

YOUR ARTICLE FOR THE IM+IO

DETAILS FOR AUTHORS

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1. FORM

- Extent of article: 10.000-14.000 characters including blanks
- Font: Arial, 12 pt. line spacing 1,5
- No footnotes or formulated references within the text (for more information see chapter 6.4)
- No abbreviations (e.g., ...) within in the text
- No automatic formatting as for example hyphenation
- Graphics, tables, illustrations: numbered, please don't send them within the text, separated data transfer

2. REQUIRED CONTENTS

- **AUTHORS:**
Coloured picture which has a sufficient resolution of 300dpi and is ready to be printed; name, contact information, possibly brief biography of the most important author(s) (250-500 characters), (see chapter 6.4).
- **BUSINESS/ INSTITUTION**
Full name of the business or the institution.
- **TITEL:**
Please choose a short title, maximum 8 words (or 45 characters including blanks).
- **OPENING:**
About 350 to 600 characters (including blanks).
Please write an **opener** for your article including the core issues, the technical background of the discussed thematic, etc.
Avoid introductions like "This article describes ...".
- **„IN SHORT“:**
About 350 to 600 characters (including blanks). Please write a simple **summary** about the given article. This introduction is addressed to non-experienced readers and should therefore explain the most important backgrounds and information
- **HIGHLIGHTS:**
Please mark 3 to 5 important quotations in the text suitable to be graphically highlighted. Ideally those sentences are short and meaningful.
- **MULTIMEDIA ELEMENTS:**
For further information and additional services you can provide website links, videos, picture galleries, PDF documents and other elements. Those will be integrated into the print version in form of a QR Code. The digital elements should provide additional value for the reader

3. GENERAL STYLE

THE CONTRIBUTIONS SHOULD BE COMPOSED CLEAR AND TARGET ORIENTED.

- comprehensible language and graphics
- high level of language
- practice-oriented but scientific
- no commercial text
- no colloquial expressions
- no long-winded introduction and explanations of fundamental understanding. Focus on the actual question from the beginning on.
- Do not use abbreviations like „e.g., ...“ within the text

4. EXTENT OF THE MANUSCRIPT

- The opening consists of 350 to 600 characters (including blanks)
- Extent of article: 10.000-14.000 characters (including blanks)
- The author biography consists of 250 to 500 characters (including blanks)
- Font: 12 pt. Arial
- Line spacing 1,5 Zeilen

5. STRUCTURE OF THE MANUSCRIPT

5.1 TEXT

- Please pay attention to a stringent structure of the text and mark subheading bold;
- Formulate references to graphics: Graphic 1 shows ... / How graphic 2 presents ...
- Text format *.DOC or *.DOCx
- Please do not use the following formatting options in Word: automatic hyphenation, footnote function, image caption, cross-references, frames, hyperlinks, bookmarks, manual page break or segment change, autotext function, tabstop
- Save the file without write-protection

5.2 ILLUSTRATIONS

In order to secure a sufficient print quality, please provide graphics with a high resolution (300dpi) and a sufficient colour or brightness contrast, especially for illustrations which are next to each other. Please do not include too many contents in one graphic.

FUTHERMORE WE ASK YOU TO PAY ATTENTION TO THE FOLLOWING REQUEST:

- Unclear, unstructured, pixelated or blurred illustrations are not accepted as these do not meet the quality standards of our magazine.
- Please send the illustrations as a separated file from the manuscript.
- Please number your illustrations and give short captions as well as the source.
- Please provide graphic pictures (like logos, graphics, icons, illustrations and diagrams, not photos) as vector graphics as these are dependent on the resolution (they can be created with Adobe Illustrator, Freehand, Inkscape or similar programs). Possible formats are: .ai, .svg and .fh.
- In general do not use effects like shadow, glow, edge effect, 3D-effect or similar effects.
- If possible do not use CGI (Computer Generated Graphics) like 3D-renderings. If so, please provide a high (visual/optical and aesthetic) quality and appropriate resolution.
- Please do not provide an illustration based on Microsoft Excel.
- Overlapping or hidden elements should be avoided, especially when they should highlight something.
- Lines (if possible black) should be in high contrast to their backgrounds.
- Lines should not overlap texts.
- Font in illustrations: Arial or Helvetica, for PowerPoint slides at least Arial 14 pt. Font size
- Line thickness minimum 1 pt.
- Graphic reproduction need to show a minimum of 300 dpi, be the same size as they should be printed and the same CMYK-colours. There should be no need to compress the graphics and if so, without any loss. Possible data formats: .psd, .tif(f).
- "Free" any visual elements such as graphics, logos, diagrams, charts and also photos from any superfluous layout elements (corporate slides, boxes, frames, etc.) and send us as "raw" data as possible. If necessary, we can prepare the data for printing accordingly.
- JPEG/JPG is not a suitable format. JPEG-compressions always have negative effects for the print version.
- PDF-data needs to be saved without a (password-) protection, as we need to extract and process the contents.
- Copyright-notes on slides are permitted, but need to be as small as possible and are not allowed to contain commercial character.

ALSO IN YOUR INTEREST, WE ASK YOU, THAT THE ILLUSTRATIONS MEET A HIGH GRAPHIC STANDARD AND THAT THEY UNDERLINE YOUR ARTICLE ON A PROFESSIONAL AND INTERESTING BASIS.

DO:

This graphic is clear, structured and reduced to one colour scheme. You could provide an illustration in a similar form to your article.



*Abbildung 1: Pricing Excellence-Ansatz
für (Mega-)Projekte*

DON'T:

This graphic contains too many elements, too many colors and does not give the reader a good overview of the actual topic. Therefore, please do not consider this graphic as a model!

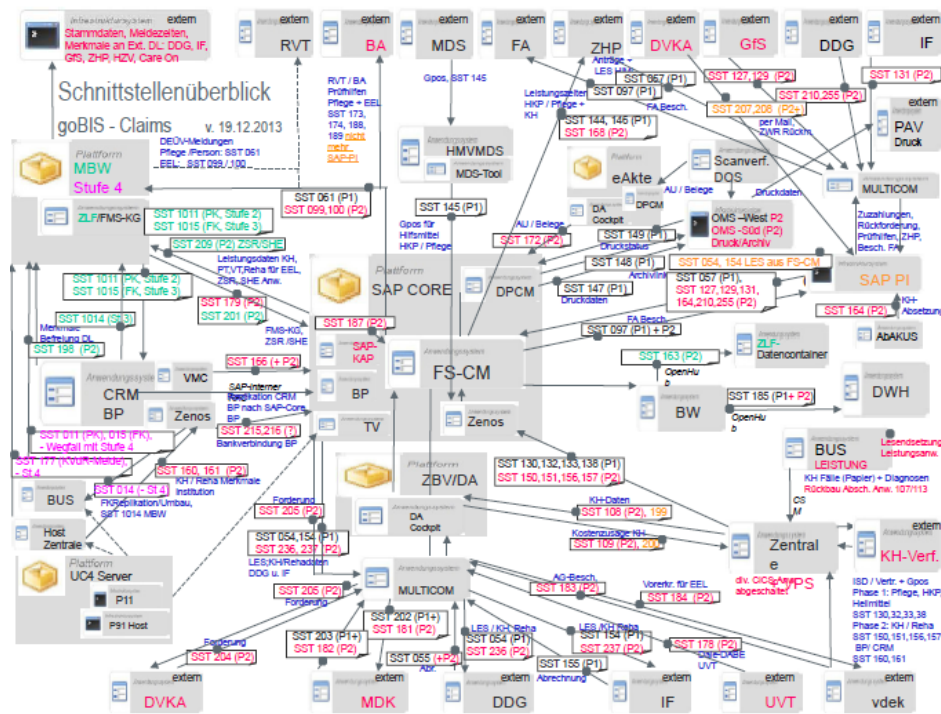


Abbildung 1: Schnittstellenübersicht

5.3 PICTURES AND PHOTOGRAPHS

We would be happy to include pictures and photographs to further illustrate your article, in case you could provide us with such.

- Please send those pictures with high resolution (300dpi) and good quality.
- The pictures should not be copyrighted or they need to be marked adequately.
- The pictures should be aesthetically pleasing and should help to visualise the text.

5.4 REFERENCES

- No footnotes
- Give referneces in the following form [1], [2] etc. within the text. Please do not use the footmark function.
- List all your annotations subsequent to the text under the heading “References”.

BOOKS, INDEPENDENTLY PUBLISHED:

e.g. [1] Author (Name, Forename): Title; possibly subtitle. Edition, Place of publications. Year of publication. Page number(s)

SINGLE CONTRIBUTIONS IN MAGAZINES, ANTHOLOGYS ETC.:

[1] Author (Name, Forename): Title, possibly subtitle. In: Title of the magazine / anthology, Edition/Year. Page number(s)

INTERNET SOURCES:

[1] Author (Name, Forename): Title. URL. Date of access

5.5 INFORMATION ABOUT THE AUTHOR

Please give subsequently to the text full names and contact data of the two most important contributors of the text. Follow the scheme below:

- Academic title
- Forename, Surname
- Business or institution
- Function/position
- Address
- Telefon
- E-Mail
- Internet address
- All other authors are named in the beginning of the text, but more than 3 are not introduced.

If you want us to send you the issue you published in, please send us an address to.

5.6 BRIEF BIOGRAPHY OF THE AUTHOR

Write a short text (about 250 to 550 characters including blanks), which describes in a neutral way the most important stations of the career as well as the current position of the author. Only the three most important authors are introduced with a brief biography.

5.7 PHOTO OF THE AUTHOR

Please provide the photo(s) of the author(s) in a digital form sent as a separate file from the text. Possible formats are: TIFF, JPEG or PSD. The resolution should be 300 dpi and the picture should be coloured. Please do not attach the photos of the authors to Word or Powerpoint documents.

6. SUBMISSION OF THE ARTICLES AND CONTACT INFORMATION

Manuscripts, presentations and illustrations can be sent as separated documents via Email to the editors: milena.milivojevic@aws-institut.de

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We thank you for your understanding.

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