



Archetype Publications

Style guides for the 9th AFR Conference

Abbreviations

- Spell out all unusual abbreviations on their first occurrence.
- Avoid starting a sentence with an abbreviation.
- Abbreviations only carry full points if the contraction does not end in the last letter of the original work: e.g., ed., eds, *et al.*, *c.*, *ibid.*, *op. cit.*, etc., p., Dr, Mr
- Exceptions: no./nos. (number/s), pp. (pages), ff. (folios)
- No full points in initials e.g., BBC, USA, UK, UNESCO, AD, BC
- Avoid i.e., e.g. and etc. in the main body of the text, but abbreviate in notes and parentheses. Full points (e.g.) or no full points (eg) are both acceptable providing they are consistent throughout.
- Ensure that any abbreviations of terms that are in any way unfamiliar to readers outside the UK are spelled out in full at the first mention (e.g. 'A study by the Nautical Archaeological Society (NAS)...').

Capitals

- Keep capitalisation to a minimum throughout the text.
- Subheads only take capitals for the initial letter of the first word and for proper nouns.
- Titles of books or periodicals take capitals for all major words, but titles of papers (published in periodicals, presented at conferences or working papers) and cited chapters in books have a capital letter for the first word and proper nouns only.
- The names of periods, historical eras and events are upper case, e.g. Bronze Age, Iron Age and Renaissance. However, note that prehistoric, palaeolithic and medieval are lower case.
- Cardinal (compass) points are capitalised if part of the title of an area or political division (e.g. Western Australia, the West) but lower case for general terms (e.g. southern Scotland, the south of Scotland).

Captions

- Number all illustrations sequentially per chapter.
- Include acknowledgements and copyright details where appropriate.
- Captions should appear in the following form:
Figure 1 Sentence(s) describing illustration. (a) Parts as lower case letters in brackets. (Source: include copyright permission line in the form requested by whoever gave permission).

Cross-referencing

- Capitalise specific parts of the book – 'in the next chapter', but 'in Chapter 3'; 'in the table on page 43', but 'in Table 2.1'; 'the following figures', but 'Figure 1.1'.
- Spell parts of the book out in text, but use Ch., Fig., Table or Section in parentheses.
- We prefer to avoid cross-referencing specific page nos. within the book as these can change depending on the extent of corrections to the first page proofs.

Dashes

- En rules (–) can be represented in the manuscript by double hyphens (--) or can be inserted through the 'symbol' menu in Microsoft Word or using the following keyboard shortcut in Microsoft Word: Ctrl + Num Lock + -
- These are used in date and page elisions, e.g. 1965–1966, pp. 145–6.
- Otherwise, unspaced en rules are used when the first part of a compound does not modify the second. They can usually be thought of as standing for 'and' or 'to' (e.g. oil–water interface, red–green colourblindness). However note, the period 1920–1930, but the period *between* 1920 *and* 1930.



- Spaced en rules are used for parenthetical dashes – to pull out part of a sentence.
- Unspaced em rules (—) are only used to indicate the omission of a name, part of a name or date. They can be used in bibliographies to replace an author's name in a list of multiple entries by the same author rather than repeating the name. They can be inserted through the 'symbol' menu in Microsoft Word or using the following keyboard shortcut in Microsoft Word: Alt + 0151.

Hyphenation

- Include hyphens only when necessary to avoid ambiguity (e.g. the deep-blue sea is different from the deep blue sea).
- Generally, the following prefixes require hyphens: pre-, mid- (e.g. mid-1920s, pre-discovery).
- Generally the following do not need to be followed by hyphens: any adjective ending in 'ly' or better (e.g. one hardly worn shoe; a better known example).
- However, where an adverb might not be recognised as such, and forms a single concept with the adjective, a hyphen is necessary, e.g. 'a well-known statesman' (but note 'the statesman is well known'). Another example is: 'these are the most up-to-date records' but 'the records are not up to date'.
- Hyphens never have a space either side – they always link words.

Italics

- Words that are to appear in italics should be italic.
- Use italics for:
 - Book and periodical titles (exceptions: the Bible and the Koran, which are set roman and capitalised)
 - Titles of paintings and sculptures
 - Names of ships, foreign words and short phrases in foreign languages
 - *et al.*, *c.*, *ad hoc*, *per se*, *ibid.*, *op. cit.* However, we can accept roman provided it is consistent throughout
- A word that would normally be italicised is roman if it falls within text that is already italicised.

Lists

- Use numbered lists for sequences. Numbers do not carry brackets or full points.
- All other lists should use bullet points (and en-rules for sublists), unless the items in the list are referred to elsewhere, in which case use (a), (b), (c)... and (i), (ii), (iii)... for sublists.

Notes

- Endnotes are used in preference to footnotes, and should appear at the end of each chapter in edited books, or at the end of the book. Note that for typesetting purposes, these are removed from the Word indexing program. If adding or deleting notes in the copy-edited typescript this will have to be done manually including renumbering of the superscript numerals in the text. It is preferable if the manuscript can be presented with the notes already separate.
- Textual indicators for notes are superscript numerals, numbered consecutively through each chapter.
- Use superscript lower case letters for notes in tables.
- Please consult Archetype before using notes for bibliographic references (and see 'References' section below).

Numbers, dates and measure

- Spell out one to nine and use numerals for 10 and over, except for ages (always numerals), dates and with all units of measurement (e.g. 5 mm).
- Use SI units (m, km, s, N, j, etc.).



- Use commas in ten thousand and above: 10,000, 100,000 etc.
- Avoid starting a sentence with a number. If it can't be avoided, spell out the number.
- Elide numbers to the shortest form consistent with clarity, e.g. 422–6, 131–5, 14–16, 111–15, 108–11, 104–6. Please use en-rules to elide numbers.
- Do not contract months, except in tables and diagrams.
- 1920s, 1876–1921, 1987–9 (but 1916–18), 26 March 1997, August, spring, summer, autumn, winter.
- Fifteenth century or 15th century etc. is acceptable provided it is consistent throughout. Note a hyphen is required when used adjectivally, e.g. painted in the fifteenth century BUT a fifteenth-century painting.
- AD and AH precede the year number; BC, BCE and BP follow it, e.g. 50 BC, AD 105, 24,000 BP; but seventh century AD.
- Percentages use the symbol % in tables and figures, but per cent in text, except in mathematical or statistical text.
- Temperatures should appear in degrees Celsius (or Kelvin, where appropriate).
- Greek symbols and abbreviations of chemicals or other names should be defined when first mentioned.

Punctuation

- Use single quotes; double within single.
- No stops at the end of subheads.
- Single spaces throughout.
- No serial comma (i.e. 'A, B and C' and 'D, E or F') except to avoid ambiguity.

Quotes

- Use three equally spaced full stops and no punctuation for ellipses – to represent omitted text in quotes. Ellipses are not necessary at the start and end of quotes.
- Run quotes of fewer than 40 words on in the text, punctuated with single quotation marks (double within single).
- Extract quotes of 40 words or more, without quotation marks.
- Attribute all quotes in the bibliography, using the volume reference citation style.
- Author interpolations into the quote should be in square brackets (e.g. [original emphasis]).

Spelling

- Original spellings should be retained in the bibliography and in any quoted matter.
- Anglicised or US spelling is acceptable providing it is consistent throughout: -ise, -isation OR -ize, -ization
- although (not though); artefact; prehistoric; palaeolithic; medieval

Products

- Products and manufacturers referred to in the text should be listed under "Materials" at the end of the paper.
- Generic names should be used as well as trade names for products, whenever possible.
- If a trade name is very well known (e.g. Paraloid B-72), it is not necessary to give the generic or chemical name. It is not necessary to include registered trademark symbols (® or ™).



References

Citations

- Citations in the text should use the author's/editor's surname and the date of publication (Smith 1994a).
- Separate multiple dates with commas (Smith 1994a, 1996).
- Separate authors with semicolons (Knight 1987; Smith and Jones 1994a, 1996). The order should be chronological. Three or more authors are cited by the first author followed by *et al.*/et al.
- Where page numbers are cited in the text, separate them from the reference details with a colon (Smith 1997: 431).

Note style

- If it has been agreed with Archetype that references may be included in the notes, use the following reference punctuation and order of text:
 1. See, for example J. Ashelford, 1997, 'The art of dress', in *Textiles in Trust*, 2nd edn, K. Marko (ed.), 21–9 (London: Archetype Publications).
- Further citations of the same document in the same set of endnotes can be referred to as: Ashelford 1997, cited in note 1 above.

Bibliography

- References cited should be listed alphabetically by author at the end of article/book.
- The bibliography must contain all works cited in the text.
- Where two or more publications by the same author are cited, they should be listed chronologically, beginning with the earliest date. Surnames always precede initials.
- Use initial capitals only for the main volume title (book or periodical).
- Italicise the title of a journal, book or unpublished thesis, but not the title of a paper.
- Place of publication and publisher should be given for all books.
- Where there are more than three authors or editors, use *et al.* after the third name when citing in the text, but give all names in the bibliography.
- Volume, issue and page numbers should be given for all journal articles.

Examples of preferred style

Ashelford, J. 1997. 'The art of dress', in K. Marko (ed.), <i>Textiles in Trust</i> . London: Archetype Publications, 21–9.	[chapter in edited book]
Williams, S., Williams, K., Brookes, E. 1986. <i>Housekeeping in the Eighteenth Century</i> , 2nd edn. London: Archetype Publications.	[multi-author book]
Cassell, Potter and Calpin 1869. <i>Cassell's Household Guide</i> . London: Cassell, Potter and Calpin.	[institutional author]
Jones, R. 1987. <i>The Art of Dress</i> , PhD dissertation, Department of History, University of Manchester.	[dissertation]
Masini, L-V. 1984. <i>Art Nouveau</i> , L. Fairbairn (tr.). London: Thames & Hudson.	[translated book]
Smith, J. 1960–89. <i>Collected Works</i> , 14 vols. London: Archetype Publications.	[multi-vol. work]
Smith, J. 1960. <i>Collected Works</i> (14 vols), vol. 1. London: Archetype Publications.	[single vol. of multi-vol. work]
<i>The Times</i> 16 August 1997. Letter to the editor, 18.	[newspaper article]
E. Topsell, c.1614. 'The Fowels of Heauerf. Huntington Library, Ellesmere MS 1142.	[unpublished manuscript]
Williams, S. and Brookes, E. 1986. 'The art of dress'. Paper presented at the Stockport History Society conference on Textiles in the Nineteenth Century Stockport, 14 April 1967.	[paper presented at a conference]
Williams, S. and Williams, K. 1984. 'The English housekeeper', <i>History Journal</i> 14(3): 14–23.	[journal article]



Phillips, J. 2015. 'Reporting iterations: a documentation model for time-based media art', *Revista de História da Arte*, W, 4: *Performing Documentation in the Conservation of Contemporary Art*, L.A. Matos, R. Macedo and G. Heydenreich (eds), 168–79. Lisbon: Instituto de Historia da Arte. Available at: <http://revistaharte.fcsh.unl.pt/rhaw4/RHAW4.pdf> (accessed 21 May 2021). [website reference]



Notes for Authors and Editors

Manuscript Submission and Publishing Process

Please note: we cannot accept manuscripts which are incomplete or not the final version; we require the final digital version plus all final illustrations (with permissions obtained) for each paper/book.

Manuscript submission (see also the 'Manuscript Checklist' page)

Please provide one copy of each paper (in the case of multi-author works) or each chapter along with all illustrations and tables as digital files, sent via Wetransfer (to info@archetype.co.uk) or Dropbox.

The text should be submitted in Word as single column text and be double-spaced (including all notes, references, captions, etc.). Margins should be at least 3 cm left and right. Please also ensure all pages are numbered.

Tables, line drawings and illustrations should not be integrated into the main body of the text, but should instead be saved as separate files.

Figure captions should be saved as a separate document(s) from the main text, with references in the main text where the figures should be placed (e.g. <INSERT Fig. 1.1 HERE>). Prelims, notes and references should also be supplied as separate files.

Illustrations (see also the 'Image Guide' page)

Please supply original good quality illustrative artwork, numbered sequentially for each chapter. In the captions list, please indicate any special cropping an image may require and the approximate size at which it should be typeset. Editorial corrections to author prepared electronic artwork will be returned to the author for incorporation.

Permissions (see also the 'Permissions Waiver')

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Editorial corrections (see also the 'Copyedited Text Files and Page Proofs' page)

The author will receive a list of queries from Archetype's copyeditor or proofs incorporating queries. These will be sent by email. These will need to be answered/checked within a set timeframe. There should be no substantial alterations to the text at the page proof stage. Archetype reserves the right to alter the text and deal with outstanding queries according to their own judgement should the author be unable to respond within the agreed time. Further proofs may be sent to the author for approval if there have been substantial changes to the first proof.

Index

If an index is required, the author(s)/editor(s) will be asked to prepare it from a copy of the final proofs. Indexes should be supplied digitally. If the author(s)/editor(s) do not wish to do the index, we can arrange for this to be done at the author(s)/editor(s) expense.

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Image Guide

- Supply an electronic version of every illustration, line drawing, photograph, table, etc. to be used.
- Where colour accuracy is important, please supply a printed version showing the correct colours – we need something to match at an early stage.
- Accepted formats: TIFF, EPS, JPEG, PDF, EXCEL (for tables)
- Each figure should be cited in the text as: Figure 1, Figure 1.1, Figures 4–6 or (Fig. 1), (Fig. 1.1), (Figs. 4–6), etc.

 Minimum image width = 80 mm Maximum image width = 180mm Illustration labels should be of an appropriate size for the illustration when reduced on the page. The end result should be around 8–9 pt, so bear this in mind when labelling. Fonts: where possible use Universe or Arial.	 Maximum image height = 270mm NB for artwork to be printed in landscape format, the maximum width becomes 270mm and maximum height 180mm
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COLOUR/BLACK AND WHITE ILLUSTRATIONS AND PHOTOGRAPHS

- Supply in CMYK (not RGB) or greyscale colour space
- Note that if RGB scans are supplied, they will be converted to CMYK, which may result in colour changes
- Advise Archetype before submission if colour accuracy is crucial
- Supply at 300 dpi resolution, minimum width 80 mm

DIGITAL PHOTOGRAPHS

- Ensure when taking the photograph that the camera is on its highest quality setting. Low quality small images are not suitable for reproduction – when they have to be increased to suit the page design, the picture quality is unsuitable.

LINE DRAWINGS

- Supply at 1200 dpi resolution
- Where they include colour, supply in CMYK colour space (spot colours will be converted to CMYK)

TABLES

- Tables should be numbered and have a title. They should be noted in the text as: 'Table 1', etc.
- Tables produced in excel should be saved as separate files in .xls or .xlsx format.



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Copyedited Text Files and Page Proofs

Please note: Archetype requires that texts received from authors or technical editors are the final versions, which will not be subsequently altered.

Copyedited text files

Archetype will send the copyedited version of each text to the editor(s) or author(s). This will be a Word file which may have marks (instructions for the typesetter) in brackets (e.g. <bt>, <ch>), which the author should ignore when checking the text. The copyeditor may have queries for the author which will require addressing at this stage.

Archetype will only accept minor text changes to edited text files, NOT to page proofs. Therefore, the author should check the edited text file very carefully. This is the very last chance that the author may make any changes (minor additions, deletions, changes, corrections) whatsoever to the text. Once completely satisfied that the text is 100% final, the author should return the edited file to Archetype, showing any changes required as well as providing answers to all of the copyeditor's queries. No further text changes will be accepted by Archetype after this point.

Page proofs

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The page proofs are not an opportunity to rewrite text or to make polishing touches* (these should all have been made to the edited text files if necessary). Even seemingly minor corrections can alter a carefully designed page layout and a few such 'corrections' can have a considerable knock-on effect.

*The cost of such major 'corrections' which are not due to Archetype's errors will be charged out to the author at an hourly rate.