

# Content Style Guide for Academic Program Finder web module

## Objective:

To ensure consistency of information and ease of navigation, follow the guidelines below for any content fields you create or revise. This style guide was created by University Communications and reflects the university's broader [editorial style guide](#).

Though programs are defined by each school and college, students regard CU Denver as one university. Consistency helps to improve the student experience.

Field <sup>2</sup>	Content style guidelines	Example values <sup>2</sup>	Examples in production
<b>Program name for display on the website<sup>2</sup></b>	Preferred: [Degree <i>without</i> possessive apostrophe] in [concentration], [specialty, if applicable] [(with license in parentheses, if applicable)].  In the program name field, abbreviations may be used in rare cases. Specialties should be separated by a comma. Capitalize all words except articles (a, an, the) and prepositions (in, of, for). Do not use ampersands.	Master of Arts in Teaching, English Education  Bachelor of Arts in English, Literature (License)  Bachelor of Arts in French  Executive MBA in Health Administration	Bachelor of Arts in English, Creative Writing  Doctorate in Computer Science and Information Systems
<b>Link to the program page<sup>2</sup></b>	N/A	URL in <sup>2</sup> SiteFinity <sup>2</sup>	<a href="https://clas.ucdenver.edu/english/english-literature">https://clas.ucdenver.edu/english/english-literature</a>
<b>Total credit hours</b>	[Numerical value] Hours	120 Hours, 60 Hours	CU Denver Registrar's Office has provided these general estimated credit hours; may vary depending on program: Doctoral – 60 credits Master's – 30 credits
<b>Website short description<sup>2</sup></b>	See page 2	1-3 sentences only; no more than 300 characters	See page 3

## Short descriptions

Descriptions in the program finder should reflect the university's [editorial style guide](#) and the unique preferences of each school and college. The program finder should provide users a consistent experience as they navigate several hundred degree and certificate programs offered by CU Denver. Each degree, minor, and certificate program requires a unique program entry in Sitefinity. Areas of emphasis with distinct curricula within a given program should also have individual cards. Program descriptions should be at minimum 200 characters and at maximum 400, including spaces.

- ✓ To conserve characters, eliminate the words "CU Denver" from program short descriptions and abbreviate degrees in most cases.
- ✓ Abbreviate degrees with capital first letters, no periods, and no spaces (e.g., BA, MS, PsyD, EdD, MArch).
- ✓ Use an apostrophe in bachelor's and master's; do not use an apostrophe in bachelor of arts, master of science, etc. Doctorate is a noun; doctoral is an adjective (never use doctorate's).
- ✓ In short descriptions, areas of general study (history, music, engineering) are not capitalized unless used as part of a proper name (German studies, English literature). Capitalize only when referring to a specific CU Denver program (e.g., the Executive MBA).
- ✓ When referring to a category of degrees in general, do not capitalize (e.g., a bachelor's in English).
- ✓ Use present tense and first-person plural pronouns where appropriate:
  - "Our faculty provide in-depth instruction in..."
  - "Students who major in philosophy discover..."
  - "The Film Studies Option in the Department of English offers..."
- ✓ Indicate career opportunities and applicable industries:
  - "Our graduates go into careers in areas such as banking, trading, investment services, and corporate management."
  - "The certificate prepares students to conduct immigration research, influence immigration public policy, and inform immigrant-related government decisions."
  - "The Masters of Architecture is a fully NAAB accredited professional degree that prepares graduates to pursue architecture licensure or other work in the built environment such as project management, sustainability specialist, or fabricator."
- ✓ Indicate the unique value or distinction of each program.
  - "The need for professionals who are prepared and licensed to provide mental health counseling to clients is growing in Colorado and beyond."
  - "...is the only program of its kind to feature a strong focus on development and success for diverse students with equity and inclusion as key emphases."
  - "...we are among a small group of top-ranked institutions, including Harvard, Northwestern, and University of Pennsylvania - Wharton."
- ✓ Avoid passive voice:
  - "The importance of family diversity and social justice is stressed throughout the curriculum." *Instead:* "The curriculum stresses the importance of family diversity and social justice."
- ✓ Avoid questions:
  - "Are you looking to make a difference in the lives of families and young children?" *Instead:* "Make a difference in the lives of families and young children."
- ✓ Answer the questions of "**Why this degree?**" and "**What can I do with it?**"