

# Network of Conservation Educators and Practitioners Module Component Style Guide

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This document should be used as a style guide in designing a NCEP module. Of particular importance, please make sure to refer to the following sections: *Text*, *References*, and *Image Sources*.

## TEXT

The guidelines for formatting text, given below, apply to all NCEP module word documents (PowerPoints will be discussed later). Text should be prepared using a common word processing program (e.g., Microsoft Word, OpenOffice Writer). Text documents can include tables and figures, which may be interspersed through the text or added at the end (see below for specific information about formatting tables and figures/images).

### FONT STYLES

Please use Arial font throughout the documents. You may include up to four levels of headings in the text, which should be formatted as follows:

- Heading level 1: font 18, bold, centered. To be used only for the title of module.
- Heading level 2: font 16, bold, small capitals, sentence case, left justified. To be

used for major headings.

- Heading level 3: font 14, underlined, small capitals, sentence case, left justified. To be used for subheadings.
- Heading level 4: font 12, italics, small capitals, sentence case, left justified. To be used for sub-subheadings.

Please use Arial 12 point font for the main text. Insert a single character space between sentences. Insert one blank line between a level 2 heading and the following text paragraph, or between a level 3 heading and the text. Leave no blank lines between a level 4 heading and the following text. Please insert one blank line between paragraphs or text sections. Pages should be numbered in the lower right corner, with no number on the cover page. Footnotes should not be used except for Tables.

If you are using Microsoft Word, the easiest way to implement the NCEP module style is to copy the following headings to a new Word document (Figure 1). Highlight the text, and under the styles drop down menu, click “Save as Quick Style Set...” This will save the headings for future use and allow you to use the built in shortcuts.

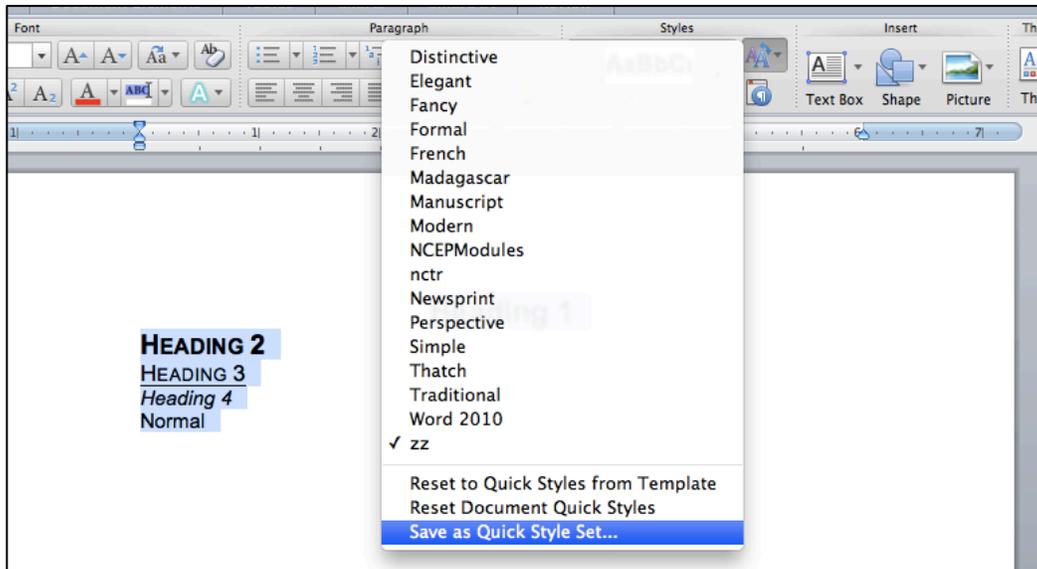
# Heading 1

## HEADING 2

### HEADING 3

#### Heading 4

Normal



**Figure 1.** Location of Quick Style Set in Microsoft Word for Mac 2011 (may differ for various program editions).

### Note

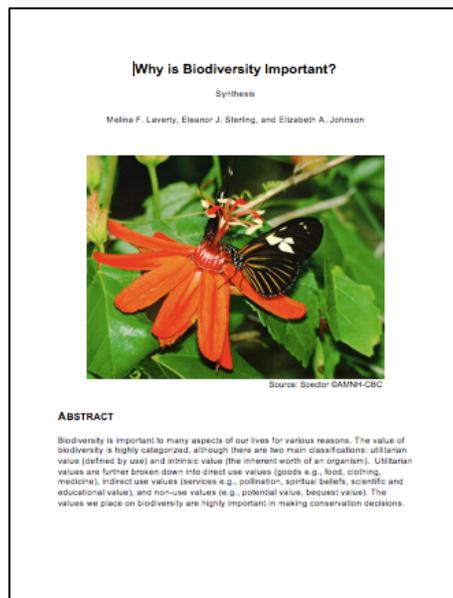
**Scientific names** should be italicized and written in full the first time they appear in the text, e.g., *Canis lupus*; names can be abbreviated on subsequent usage, e.g., *C. lupus*.

If the abbreviations, “sp.” (unspecified species) or “spp.” (several species) are used, they are not italicized, e.g., *Canis* spp.

## STARTING THE SYNTHESIS

### *Cover page – page 1*

For Synthesis and Case Study Narrative documents, please use the following formatting for a cover page (Figure 2). Begin with the formatting above. After the authors’ names and institutions, break 3 lines and add a picture and source. Break 3 lines again and write “Abstract” using Heading 2, followed by a single line break, then the abstract text in normal font (Arial 12 point). Do not include a page number on the cover.



**Figure 2.** Cover page of NCEP module *Why is Biodiversity Important?*

### *Copyright information – page 2*

Please leave a page for the copyright information.

### *Table of contents – page 3*

For Synthesis and Case Study Narrative documents, please create a Table of Contents, using the major headings and subheadings (heading levels 2-4).

Please use size 12, small capitals, title case, and indent according to heading level. A Table of Contents can be added to Microsoft Word documents using the 'Insert Index/Table' option. (Use 'Options' to edit the heading levels, and 'Modify' to change the font).

### *First page of synthesis, etc. – page 4*

The first page of the document should bear the title of the module (Heading 1), followed by a single line break, then the authors’ names and institutions. After a single line break begin the body of the synthesis.

## REFERENCES

### IN-TEXT CIATIONS

Citations in the main text can appear with author and date both in parentheses, not separated by a comma, e.g., Population viability analyses seldom consider future changes in land use or human population growth (Brook 2000). Citations could also appear with only the date in parentheses, e.g., Brook (2000) stated that population viability analyses seldom consider future changes in land use or human population growth.

Paired authors should be listed in full in the text, e.g., (Capuli and Froese 1999).

References with three or more authors should be cited in the text using the first author name, followed by et al., e.g., (Richter et al. 1993).

Multiple references cited in the text should be listed **chronologically**, and should be separated by semi-colons, e.g., (Wilson 1992; Langner and Flather 1994; Brook 2000)

Authors should consult other NCEP modules or recent issues of *Conservation Biology* for further examples of the appropriate citation style.

### LITERATURE CITED SECTION

References included in any of the text documents should follow the citation style of the journal *Conservation Biology*. This is supported in the Style output menus of several bibliographic software packages such as *EndNote*, *Reference Manager*, and *Procite*.

The list of references should be formatted with a 0.5" [1.27 cm] hanging indent. Do not leave a line between consecutive references.

References should be listed alphabetically according to last name of the author, and then in the following order:

1. Multiple papers by the same author should be listed chronologically.
2. Papers by authors with the same last name should be listed alphabetically according to author initials.
3. Papers by two authors should be listed alphabetically according to the authors' last names, and then chronologically for multiple papers by the same pair of authors.
4. Papers by three or more authors should be arranged chronologically.

Multiple publications produced by the same author or group of authors in the same year should be cited with a, b, etc. after the year of publication (e.g., 1998a) in both the text and the reference list. An example of this ordering system is given below, using fictional author names.

Brown, A.B. 1991.

Brown, A.B. 1992.

Brown, A.B. (in press).  
Brown, C.D. 1990.  
Chan, K.P. 1989.  
Chan, K.P., and C.D. Brown. 1986.  
Chan, K.P., and C.D. Gonzalez. 1986.  
Chan, K.P., and C.D. Gonzalez. 1998.  
Chan, K.P., and L.M. Smith. 1984.  
Chan, K.P., L.M. Smith, and C.D. Gonzalez. 1989.  
Chan, K.P., C.D. Gonzalez, and L.M. Smith. 1992.  
Chan, K.P., C.D. Gonzalez, and L.M. Smith. 1994.  
Smith, L.M. 2000.  
Smith, L.M., and A.B. Brown. 1999a.  
Smith, L.M., and A.B. Brown. 1999b.

**Journal references** should be cited as follows, with the journal title provided in full rather than abbreviated:

Richter, A.R., S.R. Humphrey, J.B. Cope, and V. Brack, Jr. 1993. Modified cave entrances: thermal effect on body mass and resulting decline of endangered Indiana bats (*Myotis sodalis*). *Conservation Biology* 7(2):407-415.  
Simberloff, D. 1988. Flagships, umbrellas, and keystones: is single-species management passé in the landscape era? *Biological Conservation* 83(3):247-257.

Citations of **complete books** should appear as:

Wilson, E.O. 1992. *The diversity of life*. Harvard University Press, Cambridge, Massachusetts, USA.

Citations of **book chapters, or sections of books with different authors**, should appear as:

Mehrhoff, L.J. 1997. Museums, research collections, and the biodiversity challenge. Pages 447-465 in M.L. Reaka-Kudla, D.E. Wilson, and E.O. Wilson, editors. *Biodiversity II*. Joseph Henry Press, Washington, D.C., USA.

Citations of **technical reports** should appear as:

Langner, L.L., and C.H. Flather. 1994. *Biological diversity: status and trends in the United States*. Technical Report RM-244. U.S. Department of Agriculture, Forest Service, Washington, D.C., USA.

Citations of **dissertations and theses** should appear as:

Beresford, P. 2002. *Molecular systematics and biogeography of certain Guineo-Congolian passerines*. Ph.D. thesis. City University of New York, New York, USA.

Citations of **conference papers** should appear as:

Capuli, E., and R. Froese. 1999. Status of the freshwater fishes of the Philippines.

Pages 381-384 in B. Séret and J.-Y. Sire, editors. Proceedings of the Fifth Indo-Pacific Fish Conference; 1997 November 3-8; Nouméa. Société Française d'Ichtyologie, and Institut de Recherche pour le Développement, Paris, France.

Citations of **abstracts for conference papers** should appear as:

Russello, M., K. Willis, and G. Amato. 2002. Ex situ management in the absence of pedigree information: a conservation genetic strategy for the St. Vincent Amazon parrot using novel genetic markers. Pages A126-A127 in Society for Conservation Biology 16<sup>th</sup> annual meeting programme and abstracts; 2002 July 14-19; University of Kent at Canterbury, UK.

(If abstracts are individually numbered include this information after the page number, as Abstract nr. XX).

Citations of **journals that are also distributed via the Internet** should appear as:

Erwin, T.L. 2002. The beetle family Carabidae of Costa Rica: Twenty-nine new species of Agra Fabricius 1801 (Coleoptera: Carabidae, Lebiini, Agrina). Zootaxa [serial online] **119**:1-68. Also available from <http://www.mapress.com/zootaxa/content.html>.

Citations of **reports available through the Internet** (e.g., reports, databases/retrieval systems) should appear as:

O'Connor, R.J., E. Dunn, D.H. Johnson, S.L. Jones, D. Petit, K. Pollock, C.R. Smith, J.L. Trapp, and E. Welling. 2000. A programmatic review of the North American Breeding Bird Survey: report of a peer review panel. U.S. Geological Survey Patuxent Wildlife Research Center, Laurel, Maryland, USA. Available from <http://www.mp2-pwrc.usgs.gov/bbs//bbsreview/> (accessed January 8, 2003).

Citations of **databases or retrieval systems on the Internet** should be cited as:

[FAO] Food and Agriculture Organization of the United Nations, Fisheries Department, Fishery Information, data and Statistics Unit. 2000. FISHSTAT Plus: Universal Software for fishery statistical time series. Version 2.30. Aquaculture production: quantities 1970-2000. FAO, Rome. Available from <http://www.fao.org/fi/statist/FISOFT/FISHPLUS.asp> (accessed August 20, 2002).

Citations of **websites** should appear as:

[WWF] Worldwide Fund for Nature. 1999. WWF's Global Conservation Programme 1999/2000. WWF in action. Ecoregion-based conservation. Available from: <http://www.panda.org/resources/publications/sustainability/global/eco-based.html> (accessed June 19, 2002).

For further advice on citing **Internet resources**, see 'National Library of Medicine Recommended Formats for Bibliographic Citation. Supplement: Internet Formats' (<http://www.nlm.nih.gov/pubs/formats/internet.pdf>).

## **GLOSSARY**

The synthesis document should contain a glossary for specialized words or phrases that are directly relevant to the topic, but might be unfamiliar to undergraduate students. These words or phrases should appear in italics only when first used in the synthesis. A superscript reference should be used to link the term in the text with the definition in the glossary. Glossary definitions can be added to Microsoft Word documents using the 'Insert Footnote/Endnote' option. For more information, see the Guidelines for Developing Modules.

## **TABLES AND FIGURES**

### TABLES

Please create tables in a common word-processing or tabulating program such as Microsoft Word/Excel, or OpenOffice Writer/Calc. Tables should be numbered by Arabic numerals (Table 1, Table 2 etc.) and should have a concise but informative title and caption above the table.

### FIGURES

All visual materials (images, graphs, charts, maps, etc.) included in the text documents (Synthesis, Presentation Notes, Exercise/Solutions, Case Study Narrative/Teaching Notes) or the Presentation file (see below) should be supplied in electronic form and should include details of their original source. Figures and images should be in .jpg format; graphics may be saved as meta-files or converted to .jpg files to reduce file size. Documents that include visual materials should be below 5 MB in size to facilitate storage and electronic review.

Figures and images should be numbered by Arabic numerals (Figure 1, Figure 2, etc.) and should have a concise but informative title and caption below the figure.

## **IMAGE SOURCES**

If the images provided in any of the documents are not the author's, they should be copyright free, and full source information should always be included. There are many sites, some listed below, that offer copyright-free or Creative Commons images. Please take careful note of each image's and each site's usage policy.

### *Creative Commons*

Creative Commons [<http://creativecommons.org/>] allows for the easy licensing of works (e.g., images) for usage. There are six licenses that entail various restrictions (e.g., attribution, modification, non-commercial). A great easy explanation is available on Flickr [<http://www.flickr.com/creativecommons/>].

### *Public Domain*

Works that are no longer under copyright, usually due to either age, e.g., John James Audobon bird paintings, or because they were never under copyright (most U.S. government works for use in U.S.).

Photo-sharing / user-contribution based sites:

- Wikimedia Commons [<http://commons.wikimedia.org/>]: Contains millions of freely usable media files (Public Domain and CC), including images, videos, and sounds (Note: the source is *not* Wikipedia)
- Flickr [[www.flickr.com](http://www.flickr.com)]: Using the Advanced Search option, one can find user-uploaded photos under the Creative Commons-license. Also has several open-access categories, e.g., The Commons, US Government Works

U.S. Federal government image galleries, such as:

- U.S. Department of Agriculture Image Gallery [<http://www.ars.usda.gov/is/graphics/photos/>]
- U.S. Fish and Wildlife Service National Image Library [<http://digitalmedia.fws.gov/cdm/>]
- U.S. Antarctic Program Digital Photo Library [<http://photolibrary.usap.gov/>]
- Bureau of Land Management Digital Photo Library [<http://www.blm.gov/wo/st/en/bpd.html>]
- National Park Service [[http://www.nps.gov/pub\\_aff/imagebase.html](http://www.nps.gov/pub_aff/imagebase.html)]
- NOAA-National Oceanic and Atmospheric Administration Photo Library [<http://www.photolib.noaa.gov/>]
- NASA JSC Digital Image Collection [<http://images.jsc.nasa.gov/>]

Others, including educational:

- CalPhotos – University of California, Berkeley [<http://calphotos.berkeley.edu/>]: photo database of plants, animals, habitats and other natural history subjects. Many photos are freely available – please follow usage guidelines.
- Pics4Learning.com [<http://pics.tech4learning.com/>]: Unrestricted educational use
- Morphbank [[www.morphbank.net](http://www.morphbank.net)]: Fair Use website allowing images to be used freely for non-commercial use (including educational) with citation of the source and copyright holder. Mostly licensed under Creative Commons
- EcoLibrary [<http://www.ecolib.org>]: free educational materials on ecology, conservation, and the environment for use under Creative Commons Attribution-Noncommercial license
- GRID-Arsenal with UNEP [<http://www.grida.no/>]: Includes maps and photo gallery

Should an author wish to include an image or figure that does not meet these conditions, the author will need to obtain explicit written permission to use the image.

Please contact the NCEP Production Coordinator ([ncep@amnh.org](mailto:ncep@amnh.org)), for a copy of the NCEP Image Permissions license agreement, which will need to be signed and returned before the document with the image/figure is made publicly available. NCEP staff

reserves the right to replace any image or figure that does not meet these conditions, following consultation with the module author.

## **PRESENTATIONS**

### PRESENTATION NOTES

The full title and number of each slide must be clearly indicated (using Headings 2 and 3) before the notes corresponding to that slide. For example:

#### **WHAT IS BIODIVERSITY?**

##### **SLIDE 14**

Presentation notes for this slide, with other helpful suggestions for instructors such as questions to pose to the class or short interactive exercises.

### PRESENTATION FILE SIZE

The presentation file is the main image-based document. The presentation file should be prepared using a common presentation program (e.g., Microsoft PowerPoint, OpenOffice Impress).

Please ensure that all information provided in images and presentation files are clearly visible to the viewer. We suggest using dark lettering on light backgrounds in slides, and limiting the word count per slide to 25. Please ensure that each slide has a title that can be used to identify it in the notes.

The presentation file should ideally be below 5 MB in size. The easiest way to accomplish this is to insert images that are 72 dpi in size. Image files can be saved at 72 dpi by manually setting the file size at 72 dpi in Adobe Photoshop. The presentation file size can be decreased by converting any graphics to image files (e.g., JPG) instead of inserting them directly into the presentation as meta-files. An alternative way to reduce the size of a large image file is to use the “save as picture” right click option to save the file as a JPG. Then replace the original image with the saved JPG (using “Insert,” “File,” etc.). Other options are to use the “File” -> “Reduce File Size” option to reduce all image sizes, or to save the file as a .pptx (if the option is available).

Authors using software other than Adobe Photoshop to create special graphics, such as pie charts, graphs, or tables, should also separately send the original files in order to facilitate translation. If authors are creating presentation files that have many images then it might be difficult to create a file size of 5 MB or smaller. In this case, please contact the Production Coordinator ([ncep@amnh.org](mailto:ncep@amnh.org)) with information on the expected size of the file.

## VIDEO/AUDIO

If you intend to include video or audio clips within the Presentation, please ensure these do not increase the overall file size beyond 5 MB. However, videos and other multimedia files can also be included as links or additional module components.

Free websites allowing publishing and sharing of videos online include YouTube, Vimeo, and Flickr.

As with images, please make sure you have written permission to use and distribute all videos.