

The Communications Office is the central source of information and assistance for publications, printing, public web site, and media relations. Please contact Margi Reeve, Director, mreeve@otis.edu 6957 or Anne Swett, Graphic Designer, aswett@otis.edu or 6857.

To initiate all printed material, advertising, promotional, and public web site content projects, please prepare a Publications Design Form (interactive PDF) and contact the Communications Office.

EDITORIAL STYLE GUIDELINES (as of 3.09)

The College's graphic identity is complemented by a consistent editorial style, as outlined in this guide. All Otis publications, whether electronic, printed, signage, correspondence, etc. should display both a consistent look and style.

NAME

Otis College of Art and Design is the proper name of the College. Do not substitute "+" or "&" for "and." For second and third references, use the College and Otis. The main phone number is (310) 665 6800, or (800) 527 OTIS (6847).

CAMPUS NAMES

The College has four locations: Elaine and Bram Goldsmith at 9045 Lincoln Blvd, Los Angeles encompasses Kathleen Ahmanson Hall, Bronya and Andy Galef Center for Fine Arts, and North Building; Fashion Design at 110 E. 9th St, C201, Los Angeles 90079, on the 2nd floor of the California Market Center; Graduate Fine Arts Studios at 1550 E. Franklin Ave, El Segundo 90245, and Graduate Public Practice at 18th St Art Center, Santa Monica 90404. Several facilities have proper names: Ben Maltz Gallery, Helen and Abraham Bolsky Gallery, Millard Sheets Library, Frederick Monhoff Printmaking Laboratory, Laboratory Press, Richard Martin Fashion Library. Refer to them by their full names or use Otis' Maltz Gallery, etc.

ACADEMIC PROGRAMS

The College offers the Bachelor of Fine Arts (BFA) and Master of Fine Arts (MFA) degree. The BFA, the professional undergraduate degree, is offered in eleven majors through the departments of Architecture/Landscape/Interiors, Communication Arts (Graphic Design, Illustration, and Advertising Design), Digital Media, Fashion Design, Fine Arts (Painting, Photography, and Sculpture/New Genres) Product Design, and Toy Design. The MFA graduate professional degree is offered in Fine Arts, Writing, Public Practice and Graphic Design. The Foundation Program, the Liberal Arts and Sciences Department, and the Integrated Learning Program each offer pivotal core courses for all undergraduate students. The ACT Program is a concentration that leads to a teaching certification or community engagement.

ALUMNI

When referring to a graduate, use the year of graduation preceded by an apostrophe, e.g. Susan Smith ('96). Note that a female graduate is an alumna, female graduates are alumnae, a male graduate is an alumnus, male graduates or mixed genders are alumni. If the alumna/alumnus has an MFA, indicate this following the grad year, e.g. Joe Sola '99, MFA.

GENERAL USAGE

Artwork titles

Italicize the work of art, and write exhibition titles with quotation marks (*Mona Lisa*, "Infrasense")

Associations and organizations

Capitalize the full title of associations (Federal Bureau of Investigation) but use lower case for partial references (the bureau)

Awards

Capitalize the title except for articles, conjunctions, and prepositions of fewer than four letters (Pulitzer Prize for Biography) but use lower case for descriptive words that are not part of the title (Pulitzer Prize winner)

Board of Trustees, Board of Governors

Use upper case for both the organization (Board of Trustees) and individuals (Susan Crank is a Trustee or Member, Board of Trustees. Bill Chais is a Governor or Member, Board of Governors)

Colons and Semicolons

Place outside of quotation marks when used in a sentence

Commas

- Use before a final and in a series (apples, oranges, and pears)
- Do not use with month and year (June 2007) but do use with month, day, and year (June 17, 1007)
- Do not use before an abbreviation such as Jr., Sr. or Inc.
- Use before and, for, but, yet, or and so if connecting two independent clauses

Cultural Movements and Styles

Capitalize when derived from proper nouns or used as specific historical designations (Dali was a Surrealist) but use lower case when used in a general sense (the painting is surrealist)

Dates

- Do not use an apostrophe following decades and abbreviations of decades (the 1990s, the '90s)
- Do not use a comma with month/year (June 2007)
- Use a comma, and abbreviate month with month/date/year (Sept. 17, 2007) or spell out month

Faculty

- Refer to all faculty members as either faculty members or professors, except for CE, where they are instructors; use lower case for “professors,” “instructors” and “faculty members”

- Capitalize Professor when referring to faculty ranking, e.g. Carole Caroompas, Professor of Fine Arts but among Otis faculty members are seven professors of fine arts
- Use “of” following professor, assistant professor, associate professor, senior lecturer, lecturer (Associate Professor of Fine Arts) but “in” following instructor (instructor in fine arts)
- With Ph.D. holders, either use Dr. before the name or follow the name with a comma and Ph.D. but not both

Geographic terms

- Upper case for regions when the meaning implies more than a simple geographic location (Westside)
- Lower case for topographic terms used in plural (Sonora and Anza Borrego deserts)
- Upper case for city or state nicknames (the Windy City, the Golden State)

Headlines

Upper case for the first letter of all words except for articles, conjunctions, and prepositions of fewer than four letters

Internet, Web, Web site, online, and email (see

www.chicagomanualofstyle.org/cmofstyle.html) Usage of these terms is constantly evolving

Magazine titles

Italicize and only capitalize the words the or magazine when they are part of the official title (the *Los Angeles Times*, *Time* magazine)

Music/poems/plays/movies

- Italicize movies, long musical works, collections of poetry or long poems but use quotation marks for songs, short musical compositions, and short poems (*The Marriage of Figaro*, “Hey Jude”)
- Italicize all play titles

Non-English words

Italicize unless it appears in the dictionary

(<http://proxyserver.library.otis.edu:2048/login?url=http://dictionary.oed.com/entrance.dtl>)

Numbers

Write out one through nine, and use numerals for numbers greater than nine

Plural numbers and letters

Add an s (1990s, ABCs) but for plural single numbers, add apostrophe s (mind your p's and q's)

Races/Nationalities

Upper case for countries or areas of the world (Hispanic, Latin, African-American) but lower case for descriptive words (black, white)

States

- Use postal two-letter abbreviations only in an address
- Abbreviate the name of the state when it is used with a city (Los Angeles, Calif.)
- Spell out the name of a state if it is not used with a city

Time

- Use numbers for all but noon, midnight
- Separate hours from minutes with a colon and use lower case a.m. and p.m. (11 a.m., 3:30 p.m.)

Upper case

- Use for proper names of departments, committees, offices (Digital Media Department, Academic Assembly, Financial Aid)
- Use only if the title is unique to that person (Suzanne Lacy, Chair of Fine Arts but Suzanne Lacy, college professor)
- Do not use with the seasons (spring semester)
- Use with Republic or the States, but not with national, federal, or in a phrase such as state of California

Frequently confused words and punctuation

its/it's

The alarm clock has done its job. It's time to wake up.

choose/chose

I'd like to choose the green one, but is it the same color I chose last time?

complement/compliment

The waitress suggested a beverage that would complement the meal, and the guests complimented her selection.

principal/principle

The school principal announced that in principle, he would make all decisions.

council/counsel

The council of elders provides counsel to the members of the congregation.

stationery/stationary

You must find a stationary location for the reams of stationery that are being delivered.

renown/renowned

The renowned author spoke on the subject of his recent book, *The Frenzy of Renown*.

Hyphenation (examples)

- Use with self and half when they precede a noun (self-aware person)
- Use when a prefix in an already hyphenated term (un-self-conscious)
- Do not use with an established compound phrase (real estate interests, public interest law)
- Do not use with vice president

On-line resources

www.chicagomanualofstyle.org

www.bedfordstmartins.com/online/cite5.html

www.lib.duke.edu/libguide/cite/works_cited.htm

www.w3.org/provider/style