# Instructions for the author, LAB Focus

LAB Focus blog publishes concise and interesting texts that contain new information or new perspectives. Please read through the instructions below before finalizing and submitting your article. The editorial board reviews the texts before publication. Article suggestions will be proofread, and corrections may be requested. If necessary, there can be several rounds of editing. Only articles modified according to the instructions of the editorial board will be accepted for publication. From E1 class publications, both students and staff are paid a publication fee if they meet the criteria for publication data collection and the author has reported the publication according to the annual schedule with a publication notice.

## Instruction

- **Publication type:** Main publication type for the articles published in the LAB Focus blog is E1. Articles of this category are tagged with keyword "Article E1".
- **Length of the text:** max 3000 letters (incl. spaces, excl. references & author description)
- **Language:** Finnish or English / fluent general language
- **Titles:** add main title and 1-3 subtitles
- **Images/videos:** At least 1 horizontal image (1280 x 640px), plus 1-2 images or videos which the author has permission to use. The images are added to the references list according to the reference instructions. The video will be posted to YouTube as a published, public video link. Images are emailed as jpg / png files. When using images, pay special attention to the requirements of the Accessibility Directive
- **Captions:** describe how the image is related to the text, add the name of the photographer
- **Links:** embedded in the text (word describing the link). The link is added to the references under the Links heading according to the reference instructions in the order in which they appear in the text.
- **Citations and references:** according to the Harvard system.
- **Author description:** the author's name and 1-2 sentences about how the author relates to the text content and what his / her role is at LAB University of Applied Sciences. Eg Author: Maija Meikäläinen works as a lecturer at the LAB University of Applied Sciences and as an expert in the XXX project or Author: Matti Meikäläinen is a LAB University of Applied Sciences physiotherapy student and is interested in the well-being effects of exercise.
- Please select at least one category and at least one keyword for your article
- At the end of this instruction, you will find an example of the structure of a blog post
- Send the blog text as a word file and the images as a jpg / png file: labfocus@lab.fi

## Using images

The use of images must always be authorized by the photographer and those in the image. You can take the picture yourself or use, for example, images for open use of image banks, which are licensed under a Creative Commons license. When using image bank images, the image source is added to the text. Persons appearing in the photo do not need to be asked for permission if the photo was taken in a public place or at public events.

If there are only couple people in a picture taken in a public place who are clearly identifiable, it is polite to ask permission to use the picture. Written permission must be obtained for the use of images taken at private events.

Provide text with information about the graph or the source data of the image of the open image bank. Also include any permission to publish the image given by the people in the image. More information on the use of images in publications can be found in the Use of Images in Publications material maintained by Aalto University, and image banks in the image databases list.

## Accessibility Directive

The role of the Accessibility Directive is to promote equality, that no one is left out of services and society. Please note accessibility when writing a blog. Here are some tips to help you consider accessibility:

• Provide relevant information right at the beginning of the blog.

• Do not display content only in an image. Always attach the same content as text to the image.

• Provide descriptive alt text for images and icons that are relevant to the content.

• Add text descriptions to infographers and videos.

• Use descriptive subheadings and link texts ("read more" is not descriptive)

• Use clear and simple language and web writing principles.

• Make sure titles and links are easy to see.

• Keep the amount of data under control and cut off excess.

## Performing a maturity test as an article

At LAB University of Applied Sciences, students can take a maturity test by writing a blog article. If the publication meets the publication criteria of the LAB Focus blog, it is possible to publish the text on the blog. The student is entitled to a publication fee.

Compared to a traditional maturity test, a blog article is always written in collaboration with a teacher. The teacher's writer contribution should appear in the final text. In addition, the teacher guides the writing work and checks the text before it is offered on the LAB Focus blog.

The article can also be written for LAB Open publishing platforms under the same conditions. Author instructions for LAB Pro and RDI Journal can be found on the LAB Open website.

## Travel report as an article

Blog posts based on project, seminar, and conference trips should focus on one of the themes or sub-areas of the trip or event that the blog post delves into. At least one author must have a connection to the LAB University of Applied Sciences, the article must be related to individuals' research or expert work at the LAB university of Applied Sciences: the article contains, for example, new information or brings out new perspectives.

## An example of the structure of a blog post

**[Concise and interesting headline] e.g. "What happened, where?" [Note Search Engine Optimization and try to use keywords in your title]**
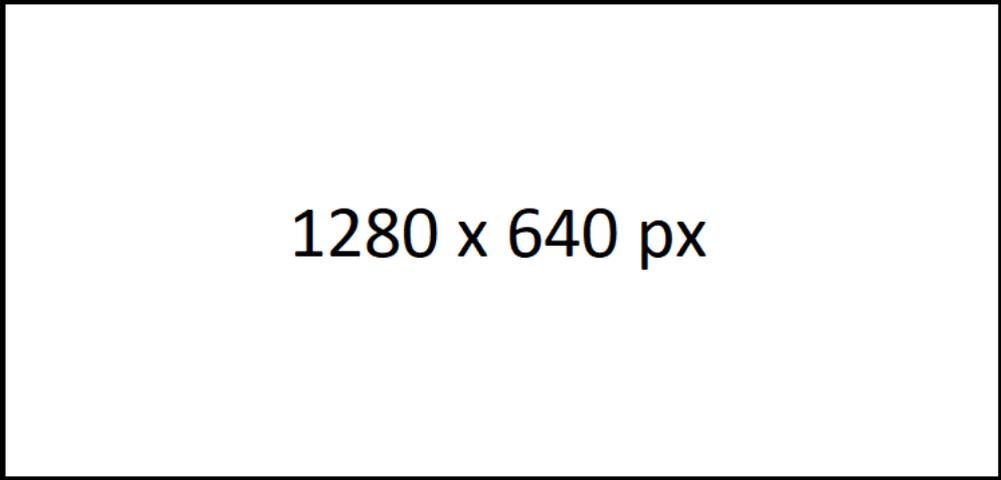
[Text: briefly describes what happened and where. What were its aims and / or results and what followed?]

[an image that you have permission to use and that creates an image of the subject]

[caption explaining the case] Photo: Matti Meikäläinen.

**[subtitle that divides the story into slightly smaller parts, which point should be raised?]**
[text: What's interesting about that?]

Image 1. [Explain how the image relates to the text. When using charts, etc. Please observe the Accessibility Directive.] Prefer horizontal images of 1280 x 640 pixels in stock photos.

Photo: Maija Meikäläinen.

[Possible reference to the course: "The work was done …" / "The event was organized as part of xx course for students of the xx year. "Possible reference to an ongoing project: student work was done as part of a xxx project. This connection is accompanied by basic information about the project, a link to the project's website and an explanation of why and / or how the connection to the project is established.]

Author: Matti Meikäläinen. The author works as an RDI expert in Technology Faculty at LAB University of Applied Sciences and is interested in the life cycle of products. [here explain your connection to the topic and LAB University of Applied Sciences]

References:

Heller, N. 2017. Is the gig economy working? The New Yorker. [Cited 23 May 2017]. Available at: http://www.newyorker.com/magazine/2017/05/15/is-the-gig-economy-working

Howell, A., Dopko, R., Passmore, H-A. & Buro, K. 2011. Nature connectedness: Associations with well-being and mindfulness. Personality and Individual Differences. Vol.51(2), 166-171. [Cited 13 Nov 2017]. Available at: https://doi.org/10.1016/j.paid.2011.03.037

Jacobsen, H. A. 2014. Chemical reactor modeling : multiphase reactive flows. Berlin: Springer. [Cited 7 Oct 2015]. Available at: http://link.springer.com/10.1007/978-3-319-05092-8

Suler, J.R. 2016. Psychology of the Digital Age: humans become electric. New York, USA: Cambridge University Press.

Links:

LAB 2020. DigiLAHTI - Fostering SME:s growth through means of digitalization. [Cited 4 May 2020]. Available at: https://lab.fi/en/project/digilahti-fostering-smes-growth-through-means-digitalization

Images:

Image 1. Villu Jaanisoo. Kumiankka. [Cited 2 May 2020]. Available at:

https://www.tampere.fi/ekstrat/taidemuseo/patsaat/villuiso.htm

[Additional tips for references and citations here]


Keywords [select at least one, Eg project name]

Categories: [select at least one]

- **Sustainability:** Technical and biological loops, Resource efficiency, Sustainable community, Systemic approaches towards Circular Economy

- **Design:** Designing Products, Services and Environments, Smart human-driven design and communication, Design for behavioural change, Arts for radical renewal

- **Innovations:** Experimental development ecosystems for innovations, Business design and thick value, Renewing and evolving entrepreneurship, Radical new openings

- **Health:** Well-being from physical activity and living environment, Social inclusion and safety in everyday life, Health promotion and smart self-care, Efficient service chains

- **General**