bios
Bios should start with the speaker's first and last name and include the subject's job title and employer in the first sentence. Job titles, areas of study, and degrees (if spelled out) should not be capitalized. Bios should be about 100 words.

B.Y.O.L.
Always use periods.

capitalization
We use "down" style, which means most things that aren't proper nouns are lowercase.

captions
Standard caption format for LSMag: Caption bolded; figure title italicized, followed by colon; description after colon should be in sentence case; no period or other terminator at end of caption unless caption is multiple sentences. Example: ***Figure 1:* Cascading levels of support**

Standard caption for reports: Caption bolded; figure title italicized, followed by colon; cutline after colon should be in sentence case; no period or other terminator at end of caption unless caption is multiple sentences. Source line should begin on next line, italicized and in parentheses: Source (uppercase), followed by a colon, the source, followed by a semi-colon and the link, if it's online. If it's not online, close parentheses after source (no sentence terminator). Example: ***Figure 3:* Mobile vs. laptop usage patterns** *(Source: "Mobile Learning: The Time Is Now")*

the cloud
Lowercase.

colons, capitalization after
For running text, capitalize the first word after a colon if the portion of the sentence after the colon constitutes a complete sentence. Example: *Video clips are documents, but with an important difference: Most documents contain searchable content; video content itself isn't searchable.* If the text after the colon isn't a complete sentence, use lowercase: There's one other problem with YouTube: advertising. In titles, the first word after a colon is always capitalized, e.g., *Star Trek II: The Wrath of Khan*

comma
We use the serial comma (a.k.a. Harvard comma and Oxford comma)—that is, we use a comma to separate the next-to-last and last elements in a series: *She likes oranges, apples, and plums.*

company names and symbols
Remove "LLC," Inc.," etc., from company names. Do not use copyright or trademark symbols in text.

conference documents
When naming conference documents, add the internal conference reference to title: *DL13 concurrent sessions, batch one.*

conference references
Italicize all forms of conference names in print except for instances that use a pipe—those should never be italicized. Do not italicize for online usage. See individual conference entries for naming specifics.

conference sessions
Session titles should be about seven words, plus or minus two words. The descriptions should not be in first person or first person plural, and should focus on a problem, the resolution, and what participants will get out of the session. Speakers should not be referred to in the descriptions. The exception to this is keynote descriptions, which should give even weight to the speaker and the topic.

dashes
Em dashes are used in text—no spaces before or after. En dashes are used as separators between numbers and in time ranges; precede and follow en dashes with a single space: *Nov. 10 – 12, 2012.* Do not use em dashes in *LSMag* headlines; replace with colons.

degrees
Degrees (written out) and majors should both be lowercase: *master's degree in sociology*. Degree abbreviations should not include periods: *PhD, not Ph.D.*

DemoFest
Internal reference: DF13.

DevLearn 2013
Date should reflect year of conference. Alternate name: DevLearn|13. Italicize name when used in print except when pipe is used. Internal reference: DL13.

e.g.
Always followed by a comma.

eLearning, eCommerce, e(whatever)
Lowercase "e," uppercase second letter. Maintain this style even if the first word in a sentence or title. But: *email.*

eLearning DevCon
Co-located with DevLearn. Internal reference: DVC12

The eLearning Guild, the Guild
Italicize for print only. Capitalized "The" if entire name is used. If usage is "the Guild," use lowercase "the" and italicize only "Guild": the *Guild.*

ellipsis
Three dots, whether in middle of text or ending a sentence. When used mid-sentence, leave a space on either side: *The upshot of the meeting was … we have to make sure the store is sufficiently staffed at lunchtime.* When ending a sentence, no space between last word and ellipsis: *And in the end, the only sound he heard was silence…* In a quote, may be used to indicate that some words have been deleted: *"Now we are engaged in a great civil war, testing whether that nation … can long endure."*

email
One word, no hyphen, all lowercase.

English, standardization of
Standardize spelling to American English. If an author includes phrases that aren't common in American English, consult the author for the meaning and then include the definition parenthetically. Example: *Everyone who heard the plan assumed the director of strategic initiatives had lost the plot (was irrational).*

the Experience API)
Not Tin Can or Tin Can API.

file extensions
When referred to in text, use all caps, no period: *Please upload the AVI file you made.*

Guild Research
Use this when referring to the research section of the Guild site where the reports are located. Capitalize both words. Do not italicize.

i.e.
Always followed by a comma.

Internet
Capitalize.

intranet
Lowercase.

Job Board
Use this when referring to this section of the Guild website. Capitalize both words.

job titles
Lowercase in running text.

Learning Solutions Magazine
Always italicize.

Learning Solutions 2012 Conference & Expo
Capitalize all words. Use ampersand. Date should reflect year of conference. Alternate names: Learning Solutions 2012, Learning Solutions|12. Italicize name when used in print except when a pipe is used. Internal reference: LS12.

log in, log out
One word for a noun or adjective, two words as a verb. No hyphen. *I forgot my login. Wait until I log in.*

log on, log off
One word for a noun or adjective, two words as a verb. No hyphen. *I can't believe I forgot my logon again. I'm going to change it when I log on.*

mLearnCon 2012 Conference & Expo
Capitalize all words. Use ampersand. Date should reflect year of conference. Alternate names: mLearnCon 2012, mLearnCon|12. Italicize name when used in print except when a pipe is used. Internal reference: MLC12.

mLearning, m(whatever)
Lowercase "m," uppercase second letter. Maintain this style even if the first word in a sentence or title.

mLearning DemoFest 2018
Internal reference: MDF118

mLearning DevCon 2015
Co-located with mLearnCon. Internal reference: MLD15

nonprofit
One word.

numbers
Spell out numbers one through nine. Use numerals for number 10 and above. If a number starts a sentence, either write out the number or rewrite the sentence to embed the number. For number ranges, make sure the new range is at least one higher than last number of previous range: *101 – 500, 501 – 699.*

offline
One word, lowercase.

online
One word, lowercase.

Online Forums
Two words, both capitalized, no hyphen in "online." Internal reference: OLF.

percentages
Use a percent sign when dealing with scientific work or other work that leans heavily on percentages, such as survey reports; no space between the number and the percent sign: *45%.* In regular copy, spell out percent*: 45 percent.*

Performance Support Symposium
Italicize for print materials only. Should be referred to as an event, not a conference. Internal reference: PSS12.

phone numbers
Use periods between the sets of numbers, including the area code. Preface with the number 1 and a plus sign: *+1.555.867.5309*

podcast
Lowercase.

quotation marks—punctuation with
The sentence terminator goes inside the quotation mark at the end of a sentence if it was part of the original sentence. If it wasn't, only a comma or period goes inside the quotation mark. *"… and that's why I'll never try to hug a platypus again." "Are you sure she said 'hand me the monkey'?"*

quotation marks—use of
Use double quote marks except in nested quotations, where we use single quote marks inside the double quote marks. Lengthy (45 words or more) quotations are indented and without quote marks. Both quotation marks and indentations are *for exact quotes only.* If clarification is needed, use bracketed phrases and/or ellipses. *If the quotation is a paraphrase*, do not use quotation marks or indentation.

research report
Lowercase.

slashes
No space on either side of a slash*. It's an either/or proposition.*

smartphone
One word, lowercase.

SolutionFest
Internal reference: SF13.

spaces after punctuation
There should never be more than one space after any form of punctuation, including periods and colons.

states, names of
Should be spelled out in running text.

Thought Leaders Webinars
Three words, all capitalized. No apostrophe. Internal reference: TLW.

3-D, 2-D
Use as above.

3G, 4G, 5G
Use as above.

times
For conference guides and sites, use only first letter, directly against the number: no space: *9a – 10a*. For other usages, list the hour, colon, minutes followed by space, then uppercase "AM" or "PM." A time range has an en dash with spaces on each side between the times: *9:00 AM – 9:45 AM*. Use an en dash between time ranges, with a space on both sides of the dash.

title case
The following words should always be capitalized in a title, regardless of length: nouns, verbs, adjectives, adverbs, pronouns, and subordinating conjunctions. Prepositions five characters and over should also be capitalized. The first and last words in a title are always capitalized, as is the first word after a colon. If a hyphenated word/phrase is in the title, only the first word of the hyphenated phrase is capitalized. *Not Just for Superheroes: An Exploration of Learning Through Non-professional Comics.*

titles of blog entries, short papers, articles, and other works that are published in/on larger works
Use quotation marks.

titles of books, publications, reports, and other stand-alone works, such as movies
Always italicized, including online.

titles of *LSMag* articles
Do not use em dashes in the titles of *LSMag* articles; they don't display properly. Use colons instead.
Em dashes may be used in the body of articles. Do not use italics in the titles.

Twitter
Twitter posts are referred to as tweets (lowercase). Preface Twitter handles with an "@" symbol. For example, to reference the Twitter account of Chris Hardwick, use *@nerdist.* When adding Twitter handles to a bibliography or other works cited section, provide the handle; there is no need to create a link.

US, USA, UK, etc.
Do not use periods for multi-word national name abbreviations.

URLs
Do not use http; begin URLs with www: *www.elearningisgreat.com*.

the web, webinar, web-based, web-whatever; the World Wide Web
Capitalize if entire phrase "World Wide Web" is used; lowercase otherwise.

weblog
Use the term *blog.*

website
Uppercase, one word.

Wi-Fi
Use as above.

www.eLearningGuild.com
Capitalize the L and the G.

BIBLIOGRAPHIES AND RESOURCES

All resources should be listed by alphabetical order; if there are multiple works by the same author(s), list those works alphabetically by title. Works by more than one author should list the first author in Last Name, First Name format, followed by the remaining author(s) listed First Name, Last Name; authors should be listed in same order they're listed on work. Use the word "and," not an ampersand, before the final author's name. Don't list page numbers.

Learning Solutions Magazine
For in-text citations, use simply "(see References)": *Grant makes a strong argument that Will Clark should be in the Hall of Fame (see References).*

For the reference entries themselves, use the examples on the following pages. References should be alphabetical by author and not divided into categories. Although they shouldn't be divided by category, use the correct category-specific (book, article, etc.) format for each entry. The author's names should not be bolded.

Research reports
Title of bibliography section is "Resources." The author's name(s) (or business name, if there is no author) is bolded.

eLearning Guild resources should be listed first, divided into the following categories:
- Articles
- Books
- Papers
- Research Reports

Non-Guild resources should be listed under "Additional Resources" and divided into the following categories:
- Articles (whether print or online)
- Books
- Conferences
- Papers
- Reports
- Websites (including blogs)

Following the resources section in reports, tools referred to in the report should be listed, accompanied by a link to the product's website. See example following sample resources.

Sample Bibliographies

Resources

The eLearning Guild

Articles
Clark, Ruth. "Why Games Don't Teach." *Learning Solutions Magazine.* 19 February 2013.
http://www.learningsolutionsmag.com/articles/1106/why-games-dont-teach

Books
The eLearning Guild. *61 Tips on mLearning: Making Learning Mobile.* 2012.
http://www.elearningguild.com/publications/index.cfm?id=22&from=content&mode=filter&source=publications

Research Reports
Casebourne, Imogen. "How Mobile Learning Is Done: Nine Case Studies from Around the World." *The eLearning Guild*, 2013.
http://www.elearningguild.com/research/archives/index.cfm?id=166&action=viewonly&from=content&mode=filter&source=archives

Additional Resources

Articles
Carr, David. "Gamification in Play at Enterprise 2.0." *InformationWeek*. 30 April 2012.
http://www.informationweek.com/thebrainyard/news/231902300/gamification-in-play-at-enterprise-20

Dorn, Dean S. "Simulation Games: One More Tool on the Pedagogical Shelf."
Teaching Sociology, Vol. 17, No. 1. January 1989.

Ryerson, R. M., and Lucas Tonler. "Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions." *Contemporary Educational Psychology*. 2000.

Books
Csikszentmihalyi, Mihaly. *Flow: The Psychology of Optimal Experience*. New York, NY: Harper & Row, 1990.

Conferences
Deterding, Sebastian, Dan Dixon, Rilla Khaled, and Lennar Nacke. "From Game Design Elements to Gamefulness: Defining 'Gamification.'" *The Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments*. 2011.
http://dl.dropboxusercontent.com/u/220532/p9-deterding.pdf

The Gamification Research Network. *CHI 2013 Workshop.* 3 April 2013.
http://gamification-research.org/wp-content/uploads/2013/03/CHI2013_Designing_Gamification_Workshop.pdf

Papers
Gee, James Paul, "Good Video Games and Good Learning."
http://www.academiccolab.org/resources/documents/Good_Learning.pdf

Reports
Burke, Brian. "Gamification 2020: What Is the Future of Gamification?" Gartner Research. 5 November 2012.
http://www.gartner.com/resources/237400/237457/gamification_2020_what_is_th_237457.pdf

M2 Research. "Gamification in 2012: Market Update, Consumer, and Enterprise Market Trends."
http://www.slideshare.net/wandameloni/gamification-in-2012-trends-in-consumer-and-enterprise-markets-13453048

Websites
Adobe Systems. "LevelUp for Photoshop—Monthly Leaders."
http://success.adobe.com/microsites/levelup/monthly.html

Herger, Mario. "Game Studios and Game Design Tools." Enterprise Gamification. http://enterprise-gamification.com/index.php/en/resources/game-studios

Herger, Mario. "Gamification Platform Matrix." Enterprise Gamification. http://enterprise-gamification.com/index.php/en/resources/platforms

Kapp, Karl. "Research to Practice: Games and Simulations." Kapp Notes. 17 November 2011.
http://www.uleduneering.com/kappnotes/index.php/2010/11/research-to-practice-games-and-simulations

Tools
Adobe Captivate
http://www.adobe.com/products/captivate.html

Bunchball
http://www.bunchball.com/blog/post/10510323510/levelup-for-photoshop-gamification-of-learning