Foreword

After working as the technical editor for two semesters on the journal, *Essais*, it became apparent that all the knowledge I gained while working on the journal could be lost when I moved on either after graduation or stepping up to the next position. I also noticed that I would have no clue what to do in any of the other positions on the journal. When I had the opportunity to meet with Pres. Holland about the journal, he mentioned that he was concerned that others would not be able to fill positions as staff left the journal. These concerns are why we chose to write this guide. Please use this guide as just that a guide. Changes can be made as you go through it.

Shirley Page

The idea for writing this guide came to me in a Technical Communications class while trying to decide what I wanted to spend an entire semester writing. I knew I wanted to write something useful, something that would be read rather than a manual that would sit in a portfolio to collect dust. During this same time, I moved into the role of Assistant Technical Editor for *Essais* and began training to take over for the Technical Editor the following semester. I was so impressed and overwhelmed by the dedication and level of care it took to make *Essais* the journal it is today; the alarming amount of detail for the technical editor alone had me in a panic. I remember thinking, “Man I need to write write all of this stuff down” and thus the idea for *Essais: Publication Guide* was born.

Courtney Christensen
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Overview

*Essais* is an undergraduate literary journal published by Utah Valley University. Founded in 2011, *Essais* has provided many students opportunities to develop the critical skills and experience needed in the field of publication. The *Essais Publication Guide* will normalize the journal processes, create a brand and standard, and minimize the damage that potential staff and advisor cycles could have on the journal. The guide covers *Essais* standards, job descriptions, submissions, reading night, editing, technical editing, Popomology, and printing.
**Essais Standards**

Elements talked about in this section make *Essais* what it is today. Among those elements are the logo, typeface, and style in the journal body. This section sets up the standards and styles typical of all issues of *Essais*, including typeface, layout, logo, and publication timeline.

**Typeface**

Using the same typeface throughout the journal standardizes branding. Standards for body text, titles, and headings follow.

**Body Text**

The body text is always in ‘Adobe Garamond Pro’ set between 10.5pt and 11.5pt. All numbers, acronyms, and symbols are a full point size smaller than the regular body text.

**Titles & Headings**

Titles and headings offer opportunity for creativity in designing the template. The essay titles, subtitles, authors’ names, headings, and page numbers can be a different typeface than the body text; however, make the typeface for the above elements consistent throughout the journal. The font sizes of these elements will and should vary according to what it is associated to. For example, the title will be bigger than the subtitle. Templates from previous semesters are also available in *Essais’* Dropbox.

**Layout**

Leading, margins, and indentations are things that the reader won’t notice unless they are too large, giving too much blank space, or too small, making things look squished and tight. The layout section sets the parameters for easy reading using leading, margins and indentations.
Leading

The leading is the space between the lines, including the space the text takes up on the line. The journal works well with a leading 2.5pts to 4pts larger than the font size. This may look like 11pt font on a 14.5pt leading.

Margins

Because the standard page size of the journal is 8.5in by 5.5in, the suggested margins are also smaller than a Word document. InDesign sizes everything in picas (0p0) and there are 6 picas to an inch and 12 points in a pica. The top and bottom margins of the journal are set at 5p0 giving more space at the top and bottom of the page for page numbers and running headers. The outside margin is set at 4p0 while the inside margin is set at 6p0 to allow for binding.

Indentations

Set all indentations to 1p3, including the first line of a paragraph, the hanging indent of works cited, and tabs that may be used for poetry.

Logo

An Illustrator file of the complete logo is available in Dropbox for the cover and title page.

Publication Timeline

The following timeline gives a basic idea of how long each task from submissions to Popomology usually takes. A calendar can be based on the timeline.
Job Descriptions

The staff of *Essais* are the lifeblood that makes this journal possible. Knowing exactly what is expected of the staff can be the one thing that keeps this journal alive. The job descriptions section has in-depth descriptions of the positions for advisors, editor-in-chief, managing editor, technical editor, associate editor, and technical staff.

Advisors

The advisors’ main jobs are to advise the students on running the journal. However, there are still many tasks that the advisors do behind the scenes, such as select and train staff, oversight, planning, public relations, and funding.

Select & Train Staff

- Determine who will be on the managing editor's staff each semester based on applications and experience with *Essais* or other journals
- Pass the torch at Popomology
- Meet or communicate at least weekly with staff
- Make sure all staff are CC'd by everyone so everyone's in the loop
- Train and work very closely with the editor-in-chief in particular
- Train & mentor student editors at every juncture (table set-up/PR, class visits, reading night, source-checking, editing, type-setting, journal design, Popomology, speaking with faculty & admin/PR)

Oversight

- Let students run the day-to-day tasks of the journal, but be the final eyes, checking off on anything that goes public (PR, invitations, program, journal, etc)
- Watch for things that may fall of the staff’s radar by being constantly aware of what’s going on
Planning
• Plan the calendar with dates and responsibilities divided among staff
• Disperse calendar to entire staff
• Meet with managing staff weekly or bi-monthly to discuss next stages

Public Relations
• Make good PR central to the journal, including buy-in by editing staff, faculty, students, administrators
• Emphasize professionalism, quality, positivity, and ownership
• Emphasize personal contacts on the part of staff whenever possible to get better support.
• Promote the journal and Popomology amongst colleagues personally

Funding
• Secure funding. ELLA grants have been used in the past, but they say it’s time for hard funding
• Pres. Holland said it’s a perfect academic, engaged learning project and should be hard-funded by the dean
• The department picks up whatever we cannot get

Editor-in-Chief
Working with the advisors, the editor-in-chief is the main head of the journal. How the journal runs and what the journal looks like is a direct reflection of how well the editor-in-chief did his/her job. The description for editor-in-chief covers the basic steps the editor-in-chief takes to run the journal, including management and editing

Management
• Plan and direct staff meetings
• Work with Advisors to create a calendar for the semester outlining all of the tasks that need to be completed
• Present selected essays to advisors to be considered for publication
• Ensure all tasks are being completed within the specified time frame
Job Descriptions

- Contact authors for rejections, acceptances, and submission invitations
- Look over journal proofs and give feedback
- Help direct the organization and planning of Popomology

Editing

- Assign editing assignments to associate editors and the managing staff
- Finalize top essays to submit to advisors to be considered for publication
- Implement accepted changes and/or make final edits before submitting essays to the advisors for final approval

Managing Editor

The managing editor is the right hand of the editor-in-chief. While the managing editor's main job is to manage the editing of the essays that go in the journal, the managing editor also does some organizing, planning, and management. The description for the managing editor lists the jobs the managing editor is responsible for under some management and editing.

Some management

- Direct Staff meetings when Editor-in-Chief in unavailable
- Help finalize decisions for top essays
- Direct the Source-Checking process, giving assignments and following up
- Keep open contact with staff members to make sure everything is running smoothly
- Help direct the organization and planning of Popomology
- Take over for Editor-in-Chief wherever needed

Editing

- Help staff with editing assignments when needed
- Assist the Editor-in-chief in implementing accepted changes before submitting essays to the advisors for final approval
- Look over journal proofs and give feedback
Technical Editor

The technical editor’s main job is to set up the layout and design, typeset, and proof the journal, as well as public relations. The description for the technical editor describes all the things the technical editor accomplishes, including management of tech staff, public relations and design, and technical editing.

Management of Tech Staff

- Oversee anything to do with the publicity of the journal
- Take over when Editor-in-Chief and Managing Editor are unavailable
- Plan typesetting meetings with Tech Staff

Public Relations & Design

- Advertise the journal in digital forms (social media, website, school website, video boards, etc.)
- Design and distribute needed posters/banners for PR
- Create and supervise the design and layout of the journal
- Design cover for the journal

Technical Editing

- Typesetting
- Manage the printing process with Advisors
- Amount of copies
- Price of printing

Associate Editor

While the jobs of the associate editor seem simple or small, the burden of the quality of the essays in the journal falls on his/her shoulders. If the essays did not receive good editing, the journal would not survive the trial of time. The description for the associate editor lists the expectations for editing.

Editing

- Participate in the selection process of essays
- Help gather sources for chosen essays
• Source check 1-2 essays
• Edit 1-2 essays (after attending workshop with advisors)
• Occasional meetings with authors to make some changes
• Help with the planning and running of Popomology

Technical Staff

Technical staff support the technical editor in typesetting and public relations. The next technical editor is chosen from the technical staff. The description for the technical staff describes the jobs the technical staff do in public relations and design support and technical editing support.

Public Relations & Design Support
• Work with the technical editor on the publicity of the journal
• Assist in the design and layout of the journal

Technical Editing Support
• Typeset when essays are ready
• Proofread first proof to check for any possible mistakes
• Follow and assist with the printing process
Submissions (All Staff)

*Essais* would not exist without the excellent papers written by students here at UVU. The staff spends much of their combined energy encouraging students to submit papers in order to produce the journal each semester. The submissions section includes information on public relations, submissions table, and classroom visits.

Public Relations (Tech Staff)

The Tech Staff is responsible for what is arguably the most important step taken in getting submissions, advertising. The public relations section includes instructions on how to design posters, handouts, and professor flyers; print public relations; add dates to the campus calendar; and use Facebook.

Posters

Posters are a key piece in the advertising for *Essais*. Here we will cover the two different types of posters displayed at UVU: paper and digital. The specifications for each poster are as follows

- **Paper posters**
  - The size for paper posters are 11in by 17in
  - Elements required for poster
    - Invitation for submissions (Check with EIC for the specific deadline date)
    - Where to find submission forms
    - *Essais* logo
    - Social media tags
- **Digital posters (eBoard)**
  - The size for the ePoster is 1080 pix by 1920 pix
  - Invitation for submissions (Check with EIC for the specific deadline date)
    - Where to find submission forms
    - *Essais* logo
    - Social media tags
Essais
An Undergraduate Journal for Essays in Literary Criticism

Like Reading? 👍 Like Writing?
Get Published.

Now accepting student submissions through
January 27th, 2014 at 5 PM

Submission form and guidelines can be found at Facebook.com/EssaisUVU or in LA114.
Submit a physical copy to LA114 and an electronic copy to essais.uvu@gmail.com.
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Submit a physical copy to LA114 and an electronic copy to essais.uvu@gmail.com.

Find us at:
Essais.uvu@gmail.com
www.facebook.com/essais.uvu
www.twitter.com/essais.uvu

Sample digital poster
Handouts

*Essais* relies on handouts to drive submissions in the classroom and at the submissions table. The same design for the poster can be used for the handouts. This is done by scaling the designed poster down to fit multiple handouts on a page—usually four. The specifications for handouts are as follows:

- The size for handouts are 8.5in by 11in sheet size
  - Setup guides around the edge on all sides at 1p0
  - Divide the width of the paper at 25p0
  - Divide the length of the paper at 33p0
  - Scale design into the one of the four quadrants
  - Adjust text for readability
  - Copy design into the remaining three quadrants

- Elements required for handouts
  - Invitation for submissions
  - Submissions due date (Check with EIC for the specific deadline date)
  - Where to find submission forms
  - *Essais* logo
  - Social media tags

Sample of handout layout
Professor Fliers

Professor fliers are designed to remind professors to promote *Essais* and encourage student submissions. The specifications for the fliers are as follows:

- The size for professor fliers are 8.5in by 11in sheet size
- Elements required for fliers
  - Direct language for submissions to professors
  - Where to find submission forms
  - Submission deadline
  - *Essais* logo
  - Social media tags

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**Sample of professor flier**

Public Relations Printing

Printing your work can be an exciting time especially if others are going to see it. See instructions for printing starting on page 40.
Campus Calendar

The campus calendar is another great way to share the submission and Popomology dates. Below are the directions on how to submit events to the campus calendar.

- Submitting and Requesting Events for Campus Calendar
  » 25live is now the system to use on campus for requesting events and displaying those events on the campus calendar. The new Campus Calendar is located at http://uvu.edu/events/. To learn how to submit an event go to http://www.uvu.edu/scheduling/support/submitting25liveevent.html
  » Training is available and can be found on http://www.uvu.edu/scheduling/support/training.html. To register for trainings or get more information contact Jynae Bird atjynaeb@uvu.edu

Facebook (Tech Staff)

Social media plays a major role in getting submissions and continues to be useful throughout the semester. The Facebook section contains information on how to update, upload, and share the submission form.

1. Update submission form
   » Download form from Dropbox
   » Update submission date
   » Save as: SubmissionForm with the semester and year in file name
   » Upload new form to Dropbox

2. Share link from Dropbox to Facebook
   » In Dropbox select the new submission form
   » Click share
   » Select ‘get link’

3. Go to Facebook.com/essaisuvu
   » Go to the notes section
   » Select ‘Submission Guidelines’
   » Select ‘edit’
   » Change deadline date
   » Highlight the existing link on the page and paste the new link
Submission Table (All Staff)

The submission table serves as a reminder to English majors and other students who have taken literature classes that submissions are due, especially on the last day it is out. The submission table section describes how to setup and use the submissions table.

- **Sign-up sheet**
  - The editor-in-chief is responsible for creating and sharing a Google doc with a list of times the submission table will be running. It is each staff member's responsibility to sign up and take their turn at the submission table.

- **Setup**
  - The first time slot of the day will need to set up the table. The table along with all other required materials are located in the English Department.

- **Cleanup**
  - The last time slot of the day is responsible for taking the table down and returning both table and materials to their designated spot in the English Department.

Classroom Visits (All Staff)

Class visits are crucial in calling for submissions and driving possible staff recruitment. The classroom visits section includes instructions on how to find the classes to visit and suggestions on what to say.

- **List of classes**
  - The editor-in-chief is responsible for creating and sharing a Google doc with a list of all English classes—room numbers, times, professors etc. to visit. It is each staff member's responsibility to sign up to visit as many classes as possible.
• Talking points for class visits: (Cite Emily)
  » Introduce yourself and your position on *Essais*
  » Emphasize that *Essais* is a journal of literary criticism, a place to publish papers students have written for their literature classes
  » Submissions are due ____________
  » Submission forms are available in the English department and on our Facebook page
  » Evangelize! What benefits have you seen (or can you anticipate) by working on/being published in *Essais*? Sell it!
  » Hand out fliers (available in English dept.)
  » Ask if there are any questions
Reading Night (All Staff)

Reading night usually takes place just an hour after the submission deadline closes. This is the night all the submitted essays are read and chosen for publication. The reading night section includes instructions on preparing submissions, the norming exercise, grading submissions, and notifying the submitters.

Preparing submissions (Editor-in-chief)

The submissions are all read objectively and this can only be accomplished if they are all read anonymously by staff readers. The following steps are taken to prepare the submissions for grading.

- Remove all references to the author’s name
- Assign a number to the author and essay
- Staple a score sheet to the back

Norming exercise (Advisors)

The norming exercise teaches staff how to judge the submissions at reading night. Elements of the norming exercise follow

- Print norming essay
- Discuss expectations
- Practice scoring norming essay

Grade submissions (All Staff)

Using the standards introduced during the norming exercise, the staff reads the essays and gives them a score describing their reasons on the attached score sheet. Each essay is read twice. The process for grading submissions is listed below

- Each essay is read two times by different members of the staff
- Staff members score the essay after each reading
Notify submitters (Managing Editor)

After the submissions are chosen, the managing editor is responsible for letting the submitters know if they were accepted or rejected. Instructions for notifying the authors are as follows

• Notify accepted submitters
• Notify rejected submitters
• Describe changes to be made
Source Checking (Associate Editor or Source Checker)

Source Checking is a very important part of the editing process. If sources are not used correctly, the paper goes through a major revision or is rejected from publication. The source checking section outlines what is required during the source checking process including staff meeting, check sources, and source-checking checklist.

Staff Meeting (Associate Editor, Managing Editor, Advisors)

The source checking process requires a staff meeting to set up expectations and normalize the source checking process. Below are instructions for setting up this meeting.

- Discuss steps of source checking
- Normalize editing

Check Sources (Associate Editor, Managing Editor, Advisors)

The source checking section outlines the steps taken after staff have attended the source-checking meeting and received the essays.

- Receive the essay and sources from the managing editor
- If sources are missing, look them up
- Check quotes and paraphrases for accuracy
- Check quotes to see if context is preserved
- Check in-text citations
- Check Works Cited citations for MLA format

Source-Checking Checklist

Make sure essays follow MLA style for using quotes, citing references, works cited page, etc. If you are unsure on an issue in MLA style, please
consult an MLA handbook, visit the Purdue OWL (www.owl.english.purdue.edu/owl/), or ask a member of the managing staff.

- Before beginning source-checking, turn on ‘track changes’ in Word so the managing staff can see all changes made
- Verify quotes with the actual source—if the authors did not provide the hard copy of the texts, find them in the library or elsewhere
- If any larger issues are found with sources, leave a comment at that point in the essay
- Please be as thorough and accurate as possible. Source-checking is a crucial step in the editing process!

**Items to look for:**

- Direct quotes are word-for-word—this includes spelling, errors, and punctuation *(Again, compare quotes to the actual cited references!)*
- Citations for quotes and block quotes are complete, accurate, and formatted correctly
- Brackets are used correctly in quotes for changed cases, replacing pronouns, etc.
  
  Ex: The president reported that “[i]ndeed, [the pigs] had wings” (256).

- Quotes aren’t taken out of context or misrepresented
- Punctuation in and around the quotes are correct, including ellipses—no punctuation added to quotes; commas or periods are outside the citation
- Titles for books, articles, chapters, etc. are formatted correctly (italics vs. quotations marks; no underlining!)
  
  Ex: James Joyce’s *Ulysses* *(not “Ulysses” or Ulysses)* —watch out for pieces in anthologies (novel titles would still be italicized, for example)

- Block quotes are formatted correctly—as per MLA formatting: indented, no quotation marks, citation after ending punctuation
- Only last name of cited authors are being used after initial introductions
Works cited page is formatted correctly and listed all cited materials—make sure there are no missing or extra references. If you have any questions or concerns during the source checking process, contact the managing staff via email.
Editing (Associate Editor, Managing Editor, Advisors)

The editing process is where the essays are prepared for final publication. Each piece goes through a minimum of two edits, which brings each essay up to *Essais* standards and style. Below are details outlining the editing process.

- Receive piece from the managing editor to be edited
- Edit and Track Changes in Word
  » Before beginning editing, turn on ‘track changes’ in Word so the managing staff can see all changes made.
- Submit edited piece by deadline

**Editing Guide and Checklist**

**NOTE:** All information for this section is taken directly from the *University Publications* handout, Oxford Learning Institute University of Oxford, Guide to Editing and Proofreading

Editing requires careful analysis and critical thinking, and proofreading requires a great deal of attention to detail. As such, they are not tasks that can be done in a rush or squeezed in between other tasks: it is essential to devote sufficient time and concentration to both, and being in the right frame of mind to do this is very important.

**Goals for Text**

Editing requires focusing on the content of the text. The key goals are to check that the text

- Flows logically
- Is coherent and consistent
- Forms a meaningful whole
- Is clearly expressed
- Is accurate in the information it provides
- Has an appropriate tone
Key Questions About Text

Some Key questions to ask yourself when editing a piece of text are

- Does the opening paragraph provide a clear indication of the purpose of the text and a broad outline of the content?
- Does every part of the text contribute to the key idea in order to form a meaningful whole?
- Does the purpose remain clear throughout the text?
- Is every sentence relevant to the purpose of the text, with no digressions?
- Is there a sentence (preferably the first) in each paragraph that summarizes the key point of that paragraph?
- Are the paragraphs unified, i.e. do they contain only one single idea each?
- Has every idea been given sufficient weighting?
- Does the text flow logically from one paragraph to the next?
- Have transitional words or phrases (such as, for example, ‘however’, ‘thus’, ‘therefore’, ‘as a result’, ‘in this way’, ‘furthermore’, ‘above all’ and ‘moreover’) been used, but not overused, to help the reader to make connections between the ideas?
- Are the sentence structure and vocabulary varied, without too much repetition?
- Has the text been worded concisely?
- Have irrelevant and unnecessary ‘filler’ words such as ‘actually’ or ‘basically’ been avoided?
- Is the text free from colloquialisms, slang, jargon, and clichés?
- Has evidence been given to back up statements?
- Has consistent terminology been used throughout, or if more than one term has been used to refer to something, is it clear that they are one and the same thing?
- Is a positive and professional tone maintained throughout?
- Is the tone appropriate for the reader?
☐ Does the text meet the readers’ needs? Does the last paragraph neatly and concisely summarize and conclude?

If the answer to all these questions is ‘yes,’ the text is likely to be a well-written piece that will not require too many changes and you can progress to the proofreading stage.

Proofreading

After the adjustments from the editing process have been made, the text is ready for proofreading.

Proofreading is not merely casting a glance over what you have written, it requires concentration to disconnect your mind from the content of the text in order to focus on the language and layout. Errors can be difficult to spot, so it is essential to read the text word by word to ensure that you don’t miss anything. As it involves correcting small errors (some of which can, nevertheless, have a major impact), it does not require major rewriting.

The aim of proofreading is to spot and correct errors in spelling, typography, grammar, punctuation, use of language, style, format, and anything missed at the editing stage.

One of the most important principles of proofreading someone else’s work is to never make assumptions. If you are unsure what the writer has intended to write, query it rather than jump to conclusions and amend it wrongly.

Print off the text and proofread on paper—it is much easier to spot errors on paper than on-screen. Before you do this, however, it is a good idea to run the spell check on the computer to catch any obvious errors. Don’t rely on this alone to detect spelling and typographical errors, though, as it cannot always be completely accurate. The grammar check is not worth using at all, as a computer cannot cope with all the complexities of grammar and sentence structure, and often ends up being more confusing than helpful.
Use ink that is a different color from the print so that your corrections stand out and can be easily spotted.

Read slowly and deliberately using a ruler so that your eyes focus on only one line at a time. Go through the text several times, each time working on a different aspect. This will help you to retain your focus and concentration.

- On the first read, it is a good idea to focus only on reading rather than on correcting, to get an idea of the overall content and meaning, and to spot anything missed at the editing stage.
- Then, on subsequent reads, focus on correcting different types of errors each time.
- To spot typographical errors, you may wish to do one read backwards, to disconnect your mind from the content and focus fully on the text word by word. This will not help for grammar, punctuation or some spelling errors, though, which can only be spotted in the context of the sentence.

It is also a good idea to view the whole text from a distance, as some of the errors, especially those in style and format, are difficult to spot close up.

**Common Mistakes: Grammar & Language**

Here are some of the most common mistakes with grammar and language use that you should look out for when proofreading

- Tense agreement: mixing past and present tenses throughout a piece of text
- Subject/verb agreement: using plural verb conjugations with single subjects (e.g. ‘one in ten people are … ’ instead of ‘one in ten people is … ’).
- Pronoun/case agreement: confusing the subject and object of the sentence (e.g. ‘He sat between Bob and I’ instead of ‘He sat between Bob and me’, or ‘Me and John are working on that project’ instead of ‘John and I are working on that project’).
- Confusing similar words, such as the verbs ‘imply’ and ‘infer,’ which describe different angles (‘imply’ is when the speaker/
writer suggests something without explicitly stating it, and ‘infer’ is when the listener/reader logically deduces something from the information given by the speaker/writer). Another example is ‘affect’ and ‘effect’ (‘affect’ is normally used as a verb meaning ‘to make a difference to,’ and ‘effect’ is used as both a noun and verb—as a noun, it means ‘a change that results from an action or cause,’ and as a verb it means ‘to cause or bring about something’).

- Apostrophes: misuse of apostrophe before ‘s’ at the end of a word, which is often incorrectly added before the ‘s’ in plural words (“The report’s are finished” instead of “The reports are finished”). An apostrophe should only be used before ‘s’ indicate possession (genitive case) (e.g. ‘The minister’s cat is black’ or ‘My friend’s desk is tidy’). However, in the case of the pronoun ‘it,’ the possessive form is ‘its’ without an apostrophe. Adding an apostrophe and ‘s’ to ‘it’ indicates the abbreviated form of ‘it is’ or ‘it has.’ Look at the difference between ‘The dog has lost its collar’ (possesive form, i.e. the collar belongs to the dog) and ‘Look over there—it’s the dog without the collar’ (it is). Follow the added ‘s’ when indicating possession by more than one person, e.g. Gents’ toilet, the pupils’ classroom.
- Incorrect conjugation of modal verbs, such as ‘should of’ or ‘would of’ instead of ‘should have’ or ‘would have.’
- Words with similar spelling or pronunciation but different meanings, which cannot always be detected by automatic spelling and grammar checks, such as ‘they’re’/’there,’ or ‘where’/’were’/’we’re’/’wear.’

Common Mistakes: Typography, Style, & Format

Some other common errors relating to typography, style and format are

- Wrong or missing headings or titles in a table or captions
- Misaligned columns or rows in a table
- Misaligned margins
- Incorrect text references
- Inconsistent bullet formatting
- Incorrect fonts/font sizes
- Incorrect capitolizations
- Footnotes or endnotes not matching references
- Interchanging small words such as: of/off/on, and/an/as, or it/is/if
- Incorrect use of trademarks
- Missing numbers in a numbered sequence/list
- Incorrect dates
- Inconsistent use of abbreviations
- Improper use of dashes and hyphens
Typesetting (Tech Editor, Tech Staff)

Typesetting is when the essays are put into the journal to be published. Each essay is typeset into a template that is designed to standardize the essays. (See ‘Essais Standards’ on pages 2-5 for standards.) The cover is also designed during typesetting. The typesetting section details what to do to design Essais template, typeset essays, typeset edit, design the cover, and print the final.

Design Essais Template (Tech Editor)

The design of the journal is part of the statement that makes Essais what it is today. The design Essais template section goes into detail on how to use InDesign to set up the template used by all tech staff in the typesetting process including set up for master pages, paragraph styles, and character styles.

Master Pages

Setting up the master pages first sets the basic format for the whole journal.

- Set up page size
  » Open InDesign and select ‘New Document’
  » Select ‘Facing Pages’
  » Select ‘Letter – Half’
  » Set top and bottom margins at 5p0
  » Set inside margin at 6p0
  » Set outside margin at 4p0
  » Select ‘Okay’
- Change ‘Essentials’ located at the top right of the screen to ‘Typography’
- Set up master pages for
  » The first page of each essay
  » The subsequent pages of each essay
  » The front matter
  » The contributors section
Paragraph Styles

Using ‘Paragraph Styles’ set the styles for

• Title
• Subtitle
• Author’s name
• First paragraph
• Body text
• Before block quote
• After block quote
• Heading
• Heading 2
• Works cited title
• Works cited citations
• Footnote

Character Styles

Using ‘Character Styles’ set up styles for

• Acronyms, numbers, and symbols
• Italics
• Supercap

NOTE: Ellipses with nonbreaking spaces must replace any automatic ellipses.

Typeset Essays (Tech Staff, Tech Editor)

Typesetting is an exciting time when each essay is placed into the InDesign template to be placed in the final book. The typeset essays section includes a detailed checklist describing how to place the documents in InDesign and instructions for creating a book in InDesign.

□ Before placing the essay into InDesign, check that the Works Cited is on a new page with a page break, not hard returns
□ Remove all extra hard returns
□ Use ‘Place’ in InDesign to transfer the Word file in the bottom text box of the first master page
□ Move the title, subtitle and author’s name to appropriate boxes with appropriate Paragraph styles
□ Drag B-Essay to create new page
□ Using the selection tool, click on the little red box to gab extra text
□ Place extra text in new page by holding the shift key and dropping the text in the corner of the margin
□ Change entire essay to paragraph style, Body Text
□ Using paragraph styles, change the essay to match the document appropriately
□ Use tab to indent appropriate lines in block-quotes
□ Replace bad ellipses with ellipses using nonbreaking spaces.
□ Using character style, Acronyms & Numbers, change the style of all numerals and acronyms and symbols
□ Check document to make sure all styles are correct, all italicized words transferred, all extra spaces after end punctuation are removed
□ Double click on page style B-Essay and Change the Essay Title shortening if long
□ Delete empty pages
□ Save as InDesign file

Create Book
1. Make sure the following documents are ready add to the book
   » Cover page, with title and volume number
   » Front Matter
     · Advisor’s forward
     · Editor’s forward
     · Staff Sheet
     · Acknowledgements
     · Blank Table of Contents
   » All Essays
   » Contributors section
2. In InDesign, Select ‘New Book’
Name the Book and Save it in appropriate folder

3. Add InDesign files using the plus sign at the bottom of the box

NOTE: Files can be rearranged by clicking and dragging the file to the desired location.

4. Select a file to be the style source for the book, usually the essay that uses all or the most styles.
5. Open the first essay and change the page numbers to start on ‘1.’
6. Open the ‘Table of Contents’ file and auto generate the table of contents. The contents can be easily updated as you edit the journal when page numbers change.

Typeset Edit (Tech Editor, Managing Editor, Editor-in-Chief, Advisors)

The final editing process happens after the book is generated. The tech editor, managing editor, editor-in-chief, and the advisors go through the book again to make sure everything is correct and all typos are fixed. After the edits are turned in, the tech editor and editor-in-chief go through and make the final corrections together to make sure the journal is ready to go to print. Below is a check list of some of the things to check before submitting the final proof to the editor-in-chief and advisors.

- Ensure that front pages face appropriately and that blanks are properly placed
- Check that titles and sub-titles match; verify author’s name throughout book
- Verify acknowledgements, forewords, Staff Names, and author bio (last pages)
- Ensure that ellipses are properly spaced and do not break between lines
- Search for and eliminate double periods
- Search for and resolve adjacent periods and commas (.. and ., and ,.)
- Search for and eliminate double-spaces
- Verify that parentheses are paired
Verify that single-quotes are paired
Verify that double-quotes are paired
Verify that Essays start right-facing (if this is a design constraint)
Check bolds (random against original manuscript softcopy)
Check italics (random against original manuscript softcopy)
Run spell-checker
Review running headers
Scan for and eliminate widows/orphans
  » do not size text boxes
  » use tracking (+/-2) of paragraphs whose last line is short (cut lines) or long (add lines)
  » use minor text edits of paragraphs whose last line is short (cut lines) or long (add lines)
Scan for and eliminate bad hyphenation, including
  » line-break hyphenation of the last work in a paragraph
  » line-break hyphenation of a word that is already hyphenated (for example a compound word)
  » hyphenation that spans pages or columns
Verify that graphics are correct
  » Correspond to text proper scale
  » Not missing

Design the Cover (Tech Editor)

The cover is the final selling point of the journal. This is where the standard and artistic licence are juxtaposed into an excellent icon for the journal. This section describes the cover standard and design tips.

Standard

• Size
  » 11.5in by 8.5in single sheet
• Binding
  » Use guides to indicate .5in binding in center
  » Text is sideways, top to bottom
  » Place logo at top
  » Place volume and issue number at bottom
• Front
  » Front is placed at the right of the page
  » Place logo somewhere logical on front with subtitle
• Back
  » Back is placed on the left of the page
  » Place university logo in lower half of page

**Design tips**

- The cover is designed with the main image and design on the right side of the page to wrap around to the left.
- The logo doesn’t have to be large to stand out on the cover.
- Recolor the logo for easy readability and to make it stand out.

**Print the Final (Tech Editor, Editor-in-Chief, Advisors)**

The printing process actually starts before typesetting is finished. The first step actually starts with getting bids from different printers. After a printer is chosen, and the last edits are finished, and the cover is finished; the journal is ready print. Refer reader to Printing section page 41.
Popomology (All Staff)

Popomology is the release party for the journal where the publication is presented to the public and selected authors present their work. The Popomology section includes instructions for planning, presentations, and Popomology public relations.

Planning (Managing Editor)

Planning Popomology takes time and is an integral part of the event. Below are the things that are part of the planning process.

- Scheduling (Editor-in-Chief or Managing Editor)
- Room Set up (Editor-in-chief, Managing Editor)
- Food (Editor-in-chief, Managing Editor)

Presentations (Tech Editor)

The authors that present their papers at Popomology create presentations in either PowerPoint or Prezi. The tech editor puts them all together with a generic slide between the presentations. It is easier to upload a PowerPoint to Prezi than Prezi to PowerPoint. The tech editor also makes sure the technology is working and that all the slides are in the proper order at Popomology.

Popomology Public Relations

The tech staff handles all PR for the journal. Below are the specifications and elements required for the Popomology posters, handouts, and invitations.

Paper posters

- The size for paper posters are 11in by 17in
- Elements required for poster
  » Advertise Popomology
  » Event details (time, date, location)
Digital Posters (eBoard)
- The size for digital posters is 1080pix by 1920pix
- The design and elements should be the same as the paper posters

Handouts
- The size for handouts is four on a 8.5in x 11in sheet
  » Setup guides around the edge on all sides at 1p0
  » Divide the width of the paper at 25p0
  » Divide the length of the paper at 33p0
  » Scale design into the one of the four quadrants
  » Adjust text for readability
  » Copy design into the remaining three quadrants
- Elements required for handouts

Who do you read?

Popomology

Thursday, December 5, 2013
6:00-7:30pm

Lakeview Room
UVU Library 4th Floor

Interested in participating with Essais?

You can:
Get Published
Be on the Staff

Positions available:
Associate Editor
Assistant Tech Editor
Tech Staff
Source Checker

Sample of handout with added information
Invitations

The invitations created for Popomology are hand delivered to all professors and Dean in the English department and the president of the university. The invitations require a more formal design approach.

The design of the invitation is a half sheet with a half fold. Because of this, you will need to design the front of the invitation on one sheet and the inside on another sheet. The following are the specifications and elements required for the invitations.

- 8.5in x 11in sheet size
  - Orient the document so that it is in landscape
  - Setup guides around the edge on all sides at 1p0
  - Divide the width of the paper at 25p0
  - Divide the length of the paper at 33p0

NOTE: Set up two documents like this turning one of them upside down for printing.

One of the two documents set up with the specifications listed above will be the front of the invitation; the other will be for the inside of the invitation. The vertical line is representative of where the invitations will be cut, and the horizontal line is representative of the fold. Design the front and back of the invitation letting the fold and cut lines be your guides.

NOTE: Make sure that when the document is printed the design will not be affected by the fold or cut.

- Elements required for the outside of the invitation
  - Essais
  - Popomology
- Elements required for the inside of the invitation
An invitation to attend Popomology
Include the phrase “the release night for UVU’s journal of literary criticism, Essais”
Event details (time, date, location)
A short explanation of what happens during Popomology
Essais logo
Social media tags

Enjoy an evening of food and presentations by selected authors who were published in the Fall 2013 issue of Essais.

Visit us at:
www.twitter.com/EssaisUVU
www.facebook.com/essaisuvu
Printing

Printing is an exciting time because each project is finished. It is also fun to look at the final product and know you created that. Printing for public relations is quite different from printing the journal. The Printing section goes into the differences of the public relations and final journal.

Public Relations

Printing for all public relations material is done at the UVU copy centers located in the Student Center (SC 101g) or Gunther Trades (GT 516d). Essais has funds allocated for printing; you must get the banner number from Jamie in the English Department. The public relations section describe the requirements and instructions for printing posters, fliers, and handouts.

Printing Requirements

- File types must be in a PDF format
- All files must be on a flash drive
- Files must be in a folder labeled ‘Print’ on the flash drive

Printing Instructions

- Handouts
  » Cut to bleed if the design requires
  » Cut in fourths
  » Paper Type
- Invitations
  » Cut to bleed if the design requires
  » Select fold bias
  » Paper Type
  » Number of copies needed
- Posters
  » Cut to bleed if the design requires
  » Paper Type
  » Number of copies needed
- Professor Fliers
» Cut to bleed if the design requires
» Cut in fourths
» Paper Type

**Final Journal (Tech Editor, Editor-in-Chief, Advisors)**

This is the most exciting part of working on the journal. All the editing and typesetting is now finished and the final proofs are complete. This section lists all the steps of getting the journal printed.

**Print Bid**

Getting a print bid is a major part of the printing process. Not all printers are equal in quality or price range. Below are some of the step for making a print bid.

- Set appointment for final proof to be submitted
- Check Printers proofs and sign off to print
- Pick up final printed journals

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**From: Steve Shepherd**

**Date: Monday, November 25, 2013 3:49 PM**

**To: David Scott**

“warp.weave@gmail.com”

“<warp.weave@gmail.com>”

**Subject: Warp and Weave printing**

Dave,

We need to print warp and weave starting tomorrow and wondered if you guys can do this and at what price? The specs are as follows:

- 200 copies
- 91 pages
- 2-sided printing
- 5.25” x 8.25” finished size/trim
- 80# paper
- 12 pages in color, including cover

We need them done pretty quickly. I’ll get you our deadline soon.

Also, I wanted to make sure with you that it was okay to use an off-site printing company in the event that it is more beneficial to both budget and time. Thank you!

Steven Shepherd
Technical Editor, Warp and Weave

Sent from Yahoo Mail for iPad

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Sample of a print bid