



Ringling College Editorial Guidelines

WHO WE ARE

Ringling College is pre-eminent—and we are also creative, fun, avant-garde, forward-thinking, smart, flexible, adaptable, 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 the College 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.

OFFICIAL BOILERPLATE

About Ringling College of Art and Design

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 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. For more information, please visit www.ringling.edu.

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) - UNLESS referring to a specific semester, such as Fall 2019 or Spring 2020.
- 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 acronym
- “Ringling” (without being followed by “students,” “faculty,” “graduates,” “alumni,” or some other word that indicates it is the College and not another Ringling entity such as The Ringling Museum)
- Ringling College of Art & Design (**no ampersand**)
- This applies to majors as well: Business of Art and Design / Photography and Imaging

+ vs. & vs. and

- The + sign should only be used in the logo
- The preference whenever possible and always in body copy, is to write out ‘and’ i.e. Business of Art and Design
- Exceptions have been made for design/space purposes, i.e. Photography & Imaging

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).

Or “President of Ringling College of Art and Design Dr. Larry R. Thompson”

Subsequent references can then be “Dr. Thompson.”

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

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

WRITING PROFESSIONAL TITLES

When written in sentence form, professional titles should be upper case BEFORE someone’s name and lower case AFTER someone’s name.

“Please welcome the President of Ringling College Dr. Larry R. Thompson.”

“Please welcome Dr. Larry R. Thompson, president of Ringling College.”

Exception: when used in listed form, titles CAN be capitalized AFTER the name: Dr. Larry R. Thompson, President of Ringling College

DEPARTMENTS

We generally capitalize departments on campus and the ‘Heads’ of each department, when used as their title before their name:

“Computer Animation Department Head Jim McCampbell...”

But if this comes AFTER their name: “Kathleen Sobr is the department head of the Business of Art and Design major at Ringling College.”

Majors should always be capitalized.

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 (do not capitalize “the” before it)

Shorthand: Goldstein Library

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

Ringling College Studio Labs

Shorthand: Ringling College Studio Labs

- Related: “post-production” is hyphenated (just like pre-production)
- Soundstage A / Soundstage B (soundstage is written as one word and capitalized if referring to a particular soundstage)

Richard and Barbara Basch Visual Arts Center

Shorthand: Basch Visual Arts Center

- Lois and David Stulberg Gallery
Shorthand: the Stulberg Gallery

Ringling College Museum Campus

Shorthand: the Museum Campus

Sarasota Art Museum

Shorthand: the Museum

Larry R. Thompson Academic Center

Shorthand: Thompson Academic Center

Morganroth Auditorium

Ringling College Continuing Studies (umbrella title for OLLI/S+DA/EAC)

Shorthand: Continuing Studies

- Osher Lifelong Learning Institute at the Ringling College Museum Campus
Shorthand: OLLI
- Studio + Digital Arts at Ringling College of Art and Design
Shorthand: S+DA
- 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
- PreCollege
- Sarasota Art Museum
- Ringling College Continuing Studies

NECESSARY CREDITS

INDEX (Industry Experience at Ringling College)

In references to the INDEX program/projects, always include the language: “Ringling College and The Patterson Foundation partnered in 2012 with the shared goal to

strengthen the creative workforce of tomorrow. INDEX continues the legacy of this partnership by aggregating the myriad experiential learning opportunities the College has long offered.

Sarasota Art Museum images and artists' works: always check credits are written properly for all SAM images of galleries/exhibitions, and/or of artists' works.

IDENTIFYING ALUMNI NAMES

In the first reference to an alumni/graduate we indicate the major and year of graduation in this format: name 'XX, major. For example, "Patrick Osborne '03, Computer Animation"

THE WORD: RESUME

The word "resume" should be written **without any accents**.

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.