

## Reference Resources

- **When in doubt, always reference your resources!**
- *Associated Press Stylebook*
  - Use this as your main reference guide for all journalistic writing
- *CSU Style Guide*
  - Located at <http://www.calstate.edu/brand/styleguide/>
  - Contains instructions regarding:
    - CSU-specific style
    - Capitalization of academic majors, degrees, titles, etc.
    - Punctuation
    - Other frequent mistakes in writing
    - Tip sheets for proofreading
- *CI Identity Style Guide*
  - Created/maintained by Communication & Marketing
  - Located on the campus Z drive at Z:\LOGOS
  - Contains instructions regarding:
    - Use of all approved University logos
    - University colors
    - Nametags, apparel
    - Approved designations of University extensions
    - Statements such as the University mission, ADA, equal employment opportunity, etc.
    - Editorial guidelines
    - Etc.
- *Purdue Owl Online Writing Lab*
  - Located at <https://owl.english.purdue.edu/owl/resource/735/02/>
  - A great resource for Associated Press Style and for answers to many of your most pressing questions.
- Atomic Learning
  - Located through your myCI account homepage
  - Contains detailed tutorials on a variety of computer programs, including InDesign, Photoshop, etc.

## Proofreading/Editing

- Proofread
  - Check for typos and consistency
  - **ALWAYS SPELL CHECK and then CHECK AGAIN with your own eyes (spell check doesn't catch everything!)**
  - **If you are using a program that does not have spell check, copy the text into Word and spell check there before finalizing the text in the other program.**
  - Proper grammar?
    - Reference the Associated Press (AP) stylebook first!
  - (Formatting) Web/email addresses are underlined? Bold/italics used appropriately?
  - Consistency?
    - Ensure titles correct and consistent throughout
    - Dates/times consistent throughout?
- Ensure thoroughness of communication
  - Who, what, when, where and why?
  - Are you covering everything that needs to be communicated?
  - Are action items clearly communicated?
  - Deadlines as well?
  - Read over several times to ensure your content makes sense and flows so that the reader can understand.
  - Consider having someone else review before publishing/printing.

## Common Style Issues

- Academic Degrees
  - In text, academic degrees when used in a general sense are not capitalized. (*That campus offers bachelor's and master's degrees.*) Capitalize names of specific degrees and honors when they follow a personal name (*Jose J. Gonzalez, Doctor of Philosophy*).
- Academic Majors, Minors, Courses
  - Lowercase all majors except those containing proper nouns. (*His major is English; her major is engineering. Sue is majoring in Asian studies.*) General subjects are lowercase (*algebra, chemistry*), but the names of specific courses are capitalized (*Algebra I, Introduction to Sociology*).
- Academic Years and Terms
  - Lowercase the season of the semester. Use fall 2014 vs. Fall 2014
  - Lowercase freshman, sophomore, junior, senior
- Dates
  - When writing dates, never add a "th" at the end (example: September 30 **not** September 30<sup>th</sup>)
  - NOTE: In instances when a "th" is included in a number, such as "10<sup>th</sup> anniversary" always make sure you use superscript for the "th"
- Departments (Campus)
  - Capitalize formal names (*Department of History*), but lowercase informal names (*history department*).

- Italics
  - Italicize the name of publications such as magazines, newspapers and books.
  - If the name of a publication appears in a sentence that is already italicized, be sure to un-italicize the title of the publication. For example: *The CI View is the student newspaper. The editor-in-chief of The Nautical is a CI student.*
  - When in doubt about when to italicize, consult the AP style guide.
- Numbers
  - Numbers one through nine are typically spelled out; ten and over are typically written as numbers unless they start a sentence; however, if both types are used in the same sentence choose one format and use it for both.
  - If numbers are used infrequently in a piece, those that can be written in no more than two words may be spelled out.
  - Use numbers when referring to academic course numbers.
- Paragraphs
  - Paragraph structure should be used, min. of three sentences per paragraph although you can probably get away with two in some cases.
- Quotes
  - Never alter quotations even to correct minor grammatical errors or word usage. Casual minor tongue slips may be removed by using ellipses but even that should be done with extreme caution. If there is a question about a quote, either don't use it or ask the speaker to clarify.
  - Quotes add a student perspective to articles. Always be sure to get plenty of quotes when you write an article!
- Time of Day
  - The exact time of day that an event has happened or will happen is not necessary in most stories. See "time of day" in the AP stylebook for more detailed information.
  - When times are included in a story, times should be written in a consistent format throughout an article (for example, 1 p.m., 3:30 p.m., 9-11 a.m.)
  - Always write a.m. and p.m. with a space between the number and two periods between the letters. Incorrect: 1pm, 2 pm, 2 o'clock. Correct: 9 p.m., 10:30 a.m.

## CI-Specific Style

- CSU Channel Islands and other CSU's
  - **Be consistent** in the way you refer to the University throughout the paper or yearbook.
  - Because you are speaking to an internal audience, the term "CI" is acceptable when referring to our University
  - Never use the term "CSUCI"
  - See this link for CSU guidelines on how to write other CSU campus names: <http://www.calstate.edu/brand/styleguide/campus-names.shtml>
- The Library
  - The formal name of the Library is John Spoor Broome Library
  - When referring to our Library anywhere in an article, the 'L' is always capitalized
- References to the President and Vice Presidents

- Always list a president or vice president's full name and title in the first mention in an article. After the first mention, the title and name can be shortened for the remainder of the article. Example: 1<sup>st</sup> mention – President Richard R. Rush. 2<sup>nd</sup> and subsequent mentions – President Rush. Example: 1<sup>st</sup> mention - Vice President for Student Affairs Dr. Wm. Gregory Sawyer. 2<sup>nd</sup> mention – Dr. Sawyer.
- The Student Union
  - Correct: Student Union. Incorrect: Student Union Building. **NEVER** use the word “Building” after Student Union.
  - Correct: Student Union Tree House Courtyard
- Titles of ASI publications:
  - Correct: *The Nautical* yearbook or *The Nautical*. Always include the word “The” in front of Nautical, since that is the full title of the yearbook. Always italicize (unless the word appears in a sentence that is already italicized). Do not capitalize the word “yearbook.” Do not separate *The Nautical* – always ensure that the entire phrase appears on one line.
  - Correct: *The CI View* newspaper or *The CI View*. Always include the word “The” in front of CI View, since that is the full title of the paper. Always italicize (unless the word appears in a sentence that is already italicized). Do not capitalize the word “newspaper.” Do not separate *The CI View* – always ensure that the entire phrase appears on one line.

## Design

- Logo
  - Always use the University logo **OR** the ASI logo, but not both
  - For other areas, like MWGSC, include area and University logo
- University logos available on Z drive: Z:\LOGOS
  - Be sure to use the spirit logo **only** for student activities and informal events.
  - Resize w/out stretching (hold “Shift” while dragging from a corner)
  - May **NOT** be altered in any way! Remember to stick w/approved colors only: red, silver, black, white.
  - Several file types are available
  - Avoid white box around logo (happens w/using a JPEG/TIF version; must use EPS version)
  - Okay to use white logo on colored background
  - **NEVER** superimpose or add the University logo onto any object in a photo
- Font
  - Select style that is easy to read; fonts such as “Magneto” should not be used.
  - Size font appropriately for easy reading – not too large and not too small
  - Alignment
  - Proper grammar; proofread before submitting
  - Keep it brief!
  - Web address or email address should be underlined (example: www.csuci.edu)
- Color: use to spruce up, add interest
  - Heavy text document, use colorful border, differentiate text w/color, or add a picture
  - Color background—go edge to edge (full bleed)

- Overall alignment of items
  - Align all
  - Use rulers/guides
  - Have a question about how to create a specific type of formatting?
    - Check You Tube for tutorials such as:  
<https://www.youtube.com/watch?v=WANeE3DAUi8>
    - Check the “help” feature of the program you are using, such as:  
[http://help.adobe.com/en\\_US/indesign/cs/using/WSa285fff53dea4f8617383751001ea8cb3f-6da6a.html](http://help.adobe.com/en_US/indesign/cs/using/WSa285fff53dea4f8617383751001ea8cb3f-6da6a.html)
    - Check Atomic Learning tutorials through your My CI account homepage

## Photos

- All photos must be **300 dpi** and should appear crystal clear when you view them at 100% on the screen. Remember, what you see at 100% on-screen is what you get when the page is printed, so make sure it is clear
- **NEVER** use pixilated photos that are a low dpi – they will never print clearly and cannot be fixed by a printer
- **NEVER** altar photos of University buildings or signs
- Every photo should have a photo credit

## Guidelines Specific to *The Nautical*

- Add Interest to Articles
  - When writing an article, be sure to get the full student perspective by obtaining quotes.
  - Do not tell the audience the obvious (i.e., the sky was blue, the grass was green, the sun sets).
  - Use imagery, create an ambiance of the event or subject and make the audience feel as if they are actually there from a student’s perspective.
  - For events that take place year after year or several times per semester (such as Block Parties), decide whether or not to include an article about that event. In many instances, it may be more impactful to use photos to tell the story.
- Bylines
  - When both an article and photos are by the same person, you eliminate a photo credit by using “Article and photos by NAME” in the byline.
  - All bylines should be formatted the same throughout the book as far as capitalization and the way they are written. For example, do not use “Article and Photos By NAME” on one page and then on another page “Article and photos by NAME.” Be consistent and ensure that every byline has the same style. Pick one style and stick with it!
- Listing Academic Degrees
  - When listing academic majors in the yearbook, ensure that each degree is listed consistently. Example: Bachelor of Arts in Psychology, Bachelor of Arts in Nursing. When a major can be either a Bachelor of Arts or a Bachelor of Science, list both. Example: Bachelor of Arts or Science in Chemistry.
  - In order to avoid confusion and redundancy, leave our majors next to the graduate portraits and list them only on the degree pages.

- Page numbers
  - Ensure that a page number appears on every page.
  - In instances when the number is not visible because it is on top of a dark photo, change the page number to white.
  - If changing the page number to white doesn't work, then you can leave a page number off of a page only if the page number is visible on the opposite page.
  - Do not go more than one spread of pages without a page number (i.e., one page number every two pages).
- Photo credits
  - Every photo should have a photo credit.
  - In instances when a photo is submitted by a student (such as a spotlight photo), ensure that you confirm with the student who took the photo. If you are unsure, you can use "Photo courtesy of STUDENT" to indicate that the photo was submitted by the student for their spotlight.
  - All photo credits should be the same throughout the book as far as capitalization and the way they are written. For example, do not use "Photos By John Doe" on one page and then on another page "Photos by John Doe" and then on another page "Photos courtesy of John Doe." Be consistent and ensure that every photo credit has the same style. Pick one style and stick with it!
  - Do not use an abbreviation or acronym in a photo credit unless the full name of the organization or person is spelled out in the actual article or somewhere else on the page. Example: Do not use "Photo courtesy of ASI" unless ASI is spelled out somewhere else on the page. If it is not spelled out elsewhere on the page, use "Photo courtesy of Associated Students Inc."
  - When all photos in a section are by the same person, for example, the Commencement section, avoid redundancy by giving credit for all photos by adding a byline to the very first page. Example: All photos in this section by John Doe.
- Spacing
  - Ensure consistency with all spacing. For example, if you are doing 5 student spotlight pages, it is suggested that you write down the exact spacing that you are using on the first page, and then use the same exact spacing on the next 4 student spotlight pages. That way, all pages will be consistent.
  - This also applies to the entire book. Write down the spacing you are using for headings, paragraph spaces, gutters, etc. throughout the entire book and be sure to use those consistently.
- Web pages
  - For the yearbook, do not reference web links, since they may not be the same years down the road. Instead, you can reference a webpage just as "The Channel Islands View Facebook page" or "The CI webpage." Students are web-savvy enough now to find that page on their own, providing that info will still be available on the page when the yearbook is published. If there is no guarantee of that, then sentences with web information should be completely omitted.