

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Architecture for Ships?

By Thomas Yoon

Architecture for Ships? by Thomas Yoon

What is Naval Architecture? Many folks will not have a slightest idea.

It's a field of study that involves Physics, Mechanics, Engineering and Legislation.

Architecture involves design of buildings.

Naval Architecture is slightly different. Many considerations need to be made when we construct a ship that can travel through stormy seas, maintain the stability with constantly changing cargo loading patterns, determine speeds and resistances when moving through the water – in short a moving and functional building structure, floating on the oceans.

Building a ship involves many aspects of engineering – just like building a skyscraper on land. Modern ships are built of steel. However, there are also many smaller boats made of fiberglass, ferro-cement, wood and other laminations.

Building for strength is a must. However, in order for a ship to float, the shell of the ship's hull must be relatively thin. The strength is obtained from frames and stiffeners, just like the skeleton in our bodies.

Then, there are also the stability considerations. It must not be so easily toppled over. It must also be designed for various situations of loading. Special considerations need to be made for liquid cargo or fuel oil that could lead to instability due to a phenomenon called free surface effect.

Architecture for Ships?

Trimming a ship involves making it as horizontal as possible when considering the front (fore) and the back (aft) of the ship. Water ballast can be used to adjust the trim. These will have to be considered in the design.

In an accidental flooding of any of the tanks, for example, when a ship is involved in a collision, it must have some means to maintain the floatation without sinking.

The amount of power to be applied for the propulsion of the ship, the amount of speed and resistances it will encounter will

have to be considered when designing a ship.

The size of the rudder and how the ship will behave during turning is also considered in the study of Naval Architecture.

Does it sound like an interesting study to you? This is just a very brief introduction. Competent Marine Engineers have to study the subject of Naval Architecture in order to qualify for their licenses.

Well folks, you can download your own free e-book at:

or you can find out more

about Marine Engineering at

Many years of working experience in Marine, Facilities, Construction has given the author material for writing e-books and articles related to engineering, and management.

More

information at

and

Great Brands Depend on Attention to the Brand Architecture

By Richard Cunningham

Do you have the architecture in place to make sure each and every brand contact sends the right message?

Architecture for Ships?

Thinking in terms of architecture, a building that looks great and catches your attention is probably designed so that each component looks perfect and enhances the overall effect of the building.

In the audiobook, "Sound Advice on Brand Marketing," author Tom Miller says, "Great architecture works because of attention to detail, and great brands depend on the same level of attention." Each component of a brand that touches the customer must support and enhance the overall message.

A brand architecture also builds a connection between corporate brands, master brands, product brands, and branded features, which, according to Miller, "makes decisions easier when it comes to messaging and graphic design."

Miller suggests everyone take a fresh look at their own brand architecture, beginning with a review of all current marketing materials. "Is the message consistent? Does the look and feel convey the value of the brand? Is there room for improvement?" Once a brand is viewed as architecture, it may never look the same. Says Miller, "It may be the beginning of building your own best brand."

Tom Miller offers branding advice each week in the free audio newsletter from What's Working in Biz,

Richard Cunningham is a principal of What's Working in Biz,

, a publisher

of business audiobooks and online audio programs on marketing, sales, and small business strategies.

Great Brands Depend on Attention to the Brand Architecture

A Small Alaskan Cruise

Learn About The Traditional Chinese Sailing Ships

Find Out The Advantages Of Traveling On Cruise Ships

Does Postmodernism Exist Still In Architecture

Travel Cheap! Travel Well!

Sen Ze's Mini Encyclopedia of Internet



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!