

Proofreading at the Co-op

Proofreading takes place after edited text and graphics have been laid out by the designer.

Proofreading is not editing for sentence structure, syntax, or flow of information. That occurs before the text goes to layout. Proofreading consists of checking for typos, misspellings, and formatting errors that can occur during layout.

It is a specific skill that must be learned, because it is in the nature of the mind to correct errors automatically. Unless you are looking carefully for mistakes in a piece of writing, your brain is liable to make them disappear. For this reason, it is not a good idea to proofread your own work.

Proofreading Hints

Try to proof a hard copy. Most people find it easier to spot mistakes on paper than on a computer screen.

Try to work in a quiet, peaceful place.

Try to do your proofreading when you are rested. Save it until the next day if you are tired and not on a deadline.

Learn to use the proofreaders' marks provided in this document. Save the chart for future reference. These marks will save time and ensure that your corrections are understood.

Ask for a second opinion if you are not sure about something. Find out who among your co-workers has a "good eye" and take advantage of it.

Put your work aside, after going over it the first time, and examine it with fresh eyes the next day or after lunch. You may be surprised to discover that mistakes can appear on the printed page while you are engaged elsewhere.

Get a dictionary and use it. You may be the only one who catches that misspelling. If a word looks funny and you are not positive that it is spelled correctly, look it up. If you are like me, you will have to look up some words over and over again. Eventually they will become old friends. You can shorten the process by making a list of words you commonly misspell and keeping it in a handy place.

Look for proper and consistent font (bold, italic, etc.), font size, and those changes that can be caused when text is pasted from one program into another (diacritical marks and other ALT code characters come out wrong or not at all, unintended indentations, lost periods at the ends of sentences, unusual spacing between words, etc.).

Do not allow too many hyphenated words to appear at the ends of lines in the same paragraph.

Keep small words, such as "Co-op," and dates on one line.

Put "a.m." and "p.m." on the same line as the numerals to which they apply.

See the attached Style Guide for the basic guidelines to be used for all Co-op publications.

Style Guide

All Co-op publications should follow these guidelines.

Co-op

Always capitalize “Co-op” if you are talking about “the” Co-op, meaning ours. Do not capitalize the word “co-op” if it is being used generically, as one might use the word “store.”

Headings and Titles

Never use all caps. Never underline. Never include a period.

Use Title Case: Capitalize all words in a heading or title except prepositions, conjunctions, and articles.

Capitalize the second word in hyphenated compound words (Home-Grown Salads).

Check that all headings and titles are bold.

Subtitles

If used in an article or brochure, all subtitles should be bold and consistent in their use of capitalization (either sentence case or title case). Do not use a period in a subtitle.

Exclamation Points and Question Marks

Use exclamation points sparingly.

Never use more than one exclamation point or question mark in a sentence or title.

Commas and Spaces

Use a comma before “and,” “or,” or “nor” in a series of three or more.

Always use a comma in numbers with four or more digits.

Use a comma before the conjunction in a compound sentence.

Use commas to separate adjectives that provide an equal description of a noun. If the adjectives can be put in reverse order, use a comma.

Use only one space after commas, colons, and semicolons.

Use only one space between sentences.

An ellipsis (...) takes the place of a word and should have the same spaces to either side as a word would have in the same place. An ellipsis at the end of a sentence is followed by a period or other punctuation mark, just as a word would be.

Underlines

Underlines should not appear in Co-op publications.

For emphasis, only *italics* should be used, never capital letters or underlines.

Quotation Marks

All quotation marks and apostrophes should be “smart” (curved) if the font allows.

Periods and commas go inside quotation marks and outside parentheses (unless the entire sentence is inside the parentheses).

Question marks and exclamation points go inside quotation marks only if they are part of the quotation itself.

Never use apostrophes in place of quotation marks unless you are defining a quote within a quote: “I said, ‘No,’ and then she stopped.”

Use quotation marks around the titles of short articles or chapter headings.

Italicize titles of books and magazines mentioned in the text. Never underline them and do not put them in quotes.

Hyphens and Dashes

Use a hyphen (-) for compound words and for numbers with fractions (1-1/8).

Use an en dash (–) within a range, such as time or dates (9:00–10:00).

Use an em dash (—) for other uses.

Do not put spaces to either side of a hyphen or a dash.

Always use a hyphen in “co-op” but not in “cooperative.”

Always use hyphens to create a compound word when two related words are used as a description (e.g. home-grown vegetables).

Never hyphenate adverbs that end in “ly” (e.g. locally grown vegetables).

Keep the hyphen in compound words that are separated by “and”: two- and four-ounce jars.

Lists

When making bulleted or numbered lists, do not use commas or semi-colons between listed items.

Use periods only when the bulleted item is a complete sentence.

Strive to make bulleted or numbered lists consistent in terms of all items being either complete or incomplete sentences.

Numbers and Fractions

Numbers from one through ten should be spelled out. Numbers above ten can be written as numerals.

Any number that begins a sentence must be spelled out.

The fractions ¼, ½, and ¾ should appear in the small font. See the attached ALT key list for small font fractions.

Do not use spaces or hyphens in compound fractions that use the small font (e.g. 1¼).

Use full-size for all others (e.g. 1/8). Do not use superscripts or subscripts to achieve a fraction.

Hyphenate compound fractions using full-size fonts (1-1/8 tsp.).

Miscellaneous

Put foreign words in *italics* and use tilde, umlaut, etc. from ALT key list.

Check words like “jalapeño” and façade to make sure they have the diacritical marks.

Use the word “percent” rather than the symbol (%) in text.

Use the word “degrees” in text, but the symbol “°” in recipes. (See ALT key list.)

Recipe Format

Use the following styles for each area of the recipe:

Title

Introductory paragraph(s), if any. Use full sentences.

Serves x

Ingredient list (single-spaced; if ingredient wraps to another line, then indent the second line; do not capitalize the ingredient names unless they are brand names or refer to a place, such as Swiss cheese)

tablespoon = Tbs.

teaspoon = tsp.

pound = lb.

ounce(s) = oz.

gram(s) = g

milligram(s) = mg

1 16-oz. can

1 16-oz. can kidney beans, drained and rinsed

Instruction or other text (single-spaced, no indent, left-justified, single space between paragraphs)

—*Cookbook* or *Magazine Title* (Issue Date) by Author

Words That Are Often Used Improperly

Less/fewer: Use “less” for amounts that are not counted; “fewer” for those you can count. You would have less money and fewer dollars, or a recipe with less sugar and fewer calories.

Affect/effect: “Affect” is always a verb and never a noun. It is used to mean that something causes or changes something else. “This will affect your raise.”

The noun is always “effect.” “The effect will be a few dollars for you.”

Effect is only used as a verb when it can be replaced with “bring about.” “We can effect a change if we try.”

Compliment/complement: We give a compliment or compliment something when we say something nice about it.

One thing complements another when it makes the other better.

ALT Key Chart

To create the characters shown in the left-hand column, hold down the ALT key and type in the number as shown.

•	(Alt) 0149	İ	(Alt) 0204	×	(Alt) 0215
◦	0186	Í	0205	÷	0247
¼	0188	Î	0206	¿	0191
½	0189	Ï	0207	®	0174
¾	0190	ì	0236	©	0169
¢	0162	í	0237	—	0151
		î	0238	—	0150
À	0192	ï	0239		
Á	0193				
Â	0194	Ñ	0209		
Ã	0195	ñ	0241		
Ä	0196				
Å	0197	Ò	0210		
Æ	0198	Ó	0211		
à	0224	Ô	0212		
á	0255	Õ	0213		
â	0226	Ö	0214		
ã	0227	Ø	0216		
ä	0228	ò	0242		
å	0229	ó	0243		
æ	0230	ô	0244		
		õ	0245		
Ç	0199	ö	0246		
ç	0231	ø	0248		
È	0200	Û	0217		
É	0201	Ú	0218		
Ê	0202	Û	0219		
Ë	0203	Ü	0220		
è	0232	ù	0249		
é	0233	ú	0250		
ê	0234	û	0251		
ë	0235	ü	0252		