Style Guide – jamesabela.co.uk

Website – html pages

General Text

Font: Verdana (Except for IPA characters)
H1 – size 12
H2 – size 10 Bold
Body – size 10
Links – Dark blue underlined
Key text – ***Bold & Italic***

Menus

Level 1 – Home, Exams, Business, Advanced, Intermediate, Beginner, Jobs & About Us
Level 2 – Context driven, directly below level 1
Level 3 – Below main title.

James Abela ELT

Headings

James Abela ELT

Examinations

Business

Advanced

Intermediate

Beginner

Jobs and Careers

About Us

Each of the main sections has a clear heading for pages to follow.

James Abela ELT

Useful Websites

USEFUL WEBSITES	Rules for inclusion:

USEFUL WEBSITES

[The Royal Literary Fund](#)
Three excellent writing guides for students in higher education.

[Bogglesworld Writing Skills](#)
A very clean and simple set of resources for writers of all ages.

[TTMS](#)
Excellent guide for writing

[See more useful Websites](#)

Rules for inclusion:
- Must contain free resources without requiring registration
- Resources must be hosted on the same site
- Resources must be directly relevant to the page's content
- Resources must be reasonably error free
- Resources must not contain viruses / spyware
- Advertising must be clearly signposted as such

Each Website has a direct link at the top with a short informational review below.

Resources on This Website

All Resources on this Website must actually be on the Website.
NO EXTERNAL LINKS.

This is an area to highlight, Academic Papers, Lecture Notes, Handouts, Exercises, Teaching Aids and Other Useful Pages.

Where at all possible the materials should be PDFs for easy printing and display across platforms and operating systems.

Each resource should say:
Name (<size>KB <File Extension>)
To ensure teachers on slow connections can decide if they need to download it.

Resources on this Website

Lecture Notes
- Writing Stories (530KB PDF)
  This is day 1 of a 2 day workshop on creative writing.

Handouts
- How to Write An Introduction (107KB PDF)
  This guide shows you how to write introductions when in an exam such as IELTs and when doing an assignment.
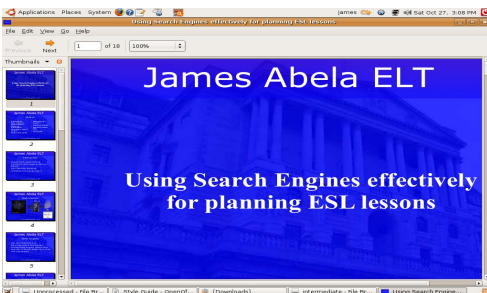

Other Common Icons

Icons should have shadows in the bottom right hand corner and use Dark blue on a light background to display keywords or white on a dark blue background.

Website PDFs

Lecture Notes

Lecture Notes should be in PDF format at a size where they can be displayed full-screen and will enable students. They should be as close to the original Slides as possible and when created should by default open with thumbnails of each slide.

Handouts

Header

Handout should appear with one of three headers

For Beginner, Intermediate or Advanced files to ensure that teachers are given flexibility when using them across levels. (Students will certainly not want to know that they are using something designed for beginners.)

For documents aimed at Business English students

For documents designed specifically to pass examinations.

Footer

In the footer of each document there should be the following

Content

Each Handout should be in the following order:

Reading Text

1. Reading Text

2. Scanning / Skimming Questions

3. In-depth comprehension questions

4. Further discussion points

5. Writing follow up

6. Teaching Ideas (If needed)

7. Answers to questions

8. Sample writing answers

Activity sheet / Grammar handout

1. Activity / Grammar assistance

2. Teaching ideas

3. Technical background if needed

Always ensure that answers are on a separate page to the students' exercises.

Fonts

All handouts should be in Verdana, but for student handouts it maybe useful to use larger font sizes for cut-out puzzles. In the teaching ideas and answers section, try to minimise paper usage so that teachers do not have to carry too much to class with them to class.

Main Document Heading – **Verdana 14 points Bold Centralized**

Heading 1 – **Verdana 12 points Bold**

Heading 2 – **Verdana 10 points Bold**

Heading 3 – ***Verdana 10 points Bold Italics***

PDF Generation

To minimise PDF sizes, print JPEGs at screen resolution and where possible use Vectors as these are clearer when printed. PDFs should be generated in colour to allow teachers to show images on-screen and print in colour if facilities are available. That said documents should always be presentable in Black and White.

All PDFs should be set to open with Bookmarks in the initial view to give people an instant idea of the contents of the document.

More great resources at: http://www.jamesabela.co.uk

Comprehension Questions

1. What are the six criteria for including a Website in James Abela ELT?

_____

_____

_____

2. What is the preferred file format for documents on the Website?

_____

3. What should every icon have?

_____

4. Why shouldn't handouts display Intermediate, Advanced or Beginner?

_____

5. Why might it be useful to use larger fonts sizes in some documents?

_____

6. What three things are important to consider when making PDFs?

_____

_____

_____

Discuss

1. Do you think it is important to have a style guide? Why/why not?
2. What are the benefits of a style guide?
3. Why might this be a useful tool for marketers?
4. How can you encourage people to follow the guide?
5. What else do you think should be included in the guide?

Writing Follow up

Choose a company or Website that you know well and design a style guide for them.

Answers

1. What are the six criteria for including a Website in James Abela ELT?

- *Must contain free resources without requiring registration*
- *Resources must be hosted on the same site*
- *Resources must be directly relevant to the page's content*
- *Resources must be reasonably error free*
- *Resources must not contain viruses / spyware*
- *Advertising must be clearly signposted as su*ch

2. What is the preferred file format for documents on the Website?

PDFs

3. What should every icon have?

A shadow to the bottom right.

4. Why shouldn't handouts display Intermediate, Advanced or Beginner?
Because it would make it difficult for teachers to use with different levels.

5. Why might it be useful to use larger fonts sizes in some documents?
So that you can make cut-out exercises

6. What three things are important to consider when making PDFs?

- Screen resolution for JPEGs
- Generate PDFs in colour
- Ensure bookmarks open as part of the initial view.

Discussion Points

1. Do you think it is important to have a style guide? Why/why not?
   Generally for large companies where many people are working on company documents this can ensure a clear standard is set, which ensures consistency.

2. What are the benefits of a style guide?

   Improved consistency of material, encourages analysis of materials produced, can help to protect trademarks and can help to create a corporate image.

3. Why might this be a useful tool for marketers?

   Large companies need to present a united brand across media and material needs to be consistently of good quality.

4. How can you encourage people to follow the guide?
   Provide templates that automatically follow the guidelines, provide briefings and training.

5. What else do you think should be included in the in the guide?
   Details of logos / Trademark details / Template details