

Perceptia Press Manuscript Submission Guidelines

1. Structure & activities

1.1 Choose a suitable title; do a websearch first to check that the title is not already in use.

1.2 Make sure that all units of a book follow a generally standard format. For example, it is better to use standardised names for sections across all units of a book. Ideally, each unit should be approximately the same length.

1.3 Use "Unit" where the sections of a book are generally self-standing, but "Chapter" if they are highly sequenced and need to be done in a very specific order. "Unit" is generally preferred.

1.4 Ensure that all rubric and instructions are clear, sufficient, and appropriate for the target level of the book. Simplify these where possible, and ensure that they are standardised throughout the book. Make sure that the explanations are not in a form of language that is more complex than the activity they relate to.

1.5 Make sure that closed questions have a clear answer. In the case of multiple-choice questions, only one answer should be possible, unless the question clearly states otherwise. Avoid ambiguity.

1.6 Ensure that activities relate to the point they are intended to. For example, make sure that a vocabulary activity is focussing on vocabulary and not grammar or general knowledge.

1.7 Ensure there is a clear flow through the book, and, within one unit or chapter, activities build upon each other rather than being isolated. In general, activities should challenge students in deeper ways as they progress to later units or chapters.

1.8 Check that the activities actually work! It is often necessary to pilot an activity to discover any flaws, which may otherwise not be apparent.

1.9 Ensure that teachers have a way to check that an activity has succeeded.

2. Vocabulary

2.1 Word lists are helpful in some textbooks, and can appear in the body of the text, as an appendix, or as a downloadable handout.

2.2 Identify parts of speech in vocabulary lists and exercises carefully using the following forms

infinitives for verbs, e.g., to do

article form for a countable noun, e.g., a dog, an apple

(u) in brackets following an uncountable noun, e.g., water (u)

(pl) in brackets following a plural noun, e.g., cattle (pl)

no markings for adjectives or adverbs. e.g., happy

2.3 In general, aim to use only English text in the body of a book. Japanese translations can be added to a localising document made available as a separate item or downloadable handout. Bear in mind that the book, if successful, may be marketed outside Japan.

3. Grammar

3.1 Avoid comma splices and run-on sentences.

4. Punctuation

4.1 Use a single space (not double) after all punctuation, including full stops.

4.2 Use serial commas for all lists of more than two items (e.g., A, B, and C).

4.3 Use double quotation marks for direct speech.

4.4 Use the following form for examples: “e.g.,”(note the punctuation). A typical sentence could read: “Choose a developing country, e.g., Sri Lanka or India.”

5. Spelling

5.1 Manuscripts can be in either British or US spelling, but should be consistent throughout.

5.2 Run the spelling checker at least once before sending in the final manuscript.

6. Formatting manuscripts

6.1 Do not format a m/s the way it should look on the page (all formatting needs to be removed for the file to be placed into layout software). Instead, send the text via Word or RTF, with no special formatting applied. (If you wish to show how you would like it to appear, you can send us a sample formatted unit or a version sketched out on paper.)

6.2 Do not embed graphics or tables in the m/s.

6.3 Ensure that the levels of different headers are clear. It is helpful to add a hierarchical numbering scheme for headers (e.g., 1.1, 3.4.1) which will be removed before going to press.

6.4 Use standard systems for laying out text, and especially for multiple-choice questions. For example, choose whether to use letters or numbers for answers and distractors, and whether the letters have brackets around them or not.

6.5 Do not refer to specific page numbers in the text, as these may change in layout. Instead put "XX" and this will be fixed at the layout stage.

7 Graphics

7.1 Mark approximate locations of any graphics in the text either by using descriptions in the body of the text (e.g., "Insert PIC20538.jpg here"), or explaining in a separate note.

7.2 Send graphic files separately via email. If files are large, they can be submitted via CD-ROM or using an online service such as "YouSendIt."

7.3 Ensure that the resolution of any graphics is suitable for professional publication. If using jpeg files, save in the highest possible quality setting. (Note that jpeg is a lossy compression even at its highest setting and each subsequent save will degrade quality.) Where possible, send files as high resolution TIFF or native Photoshop format.

7.4 Perceptia Press will make any conversions to greyscale that may be necessary, and may also edit photos or graphics for size or content. Please supply photos in the original colour form.

7.5 Ensure that any graphics you supply are royalty-free, or that permission has been granted to use copyrighted material.

8. Teacher's Book

8.1 You will need to provide, in a separate text file, a guide for teachers, including a full set of answers, teaching plans, hints or potential problems, and any additional activities. If vocabulary lists are not included in the student book, consider adding one to the teacher's book.

9. Other Components

9.1 Audio

In cases where Perceptia Press has agreed to produce the audio, you will provide full accurate scripts and cooperate with the recording process. If you are providing the audio yourself, you should ensure that it has been recorded at sufficiently good quality to be used by other teachers and students. Ensure that any sound(s) you supply are royalty-free, or that permission has been granted to use copyrighted material.

9.2 Online material

If you already have a website for your materials, you should send a link for the Perceptia Press webpage. In many cases, it will be more coherent and user-friendly to move the content of your existing site onto the Perceptia Press website. In some cases, we may ask you to supply additional materials for the website such as vocabulary lists, suggested answers, quizzes etc.

9.3 Workbook

If a workbook is to be sold separately to the book, it should generally follow the same guidelines as the student book.

Important Note:

We do not want InDesign or other layout files from the author.

It is much smoother for Perceptia to work with our own designers.

If you wish, you can submit a sample unit in InDesign (in layout) in order to show us your ideas.

We generally ask authors to work in Microsoft Word, and your editor will work with you to develop an appropriate set of styles that you can apply within Word.