



STEVE FERMOR TELLS YOU

HOW TO SURVIVE

Preparing an article for Jaguar Driver

So, you're thinking of supplying an article to Jaguar Driver? Well, I'll be delighted to hear from you. However, the world of magazine production and print can be a complex one for those who have never undertaken the task before.

There are certain specifications that copy and photos need to conform to, and that's what

this guide is all about. It's not complex, and by following these few simple steps you can be sure you have it right.

Jaguar Driver is edited, designed, and prepared for print by just one person – yours truly. To enable one person to do the work of a team, I'm sure you can appreciate that the workflow must be especially streamlined to ensure that each task in hand is completed as

quickly as possible. Much of that is of course taken care of this end, but there are some things you can do to help, which might seem of little consequence on paper, but which really do make a huge contribution. If the best working procedures are followed by everybody, it's really going to make a difference.

So let's split the task into two sections, photos and copy. Ready? Here we go then...

Photos – Where it all usually goes wrong

Resolution of images

Ideally you need to send a jpeg, although I can handle other formats if need be. It needs to be a minimum size – 1240 pixels along the longest edge. Your camera will tell you what size you are shooting at, but to avoid any hassle, just take pictures at the best quality you can.

Some mobile phones and tablets can take pictures that are ok, **BUT CHECK YOUR SIZE SETTINGS. UNDER NO CIRCUMSTANCES send mag photos as a picture message.** This reduces the resolution to 640x482 pixels **and is too small**, making them almost unusable. Remember the old adage, rubbish in, rubbish out. They might look ok on screen, but that is no indication they are good enough for print.

CHECK THE SIZE OF THE PHOTO ON YOUR

DESKTOP – it is your responsibility to do this. **HELPFUL TIP: If photos look small in your e-mail browser – they are!**

DO NOT use photos lifted from websites unless they are designed for this purpose. Apart from potential copyright restrictions, the quality of most are poor enough to make them unusable for print, or at best only very small. They might look good on screen, but print requirements are far more demanding.

Scanning

If you need to scan your own, do so at 300 dots per inch, and if you are scanning off a printed image, use the scanner's de-screen feature to avoid major production problems.

Captions

You might know what photos you have sent in,

but the readers don't. Actually, neither do I. **YOU MUST SUPPLY CAPTIONS**, and if the running order of photos in your article is important, list them in that order, **WITH THE FILE NAME OF THE PHOTO.** eg:

DCS4556 (or whatever you or your camera have called it) The E Type has always been a style icon.

Some of you use a numbered list for your photos, and it's fine if you want to number them 1, 2, 3 etc. but make sure your caption reference matches this.

ALWAYS put the captions at the end of your article **NOT ON INDIVIDUAL E-MAILS AND NOT IN THE MIDDLE OF YOUR COPY.** I appreciate this might seem logical to you, but it really slows me up as this causes delays in tracking them down later. Putting them with your copy ensures they are easy to find and get proof read more easily.

Copy – too easy for words

This is equally important to note, but it's really quite easy. If you use Word, send your copy as a .docx file. If you have a Mac, Text Edit or Pages is fine, and if you don't have a word processing program, just type it in the e-mail text window.

DON'T FORGET YOUR CAPTIONS.

And finally... DEADLINES

If you are sending in copy that is not especially date sensitive, deadlines will not be so important to you, but if you are really keen to have something appear in a certain

issue, you need to take note of the following information.

The magazine tends to start production on the first of the month, and this is when I have my page plan drawn up. It's not inflexible to start with, and is based on certain assumptions of regular content or known events. Because of the scale of the workload, I have to continually work on the magazine, and so early copy helps tremendously.

The **DEADLINE is the 7th** of the month. Copy sent by this date almost always goes in. By now, the page plan is far less flexible, as I will have already been putting pages together for a week. I always try to accommodate any copy, but as time

goes by it gets progressively harder to do so.

There is a **SECONDARY** deadline of the **14th**. Copy received post 7th and up the 14th will go in only **IF THERE IS ROOM**. By this stage, it is almost impossible to alter the page plan because of the amount of work already done.

Post 14th, and copy will generally be held over until next month. **PLEASE DON'T** treat the 14th as a safe date – you could be disappointed. These deadlines apply to **EVERYONE**. Sorry to be so pointed, but my deadline for print is set by the printer, and is absolutely immovable. Further, having had my good nature abused over and again, **It is now necessary to apply zero tolerance to this.**

Checklist – have you...

Right, having done and taken note of all the above, you're as good as there. **Now all you need to do is take a look at this handy checklist** to make sure you have done everything you can to make Jaguar Driver flow nice and smoothly. After that, you need to put the kettle on – you've done your bit! The rest is down to me. Thanks so much for your help.

- Have you checked your photos are the right SIZE?**
- Have you provided CAPTIONS for them?**
- Have you put your captions in RUNNING ORDER if necessary?**
- Have you properly IDENTIFIED them with the file name?**
- Have you put your CAPTIONS WITH YOUR COPY?**

Is your copy ON TIME?

Rest assured I'll be showcasing your work in its best possible light to ensure Jaguar Driver is the best Jaguar club magazine out there.

It's worth mentioning that many members who have never written for a magazine before have produced some astonishing copy – and you could be next! Don't be shy, get photographing and give the keyboard a workout.