

# **PAPER TITLE (Arial 14 point, Bold, Upper Case)**

## **Author Name\*, Author Name\*\* ( Arial, 12 point, bold,centered)**

*\*Author Affiliation (Company or University, Department name or Company Division, City, Country) (11 point,italic,justified)*

*\*\*Author Affiliation (Company or University, Department name or Company Division, City, Country) (11 point,italic,justified)*

*E-mail address (11 point,italic,justified)*

## **ABSTRACT**

*This is the template to assist you in formatting your paper for VISUALIST 2012. Heading of the abstract is the word "Abstract", written bold. Abstract text should be about 100-150 words. Both the abstract heading and the text should be 10 pt, italic, justified. If the paper is in Turkish, the abstract must be in English. There should be blank line after the last line of the abstract.*

**Keywords:** *Up to 4 keywords should be written, 10 pt, left-justified, and the first letter of each word should be written in capital letter. The Keywords line should be followed by one 12 pt line spacing.*

## **1.INTRODUCTION(Arial 12 point, bold, uppercase, left justified, the text should be written after a line spacing)**

The text should be written using 11 point Arial font in single space and justified. Major headings, subheadings and text should all be 11 point Arial. The length of the text should be minimum 4, maximum 10 pages. Please do not insert page numbers and do not use footnotes or endnotes.

Format and margins for the text is; A4 with 25 mm margins all around. Papers can be submitted in English or in Turkish.

### **1.1 Subheading (Arial 11 point, bold, uppercase, left justified, the text should be written after a line spacing)**

Guidelines for Figures are given below:



**Figure 1.** Figures should be numbered and have a 10 pt caption underneath.

### **1.2 Subheading (Arial 11 point, bold, uppercase, left justified, the text should be written after a line spacing)**

Guidelines for Tables are given below:

**Table 1.** Tables should be numbered and have a 10 pt caption above and below.

8. Bölgelere göre nüfusu 2000'den fazla olan yerleşim yeri sayısı

Bölgeler	Sayım gününde bulunulan yere göre (De facto)	
	1990 Genel Nüfus Sayımı Kesin Sonuçları	1997 Genel Nüfus Tespiti Kesin Sonuçları
Toplam	2 701	3 062
1. Marmara Bölgesi.....	335	392
2. Ege Bölgesi .....	492	546
3. Akdeniz Bölgesi.....	406	477
4.İç Anadolu Bölgesi.....	596	660
5.Karadeniz Bölgesi.....	431	475
6.Doğu Anadolu Bölgesi.....	251	283
7.Güneydoğu Anadolu Bölgesi..	190	229

DiE, 1997 Genel Nüfus Tespiti, Ağustos 1998

Please insert figures, tables and equations after they are cited in the text.

**1.3 Subheading (Arial, 11 point, bold, uppercase, left justified, the text should be written after a line spacing)**

Equations should be numbered consecutively, 10 pt.

**REFERENCES (Arial 12 point, bold, uppercase, left justified)**

References should be consecutively numbered in the following style;

[1] Reference 1 (Arial 10 point, left justified)

For a book: Küçükerdoğan, R.(2011). **Reklam Nasıl Çözülür?**. İstanbul:Beta Publishing.

For a book with two authors: Alemdar K., Erdoğan, İ.(1995). **Popüler Kültür ve İletişim**. Ankara: Ümit Publishing.

For a book with more than two authors: Uzunoğlu. E. at all (2009). **İnternet Çağında Kurumsal İletişim**. İstanbul: Say Publishing.

Chapter or part in a book: Yengin, D.(2009). 'Televizyon ve Şiddet.' In: B. Küçükerdoğan(ed.), **Televizyon ve ...** Ankara: Ütopya Publishing.

For an article: Gül, Ö.(2004). 'Karşıtlıklar Perspektifinde Turkcell Memleket Filmleri'. **Journal of Communication** 18(3):205-215.

For an article in an electronic journal: Aytekin, M. (2000). 'Türkleştirilen Kola, Turkalaşan Amerika ya da Cola Turka' **Journal of Marketing** 280(4). Available at <http://marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/JournalofMarketing.aspx> [10 November 2000].

For Theses and dissertations: Uslusoy, B. (2010). 'Reklam, Otomobil Kültürü ve Göstergeler'. Ph.D. Diss., İstanbul University.

All papers (presentation, poster) will be published in the *VISUALIST 2012 Proceeding Book*. Guidelines for the preparation of papers will be applied to all presentation types.

### **Preparation of Posters**

Format and margins for the poster is; 70 x100 cm format with 25 mm margins all around. Posters can be submitted in English or in Turkish.

Please note that, Congress name and logo needs to be indicated on the upper left hand corner of the poster. The name of the poster owner's organization/university logo shall be indicated on the upper right hand corner of the poster.

Text should be written using at least 18 Arial font in double space and justified. Abstract, keywords, Major headings, subheadings and references should all be given on the poster. The poster should be sent as a Word Document (and not as a JPEG or any other photo compression format). Please do not use footnotes or endnotes.

Paper Title (Arial 32-36 point, Bold, Upper Case),

*Author Affiliation (Company or University, Department name or Company Division, City, Country) (26-30 point, italic, justified)*

*\*\*Author Affiliation (Company or University, Department name or Company Division, City, Country) (26-30 point, italic, justified)*

*E-mail address (26-30 point, italic, justified)*

Posters will be displayed all through the conference.