PAMM

Best Practices for Writing and Editing Bilingual Digital Content

Digital Engagement

Table of Contents

This document serves as an overall guide for best practices for writing and editing multilingual content.

1. General Statement
2. PAMM Style
3. Editing Bilingual Web Content

- Grammar and Syntax
    a. Abbreviations
    b. Apostrophes
    c. Commas
    d. Dates and Time
    e. Numbers and Measurements
    f. Parentheses
    g. Question Marks and Exclamation Points
    h. Em Dashes
    i. Quotation Marks
- Terminology and Art Vocabulary
    a) Glossary
    b) Artworks and Exhibitions
        a. Artwork Titles
        b. Exhibition Titles (monographic and in general)
        c. Titles for Exhibitions and Works of Art
        d. ES Formatting
    c) Labels

PAMM's Multilingual Content Style Guide

General Statement

At the Pérez Art Museum Miami (PAMM), we embrace the cultural diversity of our Miami community through our commitment to a multilingual online experience. Our multilingual website serves as a bridge, connecting English and Spanish speakers to our rich tapestry of art and culture.

Mission Statement: PAMM's mission is to expand its digital presence, reaching a broader audience and enhancing exposure for our brand. Therefore, it is imperative that all English content is meticulously translated into Spanish, fostering inclusivity and cultural resonance.

Why It Matters:

By upholding these standards, we are not only fostering inclusivity but contributing to a digital space that resonates with authenticity and relevance. This guide is designed to provide a comprehensive framework for maintaining a professional, consistent, and culturally respectful multilingual online presence.

Key Guidelines

With these guidelines, we aim to maintain coherence and precision in both English and Spanish, respecting the particularities of each language and culture. This approach ensures an accurate and professional representation of Pérez Art Museum Miami in both languages.

Regionality: The Mexican Spanish variant is employed to ensure consistency and cultural relevance. Mexican Spanish may have differences in terminology compared to Spanish used in Spain, as well as other countries in Latin America.

Tone and voice: As a form of address, PAMM adopts the informal Spanish linguistic convention, utilizing 'tú' as opposed to the formal 'usted'.

Editing: The translation of the Style Guide is based on the Chicago Manual of Style adapted to Spanish according to the Deusto edition. Both manuals, in the original version, in English, and the new Chicago-Deusto edition, in Spanish, complement each other and editors must keep both in mind depending on the language in which they prepare their publication.

Translation Consistency: Ensure that all English content, spanning exhibition descriptions, event details, blog posts, and any written material on the website, is accurately and consistently translated into Spanish.

Cultural Sensitivity: Recognize cultural nuances in both languages, emphasizing the importance of culturally sensitive translations. Our goal is to engage with the diverse Miami community, ensuring our content resonates authentically in both languages.

PAMM Style

Below are guidelines for Pérez Art Museum Miami, based on the Chicago Manual of Style (16th edition) or its Spanish version, Manual de estilo Chicago - Deusto. Please adhere to these guidelines for all website copy and public-facing materials, for any questions not covered here, consult the Real Academia Española (www.rae.es) for additional style and spelling inquiries.

Note that this is not an exhaustive summary but rather a helpful reference for your writing. The communications, curatorial, and digital engagement department will continue to update this document with more information and institutional guidelines as time allows.

EN stands for **English** and **ES** stands for **Español** (mainly statements of differences versus English).

Synopsis:
Museum Name
- The museum should be referred to by its full name in the first instance of any document, followed directly by PAMM in parentheses.
- There is an accent on the first "E" in Pérez; this accent must always be present when writing the name of the museum (otherwise it is incorrect).
- The shortcut to create an accent over an 'e' is Ctrl + ' and then press the letter 'E'. If uppercase, Ctrl + ' and then Shift + E.

   Example: Pérez Art Museum Miami (PAMM)

   In **Spanish**, the museum name and/or acronym should be preceded by the definite article "el," only capitalized if at the beginning of a sentence.

   Example: el Pérez Art Museum Miami (PAMM); el PAMM

- The acronym for the museum, PAMM, should be used in all subsequent references.
- The full title of the museum should be used to begin a sentence.

   Example:

   EN: Pérez Art Museum Miami opened its doors in December 2013, receiving critical acclaim.

   ES: El Pérez Art Museum Miami abrió sus puertas en diciembre de 2013, recibiendo elogios críticos.
- A capital "M" should be used when referring to PAMM; a lowercase "m" should be used when referencing the museum in general.

Museum website
- The website should be referred to as pamm.org (not www.pamm.org, not pamm.com).

Editing Bilingual Web Content

English content at the museum is typically generated by various departments and subsequently handed over to the digital team for translation and publication. Before being published, the content must undergo a process of copyediting and proofreading in both languages.

Copyediting, also referred to as line editing, is dedicated to refining the technical aspects of writing, including grammar, spelling, punctuation, and language usage. This phase ensures adherence to the CMS style guide, covering elements such as capitalization, hyphenation, abbreviation, and treatment of titles and numbers. Additionally, it evaluates word repetition, sentence structure and variation, rhythm, cadence, and overall readability. Proofreading signifies the final stage of editing, focusing on rectifying errors, particularly in grammar, punctuation, spelling, and typography.

Apply best practices to ensure all translated materials are meaningful, and achieve an international voice that is culturally relevant to create a connection with the audience.

Numerous challenges may arise when translating and editing museum content, including:

- Multiple translation options for the same English word
- Specialized terminology
- Language without context
- Variations in word use, colloquial terms, word preferences, and interpretation. We find that depending on who translates the text, certain terms may be translated differently; choose what best fits and check in with other linguists.
- Avoid Literal Translation: Don't translate idiomatic expressions and proverbs directly. Instead, use equivalent Spanish idioms.

The Chicago Manual of Style is applied generally in both languages. The following things differ in Spanish:

- Spanish has specific rules. For instance, titles in Spanish often capitalize only the first word and proper nouns, while English titles may capitalize major words.

- Spanish has gender-specific articles and adjectives that agree with the gender of the noun. English does not have this grammatical feature.

- Subject pronouns may be omitted in Spanish sentences as the verb conjugation often indicates the subject. In English, subject pronouns are typically used.

- Spanish has distinct forms of address for formal and informal situations (tú/usted) while English generally uses one form (you).

    o PAMM adopts the Spanish informal convention, utilizing 'tú' as opposed to the formal 'usted'.

- Spanish verbs have more complex conjugation patterns, including distinctions for formal and informal address, which English does not have.

- Spanish articles ("el," "la," "los," "las," "lo," "un," "una," "unos," "unas") vary based on gender and number, which differs from the more straightforward use of "the," "a," or "an" in English.

Grammar and Syntax

When editing, it is imperative to pay meticulous attention to sentence structure, verb forms, and word order is imperative to maintain grammatical accuracy. The examples provided below are commonly encountered at the museum and should be treated accordingly. In cases where guidelines vary depending on the language, such discrepancies will be explicitly highlighted in subsequent language, whether English (EN) or Spanish (ES). For further clarification on specific queries, consult the listed resources or seek guidance from a linguist.

- **Abbreviations:**

  By including the translation immediately after the abbreviation within the same set of parentheses and using a comma to separate them, you maintain clarity and readability for your readers. This format effectively conveys the English name of the organization and its corresponding Spanish translation without the need for double parentheses, making it easy for readers to understand and follow.

  > Example:

  > Original: "Women Photographers International Archive (WOPHA) is a nonprofit organization."
  > Translation: "Women Photographers International Archive (WOPHA, Archivo Internacional de Fotógrafas) es una organización sin fines de lucro."

  Acronyms are also typically written in all capital letters. For more specific questions about ES abbreviations consult https://www.rae.es/dpd/ayuda/abreviaturas

- **Apostrophes:**

  EN

  Proper nouns ending in s take the terminal s in possessives

  > Examples: Jeff Koons's or Paris's Palais Royal

  ES

Apostrophes are not used to indicate possession with nouns in Spanish. Instead, Spanish uses possessive adjectives (mi, tu, su, nuestro, vuestro, su) placed before the noun to show ownership.

The apostrophe is **only** used in elisions where 2 words are involved: d'aquel (de aquel) pa'llá (para allá). In words that stand alone (voy **pa** la calle; no me ha **querío** hacer caso), the apostrophe is not used. Consult: https://www.rae.es/dpd/ap%C3%B3strofo

- **Commas:**

  EN

  Use the serial (Oxford) comma; when listing a series of more than two elements, insert a comma before the last element

  > Example: Graphite, ink, and crayon

  Cities, states, and years are flanked by commas

  > Examples:
  > - David Castillo Gallery, Miami, and Locust Projects, Miami
  > - Lowe Art Museum, Miami, Florida
  > - The meetings were scheduled for July 12, 2004, and ...

  ES

  Spanish tends to use a semicolon (;) rather than a comma to separate complex elements in a sentence or independent clauses not joined by a conjunction. However, commas may still be used in many cases.

- **Dates:**

  EN

  - Express dates as "July 4, 2022."

  - Use the hour without leading 0 and show minutes and am/pm in lowercase with no space between the minutes and no extra zeros, e.g., "8pm."

  - Include the day of the week on the event landing page.

  ES

  Spanish dates may follow a different format, with the day preceding the month (e.g., 4 de julio) compared to the month preceding the day in English (e.g., July 4).

- Use numbers for referencing events, meetings, schedules.

- Express dates as "4 de julio de 2022."

- Include the day of the week on the event landing page.

- Days of the week and months are not capitalized.

- **Numbers and Measurements:**

  EN

  - Use numerals for measurements.

  - Dimensions should be listed as H x L x W.

  - Use inches only for dimensions.

  - Use minutes and seconds for duration.

  ES

  - Spell out numbers from one to ten.

  - Round multiples of hundreds, thousands, or hundred-thousands are spelled out.

  - Dimensions should be written out for screen readers.

  - Use imperial system in translations.

- **Time:**

  EN

  Centuries, decades, and years: Follow specific rules for writing them.

  - Use the en dash to indicate a span of years. There should be no space between the en dash and the adjacent material.

  - Use "ca." for circa dates.

  - Use all four digits for birth and death dates.

  - List time with lowercase am and pm.

  - am and pm should NOT be preceded by a space.

  - Do not use :00

Examples: 3:30pm; 4:20am; 8pm

- Specify AM and PM only when start and end are different; do not repeat when they are the same, but use with the second/end number.

  Examples: 11am to 3pm; 1 to 3pm (NOT 1pm to 2pm)

- The correct dash to indicate a span of years is the en dash, NOT a hyphen or an em dash
  - Hyphen: -
  - En dash: –
  - Em dash: —

ES

The ES website automatically populates the time in a 24-hour clock. To maintain consistency, please utilize a 24-hour clock format for indicating time. This guideline ensures uniformity and clarity in displaying time across the website. When indicating time, it's common to omit the term "horas" (hours) after the time.

Example: Son las 10:00 (It is 10:00). 13:00 for 1pm, 17:00 for 5pm.

- **Parentheses:**

  - Use parentheses to include explanatory or additional information that is not essential for understanding the main text.

    Example: The city of Madrid (the capital of Spain) is known for its rich history.

  - Never italicize or underline parentheses unless they are part of a title.
  - Only use [ ] to indicate a parenthesis within a parenthesis.

    Example: The research team (consisting of scientists from various disciplines [biology, chemistry, and physics]) presented their findings.

- **Em Dashes**

  EN

  - Use em dashes to indicate abrupt interruptions in thought or to emphasize a phrase within a sentence.

    Example: The students—tired after a long day of exams—rushed out of the classroom.

  - Replace parentheses with em dashes to set off parenthetical phrases that contain internal punctuation or are more emphatic.

Example: The committee — the one with the strict rules — rejected the proposal.

- Employ em dashes to denote sudden breaks in thought or changes in direction within a sentence.

Example: The weather forecast predicted sunny skies for the weekend — yet, as often happens, rain poured down instead.

ES

- In Spanish, em dashes are treated the same as parentheses: in pairs. There is one at the beginning and another at the end of the enclosed word or phrase, even at the end of a sentence. Also, The opening dash is always preceded by a space and the closing dash is always followed by a space (except when a punctuation mark comes next).

Example: Se conocieron en Barbizon — cerca de París — cuando ella estudiaba allí.

Antes de que apareciera la fotografía, estuvieron muy de moda las siluetas — imágenes económicas, de producción rápida y múltiple — .

- **Question Marks and Exclamation Points**

There are specific uses of punctuation unique to each language. For example, the use of inverted question marks (¿) and exclamation points (¡) at the beginning of interrogative and exclamatory sentences is exclusive to Spanish.

- **Quotation Marks**

Quotes within quotes are set in single quotation marks, in both languages.

Example:
As Leonard Cohen once said, "I was surprised myself to see my song 'So Long, Marianne' receive such success from the public."

Como dijo Leonard Cohen: "Me sorprendió que mi canción 'So Long, Marianne' alcanzara tanto éxito entre el público."

ES

Commas, periods, and semicolons occur after the quotation mark, even if the quote stands on its own.

Example: El director Franklin Sirmans indicó que estaba "muy orgulloso de contar con la presencia de los artistas invitados", además declaró que se habían reunido "más de 200,000 dólares."

Terminology and Art Vocabulary

Glossary

This glossary contains key museum-related terms to ensure consistent usage across languages. Please maintain consistency in tone, style, and terminology to provide a seamless experience.

https://docs.google.com/document/d/1WbNSVvxoqAGGJ5N8gmA_Q1zgLbQp1PdRvQ94Q38eBhk/edit#heading=h.speh5cnk8hc7

Artworks and Exhibitions

- **Artwork titles**

  EN

  If the title of an artwork is originally in a language other than English, list the title as follows:
  > *Original title* (English title, year)
  > Example:
  > *La Table Blanche* (The White Table, 1943

  When Referencing Artworks
  - Note the date of the artwork (in parentheses) to give the reader historical context
    - Example: Among his more overtly political pieces, *The Jungle* (1943) is described by Wifredo Lam as representing Cuban identity.

  - The translation should always follow the original title.
  - The translation is only included in the first mention. Further mentions use the original title.

    > Example: Wilfredo Lam's *La Table Blanche* (The White Table) was painted during the summer of 1912. Lam approached figures, still lifes and nudes with the same pictorial interest. The same year he created *La Table Blanche*, Lam began a series of frontal figures, devoid of descriptive elements.

  - The translation of a title is never set in italics. Italics indicate an original title.
  - This only ever varies if there is an official translation, in which case the original can be omitted. This is usually only the case with classical works of art or official published titles (in the case of books and movies), for instance:

    > Example: Leonardo Da Vinci's *Last Supper* (ca. 1495)
    >
    > *La última cena* (ca. 1495) de Leonardo da Vinci
    >
    > Federico García Lorca's *Blood Weddings* was written...

- If the work is 'Untitled' but given a description title in parentheses, both should be italicized.
  Example: *Untitled (Hallway)*

ES

- If the title of an artwork is originally in a language other than Spanish, list the title as follows:
  Original title (Spanish title, year)
  Example:
  La Table Blanche (La mesa blanca, 1943)

- Original titles of artworks should be set in italics, followed by the Spanish translation in parenthesis. Further mentions should only use original titles.

  Example: La pieza *Pretentious Crap* (Cachivaches pretenciosos) de Zhivago Duncan.

- Pieces labeled as *Untitled* or *Self Portrait* will be translated directly into *Sin título* and *Autorretrato* without parenthesis.

Exhibition Titles

- **Monographic Exhibitions**

  A monographic exhibition focuses on the works of a single artist or a specific aspect of an artist's oeuvre. It provides an in-depth exploration of their art and often includes a comprehensive collection of their works.
  Example: *YAYOI KUSAMA: LOVE IS CALLING* (later addressed as *LOVE IS CALLING*)
  Example: *Joan Didion: What she means* (Joan Didion: Lo que quiere decir)

Exhibitions in general

- Titles remain in their original language, in italics, followed by a translation, either in English or Spanish, as the case may be.

  Example: *The Art of Needlework* (El arte del bordado).

- Titles in English capitalize the first letter of every major word, while titles in Spanish only capitalize the first letter of the first word and proper nouns.

  Example: *The Missing Circle / El círculo que faltaba*

- Pieces/shows with bilingual titles or proper names should remain the same.

  Example: *Soy Isla/I am an Island*.

ES Title Formatting:

- Titles of books, journals, albums, and movies should be in italics.
- Titles of chapters, poems, articles, songs, and episodes should be enclosed in quotations.
- Titles of folktales, fables, nursery rhymes, etc., are treated like poems and set in quotations.
- When a published translation exists, use that title in italics, as an original. If no translation exists, follow the format for titles of exhibitions and works of art.
- Professional titles are lowercased when immediately preceding or following a personal name or used in place of a name (in this last case, they may be capitalized).

Labels

When introducing biographical data of an artist, do not use parenthesis.

Example: : **https://www.pamm.org/es/artist/gabriel-orozco-2/**

Mentioning the country after a city is not always necessary if the context is clear. If there is any ambiguity it should be included.

Example: Paris is widely recognized, doesn't require additional context. Or in this case, https://www.pamm.org/es/artist/gabriel-orozco-2/, Xalapa, Mexico. (Xalapa needed more context)

Título: *Reflejos del alma*
Artista: María González
Fecha de creación: 2020
Técnica: Óleo sobre lienzo