

# Playbook iStow Writing Style Guide

As summarized from the book “Naval Architecture for Non-Naval Architects”

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## 1. Key Features of the Style

### 1.1. Conversational Opening

Begins with a rhetorical question or personal appeal.

**Example:** *“Do you have the bad habit of skipping the preface in books?”*

### 1.2. Clear Sectioning and Headings

- Uses numbered sections with italicized or bolded titles.
- Organized in logical progression: definition → classification → requirements → terminology.

### 1.3. Direct Address to the Reader

Uses second-person pronouns like *you* to create a sense of dialogue.

### 1.4. Simplified Language for Clarity

- Avoids jargon or explains it immediately.
- **Example:** *“Generally speaking, a ship is big, a boat is small.”*

## 1.5. Examples and Analogies

Connects technical ideas with relatable images.

**Example:** *"A deck is like a floor of a building."*

## 1.6. Use of Lists and Enumeration

- Uses bullet points or alphabetic enumeration.
- Helps break complex information into digestible parts.

## 1.7. Brief Definitions

Technical terms are introduced concisely.

**Example:** *"Bow: the front end."*

## 1.8. Historical or Fun Facts

Adds interest and variety.

**Example:** *"The origin of the long ton comes from wine barrels."*

# 2. How to Write in This Style

## 2.1. Start Engagingly

Begin with a question, anecdote, or casual remark.

**Example:** *"Ever wondered why ships don't tip over?"*

## 2.2. Structure Clearly

Use familiar section headers such as:

- Introduction
- Basic Principles
- Key Definitions

- Summary or Applications

## 2.3. Write as if Explaining to a Curious Beginner

- Avoid assuming prior knowledge.
- Define every technical term at first use.

## 2.4. Use Examples Often

Relate abstract ideas to everyday life.

**Example:** *"Think of a hull as the skin of the ship, keeping water out like a raincoat."*

## 2.5. Keep Sentences Short and Active

Prefer clarity over complexity.

**Example:** *"The hull must be strong but not too heavy."*

## 2.6. Sprinkle in Personality

Use light humor or human touches.

**Example:** *"Don't worry, this won't be on a test (probably)."*

# 3. Structural Approach

Since the main goal is to create a book that isn't boring, although I doubt the TikTok generation can stand more than 10 minutes in front of a book, the content structure will also be more flexible, with many boxes/inserts containing additional information related to what's discussed in a chapter. Infographics will also be added where possible, though looking at our current manpower, this seems like it will be quite the challenge.