Adapt Editorial Style Guide

Purpose of document

It is intended to be a simple reference for anyone creating written content for Adapt.

We intend to let it grow through additions as need for clarification arises.

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The brand

1: Vision statement

Keep in mind the vision of the project when creating content for the website. The full vision statement document is available here.

- To create, as a community, the leading e-learning authoring tool for producing responsive content (i.e. single version output) that works across multiple types of devices.
- To develop a freely available authoring tool for organisations that wish to develop their own responsive e-learning content, specifically those in education but also commercial companies and public organisations.
- To encourage a large, global community of end users and developers and drive for widest possible adoption by releasing the code under the GPL open source license and ensuring a low barrier of adoption for all types of users.
- To ensure that the tool is intuitive and easy to use for those with limited technical knowledge.
- To ensure the authoring tool produces content, which can be deployed to a typical environment that end users may have (e.g. Moodle, SCORM-based LMSs etc.)
- To support the principles of collaborative development and transition to a community led governance structure.

2: Trademark information

The brand is the single word **Adapt**. It is a registered trademark, the decision has been made *not* to follow it with either ® or ™.

Writing

1: Target audiences

	Adapt website Social media, demos, brochure site.	**Adapt Authoring Tool**	**Adapt Framework**
non-technical user	This person will understand the concepts of Open Source software, responsive design and elearning. They will be interested in producing learning courses.	This is a person who would not attempt to use the Adapt framework without the assistance of the authoring tool or without having someone else to install the framework for them and to guide their work.	N/A
technical user	This is a person who can install the Adapt framework and use it to create a course with little or no help from another person; who can utilize input from technical support without it be being formatted as step-by-step directions. This is a person who is capable of using the command line; who has familiarity with GitHub, web servers, JSON, HTML, and CSS; who understands broad concepts of web development even if it is not their forte. *(Anyone who can install the authoring tool is a technical user because, at this point, installation requires one to decide which instructions apply to their type of computer.)*		
developer	This is a person whose technical skills exceed the technical user's in the areas of programming, testing, and the web stack. They have the skills to create and modify plugins or to contribute to the Adapt codebase with new code or testing.		

2: Writing style

Be **open, honest** and **friendly**.

We do not specify a base style reference (e.g., *Oxford Guide to Style* or *Chicago Manual of Style*). You should use the base style guide with which you are most familiar.

Consider [the audience](#) you are writing for.

In general, the audiences of the Adapt framework are technical users and developers. The audience of the Adapt authoring tool is non-technical users.

READMEs relating to the Adapt Authoring Tool and Adapt Framework are generally aimed at technical users or developers. Wikis and the [technical discussion forum](#) have a mixed audience, so a high level of technical proficiency should not be presumed.

Wikis of the plug-ins should be aimed at the non-technical user and users of the authoring tool. Since the authoring tool was created to accommodate the non-technical user, it is reasonable to associate its wiki with the non-technical user and the framework wiki with the technical user and developer. Ultimately, which audience is targeted will be determined by the article topic.

The brochure site, [responsive eLearning forum](#), social media and demonstration packages are generally aimed at non-technical users.

Write content that can be read out loud and sound like a genuine conversation with an everyday person.

Use everyday language, avoid foreign phrases and jargon, try and use short words and always cut out a word if you can.

Try and avoid using cliches or common figures of speech. Keep sentences short and on subject. Each paragraph should only contain one subject or thought.

3: Spelling, titles etc.

- British English spellings should be used
- Titles and headings for web content should be written in [sentence case](#)
- Adapt core modules use [start-case](#) (see below for [a full list](#))
- Use **bold** to emphasize words readers may be looking for

4: Links

For web content internal hyperlinks should open in the current window, external links should open in a new window.

Wiki

In general, hyperlinks to external resources will not use Git Flavored Markdown (GFM) such as [GitHub](https://github.com).

They will instead use the HTML <a> tag with the attribute target="_blank". target="_blank" opens the content in another browser window.

5: Styling code in content

Code will be styled with appropriate markdown that indicates code: a tick, a fenced code block, or syntax highlighting.

Wiki

Command Lines: Code that is presented as command lines will not start with a prompt such as $. Including it complicates using the code via copying and pasting, since the $ must be deleted.

Command lines will start on their own line.

Command lines will be styled with a tick, a fenced code block, or syntax highlighting.

6: Nomenclature

Common words:

Adapt: refers to the project as a whole, not Adapt Learning

Adapt authoring tool: The authoring tool has not been named. Use lowercase so as not to imply it is a name. Adapt Builder applies to the version produced by one company and not to the software maintained by the Adapt community.

Adapt framework: The framework has not been named. Use lowercase so as not to imply it is a name.

eLearning: not elearning, e-learning or Elearning

plug-in: When identifying components, extensions, menus, themes, etc., indeed any code that resembles AMD or CommonJS modules, "plug-in" will be spelled using a hyphen.

pop-up: When identifying small windows that open on top of other windows, "pop-up" will be spelled using a hyphen.

website: Spelled as a single word: no space, no hyphen.

step locking: As a noun referring to the technique whereby sections of a course are hidden until the preceding section (step) is completed, it is spelled as two words. As an adjective, in usage similar to "step-locking behavior is configured in articles.json", the two words are hyphenated.

Adapt core plug-in names

When referring to the core plug-ins, the following names with capitalisation will be used:

Accordion (adapt-contrib-accordion)
Assessment (adapt-contrib-assessment)
Assessment Results (adapt-contrib-assessmentResults)
Blank (adapt-contrib-blank)
Bookmarking (adapt-contrib-bookmarking)
Box Menu (adapt-contrib-boxmenu)
Graphic (adapt-contrib-graphic)
Graphical Multiple Choice Question (adapt-contrib-gmcq)
Hot Graphic (adapt-contrib-hotgraphic)
Text (adapt-contrib-text)
Text Input (adapt-contrib-textInput)
Matching (adapt-contrib-matching)
Media (adapt-contrib-media)
Multiple Choice Question (adapt-contrib-mcq)
Narrative (adapt-contrib-narrative)
Page Level Progress (adapt-contrib-pageLevelProgress)
Resources (adapt-contrib-resources)
Slider (adapt-contrib-slider)
Spoor (adapt-contrib-spoor)
Trickle (adapt-contrib-trickle)
Tutor (adapt-contrib-tutor)
Vanilla (adapt-contrib-vanilla)

Plug-ins with long names may be referenced by initialisms once they have been introduced by their full names, as in this example: "The Graphical Multiple Choice Question (GMCQ) is bundled with the Adapt framework. GMCQ introduces a visual element…"