

**COMMUNICATION SKILLS**

**Prof. Sameer Khandekar**  
 Department of Mechanical Engineering  
 Indian Institute of Technology Kanpur  
 SL-109 | samkhan@ | 7038  
[home.iitk.ac.in/~samkhan](http://home.iitk.ac.in/~samkhan)

**Typographical Mistakes Part - I**

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**Web Typography**

Ascender, Cap Height, Ear, Bowl, Descender, X-Height, Word Spacing, Serifs, Baseline

**TYPOGRAPHY**

MAKE MUSIC NOT WAR

me & you

A Bit of BEER

let's talk type

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### Typography is

- ▶ ... the visual component of the written word.
- ▶ ....the style and appearance of printed matter.
- ▶ ... is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.
- ▶ ... is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

**► Most vital component of visual communication**



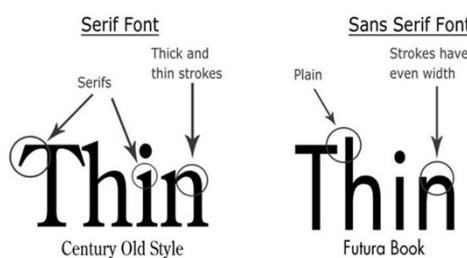
Typography is much more than mere fonts!

## IMPORTANCE OF TYPOGRAPHY

S A N S   S E R I F   /   S E R I F

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1234567890  
ITC FRANKLIN  
1234567890  
ITC NEW BASKERVILLE

## SERIF AND SANS-SERIF

### POPULAR SANS SERIF FONTS:

**Gill Sans Ultra Bold Condensed**  
**Impact**  
**GT-HelveticaPPlot**  
 Lucida Sans  
 Microsoft Sans Serif  
 Myriad Roman  
 Myriad Pro Condensed  
 Myriad Pro Regular  
 Segoe UI  
 Tahoma  
 Trebuchet MS  
 Tw Cen MT  
 Tw Cen MT Condensed  
 Verdana

### POPULAR SERIF FONTS:

**Book Antigua**  
**Bookman Old Style**  
**Cambria**  
**Cambria Math**  
**Century**  
**Century Schoolbook**  
**Chaparral Pro**  
**CHARLEMAGNE STD BOLD**  
**Cooper Black**  
**Garamond**  
**Garamond Premier Pro**  
**Adobe Garamond Pro**  
**Goudy Old Style**  
****Goudy Stout****  
**High Tower Text**  
**Lucida Bright**  
**Palatino Linotype**  
**Perpetua**  
**PERPETUA TITLING MT**  
**Poor Richard**  
**Rockwell**  
**Rockwell Condensed**  
****Rockwell Extra Bold****  
**Times New Roman**  
**TRAJAN PRO**

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Normal:

Thermal management of electronic devices is one of the main future concerns for their reliability. Two-phase heat transfer devices heat pipes are generally used for removing heat load from the electronic devices used for terrestrial as well as avionics applications.

Condensed:

Thermal management of electronic devices is one of the main future concerns for their reliability. Two-phase heat transfer devices heat pipes are generally used for removing heat load from the electronic devices used for terrestrial as well as avionics applications.

Expanded:

Thermal management of electronic devices is one of the main future concerns for their reliability. Two-phase heat transfer devices heat pipes are generally used for removing heat load from the electronic devices used for terrestrial as well as avionics applications.

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## CROWDING LETTERS

A B A + ABA

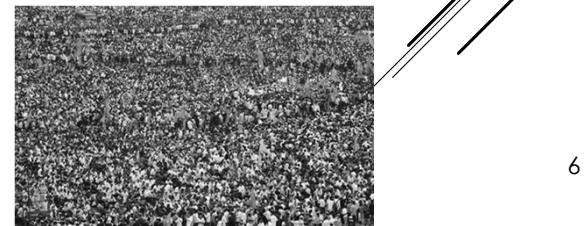
A Loop Heat Pipe (LHP) is a promising solution for contemporary and future thermal management problem. A LHP contains an evaporator, compensation chamber, vapor line, liquid line and condenser, as shown in Figure 1(a).

Sometimes  
your text  
just needs  
its space.

## CROWDING LINES

A Loop Heat Pipe (LHP) is a promising solution for contemporary and future thermal management problem. A LHP contains an evaporator, compensation chamber, vapor line, liquid line and condenser, as shown in Figure 1(a).

A Loop Heat Pipe (LHP) is a promising solution for contemporary and future thermal management problem. A LHP contains an evaporator, compensation chamber, vapor line, liquid line and condenser, as shown in Figure 1(a).



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**Don't crowd your letters together.**



**Don't crowd your lines.**

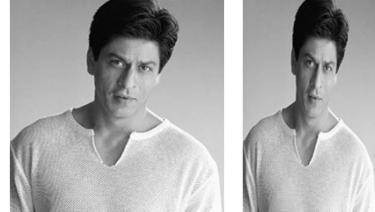
"iloveyou" is better than "I love you" because in "iloveyou", there are no spaces for lies.

NO CROWDING

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- ▶ Making objects 'to scale' is always preferable.
- ▶ 'Not to scale' should be effectively and judiciously used. Sometimes used for emphasizing features.
- ▶ Good proportionate figures, schematics, photos immensely enhance the quality of documents.
- ▶ Headings, sub-headings, lower level headings should use proportionate font sizes.
- ▶ Aspect ratio of figures – worst thing one can do is to arbitrarily change the aspect ratio of illustrations.



Sample	100%	Sample	70%
Sample	90%	Sample	110%
Sample	80%	Sample	130%

Picture Aspect Ratio



4 : 3



16 : 9

SCALING AND PROPORTIONS

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Prof. Sameer Khandekar, Department of Mechanical Engineering, IIT Kanpur

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**SCALING AND PROPORTIONS**

Real Horse  
1500 mm high  
2000 mm long

Drawn Horse  
150 mm high  
200 mm long

Scale 1:10

"The Fisherman," Saul Steinberg, from *The Labyrinth*

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### Experimental and Numerical Study of Dry-out Phenomena in a LHP Porous Evaporator Wick

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## READABILITY QUOTIENT

Call me Ishmael. Some years ago - never mind how long precisely - having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzling November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a

**Legibility**  
is how well you  
**see the letters.**

**Readability**  
is how easily you read the words, as in long passages of text. there are very different requirements in each case, depending on the visibility of the text and the level of experience of the reader.

CALL ME ISHMAEL. SOME years ago - NEVER MIND HOW LONG PRECISELY - HAVING LITTLE OR NO MONEY IN MY PURSE, AND NOTHING PARTICULAR TO INTEREST ME ON SHORE, I THOUGHT I WOULD SAIL ABOUT A LITTLE AND SEE THE WATERY PART OF THE WORLD. IT IS A WAY I HAVE OF DRIVING OFF THE SPLEEN, AND REGULATING THE CIRCULATION. WHENEVER I FIND MYSELF GROWING GRIM ABOUT THE MOUTH; WHENEVER IT IS A DAMP, DRIZZLY NOVEMBER IN MY SOUL; WHENEVER I FIND MYSELF INVOLUNTARILY PAUSING BEFORE COFFIN WAREHOUSES, AND BRINGING UP THE REAR OF EVERY FUNERAL I MEET; AND ESPECIALLY WHENEVER MY HYPOS GET SUCH AN UPPER HAND OF ME, THAT IT REQUIRES A STRONG MORAL PRINCIPLE TO PREVENT ME FROM DELIBERATELY STEPPING INTO THE STREET, AND METICULOUSLY KNOCKING

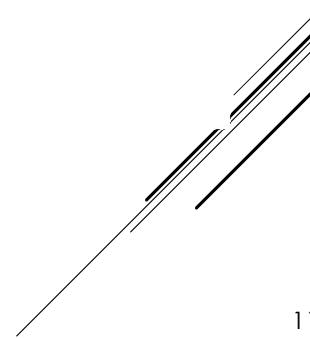
0

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**Widow**

**Orphan**

**ORPHANS AND WIDOWS**



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Very few experimental studies on local phase-change phenomenon in LHP porous media cartridge have been reported in the literature.

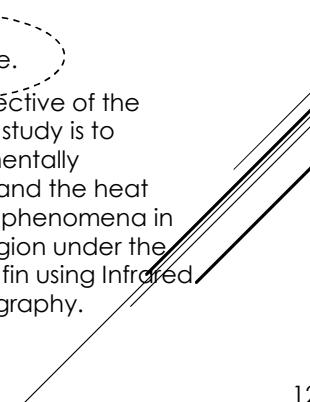
The objective of the present study is to experimentally understand the heat transfer phenomena in local region under the heated fin using Infrared Thermography.

Very few experimental studies on local phase-change phenomenon in LHP porous media cartridge have been reported in the literature.

The next unpleasant business was putting on the iron shoes; that too was very hard at first. My master went with me to the smith's forge, to see that I was not hurt or got any fright at all.

The next unpleasant business was putting on the iron shoes; that too was very hard at first. My master went with me to the smith's forge, to see that I was not hurt or got any fright at all.

**ORPHANS AND WIDOWS**



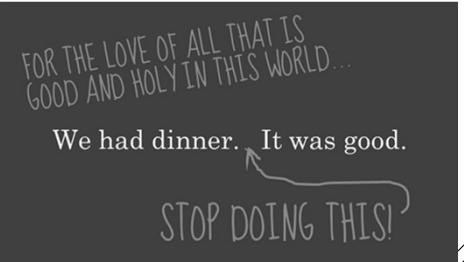
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- ▶ Experimental and numerical study was performed to determine the thermal performance of the porous wick during dry-out conditions. Experiments were performed at different heat inputs from 9 W to 15 W (ambient temperature was 25°C).

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## DOUBLE-SPACING



"You end so abruptly,"  
Comma said to Fullstop.  
"At least I end.  
Unlike you,  
I don't give Hopes."  
Fullstop replied.

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### ▶ SUMMARY AND CONCLUSIONS

- ▶ Experimental and numerical studies were performed to understand the phase-change process in the porous wick. Experiments were performed at heat inputs of 9 W to 15 W and local temperature distribution in the porous wick was measured with Infrared thermography. **Comsol Multiphysics®** was used to simulate the phase-change process in porous structure and study the effect of thermal conductivity of wick material on dry-zone under the heated fin.

## USE OF TOO MANY FONTS/TYPE FACES

*Using Too Many Fonts  
is bad, really bad.*

**Too many fonts  
can make a layout  
look amateur,  
just like THIS.**

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- ▶ **Figure 1:** (a) Schematic of LHP (b) cross-section of evaporator (c) IR imaging area and boundary conditions for numerical simulation
- ▶ **Proceedings of the 24<sup>th</sup> National and 2<sup>nd</sup> International ISHMT-ASTFE Heat and Mass Transfer Conference (IHMTC-2017), December 27-30, 2017, BITS Pilani, Hyderabad, India.**

## FONT MISMATCH

**Georgia**  
YOU ARE CORDIALLY INVITED  
**ROCKWELL**  
You are cordially invited  
**Baskerville**  
YOU ARE CORDIALLY INVITED  
**GARAMOND**  
You are cordially invited

### Pairing Fonts Inspiration & Ideas

- ① typewriter font  
HANDWRITTEN IN UPPERCASE
- ② CUTE & LIGHT  
THICK AND HEAVY
- ③ retro cursive  
simple sans serif
- ④ sketchy  
pretty handwritten font
- ⑤ Pretty Script  
ENGRAVED
- ⑥ TALL DARK AND HANDSOME  
with something light & scripty  
theGraphicsFairy.com

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- ▶ **Deepest condolences: Mrs. J. Fernandez, beloved wife of Maj. Fernandez, passed away on 20th December 1941. May her soul rest in peace.**

- ▶ **You are cordially invited for the birthday party of my son on November 10, 2017.**

- ▶ The board meeting starts at 10:00 AM
- ▶ **The board meeting starts at 10:00 AM**
- ▶ The board meeting starts at 10:00 AM

## MATCHING CONTENTS AND FONTS



FORMAL: Times New Roman
INFORMAL: Kristen ITC
LIGHT: Bigmouth
DRAMATIC: SHOWCARD GOTHIC
MODERN: Tahoma
TRADITIONAL: Goudy Old Style
WARM: Script MT Bold
COOL: CASTELLAR

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- ▶ Fonts are decorative
- ▶ Fonts also have specific functions
- ▶ Don't lose track of the function while decorating
- ▶ Embellishments and decoration must not be overdone

**DESIGN**  
**Design**  
**Design**  
**Design**  
**Design**  
**Design**

**Design**  
**Design**

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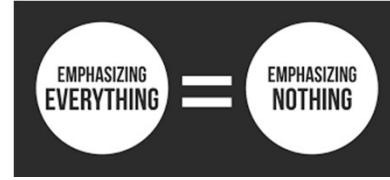
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## FONTS: DECORATION VS FUNCTION



- ▶ Thermal resistance under the fin increases with applied heat loads, as the vapor zone under the heated fin enlarges.
- ▶ Thermal resistance under the fin **increases with applied heat loads** as the vapor zone under the heated fin enlarges.
- ▶ Thermal resistance under the fin *increases with applied heat loads* as the vapor zone under the heated fin enlarges.
- ▶ Thermal resistance under the fin increases with applied heat loads as the vapor zone under the heated fin enlarges.
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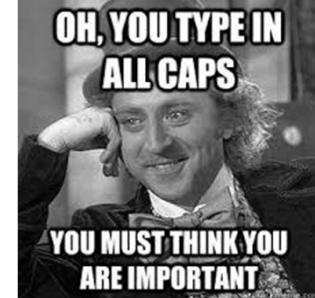
## EMPHASIS: JUDICIOUS USE



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- ▶ I will land at 13:00 at Lucknow airport. Please arrange for a taxi to pick-up.
- ▶ I will land at 13:00 at LUCKNOW airport. Please ARRANGE for a taxi to pick-up.
- ▶ I will land at 13:00 at Lucknow airport. PLEASE ARRANGE FOR A TAXI PICK-UP.
- ▶ I WILL LAND AT 13:00 HRS AT LUCKNOW AIRPORT. PLEASE ARRANGE FOR A TAXI PICK-UP.



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## USE OF 'ALL CAPS': BE CAREFUL

- ▶ RESULTS AND DISCUSSION
  - ▶ Heat Transfer
  - ▶ Fluid Flow
- ▶ Results and Discussion
  - ▶ HEAT TRANSFER
  - ▶ FLUID FLOW

- ▶ Results and Discussion
    - ▶ **Heat Transfer**
    - ▶ **Fluid flow**
  - ▶ Results and Discussion
    - ▶ **Heat Transfer**
    - ▶ **Fluid flow**
- 1 This is a Heading 1  
 1.1 This is a Heading 2. It has far too many words in it, so it wraps around the next line.  
 1.2 Another Heading 2  
 1.2.1 This is a Heading 3  
 1.2.2 Another Heading 3
- 2 Another Heading 1  
 2.1 Another Heading 2  
 2.1.1 Another Heading 3  
 2.2 Another Heading 2
- 3 Another Heading 1

## TITLE/SECTION HIERARCHY

### Title heading

#### Sub heading

This is my body text for my typography experiments.

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- ▶ Ferrofluids are stable colloidal suspensions of single domain magnetic nanoparticles in a conventional working fluid such as water or an organic solvent. They have been used in many biomedical applications due to advantage of bio-compatibility and additional advantage of flow control by external magnetic field [3-5].
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## ALIGNMENTS AND JUSTIFICATION

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They have been used in many biomedical applications due to advantage of bio-compatibility and additional advantage of flow control by external magnetic field [3-5].

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## ALIGNMENTS AND JUSTIFICATION

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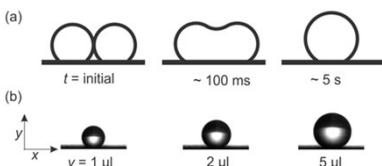


Figure 1: (a) Schematic showing coalescence of sessile droplets (b) Photograph of sessile drops with increasing volume.

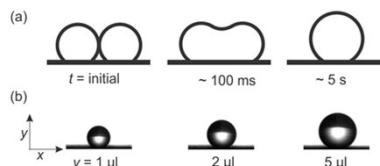


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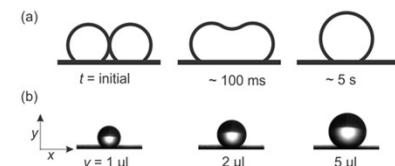


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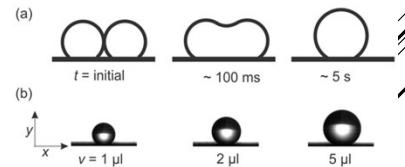


Figure 1: (a) Schematic showing coalescence of sessile droplets (b) Photograph of sessile drops with increasing volume.

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## ALIGNMENT AND JUSTIFICATION

- ▶ Margins need to be carefully chosen, depending on the type of document, filing system, binding method, etc.
- ▶ Guides and gridlines help us format the document and exercise full control over the way we want to design it.

## MARGINS, GUIDES AND GRIDLINES

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- ▶ It's generally a good idea to avoid using "**special effects**" on your text.
- ▶ For example, **word art**,
- ▶ 3D or embossed effects, drop shadows, gradients, or warping.  
Not that there aren't appropriate contexts for special text effects, but generally, these types of modifications
- ▶ Document looks '**cheap**' and '**gimmicky**'.

## NO TO FONT WITH SPECIAL EFFECTS

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- ▶ Very, very, important!
- ▶ Never submit before a final check
- ▶ It is very hard to make a document error free.
- ▶ Patience and perseverance is the key – good habits – be always conscious
- ▶ Creating error free documents becomes an habit

## FINAL CHECK

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- ▶ Getting Classy
  - ▶ Reflection of your personality
  - ▶ Style, elegance and sophistication
  - ▶ Nothing but perfection!

**THANK YOU**

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