

## QUICK REFERENCE STYLE GUIDE

### Photo Titles & Caption Descriptions

#### PHOTO TITLES

Each photo entry in the Flying Disc Museum (FDM) is accompanied by a title and detailed caption that describes the museum item. The Photo Titles are displayed in the galleries along with their respective image thumbnails, as shown on the right.

#### TITLE CONTENT

Photo Titles are intended to be a brief description with just enough information to uniquely identify the item. Since the titles accompany photos, a shorter-is-better approach is prescribed. The pertinent information will vary from gallery to gallery, but it may include the manufacturer/maker name, disc model, mold, disc color, and/or lettering, label or hot stamp description. Titles can assume the context of the gallery the photo is displayed in. So, for example, a Sky-Pro disc in the Discraft gallery does not need to specify “Discraft” as part of its Photo Title. Here are some examples:



- PIPCO—FS1—Flyin-Saucer *in Antiques/Flyin Saucers gallery*
- ATPP—American Trends Pluto Platter—Green *in Antiques/Pluto Platters gallery*
- Master—Raised Letter—White *in Retail \ Wham-O/Master gallery*
- Super Soft X Line—Putt’R—Metallic Blue *in Disc Golf/Discraft gallery*
- 2015 Freestyle Players Association—Sky-Styler—White *in Association/FPA gallery*
- 1976 National Championships—Master—Black *in Tournaments/Ultimate gallery*
- E.R.Squibb—Life Savers—Top *in Novelty/Mimetics gallery*

If a contributor has questions about how to create a specific Photo Title, each gallery has a curator and/or gallery manager who can help and are ultimately responsible for the content and consistency of the submissions to the gallery.

#### TITLE FORMATTING RULES

- 1) To maintain consistency throughout the FDM site DO NOT alter the font, its point size, or its weight when entering the photo title in either the Title Box beneath the photo or the Title Box in the Photo Details section of the screen.
- 2) Use initial caps as appropriate for all elements of the Photo Title.

- 3) Separate each element of the Photo Title with an em dash (—). There are many ways to create an em dash, depending on whether you're using a Windows, macOS, iOS, Android, or another device. See **Exhibit 2** for additional details.

Used correctly the em dash looks like the following: Pluto Platter—Red.

DO NOT use two hyphens: Pluto Platter--Red.

DO NOT put spaces before, after, or before and after the em dash:

Pluto Platter —Red; Pluto Platter— Red; or Pluto Platter — Red, respectively.

## CAPTION DESCRIPTIONS

Each FDM entry has a full descriptor (or *caption* as it is referred to in the FDM software when uploading information—*caption* and *descriptor* are used interchangeably in this document) associated with the full-sized image. The descriptors are formal and consistent in their structure. Some content requires the use of unique descriptors—books, ads, documents and miscellaneous items, for example. In addition, golf discs require a different descriptor format from all other discs.

Once a visitor clicks on a thumbnail image in a gallery, the descriptor is displayed either directly below or at the lower-right of the image, depending on which view the user selected.

The content of the descriptors/captions (along with titles) is used when searching the FDM. Therefore, it is important that the content be accurate, words spelled correctly (or misspelled when matching misspellings on the disc), and formatting conventions are followed.

## DESCRIPTOR CONTENT

A completed descriptor example is shown below for a non-golf disc. Note that when one of the descriptor components does not apply, it is left blank, but not omitted.

**Maker:** Wham-O Mfg. Co.  
**Model:** Pluto Platter  
**Style:** 1  
**Mold:** Retooled American Trends  
**Size:** 9.3125 inches  
**Disc Color:** White  
**Lettering/Hot Stamp:** Top engraving: raised-letter, small WHAM-O; PLUTO PLATTER on cupola; planet names PLUTO, URANUS, MERCURY, MARS, VENUS, EARTH, SATURN, JUPITER, NEPTUNE; plus SUN  
**Label/Sticker:** wam-o oval sticker on bottom  
**Date Introduced:** 1957  
**Number Produced:**  
**Period of Manufacture:** 1957  
**Special Notes:** White is the most rare standard WPP1 color.  
**Contributor(s):** Lightnin' Lyle Jensen

## Disc Descriptors

Each disc descriptor element is described below. The list combines the elements from golf discs (🏌️) and non-golf discs (🏹), with icons that show where it is used. Also, refer to the descriptor lists in **Exhibit 1** for the specific elements that make up the descriptor types.



**Maker:** The individual or organization that created and first marketed the disc. This may not necessarily be the injection molding company that technically manufactured, made or produced the disc. Examples:



- Wham-O or Wham-O Mfg. Co.
- Discraft
- Innova



**Model:** The name used to identify the basic disc. This may be identified by a name molded or applied (hot stamp, sticker, etc.) or otherwise attributed to the disc. Examples:

- Pluto Platter
- HDX Model, HDX 80, HDX 100
- 97G, 119G, 141G, 165G
- Mini



**Style:** Generationally where this flying disc fits into its lineage as determined by a change in its physical characteristics and/or properties. Not all discs have distinct styles. Examples:



- Pluto Platter styles: ATPP, WPP1, WPP2, WPP3, etc.
- Roc styles: San Marino, Rancho

**Mold:** Golf discs and other discs use Mold to refer to very different information.



*Disc Golf:* Refers to the general name of the disc. It is the equivalent of Model in other discs, but since the disc golf world uses mold for this purpose, it is used here.

- Buzz
- Aviar
- Ballista



*All Others:* Refers to the appearance of a number and/or letter(s) molded (engraved/tooled) into the disc to denote the mold used to create it. Some mold designations on the disc include spaces. The museum's descriptors remove spaces (i.e. 100 D is listed as 100D) to better enable searching. Examples:

- 80
- 42BF
- sd14 (*split digit—when the 1 and 4 are on opposite sides of the nipple*)
- FB3



**Classification:** Refers to the general use of a golf disc during play as defined by the Maker. Each Maker uses its own definition of classifications. Their use began in 2007. Examples:

- Distance Driver
- Fairway Driver
- Mid-Range (or Midrange, depending on the maker)
- Putt and Approach



**Flight Rating Numbers:** Refers to the way a disc is intended to fly. Different Makers use different systems to describe their discs and not all Makers use a system. Innova Champion uses a four-category system broken down by Speed, Glide, Turn, and Fade. Discraft uses the same flight numbers, but also describes stability on a scale of +3 to -3. Other Makers use Joe's Universal Flight Chart, defined by Gotta Go Gotta Throw. This system also uses four categories, but breaks down the flight by Range, High Speed Stability, Low speed Stability, and Power requirement. The FDM will use the appropriate Maker's system if they have one, and Joe's Universal if they do not. Examples:

- 11, 5, -1, 3 *for Innova: speed, glide, turn, fade*
- 1.3 (or Stability 1.3) *for Discraft: disc with stability rating only*
- 5, 4, -1, 1 Stability 0.5 *for Discraft: disc with flight numbers and stability rating*
- 4, -2, 2.5, 3 *for Lightning: using Joe's Universal Flight Chart*



**Plastic Type:** Refers to the plastic or plastic blend each Maker uses. Prior to 2007, Disc Makers did not refer to their discs by the plastic that was used. Examples:

- DX
- Champion Edition (CE)
- FLX



**PDGA Max. Weight:** Refers to the maximum weight allowed by the Professional Disc Golf Association (PDGA) for tournament play. Note that some discs were produced significantly heavier than the PDGA allowable maximum. All weights are listed in grams. Examples:

- 174.1g
- 160g



**Size:** The measurement of the disc's diameter in inches or centimeters. This is typically only needed when there are no mold numbers or other means to describe the size of the disc. The diameter is measured from the furthest outside edges of the disc. If a disc's height is also important, include both and label the measurements. Examples:

- 9.75 inches *the size for Wham-O 100 mold*
- 22.6 cm
- width 10.25 inches, height 2.75 inches



**Disc Color:** Color of the disc. Some discs have explicit colors as defined by the manufacturer or the collection community while others are described by generic colors. In the case when an explicit color name is used, include the generic color in parentheses to enable general color search criteria. In cases where the plastic is multi-colored, separate the colors with commas, and note how the colors co-exist. Examples:



- Red
- Glow
- Apricot (orange)
- Yellow, Orange, Red swirl
- Clear with a Blue purge

*use glow, not moonlighter*

*use clear, not unpigmented*



**Lettering/Hot Stamp:** Lettering refers to the raised or engraved lettering on the disc. Hot stamp is used generically to describe all varieties of bonded applications from early screening and flaming to modern-day, full-color processes. Including all text on the disc allows for improved searching of the FDM site. Include the Wham-O trademark band (TMB) style on Wham-O discs. Describe the hot stamp design and lettering—color(s)—TMB style if one exists. Examples:



- Raised lettering: Pluto Platter on cupola; Wham-O Frisbee around cupola, Wham-O above and below; Earth, Saturn, Jupiter, Neptune, Sun, Pluto, Uranus, Mercury, Mars, Venus around rim
- World Class Frisbee Night Lighter 133G—Gold, Metallic Blue
- Discraft Tracer; 22.3 cm long distance overstable driver; PDGA Approved—Rainbow
- 1990 PDGA World Championships, Arizona—Yellow
- Invitational Flying Disc Championships, The 1976 World Frisbee Championships, Rose Bowl—Gold, Orange, Red



**Label/Sticker:** All labels and stickers that appear on this model flying disc for production release, tournaments, promotions, etc. It includes the wording and the colors. Examples:

- Disneyland Tomorrowland paper sticker—Blue, White, Yellow
- Blue eagle on gold foil sticker
- Top label, black on gold: Frisbee Wham-O Master Tournament Model; U.S. PAT. No. 3359678, 150 grams; © 1967 Wham-O Mfg. Co. San Gabriel, Calif.; IFA Approved Bottom label, black on silver: If found please mail (postage collect) to Wham-O Mfg. Co.; Owners' Identification Serial Number 00001



**Date Introduced:** The exact or approximate date when this disc was first available to consumers, whether by retail, tournament attendees, etc. Examples:



- April 13, 1987
- Summer of 2013
- Sometime between 1959 and 1961



**Date PDGA Approved:** The date when this disc was first approved by the Professional Disc Golf Association (PDGA) for tournament play. Example:

- 06/06/09 *mm/dd/yy format as used by PDGA in their Approved Discs list*



**Number Produced:** The exact or approximate number of discs produced for the disc being described. Most Makers did not record production runs, so this information is more likely to be available for custom disc runs. Examples:



- 200
- Only four have been identified
- 124, but only 98 exist as 26 were found broken



**Period of Manufacture:** The time range when the disc was produced. In some cases, this may refer to the style and/or mold. In other cases, it will refer to the hot stamp. Examples:



- Less than one year
- 1961–1969
- Single run
- 2004



**Special Notes:** This area is used for all other provenance or disc description not indicated in other descriptors. It may be anything from a few short notes to a multi-paragraph story. Examples:



- Test run
- Prototype of Innova's first bevel-edged golf disc
- Patent Pending, registered trademark symbol after Frisbee
- Packaged in bags with stapled header card
- Disc of the Year (DOTY) winner, designed by Craig Cheply
- This is the first disc to ever include the name or likeness of Ashley Whippet ... *(with continuing story)*



**Contributor(s):** Name of any person/organization who donated an image or information regarding this disc. Examples:



- Phil Kennedy
- PDGA
- Discraft and USA Ultimate

### *Other Descriptors*

In the Print and Miscellaneous sections of the FDM, the disc-specific descriptors do not apply. Galleries in those sections use other content-appropriate descriptors. The descriptor elements are simpler and their labels make them self-evident. There are examples of the other descriptors in **Exhibit 1**.

## DESCRIPTOR FORMATTING RULES

- 1) Copy and use the attached DESCRIPTOR LIST [Exhibit 1]. It contains the proper descriptor headings in their correct order, type size and weight, and it can be dropped directly into the Photo Details Caption information field. It also allows for the accurate typing- or dropping-in of information for each descriptor.
- 2) DO NOT bold any elements following the descriptor headings (**Maker, Model, Style, Mold, etc.**) including the colon and any information that follows.
- 3) DO NOT place any ?s, \*s, +s, etc. in any description field if the required information in conjecture, unknown or unverifiable. Just leave the information field area blank. [See Exhibit 1 **NUMBER MANUFACTURED:**]
- 4) Convert all fractions to decimals. For example: 9<sup>3</sup>/<sub>8</sub> becomes 9.375.
- 5) Spell out all words as space allows. If it is not possible, ALWAYS place a period after the abbreviation. For example: inches = in.
- 6) DO NOT place periods after the descriptions except to separate multiple entries in the ADDITIONAL INFORMATION section or after a complete statement/sentence.

## ADDITIONAL MUSEUM HOUSE RULES

- 1) **POINT OF VIEW** ALWAYS write in 3rd person point of view.

For example: Third style Wham-O Pluto Platters were produced in red, blue, and apricot.

DO NOT write using 2nd person point of view. For example: You will find third style Wham-O Pluto Platters in the colors red, blue, and apricot.

DO NOT write using 1st person point of view. For example: It has been my experience that third style Wham-O Pluto Platters were produced in red, blue, and apricot.

- 2) **FDM TERMINOLOGY** Use the *FDM Glossary & Acronym Guide* as the final authority for terminology describing all aspects of flying disc design, activities, organizations, tournaments, etc.
- 3) **SERIAL COMMAS** To avoid confusion always place a comma before the conjunction in a series of three or more items.

For example: First style Wham-O Pluto Platters were produced in red, blue, yellow, green, and white.

DO NOT leave out the final comma as the reader could be misled into believing there were "green and white," two-color, first style Wham-O Pluto Platters produced in 1957!

- a) It is permissible to use a comma-delimited list if it is not part of a sentence, statement, or clause, etc. For example: when filling out a description field in the captions block—**Color:** Red, Blue, Apricot



b) It is also permissible to use the ampersand sign “&.” However, DO NOT place a serial comma before the ampersand or use the sign if it could lead to confusion regarding the relationship of the last two items in the list.

4) **EN DASH** Always use an en dash when writing inclusive dates and numbers. For example:

From 1957–1964, Wham-O Pluto Platters were manufactured in San Gabriel, California.

All styles 1–7 of the Wham-O Pluto Platter were manufactured in California.

DO NOT put spaces before, after, or before and after the en dash:

From 1957 –1964; From 1957– 1964; or From 1957 – 1964, respectively.

See **Exhibit 2: CREATING DASHES** for additional details.

5) **DECADES** When making reference to a decade, use the following punctuation.

DO NOT use 1960's; USE 1960s.

DO NOT use 60's or '60's; USE '60s.

For example: Pluto Platters were first introduced in the '50s.

EXCEPTION: If a reference is being made to a fact or occurrence that belongs to a specific decade, it is acceptable to place an apostrophe before the "s."

For example: The Wham-O Pluto Platter was a 1950's phenomenon.

6) **ELLIPSIS** When using an ellipsis, DO NOT form it using three periods. Always use the series of three dots/points created in the word processing program.

In Microsoft Windows, use the ALT+0133 shortcut on a standard keyboard with numeric keypad or if there is no numeric keypad use the shortcut ALT+CTL+. (period).

In macOS, use OPT+; (semi-colon) shortcut.

Three periods look like [ ... ] whereas an ellipsis looks like [ … ].

In general, place a space before and after an ellipsis, unless it is followed by a quotation mark [flying disc..."].

If the ellipsis is used at the end of a sentence, it should be followed by a period. For example: [...another topic for another day ....]

7) **CONVENTIONS** In general, the FDM follows American English (AmE) as opposed to British English (BrE) grammatical conventions. Here are some examples:

**Dates** AmE: March 26, 1951 or 03.26.1951. BrE: 26 March 1951 or 26.03.1951



**Through** AmE: Through (or thru) can be used to mean until. For example: AmE: March 26<sup>th</sup> thru April 15<sup>th</sup> and BrE: 26 March until 15 April.

**Quotation Marks** AmE: double quotation marks are used; BrE: single quotation marks are used. For a quotation used inside a quotation—AmE: single quotation marks are used inside double quotation marks; BrE: double quotation marks are used within the single quotation marks.

**Common Words** AmE: **aluminum**; BrE: Aluminium. AmE: counterclockwise; BrE: anti-clockwise. AmE: gray; BrE: grey. AmE: vacation; BrE: holiday. AmE: meter; BrE: metre. AmE: mail; BrE: post.

For additional information on AmE vs. BrE, check out:

<https://www.enago.com/documents/resources/BrE-AmE.pdf>

## 8) **NUMBERS & NUMERALS** There are Cardinal and Ordinal Numbers and Arabic and Roman Numerals.

**Cardinal Numbers** are written out or use numerals: one or 1; fifty or 50; or one hundred nine or 109, etc. When using cardinal numbers in text in the FDM, write out the numbers one through ten, inclusive of ten, or when a sentence begins with a number greater than 10, unless the number is a date, as in: 1957 was the first year Wham-O produced Pluto Platters. If possible, re-write the sentence to avoid using a number/date first, as in: Wham-O first produced Pluto Platters in 1957.

Exception: Any numbers that appear on flying discs should be written just as they appear on the disc, including dates, mold numbers, etc. For example, in Caption Descriptions—DO NOT write **MOLD**: One. Write **Mold**: 1.

**Ordinal Numbers** put things in rank or order: first or 1<sup>st</sup>; third or 3<sup>rd</sup>; or one hundred twenty-ninth or 129<sup>th</sup>, etc.

Whenever possible or practical, write out ordinal numbers when entering text or information in the FDM, unless the numeric shorthand appears on a flying disc in question. For example: A label on a trophy disc reads: 3<sup>rd</sup> Place Masters Division.

**Arabic Numerals** are: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, etc.

Use Arabic Numerals as described in Cardinal and Ordinal numbers above.

**Roman Numerals** use alphabetical characters: I=1, V=5, X=10, L=50, C=100, D=500, and M=1000. For example: XI=11; CLXVI=166; and MDCLXVI=1566.

Use Roman Numerals only as they appear on a flying disc, a group of flying discs, apparel, collateral, periodicals, posters, etc., to accurately reflect their use in text or when entering Caption Description information.

## EXHIBIT 1: DESCRIPTOR LIST

Copy and use the following descriptor list as a template when entering information directly into the Photo Details Caption information block or into a spreadsheet.

Note that the labels are bolded; the information entered is in normal weight text.

### STANDARD DISC DESCRIPTOR

**Maker:**  
**Model:**  
**Style:**  
**Mold:**  
**Size:**  
**Disc Color:**  
**Lettering/Hot Stamp:**  
**Label/Sticker:**  
**Date Introduced:**  
**Number Produced:**  
**Period of Manufacture:**  
**Special Notes:**  
**Contributor(s):**

### DISC GOLF DESCRIPTOR

**Maker:**  
**Style:**  
**Mold:**  
**Classification:**  
**Flight Number Ratings:**  
**Plastic Type:**  
**PDGA Max. Weight:**  
**Disc Color:**  
**Lettering/Hot Stamp:**  
**Date Introduced:**  
**Date PDGA Approved:**  
**Number Produced:**  
**Period of Manufacture:**  
**Special Notes:**  
**Contributor(s):**

### PRINT—AD DESCRIPTOR

**Placed By:**  
**Subject:**  
**Publication:**  
**Publisher:**  
**Issue:**  
**Ad Size:**  
**Color:**  
**Special Notes:**  
**Contributor(s):**

### PRINT—BOOKS DESCRIPTOR

**Title:**  
**Subtitle:**  
**Author(s):**  
**Year Published:**  
**Format:**  
**Size:**  
**Number of Pages:**  
**Publisher:**  
**ISBN:**  
**Special Notes:**  
**Contributor(s):**

**PRINT—DOCUMENTS DESCRIPTOR**

**Title:**  
**Subtitle:**  
**Author(s):**  
**Year Published:**  
**Format:**  
**Size:**  
**Number of Pages:**  
**Publisher:**  
**Special Notes:**  
**Contributor(s):**

**MISCELLANEOUS—ART & CRAFTS AND  
FIGURINES & ORNAMENTS  
DESCRIPTOR**

**Maker:**  
**Designer:**  
**Material:**  
**Size:**  
**Color(s):**  
**Date Produced:**  
**Number Produced:**  
**Special Notes:**  
**Contributor(s):**

**MISCELLANEOUS—PHOTOGRAPHY  
DESCRIPTOR**

**Subject:**  
**Photographer:**  
**Location:**  
**Use:**  
**Date:**  
**Color:**  
**Special Notes:**  
**Contributor(s):**

## EXHIBIT 2: CREATING DASHES & OTHER SPECIAL CHARACTERS

### EM DASH (—) AND EN DASH (–)

Em dashes and en dashes, while not standard keyboard characters, can easily be entered in several ways. The exact keystrokes depend on whether you are working on a Windows, Mac, or mobile system.

	Em Dash	En Dash
Windows—using the numeric keypad numbers on a full-sized keyboard	ALT+0151	ALT+0150
Windows—using Unicode characters	2014+ALT+x	2013+ALT+x
macOS	OPTION+SHIFT+hyphen	OPTION+hyphen
iOS or Android—using the software keyboard	Press and hold hyphen until pop-up menu appears and chose the desired dash	

Other options exist to create em dashes and en dashes, especially when working in Microsoft Word. For additional options, please see one of the following Web pages:

<http://www.techtoolsforwriters.com/how-to-create-an-em-dash/>

<https://www.techrepublic.com/blog/microsoft-office/four-ways-to-insert-an-em-dash-in-a-word-document/>

<https://www.computerhope.com/issues/ch001084.htm>

<https://www.wikihow.com/Type-a-Dash>

<https://www.punctuationmatters.com/n-dash-and-m-dash-on-iphone-smartphone-or-tablet/>

<https://robertbatten.net/2016/10/14/using-em-dash-in-ios/>

### COPYRIGHT AND TRADEMARK

Copyright and trademark symbols can also easily be typed with similar keyboard shortcuts on your Windows, Mac, or mobile device.

	© (copyright)	™ (trademark)	® (registered trademark)
Windows—using the numeric keypad	ALT+0169	ALT+01	ALT+0150
macOS	OPTION+G	OPTION+2	OPTION+R
Android	On the numbers keypad, tap the =\< key, and the symbols are available		
iOS	All three are available as symbol emojis		

For additional options on creating these symbols, please refer to the following Web page:

<https://www.wikihow.com/Type-the-Trademark-Symbol>