



A Short Lecture about (Technical) Publications ver. 7

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HR EXCELLENCE IN RESEARCH



Wrocław University
of Science and Technology

Part I

Publications



Outline of Part I

Technical publication

How to...

What to avoid

Hints for WYSIWYG users

Styles

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)



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



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!).



Some hints for WYSIWYG users

- ▶ Switch off (with caution) as many “automatic features” as possible (artificial intelligence!).
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- ▶ **Avoid inserting objects via clipboard.**



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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).**

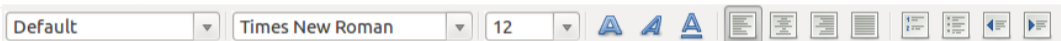


Some hints for WYSIWYG users

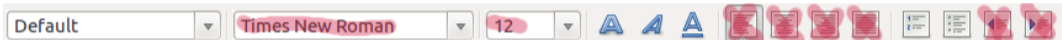
Sometimes What You See Is **All** You Get (WYSIAYG)



Styles



Styles



Styles

The image shows a portion of the Microsoft Word interface. At the top, the ribbon includes a font dropdown set to 'Times New Roman', a size dropdown set to '12', and icons for bold, italic, underline, strikethrough, text color, background color, and bullet points. Below the ribbon, the 'Styles and Formatting' task pane is open. It features a toolbar with icons for font, paragraph, and style selection. The list of styles includes 'Complimentary close', 'Default' (highlighted with a red background), 'First line indent', 'Hanging indent', 'Heading' (with sub-items 'Heading 1' through 'Heading 10'), 'List Indent', 'Marginalia', 'Signature', 'Text body', and 'Text body indent'. A scroll bar at the bottom of the pane shows 'Automatic'.



Styles

The image shows a word processing software interface. At the top, there is a ribbon with various options. The 'Default' style is selected in the ribbon. The font is set to 'Times New Roman' and the size is '12'. The ribbon also contains icons for bold, italic, underline, and other text formatting options.

The 'Styles and Formatting' task pane is open on the left side of the window. It has a title bar with a close button and a refresh icon. Below the title bar, there are several icons representing different style categories. The list of styles 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
- Teletvoe

At the bottom of the task pane, there is an 'All' button.



Styles

The image shows a portion of the Microsoft Word interface. At the top, the ribbon includes a font face dropdown set to "Times New Roman", a font size dropdown set to "12", and several icons for text formatting (bold, italic, underline) and paragraph alignment (left, center, right, justified). Below the ribbon, the "Styles and Formatting" task pane is open. It features a toolbar with icons for text, paragraph, and style management. The main area of the task pane lists various style categories: Formula, Frame, Graphics, Labels, Marginalia, OLE, and Watermark. The "Formula" category is currently selected and highlighted. At the bottom of the task pane, there is a scroll bar with the label "All".



Styles

The image shows a screenshot of the Microsoft Word interface. At the top, the ribbon displays the 'Font' group with the following settings: 'Default' style, 'Times New Roman' font, and size '12'. The ribbon also shows icons for bold, italic, and underline, as well as several red icons for text effects. Below the ribbon, the 'Styles and Formatting' task pane is open. It has a title bar with a close button and a search icon. The pane contains 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 mouse cursor. A tooltip labeled 'Page Styles' is visible over the 'Page Styles' icon in the task pane. At the bottom of the task pane, there is a scroll bar with the text 'All'.



Styles

The image shows a screenshot of a word processing application's interface. At the top, there is a ribbon with various formatting options. The font is set to "Times New Roman" and the size is "12". Below the ribbon, the "Styles and Formatting" task pane is open, displaying a list of styles. The styles listed are:

- List 1
- List 2
- List 3
- List 4
- List 5
- Numbering 1
- Numbering 2
- Numbering 3
- Numbering 4
- Numbering 5

At the bottom of the task pane, there is a scroll bar with the label "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

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

1. vector



Illustrations

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

1. vector
2. bitmap



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



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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, ...).

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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Illustrations

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

1. vector
2. bitmap

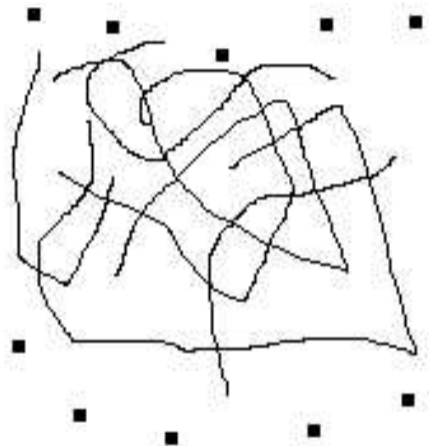
- ▶ Use vector graphics (eps, wmf, emf, pdf, svg) whenever possible (plots, diagrams, simple colour drawings, ...).
- ▶ Use loss-less compression bitmap formats (png, gif, tif) whenever applicable (scans, simple colour drawings).
- ▶ Use jpg graphics only for colour or grey-scale photos.

Very often illustrations are compressed.
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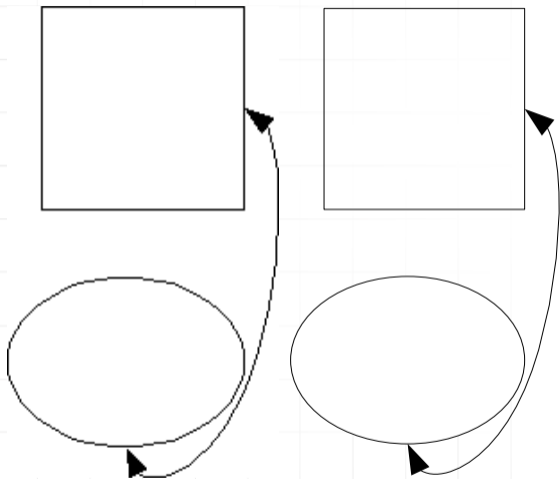
1. lossy
2. lossless



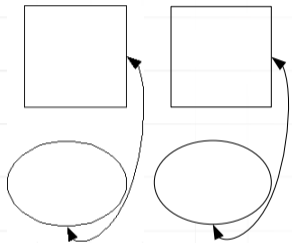
JPG compression artifacts



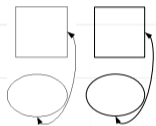
Scaling issues/bitmap vs vector



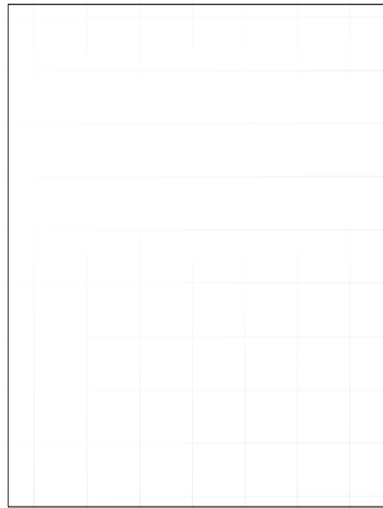
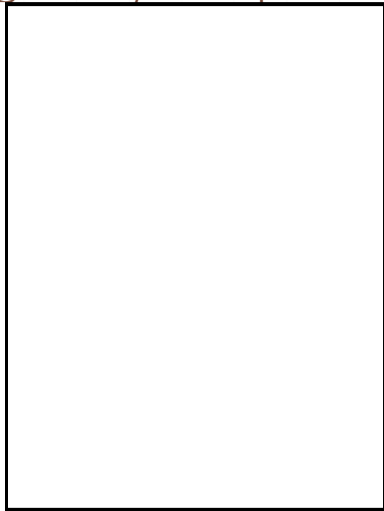
Scaling issues/bitmap vs vector



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Scaling issues/bitmap vs vector



Part II

Presentations



Outline

Technical publication

How to...

What to avoid

Hints for WYSIWYG users

Styles

Illustrations



Presentation

What to say?

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

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



Presentation

What to say?

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

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



Presentation

What to say?

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

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



Presentation

What to say?

1. Don't give your paper; the audience can't take it.
2. Do advertise your paper.
3. Giving a good presentation is an art, requiring both practise and talent.
 - ▶ Describe simple examples rather than general results.

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



Presentation

What to say?

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

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



Presentation

What to say?

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

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.
- ▶ Slides should be neat and legible.

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.
- ▶ Slides should be neat and legible.
- ▶ A rapid sequence of slides has a hypnotic effect.

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.
 - ▶ 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.

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



10/20/30 Rule of PowerPoint

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- ▶ Ten slides

1. Problem



10/20/30 Rule of PowerPoint

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1. Problem

2. Your solution



10/20/30 Rule of PowerPoint

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► Ten slides

1. Problem
2. Your solution
3. Business model



10/20/30 Rule of PowerPoint

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1. Problem
2. Your solution
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4. Underlying magic/technology



10/20/30 Rule of PowerPoint

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► Ten slides

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5. Marketing and sales



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6. Competition



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6. Competition
7. Team



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► Ten slides

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2. Your solution
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5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones



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2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline



10/20/30 Rule of PowerPoint

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► Ten slides

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and sales
6. Competition
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

by Guy Kawasaki

- ▶ 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

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.
- ▶ 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.



10/20/30 Rule of PowerPoint

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The reason people use a small font is twofold:

 - ▶ first, that they don't know their material well enough;

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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.



Your hardware

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



Your hardware

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



Your hardware

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



Your hardware

- ▶ Know your laptop.
- ▶ Try to connect projector before presentation.
- ▶ 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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3. Choose \LaTeX & beamer.
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 \leftrightarrow .doc; conversion LO \rightarrow 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

About L^AT_EX

About WYSIWYG

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*



About L^AT_EX

Pros

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

Cons



About L^AT_EX

Pros

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

Cons

- ▶ Not WYSIWYG



About L^AT_EX

Pros

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

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How to start using \LaTeX ?

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



Part V

Sources of information



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