

## **Basic article elements**

### **• *Descriptive Headline***

Try to produce headlines that tell the reader what the article is about.

Some headings might include: “Measurement Equipment Validates Race Car Components” OR “Laser Sintering Used to Build Electric Motorcycle”.

### **• *Informative Deck***

The deck is your hook. It should focus on the particular reader you’re trying to attract.

Some decks might read like this: “Industrial design competitions are reaching out to more engineers than ever before, and with the latest technology, it’s easier than ever to produce a physical model.” OR “There are a lot of job functions within a company that require access to CAD drawings, but do not required the stringent capabilities of expensive CAD design tools”.

### **• *Full body copy***

This is your article. Note that a typical page in a 7x10 magazine runs about 600 words with one photo. Main article components were talked about earlier.

### **• *Supplying artwork***

This most often includes drawings, charts, graphs, or photographs. Try to include artwork (and/or video for online pieces) most times you submit a piece, if it’s appropriate.

### **• *Captions for artwork***

Supply captions for every piece of art you provide. Captions should offer different or additional information from the article itself. Also include credits if needed.

### **• *Sidebar information***

If any part of the article can be segmented out for more detail specifically to something important, then do that in (usually) fewer than 500 words and include its own artwork if appropriate.

### **• *Editing***

Have someone else edit everything you write before emailing or mailing it to an editor.