



Patrick Hofman speaking from Sydney, Australia

Awards 2009

Horace Hockley Award

The Horace Hockley Award is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to

UK Technical Communication Awards

Despite several attempts to increase the appeal of these awards, entry levels in 2009

were once again disappointing.

Three classes did not run and the judges withheld the award in another because there were insufficient entries that fully met the class criteria. The Instructional class, however, attracted a number of high-quality entries and so the winner has every right to be very proud indeed. She was **Galyna Key** for *Autodesk Navisworks Manage 2010 Help*.

The judges said: 'This entry addresses a diverse readership. Its stated main design goal is to enable users to "get in, get answers and get out fast". The content flow is very effective; the author's use of language is consistent and appropriate. We found the entry to be comprehensive, clear and well organised, with a useful variety of navigation techniques to distinguish, for example, between concepts and procedures. A deserving winner.'

Galyna said of her win: 'It's a great feeling to be up here, with this award in my hand. Every time I look at it, I'll be reminded of this moment and how much it means to me. It's a great honour to be recognised professionally at such high level. I also want to say thanks to Elaine Cole, who made sure I submitted my entry on time — which was a very hard task indeed. Finally, I just want to say I hope more technical communicators put their work forward next year. There is so much good documentation out there that deserves to be showcased! Thank you all!'

The Instructional class was sponsored by ASL, provider of administration services to the ISTC. Our thanks to them for their support.

If you would like to enter the UK Technical Communication Awards in 2010, you'll find information and entry forms at www.istc.org.uk/About_istc/Awards/uk_tech_comm_awards.htm.



Galyna Key receiving her award from Elaine Cole

the technical communication profession over a period of time. The award is in recognition for promoting the profession across industries and boundaries, and for promoting quality in the profession, whether it be in training or in the workplace.

For 2009, Council members voted to present this award to **Patrick Hofman**, who is a specialist in the use of visual symbols in technical communication. As a former technical writer and now a visual interaction designer, Patrick has turned into 'a man of few words'. For over ten years, this vibrant Canadian has helped clients like Nokia, Philips, FedEx, HP, BASF and Agfa to overcome the anxiety and stress involved in globalisation and translation — often by eliminating the text in their online, printed and interface information. He is now continuing his iconography and visual design work for Googlemaps.

Patrick was unable to accept the award in person at TCUK09 because he was attending another event. He was the first recipient to send a video acceptance speech, making the evening feel a little like the Oscars or BAFTAs. He said: 'I'm truly honoured and flattered to be part of an innovative group of thinkers, some of whom were my mentors, and I'm totally humbled by the fact that my ridiculous little passion for making pictures and icons has enabled me to become the recipient of this award. Thank you very much.'

Patrick gave a popular keynote speech at the ISTC Conference in 2006. You can download the accompanying presentation from www.istc.org.uk/Events/Conference/conference_2006.htm.

If you would like to nominate a candidate for the Horace Hockley Award for Council's consideration in 2010, please e-mail your suggestion and your reasons for making it to istc@istc.org.uk.



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