

# WILEY RED AND ‘ONE-OFF’ GUIDELINES

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## About the Books

Wiley Red books and “one-off” (standalone titles that use the Wiley Red design) produced by the TD-line are technology reference books on computer, software, phone, and security topics for various user levels. Authors who are acknowledged experts in their fields write them to share their specialized knowledge about specific products or technologies. The books generally offer a complete reference about a specific, focused aspect of technology or product, with broad overviews included only as necessary to understand the application.

### Note

Each Wiley Red or one-off is different, so these guidelines should be a jumping-off point for planning purposes.

## Audience

The Red/“one-off” series targets a variety of topic levels and, accordingly, a variety of audience levels; however, in almost all cases the audience is quite specific due to the frequency of niche topic matter. If that niche topic is a new product or if the author expects the majority of the audience to be encountering it for the first time, the book must be readable at the level of someone new to a technology. On the other hand, if the product is an extension to or subset of an existing technology, the author may approach that text with a mind toward creating solid reference tools for those upgrading or with experience. In either case, a conversation between author and editors should determine the audience level early on so it’s clear.

## Voice

The author voice should be written in clear and inviting text, graphics, and layout. Real-world examples are frequently part of the package, but the tone of the series tends to be more educational or theoretical, which should also be reflected in examples. All Wiley Reds and one-offs are written in standard American English regardless of the author's nationality. They use a natural, conversational style that is clear and concise, trying to keep the text vigorous and in present tense as much as possible. Instead of using *I*, the royal *we*, or *let's*, authors should use *you* or no pronoun at all as much as possible.

## **Element Titles/Headings**

Section headings are hierarchical. A level one heading marks a major new topic within the chapter, while the others are used successively to break the topic down further. In traditional outline style, any subdivided section is broken into at least two subsections, so as to avoid “lone” subsections. Because a heading is presumably marking a significant position in the chapter, time should be spent explaining what's going on before the next heading appears; consecutive headings should always be separated with at least one paragraph of text.

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## **Content and Organization**

Each book should be roughly 500 to 800 pages in length. The books consist of logically organized chapters, grouped into parts if necessary. Reference pages and appendixes may be included as necessary. A glossary may be included if desired. A peer- or expert-composed foreword, stressing the author's expertise and focus, is encouraged. The content and organization of the introductions, forewords, and other elements will vary from title to title.

Content should be streamed to the reader in logical and digestible sections separated by headings, subheadings and paragraphs. Concepts shouldn't be introduced too early or with inadequate explanation. Each chapter should develop logically for the reader so that their knowledge acquisition will be gradual and consistent.

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## **Structure**

Because there are no “have to haves” in terms of features in this book, no standard structure per se, authors and editors need to work together early on to identify what features are going to be used and if any new features are needed. This is particularly true of one-offs that are really using the Red design as a jumping off point. The following sections discuss a structure that can be used a foundation.

## **Front Matter**

The Front Matter includes the book's copyright information; the author bio, dedication, and acknowledgments; and the Table of Contents. It may also include a foreword, preface, or introduction. The Red/One-off series typically has a foreword and the TOC should consist of chapters and optional appendixes and references. Headings can vary, but should be conversational and clearly state the topic of coverage for easy reference.

## Note

These books are not necessarily meant to be read cover to cover in chronological order.

## **Parts and Chapters**

Parts are optional and should only be used as needed. Try to keep headings as descriptive and active as possible. Use of figures, bullet and numbered lists, and tables as appropriate to break up the text is encouraged. Each chapter should start with an introduction and end with a chapter summary. The following sections discuss these elements in more detail.

## **Introductions**

Each chapter must have a clear introduction. The introduction sets the chapter in context with what readers covered earlier in the book. The signposts it provides should correspond clearly with any subheadings appearing in the chapter. Mapping out the course of a chapter in this way ensures that the reader can reference information easily and also that the relationship between topics is clear. Use bullet points in your introduction to aid clarity. The chapter introduction should not be longer than one page.

## **Cross-References**

Be sure to use references to point readers to information elsewhere in the book that enhances the current discussion. *Backward references* ("You may recall the discussion of variable types..."), *cross-references* ("For more information about variable types, see Chapter 3."), and *forward references* ("What you learned here will be useful later when you get ready to study OOP.") are generally acceptable when used logically.

## **Tables**

When you want to present material in a tabular format to make it more digestible by readers, simply create a table using Word's Insert→Table command. In the Insert Table dialog box, fill in the number of columns and rows you want to include in the table and click OK. Then type the text of the table. Apply the TableHead style to the heading row and apply the TableEntry style to each line of body text in the table. In the text preceding the actual table, refer readers to "the following table." In many Wiley Reds, the tables are numbered by chapter and table number (table 3 in chapter 1 would be Table 1-3), and referred to in the text by number.

## **Bulleted and Numbered lists**

In both regular text and sidebars, there are two types of bulleted and numbered lists: Simple numbered lists, for delineating items in a specific order; and numbered steps for

delineating actions for the reader are the two types of numbered lists. Simple bulleted lists occurring in the body of the text and the summary bulleted list are the two types of bulleted lists. Use styles List Numbered and ListBulleted. *Please do not use automatic numbered or bulleted lists.*

## Steps

Steps should be generic enough that any reader can follow along. Generally they are structured like this:

1. **Place the cursor in the text at the location where you want to insert a symbol or special character.**
2. **From the Ribbon, choose the SD Symbols Tab.** (Note, this will only appear if you have correctly installed the SD template and the TechTools add-in.) You will see two groups in this tab: Dashes and Other Symbols.
3. **Choose the dash you need. Or, click the down arrow next to the appropriate category of other symbols** (e.g. Arrows). You see a list of symbols or special characters relevant to that category. For example, if you click the down arrow next to Arrows, you will have 6 choices: Insert menu arrow, →, ←, , ↓, or ~CA (the tilde code for continuation arrow). Click on the one you want to insert. The other categories include Math (equation symbols, fractions, etc.), Measurement (degree, inch, feet), and Marks (copyright, trademark, smiley face, etc.).
4. **The special character you select is inserted.** Pay attention to spacing around your symbols.

## Note

Interior numbered or bulleted lists may contain sublists. Use styles ListNumberedSub and ListBulletedSub.

## Icon Features

There are four standard icons: **“Note”** to identify important information that is tangential to the discussion; **“Warning”** to identify possible problems or errors that may occur as a result of performing a step incorrectly; **“Cross-Reference”** to refer the reader to other chapters or sections within the book that are relevant to the topic; and **“Tip”** to identify special information or an insight that will be useful to the reader as they follow along. If an author has an idea for another sort of icon that may be appropriate for the subject, the icon will need to be designed. Any icons other than the four above can be categorized under the **“Other”** icon option, and titled appropriately.

Icons are features in the SD template, and entered into your text via the “Start a Feature” button on the SDFeatures Tab of the ribbon. Click on Start a Feature, select the appropriate type from the drop down that appears, and start typing your icon text; the paragraphs should be formatted FeaturePara. They don’t use titles, unlike sidebars.

Icons should provide background information, quick hints for improvement, alternative methods like shortcuts, or warnings about potential problems. The information is not essential to readers, but they may find the additional information helpful for the future.

## Formatting special text

There are a few circumstances where you may need to apply a non-standard formatting to text while writing your chapters. These include use of code, italic, and bold.

### Code

Code is presented in a monofont type style in the printed book. There are two ways to indicate code, depending on whether the code is within another paragraph style:

Freestanding lines of code are formatted with the Code family of paragraph styles.

- Use CodeSnippet generally for code lines in a short code block or an excerpt from a larger code block.
- Use CodeListing generally for code lines in a long or complete code block (generally begins with a CodeTitle line that includes a listing number and listing title)
- Use CodeHighlight to highlight/call attention to a particular line or lines of code in a code block.

Code that is within another paragraph style (such as a normal paragraph) must be formatted by selecting the code characters and manually applying the InlineCode style.

You must use the InlineCode style, not manually selected monofont styles (such as Courier). Wiley ignores manually selected fonts in manuscripts.

### InlineURL

When providing URLs, always style them InlineURL.

### Italic

Use text in *italic* for presenting a new term that you are defining. Avoid use of italic for emphasis within the text.

### Bold

Bold text indicates something that a reader must type. Bold is not to be used for emphasis. The exception is when what a reader must type is in a line of text this is already bold (step text). In that circumstance, the text should be non-bold to differentiate.

## Chapter Summaries

The typical Red summary would include a “Summary” head and a few paragraphs discussing and providing final comment on the main points from the chapter.

## Artwork

Figures—screenshots and diagrams—are important tools for adding clarity to a discussion and for demonstrating the results of executed code. Use figures to enhance your text, not as a replacement for text. Depending on the topic these may range from artwork, digital photographs, screenshots, or diagrams.

If your book will contain any kind of digital art—screenshots or digital photography, for example—your artwork must be approved by the Wiley graphics team. You will receive a document outlining how to submit a test screenshot. Please make sure you read it carefully and work with your PJE to get your art tested as soon as possible.

Please refer to the “Working With Figures” document you are provided (also provided online as part of the author kit at [www.wiley.com/go/wtpguidelines](http://www.wiley.com/go/wtpguidelines)) for technical requirements. On this website you will also find a desktop theme you can download and install that will make taking acceptable screenshots fairly easy. Wiley reserves the right to reject any submitted art that fails to meet these requirements.

## **Appendixes**

One or more appendixes are allowed, but not required. An appendix is used to provide extended background information on the topic technology or software. An appendix can contain sidebars and figures. An appendix should be no shorter than two full pages and ideally won't exceed 16 pages. Appendixes may include the following: Glossary, Resources, CD-ROM/DVD Installation Instructions, to name a few.

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## **Electronic Media**

If your book has a companion website for downloadable code or example files and/or an accompanying CD/DVD, you should discuss companion files and software or attached disc with your PJE, as well as due dates for those materials. If your book has code, you should be turning it in for each chapter with your manuscript so the TE can review it. At the conclusion of AR, you will need to provide one (or multiple) final code submission, per the instructions set aside in the “Writing Code” section of the online author kit at <http://www.wiley.com/go/wtpguidelines>. If you don't have internet access, the document is available from your PJE.

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## **A Final Note About the Information in These Guidelines**

The layout sample for the *Red* series is a PDF that presents a sample layout of all elements in the series with callouts identifying the style used for each element. If you did not receive this document, please ask your AE or PJE for a copy.

Ultimately, the Project Editor assigned to the book will be the best source of information if you find that something is not covered here or you need more information about any of the topics covered here. Please do not hesitate to ask if you have a question.