



## Guidance for Gazette Authors

Updated December 16<sup>th</sup> 2022

We try make it easy for you to write for the *Gazette*. These guidelines are to help you create an article, but the Editor will always help you at any stage of the process. Please don't be afraid to ask.

We prefer Word files but please ask if you need to do it differently.

If you don't know where to start, I suggest you break it down into sections. You can give the sections a separate heading, even before you have written the content if that helps you.

You are the author so please write in your own style, your own voice. It really helps to make it sound like you, if you use the personal rather than the impersonal form: "I painted the loco LMS Crimson Lake", rather than "The loco was painted LMS Crimson Lake."

You are writing for the general *Gazette* reader. They may be very knowledgeable, or completely new to modelling or to railways. On the other hand, you are the expert on what you are writing about. So, try to be clear but without going into microscopic detail on every aspect.

You know what is in your head, the reader doesn't. Always explain what they almost certainly won't know.

A photograph or diagram will be much clearer than a piece of text saying "the bit the sticks out just to the left of the floggle-toggle flange". Artytype can produce a professional version of a sketch, if that is what you need.

It really helps if your photographs are renamed with names or short numbers, instead of lengthy abstract file names. In the text, you can then easily give a reference to where the picture belongs: "Photo 1 here" or "Signal box here".

Don't worry too much about word count. Write it and see what happens. If you want a guide to feature length, take a look at the *Gazette*. Shorter features are up to 2000 words, medium around 3000-3500 words. Anything much longer is best treated as two articles, on different aspects.

"How To" articles have relatively little text, little more than a brief explanation under each of a step-by-step set of photographs. The photographs need to show clearly what you are describing.

"Tips and Tweaks" will have one or two photographs and a short explanation of a very specific modeller's tip.

## Guidance for digital photos and artwork

The Gauge O Guild *Gazette* makes extensive use of colour photographs: in the features, in Trade News and in the advertising sections which book-end the magazine.

We use high-quality production and printing, to give our advertisers and authors a high-impact result and to present our readers with top quality features.

When taking a photograph, the most important things are *sharp focus* and *decent, diffuse lighting*. If in doubt, by all means send samples to the Editor for advice.

To make the best of the high quality on offer, pictures should be submitted at suitable technical quality. In practice this means a low compression JPEG at high resolution - preferably at least 2500 to 3500 pixels wide; the more, the better. This gives us scope to crop if necessary and to achieve 300dpi across an A4 width (215mm with a bit of bleed). Lower resolution may be usable in some cases. If in doubt, ask the Editor.

It is best not to downscale higher-res images or to manipulate the photographs in any way. Please submit what you have and leave Artytype to do the final adjustment, which is always matched to the needs of our professional printers anyway.

### Submitting digital photos

Even if you included the photos in your Word file to show roughly where they go, please send the digital originals separately.

Depending on your expertise, there are several ways you can do this. If email is your choice, please be sure to send digital photographs as *attachments*. Embedding them in the *body text* of the email reduces the quality considerably and should be avoided. Digital photographs can be quite a lot of data, so it is best to send only around 4-5 per email message. Sending multiple emails will then allow you to deliver all the photos.

If you are used to the various cloud services then you are very welcome to use them, making it very easy to get the whole batch delivered in one go. You will need to send a public link because the Editor may not be registered with the service being used.

Alternatively, you can zip everything together and use one of the free cloud services, such as MailBigFile. You don't need to sign up to use this.