



MARKETING &
INTERNATIONAL



UNIVERSITY OF
CANBERRA

AUSTRALIA'S CAPITAL UNIVERSITY

CONTENT STYLE GUIDE

FOR WRITERS & EDITORS OF PROMOTIONAL PUBLICATIONS

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1. OVERVIEW

1.1. SCOPE

This content style guide is to be used when writing and especially when editing any material to be published for promotional purposes by the Marketing and International unit. This covers our range of course guides, faculty, discipline, or course specific brochures, promotional cards, and print advertisements, amongst other things.

This style guide has limited authority to printed materials, for information pertaining to online content please consult Information and Technology Management.

It should be noted that there is already a Design Style Guide in use at the University of Canberra which covers matters specific to design and layout of printed materials. It is recommended that you check what is, and is not, sanctioned within this before writing or commissioning the material for any publication.

It is hoped that in time this guide will also be used by other business and organisation units within the University who publish materials for the purpose of promotion.

1.2. PURPOSE

This guide has been developed to address the matter of inconsistency within the University's printed promotional materials.

These publications are integral in forming the public perception of the University's brand and as such it is important that our publications are of professional standard and mistake free.

This guide should be viewed as a dynamic document and can be added to at any time as new content issues arise or are identified.

1.3. SUPPLEMENTARY REFERENCE MATERIAL

This style guide is to be used in conjunction with the *University of Canberra Marketing and International Design Style and Operations Manual* — which can be found on the Marketing and International website.

Spelling is to follow the standard Australian convention and as such the Macquarie Dictionary is to be used as an authoritative reference. The online version (www.macquariedictionary.com.au) is preferred.

Finally for any matters not covered within this guide please refer to the *Style Manual for authors, editors and printers Sixth Edition*, (2002, Jacaranda – Wiley)

2. CONTENT SPECIFICS

2.1. CONTENT STYLE AND LANGUAGE TONE

When it comes to the tone and style of content it is important to keep both the intended audience of the publications and the history of the University in mind. The majority of these publications are written primarily for students in the final years of high school.

Aim for readability by an adequately educated 16 year old; while these publications are promoting a university and as such need to be scholarly to achieve an authoritative voice it is important not to alienate our target market.

Keeping in mind our previous incarnation as an institution of vocational learning and our current focus on the applied practice of scholarly theoretical principles authors and editors should aim for an "everyman" tone and avoid academic rhetoric.

Jargon should be avoided whenever possible, whether this is academic, University of Canberra specific, or related to particular professions. One possible exception to this rule is in publications promoting postgraduate courses to people who are already practicing within a related profession; even then jargon should be avoided unless it is impossible to adequately express ideas in a credible way without using it.

2.2. FOCUS

The focus of all publications must be on our external prospects, not our internal stakeholders. As such when discussing specifics of course offerings we should frame them as benefits rather than features.

Despite the increasing commercialisation of the education sector the University's benefits should be expressed in educational terms rather than business jargon; for example do not frame graduate outcomes in terms of return on investment.

Publications should limit discussion of non teaching or support services matters to as simple a listing as possible; for example there should be no discussion of specifics of social events held by University clubs and societies.

2.3. NONCOMMITTAL LANGUAGE OR HEDGING

Due to the unpredictability of demand on the availability of student places and the constant review of offered courses (to maintain industry standard education) it is important not to make promises that cannot be kept in promotional publications. While hedging is not encouraged in general there are instances where it must be used.

2.4. ACTIVE NOT PASSIVE

To aide engagement with readers content is to be written in active voice rather than passive.

For example *Elite athletes may receive special consideration* not *Special consideration may be given to elite athletes.*

2.5. TERMS OF REFERENCE

In promotional publications The University of Canberra will always be referred to as such and never as UC, UCan, Canberra University, or any other such variation.

The faculties should be referred to by their full names and never by any internally recognised acronyms such as B&G, I.S.E., or FAD.

The University of Canberra serves the Capital Region and not the ACT.

2.6. ABBREVIATIONS

With the exception of common external acronyms, specifically ATAR and UAC, all others should be avoided if possible.

It is allowable to use internally recognised acronyms for the purpose of familiarising future students with them before commencing studies at the University of Canberra however these terms must be written out in full in the first instance and then have the acronym follow in parentheses.

For example Peer Assisted Learning Sessions (PALS).

2.7. SPECIFIC WORD CHOICES

Where preferred Australian spellings are unclear or regarded to be in flux, authors and editors should revert to English conventions over American; for example use s over z in instances such as organise, centralised, commercialisation. The one exception to this rule is to use program over programme.

A,B,C,D	E,F,G,H
Capital Region Co-op Bookshop co-ordination	full-time hands-on
I,J,K,L	M,N,O,P
in-house Kirinari	non-recent (school leavers) Ngunnawal on-campus (When used as a adjective) organise paraprofessional part-time preschool program
Q,R,S,T	U,V,W,X,Y,Z
state of the art student-led	up to date WIFI Wiradjuri work integrated

2.8. AMPERSANDS

Ampersands may be used in headings when referring to faculty names - for design and layout reasons - but should be avoided in main body text.

If ampersands are used for double barrel faculty names such as "Business & Government" in headings they must be used consistently for all such names in headings throughout the entire publication.

2.9. CAPITALS

Capitals should always be used for the name of the institution or any of the faculties, the name of an award, or the title of individuals.

For Example: the University of Canberra or the University, The faculty of Health or Health, Bachelor of Public Relations, or Associate Professor Paul Hetherington.

2.10. PUNCTUATION

All promotional publications will abide by conventional punctuation as explained in the *Style Manual for authors, editors and printers. Sixth Edition*.

2.11. COMMAS

In the specific case of using commas in lists they should be used between all separate listed items and prior to 'and' or 'or' before the final item on the list.

2.12. HYPHENATION

Hyphenation is to be used sparingly and, more importantly, consistently throughout all promotional publications. Some specific cases are mentioned in the word list.

Particular attention is to be paid to the use of 'on-campus'; this is should only be used to describe things in which the location is the prime focus or selling point of the item in question such as on-campus accommodation. To avoid confusion try to avoid using on campus as an adjective in all other cases, instead try constructing sentences differently.

For example instead of saying *there are four on campus cafes* you would say *there are four cafes on campus*.

2.13. NUMBERS AND NUMERALS

The numbers 0-9 are to be spelt out whereas numbers above ten are to use numerals.

Commas are to be used in numbers over the hundreds at the standard points.

For example 1,000 or 1,000,000.

2.14. HEADINGS

All headings are to be written in full caps.

2.15. ORDER OF MATERIAL

Material will be presented in alphabetical order by faculty and then by course, unless a course is offered at different award levels in which case the material will be initially ordered by level of attainment of the award.

2.16. PROCESS

The process of writing and editing a new publication will follow 3 basic steps which will not be altered.

Writing — content is commissioned or submitted.

Editing — work will be given a brief structural and a thorough copy edit by someone other than the author of the text.

Proofreading — the publication will be inspected for errors which will be corrected but no re-writing will be done at this stage.

A final check of the designer's proof will be carried out by the original editor before material is sent to the printer.

2.17. VERSION CONTROL

To assist in version control all files are to be saved in a standard format which will include the name of the publication or its agreed shorthand, the initials of the author or editor, and the date of the changes.

For example *2011PGcardFH11-3*.

Always save changes as a new document, never save over a previous copy.

2.18. INTELLECTUAL PROPERTY

All material written for promotional publications by staff of the University of Canberra automatically becomes and remains the property of the University in accordance with point 15 of the University of Canberra's Copyright Guide.

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