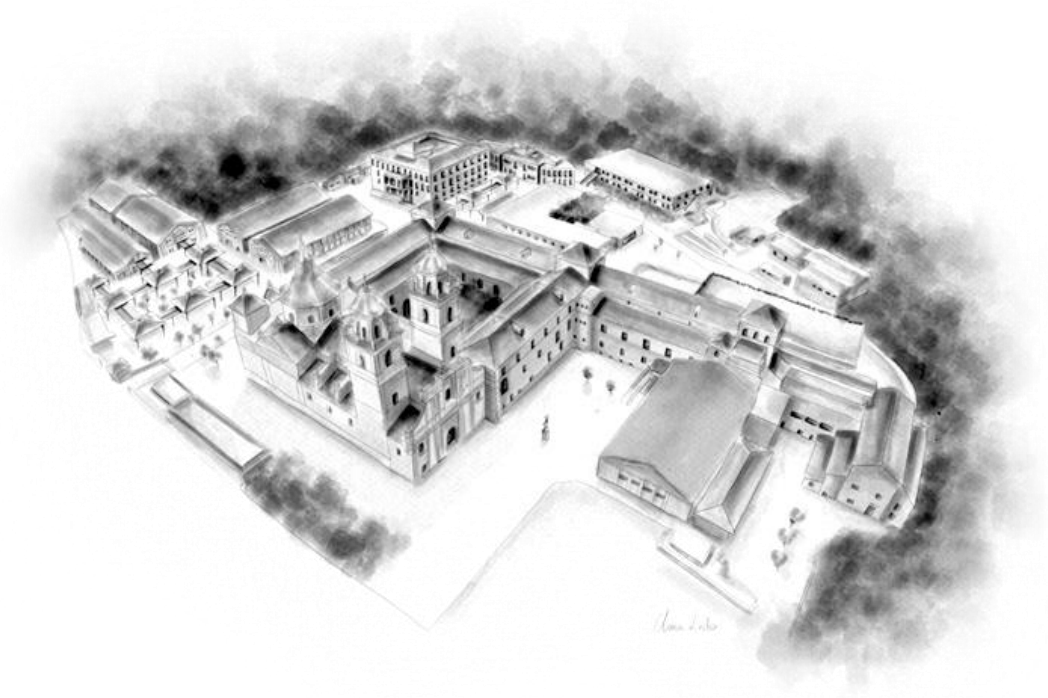




MASTER OF INNOVATION AND TOURISM MARKETING (MIT)

“STYLE GUIDELINES TO THE MASTER’S FINAL PROJECT”

2017 - 18
OnCampus Program



Rev. 10

Hereby you will find the applicable Style Standards regarding the FMP; the style of this thesis must comply with the following criteria:

1. Cover

The cover of the thesis must follow the example which can be found online. It is as follows:

2. Page Format and Layout

- **Format:** DIN A-4
- **Length:** 50-75 pages (without annexes)
- **Font and font size:**
 - Headlines: Arial 14
 - Text: Arial 12
 - Titles of figures, tables, images...: Arial 11
- **Spacing:** 1.5
- **Margins:**
 - Top and bottom: 2.5 cm
 - Right and left: 3 cm
- Page numbering: bottom-centred at the bottom edge of the page.
- Index of contents and index of figures and tables.

Following the cover, there must be:

- a blank page
- an identical page to the cover one (Coat of Arms simple: logo in colour)
- a page showing the Tutor's 'read and approved'.
- Acknowledgements (optional)

Up to this point, these pages should not be numbered; however, these pages will be listed in terms of the total numbering of pages in the Master's Thesis.

- Page Numbering: bottom-centred at the bottom edge of the page.
 - Only blank sheets of paper must be used.
 - The thesis must be written in one, max. two colours, except for certain graphs in which the use of different colours allows the understanding of these graphs.
 - Paragraphs must be single-spaced. The last sentence of a paragraph cannot be the first line on a different page.
 - Each chapter must start on a new blank odd page. This page will not have headings or numbering.
 - If a text needs highlighting, bold or italics font can be used.
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- The use of abbreviations must be standardised, and therefore, both national and international standards must be followed.
- Spacing is required after any of these punctuation cases appears:
 - * After commas, colons and semi-colons.
 - * After punctuation marks denoting the end of a sentence or statement.
 - * After quotations.
 - * After the stops used after the initials in persons' names. (Eg.: W. Roy).
- For sections inside a paragraph or sentence, the page number format is a), b), etc. In lower case.
- For sections inside different paragraphs, such as a list of steps to perform, number each paragraph with Arabic numerals followed by a period, but not enclosed in or followed by a parenthesis. 1., 2., etc.
- The finished document should have a neat and orderly aspect, without spelling mistakes, and have clear wording and expression of ideas. Therefore, there should be a thorough spell-check and various revisions before presenting the final version in order to detect any mistakes. The paper should be impersonal, and as such, words such as "I", "our", or "we" should be avoided.

3. Chapter Titles, Summary Titles and Subheading Titles

- The style of every summary and subheading title is:
 - * **T1 ARIAL 12.** Capitalized. Bold. Centre Text. Spacing: Before 40, After 20.
 - * **T2 (2.1.) ARIAL 11.** Capitalized. Justify text. Spacing: Before 20, After 10
 - * **T3 (2.1.1.) Arial 11.** Bold. Justify text. Spacing: Before 20, After 10
 - * **T4 (2.1.1.1.) Arial 11.** Cursive. Justify text. Spacing: Before 15, After 5. Where T= Title
- They can be placed before the text with sufficient separation from the preceding text.
- No title should be placed on the last line of a page.

4. Formal Presentation of Illustrations

- The guidelines for good illustrations are simplicity, clarity and continuity.
 - Each illustration should be integrated into the text, preferably underneath the first paragraph that references it. An illustration should fit onto one page.
 - The illustrations should be consecutively numbered (Graph 1, Graph 2, Graph 3, etc.) or (Table 1, Table 2, Table 3, etc.), with Arabic numerals throughout the document, in the order mentioned.
 - The corresponding title of should go above the illustration with Arial font, bold, size 11, justified.
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- The source and date of publication should be indicated below the illustration with Arial font, size 9, aligned to the right.
- If the information was gathered by the author, write for the source: “Own development”.
- Whenever it is possible, the date of when the information was viewed should be indicated next to the source, independently of the date that it might have been published.
- The text for all graphs, tables and other illustrations should be easily legible, always using Arial size 9 when possible.
- When referencing illustrations within the document, refer to them by their numbers and not the page they are on. For example: As seen in Graph 2.
- There should also be a note for any information that is necessary to understand the data. Any notes should start aligned to the left of the page (i.e., without indenting) on a new line underneath the illustration and be written in Arial, bold, size 9.
- For pie charts:
 - * The number of segments should be 5 or fewer.
 - * The segments should be organised from biggest to smallest, starting with the largest part at 12:00, as if it were a clock.
 - * A good way of highlighting the differences would be to shade the segments from light to dark, making the smallest segment the darkest one.
 - * It is convenient to use stripes and dots to shade the segments.

5. Formal Paragraph Citations

Paragraph citations have the following style: Arial 10, justified. Indent 1 cm on each side. Leave a size 6 space above and below the citation.

All APA rules should be followed.

6. Footnotes

Footnotes should have the following style:

- Footnote: Arial 10, justified. Indent the first line 0,5 cm. Without other spaces before or after.
- Footnote references: Above, Arial 11 superscript. Below, Arial 10 superscript.

In regards to the presentation:

- Arabic numerals should be written in consecutive order and placed as superscript at the end of each sentence or word that references them.
- To include footnotes, it is recommended to use the options found in a word processing software.

Example:

In spite of current controversy, for the professor William Stevenson¹ the business concept includes individuals that create opportunities where others do not, and try to take advantage of these opportunities through organisation models without resorting to using resources that they already know and utilise.

¹Profesor William Stevenson was awarded the Nobel in Economy in 1756.

7. Formal Presentation of the Bibliography

- It should be included at the end of the paper, with the sources presented in alphabetical order.
 - It should have single line spacing and the same font as the document, Arial 11, but skipping a line between each source.
 - No bibliographic entry should be split onto two different pages.
 - When a list of references has been made for various publications of the same author, they should be listed in order of their publication dates, starting with the oldest.
 - In general, APA rules should be followed.
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