



Design Matters: Brochures 01: An Essential Primer for Today's Competitive Market

Michelle Taute. 2008. Beverly, MA: Rockport. [ISBN 978-1-59253-398-5. 175 pages. \$24.99 USD (softcover).]

Although the primary audience for *Design matters: Brochures 01* is designers, the information works equally well for those of us who work with designers to produce brochures. Author Michelle Taute draws on the work of talented design professionals who have been given considerable latitude by their clients. It is an ideal pairing that leads to some truly wonderful brochures that tug at the heart, excite the brain, and lead one to action.

The book has five sections: "Introduction," "Planning," "Design basics," "Budget considerations," and "Practical matters." Case studies, a gallery, and lists of resources and contributors round out the volume. As you might expect, *Design matters: Brochures 01* is packed with examples of design challenges solved. The text is brief because Taute lets the examples and case studies convey the many lessons you can learn from the book.

Taute's approach to a design project seems right on the money, accepting as she does the need to work with existing identity guide-

lines and maintaining a positive attitude about budget constraints. Her guidance about working with presses and never taking a good outcome for granted is music to a nervous editor's ears.

One section, under "Planning," counsels designers to talk about a client's real goal and not assume that a brochure is the solution. In her example, a one-eyed octopus logo was developed for a firm called Outfit Media. However, was a brochure the most memorable way to promote the company? Actually not, suggested the designers. Ultimately a poster was the winning solution, and the designers came up with other interesting ideas to promote the company. But not a brochure.

Taute scatters ideas, usually in the form of lists, among the pages. Ideas for smarter typography, ways to jump-start your brain, tips for brochure production (using digital printing for a short run, for example), developing your own stock photos, and choosing the right paper. Always juxtaposed with amazing and varied examples, these lists offer new information or quick reminders to both designers and editors and coordinators.

A visual delight, this book is a keeper. It is an outstanding volume that encourages fresh thinking, provides advice and counsel, and offers design inspiration. Share it with colleagues and your design team as you kick off your next project.

Ginny Hudak-David

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The CSS Anthology: 101 Essential Tips, Tricks & Hacks

Rachel Andrew. 2007. 2nd ed. Collingwood, Victoria, Australia: Site-



Point. [ISBN 978-0-9758419-8-3. 392 pages, including index. \$39.95 USD (softcover).]

When Rachel Andrew's *The CSS Anthology* arrived in my office for review, my staff rolled their eyes collectively as I excitedly began thumbing through the pages. However, after reading out headings that addressed our current questions, the mood quickly changed. Andrew answered one question after another:

- ◆ "How do I remove the large gap between and h1 element and the following paragraph?" (36)
- ◆ "How can I create pure CSS drop-down menus?" (126)
- ◆ "How do I ensure that my tabular data is accessible as well as attractive?" (137)
- ◆ "How do I ensure that users with text-only devices understand how to complete my form?" (185)
- ◆ "How can I send different styles to a particular browser?" (235)
- ◆ "How do I create style sheets for specific devices, such as screen readers or WebTV?" (263)

In short order, this became the most popular book in the office. It was peppered with Post-Its, dog-eared, and highlighting by the end of the week. I had to call for its return so I could review it.

Andrew, who builds Web sites and writes about development, uses CSS daily and seems to understand

the struggles of completing a project in record time. Everything about this book delivers on her promise to design an anthology that lets “you quickly find the answer to the particular CSS problem with which you’re struggling at any given point in time . . . [and] allow you to expand on, and experiment with, the technique in your own time” (xv).

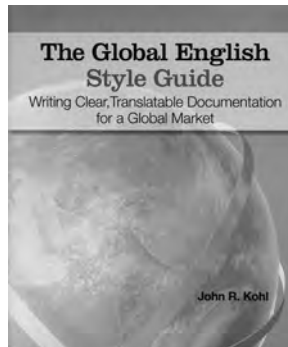
Specifically, Andrew provides blocks of markup that solve many of the common issues developers face regularly. Each chapter is a series of questions that inspires well-written code as effectively as it solves problems. Andrew’s conversational style pulls you into the book and the full-color pages make it easy to navigate and use on the fly. You’ll learn the best CSS practices while dealing with

- ◆ Text styling and other basics
- ◆ Background images and positioning text with images
- ◆ Navigation
- ◆ Appropriate use of tabular data
- ◆ Cross-browser compatibility
- ◆ Accessibility and alternative devices
- ◆ CSS positioning and layout

Although this book is not a tutorial for new developers and is light on theory—it covers the basics of getting started with CSS—Andrew sparks your creativity by presenting simple techniques in the early chapters and delving into increasingly complex techniques throughout the remainder of the book. She presents code very clearly and understandably, allowing you to understand how HTML and CSS markup merge to create the desired effect.

Whether you are just beginning to use CSS or are an experienced developer, this book is essential reading. You will undoubtedly find several tips, tricks, and hacks that will improve your projects. You may want to purchase two copies in your office: one for you and one to share.

Louellen S. Coker



LOUELLEN S. COKER has more than 15 years of experience in public relations, instructional design, Web design, technical writing, and editing. With a technical communication MA, she is president of Content Solutions, an STC senior member, and a past Lone Star Community president. She has taught technical communication and presented workshops.

The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market

John R. Kohl. 2008. Cary, NC: SAS Institute, Inc. [ISBN 978-1-59994-657-3. 336 pages, including index. \$39.95 (softcover).]

The challenges associated with writing for an international audience are not limited to those encountered in working for localization companies or on localization teams. Companies often have offices around the world, and many people who read and use the documentation produced by a company, whether they are external clients or internal project team members, are nonnative English speakers.

John R. Kohl’s *The global English style guide* is intended for anyone who writes technical information in English for an international audience. It aims to supplement traditional style guides, which do not cover is-

ssues concerning translation. The book focuses on terminology, sentence-level issues, and grammatical constructions that may not be appropriate for global audiences.

In the introductory chapter, Kohl describes Global English as written English that is optimized for a global audience and that follows guidelines beyond what are found in conventional style guides. These guidelines focus on

- ◆ Eliminating ambiguities that impede translation
- ◆ Eliminating uncommon non-technical terms and unusual grammatical constructions that on-native speakers (even those who are quite fluent in English) are not likely to be familiar with
- ◆ Making English sentence structure more explicit and therefore easier for nonnative speakers (as well as native speakers) to analyze and comprehend.
- ◆ Eliminating unnecessary inconsistencies (2)

Kohl introduces three language technologies and describes their relation to Global English. The technologies discussed are machine translation, translation memory, and controlled-authoring software. Each section of the book indicates a priority level for that guideline depending on the situation and the language technologies that will be used to perform translations, where HT represents human translation, NN represents nonnative speakers, and MT indicates machine translation. For example, MT1 means that the guideline is highest priority for text that will be machine translated. One of the book’s appendixes presents all of the style guidelines outlined in the book sorted according to these priority values in an easy-to-reference table format.

The effective use of Global English on text before it is translated, regardless of the translation method,