

# A General Guide to ASBA's Preferred Styles for Article Submission

ASBA *The Botanical Artist* (TBA) style sheet notes, 1/2017

These notes are intended to aid our writers and develop a consistent writing style for our journal. Graphic styles are a separate thing and are assigned at the design stage. Thank you. MS, Ed.

## General Notes

A single space at the end of sentences, please.

American spelling: Because TBA journal is an American publication, we use standard American spelling. When citing a publication, we use the spelling in its published title: *Botanical Painting with Coloured Pencils* by Ann Swan

Numerals: Spell out numbers ten and below. Use Arabic numerals for 11 and above. Insert a comma for numbers 1,000 and higher.

Use the word exhibition, not exhibit. Show is an acceptable synonym.

Spell out the word "and" in narratives; use an ampersand (&) only when it is part of a title or trademark.

ASBA, not *the* ASBA (except when referring to the ASBA website, etc.)

## Peoples' Names, Academic and Social Titles

- Do not write Mr, Mrs, Ms, or Miss before names
- Write PhD, MD, JD (without periods)
- Write Shirley Sherwood, PhD, OBE (not Dr Shirley Sherwood) although we refer to her as Dr Sherwood following the first reference.
- Ecclesiastical titles: Rev (without period)

## Peoples' Names, after initial references

For ASBA members, use first names after initial full-name reference.

For outside dignitaries, use surnames after first reference.

## Corporate positions/Job titles

Lower case, no article: Mary Smith is president of Epiphytes, Inc. (not the President of Epiphytes, Inc.).

Lower case the name of a job. (Cecily Nazario is the art librarian at Xyz University.)

Or use this construction: "Cecily Nazario, Executive Director, Xyz Library, did thus and so" because it states her name with her official title. Correct: Jim Folsom is curator of the botanic gardens. Or recast the sentence to read: "Jim Folsom, Curator of Xyz Botanic Gardens, did thus and so..."

Academic degrees are lower case when spelled out: bachelor's degree, master's degree. They take an apostrophe. No periods when abbreviated: BA, MFA, PhD

## More

Do not use a possessive pronoun: He earned a (not his) bachelor's degree in American history.

Academic subjects take lower case except when they include proper nouns. A master's degree in engineering; a bachelor's degree in American history.

## Other important things to consider (designer will make these style adjustments)

- Book titles are in italics

- Exhibition titles are in bold italics
- Websites and email addresses are in italics.

### Botanical Names

- Common names of plants take lower case except for proper names included (false Solomon's seal; Jack-in-the-pulpit)
- Latin names: italics, capitalize genus, lower case species, even when it includes a proper name: *Osmanthus americanus*
- Cultivar names appear as designated by their inventors, and are surrounded by single quotes, with punctuation placed outside: *Hydrangea macrophylla* 'Nikko Blue'

### Dates

- Calendar dates in sentences take commas before and after the year: "The gallery opened on July 5, 2016, to wide acclaim."
- For month/year only, no comma between month and year: "The gallery has been open since July 2016, but only on weekends."
- NEVER write st, nd, or th on dates. (Correct: July 5, 2017. Incorrect: July 5th, 2017)

### Punctuation

Please DO NOT type two spaces after a period. One space will do.

Quotation marks at end of a sentence: All punctuation falls inside the quotation marks. (Jody said, "Don't feel sad—Robin will be still be around.")

Exception: cultivar names are enclosed in single quotes, with punctuation outside. (Her favorite piece in the show was *Malus x astrosanguinea* 'Gorgeous'.)

Descriptive/restrictive phrases take commas both before AND AFTER the phrase: "The course on pollinators, designed for students from Portland, Oregon, was in constant demand."

### Abbreviations

Caption format: Botanical name, common name, media, substrate, dimensions H x W, (c) year, artist

Use cm, in, etc. but not symbols of measure (10 x 8 in) not (10" x 8")

Example: *Quercus palustris*, Pin Oak, 10 x 8 in, watercolor on vellum, (c)2009, Rose Pellicano

For materials, use generic names, omit brand names. Write film not Mylar; lower-case b on bristol board, a type of paper not a city. (Spellcheck is incorrect.)

Don't use ampersands: spell out pen and ink (not pen & ink)

When two media are used, separate them with and: watercolor and graphite on vellum.

In a series of three or more, each medium is separated by a comma: watercolor, graphite, and colored pencil on film.

PLEASE NOTE: Captions for illustrations are handled somewhat differently from the way works of art are cited or discussed in narrative.