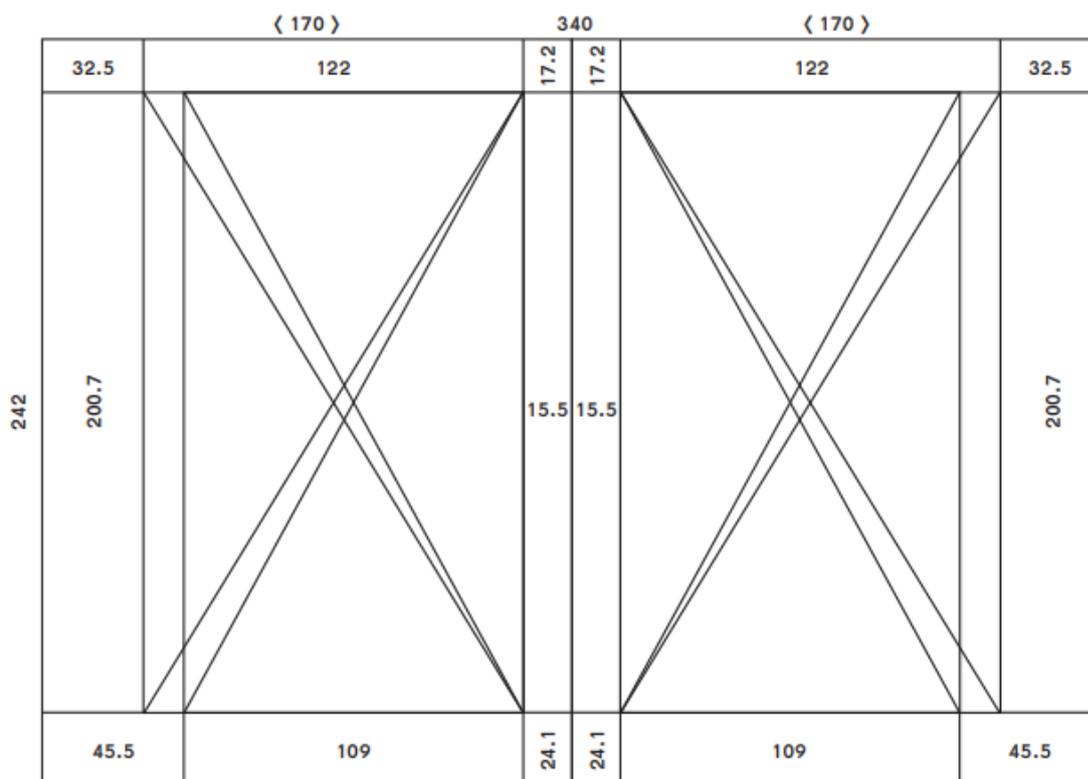
All authors are required to complete a publishing agreement form. This will be sent to you upon acceptance of your visual essay.

For image permissions, see below

SENDING ESSAYS

Visual Essays can be submitted as hard copy or digital or as a combination. Texts must be sent in Word format.

Digital files can be sent as CD, USB or uploaded to the journal's FTP site. They should not be sent by email. Please correspond with Louise Ravelli in advance of your submission.



DESIGN

INTEGRATED VISUAL ESSAY (PRE-DESIGNED)

Supply as InDesign, Quark or Microsoft Word documents. Include all linked files.

Fonts should be embedded, outlined or supplied. Linked files should be print-ready TIF, EPS or JPEG and at least 300dpi at final print size.

If authors are keen to send artwork as a PDF, please supply the text element separately as a Word document. PDFs should be supplied in single page format (not spread) and include 9mm bleed all round the page. Embedded images and graphics should be of printable quality.

Please contact the journal regarding PDF specifications.

NON-INTEGRATED VISUAL ESSAY

Supply text as an RTF (Rich Text Format) document. Illustrations should be print-ready TIF, EPS or JPEG and at least 300dpi at final

print size. EPS files that contain text should have fonts embedded or outlined.

THE PAGE

All measurements given Width × Depth mm

Single Page Trim Size 170 × 242 mm

Double Page Trim Size 340 × 242 mm

Standard Text Area 109 × 200.7 mm

Maximum text area 122 × 200.7 mm

Note that there is about 2mm loss at the spine.

Integrated visual essays should be supplied with 9mm bleed all round.

Illustrations that bleed should do so to 5mm.

While it is preferred that essays adhere to these measurements and margins for the coherence of any given issue of the journal, it is possible to utilise the entire page area, to bleed, in certain circumstances. If bleeds are required, please correspond with the journal editors.

ILLUSTRATION

PERMISSIONS

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.

CONTEXT

Illustrations should be used with discrimination and be chosen for relevance to text discussion rather than decorative enhancement.

HOUSEKEEPING

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'.

Illustrations should have succinct captions and, where appropriate, credits, supplied in a separate document.

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. 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. It is your sole responsibility to check for viruses.

SUPPLY

Illustrations can be supplied in a range of standard formats. If you have any questions or unusual requests, please contact Louise Ravelli.

HARD COPY

Hard copy may be presented as:

- B&W or colour artwork, ready for scanning (max size A4), with no redrawing required.
- Photographs – preferably clear, glossy, unmounted.
- Slides (mounted) or transparencies.
- B&W hard copy illustrations that include mechanical tints (half-tone patterns) should be restricted to 3 values: 25%, 50%, 75% only.

DIGITAL

Illustrations should be supplied as TIF, EPS or JPEGs. At least 300 dpi at final intended print size. All fonts embedded or outlined.

It is preferred that all digital illustrations supplied are generated/captured using Adobe software. Supply on CD or USB, clearly labelled and accompanied with accurate printouts, exactly matching the disk version. Corrupted/inferior/wrongly formatted files and disks will need to be resupplied.

COLOUR

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 illustrations can be supplied in hard copy (transparency/print) or digital formats.