A NEW WORLD OF BRANDING.
Editorial style guide
UPDATE - FEBRUARY 2013
EDITORIAL FORMATTING

The Deakin University Editorial Style Guide aims to achieve consistency of editorial style across Deakin University’s written publications and communications such as brochures, newsletters, memos, reports and course materials. This guide will help you with Deakin’s house style on matters such as consistency, punctuation, capitalisation, formatting and spelling. Using a consistent ‘house style’ will enhance Deakin’s communications, as consistency aids clarity. This guide will also direct you to other sources of guidance.

The primary reference for this guide is the *Style Manual for Authors, Editors and Printers* (2002, 6th edn, John Wiley & Sons, Australia). This guide cites the relevant section of the *Style Manual* where appropriate, and mostly follows the *Macquarie Dictionary* for preferred spelling. Deakin has a subscription to the *Macquarie Dictionary* online [www.macquariedictionary.com.au](http://www.macquariedictionary.com.au).

This guide should be used in conjunction with the Deakin University Visual Style Guide ([https://staff.deakin.edu.au/services/marketing/national-recruitment/visidentity.php](https://staff.deakin.edu.au/services/marketing/national-recruitment/visidentity.php)) and other course material style guides specific to your faculty or division. No style guide can cover every point or issue that may arise. If you encounter a difficult stylistic issue that is not covered in this guide, consult the *Style Manual*, make a decision and aim for consistency. Please email examples to us for inclusion in later versions of this guide. For more information about editorial style, or if you have any suggestions, send an email marked ‘Editorial style issues’ to publications@deakin.edu.au.

WRITING STYLE

Recently there have been some key changes in the way we talk about Deakin University. These changes have been brought about by two major developments for the University: the launch of Deakin’s new strategic plan – *LIVE the future*; and the Deakin Worldly rebrand.

*LIVE the future* represents a fundamental change in the way the University conducts its business. As part of this change, some key terms that we have previously used to define what we do need to be shifted and redefined. For example, the term ‘located learning’ will be introduced as a synonym for ‘campus-based learning’ and ‘fieldwork’.

The Worldly rebrand represents a change in the way the University portrays itself: visually, in the persona and tone of voice used in marketing communications, and in the aspects that the University chooses to highlight (see ‘Brand language’ in Deakin’s *Visual Style Guide*).

One of the key elements of ‘Worldly Language’ is that it is descriptive, personalised and friendly. ‘Worldly language’ paints a picture that places the reader in the situation and helps them imagine themselves there. For example, rather than telling the reader that we have cafes and open space at a campus, depict a scenario where the reader can benefit from this feature: ‘Take time in between lectures to catch up with your classmates in one of our lively cafes, or enjoy a quiet moment in the shade to read over your notes.’

To do this, it helps to have a reader in mind – give them an age, a gender, a personality. This is particularly useful when writing for a specific audience.

This type of writing is effective, but it can take extra space that you might not have – so use the technique judiciously. ‘Worldly language’ is atmospheric, rather than factual, and as such it will work for some purposes better than others.

Write with your reader in mind. Try to identify what your readers want most from your communication. Where practical, test your writing with representatives of your target audience. Remember that readers may not be entirely familiar with the university system, and that English may not be their first language.

To create a reader-friendly tone and sentence structure, use *you* when addressing the reader, use active instead of passive voice where possible, and try to make statements positive instead of negative wherever you can. Use inclusive language, write with clarity and brevity, and avoid jargon.

‘Plain English’ is language that the intended audience can understand and act upon from a single reading. Plain English Campaign is a British independent pressure group fighting for public information to be written in plain English. The Plain English Campaign publishes a series of free guides that are available on the web at [www.plainenglish.co.uk/free-guides.html](http://www.plainenglish.co.uk/free-guides.html). See also the *Style Manual* for some simple plain English guidelines.

Approved by Executive Director Marketing, Andrea Turley, February 2012
A abbreviations, acronyms
Abbreviations, contractions and acronyms are shortened forms of words or phrases. Shortened forms can be efficient and save space, but always consider whether the reader will be familiar with the shortened form.

If you are planning to use a shortened form, always introduce the full term for the first reference followed by the shortened form in brackets, e.g. 'The Department of Education, Employment and Workplace Relations (DEEWR) was created in December 2007'. For any reference thereafter, use just the shortened form, e.g. 'DEEWR'.

Some acronyms can be used alone when their meaning is clear and likely to be understood by the audience, e.g. 'HECS' and 'VCE'.

Use commas before but not after abbreviations such as 'e.g.' and 'i.e.' For example, 'Student assessment may take different forms each trimester, e.g. exams, individual assignments or group assessment tasks.'

Add apostrophes to acronyms to indicate possessive case, but not to indicate plural, e.g. 'The PC's printer driver crashed (possessive) but 'The PCs crashed' (plural).'

Full stops are used to indicate missing letters in abbreviations, but are not used in contractions or acronyms, e.g. 'para' (abbreviation, in which full stop indicates missing letters), 'dept' (contraction, ending with last letter of word), 'TAFE' (acronym).

Full stops are used in 'etc.' e.g. 'and i.e.' In formal documents, use 'and so on, for example or that is rather than the shortened forms of these terms, unless space is limited.

For more information on shortened forms, see the 'Style Manual', pp. 150–61.

For acronyms and abbreviations commonly used at Deakin, see also 'deakin.edu.au/glossary'.

See also 'shortened forms'.

Aboriginal, Aborigine
The preference is to use 'Aboriginal and Torres Strait Islander' rather than 'Indigenous'.

See also 'inclusive language' and 'Koorie/Koori'.

academic and administrative titles
For official titles and positions, refer to the 'Deakin University Organisational Chart' at 'deakin.edu.au/vice-chancellor/organisational-chart' or the 'Deakin University Glossary' at 'deakin.edu.au/glossary'.

academic awards
Academic awards can be cited in full or shortened, but don’t use a mixture of the two, e.g. 'Master of Arts (Professional Communication)' or 'MA (ProfCom), Bachelor of Applied Science (Disability Studies)' or 'BAppSc (DisStuds), not Master of Arts (ProfCom) or MA (Professional Communication).'

Use lower case when referring to academic awards in a sentence, e.g. 'At Deakin you can study nursing at bachelor’s, honours and/or master’s degree level.'

For a list of approved award titles and abbreviations, see 'The Guide' at 'http://theguide.deakin.edu.au'.

Additional guidance can be found in the 'Commonwealth Universities Yearbook'.


See also, 'bachelor’s degree, capitalisation, master’s degree'.

Academic Board
Refer to the 'Academic Board' rather than 'Academic Board' and note that 'Academic Board' is capitalised.

If using an acronym of a board or committee, the is not required i.e. 'Papers are due for PRC by November.'
acknowledgement, acknowledgment
Both spellings are correct, but Deakin’s preferred style is acknowledgement.

active voice
Where possible, use the active rather than the passive voice, e.g. The School of Psychology offered the unit rather than The unit was offered by the School of Psychology. Submit your forms by 20 February rather than Forms should be submitted by 20 February.

dates

addresses
The official address of the University (despite specific campuses) is:
Deakin University
Geelong Waurn Ponds Campus
Locked Bag 20000
Geelong Victoria 3220 Australia
See also contact details, campus names, URL.

advanced standing
See credit transfer and recognition.

adviser, advisor
Use adviser (er), not advisor (or).

affect, effect
Affect can be a verb (to act on, e.g. it affected me), or a relatively uncommon noun (a mood or emotion). Effect can be a verb (to make something happen, e.g. to effect a change), or a very common noun (e.g. the effect it had was ...).

agendas
Although agenda is strictly the plural of agendum, it is common practice to use agenda as singular (an agenda) and agendas as plural (they had different agendas).

Agenda is only capitalised when referring to the full title of an agenda, e.g. Web Steering Committee Meeting Agenda, but staff received a copy of the agenda.

alumni
Graduates of a university are alumni (plural), but a graduate is an alumnus (singular). These terms are not italicised and not capitalised, even when referring to Deakin’s alumni. Please note: alumnist is not a word.
The word Alumni is only capitalised when it forms the name of something, such as the Deakin University Alumni Community.
See also Deakin University Alumni Community.

among, between
Use between for two items, and among for more than two items.

ampersand (&)
Use the word and rather than an ampersand (&) in general text, including in advertising and other promotional materials. Do not use ampersands as part of faculty, school, division or unit titles and academic awards, e.g. Business and Law not Business & Law, Master of Arts (Writing and Literature) not Master of Arts (Writing & Literature).

An ampersand may be used where it forms part of a company’s official name, or in reference lists, tables and presentations where space is a consideration.
**apostrophe**
Apostrophes are often misplaced or left out.

An apostrophe usually denotes possession, e.g. the student's book or the students' books; James's assignment was eaten by his dog.

Apostrophes are also used when two words are contracted, such as it is (it's), do not (don't), did not (didn't).

No apostrophe is used when referring to a period of time in figures, e.g. the 1970s.

No apostrophe is used to indicate a plural of a shortened form, e.g. CDs not CD's, ENTERs not ENTER's, FAQs not FAQ's.

No apostrophe is used in honours degree, but the terms bachelor's degree and master's degree do have apostrophes.

For more information on the use of the apostrophe, see the Style Manual, pp. 85–8.

See also its/it's.

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**appendices, appendixes**
The preferred used is appendices not appendixes. Use appendix as the singular form.

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**award titles**
See academic awards.

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**B**

**bachelor's degree**
Ensure you use an apostrophe. Do not capitalise for generic use, e.g. Bachelor of Arts, but She received a bachelor's degree. Use bachelor’s degree, not bachelor degree or bachelors degree.

See also academic awards, master's degree.

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**bcc**
The term blind carbon copy (bcc) is all lower case.

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**between**
See among.

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**bold**
See emphasis.

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**buildings, locations on campus**
Apply a consistent style and order, e.g. Building 4, Level F, Room SD464. Note that Building, Level and Room are capitalised. Building letters are capitalised at the Melbourne Burwood Campus and Warrnambool Campus, but are lower case at the Geelong Waurn Ponds Campus. Currently, there is a mixture of upper and lower case building letters at the Geelong Waterfront Campus.

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**bullet points**
See lists.
C

Campus names
Deakin University has four campuses.
List campuses in alphabetical order.
Approved campus names are:
Geelong Waurn Ponds Campus (G)
Geelong Waterfront Campus (F)
Melbourne Burwood Campus (B)
Warrnambool Campus (W).
The University’s head office is the Geelong Waterfront Campus.
Please note that the Deakin University Undergraduate and Postgraduate Studies Handbooks have special permission to use (S) to indicate the Geelong Waterfront Campus, as recognised by the Callista database, but (F) should be used in all other cases.
Greenwood Park should have maximal capitalisation. Elgar Road should be referred to as Elgar Road, Melbourne Burwood Campus.
When referring to the full title of a campus, capitalisation is used. When using the words campus and campuses generically, they should be in lower case.
Where it is necessary to include campus indicators, include a key at the start of the section. Off-campus study is indicated by (X).
See hyphens for on-campus and off-campus references.

capital letters
Capital letters signify specific or proper names and distinguish these from general or common names. Titles of books and journals, days of the week, months of the year, names of places, nationalities, proprietary names and trademarks and forms of address are normally given capitals.
Use minimal capitalisation in headings or subheadings. Use lower case after a colon between a heading and subheading, e.g. Assessment regulations: special consideration.
University always takes a capital when referring to Deakin University, e.g. the University, but is lower case when used generically, e.g. He decided that he would go to university.
Structural areas of the University such as faculties, schools, divisions, centres and institutes are capitalised when referring to the full, proper name, e.g. The Faculty of Arts and Education has scheduled a meeting for Monday morning. When names of this kind are abbreviated to just the generic element (e.g. faculty, division), they are lower case, e.g. Some faculties have indicated this arrangement is not suitable. In contrast, when the name is abbreviated but retains some specific elements (e.g. Arts and Education), retain the capitalisation, e.g. Arts and Education made the decision.
In general, use lower case for generic positions but capitals for specific job titles, e.g. a committee chairperson (generic): the Faculty Academic Secretary of Health (specific): a course materials editor (generic). The exception to this is Vice-Chancellor, which is always capitalised, e.g. Vice-Chancellor Professor Jane den Hollander (specific) chaired the committee, and Professor Sally Walker served as Vice-Chancellor (generic) until 2010.
Capitalise the full name of venues, e.g. KD Stewart Centre or the Deakin University Art Gallery.
Deakin’s style requires campus and campuses (when used generically) to be lower case. Proper, official campus names are to be capitalised, e.g. the campus is in Burwood, but the Melbourne Burwood Campus.
References to trimesters are upper case when referring to specific trimesters, but lower case when used generically, e.g. Trimester 1 students ... but The academic year at Deakin is divided into trimesters. Levels are lower case, e.g. level 1.
EDITORIAL FORMATTING

When referring to courses, capitalisation occurs when full course titles are used, e.g. Bachelor of Nursing or Bachelor of Arts (Honours) or full unit titles are used, e.g. the Research Methodology unit.

No capitalisation should be used when:

- specialisations or major sequences are mentioned, e.g. specialisations/major sequences are available in accounting, arts and entertainment management, corporate governance
- the area of study is mentioned, e.g. practice within critical care areas of nursing
- referring to units generically, e.g. select two nursing units
- course content is described generally, e.g. within this course students will look at areas such as biochemistry, physiology and food science
- course/study areas or disciplines are referred to generally (not the full title of a course), e.g. the postgraduate suite of tourism management courses, students will learn aspects of information technology and advanced engineering in an industrial context or this course exposes law graduates to...
- a job title is used, e.g. you may find employment as a teacher
- referring generically to an honours course

In basic terms, the only time a course is capitalised is when its full title is used, e.g. Bachelor of Arts.

For more information on capitalisation, see the Style Manual, ch. 8 p. 118.

captions
Use a full stop if a caption is a full sentence, e.g. Deakin students are involved in a number of clinical nursing programs during their course. No full stop is needed otherwise, e.g. Melbourne Burwood Campus, Professor Jane den Hollander, Deakin nursing students

careers practitioners
Use the term careers practitioners rather than careers advisers.

The term is not capitalised unless it is used as part of a specific reference to the name of something, e.g. Deakin has a Careers Practitioners’ Day (note also the apostrophe after the s in this instance).

car park
Use capitalisation when using the full name of a specific car park, e.g. Car Park 1, but lower case when referring to a car park generally, e.g. Deakin has a car park.

cc
cc means carbon copies. Memos and emails should be addressed to the person who needs to act and carbon copied to others simply for information. cc is all lower case.

Blind carbon copy (bcc) is all lower case. See also email memo.

CD-ROM
This word is hyphenated and written in full capitals.

centre
Capitalise Centre when referring to one of Deakin’s, and using its full title, e.g. Centre for Citizenship and Globalisation.

When names of centres are abbreviated to just the generic element (e.g. centre), they are lower case, e.g. The centre participated in a conference.

In contrast, when the name is abbreviated but retains some specific elements (e.g. Citizenship and Globalisation), retain the capitalisation, e.g. Citizenship and Globalisation is based in Burwood, although use of the full title of the centre is preferred.

See also capital letters.

chairperson or chair
Use gender neutral terms such as chairperson or chair in preference to chairman or chairwoman.

See also inclusive language.

chancellery, chancellory
The chancellery at Deakin University is spelled chancellery (e) as this is the preferred spelling in the Macquarie Dictionary for the position. Note though, the Office of Chancellor (o).
**EDITORIAL FORMATTING**

**childcare, child care**

Use two words when referring to *child care* as a noun and one word when referring to it adjectively, e.g. *The childcare centre was able to offer the type of child care the parents wanted.*

**CloudDeakin**

Deakin’s learning platform that harnesses new and emerging technologies providing highly visual, media-rich, interactive learning experiences wherever you are.

**collective nouns**

Collective nouns may be singular or plural depending on the context: singular if the word denotes a group acting as one entity; plural if the sentence relates to the individuals making up the group, e.g. *The faculty is (acting as a unit) moving to another campus,* but *The faculty say they are (acting as individuals) divided on the issue.*

For organisations, the singular use is generally preferred, e.g. *Geelong Football Club has announced its team of players* not *The Geelong Football Club have announced their team of players.*

For more information on collective nouns, see the *Style Manual*, p. 71.

**colon, semicolon**

A colon introduces a series or list, or precedes an explanation. If a colon introduces a complete sentence, more than one sentence, a formal statement, or speech in a dialogue, capitalise the first word of the material being introduced. If a colon introduces a sentence fragment, don’t capitalise the first letter, e.g. *At Open Day you will learn about:*

– accommodation on campus
– study areas available
– our clubs and societies.

Use lower case after a colon between a heading and subheading, e.g. *Assessment regulations: special consideration.*

A semicolon joins clauses, e.g. *The sunset was glorious; he had to admit that.*

Use a semicolon rather than a comma in lists where the elements are long or already contain commas, e.g. *School of Communication and Creative Arts; School of Education; School of History, Heritage and Society; School of International and Political Studies ...*

For more information on the use of the colon and semicolon, see the *Style Manual*, pp. 99–101.

See also *lists.*

**combined courses**

Use this term instead of *combined degrees or double degrees.*
commas
The trend in punctuation is towards the use of fewer commas, but commas can add greatly to readability, particularly in long sentences. Use a comma if the sentence would otherwise become ambiguous.

Be careful to use pairs of commas appropriately, e.g. Students who have completed their assignments will be invited (implies that only those who have completed will be invited), but Students who have completed their assignments will be invited (implies that all students have completed their assignments and will be invited, as the paired commas create a parenthetical expression that appears to be non-defining). Similarly, My colleague Mei-Lee Sieh will teach the unit (implies that the writer has more than one colleague and the name is essential to the meaning of the sentence), but My colleague, Mei-Lee Sieh, will teach the unit (implies that the name is a non-defining parenthetical expression and could be removed without affecting the meaning of the sentence, implying that the writer has only one colleague).

You do not have to use a comma after Dear X and Yours sincerely in letters.

For more information on comma use, see the Style Manual, pp. 101–05.

See also that, which and lists.

commonwealth
See government, parliament, federal, state, Commonwealth.

comprise
Comprise means to include. Don’t write x is comprised of y. Use x comprises y or x is composed of y. e.g. The units may comprise workshops and lectures not The units may be comprised of workshops and lectures.

See also active voice.

computer terms

contact details
When giving contact details in publications (other than the official email signature), use the following examples:

Formal context:
Telephone 03 9244 0000 (note full use of word telephone, no colon, no brackets)
Facsimile 03 9245 0000 (note full use of word facsimile, no colon, no brackets)
Mobile 0400 111 222 (note no colon, also note spacing of numbers)
abcd@deakin.edu.au (note that there is no need to include the word email)
deakin.edu.au (note that there is no need to include the word web, www or http://)

Less formal context (in which space may be a consideration):
Phone 03 9244 0000 (note shortened use of phone, no full stop or colon)
Fax 03 9245 0000 (note shortened use of fax, no full stop or colon)
Mobile 0400 111 222 (note no colon, also note spacing of numbers)
abcd@deakin.edu.au (note that there is no need to include the word email)
deakin.edu.au (note that there is no need to include the word web, www or http://)

Telephone and fax numbers should have a space between each group of four numbers other than the area code and the international code, e.g. 03 5227 8100, 03 9244 6100. +61 3 9224 6100. Use non-breaking spaces (in MS Word hold down Ctrl+Shift+Space) to ensure telephone and facsimile numbers always remain on the same line. If you are producing a document for internal use only, you may choose to include only five-digit telephone extensions rather than full telephone numbers (do not insert any spaces among digits), and email usernames rather than full email addresses.

For correspondence sent internationally, including emails, include the international code. Any material that may be used overseas should include the international telephone code +61.

See also addresses, campus names, email, facsimile, memo, visual identity.
cooperate, coordinate
Use as one word, not co-operate, co-ordinate (hyphenated).

copyright
The symbol used to denote a copyright restriction should be used in front of a publisher or date on the imprint page of a publication, e.g. © Deakin University 2012.

Generally, copyright in anything written or produced by a Deakin staff member belongs to Deakin University, unless other arrangements have been negotiated with the University Solicitor.

For current copyright restrictions and laws, and for details of who to contact for advice, see the Deakin University Copyright Guidelines and Requirements https://staff.deakin.edu.au/services/copyright.

For more information on copyright, see the Style Manual, pp. 409–17.

course approvals/reviews (accreditation)
Templates for course approval applications can be found in The Guide http://theguide.deakin.edu.au.

course and unit names
See capital letters.

course materials
For guidelines and advice on producing Deakin University course materials, see the Course Materials Quality Framework website deakin.edu.au/quality.

credit transfer and recognition
Credit granted for previous study is called credit transfer and recognition, not advanced standing or credit for prior learning.

credit points
For Deakin publications, express credit point values in figures, e.g. Students take eight units with a total value of 16 credit points.

Also note the hyphenation pattern as follows: The course comprises 24 credit points, but it is a 24-credit-point sequence.

See also numbering.

CRICOS Provider Code
Deakin University is a registered provider on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). As a registered provider the University must clearly identify the University’s name and CRICOS Provider Code in all marketing and other published material, including material in electronic form.

All materials used by the University and its partners and agents whether operating overseas or in Australia, such as advertising, publications, brochures, course flyers, letters, emails, web pages etc. must display the following:

Deakin University CRICOS Provider Code: 00113B

currency
Use A$ to indicate Australian dollars, US$ to indicate American dollars. There is no space in between AS and the number, e.g. A$10 000. Similarly, for non-dollar currencies, use the relevant symbol immediately before the number, e.g. ¥15 000, £285.45.

Alternatively, a three letter code (a specified international standard) is sometimes used when several different currencies are being referred to, e.g. AUD10 000, GBP800 000.

For more information on currencies, see the Style Manual, pp. 174–5.

See also numbering.
**D**

**dashes**
See hyphenation, em rules (or dashes), en rules.

**data**
While data is strictly the plural of datum, the word can be used as singular or plural, e.g. the data is ... the data are ... It is somewhat more common to use data as a singular noun.

**database**
Use as one word, not data base or data-base.

**dates**
The preferred form for dates is day date month year, with no commas, e.g. Monday 17 August 2008.
NB: Not 17th

When referring to decades, don’t use an apostrophe in the date, e.g. 1970s, not 1970’s. If space is a consideration, use slashes between numbers as in DD/MM/YY.

**DeakinPrime**
Note that DeakinPrime is one word, and that the D and P are capitalised.

**Deakin University Alumni Community**
The correct name is Deakin University Alumni Community but Deakin Alumni Community can be used where space is limited. Note that each word is capitalised.
See also alumni.

**degree**
Always use lower case for the word degree, e.g. a Master of Arts degree.
See also bachelor’s degree, master’s degree, doctorate.

**dispatch, despatch**
Use dispatch, rather than despatch, as per the Macquarie Dictionary recommendation.

**disability**
The principles of inclusive language apply to language that discriminates on the basis of disability.
The phrase person with a disability is preferred to disabled person.
See also inclusive language.

**disclaimer**
Deakin University uses the following standard disclaimer in promotional materials: While the information in this brochure was accurate at the time of publication, Deakin University reserves the right to alter, amend or delete details of course offerings and other information published here. For the most up-to-date information please visit our website at deakin.edu.au.
division
Capitalise Division when referring to one of Deakin’s and using its full title, e.g. The Division of Student Life. When names of divisions are abbreviated to just the generic element (e.g. division), they are lower case, e.g. The division manages student welfare.

In contrast, when the name is abbreviated but retains some specific elements (e.g. Marketing), retain the capitalisation, e.g. Marketing made the decision. Student Life manages student welfare, although use of the full title of each division is preferred.

See also capital letters.

doctorate
Use lower case, not capitals, e.g. she completed a doctorate.

double degrees
See combined courses.

E
e-commerce, e-brochure, e-business, e-learning
Do not use ecommerce or eCommerce. At the beginning of a sentence, capitalise the E, e.g. E-commerce is a growing industry, but use lower case in any other position in a sentence.

This hyphenated form applies to all words where the e stands for electronic, with the exception of email, which is always written as one word.

effect
See affect

ellipsis (points of)
An ellipsis (...) shows the omission of a word or words from quoted material. Only three ellipsis points are used. A space precedes and follows an ellipsis, but no punctuation mark precedes the first point or follows the last point even if it is at the end of a sentence, e.g. The poet described the scene in a wistful tone ...

For more information about the ellipsis, see the Style Manual, p. 110.

earn
See earn

email
Use lower case and one word for email (don’t use e-mail or E-mail).

In publications try to avoid using personal email addresses that may not be answered if the individual is on leave or departs the University. General addresses such as courseassist@deakin.edu.au or buslaw@deakin.edu.au are preferred.

A person’s full email address is preferred over the username email address, e.g. firstname.lastname@deakin.edu.au or firstinitial.lastname@deakin.edu.au rather than username@deakin.edu.au.

As most users will recognise an email address by its form, it is generally unnecessary to introduce an email address with email: unless it is listed with other contact details such as Phone:, Fax:, Website: (see below). When sending emails, always clearly indicate the subject in the subject line.

There are strict guidelines on global email distribution. The policy on sending global emails is available in The Guide http://theguide.deakin.edu.au. Staff news can be posted via the intranet https://staff.deakin.edu.au.
The University has adopted the following standard email signature and disclaimer (note that name and position should be 10-point while the rest of the text should be 9-point and the CRICOS Provider Code in 6.5-point):

**Name, Position**
Deakin University Geelong Victoria 3217 Australia.
Phone +61 3 5227 XXXX
Fax +61 3 5227 XXXX
firstname.lastname@deakin.edu.au
deakin.edu.au
Deakin University CRICOS Provider Code 00113B

**Important Notice:** The contents of this email transmission, including any attachments, are intended solely for the named addressee and are confidential; any unauthorised use, reproduction or storage of the contents and any attachments is expressly prohibited. If you have received this transmission in error, please delete it and any attachments from your system immediately and advise the sender by return email or telephone. Deakin University does not warrant that this email and any attachments are error or virus free.

See also **addresses, URL, visual identity.**

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**emphasis**
You can emphasise particular words or ideas in a variety of ways. The best way is to word the sentence so as to draw appropriate attention to the important elements. If you need to use typographic means of showing emphasis, use italics in printed materials as a first option, rather than using bold or underlining.

For electronic materials, italics can be difficult to read, and underlining can be confused with hyperlinks, so bold is the best option. Use typographical means of emphasis sparingly, as they can detract from the flow of the writing.

In certain material, e.g. marketing, colour can also be used for emphasis.

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**em rules, en rules**
See **hyphenation.**

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**enquire, inquire**
The use of enquire/enquiry rather than inquire/inquiry is recommended in Deakin publications.

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**F**

**facsimile, fax**
Use facsimile in formal contexts, and fax in less formal contexts. For information regarding fax templates, refer to the **Deakin University Visual Style Guide.**

See also **contact details, visual identity.**

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**faculty**
Note the correct titles of the four faculties at Deakin: Faculty of Arts and Education; Faculty of Business and Law; Faculty of Health; and Faculty of Science, Engineering and Built Environment. Note that the ampersand (&) is not used to substitute the word and.

Capitalise Faculty when referring to one of Deakin’s and using its full title, e.g. The Faculty of Arts and Education. When names of faculties are abbreviated to just the generic element (e.g. faculty), they are lower case, e.g. The faculty manages arts courses.

In contrast, when the name is abbreviated but retains some specific elements (e.g. Arts and Education), retain the capitalisation, e.g. Arts and Education made the decision, although use of the full title of each faculty is preferred.

See also **capital letters and collective nouns.**

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**fewer, less**
Use fewer for things you can count, e.g. fewer jobs. Use less with singular mass nouns or abstract nouns, e.g. less unemployment or less air.

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**fieldwork**
Use one word, not field work or field-work.
**first year, second year**
Use level 1 rather than first year to refer to units or the stage of a course. But use first year in the context of first-year student (hyphenated in this instance as it’s used adjectivally). Do not use 1st year or 2nd year.

See also [hyphenation](#), [level](#).

**focuses**
Use focuses in preference to faci as the plural of focus. Use focuses in preference to focusses.

**fonts**
There are many varieties of fonts available in computer packages, but some are more readable than others. If in doubt, check with a graphic designer about fonts that will best suit your purpose.

There is a recommended set of fonts for Deakin University publications.

The preferred font to use for text is Worldly. If this is unavailable, please use Arial.

For more information, see the [Deakin University Visual Style Guide](#).

**foreign language expressions**
Use a foreign word or phrase only if it conveys a meaning or nuance that cannot be accurately expressed in English. If a foreign word appears in the *Macquarie Dictionary* it is considered anglicised and you don’t need to use italics, e.g. café (no italics necessary), *mise en scène* (italics necessary).

**foreign names and titles**
See [titles](#).

**formulas, formulae**
Use formulas in preference to formulae as the plural of formula.
G

gender
See inclusive language.

glossary
A glossary of commonly used terms can be found on the web at deakin.edu.au/glossary.

government, parliament, federal, state, Commonwealth
The words government, parliament, federal and state are capitalised when part of specific titles but lower case elsewhere, e.g.
The Australian Government will release its policy today (specific)
The Federal Court of Australia will make a ruling (specific)
The Federal Government will decide on new laws (specific)
Debate in parliament was robust (general)
Roads are a state government responsibility (general).
The same applies to government departments, e.g.
The Victorian Education Department will manage the project (specific)
All state health departments will respond (general).
The Australian federation is officially called the Commonwealth of Australia and in this context, Commonwealth is always capitalised, e.g. Defence is a Commonwealth responsibility.
For more information on capitalisation of these terms, see the Style Manual, p. 124–5.

Greenwood Park
Greenwood Park should be referred to as Greenwood Park (note both words are capitalised).

H

Head of School
Capitalise Head and School in the term Head of School.

headings and subheadings
Use minimal capitalisation in headings and subheadings. It may also be useful to refer to the Deakin University Handbook for examples of this style, e.g. Admission requirements or Course duration (as headings).
Don’t use a full stop at the end of a heading. Use similar wording for related headings, e.g. How do I apply?, Who do I contact?, What do I do next? or Application process, Contact details, Next steps.
Headings and subheadings are usually on a separate line, and readers may not always read the heading and the text that follows as one unit. Therefore, make sure that the text makes sense independently of the heading. When space is a consideration and a heading and subsequent text are placed on the same line, careful typographical distinction must be made between the heading and the subsequent text, or a colon should be used.
For more information on headings and subheadings, see the Style Manual, pp. 138–40.

homepage
Use one word for homepage, not home page or home-page.
See also webpage, website.

honorifics
See titles.

honours degree
Do not use an apostrophe and do not capitalise for generic use, e.g. Bachelor of Arts (Honours), but She received an honours degree. Use honours degree, not honour degree.
See also academic awards.
hyphenation

The Macquarie Dictionary sometimes indicates whether a term should be one word, hyphenated or two words. If the Macquarie does not make the issue clear, see the Style Manual for general principles. Some common principles are explained here.

Hyphenate compound adjectives (including measurements) used before a noun, e.g. a three-year course, a first-year student, a mile-long list, but not words that end in -ly, e.g. a highly polished car, an annually updated entry.

Note that these words are only hyphenated when used adjectivally (before a noun) and are usually separate words when used predicatively, e.g. I enrolled as a full-time student; I was able to study my course full time: She studied off campus. Another common example involves the word based, e.g. problem-based learning or enquiry-based tasks.

The following common compound adjectives can be used unhyphenated (unless ambiguity would result) because of the change in typography (e.g. numerals to words, capitals to lower case): Year 12 student, level 1 units, US airforce.

Use hyphens to avoid confusion or in uncommon words where two vowels appear together, such as re-form and reform, re-present and represent, re-cover and recover, re-bound and rebound, but not in coordinate or cooperate.

Don’t use a capital letter after the hyphen in a hyphenated word, e.g. Post-secondary Education.

Hyphens are used if a word needs to be broken off at the end of a line, but there are rules for where to make the break (see the Style Manual, pp. 93–94).

Postgraduate, undergraduate, offshore, email and online are set as single words. For more information on the use of the hyphen, see the Style Manual, pp. 88–94.

hyphens, em rules (or dashes), en rules

The em rule is about the width of a capital M while the en rule is half its width, roughly that of the letter e.

Use a spaced en rule – as here – as a ‘dash’ in descriptive or narrative text rather than an unspaced em rule (–).

Use the unspaced en rule for spans of figures and in expressions relating to time or distance, e.g. pages 86–7, 11.30 am–1.30 pm, April–June, 166–168 Market Street, the Melbourne–Geelong trip.

Use the unspaced en rule to express an association between words that retain their separate identity, e.g. Commonwealth–State relationship, hand–eye coordination, author–date referencing.

Don’t use the en rule as a substitute for words in paired expressions, e.g. from 2000 to 5000 words, not from 2000–5000 words. To create an en rule on a PC hold down Ctrl– (the minus key at top right on the numerical keypad). To create an en rule on a Mac hold down option– (the hyphen key). For more information about the uses of the em rule and en rule, see the Style Manual, pp. 106–09.

See also time.
Inclusive language

**Gender** It is not acceptable to use language that discriminates on the basis of gender. It is also unwise to use language that gives undue emphasis to gender. If faced with a choice between the masculine and feminine form of a noun, try to find a neutral word, e.g. human resources instead of manpower. Commonly accepted gender neutral terms include author, editor, manager, officer. If uncertain whether to use a particular term such as chair, find out the personal preference of the person in the role.

**Disability** The same principles of inclusive language apply to language that discriminates on the basis of disability. The term person with a disability is preferred to disabled person.

**Race, ethnicity, culture and religion** The Style Manual gives the Aboriginal and Torres Strait Islander Commission (ATSIC) recommendations for referring to the original inhabitants of Australia. The preferred term is Aboriginal and Torres Strait Islander rather than Indigenous. Other acceptable terms include Aboriginal people(s), Australian Aboriginals, Torres Strait Islanders. The words Aborigine and Aboriginal should always be capitalised when used in reference to Australia, but not when they refer to the original inhabitants of other countries.

The terms Koorie or Koori should not be used interchangeably with Aboriginal as they refer specifically to south-eastern Australia, but they can be used widely in the Deakin University context as Deakin is situated in that region.

See also Koorie/Koori.

**inquire**

See enquire.

**institute**

Capitalise Institute when referring to one of Deakin’s, and using its full title, e.g. Institute for Frontier Materials.

When names of institutes are abbreviated to just the generic element (e.g. institute), they are lower case, e.g. The institute conducts research.

In contrast, when the name is abbreviated but retains some specific elements (e.g. Frontier Materials), retain the capitalisation, e.g. Frontier Materials is based at the Geelong Technology Precinct, although use of the full title of each institute is preferred.

See also capital letters.

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**Interdisciplinary**

Use one word, not inter-disciplinary (hyphenated).

**Internet**

Do not capitalise the i in the internet to describe the entity or when used as an adjective, e.g. internet connection.

**intranet**

When referring to the intranet generically, use lower case (intranet), but capitalise when referring to the full title Staff Intranet.

**-ise, -ize word endings**

Deakin’s preferred style is to use –ise.

Company or proprietary names are an exception, e.g. World Trade Organization.

**italics**

See emphasis.

**its, it’s**

An apostrophe is only ever used in it’s when it is a contraction of the expression it is or it has.

Its (without an apostrophe) is a pronoun (like my or your) that means belonging to it. A good way to ensure your writing is correct is to expand its into it is or it has and see if the outcome makes sense. If it does, you need an apostrophe. If it doesn’t, you don’t. e.g. [It is] cold = It’s (contraction) cold.

At university, it’s (contraction) important to submit each assignment by its (possessive) due date.
J
judgement, judgment
Both spellings are acceptable, but judgement is preferred.

K
Koorie/Koori
Both spellings are acceptable, although Koorie is more common in Victoria and Koori is more common in New South Wales. Note that Deakin’s Institute of Koorie Education uses Koorie (ie). Do not refer to the Institute of Koorie Education as IKE; use either the full title or The institute. See also inclusive language.

kilobytes, KB
Use KB as the abbreviation for kilobytes, e.g. 56KB. Please note capital letters for KB. Deakin’s house style is for no space between KB and its preceding quantity, e.g. 10KB, not 10 KB. See also megabytes, MB.

kilometres, km
Use km (never kms) as the abbreviation for kilometres, and always use a space between the quantity and unit of measurement, e.g. 85 km.

L
labour, labor
Use the preferred Australian spelling labour, rather than labor (unless referring to the Australian Labor Party).

law or laws courses
When a course is abbreviated, as in commerce/law or just law, it is correct to say law, not laws. Laws would only be used when using the full title, e.g. Bachelor of Laws.

lecture and special seminar titles
Titles of lectures and one-off seminars are shown in single quotes and minimally capitalised, e.g. Yesterday’s lecture was called ‘Problem-based learning’.

lecture theatre
Use capitalisation when using the full name of a specific lecture theatre, e.g. Lecture Theatre 1, but lower case when referring to a lecture theatre generally, e.g. Deakin has a lecture theatre.

less
See fewer, less.

level
Use level 1, level 2 etc. to refer to units or the stage of a course, rather than first or second year, e.g. level 1 units not year 1 units. The exception to this is when a course is structured in such a way that different level units cannot be taken in different years, e.g. the Bachelor of Sport Development, in which case year can be used. Note that level and year are lower case in this context.

liaison
Note the correct spelling of this often misspelt word (liaison not liason).
**library**

Capitalise the word Library when referring to Deakin’s and using its full title, e.g. *The Deakin University Library*. Use lower case when you are not using its full title or when referring to the term generically, e.g. *The library at Deakin has been renovated and Deakin hosted staff from other university libraries.*

**lists**

When a list appears in normal flowing text, the items in the list are usually separated by commas, unless they are complex or already include commas, in which case they are separated by semicolons. Note that in Australian usage no comma is used between the penultimate and final items in a list (the inclusion of the extra ‘list comma’ is an American style) e.g. *The seminar covered punctuation, grammar and style.*

If a list is to be set off from the normal text (e.g. a bullet list), the introductory line or lead-in sentence preceding the list should end in a colon. Semicolons or commas are not necessary after each list item, although a full stop should be used after the last entry. The first word in each point is not capitalised unless each point is a complete sentence or a proper name. (Note that MS Word often autocorrects to insert a capital after a colon, or at the start of each new line. This function can be blocked in the preferences menu.)

When a bulleted list is not preceded by an introductory line or lead–in sentence, capitalise the first word of each bullet point. If all or the majority of the bullet points are complete sentences, put full stops at the end of each point. If all or the majority of bullet points are not full sentences, do not use full stops at all.

See also **colon**, **semicolon**.

In a set-off list, ensure that the wording of each list item is consistent and can be read as a logical unit with the introductory phrase that precedes the list. In a numbered list, items should be listed in priority and if each point is a separate one, a full stop should be used at the end of each item.

Set-off lists use bullet points or numbering systems, but bullet points are generally preferred. If using numbers or letters, use the following sequence to indicate sublists: 1, 2, 3 then *(a)*, *(b)*, *(c)* then *(i)*, *(ii)*, *(iii)* or use what is referred to as the engineering numbering system: 1, 1.1, 1.1.1. The advantage of the engineering numbering system is that it is not necessary to indent subclauses.

For more information about punctuation and styling of lists, see the *Style Manual*, pp. 142–4.

**located learning**

Use the term *located learning* to describe things like campus-based learning, industry-based learning, clinical placements and fieldwork.

Located learning means learning on campus – and in the work place, on placement, on overseas exchange or while volunteering.

Our definition of ‘campus’ includes hospitals, workplaces, professional contexts and the community.

**logo, logotype, extended logotype**

There are two versions of the Deakin University logo - the ‘worldly’ logo and the corporate logo. The only difference between the two is the omission of the word ‘worldly’ from the corporate logo.

Both logos are a roundel, in which there is the Deakin shield and the words ‘Deakin University Australia’.

The ‘worldly’ logo is to be used in all domestic recruitment-based promotional material. The corporate logo is to be used on material that has a corporate audience and recruitment-based promotional material aimed at overseas markets.

The logo has been specifically designed to live in the bottom right corner of executions and the ‘cropped’ logo is the preferred logo for all executions. There are however some exceptions. Please refer to the Deakin University Visual Style Guide for examples of correct and incorrect logo use and placement.

The Name, Logo and Logotype – Procedure is available in *The Guide* http://theguide.deakin.edu.au in the *Staff* section listed under *N in Policies, procedures and rules*.

The logo, logotype and extended logotype are registered trademarks of Deakin University and may only be used with the formal permission of the Advertising and Branding Manager. Enquiries can be sent to identity@deakin.edu.au.

See also **visual identity**.

**lower case**

See **capital letters**.
major, major sequence, major study
In general, use major sequence in preference to major. Do not use major study.

master’s degree
In general use, do not use masters (no apostrophe) or Master’s (capitalised). Do not capitalise unless using a specific award title, e.g. She is studying a master’s degree; She was awarded the Master of Arts.

See also bachelor’s degree.

mature age
Use non-school leaver in preference to mature-age student when referring to the cohort of non-Year 12 students.

See also non-school leaver.

megabytes, MB
Use MB as the abbreviation for megabytes, e.g. 56MB.

Please note capital letters for MB. Deakin’s house style is for no space between MB and its preceding quantity, e.g. 10MB, not 10 MB.

See also kilobytes KB.

memo
A memo is used instead of a letter so it is not appropriate to begin a memo with ‘Dear Mary’ or end it with ‘Yours sincerely’.

more than, over
When referring to something that can be counted, use more than rather than over, e.g. More than 500 students were present.

multicultural, multidisciplinary, multimedia
Do not use hyphenated forms for these terms. Check the Macquarie Dictionary for other uses of hyphenated words.

more information, further information
The preferred use is more information.
EDITORIAL FORMATTING

non-school leaver

Non-school leaver is a cohort referring to non-Year 12 applicants to university. Use non-school leaver in preference to mature-age student when referring to this cohort.

numbering

Ensure numbers are presented in a clear and consistent style. Normally, a space is inserted between each group of three digits, without commas, e.g. 50 000, 500 000, 5 000 000. However, four-figure numbers should be set without a space, e.g. 5000. The exception to this occurs in tables where four-figure numbers must align with numbers with more or fewer figures. In this instance, the space is inserted, e.g. 5 567, 23 000, 12 900.

Use 69 million to shorten 69 000 000 (note the space in between 69 and million). Where space is a consideration (e.g. in tables) use k to shorten thousand or m to shorten million with a space after the number, e.g. 58 k or 69 m.

For general text, express numbers from one to nine in words not figures. Express numbers from 10 to infinity as figures except where the number is being used in conversational text, e.g. There are likely to be a few hundred complaints. Use figures rather than words if the number forms part of an expression of measurement, e.g. 3 km.

Don’t begin a sentence with a figure. Recast the sentence so that the figure is not at the start of the sentence or, if that is not possible, write out the figure in words, e.g. The conference was attended by 520 people, rather than 520 people attended the conference.

A hyphenated number (expressed in words) should not be combined with a hyphenated word, e.g. use 77-year-old woman, not seventy-seven-year-old woman.

Use first year rather than 1st year, and Trimester 1 rather than first trimester.

See also credit points, range.

off campus, off-campus, on campus, on-campus

Note that off campus and on campus are only hyphenated when used adjectivally (before a noun) and are usually separate words when used predicatively, e.g. It is an off-campus unit. She studied on campus.

See hyphenation.

off-campus study

Use off-campus study when referring to the mode of study where students do not need to attend a University campus to undertake their learning, instead of off-campus learning or distance education.

See also CloudDeakin.

office names

Capitalise when part of an official name, but use lower case when used generically, e.g. the Deakin University Health Centre, but the health centre office on your campus.

offshore

Written as one word, not hyphenated. Deakin has formed international partnerships with educational and professional institutions in a number of countries that enable some students to undertake specific Deakin courses in their home country. This mode of study is called offshore.

online, offline

Do not use hyphenated (on-line) or separated (off line) versions of these words.

organise

Use the Australian spelling (organise) rather than the American spelling (organize). To avoid having your computer automatically use Americanised forms, ensure that the language in the Tools menu of MS Word is set to English (Australian).

Company or proprietary names are an exception, e.g. World Trade Organization.
Orientation Week
Orientation Week and Orientation should be capitalised.

overseas titles and awards
See titles.

P
page, volume
Use p. to abbreviate page; pp. for pages. When referring to the volume number of a publication, use vol. Note that page numbers should be expressed using as few digits as possible for clarity, e.g. pp. 123–8, not pp. 123–128; but pp. 10–17 not pp. 10–7. Use en rules to separate number spans.

paragraphs
When indicating paragraphs, the preferred Deakin style is to leave a space between paragraphs rather than indenting the first line.

parliament
See government, parliament, federal, state, Commonwealth.

part time, part-time
See hyphenation.

passive voice
Where possible, use the active rather than the passive voice, e.g. The School of Psychology offered the unit rather than The unit was offered by the School of Psychology. Submit your forms by 20 February rather than Forms should be submitted by 20 February.

PC
You can use the term PC to distinguish an IBM-compatible computer from a Mac. Do not use PC to stand for politically correct.

See also inclusive language.

per cent
Per cent is written as two words, not percent (one word) or % (symbol) in text, e.g. More than 40 per cent of the students attended. Use the percentage symbol (%) if space is short, in tables or columns, or if percentages are frequent in the publication. When using the percentage symbol, there is no space in between the numeral and the symbol, e.g. 90%. Note that percentage is one word.

See also numbering.

personalised
Use the term personalised to describe the learning experience obtained at Deakin. It means each learner has a unique experience – designed and tailored for them. They are recognised as individuals with their own learning needs and opportunities – a market of one.

phone numbers
See contact details.

please
Where appropriate, use please, e.g. for more information, please contact … rather than for more information, contact …

plurals, possessives
See apostrophe, abbreviation.

postgraduate
Use one word, rather than post graduate (two words) or post-graduate (hyphenated).
prerequisite
Use one word, rather than pre requisite (two words) or pre-requisite (hyphenated).

program, programme
Deakin’s preferred spelling is program.
See also spelling.

Q
qualifications
Deakin University uses the style set out in the Commonwealth Universities Yearbook, available in the library, or via https://staff.deakin.edu.au/employment/wa/quals-abbrev.php. Civil honours precede academic degrees. Academic awards appear after these (or after a person’s name if there are no civil honours) in the order of acquisition. Abbreviations indicating membership of professional associations follow – these should not have full stops between each letter, e.g. Dr B Smith, AC, BA MEd (Deakin), CPA, FASA, MACE.

The name of the institution (or the appropriate abbreviation) should appear in brackets.

Where more than one award has been conferred by the same institution, no comma is inserted between the abbreviations for each award.

A comma is inserted after the person’s name, after abbreviations for civil honours, between awards from different institutions and between abbreviations indicating membership of professional associations.

quotation marks
Use single quotation marks. Double quotation marks should only be used when there is a quotation within a quotation, e.g. ‘I did call out “Stop!” quite loudly.’

quotations
Quotations from written sources should be exact and retain the spelling and capitalisation of the original. If you want to leave out a section of a quotation, indicate where the words have been omitted by inserting a spaced ellipsis (...). If you want to add text or alter it for clarification, add it in square brackets. Always give full source details for the quotation.

Short quotes can be run on within the text, but large quotes are best set off in an indented block.

Block quotations are typographically differentiated from the text and do not need quotation marks. They may need a source line, which is usually right justified beneath the quote.

Use quotation marks when referring to the title of an unpublished document, a chapter in a published work, an article in a periodical, an essay, a lecture, a short poem or a song.

(Style Manual 2002, p. 113)

R
range
When describing a range of numbers or other items, choose a specific style and do not mix it with other elements, e.g. from two to three years, between two and three years, 2000–3000, 1994–7. Note that from ... to and between ... and are paired expressions and should be used in their paired forms, not from 2000–3000 etc.

re-enrolment
Use the hyphenated word, not reenrolment (one word).

reorganise
Use one word, not re-organise (hyphenated).
scholarships and awards
Names of scholarships and awards are capitalised, e.g. Australian Human Resources Institute Prize, Brooks Scholar Award.

school
Capitalise School when referring to one of Deakin’s, and using its full title, e.g. School of Life and Environmental Sciences.

When names of schools are abbreviated to just the generic element (e.g. school), they are lower case, e.g. The school delivers courses in environment.

In contrast, when the name is abbreviated but retains some specific elements (e.g. Life and Environmental Sciences), retain the capitalisation, e.g. Life and Environmental Sciences went on a field trip, although use of the full title of each school is preferred.

See also capital letters.

semester
See trimesters.

semicolon
See colon, semicolon.

(Latin) shortened forms
It is common for e.g. and i.e. to be used where space is limited – for instance in tables, illustrations, notes and captions. They can also be used in publications containing many shortened forms – but preferably with material in parentheses (brackets) rather than in running text. In formal text the preferred use is for example or that is.

The following are the most familiar shortened forms: e.g. (for example) etc. (and so on) i.e. (that is) NB (take careful note).

See also abbreviations, acronyms.

spacing
Deakin’s style is to use single spacing between sentences, rather than double spacing.

spelling
Use Australian spelling rather than American spelling, and follow the Macquarie Dictionary recommendations generally.

To avoid having your computer automatically use Americanised forms, ensure that the language in the Tools menu of MS Word is set to English (Australian).

Words ending in –ise or –ize generally take –ise in Australian usage, e.g. realise, theorise, organise. Use the original spelling in quoted material. Also note that the official spelling of an organisation’s name should be retained, e.g. World Health Organization.

See also acknowledgement, chancellery, dispatch, enquire, judgement, labour, program, quotations.

StaffConnect
Note that StaffConnect is one word, and that the S and C are capitalised.

syllabuses
Use syllabuses in preference to syllabi as the plural of syllabus.
T

telephone numbers
See contact details.

text justification
When text is set in a block with flush left and right margins, it is termed justified or set solid. The alternative is ragged right or ranged left, which both mean that the left margin is justified and the right is not. Ragged right text is easier to read and generally preferred.

For more information on typographical style for print and online, see the Deakin University Visual Style Guide.

that, which
Use that for clauses that are essential to the meaning of the sentence, i.e. defining clauses, and which for clauses that, if removed, would not change the meaning of the sentence, i.e. non-defining clauses, e.g. The dress that she liked was not for sale, but The black dress, which was very expensive, was in the window. Note that commas are often used around which clauses while no commas are used around that clauses.

For more information on the use of which and that, see the Style Manual, p. 75.

See also commas.

thesis
Use thesis rather than dissertation. The plural form is theses.

they, their, his or her
It is increasingly acceptable to use they, them or their as singular pronouns, e.g. Each lecturer chose their preferred subjects, rather than Each lecturer chose his or her preferred subject. Using they or their as singular pronouns makes it much easier to avoid gendered language, or potentially unwieldy gender alternatives (him or her, she or he, himself or herself etc.).

For more information on the singular use of they, them and their, see the Style Manual, pp. 75–6.

See also inclusive language.

time
When referring to ‘on-the-hour’ times, use a figure without adding two zeros, e.g. 12 pm or 9 am. Always insert a space between the number and am or pm. Use a full stop rather than a colon between hours and minutes, e.g. 12.30 pm rather than 12:30 pm. Don’t use spaces or full stops in am or pm.

When referring to spans of time, use an unspaced en dash between the two times, e.g. 11.30 am–12.30 pm. If both times are in the am or pm, only use am or pm after the second time, e.g. 1–3 pm.

titles

Official titles
Capitilise a person's official title when given in full or when it is shortened (whether or not accompanied by his or her name), e.g. the Vice-Chancellor of Deakin University, Professor Jane den Hollander.

When referring to the office itself (or to a person who no longer holds the office), also use upper case, e.g. When Professor den Hollander became Vice-Chancellor, she ...

Use capitalised titles for full and specific references to the Chancellor, Vice-Chancellor, Deputy Vice-Chancellor, Deans and Associate Deans, e.g. Dean of the Faculty of Arts and Education.

It is acceptable to abbreviate Professor to Prof, i.e. Prof. Jane den Hollander.

Personal titles such as Mr, Mrs and Ms, and academic titles are generally used in all official University communications. Do not incorporate titles into people's names, such as Premier Napthine or Prime Minister Gillard. The preferred form is the Hon. Julia Gillard, Prime Minister of Australia. In less formal contexts or where space is limited, use the Premier, Dr Denis Napthine and the Prime Minister, Ms Julia Gillard.

For more information on use of The Honourable see the Style Manual, p. 509.

If the person to whom you are referring has indicated their preferred title, use this. If you do not know their preferred title, use Mr for men and Ms for women. If you are addressing two people who are married and share the same last name, use Mr Brian and Mrs Susan Smith or Mr Brian and Ms Susan Smith, but not Mr and Mrs Brian Smith.
Titles and acceptable abbreviations commonly used at Deakin include:

Chancellor, Not abbreviated
Vice-Chancellor, VC
Deputy Vice-Chancellor (Academic), DVC(A)
Deputy Vice-Chancellor (Research), DVC(R)
Deputy Vice-Chancellor (International and Development), DVC(I and D)
Vice-President (Advancement), VP(A)
Vice-President (Enterprise), VP(E)
Chief Financial Officer, CFO
Pro Vice-Chancellor, PVC
Chair, Academic Board Chair Professor, Prof.
Associate Professor, Assoc. Prof.
Doctor, Dr

Foreign titles
You can cause great offence by misusing or omitting foreign titles or awards. If possible, seek advice from the person referred to (or their staff or institution, if appropriate). If you are not sure which name is the family name, repeat the full name in all references. Contact the Office of the Deputy Vice-Chancellor (International and Development) for further advice on foreign titles.

Titles of works
Capitalisation conventions differ with different citation styles; refer to the Style Manual and aim for consistency. Some common rules include:

- articles in journals, chapters in books: roman type in single quotes, minimal capitalisation, e.g. ‘The new right order’
- book titles: italics and maximal capitalisation, e.g. The Social Life of Information
- exhibitions: italics and maximal capitalisation, e.g. the Visions of Light Exhibition
- musical compositions: italics and maximal capitalisation, e.g. Mozart’s The Marriage of Figaro
- newspapers, journals and periodicals: italics and maximal capitalisation, e.g. the Hobart Mercury, New Scientist magazine
- plays and films: italics and maximal capitalisation, e.g. One Flew over the Cuckoo’s Nest
- songs: roman type in single quotes, maximal capitalisation, e.g. ‘Love Me Do’
- television and radio programs: italics and maximal capitalisation, e.g. The Secret Life of Us
- publications: when using the full, correct titles of publications, including those produced by Deakin, they should be capitalised and italicised, e.g. 2012 Undergraduate Course Guide or Business and Law Postgraduate Study Area Booklet (with or without the year). Use lower case and no italics for general references, e.g. Deakin has a range of postgraduate study area booklets.

Please note some referencing styles use minimal capitalisation in titles, but Deakin’s house style is as listed above.

Trimesters
Use Trimester 1, Trimester 2, Trimester 3 in preference to first trimester etc.

Note that trimester is capitalised when referring to a specific trimester but not when used generically, e.g. In Trimester 1… but The academic year is divided into trimesters.

typefaces
For advice on typefaces in promotional materials, refer to the Deakin University Visual Style Guide.

See also visual identity.
U
UK
Use of this abbreviation for the United Kingdom in general text is acceptable.

undergraduate
Use one word, rather than under graduate (two words) or under-graduate (hyphenated).

underlining
See emphasis.

unit guides
Each trimester, academic staff produce a unit guide for each of their units on offer, containing details of timetables, assessment policy, assignments, staff contacts and other useful information. Some faculties distribute printed unit guides, while others deliver unit guide information via CloudDeakin.

University
Use Deakin University in full on first reference, then it is acceptable to use the University or Deakin. Always capitalise University when referring to Deakin University, either using its full title (Deakin University) or not (The University has a campus in Burwood). Use lower case when using the term generically, e.g. a group of university students.

University Council
Refer to the University Council rather than University Council and always use the capitalised form, e.g. the Deakin University Council, the University Council or the council. Refer to council members as members of council, not councillors.

university-wide
Statewide and nationwide are written as single words, but university-wide should be hyphenated. Even if referring specifically to Deakin University, use lower case for university-wide.

upper case
See capital letters.

URL
Uniform Resource Locator, or internet address. When using a URL at the end of a sentence, place a full stop after the URL to indicate the end of the sentence. You can leave out http:// at the beginning of the URL as long as the URL works without it. The www is not required at the beginning of any Deakin internet addresses, e.g. use deakin.edu.au instead of www.deakin.edu.au.

For internet addresses that do not belong to Deakin University, follow the style of the relevant organisation, e.g. www.vtac.edu.au (uses the www) but sydney.edu.au (does not use www). In text, ensure all URLs are easily recognisable as a URL (e.g. by using different coloured font or bolding the text).

US
Use of this abbreviation for the United States is acceptable in general text. It is preferred over USA.
V
visual identity
The Deakin University Visual Style Guide is available at https://staff.deakin.edu.au/staff/assets/resources/services/marketing/deakin-style-guide.pdf. This document provides style guidelines as well as information on how branding elements should be used. Please contact Marketing Division via identity@deakin.edu.au if you have any queries.

VTAC
Use Victorian Tertiary Admissions Centre (VTAC) on first reference, then the acronym on its own.

W
web address
See URL.

webpage
Use webpage (one word, lower case), not web page, web-page, Webpage or Web page.
See also homepage and website.

website
Use website (one word, lower case), not web site, web-site, Website or Web site.
See also homepage and webpage.
When referring to the full title of websites, use capitalisation, e.g. Study at Deakin Website, Staff Intranet, but lower case if using a generic reference, e.g. the intranet.

while, whilst
Both words have the same meaning but Deakin’s preferred style is to use while.

word breaks
As a general rule, avoid end-of-line word breaks or automatic hyphenation by turning off this function on your computer program.

World Wide Web
Do not capitalise the w in the web or when used as an adjective, e.g. web browser.
See also URL and website.

Y
Year 12
Use Year 12 (capital Y) rather than year 12, Yr12 or Y12. Note that when Year 12 forms a compound adjective, it need not be hyphenated e.g. Year 12 student or Year 12 results (unless ambiguity would result).
List of common acronyms and abbreviations

AEI, Australian Education International
APC, Academic Progress Committee
(subcommittee of Faculty Academic Progress and Discipline Committee)
APESMA, The Association of Professional Engineers, Scientists and Managers, Australia
Assoc. Prof., Associate Professor
AUIDF, Australian Universities International Directors’ Forum
AUQA, Australian Universities Quality Agency
AusAID, Australian Agency for International Development
B&L, Business and Law
CES, Capital Expenditure Subcommittee
CFD, Chief Financial Officer
COE, Confirmation of Enrolment
CPC, Campus Planning Committee
CRCROS, Commonwealth Register of Institutions and Courses for Overseas Students
DE&ET, Department of Education & Training (Victoria)
DEEWR, Department of Education, Employment and Workplace Relations
DeS, Deakin eSolutions
DI, Deakin International
DLF, Deakin Learning Futures
DOS, Director of Studies
DP, DeakinPrime
Dr, Doctor

DSA, Division of Student Administration
DSL, Division of Student Life
DUELI, Deakin University English Language Institute
DUIRS, Deakin University International Research Scholarships
DUISS, Deakin University International Student Society
DUSA, Deakin University Student Association
DVC(A), Deputy Vice-Chancellor (Academic)
DVC(I and D), Deputy Vice-Chancellor (International and Development)
DVC(R), Deputy Vice-Chancellor (Research)
EA, ELICOS Association
EAP, English for Academic Purposes or Employee Assistance Program
EFL, English as a Foreign Language
EFTSL, Equivalent Full-Time Student Load
ELICOS, English Language Intensive Courses for Overseas Students
ESL, English as a Second Language
ESOS Act, Education Services for Overseas Students Act
ESP, English for Specific Purposes
FAPDC, Faculty Academic Progress and Discipline Committee
FAS, Faculty Academic Secretary (Faculty of Health)
FBAC, Finance and Business Affairs Committee
FS, Financial Services
FSD, Facilities Services Division
GATE, Global Alliance for Transnational Education
HEEP, Higher Education Equity Program
HOD, Head of Division
HOS, Head of School
HRD, Human Resources Division
IAP, Introductory Academic Program
IB, International Baccalaureate
IELTS, International English Language Testing System
IKE, Institute of Koorie Education
IPRS, International Postgraduate Research Scholarship
ISA, International Student Adviser
LOTE, Languages Other Than English
MITB, Melbourne Institute of Business and Technology
NGO, Non-Government Organisation
NEAS, National ELT Accreditation Scheme
NTEU, National Tertiary Education Union
OSHC, Overseas Student Health Cover
PRC, Planning and Resources Committee
Prof., Professor
PVC, Pro Vice-Chancellor
SEBE, Faculty of Science, Engineering and Built Environment

TESOL, Teaching English to Speakers of Other Languages
TLDP, Teaching and Learning Development Plan
TLOTE, Teaching Languages Other Than English
TOEFL, Test of English as a Foreign Language
TOIL, Time Off In Lieu
VTAC, Victorian Tertiary Admissions Centre
VC, Vice-Chancellor
VCE, Victorian Certificate of Education
VP(A), Vice-President (Advancement)
VP(E), Vice-President (Enterprise)
VRQA, Victorian Registration and Qualifications Authority, a State Government entity defined as the ‘designated authority’ for Victoria under the ESOS Act (and probably many others relevant to Deakin)
WADE, World Alliance of Distance Education
WEFTSL, Weighted Equivalent Full Time Student Load

For a full glossary listing see deakin.edu.au/glossary.
Preferred spelling

This list of preferred Deakin (or Australian English) spellings is not exhaustive, but a guide only. If in doubt about words not listed, set your computer’s language to English (Australian), use the Macquarie Dictionary, or consult a useful online tool like www.onelook.com, which compiles entries from multiple online dictionaries.

agri-food
airconditioning
bachelor’s degree
bar code
bioterrorism
check list
closed-book
coordinator
cross-cultural
cross-disciplinary learning
cross-reference
cross-section
east (rather than examination)
field trips
fieldwork
focused
god
(for generic use)
God
(for specific references to the deity)
interrelated
judgement
(not judgment)
lifelong (adj.)
longstanding
master’s degree
multinational
nationwide
non-English speaking
nonprofit (making)
open-book exam
postclassical
postcolonial
postgraduate
postmodern
post-structural
post-World War I (adj.)
pro forma (n., adv.)
pro-forma (adj.)
program
(not programme)
re-analysis
re-examination
re-enrol
re-form
(i.e. form again, not reform – improve/amend)
re-read
resumé
right-wing (adj.)
short term (n.)
short-term (adj.)
South-East Asia
subcategory
subclause
subgroup
subheading
sub-major
Third World
CONTACT DETAILS
All requests or questions about the new Deakin brand should be made to identity@deakin.edu.au.