

V&A online Journal: Style guidelines

Spelling

Use -ise rather than -ize endings.

Titles and subheadings

Follow the normal rules of capitalisation for the main title but for subheadings give a capital letter only to the first word.

Indentations

The first line and subsequent beginnings of sections should not be indented. All other paragraphs, however, should be indented using the tab bar. They should not be separated by a blank line.

Punctuation

- At the end of sentences full points should be followed by only one space, not two.
- Please note the lack of a space in the following examples: p.21, no.2, vol.2.
- Do not use full points with contractions and acronyms (for example, MoMA, St, Dr, UK).
Contractions take no full point but abbreviations do (e.g. ed., vol., vols., trans.)

Quotations and quotation marks

Use single inverted commas around quoted passages, and then double within the single ones.

- The closing inverted comma goes *before* all punctuation, except:
 - (i) a question mark: *E.g. He said, 'Can I see you?'*; exclamation mark; dash or parenthesis belonging to the quotation
 - (ii) a full point when the quotation is a complete sentence
E.g. Single quotes, quotation not forming whole sentence: He said, 'I can see you'.
Single and double quotes, quotation forming whole sentence: 'He said, "I can see you."'
- Quotes should be preceded by a comma, unless they are a cry, slogan or strong statement, e.g. 'He cried: "God for England! Harry and St George!"'
- Passages of 50 or more words become an extract. They need no inverted commas and will be indented by the designer. Key as normal, and label: [extract].....[extract]. Text full out, not indented, after quoted passage.
- The original spelling and punctuation should be followed exactly, using [*sic*] where appropriate.
- Omitted passages should be indicated by three full points. Inserted passages should be enclosed in square brackets; include 'my italics' where appropriate.
- Don't use ellipses at the beginning or end of quotations. Don't follow ellipses with a full point. The three points are sufficient to mark the end of the sentence.

Dates and numbers

- Please use: in the nineteenth century (not 19th C).
- Avoid superscript in captions (19th not 19th).
- Please note the use of the hyphen in such adjectival phrases as in the mid-nineteenth century; a mid-nineteenth-century carpet.
- All numbers up to 100 should be written in words, not figures, unless they are measurements.
- Decades: 1990s, *not* 1990's. In the 1980s and '90s.
- Dates should be written as day, month, year; without punctuation or suffixes
- *E.g.*: Monday 29 December 1996; 31 March 1874
- Periods: from 1994 to 1995, or 1994-5 *never* from 1994-1995
- Use capital letters for Renaissance, Gothic, Cubist etc., but lower case for 'medieval' and 'classical'.

References

Please use endnotes only (not footnotes, bibliographies or lists of works cited).

- Note numbers are best placed at the end of a sentence, where they should appear *after* the full point. Otherwise insert at a natural break, after any punctuation except a dash.

Please give references in the following style:

- James Harris, *Vivaldi: His Life and Work* (London, 1955), pp.304–6

i.e.: first name *followed by* surname, title, (place of publication and date; don't give publisher), followed by page numbers (if relevant)

- Eliding numbers as follows:
E.g.: 15–16 but 25–6; 1801–5; 1982–3; 1990–96
- Do use *ibid.* (not italicised, not capitalised unless at the start of a note)
- Please avoid using *op.cit.*, *loc.cit.* etc. as these are confusing, misused, and increasingly misunderstood by readers.
- Web addresses: provide full website address and date the site was consulted. *E.g.*:
<http://www.vam.ac.uk/exhibitions/index.html> (site accessed 16 May 2008)

Italics

Used for:

- titles of published works, except for the Bible and the Koran
- titles of paintings, sculptures, plays, films etc.
- names of ships: HMS *Discovery*
- words and terms in foreign languages

NB: Titles of chapters, articles, short stories and unpublished works do not appear in italics, but in single quotes. Italicization of exhibition titles and titles of fashion collections is not essential but may be useful in some books, for clarity.

Illustrations

Please note that it is the author's responsibility to secure copyright. Please see *Contributor's notes* for further guidance. Only the most essential copyrighted images should be requested. The Editor may need to reduce the number of requested images if the images either too costly or too difficult to obtain, but of course will do so in discussion with the author.

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In the text illustrations should be referred to thus: (fig.1)

Captions

Captions should include the following components, ideally styled as shown in the following examples (note V&A prefix to the museum number for V&A objects):

- Edward Burne-Jones, *The Garden of the Hesperides*. Coloured and gilded gesso, 1880–1. V&A: Circ.525-1953
- Paul Poiret, day dress. Silk tartan. 1926. V&A: T.342–1974
- Mantua gown, England, 1750. Silk brocade. V&A: T.3-1924
- Edgar Brandt, *Oasis*, screen, about 1924. Iron and brass. Private collection, Paris. © ADAGP, Paris and DACS, London 2002
- Rembrandt, *Self-portrait*, 1657, detail. National Gallery, London

Dimensions

Please order Height x Width x Depth. Use metric only (10 cm, 5.2 m), 10 x 4 cm, except in the case of objects that were made in standard imperial sizes (e.g. mass-produced ceramics). Then use imperial followed by metric.