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Taylor & Francis eBook+

eBook+ Guidelines FOR **AUTHORS**

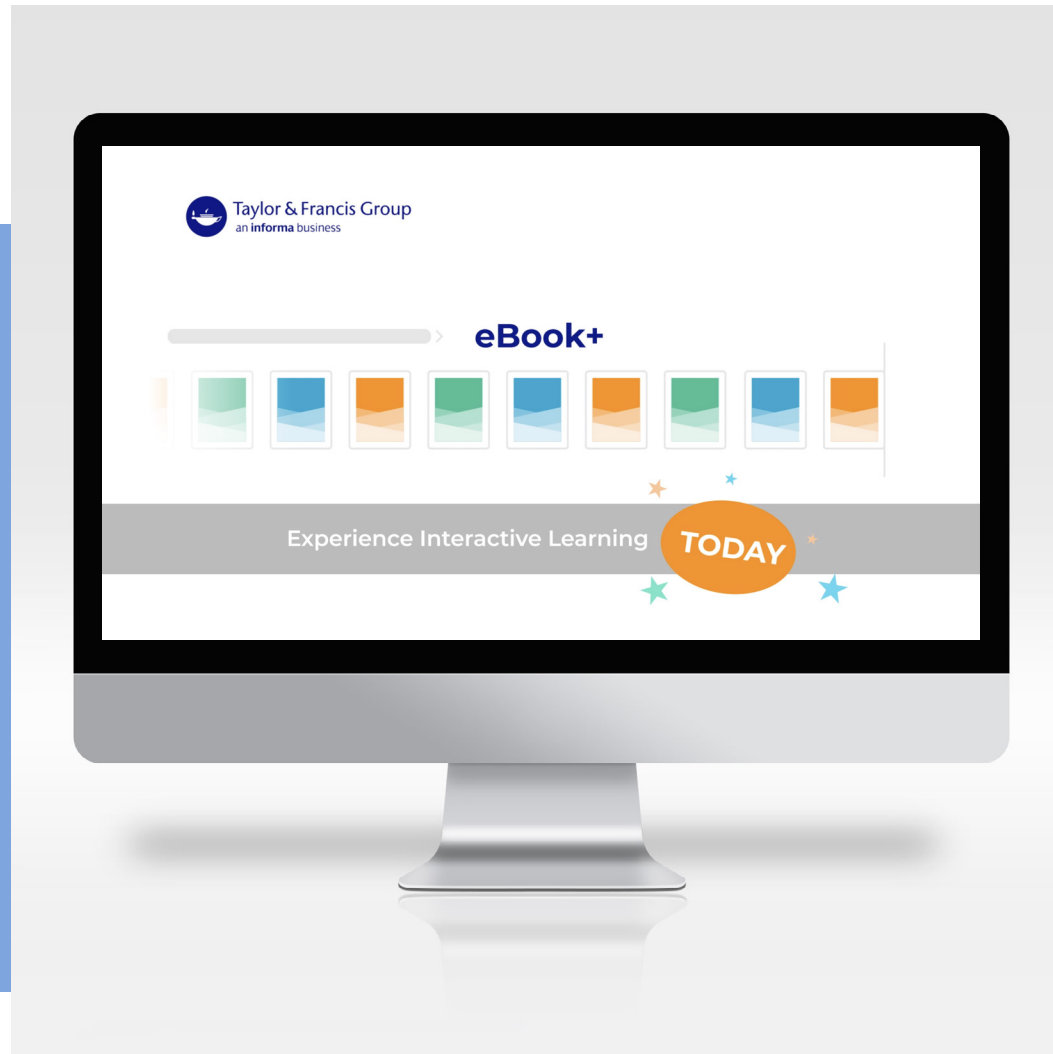


Taylor & Francis Group

what is eBook+?



VIEW OUR
VIDEO TO
LEARN MORE!





submission guidelines

Creating content for your eBook+



- For manuscripts prepared in Word, place the callouts within the manuscript to indicate where each enhancement file should be placed or linked.
- For manuscripts prepared as camera ready/LaTeX, please mark the callouts on a PDF.
- Only one manuscript needs to be submitted with callouts included.
- Click [HERE](#) for an example.

submit your files in ORGANIZED FOLDERS

FOLDERS:



AUDIO



VIDEO



CASE STUDIES



QUIZZES

SUB-FOLDERS:

Chapter 1

Audio 1.1
Audio 1.1 Transcript
Audio 1.2
Audio 1.2 Transcript

Chapter 2

Audio 2.1
Audio 2.1 Transcript
Audio 2.2
Audio 2.2 Transcript

Chapter 1

Video 1.1
Video 1.1 Transcript
Video 1.2
Video 1.2 Transcript

Chapter 2

Video 2.1
Video 2.1 Transcript
Video 2.2
Video 2.2 Transcript

Chapter 1

Case 1.1
Case 1.2

Chapter 2

Case 2.1
Case 2.2

Chapter 1

Quiz 1.1
Quiz 1.2

Chapter 2

Quiz 2.1
Quiz 2.2



VIDEO

- 1 Each video should be *short*, one to two minutes, and cover a *single* topic. Short segments of video that represent a key concept are more likely to be watched.
- 2 Write a *script beforehand* to ensure all the relevant points are covered in the video.
- 3 Each video file should be *edited*, free of distracting noises and flashing images, and be submitted in *.MP4* format.
- 4 A *script* or *transcript* must be submitted with each video as a *Word file* or *VTT file*, so that closed captioning can be created.
- 5 *Name* each video file and its associated transcript with the *chapter number* and the *video number*.
- 6 Total length of video files may be up to 20 minutes depending on whether standard or higher quality is required. Note that total size (not 'size on disc') of all enhancement files for your eBook+ cannot exceed 100MB. A small number of long or high quality videos can easily use up this allowance.



AUDIO

- 1 Audio files should be relatively *short* and cover a single topic. These files should not exceed 60 minutes in total for standard quality. For high quality audio, files should not exceed 30 minutes.
- 2 Write a *script beforehand* to ensure all the relevant points are covered in the audio.
- 3 The script *must match* what is said in the audio for the purpose of closed captioning.
- 4 Audio files should be *edited*, free of background noise, and must be submitted in *.MP3* format.
- 5 A *script or transcript* must be supplied in a *Word file* for spoken word or song. Provide closed captions to describe audio cues such as music or sound effects that occur off-screen.
- 6 *Name* each audio file and its associated transcript with the *chapter number* and the *track number*.

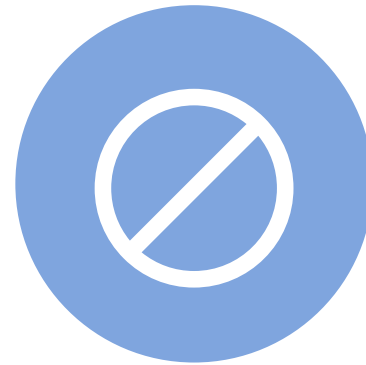
AUDIO and VIDEO



**YOU CAN USE YOUR
SMARTPHONE OR
COMPUTER TO CREATE
AUDIO/VIDEO FILES.**



**TO AVOID SLOW
DOWNLOAD SPEEDS,
FILE SIZES SHOULD BE
KEPT BELOW 100MB
TOTAL ('SIZE' NOT
'SIZE ON DISC').**



**SIZE LIMITATIONS,
PERMISSIONS, OR
FUNCTIONALITY
MAY PROHIBIT THE
INCLUSION OF SOME
AUDIO/VIDEO FILES.**

AUDIO and VIDEO (cont'd)



**SUPPLY VIDEO FILES IN MP4
FORMAT WITH TRANSCRIPTS**



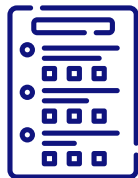
**SUPPLY AUDIO FILES IN MP3
FORMAT WITH TRANSCRIPTS**



For external links to material and playlists hosted on third party sites (Spotify, etc.), please supply the URLs for inclusion in the eBook+.


submitting QUIZZES

- Quizzes can be *multiple choice* or *true/false*





1. (question)	
Answer:	
a	c
b	d

or



1. (question)		
Answer:		
True	or	Yes
False		No

- These can be supplied as either  *Word* or  *Excel* files.
- Supply one file per quiz. Please name the files consecutively using the chapter number. See the example below.

FOLDER:



QUIZZES

SUB-FOLDERS:

Chapter 1

Quiz 1.1
Quiz 1.2

Chapter 2

Quiz 2.1
Quiz 2.2

submitting QUIZZES (cont'd)

- Each quiz file should have questions and answers.
- **Questions** must be numbered.
- You can have as many **answers** as necessary to prove understanding of the material that the question defines.

Evaluation statements can be included to offer feedback to the quiz taker.

For **binary answers**, please indicate which answer is correct.

For example-

Question 1. Is cobalt blue?

Answers:

Yes (correct answer)

No

Question 2. Cobalt is red.

Answers:

True

False (correct answer)

For **non-binary answer**, please grade the different levels of “correctness” by providing a score for each answer with 0 being wrong, 10 being the best response.

For example-


Question 1. What is the air-speed velocity of an unladen swallow?

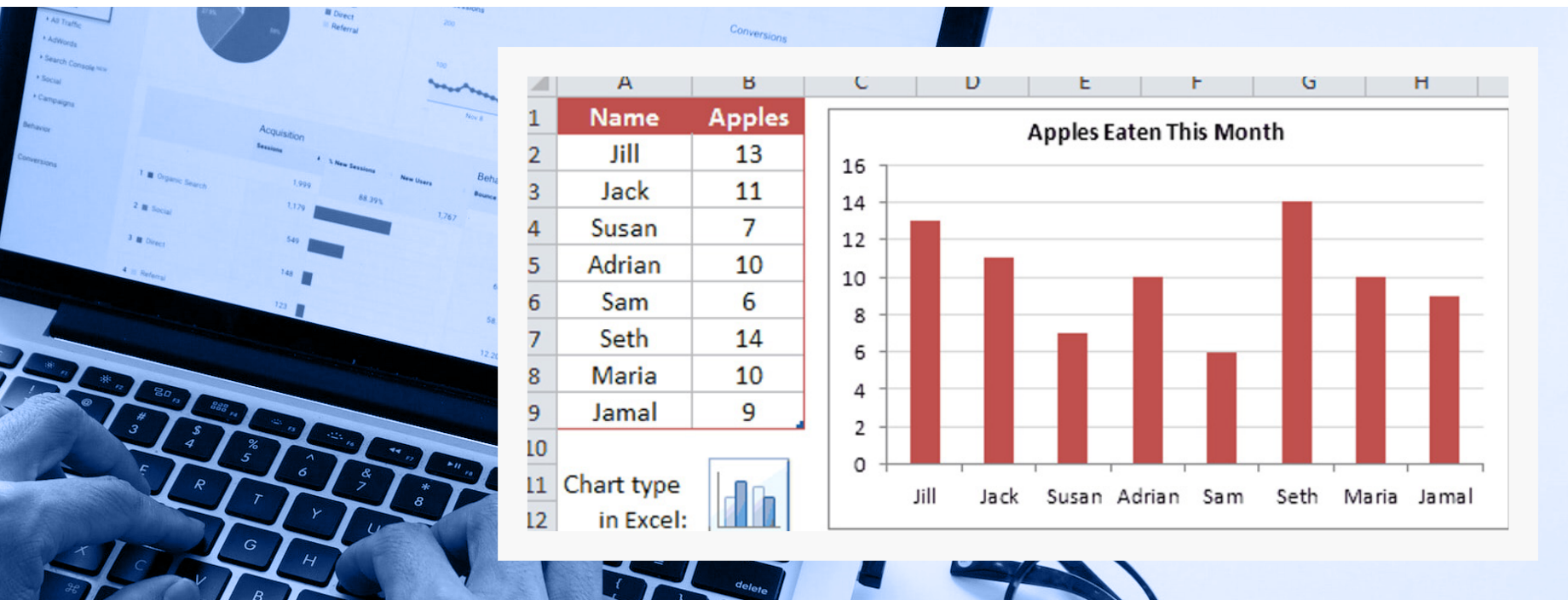
Answers:

- African swallow - ~20 miles per hour (3 points) (With 27 species of African swallow, this is only an estimate due to the imprecise framework)
- European swallow - 24 miles per hour (10 points) (Less flight kinematics data is available, but most familiar to both proctor and student)
- Barn swallow - 31 miles per hour (7 points) (One of the most studied birds in flight kinematics)
- Really fast (0 points) (No relative value for fast, not an acceptable answer)
- I don't know (0 points) (This was covered in chapter 3 of the reading)



interactive DATA

Datasets to support animated charts and graphs should *include all data points* and can be delivered in  **MS Excel** format. The x and y axis of the data in Excel should match the desired chart orientation.





THINGS TO CONSIDER
as you write
your manuscript

**PLEASE ASSEMBLE
THE CONTENT FOR
ENHANCEMENT AS YOU
WRITE YOUR MANUSCRIPT;
ALL CONTENT FOR
ENHANCEMENT IS DUE WITH
YOUR FINAL MANUSCRIPT.**



EXTRAS

These could be:

- extra case studies
- how-to guides
- chapter summaries
- additional reading
- or other written 'extras' in Word files.

GLOSSARIES AND ABBREVIATIONS

These can be included as 'pop ups' within the text – either using an existing glossary/abbreviations list within the original manuscript or supplied as a separate Word file purely for the eBook+.

For glossary/key term 'pop ups', please provide the term and a brief definition (around 20 words).

FLASHCARDS TO OPTIMIZE STUDYING

Flashcards are virtual cards that have key terms or objects on one side, and the definition on the other.

Please supply flashcards in Word:

- Show the term to appear on one side and the definition to appear on the flipped side.

ESSAY QUESTIONS WITH SAMPLE ANSWERS

Provide in Word, with the essay question(s) an example written answer.

Please provide a separate document for each sample essay. Click **HERE** to see an example.



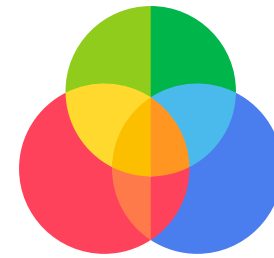
LINKS TO YOUR ADDITIONAL CONTENT

Provide URLs within the Word document if you have links to additional resources you'd like to include. For example, websites with additional supporting material/software/curated audio playlists. These will be hyperlinked.



POWERPOINTS

PowerPoint files will be hyperlinked. Please provide the files and indicate where the links should appear within the text.



INCLUSION OF COLOR

We will include any supplied color images in color. Books printing in color will match the eBook+ version.



obtaining **PERMISSIONS**

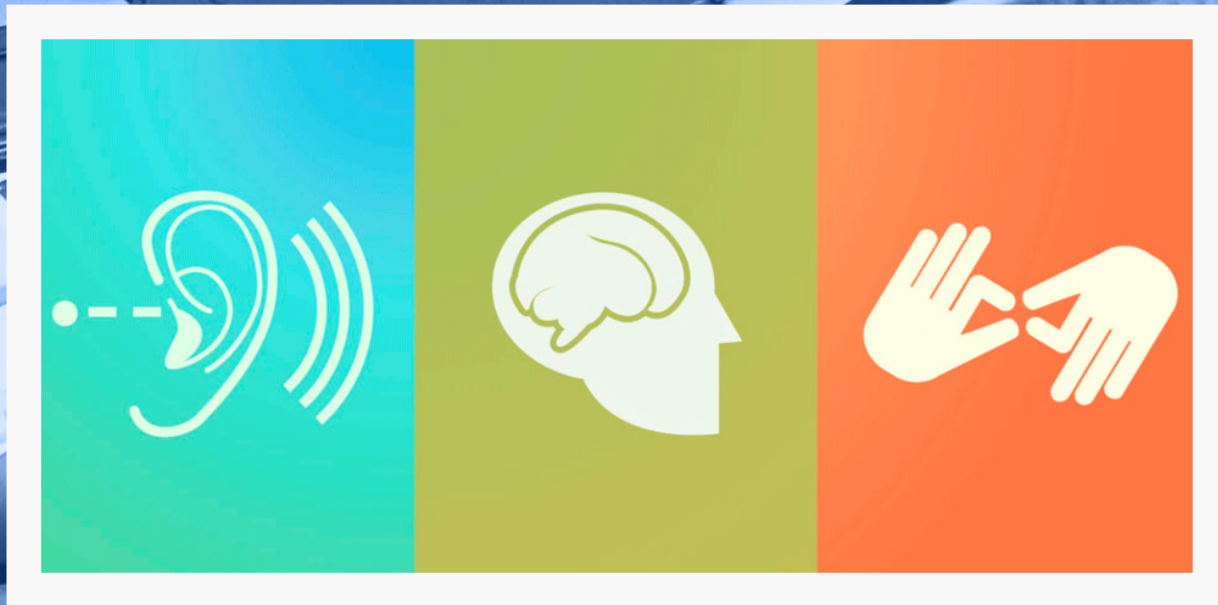


IT IS IMPORTANT THAT
PERMISSIONS ARE OBTAINED
FROM THE COPYRIGHT
OWNERS FOR THE USE OF
LENGTHY QUOTED MATERIAL
AS WELL AS FOR ALL TABLES,
FIGURES, PHOTOGRAPHS,
ILLUSTRATIONS, AND MEDIA
ITEMS (AUDIO, VIDEO, ETC.).



ACCESSIBILITY

Taylor & Francis aims to ensure that all content available as an eBook or download is *fully accessible* to readers regardless of *disability*.



writing ALT TEXT

All content and related materials should include Alt Text (alternative text) – a short piece of text that can be attached to a figure or image to convey to readers the nature or contents of that visual, in a contextual way.

It is typically used by systems such as pronouncing screen readers to make the object accessible to blind or visually impaired people that cannot read or see the object. Visual content which should include Alt Text are pictures, SmartArt graphics, shapes, groups, charts, embedded objects, and line drawings.

Find our Alt Text writing guidelines [HERE](#).



WITHOUT ALT TEXT




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WITH ALT TEXT



 A combined set of two sketches of King Ceras, the front-most sketch of him as a bearded elderly man wearing long royal robes with headdress hunched over a cane, and the rear sketch him standing and looking happy in casual clothes.



**THANK YOU FOR PROVIDING CONTENT FOR
INTERACTIVITY AND ENGAGEMENT; WE LOOK
FORWARD TO CREATING YOUR EBOOK+.**

If you have questions about eBook+ or further ideas about how to enhance your content, please contact your Editor so we can discuss this with you.