

INDEX

Symbols

:], 254

A

abbreviations, punctuation in, 287

above (word usage), 69

abstracts, 187

definition of, 291

in lab reports, 216

research proposals, 191

Acrobat Distiller, 177

Acrobat Reader, 176, 177

acronyms, 33

consistency, 33

expanding, 33

for nonnative speakers, 14

punctuation in, 287

active voice, 46

definition of, 291

lab reports, 47

strengths, 47

ADHD example, 216

adjectives, 36

in business proposals, 203

administration manuals

screenshots, 93

Adobe, 177

advanced topics, 138

adverbs, 36

in business proposals, 203

affect (word usage), 42

air pressure example, 114

algebraic formulas, explanations of, 112

aligning

graphics, 108

text in graphics, 97

alternate explanations, 120

anecdotes in footnotes, 123

Arial font, 273

Web sites, 167

arrows, 97

as pointers, 104

focus, 106

articles in magazines, 196

assembly in high-level technical specs, 209

attention span

of Web site visitors, 166

PowerPoint presentations, 234, 243

winning it, 5

audience, 9

agitated, 17

appropriateness, 4

becoming, 19

book proposals, 195, 196, 197

breadth, 12

business plans, 198

college freshmen, 112

defining in a home page, 164

defining in a preface, 150

definition of, 291

doc spec example, 23

documentation project plans, 25

educational level, 10

emotional state, 17

empathy for, 19

engaging, 190, 227

examples, 114

experience, 11

audience (*contd.*)
 expertise, 11
 for this book, 20
 formula-based rules, 112
 gaining empathy for, 19
 getting attention of, 5
 giving directions, 68
 glossaries, 151
 high-level technical specs, 206
 market research data, 9
 medium and message, 18
 motivation of, 17
 older, 278
 peers, 238
 question-and-answer format, 118
 research proposals, 190
 summary of, 20
 superiors, 238
 tone in Web sites, 167
 visualization, 9
 Web site, 162
 auditory learners, 242

B

back matter, 24
 background colors
 in PowerPoint presentations, 235
 in Web sites, 105
 background information
 in business proposals, 204
 in tutorials, 136
 bar charts
 in business proposals, 205
 PowerPoint presentations, 239
 baseball terms and native culture, 15
 becoming the audience, 19
 before-and-after graphics, 89
 beginner's mind and tutorials, 136
below (word usage), 69
 BentonGothic font, 273
 beta tests
 documentation, 268
 online help, 144
 biographies, 185
 examples, 186
 research proposals, 191

block diagrams, 97
 definition of, 291
 white space example, 107
 body language, 245
 bold, 279
 in graphics, 97
Book of Lists, The, 63
 book proposals, 181, 195
 audience, 196
 contents, 196
 example marketing section, 197
 preproposals, 182
 strategy, 195
 breadth of audience, 12
 breathing to relax, 246
 brevity
 online help, 143
 secondary pages, 174
 British readers, 15
 browsers, default fonts, 167
 budgets in research proposals, 191
 bugs
 in release notes, 147, 148
 tracking, 266
 bullet symbols, 64
 bulleted lists, 64
 capital letters in, 71
 definition of, 291
 elements in, 65
 in cookbook-style manuals, 134
 introducing, 69
 length of elements, 66
 number of elements in, 64
 online help, 144
 parallel, 70
 periods in, 71
 PowerPoint presentations, 236
 second-level, 236
 vs. embedded lists, 50
 vs. numbered lists, 63
 business plans, 181, 198
 audience, 198
 bios of consultants, 186
 contents, 199
 definition of, 291
 marketing, 199
 vs. business proposals, 202



business proposals, 201, 202
 analysis, 203
 definition of, 291
 example, 204, 205
 marketing, 203
 summary, 213
 vs. business plans, 202
by comparison (transition), 56
by contrast (transition), 56

C

callouts, 90
 definition of, 292
 font height, 277
 fonts, 275

can (word usage), 41

capital letters in list elements, 71

captions
 alignment of graphics, 108
 definition of, 292
 editing, 263, 269
 tables, 83

cascading style sheets (*see* CSS)

cells
 amount of text, 80
 units of measure, 75

centering
 graphics, 108

Chicago Manual of Style, 283

Chinese language, 13

Chinese restaurants metaphor, 49

choppy sentences, 51

chunks, 138
 definition of, 292

citations in lab reports, 225

clarity, 4
 in business plans, 198
 in editorial comments, 261, 269
 in internal planning documents, 201
 in research proposals, 190
 in speaking, 243

cliches, 40

click here hyperlinks, 172

client-server architecture example, 115

clip art in PowerPoint presentations, 239

clutter in layout, 107

colons, 288

color
 block diagrams, 97
 contrasting, 94
 discontinuities, 105
 hyperlinks, 173
 PowerPoint presentations, 235
 Web sites, 167

color blindness, 95, 96
 definition of, 292

column headers
 in tables, 74

commands (*see* imperative verbs)

commas, 284
 parenthetical clauses, 52
that vs. *which*, 41

comparing technical writing to engineering, 8

components list
 high-level technical specs, 207
 low-level technical specs, 211

conceptual entries in indexes, 158

concise
 example of, 5
 FAQs, 179
 phrases, 40
 secondary pages, 174
 sentences, 49
 writing, 4

conclusions, 6
 lab reports, 224
 PowerPoint presentations, 228

conjunctions
 definition of, 292
 semicolons, 286
 starting a sentence with, 57
 vs. transitions, 57

consistency
 footers, 263
 graphics, 97, 98
 headers, 263
 labels, 127
 of terminology, 99
 of word usage, 33
 reference pages, 140

content management software, 163

context-sensitive help, 143
 definition of, 292

contingency plans, 188

contrast in color or shading, 105

- cookbook style manuals, 134
 - definition of, 292
 - example of, 135
- copyediting, summary of, 269
- copy editors, 259, 263
 - definition of, 292
- cover letters, 184
 - definition of, 292
 - research proposals, 191
- criticism, 241, 269
 - e-mail messages, 255
- cross-cultural examples, 16
- cross-references, 140
- CSS (cascading style sheet), 278
 - definition of, 292
- cultural differences, 15, 16
 - e-mail, 252
- cummings, e.e., 253

D

- Danish language, 13
- dashes, 285
 - parenthetical clauses, 52
- data analysis in research proposals, 194
- dates, in different countries, 16
- defects in documentation, 266
- definitions in glossaries, 151
- descriptions
 - examples in, 114
 - of geometric figures, 127
 - precise, 126
- design of research proposals, 194
- design specs, 210
 - definition of, 292
- developmental editors, 259
 - definition of, 292
- diabetics example, 165
- diagnostic information, 140
- dialog in question-and-answer format, 118
- dictionary-style documentation, 140
- digital photography, 100
 - enhancing with line art, 101
 - establishing shot, 102
- digressions, 124
 - footnotes, 123
 - online help, 144

- sidebars, 122
 - within a sentence, 52
- directions, giving, 68
- discontinuities, 105
- Discussion section of lab reports, 223
- doc project plans
 - definition of, 292
 - example of, 26
 - how to write, 25
 - summary of, 28
- doc specs
 - definition of, 293
 - example, 23
 - how to write, 22
 - issues list, 24
 - outline example, 24
 - purpose of, 21
 - reviewers list, 24
 - summary of, 28
- documentation
 - beta tests, 268
 - conflicts, 267
 - cost of screenshots, 94
 - for programmers, 116
 - guides, 138, 139
 - pace, 122
 - question-and-answer format, 118
 - reference manuals, 140
 - schedules, 267
 - sets, 25
 - structured, 138
- documentation planning, 21–28
- documentation project plans (*see* doc project plans)
- documentation specifications (*see* doc specs)
- documents
 - legal, 60
 - optimum number, 25
- drop-dead-date in cover letters, 184
- dull writing, 5
- dynamic content, 163
 - definition of, 293

E

- editing, 259–269
 - a superior's work, 262



- copy editor, 263
- diplomacy, 262
- distributing, 263
- effective, 260
- e-mail messages, 252
- hardcopy, 265
- online, 265
- relationship with writer, 260–262
- schedules, 267
- summary, 269
- time allocated, 267
- tracking bugs, 266
- your own document, 264
- educational level of audience, 10
- effect* (word usage), 42
- elements
 - definition of, 293
 - in bulleted lists, 65
 - in numbered lists, 67
 - length of, 66
 - parallel, 70
 - periods, 71
- elevator speeches, 182
 - definition of, 293
- em dashes, 285
- e-mail messages, 249–256
 - cowardice, 254
 - debates in, 267
 - editing, 252
 - miscommunications, 255
 - Pickford Paradox, 249
 - problems with, 250
 - summary, 256
 - vs. formal documents, 251
 - vs. telephone conversations, 254
 - wars, 147
- embedded labels, 91
 - definition of, 293
- embedded lists, 50, 64
 - commas in, 284
- emergencies, in index, 17
- emoticons, 254
- emotional state
 - e-mail messages, 256
 - of audience, 17
- empathy with readers, 19, 138
- encyclopedic documentation, 140
- en-dashes, 285
- endnotes, 123
 - definition of, 293
- engaging audiences, 4, 5
 - pace, 122
 - PowerPoint presentations, 227, 234, 243
- engineering
 - audience analysis of product, 144
 - compared with technical writing, 8
 - context-sensitive help systems, 143
 - documentation process, 266
 - editing process, 264
 - management, 202, 238
 - plans for teams, 212
 - role of documentation plans, 21
 - specs, 209
- engineers
 - biographies, 186
 - business proposals, 202
 - commenting code, 140
 - editing, 259
 - e-mail messages, 251
 - in management, 32
 - jargon, 32
 - low-level technical specs, 210
 - planning documents, 201
 - presenting revolutionary ideas, 189
 - proposals, 181
 - resistance to marketing, 36
 - specs, 201
 - success and failure, 7
 - wardrobe, 245
- English as a pervasive technical language, 13
- English as a second language, 13, 47
 - e-mail messages, 256
- equipment in lab reports, 219
- Ernest Hemingway, and readability, 50
- error codes, 17
 - in reference pages, 140
- establishing shot, 102, 103
- European readers and English, 13
- examples, 114
 - abstract in lab reports, 216
 - abstract in proposals, 187
 - active voice, 46
 - air pressure, 114
 - beyond the obvious, 125
 - biographies, 186

examples (*contd.*)

- bones in little finger, 90
- book proposals, 197
- business proposals, 204
- client-server architecture, 115
- color to grayscale, 125
- Conclusion section of lab reports, 224
- contingency plans, 188
- cookbook-style manuals, 135
- cover letter, 184
- design and methods of research proposals, 194
- digestive system, 91
- digital photography, 101
- Discussion section of lab reports, 223
- doc specs, 23
- documentation project plans, 26
- DOS and UNIX commands, 78
- electron microscope, 150
- elevator speeches, 182
- e-mail messages, 250, 252
- engaging, 5
- Experimental Procedure in lab reports, 220
- firewall, 119
- for color blindness, 96
- for this book, 20
- gas pressure, 114
- glossary, 152
- graphics in PowerPoint, 239
- gravitational force, 112, 113
- guides, 139
- Hello World, 116
- high-level technical specs, 208
- hot air and cold air, 5
- hurricanes, 194
- hyperlinks in body text, 172
- introduction in lab reports, 218
- it* and *they*, 39
- jargon and audience, 11
- juggling, 101, 102
- length of, 138
- low-level technical specs, 211
- Materials section of lab report, 219
- metaphors, 115
- navigators in Web sites, 170
- online help, 145, 146
- passive voice, 48
- PowerPoint lists, 236

- PowerPoint presentations, 233
- precision descriptions, 127
- preface, 150
- programming documentation, 116
- question-and-answer format, 119
- reference pages, 141
- release notes, 148
- research proposal objectives, 193
- Results section in lab reports, 222
- revolutionary proposals, 189
- sans-serif fonts, 273
- serif fonts, 273
- significance statements, 192
- table of contents, 153, 154
- title of Web sites, 165
- to explain rules, 112
- tutorials, 137
- white space, 108
- you*, 38
- exceptions to rules, 112
 - example of, 113
- exclamation points, 287
- Experimental Procedure section in lab reports, 220
- explanations, 112
 - alternate, 120
 - precise, 126
- eyes as pointers, 104, 106

F

- face mask example, 142
- failure
 - in cookbook style manuals, 134
 - in proposals, 188
- familiarity of topic, 11
- FAQs, 178
 - definition of, 293
 - vs. question-and-answer format, 118
- fear of speaking, 246
- feedback on documentation, 268
- fiction
 - audience motivation, 17
 - conjunctions, 57
 - Henry James, 52
 - linear access, 18
 - metaphors, 115
 - reputation of author, 196



- vs. technical writing, 3
- word usage, 10
- figures
 - (*see also* graphics)
 - colons, 288
 - editing, 263
- final doc specs, 22
- firewall example, 119
- fixed-width fonts, 274
- fluffy phrases, 40
- focus, 104
 - discontinuities, 105
 - on page, 106
- following* (word usage), 69
- fonts, 271–282
 - callouts, 277
 - captions, 277
 - Courier New, 274
 - default, 273
 - definition of, 293
 - example of online help, 146
 - fixed-width, 274
 - foreign phrases, 279
 - hard copy documents, 275
 - headers, 277
 - height of, 277
 - in graphics, 97
 - in HTML, 176
 - in PDF, 176
 - italics, 279
 - lists, 277
 - Lucida Console, 274
 - paragraphs, 277
 - points, 277
 - PostScript, 281
 - PowerPoint presentations, 235
 - sans-serif (*see* sans-serif fonts)
 - screen resolution, 278
 - serif (*see* serif fonts)
 - size, 277
 - summary, 282
 - tables, 277
 - titles, 279
 - True-Type vs. PostScript, 281
 - Type 1, 281
 - variable width, 274
 - Web pages, 278
 - Web sites, 167
 - weight of, 272, 273

- footers
 - editing, 263
 - fonts, 275
- footnotes, 123
 - definition of, 293
 - online help, 144
- for example* (transition), 56
- foreign phrases, fonts, 279
- formulas
 - explaining, 112
 - of technical writing, 8
 - readability, 50
- frequently asked questions (*see* FAQs)
- Freud, Sigmund, and footnotes, 123
- front matter, 24
- function names, 116
- functional specs (*see* high-level technical specs)

G

- Garamond font, 273
- general online help systems, 143
- generic verbs, 34
- geometric descriptions, 127
- glossaries, 151
 - example of, 152
 - jargon, 32
- Goldberg, Isaac, quote, 4
- golden rule of indexing, 155
- grammar
 - and native language, 13
 - politically correct, 37
- grammatically parallel (*see* parallelism)
- grand finale, 244
- graphics, 85–109
 - alignment on page, 108
 - before and after, 89
 - block diagrams, 97
 - clutter, 88, 107
 - consistency, 98
 - digital photography, 100
 - establishing shot, 102
 - FAQs, 179
 - geometric descriptions, 126
 - gray, 96
 - home page, 166
 - in lab reports, 220
 - introducing, 99

- graphics (*contd.*)
 - labels, 90, 91, 99
 - layout, 104
 - online, 88
 - orienting readers, 92
 - photography and line art, 101
 - pointers, 104
 - PowerPoint presentations, 239, 240
 - summary, 109
 - telling a story, 142
 - three-dimensional, 98
 - white space, 107
- graphs
 - detail in, 88
 - time-series, 86, 87
- gravitational force example, 112, 113
- grayscale, 96
- guides, 138
 - definition of, 294

H

- happen* (word usage), 34
- hard-copy documents
 - fonts, 275, 276
 - PowerPoint presentations, 240
 - vs. Web sites, 161
- he* (word usage), 37
- headers
 - definition of, 294
 - editing, 263
 - fonts, 275, 277
 - in tables, 74
 - numbering, 60
 - table of contents, 153, 154
- height of Web pages, 174
- Hello World examples, 116
 - definition, 294
- help systems (*see* online help)
- helping the reader, 4
- Hemingway, Ernest, and readability, 50
- hierarchies
 - bulleted lists, 65
 - headers, 60
- high-level technical specs, 201, 206
 - analysis, 207
 - definition of, 294
 - example, 208

- summary, 213
- highlighting in screenshots, 94
- home pages, 164
 - audience definition, 164
 - definition of, 294
 - engaging, 166
 - stating purpose of, 164
 - summary, 180
 - tone, 167
- honesty
 - biographies, 185
 - hyperlinks, 172
 - lab reports, 221
- horizontal scrolling, 174
- HTML
 - <TITLE>, 164
 - definition of, 294
 - online help, 143
 - relationship to SGML, 280
 - sample of a guide, 139
 - vs. PDF, 176, 177
- humor
 - in FAQs, 179
 - in PowerPoint presentations, 230
 - in prefaces, 149
- hurricane examples, 194
 - glossary, 152
 - research proposals, 193
- hyperlinks, 18
 - color, 173
 - glossaries, 151
 - in body text of Web sites, 172
 - in FAQs, 179
 - in navigators, 170
 - in online help, 144
 - in reference pages, 140
 - right number of, 173
 - target windows, 173
- hypotheses, 193
 - Discussion section of lab reports, 223
 - in lab reports, 216
 - in research proposals, 193

I

- ideas per sentence, 51
- ideas, revolutionary, 189
- illustrations (*see* graphics)



- imperative verbs, 67
 - definition of, 294
- in other words* (transition), 56, 120
- indexing, 155
 - conceptual entries, 158
 - editing, 269
 - entries for emergencies, 17
 - examples, 156
 - length, 155
 - permuting terms, 157
 - precise entries, 156
- information density, 122
 - Web pages, 167
- ingredients in cookbook-style manuals, 134
- inoculation, 11, 189
 - business proposals, 203
- installation manual screenshots, 93
- internal planning documents, 201–213
- Internet, 161
 - distributing documents on, 176
 - random access, 161
 - search boxes, 171
- introduction of
 - document, 6
 - graphics, 99, 288
 - lab reports, 217, 218
 - lists, 60, 69, 288
 - new terms, 33, 118
 - paragraphs, 55, 58
 - PowerPoint presentations, 228
 - proposals, 184
 - research proposals, 194
 - tables, 288
 - topics, 136
 - Web sites, 175
 - yourself, 182
- it's* (word usage), 42
- italics, 279
 - in graphics, 97
- its* (word usage), 42

J

- Japanese culture
 - baseball, 15
 - personal checking accounts, 16
- jargon, 32
 - audience experience, 11

- definition of, 294
- e-mail messages, 256
- Web sites, 167
- javadoc, 140
- jokes
 - in footnotes, 123
 - in PowerPoint presentations, 230
- juggling examples, 101, 102, 103

K

- Kernighan and Ritchie, 116
- key principles of technical writing, 4
- King Kong social climber
 - business proposal, 204
 - high-level technical spec, 208
 - low-level technical spec, 211

L

- lab reports, 215–226
 - abstracts, 216
 - citations, 225
 - Conclusion section, 224
 - Discussion section, 223
 - equipment list, 219
 - Experimental Procedure section, 220
 - introduction, 217
 - Materials section, 219
 - passive voice, 47
 - References section, 225
 - Results section, 221, 222
 - sections in, 215
 - summaries of, 226
 - tense, 35
- labels in graphics, 90, 91, 99
 - consistency, 127
- language, native, 13
- lay audience
 - explaining rules, 112
 - tables, 73
 - using jargon, 32
 - Web sites, 167
- layout, 104
 - definition of, 294
 - eyes on page, 106
 - Web pages, 168
- learning styles, 242

- legal documents, 18, 60
 - length
 - of books, 23
 - of documents, 25
 - of elements in numbered lists, 67
 - of paragraphs, 58
 - of PowerPoint presentations, 228
 - of sentences, 49
 - levels of sections, 60
 - line art, 101
 - lists, 63–72
 - bulleted, 64
 - citations, 225
 - colons to introduce, 288
 - commas in, 284
 - directions, 68
 - embedded, 50
 - fonts, 275
 - introducing, 69
 - length of elements, 66
 - numbered, 67
 - of equipment in lab reports, 219
 - parallel, 70
 - periods in, 71
 - PowerPoint presentations, 236
 - section headers, 60
 - summaries of, 72
 - to break up blocks of text, 122
 - types of, 63
 - literary editing, 269
 - literary editors, 259
 - long sentences, 49
 - causes of, 50
 - reducing, 51
 - low-level technical specs, 201, 210
 - definition of, 295
 - example, 211
 - summary, 213
 - lying in a biography, 185
- M**
- Macintosh fonts, 281
 - magazine articles, 196
 - males and color blindness, 95
 - managers
 - learning styles, 242
 - motivation, 202
 - manuals, 133–159
 - definition of, 295
 - guides, 138
 - in documentation project plans, 26
 - indexes of, 155
 - motivation to read, 17
 - nonverbal, 142
 - reference, 140
 - structured documentation, 138
 - summary of, 159
 - tutorial example, 137
 - tutorials, 136
 - vs. online help, 143
 - maps
 - gray, 96
 - in tourist areas, 92
 - market
 - defining in proposal, 187
 - marketing
 - engineers' dislike of, 36
 - in book proposals, 197
 - in business plans, 198, 199
 - in business proposals, 203, 204
 - in high-level technical specs, 207
 - in PowerPoint presentations, 232
 - materials in lab reports, 219
 - may* (word usage), 41
 - McNealy, Scott, and PowerPoint, 227
 - media
 - in documentation project plans, 27
 - plan, 25
 - medium and the message, 18
 - men and color blindness, 95
 - menus, documenting, 145
 - metaphors, 115
 - native culture, 15
 - methods in research proposals, 194
 - microscopy example, 150
 - miscommunications in e-mail, 255
 - misunderstandings and language, 13
 - monospaced fonts, 274
 - mood of audience, 121
 - motivation of audience, 17
 - movies as cross-cultural examples, 16
 - multimedia, 175
 - musical punctuation, 283
 - mysteries
 - PowerPoint presentations, 233
 - Web sites, 166



N

National Science Foundation, 181, 191
 native culture, 15
 dates, 16
 examples, 16
 for this book, 20
 native language, 13
 e-mail messages, 256
 for this book, 20
 simple words, 14
 navigators in Web sites, 170
 two-level, 171
nevertheless (transition), 56
 newspaper layout, 168
 non-goals in doc specs, 23
 non-native speakers, 13
 nonparallel (*see parallelism*)
 nonverbal manuals, 142
 definition of, 295
 nouns versus adjectives, 36
 NSF, 191
 numbered lists, 67
 capital letters in, 71
 definition of, 295
 directions, 68
 in citations, 225
 in cookbook style manuals, 134
 introducing, 69
 online help, 144
 parallel, 70
 periods, 71
 vs. bulleted lists, 63
 vs. embedded lists, 50
 numbering section headers, 60

O

objectives in research proposals, 193
occur (word usage), 34
okay (word usage), 15
 online editing, 265
 online help, 143
 best practices, 144
 categories, 143
 definition of, 295
 examples, 145, 146
 opening chapter of a book, 6

ordinal numbers in directions, 68
 organizing writing, 6
 outline in doc specs, 24

P

pace, 122
 definition of, 295
 of speaking, 243
 PowerPoint presentations, 234
 page counts, 25
 page layout, 106
 page templates, 168, 169
 definition of, 295
 page-oriented documentation, 138
 pages in a Web site (*see* Web pages)
 Palatino-Linotype font, 273
 panic attacks while speaking, 246
 paper
 advantages and disadvantages, 18
 editing on, 265
 pros and cons, 18
 vs. Web sites, 161
 paragraphs
 fonts, 275
 informational content of graphics, 240
 length of, 58
 one-sentence, 58
 opening sentence of, 6
 pace, 122
 summary of, 61
 transitions, 59
 parallelism
 definition of, 295
 in tables, 79
 in tables of contents, 154
 section names, 60
 parentheses, 287
 parenthetical clauses, 52
 definition of, 295
 parsimony in writing, 8
 parts, 33
 labelling in graphics, 90
 naming, 127
 passive voice, 46
 acceptable uses, 48
 definition of, 295
 e-mail messages, 252

- passive voice (*contd.*)
 - lab reports, 47
 - lengthy sentences, 50
 - weaknesses, 47
- past tense, 35
- pauses, 283
- PC fonts, 281
- PDF
 - definition of, 296
 - in documentation project plan, 27
 - vs. HTML, 176, 177
- periods, 287
 - in list elements, 71
- permuting index entries, 157
- photographs
 - and line art, 101
 - establishing shot, 102
 - offending, 16
 - telling a story, 142
 - Web sites, 167
- picas, 296
- Pickford Paradox, 249
- pictures (*see* graphics)
- pie charts in business proposals, 205
- planning, 201–213
 - documentation projects, 21–28
 - for failure, 188
 - media, 25
 - Web sites, 162
- pointers, 104
 - definition of, 296
 - eyes, 106
- points, 277
 - definition of, 296
- politically correct grammar, 37
- pop-up graphic detail, 88
- positive reinforcement, 261, 269
- PostScript fonts, 281
- PowerPoint, 296
- PowerPoint presentations, 227–247
 - attention span, 243
 - background images, 235
 - body language, 245
 - body slides, 234
 - color, 235
 - fear of speaking, 246
 - final slide, 241
 - fonts, 235
 - grand finale, 244
 - graphics, 239, 240
 - interruptions, 229
 - introductions, 233
 - learning styles, 242
 - lists, 236
 - marketing speak, 232
 - mystery style, 233
 - number of slides, 229
 - opening slides, 231
 - organizing, 228
 - pace, 234
 - pre-show, 244
 - printing, 240
 - question-and-answer sessions, 241
 - relaxation techniques, 246
 - speaking, 243, 245
 - speech, 244
 - starting, 229, 230
 - summary of, 247
 - to superiors, 238
 - what to wear, 245
- preceding* (word usage), 69
- prefaces, 149
 - example, 150
- preliminary doc specs, 22
- preproposals, 182
- present tense, 35
- pre-show, 244
- primary keys vs. table columns, 77
- Princess Bride, The*, 123
- principles of technical writing, 4
- principles, explaining, 112
- printing
 - HTML vs. PDF, 176
 - PowerPoint presentations, 240
- professional secrets, 111–129
 - summary of, 129
- programming documentation, 116, 117
 - quotes, 290
- project description in proposals, 191
- project plans, 25
 - (*see also* documentation project plans)
- pronouns, 37, 38, 39
- proposal review committees, 190
- proposals, 181–200
 - abstracts, 187
 - biographies, 185
 - books, 195
 - business, 202 (*see also* business proposals)



- business plans, 198
- commonalities, 181
- contingency plans, 188
- convincing reviewers, 189
- cover letters, 184
- definition of, 296
- elevator speeches, 182
- importance of, 181
- inculcating against skepticism, 189
- preproposals, 182
- research (*see* research proposals)
- revolutionary ideas, 189
- summary, 200
- templates, 183
- within your company, 202
- public speaking, 241, 243
 - crippling fear of, 246
- publishers, 195
- punctuation, 283–290
 - colons, 288
 - commas, 284
 - dashes, 285
 - emoticons, 254
 - hyphens, 285
 - periods, 287
 - quotation marks, 289
 - semicolons, 286

Q

- QA (*see* quality assurance)
- Q-and-A format (*see* Question-and-Answer format)
- quality assurance
 - beta-tests, 268
 - documentation, 267
- Question-and-Answer format, 118
 - definition of, 296
 - example of, 119
- Question-and-Answer sessions, 241
 - PowerPoint presentations, 228
- questions in FAQs, 178
- quotation marks, 289

R

- R2D2 as a cross-cultural example, 16

- random access of information, 18
- readability quotients, 50
 - definition of, 296
- readers (*see* audience)
- reference manuals, 140
 - definition of, 296
 - example, 141
 - motivation to read, 17
- References section of lab reports, 225
- release notes, 147
 - definition of, 296
 - example of, 148
 - in documentation project plans, 26
- repetition, 6, 50
- reports, status, 253
- research proposals, 181, 190, 193
 - audience, 190
 - contents of, 191
 - contingency plans, 188
 - data analysis, 194
 - design and methods, 194
 - methods, 194
 - methods and materials, 194
 - objectives, 193
 - overview of experiment, 194
 - significance statements, 192
 - strategy, 190
- Research section of lab reports, 224
- resolution of different media, 18
- results in research proposals, 194
- Results section in lab reports, 221
- reviewing documents, 259
- rhetorical questions, 114
- romantic-comedy style of overviews, 231
- rows of a table, sorting, 78
- rules in tables, 81
 - alternative, 82
 - definition of, 296
- rules, explanations of, 112
- run-on sentences, 45, 51
 - definition of, 297

S

- safety equipment, 142
- safety issues and tone, 121
- sans-serif fonts, 272
 - definition of, 297

- sans-serif fonts (*contd.*)
 - examples of, 273
 - hard-copy documents, 275
 - height of, 277
 - soft-copy documents, 276
 - Web sites, 167
- schedules
 - doc specs, 22
 - documentation project plans, 25
 - in documentation projects, 267
 - in high-level technical specs, 209
- schematics, in documentation project plan, 27
- science, compared with technical writing, 8
- scientific writing
 - creativity, 5
 - value of, 3
- scientists
 - aiming documents at, 36
 - editing, 259
 - fashion sense, 245
 - Q-and-A format, 118
 - research proposals, 190
 - revolutionary proposals, 189
 - technical reviews, 259
 - writing and, 8
 - writing lab reports, 215
- screen resolution and fonts, 278
- screenshots, 93
 - cost of, 94
 - definition of, 297
 - highlighting, 94
- scrolling
 - HTML vs. PDF, 176
- search boxes in Web sites, 171
- search engines, 162
- secondary pages, 162
 - definition of, 297
 - summary, 180
- second-level index entries, 157
- sections, 55, 60, 153
 - numbering headers, 60
 - summary of, 61
- self-doubt, xx, 128
- self-editing, 128
- semicolons, 286
- sentence fragments in bulleted lists, 65
- sentence variety, 35
 - passive voice, 48
- sentences, 45–53
 - active voice, 46
 - choppy, 51
 - deleting unnecessary, 53
 - digressions, 52
 - long, 50
 - number of words in, 50
 - opening a section, 60
 - opening in a paragraph, 6
 - passive voice, 46
 - per paragraph, 58
 - repetition, 50
 - run-on, 45, 51
 - semicolons, 286
 - short vs. long, 49
 - starting with conjunction, 57
 - strong, 47
 - summary of, 53
 - topic, 55
 - transitions, 56
 - variety of, 48
- serif fonts, 272
 - definition of, 297
 - examples of, 273
 - hard-copy documents, 275
 - height of, 277
 - soft-copy documents, 276
- serifs, 272
- SGML, 280
 - definition of, 297
- shading
 - discontinuities, 105
 - in tables, 82
- she* (word usage), 37
- short sentences, 49
- sidebars, 122
- signal-to-noise ratio
 - fonts, 275, 276
 - readability, 50
 - sentences, 45
- significance statements, 192
 - definition of, 297
- silent films, 249
- size of fonts, 277
- skeptical readers, 11
- slang
 - e-mail messages, 256
 - native culture, 15
- slides (see PowerPoint presentations)

- smiley faces, 254
- soccer in examples, 15
- soft-copy documents
 - editing, 265
 - fonts, 276, 278
- software documentation
 - quotation marks, 290
 - release notes, 148
- software manuals
 - cookbook example, 135
 - example of a guide, 139
 - guide example, 139
 - nonverbal treatment, 142
 - tutorial example, 137
- sorting rows in a table, 78
- speaking, 243
 - fear of, 246
- specifications (*see specs*)
- specs, 201–213
 - design, 210
 - functional, 206
 - high-level technical, 206
 - low-level technical, 210
- speech, 243
 - lessons from professional entertainers, 244
 - overcoming fear, 246
 - telling jokes, 230
 - transitions, 57
- spell checkers, 263, 264, 266
 - context problems, 269
- split infinitives, 13
- Spring Into Series, 138
- stage freight, 241
- Standard General Markup Language, 280
- stapler and ruler example, 113
- starting a project, 128
- static content in a Web site, 163
 - definition of, 297
- stet, 297
- straight quotes, 290
- strong verbs, 34
- structured documentation, 138
 - relation to reference manuals, 140
- subheads within Web pages, 175
- subjects
 - active vs. passive, 46
 - missing, 47
 - obscuring, 48

- sublists, 65
- sugar, spoonful of, 261
- summaries
 - business proposals, 213
 - doc specs, 28
 - documentation project plans, 28
 - editing, 269
 - e-mail messages, 256
 - fonts, 282
 - graphics, 109
 - high-level technical specs, 213
 - home pages, 180
 - lab reports, 226
 - lists, 72
 - low-level technical specs, 213
 - manuals, 159
 - paragraphs, 61
 - PowerPoint presentations, 247
 - professional secrets, 129
 - proposals, 200
 - secondary pages, 180
 - sections, 61
 - sentences, 53
 - tables, 84
 - Web sites, 180
 - words, 43
- summarizing in technical writing, 6
- Sun Microsystems, 227
- support organizations and release notes, 147
- Swedish language, 13
- synopsis
 - business proposals, 204
 - high-level technical specs, 207, 208
 - low-level technical spec, 211

T

- tables, 73–84
 - amount of text in cells, 80
 - audience reaction, 73
 - captions, 83
 - colons, 288
 - column headers, 74
 - editing, 263
 - font height, 277
 - fonts, 275
 - for variety, 122
 - introducing, 76

- tables (*contd.*)
 - leftmost columns, 77
 - organizing, 77
 - parallel, 79
 - referring to, 76
 - rules in, 81
 - shading, 82
 - sorting, 78
 - summary of, 84
 - titles, 83
 - vs. primary keys, 77
- table of contents, 153
 - editing, 263, 269
 - entries for emergencies, 17
 - example, 154
- technical editing, 259
 - (*see also* editing)
 - summary of, 269
- technical editors, 259
- technical overview in high-level business specs, 207
- technical writing
 - compared with engineering, 8
 - creativity, 5
 - formulas, 8
 - overview, 3–8
 - practicing, 4
 - success and failure, 7
 - theorems, 4
 - topic sentences, 55
 - value of, 3
 - vs. fiction, 3
 - vs. painting, 4
- technology overview in technical specs, 208
- television
 - affect on reading, 161
 - vs. Web sites, 166
- Tell 'em, 6
- temperature graphs, 86, 87, 88
- templates
 - proposals, 183
 - Web pages, 168
 - Web sites, 169
- tense, 35
- terminology
 - consistent, 99
- testing
 - documentation, 268
 - jokes, 230
 - online help, 144
 - technical writing and engineering, 8
- that* (word usage), 41
- that is* (transition), 56, 120
- then* (word usage), 67
- theorems of technical writing, 4
- there is* (word usage), 34, 35
- they* (word usage), 37
- thoughts per sentence, 51
- three-dimensional graphics, 98
- time allocation in PowerPoint presentations, 228, 229
- time of day for presentations, 234
- time-series graphs, 86, 87
 - definition of, 297
- tire example, 114
- titles
 - of PowerPoint slides, 231
 - of tables, 83
 - of Web pages, 164
- to be* (word usage), 34
- TOC (*see* table of contents)
- tone, 121
 - definition of, 298
 - FAQs, 179
 - Web sites, 167
- topic sentences, 55
- tourist maps, 92
- tracking documentation bugs, 266
- trademarks, 263
- transistors, 32
- transitions, 56, 57
 - between paragraphs, 59
 - definition of, 298
 - semicolons, 286
 - vs. conjunctions, 57
- translating from English, 14
- troubleshooting
 - cookbook-style manuals, 134
 - in reference pages, 140
 - manuals, 27
- True-Type fonts, 281
- tutorials, 136
 - definition, 298
 - example of, 137
 - relation to guides, 138
- Type 1 fonts, 281
- typography (*see* fonts)

U

U.K. readers and baseball, 15
unfortunately (transition), 56
 units of measurement in tables, 75

V

variable width fonts, 274
 variety
 changing pace, 122
 PowerPoint presentations, 234
 question-and-answer format, 118
 VCs (*see* venture capitalists)
 venture capitalists, 181
 verbs, 34
 compared to adverbs, 36
 simplicity of, 14
 strong, 34
 tense, 35
 varying, 35
 viruses and hyperlinks, 172
 visual cues in layout, 104
 visual learners, 242
 visualizing audience, 9
 vocabulary of non-native speakers, 14

W

warranty cards, 24
 weather glossary, 152
 weather station doc spec, 23
 Web pages
 associating related, 174
 brevity, 174
 definition of, 298
 fonts, 278
 height of, 174
 plan for a Web site, 162
 secondary, 174
 subheads, 175
 summary, 180
 templates, 168, 169
 vs. traditional documentation, 175
 width of, 174
 writing for, 175
 Web sites, 161–180
 color, 167

 comparison to paper medium, 161
 creating list of pages, 162
 definition of, 298
 dynamic content, 163
 home pages, 162, 164
 hyperlinks in body text, 172
 introduction, 164
 layout, 104
 mysteries, 166
 navigators, 170
 page templates, 168, 169
 planning, 162
 purpose of, 162
 search engines, 165
 secondary pages, 162
 static content, 163
 summary, 180
 title of, 164, 165
 tone, 167
 vs. television, 166
 weight of fonts, 272, 273
which (word usage), 41
 white space, 107
 definition of, 298
 enhancing, 108
 layout, 107
 Web sites, 167
 width of Web pages, 174
 Winky the Deer, 126
 women and color blindness, 95
 word usage
 above, 69
 adverbs and adjectives, 36
 affect, 42
 below, 69
 can, 41
 effect, 42
 employ, 14
 following, 69
 happen, 34
 he, 37
 it, 37
 it's, 42
 its, 42
 occur, 34
 okay, 15
 preceding, 69
 pronouns, 38
 she, 37

word usage (*contd.*)

that, 41

then, 67

there is, 34

to be, 34

use, 14

utilize, 14

wasteful vs. frugal, 40

which, 41

you, 38

words

for experts, 32

jargon, 32

length of sentence, 50

summary of, 43

writer's block, 128

writer's relationship with editors,
260

writing style, and editors, 259

Y

you (word usage), 38

technical journals, 114

You are here signs, 92

