DominAsian ©

BI-ANNUAL PUBLICATION AND WEB BLOG
PITCHING GUIDE, STYLE GUIDE, WEBSITE BLOG
AND MAGAZINE PAGE SETUP GUIDE

CONTENTS

ABOUT DOMINASIAN MAGAZINE

MISSION AND TARGET AUDIENCE

At DominAsian Magazine, our mission is to provide a platform for the South Asian diaspora to share their creative ventures with vast audiences, through our bi-annual print magazine and multiple social media outlets. We are committed to amplifying South Asian representation across the media landscape, offering a space where creativity knows no bounds. Whether through art, music, fashion, or storytelling, we aim to showcase the diverse talents of the South Asian community while fostering collaboration and connection among creatives. By elevating these voices, we strive to create a more inclusive and representative world for South Asians everywhere.

Our target audience includes individuals from the South Asian diaspora aged 16-35, with a strong focus on creatives and those interested in South Asian culture. They seek increased representation in the creative industries and are passionate about celebrating their heritage while exploring new avenues of artistic expression. They value diversity, inclusion, honesty, and fairness, and have a strong appreciation for unique perspectives and mental well-being.

This audience is involved in creative pursuits such as music, fashion, and the arts, and enjoys activities like travelling, visiting galleries, attending creative events, and supporting small, independent businesses. They are curious, culturally engaged, and inspired by both tradition and innovation. DominAsian Magazine serves as a vibrant community where these individuals can connect, share, and inspire each other, all while pushing for greater visibility and recognition of South Asians in global media.
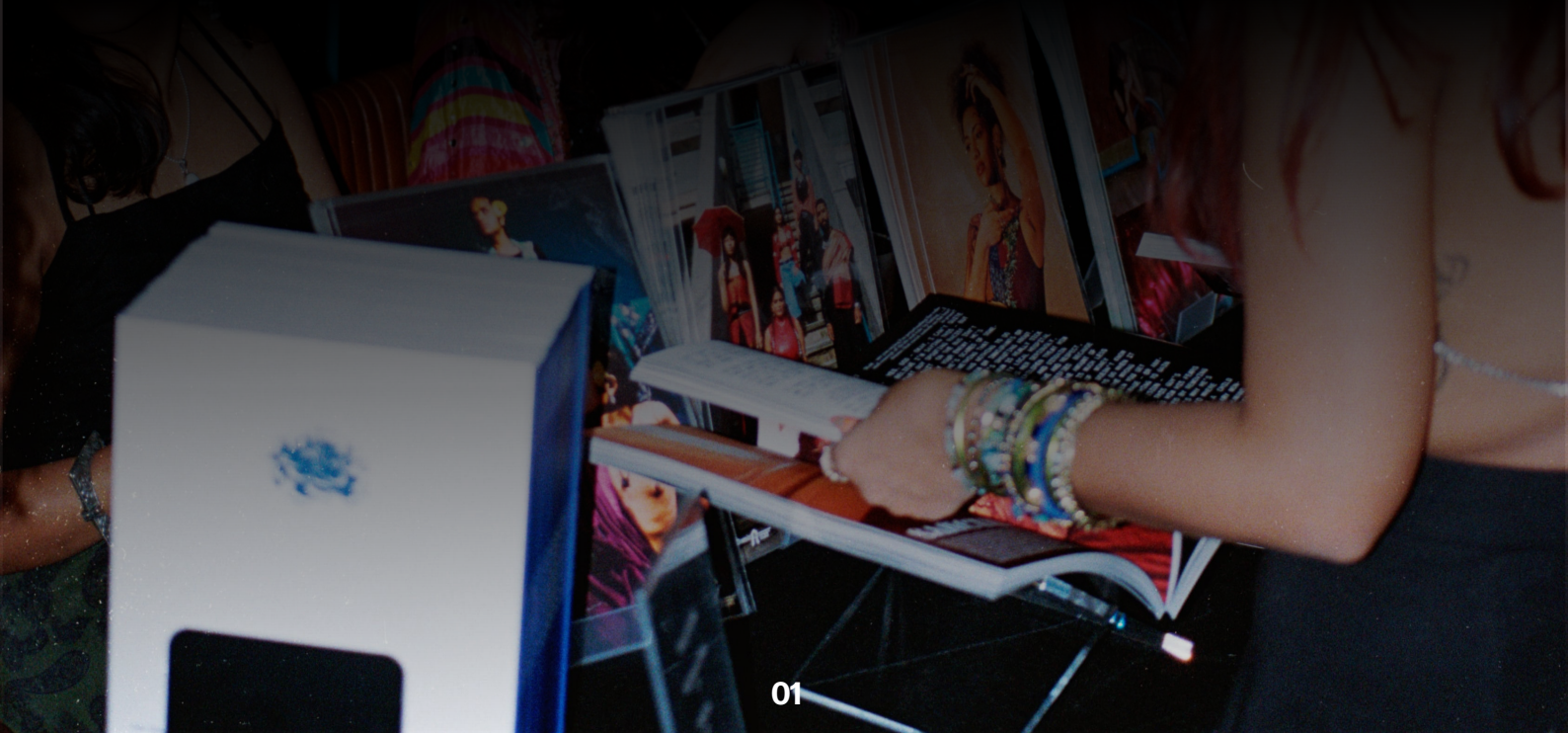
OUR SECTIONS AND COLOUMNS

Sections:

This World Of Ours
(Lifestyle)

Our Revolutions
(Politics)

Stories of Ours
(Arts & Culture)

Our Fits, Faces & Futures
(Fashion & Futures)

Columns:

Bite of South Asia
(Culinary)

Diagnosed with Dr Dommy
(Health Advice and Q&A)

Reveal Your Roots
(Artist Interviews)

Music Mondays
(Musician Interviews)

The Bottom Line Is
(Discussion)

OUR GENERAL POLICIES

1. Moderation and Removal of Content

1.1 DominAsian Magazine reserves the right to moderate and remove any content from our website, social media platforms, or print issues that violates our editorial standards or community guidelines.

1.2 Content may be removed if it:
- 1.2.1 Contains incorrect, misleading, or defamatory information.
- 1.2.2 Promotes hate speech, violence, discrimination, or any form of abuse.
- 1.2.3 Violates the privacy of individuals or entities without consent.
- 1.2.4 Breaches any legal obligations or intellectual property rights.

1.3 Our editorial team reviews all submissions, and if content is deemed inappropriate or harmful, it will be removed.

1.4 Contributors will be notified of the removal and provided an explanation.

1.5 Appeals may be submitted for reconsideration within a specified timeframe.

2. Anonymity of Writers and Interviewees

2.1 DominAsian Magazine is committed to protecting the anonymity of our writers, interviewees, and sources when requested.

2.2 We will not disclose any identifying information without explicit consent unless required by law or in cases of serious harm.

2.3 Writers and interviewees must clearly state their preference for anonymity when submitting their work or participating in interviews.

2.4 We will use pseudonyms or anonymized data in publications to protect identities, ensuring that any identifying details are removed.

2.5 In exceptional cases where anonymity cannot be guaranteed, we will inform the contributor or interviewee in advance.

3. Copyrighted Materials

3.1 DominAsian Magazine respects intellectual property rights and requires that all content creators adhere to copyright laws.

3.2 Contributors must ensure that all materials (text, images, audio, video) submitted are either original, used under a valid license, or fall within fair use.

3.3 Proper attribution must be given to all third-party content, and permissions should be obtained where necessary.

3.4 If copyrighted material is used without permission, DominAsian Magazine reserves the right to remove the content and may take further action against the contributor.

3.5 We also monitor for unauthorized use of our own content and will pursue appropriate legal action against infringement.

4. Plagiarism

4.1 DominAsian Magazine maintains a zero-tolerance policy toward plagiarism.

4.2 Plagiarism includes the unauthorized use or close imitation of the language, thoughts, or ideas of another author and representing them as one's own original work.

4.3 All contributors must submit original content or properly attribute sources when referencing or quoting another's work.

4.4 We use plagiarism detection tools and conduct manual checks to ensure content originality.

4.5 Any instance of plagiarism will result in the removal of the content, potential termination of the contributor's relationship with the magazine, and possible legal action.

5. Sensitivity and Content Warnings

5.1 DominAsian Magazine is dedicated to providing a safe and inclusive reading experience.

5.2 We recognize that some content may be sensitive or triggering for certain audiences. As such, we will include content warnings at the beginning of articles that discuss topics like violence, sexual abuse, racism, or mental health issues.

5.3 Our editorial team is trained to approach sensitive subjects with care and empathy, ensuring that content is respectful and informative without being exploitative.

5.4 If readers or contributors express concerns about specific content, we will review it and determine if additional warnings or modifications are necessary.

6. Conflict of Interest

6.1 DominAsian Magazine strives for transparency and impartiality in all editorial decisions.

6.2 Contributors must disclose any potential conflicts of interest, including personal, financial, or professional relationships that could influence the content.

6.3 We will review disclosures and, if necessary, assign the content to another writer or provide appropriate disclaimers to maintain editorial integrity.

6.4 Our editorial team avoids situations where personal interests could compromise the objectivity of our coverage.

7. Fact-Checking and Accuracy

7.1 DominAsian Magazine is committed to publishing accurate and reliable information.

7.2 All content undergoes a rigorous fact-checking process before publication. Contributors are responsible for verifying their sources and providing accurate information.

7.3 If any errors are discovered post-publication, we will promptly correct them and provide a clear explanation to our readers.

7.4 We encourage our readers to report any inaccuracies they encounter in our publications.

8. Data Protection and Privacy

8.1 DominAsian Magazine values the privacy of our contributors, readers, and partners.

8.2 We comply with all relevant data protection laws and regulations in our handling of personal data.

8.3 Personal information collected through our website, subscriptions, or other interactions is securely stored and only used for the purposes for which it was collected.

8.4 We do not share personal data with third parties without consent, except as required by law.

9. Editorial Independence and Integrity

9.1 DominAsian Magazine maintains strict editorial independence from external influences.

9.2 Editorial content is created without influence from advertisers, sponsors, or other external parties. We do not allow commercial interests to compromise the integrity of our journalism.

9.3 Sponsored content and advertisements are clearly labeled to distinguish them from editorial content.

9.4 Our editorial decisions are guided by journalistic ethics, and we are committed to serving the best interests of our readers.

10. Community Guidelines and Code of Conduct

10.1 DominAsian Magazinefosters a respectful and inclusive community for our contributors, readers, and staff.

10.2 We expect all members of our community to engage respectfully and constructively. Harassment, discrimination, or abusive behavior will not be tolerated.

10.3 Contributors are expected to adhere to ethical standards in their work and interactions.

10.4 We will take appropriate action, including content removal or banning users, against anyone who violates our community guidelines.

PITCHING GUIDE

WHY THE STYLE GUIDE IS IMPORTANT

At DominAsian Magazine, our style guide plays a key role in maintaining the consistency and integrity of everything we create. It helps us stay true to our mission of elevating South Asian voices by ensuring that the work we showcase reflects the values and professionalism we hold dear.

By following this guide, our team, writers, and contributors can come together to deliver content that is not only cohesive and polished but also aligns with our vision of increasing South Asian representation. It helps us communicate clearly and effectively while embracing the uniqueness and creativity that make our community so special.

This guide is a tool for collaboration, helping everyone involved stay on the same page so that our magazine continues to be a platform where South Asian creatives can shine—globally and authentically.

Thank you for being a part of this journey with us!

— The DominAsian Team

HOW TO PITCH TO DOMINASIAN

*Pitches for the website are reviewed and accepted by email.

1. Subject Line
Start strong with your subject line! Use this format: PITCH: [Your Headline Idea].

 This helps us know right away that you're pitching a story and gives us a quick preview of your idea. Keep it clear and catchy—this is your first chance to grab our attention!

2. What to include in your pitch
Your pitch is like a mini intro to who you are and what you want to write about. Here's what to include:

Brief Introduction: Tell us a little about yourself—who are you, and what's your background?

Previous Work: Share links to any previous work so we can get a sense of your style.

The Pitch (350 words max): Dive into your story idea. What's your angle? Why is it important to cover this topic now? Why do you think it's a perfect fit for DominAsian? If you're interviewing someone, let us know who they are and why they're relevant.

Keep it concise but packed with all the essential details—we want to be excited about your idea from the get-go!

3. Access to Visuals
Let us know if you have access to press images or any relevant visuals that can accompany your piece. Make sure they're copyright-free or that you have the rights to use them.

Visuals can really make a story pop, so this is a great bonus to mention.

4. Proofreading your email
Before you hit send, take a moment to proofread your email. Check for typos, make sure your pitch is clear, and ensure you've included all the necessary info.

A polished pitch shows us you're serious and detail-oriented—it's worth the extra few minutes!

5. Emailing the right contact
Make sure your pitch lands in the right inbox. Check our website for the correct editor's contact details. If you're not sure, a quick email to our **contact@dominasianmagazine.com** asking who to send your pitch to can save you time and make sure your idea gets seen by the right person.

6. Following Up
Didn't hear back right away? No worries! Editors are busy, so it's totally okay to follow up if you haven't heard back in about a week or two. Keep your follow-up polite and brief—just a friendly nudge to see if there's been any update on your pitch.

7. Hearing Back
If you hear back from an editor—congrats! This is when things start rolling. You'll work closely with the editor to shape your piece and bring your idea to life. If you don't get the green light this time, don't let it get you down. Rejection is part of the process, and it doesn't mean your idea wasn't great. Keep pitching—we'd love to hear from you again!

WHO TO SEND YOUR PITCH TO

Editor-in-Chief
Sophia Green - bysophiagreen@gmail.com

Lifestyle & Politics
Sameen Ayub - Sameenayub1@hotmail.com

Arts & Culture
Zulema Ali - Zulema.ali@googlemail.com

Fashion & Futures
Devanshi Arora - Aroradevanshi24@gmail.com

General Email (For inquiries and coloumns)
Contact@dominasianmagazine.com

STYLE GUIDE

EDITORIAL VOICE, TONE AND LANGUAGE

Voice:
The voice of **DominAsian Magazine** is **empowering, inclusive,** and **culturally conscious,** designed to amplify the creativity and experiences of the South Asian diaspora globally.

1. Voice in Features:
In-depth articles should be **insightful** and **analytical,** providing new perspectives while engaging readers emotionally and intellectually.

2. Voice in Opinion Pieces:
Maintain a personal tone that allows writers to reflect on their experiences. Balance **honesty**, **vulnerability**, and **authority** with a conversational and relatable style.

3. Voice in Reviews:
Objective, clear, and balanced. Avoid fan-based or overly negative extremes, offering **nuanced critique**. Contextualise reviews within broader discussions of South Asian culture and creativity.

Tone:
1. Features and Editorials:
Conversational yet respectful, with an authoritative touch when addressing important issues.

2. Opinion/Columns:
Personal and introspective, encouraging openness and creativity.

3. News and Reviews:
Objective, balanced, and fact-driven.

Language:
Follow **British English** spelling and grammatical rules (e.g., "colour" not "color", "realise" not "realize").

Use **neutral, inclusive language**—avoid assumptions about gender, sexuality, or background.

Avoid clichés and generic descriptors, especially regarding South Asian culture (e.g., avoid "exotic," "Bollywood-like," etc.). Be specific, thoughtful, and mindful of stereotypes.

Foreign Words:
When using foreign words, ensure they are **spelt correctly** and provide **translations or definitions in brackets** upon first use. For example: sari (a traditional South Asian garment) or kavya (a form of classical Sanskrit poetry).

Respectful Terminology: Use terms preferred by communities being referenced. (e.g. "disabled person" instead of "the disabled").

Cultural Sensitivity: Avoid cultural appropriation and ensure respectful representation of traditions, practices, and identities.

Accessibility:
Alt Text: Provide descriptive alt text for all images to support visually impaired readers.

Context-specific Guidelines:
1. Cultural Critique:
Ensure depth and accuracy when discussing cultural elements. Use terms from South Asian languages only when necessary and provide correct translations or explanations.
2. Controversial Topics:
Approach sensitive issues (e.g., caste, religious conflicts, gender inequality) with **depth, empathy, and multiple perspectives.** Avoid sensationalising or trivialising subjects.

GRAMMAR AND PUNCTUATION

General Guidelines:
Follow **British English grammar** conventions.

Use **single quotation marks** (' ') for direct speech and titles, and **double quotation marks** (" ") for quotes within quotes.

Use **commas** appropriately for clarity but avoid excessive punctuation.

The **Oxford comma** is generally avoided unless needed for clarity.

Common Scenarios:
1. Possessives:
Use **'s** for possessives (e.g., "Priya's work") even for names ending in "s" (e.g., "Chris's art").

2. Relative Clauses:
Use **which** for non-defining clauses and **that** for defining ones (e.g., "The magazine that publishes bi-annually").

3. Lists:
Use a comma between list items and "and" before the last item, but no Oxford comma unless necessary (e.g., "She studied music, fashion and dance").

4. Ellipses:
Use **three dots** with a space before and after (" ... "), except when it ends a sentence (no final space).

5. Hyphenation:
Compound adjectives are hyphenated (e.g., "South Asian-influenced designs"), but don't hyphenate adverbs ending in "ly" (e.g., "culturally rich festival").

6. Dashes:
Use **en dashes (–)** for spans or relationships (e.g., 2019–2020).
Use **em dashes (—)** without spaces for emphasis or breaks in thought.

Abbreviations:
Spell out the first mention followed by the abbreviation in parentheses (e.g., "South Asian Association for Regional Cooperation (SAARC)").

After the first use, the abbreviation may be used alone.

Acronyms:
Commonly recognised acronyms (e.g., UN, NATO) may be used without prior explanation.

For uncommon acronyms, spell out the first mention in parentheses.

Dates and Times:
Use the format day month year without commas (e.g., "3 October 2024").

For times, use 24-hour clock format (e.g., "18:30") and specify the time zone if necessary (e.g., "18:30 IST").

Geographical Regions:
When referencing geographical regions, avoid abbreviations; use full terms for clarity (e.g., "Southeast Asia" rather than "SEA").

Specify borders and any contested areas where relevant (e.g., "India and Pakistan-administered Kashmir").

Measurements:
Use the metric system (e.g., metres, litres, kilograms).

For temperature, specify Celsius (e.g., "20°C").

Numbers:
Spell out numbers one to ten and use numerals for numbers 11 and above (e.g., "three" and "15").

In technical or statistical contexts, always use numerals for clarity (e.g., "2.5 million").

FORMATTING TEXT

Headings:
1. Main Headlines:
Use **title case** and **bold** formatting (e.g., "**Exploring South Asian Fashion: A Global Influence**").

2. Subheadings:
Use **sentence case**, no bold, and keep concise (e.g., "The influence of traditional textiles").

Body Text:
1. Print:
- Font: Forma Display
- Size: 11pt or 12pt for readability.
- Alignment: Justified for a clean, professional look.

2. Web:
- Font: Use Font provided by the Blog Editing Page

- Size: 12pt for optimal readability.
- Alignment: Left-aligned for better on-screen reading.

Paragraphing:
Keep paragraphs **concise** (3–5 sentences).

Use **line breaks** rather than indents to separate paragraphs.

For features, include **subheadings** to divide content and maintain readability.

Italicisation:
Use *italics* for:
1. **Book titles** (e.g., The Great Indian Novel).
2. **Artworks** (e.g., Madhubani Painting).
3. **Foreign words** and **terms in South Asian languages** (e.g., sari [a traditional garment], kavya [classical Sanskrit poetry]).

Bold/Italics:
Use **bold** for emphasis and *italics* for foreign words, names of artworks, books, films, or publications.

Specific Writing Scenarios:
1. Interviews:
Introduce the interviewee with a **brief profile.**

Use a **question-and-answer** format with a clear delineation of who is speaking.

2. Listicles:
Use **numbered lists** for ordered content (e.g., "Top 10 South Asian Fashion Designers").

Use **bullet points** for unordered lists.

NAMES, TITLES AND LOCATIONS

Names:
Always use a person's **full name** at first mention (e.g., "Anjali Mehta").

On subsequent references, use the **surname** only (e.g., "Mehta").

For **South Asian names**, ensure correct **diacritics** where possible (e.g., Bhāskara, Pāthak).

Titles:
Formal titles (e.g., Dr, Professor) should always precede a name (e.g., "Dr Anjali Mehta").

Job titles are capitalised when used before a person's name (e.g., "Editor-in-Chief Anjali Mehta") but not when following a name or standing alone (e.g., "Anjali Mehta, editor-in-chief").

Locations:
Provide the **full city and country** on first mention (e.g., "Delhi, India").

For global cities (e.g., London, Mumbai), the country can be omitted in subsequent references.

Avoid over-reliance on abbreviations unless they are commonly recognised (e.g., UK, US).

CITATIONS, REFERENCES AND CREDITS

Citing Sources:
1. Print:
Use footnotes to cite sources, following Oxford referencing style.
>**Format:**
>Author(s) First Name Last Name, Title of the Book (Edition, Publisher Year).
>**Example:**
>Ravi, Sharan, Brit-Ish: A Cultural Exploration of the British South Asian Experience (1st edn, Penguin Random House 2021).

In-Text Citation: For in-text citations, the format in Oxford referencing includes the author's last name, year of publication, and page number if applicable.
>**Example:**
>(Ravi, 2021, p. 45)

2. Web:
Use **hyperlinks** to directly link to external content.

Ensure links open in a new tab to maintain the reader's place.

Only hyperlink to **reliable and authoritative sources.**

References:
Ensure all references are **accurate** and **sourced**.

Avoid unverified claims and ensure data is up-to-date and relevant.

Credits:
Always provide credits for images, videos, and articles in the format:
>*Photograph by [Name/Organisation]*
>*Written by [Author]*

For **collaborative projects**, clearly list all contributors at the end of the article, specifying their roles (e.g., *Photography by [Name], Design by [Name]*).

STANDFIRSTS AND END NOTES

Standfirsts:
A **brief summary** at the start of an article (typically **20–40 words**) that encapsulates the key points or themes.

Should be **engaging** and **concise**, enticing readers to continue reading.

Example:
Exploring the vibrant fusion of traditional South Asian textiles with contemporary fashion, this feature highlights emerging designers reshaping the industry.

End Notes:
For articles longer than **1,000 words**, include an end note to summarise takeaways or offer a final reflective thought.

Should be no longer than **two sentences**.

Example:
As South Asian creatives continue to innovate, DominAsian remains committed to providing a platform where their voices and stories can flourish.

SENSITIVITY AND CONTENT WARNINGS

Sensitivity:
Ensure the portrayal of South Asian culture is **nuanced** and **respectful**.

Avoid stereotypes, generalisations, and oversimplifications.

Represent the **diversity within South Asian communities** (e.g., variations in caste, religion, nationality, gender identities).

Use **inclusive language** and be mindful of different cultural contexts and practices.

Content Warnings:
If an article includes material that could be potentially distressing (e.g., **violence, discrimination, mental health issues**), include a **content warning** at the beginning of the piece.

Format:
Content warning: This article discusses [nature of content].
Example:
Content warning: This article discusses experiences of racial discrimination and mental health challenges.

STYLE FOR SECTIONS AND COLUMNS

Features:
- **Length: 1,000–2,000 words.**
- **Content:** Long-form, well-researched articles that delve deeply into topics with multiple voices and perspectives.
- **Structure:** Use **standfirsts, subheadings,** and **interview quotes** to enhance readability.
- **Voice and Tone:** Thoughtful, reflective, and engaging.

Columns:
- **Length: 600–1,000 words.**

- **Content:** Personal essays or opinion pieces that provide individual insights or reflections.
- **Structure:** Encourage a **personal reflection** and exploration o**f introspective** or under-discussed topics within South Asian culture.
- **Voice and Tone:** Intimate, conversational, and relatable.

Reviews:
- **Length: 400-700 words.**
- **Content:** Balanced and fair critiques of music, art, fashion, or other creative works.
- **Structure:** Discuss both the **context** of the work and its **cultural significance**. Include relevant background about the creators, focusing on their heritage or creative journey.
- **Voice and Tone:** Objective, clear, and engaging with a nuanced critique.
- **Rating System:** If applicable, use a **star rating** or similar system to provide an at-a-glance evaluation.

Interviews:
- **Format:** Can be **Q&A** or **narrative** with integrated quotes.
- **Structure:** Introduce the interviewee with a **brief profile.** Use clear formatting to distinguish questions and answers.
- **Voice and Tone:** Respectful, engaging, and insightful, capturing the interviewee's personality and insights.

News:
- **Length: 300-600 words.**
- **Content:** Timely updates and announcements relevant to the South Asian community and creatives.
- **Structure:** Clear, concise, and factual with essential information highlighted.
- **Voice and Tone:** Objective and straightforward.

ANONYMITY OF INTERVIEWEES

Consent: Obtain **consent** from all interviewees before publishing any identifying information.

Anonymity Requests: If anonymity is requested, provide **pseudonyms** or **generic descriptors** (e.g., "A South Asian artist from Toronto").

Pseudonym Notation: On the first use of a pseudonym, include an **asterisk (*)** next to the name (e.g., *Sanna).

At the end of the article, include the statement:
*Names have been changed to protect identities

Confidentiality: Ensure confidentiality is respected in sensitive interviews, particularly around personal or potentially harmful topics.

VISUALS GUIDELINES

1. Photography:
Resolution: High-resolution (300 dpi for print, 72 dpi for web).

Diversity: Where able, represent a wide range of South Asian individuals and creative expressions.

Avoid stereotypes by showcasing diverse communities within the diaspora.

Crediting: Always credit photographers or sources unless it's a stock image or provided by the editorial team.
> **Example:** *Photograph by Anjali Sharma*

If using **stock images**, make sure you **retain the right to use the image** and provide proof of right to your editor.

Style: Images should capture the **creativity** and **diversity** of South Asian culture, aligning with the magazine's aesthetic.

2. Illustrations and Graphics:
Style: Bold, striking designs and where able, incorporate vibrant South Asian cultural elements.

Consistency: Align with the magazine's visual identity—celebrating the vibrancy and richness of South Asian heritage and contemporary culture.

Credits: Always credit illustrators or graphic designers.
> **Example:** *Illustration by Rajiv Patel*

3. Infographics:
Design: Clear, simple, and informative. Must support the narrative without overwhelming the reader.

Data Representation: Ensure data is represented fairly and accurately.

Citing Sources: Include sources in small text below the infographic.
> **Example:** *Source: Census India 2023*

Accessibility: Where able, use colour schemes that are accessible to all readers, including those with colour vision deficiencies.

4. Video and Multimedia:
Quality: High-definition quality for all video content.

Subtitles: Provide subtitles for accessibility.

Credits: Credit videographers and editors appropriately.
> **Example:** *Video directed by Sita Verma*
> *Edited by Sharun Kula*
> *Styling by Sameera Jun*

5. Layout and Design:
Consistency: Maintain a consistent layout across all issues and digital editions.

Whitespace: Use whitespace effectively to enhance readability and visual appeal.

Alignment: Ensure all elements are well-aligned and balanced on the page.

WEBSITE SETUP GUIDE (EDITORS)

LOGGING INTO YOUR ACCOUNT

1. Requesting Blog Writer Role
Request to recieve an invite to be a Blog Writer by providing your email address to:
Contact@dominasianmagazine.com

2. Accepting Your Invitation
Once invited, you will recieve an email to your inbox with the subject line: *sophiakgreenn@gmail.com has invited you to collaborate on a website.*

Click 'Accept Invite'.

This link will be valid for **30 days** to sign in and link your account to the DominAsian Blog.

3. Creating Your Account
Follow the instructions on the webpage to create your account or sign in with a Google or FaceBook account.

4. Finish Setting Up Your Account
On the home page click on the button 'More Actions' and 'Set Your Writer Info'.

Add an appropriate profile picture, preferably a headshot and add your title (Editor of [Section], Guest Writer, Staff Writer etc.)

Write a short bio on yourself as a writer.

FORMATTING A BLOG POST

1. Create New Post
On your homepage, click on the button 'Create New Post'.
This will open a new tab with an empty blog template.

2. Headlines and Bylines
Add your headline where it says 'Add A Catchy Title'. **Keep the font size the same!**

Immediately underneath place your Byline. Make sure the text is set at Size 12pt and positioned to the lefthand side.

3. Add Banner Visual
On the line under your Byline add your banner visual for the post. Go to the lefthand side toolbar and click 'Add' and then click 'Image' or 'Video' (Video would only be used if article is linked to an audio/visual interview featured on DominAsians YouTube channel.)

Upload your Image to 'Site Files'. **Once uploaded, crop your image to the ratio 4:3** and save your changes.

Click 'Save Changes' and 'Add to Page'.

4. Add Body Text
From here add your edited body text and **make sure the text size is set at Size 12pt!**

Remember to format your text where quote sections, italics, bold and underline settings are needed.

5. Add Credits to Visuals
From here feel free to add more visuals in relevant areas within your post. Make sure every visual used is copyright free and has the correct credits underneath it.

Place your Credit line directly under the visual, centered and set at a text size of 10pt.

6. Settings and SEO
Before moving onto the next step reference the section 'Formatting Settings and SEO' within this guide to complete your post before publishing.

7. Prepare to Publish
Check Style Guide to make sure all language, punctuation and overall style is consistent with what is expected of DominAsian published articles.

Once you have completed editing your article, click on the elipsies on the right hand side next to the 'Publish' button.

Click 'Save Draft'. This will then be sent to the Owner account to be finalised for publishing.

Make sure to communicate that you have drafted a post to the Editor-in-Chief.

FORMATING SETTINGS AND SEO

1. Adding Your Featured Image and Excerpt
Click on the 'Settings' button found on the left handside tool bar.

Add your Banner Visual as the 'Featured Image'. This will present itself as the posts image on the website.

Then add your posts excerpt to the 'excerpt' section found directly below the featured image. **Make sure your excerpt aligns with the style guide and is within 140 characters.**

Once this is completed, add 'Related Posts' from your own section or others that may be of interest to readers who come to this post.

2. Add Your Post to Your Section
Click on the 'Categories' subsection within 'Settings'.

Select your Section.

3. Editing Your SEO Settings
Click on the 'SEO' button found on the left handside tool bar.

You will find yourself on the subsection 'Assistant'.
Add keywords that relate to your post to the 'Focus Keyword' section. This will help increase the visibility of the article for people searching similar topics.

Click on the subsection 'Basics'.

Make sure your 'Title Tag' is the same as your headline.

Add your excerpt to the 'Meta Description' section.

Check your 'URL Slug' is consistent with your headline and is formated as so:
URL/An-example-of-a-headline

MAGAZINE SETUP GUIDE

PAGE SETUP:

1. New INDD Document:
1. Select A4 PRINT
2. Add these preset details:
- Facing Pages On
- 2 Coloumns, Gutter: 5mm
- Margins: 13mm
- Bleed: 5mm

Once completed you can create your document.

2. Create Guides:
1. Open Guides in Tool Bar
2. Select Layout > Create Grids
3. Enter: 17 Rows x 5mm Gutter
            12 Coloumns x 5mm Gutter
4. Fit Guide to Page

3. Create Baseline Grid:
1. Open Edit in Tool Bar
2. Click Preferances then Grids...
3. Change colour to grey
4. Start at: 0mm
5. Click 'Top of Margin'
6. Increment: 12 Pt
7. View Threshold: 12.5%
8. Make Sure Grids Behind is on

4. Turn on Baseline grid.
In view options on side panel.

5. Add Page Numbers (Last Edit)
1. Select Layout
2. Click Numbering & Section Options
3. Start Page Numbering from Page 3

TEXT SETUP:

Coloumns:
Interlink all coloumns for text.

Headline Font:
Variety (Experiment w/ different fonts and font sizes)

Body Text:
Forma DJR Display (Regular)
12pt and line spacing of 12 pt

Page Title Head:
Expressway (Bold) Text ALL CAPS
12pt and line spacing of 12 pt
Start: First Line line

Headline Text Colour:
Colour of the theme for submission.
Other interviews and articles can be of different colours.

Body Text Colour:
Colour of the theme

SUBMISSION TITLE
ARTIST NAME

SUBMISSION MEDIUM

CREDITS:
ROLE - FIRST NAME SURNAME
ROLE - FIRST NAME SURNAME
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ROLE - FIRST NAME SURNAME

250 - 400 Words about the submission, artist and how it relates to the theme text here.

EMAIL:
INSTAGRAM:
WEBSITE:

SUBMISSION IMAGE HERE

ADDITIONAL INFORMATION

LEGAL COMPLIANCE

Copyright: Ensure all content, including images and multimedia, is used with proper permissions and licenses.

Defamation: Avoid defamatory statements by ensuring factual accuracy and fairness in reporting.

Privacy: Respect the privacy of individuals by obtaining consent for personal stories and sensitive information.

EDITING, PROOFREADING AND SUBMITTING

Consistency Checks: Ensure consistency in terminology, formatting, and style across all articles.

Fact-Checking: Verify all facts, statistics, and quotes for accuracy.

Proofreading: Conduct thorough proofreading to eliminate grammatical errors, typos, and formatting issues.

Submission Guidelines:
Format: Acceptable file formats (e.g., .docx, .pdf) should be specified.

Deadlines: Clearly outline key deadlines for drafts, reviews, and final submissions with your editor.

Revisions: Your editor will provide a structured process for revisions, feedback, and approval.

Collaborative Projects:
Roles and Responsibilities: Clearly define roles for contributors, photographers, designers, and editors.

Communication: Maintain open and respectful communication channels among team members and editors.

Attribution: Ensure all contributors are properly credited for their work.

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