



COLLEGE OF  
FINE ARTS  
— AND —  
COMMUNICATIONS

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## Introduction

The following document is the Style Guide for the BYU College of Fine Arts and Communications created by and for the CFAC External Relations office. While the Style Guide is based largely on the AP Style Guide, it also includes aspects from the Chicago Manual of Style as well as college and office preference. Decisions on what style should be used is based on accuracy, clarity and the compiler's experience writing for the CFAC External Relations office.

## Academic Titles

### Alumni

The following terms are acceptable when referring to former students/graduates:

***Alum*** - a male or female graduate or former student.

***Alumni*** - the plural of alumnus, but can also be used to refer to a group of male and female graduates/former students

- ✓ John Smith is a BYU alum who graduated in 1996.
- ✗ John Smith is a BYU alumni who graduated in 1996.
- ✗ John Smith, a BYU alumnus, graduated in 1996.
- ✗ Emily Smith, a BYU alumni, graduated in 1996.
- ✗ Emily Smith, a BYU alumna, graduated in 1996.
- ✓ Emily Smith is a BYU alum who graduated in 1996.

- ✓ BYU alumni John and Emily smith both graduated from BYU in 1996.

\*In the past, we have used alumna for singular female and alumnus for singular male. However, we made the decision as a team to update this. August, 2020

## Degrees

If mention of degrees is necessary to establish credentials, abbreviations should be avoided and degrees should be spelled out instead. For example, we do not use the title *Dr.* unless the person we are referring to is a medical doctor. Also, we do not add *PhD* to names or titles. However, the following is accepted:

✓ Professor John Smith received a doctorate degree in animation in 2005 before teaching at BYU.

✓ John Smith, who has a doctorate in psychology, will begin teaching in the department this fall.

✗ Dr. John Smith will begin teaching in the department this fall.

✗ John Smith, PhD., will begin teaching in the department this fall.

Use an apostrophe in *bachelor's degree*, *a master's*, etc. but note there is no possessive in formal degree titles, such as *Bachelor of Arts* or *Master of Science*.

✓ Katie Smith has a bachelor's degree in music.

✓ Katie Smith earned her Bachelor of Arts in film.

✗ Katie Smith earned her Bachelor's of Art in film.

✓ Katie Smith earned an associate degree in teaching.

Also: *an associate degree* (no possessive).

## Formal Titles

Capitalize and spell out formal titles such as *Chancellor*, *Chairman*, etc. when they precede a name. Lowercase elsewhere (*AP*).

✓ Chairman Philip Phillips presented the awards during the meeting.

✓ Philip Phillips, the music chairman, presented the awards.

✓ During the meeting, Chairman Philip Phillips presented the awards.

✗ Philip Phillips, the music Chairman, presented the awards.

Lowercase modifiers such as department in *department Chairman Jerome Wiesner*.

✓ The department Chairman Jerome Wiesner spoke during the conference.

✗ The Department Chairman Jerome Wiesner spoke during the conference.

## Dean/Department Chair

Distinguish deans and department chairs when it is relevant to do so in the article.

Not all “heads of areas” are chairs or deans.

E.g. Eric Gillett is chair of the Department of Design, but Kirt Saville is director of the School of Music.

Also, distinguish between chair and associate chair.

### **Professors**

We do not distinguish between types of professors when introducing a professor in an article (associate, adjunct, etc.). We can, however, distinguish between types of professors in new faculty roundup articles and when announcing advancements in rank and status.

- ✓ Professor Mary Johnson, a professor in the School of Music, will retire at the end of the semester.
- ✗ Professor Mary Johnson, an adjunct professor in the School of Music, will retire at the end of the semester.

**Emeritus professors:** A faculty member with continuing faculty status who has attained the rank of associate or full professor and who retires with a minimum of ten years of full-time service is automatically granted emeritus status.

A current list of faculty and their respective department may be viewed at [cfacfile.byu.edu](http://cfacfile.byu.edu) > Public Relations > Employee Lists > “Facultylists2018-19.xls”.

### Majors

The only majors that should be capitalized are official languages. All other majors should be lowercase when referenced

- ✓ Stuart Little is an English major.
- ✗ Stuart Little is a Music major.
- ✓ Stuart Little is a music major.

### Active Voice

Voice shows whether the subject acts (active voice) or is acted upon (passive voice)—that is, whether the subject performs or receives the action of the verb.

- ✓ The ox pulls the cart (active voice)
- ✗ The cart is pulled by the ox (passive voice)

As a matter of style, here at CFAC External Relations, active voice is typically, though not always, preferable to passive voice.

The matter will be given careful consideration (passive voice)  
versus  
We will consider the matter carefully (active voice).

The choice between active and passive voice may depend on which point of view is desired. Also, sometimes we do not know exactly who is doing the acting, or if we want the focus to be on somebody else, we can use passive voice. For example, it may be ok to use passive when saying somebody received an award.

- ✓ Three faculty were recognized during the annual college meeting.

## BRAVO!

Use BRAVO! Professional Performing Arts Series on first reference.

Use BRAVO! Series (all caps with the exclamation point and capital S) is acceptable on all other references.

## Buildings/Theaters

### Campus Buildings

The names of buildings and monuments are generally capitalized. The generic term is usually lowercase when used alone but capitalized when used as part of a plural name. (*Chicago*)

*The Chrysler Building; the building; the Empire State and Chrysler Buildings*  
(*Chicago*)

The Daily Universe supplement to the AP stylebook lists the following:

**Buildings** use the surname and type of building on first reference to a campus building (Brimhall Building, Hinckley Center, Wilkinson Student Center). If the building is not named after a person, use the official campus name.

If the first reference includes a room number, use the official abbreviation: E-509 HFAC or WSC Ballroom. The building abbreviation can be used on second reference, but some buildings should always be called by their

common campus names: Marriott Center, Maeser Building and Smith Fieldhouse, for example. Note the capitalization of “Building.”

When the word “room” is needed in the sentence, such as, “Students will meet in Room 250,” room is capitalized.

Spell out building on first reference, use abbreviation on other references.  
*Brimhall Building 1<sup>st</sup> reference, BRMB 2<sup>nd</sup> reference*

It helps to include the abbreviation in parentheses next to the spelled out name in first reference.

*The lecture will take place in the Brimhall (BRMB) building.*

### College (CFAC) Buildings

#### **Franklin S. Harris Fine Arts Center**

It is acceptable to just use Harris Fine Arts Center on first reference.  
HFAC is acceptable on all other references.

#### **Richards Building (RB)**

#### **Jesse Knight Building (JKB)**

#### **Brimhall Building (BRMB)**

### Theaters

On first reference, indicate which building the theater is located.

#### **Gerrit de Jong, Jr., Concert Hall (HFAC)**

de Jong Concert Hall is acceptable on all uses

#### **T. Earl and Kathryn Pardoe Theatre (HFAC)**

Pardoe Theatre is acceptable on all references

#### **Miriam Nelke Theatre (HFAC)**

Nelke Theatre or Nelke Experimental Theatre is acceptable

#### **Philip N. Margetts Arena Theatre**

Margetts Theatre is acceptable

#### **Richards Building Theatre (RB)**

Can list it as above or refer to it as the Dance Studio Theatre  
(169 Richards Building)

A complete list of University buildings and their official abbreviations can be found at [maps.byu.edu](http://maps.byu.edu).



## Brigham Young University

BYU is preferable in all references to Brigham Young University. Contrary to the Universe's supplement, Y is not acceptable in headlines for our college's purpose (*Daily Universe supplement to the AP stylebook*)

### University Names

For other universities, spell out the full title on first use, followed by an abbreviation in parenthesis. All subsequent uses may be abbreviated.

*University of Utah (U of U, Utah, UU)*

*School of Visual Arts (SVA)*

## Capitalization

### Genres

Do not capitalize genres (use opera, symphony, jazz-- not Opera, Symphony, Jazz). Remember this rule by thinking about genres in literature: you would not capitalize Novel, Short Story or Poem, either.

### Titles

\*Professor should NOT be capitalized, according to AP style. Professors are named as such on first reference, but are named only by their last name in all instances after.

✓ During the lecture, professor Emma Stone presented her research on music education.

✗ During the lecture, Professor Emma Stone presented her research on music education.

## College (CFAC) Departments

### College of Fine Arts and Communications

Avoid using CFAC in body text and headlines

#### Art

Department of Art

#### Communications

School of Communications

#### Dance

Department of Dance

#### Design

Department of Design

## Music

School of Music

## Theatre

Department of Theatre and Media Arts

never use the ampersand in place of “and”

TMA is acceptable on second reference

## Referencing departments

Make sure to use the correct names of programs and departments.

E.g. The photography *program* is within the Department of Design.

If using the official name of the department, capitalize the name. When referring to the department in other forms do not capitalize the department name.

- ✓ *He is here from the art department.*
- ✗ Professor Daniels is from the Art Department.
- ✓ *The Department of Art will be hosting a lecture series later this month.*
- ✗ *The department of art will host a lecture series this month.*
- ✓ *Theatre and media arts student Corky St. Clair plays the lead role in the upcoming production....*
- ✗ *Theatre and Media Arts student Corky St. Claire plays the lead role in the upcoming production..*

## College Specific Jargon

### Commencement vs. convocation

**Commencement** - the beginning of the celebration for all graduates, their family and friends, faculty/staff and administrators. Dressed in their caps and gowns, graduates walk in a procession to the Marriott Center. The president of BYU and invited dignitaries then welcome the graduates at the Marriott Center.

**Convocation** - Each college holds convocations the day after commencement. Each graduate is recognized by name and walks across the stage to receive their diploma cover. The college dean presides at convocation, and the ceremony lasts approximately 2 hours.

### Debut vs. opening

**Debut** - the first appearance of something, as a new product.

*He didn't know when the orchestra would debut his new symphony.*

**Open** - to begin a series of performances

*"The Sound of Music" Opens Feb. 20*

## Premiere vs. premier

**Premier** - used primarily as an adjective to refer to something that is first in status or importance.

*BYU's premier folk dance group, the International Folk Dance Ensemble, returned from tour last Tuesday.*

**Premiere** - used primarily as a noun, but increasingly as a verb too, to refer to the initial showing or performance of a play, movie, ballet, etc.

*BYU Contemporary Dance Theatre Premieres New Student Choreography.*

## Theater vs. theatre

**Theater** - a building or area for performances.

*Every seat in the theater was packed.*

**Important Note:** All of the HFAC theaters use the *theatre* spelling in their official titles.

**Theatre** - (the writing or performance of) plays, opera, etc., written to be performed in public.

*From a young age, Simon knew his life would be devoted to theatre.*

## University Conference vs. College Meeting

**University Conference** - a meeting that happens with all of the university staff just prior to the start of fall semester. Faculty awards are presented at this meeting.

**College Meeting** - a meeting for all the staff and faculty within the College of Fine Arts and Communications. This also happens right before the start of fall semester, and college level awards are presented to faculty, as well as advancements in rank and status.

## Composition Titles

Use quotation marks for all composition titles, including books, films, plays, songs, musical pieces, etc. Do not italicize titles.

Capitalize the principal words including prepositions and conjunctions of four or more letters.

“Gone With the Wind,” “Honey, This Mirror Isn’t Big Enough for the Two of Us”

Capitalize an article, such as *the*, *a* and *an* only if they are the first or last words in a title.  
“Of Mice and Men,” “The True Lives of the Fabulous Killjoys”

Translate a foreign title into English unless it is generally known by its foreign name (*AP*). A good rule is to go off how posters and the director title it. Opera titles should use the language they are sung in

“The Magic Flute” in English or “Die Zauberflöte” in German

For classical compositions, use quotation marks around the composition’s nicknames but not compositions identified by its sequence.

Dvorak’s “New World Symphony.” or Dvorak’s Symphony No. 9.

Exemption: If an article includes smaller works from larger works (for example, an aria from an opera,) it is permissible to use italics for the larger work for clarification purposes. (College preference)

“Quando men vo” from *La boheme*

Note: Magazines are not put in quotation marks. As per AP, “Capitalize the initial letters of the name but do not place it in quotes. Lowercase magazine unless it is part of the publication’s formal title: Harper’s Magazine, Newsweek magazine, Time magazine. Check the masthead if in doubt.”

## Contractions

Contractions reflect informal speech and writing. They include words like: *aren’t* for *are not* and *you’re* for *you are*.

Avoid excessive use of contractions. Contractions listed in the dictionary are acceptable, however, only in informal contexts where they reflect the way a phrase commonly appears in speech in addition to quotes.

*Smith said, “I wasn’t sure about performing the opening number because...”*

*Smith said he was not sure about the opening number because...*

## Course Titles

Official names of courses of study are capitalized. Otherwise, classes are not capitalized.

✓ *I am signing up for Communications 101.*

✗ *I am signing up for a Communications Class.*

- ✓ *A popular course in the School of Music is Instrumental Conducting Techniques.*
- ✗ *A popular course in the School of Music is instrumental conducting techniques.*
- ✓ *His ballroom dancing classes have failed to civilize him.*

## Headlines and Subheads

Be succinct and clear as possible. It also helps if the article keyword (subject) is clearly indicated in the headline. Do not put a period at the end of a headline or subhead. Do put a period at the end of a teaser.

As a college, we use capitalized headlines where you follow general capitalization rules

See composition titles

NOTE: University Communications (BYU News, Y News, news.byu.edu) uses sentence case where only the first word and proper nouns are capitalized.

## Links

We try to include links in articles to back up our claims, or to link to sources or organizations so readers can learn more.

We follow the outlook of The Daily Universe in that we are responsible for first click, meaning we are responsible for the content on the pages that we link to. Make sure the content is appropriate and in line with BYU aims. Any clicks after that are up to the user.

Link keywords or descriptive words that indicate what the link leads to. Avoid “Click Here.”

## Lists

In AP style, lists that follow a colon are shown with a dash and a space, not with bullets. After each dash, capitalize the first word and end the sentence with a period

Runin lists are written with

## Locations

### Cities and towns

Capitalize official names, including separate political entities such as *East St. Louis, Illinois*, or *West Palm Beach, Florida* (AP).

The preferred form for the section of a city is lowercase: *the west end, northern Los Angeles*, but capitalize widely recognized names for the sections of a city: *South Side* (Chicago), *Lower East Side* (New York) (AP).

### City

Capitalize *city* if part of a proper name, an integral part of an official name, or a regularly used nickname: *Kansas City, New York City, Windy City, City of Light, Fun City* (AP)  
Lowercase elsewhere: *a Texas city; the city government; the city Board of Education*; and all other *city of* phrases: *the city of Boston* (AP).

Capitalize when part of a formal title before a name: *City Manager Francis McGrath*.  
Lowercase when not part of the formal title: *city Health Commissioner Frank Smith* (AP).

### Datelines

We do not put datelines in our stories

Provide a state or nation identification for the city if the story has no dateline. However, cities that stand alone in datelines may be used alone in those stories if no confusion would result (AP).

#### **Cities that stand alone in datelines:**

Atlanta	Houston	Philadelphia
Baltimore	Indianapolis	Phoenix
Boston	Las Vegas	Pittsburgh
Chicago	Los Angeles	St. Louis
Cincinnati	Miami	Salt Lake City
Cleveland	Milwaukee	San Antonio
Dallas	Minneapolis	San Diego
Denver	New Orleans	San Francisco
Detroit	New York	Seattle
Honolulu	Oklahoma City	

## Punctuation

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline: *He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico (AP).*

## State Names

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base (AP).

While the usage for state abbreviations is sometimes acceptable, for the purposes of the College of Fine Arts and Communications, we will not need to abbreviate states.

### **Repetition**

Based off AP text, if referencing a city within a state that has already been mentioned, you do not need to write out the state again. Always try to avoid confusion, so if it's helpful to list out the state again, do so (*CFAC External Relations Preference*).

### **Headlines**

Avoid using state abbreviations in headlines whenever possible (AP).

## United States

Use periods in the abbreviation, *U.S.* within texts. In headlines, it's *US* (no periods) (AP).

## Washington, D.C.

Use added abbreviation (D.C.) only if the city might be confused with the state. May use Washington state or state of Washington to avoid mix up of capital (AP).

## Numerals (AP)

### Figures vs Spelling Out

Spell out one through nine

- ✓ Including first, second, third, etc.
- ✗ Including 1st, 2nd, 3rd...
- ✗ During the conference, 4 faculty members won awards.
- ✓ During the conference, four faculty members won awards.

Use figures for numbers over 10. *10, 11, 12, etc.*

- ✓ The Daily Universe won 21 awards.
- ✗ The Daily Universe won twenty-one awards.

Use figures for units of measurement and ages. Spell out words like inches, feet, yard.

- ✓ The storm left 5 inches of snow.
- ✗ The storm left five inches of snow.

Spell out if it's the start of a sentence

- ✓ Three travelers climbed...
- ✗ 3 travelers climbed...

## Addresses

Use figures

Spell out numbered streets nine and under

*"5 Sixth Ave.; 3012 50<sup>th</sup> St."*

Use Ave., Blvd, and St, only with numbered address

*"1600 Pennsylvania Ave." or Pennsylvania Avenue*

## Ages

Use figures

Use hyphens for ages expressed as adjectives

*6-year-old girl, 8-year-old law; But, the boy is 5 years old; Woman is in her 30s;  
He is 30-something*

## Dates

Spell out months when used alone or just with a year

*January, November 2017*

Abbreviate when used with a specific date

*Only abbreviate Jan. Feb., Aug., Sept., Oct., Nov. and Dec.*

Decades

*1950s, '90s*

## Money

Always use numerals

Use \$ with figures instead of saying dollars



*The cost was \$5*

Spell out cents in amounts lower than a dollar

*5 cents, 12 cents (decimal system if above a dollar \$1.01)*

When writing millions or higher, spell out million, billion and trillion

*\$1 million, \$2.2 billion*

## Time

Use figures for time of day except noon and midnight

*1 p.m., 10:30 a.m., 5 o'clock, 8 hours, 30 minutes, 20 seconds*

Only use all four time spaces if referring to specific minutes

*1 p.m. vs 10:30 a.m.*

Spell out numbers less than 10 standing alone in modifiers

*I'll be there in five minutes. He scored with two seconds left.*

Don't be redundant

*NO: 5 p.m. tonight or happening tonight at 10.*

Use the phrase "more than" instead of "over" when referring to numbers.

*It sold more than one million copies.*

## Quotations

While generally quotes should be written verbatim, we reserve the right to slightly alter quotes for clarity and style. If a quote must be changed significantly, paraphrasing should be used instead.

More information on quotes can be found in the Formatting and Punctuation section of this document.

## Photos

### Captions and Photo Credits

The most important thing about captions is that they describe the who, what, when, and where of the photo. Captions must also give photo credit by saying "Photo courtesy of..." or "Photo by..." Make sure they are not lengthy, keep them concise.

*Members of the community attend an ASL performance of "The Mill on the Floss" at the Margetts Theatre on Nov. 9. Photo courtesy of Nathalie van Empel.*

## News Releases

For News Releases, use the images provided by BYU Arts Creative Services or BYU Photo. Images without text are usually uploaded to event pages. For news release posts, images with text should be used as featured images.

## Metadata

Include metadata and cutlines for photos whenever possible to credit photographers and photo subjects.

## Punctuation

### Colon

The most frequent use of a colon is at the end of a sentence to introduce lists, tabulations, texts, etc.

A colon should not separate a verb and its direct object in a sentence. Use a complete sentence or short phrase before a colon.

Colons can be used for emphasis. However, we typically lean toward using an em dash for emphasis (*AP*).

### Em dash

Used as a parenthetical and to interject information (*Chicago*). Put a space on either side of the Em dash (*AP*).

- The influence of two impressionists — Monet and Degas — is obvious in her work.
- The influence of two impressionists—Monet and Degas—is obvious in her work.

### En dash

Used to connect numerals (*Chicago*). To insert an en dash in google docs, click insert, special symbols, and search for en dash. Do not use a regular dash for numerals.

- Jan. 21–22
- Jan, 21-22

## Exclamation points

Avoid exclamation points as much as possible unless it is part of a title.

- BRAVO!
- Moulin Rouge! (College Preference)
- The college is excited to welcome its newest faculty!

Use a comma after mild interjections. End mildly exclamatory sentences with a period (*AP*).

## Hyphen

Use to compound words. Use sparingly. Use to help avoid ambiguity. Link two words that express a single concept. The use of hyphens is not standardized. Use your best judgment (*AP*).

Do not hyphenate *livestream*.

- The event will be livestreamed every Friday.
- The event will be live-streamed every Friday.

## Oxford comma

Omit the final comma before a conjunction unless a final comma can help clarify a complex series. (*AP*)

- It was purple, white, pink, orange and blue.
- It was purple, white, pink, orange, and blue.
- The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude. (*AP*)
- The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training and whether they have the proper mental attitude

## Parenthesis

Use parentheses around abbreviations or acronyms for clarification, otherwise, use sparingly. Mostly used in quotes from sources which can be replaced with em dashes.

*Brigham Young University (BYU)*

## Quotes

Periods and commas precede closing quotation marks. Colons and semicolons follow closing quotation marks. Question marks and exclamation marks follow closing quotation marks unless they apply to the quoted matter.

Use single quotation marks within double quotation marks. If a single quotation mark appears directly before a double quotation mark, use a small space between marks (*Chicago and AP*).

“

For long quotes that require two paragraphs, do not put closing quotation marks at the end of the first paragraph. Do put opening quotation marks at the beginning of the second paragraph.

*“...And so ends the first paragraph of this exceptionally long quote.*

*“But here it continues on and we will pretend this sentence is a full paragraph.”*

## Semicolon

Use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies.

Can be used in place of a conjunction.

Use sparingly. Usually better to use a conjunction or independent clauses separated with a period (*AP*).

## Spacing

One space, not two, should be used between sentences (*Chicago and AP*).

## Social Media

### Location

Add location to posts whenever possible

Do not write out the address in the caption on Instagram.

### Tagging

Do tag any and all applicable Instagram accounts, in the caption and the photo.

## Times

Do list times of events in shortened form without punctuation.

E.g. 9 am - 5 pm, NOT 9:00 a.m. - 5:00 p.m.

## Dates

Do include day of the week when listing dates.

E.g. This Friday, May 18

Do not say “today” without including the day of the week and date

Do not include suffix on Mondays

E.g. May 18th

## Photos

Crop photos to a square if possible.

## Captions

Keep caption as concise as possible.

Keep text in one block. Put most important information in the first and last sentence.

Don't use bullet points unless text cannot be broken any other way.

## Links

Always create a bit.ly link for social media.

For Instagram, place link in bio, not in the actual caption.

## Hashtags

Include 1–3 applicable hashtags following each post.

Don't separate hashtags by bullet points, periods or lines below the caption.

# Photography

## General

The general style of the photographs taken for the College of Fine Arts and Communications should be:

- Minimal
- Clean
- Light
- Young

The style should remain as consistent as possible. Check out the CFAC website and photos from 2017 on in the Shared Drive to understand what this style should be.

## MOA Headshots

Headshots taken for the MOA are environmental. The environment should reflect the job that the particular person does at the MOA. The contact for these headshots, Kylie Brooks, will help you find a location. You can find examples on their website, or in the Shared Drive.

## Convocation Headshots

The most important thing here is that they are consistent, not year from year, but with one another during that specific convocation. We want all the photos to have the same style and cropping on the website. Schedule the studio and sit the person a couple feet away from the wall. With the Paul C. Buff light, you can give them a nice soft butterfly light. It may be helpful to have them hold a white reflector on their lap. By being a few feet away from the white wall, they will have a nice light grey background. Keep them clean and professional.

While they do not have to look exactly as the photos below, these three are a good example of keeping them consistent. They have the same cropping, are shot at the same distance, and have the same background and lighting.



## Other Headshots

Again, the important thing is consistency to create a professional appearance. Try to have all headshots in the same web location in the same style. This is a great rainy day project if you notice that there are headshots that need to be updated, or have not been taken.