



CONTRIBUTOR GUIDELINES

Editorial Mission

Desktop Engineering (DE) delivers technology information to design engineers and engineering management. *DE* shows design engineering teams how design, simulation and rapid technologies can help them bring better products to market faster, while lowering overall development costs.

DE focuses on product reviews, application stories and major technology news, and delivers this content in a multimedia manner via a monthly magazine, websites, newsletters, white papers, and webinars. *DE* clarifies technologies, explains operational theories and practices, and offers hands-on reports of how hardware and software affects engineers.

DE focuses on these core industry segments:

- MCAD/3D design and collaboration software
- Engineering analysis, simulation, and visualization software
- Rapid technology systems, software, materials, and service providers
- High-performance computing (HPC) solutions
- Computer peripherals, including large-format printers, graphics accelerators, 3D navigation devices, and high-capacity memory
- Mechatronics, including how sensors and embedded systems relate to product design

Queries

Before you write an article for *DE*, please submit an outline that includes:

- A working title
- An abstract summarizing the article's major points and why you think it's appropriate for *DE*'s audience
- A description of the major graphical elements that will accompany your article
- A short biography detailing your qualifications to write on the subject matter

If your idea is accepted, an editor will work with you on all other details, such as deadline and length.

Due to the volume of unsolicited outlines and manuscripts, rejected manuscripts cannot be returned or acknowledged. *DE* strives to render a decision upon unsolicited manuscripts within two weeks of receipt.



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Assignment Expectations

DE appreciates its freelance contributors and wants to give them all the information they need to craft compelling content for *DE*'s audience. To that end, we have listed our expectations for all freelance assignments below.

- Written assignments will follow AP Style, be factual, and grammatically correct.
- Assignments will not only answer who, what, when, where, and why, but also to what extent and—most importantly—so what.
- Case studies and profiles will include at least two sources from different companies/organizations.
- The agreed-upon deadline will be met.
- Written assignments will be to the point, with an active and engaging writing style.
- Videos and podcasts will have clear audio and focused video that tells the story.
- All written articles will include visual components, such as photos, videos, tables, graphs, charts, and/or schematics. See visual guidelines below for more information.
- Active, engaging captions will be included for all visual components.
- Attribution will be included for all visual components.

Visual Guidelines

A contribution to *DE* is not complete without visuals. Often these can be obtained from sources. When requesting visuals from a source, please use the guidelines below.

- Images: High-resolution, 300-dpi jpegs are preferred. Other file formats that can be accepted are .tif and .psd. Images embedded in Word documents and PowerPoint presentations are not acceptable. Images must be high-resolution for print assignments. For instructions on transferring large image files, please contact the assigning editor.
- Videos and slide shows: Videos and slide shows should be less than 10 minutes long. We can accept videos that have embed coding from sharing sites such as YouTube and Flickr, as well as native video files that are less than 100MB in the following formats: .mov, .mpg, .mp4, .avi, .3gp and .wmv. For instructions on transferring video files, please contact the assigning editor.
- Charts, tables and graphs: These visuals often need to be re-created by *DE*'s art department to be formatted correctly, which is a time-consuming process. Please submit charts, tables and graphs as early as possible (before your assignment deadline whenever possible).



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Content Tips

DE's content should help its audience solve problems in their day-to-day work and prepare for the future by explaining the benefits of new hardware, software, workflows, and related trends in technology.

What to do

All content contributed to *DE* should be able to answer these questions affirmatively:

1. Is it useful to the audience?
2. Does it respect the audience's time by providing quick access to the most important information via callouts and bulleted lists?
3. Does it respect the editors' time by being well produced and free of errors?
4. Does it present information in the best format (type of article, visual presentation, audio, video, etc.) for the subject?
5. Are the quotes meaningful and important without repeating what you've already paraphrased?
6. Are the sources knowledgeable and balanced?
7. Is it focused as tightly as it can be with no wasted words?
8. Does it include specific examples that illustrate its point(s)?
9. Does written content include multiple entry points (subheads, captions, pull quotes, sidebars) to turn "scanners" into readers?
10. Is it authoritative?

What not to do

Common mistakes to avoid include:

1. Run-on sentences and long paragraphs that are hard to digest quickly.
2. Labels used as subheads and captions instead of active, informative copy.
3. Buried leads.
4. Rambling leads that consist of long sentences.
5. "Clever" headlines that confuse the reader and limit search engine traffic.
6. Long, rambling headlines.
7. Decks that repeat the information in the headline.
8. Assuming the audience knows industry jargon.
9. Mixing verb tense.
10. Using a passive voice.