

# Austin Shutterbug Club Newsletter Article Guidelines

Fred Peebles  
ASC Newsletter Editor  
1/28/07

Thank you for writing an article for the Austin Shutterbug Club Newsletter. Here are some guidelines for making submissions. Submissions can be made via email to fpeebles@austin.rr.com.

## **Text**

**Format:** Submissions in Microsoft Word format are preferred, but plain text via email or text file is also acceptable.

**Size:** A short article that's a tidbit or a reminder of an event tends to be around 200 words. A longer how-to article ranges from 500-900 words. Some articles are over 1000 words. The word counts should be taken as simply a rule of thumb, I'll work with whatever you feel like writing.

**Spelling:** Please check spelling before sending me the article.

## **Images**

Images enhance the interest of articles for readers. If you supply image(s) and have digital capability, you can help me a lot by using the following guidelines. If you don't have digital capability, I can most likely scan the image (see specifics below).

### ***Digital images:***

**Format:** I prefer images in JPEG format (but any format that Photoshop 7 can handle is acceptable).

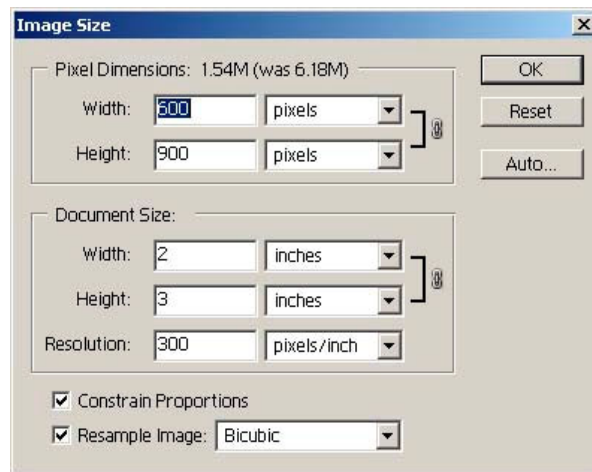
**Resolution:** Since I never know the exact size an image will appear in the newsletter until the last minute (after all input is received and the piecing together of the "article puzzle" begins), I prefer to have a reasonable amount of resolution to work with to increase my options. My preference is to have at least 600 pixels along the smaller edge of the image. If that creates a file too large for you to email, then 300 pixels along the smaller edge of the image will do. Feel free to send larger pixel counts than this; I have a broadband Internet connection. I can resize large-sized image files to the exact size I need.

**Examples:** If your image is the standard 35mm frame size of 1.5"x1", then 900x600 pixels is preferred (or 450x300 pixels at the minimum). 900x600 pixels is the same thing as a 9"x6" image at 100dpi, 3"x2" at 300dpi, etc. 450x300 pixels is the same thing as 4.5"x3" at 100dpi, 1.5"x1" at 300dpi, etc.

***How to save images with the preferred resolution:***  
(Instructions are for Photoshop 7, but other programs work similarly).

1. Open the image.
2. From the Image menu, choose "Image Size...." (A dialog box like the one pictured below appears.)
3. Make sure the check boxes labeled "Constrain Proportions" and "Resample Image" are checked and that the "Resample Image" pull-down choice is set to Bicubic.
4. In the area labeled "Pixel Dimensions," beside Width and Height, there are numbers and a pull-down choice beside each number. Set the pull-down choices both to "pixels."
5. Look at the two Width and Height numbers. Determine which is smaller, and change it to 600 (my preferred setting). The other number will automatically re-compute.

6. Click the "OK" button.
7. Save the image with a new file name, and email that file to me with your article text.



*Example of Preferred Dimensions in Photoshop 7*

### **Editor's Discretion**

As I'm sure you can imagine, it's a time-consuming and somewhat complex process to assemble all the input into a monthly publication that fits our club's guidelines (even number of pages, preferably 6 or 8 pages, producing a PDF file size that is not too large to download via a modem, etc.). Since a lot of the content arrives at the last minute, as Editor, I must sometimes make choices to make everything fit. While I always strive to publish content in the next newsletter, from time-to-time I may have to delay a submission to a following month. I also may have to edit material to fit the available space. This usually involves shortening or lengthening sentences, but editing is sometimes more substantial (rewording sections, eliminating redundancy, eliminating less important details, etc.). The easiest edit is usually to drop an image.

I work hard to keep articles intact. I hope you understand if modifications become necessary.

I may make minor changes required to make an article better fit the writing style of the remainder of the newsletter.

I look forward to receiving your article!