

Style Guide for Undergraduate and Graduate Online Catalog

3/2014

Please follow **MLA Style** (Modern Language Association) and then [UWL's style](#) (see the UWL Branding PDF) as much as possible within the text. MLA Style will take precedence in the catalog. We have made some additional style decisions in order to maintain consistency. If you have any questions about it, please feel free to ask.

The following are a few noted issues. Please feel free to ask if you are not sure. Strange and unique situations can come up.

1. Acronyms/Abbreviation

- a. Use acronym in parenthesis the first time the entire title is spelled out. Place them after the entire title. Then use the acronym consistently. Do not change back and forth. If you spell out a title a lot, make sure to spell it out all the time.
- b. We recommend abbreviating grade point average to GPA as much as possible, as it is a well-known abbreviation.

2. Advisor vs adviser – for the catalog

- a. For the catalog, advisor should be used when describing the title or job of a person. That is how it is spelled in PeopleSoft when referring to program/student advisors.
- b. Otherwise, advisor and adviser are interchangeable.
- c. Advisor will come up as not spelled correctly in the editor, but it is a correct spelling.

3. Capitalization:

- a. Only capitalize FULL titles, proper names, nationalities, and names of languages. (i.e. Department of Biology; Office of Student Life; Director of the School of Education; English; Spanish; Accountancy Program; Master of Science in Biology Program)
- b. Do not capitalize partials or non-titles (i.e. art department; art; teacher certification program; dean; department chair)
- c. Do not capitalize subjects or majors. (i.e. accounting, international business major, computer science minor)
- d. Do not capitalize “general education” unless it is the whole title “General Education Program.”
- e. Do not capitalize “degree.”
- f. Do not capitalize “university” when using it by itself, even if referring to UW-L.
- g. Do not capitalize “dean,” “chair,” “college,” “office,” or “committee” when used by themselves.
- h. Capitalize: “Dean’s List” is the official title of an honor and should be capitalized.
- i. Capitalize Bachelor of Arts, Bachelor of Science, Master of Science

4. Courses or inline courses

- a. Include the subject prefix for every reference (it can’t be linked without it). Example: ART 204, ART 223, and ART 323. Do not do ART 204, 223, and 323.
- b. Link it as an “inline course” so that the system recognizes it and keeps track of where it is mentioned. You can make a course linked by highlighting the course subject and number and clicking on the “Insert/Edit Database Field” icon (paper with arrow pointing to right).
- c. To change the format of the course title after linking, double click on the blue box and choose a format option in the bottom Format drop down menu. So far we have only used the formats that begin with the subject abbreviation and course number, not the ones that begin with the title.

5. email (not e-mail and not capitalized unless starting a sentence)

6. Notes

- a. If you want to draw students’ attention to a sentence or paragraph, with the new system, please do not start the paragraph with “Note.” Instead, you can bold and italicize the statement to draw attention. It will be visually easier to see and more consistent.

7. Numbers

- a. Spell out the numbers zero through nine. Use numerals for 10 and higher.

8. Percent

- a. Spell out percent (unless in a table)

9. Phone numbers:

- a. Use periods instead of dashes (i.e. 608.785.5555)

10. Punctuation

- a. Periods
 - i. Go inside of parenthesis when the entire sentence is within the parenthesis. **When there is only a phrase or one word, the period goes on the outside of parentheses.**
 - ii. Use periods after B.S. or B.A. Use periods for U.S.
- b. Quotation marks
 - i. Use “ (two quotes) for everything, i.e. “C,” “phrases,” and “This is a fully quoted sentence.” Do not use ‘ (one quote) unless it is within a double quote.
 - ii. Periods always go inside quotation marks, both with phrases and full sentences.
- c. Commas
 - i. Commas always go inside quotation marks.
 - ii. When listing three or more things, use a comma before the final “and.” (i.e. apples, oranges, pears, and grapefruit)
- d. Semicolons are allowed in lists if necessary to keep phrases or groups within the list together (i.e. She bought the following: apples, oranges, and pears; paper and pens; plates, napkins, and utensils; and milk.)
- e. Please use “and,” not “&.” Also, please use “and” versus the / mark.
- f. Dashes and hyphens
 - i. Use a hyphen to connect two words that are meant to be compound words or to join a prefix to some words.
 - ii. For the catalog, do not use a hyphen to connect numbers to a word (i.e. 100-level).
 - iii. Dashes used within a sentence must have a space before and after.
- g. There should only be one space between sentences, not two.

11. University of Wisconsin-La Crosse, etc.

- a. UW-L
- b. UW-La Crosse
- c. University of Wisconsin-La Crosse
- d. UW System (no hyphen)

12. website, online, site, or page – use one of these only

- a. Do not use “Web site” as two words and do not capitalize unless beginning a sentence.
- b. Do not use “homepage,” “web or Web,” or “Net or net” to refer to an internet site.
- c. “Website” is never part of a title. It is only a location.
- d. Refer to the “internet” or “online” when talking about the internet or UW-L’s website in general.

13. website addresses in paragraphs - please link instead

- a. Do not type out the website address. Instead, write a sentence about the website that includes the name or main information to be found there, highlight the name or main description, and click on the paperclip icon in the editor.
 - i. For example: “Additional resources can be found in [Murphy Library](#).” The viewer will then click on the underlined word and get taken to the website.

- ii. When the PDF document of the catalog prints out, the URL address to an outside website will print out in full, even if you did not type it out because the system will recognize the link.
- b. If linking to a place outside the catalog, enter the entire URL address (i.e. <http://www.uwlax.edu/sah>) and check “Open in a new window” under Link Properties.
- c. If linking to a place inside the catalog, enter the URL address found in the address bar, starting with the / right after nextcatalog.uwlax.edu. For instance, the link to the Health Education and Health Promotion page would be </undergraduate/healtheducation/>. Do not check “open in a new window.”
- d. If you need help linking, feel free to call.

You can contact the catalog administrators in the Records and Registration office for help at any time:

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