Editorial Standards

Disseminated information must be in the context of Profweb's mandate and in compliance with its editorial policy.

Language Quality

For online publication, texts must be written in proper and understandable English or French. If not, the text will be returned to the author.

French texts are written using the new spelling. Nevertheless, the former spelling will be accepted. English texts follow the standards given on the site [The Canadian Style](#).

Title

- A title must be short (70 characters; 4–10 words) and fit into three lines on a tile.
- A title is clear, comprehensive, and states the subject of the text.
- It uses keywords related to the text. Keywords are words readers use to find the publication in a search engine.

First Paragraph

- The first paragraph supplements information given in the title.
- It is short: in general, two or three lines (60 words; 600 characters)
- Its purpose is to summarize the text and give the reader immediate information about the content of your page—it is where you sell the message of the story.
- The first paragraph contains the keywords related to the text.

Publication Requirements for Authors

Authors published on Profweb must identify themselves.

The publication page contains the following:

- Author's name and email address
- Author's photo (photo submitted must be in portrait format 50 by 75 pixels at 72 dpi). The photo need not be a professional portrait; it must be a close-up photo of the author (or upper-body level). Should the author not be able to or not wish to publish his or her photo, Profweb will post a generic illustration.
- Title, discipline taught (if applicable) and the name of the establishment to which he or she is attached
- Author's profile (informative and brief; that is, 50–60 words that could include links)

In the Text

Profweb publishes short texts intended for teachers. To guide your writing, consider the following suggestions:

- Express your idea clearly and succinctly.
- Limit yourself to a single idea per paragraph; the idea is stated in the first sentence of the paragraph (topic sentence).
- Organize information into several paragraphs. Use self-explanatory, relevant, and content-specific subheadings. Avoid subheadings such as "conclusion."
- Use short sentences (15–20 words on average) and simple, concrete, direct, and concise vocabulary and style. Given two equivalent expressions, choose the shortest (for example, "except" rather than "with the exception of"). Consider reducing subordinate clauses to two sentences.
- Avoid sentences with excess quantities of figures, initialisms, acronyms, abbreviations, interpolations.
- Use the masculine pronoun. Using the masculine to designate people facilitates reading and is not in any way discriminatory. In English the use of a plural possessive to indicate a non-sexist singular adjective is tolerated. Ex: "Each student should correct their own writing."
- To designate college teaching personnel, Profweb uses the term "teacher" in English throughout the system except at the university level where the term "professor" applies. In French, *Le grand dictionnaire terminologique* indicates that "enseignant" is a generic term used at all levels of education—early childhood, primary, secondary, college, and university. In French, the term "professeur" can be used if requested by the author.

Visual presentation

- Titles of people (Mr. Mrs. Ms. ...) are not used.
- At the first occurrence of an acronym, the name is written out completely followed by the acronym in parentheses. After that, the use of the acronym alone is permitted.
  In English use, the acronym appears first followed by the full name in parentheses (in French the full name of the acronym is italicized). After that, the use of the acronym alone is allowed.
  Example in French: Association pour la recherche au collégial (ARC) and after that ARC.
  Example in English: ARC (*Association pour la recherche au collégial*) and ARC after that.
- Specific time references are preferred ("in December 2015" rather than "last month"; "April 10, 2015" rather than "last April 10") this to ensure precise long-term meaning. As well, avoid spatial references typical of paper texts ("see further along"; "see below"; "aforementioned", "on page 28").
- The words Web and Internet are treated as proper nouns.
- Numbers are written in numerals, except when they begin a sentence.
- Notes at the bottom of the page are not allowed.
- Underlining words is not allowed.
- Words in a foreign language are in italics.
- Text titles are in italics.
- Key words in program names, discipline names, and profiles are capitalized (for example, Arts and Letters Profile, Studio Arts, Geomatics Engineering Technology).
- Bold is used for emphasizing. Use it sparingly.
- French quotation marks can be used in French and double quotation marks in English when a word is used in a special sense (and is not a keyword).
- Bulleted lists are preferable to enumerations.
- Enumerated items that do not make up a complete sentence are not followed by a semi-colon or by a period.
- Enumerated items that are a complete sentence are followed by a period and begin with a capital.
- An ordinal list (1, 2, ...) is used when the order of items is significant.

Quotations and epigraphs

Epigraph

An epigraph is a sentence or phrase that is repeated so as to emphasize, introduce, or illustrate text content.

Quotation

Short quotations are run on in the text.

In French they are preceded by a colon and set off by French quotation marks.

In English they are preceded by a comma and set off by English quotation marks.

A **long quotation** of more than 70 words is preceded by a colon and is indented in accordance with the presentation format specified by the site style sheet.

Hyperlinks

- Hyperlinks are made up of 1–5 words.
- Write specific hyperlinks that give a precise idea of what they lead to, such as "click here" or "next page." Use targeted links instead of links that are too generic. Texts under a hyperlink are precise and explicit. Thus, instead of "here," read "submission form."
- On the same page, avoid redundant links giving access to the same content.

Insertion of media

Authors are encouraged to submit images, videos, and graphics to support or enhance the text. The author must hold the copyright of media he inserts in his text.

Caption

An image can be decorative or informative.

If it is decorative and considered non-essential to understanding the text, it is not necessary to give it a caption.

If the image is informative, it must include a caption that briefly describes it. It is also given an alternative text that habitually restates the caption.

Graphics, tables, and videos must also be accompanied by a caption. Tables must be simple with no merged cells.

Attached reference documents

Reference documents in a publication. Documents (text, tables, or presentation) are converted to PDF unless utilization requires the original format.

- Image : JPEG, GIF, or PNG
- Video: included in World of Images or on the site hosting the video
- Outline, graph, organizational chart, or diagram