

Style Guide for Publications^{*}

This style guide contains general information on how to prepare your manuscript using Microsoft Word, Open Office or Libre Office. For easily importing manuscripts into Adobe InDesign and for creating an EPUB version of your text it is critical that the predefined paragraph and character styles are assigned as described below. The guidelines for writing the manuscript as well as the recommended reference style are optional.

General Setup of your Manuscript

If you write in Microsoft Word please use the template file (dotx) we provide. After double clicking to open it, a **new** Word file should open based on this template. Please **do not forget to save** this file **with another filename as a docx file**. The template file contains the basic structure of each text (e.g., sections for title, author name(s), abstract, running text) and some explanations about how to use the different paragraph styles.

All paragraph styles to be used for your manuscript are prefixed by “_”. You can ignore all other styles, which unfortunately cannot be removed. A full list of paragraph styles can be found at the end of this guide.

Please use these “_” paragraph styles and only these. Do not change fonts, or font sizes by yourself.

File format: Send in your manuscript in an editable format, preferably as Microsoft Word docx.

Font: The template makes use of Open Sans. You can download it for free in case you have not installed it yet:
<http://www.fontsquirrel.com/fonts/open-sans>. The template works without having installed Open Sans as well.

^{*} This style guide was created by the Hybrid Publishing Lab at the Centre of Digital Cultures of Leuphana University Lüneburg. The Hybrid Publishing Lab is part of the EU major project “Innovation Incubator”, funded by the European Regional Development Fund and co-funded by the German federal state of Lower Saxony. This work is licensed under a Creative Commons Attribution-ShareAlike License »CC-BY-SA 4.0 International« (<https://creativecommons.org/licenses/by-sa/4.0/>).

- Figures: Images or tables that are to be included in your text should be sent as separate files. Do not include them in your manuscript. Instead, insert a caption for the figure or table where it should appear. Captions should be marked up using the paragraph style “_Caption”. The caption should contain the following content: **[Figure/Table #] Description of the Figure/Table (Source: /Source/)**. Common file formats for images are jpg or tif. The resolution should be at least 300 dpi at 100% size or a minimum size of 1000 x 1000 px.¹
- Abstract: Include an abstract of your contribution of approximately 100–120 words for book chapters and of 200–250 words for books.
- Keywords: Please provide up to five keywords that describe the content of your paper.

Guide for Writing your Contribution

This guide follows the official ***Chicago Manual of Style in its 16th edition***. Any formatting that is not mentioned in this style sheet can be found in the *Chicago Manual*, usually available in your favorite library. Some limited information can be found at <http://www.chicagomanualofstyle.org/home.html>.

Please employ only the specifications that are stated in this style sheet and do not take any additional layout steps.

- Do not use more than two heading levels. Use the paragraph styles “_Headline 2” and “_Headline 3” to mark these headlines up. The style “_Headline 1” is reserved for the title of your paper. Headlines can be numbered, but that is not required.
- Please do not insert hyphenations.
- Quotations within the text should be marked by double quotation marks before and after the quotation: “. . .”.
- Quotations longer than two lines should be treated as block quote. Please use the paragraph style: “_Block Quote.”
- Do not use automatic hyphenation. In case you want to include manual hyphenations only use so called “soft hyphens” (Win: press CTRL and hyphen | Mac: press CMD and hyphen)

¹ **Please note** that the authors themselves are responsible for securing the copyright of any image used in the text. As author, you have to make sure that no rights of third parties are affected when publishing the image. That is especially true for images found on the Internet. If you are not sure about the copyright of an image you have to inform the publishers.

- Deleted words within quotes should be marked by ellipsis points: "This is how . . . it looks."
- Adjustments to the original quote appear bracketed: [your adjustment]
- Quotes within a Quote should be marked by single quotation marks before and after the quotation: "your quotation that covers 'another quotation' appears like this"
- Proper nouns like Munich or Catherine the Great are capitalized.
- Technical terms, foreign words as well as titles of works (names of monographs, exhibitions, images, films, games, journals, etc.) will be written in *italics* (use character style "**_Italics**")
- Do **not** use bold or underlined text for highlighting.
- Allusions, dissociations and the use of phrases out of context or in a new context (or ironically) are also highlighted by double quotation marks, also known as scare quotes: To say is "not my term" or "this term is being used in a novel way" or we're just being ironic, like the time your "friend" tried to knock you down the stairs.
- Hyperlinks: Do not link text to websites. URLs for sources should only be included in the reference section.
- Spell out whole numbers up to (and including) nine, and use numerals 10 and up.

Style of Quotations (Author-Date System)

All references to the source will be integrated into the text in brackets. **Only additional information is presented in footnotes.** In text references are composed as follows:

(/Surname/ /Year/, /Page number/), e.g. (Bolten 2013, 75)

- Two authors are separated by an "and": (Castro Varela and Dhawan 2005, 98). Three authors are separated by a comma and an "and": (Bagnall, Cribiore, and Ahtaridis 2006, 68).
- Four and more authors are represented by "et al." and only the first author is mentioned: (Howling et al. 1993, 83).
- If you quote several publications by the same author(s) and of the same year, please distinguish them by a letter in alphabetical order after the year of publication, e.g. (Eco 1996a, 48).

For all sources referenced in the text (and only those) bibliographic information must be provided at the end of the manuscript. Please use the "**_Reference List**"

paragraph style for the bibliography. If a source has five or more authors please list the first four by name followed by "et al."

References should be structured as follows:

Monographs

/Surname/, /Name/. /Year/. /Title/: /Subtitle/. /Location/: /Publisher.

Example: Reza, Yasmina. 1996. *Art*. London: Faber and Faber.

Edited Volumes

/Surname/, /Name/, ed(s). /Year/. /Title/: /Subtitle/. /Location/: /Publisher.

Example: Furstenau, Marc, ed. 2010. *The Film Theory Reader: Debates and Arguments*. Abingdon: Routledge.

Article in an Anthology

/Surname/, /Name/. /Year/. "/Title/: /Subtitle/." In /Title of Anthology/: /Subtitle of Anthology/, edited by /Name/ /Surname/, /Pages/. /Location/: /Publisher/.

Example: Rutherford, Jonathan and Homi K. Bhabha. 1990. "The Third Space: Interview with Homi Bhabha." In *Identity: Community, Culture, Difference*, edited by Jonathan Rutherford, 207–221. London: Lawrence and Wishart.

Journal Article

/Surname/, /Name/. /Year/. "/Title/: /Subtitle/." /Journal/ /Volume/ /(Issue)/: /pages/.

Example: Weinstein, Joshua I. 2009. "The Market in Plato's *Republic*." *Classical Philology* 104: 439–58.

Press Article

/Surname/, /Name/. /Year/. "/Title/: /Subtitle/." /Name of Newspaper/, /Date of Publication/.

Example: Vulliamy, Ed. 2013. "Development hell: How the upmarket vandals ruined my childhood streets." *The Guardian*, September 22.

Online Monographs, Articles in Anthologies, Journal Articles, etc.

In case you want to cite an online source of an article or monograph please use the styles as outlined above and add the access date and a DOI or URL:

... Accessed /Access Date/. /DOI or URL/.

Example: Marc Filberg. 2013. "Ecology: Another killer fungus hits amphibians." *Nature* 7467: 374-382. Accessed June 15, 2014. doi: 10.1038/501284a.

Websites

/Surname/, /Name/. /Year/. "/Title/: /Subtitle"/. /Institution or title of website/,
accessed /Access Date/. URL.

If available, you can include the date the site was last modified instead of the access date. In case you cannot identify the year of publication, use the last modified or access date.

In case the author of the website cannot be identified, please use the institution or the title of the website instead.

Example 1: Haynes, Jonathan. 2013. "African Cinema and Nollywood: Contradictions". *Buala.org*. Accessed June 15, 2014.
<http://www.buala.org/en/afroscreen/african-cinema-and-nollywood-contradictions>.

Example 2: Donau Universität Krems. 2011. "Game Studies." Accessed October 2, 2013. <http://www.donau-uni.ac.at/de/studium/gamestudies/index.php>.

Blog Entry or Comment

/Surname/, /Name/. /Year/. "/Title/: /Subtitle"/. /Title of Blog/, /Date of Entry/.
Accessed /Access Date/. /URL/.

Example: Ruffino, Paolo. 2013. "The Mobile City: Playing against vacancy" *Gamification Lab*, August 22. Accessed June 15, 2014. <http://www.projects.digital-culture.net/gamification/2013/08/22/the-mobile-city-playing-against-vacancy/>

Materials to be submitted with the Manuscript

Information about the Author/Contributor

Please attach a few lines with biographical information including your full name, academic title, research interests, recent position and institution/place of work. This short bio should not exceed 150 words.

Catchphrases or Quotes

Please choose a short motto, a catchphrase or a significant quote from your article to introduce it and to raise interest (not more than 1–2 sentences or 140 characters).

Overview of Paragraph Styles

Style	Description
Footnotes	Microsoft Word automatically assigns styles to footnotes. Leave them as assigned by Word.
_Abstract	To be used for your abstract
_Author	To be used for the authors name on the paper
_Acknowledgement	To be used for acknowledgements included at the beginning of a book or at the end of a chapter
_Blockquote	To be used for quotes longer than two lines
_Body Text	Standard paragraph style for running text
_Caption	To be used for image or table captions
_Section	To be used for section headlines between chapters
_Headline 1	To be used for the title of your paper
_Headline 2	To be used for subchapters level 1
_Headline 3	To be used for subchapters level 2
_Headline 4	To be used for subchapters level 3
_Interview	To be used for interviews
_Keywords	To be used for the keywords describing your contribution
_List (bullet points)	To be used for numbered lists
_List (numbered)	To be used for unnumbered lists
_Motto	To be used for a motto at the beginning of your chapter
_Reference List	To be used for the bibliography

Overview of Character Styles

Style	Description
_italics	To be used for highlighting text of any paragraph style in italics
_in-text-reference	To be used for in text references in case you want to highlight them typographically (Small Capitals)