Referencing – Footnote style

In-text referencing

There are many variations of the footnoting system. Always follow information given to you by your lecturer. Here are some guidelines:

- The easiest way to format your footnotes is to use the Microsoft Word referencing tool. (Insert> reference> footnote). If you are not using this application use a superscript—¹. Then type the corresponding number at the bottom of the page, citing all the bibliographic information.
- The first time a source is cited include the author's full name, the title of the work and publication details (see examples below). Subsequent references to the same work can usually be in a shortened form (but check with your lecturer first about suitable abbreviations).
- Include page numbers at the end of the footnote only when quoting, not when you paraphrase.

Example

In the text

Advertisers are very good at ‘putting the hype into hyperbole’, unfortunately often resulting in a sceptical audience.¹ Geddes argues that in order to create advertising impact, there needs to be a continually fresh approach ², and although others point to the impossibility of this ³, a recent study showed that audiences subjected to bland advertising had difficulty in remembering the product.⁴

The footnotes


The Latin abbreviation loc. cit. has been used to indicate that the source has already been mentioned.

<table>
<thead>
<tr>
<th>Abbreviation:</th>
<th>Use:</th>
<th>Example:</th>
</tr>
</thead>
</table>
| ibid. (in the same place) | To indicate the same source as in the footnote immediately above. If referring to a different page number write ibid. p.35. | 1. Jane Clayden, Design notes, Tegdale Press, London, 2000, p.281.  
2. ibid  
3. ibid, p.39. |
3. Clayden, loc.cit. |
Examples of footnotes

**Book – one author**

**Book – multiple authors**

**Chapter in a book by another author**

**Article in Journal**

**Published conference proceedings**

**Internet citation**
Iris, Heetman, *Early design development*, Waters Research Centre, 2004, 

Examples of Reference List items

**Book – one author**

**Book – multiple authors**

**Chapter in a book by another author**

**Article in Journal**

**Published conference proceedings**

**Internet citation**