

# 3CMedia Style Guide

MARCH 2015

## General

Articles are published in PDF format as well as HTML and as far as practical submissions should be 'PDF-ready'. The following style parameters for submissions address paper size, margin settings, text formatting and styles, quotes, placement of tables, figures, and images, spelling, numbers, symbols, abbreviations and referencing.

Please note that an article will not be rejected if the only problem with it is that it does not meet the precise specifications set out here for being PDF-ready. It may, however, delay publication.

## Paper

Paper size should be A4.

## Margins

Margins should be 2.54cm from page bottom and top and 3.17 from page left and right.

## Text formatting and style

- Article title: Arial 16 pt; align left, 1.5 line spacing (do not finish with a full stop)
- Article body: Garamond 12 pt; align left; 1.5 line spacing.
- Use two hard returns to start a new paragraph.
- Level 1 sub-heading: Garamond 12 pt; bold; align left; 1.5 line spacing.
- Level 2 sub-heading: Garamond 12 pt; ital; align left; 1.5 line spacing.
- Blockquotes: Garamond 12 pt; indent 1.27 cm; align left; 1.5 line spacing.
- Bullet and numbered lists: indent 1.27 cm; otherwise same as article body.

- Captions and titles for tables, figures and other objects: Ariel 10 pt; bold; align with object; single line spacing.
- References: Garamond 12 pt. hanging indent 1.27; align left; single line spacing.

## Quotes

Single quotation marks (") should be used for quotes within paragraphs, and double quotes should be used for quotes within quotes ("""). Extended quotes should be formatted as blockquotes (see note above).

## Placement and numbering of objects

Tables, figures and images are welcome inclusions, as long as they are supported by the text. Objects should be located in the document as near as possible to their first mention in the text. They should also be numbered in order of their appearance in the document.

## Spelling

Australian English spelling should be used. Refer to the Macquarie Dictionary where possible.

## Numbers

In general numbers below 10 should be written in full (including fractions and percentages). Numbers above 10 should be expressed as numerals. Thousands should be separated (for example 3,000, 30,000, 3,000,000).

## Symbols

Symbols should generally be avoided. For example, use 'percentage' not %. Exceptions include currencies, for example, \$AUD, \$US and so on.

## Abbreviations and acronyms

Abbreviations should generally be avoided. Use 'for example', not 'eg.,'; or 'for instance', not 'i.e.,'.

Acronyms should generally be spelt out in full and then bracketed the first time they are used, for example, 'the Community Broadcasting Association of Australia (CBAA)'. Once introduced, an acronym can be re-used without further elaboration.

## Footnotes

Avoid footnotes as far as possible. Where footnotes cannot be avoided they should be placed at the end of the manuscript.

## Referencing

The Harvard author-date style of referencing is preferred. See, for example, the online guide produced by the Queensland University of Technology library (available at: <http://www.citewrite.qut.edu.au/cite/qutcite.jsp#harvard>).

## Additional Inclusions

Once a submission has been accepted for publication the author needs to include the following elements in the final manuscript:

- Abstract – approximately 150-200 words in length
- Acknowledgements – when necessary or appropriate, immediately following the end of the main body of text and before the full reference list
- Bionote – full name and institutional affiliation of the author/s at the time of writing, as well as email contact.