Advice to Authors for the Preparation of the Final Submission

**(Please do not include author information for an initial submission to ensure a double blind review process. Add author information to the revised version.)**

Lorenzo Cantonia,  
Name of 2nd authora, and  
Name of 3rd author – different University (no titles, affiliations etc.)b

aFaculty of Communication Sciences  
USI – Università della Svizzera italiana, Switzerland  
lorenzo.cantoni@usi.ch

b Name of the institute / department  
Name of the University, Country  
author3@email.edu

Abstract

Please heed these guidelines carefully; technically unsuitable manuscripts will be rejected. The simplest way to follow the guidelines is to replace the text in this file with your own words – using the styles provided as far as possible. This abstract, for example, is 9-point Times New Roman and single-spaced; with 6 pts before and after each paragraph (“Abstract Body”). Papers should be structured as follows: introduction; theory/issues; methods / procedures; results; conclusions; references (replace this file’s first level-headings with this structure). The structure of short papers is flexible but must include an introduction and a discussion section. The abstract should be between 100 and 150 words.

**Keywords:** keyword 1; keyword 2; ... (3-6 keywords must be included here).

# Originality

All papers are assumed to be original and not under consideration for publication elsewhere. Authors will need to sign a transfer of copyright before an accepted paper is included in the conference proceedings. All papers submitted will also be run through an anti-plagiarism tool to identify potential copyright violations.

# Writing Style

The paper must be written in the third person and in British English (i.e. colour rather than color or organisation rather than organization). Authors should use straightforward declarative sentences, making every effort to help readers understand the concepts presented. Please explain any acronyms or abbreviations clearly.

# Manuscript Length

Your manuscript must not exceed 12 appropriately formatted pages in total for full papers and 5 pages for Research Notes. If relevant, please remove Endnote fields and turn off the track changes feature of Microsoft Word before submitting your draft paper.

At the final paper stage, please address the recommendations of reviewers in preparing your final paper, as they will decide whether your paper is accepted or is rejected.

# Printing Area

Please use **A4 sized paper** and use Page Setup to set the text area to a single column measuring 12.2 x 19.4 cm. On A4 paper, this equates to top and bottom margins of 5.15cm and left and right margins of 4.4cm. At least two lines of text should follow headings at the bottom of each page; otherwise the heading should be moved to the subsequent page. There should be no running headers or footers.

# Typeface and Size

Authors must use **Times New Roman** typeface. Please do not use a sans‑serif typeface for running text, except for computer programs. Mathematics must be typed.

Always justify the text to occupy the full line width, so that the right margin of a paragraph is not ragged. For running text, please use 10‑point type size and single line spacing. Small print (abstract, figure legend, table legend, and references) should be in 9‑point type size with 10‑point line distance. Please use italics (rather than bold or underlining) to emphasise words in running text.

## Headings

Please see the table below for details of how to format headings.

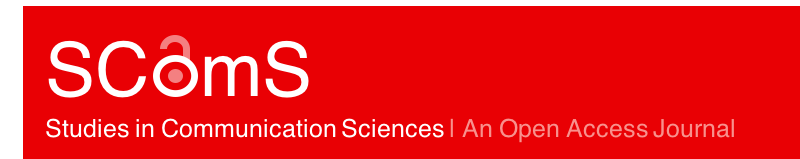
**Table 1.** Headings

|  |  |  |  |
| --- | --- | --- | --- |
| Heading level | Example | Type size, style and line spacing | Paragraph Spacing |
| Title (centred) | Type Theory | Title case, 14 point, bold font | 0 point before, 6 point after, single spaced |
| Author's name (centred) | R. L. Constable | Title case, 10 point, normal font | 6 point before and after, single spaced |
| 1st‑level heading | **1 Introduction; References** | Sentence case, 12 point, bold font | 12 point before and 6 point after, single spaced |
| 2nd‑level heading | **2.1 Heading** | Sentence case, 10 point, bold font | 6 point before and after, single spaced |
| 3rd‑level heading | **Typing rules.** Text follows | Sentence case, 10 point, bold font | 6 point before and after, single spaced |
| 4th‑level heading | *Remarks:* Text follows | Sentence case, 10 point, italic font | 6 point before and after, single spaced |
| Normal text | This is an example of normal text. | Sentence case, 10 point, normal font | 6 point before and after, single spaced |
| Figure heading (centred) | **Fig. 2.** An example | Sentence case, 10 point, , bold font for word “Fig” and number | 6 point before, 12 point after, single spaced |
| Table heading (centred) | **Table 1.** An example | Title case, 10 point, bold font for word “Table” and number | 12 point before and after, single spaced |
| Table text | This is an example of text in a table. | Sentence case, 9 point, normal font | 0 point before and after, exactly 10 pt spacing |
| Reference text | O’Connor, P. (2007) An analysis of trademark abuse | 9 point, mixed font | 0 point before and after, exactly 10 pt spacing, hanging indent 0.95 (0.4”) |

## Tables and Figures

Tables and figures should be incorporated directly into the text, careful centred between the margins specified above. Larger tables or figures may be presented in landscape format. All tables, figures or other illustrations should be original. Please do not incorporate material scanned from other sources. A figure or table may precede the reference to it in the text. No figure or table should be after the References section.

**Figures**. Normally, figures will be black line reproductions. Minimum line weight should be 0.25 mm, while the minimum size of any lettering should be 9-point. Please number figures consecutively (word "Fig." and the number of the figure in bold). Centre the legends below the figures using 10‑point type as shown in the example below.



**Fig. 1.** SComS logo

**Tables.** Type all parts of tables in 9-point type and exactly 10-point line spacing; an additional 2 points may be added to separate parts of the table to show groupings of data. Centre table captions above tables (word “Table” and number of the table in bold – as shown in the example on previous page). Centre tables on the page and number tables consecutively. Please use Arabic (1, 2, 3) rather than Roman (I, II, III) numerals. Always type the word “Table” in full when making reference to it in the text.

**Permissions.** If excerpts from copyrighted works (including websites) such as illustrations, tables, or text quotations are included in your manuscript, the authors must obtain permission from the copyright holder (usually the original publisher) for both the print and online format.

## Itemised Lists

“Bulleted lists” may be used sparingly in the following format:

* First item. If it is very long, it should wrap nicely as in this example.
* Another item.
* Last Item.

## Page Numbering

Do not include page numbers. The volume editor and then the printer will decide page numbers at the publication stage.

# Referencing and Citation

For citations of references, please use square brackets and consecutive numbers. The following bibliography provides a sample reference list with entries for journal articles [1], a book [2], proceedings with editors [3], as well as a URL [4]. All citations mentioned in the text should be included in the reference list, and vice-versa. Citations such as “personal communication” should not be in the reference list. Instead, they should be added parenthetically in the text.

The reference list, placed at the end of the text, should be spaced at exactly 10-point line spacing, with a hanging indent of 0.95cm and use a 9-point font size. Please use italics rather than underlining for emphasis.

References

1. Cominelli F, Greffe, X. (2012). Intangible cultural heritage: safeguarding for creativity. City, Culture and Society 3 (4): 245-250. https://doi.org/10.1016/j.ccs.2012.10.003

2. Sadaba T. (2015). Moda e nil entorno digital (p. 187). Navarra, Spain: Ediciones Universidad de Navarra.

3. Kalbaska N, Cantoni, L (2019) Digital Fashion Competences: Market Practices and Needs. In Rinaldi R, Bandinelli R (eds.), Business Models and ICT Technologies for the Fashion Supply Chain, Lecture Notes in Electrical Engineering, Springer Nature Switzerland AG, pp. XX-XX, https://doi.org/10.1007/978-3-319-98038-6\_10

4. Fashion Communication Conference. www.digitalfashion.ch/fashion-communication-conference, last accessed 2018/08/11

Acknowledgements

Here a section for acknowledgements.