ArtCenter Editorial Style Guide

This updated *ArtCenter Editorial Style Guide* has been compiled by Marketing and Communications based on a combination of sources, in particular *The Associated Press (AP) Stylebook*, which serves as our primary guide for most materials, with some important exceptions noted in these pages.

Recommendations in this guide apply to official communications of the College and other materials conveying an institutional voice, for example press releases, *Dot* magazine, *Bulletin*, Website content, Viewbook, Public Programs catalogs, stand-alone brochures, invitations, posters and written correspondence intended for an external audience; and marketing emails and direct mail letters.

These guidelines do not apply to informal communications, such as social media, campus fliers, informal emails and internal administrative codes which follow more flexible standards, for example, often using acronyms for names of degree programs.

Recommendations covered in the style guide include:

• ArtCenter institutional nomenclature
• Academic department nomenclature
• Alumni degrees
• Alumni references
• Campus locations nomenclature
• Faculty titles
• Other titles
• Additional editorial guidelines from A to Z

This style guide will continue to evolve and we welcome your questions and suggestions.

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ArtCenter institutional nomenclature

The name of the college is written **ArtCenter** or **ArtCenter College of Design** with a capital "A" and "C" and no space between Art and Center, in running text as well as when the name stands alone.

We advocate a flexible approach to the College's name and graphic identity that adapts to the communication needs of various audiences.

Guidelines on use of name in running text depends on the audience:

Unfamiliar audience
If an audience is unfamiliar with the College, use the full name on first reference, ArtCenter College of Design. The short form ArtCenter can also be used for an audience that's unfamiliar with the College (in headlines or graphic treatments, for example), as long as the full name, ArtCenter College of Design, also appears somewhere in accompanying text.

Familiar audience
In other situations we can be more informal. Audiences that already have a level of familiarity with the College—our on-campus community, as well as alumni, friends, partners, professional peers, donors, etc.—readily understand that ArtCenter refers to ArtCenter College of Design. For these audiences, ArtCenter by itself is sufficient, without necessarily spelling out the full name on first reference. In fact, we recommend that the short form of our name, ArtCenter, be emphasized over the long form whenever possible.

Additional guidelines
- The acronyms **AC** and **ACCD** are discouraged in official communications.
- As with any proper noun, avoid line breaks that would require hyphenating the word ArtCenter.
- The word **College** by itself (with initial cap "C") is also acceptable on second reference to ArtCenter.

Academic department nomenclature

When referring to a specific academic department, initial cap each word including Department, for example, **Advertising Department**; also initial cap Department in subsequent references when referring to the same department. Use lowercase "d" when referring to departments generically or in the plural, for example, **The Advertising and Graphic Design departments collaborated on the project**.

ArtCenter's 11 undergraduate departments

Bachelor of Fine Arts
Advertising
Film
Fine Art
Graphic Design
Illustration
Photography and Imaging

Bachelor of Science
Entertainment Design
Environmental Design
Interaction Design
Product Design
Transportation Design

ArtCenter's six graduate departments

Master of Fine Arts
Art
Film
Media Design Practices

Master of Science
Environmental Design
Industrial Design
Transportation Systems and Design

Alumni degrees

When identifying alumni by degree and year of graduation, the style depends on the level of formality of the situation.

In all situations

- Avoid the use of apostrophe before the two-digit year of graduation.

- Avoid the use of ampersand or the plus sign in place of the word **and**.

In examples below, XXXX = 4-digit year. When using two digits, XX takes no apostrophe—correct form is **BFA 13**, not **BFA '13**.

Long form
Full, official name (degree + year + program) for formal occasions (including awards, diplomas, and on first reference in a press release)

Undergraduate degrees
BFA XXXX Advertising
BS XXXX Entertainment Design
BS XXXX Environmental Design
BFA XXXX Film
BFA XXXX Fine Art
BFA XXXX Graphic Design
BFA XXXX Illustration
BS XXXX Interaction Design
BFA XXXX Photography and Imaging
BS XXXX Product Design
BS XXXX Transportation Design

Graduate degrees
MFA XXXX Art
MS XXXX Environmental Design
MFA XXXX Film
MS XXXX Industrial Design
MS/MBA XXXX Innovation Systems Design
MFA XXXX Media Design Practices
MS XXXX Transportation Systems and Design

Short form:

- In running copy use two-digit shorthand with parentheses.

- In some situations a designer may choose to differentiate degrees from surrounding text typographically, in which case the parens can be omitted.

Undergraduate degrees
(BFA XX Advertising)
(BS XX Entertainment Design) *or* (BS XX Entertainment)
(BS XX Environmental Design) *or* (BS XX Environmental)
(BFA XX Film)
(BFA XX Fine Art)
(BFA XX Graphic Design) *or* (BFA XX Graphic)
(BS XX Product Design) *or* (BS XX Product)
(BFA XX Illustration)
(BS XX Interaction Design) *or* (BS XX Interaction)
(BFA XX Photography and Imaging) *or* (BFA XX Photography)
(BS XX Transportation Design) *or* (BS XX Transportation)

Graduate degrees
(MFA XX Art)
(MS XX Environmental Design) *or* (MS XX Environmental)
(MFA XX Film)
(MS XX Industrial Design) *or* (MS XX Industrial)
(MFA XX Media Design Practices) *or* (MFA XX Media Design)
(MS/MBA XX Innovation Systems Design) *or* (MS/MBA XX Innovation Systems)
(MS XX Transportation Design) *or* (MS XX Transportation)

<u>**Shortest form**</u>
Primarily for use in lists (including Honor Roll and Trustee list, among others); and in running copy whenever the department/degree is clear from context:

BFA XX
BS XX
MFA XX
MS XX
MS/MBA XX

Alumni references

- Use **alumna** to refer to a female, **alumnus** to refer to a male; and **alumnae** (female plural) or **alumni** (male plural).
- Referring to graduates generically, across the gender spectrum, use **alumni**.
- In most instances, particularly in social media, use of **alum** (singular) or **alums** (plural) is also acceptable, with the added advantage that the terms are gender-neutral.
- In running copy, **alumni** is lowercase.
- The word **alumni** is always plural, never singular.

Campus locations nomenclature

ArtCenter has two campuses: Hillside Campus and South Campus. On first reference if discussing both, it is acceptable to shorten that phrase to: **Hillside and South Campuses**.

Hillside Campus
Located at 1700 Lida Street

- **Ahmanson Auditorium** (not to be confused with the Ahmanson Theatre in Downtown L.A.). On second reference, **the Ahmanson** is acceptable.
- **Alyce de Roulet Williamson Gallery**. On second reference, **Williamson Gallery** is acceptable.
- **Board Room** (two words).
- **Café** is an acceptable but unofficial name for the indoor and outdoor dining areas.
- **Color, Materials and Trends Exploration Laboratory** (on second reference, **CMTEL**)
- **Ellwood Building**
- **Faculty Dining Room** (on second reference, **FDR**)
- **Los Angeles Times Media Center** (not Theater or Auditorium). Commonly referred to as **the L.A.T.** and this abbreviation (using periods) is OK on second reference, as is the full name.
- **Sculpture Garden**
- **Sinclaire Pavilion** (with an "e")
- **Student Dining Room**. Note: The word **cafeteria**, lowercase, refers only to the food service area.

South Campus
Distinguish among these specific buildings and campus spaces as needed.

When discussing events, services or hours at both campuses but with reference to specific buildings, it is helpful on first reference to give the name of the building and, in parentheses, the campus at which it is located, or the inverse. For example, **950 building (South Campus)**; or **South Campus (950 Building)**.

Buildings
These are informal names, so use lowercase in running text. But in headline or graphic treatment, initial cap **Building** is acceptable.

- **1111 building** (lowercase "b"), located at 1111 S. Arroyo Parkway. Shorthand **1111** acceptable on second reference.
- **950 building** (lowercase "b"), located at 950 S. Raymond Ave. Shorthand **950** acceptable on second reference.
- **870 building** (lowercase "b"), located at 870 S. Raymond Ave. Shorthand **870** acceptable on second reference.

Campus spaces

These are proper names, so always capitalize:

- **Alexander and Adelaide Hixon Courtyard**
- **Archetype Press** (950 building)
- **Graduate Art Complex** (950 building)
- **Hoffmitz Milken Center for Typography** (950 building)
- **Hutto-Patterson Exhibition Hall** (870 building)
- **Judy Skalsky Memorial Rooftop Garden** (950 building)
- **Printmaking Studio** (870 building)
- **Wind Tunnel** refers specifically to the space at the north end of the 950 building. In headers: **Wind Tunnel**. In running copy: **the Wind Tunnel** (lowercase "the"). When referring to the building prior to its renovation into an educational facility, use lowercase **wind tunnel**.
- **Wind Tunnel Gallery** (950 building)

Faculty titles

- Standard editorial policy is to use uniform titles—either **faculty member** or **instructor**, interchangeably—except for chairs and faculty directors, where we can use those specific titles.
- In running text, **faculty member** and **instructor** are always lowercase.
- Per AP style guidelines, for **chair** and **faculty director**, the titles are initial-capped only if they come before the person's name and lowercase if after.
- Use of other titles (e.g., professor, associate professor) in Marketing and Communications materials requires clearance from Provost's office.

Titles

Note that ArtCenter's treatment of titles breaks with AP style. Also, the following guidelines apply to titles *only in running text*. For treatment of titles *outside of running text*—e.g., headlines, ads, and graphic treatments—designers have wider latitude.

As a general rule, major works are set in italics and minor works are put in quotation marks.

For the titles of major works, use italics

- book/magazine/newspaper titles, including online publications and blogs
- movie/opera/play/computer game titles
- album titles
- radio and TV program titles
- titles of exhibitions, installations, exhibition catalogs and works of art
- titles of student projects
- titles of courses
- official ArtCenter documents such as the strategic plan, *Create Change*

For the following titles, use quotation marks

- article titles
- chapter titles
- lecture titles
- poem/song/TV episode titles
- titles of sponsored projects (e.g., **"Reshaping the Future"**).
- titles of campaigns or initiatives (e.g., **"Uncool: The Anti-Gun Violence Initiative"** or **"Uncool"**)
- titles of conferences and symposia (e.g., **"Connected Bodies: Imagining New Wearables"**)

For the following titles, use plain text (neither ital nor quotation marks):

- department titles (use title case, i.e., initial cap each word except "and," including **Department**; also initial cap Department in subsequent uses when it refers to the same department; use lowercase department when referring to department/s generically)
- faculty titles including department chairs (follow AP: initial cap if before the person's name, otherwise lowercase). Also note: use lowercase **instructor** or **faculty member** only, whether before or after the person's name; we do not use official academic titles, e.g., **professor,** except in rare special cases.
- staff titles (follow AP: initial cap if before the person's name, otherwise lowercase)
- senior leadership (different from AP): Always initial cap President, Trustee, Board of Trustees, and titles at the Trustee level, whether used immediately before or after the person's name, or used to refer to the Trustees as a group. For example, **ArtCenter President**, **Founding Chair of ArtCenter 100**.
- occupational titles (use lowercase whether before or after a name)
- offices, programs and clubs (e.g., **Admissions Office, Center for the Student Experience**, **Study Away Program**, **ArtCenter Student Government**)
- generic reference to the campus or campus life (use lowercase)
- specific reference to Hillside Campus or South Campus (initial cap)

- generic reference to seasons (use lowercase, e.g., **last fall**)
- specific reference to terms (initial cap **Fall 2013 course**)
- special events (e.g., **Car Classic**, **Grad Show Preview**)
- competitions (e.g., **EcoMotors Challenge**)
- generic reference to official documents (e.g., **ArtCenter's strategic plan**)
- donor groups or giving levels (e.g., **ArtCenter 100**, **Legacy Circle**)
- awards (use title case, e.g., **Emmy Award**, **Academy Award**, etc. Also be sure to hyphenate the adjective **X Award-nominated** or **Y Award-winning**)
- websites and online communities (e.g., **Yahoo**, **Wikipedia**, **Kickstarter**, **Behance**)
- URLs (do not use www prefix, unless the link requires it; do not underscore except as a deliberate design choice)
- email addresses
- titles of apps and software such as **Raiser's Edge**, **Windows**, **Photoshop**
- titles of products (from digital gear such as **iPhone** and **iPad**, to car models, furniture designs, etc.)

Additional guidelines

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article—a, an, the—or words of fewer than four letters if it is the first or last word in a title.
- Capitalize both words in a hyphenated compound (**Work-Study**) unless the first element is a prefix, not a stand-alone word (**Non-compliance**).
- For graphic treatment, this rule is flexible but must be consistent within a given piece.

Additional editorial guidelines from A to Z

A

abbreviations No spaces between letters in abbreviations: **the city of L.A., the food writer M.F.K. Fisher**.

academic degrees

- Use an apostrophe and lowercase: **bachelor's degree**, a **master's**
- Initial cap full, formal degree names: **Bachelor of Arts**, **Master of Science**
- When abbreviating, do not use periods: **BA, BFA, MA, MFA, PhD**

- Plural: **BFAs**, **PhDs**, etc. (no apostrophe)
- An academic degree following a name with a graduation year, use parentheses: **John Doe (MFA 89)**. See <u>Alumni degrees</u>.

academic departments See <u>Academic department nomenclature</u> section above.

academic titles See <u>Faculty titles</u> section above.

acronyms can be used, but only after the phrase has been spelled out in its first reference: **Nongovernmental Organization (NGO)**. No periods with acronyms: **ACSG, UNFPA**. In a longer story, the full name may be repeated even after the acronym has been used.

adverbs ending in -ly are not hyphenated: **This is an easily remembered rule**.

advisor (sp.) not adviser

ages Use figures for all ages: **The 8-year-old boy**. Do not use apostrophes: **Students in their 20s and 30s**.

alumna, alumnae, alumnus, alumni See <u>Alumni references</u> section above.

among, between In most cases, the maxim holds that "between" introduces two items and "among" introduces more than two: **The funds were divided between me and Joseph. The funds were divided among me, Joseph and Jonathan.**

apostrophes When omitting letters or figures, use apostrophes: **back in the '60s; rock 'n' roll**; when omitting figures in date ranges, do not use the apostrophe: **1950–51**. When a singular word or name ends in "s," put an apostrophe after it to make it possessive: **Orson Welles' Oscar nomination**. Do not add another "s" after the apostrophe.

B

BA vs. B.A. See <u>academic degrees</u>.

biannual Occurring twice a year

biennial Occurring every two years

book titles See detailed notes under <u>Titles</u> section above. Do not italicize: the Bible, the Constitution, the Declaration of Independence.

C

California and Southern California. Avoid postal abbreviation **CA** (except in a mailing address or when it is a deliberate design choice). In less formal contexts, **SoCal** is acceptable for local/regional audiences.

campuswide No hyphen

capitalization In general, note that we are "down-style," per the *AP Stylebook*, which means we avoid unnecessary capitalization. This applies to things such as

titles when they follow names (**Jane McFadden, chair of Humanities and Sciences**; but: **Humanities and Sciences Chair Jane McFadden**)

commas Use commas in a simple series of nouns or phrases. Use commas in a simple series of elements that includes a conjunction. Use semicolons to separate the phrases in a series that includes a comma. Examples:

- **The course covers racism, sexism and age discrimination** (with a simple series of nouns, no comma before "and").

- **The course aims at opening students' eyes, expanding their horizons and persuading them to act** (with a simple series of phrases, no comma before "and").

- **He gulped some hot coffee, grits, and ham and eggs for breakfast** (with a series including another conjunction, insert a comma before "and").

- **The finale includes a burst of red, white and blue fireworks; a tap-dance routine; and a patriotic dachshund dressed like Uncle Sam** (with a series of phrases that include commas, use semicolons; also insert a semicolon before "and").

committee Capitalize only when part of a name: **the Facilities and Technology Committee**.

compose means to put together, to be made up of, for example: **The Admissions Committee is composed of the chair and two faculty members. The parts compose the whole; the whole is composed of** (not "comprised" of) **the parts.**

composition titles See detailed notes under <u>Titles</u> section above.

compound modifiers In general, we follow the AP rule of using hyphens but aren't quite as stringent. For example, according to AP style (below), a hyphen would be used in **a high-school student** or **an affirmative-action program**. We wouldn't use a hyphen in those cases because the meaning is clear without one. (AP rule: When a compound modifier—two or more words that express a single concept—precedes a noun, use hyphens to link all the words in the compound except the adverb "very" and all adverbs that end in "-ly": **a first-quarter touchdown, a bluish-green dress, a full-time job, a well-known man, an easily remembered rule**.)

comprise means to encompass, to contain, to embrace, to include all. The whole comprises the parts. It does not take "of": **The jury comprises leading transportation designers from around the country.**

concentration vs. track See <u>Tracks</u> section above.

conferences and symposia Enclose substantive or specific titles in quotes: **"Connected Bodies: Imagining New Wearables."** However, generic titles should not be in quotes: **annual conference on the future of design**.

copyright symbol Do not use in running text.

cosponsor (verb) No hyphen.

co-sponsor (noun) Use hyphen, following AP style rule that occupations with "co-" take hyphen, e.g., **co-director, co-creator, co-teacher**.

couple When used in the sense of two people, the word takes plural verbs and pronouns: **The couple were married Saturday and left Sunday on their honeymoon**. In the sense of a single unit, use a singular verb: **Each couple was asked to give $10**.

course work Two words

courses Capitalize and italicize names of academic courses, e.g., *Transmedia*. Tracks are also capitalized but take neither italics nor quotation marks.

D

dashes and hyphens

- Use a hyphen (-) for word breaks and compound words.
- Use an en dash (–) between numbers and words that are inclusive, for example, to express a span of time or of distance: **10–11 a.m., 3–4 miles, 2002–03, Monday–Friday, pp. 20–26, ages 10–15**.
- Use an em dash (—) to convey a break in thought.
- Do not use spaces around dashes and hyphens.

date In a calendar listing, move from the particular to the general—time, day, date: **2 p.m., Tuesday, April 25**. In running text, a date is set off by a pair of commas: **The lecture will take place on Tuesday, April 25, in Ahmanson Auditorium**. Never April 25th.

days of the week Capitalize. Do not abbreviate in running text.

decades Use apostrophes when numerals are omitted; show plural by adding the letter "s" with no apostrophe: **the '60s**.

degrees See academic degrees.

departments See Academic department nomenclature section above.

dictionary The *AP Stylebook* recommends *Webster's New World College Dictionary*.

Dr. Refers to physicians. Avoid if possible. Instead, be specific: **Lorne M. Buchman, PhD**

E

e-business/e-commerce Hyphenate, lowercase unless standard rules of capitalization apply (e.g., first word in a sentence).

email not e-mail. Note: Here we break with AP style which says: Enclose email addresses in parentheses.

em dash See dashes and hyphens.

en dash See dashes and hyphens.

events Do not use quotation marks for event titles: **ArtCenter Dialogues; Grad Art Seminar; ArtCenter's 85th Anniversary Alumni Reunion**.

ever Hyphenate as a compound modifier preceding a noun: **in an ever-changing world**. As an intensifier or emphasizer, ever can stand separately: **The design field is ever changing**.

exhibition titles Use italics: *The Great American Seat*

F

foreign words and phrases that have been adopted into the English language are not italicized and are not enclosed by quotation marks: **fait accompli**, **karaoke**. Use a dictionary if you're not sure.

fundraiser, fundraising No hyphen

G

gender The language used to describe gender identities is constantly evolving and, in a society that privileges binary gender, existing language often fails to capture the actual complexity of transgender and gender-fluid identities. Transgender (sometimes shortened to trans or trans*) is an umbrella term used to describe people whose gender identity and/or expression differ from the sex they were assigned at birth. It is Marketing and Communications' editorial policy to use the identities and pronouns that our story subjects choose to use.

H

headlines Lowercase articles and prepositions; however (per AP style), capitalize *all* words of four or more letters (even if a preposition).

healthcare One word when used as a modifier: **healthcare system**

health care Two words when used as a noun: **The project aims to improve health care in Peru**.

historical periods Capitalize famous epochs: **the Middle Ages**. Lowercase century: **the 12th century**. Use numerals to designate a century unless it is the first word in a sentence: **People sometimes wore odd shoes in the 12th century**; but: **Twelfth-century shoes could be odd**. Note the hyphen when using a compound adjective: **The 12th-century Crusaders may have introduced pointy-toed shoes to Europe**.

homepage One word

hyphens Do not use hyphens when ethnic terms are used as nouns: **More African Americans majored in philosophy this year**. Use hyphens when ethnic terms are used adjectivally: **The monograph featured more than 50 African-American children's book illustrators**. See also dashes and hyphens.

I

Internet Capitalize (per AP style). Net is acceptable on second reference.

intranet Lowercase (per AP style).

J

James Lemont Fogg Memorial Library on first reference. Initial cap **Library** is acceptable on second reference.

Jr. Following a name, do not precede with a comma (per AP style).

L

lectures Use quotation marks around lecture titles: **Harriet Rubin will discuss "The Secret Life of Leaders."**

library See entry on James Lemont Fogg Memorial Library.

log in (verb) Two words

login (noun) One word, no hyphen

Los Angeles Abbreviation: **L.A.** (using periods)

lower-term (adj.) Refers to students in Terms 1 through 3.

-ly adverbs Adverbs ending in -ly are not hyphenated: **This is an easily remembered rule**

M

magazines and newsletters Italicize their titles. The word "magazine" is lowercase unless it is part of the title: *Dot* magazine, *Bulletin* newsletter.

months Capitalize and spell out the names of months, even in running text (per AP style). When a phrase lists only a month and a year, do not separate the year with commas: **January 2015**. When a phrase refers to a month, day and year, set off the year with commas: **February 14, 2015, was the target date**.

more than, over **Over** has traditionally referred to spatial relationships: **The plane flew over the city**. **More than** referred to numeric amounts such as quantities and sizes: **Their salaries went up by more than $20 a week**. Note: AP has updated its guidelines to make **more than** and **over** interchangeable.

multidisciplinary No hyphen

multimedia No hyphen

N

nonprofit No hyphen

numerals Spell out whole numbers below 10, use figures for 10 and above.

O

online One word

onscreen (adj.) Example: **The onscreen text is easy to read**. See also touch screen.

over, more than See more than, over.

P

percent Spell out; do not use % symbol unless in a table or chart. Express all percentages as figures, either in running text (**2 percent**) or a chart (**2%**).

phone numbers See telephone numbers.

policymaker No hyphen

premier, premiere "Premier" is first in rank or position; "premiere" is a first performance.

professor Instead of professor, use **faculty member** or **instructor**. There are rare exceptions to this rule, and they must be confirmed by the writer/editor through the Provost or his assistant. See section on Faculty titles above.

program names Capitalize "program" when it is part of a name: **Study Away Program**, **Latin American Studies Program**.

Q

quotation marks Be sure to use typographic "curly" quotation marks rather than straight-line marks or prime marks, which indicate inches.

R

re-create Use a hyphen unless "recreate" is meant in the sense of fun (recreation).

RSVP OK to omit periods. Do not combine with "please," as in **Please RSVP**.

S

semester ArtCenter is not on a semester system; use **term** instead.

semicolons Use commas in a simple series of nouns or phrases and in a simple series of elements that includes a conjunction. But use semicolons to separate the phrases in a series of phrases that include commas. Example: **The finale includes a burst of red, white and blue fireworks; a tap-dance routine; and a patriotic dachshund dressed like Uncle Sam**.

Sr. Following a name, do not precede with a comma (per AP style)

serial comma The final comma before the last item in a series. Generally, follow AP style: no final comma in series unless needed for clarity. For examples, see commas. However, for Williamson Gallery exhibition catalogs and other scholarly publications follow *The Chicago Manual of Style* in use of the serial comma.

Social Security Number Initial cap all three words.

Sponsored Project Initial cap both words when referring to a specific project or course title. Lowercase when referring generically to sponsored projects.

startup Both as adjective and noun, do not use hyphen.

states In general, follow AP.

- Spell out state names in running text: **He is from California**. Even when combining the name of a state with another place-name, spell out: **Before moving to Pasadena, California, she lived in New York City**.

- For a complete address (for example, on an invitation), use the two-letter postal abbreviation and the ZIP code. For a list of postal abbreviations, see the *AP Stylebook*. For graphic treatment, this rule is flexible but must be consistent within a given piece.

systemwide No hyphen

T

telephone numbers Do not enclose the area code in parentheses; use a hyphen to separate the prefix from the last four digits: **310 825-2585**. For lists and graphic treatment, this rule is flexible but must be consistent within a given piece.

term Lowercase the word "term" but capitalize its name: **Spring term, Summer term, Fall term**.

that vs. which In the broadest terms, the general rule is: Use "that" with dependent clauses that are essential to meaning; use "which" with independent clauses, which are set off by commas.

theater Reserve "Theatre" for proper names.

3D No hyphen

times Lowercase and use periods in a.m. and p.m. Insert a space between the

numeral and a.m. or p.m.: **6 p.m.** (not 6pm or 6 PM). Use colon only with fraction of hour: **6:30 p.m.**, but not 6:00 p.m. For lists and graphic treatment, these rules are flexible but must be consistent within a given piece. In all cases, indicate span of time with en dashes (not hyphens or em dashes): **6–7:30 p.m.**

titles See <u>Titles</u> section above.

touch screen Two words (per AP)

trademark symbol Do not use corporate or other trademark symbols. One exception: ArtCenter's trademarked DesignStorm™

trans or trans* Acceptable shorthand for transgender. (See also: <u>gender</u> and <u>transgender</u>)

Trans Avoid this shorthand for the transportation design programs at ArtCenter, especially in headlines or on first reference.

transgender Use lowercase "t." See <u>gender</u>.

trimester ArtCenter follows an academic trimester system, but **term** is preferred.

U

United Nations Abbreviate only when used as an adjective. Use periods: **U.N. Security Council**.

United States Abbreviate only when used as an adjective. Use periods: **U.S. Army**.

upper-term (adj.) Refers to students in 6th term or higher

username One word, no hyphen

V

Viewbook A biennial publication marketing ArtCenter to prospective students; not synonymous with a catalog. Initial cap in text, no italic, one word.

W

Web The Web is acceptable shorthand for "World Wide Web." Initial cap: **Web browser; on the Web**.

Web address or URL In running text, omit the www, do not underscore and do not use parentheses: **artcenter.edu**

website One word, lowercase. You can use **site** on second reference.

which vs. that See <u>that vs. which</u>

World Wide Web See <u>Web</u>.

Y

years Following AP style we use apostrophes when numerals are omitted: **the '60s**. Exceptions: Do not use an apostrophe in the "grad tag" identifying alumni graduation years, for example: use **BFA 13**, not **BFA '13**. Do not use an apostrophe following a dash within a date range: **1990–91**. The plural of a year does not take an apostrophe: **the 1800s, the 1970s**.

Z

ZIP code Not "zip" code