

CRAFT's Format and Editorial Guidelines: v12
Community Renewal: Artificing Futures Transitions

Mission, Focus and Theme

CRAFT's **mission** is '*practical hope*' through publishing work that is primarily visual and can provide practical hope, is innovative and developed within practice that is grounded in order to facilitate our reconciliation with Gaia. The **focus** of such critical practice is to include a significant 'hands on' component as well as reprise and reflections thereon. Generally such praxis is based on a completed (exemplar) project – which actively seeks to demonstrate today that a better world is possible to tomorrow for our children and planet. Each publication will have a **theme** around this focus.

Critically: (1) your exhibit MUST be final (NO further changes to your exhibit or tile, once you lodge) and (2) you MUST include a full bibliographic reference therein inc. exhibitors/your contact. (3) The author/crafter MUST be clearly identified. And final (4) all links MUST work and be accessed by you immediately prior to your lodging your exhibit.

NB: By lodging an exhibit you agree with all these terms and conditions.

Style Guide ~ Format guidelines

Referencing: will be at the discretion of the author as long as it is consistent, well laid out and accessible to the reader. **Preferred referencing styles are:** (a) references in footnotes for shorter articles <2000 words and, (2) standard Harvard for longer articles is recommended to be Harvard system such as:

Wildman (1996:26) means Wildman written in 1996 see page 26.

Wildman, P. (1996). Dreamtime Myth: History as Future (interpreting an Australian Aboriginal view of history as future). *New Renaissance*. (1):pgs.16-19.

However if you have a consistent system, with references always appearing last in your exhibit then this is acceptable. You don't have to change the referencing system for us so to speak.

Font: is as per the blog program in use. For instance the Unstandard WordPress theme uses Didact Gothic. Generally Arial – 11 pitch or Times New Roman – 12 pitch are also relevant although the author's font may well be adjusted to suit the font of the blog.

Spacing: 1.5 + leave a blank line between paragraphs.

Pictures: in jpg format.

Text: in Microsoft Word format.

Spell-check: we anticipate you will have printed the document and read the hard copy yourself then have gotten someone else, who doesn't know the topic, to read it and for you then to make relevant readability changes.

Readability: Finally only then put your exhibit through spell-check and grammar- check at least three times. After this, if you can, please check its readability via. **Flesch-Kincaid** readability stats and please aim for a grade score of 10-12 – see below for further explanation. If this is not possible just imagine that you are writing for Readers Digest or your local paper.

But Wait there's more:

Simple punctuation rules: One or two spaces after each period – be uniform in this, colon, or semi-colon; When doing '...' -- you should use only 3 dots minimum and maximum; When using dashes, use two in a row, ex: '--'; There is never a space before a period or before a comma.

Please don't use running capitals in section headings: Just capitalise the first word

Additional Editorial guidelines

To be qualified for our site, your exhibit

~ *Will need to be:*

- a. **An original exhibit that you wrote.** If you work for an author as an employee or contractor and are submitting the article, please ensure you have permission to do so and submit the exhibit as was from the original author including his or her email address and name
- b. **Informative, practical and share your unique expertise.** Include tips, strategies, techniques, case-studies, analysis, opinions and commentary in your articles. We do not accept articles that contain more than 5 lines of quoted or sourced material
- c. **Written in proper English,** spelling, grammar, punctuation, capitalization and sentence structure. While we know there is a variation in what is considered 'proper English,' we ask that you at least be consistent within your article. Your exhibit must also be proofed and double checked for accuracy. If English is your second language, we strongly suggest that you have it proofed by someone who has English as their native tongue before submitting your articles to us.
- d. **Written in basic English for practical people.** We suggest a vocab of 1000 with short sentences. If you intend to submit an academic exhibit please so and indicate same. Realise it will not be include in the main body of the eZine. We suggest a **Flesch-Kincaid** grade score of 10-12 with 14 max. 14. An F-K score of 8 means that an eighth grader (first year secondary school) could understand the document [US school grade levels around 15-17yr. old]ⁱ

~ *Must Not be:*

- e. **An exhibit ripped-off from the public domain bought or paid someone to write.** Do not waste your time or ours by buying exhibit packs that have non-exclusive licenses as we reject those articles. Why do we do this? (1) It makes you look like a fraud because you're putting your name on someone else's works that already may have hundreds or thousands of other authors who already put their name on the exact same works and, (2) we do not want to clog up the system with more than one copy of any exhibit in the system
- f. **A press release,** advertisement, sales letter, promotional copy, or blatant and excessive self-promotion or hype
- g. **Pornographic** or contain adult material, hate or violence-oriented, suggest racial intolerance, advocate against any individual or group, have insulting, obscene, degrading tone, or contain profanity.
- h. **Encouraging of hacking** etc. cracking passwords
- i. **Encouraging of terrorism,** bomb creation, support for terrorism/ radicalism/ religious fanaticism, illicit drugs or drug paraphernalia, steroid use or advocacy, weapon use or the promotion of hard alcohol/tobacco-related products inc. prescription drugs.
- j. **Promotional of** yourself or particular products or services etc.
- k. **Written to** contain any content that is a violation of any law, be considered defamatory, libellous, or infringes on the legal rights of others.
- l. **A parallel submission** of the exact same exhibit as one that you already submitted to us. Some authors have submitted the same exhibit multiple times with only a few words changed in the body -- we reject these and ban authors who engage in this practice.
- m. **A reply to a personal email,** letter or other correspondence.
- n. **Excessive and/or bolded keywords/CAPITALISED phrases.** Bolding is limited to headings and subheadings.

Review process

Please note CRAFT is ‘Post-academic’ and NOT an academic publication so authors will NOT get ANY kudos from any academic research program e.g. Education Research Australia, Research Quality Framework or Tertiary Education Quality and Standards Agency (TEQSA)
<http://www.deewr.gov.au/HigherEducation/Policy/teqsa/Pages/Overview.aspx> .

CRAFT believes this laudable process has become completely derailed to the point where such research ‘brownie point’ systems now work against innovation, change and alternative views by simply reinscribing the status quo. Especially such systems react against practitioner reflections being considered as ‘research’ and thus they act against initiatives such as ‘local knowledge’ local history, ‘grounded theory’, ‘local theory’, ‘artificer learning’ and so forth.

So while there is an ‘editorial board’ - for want of a better term - it is not there to vet your work, or help you earn academic brownie points, rather it is there to mentor you as a practitioner and author. So that it may take several iterations, with the nominated member of the editorial board, for your work to get published – just don’t give up. CRAFT is a voice for, and from, your practice and you will be heard.

Text to Screen

Remember CRAFT also hopes to respect the transition from text to screen so that please include wherever possible visual representations of your work say a few photos and or vignettes per exhibit would be appreciated. Finally a paragraph and contact for yourself with photo will also be required.

Sustainability Issues

CRAFT is, from its very initiation – Virtual, Visual and we hope Visionary in terms of humble practical hope. No trees will be killed in its production. The eZine however has the capacity to produce its contents in eBook format for use in say areas of the South developing in the North as well as Africa and other countries with unreliable internet connections. For us we prefer the concept of ‘creative evolvability’ or ‘CRAFT’ to sustainability. Both Jim and I have taken our own personal steps in this direction I ride a pushbike where-ever I can, we have solar panels, a tank and I grow some of my own veges, with hydroponics and Biochar.

Legal Status of your published work

Please note CRAFT is Not For Profit, Public Domain and Global Commons so that, once published, you and others may use your work elsewhere as you/they see fit – your gift to the global commons as it were. This means others will be free to use your work so long as they give you bibliographic credit therefore. CRAFT is NOT about setting you up as an author as per Google ranking or expert nor is it designed to establish any propriety knowledge or practice. Rather it is here to help Gaia. This is the new paradigm one which we both commit to however we are only a part of a bigger picture of activists seeking to move beyond the status quo yet respect what is wise therein as we fumble and even stumble towards a better world for our children and our planet.

Publisher

The organiser and publisher of the eZine is ourselves in good faith and a demonstration of our good will, through Prosperity Press and its allocated ISBN’s – we accept responsibility for the strengths and weaknesses of our production. With your help it can be improved.

Acknowledgements

CRAFT seeks to ensure acknowledgement is given wherever relevant if you have not been recognised, or if there is a mistake in same, please let us know and will immediately request the relevant author to do so in the next volume.

Questions, suggestions & contributions

Any questions please direct to the convenors of CRAFT: Paul Wildman paul@kalgrove.com and or Jim Prentice jimprentice@optusnet.com.au

NB: Source: developed by PW and JP & draws from <http://ezinearticles.com/editorial-guidelines.html> V9:05-11-2011; V12 01-10-2014

ⁱ **Word 2010 is F-K enabled:** So when you have finished checking the spelling and grammar, you can choose to display information about the reading level of the document, including readability scores according to the following stats:

Sentences per para	Words per Sentence	Passive sentences %	Flesch Reading Ease	Flesch-Kincaid Grade level
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- a. For example the readability of the Readers Digest or local paper
- b. See http://en.wikipedia.org/wiki/Flesch-Kincaid_readability_test#Flesch_Reading_Ease
- c. **Readability:** In Word 2010 to enable the F-K readability stats go to the 'File' tab and click 'Options' then click on 'Proofing' in the left margin, then in the section 'When correcting spelling and grammar in Word', check the 'show readability statistics' box. Then proceed normally to check 'Spelling and Grammar' and box will come up after you have checked your document of a sample of a few paragraphs for instance)
- d. For me (PW) my F-K score is often around 17.