



Guidelines for Content Submission

This online magazine, *The Missing Link* is organized by the alumni, and for fellow alumni of Karunya Institute of Technology and Sciences. Our mission is to ‘inform, illuminate, and initiate’ alumni, by shining their light of real-world experience and acquired wisdom to guide other alumni and also add flavor to their lives through information, entertainment, and reminiscences of a common experience – student life in Karunya. To this end, the editorial team invites articles from all Karunya alumni to cover topics that may be of interest to the alumni community. Please adhere to the following guidelines while submitting content.

All submissions shall be **original content** and previously unpublished; plagiarism shall be avoided at all costs. Eschew controversial topics, politics, and gossip. Articles that are useful and inspiring but not original can yet be submitted by obtaining permission to publish within a closed group, giving credit to the source/author, and abiding by copyright clauses mentioned in the article.

Content once submitted will be reviewed and edited by the editorial team, while every effort shall be made to keep the content as original as possible. However, there can be edits done at the discretion of the team (spelling, punctuation, grammar, capitalization, and nuances of style). Furthermore, articles may also be subject to minor tweaks to fit within layout templates and page settings. If the author is not satisfied with the edited version of his submission, he/she may withdraw it or confirm for submission. No response within the deadline shall be construed as consent to publish. The decision of the team shall be final and binding.

Photographs, illustrations, clipart shall be non-copyrighted, royalty-free digital images with at least 300 ppi resolution, and a size preferably not less than 5" x 5". Videos shall be at least 1080p full HD.

All contributions shall be considered *pro bono* and content providers shall not be entitled to remuneration or royalties. Please contact one of the editorial members if you have concerns or need clarifications.

April 1, 2021

	Sections	Inclusions	Exclusions	Format	Word count
1	Currently in Karunya	What's hot and new in Karunya Present & upcoming events in Karunya since the last issue Any 'up and rising' stars on campus to watch out for Specific project needs; how alumni can engage in support	Mundane, promotional, religious Not published on other websites Not posted on social media Not posted on social media	Text document, tables, charts, photographs	400 - 500
2	Vox Populi	Prose articles Poetry	Controversial, political, hurtful to any particular group	Text document	600 - 750 100 - 150
3	Business, Entrepreneurship & Innovation	Articles on business, entrepreneurship and innovation Any 'Person of Interest' One-on-one' interview with shakers & movers	Vague, not relevant to the audience	Text document, tables, charts, photographs	900 - 1000
4	Finance	Strategies, tools & tips. Response to select questions would be published in subsequent issues	Theoretical, esoteric, technical Identity of submitting reader (if requested)	Text document, tables, charts	900 - 1000
5	Fitness & Health	Articles on wellness of body, mind, and spirit	Yoga, mystism, occult	Text document, tables, charts, photographs, video	400 - 500
6	Food	Topical and fun-themed. Video submissions where possible	Copied, not tried	Text document, tables, charts, photographs	100 - 150
7	Like / Unlike	Reviews of new tech, books, music, movies, podcasts, blogs	Outdated, irrelevant	Text document, tables, charts, photographs, video	350 - 500
8	A Celebration of Life	Fond reminiscence by family members & Karunya friends Call for action/support if required providing contact info	Non Karunya alumni and staff	Text document, photographs, video	400 - 500
9	Light & Colour	Photographs with credits and EXIF data Works of art (sketches, paintings, posters, sculpture)	Low resolution and formats than JPG, PNG, TIFF	Photographs, video	
10	LOL	Become a regular contributing cartoonist, general humor, stand-up comedienne / comedian artists	Suggestive, vulgar, irrelevant	Text document, cartoons, animations, video	80 - 100
11	Alumni Advertisements	Business promotion flyers	Not directly owned by Alumni	Artwork, illustration, photographs	