

## 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**

Director of Creative Services, Communications Nova Scotia, (902) 424-2977

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