

Rules for Each Genre

Genre	Standard Rule or for Effect?
Picture Book	<p>Conventional Capitalization Choices: <i>Typical prose rules—Proper nouns, beginnings of sentences, and beginnings of direct quotations are capitalized.</i></p> <p>Conventional Punctuation Choices: <i>Standard prose rules are used. Note the short sentences and use of “pause” punctuation (ellipses, em dash).</i></p> <p>Unconventional Choices: <i>Entire word written in all capital letters for effect; use of the dash to stretch out a phrase.</i></p>
Graphic Novel	<p>Conventional Capitalization Choices: <i>Sentence case is used in the speech bubbles. All caps are used to show emotion.</i></p> <p>Conventional Punctuation Choices: <i>Standard punctuation is used in speech bubbles. Creative use of punctuation (exclamation points, ellipses) denotes emotion.</i></p> <p>Unconventional Choices: <i>Due to the font used in this graphic novel, the text type is all caps.</i></p>
Short Story	<p>Conventional Capitalization Choices: <i>Typical prose rules—proper nouns, beginning of sentences, and beginnings of direct quotations are capitalized.</i></p> <p>Conventional Punctuation Choices: <i>Standard prose rules are used. Note the short sentences and use of “pause” punctuation (ellipses, em dash).</i></p> <p>Unconventional Choices: <i>Entire word written in all capital letters for effect; dialogue not always punctuated.</i></p>
Photo Essay	<p>Conventional Capitalization Choices: <i>Typical prose rules—proper nouns, beginning of sentences, and beginning of direct quotes are capitalized. Captions under photos are capitalized.</i></p> <p>Conventional Punctuation Choices: <i>Standard prose rules are used. Note the short sentences and use of “pause” punctuation (ellipses, em dash).</i></p> <p>Unconventional Choices: <i>none</i></p>