

- 1. AMPLE VISUALIZATIONS.** Every important concept needs to be supported with a visualization (e.g., photograph, diagram, schematic such as a freehand sketch or drawing, video, interactive software). Visualizations underpin the aim and uniqueness of GW-Project books, i.e., to tell the story primarily through annotated figures. Text and equations are secondary but are important. GW-Project books have many more figures than conventional books.
- 2. ORIGINAL VISUALIZATIONS.** Preferably visualizations will be GW-Project originals. That is, they are created or adapted by the author(s) or are from other GW-Project books. Visualizations from other publications should be redrawn or modified. Concise and easily understood visualizations are essential to convey important concepts and ideas.
- 3. DESCRIPTIVE FIGURE CAPTIONS.** Captions should be sufficiently descriptive in pointing out specific attributes of the figure. A figure and corresponding caption should contain enough information that they can stand alone from the text. A descriptive caption strengthens the understanding and effectiveness of a visualization.
- 4. HIGH QUALITY GRAPHICS.** Visualizations that are high quality in terms of pixel size, resolution, font size, among others (depending on the type of visualization) are essential to effectively convey concepts and ideas. This may require recreating visualizations to obtain the desired quality, but also using colors in figures and tables to facilitate absorption of information.
- 5. CAPTIVATING CONTENT.** The book should be fascinating to read, “a page turner”, and should stimulate a reader to want to learn more about the topic or groundwater in general. Real-world examples, presented as case studies with ample visualizations will make the book more interesting and/or placing a concept or scientific information in its historical context.
- 6. A FOCUS ON A GLOBAL AUDIENCE.** Including examples, statistics and/or case studies from more than one country makes the book more “global” and enriches readers. If possible, include examples from different economic regions of the world. Highlight other regions by adding photographs to visualize geographic context.
- 7. GOOD READABILITY.** This is essential to absorbing information and requires a balance between text and visualizations; pages with only text should be avoided. Tell most of the story through visualizations; make use of diagrams to summarize concepts and relationships. Break up long sections by means of bullets and/or sub-headings. Tables in the main text should be short.
- 8. INCLUSION OF EXERCISES.** The focus of each book is on education, thus exercises with worked solutions that highlight key concepts should be included to allow readers to evaluate their understanding of the topic. If mathematical exercises are not appropriate, “thought exercises” should be created that challenge readers to apply information from the book.

