

## **Leisure Studies Association Conference 2018** **Images of Research – Guidance for Entrants**

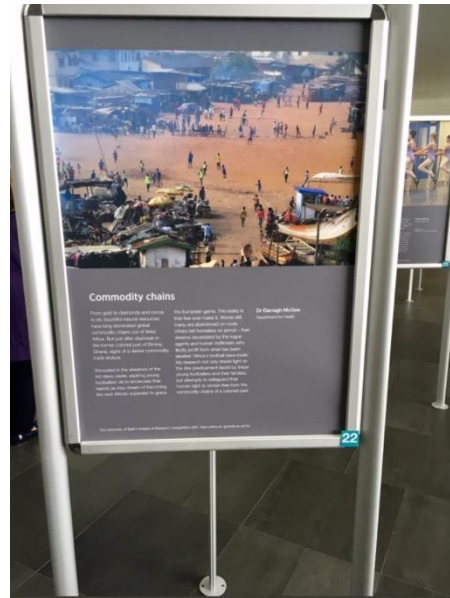
### **About Images of Research**

*Images of Research* provides researchers the chance to tell people about their research through an eye-catching image and an associated, simple description. The image can be any form – photo, drawing, digitally created etc.

A selection of entries will be turned into A1 posters and exhibited at the *Leisure Studies Association Conference*, at the University of Bath. A judging panel will announce winners across three categories: *Best Image*; *Best Description*; *Best Overall Entry*.

We'd like images and descriptions that show why leisure studies research matters – the difference that it makes to society, economy, other research or global challenges.

Posters should align with the aims of the conference:



1. To facilitate critical and creative dialogue that responds to the sociopolitical complexity of leisure practices, formations and organisation in contemporary life.
2. To invite diverse disciplinary perspectives, methodological and theoretical approaches from within, and beyond the field, to situate the study of leisure within in a post-disciplinary future.

We welcome poster submissions from academics and non-academic participants who have been involved in co-created research (artists, activists, policy makers and professionals). Costs of printing selected posters will be assumed by the conference organisers.

### **Entry Guidance**

Read this guidance carefully before emailing your poster to [LSA2018@bath.ac.uk](mailto:LSA2018@bath.ac.uk) by 1st February 2018. We will notify authors of poster acceptance by March 1st 2018. After this time, we will be printing A1 posters to be exhibited at the conference.

For inspiration, you can view entries from previous Images of Research competitions held at the University of Bath here: <http://www.bath.ac.uk/research/news/2017/05/12/images-of-research-winners-2017/>

**Each poster should contain an image, title and brief description:**

A) Images

1. Your image must be taken or created by yourself or if not, **used with explicit permission from the person who took or created it**; you cannot submit images downloaded from the internet.
2. If the image is **not** produced by yourself, it will **not** be eligible for the *Best Image* category.
3. If possible, images should be **high resolution, 300ppi**, or the highest amount of pixels on a digital camera, as they will be expanded into an A1 poster.
4. Images can be full colour or black & white.
5. Images can be in any format (landscape / portrait / square)

B) Title & Description

1. Each submission must have a title of **no more than six words**. A short, snappy title is crucial to intrigue individuals and to capture their attention. Examples from previous University of Bath Images of Research competitions include:
  - *Commodity chains*
  - *Just do(nate) it*
  - *The 'other' and I*
2. Descriptions provide an opportunity to get creative about the way you describe your research, its importance and the difference it makes to the world. Please **use plain English by avoiding jargon and acronyms**. **The maximum length for descriptions is 150 words**.

Some tips on writing in plain English:

- Set the scene carefully and explain how your work fits into the bigger picture. Be sure to address the 'so what?' question by explaining how and why your research is important. Try to allow your enthusiasm for your subject to shine.
- If you do have to use technical terms or acronyms, make sure that you explain them.

- It may be worth asking a friend or relative, who has no specialist knowledge of your research area, to read your description. Do they understand your description and the importance of your research?
- You might find this guide to writing lay summaries useful:  
<http://www.dcc.ac.uk/resources/how-guides/write-lay-summary>
- This guide to writing in plain English is helpful:  
<http://www.plainenglish.co.uk/files/howto.pdf>
- Or, this article on writing for non-specialists:  
<http://www.publicengagement.ac.uk/do-it/techniquesapproaches/writing-non-specialists>

**Please note that entries that do not conform to the specifications for the image file or title & description will be rejected.**

### C) Formatting

Posters can be formatted either in portrait or landscape.

We recommend using Microsoft Word or PowerPoint to make your poster. **Please ensure your poster is A1 size.** You can change the size of the page/ slide under the Layout tab (for Word) or Design tab (for PowerPoint), and select A1 size or enter the dimensions manually: 59.4cm x 84.1cm.

**Posters should be submitted as PDF files.**

### D) Subject limitations

No nudes or portrayals of illegal activities will be accepted. Submissions that, in the sole discretion of the judges, are considered inappropriate or unsuitable for publication will be deemed ineligible and removed from the Images of Research.

### E) Copyright

The Leisure Studies Association retains the right to use all submitted photographs — including those not chosen to win prizes — in promotional materials without further permission from, or compensation to, the entrant. Credit will be given to the entrant if reproduced. The entrant will retain copyright. We expect the images to be original and produced by you or by someone else who has given permission for their use and who has been credited. **Downloaded files from the internet do not qualify.** The image source must be stated in the entry form.

### F) Liability

By entering this contest, if your entry is deemed eligible, you consent to the use of your name, biographical information, winning entry and any statements attributed to you, or photographs of you taken subsequently, being used for promotional purposes without additional compensation to you. As such, you hereby grant to the Leisure Studies Association a non-exclusive, royalty-free licence to reproduce works based on your submission without any obligation to compensate you.

The University of Bath and Leisure Studies Association shall not be liable in any way for a submission. It is the responsibility of the photographer to secure permission from identifiable persons in their photographs by ensuring that they have written permission to use the image. You represent and warrant that: (i) you are the sole and exclusive owner of your submission, or that you have all right and authority to grant the rights in the submission to the Leisure Studies Association described herein; (ii) you have obtained any and all releases necessary from all persons (or their legal guardians) depicted in the submissions.

### G) Judging criteria

A judging panel will announce winners across three categories:

#### **Best Overall Entry:**

1. Do the description and image work together to illustrate clearly why the research matters – how it makes a difference to society, economy, other research or global challenges?

#### **Best Image:**

Entrants were invited to submit images in any form (e.g. photo, drawing, digital creation). Note that those images credited to another are not eligible for the 'Best Image' Award.

1. Quality (is the quality detrimental to the message of the image?)
2. Composition
3. Impact / Attractiveness – does the image entice you to want to know more?

#### **Best Description:**

1. Clear, non-technical, plain English – avoidance of jargon
2. Draws in the reader through, for example, an engaging title and the use of analogies / humour / questions etc
3. Makes reference to the image
4. Describes relevance of the research to the public

**If you have any questions about the Images of Research, please email [LSA2018@bath.ac.uk](mailto:LSA2018@bath.ac.uk)**

**DEADLINE FOR ENTRIES = 1st February 2018**