Style Guide for SESP

Abbreviations

• Use sparingly.
• Always spell out first: School of Education and Social Policy (SESP)
• Never use NU; it can be Northwestern University or the University
• Use alumna, alumnus, alumni or alumnae (see below), never alum

Capitalization

• Names of departments and programs are capitalized: Human Development and Social Policy program
• Quarters: don’t capitalize spring quarter, etc.
• Summer Session is capitalized
• Course titles are capitalized, not put in quotes; course abbreviations and numbers follow in parentheses (e.g., HDSP 404)
• Commencement — capitalized if Northwestern’s
• University is capitalized if it refers to Northwestern
• Degrees are not capitalized: bachelor of arts in philosophy; master’s degree; doctoral degree; doctorate in learning sciences
• Titles: OK to say “Professor Reiser” but not “Brian Reiser, Professor of Learning Sciences” (professor, learning, sciences = all lower case; endowed professorships always capitalized — Dean Penelope Peterson, Eleanor R. Baldwin Professor of Education

Commas

• No comma before final “and” and “or” in a series

Punctuation

• PhD not Ph.D.—Same with BS, MA, MS
• Apostrophe in master’s
• Do not use Dr. unless referring to medical doctor
• Grades: A’s, B’s; grade point average on first reference; GPA on subsequent references

Spacing

• Use one space between sentences

Miscellaneous

• Faculty is plural. For example, the Learning Sciences faculty conduct research on inquiry-based curricula (curricula is plural; curriculum is singular).
• Kellogg School of Management = correct name
• Feinberg School of Medicine = correct name
• Numbers: one through nine spelled out: 10 and above in numerals; first through ninth spelled out; thereafter 10th, 11th, etc.
• Telephone numbers: 847/467-7652 (slash and dash). Always include area code.
• Times: use 7 a.m. not 7:00 a.m.; noon not 12 p.m.; in text, use “from 5 to 7 p.m.” not “from 5–7 p.m.”
• Course work is two words
• “Under way” is two words
• Adviser not advisor
• Apostrophes: 1940s not 1940’s, but ’40s is OK
• Alumna = single female; alumnae = plural females; alumnus = single male; alumni = plural males or mixed genders

Mission Statement

• Use only approved statement in publications and on the web site; it can be found on “About SESP”
• Mission: To understand and improve human learning and development throughout the life span and in multiple contexts — in classrooms and schools as well as within families, in communities, in the workplace, and in elective learning environments.

The Web and E-Mail

• Hyphenate e-mail; lowercase it except at the start of a sentence
• Do not hyphenate online
• It’s web site, Internet, home page, database
• Keep URLs on one line and avoid hyphenating
• Don’t use “click here” for a link; instead, “For more information on study abroad, …” (Study abroad IS the link.)

For further information, see University Relations Style Guide at www.northwestern.edu/univ-relations/publications/resources/styleguide/styleguide.html

8/30/11