



Module Design Style Guide

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Introduction

Different project staff members will be involved in the elaboration of the learning content. In order to avoid extra work at the end, the style guide will help to harmonize the content development and its presentation.

The first section refers to general hints when writing learning material. For HELP, this will be relevant for texts and dialogues that we compose, probably also for exercises.

I have found different rules for quotations, bibliography – they are even different from German Universities. I present a version that seems to be appropriate.

We will need / use graphics and pictures. We can design illustration or try to find pictures and graphic from public sources, such as e.g. www.flickr.com published under common licence rules.

Attachment A provides symbols that have been used for another European project – innosupport.net. We will have to decide if we want / need any and if the answer is yes, if the provided symbols suit our purposes.

1. General Considerations for learning material writing

1. Attract the reader with catchy title, headings and introductions.
2. Keep balance between using familiar words, avoiding technical/academic terms where those are not required. Try using a personal tone.
3. Show respect for your reader, avoid academic style, abbreviations and acronyms must be justified/limited/explained.
4. Humour can be a stress reducer, helping people relax and register important information.
5. Use action verbs and active construction, avoid passive voice.
6. Favour short words and short sentences.



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7. Use short paragraphs – a simple structure supports orientation and register information.
8. Leave space between paragraphs to avoid cramming too much information on a page.
9. Use examples to illustrate your ideas.
10. Use illustrations for visualization.
11. Use multimedia elements (e.g. animations, audio, video) if this is useful for better understanding (it should have an added value, i.e. improve significantly understanding and support learning). Provide design/production instructions for Tecnia how the media element should look like, function and integrated into the text.
12. Highlight main ideas and important information with headings, in boxes and boldface type.
13. Use the provided set of symbols/icons (see annex A) to highlight certain parts of the modules. Be consistent with the use of the symbols/icons!!!
14. Length: A complete component shouldn't exceed 10 pages (in the format described above)
15. Read the article out loud after finishing – if you have to pause for a breath in the middle of sentence, it's too long ;-).
16. If possible, test the article – real users, ideally members of the target group – are the best judges.

2. Overall structure of the modules

(First suggestion, this needs further discussion and agreement with WP-leaders O2 and O3.

Please have in mind that our material also has to satisfy self-learning approach)

1. Provide learning objectives at the beginning of a unit (see curriculum structure table, provided by pro-kompetenz for HELP)
2. Provide an estimated time it takes to go through the component (including time for assignments like self-reflection, small tasks etc). (see curriculum structure table, provided by pro-kompetenz for HELP)



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3. Provide key words list with IPA. (*Gerd understands that these are important words that should be learned? In other cases we use key words for search function, but these are normally not more than 6?*)
4. Provide in between the content and instructions / guidance for learner actions.
5. Short list of expressions at the end of the module.(No glossary)
6. Provide a summary at the end of the component what the student has learned.
(See curriculum structure table, provided by pro-kompetenz for HELP)

3. Specific writing instructions

3.1 Layout options

1. FIRST OF ALL: Before delivering for proofreading to Emma, use the spell check tool of WORD applying Great Britain English!!!
2. All in Arial 12, except headings size 14 bold, subheadings size 12 bold
3. Space between lines 1,5
4. Margins: - all 2,5 (if we decide for A5 format 1,5).
5. DO NOT indent the first line
6. Page number: leave out now
7. Page header right side: HELP Unit [No] [Title]
8. Tables and figures are to be placed in the correct position, numbered consecutively (for the unit?)

3.2 Footnotes and Quotations

Please use the automatic footnote inserter from WORD.

Footnotes could be used in two occasions:



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1. Footnotes can be used for giving explanations or background information to something that disturbs the reading flow when directly put in the text.
2. Footnotes should be also used to make reference to a quotation in the text if this is not done at the end of the sentence.

First time quotation in a footnote:

Book: Bartolome Boloix, J.: The incredible success story of the European HELP project. Brussels 2017, p.34.

Website: Author: Titel. URL (date when this had been last seen in the internet within brackets).

E.g. (Here without author) HELP Healthcare English Language Project.

<http://help-theproject.eu/wordpress/> (05.02.2150)

Footnotes: They begin with capital letter and finish with a dot.

Quotation within continuous text: “text” or: “text [...] text” or: “[...] text” or: “Text [...]”

Footnote AFTER the quotation mark. Quotation footnote: First time quoted:

Full title.

Repeated quotation: short version – author’s family name and year.

Repeated quotation in successive foot notes: Ibid. if same page. Same book but different page: Ibid., p.1

3.3 Biography

For Books and for URL we will use the following presentation:

Bibliography:

Bartolome Boloix, J.: The incredible success story of the European HELP project. Brussels 2017, p.34



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HELP Healthcare English Language Project. <http://help-theproject.eu/wordpress/> (05.02.2150) = Date of viewing ☺

3.4 Photos

This likely will be the most frequent need for our HELP material production. We need to respect the intellectual property rights!

Practical example:

Looking for a picture with a doctor

<https://www.flickr.com/> search function: doctor
<https://www.flickr.com/search/?q=doctor>

click “licences” and choose “creative commons”
Within the tap “creative commons” click also the other both options, “commercial use allowed” and “changes allowed”.

We chose a picture now and click on it e.g.
<https://www.flickr.com/photos/edenpictures/4133664894/in/photolist-8VQ8y5-7ih7yo-kFxmRp-7HtxDa-nvf8UF-8FWtmh-8tMF5x-j5rDuV-ptWbJU-8aNsS9-bxwuRi-ptXWG4-g6QmJf-aS4KWz-9A7mz-aisxz-cBahWf-4M234v-9Sfnjt-eH84q1-ch8iBy-9aHzTW-eH1Zie-bvaB96-7Z4k5X-pzkYd-9KeWt8-eH1XRa-9zPHvt-7svgys-7XacBd-9KMD8M-6WMPmu-eH83TG-7QBao1-5Ez381-fph9mw-p7Bvw8-4HXng-6tSY7b-54XALL-7bEsuE-7sg7KY-8qLrsK-9K1yv-9866ZQ-nwArVe-ptXXa8-o1i2yr-eCkWU1>

Now we see only this picture.

Copy the title that is shown on the left side: Eden, Janine and Jim Doctor

Go to the “intellectual property rights” line on the right sight, click and open, copy: (CC BY 2.0) that is shown on the top in the green field, close this screen.

Copy the long URL and open the google URL shortener: www.goo.gl and past the long URL.

Confirm that you are not a robot and copy the short URL for our picture details <http://goo.gl/Zk02IE>



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Download and store the picture and the details that belong to it:

Final data for acknowledgement in HELP material:

Eden, Janine and Jim
Doctor
<http://goo.gl/Zk02IE>
(CC BY 2.0)

Finished, we can use the picture now in the learning material and acknowledge the author rights at the end.

There are other picture sources that we can use, also own picture, but we always need to be sure that we respect intellectual property and personal rights.

