Kairos: A Journal of Rhetoric, Technology, and Pedagogy

Common Design & APA/Style Errors
(updated Oct. 21, 2022)

Production labor is hard for both authors and editors alike, especially in digital publishing. We are *all* responsible for checking and correcting these issues in our texts, so *Kairos* has put together a handy checklist of the **most common** design and APA/style errors we see. Please make sure you've checked your text against this list before submission (for authors) or moving to the next copy-editing stage (for editors). If you have questions, a longer version of this guide can be found at https://kairos.technorhetoric.net/styleguide.html, or you can email us at kairosrtp@gmail.com. **Make a COPY of this document for your own use.**

Design and Accessibility Issues

Authorship
- ☐ Include authorship credits on every page. The location is up to the author and/or editor.
  - ☐ Generally *Kairos* doesn't include an author's email as contact information because that info changes often.

Headings
- ☐ Include the webtext's title as an <h1> on every page. (Exceptions might exist for stylistic reasons.)
- ☐ Headings (H1, H2, etc.) mark structure, and should be nested in order, not skipped (i.e., moving from H1 to H3 without adding H2) for design purposes.

Alt Text for Images
- ☐ Include alt text for every image that isn't purely decorative (i.e., spacers or non-rhetorical graphics).
  - ☐ Alt text should be short (generally less than 100 characters) and descriptive.
  - ☐ Do not include phrases like "picture of" and "screenshot of."
- ☐ The structure of alt text for images is: <img src="directory/filename.extension" alt="alt text here">
- ☐ If you have captions under your figures, alt text should be different from the caption.

Link Formatting
- ☐ All external links should have "_blank" tags included in the code.
- ☐ All internal links to other Kairos webtexts should NOT have "_blank" tags.
- ☐ All internal links to other Kairos webtexts should be relative links that start with "/vol.issue/…" (e.g., <a href="/25.1/topoi/ball/index.html").

General Style & Usage

Webtext
- ☐ Refer to your own submission/text as a "webtext," not an "article." Note that "webtext" is one word.

Numerals Versus Spelling It Out
- ☐ If it's 10 or above, use the numeral.
- ☐ If it's a measurement, use the numeral: 5 inches, 6 feet, etc.
- ☐ If it's a series of numbers being compared and some fall below 10, use numerals.

Three Types of Italics

- ☐ Titles in italic are marked using <cite>.
    - ○ This rule includes any containers such as book titles, journal titles, podcast series, etc.
    - ○ This rule is true for both in-text citations and reference lists.
- ☐ Words used for emphasis are marked using <em>. → Use <em> instead of scare quotes. This is one of the only uses for the <em> in webtexts.
- ☐ Non-English words and words introducing concepts for the first time are marked using <i>.

Hyphenated Words

- ☐ Adverbs (words ending in -ly) are NEVER hyphenated (e.g., INCORRECT: commonly-used words)
- ☐ Compound adjectives generally use hyphens. If it's not an adjective before a noun, generally don't.
    - ○ EX: The article was peer reviewed, but the peer-reviewed article….
- ☐ Words with prefixs don't (generally) use hyphens. When in doubt, check Merriam-Webster's.
    - ○ EX: nonhuman, reimagined, coauthor, coeditor, premodern, extracurricular.
    - ○ Exception: Prefixes that lead to double vowels (NOT double consonants) or that would lead to confusion with a homonym use hyphens.

En Dashes

- ☐ Use en dashes (–) for page ranges and other ranges. For example: (pp. 3–4), 4–5 inches
- ☐ Use en dashes to combine words where the words are structurally equivalent. For example: student–teacher relationship.
- ☐ There are no spaces around en dashes (or em dashes).

Latin Abbreviations

- ☐ Use Latin abbreviations in parentheticals only. If it's not in a parenthetical, use the English equivalent. Here are examples in parentheticals versus spelled out in nonparenthetical text:
    - ☐ (e.g.,) → for example
    - ☐ (i.e.,) → that is
    - ☐ (item, item, etc.) → item, item, and so forth
    - ☐ (idea vs. idea) → idea versus idea

In-Text References

Author Name (and Year) Citations

- ☐ Use full author names (e.g., first and last names or ethnic equivalent) the first time an author is mentioned in the text on a node or page.
    - ○ First-appearance example: Cheryl E. Ball and Douglas Eyman (2007) wrote…
- ☐ For subsequent mentions of an author on the same node or page, use only the last name.
    - ○ Subsequent appearance example (on the same node/page): Ball and Eyman…
- ☐ For parenthetical citations of authors, ONLY use last names (e.g., Ball & Eyman…).
- ☐ Years for author publications do NOT need to be listed every time they appear in text—only when it is the first reference within a page/node/new paragraph OR when another citation has interrupted the initial in-text reference.
    - ○ EX: Nancy Small (1993) argued…. Small (1993) said a second time…

Co-Authored References

- ☐ For two authors, use "and" in your prose, but use "&" in your parenthetical citation.
    - ○ [1st reference] Prose example: Hannah McGregor and Stacey Copeland (2022) argued . . .
    - ○ Parenthetical example: (McGregor & Copeland, 2022)
- ☐ For three or more authors, use et al. in your text. The period goes after *al*: et al.
    - ○ For example: Jesse Rice-Evans et al. (2022) . . . (Rice-Evans et al., 2022)
    - ○ Note: When there are only 3 authors, *Kairos* is fine with listing all three authors, using serial commas and "and" (or "&" in parentheticals). With four or more authors, always use et al. (Or, if stylistically appropriate in your text, "and coauthors (year)" or something similar.)

Marking Reference Titles IN TEXT (not in References List)

- ☐ All Titles Should Be in Title Case (e.g., all words capitalized except for short conjunctions and prepositions)
- ☐ Titles of container works (e.g, books, journals, movies, albums, container websites [i.e., Flickr, Youtube], podcast series, blogs [not blog posts], newspapers, etc.) are italicized using <cite>.
- ☐ Titles of shorter works are in quotation marks (e.g., chapter titles, journal articles, podcast episodes, newspaper and magazine articles, blog posts, etc.).
    - ☐ Titles use U.S. American quotation marks (double quotation marks).

Verb Tense

- ☐ When referring to or citing previously published work, use past tense verbs.
    - ○ For example: Crystal VanKooten (2016) argued/wrote/claimed/showed/etc.
    - ○ *Exception*: Webtexts appearring in the Reviews section can use present tense when discussing the text being reviewed for stylistic purposes. Be consistent with tense use.

References Lists

Titles in References Lists

- ☐ All titles in your references list are in sentence case
    - ☐ **Only** the first word, the first word of subtitles, and proper nouns are capitalized.
    - ☐ Exception: Journal titles (e.g., *College Composition and Communication*) are always in title case in the references list.
- ☐ No titles use quotation marks in references (except for quoted material within titles).
- ☐ Titles of container works are italicized using <cite>.

Journal References

- ☐ Journal articles should have information structured in the code as such: <cite>College Composition and Communication</cite>, <i>52</i>(3), 46–59.
    - ☐ the journal is in <cite>
    - ☐ the comma is NOT italicized
    - ☐ the volume number is in <i>
    - ☐ the issue is in parentheses after the journal number without a space
    - ☐ there's an en dash for the page range.

DOIs

- ☐ If a source has a DOI, include it at the end of the reference in the following format: https://doi.org/####.####
- ☐ If the source is open access, hyperlink the DOI to open in a new tab.
- ☐ If the source is closed access, do not hyperlink the DOI.

Blog posts, podcast episodes, and other nontraditional references

- ☐ Shorter works that derive from container works (e.g., blog posts, podcast episodes, Flickr images, songs from albums, Wikipedia Commons images, etc.) need to include *all relevant citation info* including
    - ☐ author handle (name or user iD, whichever is public)
    - ☐ type of author (e.g., [Host])
    - ☐ complete date of publication for shorter work (e.g., 2007, February 6)
    - ☐ title of short work (e.g., podcast episode title in sentence case)
    - ☐ title of container publication (e.g., podcast series title in <cite>)
    - ☐ type of container (e.g., [Album, Podcast, etc.])
    - ☐ publisher of container, if relevant (e.g., podcast publisher, if different from author)
    - ☐ URL for shorter work