

**ENGL5181**  
**Project 1 Style Guide**  
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**Page Format - edit for consistency**

Size - 8.5" x 11"

Orientation (tall or wide) - Portrait

Margins - 0.5 on all 4 sides

Header - A running head on the right side in the margin in Georgia Size 12 "InDesign: Text, Styles, and Page Numbering"

Footer is the Page numbering - Page # on lower right side in the margin in Georgia Size

Columns - One column 7.5" x 10"

Colors - the Headings and diamond borders around step #'s in certain sections are in Red  
C=15 M=100 Y=100 K=0

**Typography - edit for consistency**

Document title - Tahoma Bold 24 pt white centered in a textbox with  
C=15 M=100 Y=100 K=0 fill

Heading 1- Script MT Bold Regular 36 pt C=11 M=99 Y=96 K=2 left-justified

Heading 2 - Georgia Bold 14 pt C=15 M=100 Y=100 K=0 centered

captions for illustrations (font, face, size, case, placement, emphasis) - Use arrows to direct eye to the illustrations from the text

Menu items, as represented in the text (icons, font, face, size, case, placement, emphasis)

Key strokes, as represented in the text (icons, font, face, size, case, placement, emphasis)

Spacing (leading & kerning- usually normal but may be compressed for copy-fitting)

Cautions/ warnings - Georgia Bold 14 pt C=15 M=100 Y=100 K=0 centered

Comments - Georgia Bold 14 pt C=100 M=0 Y=0 K=0 centered

Hints (font, face, size, case, placement, emphasis)

Steps - In our group of three, one person preferred to use an image for the step number and the other two preferred text

Other list items (numbers, bullets, font, face, size, case, placement, emphasis)

**Mechanics**

Abbreviations to use after first reference - None

Acronyms to use after first reference - None

Capitalization - Capitalized InDesign terms and software names - Fill, Stroke, Save As, etc.

Hyphenation - Turned off.

In-text definitions - Added as notes.

Quotation marks - Smart quotes

Spelling - American- English

## Usage

Imperative voice - Second person direct address of reader is optional – Used “you” when imperative was not appropriate, to engage the reader, and make it more conversational and informal in certain sections.

Gender references - Used “they” a few times, but “you” was the predominant term in order to remain gender neutral.

## Figures & Tables

Captions (include figure numbers & titles?)- No captions used. Instructions were written to lead the participant to the figure (read: image) without the need of captions.

Consistent size, cropping, and placement- After three usability tests, it was agreed upon that all three group members should attempt consistency by ensuring photographs are large enough to be clear. All photographs were cropped enough to show the necessary elements within the image that are relevant to the related textual steps. In regard to placement, vertical photographs included vertical text, and were placed on the right-side, whereas, horizontal images were centered and included horizontal text.

In-text references to figures & tables (font, face, size, case, placement, emphasis)- Bold font was utilized to show specific text that references the figures (read: images). The bold was implemented on the standard 14pt Georgia font style, [Black] C= 0 M= 0 Y=0 K= 100. The placement is within the text when needed. The bold font shows emphasis on certain names and features that are considered important in the instructions.

Units of measure (inches, centimeters, picas, points, etc.)- The overall layout was formatted by inches, with ½” margins around all pages. There were no specific units of measure used within the instructions.

Decimals aligned vertically (decimal tab setting in a table of contents, for example)- Decimals aligned vertically and left-justified to match the rest of the text.

Typography & punctuation of elements such as lists, headings, titles (none, final periods, serial commas, font, case)- Since there are no captions, there is no specific typography for figures & tables. However, the instructions were written with 14pt Georgia font style, [Black] C=0 M=0 Y=0 K=100. There are some areas of text which indicate importance and they use 14pt Georgia font style [Red] C=15 M=100 Y=100 K=0. There are some areas of text that show completion of a task and they use 14pt Georgia font style [Cyan] C=100 M=0 Y=0 K=0. Heading titles for each section consistently utilized 36 pt Script MT Bold font style, [Red] C=15 M= 100 Y=100 K=0.