DELTA Style Manual

This manual should be used in conjunction with the North Carolina State University Brand Book (Editorial Guidelines Section), maintained by the NC State University Office of University Communications. Sections from that manual that are relevant to DELTA are reproduced in the DELTA Style Manual.

For style and usage questions that are not covered in this manual, consult the Associated Press Stylebook and Briefing on Media Law. For questions about correct spelling, consult Webster’s New World Dictionary.

If in doubt, please feel free to contact Communications Specialist Sherry O’Neal with specific questions or to view an AP Stylebook.

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

A

advisor (n.)
Preferred instead of adviser, which is AP Style. DASA at NC State uses advisor.

alumnus, alumna, alumni, alumnae (n.)
An alumnus is a person, particularly a male, who has attended or is a graduate of a particular school, college or university; alumni is the plural form, referring to males as a group and males and females as a group. An alumna is a female alumnus; alumnae is the plural form, referring only to females as a group. Do not use the slang alum.

app (n.)
Short for application.

application programming interface (API) (n.)

Articulate (n.)
e-learning software and authoring tool

asynchronous (n.)

avatar (n.)
A version of yourself that you put forward in an online or video game setting.

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Blackboard Collaborate (n.)
A virtual environment optimized for learning. The proper full name for the product we have is Blackboard Collaborate Web Conferencing. This product was previously known as Elluminate Live!.

blog (n.)
A blog is a website where short entries, such as news, commentary, photos, video or any combination of the above, can be presented in reverse chronological order, with the newest entry first.

blogosphere (n.)

blogroll (n.)

Bluetooth (n.)

brand (n.)
A name, design, writing style that promotes a specific identity. DELTA, as part of NC State, is supporting NC State branding efforts.

Camtasia (n.)

cancel, canceled, canceling, cancellation

Centennial Campus (n.)
Use the full, capitalized name.

click-throughs (n.)
A way of measuring how many people click a link online to see its destination site.

content capture (n.)
Often used interchangeably with classroom capture & lecture capture.

crowdsourcing (n.)

Custom Training (n.)
D

DELTA (n., singular)
Abbreviation for Distance Education and Learning Technology Applications. Possessive is DELTA’s.

DELTA Grants (n.)
Formerly IDEA Grants.

DELTAwire (n).
DELTA’s blog for sharing news, information, best practices and lessons learned. DELTAwire is hosted on the DELTA website for the university community.

delta.ncsu.edu

Digital Media Laboratory (n.)

Distance Education (DE) (n., adj.)

Distance Education and Learning Technology Applications (n., singular)

Distance Education and Learning Technology Applications’ (n., singular possessive)
The possessive form of this noun ends in an apostrophe.

drop box (n.)
Two words.

Dreamweaver (n.)

E

e-book (n.)

EDUCAUSE (n.)

email (n., v.)
This term is the commonly used term for electronic mail.
   In listing an e-mail address, lowercase all letters and characters.
      Correct: david_howard@ncsu.edu
emoticon (n.)
A typographical cartoon or symbol generally used to indicate mood or appearance.
Example: ":-)"

enterprise-level (adj.)

Equella (n.)
A digital repository that provides one platform to house your teaching and learning, research, media and library content.

e-reader (n.)

E-Reserves (n.)

F

Facebook (n.)
One word.

faculty
A collective noun referring to the teaching and administrative staff and those members of the administration having academic rank in an educational institution. To refer to an individual who is part of a faculty, faculty member is preferred.

Correct: The faculty raised three million dollars for the American Cancer Society’s annual Race for the Cure. Sixty-eight faculty members participated in the race.

FDMS (n.)
Faculty Development Management System

Fireworks (n.)

Flashcard Study Tool (n.)

Flickr (n.)
Online photo sharing and storage system

Full time, full-time
Hyphenate when used as an adjective directly preceding a noun. Otherwise, leave as two words.
G

Google (n., v.), Googling, Googled

Google Apps (n.)
A suite of applications incorporated to allow for easy sharing. Google Apps @ NC State

- Gmail (n.) email
- Google Calendar (n.) calendars
- Google Drive (n.) online file storage
- Google Docs (n.) documents
- Google Groups (n.) groups
- Google Hangouts (n.) video meetings
- Google Sheets (n.) spreadsheets
- Google Slides (n.) presentations
- Google Talk (n.) text chat or voice chat either within Gmail or within a standalone app

GPA (n.)
Grade point average. Do not use periods with abbreviation.

grade book (n.)
Two words.

Grapple (n.)
DELTA program used by employees to import time into TeamworkPM.

Gravatar (n.)
An image that follows you from site to site appearing beside your name.

groundbreaking (n., adj.)
One word.

H

hashtag (n.)
The use of a number sign (#) on Twitter to convey the subject a user is writing about.

high-quality (adj.)
Hyphenate when used as a compound adjective.

home page (n.)
Two words.

HTML (n.)
IDEA Grants (n.)
Former title of grant program from DELTA. Use DELTA Grants.

IDIG (n.)
Instructional Design Interest Group.

instant message (IM) (n.)

in-state (adj.)
When referring to students, prefer resident.

inFORM (n.)

instant polling application (n.)

Instructional Consultation (n.)

Internet (n.)
Capitalize in all cases.

iPod (n.)

ITTC (n.)
The Information Technologies Teaching Center in the D.H. Hill Library consisting of three computer labs.

iTunes (n.)

iTunes U (n.)

JavaScript (n.)

jQuery (n.)
a fast, small, and feature-rich JavaScript library
K

keyword(s) (n.)
One word.

L

Large Course Redesign (LCR) (n.)
Learn and Earn (n.)

learning management system (LMS) (n.) LMSs (plural)
Capitalized. No apostrophe when using to discuss several learning management systems.

LearnTech Help Desk (n.)
LecShare Pro (n.)
LinkedIn (n.)
One word.

liveblog (n.)
Livescribe (n.)

log in (v.)
Two words when used as a verb.

login (n.)
One word when used as a noun.

M

mashup (n.)
A combination of two or more pieces of content or media to create something new.
Example: A video that blends audio from a song with footage from several movies to build a new storyline.

Me Too! (n.)
An online, anonymous polling tool developed by DELTA Mediasite (n.)
No capital 's'

metadata (n.)
Data about data.
Example: Descriptors indicating when information was created, by whom and in what format.

microblogging (n.)

Moodle (n.)
Learning management system

My Mediasite (n.)
a program by Sonic Foundry for users to record, upload, manage and publish their own video content

N

NCSU
Do not use NCSU to refer to the university in any form of communication, with a single exception: the proper name of NC State's library division is NCSU Libraries.

non-
The rules of prefixes apply, but in general no hyphen when forming a compound that does not have special meaning and can be understood if not is used before the base word. Use a hyphen, however, before proper nouns or in awkward combinations, such as non-nuclear.

non-degree studies (NDS) (n.)
Hyphenate this term. A non-degree studies student would be abbreviated NDS student.

nonfiction (n.)
One word.

nonprofit (n.)
One word, no hyphen.

nontraditional (adj.)
One word.

North Carolina State University
• "North Carolina State University at Raleigh" is the full, official name of our institution and may be written when explicitly required on official documents. Writers and editors should otherwise avoid
using this name because of the implication that another branch of North Carolina State University exists in another city.

- "North Carolina State University" is one of the two preferred forms of the university's full name. This form should be used on first reference in news releases and formal or ceremonial texts; in the footers of all web pages; and in other situations when a more formal tone is appropriate.
- "NC State University" is the other preferred form of the university's full name. This form should be used on first reference in material aimed at high school students and undergraduates, most advertisements, and other situations when a more familiar tone is appropriate.
- "NC State" is the preferred second reference in all situations, mainly used as a noun (e.g., "Welcome to NC State"). Because "university" is missing from this short form, be careful when using it as an adjective; i.e., "NC State Department of . . ." may be confused with a department of the government of the state of North Carolina.
- "The university" is an acceptable third reference.

O

**offline** (adj., adv.)
One word, no hyphen

**off campus, off-campus** (preposition., adj)
When used as a preposition, do not hyphenate. When used as an adjective, hyphenate when immediately preceding a noun.

Correct: Most graduate students live off campus.

   My cousin lives in off-campus housing.

**on campus, on-campus** (preposition., adj)
When used as a preposition, do not hyphenate. When used as an adjective, hyphenate when immediately preceding a noun.

Correct: There’s always a lot of traffic on campus during a basketball game.

   It’s nearly impossible to find on-campus parking.

**online** (adj., adv.)
One word, no hyphen

**out-of-state** (adj.)
When referring to students, prefer nonresident.

P

**peer-to-peer** (adj.)
Acronym P2P.
plug-in (n., adj.)
Hyphenate when used as noun or adjective.

podcast, podcasting

Q

Qualtrics (n.)
A tool for designing and administering surveys.

Quick Training (n.)

R

Really Simple Syndication (RSS) (n.)
A protocol for subscribing to and distributing feeds that notify people of new entries on news sites, blogs, podcasts or other online information sources.

Remedy (n.)
A software by BMC Software used to service and support IT. (Currently used by OIT, but scheduled to be replaced by ServiceNow.)

ResponseWare (n.)
ResponseWare turns mobile devices into a virtual clicker (remote control device).

retweet (RT) (n., v.)
The practice, on Twitter, of reposting a message or link from someone else to your followers.

rich media (n.)

S

search engine optimization (SEO) (n.)

Second Life (n.)
semester (n.)
Lowercase. Also lowercase are spring semester, summer semester and fall semester.
   Correct: This is Claudia's third semester at NC State. She is taking a history class during the fall semester.

ServiceNow (n.)
Software scheduled to replace Remedy at NC State for IT service management.

smartphone (n.)
One word.

Summer Shorts (n.)
Capitalize both words.

T

teamwork (n.)
One word

TeamworkPM (n.)
Software program used for project management within DELTA

3-D (adj.)

timeline (n.)
One word. A schedule of events and procedures.
   Example: What's your timeline for finishing the Summer Shorts binder?

TLTR (n.)
Teaching, Learning and Technology Roundtable

TurningPoint Student Response System (n.) or TurningPoint Clickers (n.)
Student Response Systems or "Clickers" are used to engage students in presentations by allowing them to respond to questions and interact with the content through the use of a remote keypad.

Twitter (n.)
Social networking service.
underway
One word in all uses.

unfriend (v.)
To remove someone from a list of friends, usually on Facebook. Also defriend, an acceptable but less common usage.

URL (n.)
Capitalize.

Venture II (n.)
Use Roman numerals

videoconference (n.)

vlog (n.)
(video blog)

Voice over Internet Protocol (VoIP) (n.)

Web 2.0 (n.)

WebAssign (n.)

Web-based (adj).
Capitalize Web, hyphenate when used as an adjective directly before a noun.

Web page (n.)
Two words; capitalize Web

website (n.)
One word; lowercase. When displaying information about a website, www. is not necessary.
Example: Visit DELTA’s website at delta.ncsu.edu. (Not www.delta.ncsu.edu.)
wiki (n.)
Lowercase

Wikipedia (n.)

Wolfpack (n.)
One word; capitalized when referring to the NC State mascot.

WolfWare (n.)
NC State’s enterprise suite of academic technologies and tools that provide instructors, students, prospective students and staff with a cohesive online environment for course enhancement and delivery.

WolfWare Classic (n.)
WolfWare Classic was launched in 1999. It offers an accessible course management platform that allows instructors and students to focus on course content and learning, rather than on the technologies themselves. It is still in use.

WolfWikis (n.)

WordPress (n.)

workload (n.)

World Wide Web (WWW) (n.)
Capitalize each word in all cases. It is also common practice to capitalize “Web” when it does not begin a sentence. Examples: Web, Web page

X

XML (n.)
Extensible Markup Language that defines a set of rules for encoding documents in a format which is both human-readable and machine-readable.

XMPP (n.)
A communications protocol for message-oriented middleware based on XML (Extensible Markup Language).

Y

YouTube (n.)
A video-sharing website headquartered in San Bruno, California.
Z

**zip** (n., v.)
compressed file, to compress

**zip file, zipped file** (n.)
compressed file