

Overview

Concept is an annual academic journal dedicated to disseminating analyses regarding the design phenomenon and innovative proposals within the field to the academic community. Consequently, the publication is divided into two distinct sections:

- Articles based on work dedicated exclusively to research.
- Articles showcasing innovative design proposals.

Author Guidelines

Submission Requirements

Submitted works must be original and unpublished. They may focus on the communicative, economic, social, political, technological, environmental, psychological, artistic, or creative aspects of design.

All submissions are reviewed by the *Concept* Editorial Board to select works of the highest interest. Authors must not submit manuscripts to other journals while under review at *Concept*.

Submission Process

Manuscripts must be submitted using the provided template or appendix and emailed to mariagutierrez@esada.es. This process formally records the authorship and submission of the work. Submission implies that the authors have read and accepted the instructions outlined below.

Formatting and Style

- **Language:** Articles must be written in English.
- **Length:** Papers should be between 2,500 and 4,500 words.
- **Typography:** The text must be single-spaced, using 12-point Garamond font.
- **Placement of Visuals:** Illustrations, photographs, graphics, and tables must be placed between related paragraphs rather than appended to the end of the article.
- **References:** A minimum of ten references is required. Please avoid using citations from secondary sources.
- **Citation Style:** References must adhere to the *Publication Manual of the American Psychological Association* (APA, 7th ed.).

Structure of the Article

Each article must include a Title of fewer than 15 words.

It must also include a **Resumen** (written in Spanish) of between 120 and 300 words, and an **Abstract** (in English). The Abstract, set in italics, must detail—in this specific order—the objectives, methodology, and results of the research.

Following the Abstract, include a minimum of three and a maximum of six **Keywords** related to the article's content. This must also be done for the Spanish *Resumen* (using *Palabras clave*).

The remainder of the content should be structured into the following sections:

1. Introduction: Objectives and Hypotheses

Introduce the topic and justify the object of study. Include objectives and hypotheses (hypotheses are mandatory for research papers). Objectives must be realistic and stated using the infinitive form.

2. Methodology

Describe the steps taken throughout the development of the work.

- **For design proposals:** The fundamental component is the identification, justification, and explanation of procedures, techniques, and materials.
- **For exclusive research work:** Identify, justify, and describe the selected sample and the analysis technique.

3. Results and Discussion

Explain the results obtained and compare them with related work or research previously published by others.

4. Conclusions

State whether the main objectives have been achieved. For purely research-based work, clarify whether the hypotheses have been confirmed or refuted. Summarise the most significant results and propose new lines of work or research in the specific area.

5. References

The reference list should include bibliographic, periodical, and online sources; do not separate these into different sections. The list must contain all sources cited within the text and vice versa. References should be listed alphabetically by surname and follow APA format.

Figures and Tables

The maximum number of charts, graphs, tables, diagrams, photographs, and illustrations per article is seven, barring exceptional cases. These are collectively termed Figures.

- **Quality:** Figures must be clear and of high quality.
- **Format:** They must be submitted as separate files in CMYK and JPEG formats at a resolution of 300 dpi. Tables should be created within the Word document.

- **Captions:** All figures must be accompanied by a top line containing the figure number and a concise, descriptive title, and a bottom line indicating the source.
- **Attribution:**
 - If the visual material is a photograph taken by the author, use the caption: "Author's photograph."
 - If it consists of graphs, diagrams, or other elements created by the author, use the caption: "Author's own work."
- **Placement:** Authors must clearly indicate the intended insertion point within the text.

Final Submission Notes

- The article must be submitted in Word format.
- Works that do not comply with these guidelines will be returned to the author.
- Received articles are evaluated by the *Concept* Editorial Committee, analysed using Crossref Similarity Check, and subjected to a blind peer-review process.
- Authors are solely responsible for the content of their articles.