



THE LAM FRAMEWORK FOR PEER REVIEW:

Scholarly articles or creative submissions should demonstrate many of the following criteria in order to be accepted for publication in The Journal of Leading Approaches in Multimedia:

1. LIBERATED

All submissions should demonstrate a contemporary approach to the investigation of creativity and should remain free from judgement of religion, sexual orientation colour or gender. However, freedom of creative expression is highly encouraged.

2. LITERATE

Appropriate academic language should be used throughout any written submission.

All referencing should be submitted using **The Harvard Referencing System**. Visual language should aim to demonstrate a strong conceptual approach and clearly meet the edition's chosen thematic.

3. LEGITIMATE

All submissions should be the individual's own work and any images or references should be appropriately cited and relevant copyright permissions of any third party sources must be provided.

4. APPROPRIATE

Each LAM edition will have a specific theme and all submissions should aim to specifically address that topic. Appropriateness should also be demonstrated in typographic choices, colour choices and the hierarchical layout of information in order to meet with the industry standards of creative practice.

5. AWARE

Awareness of contemporary issues and debates within the relevant creative field should be demonstrated, whether that be via a visual investigation or a traditional scholarly approach. Research should aim to generate significant interest from within both local and global creative communities.

6. ADVENTUROUS

Lam aims to push boundaries and explore creativity. All submissions should aim to create conversation and invoke curiosity.

7. MOTIVATIONAL

Inspiration comes from many sources. Lam intends to provide a platform to address how design can inspire, promote and encourage. All submissions should respond to this directive.

8. MEMORABLE

Lam understands that in this throw-away society, the next new thing is always just on the horizon. Therefore Lam aims to create a platform for creatives where people will come back for more. All submissions should enable Lam to be remembered.

9. MEANINGFUL

Authenticity and integrity are key aspects of Lam's creative ethos and successful submissions will evidence an appropriate emotional response.