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# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

December 2018

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The ISTC is the largest UK body representing scientific and technical communicators. If you are involved in technical writing, technical illustration, or communicating technical information in other ways, it's the professional association that can support your career. Interested in membership? Find out more [here](#).

This free newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus* contains listings and articles of general interest to the profession. Subscribe [here](#).

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## Welcome!

We have some wonderful news to share from Carol Leahy, our President, in this edition. The winner of our Doodle Competition is announced too, and you don't want to miss seeing the prizewinning entry! There is also a helpful "trick of the trade" for the illustrators among you, plus all the other regular features.

If you're reading this at the start of the month it might be slightly too early to wish you "Happy Christmas!" However, we do of course hope all our members and readers have an excellent December. See you in 2019!

## ISTC news

### Meet our new junior member

The ISTC is definitely on trend. Earlier this year New Zealand's Prime Minister, Jacinda Ardern, became the first sitting world leader to give birth in nearly three decades. We're delighted to announce that our own President, Carol Leahy, has also recently become a mother. Here's a message from Carol:

Hi everyone,

Myself and my husband are delighted to announce the arrival of our daughter, Abigail. These last few weeks have been a whirlwind introduction to parenthood full of joy, laughter, tears, sleep deprivation, and more laughter. Finding new ways to calm a crying baby is always a fun challenge. :)

People told us our lives would change forever once she was born and they were so right. A day where I actually get to drink a whole cup of coffee while it's still warm is an achievement. She has only been here a few weeks, but it feels like she has always been here. We can't imagine life without her.

Although I am on maternity leave from my day job, I will still be very active as President of the ISTC so please continue to contact me ([president@istc.org.uk](mailto:president@istc.org.uk)) if you have something you would like to discuss.

Carol

Many congratulations from everyone at the ISTC, Carol!



Carol, her husband and baby Abigail

## TCUK update

The TCUK team is currently busy searching for a suitable venue for our 2019 conference which will be held in early autumn. Watch this space for more announcements in the new year.

In the meantime, you can access the presentation slides and audio recordings (where available) from TCUK 2018 on the [TCUK website](#). As conference attendees were spoilt for choice with three presentation streams running in parallel, this provides a great opportunity to catch up with the sessions you couldn't make.

This [blog post from 3di](#) is also an enjoyable read. Thank you, Kudzai Sagwete (3di's new technical author), for sharing your perspective on this year's conference.

Additionally, Cherryleaf recently released a podcast in which they review the presentations given at TCUK. You can tune in here:



The links above serve as an excellent reminder about the many opportunities for learning and networking that our annual conference provides. We're very much looking forward to doing it all again next year!

## The winning doodle

Many thanks to everybody who entered the recent Doodle Competition. It was gratifying to see you flex your creative muscles, and we hope it has inspired you to doodle more often.

We're pleased to announce that the winner is – drum roll, please – **Adam McStravick**. Congratulations, Adam! Your prize, a copy of Cara Holland's new book *Draw a Better Business*, will be with you soon.

Adam's winning doodle can be found on the next page. It's guaranteed to make you smile.



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## Let's communicate

What would you like to see in our newsletter?

If you're reading this, it's likely that the desire to communicate is part of your genetic makeup so please let me know your thoughts! Feedback regarding content and ideas for new features are always welcome. Similarly, if you would like to submit an article I would love to hear from you.

Email me at any time: [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

*Lisa*





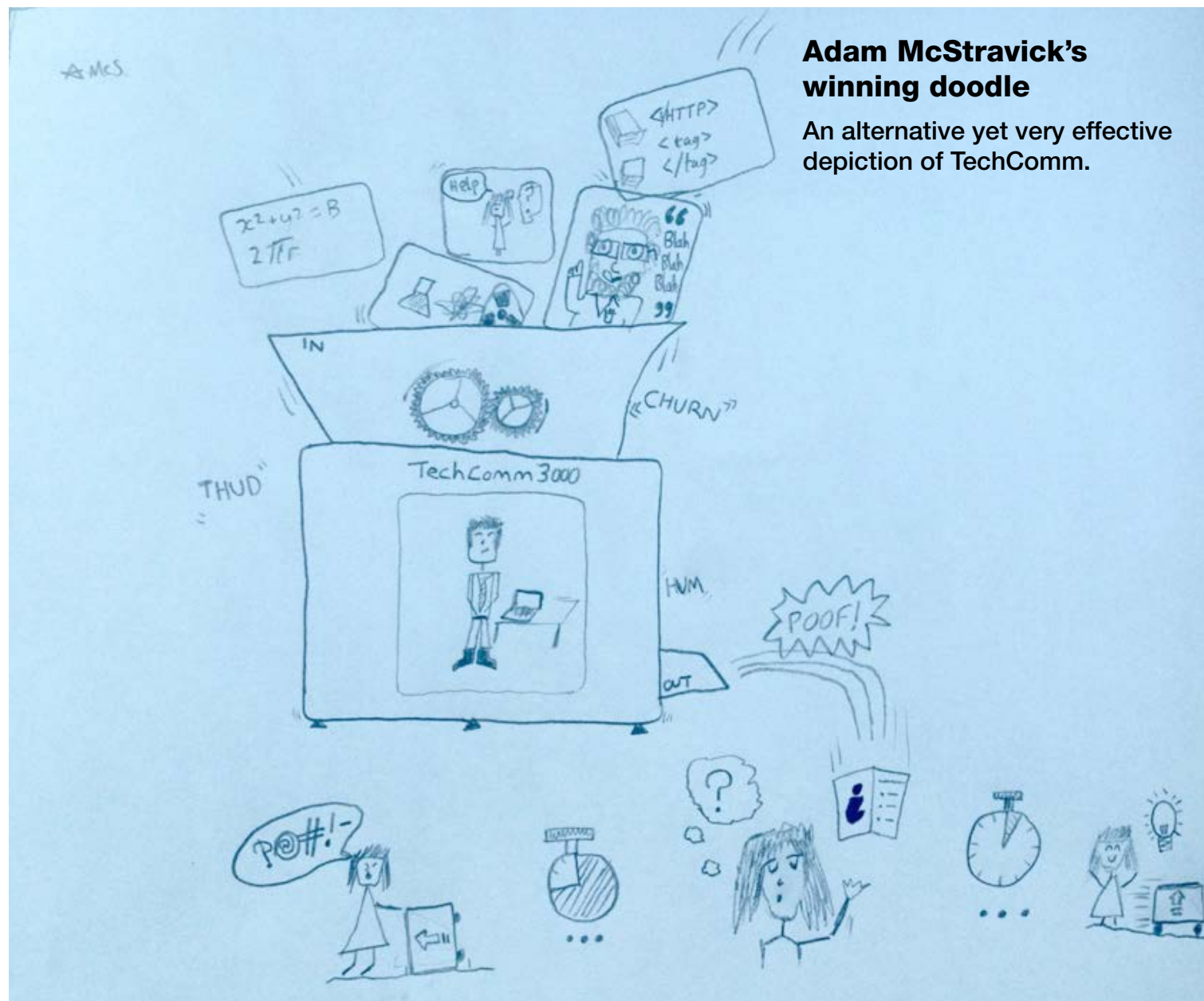
### Hyperlinks disclaimer

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 editorial control over the information you may find at these locations so cannot be responsible for changes to content. The ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

### InfoPlus copy deadline

Submissions to the newsletter are always welcome. If you have an article or other content you would like to see included in the January edition of *InfoPlus*, please email your copy to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) by **19 December 2018**.

Every effort is made to ensure that *InfoPlus* is published and distributed as early as possible in the month to which it relates, generally on the first working day. However, occasionally it may not be distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information.



### Adam McStravick's winning doodle

An alternative yet very effective depiction of TechComm.

## ISTC local area and special interest groups

The ISTC groups offer an opportunity for technical communicators to network and share knowledge and expertise. They are open to everyone (you don't need to be an ISTC member) and are free to attend. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Joining a group is an excellent way to meet like-minded people in your area and get to know fellow specialists.

### Latest news

#### East of Scotland Area Group

The group last met on Thursday 25 October. We chatted a little about TCUK18, a lot about Christmas, and retired early to the pub.

#### Next meeting

Our next official meeting is scheduled for Thursday 31 January at Corero Network Security (Hanover St, Edinburgh), but as

that seems quite far off we're planning some social Christmas drinks in December. Details to be confirmed. Check the LinkedIn group – <https://www.linkedin.com/groups/13536907/> – or contact Holli Hamilton via [eastscotlandareagroup@istc.org.uk](mailto:eastscotlandareagroup@istc.org.uk) if you'd like to be kept in the loop.

#### North East England Area Group

The group met in Newcastle-Upon-Tyne on Tuesday 6 November in the local pub, The Town Wall, to discuss the importance of technical communication, and whether it's a dying trade. What made the discussion more engaging was that the group itself as the opinions were divided between software and hardware technical communicators, uncovering different worlds these two groups live in.

The overall consensus was that access to high quality documentation has always been imperative for companies. Delivery of technical documentation is still mandatory for various machinery as part of the compliance with legal regulations, whereas software documentation is seen more as part of software itself, and as

such deemed indispensable. The concept of documentation recognised as DAAS (Documentation as a Service) would involve different departments working together to provide a customer-facing platform for knowledge management where technical communicators would do what they've always done – present complicated technical information in a clear and structured way.

#### Next meeting

Our next meeting will be on Tuesday 4 December from 18:00 – 20:30. We will discuss procedures, processes and best practices for maintaining internal documentation. Venue: The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX. Please register via Eventbrite if you would like to attend: <https://www.eventbrite.co.uk/e/istc-technical-communication-meetup-north-east-area-tickets-52520069943>.

If you need more information, have an idea for a future meetup, or would like to suggest a topic for discussion please email the area group organiser, Joanna Suau: [northeastenglandareagroup@istc.org.uk](mailto:northeastenglandareagroup@istc.org.uk).

## North West England Area Group

The next meeting has been postponed while we look for a new venue. Stay tuned for more information in the new year.

For more information about this group, email David Jones: [northwestengland\\_areagroup@istc.org.uk](mailto:northwestengland_areagroup@istc.org.uk).

## Thames Valley Area Group

At the November Thames Valley local group meeting we looked at persona using the example of Bruce Wayne and Batman, who are clearly one person but with two different needs. For example, Batman is generally under pressure with time constraints if he needed to read a document. One source advises we look at when, where, and how a document is to be read. We disagreed with another source saying all you need to know is the reader's reading ability and technical skills.

### Next meeting

Our next gathering, on Tuesday 4 December, is our Christmas meal. Come along with your favourite Christmas recipe, either as written steps, drawings or even a video. Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30.

For more information, email Darren Mitcham: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

### Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite. Where this is the case, we ask anyone expecting to attend to register online using this event management service. You can see a list of ISTC related events by visiting: [www.eventbrite.com/org/495786380](http://www.eventbrite.com/org/495786380).

## Current ISTC groups

If you'd like to attend one of the groups, please get in touch with the leader or email [istc@istc.org.uk](mailto:istc@istc.org.uk). If you're interested in setting up either a new area group or a special interest group, contact our Area Groups Manager, Tom Dunic, at [areagroupsmanager@istc.org.uk](mailto:areagroupsmanager@istc.org.uk).

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuzsanna Nagy	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechnicalwriters@istc.org.uk">irishtechnicalwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	Bridget Rooney	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	John Burns	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Joanna Suau	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>
Southern	Jennifer van den Broek	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Charles Addison	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Area group leader wanted	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	<a href="mailto:MadSIG@istc.org.uk">MadSIG@istc.org.uk</a>

*A plea: if you know you're not going to be able to attend a meeting that you've registered for, please contact the organiser, even if it is at short notice.*

# ISTC online groups

## ISTC on LinkedIn

There are a number of LinkedIn groups for ISTC members, and we invite you to join the relevant ones.



- Institute of Scientific and Technical Communicators [www.linkedin.com/groups/1858546](http://www.linkedin.com/groups/1858546)

### England

- Cambridge Technical Communicators [www.linkedin.com/groups/1805651](http://www.linkedin.com/groups/1805651)
- London – N/A
- ISTC Midlands Area Group [www.linkedin.com/groups/4835591](http://www.linkedin.com/groups/4835591)
- North East England – N/A
- ISTC NW England [www.linkedin.com/groups/2445779](http://www.linkedin.com/groups/2445779)
- Southern Area Group [www.linkedin.com/groups/4795279](http://www.linkedin.com/groups/4795279)
- ISTC South West England [www.linkedin.com/groups/8269000](http://www.linkedin.com/groups/8269000)
- Thames Valley Area Group [www.linkedin.com/groups/4805266](http://www.linkedin.com/groups/4805266)

- Yorkshire [www.linkedin.com/groups/4662452](http://www.linkedin.com/groups/4662452)

### Wales

- South Wales Group [www.linkedin.com/groups/5161265](http://www.linkedin.com/groups/5161265)

### Scotland

- East of Scotland [www.linkedin.com/groups/13536907](http://www.linkedin.com/groups/13536907)
- West of Scotland Area Group [www.linkedin.com/groups/5081412](http://www.linkedin.com/groups/5081412)

### Ireland

- ISTC Irish Group – N/A
- Irish Technical Writers – An ISTC Area Group [www.linkedin.com/groups/3369559](http://www.linkedin.com/groups/3369559)

### Special interest group

- MadCap UK and Europe Users Group [www.linkedin.com/groups?gid=5081593](http://www.linkedin.com/groups?gid=5081593)

## ISTC on social media

Like us on Facebook, follow us on Twitter and watch us on YouTube to keep up to date with news, events and activities, and to chat with your TechComm colleagues.

If you're new to the ISTC and are wondering what TCUK is, it's our excellent (yes, we're biased, but it is) annual conference.

### Our Facebook presence:

The ISTC page: [www.facebook.com/istccommunity](http://www.facebook.com/istccommunity)

The ISTC group: [www.facebook.com/groups/490570891153888](http://www.facebook.com/groups/490570891153888)

The TCUK page: [www.facebook.com/techcommuk/](http://www.facebook.com/techcommuk/)

### Our Twitter presence:

ISTC: [@ISTC\\_org](https://twitter.com/ISTC_org)

TCUK: [@TCUK\\_conf](https://twitter.com/TCUK_conf)

### Our YouTube channel:

[www.youtube.com/user/istctechcomm](http://www.youtube.com/user/istctechcomm)





## Business affiliate news



### Digital communications training courses and classes enrolling now

In 2018, Firehead massively expanded its new training arm to complement their bespoke recruitment offering. Through their network of expert tutors and training partners, they now offer online short courses and classroom-based workshops across various areas in the field of digital communications.

For job candidates, they offer a fast and affordable way to improve content development, analysis and strategy skills – and job prospects.

For clients, they can provide in-house skills training to make sure your employees are suitably skilled and up-to-date on best practice and latest software.

Courses are ideal for technical communication professionals, content creators and editors, and managers working with teams in these areas.

#### Training highlights

- ▶ Core courses available in content, app development and software – the tools of our trade.
- ▶ New courses added regularly – cyber security awareness for employees, leadership for introverts, and more.
- ▶ Classroom, video tutorials and live online sessions.
- ▶ Training can often be customised to suit your needs.

You can access [Firehead's current list of training courses here](#).

#### About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 15 years. It enables organisations to take advantage of a range of benefits, and to contribute to promoting technical communication as a profession. Find out more [here](#).

A full list of our current Business Affiliates is found [here](#).

## Industry and general news

### When is a kilogram not a kilogram?

No, it's not a Christmas cracker joke. As this [BBC News article](#) reports, scientists have recently voted to change the way a kilogram is defined.

Currently, it is defined by the weight of a platinum-based ingot called "Le Grand K" which is kept in a safe in Paris. However, Le Grand K is deteriorating, albeit very slowly. Since it joined the international system of measuring weights in 1889 the recorded change is less than the weight of a single eyelash, but as accurate measurement is critical in many modern industries it has been agreed that a more robust and stable definition is now required.

At the General Conference on Weights and Measures, which was held in Versailles in November, it was decided that a kilogram should be defined in terms of an electric current in the future.

Something to think about next time you're compiling technical specifications!





## The invasion of the giant fonts

This could almost be the title of an episode of Doctor Who. Which is apt, as this [article in The Guardian](#) discusses why so many television shows are bombarding us with giant fonts nowadays.

Have you noticed this trend? If not, you will now!

Not the most highbrow of articles, but it gives the font fans among you something to look out for during your festive viewing. In the busy run-up to Christmas and New Year a little light relief is often welcome.

### Training and event reviews

Have you recently attended a training course or event that you think would be of interest to our community of readers? Why not submit a short review? Email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

## Tricks of the trade

This month, **Bob Hewitt** shares a handy tip if you use Arbortext IsoDraw on a Mac. Over to you, Bob.

Do you use Arbortext IsoDraw (<https://www.ptc.com/en/products/service-lifecycle-management/arbortext/isodraw>) on a Mac but can't see the file previews? This is my solution. It's not big or clever but it does work, and it allows me to quickly look through previews of IsoDraw files from the comfort of the Mac Finder.

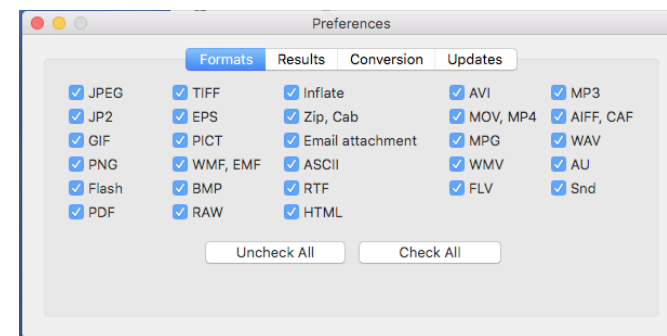
Arbortext IsoDraw has been available as Windows-only software for quite some years now. Anyone who uses it on a Mac does so by running it in a Windows emulator. I use Parallels (<https://www.parallels.com/uk/>) which I'm very happy with. It runs any Windows-only software I want flawlessly.

The problem I have is how to quickly search for a graphic and decide if I need it by simply looking at it. It's all very well searching for a name but if you have to start IsoDraw just to look at a preview of it, it starts to get very old, very quickly.

Some time ago I discovered an app called File Juicer (<https://echoone.com/filejuicer/>). It is very handy in that it can extract a variety

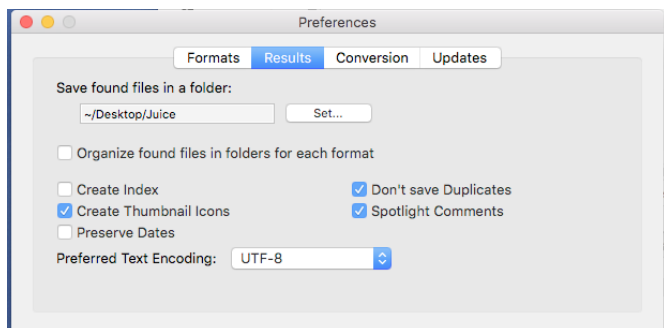
of file types from seemingly any random file thrown at it. Among many other things, it can extract the previews out of IsoDraw files.

So, when a job is finished and it gets archived I right click the folder and select Services -> File Juicer. I know the format that my previews are saved in because I set them up in Isodraw. If you've received the files from a third party and you're not sure how the previews are saved internally in IsoDraw then tick every filetype in File Juicer. You'll just have to sort the results by type later.



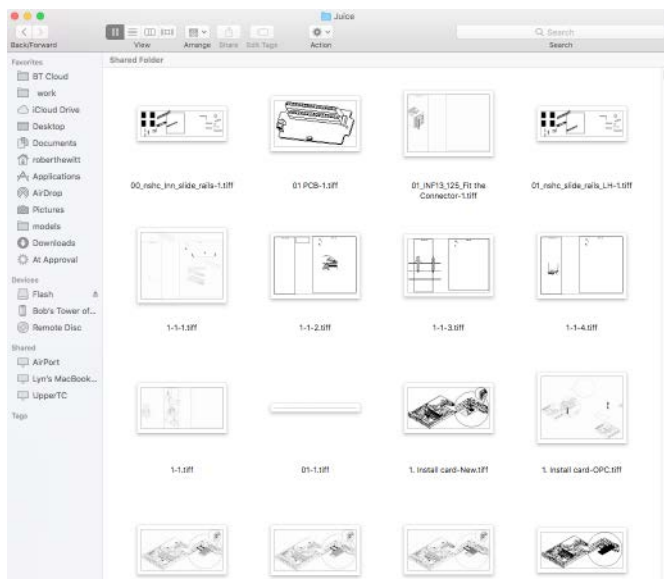
File juicer preferences

It extracts the files into a folder on my Desktop (set up by me in File Juicer). I also select "Create Thumbnail Icons". This is not strictly necessary, but if you use spacebar to view individual files in detail it gives you a much better definition preview.

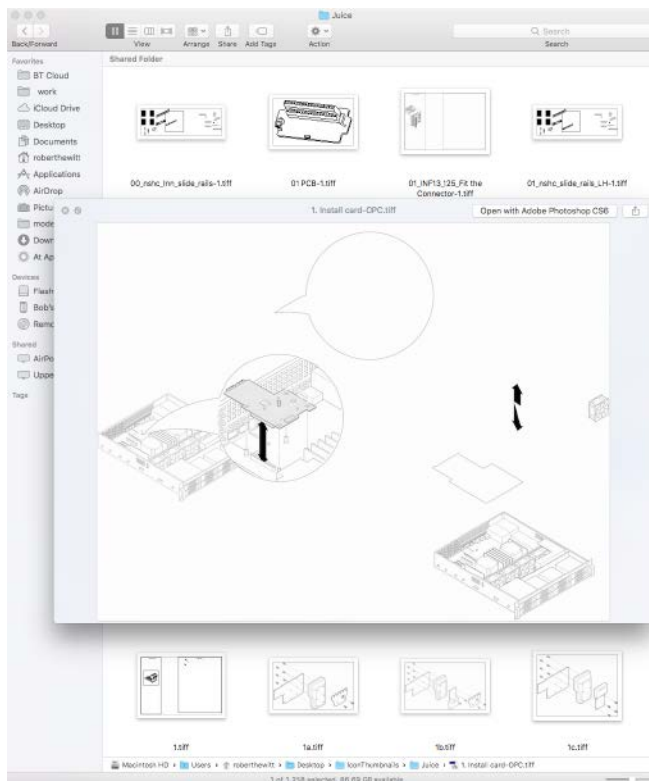


File juicer preferences

Once extracted I put all the preview files into my master folder. When searching, I can restrict my search to my master folder and can then find the original file by searching for its filename.



File window in the Finder



Detail view (spacebar) in the Finder

I hope you find this trick useful. It has certainly made my life simpler, but if you know a better way then please share it!

Do you have a TechComm trick or tip to share? Have you recently come across something that made you exclaim, “If only I’d know that sooner!”? It might be software-related, a grammar tip, the discovery of a particularly useful YouTube tutorial...



Please send an overview of your insight, and a short description of who you are, to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) and I will publish it in a future edition. Let’s put our heads together and help each other out.

## Blog news

*By Ginny Critcher*

Hello again! Here’s the latest blog round up from the popular blogs on technical communication.

Cherryleaf’s Ellis Pratt shares Rosie Hatton’s presentation on “Why Parliament’s Digital Strategy is like a Cottage Pie”:

<https://www.cherryleaf.com/2018/11/keeping-focus-when-implementing-a-digital-strategy/>.



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Also on the Cherryleaf blog, a review of Mark Baker's new technical communication book "*Structured Writing: Rhetoric and Process*":

<https://www.cherryleaf.com/2018/11/review-of-structured-writing-rhetoric-and-process/>.

Marcia Riefer Johnston at the Content Wrangler posts on how to empower your team to write with one voice while still sounding like themselves:

<https://thecontentwrangler.com/2018/11/01/empower-team-write-one-voice-still-sounding-like/#>.

The Government Digital Services (GDS) blog outlines the GDS approach to step by step navigation to complete tasks:

<https://gds.blog.gov.uk/2018/10/17/building-a-better-gov-uk-step-by-step/>.

On the 3di blog Jakub Wisniewski posts on what your product documentation says about your company:

<https://3di-info.com/product-documentation-says-about-company/>.

Tom Johnson's I'd rather be writing blog debates the benefits of technical acuity over specialized knowledge:

<https://idratherbewriting.com/2018/10/24/technical-aptitude/>.

Do you have a blog? Seen an interesting post? Let me know so I can include it in my monthly review. Email [ginny@cherryleaf.com](mailto:ginny@cherryleaf.com).

Ginny has a background as a skilled trainer and information designer, and is responsible for the development of Cherryleaf's training courses. In addition to her skills in information design, she has over twenty years' experience in teaching and training throughout the world. She is Cherryleaf's representative to the ISTC.



### Training and events – discounts for ISTC members

To see all the discounts currently available to our members, log on to the Discussion Forum on the ISTC website – [www.istc.org.uk/our-community/discussion-forums](http://www.istc.org.uk/our-community/discussion-forums) (you **must** be logged on to see the forums) – and go to the "Training and Events - Membership Discounts" thread in The Lobby.

## Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk). If you would like to promote your course or event, 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). Please note that listings are a service to members; a listing does not imply ISTC endorsement.



Courses run by ISTC Business Affiliates\* that are notified to us by the copy deadline will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.

\*Armada, Cherryleaf, ESTON Training, Firehead, and MadCap Software.

### Armada

Armada is offering a 10% discount for ISTC members on all the following courses.

### December 2018

#### 12-13 Introduction to Adobe Captivate

This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

Armada, Bristol.

[www.armada.co.uk/course/captivate-training](http://www.armada.co.uk/course/captivate-training).



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## Armada

...December 2018

### 17-18 Advanced Adobe FrameMaker

Teaches everything you need to be able to:

- Create and maintain FrameMaker templates.
- Build and maintain multi-chapter books with cross-references, table of contents and an index.

Armada, Newbury.

[www.armada.co.uk/course/advanced-framemaker-training](http://www.armada.co.uk/course/advanced-framemaker-training).

January 2019

### 10-11 Introduction to Adobe Photoshop

Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

Armada, Bristol and Armada, Sheffield

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

### 14-15 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

Armada, Sheffield.

[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

### 14-15 Authoring structured FrameMaker documents

Covers the fundamentals of using FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates.

Armada, Newbury.

[www.armada.co.uk/course/authoring-structured-framemaker-documents-training](http://www.armada.co.uk/course/authoring-structured-framemaker-documents-training).

### 17-18 Introduction to Adobe Photoshop

Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

Armada, Reading.

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

### 21-22 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

Armada, Bromsgrove.

&

Armada, Bristol.

[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

**Armada**  
...January 2019

- 23 Advanced Adobe InDesign**  
Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:
- Handling colour with confidence.
  - Harnessing the power of stylesheets.
  - Streamlining your workflow and improving productivity, to get a greater return on investment.

Armada, Bromsgrove.

[www.armada.co.uk/course/advanced-adobe-indesign-training](http://www.armada.co.uk/course/advanced-adobe-indesign-training).

- 23-24 Introduction to Adobe Photoshop**  
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

Armada, Milton Keynes.

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**25**

**Advanced Adobe Photoshop**

Ideal for existing Photoshop users who want to take their use of the application to the next level. Sessions include:

- Handling colour and streamlining your web graphics creation process.
- A detailed view of processing images through the Adobe Camera Raw interface.
- Utilising the photography features to enhance and retouch images.

Armada, Milton Keynes.

[www.armada.co.uk/course/advanced-adobe-photoshop-training](http://www.armada.co.uk/course/advanced-adobe-photoshop-training).

**28-29 Introduction to Adobe Photoshop**

Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

Armada, Bromsgrove.

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**Cherryleaf**

We offer online training courses in:



**Technical Author/Technical Writing:**

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>. Cherryleaf is offering a 10% discount to ISTC members for this course.

**Technical Copywriting:**

<https://www.cherryleaf.com/training/technical-copywriting-training-course/>. This online technical copywriting training course teaches you how to write clear and effective marketing copy, in a straightforward and efficient way. Let us share with you the best practices we've developed for writing copy for software (SaaS and desktop) and other technical products.

**Advanced Technical Communication:**

<https://cherryleaf.teachable.com/p/advanced-technical-communication>. Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low-cost monthly subscription plan. Each module is self-contained, so you can choose to take just a single

module, if you wish.

It contains:

- DITA Fundamentals
- Single Sourcing and Content Reuse
- Introduction to Content Strategy
- Documenting REST APIs
- Managing Software Documentation Projects
- Writing and Designing Embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

## ESTON Training

### Technical/Commercial Authorship (Former ISTC Syllabus

#### Parts 1 & 2):

<http://www.estontrg.com/technicalcommercial-authorship/>.

A £50 discount is offered to ISTC members for this course.

#### Simplified English:

<http://www.estontrg.com/english-language-courses/>.



### Standard Generalised Mark-up Language (SGML):

<http://www.estontrg.com/standard-generalised-mark-language-sgml-course/>.

### Editing and Publishing Magazines:

<http://www.estontrg.com/editing-publishing-magazine-course/>.

### Report Writing:

<http://www.estontrg.com/report-writing-course/>.

### Business English:

<http://www.estontrg.com/business-english-course/>.

## Firehead

### Learn FrameMaker 2019:

<http://firehead.net/training/learn-framemaker-2017/>.

### Learn Adaptive Content Modelling:

<http://firehead.net/training/learn-adaptive-content-modelling/>.

### Creating Mobile Apps without Coding:

<http://firehead.net/training/creating-mobile-apps-without-coding/>.

### Customer Journey Mapping:

<http://firehead.net/training/customer-journey-mapping/>.

## Graphic Change

### Draw More Boot Camp.

If the thought of drawing scares you, uncap your felt-tips and join our free beginners' online course. Five simple lessons sent to your inbox over five days. Course starts:

3rd December 2018

### Be a Graphic Recorder.

A deep dive into the world of capturing information and turning it into visuals. Whether you're drawing live conversations or translating documents this is the course for you. Eight weeks (five flexible hours a week) online with individual support from Cara.

Course starts:

11th February 2019

£500 (10% discount for ISTC members)

See [www.graphicchange.com/training](http://www.graphicchange.com/training) for more details.

## MadCap training

For details of the latest MadCap software training schedule (both on-site and online) visit: [www.madcapsoftware.com/services/training/](http://www.madcapsoftware.com/services/training/).

# Events listings

If you know of an event that will be of interest to readers, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

ISTC events are highlighted.

## December 2018

- 4 ISTC North East England Area Group Meeting**  
We will discuss procedures, processes and best practices for maintaining internal documentation. Please register via Eventbrite if you would like to attend: <https://www.eventbrite.co.uk/e/istc-technical-communication-meetup-north-east-area-tickets-52520069943>.  
For more information email Joanna Suau: [northeastenglandareagroup@istc.org.uk](mailto:northeastenglandareagroup@istc.org.uk).  
The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX from 18:00 – 20:30.

- 4 ISTC Thames Valley Area Group Meeting**  
Come along to our Christmas meal. Bring your favourite Christmas recipe, either as written steps, drawings or even a video. For more information email Darren Mitcham: [thamesvalleyareagroup@istc.org.uk](mailto:thamesvalleyareagroup@istc.org.uk).  
Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30.

- 10-12 An Event Apart San Francisco 2018**  
Two days of sessions from 12 speakers with intense focus on digital design, UX, content, code, and more.  
San Francisco, USA.  
<https://aneventapart.com/event/san-francisco-2018>.

## January 2019

- 22-23 IDEAS Online Conference – Reusing Content**  
Reuse is one of the key drivers for the adoption of a structured model such as DITA. The conference includes five 60-minute concurrent sessions in two tracks, giving you a choice of 11 unique presentations. Online.  
<https://ideas.infomanagementcenter.com>.
- 29-31 6th International Conference on MSIVISM 2019**  
Multimedia, Scientific Information and Visualization for Information Systems and Metrics.  
Las Palmas de Gran Canaria, Spain.  
[www.alaiipo.com/MSIVISM-2019/MSIVISM.html](http://www.alaiipo.com/MSIVISM-2019/MSIVISM.html).
- 31 ISTC East of Scotland Area Group Meeting**  
Topic is as yet undecided. Email Holli Hamilton: [eastscotlandareagroup@istc.org.uk](mailto:eastscotlandareagroup@istc.org.uk).  
Corero Network Security, 53 Hanover St, Edinburgh at 18:00.



## January 2019

- 30-1 OmnichannelX**  
OmnichannelX is a new cross-disciplinary event and community for marketers, content specialists, commercial teams, and anyone else who needs to tackle today's content and communication challenges using multiple touch-points.  
Amsterdam, The Netherlands.  
<https://omnichannelx.digital/>.

## February 2019

- 12 SustainableUX: Design vs Climate Change**  
The conference for UX, front-end, and product people who want to make a positive impact – on climate-change, social equality, and inclusion.  
Online.  
<https://sustainableux.com/>.

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## The UX Conference

The theme of the conference is designers and marketing. With speakers from Canonical, Which?, Ocado, Monzo, Condé Nast, Booking, Thomas Cook, Virgin Atlantic and others.  
London, UK.  
<https://theuxconf.com>.

## April 2019

- 3-5 Agile in the City**  
Returning for its fifth year, the conference has a strong practical focus and attracts industry practitioners and decision-makers who want to improve their success with agile and lean methods.  
London, UK.  
<https://2019.london.agileinthecity.net>.

## June 2019

- 19-20 3rd Publishers Summit**  
Bringing together key industry stakeholders from the publishing industry (publishers, technology, design, UX, CX and advertising companies) to hear latest case-studies by market leaders, and take part in interactive sessions & panel discussions.  
London, UK.  
<https://www.wplgroup.com/aci/event/publishers-summit/>.
- 20 National Freelancers Day**  
Join IPSE, the Association of Independent Professionals and the Self-Employed, for their annual flagship event.  
London, UK.  
<https://www.nationalfreelancersday.com>.

## Avert your eyes

Please don't think of pink elephants either. Well, OK, you can picture a pink pachyderm, but don't let your eyes wander further across the page. The answers to the Back Page Festive Quiz are there – it would be a shame to spoil the fun prematurely.

Mystery Santa answers		Cat in the hat answers	
1.	Theresa May	1.	Dear deer
2.	Gary Oldman	2.	Banter with Santa
3.	Serena Williams	3.	Patella umbrella
4.	Harry and Meghan	4.	Go with the flow
5.	Donald Trump	5.	Foal in a hole

# Upcoming webinars

If you know of a webinar that will be of interest to readers, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

## December 2018

- 11 Let's Talk Cybersecurity**  
Join Scott Abel, The Content Wrangler, for a discussion about cybersecurity with Toni Flores, editor of *"The Language of Cybersecurity"* (2018 XML Press), security awareness expert, Justin Orcutt of NCC Group, and cyber defence specialist, Keyaan Williams of Cyber Leadership and Strategy Solutions, LLC. We'll discuss the current state of cyber warfare and help you understand a variety of vulnerabilities, exploits, defences and controls.  
<https://www.brighttalk.com/webcast/9273/336535>.

- 12-13 Advanced Practices in Technical Communication**  
The Virtual Summit on Advanced Practices in Technical Communication examines the state of the technical communication industry, explores opportunities for future growth, and discusses some of the troubles, trends, tools, and techniques in use in modern technical documentation departments.  
<https://www.brighttalk.com/summit/4465-advanced-practices-in-technical-communication/>.

- 13 The State of Technical Communication: 2019**  
Join Scott Abel, The Content Wrangler, in this webinar for a review of the troubles, trends, tools, and technologies impacting technical communication around the globe.  
Scott will share high-level results from our annual Technical Communication Survey. Attendees will receive a complimentary summary of the survey results.  
<https://www.brighttalk.com/webcast/9273/338293>.

## 13 Interactive Wizards in MadCap Flare

This webinar looks at how to create a click-through wizard within your MadCap Flare project for HTML5 Top Navigation outputs. Learn how wizards can be used in a range of scenarios, including stepping users through a complex task and helping users select the correct tool.  
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.

## January 2019

- 15 Principles, Not Prescriptions: The Coming of Age of ContentOps**  
Join Scott Abel, The Content Wrangler, and his special guest, Rahel Anne Bailie, to learn why ContentOps is a necessary companion to DevOps and DesignOps, why organisations have been slow to adopt ContentOps, and how to move towards a ContentOps by rejecting prescriptive measures and instead identifying and applying principles.  
<https://www.brighttalk.com/webcast/9273/342552>.

## Back page

By Liz Gregory, this month's guest editor

### Mystery Santas

No prizes for guessing these! Answers at the bottom of page 17.



### Festive quiz

Find the missing words from their first letters.  
Example: 12 DOC = 12 Days of Christmas.

- |                       |                          |
|-----------------------|--------------------------|
| 1. 70 YOC in 2018.    | 11. 13 B in a BD.        |
| 2. 3600 S in 1 H.     | 12. 4 J on SCD.          |
| 3. 1 MWTM,WTMAM.      | 13. 50 W to LYL.         |
| 4. 15 M on a DMC.     | 14. 88 K on a P.         |
| 5. 3 WM.              | 15. 5 GR.                |
| 6. 2 LB had 2 LT.     | 16. 7 D in a W.          |
| 7. 3 B in a BOW.      | 17. 8 RPSS, 9 if you IR. |
| 8. 70 MPH is the NSL. | 18. 2 H on a C.          |
| 9. 9 C on a M at H.   | 19. 11 P in a FT.        |
| 10. 7 S on a H.       | 20. 3 BM.                |

You've got a whole month to complete this. The answers will be published on the ISTC Discussion Forum in January.

### Cat in the hat

Can you figure out the rhyming answer from the clue?

Example: Greek god rides a large deer = Zeus on a moose.

Answers on page 17.

- |  |   |
|--|---|
| 1. Beginning a letter to Rudolph, for example. | 2. A cheeky Nando's with Father Christmas.                        |
|  | 3. A fast fix for water on the knee.                              |
|  | 4. Stop paddling upstream.  |
|  | 5. What's that, Skip? A young horse fell down the old mine shaft? |

