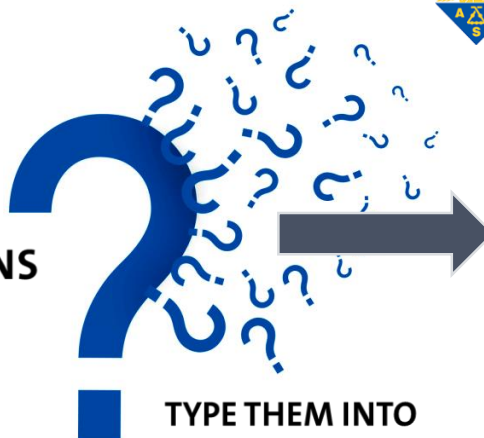


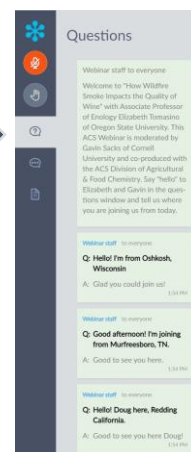


**HAVE QUESTIONS
OR COMMENTS**



**TYPE THEM INTO
THE QUESTION BOX!**

“Why am I muted?”
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except the presenter and host.
Thank you and enjoy the show.



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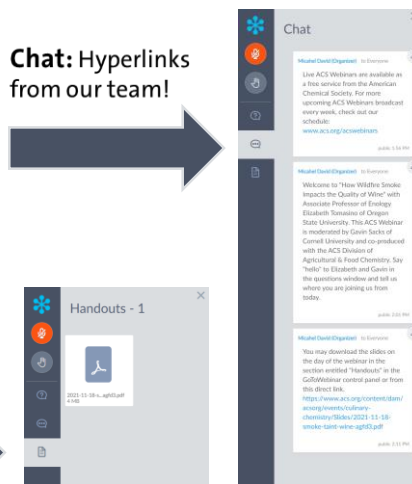
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<https://www.acs.org/content/acs/en/acs-webinars/videos.html>

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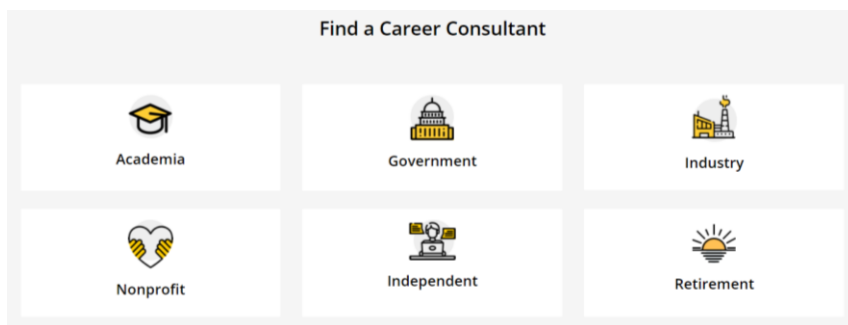


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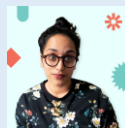
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Sam Jones, PhD
Science Writer & Exec Producer



Deboki Chakravarti, PhD
Science Writer & Co-Host

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Please do not hesitate to reach out to the Office of DEIR at diversity@acs.org

<https://fs7.formsite.com/acsdiversity/ACSMemberFeedback/index.html>



10



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Co-produced with: ACS Division of Medicinal Chemistry, American Association of Pharmaceutical Scientists, and ACS Publications

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For Drug Development



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Moderator: Bryan Tweedy, American Chemical Society

[Register for Free!](#)

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- The ways in which medicinal chemists can modify PK properties to manipulate dosing regimens
- The key assays to quantify PK effects; how they are done and how to interpret data from them

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13



Thursday, February 17, 2022 | 2pm - 3pm ET

10 Tips for Creating Abstracts with Substance and Style

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THIS ACS WEBINAR IS WILL BEGIN SHORTLY... SAY HELLO IN THE QUESTIONS WINDOW!



10 Tips for Creating Abstracts with Substance and Style



OSVALDO OLIVEIRA JR.
Executive Editor, *ACS Applied Materials & Interfaces*
and Professor, São Carlos Institute of Physics,
University of São Paulo, Brazil



Regiane Bracchi
Manager, Latin America,
ACS Publications

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15

Creating Your Title, Abstract, and Table of Contents Graphic



Creating Your Title, Abstract,
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16



THE IMPORTANCE OF THESE ELEMENTS

Key Benefits



**Showcases
Commitment
to Quality**



**Saves
Readers Time**



**Attracts
Readers**



**Aids
Discoverability**



**Encourages
Media Coverage**



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17



Crafting a Strong Title



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18



CRAFTING A STRONG TITLE

What Makes a Strong Title

1

Use a maximum of 20 words and be grammatically sound

2

Select strong action verbs and avoid overuse of adjectives, and avoid adverbs

3

Make your words resonate with the TOC graphic and include key words

4

Avoid buzzwords, acronyms, and abbreviations

5

Avoid potential untested applications and hard-to-justify claims

Source: <https://pubs.acs.org/doi/full/10.1021/cm5017917>



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19



CRAFTING A STRONG TITLE

Key Questions to Ask

Who

- Who will read your title?

How

- How will your title be found?
- How will your title be used?

What

- What is being presented?
- What information will be of interest to your audience?
- What details should be made clear?
- What features will catch attention?
- What are the key descriptive terms?



The title should be linked to the sentence defining the main contribution of your work.



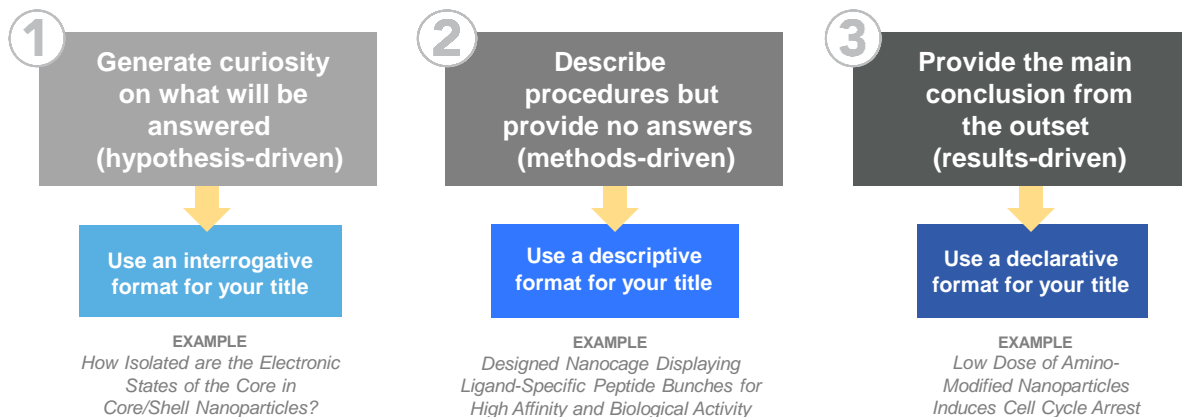
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20



CRAFTING A STRONG TITLE

Choose Goal First, then Title Format

Source: <https://pubs.acs.org/doi/full/10.1021/cm5017917>Creating Your Title, Abstract,
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21



CRAFTING A STRONG TITLE

Which Title Hits the Target?

Title 1

Synthesis, Electrochemistry,
Spectroscopic Characterization,
and X-ray Crystal Structure of a
Novel NacNac-La Complex that
Attacks DNA and Cures Cancer



Title 2

Lanthanum(III)-Diketimate
Complex Cleaves DNA at
Nanomolar Concentrations

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22



Creating a Substantive Abstract



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23



CREATING A SUBSTANTIVE ABSTRACT

What is a Substantive Abstract?

**An abstract is both a request
and an invitation**

Substantive abstracts

- Provide a concise summary of the work
- Are clearly written and easy to understand
- Avoid unnecessary embellishments
- Do not supplement or evaluate conclusions, do not cite references, tables or figures



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24



CREATING A SUBSTANTIVE ABSTRACT

Key Questions to Ask

Who

- Who are your audience(s)?*

Where

- Where will the abstract be posted? *Note guidelines*

How

- How will your abstract be discovered?
- How will you showcase your abstract?

What

- What is the purpose or end-goal for your abstract?
- What is important about your science?
- What professional image do you want to convey?



CREATING A SUBSTANTIVE ABSTRACT

Components of a Substantive Abstract?

- Setting/Background**
- Gap**
- Purpose**
- Methodology**
- Main Results**
- Conclusion**

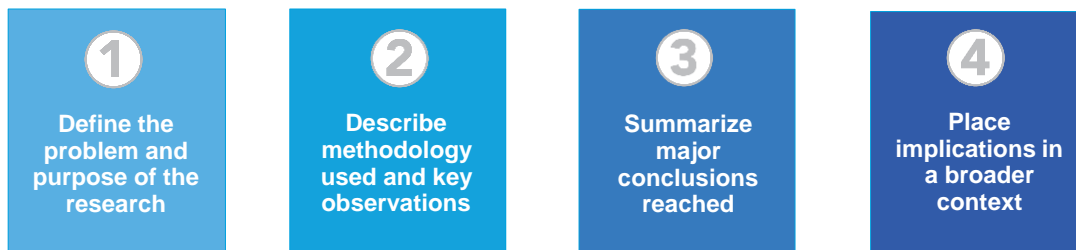
Size of each component
proportional to its
relevance

Exclude Setting and Gap
in short Abstracts

Should contain the sentence that describes
the main contribution of the work

CREATING A SUBSTANTIVE ABSTRACT

Creating an Abstract in Four Steps



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27



CREATING A SUBSTANTIVE ABSTRACT

Avoid the Pitfalls

Most Common Mistakes

- Wrong length (too long or too short).
Rule of thumb: 75 – 200 words
- Wrong level of detail (often, too much)
- Incomplete
- Inconsistent
- Misses keywords



Creating Your Title, Abstract,
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28



Constructing an Impactful TOC Graphic



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29

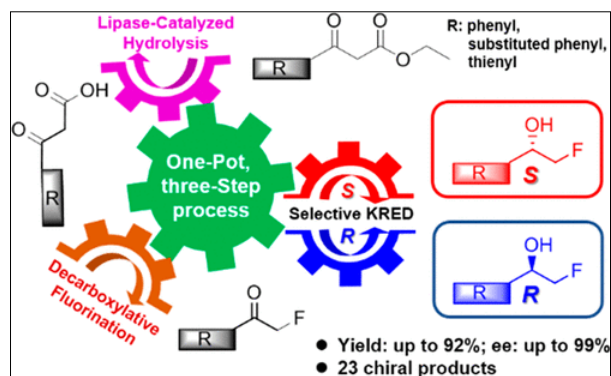


CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

An Impactful TOC Graphic

The TOC graphic is a **single concise visual representation** of the research findings. It serves as a:

- Graphic in the TOC, on the article page, and is frequently used in promoting your article
- Snapshot of the research findings
- Welcome mat for readers
- Spotlight for your research
- Unique identifier for your research



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30



CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

Key Questions to Ask



Who

- Who are your audience(s)?
Tip - Ask someone who hasn't read the research what the image says.

Where

- Where will the TOC graphic be posted? *Note guidelines.*

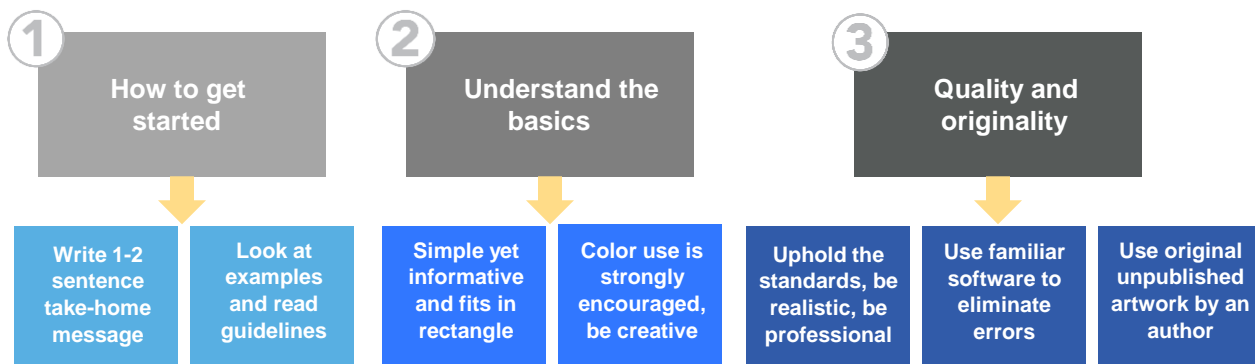
What

- What is important about your research that can be explained in one image?
- What extraneous pieces can you remove?
- What professional image do you want to convey?
- What does the TOC graphic look like when you print it out? Are images, text, and lines crisp and easy to see?



CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

Creating your TOC Graphic



CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

TOC Graphics at ACS Publications

ACS Specifications

- Can be a structure, graph, drawing, photograph, scheme, or a combination
- Limit text, e.g., to compound labels, reaction arrows, diagrams
- Submit at actual size, < 3.25 inches by 1.75 inches (approx. 8.25 cm by 4.45 cm)
- Use readable sans serif fonts such as Helvetica, >6 pt, 8 pt preferred
- Submit graphical abstract file as
 - TIFF at 300 dpi (color), 1200 dpi (b/w)
 - EPS in RGB color mode, all fonts converted to outlines or embedded
- Label file "For Table of Contents Only"
- Include the graphical abstracts image on the last page of manuscript for submission



Where can I read more about ACS journals' guidelines for TOC graphics?

http://pubsapp.acs.org/paragonplus/submission/toc_abstract_graphics_guidelines.pdf



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33



CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

Avoid the Pitfalls

Most Common Mistakes

- Photos, drawings, or caricatures of any person, living or dead, are strongly discouraged, seek Editor-in-Chief permission
- You cannot use stamps, currency, logos, or trademarked products
- Avoid complex structures or images with small details or text
- Don't copy and paste another figure already used from this research or from any other publication (copyright infringement)
- Avoid using clip art or cartoons
- Use color appropriately to highlight different features
- Avoid cramming too much, keep it clear, crisp, and legible.



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34

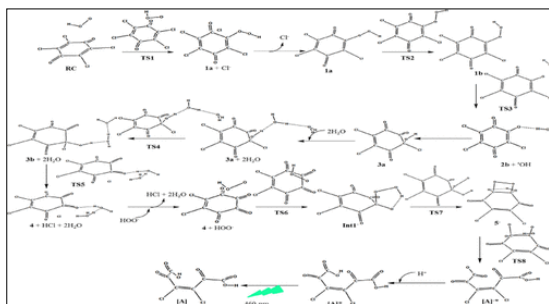


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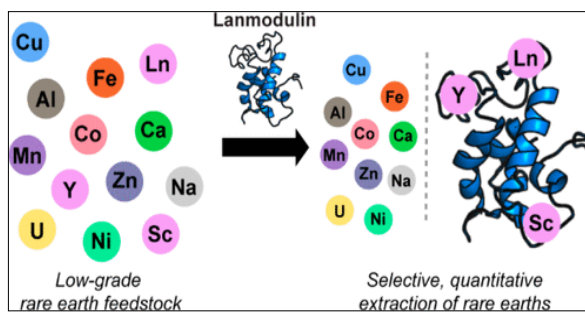
Which Image Hits the Target?



TOC Graphic 1



TOC Graphic 2



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35



Ten Tips



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36



TIPS FOR SUCCESSFUL TITLES, ABSTRACTS, AND TABLE OF CONTENTS GRAPHICS

Ten Tips

Tips

Seeing the title, abstract, and graphical abstract as the most important tools you can use to attract readers and summarize your research, and following these ten tips will help you present your research more effectively.



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37



Additional Key Resources



Where can I find journal guidelines and templates for submission?

<https://publish.acs.org/publish/>

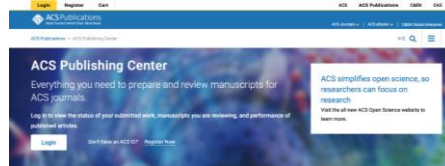
Journal homepages

Updated *ACS Guide to Scholarly Communication Online*

<https://pubs.acs.org/doi/book/10.1021/acsguide>

ACS Authoring Services:

<https://authoringservices.acs.org/en/> or
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Journal Guidelines And Templates

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10 Tips for Creating Abstracts with Substance and Style



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Executive Editor, *ACS Applied Materials & Interfaces*
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Regiane Bracchi
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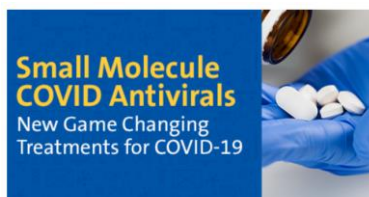
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What You Will Learn:

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