



A Review of Engineering in Everyday Life.

Call for Papers: Illumin Magazine USC Viterbi School of Engineering

INTRODUCTION

Illumin, an online magazine published by the USC Viterbi School of Engineering's Engineering Writing Program, is now seeking article submissions. *Illumin* contains articles explaining the relevance of engineering practice to everyday, non-engineering activities and features multimedia graphics and illustrations.

Illumin's audience will be those interested in such publications as *Discover*, *Scientific American*, or *Popular Science* as well as those who have an interest in science-related topics. This audience covers a broad demographic of ages and backgrounds, and includes those with and without technical backgrounds.

With a worldwide readership (hits are recorded from at least 70 countries every month), *Illumin* continues to evolve as an academic resource. *Illumin* articles have been selected for publication in textbooks and university course readers.

Specifically, *Illumin* seeks articles that:

- Identify and discuss the influence of engineers
- Illuminate the engineering underlying daily experiences
- Identify recent events that have been or could have been influenced by engineers
- Keep readers' attention and interest
- Translate technical information and concepts to non-engineers
- Offer rich, visual content and encourage multimedia features
- Include creative presentation of information
- Direct the reader to sites or books containing more information on that topic

Articles should find unique insights into engineering that would interest a wide range of readers. Submissions should avoid topics already published unless a new perspective is added.

ARTICLE TOPICS

The possible range of article topics is wide since *Illumin* seeks to connect engineering with other disciplines. Everything – from arts to sports, public policy to public housing, fuel efficiency to space exploration, the environment to the future – is influenced by what engineers do. Articles should creatively explore this influence and offer detailed insight.

Selected articles have included:

THX: Theater and Home Enjoyment
Applied Industrial Engineering Methods in McDonalds
The Technology and Application of Broadband
The Engineering of Beer
Directional Audio
Helping the Blind See: Retinal Implants
Roller Coasters
The Engineering Behind Disney Hall

These articles have already been selected for publication. *Illumin*'s editors are seeking a wider variety of topics and approaches to articles. For example:

- Articles that use a current event as a starting point and go on to show engineering's influence. Example: Hurricane Katrina revealed many engineering-related issues and problems. Articles could examine discipline-specific responses.
- Articles that explore the history of an engineering technology or figure. Examples: Articles could compare environmental engineering efforts 100 years ago with those today, especially considering the differing pollution sources. Articles could also profile a prominent engineer or applied scientist and how that individual's work has affected society.

Article topics do not have to be confined to the author's major. The only restriction is that the topics fulfill *Illumin*'s mission of explaining the everyday application of engineering.

Authors should avoid using brand names (Nike, Apple, etc.) if possible to avoid inadvertently (or directly) endorsing a product.

REQUIREMENTS

The articles should be between 1,500 and 2,000 words in length. In addition, authors should:

- Double space and use 12 point font
- **Submit two (2) printed copies at the semester's end for the course portfolio process** (Articles chosen will require subsequent email submission)
- Use at least three (3) academic, non-Internet sources (please include a bibliography)
- Document the use of all outside sources in the correct MLA format (please see your text for details). Failure to do so may constitute plagiarism (see section 11 of *SCampus* for more information on academic integrity).
- Do a careful fact-check to ensure that articles contain correct information (this is especially important since *Illumin* submissions could potentially be read by a large number of people).
- Suggest or include illustrations, multimedia applications, or links
- On the title page, please include:
 - Article Title
 - Contact information (name, phone number, **campus and permanent email addresses**) so editors can make contact in subsequent semesters
 - Article abstract (150-200 words)
 - A brief, two-line biography of the author
 - A list of 5-6 keywords for search engines to recognize

Please retain a soft copy of the article.

All articles will be checked with databases to ensure no plagiarism has occurred. Students will be held responsible for any violations.

Articles will be submitted to the individual Communication for Engineers instructors. The article's grading is separate from the publication process. Submission of articles does not guarantee publication and additional editing may be required for publication. Authors will be notified upon acceptance.

Articles with no references will not be published.

Contact your instructor if you have any questions.

The articles are due _____.

Thank you for responding to this Call for Papers.