

THE CURATOR MAGAZINE

STYLE SHEET FOR PRINT

Types of Content:

1. **Short-** up to 500 words with visual references.
2. **Medium-** up to 800 words with visual references.
3. **Long-** at least 1200 words with visual references. Ideally between 1400-1700 words.

Pitching topics:

Ensure the following-

- A clear concept note no more than 250 words.
- Mention the investigation, the process, the deduction and intent
- Always provide visual (and/or audio) references either directly put in the document/pdf or as embedded links.

Style Guide

1. Use English/UK English, do not use American English. (**Set your word processor to UK English**). E.g. organise is spelt with an 's', not as 'organize'.

2. Abbreviations

- It is alright to abbreviate the names of institutions, organisations or communities once they have been introduced in full.
- Do not abbreviate words simply because their abbreviated form might be well understood by the readers. For example, always write "government" and not "govt."
- Referring to the United States: USA or United States or the US when used in noun form. US or American in the adjective form.
- Skip expanding known/universally/officially used abbreviations. E.g. UNICEF.
- Avoid using abbreviations in the title/headline unless the abbreviation is an officially used/universally recognized one e.g WHO. Abbreviations may be used if the abbreviation itself is a play on words or forms another word and its mention makes the title gripping, quirky or humorous.

3. Apostrophe

- Make sure that you're not confusing the possessive with the contraction. It's is short for 'it is', and it indicates belonging, as in "I now understand its value".

Do a spell check and readability check. Keep a look out for common misspellings like loose vs lose.

4. Inverted commas

- Use single ones only for quotations within quotations. Thus: "When I say 'immediately', I mean some time before April," said the spokesman.
- If an extract ends with a full stop or question-mark, put the punctuation before the closing inverted commas. His maxim was that "love follows laughter." In this spirit came his opening gambit: "What's the difference between a buffalo and a bison?"

5. Brackets (or parentheses)

- Be sure to include a space before the opening braces and after the ending braces. For example: All lawmakers (both MPs and MLAs) must obey the law.
- Avoid extensive usage of text in brackets, i.e. through the article. If you are anyway meaning to elaborate through use of brackets, use hyphens "-" instead. Too many parentheses in articles tend to be reader-unfriendly.
- Use [] square brackets for technical details or specifications, data, additional references, citing other sources. For example: The only print of Alone at Noon [36x24 inches] was sold for \$235,000 at the auction.

6. Use full stop after abbreviations. For example: abbr., adj., co. – but not after contractions – for example: Dr, Mr, Mrs, St, where the first few and last few word are used. E.g. Doctor

7. Figures

- Never start a sentence with a figure: write the numbers in word instead.
- Use words for simple numerals from one to ten inclusive, except: in references to pages, in percentages (eg, 4%); and in sets of numerals some of which are higher than ten. Use the symbol % in headlines, copies and tables. However, for describing an increase in %, for example, from 3% to 5%, use the term 2 percentage point increase. Expand the '%' symbol in the words to say 'percentage'.
- Always use numbers with units of measurement, even or those less than ten. For example: 4 metres, but four cows
- It is occasionally permissible to use words rather than numbers when referring to a rough or rhetorical figure. For example: a thousand curses, a hundred years of solitude. In other cases, though, uses figures for numerals from 11 upwards.

8. DATE – month, day, year in that order, with no commas:

- July 5th
- Monday July 5th
- July 5th 2005
- July 27th – August 3rd 2005
- July 2002
- 1996-99
- 2002-05
- 1998-2003
- 1990s
- June 10th and 14th
- December 14th and 25th

9. Capitalisation

Government functionaries by designation – small letters

- chief minister
- prime minister
- governor
- municipal commissioner
- police commissioner
- Government/Institutions name
- Lokayukta
- Supreme Court
- Prime Minister's Office
- High Court
- Government functionaries referred to individually in name and designation
- Commissioner of Police Shankar Bidari
- Chief Justice Cyriac Joseph

10. Italicisation

- Italicise all names of publications, books, movie names, plays, operas, ballets, radio, web & television shows, art pieces etc.
- No need to italicise words popular English-Indian words like Guru, Pandit, Tulsi etc.
- Names of ships, aircraft, spacecraft, cars, bikes should be italicised .
- Lawsuits, foreign language words and phrases should also be italicised.

11. Indentations

- Only use an indent at the starting of the piece/article.

Lawsuits, foreign language words and phrases should also be italicised

12. AM and PM should be in lower case, with no period between them.

- WRONG: 6 a.m; 6 A.M.
- RIGHT: 6 am, 10 pm

13. Usage of short forms:

– Short forms like i.e, etc, viz, and e.g should be used only in brackets, and should be spelled out as ‘that is’, ‘and so on’, namely’ and ‘for example’ respectively in text.

14. Credit should be given for any line or sentence picked up from other sources.

15. An informative line or some information about location, significance, time, date of the photograph should be used as photo caption instead of stating the obvious except when required. For eg: a mug shot or when the focus of the photo is not clear.

16. Updating article post publication could be done within 24 hours. However, for any factual error a note should be mentioned below the article indicating the correction with an (*)

17. If people say grammatically incorrect sentences in any kind of verbal interview, it should be corrected. If the information is given through a mail or in any written form it should be published as the same using (sic). However, for any statements related to the constitution or courts (sic) should be used.

18. Avoid lengthy quotations from sources/people.

If there is a lengthy quote/monologue, you can use ellipsis points (...). Ellipsis can be used at the start, in the middle or at the end of the quote. Ellipsis may occur no more than thrice/3 times in a singular quote. (‘start-mid-end’ or ‘start-mid-mid’ or ‘mid-mid-end’)

For example- “...until the day we find an actual alternative to plastic the only solution is to reuse and recycle as much ...it is only through legislation and stricter regulations on industries and companies that we will see more money poured into R&D for finding alternatives faster...” [start-mid-end]

19. Embedded quotes should be avoided. Quotes can be put either at the starting or the end of a paragraph.

20. Headings/Titles

1. Main Heading/Title

- The purpose is to make the reader want more/get inquisitive.
- Provide 3 title options. (2 options at least)
- Avoid using very direct titles.
- Avoid having titles like- 8 Artists using watercolours, 5 Sculptors from legendary bloodlines etc. if the article/piece consists of multiple points around a singular idea/topic
- Maximum no. of characters-

2. Sub-heading/Title

- Not mandatory to have
- To be used only when the main heading/title is a bit obscure or omits critical context due to character limitation.
- May be used to introduce a problem statement, concept/style or relevant historic information.
- Should not exceed 3-4 lines.

21. Use active voice mostly.

Active voice narrates action better and pins down the actor cleanly. For example: Avoid “A one-day workshop was organised to understand Sakrama” Switch to “The residents’ association organised a one-day workshop...” Use passive voice only when a deliberate shift of emphasis is needed. For example, “R.K Mishra was voted by the viewers...” The emphasis here is on the winner, by intent

22. Crediting/Citing sources is a must. As mentioned earlier, use [] square brackets. Provide links to the source(s) especially published work, research papers, surveys or working papers.

23. People/Names

- When you first mention someone in an article, introduce the person using their full name or their preferred name.
- Initials in names need not be marked with dots. For example- Rahul S. Manral isn’t correct. Rahul S Manral is.
- If there is just 1 initial in their name (like above), it would be preferred to have all 3 names be mentioned whole in the first mention of their name in the article. After that you can revert to using the initial as an initial if using the whole name.
- If someone has a nickname or title which they are popularly known by, it can be mentioned as follows-

- a) In between first name and surname. E.g: Chris “The Birdman” Andersen
- b) If the person’s name has is more than 2 names long, use a.k.a in lowercase and with dots.
- c) In case of more than one nickname, a.k.a can be used multiple times.
E.g- Shaquille O’Neal a.k.a Diesel a.k.a Superman a.k.a The Big Aristotle.
- Referring to people after first full name mention-

In general refer to people by their first name or surname. If they have an Artist name/stage name/alter ego which they prefer to go by, use that. In case of initialed names like K Vishwanathan, use Vishwanathan.

Exceptions:

- a) the person does not use a full name or their actual name at all.
- b) definitively uses an initialed name, like M Sankar, where Sankar is the only way to address them.
- c) other strong cultural or demographic reasons the last name won’t work.