



The ISTC is the United Kingdom's professional association for technical authors, technical illustrators, and information designers.

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## ISTC area group news

### West of Scotland area group

*By Katja McLaughlin, MISTC*

**The next ISTC technical communicators' meeting in Glasgow will take place on Monday 8 November 2010, from 7:30 pm onwards. Come along to talk about latest news and trends in communication, or just to meet other communication professionals.**

**The event is free and open to anyone interested in technical communication, such as technical authors, information architects, internal communication professionals, report writers, marketing writers, web content writers and graphic designers.**

**Venue: Waxy O'Connors pub, 44 West George Street, Glasgow, G2 1DH. Please make your way to McTurk's Room on the middle level.**

**For more information, contact [westscotlandareagroup@istc.org.uk](mailto:westscotlandareagroup@istc.org.uk).**

### Use your local area group

**Local area groups are a great way to meet up with fellow technical communicators to network and share knowledge and expertise. You'll find a mix of social evenings, talks and visits open to everyone – you don't need to be an ISTC member to attend.**

Current groups include:

- Bristol
- Cambridge
- London technical writers group (independent)
- North-East England (Newcastle)
- North-West England (Manchester)
- West Midlands (Stafford)
- West of Scotland (Glasgow)
- Walldorf, Germany

If you're interested in any of these groups, email the ISTC office at [istc@istc.org.uk](mailto:istc@istc.org.uk) and they'll pass your contact details onto the organiser.

And if there's no group near you, why not consider starting one up?

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## Affiliate news

### TransPerfect London passes continual certification audit for EN 15038:2006



TransPerfect, the world's largest privately held provider of translation services, today announced the official recertification of its London production center to EN 15038:2006.

In June 2008, TransPerfect became the world's first major translation services provider to earn EN 15038:2006 certification. This standard – put into effect by the European Committee for Standardization (CEN) in 2006 – specifically addresses issues of quality within the translation industry.

In order to maintain certification, TransPerfect receives regular audits from TÜV SÜD, an internationally recognised, independent certifying organisation. According to Markus Kukla, lead auditor at TÜV SÜD, 'TransPerfect ranks highest among the translation service providers we have audited. We benchmark their quality management system with other providers who wish to become certified.'

#### About TransPerfect

With revenue of over \$220 million, TransPerfect is the largest privately held language services provider in the world. From offices in 66 cities on 5 continents, TransPerfect offers a full range of services in over 100 languages to multinationals worldwide. With a global network of over 4,000 linguists and subject-area specialists, TransPerfect is the largest translation company to be fully ISO 9001:2008 and EN 15038:2006 certified. TransPerfect is headquartered in New York and has regional headquarters in London and Hong Kong. For more information, please visit our website at [www.transperfect.com](http://www.transperfect.com).

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#### ITR supports scheme to develop postgraduate translation talent

International Translation Resources (ITR) is proud to have participated in the development of the Gateways into Languages graduate placement programme.

The programme enables translation graduates to develop professional skills by carrying out work placements within a structured framework. The framework is

supported by a guidebook for employers, graduates and higher education institutions.

Developed by CILT – the National Centre for Languages – working in partnership with six universities and five ATC member companies including ITR, the graduate placement programme celebrated its launch at the Institute of Engineering and Technology in London on 22 April 2008. Speakers included Lord Dearing; Dr Anne Davidson Lund, CILT's Director of Policy Research, Research & Information; and Helen Eckersley, a Director of ITR and Chair of ATC's Education Committee.

ITR's academic partners involved in the government-funded pilot scheme were:

- Aston University
- Imperial College
- University of Leeds
- London Metropolitan University
- University of Salford
- University of Westminster

Since the launch, ITR has continued to support the programme by hosting several graduates on work placements. Some of these graduates have since taken up permanent positions within the company –

mainly in project management support roles or as linguistic quality controllers.

Translation graduates on work placements hosted by ITR can normally expect to perform a range of translation support tasks including:

- Terminology management tasks (e.g. term mining, building and updating glossaries)
- Translation Memory management tasks
- Linguistic quality assurance tasks (e.g. proofreading, user testing of localised software or websites)
- Project management support tasks (e.g. internet research, file transfer etc)

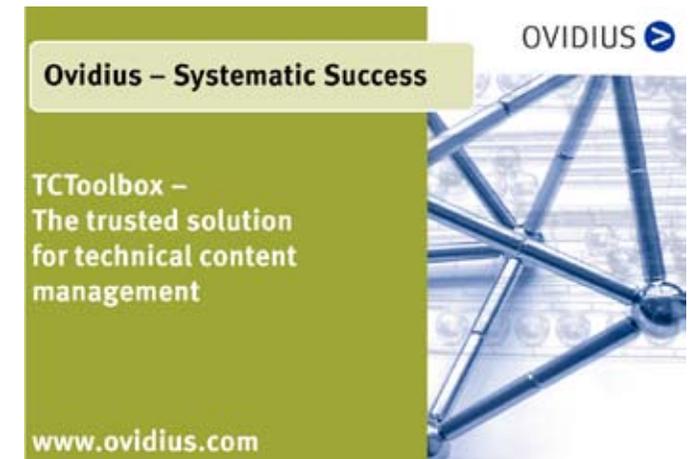
In accordance with the programme's framework, all graduates report to a mentor, usually a senior member of ITR's project management team, who plans the graduate's induction programme and workload, monitors the graduate's performance and provides developmental feedback. The graduate must complete a weekly report and a final report giving details of their activities and achievements.

It is hoped that more and more companies and graduates will exploit the mutual benefits of structured work placements.

Helen Eckersley said 'For the company, a work placement can be an invaluable screening stage in the recruitment process, like an extended interview. For the student, a work placement provides insight into suitable career paths, delivers experience that an academic institute cannot and reinforces a CV.'

An event held at Salford University on 4 November 2008 marked the launch of a national online portal which enables employers to advertise work placement opportunities for postgraduate translation students.

For more information on the Graduate Placement Scheme online portal, visit [www.routesintolanguages.ac.uk/translation/placement/index.html](http://www.routesintolanguages.ac.uk/translation/placement/index.html).



## Industry news

### Two-tier Internet could put access to public services at risk

Online access to public services could be put at risk by a purely market-driven approach to net neutrality, warns consumer watchdog the Communications Consumer Panel in its response to consultations from Ofcom and the European Commission.

As networks become more congested Internet Service Providers (ISPs) are increasingly considering charging content providers to prioritise certain types of internet traffic. Content providers could pay ISPs to get guaranteed quality of service for their customers.

‘This would improve the quality of service for consumers who want to use these services’ says Anna Bradley, Chair of the Communications Consumer Panel. ‘The

danger is that it could result in a two-tier internet, with content from companies who are prepared to pay ISPs for preferential treatment delivering a significantly better user experience. In this scenario, public services could suffer from being in the shadows of more appealing commercial services. This might not be an issue now,

but we are seeing the development of exciting new e-health services that could have widespread benefits.’

Much of the focus of Ofcom and the European Commission is on ensuring ISPs

provide information to consumers about their approach to traffic management, so consumers can choose the approach that suits them best.

‘This is important, but it is not enough’ says Anna. ‘We must have a wide-ranging debate that is informed by a better understanding of consumer needs and behaviour. We need to know what might work for consumers in both the short term, and in the long term to guarantee consumer access to online public services.’



### Indexes win prizes – 2010 Wheatley Medal announcement

At the annual dinner on Thursday 30 September, during the Society of Indexers conference at Middelburg, The Netherlands, SI President Professor John Sutherland announced that the Wheatley Medal for an outstanding index was awarded to Jan Ross for her index to A J. Zuckerman et al. (eds), *Principles and Practice of Clinical Virology* (6th edn, Wiley-Blackwell, 2009).

‘This is a comprehensive and detailed text on a specialised subject,’ said Auriol Griffith-Jones, who chaired the judging panel this year. ‘The index shows an excellent grasp of the subject and is clearly laid out. The headnote and list of common abbreviations were particularly useful for the user. All in all a fine index.’

According to Auriol, it was a particularly strong field this year. ‘Most of them were weighty tomes of considerable scholarship and all had merit. We had our work cut out to whittle them down.’ There were fewer entries than usual, however, and the judges were saddened by the absence of science books, other than medical – continuing a trend that has been noted in recent years.

For the second year running Barbara Hird was highly commended. This time for her index to M.F. Suarez and M. L. Turner (eds), *The Cambridge History of the Book in Britain, Vol. 5: 1695–1830* (Cambridge University Press, 2009). The judges found this to be a dense and scholarly text with a large amount of detail and an index to match, in both its coverage and its complexity.

Meg Davies was commended for her index to Kevin Sharpe, *Image Wars: Promoting Kings and Commonwealths in England, 1603–1660* (Yale University Press 2010), another scholarly and complex text. ‘The index covers the concepts well,’ said Auriol, ‘The names are helpfully annotated, and the essential notes are also included.’

The Wheatley Medal was established in 1961 by the then Library Association and the Society of Indexers to recognise and encourage excellence in indexing. The panel of judges includes representatives from the Society, from the Chartered Institute of Library and Information Professionals (CILIP) and from the academic community. Further information and a list of past winners is available on the Society of Indexers website; visit: [www.indexers.org.uk](http://www.indexers.org.uk).

### The Society of Indexers

The Society of Indexers was established in 1957 and is the only professional association of indexers in the UK. It aims to promote indexing, the quality of indexes and the profession of indexing. In addition to its well-respected distance-learning course, it runs a programme of workshops at various venues throughout the UK, and publishes a quarterly journal (The Indexer) and a series of occasional papers on specialised aspects of indexing. Publishers and others searching for an indexer need look no further than the Society’s directory of Indexers Available, online at [www.indexers.org.uk](http://www.indexers.org.uk), where they will also find considerable advice on commissioning indexes.

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### Bentley Systems picks SDL Trisoft

SDL announced that Bentley® Systems has selected SDL Trisoft™ as its Component Content Management system for the management of the company’s documentation in DITA, the XML standard for technical documentation and training material.

Bentley Systems provides comprehensive software solutions for the infrastructure lifecycle. To meet the growing demands of the company’s global users, Bentley Systems’ product documentation team set out to streamline Bentley’s documentation processes and set a vision for the future – to produce more interactive documentation for the company’s customers. Working alongside Bentley’s product documentation team to implement DITA for their training materials is the Bentley Institute, providers of world-class training for Bentley Systems.

‘We had multiple teams with multiple tools and processes when we started this project,’ said Bill Weber, director, project management and process integration, Bentley Systems. ‘We set out to develop a company-wide approach to both documentation and training materials that would provide Bentley Systems with a platform for delivering best-in-class

interactive documentation. We selected SDL's Structured Content Technologies offering based on the strength of the DITA support in SDL Trisoft, the expertise of the team and the company's long-term vision for dynamic content.'

'The Bentley Software Product Documentation group and Bentley Institute are impressive in their vision and understanding of the power of DITA and structured content,' said Kevin Duffy, CEO, SDL Structured Content Technologies division. 'We are particularly impressed by the vision of having training and product documentation shared in a common repository to facilitate reuse, consistency and the ultimate goal of interactive content.'

In phase one, Bentley's Product Documentation group will deploy SDL Trisoft as the Component Content Management system for DITA, with JustSystems XMetaL® as the XML authoring tool. In phase two, the Bentley Institute will move training materials into structured content, leveraging SDL Trisoft with Adobe® FrameMaker® 9 and the DITA Training and Learning specialisations. The goal is to have a common repository that enables the teams that write product and training materials to easily share content.

SDL Trisoft is a Component Content Management system specialised for DITA and dynamic publishing. It empowers global organisations to easily track and manage the relationship of thousands of topics of technical information through the lifecycle of content creation, review and publishing. SDL Trisoft's unique Publication Manager and multilingual content management capabilities empower writers and publishers to track and organise content into publications and then track their release to global markets.

For more information about SDL, visit: [www.sdl.com](http://www.sdl.com).

### **Adobe celebrates winners of 10th Annual Design Achievement Awards**

Adobe Systems Incorporated announced the winners of its 10th annual Adobe Design Achievement Awards (ADAA), celebrating global student achievements that bring technology and the creative arts together. The awards honour the most talented and promising student graphic designers, photographers, illustrators, animators,



digital filmmakers, developers and computer artists from the world's top higher- education institutions. Since the ADAAs began in 2001, close to 20,000 students across 52 countries have participated in this competition.

'The Adobe Design Achievement Award competition attracts the best student designers in the world. We feel fortunate to be able to shine a light on these future creative leaders,' said Ann Lewnes, senior vice president of corporate marketing, Adobe.

For the second consecutive year, Adobe has collaborated with Icograda, International Council of Graphic Design Associations, to attract student submissions from the Icograda Education Network, and select an international panel of design experts to judge the awards.

'The students have done things that are so fresh and innovative because they are pushing the technology and the software is allowing them to do things they couldn't have done before,' said judge Meg Barbour, principal at The Barbour Shop.

Renowned designer, Stefan Bucher, served as the Master of Ceremonies during last night's ceremony at the Regal Cinemas Premiere House in Los Angeles, California.

Winners were recognised in 12 categories across interactive media, film and motion and traditional media:

- Browser-Based Design—Tiago Cabaco, *Case Study: Kalvika*, Academy of Art University, United States
- Non-Browser Based Design—Anthony Mattox, *Pulsus*, Maryland Institute College of Art, United States
- Application Development—Andrew Mahon and Zeke Shore, *VoxPop*, Parsons The New School for Design, United States
- Mobile Design—Laura Bordin, *Heart Lift*, IUAV University of Venice, Italy
- Installation Design—a team led by Marco Werner, *Buchmesse 2009*, Dortmund University of Applied Science, Germany
- Animation—Napatsawan Chirayukool, *What Makes Your Day?*, Kingston University, United Kingdom
- Live Action—Victor Aloj, *Ad Against Child Sexual Abuse*, Hamburger Technische Kunstschule, Germany
- Motion Graphics—Edeline Bernal, 29, York University/Sheridan College, Canada
- Illustration—Soonkyu Jang, *World Championship 2010*, Dankook, Korea
- Packaging—Linna Xu, *Ilford Film*, York University/Sheridan College, Canada
- Photography—Natalia Luzenko, *To Wait and See*, Fachhochschule Wuerzburg-Schweinfurt, Germany
- Print Communications— Chiharu Tanaka, *MONYO+MOJI*, Academy of Art University, United States



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The winning entries can be viewed at ADAA Gallery ([www.adaagallery.com](http://www.adaagallery.com)), along with the 2010 finalists and those who have won over the previous nine years. Winners were selected by a global panel of industry judges based on originality, effectiveness in meeting the communication objectives outlined for each submission category, and contestant(s) skills in applying Adobe products.

Judges include: Meg Barbour (United States), principal/‘first chair’ at The Barbour Shop, a renowned post-production shop for TV, film, Web and mobile; Steve Cornwell (Australia), CEO of brand identity company, Cornwell Design; Diego Marini (France), Accelerated Solution Environment network graphic designer and art director; Bruno Porto (Brazil), graphic designer, educator and consultant; Kevin Slavin (United States), managing director and co-founder of Area/Code, creators of cross-media games and entertainment; Erik Spiekermann (Germany), creative director of Edenspiekermann and former ambassador for the European Year of Creativity and Innovation; and Lawrence Zeegen, head of school of communication design, Kingston University (United Kingdom).

‘It’s very important for design education to be engaged and involved in producing the kind of graduates who are going to change

perceptions within the design industry—ones who will rock boats, rather than row boats and those who will continue to move the industry forward,’ said judge Zeegen, head of school of communication design, Kingston University.

All individual and leaders of the group category winners received a US\$3,000 cash prize, a winner’s certificate, a 3D award, a copy of Adobe® Creative Suite® 5 Master Collection software (individual winner) or his/her choice of either Creative Suite 5 Design Premium, Creative Suite 5 Web Premium or Creative Suite 5 Production Premium education version software (group winner). Individual winners and team captains will also receive a one-year mentorship with a design leader from the Icograda network and may be appointed to the Icograda Youth Advisory Panel.

#### About Icograda

Icograda (International Council of Graphic Design Associations) is the world body for professional communication design. Founded in 1963, Icograda promotes communication designers’ vital role in society and commerce. For more information, visit [www.icograda.org](http://www.icograda.org).

## Blog news

### We are all content strategists?

*By Gordon McLean, MISTC*

As other people have mentioned, the emergent theme for the Technical Communications conference this year appears to have been Content Strategy. I don’t think it’s any coincidence as it’s something that has been bubbling along on various blogs for a while now, the question is, what is it and do I need to worry about it?

To help answer those questions I’d like to point you to a couple of blog posts. The first, by [Tom Johnson, looks into why an online help system may fail](#) and whilst that may not seem directly related to content strategy, perhaps it is closer than you think: ‘Most of what I covered in this post — relevance, findability, and clarity — are core issues for technical writers. If technical writers don’t address these topics, they’re not doing their

A technical writer for almost 16 years, Gordon has been blogging for almost 10 of those. He monitors a large breadth of blogs covering most aspects of technical communications. You can download the full list of RSS feeds from his blog at [www.onemanwrites.co.uk](http://www.onemanwrites.co.uk).

job. If they do address them, does it make them content strategists?’

In the second post, [Larry Kunz looks at this emerging term and wonders where it fits amongst the day to day responsibilities of a technical writer](#). ‘In a world where content comes from an ever increasing number of sources, where content can (and must) change in response to changing requirements, is the doc plan — rigid and narrow in scope — no longer up to the job?’

Ever wanted a real life example of the difference a technical writer can make? Look no further than [the conversation John Kierney had with a taxi driver](#). I won’t spoil the story but will pass on the question John asks at the end of his post: ‘if a skilled plumber turned taxi driver can see the value in a Technical Author, why is it sometimes so difficult to persuade our colleagues of the same?’. If you have a good answer, pop along and add a comment.

Perhaps Kai Weber has one solution as, in his post [Shape the Hype Cycle with Tech Comm](#), he points out that ‘Technical communication is part of the hype cycle. Whether we take it into account or not, our documentation contributes to the item’s visibility, and it certainly shapes expectations on it’ I’ve seen the hype cycle

mentioned in several companies, so it’s sure to resonate with your boss, and your colleagues in the sales and marketing departments. If nothing else, it might give you a way to start talking to them!

Are you new to technical writing or looking to further your career? If so, then go read [Technical Writing Career Advice from 11 Experts](#). Craig Haiss, who pulled the post together, states: ‘A technical writing career is guaranteed to be filled with challenges. Technology is constantly changing, roles are shifting, and best practices are evolving. Wouldn’t it be great if you could get the best minds in the industry in the same room and ask them for advice on how to be successful in such an environment?’. Caveat: Craig asked me to input to this post, obviously not realising I’m not an expert in anything.

Scott Berkun tackles a dangerous phrase in his post, [The fallacy of ‘They Don’t Get It’](#). ‘To say “They don’t get it” is giving up. It spreads assumptions about the nature of ideas out into the world, pretending there is no alternative, despite history to the contrary.’ As a lesson to guard against such presumptions, he offers four simple questions to help tackle any such discussions and dispel those thoughts.

## Quick links to the bloggers and their blogs

Tom Johnson:

<http://idratherbewriting.com/2010/10/22/why-help-content-fails-contentstrategy>

Larry Kunz:

[www.dmncommunications.com/weblog/?p=2215](http://www.dmncommunications.com/weblog/?p=2215)

John Kierney:

<http://jk1440.wordpress.com/2010/10/23/had-one-of-those-technical-authors-in-the-back-of-my-cab>

Kai Weber:

<http://kaiweber.wordpress.com/2010/10/25/shape-the-hype-cycle-with-tech-comm>

Craig Haiss:

[www.helpscribe.com/2010/10/technical-writing-career-advice-from-11.html](http://www.helpscribe.com/2010/10/technical-writing-career-advice-from-11.html)

Scott Berkun:

[www.scottberkun.com/blog/2010/the-fallacy-of-they-dont-get-it](http://www.scottberkun.com/blog/2010/the-fallacy-of-they-dont-get-it)

Nicole Jones:

<http://contente.org/pro-tips>

Rhonda Bracey:

<http://cybertext.wordpress.com/2010/10/13/i-love-this>

Mark Twain:

[www.lettersofnote.com/2010/10/mark-twain-on-proofreaders.html](http://www.lettersofnote.com/2010/10/mark-twain-on-proofreaders.html)

BBC News:

[www.bbc.co.uk/news/magazine-11582548](http://www.bbc.co.uk/news/magazine-11582548)

And finally, [two pieces of simple yet effective advice](#) that I hope none of you ever have to heed, [a definition of a help system without a table of contents](#), Mark Twain offers [his thoughts on proof readers](#), and the BBC News website asks [What's so wrong with Comic Sans?](#).

Thinking of starting a technical communications blog? Know of a blog that you think others would be interested in? Please feel free to get in touch at [blogs@istc.org.uk](mailto:blogs@istc.org.uk).

#### Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control over the information you may find at these locations, so the ISTC cannot be responsible for changes to content found at these locations or any material on those sites that may be inaccurate, misleading or offensive to you. All links are provided with the intent of meeting the mission of the ISTC and its Newsletter, and the ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site. Please let us know about existing external links which you believe are inappropriate or inaccurate and about specific additional external links which you believe ought to be included.

## Book review

### Safety Instructions and Warning Messages in Technical Documentation

By Lothar Franke and Mats Frendahl

*Reviewed by Antoni Dzumaga*

This is a small book of 64 A5 pages, the additional descriptions on the cover read: 'The concise guide to writing compliant and useful safety alerts' and 'CD with hundreds of ready to use symbols and templates included'. As my technical authoring work includes planning and creating warning messages and stickers I could not resist an in depth look into this package.

As the authors state 'the purpose and one of the biggest promises of this book is to present a straight forward and pragmatic look into the entire subject of safety



instructions and warning messages', and it certainly lives up to this promise. It covers the terminology and legal requirements, types and levels of safety instructions, frequency and placement, including a system on how to determine which instruction/message to use and its contents.

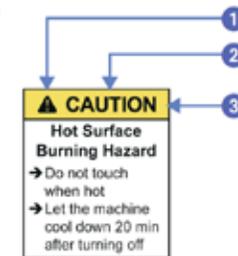
The book consists of the instructions and systems complete with examples and a catalogue of the CD contents.

#### The book contents

Chapter 1 Terminology and legal matters, including reference to standards used.

Chapter 2 Safety alert types and levels with illustrated examples.

Fig. 2-1: Example of a safety alert



- 1 generic warning symbol
- 2 signal word according to severity level
- 3 background color according to severity level

Chapter 3 How to decide the safety alert to use with the aid of flowcharts.

Chapter 4 Where to place safety alerts.

## Chapter 5 What a complete safety alert should contain.

Fig. 6-1: Example: Danger with icon in signal word panel

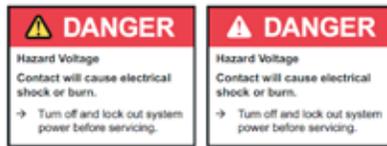


Fig. 6-2: Example: Warning with icon in signal word panel

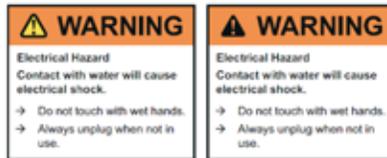
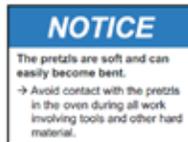


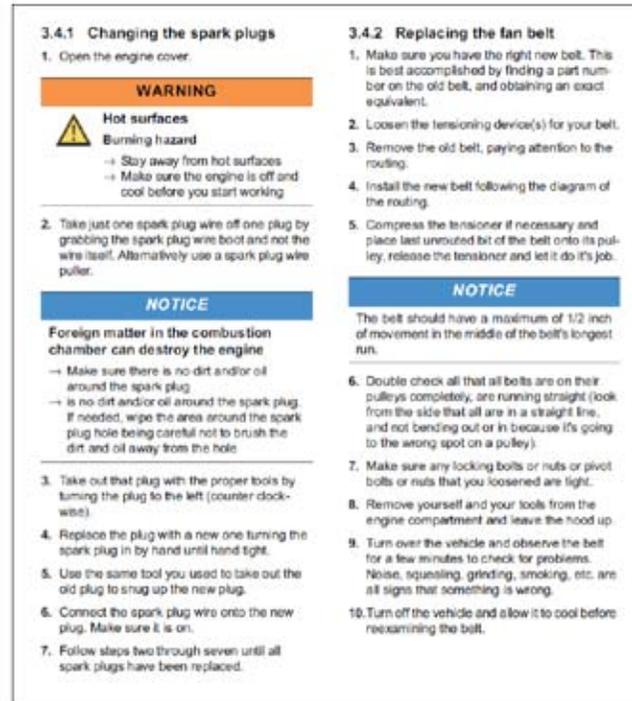
Fig. 6-3: Example: Caution with icon in signal word panel



Fig. 6-4: Example: Notice in signal word panel



## Chapter 6 Layout and visual appearance. This forms the main body of the instruction in the book with plenty of examples like the one below.



## Chapter 7 CD Catalogue and guide to its use.

## Chapter 8 Samples and implementation: In Word, In Design and Framemaker.

### Conclusion

This is an expertly created guide, clearly laid out with plenty of illustrations and examples; overall I'd rate it a well-crafted technical document with all the necessary details covered. If you are already experienced in generating warnings and alerts then this kit will from a useful additional reference and image stock. I would like to have seen vector formats included and it's worth mentioning that standards will change but this does not negate its usefulness for those new to this area as it provides an excellent guide to getting started.

Note: The book is available in PDF format in English or German and the contents of the CD can be purchased in individual packages from [www.mcass.se/pld](http://www.mcass.se/pld).

### Details

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# Training courses

## November

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might be of interest to *InfoPlus*<sup>+</sup> readers, please contact the Newsletter copyeditor at [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

If you would like to promote your course or event to ISTC members, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email [istc@istc.org.uk](mailto:istc@istc.org.uk).

- 15 Introduction to technical authoring**  
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[www.armadaonline.co.uk/techauthortraining](http://www.armadaonline.co.uk/techauthortraining).

- 16-17 Intermediate technical authoring**  
Building on basic course, teaching key issues that define high quality technical authoring. Learn to use a detailed end-to-end writing process to design, draft, and improve technical documents, developing critical skills, create more effective technical documents, and present a consistent and homogenous document set to the users.  
10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[www.armadaonline.co.uk/techauthortraining](http://www.armadaonline.co.uk/techauthortraining).

- 18-19 Advanced technical authoring**  
Intensive course for career technical authors who want to improve their skill set and the quality and effectiveness of the documentation they produce.  
10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[www.armadaonline.co.uk/techauthortraining](http://www.armadaonline.co.uk/techauthortraining).

- 18-19 Introduction to Adobe InDesign**  
This course provides a comprehensive introduction to the powerful capabilities of InDesign, teaching you to produce pages quickly and output them reliably.  
10% discount for ISTC members  
Armada, Bromsgrove, Midlands.  
[www.armadaonline.co.uk/techauthortraining](http://www.armadaonline.co.uk/techauthortraining).

- 22-23 Basic and Intermediate Adobe RoboHelp**  
Course for beginners, teaches how to use RoboHelp to create online help in most popular formats, and produce hard copy guides in Word format from the same project.  
10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[www.armadaonline.co.uk/adobettraining](http://www.armadaonline.co.uk/adobettraining).

- 24 Advanced Adobe RoboHelp**  
Teaches the use of RoboHelp's advanced features. Covers the use of styles and stylesheets, the

development of skins, creating context-sensitive help and using the RoboScreenCapture and RoboSource utilities that are bundled with RoboHelp.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.  
[www.armadaonline.co.uk/adobettraining](http://www.armadaonline.co.uk/adobettraining).

## 25-26 Website creation essentials with Adobe Dreamweaver

This course for new or novice website designers, and anyone who is responsible for creating or updating web pages. It teaches how to design, develop and maintain a professional website using Dreamweaver. During the course, delegates create a fully functioning website, and receive a copy of their files to take away.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.  
[www.armadaonline.co.uk/coursedreamweaver.htm](http://www.armadaonline.co.uk/coursedreamweaver.htm).

## Event news

### LISA Forum India

The LISA Forum India in New Delhi is coming up 8 to 9 December 2010. This year's program will focus on the potential of India's globalisation services sector as a global powerhouse, the skills that Indian companies need to provide globalisation engineering services to foreign clients, the specific requirements of the Indian market for goods and services, India as a gateway to Indonesia, Thailand, and other growing markets in Asia and beyond.

Agenda:

[www.lisa.org/Program.1571.0.html](http://www.lisa.org/Program.1571.0.html).

Register:

[www.lisa.org/Registration.1566.0.html](http://www.lisa.org/Registration.1566.0.html).

Exhibition:

[www.lisa.org/Exhibiting.1462.0.html](http://www.lisa.org/Exhibiting.1462.0.html).

We are looking forward to meeting you in New Delhi.

### Trends in Technical Communications

Adobe has arranged an Executive Event featuring expert speakers to discuss emerging trends and strategies which will

teach you to deliver effective and relevant documentation for your customers. [See the Events listings for more info.](#)

### Gala 2011: The Language of Business

The global content delivery industry is a diverse community of professionals charged with transforming original content — everything from software code to marketing materials — into translated and localised content for consumption by consumers and customers around the world.

GALA 2011 travels to the colourful Iberian Peninsula this year where leaders in global content delivery will collectively discuss, share and debate the latest technologies and advancements in localisation, language and translation technology.

The GALA Language of Business conferences are an excellent investment in your business and your professional development. GALA's conferences bring the global content delivery community together for planned and spontaneous interactions that benefit all members of the language and localisation industry, including providers of language services and managers of global content.

For information, visit: [www.gala-global.org](http://www.gala-global.org).

# Events listings

## November

**3 Sign Design Society: Formula Legibilis – The principles of legible cities**

A talk by Tim Fendley of Applied Information Group at 6:30pm. Further information and bookings are available on the website.

The Gallery, London.

[www.signdesignsociety.co.uk](http://www.signdesignsociety.co.uk).

**3-5 tcworld conference and trade fair**

This annual conference attracts visitors from around the world. Along with the tcworld conference and the tekomp-Trade Fair, that are happening at the same time, the tekomp annual conference is one of Europe's largest event in the industry.

Rhein-Main, Wiesbaden, Germany.

[www.tekom.de/tagung/tagung.jsp](http://www.tekom.de/tagung/tagung.jsp).

**8 West of Scotland area group meeting**

Come along to talk about latest news and trends in communication, or just to meet other communication professionals.

Waxy O'Connors pub, 44 West George Street, Glasgow, G2 1DH from 7:30 pm onwards.

For more information, contact [westscotland\\_areagroup@istc.org.uk](mailto:westscotland_areagroup@istc.org.uk).

**11 TCUK retrospective for London Tech Writers.**

5 – 9pm at Adobe Systems, 12 Park Crescent, London W1B 1PH - for more information and to book tickets go to <http://tcuk10retrospectivelondon.eventbrite.com>.

**17 Trends in Technical Communication**

This is an executive event featuring expert speakers covering recent advances made in technical communication. Presentations from 4-6pm; Cocktail Reception 6-7pm

Adobe Regent's Park Offices, 12 Park Crescent, London W1B 1PH

[www.adobe.com/uk/events/tcstrends](http://www.adobe.com/uk/events/tcstrends).

**18 The Localization Institute: Translation Risk Management online seminar**

Presented by Inna Geller, MBA, CPPI, this seminar is for any professional involved in localisation who wants to learn the methodology of 'risk mitigation' and problem prevention.

[www.localizationinstitute.com/index.cfm?SEMINAR\\_CAT\\_ID=6](http://www.localizationinstitute.com/index.cfm?SEMINAR_CAT_ID=6).

This section introduces new events and reminders of the most relevant events in the coming months. ISTC events are highlighted. You can view previous events listings on the ISTC website's Newsletter archive at [http://istc.org.uk/Publications\\_&\\_Downloads/Newsletter/About\\_the\\_Newsletter.html](http://istc.org.uk/Publications_&_Downloads/Newsletter/About_the_Newsletter.html). To include an event in the listings, please email [events@istc.org.uk](mailto:events@istc.org.uk)

**23 Southern Local Area Group meeting**

IBM Hursley, Nr Winchester  
6 – 9pm.

To book tickets for the event go to: <http://istcsouthernlocalareagroup.eventbrite.com>.

**29 North West Technical Comms “How people make judgements on design quality”**

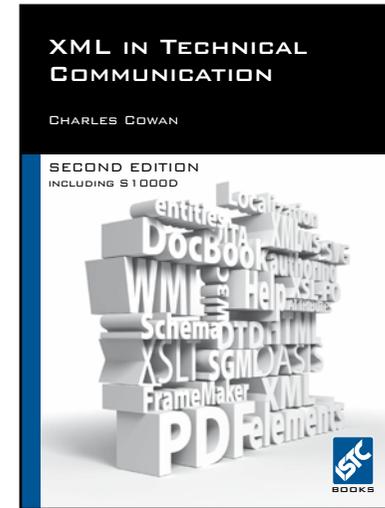
7 – 9pm Madlab,  
36 – 40 Edge Street,  
Manchester M4 1HN

To book tickets for the event go to <http://techcommnw.eventbrite.com>.

**26 137: Carl Jung, Wolfgang Pauli and the pursuit of a scientific obsession**

In 1923, an obsession with the numbers 3, 4 and 137 sparked a strange friendship between the physicist Wolfgang Pauli and the psychoanalyst Carl Jung – a unique meeting of minds. Which is the primal number that seems to hint at the origins of the universe?

The lecture is free though space is limited. To reserve your seat email [library@royalsociety.org](mailto:library@royalsociety.org) or phone 020 7451 2597.



**NEW EDITION**

**REVISED AND UPDATED**

WITH A NEW SECTION ON S1000D

This revised and updated second edition now includes a section about S1000D, the international specification for the production of technical publications that is widely used in the aerospace and defence industries. Other additions include more information about how XML facilitates common technical communication tasks and more material about DocBook.

Still only £20, plus postage and packaging  
25% discount for ISTC members and affiliates

Contact the ISTC office  
([istc@istc.org.uk](mailto:istc@istc.org.uk))



## Back page

### Caption competition

Last month's *InfoPlus+* included this picture and I invited suggestions for a suitably amusing caption. There were quite a few contenders; thanks to all who contributed, it was great fun.



Here are my top three. Okay, I know it's subjective, but the winner was simply too silly to ignore:

**1st place:** 'Mow, mow, mow the boat, gently down the stream, merrily, merrily, merrily, life is but a dream!' (William Waddilove)

**2nd Place:** 'Darling, I said a glass roof. A GLASS roof!' (Adrian Morse)

**3rd Place:** 'The 15th was particularly difficult, not only with the tricky slope and the pin in at the rear of the green but also the moving water hazard...many a ball lost!' (George Brown)

The winner, William, can enthuse over his prize of a brand spanking new Ativa 4Gb USB Flash Drive!

If you have submissions for photos that can be used for future caption competitions please send to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

### Google Translate now available in Latin

In its quest to tear down language barriers and make the world's information universally accessible and useful, Google has created translation systems for languages spoken by nearly all of the world's population. However, Google was excited to announce its first translation system for a language with no native speakers at all: Latin.

Latin is generally considered to be a dead language, but there are many Latin language learners – over 100,000 American students take the National Latin Exam every year and many more people learn Latin all over the world. And there is a wealth of information originally written in it.

Google realises that its Latin translation system will rarely be used to translate emails or captions for YouTube videos. Yet many philosophical, scientific and mathematical texts written more than three centuries ago were originally written in Latin. In fact there are tens of thousands of scanned books written in Latin on Google Books, and many more contain Latin quotes and proverbs.

As with every language, machine translating to and from Latin is a difficult problem and Google knows that its grasp of the ablative absolute or use of the subjunctive may occasionally be off. However, unlike any of the other languages Google Translate supports, Latin offers a unique advantage: most of the text that will ever be written in Latin has already been written, and a comparatively large part of it has been translated into other languages.

Google use these translations, found in books and on the web, to train its translation system. Since the system is particularly good at translating texts similar to the text it learned from, the translation quality for works like Caesar's *De Bello Gallico* is already quite good.

So the next time you stumble across a Latin phrase or look for some help with your Latin language studies, give [translate.google.com](http://translate.google.com) a try.