



**CALL FOR SUBMISSIONS**  
**Papers on Creative Teaching, Curriculum Strategies & Best Practices**

**ITAA Annual Meeting – Bellevue, Washington**  
**October 28-31, 2009**

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**Proposals must be submitted electronically by April 3<sup>rd</sup> at [www.ITAAonline.org](http://www.ITAAonline.org)**

Scholars are invited to submit proposals to present papers on the above topics at the ITAA annual meeting. Papers should report in narrative form and focus on: (1) Innovative teaching strategies; (2) The use of resources, media, and/or technology; (3) The process of curriculum development and evaluation as used in programs, courses and/or workshops; or (4) Best practices related to education programs. Papers may not have been published or reported at a national or regional conference prior to the ITAA Annual Meeting. All papers presented at the annual meeting will be included in the online *ITAA Proceedings*, and must be presented by one of the authors in oral or poster format. The presenting author must register for the conference by September 18<sup>th</sup>, allowing the conference organizing committee adequate time to prepare the Conference Program.

The author(s) of the top three or four scoring papers (teaching and research) in each track will be invited to expand their paper into a full article that will be resubmitted for the Best Track Paper. The expanded paper will undergo a second double-blind review, and the Best Paper in each track will be recognized at the conference. Authors are encouraged to submit their expanded paper to the *Clothing and Textiles Research Journal* for publication.

**Preparation for Online Submission:** Each entrant must create an account under his or her own name. ITAA members should login as a member and should **not** create another account. A non-member submitter must create his or her own account. There is no charge for creating an account and submitted information is used only for procedures surrounding the annual meeting. The individual planning to make multiple submissions (i.e., to submit more than one design and/or papers in research or other categories) should create only one account. The individual account allows each entrant to receive his or her own email acceptance or rejection letter(s) for each submission.

1. **Select a track** for review and presentation:

- **Aesthetics/Design/Product Development** – including the creative process, factors of design, body scanning, product development for target markets, specification development, etc.
- **Technical Design/Fashion Illustration** – poster session only, research only, including content for non-fashion or fashion technical design and fashion illustration.
- **Historic/Cultural** – including artifact analysis, historic trends, archeological studies, cross-cultural comparisons, etc.
- **Textile & Apparel Industries/International Trade** – including sizing, manufacturing, sourcing, socially responsible practices, production technology, etc.
- **Merchandising/Marketing/Retailing I. Management** – including issues related to satisfaction, stores, the retail process, etc.
- **Merchandising/Marketing/Retailing II. Visual & Promotion** – including issues related to E-commerce, advertising, branding, retail atmospherics, etc.
- **Consumer Behavior** – including phenomena related to how consumers behave in the marketplace, shopping behavior, fashion movement, merchandise quality, consumption patterns and consumer practices.
- **Social/Psychological Aspects** – including appearance management, identity, group behavior, body image, acculturation, gender and dress, etc.
- **Textile/Apparel Science** – including fiber science, functional dress, etc.
- **Professional Development & General** – including future trends for the profession, curriculum issues, industry or inter-disciplinary linkages, professional development, etc.

2. **Create a folder** on your computer for each entry. Name the folder so you will recognize it; perhaps an abbreviation of the title of your piece. Each folder will contain from 4 to 6 files. Be prepared to upload each file when the Online Submission Program asks for it.
  - File 1.doc Abstract
  - File 2.doc Proceedings paper
  - File 3.doc Program information
  - File 4.pdf Copyright (signed by at least one author and scanned)
  - File 5 Graphic1 (optional)
  - File 6 Graphic2 (optional)
  
3. **Prepare an abstract** in English for review (2 pages, single spaced, in Word.doc format). Include the title (single spaced, maximum 30 words) **but no identifying information about author(s) or professional affiliation(s)**. Save in your folder as File 1 and upload when requested by the submission program. **Graphics should be incorporated within the body of the abstract** in the appropriate place(s). The additional graphic files are only for use with the proceeding paper and should not be referred to within the text of the abstract.
  
4. **Prepare the Proceedings paper** in English (1" margins on all edges, single spaced, 4 page maximum) for the *ITAA Proceedings* in Word.doc format. Use the increased number of pages to expand the abstract and provide additional information. Use Times New Roman, font size 12, for all text. Your paper must be finished copy and show no editing marks. Use APA or Chicago style for references. The document must be editable. Insert a blank line between each section.
  - **First Section** - title (30 word maximum, capitalizing only the first letter in the first word and major words)
  - **Second Section** - names of all authors and professional affiliations with geographic locations of all authors in order of authorship. It is appropriate for students to invite the instructor or sponsor to be second author on articles discussing research or designs resulting from class assignments or supervised study.
  - **Third Section** - key words (4 maximum, use single words, not phrases)
  - **Fourth Section** - text of paper. Save in your folder as File 2.doc

**Graphics, tables, images, etc.** for the *ITAA Proceedings* (2 maximum) must be in separate files and uploaded in the appropriate place during the submission process. Label each graphic file with Graphic1 for first graphic, Graphic2 for second graphic. For example:

  - Graphic1. Save in your folder as File 5
  - Graphic2. Save in your folder as File 6

Indicate appropriate placement of the graphic in the text of the paper with "Insert Graphic1 about here" and "Insert Graphic2 about here," if a second graphic is used. Plan all graphics to fit within the margins, within the four page limit, and portrait orientation (not landscape).
  
5. **Prepare information** in English (Word.doc format) for the conference programs, and save as File 3.doc. Include:
  - Title of the paper (30 word maximum, capitalizing only the first letter in major words)
  - Names and professional affiliations of all presenters in order of authorship.
  
6. **Determine conference presentation preference (oral only, poster only, oral preference but will accept poster, poster preference but will accept oral)**. Papers will be presented in oral or poster format. Mode of presentation will depend on the number of papers accepted, the time and facilities available, the track of the paper, and the presenter's format preference. All presenters should prepare a sheet of information for distribution (20 copies) including name(s) and address(es) of author(s), list of references, and a summary of the process, resources, and materials to enable others to implement the teaching, curriculum strategy, or best practice. No solicitation for profit sales is allowed during the presentation. By submitting a paper, you are agreeing to present in the assigned format and on the assigned day and time. Papers in oral format will be assigned to a session with a presider. The presider for your session and his/her email address will be posted in the conference program at [www.itaaonline.org](http://www.itaaonline.org) two months prior to the meeting. If you plan to use an LCD projector, you must email a copy of your images to the presider two weeks prior to the meeting. The presider will supply the laptop computer with your presentation images ready for the presentation.

7. **Download**, sign, and scan the 1-page copyright agreement for uploading with your submission. Save in your folder as File 4.pdf.
8. **Upload Files** at [www.itaonline.org](http://www.itaonline.org). The online submission program requires that you use Internet Explorer as your browser. Do not use Safari. After uploading a file, evaluate how your submission will look to the reviewers. Papers, images, and graphics uploaded with the top/bottom placed horizontally must be re-uploaded in the correct orientation. Be sure you have signed the copyright form and that it is properly uploaded. Be sure all files have been uploaded and that the final submit button has been clicked before the cutoff date. Once the final submit button has been clicked, you may no longer evaluate this submission.

**Peer Review Process:** Papers will undergo blind review. The following criteria will be used in evaluating papers: (1) New/creative/innovative strategy, approach, or practice that merits sharing with others; (2) Clear purpose/objective of strategy for identified audience; (3) Implementation of strategy/practice clearly delineated; (4) Description of effectiveness or success of the strategy or practice in fostering desired teaching/learning outcomes; and (5) Indication of plans for continuation, revision, or follow-up.

**Follow-Up:** Authors will be notified electronically of the outcome of the review at the email address supplied by the submitter, and, if the paper is accepted, will be notified of the presentation format and pertinent information.

### **Questions?**

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