



A Short Lecture about (Technical) Publications ver. 8 z drobnymi modyfikacjami!

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HR EXCELLENCE IN RESEARCH



Wrocław University
of Science and Technology

Part I

Publications



Outline of Part I

- ① Technical publication
- ② How to...
- ③ What to avoid
- ④ Hints for WYSIWYG users
- ⑤ Styles
- ⑥ Illustrations



Technical publication

► what is it?



Technical publication

- ▶ what is it?
- ▶ content



Technical publication

- ▶ what is it?
- ▶ content
- ▶ form



Technical publication

- ▶ what is it?
- ▶ content
- ▶ form
- ▶ follow rules



How to...

Three mistakes that people writing a publication should stop making? [3]



How to...

Three mistakes that people writing a publication should stop making? [3]

1. Worrying too much about formatting and not enough about content.



How to...

Three mistakes that people writing a publication should stop making? [3]

1. Worrying too much about formatting and not enough about content.
2. Worrying too much about formatting and not enough about content.



How to...

Three mistakes that people writing a publication should stop making? [3]

1. Worrying too much about formatting and not enough about content.
2. Worrying too much about formatting and not enough about content.
3. Worrying too much about formatting and not enough about content.



What to avoid

- ▶ word ,word



What to avoid

- ▶ word, word



What to avoid

- ▶ word, word
- ▶ word,word



What to avoid

- ▶ word, word
- ▶ word, word



What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word , word



What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word, word



What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word, word
- ▶ word ! Word ?



What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word, word
- ▶ word! Word?



What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word, word
- ▶ word! Word?
- ▶ (word word)



What to avoid

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What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word, word
- ▶ word! Word?
- ▶ (word word)
- ▶ multiple spaces between words (in MS Word, LibreOffice)



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- ▶ word, word
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- ▶ word, word
- ▶ word! Word?
- ▶ (word word)
- ▶ multiple spaces between words (in MS Word, LibreOffice)
- ▶ " as open and closing quotes



What to avoid

- ▶ word, word
- ▶ word, word
- ▶ word, word
- ▶ word! Word?
- ▶ (word word)
- ▶ multiple spaces between words (in MS Word, LibreOffice)
- ▶ " as open and closing quotes
- ▶ "single" letters at the end of line (Polish only?)



Some hints for WYSIWYG users

- ▶ Switch off (with caution) as many “automatic features” as possible (artificial intelligence!).



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- ▶ Use styles!



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- ▶ Distinguish - from — (and –, if possible) (hyphen, em-dash, en-dash).
- ▶ Avoid inserting objects via clipboard.
- ▶ Use styles!
- ▶ Mathematics formulas and symbols (in-line symbols).

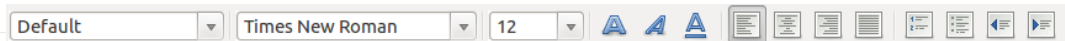


Some hints for WYSIWYG users

Sometimes What You See Is **All** You Get (WYSIAYG)



Styles



Styles



Styles

The image shows a word processing software interface with a grid background. At the top, there is a ribbon with several tabs and icons. The first tab is labeled "Default". The font face is set to "Times New Roman" and the font size is "12". There are icons for bold, italic, and underline, and several red icons for text alignment and bullet points.

The "Styles and Formatting" task pane is open on the left side. It has a title bar with a close button and the text "Styles and Formatting". Below the title bar are icons for text, paragraph, and list styles. The main area of the task pane contains a list of styles:

- Complimentary close
- Default
- First line indent
- Hanging indent
- Heading
- Heading 1
- Heading 2
- Heading 3
- Heading 4
- Heading 5
- Heading 6
- Heading 7
- Heading 8
- Heading 9
- Heading 10
- List Indent
- Marginalia
- Signature
- Text body
- Text body indent

At the bottom of the task pane, there is a scroll bar and the word "Automatic".



Styles

The image shows a software interface for text editing. At the top, there is a toolbar with several dropdown menus and icons. The first dropdown is set to "Default", the second to "Times New Roman", and the third to "12". To the right of these are icons for bold, italic, underline, and other text formatting options. Below the toolbar, a "Styles and Formatting" pane is open on the left side. The pane has a title bar with a red close button and the text "Styles and Formatting". Below the title bar are several icons for text alignment and bullet points. The main area of the pane is a list of style names, with "Default" highlighted in orange. The list includes: Bullets, Caption Characters, Default, Definition, Drop Caps, Emphasis, Endnote anchor, Endnote Characters, Example, Footnote anchor, Footnote Characters, Index Link, Internet Link, Line numbering, Main index entry, Numbering Symbols, Page Number, Placeholder, Quotation, Rubies, Source Text, Strong Emphasis, Teletvde, and All. A scrollbar is visible on the right side of the list.



Styles

The image shows a portion of the Microsoft Word interface. At the top, the ribbon displays the Font group with the following settings: a style dropdown set to 'Default', a font family dropdown set to 'Times New Roman', and a font size dropdown set to '12'. To the right of these are icons for bold, italic, underline, strikethrough, text color, background color, bullet points, numbered list, and navigation arrows. Below the ribbon, the 'Styles and Formatting' task pane is open. It has a title bar with a close button and the text 'Styles and Formatting'. Below the title bar are icons for text, paragraph, styles, and a search icon. The main area of the task pane lists the following style categories: Formula, Frame, Graphics, Labels, Marginalia, OLE, and Watermark. At the bottom of the task pane, there is a scroll bar with the label 'All'.



Styles

The image shows a Microsoft Word interface. At the top, the ribbon displays the Font section with the following settings: Paragraph style set to 'Default', Font set to 'Times New Roman', and Size set to '12'. The Font Color is set to blue. To the right of the Font section, the Paragraph section contains icons for Bulleted List, Numbered List, Decrease Indent, Increase Indent, and Paragraph Spacing, all of which are highlighted with a red glow. Below the ribbon, the 'Styles and Formatting' task pane is open. It has a title bar with a close button and the text 'Styles and Formatting'. Below the title bar are icons for Paragraph, Font, and Styles, along with a search icon and a list icon. The main area of the task pane shows a list of styles: 'Default', 'Endnote', 'Envelope', 'First Page', 'Footnote', 'HTML', 'Index', 'Landscape', 'Left Page', and 'Right Page'. The 'Default' style is highlighted with a red background. A mouse cursor is hovering over the 'Default' style, and a tooltip labeled 'Page Styles' is visible. At the bottom of the task pane, there is a scroll bar with the text 'All'.

Default

Times New Roman

12

Styles and Formatting

Default

Endnote

Envelope

First Page

Footnote

HTML

Index

Landscape

Left Page

Right Page

All



Styles

The image shows a software interface with a ribbon and a task pane. The ribbon includes a dropdown menu set to 'Default', a font family dropdown set to 'Times New Roman', a font size dropdown set to '12', and several icons for text formatting (bold, italic, underline) and alignment (left, center, right, justified). The 'Styles and Formatting' task pane is open on the left, displaying a list of styles: 'List 1' through 'List 5' and 'Numbering 1' through 'Numbering 5'. The 'List 1' style is currently selected. At the bottom of the task pane, there is a scrollable list labeled 'All'.



Styles

LibreOffice

- ▶ **Character Styles**

Use Character Styles to format single characters, or entire words and phrases. If you want, you can nest Character Styles.

- ▶ **Paragraph Styles**

Use Paragraph Styles to format paragraphs, including the font type and size. You can also select the paragraph style to apply to the next paragraph.

- ▶ **Frame Styles**

Use Frame Styles to format text and graphic frames.



Styles

- ▶ **Page Styles**

Use Page Styles to organize the structure of the document, and to add page numbers. You can also specify the page style to apply to the first page that follows after a page break.

- ▶ **Numbering Styles**

Use Numbering Styles to format numbered or bulleted lists.



Styles

- ▶ **Paragraph styles.**

Paragraph styles include not just font type and size but also formatting for a whole paragraph's text positioning and spacing. A paragraph style can be applied to one or more paragraphs.

- ▶ **Character styles**

These are applied at the character level—to blocks of words and letters—rather than the paragraph level. An example would be an “emphasis” style that applies, say, both an underline and italic type.

- ▶ **List styles and table styles**

These two other types of styles provide a consistent look to tables and lists,



Illustrations



Illustrations

There are, in general, two types of graphic formats:



Illustrations

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1. vector



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1. vector
2. bitmap



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There are two types of compression:

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Illustrations

There are, in general, two types of graphic formats:

1. vector
2. bitmap

▶ Use vector graphics (eps, wmf, emf, pdf, svg) whenever possible (plots, diagrams, simple colour drawings, ...).

Very often illustrations are compressed.
There are two types of compression:

1. lossy
2. lossless



Illustrations

There are, in general, two types of graphic formats:

1. vector
2. bitmap

- ▶ Use vector graphics (eps, wmf, emf, pdf, svg) whenever possible (plots, diagrams, simple colour drawings, ...).
- ▶ Use loss-less compression bitmap formats (png, gif, tif) whenever applicable (scans, simple colour drawings).

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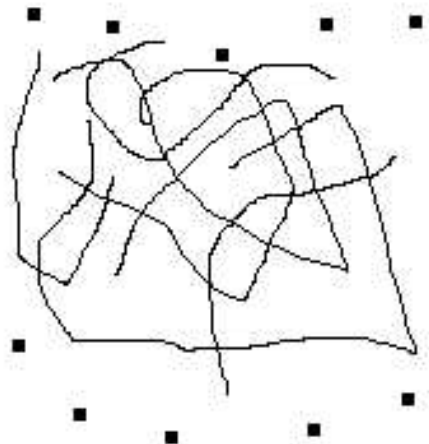
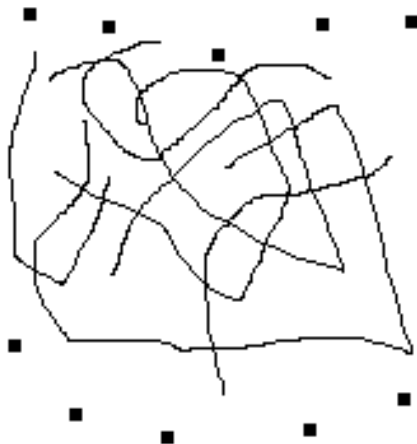
- ▶ Use vector graphics (eps, wmf, emf, pdf, svg) whenever possible (plots, diagrams, simple colour drawings, ...).
- ▶ Use loss-less compression bitmap formats (png, gif, tif) whenever applicable (scans, simple colour drawings).
- ▶ Use jpg graphics only for colour or grey-scale photos.

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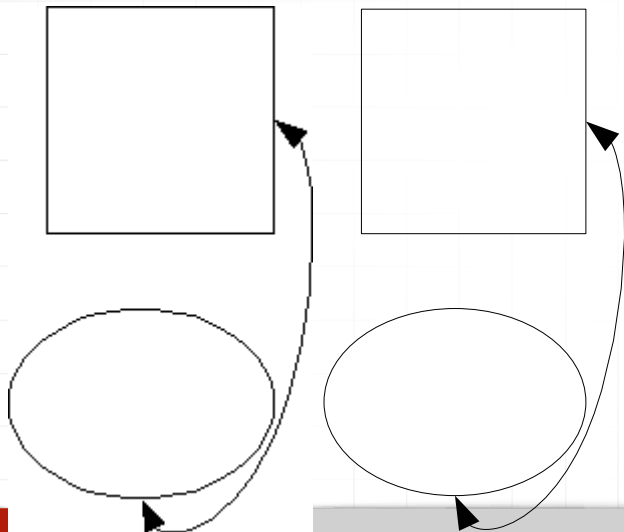
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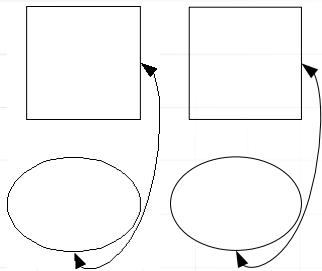
JPG compression artifacts



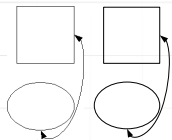
Scaling issues/bitmap vs vector



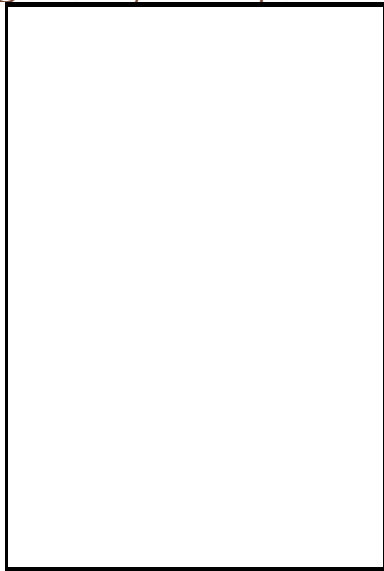
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Part II

Presentations



Outline

- ① Technical publication
- ② How to...
- ③ What to avoid
- ④ Hints for WYSIWYG users
- ⑤ Styles
- ⑥ Illustrations



Presentation

What to say?

1. Don't give your paper (idea); the audience can't take it.

Leslie Lamport, How to present a paper, [2]



Presentation

What to say?

1. Don't give your paper (idea); the audience can't take it.
2. Do advertise your paper (idea).

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Presentation

What to say?

1. Don't give your paper (idea); the audience can't take it.
2. Do advertise your paper (idea).
3. Giving a good presentation is an art, requiring both practise and talent.

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Presentation

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1. Don't give your paper (idea); the audience can't take it.
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 - ▶ Describe simple examples rather than general results.

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 - ▶ Describe simple examples rather than general results.
 - ▶ Don't use formalism.

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Presentation

What to say?

1. Don't give your paper (idea); the audience can't take it.
2. Do advertise your paper (idea).
3. Giving a good presentation is an art, requiring both practise and talent.
 - ▶ Describe simple examples rather than general results.
 - ▶ Don't use formalism.
 - ▶ It is better to be inaccurate than incomprehensible.

Leslie Lamport, How to present a paper, [2]



Presentation

How to say it?

1. Slides are effective.

Leslie Lamport, How to present a paper, [2]



Presentation

How to say it?

1. Slides are effective.

- ▶ Don't put too much on a slide – a picture of a thousand words is worthless.

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Presentation

How to say it?

1. Slides are effective.

- ▶ Don't put too much on a slide – a picture of a thousand words is worthless.
- ▶ Slides should be neat and legible.

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Presentation

How to say it?

1. Slides are effective.

- ▶ Don't put too much on a slide – a picture of a thousand words is worthless.
- ▶ Slides should be neat and legible.
- ▶ A rapid sequence of slides has a hypnotic effect.

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Presentation

How to say it?

1. Slides are effective.
 - ▶ Don't put too much on a slide – a picture of a thousand words is worthless.
 - ▶ Slides should be neat and legible.
 - ▶ A rapid sequence of slides has a hypnotic effect.
2. Time your talk. Remember that talking to an audience takes longer than talking to a mirror.

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Presentation

How to say it?

1. Slides are effective.
 - ▶ Don't put too much on a slide – a picture of a thousand words is worthless.
 - ▶ Slides should be neat and legible.
 - ▶ A rapid sequence of slides has a hypnotic effect.
2. Time your talk. Remember that talking to an audience takes longer than talking to a mirror.
3. Good starting point is one slide = one minute of presentation.

Leslie Lamport, How to present a paper, [2]



Presentation

You are now thinking: “All those dull speakers I’ve listened to should use these rules, but I don’t need them because my talks are interesting.” All those dull speakers are now thinking exactly the same thing. Read the rules again with the proper humility. They apply to everyone.

*The only wisdom we can hope to acquire
Is the wisdom of humility: humility is endless.*



10/20/30 Rule of PowerPoint

by Guy Kawasaki [1]

► Ten slides



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- ▶ Ten slides

1. Problem



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1. Problem

2. Your solution



10/20/30 Rule of PowerPoint

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► Ten slides

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3. Business model



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7. Team



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4. Underlying magic/technology
5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones



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9. Status and timeline



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7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action



10/20/30 Rule of PowerPoint

by Guy Kawasaki

- ▶ Twenty minutes



10/20/30 Rule of PowerPoint

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- ▶ Twenty minutes
 - ▶ You should give your ten slides in twenty minutes.



10/20/30 Rule of PowerPoint

by Guy Kawasaki

- ▶ Twenty minutes
 - ▶ You should give your ten slides in twenty minutes.
 - ▶ If time slot is longer — you have forty minutes for discussion.



10/20/30 Rule of PowerPoint

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- ▶ Twenty minutes
 - ▶ You should give your ten slides in twenty minutes.
 - ▶ If time slot is longer — you have forty minutes for discussion.
- ▶ Thirty-point font

The reason people use a small font is twofold:

If “thirty points,” is too dogmatic: find out the age of the oldest person in your audience and divide it by two. That’s your optimal font size.



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The reason people use a small font is twofold:

- ▶ first, that they don't know their material well enough;
- ▶ **second, they think that more text is more convincing.**

If “thirty points,” is too dogmatic: find out the age of the oldest person in your audience and divide it by two. That's your optimal font size.



Font sizes

- ▶ Some test Text 10 pt
- ▶ Some Test Text 13.6 pt
- ▶ Some Test Text 14.5 pt
- ▶ Some Test Text 18 pt
- ▶ Some Test Text 22 pt
- ▶ Some Test Text 25 pt
- ▶ Some Test Text 30 pt



Your hardware

- ▶ Know your laptop.



Your hardware

- ▶ Know your laptop.
- ▶ Try to connect projector before presentation.



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- ▶ Try to connect projector before presentation.
- ▶ If you do not have access to the projector use monitor from a desktop.



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- ▶ Know all settings.



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- ▶ If you do not have access to the projector use monitor from a desktop.
- ▶ Know all settings.
- ▶ Try your presentation on another computer (not your own).



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- ▶ If you do not have access to the projector use monitor from a desktop.
- ▶ Know all settings.
- ▶ Try your presentation on another computer (not your own).
- ▶ Be prepared for everything (Murphy's law! "If anything can go wrong, it will")



What tools should I use?

1. Search in the Internet.



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2. Check at Screen Presentation Tools [4].



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5. Think about Con \TeX .



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4. Look at \TeX power (& \LaTeX) — <http://texpower.sourceforge.net/>.
5. Think about Con \TeX .
6. And, as I know life, you will use PowerPoint. . .



Part III

My environment



My environment

1. Linux (now, it is Ubuntu) (Never more Windows!)
2. T_EXLive.
3. tex4ht (conversion to HTML, LO).
4. beamer (presentations).
5. hyperref (“clickable” PDF)
6. LibreOffice (conversion LO ↔ .doc; conversion LO → L^AT_EX).
7. editor: texworks (Linux).
8. ps/eps/pdf manipulating and conversion tools.



Part IV

Why L^AT_EX?



Outline of Part IV

12 About L^AT_EX

13 About WYSIWYG

14 How to start?



About L^AT_EX



About L^AT_EX

Pros



About L^AT_EX

Pros

- ▶ Not WYSIWYG



About L^AT_EX

Pros

- ▶ Not WYSIWYG
- ▶ relatively easy mathematics



About L^AT_EX

Pros

- ▶ Not WYSIWYG
- ▶ relatively easy mathematics
- ▶ styles



About L^AT_EX

Pros

- ▶ Not WYSIWYG
- ▶ relatively easy mathematics
- ▶ styles
- ▶ good separation between content and form



About L^AT_EX

Pros

- ▶ Not WYSIWYG
- ▶ relatively easy mathematics
- ▶ styles
- ▶ good separation between content and form
- ▶ portability



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About L^AT_EX

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- ▶ styles
- ▶ good separation between content and form
- ▶ portability

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- ▶ Not WYSIWYG



About L^AT_EX

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- ▶ portability

Cons

- ▶ Not WYSIWYG
- ▶ relatively difficult



About L^AT_EX

Pros

- ▶ Not WYSIWYG
- ▶ relatively easy mathematics
- ▶ styles
- ▶ good separation between content and form
- ▶ portability

Cons

- ▶ Not WYSIWYG
- ▶ relatively difficult
- ▶ need some skill to modify layout



About L^AT_EX

Pros

- ▶ Not WYSIWYG
- ▶ relatively easy mathematics
- ▶ styles
- ▶ good separation between content and form
- ▶ portability

Cons

- ▶ Not WYSIWYG
- ▶ relatively difficult
- ▶ need some skill to modify layout
- ▶ not so popular



About WYSIWYG



About WYSIWYG

Pros



About WYSIWYG

Pros

▶ WYSIWYG



About WYSIWYG

Pros

- ▶ WYSIWYG
- ▶ *relatively easy*



About WYSIWYG

Pros

- ▶ WYSIWYG
- ▶ relatively easy
- ▶ relatively easy to modify layout



About WYSIWYG

Pros

- ▶ WYSIWYG
- ▶ relatively easy
- ▶ relatively easy to modify layout
- ▶ **very popular**



About WYSIWYG

Pros

- ▶ WYSIWYG
- ▶ relatively easy
- ▶ relatively easy to modify layout
- ▶ very popular
- ▶ objects embedded via clipboard



About WYSIWYG

Pros

- ▶ WYSIWYG
- ▶ relatively easy
- ▶ relatively easy to modify layout
- ▶ very popular
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Cons



About WYSIWYG

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- ▶ relatively easy to modify layout
- ▶ very popular
- ▶ objects embedded via clipboard

Cons

- ▶ WYSIWYG



About WYSIWYG

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- ▶ relatively easy to modify layout
- ▶ very popular
- ▶ objects embedded via clipboard

Cons

- ▶ WYSIWYG
- ▶ relatively difficult



About WYSIWYG

Pros

- ▶ WYSIWYG
- ▶ relatively easy
- ▶ relatively easy to modify layout
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- ▶ objects embedded via clipboard

Cons

- ▶ WYSIWYG
- ▶ relatively difficult
- ▶ *weak styles*



About WYSIWYG

Pros

- ▶ WYSIWYG
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- ▶ relatively easy to modify layout
- ▶ very popular
- ▶ objects embedded via clipboard

Cons

- ▶ WYSIWYG
- ▶ relatively difficult
- ▶ weak styles
- ▶ only possible separation between content and form



About WYSIWYG

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- ▶ portable (computer + printer!)



About WYSIWYG

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- ▶ only possible separation between content and form
- ▶ portable (computer + printer!)
- ▶ objects embedded via clipboard



How to start using \LaTeX ?

It is easy!



How to start using L^AT_EX?

It is easy!

Start to write a book (or report or article)!



Part V

Sources of information



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9. <mailto:Wojciech.Myszka@pwr.wroc.pl> as a last resort






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