Continuing Studies Style Guide—Updated Jan 2014

General guidelines
Continuing Studies follows these two sources, with exceptions as noted in this Guide:

• University Communications Editorial Style Guide (http://uc.wisc.edu/styleguide/)
Continuing Studies is committed to following brand guidelines developed by University Communications (UComm). For the most part we also follow UComm’s editorial guidelines.

• AP Stylebook
The Associated Press Stylebook (“AP style”), created for and by the news media, is familiar to readers of newspapers and magazines and is more informal than the Chicago Manual of Style and other specifically academic guides. Our varied audiences, and the conventions of most marketing materials, are the reasons we use this more accessible style.

• CSIS Program Definitions and Structure Guide (I/shared.dcs/CSIS User Notes/Definitions and Structure)
Example styles for sections, series, certificates, and multiple units.
Exceptions to, and amplifications of, the above sources follow. This guide notes style differences between print and digital content.

academic degrees
BA, MS, PhD (no periods)—When spelling out a degree, lowercase: bachelor of science, master of arts, a master’s degree in education.
Place degree in parentheses after name. Ex: Jeffrey Russell (PhD)

academic departments
Abbreviate Dept. before the name of an academic department: Dept. of Liberal Studies and the Arts
When referring to a subject area, lowercase (unless the subject area is a proper noun): professor of history, associate professor of Spanish, teaches music theory

acronyms
Spell out first reference and then put acronym in parentheses: We help communities and the Wisconsin Division of Public Health (DPH). In later references and in course titles, use the acronym.

active voice
The active voice creates a sense of immediacy and involvement.
Don’t say, The basics of tuning and repairing a piano are taught.
Do say, You learn the basics of tuning and repairing a piano.

discounts
$135/$220 for this class and Realist Painting in Oils or Acrylic, #4444 (save $40)
No fee—if classes are free

course title capitalization in the Continuing Studies catalog
A CSIS catalog script allows the first letter of the first word of the title to be capitalized.

Conferences and other longer events, ongoing programs, and travel-study tours have initial cap in course title: Annual Conference on Distance Teaching and Learning, Spoleto Festival USA

Capitalize course titles in the copy and registration information:
Prerequisite: Beginning 1 or instructor’s approval.
Honoring our Common Differences and Art of Conflict Transformation are among the challenging workshops...

Do not put course titles in quotation marks.

Course titles in other publications and on the Web should use initial caps. Don’t Forget Your French!

Words of three letters or fewer should be lower case if they are articles (a, an, the), conjunctions (and, but, of), or prepositions (for, in, to).

Art of Conflict Transformation

courtesy titles (Ms, Mr)
We don’t use; use a person’s first and last names on first mention.
In the catalog, we use the instructor’s last name after the first reference; in other publications or on the Web, either use first or last name (after first reference), being consistent.

CSIS
Catalog character/word count—course title: 65 characters;
course description: 65 words; instructor bio: 40 words
Days—MTWThFSaSu
Contiguous days—MT
Span of number of days, use hyphen—M-F
Discounts—$135/$220 for this class and Realist Painting in Oils or Acrylic, #4444 (save $40)
No fee—if classes are free

continuities and other symbols
Do not use in print copy unless they’re part of a title or business name (such as U&lc). Use ampersands in web navigation.
Use the % sign in all digital copy. Use percent in print.

catalog
Not catalogue

continuities and other symbols
Do not use in print copy unless they’re part of a title or business name (such as U&lc). Use ampersands in web navigation.
Use the % sign in all digital copy. Use percent in print.

Commas
We use the “serial” or “terminal” comma, the last comma in a series of three or more items. Ex: Topics include dangling and misplaced modifiers, active and passive voice, editing, and punctuation.

Continuing Education Units
Abbreviate CEU if 1.0 or less, CEUs if greater than 1.0.

courtesy titles (Ms, Mr)
We don’t use; use a person’s first and last names on first mention.
In the catalog, we use the instructor’s last name after the first reference; in other publications or on the Web, either use first or last name (after first reference), being consistent.

CSIS
Catalog character/word count—course title: 65 characters;
course description: 65 words; instructor bio: 40 words
Days—MTWThFSaSu
Contiguous days—MT
Span of number of days, use hyphen—M-F
Discounts—$135/$220 for this class and Realist Painting in Oils or Acrylic, #4444 (save $40)
No fee—if classes are free

continue with acronyms
Spell out first reference and then put acronym in parentheses: We help communities and the Wisconsin Division of Public Health (DPH). In later references and in course titles, use the acronym.

active voice
The active voice creates a sense of immediacy and involvement.
Don’t say, The basics of tuning and repairing a piano are taught.
Do say, You learn the basics of tuning and repairing a piano.

addresses
St, Ave, Dr, Rd (no periods)
dashes and hyphens
Use a hyphen in:
• times (9am-4pm) and dates (Feb 3-24, Feb 3-Apr 7)
• phrases such as three-hour, one-day, etc.
• UW-Madison

Use an en-dash in University of Wisconsin–Madison. To make an en-dash on a PC, hold down together the “Ctl” key and the minus-sign. The minus-sign is usually in the upper right-hand corner of the number pad at the right side of the keyboard.

email
We no longer uses a hyphen in email. We do hyphenate e-commerce, e-learning, and e-marketing, because they are easily misread when not hyphenated. When capitalizing, capitalize the word after the hyphen too (E-Commerce, E-Learning).

enroll, register
Enroll refers to campus classes. Register refers to nearly all Continuing Studies classes. Students must be admitted to the university to enroll.

entitled, titled
entitled means having earned something: She was entitled to the scholarship. Titled refers to the title of a book or other work: Her new novel is titled (not entitled)...

follow up, follow-up
follow up is the verb; follow-up is a noun or adjective.

grant writing
Two words, not hyphenated.

hyphenated words
In phrases modifying a noun, do not hyphenate words ending in ly. nationally known speaker

Internet
Capitalize

italics
Italicize titles of books, plays, movies, and TV series; put song titles in quotation marks.

it’s, its
it’s: the contraction for it is.
its: the possessive, which does not have an apostrophe—just as yours, theirs, and hers do not.

JPEG, PDF, TIFF
Capitalize all letters. Lowercase the s in plural uses (JPEGs, PDFs).

months
In registration information and date ranges, use 3-letter abbreviations without periods for all months except June, July, and Sept.
Examples: Jan, Feb, Mar, etc, June, July, Sept
In a complete sentence in print materials, always spell them out: This translation exam is offered in April or May, August, and November.

more than, over
Most of the time, more than is correct:
...has taught for more than 25 years.

Use over for spatial relationships:
The plane flew over the city.

noncredit, nondegree, nonprofit, nonrefundable, nontraditional
No hyphens.

numbers
In print publications: spell out one through nine, use numerals for 10 and above: this six-class series, this 10-week course. In print, always spell out numbers at the beginning of a sentence.

On the Web, use numerals in all cases; they are easier to pick out when scanning text.

We don’t use roman numerals in course titles:
Substance abuse course 5: Effective models for treatment

online
One word in all uses.

on-site, on site
Hyphenated as adjective: On-site trainings take place every month.
Two words as adverb: We also offer trainings on site.

phone numbers
No parentheses around area code; use hyphens: 608-262-1156

Prof., professor
Initial-cap and abbreviate before the name, lowercase after: Prof. Emily Auerbach; John Hawks, professor of anthropology.
The uppercase/lowercase rules apply to all job titles: Attorney General J. B. Van Hollen will give the keynote address.
Maria Saffiotti Dale is academic curator at the Chazen Museum.

quotation marks
Place outside a period or comma:
Raks Sharki, Arabic for “dance of the East,” is the...
Place inside other punctuation: how to avoid dialogue that’s “on the nose”;

Internet
Capitalize

italics
Italicize titles of books, plays, movies, and TV series; put song titles in quotation marks.

it’s, its
it’s: the contraction for it is.
its: the possessive, which does not have an apostrophe—just as yours, theirs, and hers do not.

JPEG, PDF, TIFF
Capitalize all letters. Lowercase the s in plural uses (JPEGs, PDFs).
**register, enroll**
See enroll, register

**seasons, summer session**
Don’t capitalize: *We offer this seminar again in winter-spring 2014.*
Exception: *UW-Madison Summer Session.*

**state abbreviations**
Use AP style (Wis., Cal.) to abbreviate state names in print.
Use two-letter abbreviations (WI, CA) for postal addresses.

On the Web—Use 2-letter postal abbreviations—WI, FL, IA—rather than AP abbreviations when have city and state. Ex: He hails from Madison, WI.

Large cities such as Chicago and Milwaukee do not require the state to be identified; check AP Stylebook to see which cities qualify as “large.”

**telephone numbers**
Use hyphens to separate area code and number, not parentheses.

**theater/theatre**
Use *theatre* except when *theater* is used in a formal title:
_Wisconsin Union Theater._

**times**
Use am and pm lowercase, no periods. We eliminate periods for readability since there are many instances in our publications and webpages. Also remove space between number and am or pm.
9am-4:30pm. Use *noon*, not *12 pm*. Do not add colon and two zeroes: 9:00am-4:00pm

**To be announced**
Do not abbreviate TBA

**toll-free**
We do not use this term, not even with 800 numbers.

**Univ., university**
Abbreviate in instructor descriptions if referring to a specific institution:
_Melinda Bailey (PhD, Univ. of Indiana)..._
_Karen Jankowsky (PhD, Washington Univ.-St. Louis)..._

Spell out in more general use:
_She has taught at the university level for more than 20 years._

**URLs**
Don’t include the http:// portion of a URL, unless it’s a secure site (https/) or the URL doesn’t include www.

If you end a sentence with a URL or email address, add an end-of-sentence period. To avoid, rewrite the sentence to bring the URL or email address earlier.

**U.S.**
abbreviation for United States

**website, webpage, webmaster, webcam, etc.**
One word, no hyphen. Capitalize only when referring to “the Web.”

Updated 1/17/14