

Oklahoma Visual Arts Coalition's
Art Focus Oklahoma

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The Oklahoma Visual Arts Coalition supports visual artists living and working in Oklahoma and promotes public interest and understanding of the arts. OVAC achieves its mission through grants, publications and exhibits. OVAC's major publication is the bi-monthly magazine, *Art Focus Oklahoma*.

Art Focus Oklahoma profiles Oklahoma artists, reviews and previews gallery and museum shows in Oklahoma, publishes art commentary, cartoons and essays relevant to how to succeed as an artist.

WRITERS GUIDELINES

Submission

All established contributors should discuss their intended article topic with the editor before submitting a finished article. Please submit your pitches via e-mail to publications@ovac-ok.org.

New contributors should provide two short writing samples, a resume and their complete contact information, including a mailing address. Approval from the editor is required before submissions will be accepted.

There are no academic or professional prerequisites for contributors. New contributors are accepted solely on the merit of their writing samples. New contributors must read our style guide.

In addition, the editor reserves the right to approve or reject submissions. Although submitted, the essay may or may not be used; it will be filed and considered for future publications. We strongly encourage writers to stay as close as possible to the allotted word count given by the editor at the time of approval. Reviews that exceed the given word count may be trimmed without the consent of the author. Please read the style guide before submitting an article. If you have additional questions, please contact the editor directly.

Deadlines

Fall issue (Oct 1 release): Call to writers: July 5, Deadline: Aug 5
Winter issue (Jan 1 release): Call to writers: Oct 5, Deadline: Nov 5
Spring issue (Apr 1 release): Call to writers: Jan 5, Deadline: Feb 5
Summer issue (Jul 1 release): Call to writers: Apr 5, Deadline May 5

A call for ideas will be made by email approximately one month before deadline. At this time the editor may give specific writing assignments, but suggestions are always welcomed and appreciated.

If a relationship exists between the writer and subject of a story prior to the writing, you must disclose this information to the editor in advance. This includes business relationships with a featured gallery or artist, family, etc. Prior relationships can add additional insight to a story and if they exist, should serve as the frame from which the author approaches the subject. The editor reserves the right to make changes as seen fit. Contact editor for questions.

Images

Authors are responsible for providing images to accompany their stories. If a specific piece is discussed in the article, it is expected that an image of that piece will be included. A minimum of 3-5 images is

appreciated for each story. Send images and caption information via e-mail to publications@ovac-ok.org. Images reproduce best when they are at least 300dpi at 5"x7" and jpeg or tiff format. Please do not submit images that have been enlarged to meet our image specifications. Providing high quality images increases the chance of becoming a cover story.

Slides, hardcopies, transparencies and extremely large files on disk can also be submitted by mail. Please send such materials to:

Oklahoma Visual Arts Coalition
Attn: Lauren Scarpello
730 W. Wilshire Blvd, Suite 104
Oklahoma City, OK 73116.

Please e-mail the editor at publications@ovac-ok.org to let her know said materials have been mailed. Include return postage if you wish your materials to be returned.

If assistance is needed in collecting images to accompany articles, please contact the editor at least two weeks in advance of deadline.

Payment

Art Focus Oklahoma (quarterly)
Regular features (up to 1200 words) \$40
Long features (up to 1500 words) \$70

Art Review Oklahoma (every other week)
Regular features (up to 500 words) \$30
Long features (up to 1000 words) \$40

Payment is made upon publication, not acceptance, and may take up to three weeks. Writers are responsible for keeping their contact information current. Please send all change of address information to publications@ovac-ok.org.

STYLE GUIDELINES

Refer to the *Chicago Manual of Style* and *Webster's Collegiate Dictionary* for style and spelling. Use open punctuation: i.e., the minimum of commas, quotation marks and other punctuation necessary for clear understanding of the writing, as well as a minimum of italics and capitalization.

In General

- Always give your story a title. Try to make your title interesting to make readers want to know more. Titling a story with just the artist's name doesn't tell the reader anything if they don't already know who the artist is.
- Use present tense to discuss art, with the following exception:
- Use past tense when referring to temporal aspects of a show (how it was hung, how two artists or artworks related to each other). Use past tense when discussing one-time or site-specific presentations, such as installation.
- Write in the active voice whenever possible.
- Always spell-check your document
- Compound words formed with the suffix -like are spelled as one word (catlike, cathedrallike). Exceptions are: compound words formed from proper names (Tokyo-like); words ending in -ll (gull-like); multiple word combinations (vacuum-bottle-like).
- Compound words formed with the prefixes pre-, post-, over-, under-, intra-, extra-, infra-, ultra-, sub-, super-, pro-, anti, re-, un-, son-, semi-, pseudo-, supra- and co- are spelled as one word (prewar, infrared,

nonviolent), except when the second element is capitalized or a figure (pre-Civil-War; post-1945).

Quotations

-After a quotation, a period or comma goes inside the quotation marks.

-If the sentence continues after a quotation followed by a semicolon, the semicolon goes outside the quotation marks. Example: *Huck Finn said, "It's lovely to live on a raft"; however, the raft drifted him into trouble.*

-If a statement is listed in quotation marks, it should be exactly as it was stated. If you are paraphrasing, be careful not to change the meaning of the statement and do not place in quotation marks. If unsure about the accuracy of quotations, always check with the source.

Names, Dates, and Numbers

-Give the full name of artists when citing, at least the first time mentioned, as an example (Hans Hoffman, not Hoffman).

-Provide the full name of the artist(s) reviewed the first time you mention them, and then refer to them by their last name in subsequent usage (Cy Twombly, then Twombly). Apply this same rule to institutions, substituting the museum's acronym for the full title (Dallas Museum of Art, then DMA; Menil Collection, then Menil).

-Possessive case for all plural and singular nouns ending in s or z is formed by the addition of apostrophe only (Rubens' painting; Velazquez' style). In other cases, use 's (Marx's).

-In general, dates for contemporary artworks are not needed, but when including them, place dates of artworks in parenthesis after artwork titles.

-Spell out centuries, and hyphenate when using as a modifier (an icon of the twentieth century; twentieth-century icons).

-For decades ('70, not 1970) and pluralize in the same fashion, with no apostrophe ('70s, not 1970's). Hyphenate to indicate a span of time (1970 – 1975, or 1970 to 1975). For the years 2000 – 2009, the phrase "the aughts" is acceptable.

-Abbreviate circa as c., not ca.

-Dimensions are often best left out of the body of the article, but are sometimes valuable when discussing particular aspects of scale and scope. Indicate dimensions within the body of an article like this: 12-x-12 inches; 10-x-20 feet.

-Spell out whole numbers of less than ten, as well as those followed by hundred, thousand, million and so on. Use figures to express other numbers. However, all numbers within a paragraph should be treated alike. If one is expressed in figures, all should be (56 artworks made in 9 years).

-Spell out numbers that begin a sentence, or re-word the sentence if awkward.

-Use numerals in dates, page references, addresses, percentages and money.

-Spell out fractions, such as one-half.

Capitalization and Italicization

-Capitalize terms when referring to an art historical movement (Pop, Abstract Expressionism), but not when referring to a sensibility (a conceptual approach).

-Always capitalize the first word of a foreign language title.

-Italicize exhibition titles, titles of works of art, foreign words or phrases and book titles; identify essays and quotations with quotation marks.

Footnotes

Reviews seldom require footnotes. If citations are necessary, write them into the body of your text when ever possible (Johns is quoted in the catalog essay as saying that he is "against citation.")