



Guidelines for Submission of a Publishing Proposal

Garland Science welcomes your new book proposal for a core textbook in life sciences, biophysics or chemistry. If you would like to submit a proposal, please follow the guidelines below. A textbook proposal should contain as much information as possible to allow Garland and peer reviewers a meaningful evaluation. There is no set length for a proposal, but they tend to be at least five pages long.

Your proposal packet will ideally include the following:

- Proposal narrative including a mission statement, description of the core text, supplemental material, and assessment tools
- Annotated table of contents
- One or two sample chapters including figures
- C.V.
- Timetable for completing the book

Mission Statement:

1. **Philosophy:** Explain your rationale and how your approach will benefit instructors and students in this course. Include your goals for the project, the challenges you are trying to address in a new way, and information about the major themes and approach.
2. **Audience:** Identify the intended course and level, including the type of faculty and student who will most benefit from your book. Indicate what knowledge you assume students will need to take this course. Mention any other markets for which your book will be appropriate.
3. Indicate the main competitors, their publishers, and copyright year. Indicate which textbook you currently use and why.
4. **Unique characteristics:** What are the unique aspects of your project? Describe the special characteristics that it will have that your competitors do not, include information on how your book will address instructor's needs in teaching the course and students' challenges in learning this material.
5. What are the three main reasons why a professor would adopt your book?
6. Describe the teaching environment for this course and indicate how your book will be used in traditional and non-traditional settings, such as online courses.

The Core Text:

Consider how students and instructors are likely to interact with the content, and include the following information:

1. An outline of the text, with a table of contents including chapter titles, headings, and sub-headings
2. Describe learning objectives and student outcomes, and indicate how this book will engage the students.
3. Describe the additional text features that will be included such as boxes, cases, problem sets, review questions, references.
4. Visuals: Describe the illustration program, including the expected number of photographs and illustrations. Are there any special considerations for the illustration program that we should be aware of? Will these figures require permission?
5. Indicate how many printed pages you envision. Keep in mind that a typical one-column printed page will fit 700 words and 3-5 figures will fit on one text page.
6. Specify any special programs you will use to prepare the manuscript, for example, LaTeX, PYMOL, Mathtype, ChemDraw.

Beyond the Text:

1. What content is needed to enhance the learning experience? This may include animations, videos, interactive material, lecture outlines, solutions manuals.
2. Assessment tools: Identify the elements you will include to enhance instructor's assessment of student performance. Identify any self-quizzing elements that students will use to assess their own performance.

If you would like to submit a book proposal or require additional information, please contact:

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