

Style Guides—Who Needs Them

Practical Conference on Communications

October 10-11, 2008

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Topics



- All technical writing organizations need style guides
- The ability to find, develop, and commercialize a style guide is within the technical writer's skill set
- Examples of styles guides abound
- Become inspired and get started!

Who needs a style guide?



- We all do!
 - Content providers, reviewers, writers, editors, graphic designers, and publishers
- Why?
 - We care about the quality of
 - the English source publication
 - the translated publications
 - We want our publications to achieve the intended business goal

What's wrong here? Plenty!



Thru membership in the **Society for Technical Communication** (STC) I have honed my craft and mastered the changing tools required to design, development, and deliver publications. Though membership in the (PMI) **Project Management Institute**, I have learned applying project management principals to my work. Every project, including those related to Publishing must manage scope, Time, cost, QUALITY, *human resources*, communications, risk procurement and etc. In a affiliation with a area ***Toastmasters Club***, Ive found a environmental for practizing speeches and learning what works good in the professional speakers field.

Matters of style include...



- Abbreviations, acronyms, and initialisms
- Formatting
- Highlighting and emphasizing
- Language that is objective, gender neutral, and free of bias, jargon, and litigation issues
- Logical structure and organization
- Numbers and units of measure
- Parallelism
- Pronoun and noun agreement
- Punctuation and capitalization
- Software and other specialized terminology
- Spelling, grammar, voice, verb tense, and tone
- Subject and verb agreement
- Trademarks and copyrights
- Warnings and disclaimers
- And much more!

What matters-of-style resources are available?

ASD-STE100 Specification. air-transport.org

Blicq, Ron et al. *Guidelines for Writing English Language Technical Documentation for an International Audience.* Winnipeg, Canada. INTECOM International Language Project Group, 2005.

www.tekom.de/upload/alg/INTECOM_Guidelines.pdf

Encarta World English Dictionary. New York, NY: St. Martin's Press, 1999.

European Commission Directorate-General for Translation. *English Style Guide.*

http://ec.europa.eu/translation/writing/style_guides/english/style_guide_en.pdf

IEEE Standards Style Manual. standards.ieee.org/guides/index.html

Kohl, John R. *The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market.* Cary, NC: SAS Press, 2008.

support.sas.com/kohl (see Amazon.com for a sample chapter)

What matters-of-style resources are available?

Lauchman, Richard. *Plain Language: A Handbook for Writers in The U.S. Federal Government*. Rockville, MD: Lauchman Group, 2001-2007.

lauchmangroup.com/PDFfiles/PLHandbook.PDF

Microsoft Trademarks. microsoft.com/library/toolbar/3.0/trademarks/en-us.msp

Microsoft® Manual of Style for Technical Publications. Redmond, WA: Microsoft Press, 2004.

Rowlett, Russ. *How Many? A Dictionary of Units of Measurement*. University of North Carolina at Chapel Hill. unc.edu/~rowlett/units/sipm.html

Rubens, Philip. *Science and Technical Writing: A Manual of Style*. New York, NY: Henry Holt and Co., Inc. 1992.

The Chicago Manual of Style Online. chicagomanualofstyle.org/contents.html

The Guide to Translation & Localization. Lingo Systems and the American Translators Association, 2002. lingosys.com/

When is it time to develop your own style guide?



- Your specific issues are not addressed
- You want to *right size* a commercial style guide
- You want to combine what is appropriate from many resources into one guide
- Other reasons?

You can do it!

Publication Projects—Our Process

- Phase 1: Initiate and Plan
- Phase 2: Design and Develop
- Phase 3: Review, Validate, and Revise
- Phase 4: Publish, Deliver, and Close



Phase 1: Initiate and Plan

- Develop goals and objectives that are appropriate for audiences
- Collect and review all existing material
 - Research additional content material
- Develop working outline/table of contents
- Determine topics to develop and appropriate format



Phase 2: Design and Develop

- Create templates/formats for deliverable
- Develop deliverable (manuals, guidelines, style guide, and more)
 - Interview Subject Matter Experts
 - Conduct research (from available hard copy and electronic resources)
- Submit drafts for client review



Phase 3: Review, Validate, and Revise

- Receive reviewed drafts
- Incorporate review comments into subsequent drafts and final copy
- Copyedit deliverable for consistency, readability, and usability



Phase 4: Publish, Deliver, and Close



- Produce deliverables
- Validate and revise, as needed
- Finalize and deliver files to client
- Evaluate the effectiveness of the project

Publish!

- Publishers you know!
 - Your publications group
 - Your company
 - A professional organization
- Self publish
 - Print on demand
 - e-book
- Commercial publishers
 - Identify them
 - Read and follow their submission guidelines
- Products
- A caveat...know who has the copyright!

What are your next steps?

- My next steps are...
- My role is...
- Others who can join me are...

