INCITE style guide

Some copy setting tips for non-designers, from Wade Lough and Chris Register (Thanks also to Ellen Lupton)

1. One space after a period

2. Use MS Word, set flush left, double spaced with as little formatting as possible

3. Use a common typeface. Times Roman is pretty universal

4. Do not use underlines for emphasis

5. Check and double-check spellings of proper names

6. In instances of deliberately odd sentence structure or spelling, indicate by using [sic]

7. Do not use the space bar to align or separate text

8. Foreign language words should be set in italics

9. Do not use indents. Instead, use a double hard return after each paragraph

10. Do not embedded images inside the document. Instead, submit images separately and in a JPEG format

11. Do not embed audio or video in the files. Instead, upload audio and video to a third party online sharing service, such as "Sound Cloud" for the audio and "YouTube" for the video