



Contributors Style Guide 2018

Style Guide

Brief note on permission and fair dealing/fair use

Using the work of others:

You may include the work of others if:

Copyright has expired.

Your use of the work is covered by fair dealing – similar to fair use in the US

The copyright holder has given you permission.

We do, however, expect this only in circumstances where you require extended extracts or imagery that is not your own but as part of your contributed work.

Photography – image attribution

You must have full permission to use any images or photography submitted as part of the article/text/document.

All imagery and photographic work should be appropriately titled and attributed. Our preferred format is:

Title, medium, date, photographer/copyright owner or appropriate attribution.

Image resolution

The publication will be printed at 8.5 x 11 inches (US letter size)

A single full page image should be 300dpi and a minimum resolution of 2550 x 3300 pixels.

In some cases the image may suit a double page spread or larger scale promotional material. Where possible please provide image resolution in excess of the those detailed here.

We recommend wetransfer.com to send large sets of images - it's free to use for up to 2gb per file or folder. Please send to editor@urbanfugitive.com

NB

We reserve the right not to publish contributed material should it not fit with the publication or it's policies.

Abbreviations

Don't use them. Write the word in full.

Abbreviated terms commonly used within the art industry may not be understood outside it.

February not Feb.
Tuesday not Tues.
Professor not Prof.

Accents

Use accents on foreign words, unless the word has been anglicised, for example cafe, fiance.

Exceptions:
Précis Exposé – to distinguish from expose

Acronyms and Initials

When you introduce an acronym, write the title in full, followed by the acronym in brackets. After that, you can use the acronym on its own.

When an acronym is better known than what it stands for you can make an exception: BBC, NATO.

(See also Abbreviations)

Ampersand (&)

Don't use ampersands in your writing.

And/or

Try to avoid. Use one or the other or rewrite the sentence. Alternatively, rewrite the sentence. The same applies to his/her.

Apostrophes

Apostrophes are used to denote possession or omissions in words and phrases.

- Possession

Where an object or objects belong to one person or thing, the apostrophe goes before the s: The artist's studios are all occupied

Where an object or objects belong to more than one person or thing, then the apostrophe goes after the s: For the group exhibition the artists' work will be on display in the main gallery.

The same applies to singular nouns ending in s: The class's teacher was absent.

Plurals of common nouns ending in s don't need an extra s after the apostrophe: The classes' timetables were confused

When you use plural nouns that don't end in s – children, women, sheep – the apostrophe goes before the s: The women's minibus runs until 11pm

- Omission

Apostrophes are also used to show that letters are missed out of a word or phrase, usually to make it easier to pronounce.

I'll – I will
they're – they are

- Where not to use apostrophes

Never use an apostrophe to form a plural with numbers and letters:

1990s not 1990's
CDs not CD's

Never use an apostrophe when its is used in the possessive sense:

The institution is easy to get to: its main buildings are near the tram stop.

Ref: <https://en.oxforddictionaries.com/punctuation/apostrophe>

Attribution and Quotes

Generally, all quotes should have attribution, even if it is obvious who is speaking. A colon after the sentence that directly precedes a quote is fine; otherwise, aim for attribution within or after the first sentence of a quote. “Says” and “said” are preferred verbs for attribution; avoid “she notes,” “he laughs,” “they contend,” etc. “Explain” is also frequently misused; is the person quoted really explaining something?

Brackets

Try to avoid. Use en-dashes to indicate parentheses.

Collective nouns

Nouns such as collective, committee, family, gang, generation, government, jury, and team can be singular – “the government is launching a new initiative” or plural – “the government are squabbling” depending on whether they are thought of as a single entity or a group of individuals. Follow common sense and be consistent.

Nouns such as couple, pair, and trio can also be singular or plural, but are usually plural when referring to people, so write: “The gallery is run by a married couple who equally share responsibilities”

Contractions

Do not use full stops (periods) in contracted words such as Mr (Mister), Dr (Doctor), Jr (Junior), St (Saint), and vs (versus).

Dashes

For dashes, always use an en dash (–) rather than the em dash (—) preferred in the US. Hyphens (-) remain hyphens.

Dates and times

Write dates in the order of day/month/year without commas, like this: 9 July 2014. When abbreviating months, do not use full stops, so write 9 Dec 1981 (for example).

Write 9am and 10:35pm instead of 9 a.m. and 10:35 p.m.

Ellipsis (...)

Ellipsis marks indicate a pause in speaking or an omission of one or more words. Ellipsis marks should not be used unless they are part of a direct quotation.

Exclamation mark (!)

Avoid!

Full stops - Periods

Use one space between a full stop and the next sentence. Never two.

Hyphen (-)

Hyphens can be used to join together two words to form an adjective. If the first word is an adverb you don't need a hyphen.

Hyphenating compounds

- Permanent compounds

You don't need a hyphen if the compound is well-established or if it has become one word, for instance:

prime minister
notebook

- Temporary compounds

You can add the hyphen temporarily, as in 'much-needed', to avoid ambiguity.

You don't need to hyphenate a phrase like 'richly deserved' because the adverb clearly modifies the verb. There is no room for confusion.

Italics

Try to avoid, unless referring to book titles or certain foreign words/terms.

Passive voice

Avoid using the passive voice. In most cases the active voice is best. The active voice is concise, direct and makes your writing more engaging.

The artist will present her research at the conference.

not

Research will be presented by the artist at the conference.

Platitudes

Avoid using platitudes

Tautology (grammatical)

Saying the same thing twice.

Significant landmark.

Added bonus.