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A thoroughly contemporary approach to teaching essential engineering graphics skills has made Fundamentals of Graphics Communication the leading textbook in introductory engineering graphics courses. The sixth edition continues to integrate design concepts and the use of CAD into its outstanding coverage of the basic visualization and sketching techniques that enable students to create and communicate graphic ideas effectively. As in past editions, the authors have included many examples of how graphics communication pertains to "real-world" engineering design, including current industry practices and breakthroughs. A website provides additional resources such as an image library, animations, and quizzes.

A comprehensive and up-to-date introduction to the analysis of public rhetoric, Modern Rhetorical Criticism teaches readers how to examine and interpret rhetorical situations, ideas, arguments, structure, and style. The text covers a wide range of critical techniques, from cultural and dramaturgical analysis to feminist and Marxist approaches. A wealth of original criticism demonstrates how to analyze such diverse forms as junk mail, congressional debates, and traffic regulations, as well as literature. This long-awaited revision contains new coverage

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of mass media, feminist criticism, and European criticism.

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An Industry Classic, Revised for the Modern Age This classic guide to winning readers for designers, art directors, and editors, has been completely updated to be applicable to both online and print publication design. Because it has truths about effective visual communication that transcend ever-changing technology, this book has been in continuous publication since 1974. Revised with the careful attention of widely respected author and professor of graphic

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design Alex W. White, *Editing by Design*, Fourth Edition, describes how both word people and design people have the same task: to reveal the true core of each message as plainly and compellingly as possible. It is a book vital to creators of today's online and print media. Readers will find ways to marry content and form, helping story and design to reinforce each other, and create pages that are irresistible. Brimming with three hundred illustrations, chapters cover a wealth of design and editing matters, including: How to think about "editing" and "design" as a word person and a design person Teamwork and collaboration for story clarity Originality and inducement for the reader Columns and grids for organization and consistency Covers and content listings as tools for deeper reader involvement How to use type hierarchy to catch and lure readers Representational and non-representational imagery Using color as a branding device Readers will learn how editor-designer collaboration can achieve maximum creative impact through the effective use of words, images, and space. Full of practical examples, this book is equally for designers looking for a deeper understanding of how to design better and for writers and editors wanting to communicate more vividly with the utmost impact, as well as for editorial directors and publishers seeking a competitive advantage.

Completely revised and updated to address changes in technology, this new edition is the definitive guide to the art and science of sailing. Since the publication of the widely hailed first edition in 1983, *The Annapolis Book of Seamanship* has set the standard by which other books on sailing are measured. Used throughout America as a textbook in sailing schools and Power

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Squadrons, The Annapolis Book of Seamanship thoroughly and clearly covers the fundamental and advanced skills of modern sailing. This edition of Annapolis is a major overhaul. Over half the book has been revised; old topics and features have been updated, and many new ones have been introduced. The design has been modernized, and many color illustrations have been added. As big and detailed as Annapolis is, the wealth of technical information (including dozens of step-by-step instructions) is presented here in a way that is uniquely readable; it's both useful and easy to use. This is because John Rousmaniere and artist Mark Smith bring to Annapolis decades of experience both as sailors and as professional communicators. Annapolis emphasizes the standard skills and proven methods that eliminate error and confusion, ensure security in emergencies, and allow every sailor more time for enjoyment on the water. Much has changed on the water since 1983 when this book was originally published. Black buoys are now green, the Global Positioning Satellite navigation system (GPS) is almost universally used, new types of anchors and sails have appeared, safety skills and gear are vastly improved, many more women are commanding boats, and catamarans and trimarans are common where only monohulls used to sail. But for all these modern developments, the basic skills and spirit of sailing have not changed at all. Sail trimming, keeping up steerageway, maintaining the dead reckoning plot, heaving-to -- these fundamentals are as important now as ever and receive much attention here. Among the innovations in this edition are: \* Basic skills in early chapters: Fundamental sailing and boat-handling skills and gear, which are introduced in chapters 1, 2, and 3. \* "Hands On" segments: Three dozen special sections, each devoted to a particular seamanship problem and an expert solution. \* More how-to tips: Additional rules of thumb that guide a crew quickly and

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successfully through seamanship problems. \* New coverage of multihulls: Advice on evaluating, anchoring, and handling catamarans and trimarans under sail (including in storms). \* More on emergencies: New material on emergencies, safety, and heavy-weather sailing, including a section on preparing a docked boat for a hurricane. \* Equipment updates: Expanded coverage of the use and care of modern gear and hardware, including radar, GPS, rescue devices, and asymmetrical spinnakers. \* Terminology: Full definition and illustration of major terms when they're first introduced, with alternative language provided in parentheses. \* Gender: The use of feminine personal pronouns, which reflect the fact that more women are captaining and sailing boats than ever before. From navigation and seamanship to boat and gear maintenance, from pleasure cruising to heavy-weather sailing, here is the definitive, state-of-the-art guide that provides systematic step-by-step techniques to see you through every situation on deck and in the cockpit.

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