

How To Start Your OPEN ACCESS JOURNAL CANVAS

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Created by:

Created for:

Date:

Version:

Scope + Mission

What's your vision in one sentence? | What do you aim for: Creating an old school journal? Or do you want to explore new digital publishing models? | Does your journal appear on a regular basis? How often? | Will single issues have a thematic focus? | What is your target audience?

Content

What kind of content will appear in your journal — texts, videos, podcasts, images? | Which genres of texts will be published? | Who are your authors? | How do you reach your authors? | What is your quality standard? | How should readers reference your content (issues, volumes, items) and how should they quote from papers (e.g. pagination, paragraph numbers)?

Workflows

How will the editorial process be structured? | What steps will take place? | Can you identify typical roles for people in the editorial process? If so, list their tasks and required competences. | How do you intend to organize the editorial process? Generic project management software, plain old email, OJS? | How do you select papers? And how do you ensure the quality of published contents (who's involved, what's the process)? | What is your timeline for creating a journal issue? | When and how do you produce final publishing versions of manuscripts?

Distribution

Framework: How are you spreading the content: digital / hybrid? | Do you want to cooperate with a publisher or run the journal on your own/ together with your library?

Digital: How do you want to present your journal online? | How important are the individuality, novelty, innovativeness of your website? | Which formats do you want to offer: HTML, PDF, EPUB? | What software will you use to distribute your content? | How interactive will your journal be? Are you planning to implement social reading features?

Print: Who is going to produce your print edition? | Where should your journal be sold? | Who is going to be responsible for print distribution?

Marketing: How do you promote your journal? | Will you document user statistics, downloads, etc.? If so, will you share them with your authors and readers?

People

Who will be involved in running the journal? What will they do? How much will they be involved on a scale from 1 to 10? | Do you have all competencies in your team for the tasks/roles you identified in Workflows?

Licensing + Financing

How open is open access for you? Will you allow sharing? Will you allow commercial reuse? Will you allow remixes? Will you allow others to create derivatives? Which license(s) do you want to use?

Do you want/need to generate revenue? If so, what kind of revenue (author processing fees, subscription fees, print sales, grants, donations)? | What is your legal framework for earning money?

Costs

How much money will it take to get your journal started? Do you have a budget? Or how are you going to pay for it? Be as specific as possible. | What kind of expenses will you need to cover in order to run the journal? | Will journal editors or anybody else get paid for their work? | How will your expenses be covered?

Getting Started

Journal Design: How will your journal entries be designed? Do you need a hybrid design? What fonts do you use? What elements to include? What elements are to appear in your entries (keywords, abstracts, URL, DOI, running head, issue number etc.)?

Author Guidance: Do you have a template and a style guide for your publication? In which formats are you going to provide them (Microsoft Word, Open Office, Latex, ...)? Who is creating and maintaining them?

Website: How will your web presence be set up? Who is going to create your website templates? Who is setting up your technological infrastructure? What software applications are you going to use for managing your editorial workflows and your website? How should these applications communicate with each other? Who is hosting your web based applications? What is your long term preservation strategy? Do you intend to use an ISSN, ISBNs or DOIs? Who provides them for you?

Costs: Estimate the costs for journal design, web design and website development.



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