

CCA Style Guide 2011–12

This guide is intended to promote clarity and consistency in the college's print and web publications. It is based on *The Chicago Manual of Style* (15th edition). Please consult that book for stylistic questions not addressed here. See *Merriam-Webster's Collegiate Dictionary* (m-w.com) for spellings of words, biographical names, and geographical names. When *Webster's* mentions more than one spelling option, CCA style is to use the first one listed.

Program names and usage

The name of a general academic discipline (e.g., art, architecture, design, writing, humanities) is not capitalized unless it is a term that is always capitalized, such as "English." Likewise do not capitalize "freshman," "first-year student," etc.

The official names of CCA's academic programs are *always* capitalized and should be referred to as follows.

Undergraduate program names

- Animation Program
- Architecture Program
- Ceramics Program
- Community Arts Program
- Fashion Design Program
- Film Program
- Furniture Program
- Glass Program
- Graphic Design Program
- Illustration Program
- Industrial Design Program
- Interaction Design Program
- Interior Design Program
- Jewelry / Metal Arts Program [note spaces around slash]
- Painting/Drawing Program
- Photography Program
- Printmaking Program
- Sculpture Program
- Textiles Program
- Visual Studies Program [available as a minor]
- Writing and Literature Program [available as a minor]

also . . . Individualized Major

Graduate program names

- Master of Architecture Program [areas of focus: MEDIAlab, URBANlab, ECOlab]
- Master of Advanced Architectural Design Program
- Master of Architecture in Urban Design and Landscape Program
- Graduate Program in Curatorial Practice
- Graduate Program in Design [areas of focus: communication design, industrial design, interaction design]
- MBA in Design Strategy
- Graduate Program in Fine Arts
- Graduate Program in Visual and Critical Studies
- MFA Program in Writing

Division names

architecture
design
fine arts
humanities and sciences

Nondegree programs and initiatives

Leading by Design Fellows Program
ENGAGE at CCA
Critical Studies Program
First Year Program [no hyphen]
EcoTAP

Academic degrees

bachelor's degree
bachelor of architecture (BArch)
bachelor of arts (BA)
bachelor of education (BAEd)
bachelor of fine arts (BFA)
bachelor of interior architecture (BIA)

master's degree
master of architecture (MArch)
master of arts (MA)
master of fine arts (MFA)
master of business administration (MBA)

doctorate
doctor of philosophy (PhD)
doctor of fine arts

Alumni designations

Use “alumni” to refer to multiple graduates, “alumnus” to refer to a male graduate, and “alumna” to refer to a female graduate. In informal contexts, “alum” may refer to a male or female graduate. When mentioning alumni degrees after names, use the following conventions.

Undergraduate

Long format: Jane Doe (Illustration 1998)
Short format: Jane Doe (1998)

Graduate

Long format: Lois Lane (MFA Writing 1938)
Long format, two degrees: Lois Lane (Writing and Literature 1936, MFA Writing 1938)
Short format: Lois Lane (MFA 1938)
Short format, two degrees: Lois Lane (1936, MFA 1938)

When using the long format, indicate the graduate degrees as follows:

MA Curatorial Practice
MA Visual and Critical Studies
MArch
MBA
MFA
MFA Design
MFA Writing

College name and facilities

The college's name is California College of the Arts, without the word "the" preceding it. The terms "the college" and "CCA" are the preferred alternatives to using the full name. The college's previous name was the California College of Arts and Crafts (CCAC).

California College of the Arts was founded in 1907.

The college has 28 degree programs.

CCA students are supposed to wear IDs.

When the campuses are mentioned together, "San Francisco" precedes "Oakland." The word "campus" is not capitalized.

She has classes on the San Francisco and Oakland campuses.

The Oakland campus is on Broadway at College Avenue.

San Francisco facilities

A2 Café

Blattner Design Studios

Boyce Fashion Design Studio

Carmen M. Christensen Production Stage

Carroll Weisel Hall

CCA Wattis Institute for Contemporary Arts; Wattis Institute

Dorothy and George Saxe Academic Services Center

Florence and Leo B. Helzel Boardroom

Graduate Center [address is usually listed as "184 Hooper (at 8th Street)"]

Graduate Design Studio

Gruber Family Technology Center

Jewett Architecture and Design Studios

Kent and Vicki Logan Galleries; Logan Galleries

Koret Center for Digital Media

Lee and Carole Pierce Reading Room

Lillie Family Reference Center

the Nave

New Materials Resource Center

Oliver Architecture Studios

Osher Foundation Academic Center

Paulette Long and Shepard Pollack Graduate Student Gallery (PLAySPACE)

San Francisco Student Center

Sharon Hanley Simpson Library; Simpson Library

Student and Faculty Service Center [aka 80 Carolina]

Tecoah and Thomas Bruce Galleries; Bruce Galleries

Timken Lecture Hall

Wornick Wood and Furniture Studios

Writers' Studio / Graduate Writing [address is usually listed as "195 De Haro (at 15th Street)"]

Zafiropoulo Media Laboratories

Oakland facilities

A2 Café

Animation Homework Lab

Avenue Apartments

B Building

Barclay Simpson Sculpture Studio

Blattner Print Studio

Carriage House

Clifton Hall

College Avenue Galleries

First-Year Studios
Founder's Hall
Irwin Student Center
Isabelle Percy West Gallery
Macky Hall
Macky Lawn
Martinez Annex
Martinez Hall
Meyer Library
Nahl Hall
the Tecoah Bruce Gallery at the Oliver Art Center
Ralls Painting Studio
Shaklee Building
Stop Motion Lab
Terrace Apartments
Treadwell Hall
Treadwell Ceramic Arts Center
Webster Hall

Zip codes

94107-2247	For all SF mail with the "1111 Eighth Street" address <i>except</i> business reply (spell out "Eighth")
94107-9728	For SF business reply only, with the "1111 8th Street" address (use "8th")
94107-2206	For the old 450 Irwin Street SF address
94618-1426	For all Oakland mail <i>except</i> business reply
94618-9964	For Oakland business reply

Course titles

Do not italicize course titles or enclose them in quotation marks. When possible, write course descriptions in the present tense, not the future. "Class" refers to a specific meeting of a course; "course" refers to the duration. Use the term "units" rather than "credits."

School offices

Student Accounts Office
Financial Aid Office
Office of Special Programs [not Office of Extended Education]
etc.
BUT: Financial Aid and Human Resources offices

Centers, programs, events, scholarships . . .

Advancement

Alumni Association
Alumni/Student Mentorship Program
Alumni Council
Alumni Fund
Annual Fund
Board of Trustees [lowercase “the board” and “a trustee” when these words are used alone]
Curator’s Forum
Digital Image Registry
Founders Legacy Society
Friend’s Circle
Friends of CCA Fund
Parents Fund
Patron’s Circle
President’s Circle
President’s Circle Dinner
Salon Circle
Scholarship Recognition Dinner
Sponsor’s Circle
Sustainer’s Circle

Trustees Emeriti: Carla Emil , Henry L. Gardner, Leo Helzel, Rodric Lorimer , Henry J. Salvo,
Mrs. Karl Wentz

Financial Aid

Academic Competitiveness Grant
All-College Honors Prize
Architecture Jury Prize
Cal Grant A
Cal Grant B
CCA Scholastic Award
Creative Scholarship
Diversity Scholarship
Faculty Honors Award
Federal Supplemental Educational Opportunity Grant
Pell Grant
Perkins loan
PLUS loan
President’s Achievement Award
President’s Scholarship
Toby Devan Lewis Fellowship
Trustees’ Scholarship

[see www.cca.edu/students/financialaid/ccascholarships for a full list of official CCA named and emeritus scholarship titles]

Student Affairs

Holiday Fair
Spring Fair
Student Council

Enrollment Services

Fall Preview Day
Graduate/Undergraduate Information Day(s)
Graduate Information Night(s)
Open House

Special Programs

Leading by Design Fellows Program
Pre-College Program
Summer Atelier
Young Artist Studio Program; YASP
Fashion Sustainability Workshop Series / Certificate Program

Exhibition names

All-College Honors and Scholarship Awards Exhibition
Annual Fashion Show
Architecture Final Reviews
Architecture Jury Prize Nominee Exhibition
Baccalaureate Exhibition [not “BFA Exhibition”]
Barclay Simpson MFA Awards Exhibition
Faculty Exhibition
Graduate Exhibition [sometimes OK to call this the “MFA Show or “MFA Exhibition”]
New Student Exhibition
Staff Exhibition
Yozo Hamaguchi Printmaking Scholarship Awards Exhibition

Lecture Series

Architecture Lecture Series
Design and Craft Lecture Series
Graduate Studies Lecture Series
Word. World. 2011. [replace final element with current year]

Center for Art and Public Life

[Avoid CAPL acronym. OK to capitalize “C” in “the Center” in running text when used alone]
ENGAGE at CCA
IMPACT Social Entrepreneurship Awards
Art Education Forum
Artists for Community
Arts Learning Specialist Certificate
Center Student Grants
Community Student Fellows

Small Press Traffic

Small Press Traffic Literary Arts Center; Small Press Traffic

Wattis Institute

CCA Wattis Institute for Contemporary Arts; Wattis Institute; the Wattis
[generally prefer “Wattis Institute” over simply “Wattis”]
Capp Street Project
Kent and Vicki Logan Galleries
101 Fellowship; 101 Curatorial Fellow

Abbreviations

Omit periods from all-capital abbreviations. The abbreviation “U.S.” is an exception. Form a plural of an abbreviation in all capitals simply by adding “s” (without an apostrophe).

SF [not “S.F.”]
PDFs [not “PDF’s”]

Days and months

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.						
Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	

Dates and times

No comma is needed between a month’s or semester’s name and the year. Do not capitalize “fall,” “spring,” etc.

September 2002
fall 2006

Use numerals and “a.m.” or “p.m.” to designate a specific time, except for “noon” or “midnight.” Use an en-dash in time ranges.

10 a.m.–4:30 p.m.
6:15–11 p.m.
6:30 a.m.–noon

Use the following formats to indicate date and year ranges (note use of en-dash).

September 1–2, 2003 [or September 1 and 2, 2003]
March 25–June 10, 2004 [or March 25 through June 10, 2004]
November 15, 2002–January 10, 2003 [or November 15, 2002, through January 10, 2003]
the classes of 1967–72
the 2006–7 school year
the winter of 1999–2000

URLs

When including a web address in a sentence, do not use “http://” or end with a slash. Do not underline web addresses (you may need to turn off Microsoft Word’s auto-hyperlinking) or enclose them in angle brackets. Do not use capital letters in a URL unless it really requires capitals (otherwise you’ll have a broken link).

For well-known websites (Amazon, Google, YouTube, eBay, and the like), there is no need to include “.com” in the name unless the context (e.g., a long list of websites) calls for consistency. Web addresses in running text should generally begin with “www.” Web addresses standing alone generally do not need “www.”

Visit the college’s website at www.cca.edu.
The Wattis Institute website, www.wattis.org, was launched in 2002.
Visit the Center for Art and Public Life at center.cca.edu.

A full list of CCA URL shortcuts is maintained at
www.cca.edu/about/administration/communications/website/urls

Names of institutions

In running text or in a list, it is usually unnecessary to mention the city/country of an academic institution. Mention of museums and galleries should always include the city and/or state/country in which they are located unless its name makes the designation unnecessary (see Appendix 2).

Personal and professional names and titles

After a person's name has been given in full, refer to them by their last name unless you are writing with a deliberately familiar tone (e.g., in alumni publications). When you wish to have a more formal tone, refer to the person by his or her title (Mr., Ms., Dr., etc.) and last name.

Titles such as professor, president, and dean are not capitalized unless they precede a person's name. The names of positions are not capitalized, except in formal contexts such as lists of honorees.

Unless some other organizational logic is clearly called for, mention faculty members in alpha order: by last name when only one program is involved, and by program name (or division name, if applicable) when faculty from multiple programs are mentioned.

Industrial Design professor Rick Blaine is a favorite among his students.

Stephen Beal is president of the college.

The office of President Beal is on the Oakland campus.

The director of libraries supervises staff on both campuses.

Ila Berman is director of architecture, Leslie Becker is the director of design, Deborah Valoma is director of fine arts, and Rachel Schreiber is director of humanities and sciences.

Use Stephen Beal's formal first name in almost all situations. The primary exception is in correspondence to trustees.

Titles of works and events

Use headline style when capitalizing the titles of works and events. The general rule is to capitalize the first and last words in the title and all other words except "and," "but," "for," "or," "nor," "the," "a," and "an." Usually also lowercase prepositions ("over," "on," etc.) unless the result looks awkward.

The official names of associations, awards, annual conferences, lecture series, scholarships, and musical or art groups are capitalized but not italicized or enclosed in quotation marks. Initial "the" is lowercased in running text. If a lecture or conference has a *unique* name (as opposed to the same name every year), enclose it in quotation marks.

Ten students attended the annual Making Art, Making Ourselves conference.

In 2003 the Design Now conference, "Traversing Art Space," took place in Oakland.

She's a huge fan of the Beatles.

She gave the lecture "Baroque versus Gothic" as part of the Graduate Studies Lecture Series.

They longed to join the Arts and Crafts Association.

She won the Academy Award for best actress.

Titles of artworks, exhibitions, magazines, newspapers, books, and music albums are italicized. Titles of articles, short stories, poems, songs, and thesis projects are enclosed in quotation marks but not italicized. Capitalize "the" at the beginning of a title, even in running text, unless it is the name of a magazine or newspaper.

Her massive painting *The Poetics of the World* (1984) covered the eastern wall.

I can't believe we got a review in the *New York Times*!

The article "Running on Empty" details the museum's curatorial history.

Punctuation

Use a comma (called a serial comma) before the last item in a series of three or more items.

The student thanked her parents, Nietzsche, and God. [not “The student thanked her parents, Nietzsche and God,” which implies that Nietzsche and God were the student’s parents.]

Put one space, not two, between sentences (also after colons and semicolons).

Do not include a comma between city and state in an address (new USPS rule).

Use an en-dash for ranges of numbers, date ranges (see “Dates and Times”), and when one of the elements on either side of what would otherwise be a hyphen is a multiword element.

Rob Epstein is a two-time Academy Award–winning filmmaker.

When there is a multiword element on one or both sides of a slash, put spaces around the slash.

Painting/Drawing Program
Jewelry / Metal Arts Program

Numbers

Spell out whole numbers from one through nine. Use numerals for the numbers 10 and above. Spell out the number, no matter what it is, if it comes at the beginning of the sentence. Always use commas to separate the thousands in numbers 1,000 or greater.

The painter has written eight books.
She addressed the college’s 1,600 students.
Fifteen starlets attended the 20th annual award ceremony.

Use numerals for academic units (“6 units”).

Use numerals for decades, without an apostrophe. Do not abbreviate decades.

the 1980s [not “the ‘80s” or “the 1980’s”]

Use numerals for monetary amounts, unless the amount appears at the beginning of a sentence. Omit a decimal point followed by two zeroes.

The student received a \$1,200 grant.
Twelve dollars is all he spent.
The supplies cost \$25.50.
The institution’s annual budget is \$25 million.

To indicate a percentage in a sentence, use a numeral followed by the word “percent.” But spell out the number if it comes at the beginning of a sentence. The percentage symbol (%) may be used in tables or other contexts where space is limited.

The designer devoted 99 percent of her time to book design.
Ten percent of the students aced the exam.

Telephone number format is 415.123.1234. Omit “1” before long-distance numbers or 800 numbers.

Gender

Make your text gender neutral, when practical. Avoid using “he” or “she” as a singular pronoun of indefinite gender and instead recast the sentence. Do not use “he/she” or “s/he.” Avoid gender-biased language (“human-made,” not “man-made”; “humankind,” not “mankind”).

Checklist formatting

In checklists (e.g. Wattis Institute catalogs), list artworks in alphabetical order by artist last name. If there are multiple works by a single artist, put them in chronological order with the earliest first.

List dimensions in height x width x depth order. Measurements should be taken in inches and listed in fraction format to the nearest eighth of an inch, then converted to centimeters and listed in decimal format to the nearest tenth of a centimeter. Typeset the fractions in printed pieces. Do not list dimensions for films or videos unless the projection/display is always of a particular size.

For photographs, always specify “chromogenic print,” “gelatin silver print,” etc. unless the type is unknown, in which case use “photograph.”

Never use colors in medium lines (e.g., “red paint” or “black-and-white photograph”).

In the collection credit line, omit “collection of” if the work is in a museum collection; simply list the name of the institution. List the city and/or state/country of the lending institution unless its name makes the designation unnecessary (see Appendix 2).

Craig Baldwin

Cross References, 2007

16-millimeter film, color, silent, 3:02 min.

San Francisco Museum of Modern Art

Sandow Birk

Pleasant Valley State Prison, Coalinga, CA, 2000

Oil and acrylic on canvas

24 x 36 in. (61 x 91.4 cm)

Courtesy Koplín del Río Gallery, Culver City, California

Andrea Bowers

The Names Project Book Displayed, 2007

Digital archival prints

36 prints, each 18 x 12 in. (45.7 x 30.5 cm)

Courtesy the artist and Susanne Vielmetter Los Angeles Projects

Abigail Child

The Future Is Behind You, 2005

DVD projection, black and white, sound, 21 min.

Courtesy the artist

Jay Chung and Q Takeki Maeda

Untitled, 2007

Offset lithographic prints

Seven parts, three 26 x 33 in. (66 x 83.8 cm) and four 18 x 24 in. (45.7 x 61 cm)

Courtesy the artists and Galerie Isabella Bortolozzi, Berlin

Appendix 1: Frequently used names and terms

Refer to *Merriam-Webster's* for most words and terms.

Adobe Creative Suite: After Effects, Dreamweaver, InDesign, Photoshop

Adobe PostScript

advisor [not “adviser”]

African American [never hyphenated]

after-party

American Institute of Architecture Students (AIAS)

American Institute of Graphic Arts (AIGA) [San Francisco chapter is AIGA SF]

artist in residence; artist residency [but “artist-in-residence program”]

artist’s book; artist’s books [by one artist]; **artists’ books** [by more than one artist]

artist statement

art making [but “art-making” before a noun: “She loves art making” versus “Her art-making tools are extremely unusual.”]

artwork

Association of Independent Colleges of Art and Design (AICAD)

audiotape; audiocassette

AutoCAD

Bay Area; the bay

benday

black and white [but “black-and-white” before a noun: “She specializes in black-and-white photography” versus “Her photographs were black and white.” OK to abbreviate “b/w” or “B&W” in some circumstances when space is very tight and the design makes your meaning clear.]

café

California Arts Council [in a credit line, should be: “California Arts Council—a state agency”]

California Student Aid Commission (CSAC)

campuswide

catalog [not “catalogue”]

CD [not “CDR” or “CD-ROM”]

ceramicist [preferred over “ceramist”]

chair [not “chairman,” “chairwoman,” or “chairperson”]

charrette

Christensen Fund

CMYK [stands for “cyan, magenta, yellow, and black” in four-color printing]

collegewide

core [not capitalized; the foundational academic program at the college]

Corporation for National and Community Service [formerly the Corporation for National Service]

Council for Interior Design Accreditation (CIDA) [formerly Foundation for Interior Design Education Research (FIDER)]

coursework

descreen; descreening

digital video

disk; disc [“disk” preferred when referring to a computer disk, “disc” for a music CD]

email [no hyphen]

emeritus; emerita

Final Cut Pro

Free Application for Federal Student Aid (FAFSA)

glassblowing

Grants for the Arts / San Francisco Hotel Tax Fund [note spaces around slash]

gray [not “grey”]

holloware

homepage

Industrial Designers Society of America (IDSA)

International Interior Design Association (IIDA)

Internet

intranet

JPG; JPGs [not “.jpg” or “.jpg”]

Jr.; Sr. [no comma before the abbreviation: “Joe Smith Jr.”]

LEF Foundation

National Architectural Accrediting Board (NAAB)

National Association of Schools of Art and Design (NASAD)

National Council of Architectural Registration Boards (NCARB)

National Endowment for the Arts (NEA)

National Portfolio Day Association (NPDA)

online

organize [preferred over “curate” when referring to work done by an institution: “Jens Hoffmann curated the exhibition, but the Wattis Institute organized it.”]

Pantone; PMS color

PDF; PDFs

photofabrication

Plexiglas

printmaker; printmaking

QuarkXPress

Rock LaFleche [one of the Center for Art and Public Life’s partner schools in Oakland]

San Francisco Cinematheque

screenprint

silkscreen; silkscreening

spray paint

Sputnik [CCA student design team]

3D; 2D [not “3-D”]

TIF; TIFs [not “tiff,” “tif,” or “.tif”]

toward [not “towards”]

transferable [not “transferrable”]

UC Berkeley [often OK to abbreviate this if your audience is local, unless more than one UC school is being mentioned and consistency is called for, in which case either “University of California at TKcity” or “University of California, TKcity” is acceptable]

Untitled [whether referring to work without a title or a work deliberately called “Untitled”; but: “Her untitled work of 1961 was groundbreaking.”]

VectorWorks

web, webpage, website [also, something is *at* a website, not *on* or *in* a website]

Western Association of Schools and Colleges (WASC)

work-study

Appendix 2: Names of Cities and Countries

A reference to any of the following cities is usually sufficiently clear without an accompanying mention of the state or country.

U.S. cities

Akron	Honolulu	Sacramento
Albuquerque	Houston	Saint Louis
Aspen	Indianapolis	Saint Paul
Atlanta	Jersey City	Salt Lake City
Austin	Little Rock	San Antonio
Baltimore	Los Angeles	San Diego
Baton Rouge	Maui	San Francisco
Berkeley	Memphis	San Jose
Boston	Milwaukee	Santa Fe
Brooklyn	Minneapolis	Santa Barbara
Buffalo	Nashville	Santa Monica
Chicago	New Orleans	Savannah
Cincinnati	New York	Seattle
Cleveland	Oakland	Spokane
Colorado Springs	Oklahoma City	Stanford
Dallas	Omaha	Tacoma
Dayton	Palo Alto	Tampa
Denver	Pasadena	Toledo
Des Moines	Philadelphia	Tucson
Detroit	Phoenix	Tulsa
Fort Worth	Pittsburgh	Washington DC [no comma, no periods]
Grand Rapids	Providence	
Hartford	Reno	

Foreign cities

Amsterdam	Helsinki	Prague
Baghdad	Hong Kong	Quebec City
Barcelona	Istanbul	Reykjavik
Beijing	Jerusalem	Rio de Janeiro
Berlin	Kyoto	Rome
Bogotá	Lima	Santiago
Brussels	Lisbon	São Paulo
Buenos Aires	London	Seoul
Cairo	Madrid	Shanghai
Cologne	Mexico City	Stockholm
Copenhagen	Milan	Sydney
Dublin	Montreal	Tokyo
Florence	Moscow	Toronto
Geneva	Munich	Vancouver
Glasgow	Osaka	Venice
Hamburg	Oslo	Vienna
Havana	Paris	Zurich

When referring to a foreign city, use the English version of the name if one exists (Vienna [for Wien]; Cologne [for Köln]). Use *Webster's* to verify spellings.

Appendix 3: Names of Art Movements

Names of established art movements (the “isms”), and the nouns derived from them are capitalized (“Cubism,” “a Cubist”). Adjectives derived from “isms” are lowercase (“a cubist painting”). Following is a list of frequently mentioned art movements and guidelines for their capitalization.

Abstract Expressionism	Minimalism
Action Painting	Modernism
Analytic Cubism	modernist
Art Brut	Neoclassicism
Art Deco	Neo-Dada
Art Nouveau	Neo-Expressionism
Arte Povera	New York School
Arts and Crafts	Op art
Bay Area Figurative art/ists	Performance art
Color-field painting	Photorealism
Conceptual art; Conceptualism	Photo-Secession
Concrete poetry	Pop art
Constructivism	Post-Impressionism
Cubism	Postminimalism
De Stijl	Postmodernism
Der Blaue Reiter (The Blue Rider)	Post-painterly abstraction
Dada; Dadaism	Pre-Raphaelism; Pre-Raphaelite
Earthworks	realism
Expressionism	Romanticism
Fauvism [but italicize “ <i>fauves</i> ”]	Socialist Realism
Fluxus	Structuralism
Gothic	Surrealism
Gothic Revival	Symbolism
Impressionism	Young British Artists

Appendix 4: History of CCA Program Names

Phased-out bachelor's degree offerings since 1980

[Please note: This list is not comprehensive and may not be completely fact checked.]

Art Education

Drawing (became Painting/Drawing in 1992)

Painting (became Painting/Drawing in 1992)

Interior Architecture Design

became Interior Architecture

currently Interior Design

Film/TV

became Film/Video in 1986

then Film/Video/Performance in 1989

currently Media Arts

Metal Arts (became Jewelry / Metal Arts in 1986)

Wood Design

became Woodworking/Furniture Design in 1986

then Wood/Furniture

currently Furniture

Environmental Design

Fashion Design (inaugurated in 1996)

Graphic Design and Illustration (separated into two different programs in 1986)

Ethnic Art Studies

Interdisciplinary Design (inaugurated in 1987)

General Design

Interdisciplinary Fine Arts (inaugurated in 1987)

General Fine Arts

General Crafts

Graduate degrees inaugurated

Master of Architecture Program

Graduate Program in Curatorial Practice (fall 2003)

Graduate Program in Design (fall 2000)

MBA Program in Design Strategy (fall 2008)

Graduate Program in Film (was to be fall 2008, but cancelled in March 2008)

Graduate Program in Fine Arts

Graduate Program in Visual and Critical Studies (fall 2000 as Visual Criticism; renamed in fall 2007)

MFA Program in Writing (fall 2000)

Appendix 5: CCA Web Style

Be succinct: Users rarely read webpages in their entirety. Your text should be to the point and presented in a way that assists scanning. Include one main idea per paragraph. Break up your text with meaningful subheads. Turn series of information into bulleted or numbered lists. Write extended copy in the inverted pyramid style; start with the conclusion, as in a news article. Avoid institutional jargon.

Be factual: For instance, rather than saying “The San Francisco campus is located in the heart of the city’s design district,” say “The San Francisco campus is located in the Potrero Hill neighborhood.” Whenever possible, write about how things are, not how you hope they’ll be. If your copy sounds like a mission statement, start over—unless you’re presenting your mission statement.

See the following articles by Jakob Nielsen for more on writing for the web:

“Be Succinct! (Writing for the Web)”: www.useit.com/alertbox/9703b.html

“How Users Read on the Web”: www.useit.com/alertbox/9710a.html

Link text

When including links in your web copy, make the link text descriptive. Avoid “click here” and other phrases that don’t tell readers what they’re going to get when they click. Instead, use the title of the destination webpage or some other text that describes the page’s content as your link text. For instance, if you’re referring readers to the main financial aid webpage, you could use the page’s title as your link text: “See [Financial Aid](#) for more about scholarships and loans.”

When directing readers on the CCA website to another page on the same website, use the word “see”: “See [Graduate Programs](#) for more information.” When you direct readers to another website, use “visit”: “Visit [Amazon](#) for more information.”