

Big Landscape

Case Study & House-Style Guidelines

The Big Landscape case studies aim to exemplify the best curriculum and unit of work practice. This document aims to give guidance to writers – sharing our aims and providing a step-by-step guide to structure your case study.

It includes a summary of our house style guide: **terminology, grammar, references, image and captions.**

Aims of Case Studies

The overarching aim of The Big Landscape case studies is to share your aims and what, why and how these were achieved. We are especially keen to for case studies to show learner and community-centred better practice.

The guidance below will help achieve this but if you have any questions please contact [Sophie Leach](mailto:sophieleach@nsead.org) on sophieleach@nsead.org.

Terminology & Spelling

The Big Landscape

- Where possible please use capitals for The Big Landscape.
- Where The Big Landscape is followed by a noun such as 'Big Landscape Atlas' or 'Big Landscape Supporters', you do not need to use 'The'.

Art, craft and design

- First mention of our subject in your case study use 'art, craft and design' thereafter use art and design.
- Avoid 'art' alone whenever possible (except 'art educators').
- Avoid using an '&' sign for our subject: 'art and design'. Note there is good reason to use ampersands – and the Better Practice SIG has used them helpfully in the Big Landscape.

Craftspeople and makers

- Instead of 'craftspeople' use the term 'makers'

Art educators

- Aim to use 'art educators' instead of 'teachers'

Classrooms and studios

- 'Studio' will mostly capture secondary teaching rooms, FE and beyond; 'classroom' mostly captures primary and early years.

Dates

- Write specific dates like this: 4 January 2023.

English Spellings

- English spelling conventions should be followed in the text (e.g., 'colour' not 'color', 'centre' not 'center', 'prioritise' not 'prioritize'; 'programme' not 'program')

Per cent signs and words

- Use 'per cent' in text; only use the symbol '%' in tables

Numbers

- Spell out numbers from one to ten. Use figures for numbers from 11 upward. Use numbers for ages, e.g. ages 7-8

Abbreviations

- Do not use full stops in abbreviations – such as NSEAD – except in the common Latin abbreviations such as: ‘i.e.’, ‘e.g.’

Web addresses

- Avoid using the prefixes ‘https://’ and ‘www’ for web addresses e.g., these are no longer needed. Instead use nsead.org or Do not use https://

Ages and learning phases

- Whenever possible refer only to students’ ages (e.g., ages 14-16 or 7-8) rather than their year group or learning phase (e.g., First year, S1, year 1; key stage 1).
- If the phase name cannot be avoided, use the phase followed by the age range in brackets e.g., key stage 3 (ages 11-14).

Use ‘capital case’ in titles

- Do not use capital letters that might be unnecessary. Words like ‘government’, ‘art and design’, or ‘head of art’, do not require them; but specific titles such as ‘Rector of the Royal College of Art’ does.
- Capitals can be used for headings (as in The Big Landscape poster)

Italics and underlines

- Only italicise for emphasis or for exhibition titles, books, newspapers, films, artwork, or music titles.
- Do not underline any text. We do use underlines for hyperlinks.

M and n dashes

- Use ‘m’ dashes for everything other than dates, ages and hyphens: For example, this is – just one example – of an ‘m’ dash. Examples of ‘n’ dashes: for numbers: 14-15 and, two examples of hyphens: King-size paper or merry-go-round.

Quotation marks

- Use single quotation marks ‘for all quoted matter of a sentence’ like this, except for quotes within quotes, ‘where “double quotation marks” should be used’ like this.

Ampersands, and, &s

- Use ‘&’ only if two words are inextricably linked e.g. Smith & Co.
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References (Harvard)

- Endnotes and footnotes can be used.

Examples of how to list references as footnotes or write references in copy:

- A standalone in brackets example: AD, issue 31, pp. 18-19, NSEAD, 2021
- Within a sentence example: Author and artist Jane Harris in Guide to references, p. 5, publisher, 2023, argues that...

References

If references are needed, or if links and URLs are used, please add them as follows e.g.

- AD, issue 31, pp. 18-19, NSEAD, 2021,
- Page(s): add the abbreviation p. (or pp. if more than one page) before the page number(s)

Layout

Alignment

- Use left aligned copy (not justified copy)

Spacing between words

- Use only one space after all sentence ends (full stops; exclamation marks). E.g., 'the sentence finally ended. It was timely. It will be brilliant! Thank you.'

Copy Length for case studies

- Aim for 600- 800 words (not including captions).
- Some sections need to be much longer others shorter. Please use your discretion when writing your case study.

Images

- Pixels: Please aim for high res. 300dpi.
- MB: Please reduce any files that are more than 20MB. They will slow the site down when loading. Ideally 5MB-10MB max.
- Type: JPEG, PNG, TIFF

Image Captions/Permissions

- Reference: Photographer/Creator Last name, Initial(s). (Year) Title of image/photograph [Photograph/Image]. Place of publication: Publisher. Please number each of your images – send separately to your article.
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**Please ensure all images have permissions organised BEFORE submitting your case study.
You can place images within your case study but please also send them separately.**

Office and editor: [NSEAD house style and image guidelines](#)

This is a comprehensive list of our house style and will be helpful when copy editing or proofing.
