SVA Style Guide
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OVERVIEW

The SVA Style Guide is meant to serve as a useful reference for employees who are preparing College-published materials. It is not intended for student use.

There are instances when certain recommendations cannot or should not be followed. For example, design considerations may dictate that a time be represented as "2PM," rather than the recommended "2:00pm." The most important consideration should be for consistency within a document.

For style questions not addressed in this guide, consult the latest edition of the *Chicago Manual of Style* or its online version.

For spelling, capitalization or hyphenation questions not addressed in this guide, consult the latest edition of *Merriam-Webster's Collegiate Dictionary*.

This guide was prepared by Communication, in collaboration with Academic Affairs and the Visual Arts Press. It is revised and updated as needed; feedback is encouraged. Questions and comments may be directed to Communication, 212.592.2010, proffice@sva.edu.

ACADEMIC AND SVA SPECIFIC

Alumni Society, The
The SVA alumni organization's full name is "The Alumni Society of School of Visual Arts." "The Alumni Society" is also used.

alumnus/alumni
Use "alumnus" whether referring to a male or female SVA graduate. Use "alumni" for the plural. Avoid using "alum(s)" or "grad(s)."

SVA alumni are identified by a parenthetical including their degree type, class year and degree field in parentheses—e.g., "Sarah Sze (MFA 1997 Fine Arts)."

Board of Directors
Capitalize "Board of Directors" or "the Board" only when referring to the SVA Board of Directors.

Certificate
Capitalize when referring to the former SVA academic award.

chair

The head of an academic department at SVA is referred to as a "chair," rather than "chairman," "chairperson," or "chairwoman." The word "chairman" is only used when referring to Acting Chairman Milton Glaser.

College

Capitalize when referring to SVA (e.g., "the College was founded in 1947"). Avoid referring to SVA as a "school" or "university."

Continuing Education

Capitalize only when referring to SVA Continuing Education.

course adjustment period

Use this term instead of "drop/add period."

course work

"Course work" is two words.

dean's list

Lowercase "dean's list."

degrees

When referring generally to a degree type, use lowercase:
- associate's degree
- bachelor's degree
- master's degree
- doctoral degree

Capitalize the specific names and acronyms of academic degrees: ·
- Bachelor of Fine Arts (BFA)
- Master of Arts (MA)
- Master of Arts in Teaching (MAT)
- Master of Fine Arts (MFA)
- Master of Professional Studies (MPS)

Some degree abbreviations use lowercase letters, such as "B.Arch.," "PhD" or "M.Ed." For questions on these, consult the *Chicago Manual*.

When referred to specifically, SVA degree names are capitalized and preceded by the degree type (e.g., "an MFA Art Practice degree"). When referred to generically, or when referring to a degree awarded by another institution, degree fields are lowercased (e.g., "she is pursuing an art practice degree").

departments
When writing an SVA department's name, if space allows, include the degree it awards (e.g., "the BFA Interior Design Department" instead of "the Interior Design Department").

early consideration, early decision
These terms are neither capitalized nor hyphenated.

events, programs, series (SVA)
Capitalize the names of commonly held college events (e.g., Commencement, Open House, Orientation) only when the event is occurring at SVA.

Examples of other SVA events, programs and series include:
- Accepted Students Day
- Art for Kids program
- Filmmakers Dialogue
- i3: Images, Ideas, Inspiration lecture series Information Session
- International Students Program
- Internship for Credit Program
- The Masters Series
- Open House
- Pre-College Program
- Portfolio Day/portfolio days—capitalize when referring to a specific event (e.g., "BFA Fine Arts Portfolio Day"), lowercase when plural (e.g., "SVA will host several portfolio days").
- SVA Destinations

faculty
SVA style is to use the term "faculty member"—rather than "teacher" or "professor"—to identify a member of its instructional faculty.

foundation year
Lowercase "foundation year." Hyphenate it when using it adjectivally (e.g., "foundation-year courses").

ID, alumni and student

Only capitalize "ID" when writing "alumni ID card" or "student ID card."

main building

Do not use this term in reference to any SVA building.

MySVA

scholarship

Capitalize only when it is part of the name of a specific scholarship (e.g., "Fulbright Scholarship").

School of Visual Arts/SVA

The College's name is "School of Visual Arts," but a "the" should be added in running text (e.g., "Brad is attending the School of Visual Arts"). When using SVA, "the" is unnecessary (e.g., "Brad is attending SVA").

semesters

Do not capitalize specific semesters (e.g., "fall 2013 semester," "spring 2014 semester").

students

In running text, SVA students may be identified by their degree program (e.g., "MFA Design student Anna Grant . . ."). Do not include a student's expected year of graduation.

Use "first-year," "second-year," "third-year" or "fourth-year" when indicating an SVA student's seniority, as opposed to "freshman," "sophomore," "junior" or "senior."

SVAlert

The College's emergency communications system is known as "SVAlert."

SVApps

The College's email and cloud-computing service.

SVA Theatre

Note the variant spelling of "Theatre." When not referring to the SVA Theatre by name, use the American spelling, "theater."

symposiums

Use "symposiums," not "symposia," for the plural of "symposium."

ART, DESIGN, TECHNOLOGY

art movements/periods/styles

Consult *Merriam-Webster's* to determine whether an art movement/period/style should be capitalized. Some examples include:

- **abstract impressionism**
- **appropriation art movement**
- **Aristotelian**
- **Art Deco**
- **art nouveau**
- **Beaux-Arts**
- **baroque**
- **camp**
- **classical**
- **conceptualism**
- **cubism**
- **Dada**
- **deconstructionism**
- **Doric**
- **existentialism**
- **fauvism**
- **formalism**
- **Gothic/gothic**—capitalize when referring to medieval architecture and art, lowercase when referring to literature with desolate settings or themes or the modern fashion or music trends.
- **Gregorian**
- **Hellenism**
- **Hudson River school**
- **humanism**
- **idealism**
- **impressionism**
- **mannerism**
- **minimalism**
- **modernism**
- **neoclassicism**

- **Neoplatonism**
- **New Criticism**
- **nominalism**
- **op art**
- **outsider art**
- **philosophe**
- **Platonism**
- **pop art**
- **postimpressionism**
- **postmodernism**
- **Pre-Raphaelite**
- **primitivism**
- **realism**
- **rococo**
- **Romanesque**
- **Romantic/romantic**—capitalize when referring to the 19th-century movement, lowercase when using in the sense of "adventurous/imaginary/mysterious."
- **structuralism**

artwork captions
SVA style is to caption artworks as follows:
Name of artist, *Title of Work* (italicized and, unless specified otherwise by the artist, capitalized), year, media, dimensions.

Artwork dimensions are presented as HxW or, when appropriate, HxWxD: height (i.e., vertical) by width (i.e., horizontal) by depth.

Avoid using smart (curved or slanted) quotes when indicating feet (') and/or inches (″).

In certain cases, media and dimensions may be omitted.

If a work is untitled, capitalize but do not italicize the word: Untitled.

AutoCAD
Capitalize "AutoCAD."

black and white/black-and-white
Hyphenate this term only when it precedes a noun (e.g., "black-and-white film" vs. "the film was in black and white").

C-print
Use "C-print" instead of "chromogenic color print."

Cibachrome
Capitalize "Cibachrome."

e-
With the exception of email, all Internet-related terms with an "e-" prefix should be hyphenated (e.g., "e-commerce," "e-vite").

email
Do not capitalize "email."

exhibition
Use the word "exhibition" for displays of student, faculty or other artists' work, rather than "exhibit" or "show."

filmgoer, filmmaker, filmmaking
These terms are single words, without hyphens.

gelatin silver print
Not "silver gelatin print."

handmade
"Handmade" is one word, without a hyphen.

Internet
"Internet" is capitalized.

JPEG, MP3, MPEG, PDF, TIFF, etc.
File formats should be written in all capitals.

online
"Online" is one word, without a hyphen.

pen and ink/pen-and-ink
Hyphenate this term only when it precedes a noun (e.g., "pen-and-ink drawing" vs. "the drawing was done with pen and ink").

podcast
"Podcast" is one word, without a hyphen.

printmaking
"Printmaking" is one word, without a hyphen.

screen print, screen printing
These phrases are each two words, without hyphens.

stop-motion animation
Hyphenate "stop-motion" in the phrase "stop-motion animation."

three-dimensional/3D
Use "three-dimensional" or "3D," but not "3-D."

URL
The term "URL" is written in capital letters, without punctuation.

web
Do not capitalize "web" when using the word in reference to the Internet.

web addresses
Do not include "http://" when writing out web addresses. Unless a website will not load without it in the address, also avoid using "www."

When possible, keep web addresses confined to one line of text. If the address is too long and needs to carry over to a second line, place the line break at a slash or period:
• For more information, visit courses.sva.edu/ce/
  finearts.

When placing a line break at a period in a web address, move the period to the second line, to avoid confusion:
• For more information, visit courses.

sva.edu/ce/finearts.

webcast, webcasting
These phrases are single words, without hyphens.

website
"Website" is one word, without a hyphen.

World Wide Web The phrase "World Wide Web" is capitalized.

DATES, TIMES, NUMBERS

dates
When writing dates, avoid suffixes on numbers. For example, "Monday, June 8," instead of "Monday, June 8"; "May 1 – June 3," instead of "May 1st – June 3rd."

decades
Use "1990s" or "'90s," with no apostrophe between the "0" and the "s."

money
Use numerals and currency symbols when referring to sums of money (e.g., "$8," not "eight dollars").
Do not use ".00" for even-dollar amounts (e.g., "$1," not "$1.00").

numbers
Generally, spell out all numbers between one and nine and use numerals for 10 and higher (and non-whole numbers, such as "3.14"), except when a number begins a sentence, in which case it should be spelled out.

Always use numerals for percentages, scores, page numbers, when referring to course credits and when the thing being referred to is designated by a number (e.g., "chapter 6," "size 8").

Spell out indefinite amounts (e.g., "in the thousands").
When using figures in the millions or higher, use numerals (e.g., "2 million," "7 billion").

percentages

If a document contains many references to percentages or gives percentages in tables, use the "%" symbol. Otherwise, write out "percent."

telephone numbers
Separate a telephone number's digits with periods, rather than hyphens, unless design considerations dictate otherwise (e.g., "212.592.2010").

Avoid writing "1" before area codes or "800" numbers.

"Extension" should not be spelled out, but abbreviated as "ext."

time of day
In running text, use ":00" when giving a time (e.g., "2:00pm," not "2pm"), and lowercase letters for "am" and "pm," with no space between the hour and the "am" or "pm" (e.g., "2:00pm," not "2:00 pm").

When a time range takes place entirely within the morning or the afternoon/evening, add the "am" or "pm" to the concluding time only (e.g., "2:00 – 5:00pm," not "2:00pm – 5:00pm").

When space allows, use "noon" and "midnight," or "12:00 noon" and "12:00 midnight," instead of "12:00pm" or "12:00am."

GENERAL GRAMMAR, PUNCTUATION, STYLE
acronyms
Aside from "U.S.," avoid using periods with all-capitalized acronyms (e.g., "ASAP," "SVA," "UK").

addresses, place names
Use the "one through nine" rule (see numbers) when writing numbered street or avenue names. Room and floor numbers, however, are always written as numerals (e.g., "Room 1," not "Room One"). Add "-nd," "-rd," "-st" or "-th" to avenue and street numbers (e.g., "Sixth Avenue," "133/141 West 21st Street").

Spell out words such as "Street" and "Avenue," if space allows.
Spell out words such as "Mount" and "Saint," if space allows.

In running text, spell out state names (e.g., "Connecticut," not "CT"), if space allows.

When naming multiple like streets, buildings or geographical features, use lowercase for the plural noun (e.g., "between Sixth and Seventh avenues," "Penn and Grand Central stations," "the Mississippi and Ohio rivers").

When referring to widely known or capital cities (e.g., Buenos Aires, Detroit, Shanghai) in running text, it is not necessary to specify the state or country.

When writing an on-campus address, "Room" should be capitalized, but "floor" should not (e.g, "Room 501," but "5th floor"). There are no hyphens between numbers and letters in room designations (e.g., "Room 601C," not "Room 601-C").

Capitalize "City" or "County" only when writing a city or county's full name (e.g., "New York City," "Kings County").

alphabetization

When listing departments, speaker names, exhibition venues, etc., order the list alphabetically unless there is a reason to do otherwise.

When alphabetizing, go by last names for people and the first element for business names. For example, gallery owner Paula Cooper would be alphabetized under "C." Her business, Paula Cooper Gallery, would be alphabetized under "P."

For last names beginning with lowercase particles (e.g., "de," "van," "von") alphabetize according to the capitalized name that follows (e.g., "Willem de Kooning" would fall under "K").

When the two words have been joined or the particle is capitalized, alphabetize according to the particle (e.g., "De Angelo" and "DiMartino" would both fall under "D").

SVA style is to place numbers (in ascending order) before letters in alphabetical lists.

Academic departments at SVA should be listed alphabetically by their program name, not by their degree type:
- BFA Advertising

- BFA Animation
- MFA Art Practice
- BFA Cartooning
- MPS Digital Photography

ampersand (&)
Unless it is part of an official title or organization name (e.g., "BFA Visual & Critical Studies"), avoid using the ampersand in running text.

analog
Use this spelling, rather than "analogue."

awards
Capitalize specific award names (e.g., "Golden Globe," "Silver Pencil," "Stanley Cup").

catalog
Use this spelling, rather than "catalogue."

co-
Hyphenate "co-" words, such as "co-author," "co-chair" or "co-founder."

colons
Colons should be used sparingly in titles and headings. Colons within colons should always be avoided.
When there is a colon in a title or heading, words that would normally be lowercased in headline-style capitalization—such as "a," "an" and "the"—are capitalized if they follow the colon (e.g., *Star Wars Episode IV: A New Hope*).

commas
SVA style is to not use a serial comma before the final "and" or "or" in constructions such as "this, that and the other," except when the final or second-to-last item includes "and" or "or," or when all the elements are long and complicated. Do, however, use a serial comma before indeterminate endings such as "and more" or "among others."

Be careful when using or not using commas appositively. "My wife, Mary," indicates only one wife; "my son Michael" indicates more than one son.

crowdfunding, crowdsourcing

"Crowdfunding" and "crowdsourcing" are single words, without hyphens.

dashes

EM DASHES

Em dashes, without spaces preceding or following them, are used to set off a piece of text within a sentence (e.g., "The important thing—the most important thing—is your health.")

EN DASHES

En dashes, preceded and followed by a space, are used when indicating numerical ranges (e.g., "$8 – 10," "February 4 – March 8," "1:30 – 5:00pm").

In running text, avoid using en dashes in "from __ to __" or "between __ and __" constructions.

Use "from February 4 to March 8," not "from February 4 – March 8"; and "between $8 and $10", not "between $8 – 10."

departments, divisions, offices

Capitalize words like "Department," "Division" or "Office" only when they are part of a unit's name (e.g., "Registrar's Office," "the MFA Design Department").

When naming more than one department, division or office together, use lowercase for the plural noun (e.g., "the BFA Interior Design and MPS Fashion Photography departments," "the Academic Affairs and Communication offices").

dialogue

editor in chief

This title and others like it (e.g., "editor at large") are not hyphenated.

ellipses

An ellipsis (". . .") is used to indicate omitted text or a pause. Insert a space on either end of the symbol (e.g., "I fear . . . we will have to change."
If an ellipsis follows the end of a sentence, place it after that sentence's period (e.g., "The fire was very hot. . . . But my hands were still cold").

ethnicity/nationality

Do not hyphenate terms such as African American, French Canadian, Native American, etc.

exclamation points

Exclamation points should be used sparingly, if at all.

first-come, first-served

The phrase "first-come, first-served" uses hyphens.

foreign language words

Use italics for words in a language other than English, unless the word or phrase is commonly used by English speakers. (If the word or phrase is in *Merriam-Webster's*, consider it commonly used.)

fund-raiser, fund-raising

These phrases should be written with hyphens.

ground floor

Rather than "1st floor."

hyphens

Consult *Merriam-Webster's* on questions of whether a compound term is hyphenated (e.g., "fund-raiser") or not (e.g., "firsthand").

When preceding a noun, modifiers involving speed, distance, quantity, and numbers (e.g., "fast- moving train," "long-term history," "high-frequency recording," "19th-century building") are usually hyphenated.

Modifiers involving "-ly" words (e.g., "neatly combed hair") are not hyphenated.

When capitalizing hyphenated compounds or words in a headline or title:
- always capitalize the first element (e.g., "Un-American")
- capitalize all elements of temporary compounds (e.g., "Time-Consuming Tasks")
- only capitalize the first element of an always hyphenated compound (e.g., "Fathers-in-law

nicknames

Place nicknames or preferred names within parenthesis, not quotation marks—e.g., "Qui (Cindy) Zhang," "Edward (Ted) Kennedy."

plurals of numbers and letters
For plurals of numbers and uppercase letters, an apostrophe is unnecessary (e.g., "the 1980s," "the ABCs").

For plurals of lowercase letters, add an apostrophe (e.g., "mind your p's and q's").

professional titles
When they immediately precede a person's name, professional titles are capitalized (e.g., "President David Rhodes and Executive Vice President Anthony Rhodes").

When they follow a person's name, professional titles are lowercased and preceded and followed by a comma (e.g., "David Rhodes, president, and Anthony Rhodes, executive vice president").

When they are used as a descriptive tag (often accompanied with a "the"), professional titles are lowercased and followed by a comma (e.g., "the president, David Rhodes, and the executive vice president, Anthony Rhodes").

When a professional title is used without a person's name, it is lowercased (e.g., "the president met with the executive vice president").

In mailing addresses, professional titles are capitalized. In lists of acknowledgments or contributors, professional titles are also usually capitalized, even if they follow a person's name.

résumé
Include accent marks when writing the word "résumé."

semicolons
Semicolons are used instead of commas in series when one or more elements contain a comma:
- The train makes only three stops: Richmond, Virginia; Raleigh, North Carolina; and Jacksonville, Florida.

theater

With the exception of SVA Theatre, use the American spelling of "theater."

titles

Use italics for titles of:

- albums
- artworks
- ballets
- books
- comic books or comic strips
- exhibition catalogs
- films (animated or live-action, short- or long-form)
- magazines (but do not italicize or capitalize *magazine*, unless it is part of the publication's name, like *The New York Times Magazine*)
- newsletters
- newspapers
- plays
- posters
- reports
- surveys
- television programs and series
- video games

Use quotes for titles of:

- articles
- episodes or segments of a television program or series
- exhibitions, one-of-a-kind (see also "exhibitions, recurring" below) · lectures
- music videos
- panel discussions
- poems
- sections within articles, books or reports
- short stories
- songs

Do not italicize or use quotes for titles of:

- advertising or promotional campaigns · blogs
- board games
- conferences and conventions
- courses or workshops

- exhibitions, recurring (e.g., Documenta, Whitney Biennial)
- event series
- fairs and festivals
- informational/promotional publications (e.g., Division of Continuing Education Spring 2013 Bulletin, SVA Undergraduate Catalog)
- regular columns, departments or sections in periodicals (e.g., Visual Arts Journal's What's in Store section)
- software programs
- sports events
- trade shows
- unpublished papers or academic studies
- websites

LIST OF DEPARTMENT, PROGRAM AND OFFICE NAMES

The following is a list of the academic departments, programs and administrative offices at SVA.

SVA style is to, where possible, avoid the use of "Department" or (with certain exceptions) "Office" when referring to an academic or administrative unit within the College.

For example, "MFA Fine Arts is presenting a lecture series" is preferable to "The MFA Fine Arts Department is presenting a lecture series." "Students interested in an internship should visit Career Development" is preferable to "Students interested in an internship should visit the Career Development Office/Office of Career Development."

ACADEMIC DEPARTMENTS

3D Design
BFA Advertising
BFA Animation
MFA Art Writing
MAT Art Education
Art History
MFA Art Practice
MPS Art Therapy
MPS Branding
BFA Cartooning
BFA Computer Art, Computer Animation and Visual Effects

MFA Computer Arts
MA Curatorial Practice
BFA Design
MFA Design
MFA Design for Social Innovation
MA Design Research, Writing and Criticism
MPS Digital Photography
MPS Directing
MPS Fashion Photography
BFA Film
BFA Fine Arts
MFA Fine Arts
Humanities and Sciences
BFA Illustration
MFA Illustration as Visual Essay
MFA Interaction Design
BFA Interior Design
BFA Photography and Video
MFA Photography, Video and Related Media
MFA Products of Design
MFA Social Documentary Film
BFA Visual & Critical Studies
MFA Visual Narrative

PROGRAMS
Art for Kids Program
Honors Program
Pre-College Program
SVA Destinations

ADMINISTRATIVE OFFICES AND MISC.
Academic Advisement
Academic Affairs
Administrative Computing
Administrative and Network Services
Admissions
Alumni Affairs and Development
Audio Visual Services
Career Development

Colleague Computing Services
Communication
Digital Imaging Center
Disability Services
Division of Continuing Education
Environmental Health and Safety
External Relations
Finance
Financial Aid
Graduate Admissions
Human Resources
Institutional Research
International Outreach and Recruitment
International Student Office
Office of Learning Technologies (OLT)
Office of Programs for International Students
Office of the Chairman
Office of the Executive Vice President
Office of the President
Office of the Provost
Office Services and Mail Processing
Physical Plant
Registrar
Residence Life
Resource Management
Security Services
Student Accounts
Student Affairs
Student Health and Counseling Services
SVA Alumni Society
SVA Campus Store
SVA Galleries
SVA Library
SVA Theatre
Visible Futures Lab
Visual Arts Foundation
Visual Arts Press
Visual Arts Student Association (VASA)