

NOTES FOR CONTRIBUTORS

AIMS AND SCOPE

Virtual Creativity (VCR) is an academic peer-reviewed journal focusing on creativity in online virtual worlds and other related platforms where the virtual is examined as a central theme in contemporary media art practices and applied contexts. Pieces exploring the subject of digital creativity are sought from the broad perspective of Art, Science and Technology, in what is a widespread field of discourse. One focus of the journal is an examination of creative activity in the metaverse – from art, design and architecture, to research and education, to play and entertainment. Additionally, VCR seeks to engage with ways in which the virtual reflects upon the implications of the physical.

ILLUSTRATIONS

We welcome images illustrating an article. All images need a resolution of at least 300 dpi at 16 cms width, i.e., at least 1900 pixels wide. All images should be supplied independently of the article, not embedded into the text itself. The files should be clearly labelled and an indication given as to where they should be placed in the text. Reproduction will normally be in black-and-white, though we do also welcome some colour images.

The image should always be accompanied by a suitable caption (the omission of a caption is only acceptable if you feel that the impact of the image would be reduced by the provision of written context). The following is the agreed style for captions:

Figure 1: Artist, *Title of Artwork*, Year. Medium. Dimensions. Location. Copyright holder information [use of Courtesy of or © should be consistent].

Please note the colon after the number and the terminating full point, even if the caption is not a full sentence. Copyright clearance should be indicated by the contributor and is always the responsibility of the contributor.

LANGUAGE

The journal follows standard British English. Use 'ize' endings instead of 'ise'.

LENGTH OF ARTICLES

Articles should be from 4000–8000 words long, and must not exceed 8000 words including notes and references – but not including the author biography, keywords or abstract.

METADATA

Contributors must check that each of the following have been supplied correctly:

- Article title
- Author name
- Author addresses – the submitted material should include details of the full postal and e-mail addresses of the contributor for correspondence purposes

- Author biography – authors should include a short biography of around 150 words, specifying the institution with which they are affiliated
- Copyright consent form giving us your permission to publish your article should it be accepted by our peer-review panel. An electronic template is available from the journal office, address above
- Abstract of around 300 words: this will go on to the Intellect website
- Keywords – six words, or two-word phrases. There is a serious reduction in an article's ability to be searched for if the keywords are missing
- References – Intellect requires the use of Harvard references embedded in the main text in the following format (Harper 1999: 27)
- Bibliography – titled 'References'

NOTES

Notes may be used for comments and additional information only. In general, if something is worth saying, it is worth saying in the text itself. A note will divert the reader's attention away from your argument. If you think a note is necessary, make it as brief and to the point as possible. Use Word's note-making facility, and ensure that your notes are endnotes, not footnotes. Place note calls outside the punctuation, so AFTER the comma or the full stop. The note call must be in superscripted Arabic (1, 2, 3).

OPINION

The views expressed in *Virtual Creativity* are those of the authors, and do not necessarily coincide with those of the Editors or the Editorial or Advisory Boards.

PERMISSIONS/COPYRIGHT/LIABILITY

Copyright clearance should be indicated by the contributor and is always the responsibility of the contributor. Unless a specific agreement has been made, accepted articles become the copyright of the journal. The copyright clearance form should be completed and sent to the Editors to accompany every submission.

PRESENTATION/HOUSE STYLE

All articles should be written in Word. The font should be Times New Roman, 12 point. The title of your article should be in bold at the beginning of the file, but not enclosed in quote marks. Bold is also used for headings and subheadings (which should also be in Times New Roman, 12 point) in the article. Italics may be used (sparingly) to indicate key concepts. *Second Life*® should be written in italics and should include a registered trademark symbol. After the first instance it can be abbreviated to *SL*.

Any matters concerning the format and presentation of articles not covered by the above notes should be addressed to the Editor.

QUOTATIONS

Intellect's style for quotations embedded into a paragraph is single quote marks, with double quote marks for a second quotation contained within the first. All long quotations (i.e. over 40 words long) should be 'displayed' – i.e. set into a separate indented paragraph with an additional one-line space above and below, and without quote marks at the beginning or end. Please note that for quotations within the text, the punctuation should follow the bracketed reference. For a displayed quotation the bracketed reference appears after the full stop.

All omissions in a quotation are indicated thus: [...] Note that there are no spaces between the suspension points.

When italics are used for emphasis within quotations, please ensure that you indicate whether the emphasis is from the original text or whether you are adding it to make a point.

REFEREES

Virtual Creativity is a refereed journal. Strict anonymity is accorded to both authors and referees.

REFERENCES

All references in the text should be according to the Harvard system, e.g. (Bordwell 1989: 9). The default term used for this list is 'References'. Please do **not** group films together under separate a 'Films cited' heading. Instead, incorporate all films into the main body of references and list them alphabetically by director. The same rule applies to television programmes/music/new media: identify the director/composer and list alphabetically alongside books, journals and papers.

Please note in particular:

- 'Anon.' for items for which you do not have an author (because all items must be referenced with an author within the text)
- A blank line is entered between references
- Year date of publication in brackets
- Commas, not full stops, between parts of each reference
- Absence of 'in' after the title of a chapter if the reference relates to an article in a journal or newspaper
- Name of translator of a book within brackets after title and preceded by 'trans.', not 'transl.' or 'translated by'
- Absence of 'no.' for the journal number, a colon between journal volume and number
- 'pp.' before page extents

The following samples indicate conventions for the most common types of reference:

Anon. (1957), *Narrative in Early Renaissance Art*, Oxford: Books Press.

Bashforth, Kirsty (2016), 'The rules for socialising with work colleagues', *Harper's Bazaar*, 10 July, <http://www.harpersbazaar.co.uk/people-parties/bazaar-at-work/news/a37383/how-to-socialise-effectively-at-work/>. Accessed 15 July 2016.

'Blood of My Blood' (2016), Jack Bender (dir.), *Game of Thrones*, Season 6 Episode 6 (29 May, USA: HBO).

Bowie, David (2016), 'Blackstar', *Blackstar*, sleeve notes, New York: Columbia Records.

Brown, J. (2005), 'Evaluating surveys of transparent governance', *6th Global Forum on Reinventing Government: Towards Participatory and Transparent Governance*, Seoul, Republic of Korea, 24–27 May.

Denis, Claire (1987), *Chocolat*, Paris: Les Films du Paradoxe.

Derrida, Jacques (2002), 'The university without condition', in P. Kamuf (ed.), *Without Alibi*, Stanford: Stanford University Press, pp. 202–37.

Gibson, R., Nixon, P. and Ward, S. (eds) (2003), *Political Parties and the Internet: Net Gain?*, London: Routledge.

Overdiek, Anja (2016) 'Fashion designers and their business partners: Juggling creativity and commerce', *International Journal of Fashion Studies*, 4: 1, pp. 27–46.

Richmond, J. (2005), 'Customer expectations in the world of electronic banking: a case study of the Bank of Britain', Ph.D. thesis, Chelmsford: Anglia Ruskin University.

Roussel, R. ([1914] 1996), *Locus Solus*, Paris: Gallimard.

Stroöter-Bender, J. (1995), *L'Art contemporain dans les pays du 'Tiers Monde'* (trans. O. Barlet), Paris: L'Harmattan.

UNDESA (United Nations Department of Economic and Social Affairs) (2005), *Report on Reinventing Government*, United Nations: New York.

Woolley, E. and Muncey, T. (forthcoming), 'Demons or diamonds: a study to ascertain the range of attitudes present in health professionals to children with conduct disorder', *Journal of Adolescent Psychiatric Nursing*.

PERSONAL COMMUNICATIONS

Unless an informal conversation, interviews can be cited in text and included in the references. In the references, the name of interviewer/interviewee, type of communication, location, day and month should be included [if available].

Björgvinsson, E. and Høg Hansen, A. (2009), telephone interview, 23 January.

Branson, Richard and Doe, John (2014), in person interview, Birmingham City University, 4 July.

WEBSITE REFERENCES

Website references are similar to other references.

There is no need to decipher any place of publication or a specific publisher, but the reference must have an author, and the author must be referenced Harvard-style within the text. Unlike paper references, however, web pages can change, so there needs to be a date of access as well as the full web reference. Website or blog titles should be in roman font. In the list of references at the end of your article, the item should read something like this:

Doble, Lily (2014), 'Westonbirt in autumn', Lily Doughball, 19 October, <http://www.lilydoughball.com/category/photography/>. Accessed 15 July 2016.

SUBMISSION PROCEDURES

Articles submitted to *Virtual Creativity* should be original and not under consideration by any other publication. Contributions should be submitted electronically as an e-mail attachment in Microsoft Word format.

The guidance on this page is by no means comprehensive: it must be read in conjunction with Intellect Style Guide. The Intellect Style Guide is obtainable from <http://www.intellectbooks.com/journals>, or on request from the Editor of this journal.