

Checklist and Word manual for theses

PREPERATION | FORMATING | TABELS | INSERT PICTURES | ILLUSTRATIONS



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Timetable and preparation

BEFORE YOU START

Check that the dates for submission, delivery and thesis defence are correct in the booking confirmation you received from us.

- Download the right Word template from our website: <https://www.mediatryck.lu.se/en/phd-students>
- It is best to write in the typeface Times New Roman and then, when you are ready, you can reset your thesis to Adobe Garamond Pro. If you want to set your thesis in Adobe Garamond Pro, you must install it on your computer. It is easy to download fonts from <https://lu.exigus.com/>

HELP WITH COMPOSITION

We can help you with the composition of your thesis. Submit your Word document to us and after 10 working days we will provide you with a print-ready PDF file. If you would like help with the composition of your thesis, please inform us when you book a time for printing.

NOTIFICATION OF THE THESIS DEFENCE DATE

Check with your faculty office about the procedure for submitting a thesis. Notification is to take place at least three weeks before the public defence.

ELECTRONIC REGISTERING OF THE THESIS DEFENCE DATE

Electronic registering means that you publicly announce when the defence of the doctoral thesis will take place. Registration should be done in good time before the public defence. Contact your faculty secretary for information on the registration deadline. You register via: <http://www.ub.lu.se/en/publish/registering-and-publishing-in-lup/doctoral-theses/registering-a-doctoral-thesis>

ISBN

Before you submit your thesis for printing, it is to have a unique ID – an International Standard Book Number (ISBN) – which is usually printed on the flyleaf of the thesis. <http://www.ub.lu.se/en/publish/registering-and-publishing-in-lup/doctoral-theses/isbn-for-a-doctoral-thesis>



Ensure that you have obtained an ISBN number before you submit the thesis for printing!

SELLING YOUR THESIS

If Media-Tryck handles the selling of your thesis, your book will always be available via Bokus & Media-Tryck's online store.

TIMETABLE

1 BOOKING

Once you get the date for your thesis defence, phone Media-Tryck and make an appointment to print the thesis. You will then be given a date by which you have to submit the thesis and a delivery date. You will also be assigned a support person who will assist you throughout the process.

2 SUBMISSIONS

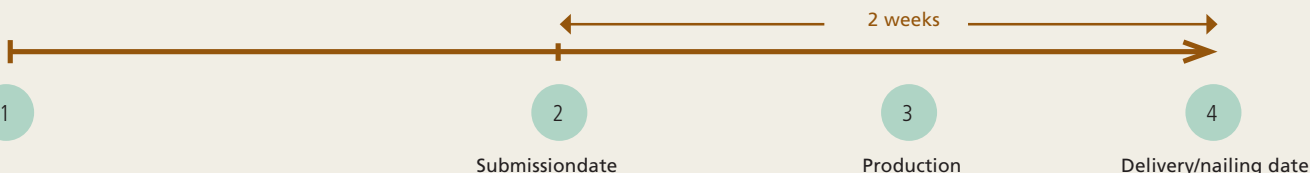
Once you have printed your PDFs and ensured that there are no mistakes, it is time to submit the thesis. We produce a cover together, put together your thesis and produce a test printing that you can look at the following day.

3 PRODUCTION

Production starts after the test book has been approved

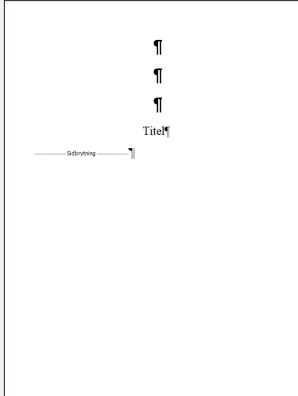
4 COMPLETION

We will deliver your book at the latest on the date of the notification of the thesis defence.

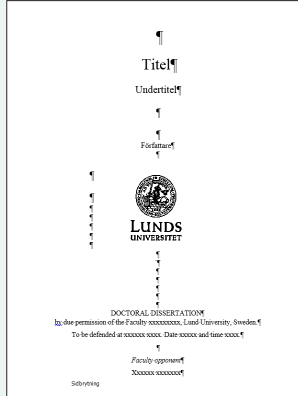


Download template

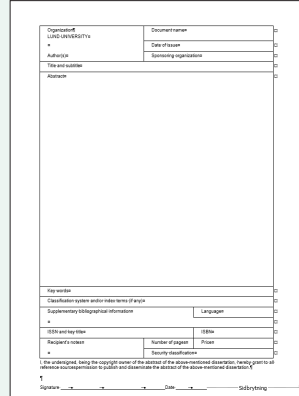
You can download the template from <https://www.mediatryck.lu.se/en/phd-students>
 Click on **DOWNLOAD WORD TEMPLATE HERE**. G5 format = 169x239 mm. E5 format = 155x220 mm.



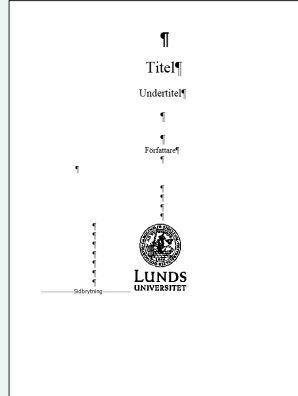
Page 1. Half-title page
 You can fill in the title here, so that the book does not begin with the notification sheet.



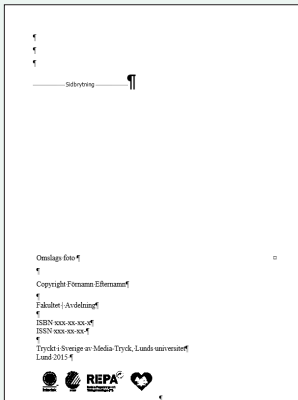
Page 3. Notification sheet
 The notification sheet states where and when you will publicly defend the doctoral thesis.



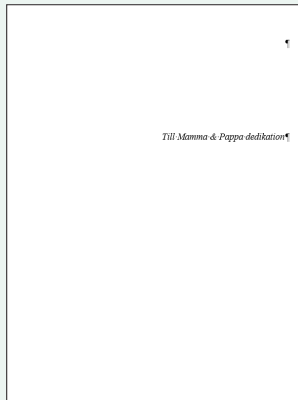
Page 4. Document data sheet
 You fill in the document data sheet and then sign it when you visit us at Media-Tryck.



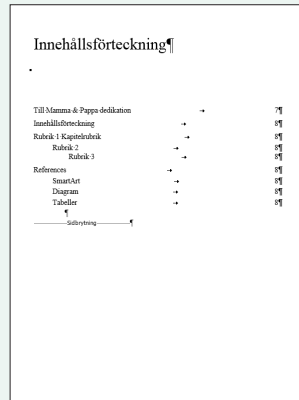
Page 5. Title page
 Fill in the title, sub-title and your name on the title page.



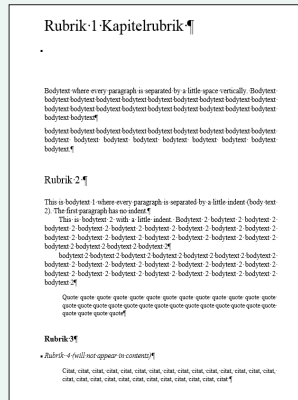
Page 6. Imprint page
 On this page you fill in the ISBN, ISSN number, copyright, who holds the copyright to the cover picture, your affiliation etc.



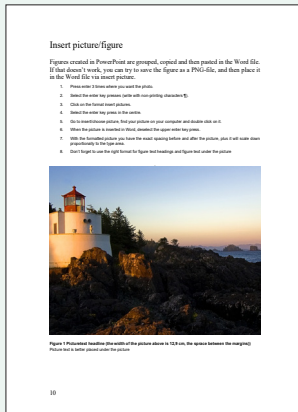
Page 7. Dedication
 On this page there is space for a dedication. If you do not want to have one, simply remove it.



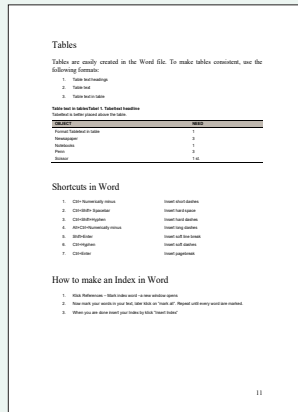
Page 8. Table of contents
 If the table of contents runs over two pages, it may be advisable to start on a left-hand page, so that the entire table of contents can fit on a spread.



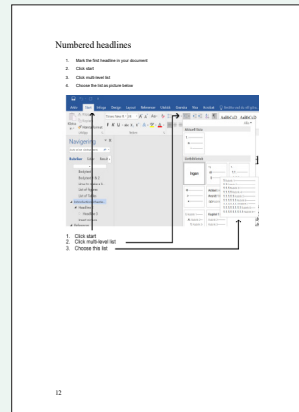
Page 9. Start of the thesis
 This shows examples of most of the formats you need in your thesis.



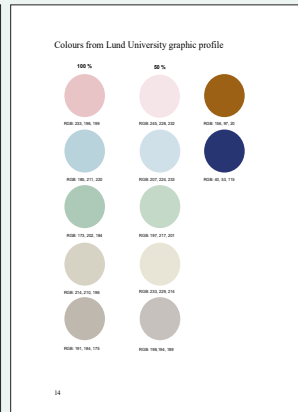
Page 10. Insert picture
 Step by step of how to insert a picture.



Page 11. Tables and tips



Page 12. Numbered headlines
 Step by step of how to number headlines



Page 13. LU's colours
 Lu:s colours according to the graphic profile.

How to use the thesis template

1. **Download the template:** <https://www.mediatoryck.lu.se/en/phd-students>
2. **Table of contents:** It is advisable not to interfere with the inserted table of contents. To update the existing version, right click on the field and select "update field", then select "update entire table".
3. **Format:** The template you downloaded is pre-formatted for body text, heading 1–4, insert picture, table text, figure text, quotes, etc. Make sure you state a format for every letter in your thesis. If you do that, it will be easy later to create a neat layout when you have finished writing. To state a format for e.g. heading 1, click or mark a heading in your text, then go to format templates and click on heading 1. Heading 1 now has the right size, right typeface, and the right spacing before and after.
4. **Body text:** If you want to write with indents, select format "body text 1 and body text 2". If you choose to write with a space between paragraphs, you only use the format "body text".
5. **Pictures:** Use the "insert picture" format it is the easiest method to place pictures in the right way. Pictures are saved as JPGs and are to have a resolution of 300 ppi and 12,9 cm width in the final format. If you are uncertain, you can email the picture to us, so we can check if it is suitable for printing. Who owns the copyright to the pictures?
6. **Figures:** Figures created in PowerPoint are grouped, copied and then pasted into the Word file. If that doesn't work, you can try to save the figure as a PNG file, and then place it in the Word file via "insert picture". Figures created in Excel are copied and then pasted into the Word file. If it does not work try to save it as an EMF-file.
7. **Tables:** Tables are best created in Word files. Ensure that you use the formats: table text headline, table text and table text in table.
8. **Document data sheet:** Fill this in and on submission we will help you with the signature.
9. **Cover:** Email to us: your cover picture, blurb and, if required, a photo for the back page. We will create the cover together on the day you submit the thesis for printing.
10. **Papers for a compilation thesis:** We organise your papers and prepare them for printing by adjusting the size and margins.



TIPS AND THINGS TO REMEMBER!

- Odd pages in Word are right-hand pages in the "real" book. A double-page spread is therefore from an even page to an odd page in Word.
- Use section breaks with extreme caution, because, if you are not careful, the page numbering, margins and page size can change after you have inserted a section break.
- Chapter headings (heading 1 level) are best placed on odd pages, so sometimes you will have to insert a page break before.
- Write with "view hidden characters" activated (¶).
- Save all your files as PDFs and then place them in a folder, which you compress (zip) and then send to your reference person via www.sprend.com.

CHECKLIST FOR SUBMISSIONS

- Print out your PDF files and check through them carefully for mistakes.
- All documents are to be submitted as PDF files, preferably via email to the support person who was assigned to you in the booking. Articles/papers are to be titled as paper 1, paper 2 etc.
- Include picture for the cover.
- Check that you have the right ISBN number
- Prepare a blurb and back page photo, if required.
- Correct cost centre?
- Delivery method: delivery service or self-collection?
- Print run (how many books)?
- Right LUPIN user? (invoice recipient)

CONTACT



Jonas Palm

Coordinator and template manager

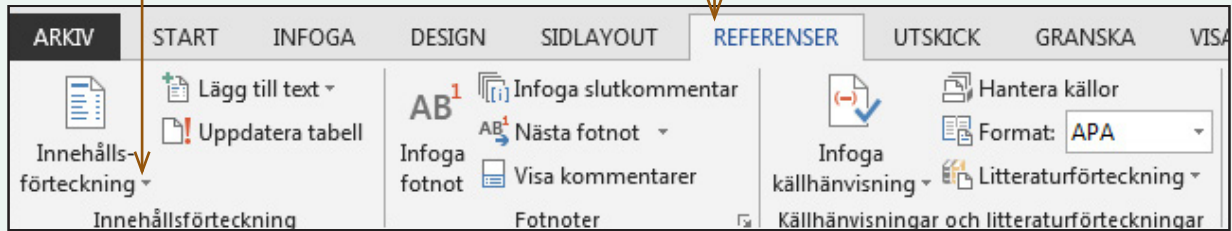
Tel. 046-222 32 71

e-post. Jonas.Palm@service.lu.se

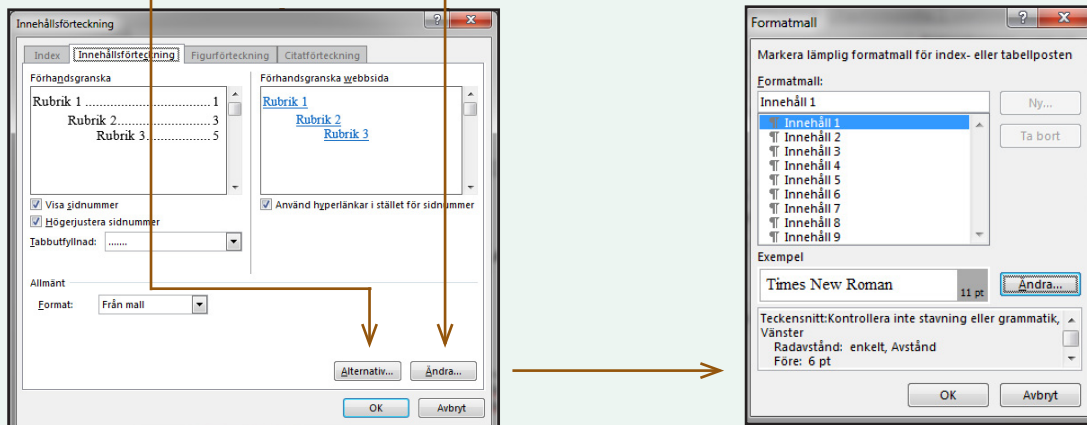
Table of contents

It is preferable not to interfere with the inserted table of contents. To update the existing version, right click on the field and select "update field", then select "update entire table".

1. To insert a new table of contents, do the following:
2. Click on **REFERENCES** in the top list, then click on the small **triangle** under the table of contents and then select modify table of contents.



3. In the box that appears, you can format your table of contents by selecting the headings to be included under **Alternatives**. You can also change how the table of contents is to be shown by clicking on **Change** and then change the presentation of your headings.



Insert text from another Word document (copy/paste)

It is simplest to copy all the text in your other Word document and then paste it in the thesis template as unformatted text (right click and select "paste unformatted"). When you have the text in your thesis template, set the right format for body text, headings, quotes etc. If you have numerous footnotes, you can try to paste in text as

formatted text, but **bear in mind that Word then adds all the formats that you have used in the other Word file.** If you want to remove unwanted formats after pasting in the formatted text, right click on the formats you don't want to include in the file and select "cut".

Page numbering

We remove all page numbering before the table of contents in the PDF when you visit us. To change page numbering, do the following:

1. Select the page number you want to change.
2. Click on **Page number** and then select **Format** page number.

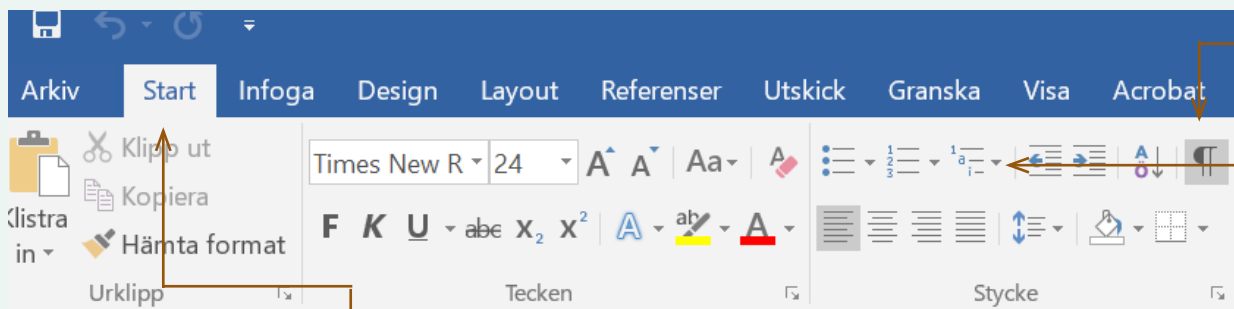
The screenshot shows the Microsoft Word interface with the 'Page Number' menu open. The 'Format' option is selected, which has opened the 'Sidnummerformat' (Page Number Format) dialog box. The dialog box shows the 'Nummerformat' (Number format) set to '1, 2, 3, ...'. The 'Inkludera kapitelnummer' (Include chapter numbers) checkbox is unchecked. The 'Kapitlet börjar med format:' (Chapter starts with format) is set to 'Rubrik 1'. The 'Använd avgränsare:' (Use separator) is set to '- (bindestreck)'. The 'Exempel:' (Example) is '1-1, 1-A'. The 'Sidnumrering' (Page numbering) section has 'Fortsätt från föregående avsnitt' (Continue from previous section) selected. The 'OK' and 'Avbryt' (Cancel) buttons are at the bottom.

3. Here you can change the **Number format** for instance to Roman numerals.
4. Here you can reset your **Page numbering**.



Doctoral students are a group which we value. The idea is that no one writing their dissertation should get stuck in print-technical details, problems with Word, images that cannot be inserted in the correct place or right-hand pages that become left-hand pages. Focus on your research and we will make sure your book is printed to the finest standard.

Format



FORMAT FOR TEXT

To find the formats, click on **start** in the top menu.

The template you downloaded has pre-set formats for body text, headings 1–4, insert picture, table text, figure text, quotes etc. Ensure that you state a format for every letter in your thesis. If you do this, it will be easy later to create a neat layout when you have finished writing. To indicate a format, for example for heading 1, click on or select a heading in your text, then go to the format templates and click on heading 1. Now heading 1 has the right size, the right typeface, and the right spacing before and after.

BODY TEXT

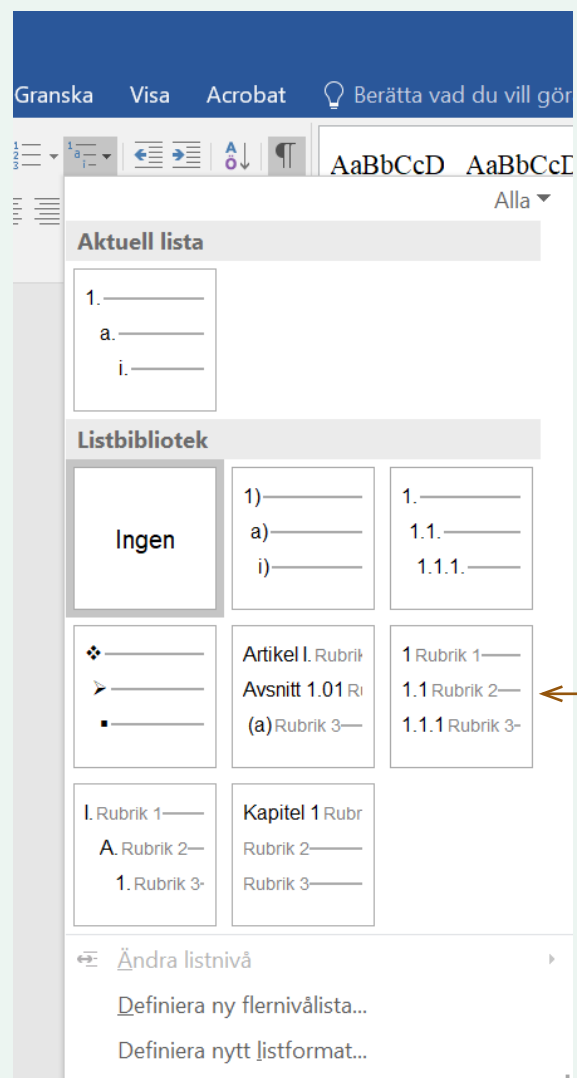
There are two ways to format body text. One is to separate paragraphs with a vertical space (body text). The other is to separate paragraphs with an indent (body text 1 and body text 2). Remember that the first paragraph of body text does not have an indent (body text 1), whereas all the following body text has indents (body text 2).

NUMBERING HEADLINES

The formats for headings 1–3 are pre-set, so that they are included in the table of contents. Heading 4 is not included.

To number the headings, do the following:

1. Click on the first heading you want to number.
2. Click on **multilevel list**.
3. In the pop-up window, select the following **list**.



Insert pictures and figures in Word

PICTURES

Use the insert picture format as the easiest method to place pictures in the right way. Pictures are saved as JPGs and are to have a resolution of 300 ppi and 12,9 cm width in the final format. If you are uncertain, you can email the picture to us, so we can check if it is suitable for printing. Who owns the copyright to the pictures?

1. Press enter 3 times where you want the photo.
2. Select the enter key presses (**write with non-printing characters ¶**).
3. Click on the format insert pictures.
4. Select the enter key press in the centre.
5. Go to insert/select picture, find your picture on your computer and double click on it.
6. When the picture is inserted in Word, deselect the upper enter key press.
7. With the formatted picture you have the exact spacing before and after the picture, plus it will scale down proportionally to the type area.
8. Remember to use the right format for figure text under the picture.

6. → When the picture is inserted in Word, deselect the upper enter key press. ¶
7. → With the formatted picture you have the exact spacing before and after the picture, plus it will scale down proportionally to the type area. ¶
8. → Don't forget to use the right format for figure text headings and figure text under the picture ¶



6. → When the picture is inserted in Word, deselect the upper enter key press. ¶
7. → With the formatted picture you have the exact spacing before and after the picture, plus it will scale down proportionally to the type area. ¶
8. → Don't forget to use the right format for figure text headings and figure text under the picture ¶



FIGURES

Preferably insert figures and vector graphics as PNG files. Figures created in PowerPoint are grouped, copied and then pasted in the Word file. If that doesn't work, you can try to save the figure as a PNG file, and then place it in the Word file via "insert picture".

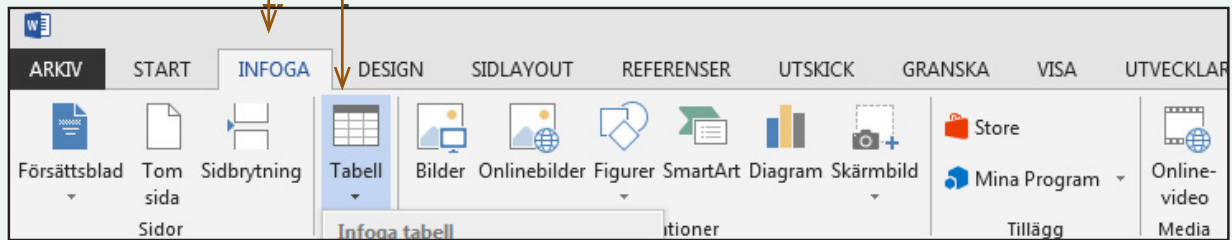
IMAGE BANKS

<https://lu-mediaportal.qbank.se>

<https://pixabay.com>

<https://medpix.nlm.nih.gov>

Tables



INSERT TABLES FROM ANOTHER WORD FILE

1. Select the entire table in your other Word file by clicking on the small box that appears in the upper left corner when you move the mouse cursor over the table.
2. Copy the table.
3. Place the cursor where you want to have your table in the thesis template and select paste.
4. Then format the table using, table text and table text in table.

Table1. Format: tabletext. ¶

| OBJECT-α | NEEDα | |
|----------------------------|--------|---|
| Format:Tabletext-in-tableα | 1α | ☒ |
| Newspaperα | 3α | ☒ |
| Notebooksα | 1α | ☒ |
| Pennα | 3α | ☒ |
| Scissorα | 1-st.α | ☒ |

INSERT TABLE IN THE THESIS TEMPLATE

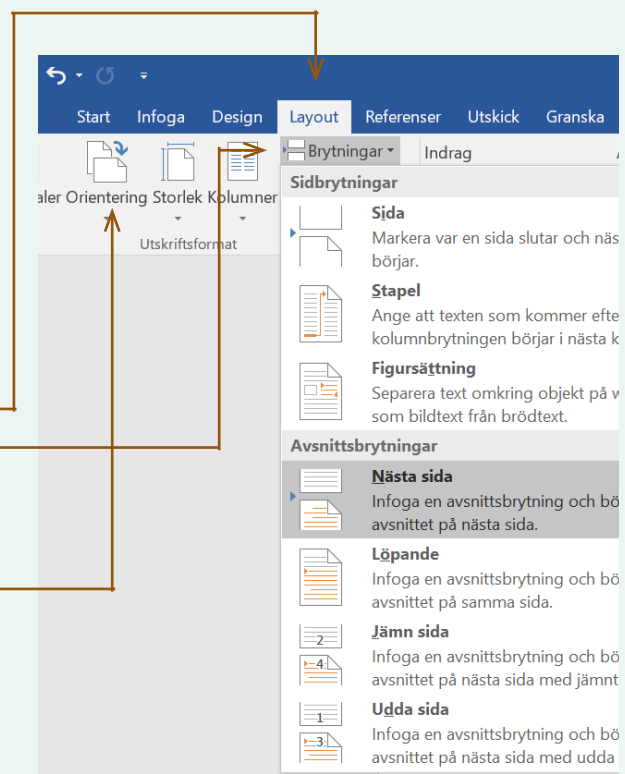
1. Click on **INSERT** in the menu.
2. Click on Table.
3. Select **Insert** table.
4. In the pop-up window, select how many columns and rows you want.
5. Under autofit select "autofit to window" to ensure all tables in your thesis are the same size.

LANDSCAPE TABLES IN WORD

Sometimes you must place a table horizontally in Word, as there is no space for it vertically. Unfortunately, it is not possible to turn the table 90 degrees, so the page has to be in landscape format. To create a landscape page, you have to use section break, which is to be used with considerable caution.

From portrait to landscape page: _____

1. Click on **Layout** in the menu.
2. Click on **Breaks**.
3. Choose **Next page** in the pop-up list.
4. Click on the page you want to be a landscape page.
5. Click on **Orientation** and select Landscape
6. Click on a point just after the table and insert a new Section break.
7. Place the cursor after the last section break and select Portrait under Orientation.



Tips and tricks

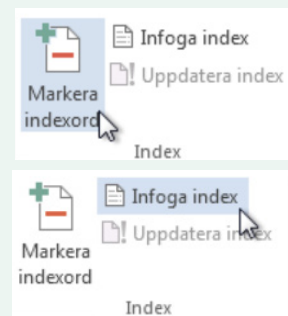
CREATE A FIGURE / TABLE LIST IN WORD

1. Click on the position in the document where you wish to insert the chart.
2. Click on References then Insert the chart
3. Click Options and then select the Style template check box.
4. In the Format pop-up menu, click the format used for character descriptions (picture text), and then click OK.

CREATE INDEX IN WORD

Select the text you want to use as an index entry or click where you want to insert the entry.

1. Klick References – Mark index word – a new window opens.
2. Now mark your words in your text, later klick on "mark all". Repeat until every word are marked.
3. When you are done insert your Index by klick "Insert Index".



SHORT CUTS IN WORD

- | | |
|-------------------------------|-------------------------|
| 1. Ctrl+ Numerically minus | Insert short dashes |
| 2. Ctrl+Shift+ Spacebar | Insert hard space |
| 3. Ctrl+Shift+Hyphen | Insert hard dashes |
| 4. Alt+Ctrl+Numerically minus | Insert long dashes |
| 5. Shift+Enter | Insert soft line break |
| 6. Ctrl+Hyphen | Insert soft dashes |
| 7. Ctrl+Enter | Insert pagebreak |
| 8. Ctrl+alt+c | Insert copyright sign © |


Cover inspiration

When submitting your thesis, include a picture for the front cover and if you want text and a picture for the back cover.

Rhetorical business

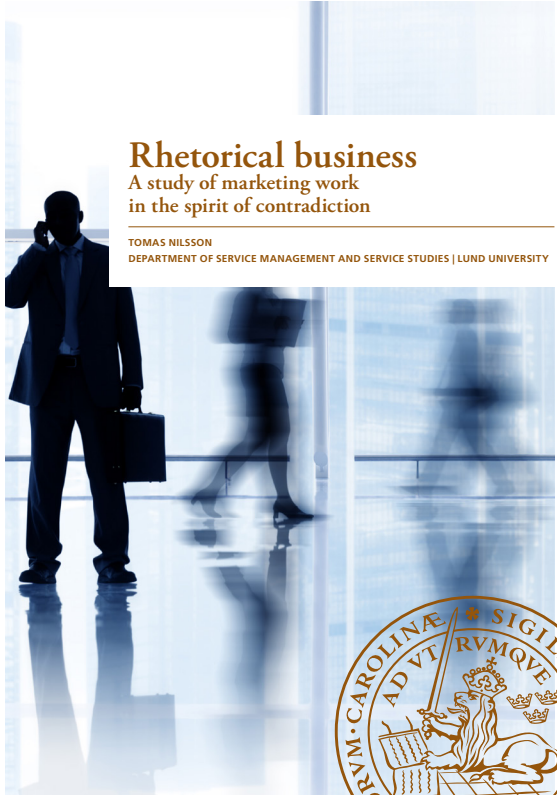
A STUDY OF MARKETING WORK IN THE SPIRIT OF CONTRADICTION

This book investigates marketing work in professional service organizations from a rhetorical perspective. It comes to the conclusion that this work is accomplished by self-reflexive marketers who are reminiscent of the ancient sophists – a diverse group of itinerant advisors whom came to Athens around the fourth century BCE for business reasons. Marketers travel – as did the sophists – from place to place, from idea to idea, much like a nomad who never moves into a territory but passes through it. Employing this perspective denies marketing work a fixed context, time and place. Marketing work is driven by occasionality, carried out by a marketer who is both a hunter and a maker of business opportunities. Marketers also share with sophists a playful attitude to language as they accumulate words and ideas, and then twist and bend them beyond recognition when arguing for business purposes. Overall this book contributes a multifaceted account of marketing work beyond the framework of conventional marketing ideas. It also shows how rhetorical theory can be used in marketing research to analyse aspects of marketing practice that would otherwise have been poorly accounted for.



Tomas Nilsson has been teaching marketing, sales, communication and rhetoric – most often in combination – at several universities since 2000. He also has over 20 years practical experience in marketing of professional services.


This book is his doctoral thesis. It was produced at the Department of Service Management and Service Studies, Lund University.




Rhetorical business

A study of marketing work in the spirit of contradiction

TOMAS NILSSON
DEPARTMENT OF SERVICE MANAGEMENT AND SERVICE STUDIES | LUND UNIVERSITY







LUND UNIVERSITY
Department of Service Management
and Service Studies
ISBN 978-91-7623-563-8

Printed by Adabo, Skåne, Lund University 2015

TOMAS NILSSON
Rhetorical business. A study of marketing work in the spirit of contradiction


2015





Many believe that women who smoke during pregnancy is a thing of the past. That is not true. Around 6 % of today's pregnant women in Sweden smoke. Among young women the numbers are higher: almost one in five expecting mothers smoke during their pregnancy.


This thesis explores what happens to their children – in childhood, when they grow up and when they become pregnant themselves.




Maternal smoking during pregnancy

Long-term health effects in the offspring

KRISTINA MATTSSON
FACULTY OF MEDICINE | LUND UNIVERSITY 2015






LUND UNIVERSITY
Faculty of Medicine
Lund University, Faculty of Medicine
Doctoral Dissertation Series 2015:110
ISBN 978-91-7619-189-7
ISSN 1652-8220

Printed by Adabo, Skåne, Lund University 2015

KRISTINA MATTSSON
Maternal smoking during pregnancy – Long-term health effects in the offspring

2015



Creating scientific posters

SCIENTIFIC POSTER TEMPLATE IN POWERPOINT

In order to make it easier to create a good looking poster, please use our templates in PowerPoint. The template provides you with the right logotype and right colours for Lund University.

BEFORE YOU GET STARTED

1. Always bear in mind that Media-Tryck will help you to do a professional layout in InDesign. Send in your PPT sketch and after 2 days you will get a PDF-file ready for printing.
2. Please download the correct template from our website www.mediatryck.lu.se. Choose the template that is closest to the instructions from your conference. Normally size A0 (841x1189 mm) is working.
3. You can choose from an english or swedish version. You can also choose between portrait and landscape. Before you start to create your poster you can get some inspiration by looking at the examples PDF which is downloadable in the same directory as the PPT templates.



TIP OF THE DAY!

- Make a short title
- Try to use more pictures and less text

HOW TO WORK IN THE PPT TEMPLATE

1. Choose your favorite background colour by clicking start-layout.
2. Sketch out your layout, how many columns?
3. Start making a layout and typesetting for one textframe and copy paste new ones from the first one.
4. Pictures: The pictures should be at least 150 ppi in final resolution.
5. Graphic elements: The best way to place graphic elements in your PPT is to insert a PNG-file.
6. Tables: The best way is to make the tables in Word, later you copy paste the tabel into the PPT template.
7. When your layout is ready, try "Save as PDF" and later print the PDF on a local printer to be sure it's correct.
8. Upload your PDF at Mediatryck web site and choose size and material. (we print on paper or fabric).



Environmental policy

Media-Tryck is a Svanen-certified print-shop. Over 90 percent of our production is on climate-friendly paper.

Media-Tryck is Lund University's internal printing service. We offer services within print-on-demand, originals and layout, offset printing, graphic profiles, post-processing, printing and copying. The printing service has a strong position nationally within the higher education sector. Since 2013, we have Svanen environmental certification.

OUR ENVIRONMENTAL WORK

- The environmental management system is our tool in efforts to systematically reduce the environmental impact of our purchasing, transport and production. Procedures and indicators for monitoring and measuring our processes ensure that we are always on the right path.
- We prevent pollution and work for sustainable development through efficiency-driven use of resources, improved waste management, and by making stringent environmental demands on purchased products and services.
- We comply with all legislation and other requirements that affect our activities and our environmental aspects.
- Our environmental work is under continual improvement and is evaluated in regular environmental audits.
- Through training, active communication and discussion, we raise awareness and commitment among the staff who help us to make the best choices from an environmental perspective. Every little contribution in favour of the environment counts and is valued in our organisation.



Nordic Swan – the ecolabel for the Nordic countries

The Nordic Swan Ecolabel decides which products can receive the ecolabel based on a life-cycle analysis. This means that they assess the environmental impact of a product group in terms of energy and water consumption, chemicals, waste, etc. This is in order to contribute to sustainable consumption.



FTI – Recycling of packaging and newspapers

By being affiliated to FTI and paying fees to them, we fulfil our responsibility as a producer. Fees paid to FTI finance the management of facilities such as recycling stations.



Climate-compensated paper

We choose to compensate our paper purchases through paying a fee. The compensation is based on the total carbon dioxide emissions from production and transport. The money goes to planting trees and activities such as management of national parks around the world.

MADE IN SWEDEN 

Media-Tryck

THE INTERNAL PRINTSHOP AT LUND UNIVERSITY

Media-Tryck is Lund University's internal printing service. We offer services within print-on-demand, originals and layout, offset printing, graphic profiles, post-processing, printing and copying. The printing service has a strong position nationally within the higher education sector. Since 2013, we have Svanen environmental certification.

Yours sincerely,

Richard Ringhov



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