

College of Visual Arts Style Manual For Publications and Website



College of Visual Arts Style Manual for Publications and Website

This guide is the standard for official college communications and correspondence. It corresponds to the Modern Language Association (MLA) style. The guide was edited by Kathy Heuer, with contributions by Carmen Harris, Demeri Mullikin, Elyan Paz, and Carol Zen.

Abbreviations

- In text, generally use full words rather than abbreviations, even for our city name. One exception is to use the state abbreviation.
- e.g. Use Saint Paul, MN instead of St. Paul, MN

See also Months of the year and Days of the week.

Academic departments and offices

- Use uppercase when referring to the official, formal name.
- e.g. Students in the Department of Fine Arts had a special exhibition in April.
The Office for Student Life coordinates many programs for students.

- Use lowercase when using shortened or unofficial names.
- e.g. The students in fine arts take many drawing classes.
Amanda works in admissions.

See also Titles of positions.

Address for mailing

All mailings must include CVA's address and the URL for the website.

College of Visual Arts
344 Summit Avenue
Saint Paul, MN 55102
www.cva.edu

Agenda

There are two templates to use for agendas for meetings.
See Appendix 9 and Appendix 10.

Alumni

Graduates of the college are:
alumni: plural, gender neutral
alumnus: masculine singular
alumna: feminine singular
alumnae: feminine plural

- e.g. He is an alumnus. She is an alumna. Her sisters are alumnae. They are all alumni.

- CVA alumni should be listed with their name, a space, apostrophe ('), and a two-digit class year.
- e.g. John Smith '87

Noted exception: As used in Manse: John Smith alum 87

Apostrophe

- Use the curly apostrophe (') instead of the straight mark (').
- e.g. CVA's buildings are closed on weekends during the summer.

To type a curly mark: Hold down Option + Shift +]
If using MSWord you can set up the AutoCorrect function under the Tools menu item to automatically type either a single or double curly mark.

Appositives

An appositive is a noun or noun phrase that renames a nearby noun. Nonrestrictive appositives are set off with commas; restrictive appositives are not.

Nonrestrictive

- e. g. The 2010 graduation exhibition, *Panoptic*, opened last week.
In the sentence above the words “2010 graduation exhibition” restricts the meaning to a specific exhibition, so the appositive *Panoptic* is nonrestrictive and is set off with commas.

Restrictive

- e.g. The exhibition *Foot in the Door 4* is currently on view at the MIA.
In the sentence above the word “exhibition” does not indicate which exhibition the writer means. The appositive following exhibition restricts its meaning and is not set off with commas.

See also Commas and Quotation marks and punctuation.

Artwork

Names of works of art are in italics.

- e.g. Jasper Johns, *Flag Piece No. 4*, 1969, mixed media, 32 x 48 inches.
[Use this format to write a caption under an image that is on a web page or in print publication.]

Francesco Clemente, *Untitled*, 1981, oil on canvas, 20 x 16 inches.
[In this example the title of the artwork is Untitled.]

Mary Franks, untitled, 1986, photograph, 8 x 10 inches.
[In this example there is no title for the artwork.]

The *Mona Lisa* is in the Louvre.
[Title of artwork used in a sentence.]

See also Titles of works

Buildings

Capitalize the full official names of buildings, but lower case when “library” or “gallery” is written without the CVA modifier.

The formal names of the buildings are:

Summit Building

Western Building (can use as alternative, CVA Gallery & Western Studios)

Marquette Studios

Grotto Studios

CVA Library

- e.g. Our strength is that the CVA Library has a wonderful collection.
The gallery is located in the Western Building.

Capital letters

Capitalize the first, last, and all major words in titles and subtitles of works such as books, articles, songs, online documents, etc.

- e.g. The textbook for the art history class is *Gardner’s Art through the Ages*.

The assignment was to read the second chapter, “The Ancient Near East,” for today.

See also Titles of works

College

Capitalize the official title of the college.

e.g. The new exhibition at the College of Visual Arts will open on Thursday.

Do not capitalize the word “college” when it modifies something else.

e.g. The college campus is made up of five buildings.

Do not capitalize the word “college” when it is used as a general noun, without the full title, even if it is referring to the College of Visual Arts.

e.g. The college received a grant from the McKnight Foundation.

Commas

Use commas to separate three or more items in a series with a comma between the last two items.

e.g. Apples, oranges, and pears are out of season.

See also Appositive and Quotation marks and punctuation.

Constant Contact

Some departments use Constant Contact to create email messages.

See Appendix 4.

Dash

Use an en dash (–) between dates, numbers, and time to show continuation. There is a space on both sides of the en dash. For an en dash hold down the hyphen & option keys at the same time.

e.g. The program will be held July 1 – 4.

Use an em dash (—) to indicate a sudden break in the sentence for an interjection or emphasis. For the em dash hold down the hyphen, option & shift keys at the same time.

e.g. The CVA Gallery — located in the Western Building — will host the event.

See also Hyphen.

Dates

Use numerals, and not letters, when writing dates in a sentence or under a listing for an event.

When creating some lists with dates on the CVA website, the day may have a suffix such as May, 3rd, 2010. This is in the programming issue and currently cannot be changed.

e.g. The program will be held on July 25, 2010.

Foundation Exhibition

Start: Apr 1, 2010

Calendar entries use an en dash (–) between dates and numbers to show continuation. There is a space on both sides of the en dash.

Use “through” when dates run into another month.

e.g. The program will be held July 1 – 4.

The show will be up June 8 through August 3.

See also Months of the year.

Days of the week

Write out the day of the week if in the body of text. In a listing the day of the week can be written out or abbreviated. If using an abbreviation, use the following and do not put a period at the end of abbreviation:

Mon Tue Wed Thu Fri Sat Sun

e.g. The class will start on Monday.

Spring semester hours:

Mon – Thu: 8 a.m. – 10 p.m.

CVA Gallery hours:

Wednesday – Friday: 12 – 6 p.m.

Degrees

Spell out Bachelor of Fine Arts only when referring to the CVA program in the initial reference. Subsequent references use capitalized abbreviations with no periods.

e.g. The Bachelor of Fine Arts curriculum at CVA offers various programs. Students pursuing a BFA in photography learn many different processes.

Abbreviations for degrees use upper and lower case letters with no periods.

e.g. BFA MFA PhD BArch BEd

When listing the degrees of a person, the order is from highest degree earned to lowest.

e. g. Mary Smith
PhD, University of Minnesota
MA, University of Minnesota
BFA, College of Visual Arts

Email

This word is lowercase and without a hyphen.

When creating a mail link, it must be done with HTML. The correct code for a mail link is:

```
<a href="mailto:smith@cva.edu">Email</a>
```

In the example above, the hot link would be the word "email".

Some departments use Constant Contact to create email messages.

See Appendix 3.

Email automatic reply

There is a template to use for an “out of office” automatic reply.

See Appendix 7.

Email Etiquette

There are guidelines and suggestions for email etiquette.

See Appendix 5.

Email signature

There is a template to use as a signature on email correspondence.

See Appendix 6.

Envelope and mailing label

There are templates to use for addressing envelopes and creating mailing labels.

See Appendix 11 and Appendix 12.

Exhibition

Use the word “exhibition” to describe large-scale public showings of art objects, not exhibit.
e.g. The new exhibition in the gallery features works by foundation students.

The word “exhibit” has several meanings and can refer to individual items on exhibit. It also can be used as a verb.
e.g. The artist exhibited widely.

See also Titles of works.

Fax

There is a template to use for a fax cover letter.
See Appendix 13.

Fonts

For web pages see Appendix 1: Website Fonts and Font Colors and Appendix 2: Header Examples.

For print publications the official font is Times (or Times New Roman) 10 pt.

Headlines, news

See News headlines

Hyphen

A hyphen is used between the parts of a compound word. It is also used when a noun is modified by a preceding adverb and adjective, but not when the modifiers follow the noun. For the hyphen hold down the hyphen key.

e.g. The college has many work-study students.
She was a part-time student.
Bob went to school full time.

See also Dash.

Internet

Internet is capitalized, but intranet is not.

Letterhead

There is a template to use with CVA letterhead.
See Appendix 14.

Magazines, journals, and newspapers

Titles of magazines, journals, and newspapers are always capitalized and written in italics.
e.g. *The New York Times*, *Star Tribune*, *Public Art Review*

If the article is included in the name, it is capitalized.
e.g. He reads *The New York Times* every day.

The article included in the name is not capitalized if the title is in a series of items.
e.g. The library received the *Wall Street Journal*, the *Chicago Sun-Times* and the *New York Times*.

Capitalize the word “magazine” only if it is part of the formal title.
e.g. She enjoyed reading *Harper’s Magazine* and *The New Yorker* magazine.

Memo

There is a template to use for memos.
See Appendix 15.

Months of the year

Write out the month of the year if in the body of text. In a listing the month can be written out or abbreviated. If using an abbreviation, use the following and do not put a period at the end of abbreviation:

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

e.g. The exhibition will run March 23 through June 2.
Exhibition start: Apr 10, 2010

See also Dates.

Name tags

There is a template to use for printing name tags.
See Appendix 16.

News headlines

Headlines in the News section of the website follow the rule of capitalizing the first, last, and all major words in the title.

e.g. Winners at the AIGA Design Show

If a person is named in the headline, use only the last name.

e.g. O'Brien Illustrations Featured

If the person named in the headline is a student or graduate, include the two-digit class year following the name.

e.g. Lund '98 in New York Exhibition

See Appendix 3

Numbers as used in body of text

If a sentence begins with a number, write it out, do not use a numeral(s).

e.g. One hundred twenty-one students registered. (Not: 121 students registered.)

Spell out numbers represented by one or two words.

e.g. He worked twenty hours last week and twenty-six hours this week.

Use numerals for numbers that would be represented with more than two words.

e.g. We were happy to see that 121 students registered today.

Numbers as used in exhibition titles

Numbers can be written out or represented by numerals, such as Arabic or Roman.

e.g. *Foot in the Door 4* will open on Friday.

The new exhibition at the Walker Art Center, *Painting & Drawing IV*, received a glowing review.
My work will be featured in the exhibition *IV plus Two = 6*.

Numbers as used in headlines and captions

Use numerals for numbers in headlines and captions.

e.g. 3 students take top honors

Quotation marks and punctuation

Periods and commas always go inside the quotation marks.

e.g. Who's means "who is."
"A foolish consistency is the hobgoblin of little minds," wrote Ralph Waldo Emerson.

Question marks and exclamation marks go inside the quotation marks if part of the quote; otherwise they go outside as part of the entire sentence.

e.g. Oscar Wilde said that "We might be in the gutter, but we're looking at the stars!"
Do you know the proverb "Do not climb the hill until you reach it"?

Use single quotation marks to set off a quote within a quote.
e.g. "What do you mean, 'What do I mean?'" she asked.

Use curly quotations marks either double (" ") or single (' ') instead of the straight marks double (" ") or single (' ').

To type the double opening quotation mark: Hold down Option + [
To type the double closing quotation mark: Hold down Option + Shift +]

To type the single opening quotation mark: Hold down Option +]
To type the single closing quotation mark: Hold down Option + Shift +]

If using MSWord you can set up the AutoCorrect function under the Tools menu item to automatically type either a single or double curly mark.

See also Apostrophe, Appositives and Commas.

Reply please

Use RSVP (all uppercase with no periods) for répondez s'il vous plaît when used in print publications.

Use rsvp (all lowercase with no periods) for répondez s'il vous plaît when used on the website.

Telephone numbers

Use periods between area codes and the other numbers.
e.g. 651.224.3416

Time

Use lowercase letters with periods to denote morning or afternoon, with a space between the numeral and letter. (a.m. and p.m.)

Use an en dash between times when in a list:
e.g. 11 a.m. – 3 p.m.
7 – 9 p.m.

Include a colon and minutes with lowercase a.m. or p.m. when minutes are included in one of the times, or when there is a list of times.

In running text, use "to" instead of the dash.
e.g. 10:30 a.m. – 12:00 p.m.
The lecture will be held from 5:30 to 6:45 p.m.

Use 12 p.m. or 12:00 p.m. in a list or stating a span of time . Use "noon" only in running text and indicating a specific time. Never use "12 noon" to indicate time.

e.g. The open house will be from 12 to 2 p.m.
I will meet you at noon.

Time periods

Refer to time periods in upper case with no punctuation. Use either AD and BC or CE and BCE. AD precedes the date. BC, CE, and BCE follow the date.

- e.g. The temple was built ca. 235 BC. The temple was built ca. 235 BCE.
Vesuvius erupted in AD 79. Vesuvius erupted in 79 CE.

Titles of positions

Capitalize titles when they immediately precede the individual's name, when a title follows a name and is separated by commas, or when they are specially named positions or honorary titles.

- e.g. Mayor Coleman and President Ledy greeted guests at the exhibition opening.
Ann Ledy is president of the College of Visual Arts.
Ann Ledy, President of CVA, spoke at graduation.
Val Jenkins, Chair of Fine Arts, had work featured in the exhibition.
Marcus Young is St. Paul's Artist in Residence.
The director for student life coordinates requests from students.
Sue Short, PhD, attended the conference.
Robert Johnson Jr. is a member of the board.

See also Appendix 8.

Titles of works

Use italics for:

- Art exhibitions
- Works of art
- Published books, magazines, newsletters, brochures, pamphlets and journals
- Published dissertations and theses
- Newspapers
- Collections of poems, plays or short stories
- Plays
- Operas and long musical compositions
- Albums or compact discs

- e.g. The highlight of the new exhibition, *Treasures of the Louvre*, was the *Mona Lisa*.

Use quotation marks around the titles of:

- Articles in periodicals or newspapers
- Chapters of books
- Television and radio programs
- Songs and short musical compositions
- Conferences and symposia

- e.g. The students watched "Art 21: Season Five" in their art history class.
"A Great Vacation in Minnesota" was a feature article in *The New York Times*.

See also Capital letters.

Voice mail scripts

There are templates to use for telephone voice mail greetings.
See Appendix 17.

web page

This term consists of two words, unlike website.

- e.g. The library website has many web pages with useful resources.

website

The term is one word, unlike web page.

The URL of CVA's website is www.cva.edu and should appear on all external materials. When writing out any URL the preceding "http://" should be omitted.

e.g. The application form is available on CVA's website, www.cva.edu.
Students must complete the FAFSA online at www.fafsa.ed.gov.

Appendix 1
Website Fonts and Font Colors

Color



0, 0, 0
Headline



63, 63, 63
Body Copy



255, 67, 7
Links

Typography

Headlines (h1 Tag - Automatically updated via SIFR)

Interstate Black, 36/36
abcdefghijklmnopqrstuvxyz
1234567890

SubHead (h2 Tag - Automatically updated via SIFR)

Interstate Bold, 18/18
abcdefghijklmnopqrstuvxyz
1234567890

Body Copy (p Tag)

Georgia Regular, 12/20
abcdefghijklmnopqrstuvxyz
1234567890

Appendix 2 Header Examples

The screenshot displays the website for the College of Visual Arts, specifically a page for the CVA \$2,000 Academic Scholarship. The page features a navigation menu with links for ABOUT, ADMISSIONS, DEGREES & PROGRAMS, NEWS & EVENTS, and GALLERY. The main content area includes a search bar, a list of navigation links, and a sidebar with a search bar and a list of links. The main content area is divided into sections: ADMISSIONS, PARENTS, and Awarards. The Awarards section lists three types of scholarships: CVA Faculty Scholarship, CVA Presidential Scholarship, and CVA Trustee's Scholarship. The footer contains copyright information and social media links.

COLLEGE of VISUAL ARTS

ABOUT | **ADMISSIONS** | DEGREES & PROGRAMS | NEWS & EVENTS | GALLERY

cva scholarship

At the College of Visual Arts, we strive to recognize both academic and artistic merit of our students. In order to do so, we have a variety of scholarship programs awarded to incoming students.

CVA \$2,000 Academic Scholarship

The Academic Scholarship recognizes students who have achieved academically in high school or college. This scholarship is awarded at the time of admission to CVA to students with a minimum cumulative GPA of 3.0 and have class rank and test scores consistent with classroom performance. This 4-year scholarship is renewable if the student maintains full-time enrollment and a cumulative GPA of 3.0 or higher. Total value: \$8,000 over 4 years.

CVA Artistic and Academic Scholarships

Accepted students can apply for additional scholarship based on artistic and academic merit as well as the overall strength of the scholarship and admission application. The deadline is March 1, 2010. The CVA Scholarship Application form includes details on how to apply. [Click here](#) to download the 2010-2011 scholarship application.

Criteria

Students must complete the admissions application process and be accepted as a full-time student to CVA by March 1, 2010. Applicants must have a minimum high school cumulative GPA of 3.0. All artwork must be original. Work copied from published photographs, illustrations, or other copied work will not be accepted.

Selection Process

Scholarship applications will be juried by a committee of CVA faculty members representing all studio disciplines within the CVA curriculum.

Awarards

CVA Faculty Scholarship: Amount \$1,000
\$1,000 Faculty + \$2,000 Academic = \$3,000/year
Total value - \$12,000 over 4 years

CVA Presidential Scholarship: Amount \$3,500
\$3,500 President's + \$2,000 Academic = \$5,500/year
Total value - \$22,000 over 4 years

CVA Trustee's Scholarship: \$6,500
\$6,500 Trustee's + \$2,000 Academic = \$8,500/year
Total value - \$34,000 over 4 years

Please contact the Admissions Office if you have additional questions.

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[Privacy Policy](#) | [Contact Us](#) | [Give to CVA](#) | [Email Signup](#) | [Maps & Directions](#) | [Site Map](#)

Facebook | Twitter | YouTube

Appendix 3
News Headlines

COLLEGE of VISUAL ARTS

ABOUT | ADMISSIONS | DEGREES & PROGRAMS | **NEWS & EVENTS** | GALLERY

news & events

Upcoming Events

Last Day to Validate Fall Registration

When: Fri Aug 27, 2010

[Add to Google Calendar](#)

Incomplete Grades Due for Spring 2010

When: Fri Sep 3, 2010

[Add to Google Calendar](#)

New Student Orientation

When: Thu Sep 2, 2010 to Fri Sep 3, 2010

[Add to Google Calendar](#)

Classes Begin at 8:30 am

When: Tue Sep 7, 2010

[Add to Google Calendar](#)

[Want to view more?](#)

[EMAIL SIGN-UP](#)

[FACEBOOK](#)

[MANSE NEWSLETTER](#)

[PRESS ROOM](#)

[TWITTER](#)

CVA News

Marshall Opens at Form + Content

New photographs by CVA's Chair of Photography, John Marshall, are in This Time, This Space at Form+Content Gallery. ...

O'Brien Illustrations Featured

Chair of Illustration, James O'Brien, has three illustrations featured in the 3x3 Proshow7 Illustration Annual, due out ...

Ramberg '10 Contributor to Quodlibetica

Recent graduate Jake Ramberg '10 is a contributor to Quodlibetica's June constellation, "Art and Science." Jake is ...

Staub '00 Illustrations in The New Yorker

Pascal Staub '00 works under the name of Grafllu. He offers illustrative design in a variety of visual languages, all of ...

Google™ Custom Search

[CONTACT US](#) | [GIVE TO CVA](#)

NEWS BY TOPIC

- [view all](#)
- [alumni](#)
- [community](#)
- [faculty & staff](#)
- [gallery](#)
- [general](#)
- [media](#)
- [parents](#)
- [students](#)

EVENTS BY TOPIC

- [view all](#)
- [academic calendar](#)
- [admissions events](#)
- [alumni calendar](#)
- [community events calendar](#)
- [gallery events](#)
- [lifelong learning calendar](#)
- [student life calendar](#)

Appendix 4
Constant Contact Guidelines

From: College of Visual Arts <dmullikin@cva.edu>
Subject: **Portals installation artist featured on MPR's State of the Arts**
Date: May 18, 2010 10:43:35 AM CDT
To: charris@cva.edu
Reply-To: dmullikin@cva.edu

Unable to view this e-mail? [Click here.](#)

The image shows a screenshot of an email newsletter with several red annotations. The newsletter header features the text 'CVA COLLEGE OF VISUAL ARTS' in a serif font. A small image of a building is visible in the top right corner. The main content area includes the following text: 'MPR State of the Arts Rachel Breen Featured', followed by a paragraph about Rachel Breen's artwork, a circular image of a white plate with a charcoal drawing, and a section titled 'Are YOU an Artist?' with details about an artist information session. The annotations include: '1 Space' pointing to the space between 'CVA' and 'COLLEGE'; '2 Spaces' pointing to the space between 'COLLEGE' and 'OF VISUAL ARTS'; '#80755F Trebuchet 14pt (no bold)' pointing to the 'CVA' text; '#80755F Trebuchet 12pt (no bold)' pointing to the 'COLLEGE OF VISUAL ARTS' text; 'Verdana, 10 pt' pointing to the first paragraph; 'Verdana, 10 pt Bold' pointing to the 'Are YOU an Artist?' section header; and 'Top of image aligns with top paragraph of body copy' pointing to the top of the circular image.

CVA COLLEGE OF VISUAL ARTS

MPR State of the Arts
Rachel Breen Featured

"Rachel Breen is the latest artist to create work specifically for the Portals on Western space, and she took her assignment to heart. For several weeks Breen invited people from the neighborhood to sit for her in front of a light, while she traced their silhouettes. She then ran those drawings through an treaded sewing machine. The resulting patterns of holes became stencils, through which Breen sifted powdered charcoal onto the windows and walls."

[State of the Arts | Read More](#)

Are YOU an Artist?
CVA is now accepting proposals for the 2010-11 Portals on Western program. Come tonight to learn more.

Artist Information Session
Tuesday, May 18
6 to 7 p.m.

CVA Gallery
173 Western Avenue North
Saint Paul, MN 55102

[Learn More](#)
[Download 2010 RFP](#)

Appendix 5 Email Etiquette

The following are some tips about using email as an effective means of communication in a formal setting. Many of us use email for informal communications with family members and friends; the differences in context have important implications for the format and style of our email messages. With friends and family, we can be much more informal, but business and professional messages need to be more carefully written.

Format and General Rules of Email:

- ✧ Treat the email as a business letter, with a salutation (Dear Name, or simply Name), body text, and a closing (could be just your name, but for more formal purposes, could be Sincerely, or Best Wishes, or Best, or Thanks). Include a signature block that identifies you and gives contact information. Be concise and clear in communicating ideas, but avoid frigid efficiency. Use good paragraphing structure: one idea = one paragraph. Writing in long paragraphs makes it much more difficult for the reader to understand the content quickly. Email is a “quick” medium, but it also can be friendly.

Example:

Dear Judy,

I am teaching a course in folk art in domestic gardens, and would like to visit your garden to take photographs of your prized garden gnomes. I have enjoyed them so much during previous visits, and would love to share them with our students. Would it be possible for me to come in the late afternoon next Tuesday?

I hope that your work on the new section is going well; I'll look forward to seeing it soon.

Thanks much,
Sue Short, JD, PhD
Vice President and General Counsel

College of Visual Arts
344 Summit Avenue
St. Paul, MN 55102
sshort@cva.edu
www.cva.edu

651.757.4003 d
651.757.4000 p
651.757.4010 f

facebook.com/cva.edu
twitter.com/cva_edu

- ✧ The format of a reply to an email can be briefer than the message initiating a conversation, but still should convey a personal, warm touch, if possible.
- ✧ Emotions and email are a volatile combination. Because email is a “cold” medium, the negative emotional content of words is magnified. A person’s slight annoyance can seem more like outright anger. Email is not a good medium for beginning conversations about problems or concerns; save those for face to face meetings to avoid escalating emotions. If you receive an email with content that creates an emotional response in you, it is a very good idea to delay responding for a little while, allowing yourself time to think about the situation before reacting. An immediate response will likely only escalate the conflict, while a more measured response might defuse the situation.

- ✧ Be cautious in using stationery, rich text, and HTML messages. It is very tempting to use the cool options now available for backgrounds, colored text, and images, but realize that some email programs may not be able to handle the formatting properly.
- ✧ When you send a document as an attachment, be very clear in the text of the message what you are sending, so the reader can distinguish your message from spam and virus attachments. Never send an email just as an attachment, without a “real” message identifying the attachment. Savvy Windows users will be reluctant to open the attachment.
- ✧ Check with the recipients first before sending large attachments, especially images or large .pdf files, if there is any doubt about their ability to handle large files. Some people still use slow Internet connections at home, and receiving a huge attachment can be difficult.
- ✧ Don’t overuse the high priority option when sending messages. Use it only when it really is an urgent, high priority item. It’s annoying when all messages from a particular sender arrive with a high priority mark, regardless of content.
- ✧ Do not request read and delivery receipts unless you really need them; they are annoying and many people simply refuse to acknowledge them.
- ✧ Use a descriptive, specific subject so the reader can see from the index what the email is about. Avoid subjects that do not reveal content, such as “Question,” or “New Idea.” Especially avoid subjects such as “Important” or “Urgent.” Instead: “Registration procedure for Foundation students.”
- ✧ When sending an email to a large number of people, use the Bcc field instead of Cc. Some people object to public disclosure of their email addresses; this also gives the message a nicer appearance.
- ✧ Do not forward jokes, chain letters, or virus hoaxes.
- ✧ Do not copy or forward an email without the sender’s permission.
- ✧ Never reply to spam – it simply confirms that they have a valid email address for you!

Grammar, Mechanics, and Usage

Use the same care as you would in any other medium of business and professional writing. Formal email is not exempt from standard English!

- ✧ User proper spelling and punctuation. Most email programs have very nice spell check tool that can be set to automatically check each message either as it is written or before it is sent. Take advantage of the tools available to reduce errors.
- ✧ Use all CAPITALS sparingly – and only when you mean to be SHOUTING!
- ✧ Don’t use confusing and obscure abbreviations in formal email. You aren’t being charged by the letter, so avoid abbreviations more appropriate for text messaging. Using common abbreviations like FYI may be acceptable, but realize that everyone doesn’t know what FWIW, ROTFL, and TTYL mean. It’s Thanks, not Thx. Smilies are fine for informal, personal email, but avoid them in formal usage.
- ✧ Be aware of common grammar and usage issues and proofread messages carefully before sending: e.g. your and you’re, its and it’s.

- ✧ The same rule applies to emails as other forms of writing: there is no such thing as good writing; there is only good revising. Take the extra 30 seconds to review and proof before you click on the send button.

Sue Short
August 25, 2010

Appendix 6 Email Signature Template

CVA EMAIL SIGNATURE GUIDELINES

In an attempt to standardize and optimize CVA's email communication, here is a template for your email signature. We have provided directions for both Mac Mail and Thunderbird:

Directions to change your email signature in Mac Mail

1. Open Mac Mail.
2. Go to Mail --> Preferences.
3. In Preferences go to Signatures.
4. Paste the text below in the box, changing your contact information as necessary.
5. Be sure that the font is Arial 12 pt. Close box.

Demeri C. Mullikin
Director of External Relations

College of Visual Arts
344 Summit Avenue
Saint Paul, MN 55102

651.757.4004 d
651.757.4000 p
651.757.4010 f
dmullikin@cva.edu
www.cva.edu

[facebook.com/cva.edu](https://www.facebook.com/cva.edu)
twitter.com/cva_edu

Directions to change your email signature in Thunderbird

1. Open Thunderbird and click on: Tools/Account Settings
2. Paste the text above into the box under Signature Text, changing your contact information as necessary.
3. Click OK at the bottom. You are done.

In Thunderbird, it's also possible to attach your signature from a separate file, if you prefer.

If you have any questions or need help setting up your signature, please contact the Technology Office to set up an appointment.

Appendix 7
Email Automatic Reply Template

Thank you for your email message.

I will be out of the office July 16 through July 20, returning on Wednesday July 21.

I will not be checking email regularly during that time. If you need assistance, please contact Jean Curtis-Neitz at jeancn@cva.edu or 651.757.4060.

Thank you,

Kathryn Heuer
Library Director

College of Visual Arts
394 Dayton Avenue
Saint Paul, MN 55102

651.757.4061 d
651.757.4060 p
651.310.0590 f
kheuer@cva.edu
www.cva.edu

facebook.com/cva.edu
twitter.com/cva_edu

Appendix 8

List of Titles of Campus Officers, Administration, and Full-time Faculty

CAMPUS OFFICERS

President and Chief Academic Officer
Vice President and General Counsel and Administration and Institutional Research
Chief Financial Officer

ADMINISTRATION

Executive Assistant
Director of Admissions
Admissions Counselor
Controller
Accounting Assistant
Executive Director of Technology
Computer Specialist
Macintosh Support Specialist
Webmaster
Director of External Relations
Associate Director of Marketing
Director of Financial Aid
Assistant Director of Financial Aid
Gallery Director and Special Events Coordinator
Library Director
Assistant Librarian
Photography Lab Technician
Executive Director of Safety and Physical Plant
Maintenance Assistant
Printmaking Technician
Registrar
Registrar's Assistant
Sculpture Technician
Director for Student Life

FULL-TIME FACULTY DEPARTMENTAL TITLES

Use below for a list:	Use below in text when following name of person and set off by commas:
Chair, Graphic Design	Chair of Graphic Design
Chair, Liberal Arts	Chair of Liberal Arts
Chair, Fine Arts	Chair of Fine Arts
Chair, Photography	Chair of Photography
Chair, Foundation Studies	Chair of Foundation Studies
Chair, Illustration	Chair of Illustration
Coordinator, Printmaking	Coordinator of Printmaking
Coordinator, Internship Program and Senior Thesis	Coordinator of the Internship Program and Senior Thesis

FULL-TIME FACULTY TEACHING TITLES

John Dufresne, Professor, Graphic Design
Julie L'Enfant, Professor, Art History
Valerie Jenkins, Associate Professor, Drawing & Painting
John Marshall, Associate Professor, Photography
Lynda Monick-Isenberg, Professor, Foundation Drawing
James O'Brien, Assistant Professor, Illustration
Maria Santiago, Professor, Printmaking
Christina Schmid, Assistant Professor, Art History and English Composition

Appendix 9
Agenda Template I

Agenda

Date [Click and Type]

Time [Click and Type]

Location [Click and Type]

Participants [Click and Type]

Subject [Click and Type]

[Click and Type]

COLLEGE of VISUAL ARTS

344 Summit Ave, St Paul, Minnesota 55102 T 651.757.4000 F 651.757.4010 800.224.1536 www.cva.edu

Appendix 10
Agenda Template II

Agenda

Date: August 30, 2005
Time: 1:00 p.m.
Location: Summit 101
Participants: Bruce Bourne, Allen Brewer, Jo Davison, John DuFresne, Jamey Erickson, Merri Fromm, Jesse Hemminger, Tim O'Keeffe, Andy Powell, Jesse Ross (10)

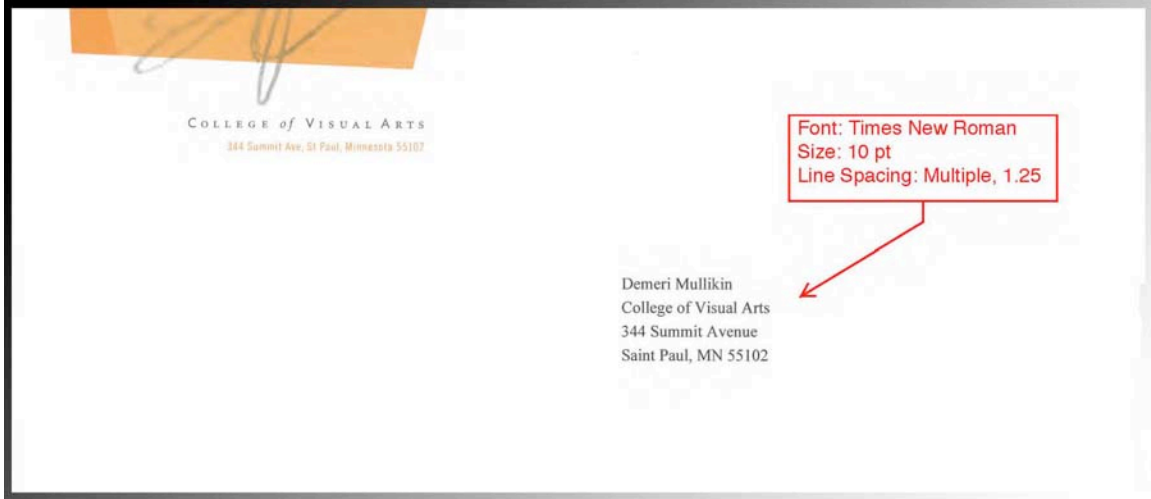
Subject: **Visual Communications Department Meeting**

1. Welcome – Introductions and roster proofing – email addresses and web sites
2. Two syllabus copies complying with provided template to me by September 9th
3. Last semester student reviews
4. Copies and other expenses
5. Text books
6. Guest speakers and field trips


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Appendix 11
Envelope Template
Templates are available for A6, A7 A10 and A10 merge envelopes.



Appendix 12
Mailing Label Template

<p>Demeri C. Mullikin College of Visual Arts 344 Summit Avenue Saint Paul, MN 55102</p>  <div data-bbox="477 940 774 1052" style="border: 1px solid red; padding: 5px;"><p>Font: Times New Roman Size: 10 pt Line Spacing: Multiple, 1.25</p></div>		<p>Demeri C. Mullikin College of Visual Arts 344 Summit Avenue Saint Paul, MN 55102</p>
<p>Demeri C. Mullikin College of Visual Arts 344 Summit Avenue Saint Paul, MN 55102</p>		<p>Demeri C. Mullikin College of Visual Arts 344 Summit Avenue Saint Paul, MN 55102</p>

Appendix 13
Fax Template

Fax

To _____

Fax# _____

From _____

Subject _____

Date _____

Pages
(including this one) _____

Comments

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Appendix 14
Letterhead Template

2 inch margin

August 2, 2010

2 spaces

John Doe
Company Name
1234 Street Address
City, State 12345

2 spaces

Dear John:

Vulluptat, susci bla feu faci bla conum irit at. Et in hent lor sequi eugait volore dolore tat. Ip er sum irit am ip eugiamet autatuer sum iriurect, veraesto consent nonsectet digniamet lorem zzriusto dolute facipismodit at.

Is alit nim nulla facip enibh erit laorer suscilis niam, quat. Venis autpatue ea commodignis aliqui et, commy nim nisl ea feupissi.

1.25 inches margin

1 inch margin

Hendreetum quis ad tio commy nibh ea feu feugait nulla feumsan ex endre veriliquisim ipsustrud tet in ut ate magnim velisim etummol oborero conum ipsum ver sum zzrilisit aute digna feugiam, se te feup esto commod ea faciduis nibh et eugait pratum in essequat.

Gueraestrud euis nulla feu faccum andrem in veliqui psusto consequat ex etue vel duiscil iquat, si tismolor amet la at augait diam, vel il et eum ing er iure criure corperat, siscin venim veriliquis ad tat prat venim zzriurect delis nos nim irit auguer ad mincilla consenim zzrit, conse dipis at am, sumsandrer sequamc onsequi tatuera essenit velessequi bla facilluptat luptat aut wiscidunt am eui tie dolor aute do commolut inibh et venis essenit lum quamet pration sendip eum dionsed dolorero core faciliquisit prat.

Sincerely,

4 spaces

Your Name
Title

Font: Times New Roman
Size: 10 pt
Line Spacing: Multiple, 1.25

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Appendix 15
Memo Template

Memo

To [Click and Type] _____

CC [Click and Type] _____

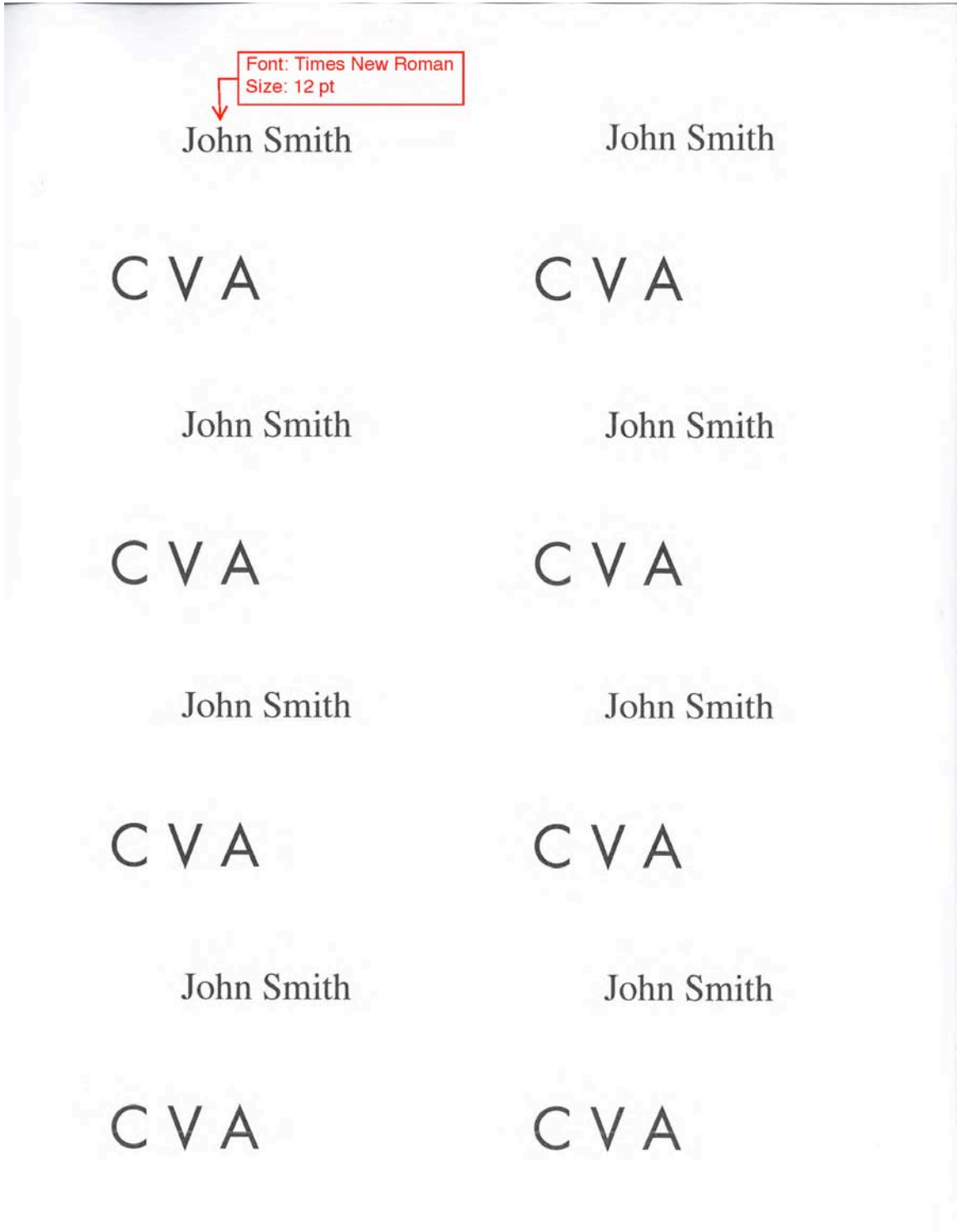
From [Click and Type] _____

Date 5/24/10 _____

Re [Click and Type] _____

Comments [Click and Type] _____

Appendix 16
Name Tag Template



Appendix 17
Voice Mail Scripts

Listed below are the two recommended templates for personal voice mail greetings at CVA:

1. GENERAL

This is <*name, title*> with the College of Visual Arts. I'm sorry I missed your call. Please leave a brief message and I will call you back as soon as I can, or dial zero for an attendant. Thank you.

2. VACATION

This is <*name, title*> with the College of Visual Arts. I'm sorry I missed your call. I am currently out of the office through <*date*>. Please leave a brief message and I will call you back when I return, or dial zero for an attendant. Thank you.