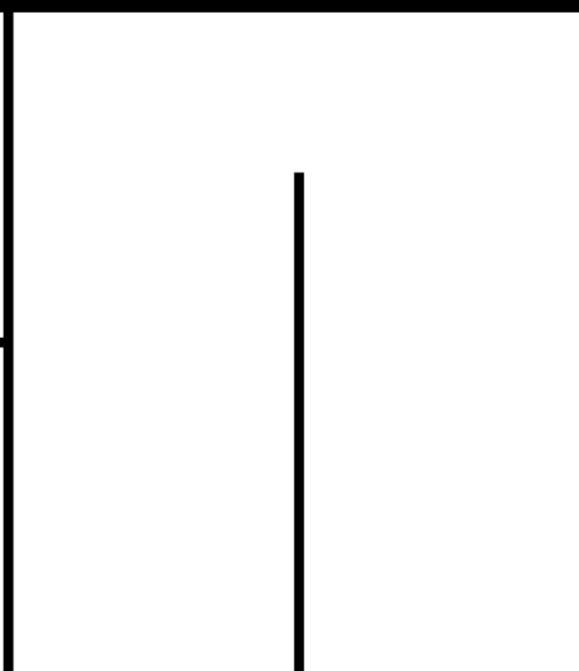
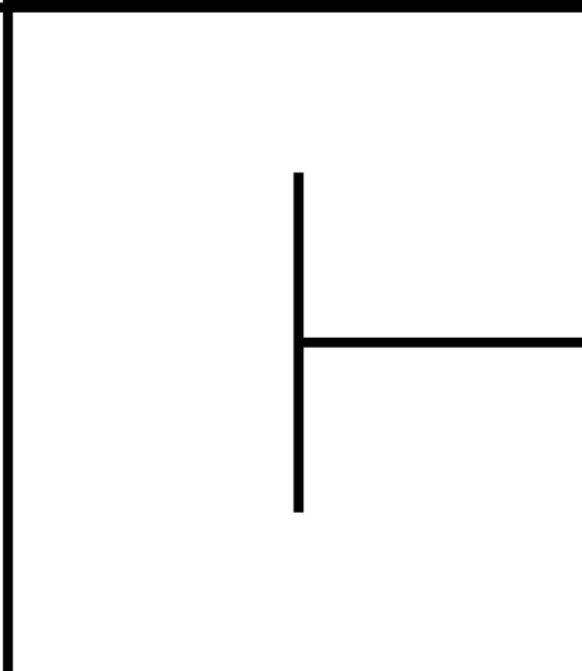


International
Center of
Photography

Editorial Style Guide



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Introduction

This guide provides a basis for consistent communication that aligns with both the mission and brand goals of the International Center of Photography. Language and its use evolve over time and, as such, this should be a living document: changes should be taken seriously and made deliberately, but all points are open for discussion. Consult the Marketing Department for more information.

Sources

Primary Style Guide

Chicago Manual of Style, online edition, chicagomanualofstyle.org

Secondary Style Guides

In an effort to increase equity and inclusion surrounding use of language in institutional materials, we follow these additional sources of reference:

Global Press Style Guide, globalpressjournal.com/style-guide

Diversity Style Guide, diversitystyleguide.com

Conscious Style Guide, consciousstyleguide.com

Dictionary

Merriam-Webster, online edition, merriam-webster.com

General Rules

Abbreviations

Avoid using abbreviations, unless the words are rarely spelled out.

Exceptions: Mr., Mrs., Dr.

Omit periods for most abbreviations.

UK, US

Exceptions: min. (minutes), in. (inches)

Spell out “feet” and “inches” in body text; use the abbreviations “ft.” and “in.” in image captions and when in parentheses in body text.

The photograph is two feet wide.

A large photograph (2 ft. x 11 in.) hung on the gallery wall.

For abbreviations of academic degrees, see “Academic Terms” in this section.

For guidelines regarding the use of “ICP,” see “ICP-Specific Rules: References to ICP’s Spaces.”

Academic Terms

Omit periods for academic degrees.

BA, BFA, MA, MFA, PhD

Capitalize academic departments.

Contact ICP’s Education Department for more information about fall classes.

Lowercase academic disciplines.

Robert Capa studied journalism and political science in Berlin.

Age Terms

Hyphenate age terms when used as a noun or an adjective.

The fifty-six-year-old sat for his final portrait on April 10, 1865.

Fifty-six-year-old Abraham Lincoln sat for his final portrait on April 10, 1865.

Apostrophes

Use “smart” (curly, *not* straight) quotation marks and apostrophes in running text and image captions. Use “straight” marks *only* when abbreviating “inches” and “feet”: 6' 2".

Capitalization

Capitalize the first and last words along with all words in a title or headline, except for articles (a, an, the), coordinating conjunctions (and, but, or, for, nor, etc.), and prepositions (on, at, to, from, by, about).

For guidelines regarding the use of capitalization in ICP terms, see “ICP-Specific Rules: Capitalization.”

Colons

Lowercase the first letter of a word following a colon in running text, except when what follows is either a question or a series of sentences relating to the same idea.

Capitalize the first letter after a colon when set off by "Note," as follows:

Note: Students may work in any format.

For guidelines regarding the use of colons adjacent to question marks, see "Question Marks" in this section.

Commas

Use a serial comma before "and" and "or" in a series of three or more elements.

Alfred Stieglitz famously supported the work of Georgia O'Keeffe, Marsden Hartley, and Paul Strand.

Use commas in most numerals of 1,000 or more.

The Walker Evans Archive contains some 30,000 black-and-white negatives.

Do *not* use commas in four-digit years.

Ansel Adams was born in 1902.

Dates and Time

Use the US month-day-year order.

Nicéphore Niépce was born on March 7, 1765. (*Not* 7 March 1765)

Note: Omit the comma between the month and the year if no day is given: March 1765

Write the day of the month as a cardinal (*not* an ordinal) number.

August 8, *not* August 8th

In running text, commas precede and follow the year.

On May 15, 2009, *Avedon Fashion: 1994–2000* opened at ICP's museum.

Lowercase the seasons: fall, winter, spring, summer.

The fall exhibitions have yet to be announced.

Registration for the summer term begins on Wednesday, April 19.

Use "b." for the birth date of a living person in exhibition wall labels.

Name, nationality, YEAR–YEAR

Name, nationality, b. YEAR

Name, nationality (b. country), YEAR

Name, nationality (b. country), YEAR–YEAR

Note: Always use the full date range for an individual's life dates: 1913–1954 (*not* 1913–54), whether in wall labels or running text.

Use one space (and no additional punctuation) between the date and the time in a program listing.

Tuesday, August 8, 2017 9 AM

Use singular numerals to indicate the time (4 PM); do *not* include zero minutes (4:00).

4 PM *not* 4:00 PM, *but* 4:15 PM

Capitalize "AM" and "PM" and separate them from the time by a single space.

11 AM–7 PM

2:22 PM

Use en dashes to indicate time and date ranges in program listings.

4:30–6:30 PM, *not* 4:30 to 6:30 PM

11 AM–12 PM, *not* 11 to 12 PM

June 1–August 31, *not* June 1 to August 31

Use "to" to indicate time and date ranges in running text.

The seminar runs from June 1 to August 31. *Not* The seminar runs from June 1–August 31.

The class runs from 4 to 5 PM. *Not* The class runs from 4–5 PM.

Do *not* insert a space between the en dash and the time range.

5:15–6:30 PM, *not* 5:15 – 6:30 PM

Formatting

Insert only one space between sentences in both running text and captions.

Punctuation following a word in bold or italics is neither bolded nor italicized (unless the entire sentence is bolded or italicized).
Photography is *fabulous!* *But* **Photography is fabulous!**

Hyphens and Dashes

There are three types (lengths) of dashes: hyphen (-), en dash (–), and em dash (—).

Use hyphens for compound terms consisting of more than one word but representing a single item or an idea that requires a mark.

eye-opener

check-in

free-for-all

Note: For proper spellings, consult *Merriam-Webster*, online edition (merriam-webster.com).

Use en dashes to represent a span or range of numbers, dates, or times; these can be read as “to” or “through.”

5–10 digital prints

September–October

November 1–10, 2017

2017–18 exhibitions

If you introduce a span or range with words such as “from” or “between,” then do *not* use an en dash.

The opening reception is Friday, July 22, from 5:30 to 7 PM.

Not The opening reception is Friday, July 22, from 5:30–7 PM.

Use en dashes to connect compound adjectives.

Hyphen: Harry Benson is an award-winning Scottish photojournalist.

En dash: He is an Infinity Award–winning photojournalist.

Use em dashes to set off an amplifying or explanatory element, to indicate a sudden break, or to set off a subject or series of subjects from the pronoun. Em dashes can take the place of commas, parentheses, or colons. Use a maximum of two per sentence.

Use em dashes without spaces on either side.

The inaugural exhibition of ICP’s museum—*Public, Private, Secret*—is an exploration of privacy in visual culture.

Image Captions, Credits, Labels, And Checklist Entries

Essential information for captions, checklists, and labels includes:

Name of creator, Nationality of creator (optional), Life dates of creator (optional), *Title of work*, Date of work, Medium/materials, Dimensions, Credit line, Copyright and Credit information [Note: No period at the end]

Use the following line-by-line style for checklist entries and exhibition labels:

Christian Boltanski

Archive Dead Swiss, 1990

Photographs, lamps, white linen, and wooden shelves

128 x 110 ½ x 22 ½ in. (325.1 x 280.7 x 57.2 cm)

Courtesy Marian Goodman Gallery, New York

Use the following run-in style for publication captions; these may be set in long or short form.

Long form: Christian Boltanski, *Archive Dead Swiss*, 1990. Photographs, lamps, white linen, and wooden shelves; 128 x 110 ½ x 22 ½ in. (325.1 x 280.7 x 57.2 cm). Courtesy Marian Goodman Gallery, New York.

Short form: Christian Boltanski, *Archive Dead Swiss*, 1990. Courtesy Marian Goodman Gallery, New York.

Note: Always end long- and short-form captions with a period.

Use the run-in style (short form) for captions on press and advertising materials: Photo credit (photographer’s name, or “Unidentified Photographer”), Title or Caption, Date of work.

Name, *Title* or [Caption], Date of work. Collection credit line, Credit line year. © Name, Courtesy the artist

Name, *Title* or [Caption], Date of work. Collection credit line, Credit line year. © Name, Courtesy of [someone who is not the

artist]

Mary Mattingly, *The New Mobility of Home*, 2004. International Center of Photography, Purchase, with funds provided by the ICP Acquisitions Committee, 2006. © Mary Mattingly

Copyright: Add a single space between the copyright symbol and the individual's (or organization's) name.

© Mary Mattingly

Image credit for event photography:
Image by Gillian Laub

The formatting of titles of works from ICP's collection should not be changed. There are different titling conventions for different photographers and archives. In general, the title is italicized if it was assigned by the artist/photographer; the title is bracketed if no title was previously assigned and instead created by the curators of ICP's collection. When in doubt, contact the Assistant Curator, Collections, for clarification.

[Learning the alphabet, cheder (Jewish elementary school), Mukacevo, Czechoslovakia (present-day Ukraine)].

Use italics for titles of works assigned by the creator, curator, or cultural institution, or that have achieved official status through general usage.

Exception: Place descriptive titles assigned by the holding institution in brackets and set them in roman type.

Note: Do *not* italicize the comma following the title of the work in any caption format.

Italics

Use italics for foreign words or phrases, except those that appear in *Merriam-Webster* (online edition, merriam-webster.com). Foreign words that are proper nouns (personal names, place names, names of foreign institutions or corporations, etc.) are never italicized.

Partial list of frequently used terms *not* italicized in ICP publications: régime, au courant, café, de rigueur, facade, in situ, mise-en-scène, oeuvre, per se, soirée, tour de force, trompe l'oeil

Use italics (rather than quotes) when calling attention to a word as a word.

The word *manuscript* is derived from two Latin terms.

Not The word "manuscript" is derived from two Latin terms.

For information regarding italics used in titles of exhibitions, publications, and other media, see "Titles: Exhibitions, Publications, and Other Media" in this section.

Links and Urls

Online links should be descriptive.

Learn more about *Perpetual Revolution: The Image and Social Change*.

Not Learn more about *Perpetual Revolution: The Image and Social Change*.

Do *not* use "http" or "www" in URLs

icp.org

Avoid ending a sentence with a URL.

See icp.org for more information. (*Not* For more information, see icp.org.)

Avoid breaking a URL onto two lines (when it appears at the end of a line).

Do *not* capitalize ICP when used in icp.org

icp.org (*not* ICP.org)

weege@icp.org

Names: People and Places

Use the full name of a person at first mention, and then use only the last name thereafter. Repeat the first name only when two or more people mentioned have the same last name. Do not use courtesy titles.

Use "Cindy Sherman" at first mention; use "Sherman" thereafter.

Do *not* use Ms. Sherman

Do *not* Anglicize names; spell them exactly as the person does—or as the name most commonly appears for historical figures—including all diacritical marks.

Eugène Atget, *not* Eugene Atget

Always spell out cities and states in running text.

Brooklyn, New York; *not* Brooklyn, NY

Use New York, New York (avoid “New York City” or “NYC” except for in special events materials and where space is limited)

Include names of states for not-well-known cities or duplicate city names. Omit states for well-known cities; when in doubt, include the name *and* the state.

Paris, Texas, *but not* Paris, France

If given or needed, the city name should follow the institution’s name.

Museum für Fotografie, Berlin

Numerals

For scholarly publications, such as exhibition catalogues, spell out numbers from zero through one hundred (and certain round multiples of those numbers); use numerals for 101 and up.

Yousuf Karsh famously photographed fifty-one notable people of the twentieth century.

When Gary Winogrand died at fifty-six, he left behind some 6,600 rolls of film, many of which he had never developed.

For press materials, digital content, gallery didactics (introductory wall labels and object descriptions), and ephemeral publications, such as brochures and mailers, spell out numbers one through nine, and use numerals for 10 up.

The curator spent two years planning the exhibition.

Yousuf Karsh famously photographed 51 notable people of the 20th century.

When Gary Winogrand died at 56, he left behind some 6,600 rolls of film, many of which he had never developed.

Decades: Use the full year at first mention and the numerical abbreviation thereafter.

At first mention: 1930s

Thereafter: the '30s (*not* “thirties”)

Note: Do *not* add an apostrophe before the “s” in the given decade (“the '30s”).

Centuries: Follow the general rules for numerals outlined above.

Scholarly publications: twenty-first century

Ephemera: 21st century

Use a hyphen to join “early,” “mid,” and “late” with “century” if the phrase modifies a noun; otherwise, hyphenate only “mid.”

George Hurrell’s early-twentieth-century photographs featured Hollywood stars.

[In the early twentieth century, George Hurrell photographed Hollywood stars.]

Eadweard Muybridge’s late-nineteenth-century works were groundbreaking.

[Eadweard Muybridge created groundbreaking works in the late nineteenth century.]

Diane Arbus’s mid-twentieth-century classes with Lisette Model inspired her to pursue her own projects.

[Diane Arbus took classes with Lisette Model in the mid-twentieth century.]

Do *not* use “and” when spelling out numbers:

Two hundred fifty, *not* Two hundred and fifty

Large round numbers should be expressed in numerals and units of millions, billions, etc.

2.3 million

Any number that starts a sentence is spelled out.

Nineteen thirteen was a critical year for Dorothea Lange.

Six years later, she opened a portrait studio in San Francisco.

In running text, spell out ordinal numbers in dates when the year is not given.

Henri Cartier-Bresson was born on the twenty-second of August.

But He was born on August 22, 1908.

Percent: Use numerals and spell out the word “percent.”

70 percent, *not* 70%

Phone Number Format

Phone numbers should include periods, *not* dashes.

212.857.0001 (*not* 212-857-0001)

Possessives

Add an apostrophe and an s to form the possessive of most singular nouns.
the photographer's camera

Add only an apostrophe to form the possessive of most plural nouns.
the photographers' cameras

The general rule extends to proper nouns, letters, and numbers.
Walker Evans's photographs
Paris's lights
JFK's inaugural address
2017's highlights

Professional Titles

Professional titles are normally lowercased when following a personal name or used in place of one, but capitalized when they immediately precede a personal name.

Zoe Strauss, ICP assistant curator
Zoe Strauss, assistant curator at ICP
[the] assistant curator
Curator Zoe Strauss
ICP Assistant Curator Zoe Strauss
Assistant Curator Zoe Strauss

Quotation Marks

Periods and commas are always placed *within* quotation marks.
"A good snapshot keeps a moment from running away," noted Eudora Welty.

Question marks are set within quotation marks if they are part of the quoted material; they are placed outside if the whole sentence is in the form of a question.
"Which of my photographs is my favorite?" asked Imogen Cunningham.
What will I say if she answers, "The one I'm going to take tomorrow"?

Colons and semicolons are placed *outside* quotation marks.
This introductory course explores the capabilities of the "electronic darkroom": students learn how to import camera files into Bridge, open Camera RAW files, and scan film.
The instructor questioned whether photography is "art"; however, the students already knew the answer.

Titles: Exhibitions, Publications, and Other Media

Italicize the titles of artworks, books, conferences, exhibitions, exhibition catalogues and related publications, films, long poems, musical scores, operas, periodicals, photography series, plays, podcasts, record albums, and television programs.

"Red Spotted Purple": Roman Vishniac's Science Work at ICP
The Flatiron (1904) by Edward Steichen

Note: Use quotation marks for titles of essays, conferences, and podcast episodes.

Do *not* italicize titles of ICP (or other) courses, lectures, events, etc.; capitalize them appropriately and set them in roman type (no quotes).

iPhone Photography 101
The Photo Agency and the Business of Photography

Do *not* use "*The*" (capitalized and italicized) in most titles of newspapers and journals.

the *New York Times* (*not The New York Times*)
Exception: Use "the" if the publication is comprised of only two words, as in *The Guardian*.

Use neither quotations nor italics for blog titles; do *not* capitalize the word "blog."

The *New York Times* publishes the Lens blog.

ICP-Specific Rules

Abbreviations

In running text, spell out the institution's full name at first mention; use "ICP" thereafter. Preface the full name with "the," but do *not* use "the" before "ICP."

The International Center of Photography regularly stages acclaimed exhibitions. The latest show at ICP features works by Man Ray.

In ICP's programs guide course listings, abbreviate the days of the week as follows (with no periods):

Monday – Mon
Tuesday – Tues
Wednesday – Wed
Thursday – Thurs
Friday – Fri
Saturday – Sat
Sunday – Sun

In ICP's programs guide course listings, abbreviate the months of the year as follows (with no periods):

January – Jan
February – Feb
March – Mar
April – Apr
May – May
June – Jun
July – Jul
August – Aug
September – Sep
October – Oct
November – Nov
December – Dec

ICP Alumni

Use "alumni" when referring to more than one graduate.

ICP alumni will stage an exhibition at the museum next spring.

Use the gender neutral "alum" (*not* alumnus or alumna), along with the ICP program and full class year in parentheses, when referring to one graduate.

ICP alum Gordon Parks (General Studies in Photography 2006)

In photo credits, use the appropriate school abbreviation (see below) and full class year in parentheses following the individual's name.

Gordon Parks (GS 2016)

ICP's school program abbreviations:

ICP-Bard Program in Advanced Photographic Studies (MFA): ICP-Bard MFA Program or MFA
General Studies in Photography: GS
Documentary Practice and Visual Journalism: DOC
New Media Narratives: NMN

Capitalization

Lowercase “museum,” “school,” “collection,” and “library,” both when used with “ICP’s” and when standing alone in reference to ICP. ICP’s museum is located at 250 Bowery. The museum encourages visitors to explore the legacy and future of imagemaking through dynamic exhibitions and events.

ICP’s school is located in Midtown. The school serves more than 3,500 students each year.

ICP’s collection contains more than 200,000 prints and related materials. The works in the collection range from the earliest forms of photography to contemporary work.

For more examples of ICP-specific terms, see the “Glossary of ICP Terminology” in the following section.

Do *not* capitalize “galleries” in running text, but capitalize “Galleries” in signage (see the “Glossary of ICP Terminology” in the following section).

We will be hosting a panel discussion in the galleries.

Membership

Lowercase both “member” and “membership.”

ICP member

Learn how you can become an ICP member today!

Learn more about our membership program.

When listed with others, ICP members come first.

ICP members, students, and alumni

References to ICP’s Spaces

In running text, use the full name of the institution—“the International Center of Photography”—at first mention; use “ICP” thereafter. Preface the full name with “the,” but do *not* use “the” before “ICP.” “The Center” may also be used to replace “ICP” upon second reference.

The International Center of Photography regularly stages acclaimed exhibitions.

The latest show at ICP features works by Christopher Anderson, Jonas Bendiksen, and Henri Cartier-Bresson, among others.

The Center will debut its next exhibition cycle in September.

Precede “museum,” “school,” “collection,” and “library” with “ICP’s” at first mention; “ICP’s” can be dropped thereafter.

ICP’s museum arranges guided tours tailored to the needs of your group. Meet at the entrance to the museum.

ICP’s school offers photography education for every level. The school also offers an MFA degree.

ICP’s collection provides insight into the history of photography. The collection is available to students.

ICP’s library is packed with world-renowned photography books. The library has moved to Essex Crossing.

Museum: In running text, use ICP’s museum or “the International Center of Photography’s museum” when there isn’t context/info to define “ICP.” When referring to a physical ICP space, use “museum,” “galleries,” and “exhibition space” interchangeably. When referring to programming, use either “exhibition programming” or “exhibition program.”

The galleries are on floor 2 and floor 3.

ICP’s exhibition space features a double-height gallery wall and a catwalk.

ICP’s robust exhibition program includes work by both contemporary and historical artists.

School: In running text, use “the International Center of Photography’s school” at first mention; use “ICP’s school” or “the school” thereafter. (Do *not* use “the school at the International Center of Photography.”) When referring to a physical ICP space, use “ICP’s school.” However, when referring to programming, use “education” and “education programs” and *not* “school” or “school programs.”

ICP’s education programs include Continuing Education classes, Part-Time Programs, and Full-Time Programs. (*Not* ICP’s school includes Continuing Education classes, Part-Time Programs, and Full-Time Programs.)

ICP offers three One-Year Certificate Programs. (*Not* ICP’s school offers three One-Year Certificate Programs.)

ICP’s school is located on floor 2 and floor 3 of the building at 79 Essex Street.

Library: Use “ICP’s library” at first mention; use “the library” thereafter.

Shop: Use “ICP’s shop” at first mention; use “the shop” thereafter.

Café: Use “ICP’s café” at first mention; use “the café” thereafter.

Mana: Use “ICP’s gallery at Mana Contemporary”; use “the gallery” thereafter (do *not* use “ICP at Mana,” “ICP Mana,” or “Mana Contemporary”).

Social Media

On social media, replace italics with quotations.

Come see the opening of “Perpetual Revolution” at ICP’s museum tonight!

When referencing usernames, use appropriate capitalization and styling with “@.”

Facebook: International Center of Photography

Instagram: @ICP

Twitter: @ICPhotog

Voice and Tone

Use the third person for press releases. (The use of the first person is acceptable for web content.)

Avoid gendered language, and use the singular “they.”

ICP’s voice is “authoritative yet approachable”: writing should reflect the institution’s status as a leader in the field, while at the same time fostering the enthusiasm and passion of a diverse audience comprised of a wide range of ages and backgrounds. The audience is presumably versed in basic terms, vocabulary, and parlance of the field, so materials need not provide too much “basic information.” The tone should be informal yet knowledgeable; scholarly yet accessible to all.

For materials involving personal outreach, such as appeals for support and membership, the use of “we/our” (when referring to ICP) is considered appropriate. For marketing collateral, such as press releases, advertisements, and ephemeral publications, the use of “it/its” (when referring to ICP) is considered appropriate. The particular ICP department and/or content generator should determine whether “we” or “it” is more appropriate for its materials. Both are acceptable, as long as either “we/our” or “it/its” is used consistently throughout a given piece.

Glossary of ICP Terminology

A

ICP Acquisitions Committee

ICP alum, alumni (pl., *not* alumnus or alumna)

Admissions and Information [desk]; Note: Capitalize “Admissions and Information” in signage, but lowercase “admissions and information” in running text.

B

ICP-Bard Program in Advanced Photographic Studies (MFA); ICP-Bard MFA (on second reference and when referring to the degree itself)

C

ICP’s café; after first mention, use “the café”

Center for Alternative Sentencing and Employment Services (CASES)

Classroom(s); Note: Capitalize “Classrooms” in signage, but lowercase “classrooms” in running text.

ICP’s collection

Community Partnerships (use “community partner” or “community partnerships” when speaking generally)

Community Programs

Continuing Education (use “courses and workshops” or “classes” to refer to ICP’s offerings; avoid using “courses” without “and workshops”)

Continuing Education Info Session

D

Darkroom(s); Note: Capitalize “Darkrooms” in signage, but lowercase “darkroom(s)” in running text.

Documentary Practice and Visual Journalism [program]

E

Education Office; Note: Capitalize “Education Office” in signage *and* in running text.

Equipment Room (*not* the Crib); Note: Capitalize “Equipment Room” in signage, but lowercase “equipment room” in running text.

F

faculty; ICP faculty [members]

Floor 1, 2, 3 (*not* “2nd Floor” or “second floor”); Note: Capitalize “Floor” in signage, but lowercase “floor” in running text.

Friends of Island Academy

[ICP’s] Full-Time Programs

Full-Time Program Info Session

G

Galleries; Note: Capitalize “Galleries” in signage, but lowercase “galleries” in running text.

General Studies in Photography; General Studies [in Photography] program

H

Hashtags:

#ICPalumni

#ICPBardMFA

#ICPconcerned

#ICPfaculty

#ICPInfinityAwards

#ICPmuseum

#ICPschool

#ICPSlidefest

#ICPSpotlights

#ICPtalks

Note: Use title case for exhibition names; ex: #PerpetualRevolution

High School of Fashion Industries

I

ICP at THE POINT

ICP Infinity Awards; TKth annual ICP Infinity Awards; the International Center of Photography TKth annual Infinity Awards; the International Center of Photography annual Infinity Awards; use “Infinity Awards” (without “ICP”) if “ICP” is used in another part of the sentence or if “ICP Infinity Awards” is otherwise clear in the context

Imagemakers [program]

Interviews (capitalize “Interviews” in reference to content posted in that section of ICP.org. Use “interview” when speaking generally of content posted in the Interviews section of ICP.org.)

J

K

L

Lab Resources (*not* the Cage); Note: Capitalize “Lab Resources” in signage, but lowercase “lab resources” in running text.

ICP's library; after first mention, use "the library"
Lounge; Note: Capitalize "Lounge" in signage, but lowercase "lounge" in running text.

M

"ICP's gallery at Mana Contemporary"; after first mention, use "the gallery" (do *not* use "ICP at Mana," "ICP Mana," or "Mana Contemporary")
Malú Alvarez International Scholarship
Mary Ellen Mark Memorial Scholarship
Media Lab(s) (*not* the DML or Digital Media Lab); Note: Capitalize "Media Lab(s)" in signage, but lowercase "media lab(s)" in running text.
ICP member
ICP membership [program]
Mount Sinai Adolescent Health Center (AHC)
[the] ICP's museum; after first mention, use "the museum"

N

New Media Narratives [program]

O

One-Year Certificate Program(s)
One-Year Certificate Program in General Studies in Photography
Online Education (Use "Online Education" when referring to that area of ICP's school offerings, but "online education" or "online class" when speaking generally.)
Online Education classes
Online Low-Residency Program

P

Part-Time Program(s); Part-Time Programs: Continuing Education
Perspectives *or* Perspective (*not* ICP Perspectives or ICP Perspective; use "Perspectives" or "Perspective" in reference to content posted in that section of ICP.org)
public programs (*not* "public programming"; however, "public programming" can be used generally in running text; avoid using "events" when referencing "public programs.")

Q

R

S

ICP's school; after first mention, use "the school"
ICP's shop; after first mention, use "the shop"
ICP students
Studio(s) (*not* "Shooting Studio"); Note: Capitalize "Studio(s)" in signage, but lowercase "studio(s)" in running text.

T

Teen Academy [program]
Teen Academy Imagemakers
Track Program, Advanced Track Program
Track, Advanced Track, and Online Low-Residency Programs
Travel Programs
tweet, retweet

U

V

W

X

Y

Z

Glossary of Photography and Related Media Terms

A

artist statement (*not* "artist's" statement)
art-maker(s) / art-making

B

black-and-white (n. & adj.)

C

cameraless photography
CD-ROMs
crowdfunding (one word)
cyberspace

D

digital single-lens reflex (DSLR, DSLRs [pl.])

E

email (*not* e-mail or e-blast)
email newsletter or newsletter (*not* e-newsletter, eNewsletter, or e-Newsletter)

F

filmmaker
fine art [marketplace] (adj., no dash)

G

gelatin silver print (*not* silver gelatin print)

H

homepage (*not* home page)

I

imagemaker(s) / imagemaking (*not* image-maker, image-making)
[the] internet

J

JPEG, JPEGs

K

keyframing

L

M

media-maker(s) / media-making
medium, mediums (pl.)
mirrorless
mixed media (n.) / mixed-media realm (adj.)
monolights
moonlight(s)
multiplatform (one word)

N

nonprofit (one word, no dash)

O

online

P

photobook
photocollage
picture-maker/picture-making
platinum-palladium printing

Q

R

RAW [file format], Camera RAW

S

slide show (two words)

selfie

smartphone

social media (n.), social media presentation (adj., no dash)

softbox (one word)

speedlight(s)

stop-motion animation

subclip

T

toward (no s)

transmedia

Tues (*not* “Tue”—as an abbreviation for “Tuesday”)

U

V

W

walk-through

[the] web (abbreviation for “World Wide Web”)

webcam

webpage

website (*not* Web site)

workflow (one word)

World Wide Web

X

Y

Z

zine(s) – (lowercase)