





**Technical Communication Context** Damages and Dangers **Corporate Identity** Time and Money









Technical Communication Context **Damages and Dangers** Readibility is impacted by unappealing text Corporate Identity Your goal is: Rapid access of information Highlight important details Time and Money Graphics to supplement understanding







Technical Communication Context

Damages and Dangers

Corporate Identity

Time and Money

Document design is significant to protect against legal action by highlighting information like hazard notations









Technical Communication Context Document design reflects/forms your corporate identity and style by: What format you choose How you graphically express your Damages and Dangers identity Corporate Identity Time and Money









Technical Communication Context

Readibility is improved by making apparent the organization of text, the order of information and graphics reducing errors over 50 percent

Corporate Identity

Time and Money









reducing errors over 50 percent **Technical Communication Context** reduced customer complaints increased business Goal: Damages and Dangers Clear and concise Blocked text does not help with that Corporate Identity Time and Money







#### Table of contents





02 Order

04 Variety

03 Access

















horizontal spacing (double or triple spacing)

White Space

Rules

Section and dividers and tabs









Horizontal lines typed across the page to separate units of information

White Space

Rules

Section and dividers and tabs









Used in longer reports to create smaller units

White Space

Rules

Section and dividers and tabs









White Space

Make content accessible (words or phrases)

Rules

Section and dividers and tabs













#### Headings

Highlight content in particular sections of the document

Talking
Headings
More informative than headings





# Jo.

### Headings

Headings and Subheadings

Talking Headings

Words or phrases

Introduction, Conclusion, Background Information

Helps make texts readable

Create **either** in sentences (Subject+Verb+Object) or by using informative phrases

Problems leading to employee dissatisfaction, Uses of Company Cars for Personal Errand

Helps navigate to key parts of a document





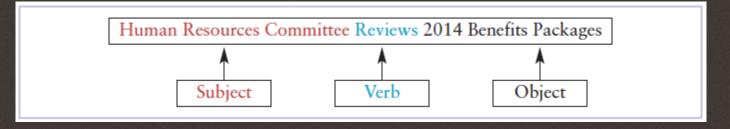


TABLE	l Talking	Headings
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Sentences Used as Talking Heads	Phrases Used as Talking Heads
Rude Customer Service Leads to Sales Losses	Budget Increases to be Frozen until 2014
Accounting Department Requests Feedback on Benefits Package	Outsourced Workers Leading to Corporate Layoffs
Corporate Profit Sharing Decreases to 27 Percent	Harlan Cisneros—New Departmental Supervisor Announced
Parking Lot Congestion Angers Employees	EEOC: Questions about Company Hiring Practices





















For structure, prioritize information by ordering or *queuing* ideas.

Set apart hierarchy of headings through various techniques

Typeface, typesize, density, spacing, position







A Company

Typeface falls into two categories: Sans Serif or Serif

Sans Serif
No decorative feet
Difficult to read
Ideal for heading

Serif
Decorative feet
Easy for extensive reading
Ideal for body









#### Typefaces for Different Formats

Times New Roman

Arial

Calibri

Arial

Verdana

Designer fonts

Memos, Letters, Emails, Reports, Resumes, Proposals Professional looking

Websites (Online content)
Readibility on online medium

Brochures, Sales letter





Observe the +2 rule

# Typesize

Primary First level Heading Larger Secondary
Second level heading
Smaller

Third level heading

Even smaller









Sans Serif Typefaces Avant Garde 12 point Avant Garde 14 point Avant Garde 18 point Futura 12 point Futura 14 point Futura 18 point Helvetica 12 point Helvetica 14 point Helvetica 18 point

Serif Typefaces Courier 12 point Courier 14 point Courier 18 point Bookman 12 point Bookman 14 point Bookman 18 point Goudy 12 point Goudy 14 point Goudy 18 point







# Density



Weight of the type

Density is creating by boldfacing words







# Spacing



Add white space

Horizontal space









Consistency is key!

Centered

Aligned with left margin

Indented

Outdented (Hung heads)







FIGURE 4 Outdented and Indented Headings

#### FIGURE 5 Centered and Left-margin Aligned Headings

	Centered Heading
Outdented Heading	Left-Margin Aligned Heading
Text	Text
Indented Heading	Left-Margin Aligned Heading
Text	Text
Indented Heading	Left-Margin Aligned Heading
Text	Text









#### MINUTES

The meeting at the Carriage Club was attended by thirty members and guests. After the dinner, Roger Traver introduced the guest speaker, George Smith, university chancellor, and noted his accomplishments and experiences prior to education—U.S. Navy commander, Oak Ridge Laboratory researcher, and politician. Dr. Smith's talk, "Industry and Education Collaboration," was very interesting and included a history of special projects enjoyed by both academics and corporate heads. Dr. Smith suggested that we engineers could work with education to (1) provide training seminars, (2) help in urban development, and (3) provide intern opportunities. Recent industry-education collaborations include training seminars in computers, fiber optics, and human resource options. The chancellor's primary thrust was a request for \$100,000 in financial aid for urban development. He said money had already been donated from three sources: a large realty firm, Capital Homes, had given \$20,000; a philanthropic group, We Care, had donated a matching \$20,000; Dr. Smith's university gave a matching \$20,000. The remaining \$40,000, Dr. Smith hoped, would come from industry donations. Finally, the chancellor noted that industry could help itself, as well as the community, by providing internships for university undergraduate majors. These internships could either be semester- or year-long arrangements, whereby students would work for minimum wage to learn more about the day-to-day aspects of their chosen fields. The chancellor said that these internships would not only increase the students' theoretical knowledge of engineering by giving them hands-on experience but also make them better future employees for the host engineering companies. Everyone would benefit. Dr. Smith noted that the students would receive a grade and credit for their work. After the speech, our VP introduced new business, calling for nominations for next year's officers; gave us the agenda for our next meeting; and adjourned the meeting.









Hierarchical heading levels help visualize information better



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#### Urban Development

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#### Internships

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Training Seminars. Recent industry-education collaborations include training seminars in computers, fiber optics, and human resource options.

#### Conclusion

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#### Access

Assist reader to access information quickly

Add white space

Bullet List

Numbering

Boldface

All caps

Underlining

Italics

Text Boxes



Fills

Inverse Types

Color





Horizontal space (double or triple spacing)

Vertical spacing

(Indentation)

Asteriks (\*),Hyphens (-), Lowercase o, Degree signs (°), Typographic symbols, iconic webdings and wingdings



Numbering
Sequence or importance
Easy reference

Boldfacing Emphasis



WARNING, DANGER, CAUTION, NOTE Capitalizing other information can seem negative

All caps highlight a

Used for emphasis

Avoid overuse of
underlining

Overwhelming







Italicise to highlight

Text box accents information

Fills are color, gradients and shadings

Printing white on black versus black on white is knowing as inverse type

Gives it a pop
Use **color** to help
reader access
hierarchical
headings







J.

NOTE: Only place glass containers in the *red recycle bins*.

Use *green bins* for paper and plastic.









## Color: Example

WARNING

DANGER

**CAUTION** 

You can use it to distinguish hierarchical headings, header/footer, hazard notations

Do NOT overuse color









The Budget and Personnel Committee will vote to approve the audit report at the July meeting.

#### Recommendation

The committee will recommend that a proposal be submitted to improve roadway construction.

### Staff Contacts

Mel Henderson Sean Thomson

#### Committee Action

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#### **Staff Contacts**

Mel Henderson Sean Thomson Inverse type
It's all about the contrast ratio









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#### Recommendation

The committee will recommend that a proposal be submitted to improve roadway construction.

Avoid garish color combinations for graphics/background Keep it pleasant

#### Staff Contacts

Mel Henderson Sean Thomson







# Highlighting Techniques



A word of caution

Less is more; do not overdo it





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Text	

## Heading

Text	
20110	



### Heading

\_\_\_\_\_ Text \_\_\_\_

Revision 9/5/14











MINUTES The meeting at the Carriage Club was attended by 30 members and guests. After the dinner, Roger Traver introduced the guest speaker, George Smith, university chancellor, and noted his accomplishments and experiences prior to education:

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- · Oak Ridge Laboratory researcher
- Politician

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- 1. Semester-long internships
- Year-long internships

Students would work for minimum wage to learn more about the dayto-day aspects of their chosen fields. The chancellor said that these internships would not only increase the students' theoretical knowledge of engineering by giving them hands-on experience but also make them better future employees for the host engineering companies. Everyone would benefit. Dr. Smith noted that the students would receive a grade and credit for their work.

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# Variety



Typically, one column text

Portrait (8 ½ x 11")









# Variety: Techniques

Portrait or Landscape

Choose a different page orientation

Use more columns

Vary gutter width

Use ragged-right margins









Variety: Techniques

Two to five columns of text

Choose a different page orientation

Use more columns

Vary gutter width

Use ragged-right margins









Columns of text separated by

vertical white space

## Variety: Techniques

Choose a different page orientation

Use more columns

Vary gutter width

Use ragged-right margins









# Variety: Techniques

Choose a different page orientation

Use more columns

Vary gutter width

Use ragged-right margins





Fully justified text is harder to

Right margin is easier

read



Activity 2





THEATRE ROTAL, DRURT-LANE. THIS EVENING. RULE A WIFE AND HAVE A WIFE.

Price 3d.]

RULE A WIFE AND HAVE A WIFE.

Lone, Mr. KRMELE;

Dube, Mr. Baryanov, Cacairgo, Mr. Helingiwork

Abento, Mr. E. Prince; Levento, Mr. Lavada; m

the Copper Capano, Mr. Polone. Morganite, Mr.

Ward; 166 Wunnis, Mr. Badden,

Ward; 166 Wunnis, Mr. Badden,

To which will be abled, the Marque of ARTHUR AND EMMELINE.

Agricor, Mr. Keinkie i Ofwold, Mr. Barryroore i Grimtod, Mr. Sodjevick. Econolise, Mile Fen Pattidal, Mra Forfrer; and Fenic, Mrs. Crowth. The roft of the word parts by Mr. Keilly, Mr. Crowth. Mile Celler, and Mile Romanna.

THE CHILD OF NATURE-The Principal Characters by Mr. Ryder, Mr. Aicken, Mr. Farrer, Mr. Frain Mr. Blorendy, Mr. Thompton, Mr. Mettorick, and Mr. Storman, Mr. Mettorick, and Mr. Storman, Mr. Mettorick, and After the Ping, a Dance cities, March by Mondian. To ulticit will be added the Comic Opera of

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D. SCOTT,

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JOHN GRISTALL, Commission.

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### Source:

Gerson, S., & Gerson, S. (2014). Technical Communication: Process and Product. Pearson



