STYLE GUIDE FOR DIDACTIC UNITS DTSE PROJECT.

1) PUBLIC OBJECTIVE

Students between 17 and 21 years old without knowledge of business creation.

2) DRAFTING

• The beginning of paragraphs must contain a language that is close and direct, not directly entering into subject matter.
• Avoid long paragraphs.
• Use a "non-formal" language, although correct, avoiding academic language. Flee the textbook style (to help us, think about how we would count things in class and try to transcribe it).
• When enumerations are made, express them in outline form.

3) SECTIONS AND SUB-PARTS

• Content with no more than two levels, that is, at most they will have sections and sub-sections.
• No more than 12 sections adding all the levels for each topic.
• The titles of the topics, sections and subsections should be short and attractive.

4) MAXIMUM EXTENSION OF THE CONTENTS.

• Between 10 and 15 pages per subject. Without images and without multimedia elements. Although you can enter a maximum one table per section.

5) OBLIGATORY ELEMENTS FOR EACH TOPIC.

• AT LEAST ONE "IMPORTANT".
• AT LEAST ONE "CURIOSITY"
• AT LEAST ONE "TO KNOW MORE"
• AT LEAST ONE "SELF-ASSESSMENT": It can be a test type (pointing to the correct option) or a brief case study solved.

• GUIDELINES FOR THE TEACHER:
⚰ Set the objectives that are to be achieved.
⚰ Make a brief summary of the topic with the six most important ideas of it.
⚰ Make a conceptual map.

6) TYPOGRAPHY

• Typeface "Arial" size 12
• Simple spacing.

⚰ Bold
The use of bold to highlight key words, fundamental concepts or brief ideas of importance helps a lot to understand the texts and facilitates their reading.
However, they will be used sparingly, reserving to highlight one or several words, never whole sentences or several lines. They can be used to highlight instructions necessary to perform an activity.

⚰ Cursive
The neologisms, the borrowings of other languages and the words that are used figuratively are in italics, without quotation marks.
Italics will never be used in quotations; for this case, the quotes are reserved.
The titles of programs, books, magazines, newspapers, plays, pictures, songs, etc., are italicized, without quotation marks. Example: El País, The painting La nude nude by Goya, articles published in El Mundo.

⚰ Comillas
They are used only for textual citations.
English quotes ("") will always be used.

7) HYPERLINKS

In case of linking external resources, we must ensure that these are sites that offer the necessary quality.

The external resources must be stable to avoid that the students find themselves with fallen resources, for having disappeared the origin portal. Therefore, we must limit ourselves to using resources offered by pages of institutions or organizations of importance.
We must avoid the inclusion of hyperlinks with broad or too general contents that can make the students feel lost or disoriented. It is preferable to offer very specific resources that resolve a certain issue related to the contents.

Every time we link to a hyperlink we will have to highlight the words linked in bold, to avoid that these go unnoticed for people with visual limitations.

8) ORIGINALITY OF THE CONTENTS

⚰ All the contents included in the units (textual) must be original, or adjusted to the current legislation regarding appointments, or developed from other materials produced under open licenses with the necessary specification and compatibility.

⚰ Our Didactic Units will be offered under a free Creative Commons license. Links to external

content (both blogs, web pages or any type of multimedia resource) must necessarily point to the original resource; or failing that, to publications in which the author or authors have expressly authorized the publication and dissemination of the contents.