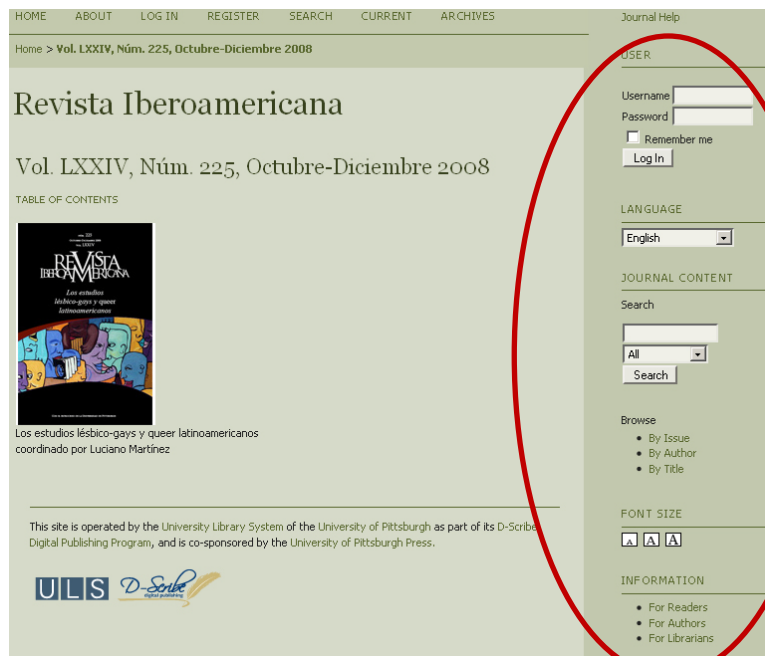


OJS Design Brief

Part 1: Formatting the Web site's look and feel (CSS layout)

- 1) Preference of colors
- 2) Preference of fonts – The journal can pick a font that they would like to use on the Web site. Please be aware that the font you choose will most likely change to one of the seven closest Web-Safe Fonts for the website, but *may* be used in other parts of the design including the banner and the Word template.
- 3) Sidebar information to enable/disable
 - "Developed By" Block
 - Subscription Block
 - Donation Block
 - Font Size Block
 - Help Block
 - User Block
 - Role-Specific Block
 - Language Toggle Block
 - Navigation Block
 - Information Block
 - "Notification" Block
 - Web Feed Plugin



Banner

The banner can consist of images that are provided by the journal (to reflect or match an existing site) OR create a custom banner, which can include the following:

Examples of journal banners



- 1) Journal's Title and Subtitle with type treatment .
- 2) Graphic elements, which can include stock images provided by us and/or other images provided by the journal.
- 3) A journal-provided logo (if available—but it is not required that you have a logo).
 - a) The University Library System, University of Pittsburgh will not provide this service.
 - b) If you would like to place a logo in the banner but do not have one, the following is suggested for obtaining a professional-looking logo.
 1. Contact a design firm where a team of designers can research what would best represent the journal.
 2. Contact a freelance designer who can research your journal to determine what would best represent the journal.
 3. Search logo-design Web sites to purchase one that may best represent the journal. Some sites will have the option to order a logo especially created for you.

Submitting Imagery

Files should be submitted as a JPG or PNG files. The image file should be least 1600px X 1200px and 300dpi for best output for both print and Web design.

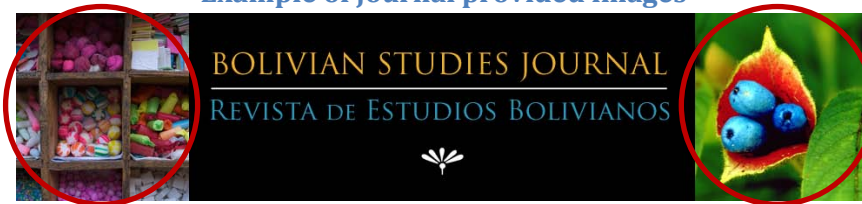
For Web images, it may be of smaller dpi, but larger images are preferred to allow for cropping where needed.

Also, it is important to have the appropriate copyright permission for all images submitted.

Please note the following

1. Lower-quality files can also be submitted (if necessary) but are not preferred due to low-quality output when trying to print these image files. As a result, these files may be rejected after review.
2. Other file formats such as TIFF and GIF can be submitted but may be rejected after review.
3. Extremely rich and vibrant colors may have a color shift when converting to CMYK for printing. This is something we will try to avoid and adjust as much as possible when converting your file from RGB (Web) to CMYK (print); however, it is best that the journal is aware of this possible slight color change.

Example of journal provided images



Submitting Logos *We do not provide this service, and having a logo is optional and not required.

Previously created logos

These logos are best submitted as an EPS file.

Example of journal provided logo



Suggestions for creating a new logo

For the best results have your designer use a vector-based program like Adobe Illustrator.

Logos should be in a vector format to allow for good results regarding resizing and avoiding pixelization of the logo. The preferred file type is an EPS or AI file with everything in outlines.

PDF files can also be accepted, but possible font issues may occur if the designer does not have the particular font that was used.

The files described above allow the designer to resize the logo and place it anywhere on the Web site (e.g., a change to the layout of the banner). This format would also allow the designer to enlarge the logo for use in the Word template for articles.

As a precautionary note, however, Illustrator also allows the option of adding rasterized effects, which should be avoided when creating any of the files mentioned above. Files with these raster effects may result in some unexpected outcomes.

Using Adobe Photoshop

Unfortunately, logos created in Photoshop are not recommended. However, if a logo was created in Photoshop, you are required to provide at least two files, one for print and one for web, because it is a raster-based program and it is problematic regarding the resizing and pixelization issues mentioned above.

Usually acceptable files from Photoshop include PNG, GIF, JPG, or TIFF.

EPS and PDF files can be created from Photoshop, but these files are generally not completely vector based, which may result in some unexpected outcomes.

If any there are any issues concerning the submission of your logo, you will be contacted as soon as possible to resolve the issue.

Timeline for Development and changes of banner image and css layout

A graphic design meeting will be scheduled shortly after the initial implementation overview and training.

At the initial graphic design meeting, we will discuss your general preferences for the look and feel of the journal, including all the design elements in section above. This is an opportunity for you to share other sample Web sites, printed publications or any other design ideas that will help us understand the look and feel you wish to achieve.

At the initial design meeting, we will set a target deadline for development of the draft design based on client schedule requirements, the complexity of the design work, and our in-house scheduling capabilities and constraints.

A second design meeting will be held at the end of the initial design period for review of the draft design and css layout work. Following this meeting, the design will be refined according to the journal's specifications. The journal will have one month to request design changes, after which the site design process will be closed.

Part 2: Microsoft Word Template

An important element of the graphic design for a journal is the development of a standard template that defines the appearance, formatting, and layout of every article. For better or for worse, the appearance of an article may greatly affect the reader's perception of the reliability and validity of the content.

Many readers will choose to print individual articles for reading. When printed, the article becomes separated from the online environment. Therefore, the template should include enough information so that a complete citation to the work can be reconstructed from the printed article, and so that the reader can identify and locate the Web site from which the article came.


Since the design of the template should harmonize with the design of the journal Web site, design of the standard Article Template cannot begin until the journal Web site design is complete.

Items included for every journal template

Header or footer

- Journal title
- Journal URL
- Enumeration and chronology that uniquely identify the published issue and match the Issue Title as displayed online {might not use vol #; might include season, month, sections, parts, etc.}
- DOI

Additional items to include somewhere in the template

- Statement of CC license ([or corresponding icon?](#) (e.g. ))
- Corresponding author information
- ISSN (electronic and print, if applicable)

Other decisions for the journal standards to be decided by journal and/or designer

- 8.5" x 11" (unless already established as a printed journal in a different size)
- Number of columns, if any
- How to set the abstract apart, if applicable
- Color scheme for header/footer information (and possibly abstract section, section headings) – Usually will match the website as much as possible.
- How to format references/endnotes
- Preset format/sections of articles (e.g., research design and methods, results, discussion, conclusions)
- Format of primary, secondary, and tertiary headings (include Numbering? e.g., 1 PRIMARY, 1.1 Secondary, 1.1.1 *Tertiary*)
- Running title/author name set as left/right heads
- How authorship appears (whether to display running or stacked, include affiliations by superscript [numbers, symbols, or letters] or end of journal, and include degree designations) might include author bios or photos of authors
- Display article type as heading/header/etc., (if journal has different sections)
- Placement of caption for figures and tables (above or below)
- Wording of caption figures and tables (e.g., Fig 1, Figure 1)
- Placement of page numbers (centered in margin, centered at bottom, left/right corners)
- Capitalization of title and subtitles (Sentence style, Initial Caps) subtitles set apart with a colon or on a new line?
- Indent all paragraphs? No indent for all paragraphs? Drop caps for first paragraph? Indent only first paragraph under a heading?
- Whether to include a footnote section on first page

Timeline for development of word template

After formatting the Web site's look and feel with the banner and css layout changes, a meeting will be set up to discuss your general preferences for the Word template's design. This design will reflect your Web site as much as possible. This is an opportunity for you to share other sample journal article layouts that you like and how you would like your article layout to look, as well as to help us understand the look and feel you wish to achieve.

At the initial design meeting, we will set a target deadline for development of the template based on client schedule requirements, the complexity of the design work, and our in-house scheduling capabilities and constraints.

A second design meeting will be held at the end of the template design period for review of the template. Following this meeting, the design will be refined according to the journal's specifications.

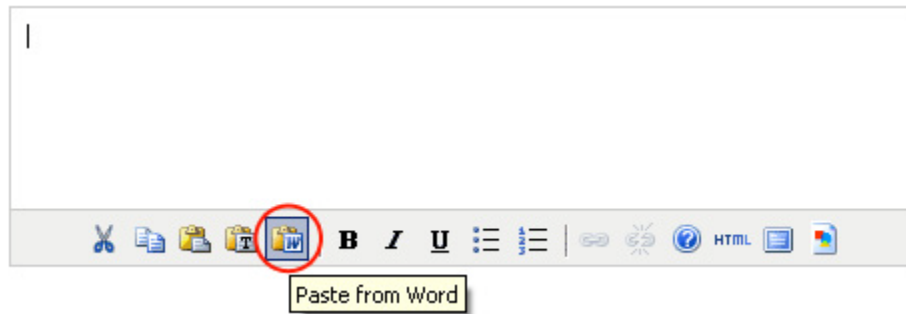
After these changes have been implemented, the designer will provide the journal with the template. You will also be given a template help guide that should aid you in using the template and familiarize you with its features. At this point the journal will have one month to request further design changes, after which the initial template design process will be closed. You will then be given a final template for formatting your journal's articles. Your template help guide will be updated with any newly requested information and/or styles that have been created.

However, as your journal begins to change, the template/help guide can easily be updated to reflect these changes, which will be done by the designer.

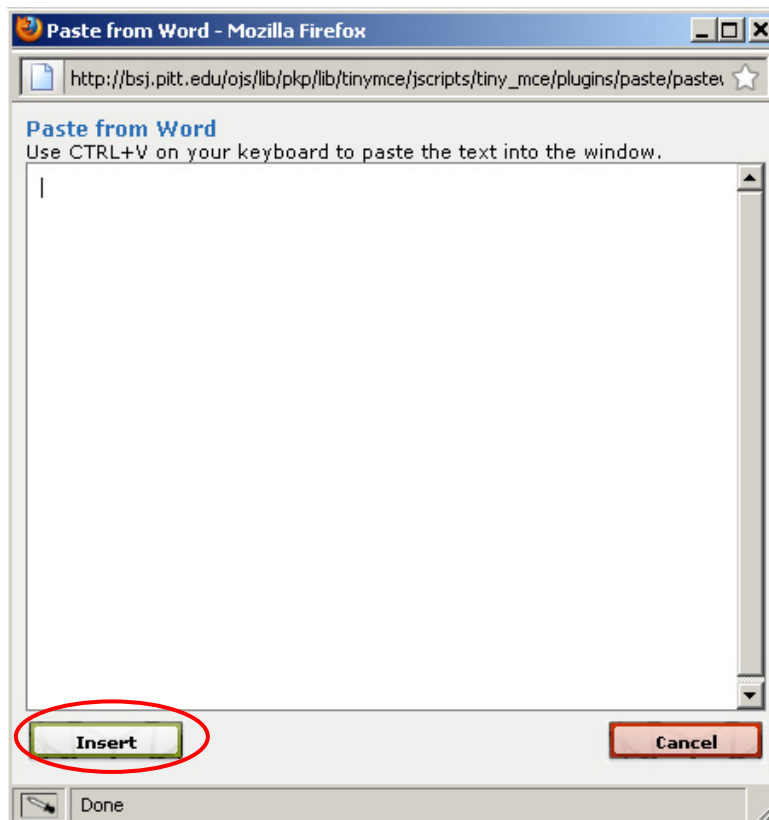
Part 3: How to get the best results while using your journal Web site

Insert text into your journal from a Word Document for best results

1. Copy the text from Word.
2. Go to your journal site and select "Paste from Word" button.



3. A pop up box will appear. Paste in your text by using Ctrl v (Cmd v for Mac). Once you have pasted your information into the pop up box, select **Insert**.



4. After you have completed this, you have a limited number of things you can do to this text. **Bold**, *Italic*, Underline and create lists with bullets or numbers.

