

6.5 Creative Credit Policy

Policy Statement

The Nova Scotia government recognizes that in addition to the professional service provided, there is a creative contribution by professional initiators from both the private and public sectors in government's published materials.

Definitions

PROFESSIONAL INITIATORS

Include graphic designers, illustrators, photographers (still and motion), writers, editors, translators, and where applicable technical support such as printers, imagesetters, etc.

LITERARYWORKS

Smythe-sewn, perfect-bound, and side-stitched publications with glued drawn-on wrap-around covers that exceed 90 pages and have ISBN/ISSN and CIP information.

INFORMATIONALWORKS

Cerlox, thermo, or perfect-bound publications of 90 or less pages, brochures (folders), and newsletters

PROMOTIONALWORKS

Posters, informational flyers, display items

LEGISLATIVE DOCUMENTS

Legal documents and papers including Statutes, Hansard, etc.

Policy Objectives

The Nova Scotia Government needs to

- ensure that professional initiators are given credit for the originality and ingenuity of the work they provide for the government publications in all media
- validate the contribution of initiators to government publications by attributing credit to them on the printed document and other media
- structure the credit given to initiators in a fair and equitable manner

Application

All government publications and related items as designated by the monitoring agency.

Policy Directives

Creative credit is to be given to initiators in the form of their name or the name of their company and their contribution to the publication. Example: Windholme Design, graphic design.

Creative credits are to be given in the order of the initiators' contributions in the production of the publication as follows: writer, editor, translator, graphic designer, illustrator, photographer, typesetter/imagesetter, filmmaker, printer

The level of credits to be given will be as follows:

LITERARY WORKS

All aspects of prepress including writer, researcher, editor, translator, designer, illustrator, photographer, text input, imagesetting, film, printer

INFORMATIONAL WORKS

Writer, editor, translator, designer, illustrator, photographer

PROMOTIONAL WORKS

Designer, illustrator, photographer

LEGISLATIVE DOCUMENTS

None will be permitted

Policy Guidelines

Credits are to be rendered in a manner that complements the overall graphic design of the work and is in keeping with trade traditions and standards.

Accountability

COMMUNICATIONS NOVA SCOTIA

Communications Nova Scotia will be responsible for

- developing and incorporating definitions and guidelines for this policy into the Nova Scotia Visual Identity Program guidelines
- communicating standards to all internal users

Monitoring

Communications Nova Scotia will ensure compliance to this policy on all relevant media produced through that agency.

References

Nova Scotia Government Visual Identity Program

Enquiries

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Approval date: 1994

Manual release date: January 9, 2003

Approved by: Minister, Supply & Services

Most recent review: December 10, 2007
