

GUIDELINES FOR CONTRIBUTING CONTENT FOR RGD NEWSLETTER AND WEBSITE

As a hub for the Canadian graphic design industry, all RGD members are invited to submit relevant content to be shared on the Association's website and featured in our weekly e-newsletter, RGD Word.

Please contact news@rgd.ca prior to preparing content to confirm details and deadlines.

We accept the following content:

- Book recommendations (less than 200 words)
Must be a book relevant to the creative industry, will appear as part of a larger post with content from other contributors
- Case studies (~1,000 words)
Must include project background, audience, timeline, concept, process, design challenges, result and takeaways for designers and clients, plus images*
- Why RGD (300-500 words)
Should touch on specific examples of experiences relating to RGD membership, initiatives and programs
- Insights / Op-Ed (500-700 words)
Should take a clear stance on an issue relevant to the design community / creative industry
- Lists (Top 5 or Top 10)
Can be submitted individually or compiled from multiple contributors, must be relevant to RGD's audience (i.e. Top 5 Designer Pet Peeves, Top 10 Sources of Creative Inspiration, etc.)
- Other – If you have an idea that does not fit into any of the categories listed above, please feel free to get in touch. We're open to discussing your suggestions for new content

*It is the contributor's responsibility to obtain client permission to share projects on the RGD website. If you are submitting a case study, we assume you have made the client aware that it will be featured on our site.

If you are submitting an article, please remember:

- (1) The first draft you submit will likely not be the final copy posted online. We may contact you to provide additional details or elaborate on points you have made. Please be prepared to re-submit your article with requested changes if necessary.
- (2) All articles are subject to editing. Content may be edited for style or substance, links may be added for context and images may be added at the discretion of RGD staff. Any changes will be sent for your approval before being published.
- (3) As a professional association, RGD upholds high standards for the professional conduct of our members. Content published to our website must align with the values and goals of the Association. (For more information, see [RGD's Rules of Professional Conduct](#), [Policy on Spec Work](#), [Internship Guidelines](#) and [other resources](#).)

- (4) Articles will appear on the RGD website, included in our e-newsletter and shared via our social media channels.

When writing your article:

- a) Be relevant and be yourself. Make sure the content you submit is of interest to RGD's audience and maintains a tone that is appropriate for a professional association, but don't be afraid to add some personality. The best articles are the ones written in a distinct voice with a unique perspective.
- b) Think outside the box. We're looking for content that will advance the conversation on topics affecting the design industry and introduce new ideas that will engage the creative community. We want your opinion on topics that matter to you, not just a summary of things that have already been said.
- c) Use examples. Personal anecdotes and memorable stories from your experience in the creative industry will help illustrate your point and make your contribution more interesting and powerful.
- d) Avoid self-promotion. While we encourage you to draw from your own experiences and share your work, excessive promotion is not appropriate for the community spirit of RGD.

Your Article:

- Should be 1,000 words or less.
- Is NOT exclusive to RGD – the content belongs to you and may be reprinted in part or full on other sites. (Link-backs are appreciated!)

Resources for content contributors:

<http://www.fastcompany.com/3003516/how-write-thought-leadership-pieces-get-published-and-dont-make-editors-want-die>

<http://www.linkedin.com/today/post/article/20120906170105-29092-the-7-secrets-to-writing-killer-content-on-linkedin>

http://www.prdaily.com/Main/Articles/David_Ogilvys_10_tips_for_clear_concise_writing_15992.aspx

<http://www.iabc.com/cwb/archive/2010/0910/Shawver.htm>