COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

Style Guide 2022–23

As of August 19, 2022

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Always use *Merriam-Webster's English Dictionary* for spelling issues. When two versions of a word are offered, defer to the first. In general, use *Chicago Manual of Style* for grammar and punctuation reference. You can log in to CMOS with your UNI from [Columbia University Libraries](#).

If you need further clarification, contact the School of the Arts Office of Communications at [soa-comms@columbia.edu](#).

Office of Communications

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[arts.columbia.edu/communications](#)

GRAMMAR AND PUNCTUATION

Comma	We *do* use the serial comma in lists.
	The bowl was filled with apples, oranges, and bananas.
	Note: In the following instance, an alphabetical listing of Theatre concentrations can seem unintentionally wrong, even when using the clarifying serial comma:
	Our concentrations include Acting, Directing, Dramaturgy, Playwriting, Stage Management, and Theatre Management and Producing.
	To link the two areas in the final element of the list more intimately, use the ampersand:
	Theatre Management & Producing.
M-dash	no spaces either side
	All the artists move there—some friends of mine have studios there or have worked there—and there's a very strong cultural life.
	To create an M-dash, use Shift+Opt+hyphen
Numerical ranges	Use N-dash
	1997–2003
	For series in the same century, omit first two digits of final year.
	1956–84
	For series in running copy, choose either the n-dash or to write out "from" and "to," but do not combine the two.

	The play will run February 23–March 5. The play will run from February 23 to March 5. NOT The play will run from February 23–March 5. To create an N-dash, use Opt+hyphen
Dates	In running copy Spell out the month's name and use numerals for the date and year. Include a comma after the date, as well as after the year, if the date comes in the middle of a sentence. The last day of classes will be December 12, 2010, and finals will take place the following week. Lists, Website and e-newsletters The list format is identical. Do not abbreviate the day of the week or month, unless absolutely necessary. If you must abbreviate for space, do not use periods after each abbreviation. Wednesday, August 28, 2013 Wed, Aug 28, 2013
Time	In running copy In formatting times of the day, make sure to include an am or pm designation, unless this is obvious from the context of the sentence. Do not mark am or pm with periods, and include a space between the time and the am/pm designation. The exhibition begins at 7 pm. The earliest of the program's morning classes begins at 9:30. Website and e-newsletters Do not mark am or pm with periods, and include a space between the time and the am/pm designation. Do not use a colon and 0s for on-the-hour times.

	6 pm, NOT 6:00p.m. In event listings, time should come directly after the date and a comma **and** include the timezone. Thursday, November 12, 2014, 7 pm ET Friday, May 19, 2007, 6:30–9 pm ET Monday, June 22, 2015, 10 am–6 pm ET
Numbers	One to nine are spelled out, 10 and counting are in numerical form. The exception to this is when you have a quantity of quantity-modified descriptors, both under 10. Use a numeral for one and a word for the other. 5 million 5 feet 9 inches 1990s (no apostrophe) also: the 1980s and 90s BUT She had 5 one-dollar bills. Bake 2 one-pound squashes.
Ordinals	Do not use ordinals for dates in running copy or list format. The screening will be held on Monday, December 19. The film premiered on March 2, but is not slated for wide release until May 31. Use ordinals without superscript for centuries. Note the lowercase 'c' in "century." 19th century

	Use ordinals without superscript in address listings. 38 E 23rd St 632 W 125th St Use ordinals without superscript when referring to recurring events. The 28th annual Columbia University Film Festival will take place from May 13 to May 17 in various locations around New York. Note: Keep words like "annual" lowercase unless they are part of an official event title. The Venice Biennale - 56th International Art Exhibition
Measurements	Write out in full. 25 square inches 10-foot-high building
Abbreviations	Degree abbreviations should not be punctuated with periods, even if they are in the source material. MFA MA PhD BA
Italics	Titles of long works should be italicized. Long works include books, periodicals, epic poems, films (feature and short), plays (full-length and one-act), visual arts exhibitions and individual artworks, music albums, symphonies, operas, radio series, television series.

newspapers & magazine titles
> *The New York Times*
> the *New York Post*
> *Harper's*
> *Rolling Stone*
> *The Paris Review*

books and long poems
> *Super Sad True Love Story*
> *Swamplandia!*
> *Omeros*

TV shows and film titles, including short films
> *Law and Order: SVU*
> *Six Feet Under*
> *Blue Valentine*

foreign words or phrases that do not have an English meaning
> *crie de coeur*
> *nouvelle vague*
>
> except:
> facade
> summa cum laude
> film noir

exhibition titles
> *Born into This*
> *Sisrahtac*

individual artworks, including paintings, sculptures, photographs, drawings, installations and performances
> *Reanimation* by Joan Jonas
> Picasso's *Guernica*
> *Raising the Flag on Iwo Jima* by Joe Rosenthal

	Note: Many titles begin with the word "The." When formatting a title like this, make sure to capitalize the article and include it in the title's italics and quotation marks. Check with the source to determine whether or not "The" constitutes part of the title at hand. Do not use ALL CAPS for titles of long works, such as films and plays.

Quotation Marks	Titles of short works should be placed inside quotation marks. Short works include articles published in periodicals or on the Web, short stories, short poems, encyclopedia or dictionary entries, songs.
	
	poems
	     "Am Moor"
	     "Howl"
	
	short stories
	     "A Good Man Is Hard to Find"
	     "The Killers"
	
	television episodes
	     "The Big Salad"
	     "The One Where Heckles Dies"
	
	articles, essays
	     Sontag's "Notes on Camp"
	     D'Agata's "Door No. One"
	
	Punctuate within the quotation marks, even if the punctuation not part of original quotation.
	
	     "It's OK," said Mary, "but it's not going to happen again."
	
	BUT, for question and exclamation marks, and colons and semicolons that are not part of the original quotation, typeset outside quotation marks.
	
	     What did Bofill mean when he said "Le Corbusier is the devil"?

Capitalization	SOA (not SoA) when attributing grad years to alumni
	
	Capitalize the West (as opposed to the rest of the world).
	
	Lowercase east, west, north and south as directions should be lowercase
	
	      The economic problems of the West.
	      Walk north on Broadway.
	
	Capitalize Black and/or Brown when referring to groups of people in racial, ethnic, or cultural terms.
	
	Lowercase black and/or brown when referring to the color.
	
	Capitalize Fall, Spring, and Summer in reference to the Columbia semesters.
	
	Lowercase fall, spring, winter, summer when referring to the natural seasons.
	
	Off-Broadway
	Off-Off-Broadway

Possessive	if a singular name ends in "s," add another for possessive case, including in Ancient Greek names
	
	      Lucas's film
	      Sophocles's *Antigone*

Theatre / Theater	Use the -re spelling of the word when referring to the discipline and the MFA program. Use -er when referring to a physical space. Pay attention to the spelling of specific venues, and note whether they use the -re or -er.
	
	      The Theatre MFA class will present theatre in a theater.
	      Miller Theatre
	      Walter Reade Theater

Hyperlinks and URLs	An embedded hyperlink is always preferable to a naked URL.
	If you must write out a naked URL, do not use the http:// or https:// at the front of the URL.
	Visit arts.columbia.edu for more information.
	When using "more" links on the website or in e-newsletters, format as all lowercase, no period, no arrow or other symbol. Use the same font and font size as the rest of the running copy in that presentation.
	more
	Note: Never use underlined text for emphasis on the website or in other digital presentations so as not to confuse unlinked text with hyperlinks.
Seasons vs. Semesters	http://www.chicagomanualofstyle.org/15/ch08/ch08_sec094.html?sessionId=9a4b9125-6758-4389-854d-92a263216b6e
	If referring to a semester, aka the Fall semester, capitalize.
	If referring to a season, aka, "this fall, we'll welcome…" don't capitalize.

INSTITUTIONS

University

In referring to the University at large, the title Columbia University in the City of New York should be used on first reference. Note that this locational university title is not used in references specific to the School of the Arts—it is Columbia University School of the Arts, NOT Columbia University School of the Arts in the City of New York.

Columbia University is acceptable on second reference, and Columbia on all subsequent references. CU, while sometimes used internally as an abbreviation for the university's name, is not acceptable in public communications.

School

Columbia University School of the Arts on first reference, except in news stories on the School of the Arts website. On second reference, the school can be referred to as the School of the Arts, and in all other references as the School. Make sure always to capitalize School in referring to the School of the Arts, even when using the word alone. Note that while SOA is used in identification of alumni graduation years, it is not acceptable in a stand-alone context as an abbreviation for the School of the Arts in any public communication.

Programs

The titles of the programs should always be capitalized: Film Program, Theatre Program, Visual Arts Program, Sound Arts Program, Writing Program.

The phrases Film, Theatre, Visual Arts, Sound Arts and Writing can also be used by themselves to refer to the programs, in which case they should be capitalized. The word "Program" alone should be capitalized when referring to one of the specific programs. However, when used to refer to the broader subject or discipline, rather than to a Columbia department, these phrases should not be capitalized.

EXAMPLES

The Theatre students will participate in the production.

The Writing professor lectured on Ernest Hemingway. The professor lectured on writing.

The Visual Arts Program accepted fewer students last year.

The Film Program also offers a degree in Film and Media Studies. The Program will hold an open house in October for prospective students.

Finally, in listing the titles of two or more programs, the word programs should be lowercase:

The Film and Theatre programs.

Concentrations

Concentration titles should always be capitalized. However, these words, used regarding general topics or disciplines within the arts, should be lowercase.

For example: the Fiction students, the program's director of Dramaturgy BUT the work of fiction, the student's dramaturgy research.

Wallach Art Gallery

When referring to the Wallach Art Gallery in a written paragraph, the gallery's full name should be used when it first appears in the text:

> The Miriam and Ira D. Wallach Art Gallery advances Columbia University's historical, critical, and creative engagement with the visual arts.

If the name of the gallery is not the beginning of the sentence, use lowercase "the," not "The."

> The exhibition will be held at the Miriam and Ira D. Wallach Art Gallery.

Each subsequent mention can be written as Wallach Art Gallery.

PEOPLE

ALL School of the Arts affiliates (faculty, staff, alumni, students) should be **bolded** when their name first appears in a text.

> The group show features work by recent alumna **Judy Chung '18**.
>
> The Black Theatre Coalition is a new collective co-founded by Adjunct Assistant Professor **T. Oliver Reid**.
>
> Second-year Film student **Anika Benkov** participates in New York Stage and Film Company's Filmmaker's Workshop.

Note: in all subsequent mentions of any individual (faculty, staff, alumnus or student), use last name only.

> **Patricia Riggen '03** directed *The 33*. Riggen previously directed *Girl in Progress*.

Faculty and Staff

Official titles should be capitalized when they come before a name, or appositively after a name, offsetting with commas:

> Professor Ira Deutchman
> Dean Carol Becker
> Chair Christian Parker
> Interim Director of Communications Kristina Tate
>
> Ira Deutchman, Professor, wrote a blog post.
>
> Maureen Ryan, Chair and Associate Professor, attended the event.
>
> Tiffany Davis, Communications Manager, is also a graduate of the Writing Program.

For full-time and part-time faculty, include the complete title: Professor, Assistant Professor, Associate Professor, Adjunct Assistant Professor, etc. Make sure to include named professorships or to indicate whether a professor is a program chair or concentration director.

> Lis Harris, Professor of Professional Practice and Chair of Writing
> Gregory Amenoff, Eve and Herman Gelman Professor of Visual Arts
> Orhan Pamuk, Robert Yik-Fong Tam Professor of the Humanities
> Timothy Donnelly, Professor and Concentration Head of Poetry
> Adjunct Assistant Professor Keri Bertino
> Morgan Jerkins, Adjunct Associate Professor

Alumni

In text, refer to a man as an alumnus and a woman as an alumna. Where gender is neutral or unclear from the written context, use alumnus. In the plural, refer to an all-male or mixed group as alumni and an all-female group as alumnae. In more abbreviated settings, such as headlines and display screens, it is acceptable to refer to an alumnus or alumna as an alum, and to refer to groups as alums.

On first reference to an alumnus, identify him or her by graduation year without parentheses. This identification should immediately follow the alumnus's name and should include an apostrophe and the last two numbers in the graduation year.

In cases where the School affiliation is evident or assumed, like on the School's website or in the alumni newsletter, do not include SOA after the graduation year.

> Dinaw Mengestu '05

If referencing an alumnus in web or e-newsletter presentation, where names of affiliates are always bolded, also bold the graduation year.

> Fiction graduate **Dinaw Mengestu '05** won a MacArthur grant.

In cases where the School affiliation is not evident or assumed, or in presentations where School of the Arts alumni are listed in conjunction with alumni from other Columbia schools, include SOA with the graduation year, with a space before it.

Dinaw Mengestu '05 SOA

When an alumnus was also an undergraduate of Columbia (Columbia College, School of Professional Studies, Barnard, etc.), include their undergraduate affiliation in parentheses after the SOA designation.

Andrew Brotzman '11 (CC '03)
Paulina Pinsky '19 (BC '15)

Note: Make sure the apostrophe is facing the correct direction. The 'hook' of an apostrophe, a mark which denotes an omission of characters, should face the space occupied by the omitted characters, not the ones remaining. Smartquotes or curly quotes will often face the curl of a single quote the wrong way. If you need advice on how to create an apostrophe facing a way that's different from the default way, we can provide some workarounds.

In general we do not affiliate students by program or concentration with the graduation year. Instead, this information should be included in the copy.

Theatre graduate Darko Tresnjak '98 recently directed *A Gentleman's Guide to Love and Murder*.

Directing alumna Kathryn Bigelow '89 is the first woman to with an Academy Award for Best Director.

Exceptions:

If preparing a presentation where all alumni are clearly associated with the School, and there is a need to differentiate among programs, or where all alumni are clearly associated with one particular program, use the program or concentration name after the graduation year with no comma.

Theatre Alumni Working on Broadway
- Kate Denton '14 Stage Management
- Lola Hollingsworth '79 Acting

School of the Arts Alumni Attending Alumni Weekend 2015
- James Yeh '09 Writing
- Diane Paulus '98 Theatre

- Rona Yefman '09 Visual Arts
- Johnny Ma '14 Film

Students

A current student should generally not be identified by his or her expected graduation year, as this can change. Instead, the student's year in the program should be identified or they should be referred to as "student" (note that we do not use the word "current"). Hyphenate terms like a second-year student (adj.) and the first-years (n.). Always spell out the words first, second, third, etc. in this context.

> **Mike Smith**, who is beginning his second-year in the Film Program, recently won a prize for his short film.

> Second-year Film student **Mike Smith** recently won a prize for his short film.

In identifying students in abbreviated form, as in a poster, postcard, or list, use the following format: Paul Smith (student). However, parenthetical identification is not necessary when the context makes it clear that a person is a current student, such as in a list of students presenting work in a thesis exhibition, or in running copy.

Pronouns and their usage

Many students, alumni, faculty and staff, including transgender individuals, use gendered pronouns (she/her, he/him). Others, including many gender nonbinary individuals, use gender-neutral pronouns (they/them/theirs/).

In general, a person's stated preference for a specific pronoun should be respected.

In the case of an individual who uses both gendered and gender-neutral pronouns (he/they), keep pronouns consistent in running copy. In general, defaulting to gender-neutral pronouns (they/them/theirs) is preferred in these cases.

CREATIVE WORKS

In a long-form context, such as a professor's bio, certain details should be included parenthetically after titles.

Books: (publisher, year of publication)
Films: (year)
Visual artwork: (dimensions, medium, year) – If the image shown is a detail from a larger work, this should be noted within the parentheses as well.
Podcasts: (publisher, year of publication)

Super Sad True Love Story (Random House, 2010)
South Mountain (2019)
"red, bedroom" (55" x 69", oil on linen, 2020)
All Things Considered (NPR, WNYC, 2020)

These parenthetical details should be omitted in cases where the information they contain is clear from the broader text.

Columbia University School of the Arts Writing Program Professor Gary Shteyngart's new novel *Super Sad True Love Story* was published in July 2010 by Random House to rave and starred reviews.

Parenthetical details can also be omitted in list formats. However, when listing films for film festival news stories, associate any and all affiliates who worked on the film.

Note: Whereas most film presentations elsewhere credit only the director, our Film Program also recognizes producers as an important creative force behind a film. To support this, the Program has asked that we credit the producer(s) of a film, in cases where the producer is an affiliate.

Above the Sea, produced by Film Program alumna Lily Niu '13, and written and directed by student Keola Racela, is the 2014 Gold Medal winner in the Narrative category at this year's Student Academy Awards. The film was co-produced by John Wakayama Carey '14, who was also the Director of Photography.

Note: When referring to plays, it is always necessary to credit the playwright, as well as the translator, if any.

> Professor Gregory Mosher will direct the Broadway revival of Jason Miller's drama *That Championship Season*.

When captioning and/or crediting images on the website, or in other digital presentations, write out the parenthetical information as well as the credit. Where possible, add image captions and credits directly under images or overlaid on images; when doing this, do not write "Image:" before the credit and caption.

If the image is disconnected from its caption, add all image credits/captions along the bottom of the page, or at the end of the document.

> Image: *Guernica*, 1937, Pablo Picasso.

> Images: (top) Trey Ellis and Franklin Leonard, photo by Joel Jares; (bottom) The Blue List creator Tesia Walker, photo by Barbara Alper.

> Images: (left) Lynn Nottage, photo by Michael DiVito; (right) Alexander Chee, photo by M. Sharkey.

EVENT LISTINGS

Note: Do not italicize event titles, even if the title of the event is an exhibition, film or lecture. Do set off titles of exhibitions, films, publications within an event title by using single quotation marks, as below.

<u>EXAMPLES</u>

Modern Miracles: 'The 33' and Other Films

Making a Murderer

Complex Issues: 'The Assistant'

'Boys Don't Cry': A 20th Anniversary Celebration

Writing Out Addresses

- if on-campus: room number, then building name, street address
- if off-campus: name of venue, street address

Note: "Street address" should be formatted with abbreviations, no periods, ordinals for street numbers only

<u>EXAMPLES</u>

Miller Theatre, 2960 Broadway

501 Dodge Hall, 2960 Broadway

The Italian Academy, 1161 Amsterdam Ave

KGB Bar, 85 E 4th St

Affiliates

School of the Arts students, Faculty, and Staff should be **bolded**, along with key speakers/participants.

Additionally: Students and Alumni should follow the same formatting as listed above.

EXAMPLES

Columbia University School of the Arts Theatre Program is proud to present *New World Radio* directed and co-written by alum **Kelly O'Donnell** '21.

A panel on translation, race and gender with poet and alumna **Tracy K Smith** '97, fiction writer **Paige Morris**, and hosted by poetry student **Stephanie Dinsae**.

All Columbia University Faculty and Staff (not just School of the Arts affiliates) should have their School or Program affiliation listed after their name, as below.

EXAMPLES

Screening followed by a conversation between Executive Producer **Trey Ellis**, Film Program, and **Jelani Cobb**, Columbia Journalism School.

Organized by LTAC Director and Associate Professor **Susan Bernofsky**, Writing Program.

Formatting Event Listings Online (SOA Website)

Event Title

[IMAGE]
[Image Caption]

Subtitle (description of event--screening, conversation, lecture, etc.--with participating **speakers names** and affiliations)

Description of topic.

Co-presenter or Co-sponsor names

[Registration/ticketing BUTTON]

[Co-Presenter or Co-Sponsor logos Logos - IMAGE(s)]

<u>EXAMPLE</u>

Complex Issues: 'King in the Wilderness'

[IMAGE]
[image caption]

Screening followed by a conversation between Executive Producer **Trey Ellis**, Film Program, and **Jelani Cobb**, Columbia Journalism School.

King in the Wilderness chronicles the final chapters of Dr. Martin Luther King Jr.'s life, revealing a conflicted leader who faced an onslaught of criticism from both sides of the political spectrum. While the Black Power movement saw his nonviolence as weakness, and President Lyndon B. Johnson saw his anti-Vietnam War speeches as irresponsible, Dr. King's unyielding belief in peaceful protest became a testing point for a nation on the brink of chaos.

Co-presented by the Institute for Research in African-American Studies and Columbia Journalism School.

[Registration/ticketing BUTTON]
[IRAAS and J-School Logos]

Formatting Event Listings Mailchimp

DATE, TIME [Weekday, Month Day, Start Time] (all caps)
Event Title
Location, Address

[IMAGE]
[Image Caption]

Subtitle (description of event--screening, conversation, lecture, etc.--with participating **speakers names** and affiliations)

Description of topic.

Co-presenter or Co-sponsor names

[Registration/ticketing BUTTON]

EXAMPLE

THURSDAY, SEPTEMBER 13, 6:30 PM
Complex Issues: 'King in the Wilderness'
Katharina Otto-Bernstein Screening Room, Lenfest Center for the Arts

[IMAGE]
[image caption]

Screening followed by a conversation between Executive Producer **Trey Ellis**, Film Program, and **Jelani Cobb**, Columbia Journalism School.

King in the Wilderness chronicles the final chapters of Dr. Martin Luther King Jr.'s life, revealing a conflicted leader who faced an onslaught of criticism from both sides of the political spectrum. While the Black Power movement saw his nonviolence as weakness, and President Lyndon B. Johnson saw his anti-Vietnam War speeches as irresponsible, Dr. King's unyielding belief in peaceful protest became a testing point for a nation on the brink of chaos.

Co-presented by the Institute for Research in African-American Studies and Columbia Journalism School.

[Registration/ticketing BUTTON]

Formatting Lionmail Emails or Announcements

The SOA logo can go at the top or bottom of emails. Typically, the safest size for emails is 600–750 px wide, jpg format. To request a specifically sized logo, email Tiffany Davis at tmd2141@columbia.edu.

[LOGO HERE]

[KEY IMAGE]

Event Name [use "Large" size font]

Subtitle (description of event--screening, conversation, lecture, etc.--with participating **speakers names** and affiliations)

Description (with key image caption at the end)

Date, Time (Weekday, Month Day, Time)
Location
[Registration Links if available]

[OR LOGO HERE]

EXAMPLE

[LOGO HERE]

[KEY IMAGE]

Screening followed by a conversation between Executive Producer **Trey Ellis**, Film Program, and **Jelani Cobb**, Columbia Journalism School.

King in the Wilderness chronicles the final chapters of Dr. Martin Luther King Jr.'s life, revealing a conflicted leader who faced an onslaught of criticism from both sides of the political spectrum. While the Black Power movement saw his nonviolence as weakness, and President Lyndon B. Johnson saw his anti-Vietnam War speeches as irresponsible, Dr. King's unyielding belief in peaceful protest became a testing point for a nation on the brink of chaos. (Key Image Caption)

Co-presented by the Institute for Research in African-American Studies and Columbia Journalism School.

Thursday, September 13, 6:30 pm
Katharina Otto-Bernstein Screening Room, Lenfest Center for the Arts
[Registration Links if available]

[OR LOGO HERE]