



# FutureLearn Style Guide cheatsheet

The following is a summary of key style points specific to FutureLearn, including common points of confusion and any elements that deviate from other Deakin style guides or other academic conventions.

<b>SPELLING CONVENTIONS</b>	Headers and sub-headers to be in sentence case (except for proper nouns).
	Treat 'Course 1' and 'Course 2' and 'Week 1' and 'Week 2' as titles, using the capital and the numeral when referring to them, as well as 'Step 1.1', 'Step 1.2', 'Step 2.1' and so on.
	Use 'eg', 'ie', 'et al' and 'etc' without stops, commas, colons or semi-colons.
	Use spaced en dashes (eg 'like – for example – this' or commas/brackets for parenthetical elements in running text (NOT un-spaced em dashes, which can cause wrapping issues on smaller devices).
	Avoid ampersands (&) unless in the name of a company or in full reference citation).
	Capitalise specific role titles (eg 'Prime Minister X'), but not for generic positions (eg 'the prime minister of a country').
	Avoid exclamation marks, unless in quotes.
	Quotes longer than 30 words should be indented as a block quote.
	Image captions should be written as a single (short) full sentence and end with a full stop.
Use single rather double quotation marks for quotes (ie 'this' not "this").	
<b>NUMBERS</b>	Currency should be referred to by the designated abbreviation for that currency, including the country it is based on, not the symbol, and without a space between the abbreviation and the figure (eg AUD20,000 NOT AUD 20,000 or AUD \$20,000).
	Use per cent in predominantly text-based copy and the % symbol in numerically dense (eg data or statistics) copy.
<b>THE ONLINE EXPERIENCE</b>	When referring learners to a video that is not immediately preceding/ following the text, use 'watch the video' instead of 'watch this video'.
	Avoid using 'below' to refer to the comments section (as depending on the device, these may appear alongside rather than beneath body copy).
	Use <b>'select'</b> rather than <b>'click'</b> when referring to required learner actions and links (as this is not appropriate for mobile and tablet users) or rephrase your work to avoid this form.