

LD+A WRITER'S GUIDELINES

Readership & Content: By contributing to **LD+A**, you are helping IES disseminate information on design and technical innovations to approximately 10,000 lighting designers, interior designers, architects, engineers, electrical contractors, facility managers, consultants and others associated with the lighting profession. Topics covered include energy management, retail lighting, office lighting, roadway lighting, sports and recreational lighting and industrial lighting. In addition, industry overviews, management information, professional development articles and member profiles are included in the pages of **LD+A**.

Style Tips: **LD+A** readers practice in many specialties and sub-specialties, so not all readers will be experts on your topic. As a result, please keep in mind the following:

1. **Assume the reader has a general lighting design/engineering background but is not experienced in your field.** For example, a reader who specializes in roadway design should easily understand an article on the design strategy used for lighting an office. Use simple, clear language and include definitions of terms or abbreviations specific to your field.
2. **Outline your main points.** Do they follow in a logical order? Keep similar topics together in the text.
3. **Write the article in plain English.** Avoid jargon and stress nouns and active verbs. Avoid passive voice when possible: Use "The engineers decided" rather than "It was decided," for example.

The Type of Articles We Accept: **LD+A's** and the Society's mission is to enhance and improve the practice of lighting. Generally speaking, we accept **3** types of articles from outside contributors:

1. **Project Case Studies.** These article should address the following:
 - How the lighting design complements the overall design of the project (e.g., how it integrates with the architecture).
 - The key issues/challenges addressed by the lighting design.
 - The specific lighting systems/technologies (e.g., fixture types, sources, controls) used and why they were selected. Is there anything innovative/cutting-edge about the technologies used?
 - The lighting benefits to the facility's end-user (e.g., customers in a retail setting, spectators in a stadium setting, occupants in an office building, etc.), as well as the facility owner.

- Basic project information: (e.g., a list of the firms on the project team; the key product manufacturers, project dates, cost, square footage, etc.)
- Project metrics/data: Case study articles will include a box listing several key metrics and data. **Please supply the following in list form at the end of the manuscript.**
 - a. Watts per sq ft
 - b. Illuminance levels (main areas)
 - c. Number of Lamp Types
 - d. Number of Fixture Types
 - e. Complies w/ASHRAE/IESNA 90.1 (year)
 - f. LEED Registered/Certified (if “yes,” include level: Gold, Silver, etc.)

2. Essays/Overview Articles. These articles take a position on an important topic in the profession (e.g., the proposed “ban” of incandescent lighting).

3. How-to/Technique Articles. These articles describe design approaches in a general sense (e.g., an overview of daylighting techniques; the use of lighting controls in educational facilities).

Author-Editor Teamwork: Upon acceptance, your submission will be assigned to an **LD+A** editor. The editor will make changes for style, readability and length, and will ask questions to clarify certain points. Keep in mind that an article scheduled for one month may be held over for another issue due to space considerations.

Manuscript Checklist:

1. **Word Count: 1,500 to 2,000 words.** The total word count should fall into this range regardless of whether your submission consists of just one article or an article plus one or more "sidebars" or shorter articles, which focus on one particular aspect of the text in detail.
2. **Author/Designer Bios:** Please supply one paragraph on each of the key participants in the project.
3. **Artwork:** Please supply “headshots” of the key designers, hi-res project photography, as well as charts, graphs, diagrams, project timelines, etc. that can help illustrate the article. Artwork can be sent electronically as tif, eps or jpeg files (300 dpi at 8 in. x 10 in.), as 4-color transparencies, or on CD. Please be sure to identify images to facilitate the writing of captions that appear with the article. If you are supplying professional photography, please indicate that you have permission to use the photography.