

ISSUES ARISING WITH NAA BOOK

- **Net Art Anthology** should not be italicized or in quotes
- **No space before/after em dashes**
 - E.g. Lorem ipsum—dolor sit ...
- **En dashes for date/time (and ranges in general) with no space before/after**
 - E.g. 1998–2000; 1–3
- **Em dashes for *Quote* bylines with a single space**
 - — Name Surname
- **Interviews:** full name for first question/answer, initials thereafter
- **web 2.0**, not Web 2.0
- **JPEG**, not jpeg
- **DDoS**, not DDOS
- **global south**, not Global South
- **Trayvon-ing**
- **Do not provide dates in parentheses within the body text of an *Anthology* entry for a given artwork; it is unnecessary because the date appears in the header. If other artworks are referenced, dates should be provided in parentheses.**
- **Use the ellipsis symbol (...) with no space on either side to indicate excerpted text or, less often, denote a sense of hesitation. Complete the punctuation of the sentence preceding the ellipsis.**
 - Example: “I saw net art on a computer...in Amsterdam.”
 - “I saw net art on the computer....It blew my mind!”
 - “Who took my crackers?...This and many more questions will be answered in my TED Talk.”
- **Use lo-res, not low res or lo res. (If spelling out fully, write “in low resolution,” or “a low-resolution image.”) Use open-source, not Open Source or open source.**

General:

This style guide was written in late 2015, while working on the born-digital book. It updates on a 2008 style guide. Please keep this style guide online in Google Doc format, please add to the word list in the bottom, but please do not make further changes to the body of the style guide without discussing on Slack or any other editorial forum.

Dictionary

Refer to Merriam-Webster’s Collegiate (11th edition and www.merriam-webster.com.) and Chicago Manual of Style (16th edition, <http://www.chicagomanualofstyle.org/home.html>).

We follow the Oxford Companion for Western Art for movements and names of artists. For common use for words that do not appear in this style guide, follow *New York Times* (and consider adding terms to this style guide if appropriate).

→ Hierarchy of references: 1. Rhizome style guide and word list; 2. Chicago Manual of Style; 3. Merriam-Webster’s; and 4. (If still in doubt), *New York Times*.

Spelling:

— Standard American spelling throughout. This means mainly:

* z instead of s in suffixes [-ize not -ise, -ization not -isation, etc.]

* a single l rather than double l in [traveling not travelling, signaling not signalling, spelt not spelled, etc.].

— Alternative or UK/International English spelling in quotes should be left as they are.
Unusual terms or misspellings in the quoted passage should be left uncorrected.

Add [*sic*] directly after the term to acknowledge its irregularity. [As Wittgenstein remarks, “This shews [*sic*] ... that the grammar of ‘to mean’ is not like that of the expression ‘to imagine’ and the like.”]

Punctuation

— Use the serial or Oxford comma; that is, precede the last item in a sequence with a comma. [She bought nails, screws, a hammer, a drill, and an iPad.]

— A full colon is regularly followed by a lowercase word: like this. Unless it's followed by a question, which is always capitalized: Or is it?

— Add the possessive *s* after the final *s* on proper names [Morris's writings of that period continue to be significant.] But not on a regular nonplural term [The syllabus' organization deserved praise]. As usual, no possessive *s* following the apostrophe for a plural term [The ducks' quacking was driving us mad.]

— For entire sentences in parentheses, the final punctuation is within the closing parenthesis. [(Which might lead us to wonder: what could such a construction be?)]

— Brackets should be used within parentheses when necessary. (At one point during the DIS film, Randy Hencken, the SI's managing director, attempts to convince his [female] partner that seastealers are not primarily male. This leads to the unfortunate phrase “she-stealers.”)

— Abbreviations: don't use the period for common contractions [Ms, Dr, BA not B.A., UAE not U.A.E., PhD not Ph.D. US not U.S.] but spell out United States unless it's an adjective: US English, He's from the United States, etc. Spell out names of states, unless after name of city. [New York, not NY but Chicago, IL—not Chicago, Illinois, not Chicago, illi.]

— Hyphens and dashes: do not confuse hyphens and dashes.

A hyphen joins words or separates syllables.

An en-dash {option+-} is used to connote a span (1914–1918)

An em-dash {shift+option+-} is used to denote a break in a sentence, setting off a parenthetical statement, the way one would use a comma. In any case, don't overabuse the em-dash.

* No spaces on either side of any dashes.

Quotations

— Use smart quotes, not straight quotes.

— Double quote marks. Punctuation lies inside the quote mark unless there is a separating colon or semicolon [“That's outrageous!” she proclaimed. But She wanted some “with plenty on it”; no-one else found the prospect at all appealing].

- Quotes within quotes: nest double and single quotes [“Wittgenstein’s ideas on what he called ‘the grammar of “to mean”’ makes no sense to me,” he said].
- References to sources for quotes should be placed *after* the closing quote marks, preferably at the end of the sentence or immediately succeeding major break. [Alloway conceived of art as a circulation of information in “a negotiated environment” though one that was always in transition for this precise reason.³]
- Ellipsis: Use three dots with spaces on either side ... to indicate excerpted material from a quote. If the excised material extends over a sentence break, put the ellipsis in brackets [...]. No need for ellipses at the start or end of block quotes.
- Be very sparing with scare-quotes to signal words or phrases that are not “fully” meant. Quotations should only be used to connote (surprise!) a quote, or irony. The “not fully meant” from above falls under the latter quite uncomfortably. Pay attention to that while editing.

Non-English terms

- Non-English terms should be italicized unless they are standard phrases in English, appear in Merriam-Webster, or brand names [croissant, de facto, Volkswagen, qua, Desi, Renren].
- For names transliterated into English, use standard versions unless these are plainly in error, in which case, explain the revised transliteration to the reader.
- Foreign terms: *italicized term* (“English translation”) [*Le Musée imaginaire* (“The Museum without Walls”)]
- We include foreign characters (é, â, etc.), so cliché, café, etc. (note: this is a break from Chicago)

Emphasis

- Use italics *not* underlining in the manuscript.
- If there are two different kinds of emphasis being placed—say differentiating primary terms contrasted to conventional points of special attention—use *italics* and bold. But be sparing: *overuse* negates the *desired effect* of using *emphasis* in the *first place*.

Numbers

- Spell out numbers up to 100 and for very large round numbers greater than millions [sixty billion *not* 60,000,000,0000]. Write out a number if at the beginning of a sentence and not cumbersome to do so [“One hundred and twenty dollars for that little bit food?”: she refused to pay and left], and if the number is part of a prose description [It was around a couple of thousand.]. Exact numbers as numerals [The suppliers were useless to her: she wanted 9 kilograms of nitro, not 7.8.].
- Percent not %. Do not spell out the number [27 percent].

Dates

- In the American style [July 4, 1776]
- Use numerals for centuries [The 20th century was at once sucky and awesome] and hyphenated in the adjectival form [We still live with the consequences of 18th-century thought; the 21st century is here]

— Decades are given in numerals (1980s, no S). Give whole date first time, then with apostrophes directed away from the number [1980s, '80s: Thinking back on the 1980s, when Dayglo was all the rage, '80s style]. If discussing several decades, give whole date only for the first [He was active in the 1960s and '70s].

— CE/BCE *not* AD/BC.

— 9:00 pm (not p.m. or PM).

Names

— People: mention full name on the first mention even if the person is well-known, then surname only. [The Frankfurt School is most clearly identified with Theodor Adorno's dialectical thinking, which is itself based on GWF Hegel's philosophy. But Adorno is no mere disciple of Hegel's.]

— Cities and countries: use standard English version where there is one [Cologne *not* Köln, Venice *not* Venezia, Sweden *not* Svenska].

— Organizations: follow institutions' preference: MoMA, MoMA P.S. 1, MASS MoCA, e-flux.

— When in doubt, always check styleguide list of names first. If not in styleguide, follow Merriam-Webster's, if not there, then *New York Times*. When you make a decision, consider adding it to the style guide.

— When alphabetizing names, sort "van" names under "V"

Internet:

— Notable exceptions and verbs: website (not Web site or Website), internet (lowercased); big data, lowercased; URL (all cap, treat like the acronym that it is). Twitter, but to tweet (not "to twitter" or "to Twitter") and Google, to google, Facebook always capitalized (there isn't enough common use for it to be "to facebook" or "I facebooked him," keep capitalized). email, not e-mail.

— Follow brand capitalization for major outlets: GitHub, YouTube.

— Links: Hyperlinking is always ok, although placing hyperlinks too close together can lead to poor usability for mobile devices. Edit texts so that they read okay both online or offline [Bad: Click here to visit [Rhizome](#), which is my favorite website. Good: [Rhizome](#) is my favorite website.] Always hyperlink with an a=href tag so that the link opens in a new tab.

→ Careful with hyperlinking and citations, so that we don't only link out if we're citing directly. If the link breaks, there should still be the citation or at least title (exercise judgement here) [Bad: in [a recent New York Times article](#), Holland Cotter looks at money in art. Good: In a recent *New York Times* article, "[Lost in the Gallery-Industrial Complex](#)," Holland Cotter looks at money in art.]

A particular person or organization should only be linked to once per page.

Rules + Rhizome-specific

— Prefer not to use e.g. and i.e., deleting or correcting to "that is,"

— Exhibitions are set in quotation marks, artworks in italics (we follow common usage rather than Chicago recommendation). If the title of an artwork appears in the post

heading or subheading (where no italics are available, use single quotation marks)
— Write the New Museum, not The New Museum
— The Download (The capitalized)
— the ArtBase, “the Rhizome ArtBase” if there is potential ambiguity (not “Rhizome’s ArtBase”)
— Rhizome Microgrants, “Microgrants” after first use
— Webrecorder, to webrecord
— copresented, not co-presented.
— Rhizome Splash Pages (in reference to the series of commissioned splash pages 1998-2002)

ArtBase-specific

— variant, lower case, refers to any version or distinct copy of an artwork
— inception, lower case
— Linked Open Data, “LOD” after first use
— SPARQL

AI

— AI, not artificial intelligence - AI is more widely used than artificial intelligence, and using the abbreviation de-emphasizes the claims being made on behalf of such systems
— AI systems is usually preferable to AI software, because AI generally involves specific hardware setups.

Videogames (and videogame art)

— italicize all videogame titles
— videogame (one word)

Memes

Titles of memes should be treated like titles of artworks (italicized and titlecase).
Descriptions of memes need not be treated this way.
Ex: *Troy’s Mixtape of Love*

Artworks and captions

Artwork titles in italics

Artwork series in italics

(If an artwork’s title appears in the headline/subtitle of a post, use single quotation marks to indicate since there’s no italics in the headline/subtitles)

Exhibitions in quotation marks

Date of production in parentheses.

Give dimensions in numerals (5 feet, 2 inches), use “by” rather than “x” so 4 by 2, not 4x2.

Format: Artist name, *work title*, date. Format, date of reproduction, software used, URL.

Cornelia Sollfrank, *Female Extension*, 1997. Screenshot of website, 2017, Netscape Navigator 3.04 Gold, URL taken from.

Software platforms and artist collective websites that are listed in Artbase or Net Art Anthology should be treated as artwork titles (Ex: *Processing*, *paperrad.org*)

Artwork titles that are websites may begin with “www.” or not, based on artist’s discretion.

If an artwork title appears stylized inconsistently with both “&” and “and,” use “and”

Tense

In general, refer to artworks in the present tense unless describing aspects of the artwork that do not exist anymore. Use past tense for performances and live events that have concluded and to refer to how a work was conceived or developed. If a website is emulated by Rhizome, use present tense. If the website is inaccessible/lost, use past tense. If a work has been restored in a vastly different format than it originally was conceived, use past tense when describing its original iteration.

FOOTNOTES

No ibid - repeat authors name instead

Follow Chicago. Examples:

Book: Michel Foucault, *The Archeology of Knowledge*, trans. A.M. Sheridan Smith (New York: Pantheon Books, 1976), 12.

Article/essay in periodical: Michael Fried, “Art and Objecthood,” *Artforum* 5, no. 10 (Summer 1967): 21.

Article/essay in book: Herbert Molderings, “Life is No Performance: Performance by Jochen Gerz,” in *The Art of Performance (A Critical Anthology)*, ed. Gregory Battock and Robert Nickas (New York: E.P. Dutton, Inc., 1984), 178.

Website

Kathie Nunley, “The Caffeine Craze of Youth,” *Layered Curriculum*, July 28, 2008, <http://help4teachers.com/caffeine.htm>.

Blog

Rebecca MacKinnon, “Internet freedom is dead. Long live Internet freedom,” *RConversation* (blog), September 27, 2010, <http://rconversation.blogs.com/rconversation/2010/09/internet-freedom-is-dead-long-live-internet-freedom.html>.

- Section 14.243 of the Manual defines a blog as being a webpage with dated entries (posts) and dated comments

More examples:

<https://libguides.csuchico.edu/c.php?g=414275&p=2822429#s-lg-box-8646452>

UPDATING word list

3D

Analog (not analogue)

artist's books, artists' books (note the location+existence of the apostrophe: following printed matter on this one. One artist's book or books. A collection of artists' books).

artwork

art world (apart from as descriptor: art-world professional)

ASCII art

BBS, BBSes

biennial (but Venice Biennale)

blockchain (lowercased)

BuzzFeed (no italics, case by case basis for online magazines)

capitalism, socialism, etc. (not capitalized)

catalog (not catalogue)

clip art (two words)

Conceptualism, Conceptual Art

cryptocurrency (no hyphen)

cybersex

data is singular (data is, data wants to be free, dataset)

e-book, e-reader

fiber optic cable (three separate words, no hyphen: fiber does not modify optic)

FoMO

GIF

GitHub (follow brand capitalization)

homepage

iframe

institutional critique (lowercase)

internet (not capitalized)

Internet of Things

ISIS (not ISIL, not IS)

JavaScript

JPEG

OK

Listserv (uppercase, trademarked) or listserve (generic, not trademarked)—use trademarked term only when specifically referring to this software

mailout

MIDI

Minimalism (uppercase)

modern art, modernism, modernist

MP3

net art (lowercase, no dot, yes space)

nettime (lowercase)

NFT, NFTs
nonprofit (not “non-for-profit” or “not-for-profit”)
PNG
postmodern, postmodernism (or any other postTK)
postinternet (one word, lowercase)
QR code
screengrab (one word both for verb and noun)
scrollbar, scrollbars (one word)
startup (one word)
TIFF
Tumblr (uppercased)
WAV
wifi
website (one word, lowercase)
web (not capitalized)
the Internet Archive (for the SF-based institution, follow brand capitalization even though we lowercase “internet”)
the West, Western, Western influence
the World Wide Web (capitalized, use with a historic frame of reference)
YouTube (follow brand capitalization)
zine (no apostrophe)
Zoom

Sensitivity

Black people
white people
undocumented immigrants or people, NOT illegal

Notes

- In blog posts, should Rhizome staff members be referred to by their first or last name only after mentioned by first and last name already once before in the article?