Companion website and eResource guidelines

Companion websites and eResources enable you to provide additional material to support your book. They are primarily used by instructors for textbooks to support teaching and student learning.

The main difference is based on the anticipated number of users and the amount and type of material to be hosted. Your Editorial team will determine with you what is appropriate.

The following guide explains how to prepare and submit material for both companion websites and eResources.

Before you begin

Permissions

Content hosted on companion websites or as eResources is subject to the same permission requirements as material included in books. Be prepared to submit your Permissions declaration form, Art and third-party material permissions log and supporting evidence along with your content.

Accessibility

Taylor & Francis aims to make all web content available as a website or download fully accessible to readers who may have a visual impairment disability. Our website developments comply with the Web Content Accessibility Guidelines (WCAG) 2.0 supplied by the Web Accessibility Initiative of the World Wide Web consortium.
By following these guidelines, you will ensure all your content is fully accessible.

Web page or download?

The following formatting guide only applies to content which will be displayed as a web page. If you are providing downloadable content (e.g. Instructor Manuals, PDF guides, PowerPoint slides, etc) where the user will save the .docx, .pptx or .pdf file directly, the following does not apply. We recommend making use of a simple style, possibly that provided by the software in which you are creating your content (as we have done here,using Microsoft Word).

As a quick guide, most student-based content will be displayed as a web page, whereas instructor resources will normally be downloadable so that the files can be saved and incorporated into lectures.

Text based content

Supplying webpage copy

Please supply all text-based content in **Microsoft Word** (.doc or .docx).

All material will be copyedited before being converted to a web page or provided as a downloadable Word or PDF file.

Formatting for the web

For the Web Team to replicate your content successfully as a web page, please make note of the following conventions and see the example below.

Headings

Headings and subheadings should be used to divide your content into sections within the page. They can improve readability and provide a preview of the content to follow. Good headings are concise but informative and can be used to split up lengthy content or to add clarity.

Headings and the inclusion of a chapter name should be consistent across all documents and should be indicated either by the heading tag or a larger size font.

Images within Word documents

- Insert callout text where an image should appear, e.g. <Insert figure2.jpg>
- A separate folder of images should be supplied
- Ensure image filenames match the callouts
- Please include alt text for each image

For more information on submitting images and alt text, visit the Images section.

Indentation and Alignment

- Indentation should only be used for quotations and not for formatting
- All text should be left-aligned (centred or right-aligned text is not supported)

Lists

- All lists should be created using the lists button
- Only standard bullet points can be used (no ticks, diamonds, or clip art bullets).

Text formatting

- **Bold** and *italic* text is supported
- Underlined text is not supported as this convention is reserved for hyperlinks
- Use an easy-to-read font such as Arial, Calibri, Helvetica, Lucida Sans, Tahoma, or Verdana. Simple fonts with consistent thickness are often easier to read from a distance. Fonts where parts of the letters are thin are harder to read. Avoid fancy fonts that are difficult to read

Tables

- All tables must be formatted as tables, using a simple table structure and specified column header information
- Do not insert an image of a table as this must be text-based for screen-reading software

- Tables must not contain split cells, merged cells, or nested tables: if a table is nested within another table or if a cell is merged or split, the screen reader loses count and cannot provide helpful information about the table after that point

Track changes

If you use track changes within your documents, please make sure they are accepted (and any notes/comments deleted) before submitting.

Word art

- Word art (boxes, arrows etc) cannot be supported in HTML and will need to be redrawn as an image
- Please make your Editorial contact aware of any word art, so that they can make a note of this on the handover memo
- Any redrawn word art will require alt text

For more information on submitting images with alt text, visit the Images section.

Example Document

The Download Example shows a sample Word document with consistent headings, tables, lists and links. This is a good example of how content should be formatted for the web. Alt text should be supplied in the document, labelled as [alt], with the image callout.

Annotated links

Supplying annotated links

Annotated links are a popular resource for both students and instructors and can be supplied per chapter or as a general selection, applicable across the whole book. Note that over time, certain links may no longer work, and it is advisable to send through quarterly updates, with links to be added, amended, or removed.
We recommend being selective about the links that are provided, as a few high-quality examples will be far more beneficial than hundreds of loosely relevant sites.
For the links to have the most value, they should be arranged under meaningful headings or supplied with a text-based annotation.

Examples of annotated links

Broadcasting and Cable - *Broadcasting and Cable* covers "the business of television," including local and national broadcast and cable developments. The website also includes information about industry events and conferences.

www.broadcastingcable.com

Center for Digital Democracy - According to its mission statement, the Center for Digital Democracy is "committed to preserving the openness and diversity of the Internet in the broadband era, and to realizing the full potential of digital communications through the development and encouragement of non-commercial, public interest programming."

www.democraticmedia.org

Center for Media Literacy - A pioneer in its field, the Center for Media Literacy is a non-profit educational organization that provides leadership, public education, professional development, and educational resources nationally.

www.medialit.org

Center for Media and Public Affairs - The CMPA is a non-partisan and non-profit research and educational organization that conducts scientific studies of news and entertainment media. The CMPA has emerged as a unique institution that bridges the gap between academic research and the broader domains of media and public policy.

www.cmpa.com

News websites:
- BBC News - UK and world news.
- CNN - International news stories from around the globe.
- Reuters - International news agency with headquarters in London.
- Yahoo News - Popular news aggregator.

Images

Supplying images
Please supply images in a folder, arranged into subfolders as needed.
See information on file names and folders.

File types
We can accept most major image file types, but recommend the following:
- TIFF
- JPG
- PNG

Size
Please supply large images (at least 1000px wide) where possible.
Let your Editorial contact know if the images need to be available at their full resolution e.g. fortechnical drawings or archaeological details, otherwise we may rescale them down to 1000px wide.

Cropping
Please specify if the images need to be cropped, otherwise the Web Team will presume that any borders or spacing around the image is intentional.

Scanning and line drawings
For detailed tips on scanning photographs or creating line drawings, see the Artwork Instructions.

Animation

Animatron is an online tool that can be used to create HTML5 animations. A link to the animation can then be provided to the web team.

All animations submitted to the web team will require a transcript or Alt Text, as necessary for the format. You can read more about creating transcripts on the W3C website.

Alt text

Alt text (alternative text) is a short text description that can be digitally attached to figures or images to convey to readers the nature or contents of the image. It is used by systems such as pronouncing screen readers to make the object accessible to people that cannot read or see the object due to a visual impairment or print disability. Visual content which should include alt text are pictures, SmartArt graphics, shapes, groups, charts, embedded objects, and line drawings.

Taylor & Francis is committed to providing accessible content to all our customers and now requires Alt Text for all ancillary content supplied via a companion website or the Instructor Hub.

Please read through and follow the Alt Text Section held within the Manuscript Preparation Guide to submit this requirement with yourcontent.

Permissions

It is important that permissions are obtained from the copyright owners for the use of all tables, figures, photographs, illustrations, and media items (audio, video etc).

For more information, please see the permissions section of the general Manuscript preparation guide.

Video

Supplying video

It is essential that any video content comes from a reputable source. For more information on where to source video content and copyright issues, please download the Video Guidelines.

We can only embed YouTube videos if:
Permission has been obtained from the rights owner
The content is owned by the entity that posted the video

For YouTube videos which don't meet the conditions above, they should be submitted as hyperlinks (rather than displaying the video directly on the web page). Please supply the video page URLs.

Note that in special circumstances, the student portion of a website may be password

protected. In these instances, third party videos should not be embedded, as the password protection would require the student to purchase the book, meaning that the CW is not free. It could be viewed that money is being made from the third-party video content, so as a result, only links should be provided.

Recording Your Own Video

For tips on recording your own video, please view the Video Guidelines.

Consent forms should be obtained from all video subjects. If the videos feature under 18s please alert your Editorial contact, as they may wish to add password protection to the website.

Please supply video files in a folder, arranged into subfolders as needed. See information on file names and folders.

All animations submitted to the web team will require a transcript or closed captioning for accessibility purposes.

See section on Writing video transcripts or closed-captions.

Accepted Video File Formats

AVI, MOV, MP4, MPEG, MPG, WMV
Where possible please supply videos as MP4. Note that we cannot accept SWF files.

File Sizes

There is a 5GB limit per file.

Writing video transcripts or closed-captions

Note that accompanying transcripts, captions and descriptions of the video are required to meet accessibility standards. Captions are important when people need to simultaneously see what's happening in the video and hear audio information in text at the same time. Even with videos that are only talking heads, it is good to have captions so that a person who is deaf or hard of hearing can see facial expressions. Please provide any captions or descriptions used or your Editorial contact can liaise with the Web Team for details ofcaptioning or subtitling services.

Subtitles typically contain a transcription (or translation) of the dialogue.

Closed-captions typically also describe audio cues such as music or sound effects that occur off-screen.

Video description means audio-narrated descriptions of a video's key visual elements. These descriptions are inserted into natural pauses in the program's dialogue. Video description makes video more accessible to individuals who are blind or visually impaired.

File hosting and security

Video files supplied to the Web Team will be uploaded to our [Routledge YouTube Channel](#), and set to 'unlisted' by default. Unlisted videos can only be found with the direct URL and won't show up in any YouTube searches. We will embed the videos on the website, either individually or within a playlist.

In special circumstances, we can upload videos to a non-YouTube hosting server, to minimise the potential for sharing. However, as we do not use DRM based video players (commonly used on large video selling sites such as Amazon, Netflix etc.), we are unable to fully secure individual media files (even behind password protected websites), as it is still possible for tech savvy users to gain access to the file location and download.

Audio

Supplying audio

Please supply audio files (with their transcripts) in a folder, arranged into subfolders as needed. See information on [file names and folders](#).

Accepted audio formats
- MP3
- OGG
- WAV
- AIFF ([Audacity](#) files should be exported to MP3s)

All audio should be of CD sound quality (recorded at 44100hz 16 bit).

Transcripts

Note that accompanying transcripts of the recordings are required by law, to meet accessibility standards. Please provide any scripts used or your Editorial contact can liaise with the Web Team for details of transcription services.

Recording audio

For information on recording your own audio please ask your Editorial Assistant who can send you some guidelines.

Blogs

Blogging can be a useful tool for authors to post new content and connect with their audience, but it requires regular updates to prevent the blog from looking unmaintained.

Creating a blog

We recommend creating a blog with [WordPress](#). For the username, choose either your name or the textbook name. For a complete walk through of the Wordpress sign up process and a guide on what to include in your posts, take a look at [Getting started with WordPress](#).

Writing content

There are many great articles on content writing - searching Google for *how to write content for blogs* will return plenty of results, but here are a few quick tips:

- Use catchy titles for your blog posts
- Write in a conversational style — it doesn't need to be formal
- Keep posts short — between 200 to 500 words is a good guide
- Include media items (images, audio, video, polls) in your posts
- Share and comment on current news stories, when appropriate
- Providing it's relevant, post about things that interest you
- Make it useful — include practical tips and resources that will benefit the reader
- Include Alt Text for images, transcripts for audio recordings and transcripts/closed-captioning/subtitles for video.

Instructor resources

To accompany instructors in their teaching, we host protected instructor material for titles on our Instructor Hub. Popular resources for instructors include downloadable manuals, PowerPoint slides, sample syllabi, diagrams, and questions for the Test Bank.

Please view the Sample Instructor Manual document online.

PowerPoint slides

PowerPoint presentations are a great resource for reinforcing information during a lecture, assisting instructors in their lessons and providing a useful review tool for students. For a detailed guide on creating your own PowerPoint slides, how to structure your presentation, what to include, and how to ensure your slides are accessible, please download the PowerPoint Slides Instructions.
Also available is an example presentation and a master template file for CRC Press titles and Taylor & Francis titles.

Please supply PowerPoint files in the PPTX (PowerPoint 97 and later) file format only, using the template supplied. If you are using an earlier version other than Microsoft Office 2007, please update your software or speak to your IT department.

It's easy for PowerPoint files to become large, so here are a few tips to keep the file size down, making them quicker to download.

- Compress large images
  - Right click on an image and select Format Picture.
  - In the dialogue box, click the Picture tab, and select Compress.
  - Choose All pictures in document.
- Import pictures (Insert > Picture > From File) rather than copy/pasting them from another program. This allows the images to be compressed more efficiently.
- Save presentations as a PPTX file (PowerPoint 97 and later) rather than the older PPT format.

Mathematical Equations

We are currently unable to display mathematical equations within a web page, as the equivalent characters are not available in HTML. We continue to look for solutions. In the meantime, the only way we can support mathematical and scientific symbols is to make the content available as a downloadable PDF.

Please view this example from John Bird's *Engineering Maths* website, showing the type of content that we are unable to support on a web interface and how it would appear as adownloadable PDF.

Please note that we are also unable to support mathematical equations within our interactive features.

Datasets and software

The Web Team can host any file type including downloadable data sets or software file.

The limit for a single file is 5GBs. Where possible we would recommend splitting the files up to 1GB maximum to reduce the download time and the chance of the download timing out.

File names and folders

When preparing files, please follow good naming conventions so that it is easy to recognise what each file will contain. This should minimise any misinterpretation. Here are some guidelines:

- Give files a **logical name**, based on what they are. e.g. weblinks01.doc, weblinks02.doc, case-studies03.doc, instructor-manual.doc, powerpoint02.ppt, image12.jpg
- For downloadable files, please name the file which best describes what the file is and what content is inside the file. This is mainly to help the user clearly understand what the files is when downloaded
- Use only **letters, numbers, hyphens (-) and underscores (_)** in file names. Using punctuation and special characters e.g. ()&?!'., in the file names cannot be handled by our web server
- Keep file names **consistent** across the whole folder. e.g. For a folder of audio clips, if they relate to specific chapter numbers and exercises, name them with the chapter number - exercise number (audio1-1.mp3)

Good practice

- lesson2-1.mp3
- lesson2-2.mp3
- lesson2-3.mp3
- lesson2-4.mp3
- lesson2-5.mp3

Bad practice

- lesson-2-ex1.mp3
- lesson2-2.mp3
- lesson2ex3.mp3
- lesson-2-ex4-Final.mp3
- lesson2-5-subject.mp3

Folder structures

Arrange files into logically named folders and subfolders. Separate content between Student and Instructor folders (as applicable). Note that the example below is just a guide and may not be relevant to your textbook. You may have 'Resources', 'Projects' and 'Videos' instead of specific Student and Instructor based content. The key thing is to provide the content within clearly labelled folders which matches the sitemap that is submitted alongside content.

Website Folders

Homepage_text.docx

Students

Chapter 1

Summary.docx

Flashcards.xlsx

Questions.docx

Links.docx

Chapter 2

Chapter 3

Chapter 4

Chapter 5...

Instructors

Instructor_Manual.docx

PowerPoint Slides

Chapter_1.pptx

Chapter_2.pptx

Chapter_3.pptx

Sample_Syllabus.docx