Full Paper Title. Subtitle

First name Last namea, First name Last nameb, First name Last name\* LEAVE BLANK UNTIL FINAL ACCEPTANCE

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Abstract: These guidelines provide instructions to format your full paper for the 15th International Conference of the European Academy of Design, ‘What Got Us Here, Won’t Get Us There’. Please write directly into the template or copy your finished text into it choosing ‘match destination formatting’. Please use the predefined formatting Styles, preceded with ‘\_WGH’: such as \_WGH Paper Title, \_WGH Abstract or \_WGH Paragraph. Do not change the predefined formatting settings in this document as the aim is to produce the conference proceedings using a consistent style. The Abstract should be no more than 150 words and one paragraph only. Please try to include briefly the research question/aim, context/background, approach/method and results/insights/conclusion. Avoid quotation and citing references in your abstract in order to keep it easy to understand for non-experts of your field. The deadline to submit your full paper is **24th March 2023**. Submit your paper to the conference review system at: https://www.conftool.pro/ead2023/ [STYLE: \_WGH Abstract]

Keywords: One, Two, Three, Four, Five

1. Introduction [STYLE: \_WGH Heading 1]

Please read the entire guide before submitting the full paper as it will save time for you and make the review process easier for us.

You should submit your full paper in PDF format using this template, omitting any references to authors or their affiliations to allow blind review. These details must be added after the full paper has been accepted.

Full papers should be between **3000-4000 words in length** excluding abstract and references. We expect high standards of scholarship and clarity in terms of outlining research questions, establishing context, explicating methods of inquiry, and reporting insights and results. If English is not your native language, please let a fluent speaker or a professional proofreading service revise your contribution.

All accepted papers will be published in the online proceedings if at least one of the authors registers to present the work at the conference. The proceedings will be accessible from the conference website.

This template document itself uses the same formatting as required for the Conference so your full paper should appear visually very similar. You can access template styles for Titles, paragraphs, and other styles directly from the Style Menu that is part of the Home Menu in Word. You can either write directly into the template or paste your finished text into it and choose ‘match destination formatting’ in the pop-up menu that appears when you paste in text. Do not change the predefined formatting settings in this document (such as paper size, orientation, margins, typeface, size, indents, spacing, headings, etc.).

2. Formatting rules

2.1 General Guidelines [STYLE: \_WGH Heading 2]

The main text of the submission should be formatted with [STYLE: \_WGH Paragraph]

The sections of your paper should be numbered, though not go deeper than one sub-section (i.e. Section 2.1 is fine but Section 2.2.1 is not).

Tables should be formatted as Table 1 (below): left justified text for first column and centred columns thereafter, if possible. Only horizontal table grid lines should be used and the table should have the same width as normal text paragraph in order to fit exactly within the document margins. Add one empty line of the [STYLE: \_WGH Paragraph] style following a table.

Table 1. Table layout. Captions for Tables are placed above. [\_WGH Table title].

|  |  |  |
| --- | --- | --- |
| Table Rows [STYLE: \_WGH Table] | Cell one | Cell two |
| Second Row | 1 | 2 |
| Third Row | 2 | 3 |
| Fourth Row | 4 | 5 |

Short quotations within the text should be marked with double quotation marks e.g: Lawson also has a broad understanding of design when he mentions: “Professional designers such as architects, fashion designers and engineers” (Lawson, 2004, p.5). Longer quotations of more than three lines should be formatted as below, without quotation marks:

More of the goods and services produced for consumer across a range of sectors can be conceived of as ‘cultural’ goods, in that way they are deliberately inscribed with to generate desire for then amongst the end uses sold to consumers in terms of particular clusters of meaning indicates the increased importance of ‘culture’ to production circulation of a multitude of goods and services. (du Gay, et al, 1997, p.24) [STYLE: \_WGH Long quotation]

For lists of material you can either use a bulleted list:

* European; [STYLE: \_WGH Bullet list]
* Academy;
* Design.

Or a numbered list:

1. What; [STYLE: \_WGH Numbered list]
2. Got Us;
3. Here.

2.2 Images

Please think carefully about the presentation of any visual material. As the proceedings will be published in digital form you have the opportunity to include good quality colour images that help to present your research and its context. Please only use photographs, figures or artwork for which you have copyright clearance or permission to use. Ensure images are credited and cited as appropriate.

Where possible please make images:

* Large enough to see clearly;
* Of good resolution (min 200dpi);
* Optimised to be less than 350Kb;
* Cropped appropriately.

If you are using diagrams, info graphics, or other schematics please ensure that:

* You present information clearly;
* You use the Calibri font;
* All text is legible;

After you insert an image into your document, select it and use the style named [STYLE: \_WGH Picture]. The image should have the same width as the formal paragraph and fit exactly within the document margins if possible and reasonable. Images are followed by a caption with figures numbered sequentially – Figure 1, Figure 2, etc.



Figure 1. Captions are placed under the pictures. Ensure that your caption adequately describes what you want your reader to see in the picture, highlighting any areas that they should focus on or relationships that you might want them to see. Include image credits. [STYLE: \_WGH Caption].

2.3 Referencing

Referencing should follow the APA, Author-date, Style Guide as explained in the official guide: <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx> (slides 13-25)

In order to guarantee a truly blind review, you need to anonymise also any reference to your own publications. These should be cited as (Author, 2015) in the main text and inserted in the reference list in the following way:

Author (2015). *Journal article*
Author (2016). *Conference paper*

If you use reference management software such as EndNote or Word Citation & Bibliography make sure that you submit your paper with **the fields** **unlinked** to your bibliographical database.

3. Submission

In preparing your paper for ‘What Got Us Here, Won’t Get Us There’ please note the following:

* We are aiming to produce a high-quality conference proceedings. Please follow as closely as possible this template structure and associated style guidelines;
* Your initial full paper submission should be in PDF format. Should your paper be accepted, final Camera Ready submissions (including author names and affiliations) will be both in Word and PDF format to allow us to prepare the conference proceedings;
* Accepted Camera Ready Proposals will also be submitted via ConfTool.

Please consider the following questions:

* Is the context of the work clearly described?
* Is the contribution that is made clearly stated?
* Has the work been sufficiently referenced?
* Have research ethics been addressed appropriately?
* Is the methodology explained and are the findings evidenced?
* Are any images or figures clear, relevant and well-described?
* Are any limitations noted?
* Does the paper conform to the paper template?
* Has the paper been independently proof read?

References

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Author (2012). *Journal article.* [GENERIC REFERENCE TO THE AUTHORS’ OWN WORKS UNTIL FINAL ACCEPTANCE, FULL REFERENCE SHOULD BE INSERTED AFTER THE BLIND REVIEW]

Author (2015). *Conference paper.* [REFERENCE TO THE AUTHORS’ OWN WORKS UNTIL FINAL ACCEPTANCE, FULL REFERENCE SHOULD BE INSERTED AFTER THE BLIND REVIEW]

About the Authors:

**Author 1** add an author bio that describes research interests and main achievements in a maximum of 40 words. [LEAVE BLANK UNTIL FINAL ACCEPTANCE] [\_WGH Author Bio and Acknowledgements]

**Author 2** add an author bio that describes research interests and main achievements in a maximum of 40 words. [LEAVE BLANK UNTIL FINAL ACCEPTANCE]

**Acknowledgements:** this section is optional. You can use this section to acknowledge support you have had for your research from your colleagues, student’s participation, internal or external partners’ contribution or funding bodies. [LEAVE BLANK UNTIL FINAL ACCEPTANCE]