



Ringling College Editorial Guidelines

WHO WE ARE

Ringling College is preeminent—and we are also creative, fun, avant-garde, quirky, forward-thinking, smart, nimble, and original. We don't talk down to our audiences; we deliver information in a way that awes and inspires.

The way we talk about ourselves is important, and it shapes the way our community, our supporters, and our soon-to-be friends understand who we are and what we do.

So take a look.

STYLE

When in doubt, refer to AP style. We stick to it pretty closely, with a few exceptions:

- Lowercase the seasons (spring, fall, winter, summer)
- am/pm: lower case, no periods, one space. For example: 1 pm, 1 am
- use of the oxford comma (*this is the serial comma that comes before "and."* For example, "Ringling College is known for its extraordinary students, alumni, and faculty.")
- titles of longer works (books, movies, paintings, exhibitions, video game titles, etc.) should be italicized

IDENTIFYING THE COLLEGE NAME

The first reference to Ringling College should always use the entire name, "Ringling College of Art and Design." (*Except for legal documents for which the legal name is Ringling College of Art and Design, Inc.*)

Any subsequent references to the College can be "Ringling College" and "the College."

When followed by a descriptor, such as "students" or "faculty," the College can be referred to as just "Ringling." For example, "Ringling students" or "Ringling faculty."

In graphics and design elements, "Ringling College of Art + Design" is acceptable.

Never use:

- RCAD
- "Ringling" (without being followed by "students," "faculty," "graduates," "alumni," or some other word that indicates it is the College)
- Ringling College of Art & Design (no ampersand)

IDENTIFYING THE PRESIDENT’S NAME

The first reference to Dr. Thompson should always be: “Dr. Larry R. Thompson, President of Ringling College” (or Ringling College of Art and Design if it has not been named previously).

Credits at end of articles or columns written by Dr. Thompson:

Dr. Larry R. Thompson is President of Ringling College of Art and Design.

IDENTIFYING FACILITIES & BUILDINGS ON CAMPUS

The following are the official titles/spellings of campus facilities. Underneath each facility are the official names of the spaces that are housed in that facility:

Alfred R. Goldstein Library (don’t capitalize “the” before it)

Shorthand: Goldstein Library

- *(The word “the” should be lower case if added prior to any below.)*

- Roberta’s Café
- Brizdle-Schoenberg Special Collections Center
- Charles & Margery Barancik Foundation Academic Resource Center (shorthand: Barancik Academic Resource Center)
- Ringling College Library Association Research Collection
- Jan Schmidt Terrace
- Cheryl Loeffler Service Point
- Dolores Steinecke and Thomas J. Savage Learning Commons
- Annamae Houston Sandegren Lobby
- Barbara & Sanford Orkin Lecture Hall (shorthand: Orkin Lecture Hall)
- Robert and Emilie Kimbrough Terrace
- The Harry Sudakoff Foundation Project Work Room
- Herman & Sharon Frankel Quiet Seating
- The Frank E. Duckwall Foundation, Inc. Terrace
- Bob & Beverly Bartner Director of Library Services Office
- Gulf Coast Community Foundation Plaza

The Ringling College Studio Labs

Shorthand: Ringling College Soundstage Complex

- Related: “post-production” is hyphenated (just like pre-production)

Richard and Barbara Basch Visual Arts Center

Shorthand: Basch Visual Arts Center

- Lois and David Stulberg Gallery

Shorthand: the Stulberg Gallery

Morganroth Auditorium

Ringling College Museum Campus

Shorthand: the Museum Campus

- Sarasota Museum of Art
Shorthand: the Museum

Larry R. Thompson Academic Center

Shorthand: Thompson Academic Center

Ringling College School of Continuing Studies

Shorthand: School of Continuing Studies OR SCS

- Osher Lifelong Learning Institute
Shorthand: OLLI at Ringling College
- Continuing Studies (formerly CSSP)
- Englewood Art Center
Shorthand: EAC

IDENTIFYING ACADEMIC DEPARTMENTS

- Office of Academic Affairs
- Office for Advancement
- Office of Admissions
- Office of Business Affairs
- Office of Human Resources
- Office of the President
- Office of Student Life
- Sarasota Museum of Art

NECESSARY CREDITS

The Ringling College Studio Labs: In first references to visiting artists of The Ringling College Studio Labs, always include the language: “Ringling College Studio Lab, a division of Ringling College of Art and Design in association with Semkhor Productions.”

Collaboratory: In references to the Collaboratory, always include the language: “The Collaboratory is an initiative developed by Ringling College in partnership with The Patterson Foundation that provides creative, experiential learning opportunities to all its students.”

IDENTIFYING ALUMNI NAMES

In the first reference to an alumni/graduate we indicate the major and year of graduation in this format: (major, 'yr). For example, “Patrick Osborne (Computer Animation, '03)”.

BOILERPLATE

Since 1931, Ringling College of Art and Design has cultivated the creative spirit in students from around the globe. The private, not-for-profit fully accredited college offers the Bachelor of Fine Arts degree in eleven disciplines and the Bachelor of Arts in two. The College’s rigorous curriculum employs the studio model of teaching and immediately engages students through a comprehensive, first-year program that is both specific to the major of study and focused on the liberal arts. The Ringling College teaching

model ultimately shapes students into highly employable and globally aware artists and designers.
<http://www.ringling.edu>

QUESTIONS?

This is a living, breathing document, and things change. And, as living, breathing human beings, we may miss things.

So, if you have a question that isn't answered here, feel free to contact the Editorial Manager. Bonus points for pointing out an error. It just makes us that much better.