

How to Write an Award-Winning Article

Some do's and don'ts to consider before submitting an article to *Coloration Technology*

Annually, recognition is given to authors of papers published in the SDC journals, with the accolade of 'award-winning' being conveyed upon both research and review papers (to see the full list of award-winning review articles since 1983, visit: www.sdc.org.uk/pdf/reviews-awardwinning.pdf). The papers are assessed by the members of the Society's Publication Awards Committee.

In order to encourage aspiring authors to strive for the accolade of 'award-winning', here a list of criteria is set out for authors to consider prior to manuscript submission, specifically in relation research articles for *Coloration Technology*.

TOP TIPS

Do:

- Ensure your work is original; carry out a full literature search before you even begin your research – remember, you can access abstracts of all the articles in the 125-year archive of the journal for free at www.interscience.wiley.com/journal/colorationtechnology
- Set the context of your research clearly, making sure there is sufficient explanatory detail to enable the non-specialist to read the paper with understanding
- Make sure the aims and objectives of your work, and any conclusions drawn, are clearly stated in terms of practical coloration (particularly for theoretical papers)
- Select only the most appropriate figures, graphics and schemes to support statements made within the body of the manuscript
- Make use of the 'Supplementary Material' feature – include only data that is absolutely necessary within your paper; publication in electronic formats has created opportunities for adding details or whole sections in the online version only
- Seek to attain academic rigour
- Follow the Author Guidelines

Don't:

- Leave things 'hanging' - ensure your paper is well-balanced
- Include superfluous tables of data when they can be included online-only (i.e. as Supplementary Material)
- Unnecessarily split your work into 'parts' or submit them as a series of publications; fragmentation of a substantial body of work into a number of short papers is discouraged
- Reiterate well-known, previously-published procedures; instead cite from the literature

Coloration Technology is the world's leading peer-reviewed journal dealing with the application of colour, and the only journal that covers all aspects of coloration technology (including: chemistry, physics, technology, engineering and management). The journal is published by Wiley-Blackwell on behalf of the Society in accordance with its mission to communicate the science of colour published.

Visit the journal website at: www.interscience.wiley.com/journal/colorationtechnology