

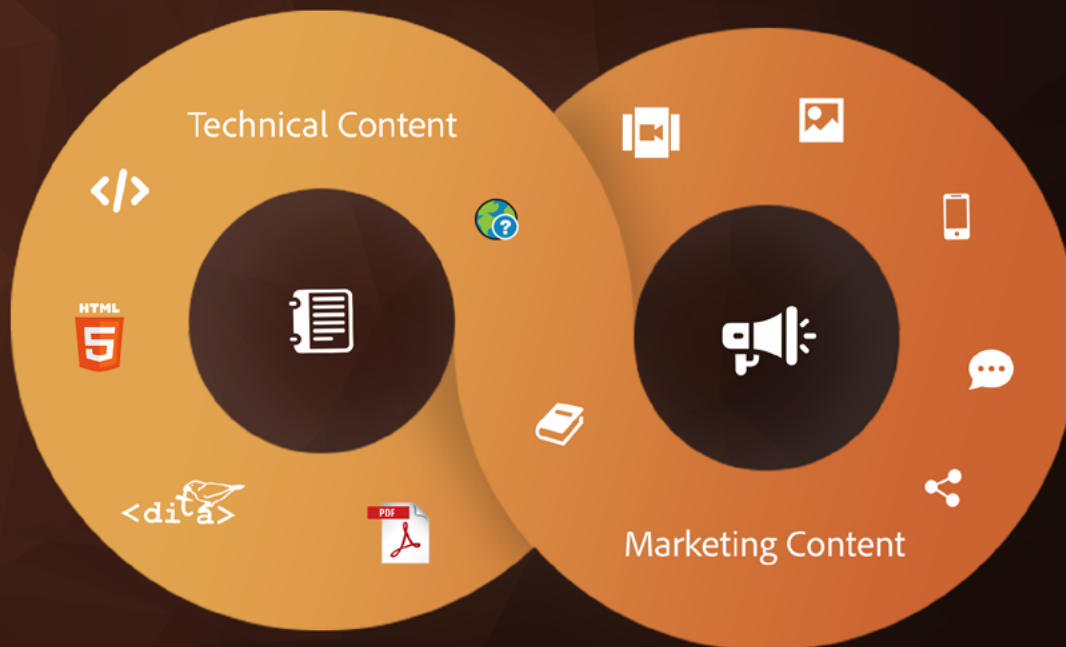
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July 2018

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

ISTC Office: Airport House,
Purley Way, Croydon, Surrey
CR0 0XZ
Tel: +44 (0)20 8253 4506
Email: istc@istc.org.uk
Web: www.istc.org.uk

This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus⁺* aims to cover anything of interest to the profession. To subscribe, contact the office.

Advertising: Felicity Davie
Editorial: Newsletter Editor
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Blogs: Blogs Editor

If you're reading a printed copy of this newsletter, go to www.istc.org.uk/our-publications/infoplus-newsletter/ and open it online to explore the links mentioned.

ISTC news

TCUK 2018 – An update

Call for proposals

The proposals for presenting at TCUK have now been finalised by our Programme Committee. The programme is on the TCUK website and as we receive speaker information, it will be added [here](#).

TCUK 2018:

Online booking is now open

Bookings are now being taken on the TCUK website – click [here](#) to book your place.

TCUK 2018 Sponsors

We are proud to confirm that the following companies are sponsoring TCUK:-

- 3di Information Solutions
- Edissero Ltd
- Kothes GmbH
- MadCap Software



- OnTarget Communications
- SCHEMA Group

If you are interested in sponsoring TCUK 2018 and would like more information about our sponsorship opportunities, please click [here](#).

Keynote Speakers at TCUK 2018

We are very excited to announce our 3 Keynote Speakers at this year's conference:

Ben Woelk – Ben Woelk, CISSP, CPTC, is Vice President and Associate Fellow of the Society for Technical Communication (STC). A frequent conference presenter, Ben has received numerous Society and local awards, including the 2017 STC President's Award. Ben's 20+ years techcomm experience includes management, SW and HW documentation, ISO 9001 documentation, instructor-led and web-based training, end user communications, and policies and procedures. For more information click [here](#).

Toni Ressaire – Toni Ressaire is a technical communicator, trainer and consultant. She's worked with companies in the software development industry on five continents. Toni has some rather non-traditional uses for traditional tech comm tools. She's currently working with a team developing innovative tools and methodologies to answer the need for information applied to existing and new technologies (VR, AI, chatbots, etc.). Toni is a founding member of the Information 4.0 Consortium, Tech Writers Without Borders and she's an Adobe Partner. She is president of the US-based company Route 11 Publications and Info4Design, an information technology company based in France. She is currently living in Southern Italy. For more information click [here](#).

Ciaran Dunne – Ciaran started his career in the electronics and technology industry over 20 years ago having been drawn into the world of engineering from University. He's held a number of different roles that have shaped his knowledge of the industry, spanning engineering, project management, and operations management. He freely admits that when he joined the Partner Enablement Group (PEG) at Arm he knew next to nothing about technical writing, he now claims to know 'a little bit more' having immersed himself in the discipline by getting

to know the 70+ Information Developers in PEG, and leading them through a significant change programme. He took up the position of General Manager of PEG three years ago and it's allowed him to fulfil his passion for creating outstanding customer experiences, and establishing a 'people first' culture in the organisation. For more information click [here](#).

A purple recruitment poster for 3di. The top left features the 3di logo in white. To its right, the text 'Complexity made clear' is written in white. Below the logo, a yellow circle is followed by the text 'Wanted! The best technical authors' in white. Underneath this, a paragraph in white text reads: 'We have over 10 years' experience in providing our customers with qualified and appropriately experienced Technical Authors, across the UK and Europe. Join our team.' Below the paragraph is a white dashed box containing the text 'SEND US YOUR CV'. At the bottom left, another yellow circle is followed by the website 'www.3di-info.com' in white. The background of the poster shows a blurred image of people working together.

3di Complexity made clear

● **Wanted! The best technical authors**

We have over 10 years' experience in providing our customers with qualified and appropriately experienced Technical Authors, across the UK and Europe. Join our team.

SEND US YOUR CV

● **www.3di-info.com**

Volunteer needed – Organiser for ISTC Mentoring Scheme

Description: The ISTC Mentoring Scheme pairs Junior Members with experienced volunteer Mentors (Members or Fellows). Mentors provide advice and guidance to people starting out on their technical communication careers in a way that complements and supports any guidance they may be receiving at work. The role of the scheme organiser is to pair up Junior member who want to take part in the scheme with volunteer mentors, and to check in with mentors and Junior members a couple of times each year.

Time commitment: 4 hours a month.

Qualifications: Full member (MISTC or FISTC); any experience of mentoring technical communicators would be an advantage.

Reports to: Council Member for Professional Development and Recognition (PD&R), David Farbey.

If you would like to find out more about this vacancy, or you want to apply, please email contact David on education@istc.org.uk.

Volunteer needed – Course reviewers for ISTC accreditation scheme

Description: Providers of courses in technical communication and related (specialist) subjects may apply for their course to be accredited by the ISTC.

As part of the accreditation process, providers receive an independent assessment of the quality of their educational provision. They also gain access to ISTC members, through the Institute's website and other publications. ISTC members benefit from greater visibility of available courses that have been independently assessed, and the ISTC is able to advance its aims of improved professional education and training. The ISTC Accreditation Scheme offers recognition to specific courses offered by providers; it does not offer recognition to the provider, to any employee or agent of a provider, or to any student or graduate of a course.

Several accredited courses need to be reassessed this summer, and we are looking for 3 or 4 experienced members to serve on the review panel for course accreditation. Volunteers will be asked to provide their professional CV, and also to sign a non-disclosure agreement, which protects proprietary aspects of the providers' courses.

Time commitment: Up to 8 hours a month for up to 3 months (July, August, September 2018).

Qualifications: Full member (MISTC or FISTC).

Reports to: Council Member for Professional Development and Recognition (PD&R), David Farbey.

If you would like to find out more about this vacancy, or you want to apply, please email contact David on education@istc.org.uk.

Volunteer needed – Resources representative on Council

Description: An ISTC member to manage and promote the Resources we provide to the ISTC membership.

On ISTC Council we are keen to promote the use of resources available to ISTC members and to increase the scope of such sources to the benefit of our members. To this end we continue to review our website offerings and looking to promote the presence of technical communication standards and reference material.

Our Resources include:

- ▶ ISTC History and historical reference material.
- ▶ Technical communication standards, including news and developments in international standards and British Standards Institute reference material
- ▶ Selected elements from the Oxford Reference Online facility
- ▶ Membership of the Professional Associations Research Network (PARN)
- ▶ Association with the MemberWise organisation.

Books and surveys also come under the remit of the Resources member but the activities are covered by other Council members.

Time commitment: Available upon request.

Qualifications: If you are keen to engage with members and to improve our offering, and can think creatively, this is the role for you.

If you would like to find out more about this vacancy, or you want to apply, please email contact Linda Robins on resources@istc.org.uk.

ISTC local area and special interest groups

The ISTC area groups offer an opportunity for technical communicators to network and share knowledge and expertise. The groups are open to everyone from all industries in the local area (you don't even need to be an ISTC member to attend), and it's free. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Special interest groups give you an opportunity to meet people in your own industry.

Thames Valley Area Group

At the June Thames Valley local group meeting we imagined a tech comm superhero. Meet *The Authority*, who has a sidekick mini-SME, is famous for their mind reading skills and pedantry. *The Authority* writes wrongs with the aid of the utility belt that contains marker pens, post it notes, and the "comma" rang (a comma shaped

boomerang weapon). *The Authority's* biggest marvel is to be able to stop time to allow deadlines to be met.

But who is *The Authority*? Could it be Chris who works in the greengrocers and puts everyday folk off the scent of his superhero secret my frequently misplacing apostrophes? Every hero has their nemesis and frequently *The Authority* pitches their wits against *The Rogue Reviewer*. Will our superhero be confronted by a case of phonetic English and be reduced to a gibbering wreck or will *The Authority* triumph? Watch this space for further adventures of *The Authority*.

Thames Valley Area Group next meeting

On 3rd July, the group will be meeting at the usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7pm. This month we will be discussing Indexing.

The organiser for both events is Darren Mitcham and he may be contacted via email: thamesvalley_areagroup@istc.org.uk.

East of Scotland Area Group

Our last meetup was the 26th of April where each member was asked to bring a problem they wanted to discuss with the group. Issues varied from technical issues using Word as an authoring tool to advice for a hopeful first-time speaker at TCUK.

East of Scotland Area Group next meeting

Our next meeting will be Thursday 26th July at 6pm. We will again be hosted by Corero Network Security ([53 Hanover St, Edinburgh](#)). For more information, and to help pick our next discussion topic visit our LinkedIn group: <https://www.linkedin.com/groups/13536907> or email Holli Hamilton at eastscotland_areagroup@istc.org.uk.

If you're outside the Edinburgh and surrounding area, and are looking to get a meetup night started in your city, please do also get in touch. The Edinburgh group does not have to be the only East of Scotland meetup group if there is also interest elsewhere.

Current ISTC local area groups

If you're interested in attending please contact the local organiser or email istc@istc.org.uk. If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Domic at: areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Jennifer van den Broek	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Area group leader wanted	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	MadSIG@istc.org.uk

Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite and where this is the case, we asked 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.

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

ISTC groups on LinkedIn

The ISTC has a number of LinkedIn groups for its members. Have you joined the relevant groups?



- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546

England

- Cambridge Technical Communicators www.linkedin.com/groups/1805651
- London – N/A
- ISTC Midlands Area Group www.linkedin.com/groups/4835591
- North East England – N/A
- ISTC NW England www.linkedin.com/groups/2445779
- Southern Area Group www.linkedin.com/groups/4795279
- ISTC South West England www.linkedin.com/groups/8269000

- Thames Valley Area Group
www.linkedin.com/groups/4805266

- Yorkshire
www.linkedin.com/groups/4662452

Wales

- South Wales Group
www.linkedin.com/groups/5161265

Scotland

- East of Scotland
www.linkedin.com/groups/13536907
- West of Scotland Area Group
www.linkedin.com/groups/5081412

Ireland

- ISTC Irish Group – N/A
- Irish Technical Writers – An ISTC Area Group
www.linkedin.com/groups/3369559

Special interest group

- MadCap UK and Europe Users Group
www.linkedin.com/groups?gid=5081593

ISTC Community online

The ISTC Community has its own digital presence in social media networks including Twitter, Facebook and LinkedIn. Following these networks you'll be able to keep up to date with news, events, area group developments and other community activities.

Facebook:

www.facebook.com/istccommunity.

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.

Business affiliate news

Firehead recruitment expands into digital skills training and consultancy

This article originally appeared in full on the [Firehead](#) website.



With the redesign of our website, Firehead is also happy to announce a number of new benefits and offerings for both our hiring clients and job-seeking candidates in the field of digital communications. Firstly, check out the new Firehead masthead, which now shows **Recruitment, Training and Consultancy**.

This shows how we are changing and growing as a business, and moving into some exciting new areas that complement our core recruitment offering. We have been gradually building up a new training

and consultancy arm because we were spending a lot of time educating clients and candidates about the new tools and methodologies in our field. It made sense to take this knowledge base and convert it into a range of bespoke solutions for our business clients and training options to help job candidates skill up for future work.

So please look around our new design and see all that Firehead has to offer. We also welcome your feedback – good or bad, we'd love to hear from you. Key highlights are listed below...

Personalised section for our job candidates

- Our new candidates panel lets you upload/update your CV and contact details, manage applications, and find saved jobs and bookmarks.
- Search and job alerts – jobs are now searchable in multiple ways: by location, keyword, job type, field, date posted. You can also subscribe to specific searches and receive alerts.
- Job board – find latest jobs in digital communications across Europe.
- Get a bonus! – refer a friend and receive up to €500 if they are recruited.

Training courses to help you or your employees skill up

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

Consulting offering for clients to help unlock opportunities

- Partner with us and unlock the content opportunities in your business.
- Tap into our talent bank of digital communications expertise to find bespoke solutions to your problems.
- We offer career, information and web development, as well as expertise in content strategy, tools and systems, and the growing area of data science and enterprise AI.
- We are actively seeking new avenues and collaborations to help grow our offering to clients.

Improved user experience and security

- The design remains simple but we have added some dynamic elements so the site is more visual and engaging to use.
- Fully responsive site – you can now view Firehead on your smartphone or tablet as easily as on your desktop as content resizes to fit any device.
- Secure HTTPS pages – all communications between your browser and our website are now encrypted in transit.
- Data protection – as recruiters, we have always been highly committed to ensuring any data we hold is secure, and have recently completed training in the new General Data Protection Regulation 2018 (GDPR). Read our privacy policy for more information on what data we collect as part of our business.

Join us at Firehead

You can connect with us in a number of ways:

- ▶ Register and upload your CV on our [Candidates](#) page.
- ▶ Plug into our [recruitment](#), [training](#) and [consultancy](#) services.

- ▶ [In the know](#) – subscribe to our newsletter for the latest industry news, views & vacancies delivered directly to your inbox.
- ▶ Follow [@FireheadLtd](#) on Twitter for industry discussion and links.
- ▶ Connect with [Firehead on LinkedIn](#).
- ▶ Visit the [Firehead blog](#) – where we post market trends, expert interviews, and insights across all the areas we recruit in.

Any further questions? Please [contact us](#) – we will respond!

XML Documentation for Adobe Experience Manager 3.0 launched



This article originally appeared in full on the [Adobe Technical Communication Blog](#).

I am pleased to announce that we have recently released the version 3.0 of our CCMS – [XML Documentation for Adobe Experience Manager](#). This is a testament to the maturity of the solution and its rapid pace of evolution over the last two years. With this release, we have added several new capabilities to the solution, which will provide added flexibility when

deploying the solution in large enterprises.

This release not only helps you deliver consistent, immersive and omnichannel content experiences for your customers across multiple touchpoints, it also eases the content creation and management experience for you. With a simplified web-based DITA authoring experience, a seamless web-based review experience, ability to offer content as a service, easy migration of legacy content to DITA with our unique ingestion framework and powerful asset and version management, this release has a lot of exciting features. This release [adds support for Adobe Experience Manager 6.4](#) and tighter integration with leading XML/DITA editors like Adobe FrameMaker and Oxygen XML Editor.

Catch a brief overview of the latest release in this product [overview video](#).

Information 4.0 – Making Content Intelligent

This article was written by Emily Furlong and appears in full on the [TWi website](#).

As the industrial revolution enters its fourth stage, technical communication is evolving in parallel. The challenge for technical communicators is to develop new methods

of creating, managing, and storing content that are compatible with the latest delivery channels – to close the gap between the more traditional technical communication methods and the requirements that Industry 4.0 and emerging technologies bring. Information 4.0 is the technical communication community's response to Industry 4.0.

Information 4.0 examines concepts, strategies, and standards that [technical communicators](#) can implement to deliver intelligent information to smart portals and applications. With Information 4.0, content creation will require more expertise, strategy, and precision than ever before.

What are some of the trends in Industry 4.0 and emerging technologies that have an impact on Information 4.0?

With Information 4.0, the traditional document with its paged structure, table of contents, glossaries, appendices, etc., is no longer considered an adequate method of knowledge transfer. As business and industry integrate technology deeper and deeper into their daily tasks, users will come to expect the right information at the right time, in the right delivery format.

Delivery formats will become more tailored to suit the information being delivered

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and the environment in which the content is being accessed. For example, if a maintenance technician is repairing a machine in a manufacturing facility, they might use a mixed or augmented reality (MR/AR) headset or glasses such as [Microsoft HoloLens](#) or [DAQRI Smart Glasses](#) to access hands-free instructions that are tailored to the displayed error code on the machine.

Chatbots will continue to gain popularity and compete with traditional web interfaces for query-response information retrieval. Chatbots can provide real-time, tailored answers to specific user questions, using information from stored datasets, microcontent, real-time data from IoT sensors, etc.

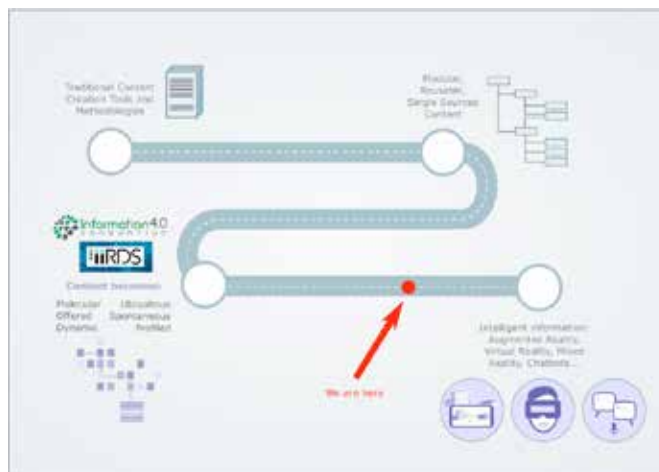
Microcontent is the smallest part of the content that can retain its validity in context. It provides one notion or idea and has a unique purpose. In the case of chatbots, a piece of molecular content functions as a response to a user intent.

Creating new content just for chatbots is not sustainable. It's better to restructure existing content as microcontent so that it is correctly formatted for chatbots, virtual assistants, or any future query-response

delivery channel. Restructuring existing content also supports single sourcing.

How has the technical communication community started bridging the gap between traditional content delivery and Information 4.0?

The technical communication community has been working hard to redefine how content is created, managed, and stored.



Two notable consortiums that have emerged are the [Information 4.0 consortium](#) and the [iIRDS consortium](#).

The Information 4.0 consortium has defined Information 4.0 content as having the following characteristics:

- **Molecular** – For the past 10 years a large portion of technical communicators have been authoring content using the DITA structure which supports modular content creation, single sourcing, and reuse. With Information 4.0, content is going to become even more granular.
- **Dynamic** – Content is automatically updated based on analysis of content metrics and customer interactions.
- **Offered** – Content is created and stored as molecular chunks of information, which are then assembled depending on context and delivered when the user requests it.
- **Ubiquitous** – Content is online, searchable, and findable. It is also single-sourced with multiple delivery channels.
- **Spontaneous** – Information is assembled and displayed in real time based on the context of information requests.
- **Profiled Automatically** – Content is no longer generic. The information delivered is aligned with the user profile and their needs.

A working group within the Information 4.0 consortium worked on the iiRDS standard before breaking out into its own consortium.

iiRDS is a content delivery standard that had its first official release in April 2018. It essentially offers two things:

- ▶ A standardised metadata model for intelligent information with a standardised vocabulary that classifies content types and fragments
- ▶ A package format for how intelligent information is delivered

The primary objectives of the iiRDS standard are:

- ▶ Content can be aggregated from various sources.
- ▶ Content becomes Industry 4.0-ready.
- ▶ Enriched metadata structures are ideal for request-delivery channels.

The metadata in the iiRDS is richly defined and is connected together in an ontology. Filter conditions are used to deliver targeted context-specific information – for example a list of supplies for a particular task.

iiRDS-compliant information is read and processed by iiRDS consumers. These applications find and assemble content

based on various context factors, product types, tasks, events types, information types, or user types. The iiRDS consumer can also filter this information to further target the user's requirements. The iiRDS consumer renders the content so that it appears correctly on the delivery portal or application.

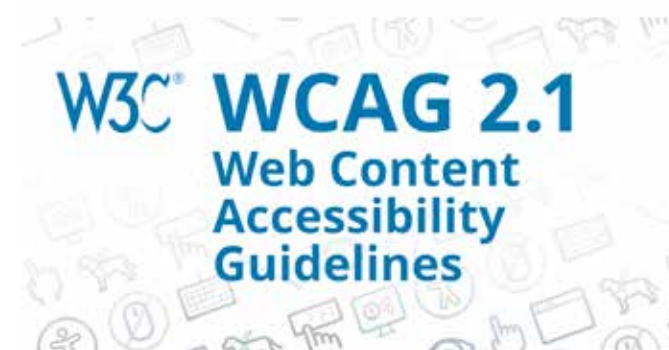
As the iiRDS standard and Information 4.0 concepts and strategies gain traction, technical communicators are assessing how moving towards Information 4.0 will impact on them and their organisations. We are on the cusp of some very exciting changes in our industry. The way we've been authoring content is going to change, and it's going to keep changing as we continue to keep pace with emerging technologies.

We're not there yet, but the technical communication community is well on its way to delivering intelligent information that is dynamic, context-responsive, easy to access, and more useful than ever before.

Industry and general news

W3C Updates Website Accessibility Standards

This press release was originally issued by World Wide Web Consortium (W3C) and appeared [here](#).



W3C announced a significant update to W3C's internationally-recognized [Web Content Accessibility Guidelines](#) which addresses accessibility of web content, websites and web applications on desktops, laptops, tablets, and mobile devices. [Web Content Accessibility Guidelines](#) (WCAG) 2.1 expands upon guidance developed by W3C's Web Accessibility Initiative (WAI) over the years, and is used widely around the

world to make web content more accessible to people with disabilities.

“Developed through W3C’s consensus process and WAI’s strong multi-stakeholder engagement, Web Content Accessibility Guidelines (WCAG) 2.1 helps Web designers and developers better meet the needs of users with disabilities and older users. The Accessibility Guidelines Working Group (AG WG) addressed new requirements towards a goal of coordinated international uptake and standards harmonization.” — Jeff Jaffe, W3C CEO

Enables Website Developers to Reach a Broader Audience

WCAG 2.1 expands existing coverage of mobile accessibility, and adds more provisions in the areas of low vision, and cognitive and learning disabilities.

“WCAG 2.1 improves support for interactions using touch, including guidance for complex gestures and for avoiding unintended activation of a touch interface. For low vision, WCAG 2.1 extends contrast requirements to graphics and introduces new requirements for text and layout customization to support better visual perception of content. And for cognitive, language, and learning disabilities, WCAG 2.1 includes requirements to provide

information about the specific purpose of input controls and to support timeouts due to inactivity; both to help users better understand web content and how to successfully interact with it.” — Andrew Kirkpatrick, Head of Accessibility, Adobe

As with WCAG 2.0, following these guidelines will make content more accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and learning disabilities and cognitive limitations. Following these guidelines can also make websites more usable for all users.

Continues Evolution of W3C WAI’s Authoritative and Testable Accessibility Guidance

WCAG 2.1 updates WCAG 2.0 and expands W3C’s accessibility guidance, while maintaining W3C’s standard of implementable, technology neutral, objectively testable and universally applicable accessibility guidance. All new provisions have been tested in implementations across different types of websites and web content. The Working Group has taken care to maintain backwards compatibility with the internationally-

recognized WCAG 2.0, in that websites that conform to WCAG 2.1 will also conform to WCAG 2.0, which remains a W3C Recommendation.

WCAG 2.0 was designed as a highly stable, technology-agnostic standard, and has been kept relevant through updates to informative supporting resources. As with WCAG 2.0, WCAG 2.1 is supported by an extensive library of implementation techniques and educational materials, including Understanding WCAG 2.1 and Techniques for WCAG 2.1, which have been redesigned and moved to a different format to allow WAI to continue to update these on an ongoing basis.

Wide Support for this Advance; Expected International Uptake

WCAG 2.1 has received wide support from industry, including accessibility-focused businesses, the disability community, research, education and government, as shown in the accompanying testimonials.

In addition, W3C is coordinating with national and international regions updating their standards and policies, including the current update of the European Norm (EN) 301 549, which has been undergoing its own independent review process.

“W3C encourages organizations and individuals to use WCAG 2.1 in web content and applications, and to consider WCAG 2.1 when updating or developing new policies, in order to better address the needs of more web and mobile users with disabilities. Additionally, we welcome continued engagement from the international community as we develop future accessibility guidelines.” — Judy Brewer, WAI Director

WCAG 2.1 is part of W3C WAI's stably evolving well regarded accessibility guidance, which also includes the [Authoring Tool Accessibility Guidelines \(ATAG\) 2.0](#), and the [User Agent Accessibility Guidelines \(UAAG\) 2.0](#). These guidelines, as well as an extensive library of supporting materials for WCAG 2.0 and WCAG 2.1 are available at www.w3.org/WAI/.

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Blog news

By Ginny Critcher

Hello everyone. Here is the latest blog round up for you.

Cherryleaf has published the results from its short survey into the reasons why organisations have end user documentation:

<https://www.cherryleaf.com/2018/05/survey-results-why-does-your-organisation-have-end-user-documentation/>.

Tom Johnson has written two articles on simplifying complexity:

<http://idratherbewriting.com/2018/06/12/hiding-complexity-article/>.

<http://idratherbewriting.com/2018/05/31/reconstructing-absent-user-simplifying-complexity/>.

Emily Furlong has been looking at Information 4.0 and making content intelligent:

<https://www.technicallywriteit.com/information-4-0/>.

Sarah Maddox asks, when should we use one word or two words for terms like “log in” and “sign up”?

<https://ffeathers.wordpress.com/2018/05/20/login-or-log-in-sign-up-or-signup-how-to-tell-when-to-use-one-word-when-two/>.

Jonathan Corum has posted a fascinating article on how designs scientific graphics for the New York Times:

<http://style.org/ku/>.

Michael Andrews looks at predicting content attention and behaviour:

<https://storyneedle.com/predicting-content-attention-and-behavior/>.

Chris Ward asks whether GraphQL reduces the need for documentation:

<https://blog.codeship.com/documenting-graphql/>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email 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 Institute of Scientific and Technical Communicators (ISTC).



Training courses

If you know of a training course that will be of interest to readers, please let us know. You can send details by email to newsletter.editor@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*⁺ is 24th of the month preceding publication. 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. 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.



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

Armada, MadCap, Eston and Cherryleaf are ISTC Business Affiliates.

MadCap training

For details of the latest MadCap Software Training Schedule visit: www.madcapsoftware.com/services/training/.

Upcoming Webinars

www.madcapsoftware.com/resources/livewebinars.aspx.

Flare – Customer Reaction and Testimonials

<https://www.madcapsoftware.com/customers/reviews-testimonials/madcap-flare/>.

July

17-18 **FrameMaker Template Creation** 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.

10% discount for ISTC members.

Armada, Newbury.

www.armada.co.uk/course/framemaker-template-creation-training.

19-20 **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.

10% discount for ISTC members.

Armada, Bromsgrove.

www.armada.co.uk/course/indesign-training.

19-20 **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.

10% discount for ISTC members.

Armada, Milton Keynes.

www.armada.co.uk/course/photoshop-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.

10% discount for ISTC members.

Armada, Reading.

www.armada.co.uk/course/photoshop-training.

August

2-3 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.
10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/course/indesign-training.

6 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.

10% discount for ISTC members.
Armada, Reading.
armada.co.uk/indesign-training-course.

9-10 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.
10% discount for ISTC members.
Armada, Bristol.
www.armada.co.uk/course/indesign-training.

16-17 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.
10% discount for ISTC members.
Armada, Sheffield.
www.armada.co.uk/course/photoshop-training.

16-17 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.

10% discount for ISTC members.
Armada, Bristol.
www.armada.co.uk/course/photoshop-training.

20-24 Technical Authoring Training Programme
ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Training in core technical authoring skills for new and experienced technical authors.

Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members.
Armada, Reading.

www.armada.co.uk/course/technical-author-training.



...August

23-24 Introduction to Adobe Captivate

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

10% discount for ISTC members.

Armada, Milton Keynes.

www.armada.co.uk/course/captivate-training.

Online training courses

Cherryleaf

WriteLessons, our new training product, provides you with access to a range of online courses in technical communication
<http://cherryleaf.teachable.com/>.

We also offer online training courses in:

Technical Author/Technical Writing

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

Advanced technical communication

<https://www.cherryleaf.com/training/writelessons/>.

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 training course
- Introduction to Content Strategy course
- Documenting REST APIs
- Managing Software Documentation Projects
- Writing and designing embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

Firehead

Learn FrameMaker 2017

<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/>.

ESTON Training

Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2)

[www.estontrg.com/
technicalcommercial-authorship/](http://www.estontrg.com/technicalcommercial-authorship/).

Simplified English Course

[www.estontrg.com/english-
language-courses](http://www.estontrg.com/english-language-courses).

Standard Generalised Mark-up Language (SGML)

[www.estontrg.com/standard-
generalised-mark-language-sgml-
course](http://www.estontrg.com/standard-generalised-mark-language-sgml-course).

Editing and Publishing Magazines Course

[www.estontrg.com/editing-
publishing-magazine-course](http://www.estontrg.com/editing-publishing-magazine-course).

Report Writing Course

[www.estontrg.com/report-writing-
course](http://www.estontrg.com/report-writing-course).

Business English Course

[www.estontrg.com/business-
english-course](http://www.estontrg.com/business-english-course).

Events listings

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You can also find information using the online event calendar at: www.istc.org.uk/calendar/

July

3 Thames Valley Area Group Meeting
This month we will be discussing Indexing.

Bird in Hand Hotel, Bath Road,
Knowl Hill, RG10 9UP,
Reading at 19:00.

4 Panel discussion: Agile and technical writing
Hosted by Bristol Technical Writers Meetup, join us to listen to a senior technical writer and a Certified Scrum Master in conversation.
Bristol

[https://www.meetup.com/Bristol-
Technical-Writers-Meetup/
events/250585634/](https://www.meetup.com/Bristol-Technical-Writers-Meetup/events/250585634/).

24-25 Judicious Editing

On the heels of the IDEAS Winter 2018 conference, Writing Well, comes Judicious Editing, the IDEAS Summer 2018 conference. It doesn't matter how good your writing skills are, you can always benefit from another set of eyes.

Online

[https://ideas.
infomanagementcenter.com/](https://ideas.infomanagementcenter.com/).

26 East of Scotland Area Group Meeting
We will again be hosted by Corero Network Security ([53 Hanover St, Edinburgh](https://www.corero.com)). For more information, and to help pick our next discussion topic visit our LinkedIn group: <https://www.linkedin.com/groups/13536907> or email Holli Hamilton at eastscotlandareagroup@istc.org.uk

August

No events at this time

September

9-11 Write the Docs Prague

The conference focused on all things related to software documentation.

Prague, Czechia

www.writethedocs.org/conf/prague/2018/.

11-14 MadWorld Europe 2018

With 20 main conference sessions, 4 advanced training workshops, more than a dozen expert speakers, and an ever-expanding community of passionate users, MadWorld Europe is a must-attend event designed to maximize your learning and professional development.

Prague, Czechia

<https://www.madcapsoftware.com/conference/madworld-europe-2018/>.

25-27 TCUK 2018

The theme for TCUK 2018:
Online books are now open.

De Vere Hotel at the Staverton Estate in Daventry, Northamptonshire.

<http://technicalcommunicationuk.com/>.

Upcoming webinars

If you know of an event that will be of interest to readers, please let us know. You can send details by email to events@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*⁺ is 24th of the month preceding publication.

July

10 Content that Sticks: What We've Learned in the Past 15 Years

Scott Abel, President, The Content Wrangler; David Pitta, BrightTALK; Val-Pierre Genton, BrightTALK.

<https://www.brighttalk.com/webcast/43/327623>.

17

Fluid Boxes – Your key to create responsive eLearning courses with Adobe Captivate

Join Dr. Pooja Jaisingh for a step-by-step guided tour on how to create responsive eLearning courses using Fluid Boxes. You will also learn about the best practices of using Fluid Boxes in Adobe Captivate and make the most of them.

Adobe

<https://elgwebinar07172018.meetus.adobeevents.com/>.

19

Information 4.0 and MadCap Flare

In this webinar, Neil Perlin reviews what Information 4.0 is and how it derives from the larger Industry 4.0 concept. He'll take a look at how MadCap Flare fits with Information 4.0, which of its characteristics Flare supports and which it does not.

MadCap

<https://www.madcapsoftware.com/demos/signup.aspx?id=1152951870994028897>.