# Guidelines on Contributing to Tasveer Ghar

What is a Tasveer Ghar Visual Essay?

Tasveer Ghar has no fixed rules for writing essays or conceiving them in a specific design format or template. However, many essays have been formatted in a multi-page style with embedded images. As a contributor, your first step would be to look at the design of the visual essays posted on our website since 2007.

Typically our visual essays are written around images. We strongly encourage an essay that directly engages with the images used, rather than using images simply as "illustrations" for an argument driven by verbal material and words.

Since our website is a free public forum, it is regularly visited by non-experts or lay readers who may not read very long essays or write-ups with highly technical or academic language, although an equally large number of academic researchers and students use it as well. A typical essay ranges between 3000 and 6000 words (excluding the captions for images), and the average number of images for an essay ranges between 15 and 30. You are welcome to add a brief bibliography or guide for further reading (but this is not essential).

Typically, an essay is designed in simple web pages (like a magazine format) with small sized thumbnails of the images placed on the right or left of the paragraphs, or even between 2 paragraphs. (You may suggest other combinations that are technically possible and aesthetically pleasing on a web page). The thumbnails are meant only for reference – the actual large-sized image can be seen by clicking on the thumbnail. If the essay is longer than 2000 words, it can be split into two or more pages, each of which is accessed by links given at the bottom of the page. You as the author can specify to us where you would like the page-breaks in your essay.

All large images selected for the essay will be placed in an online gallery that runs parallel to the text. In fact, both the essay and its accompanying gallery can be browsed separately through the links at the bottom. The most important part of a gallery is the thick caption that the author is expected to write in a manner that complements the essay as well as the linear sequence of images themselves.

If you are contributing only an Image Gallery to Tasveer Ghar, please provide a text introduction to the gallery that puts the images in context. The introduction could be short (couple of paragraphs, 300 words) or long (one page, 750 words), and could have references or Internet links.

For the Final Product:

1. Essay or the main text to be sent in a Microsoft Word file, preferably in Times New Roman font, size 12. You may provide *italics* or **bold** wherever required. You may also provide reference to the sources wherever required (in the formal citation format), giving a bibliography or notes at the end. You may even give Internet links.

2. If the essay is long, please split it into parts that can be placed on several pages. In this case, we encourage sub-titles or headings at the start of each page/section. When your essay refers to certain images, please specify the image number (in the format Fig.0X) <u>at the end of a sentence or paragraph.</u> The same figure number will be placed underneath the thumbnail of the image, as well as in the sequence of the image gallery.

3. Please provide a short synopsis/blurb about your essay (50-60 words), and a short bio about yourself, besides a photograph of yourself that we can use along with your bio. You are also welcome to provide us links to outside sites or your publications that are relevant to Tasveer Ghar.

4. We expect the language of your essay or captions to be without errors and with minimum need for copyediting or proofreading.

5. All images should be scanned or photographed in high-resolution (300 dpi) and submitted in TIFF or JPEG format, although for the website we will reduce their size and resolution. If for some reason you are not able to provide high-resolution or 300 dpi, they should at least be in the largest size (at least 1000 pixels on the largest side). They should have sharp focus and optimum brightness, contrast and colour saturation, being as close as possible to the original.

6. The author should ensure that the images are cleared for copyright or permission to use. Tasveer Ghar is not responsible for any infringement of copyright by your contributions. Please also visit our page titled "Disclaimer on Images" (http://tasveerghar.net/cmsdesk/pages/copyright.html) . If there are any living persons appearing in your photographs, please ensure that you have secured permission from such persons for public use of their image.

## Guidelines on language and style sheet for citations:

In our essays and captions, we use:

- British spelling
- z spelling (organize, recognize, etc.)
- Single quote marks (double quote marks only for quotes within quotes)
- Numbers: One to nine in words, 10 onwards in figures
- No diacritical marks. Italics for non-English words (italics also for name of journals within the text of the essay).
- Chapter headings: initial caps
- Abbreviations without periods: UK, USA, etc.
- Dates: 4 February 1986
- Decades: 1950s, 1960s, etc.
- $19^{th}$ century (not nineteenth century)
- Names of films to be italicized. Song titles within single quotes.

References:
We put a footnote number at the end of a sentence (or sometimes a word within a sentence). That refers to a reference at the end of the page marked with the same number. Following style is used for a citation. The first one is a book while the second one an essay in a journal:

Orsini, Francesca, *Print and Pleasure: Popular literature and entertaining fictions in colonial north India*, New Delhi: Permanent Black, 2009.

Farouqui, Athar, 'The Problem of Urdu in India—Political or Existential? An Interview with S.R. Faruqi', *The Annual of Urdu Studies*, Vol.10, 1995, pp.157-67.

For other types of references, please see an existing visual essay on TG website, such as:
http://tasveerghar.net/cmsdesk/essay/134

Image captions: starts with a title, which is either a title/text from within the image or a phrase that describes the picture in short, followed by a longer description of the image (if required). To end with the name of the artist/publisher/photographer or agency that has produced the image. Then date, place and copyright holder/owner of the image, URL if any. We provide below three examples of captions – a short, a medium and a long one:



Musical meeting, *Uma*, magazine cover, October 1956.
Collection: S. Marieswaran

"Agriculture" from Empire Calendar Mfg Co; Chromolithograph on paper, 50 cm x 38cm, circa 1950. Modern irrigation & rice cultivation, with Nehru, Prasad & Gandhi overlooking. The emphasis on technologies as they change agrarian life is the heart of the poster, especially the tractor and water pump. Image from the Priya Paul Collection, New Delhi.



*No. 400, New India.* Print bearing signature of Banshi, circa 1950 (Publisher's information not decipherable). Priya Paul Collection, New Delhi.

The map of India depicted in the print is more or less cartographically accurate in terms of state boundaries and names before the process of "states reorganization" began from 1953 onwards, although the outlines of Punjab and Himachal Pradesh are a little askew. The fact that "Uttar Pradesh" shows up under its erstwhile colonial name "United Provinces," suggests that the map in this print might date to circa 1950 (since the renaming happened that year). In January 1948, the more than 200+ kingdoms and estates of Kathiawar came together to form Saurashtra, shown here on the map as an independent entity. "Madhya Bharat" was inaugurated in May 1948 out of the merger of the former princely states of Indore, Gwalior, and some 20-odd neighbours, and "Vindhya Pradesh" in April 1948 out of the erstwhile princely domains of Bundelkhand and Baghelkhand. P.E.P.S.U. is the acronym for "Patiala and East Punjab States Union," an entity that was formed out of 8 former princely states in July 1948 and existed on the map until 1956 when it became part of Punjab. Bhopal remained an autonomous domain between 1947 and 1956 when it joined

Madhya Pradesh. The last of the "unions" between the formerly princely states was "Travancore-Cochin" in July 1949.  While we can use all such "facts" to date this print to circa 1950, given the "recursive" native of popular print culture (when images from past decades are recapitulated and recycled, as Christopher Pinney has cautioned us), all such dates are provisional. Arranged around the central map are clockwise from top: Rajendra Prasad, the first President of the Indian Republic; Jawaharlal Nehru, first Prime Minister; Sardar Vallabh Bhai Patel, Home Minister (and the politician who oversaw the merger of princely states into independent India); and of course, the father of the nation, Mohandas K. Gandhi.  Although the print almost certainly post-dates Gandhi's assassination in January 1948, the Mahatma is shown without his ubiquitous halo. As in all such maps, "Pakistan" and "E. Pakistan" are coloured green.