InfoPlus+

ISTC news

Volunteering opportunities – get involved with ISTC projects

The ISTC is run by its members for its members, and depends on volunteers for its success. Besides being essential to the success of the organisation, volunteering is a good way for you to develop new skills and build your network.

Attention ISTC Members!

Membership subscriptions are now due. If you haven't renewed, please do so as soon as possible and continue to receive the benefits reserved for members. Use the new online facility www.istc.org.uk/Online_Shop/shop_front.php. It is also still possible to sign up for monthly direct debit payments and if you would like to set one up go to www.securecollections.com/dd/istc/details.asp.

Update guidelines on International English

The INTECOM guidelines for writing international English are in need of revising and expanding. This project is being run between all the member organisations of INTECOM (International Council for Technical Communication), including the ISTC.

What's needed?
Project details are still being worked out, so at this stage we're just looking for expressions of interest.

When and how often?
To be confirmed soon.

What skills or experience are needed?
Expertise in writing for international audiences.

Interested? Email Theresa Cameron: international@istc.org.uk.

Contents

This is the Newsletter for technical authors, technical illustrators and information designers.
InfoPlus+ is posted at http://istc.org.uk/Publications_&_Downloads/Newsletter/About_the_Newsletter.html.

Improve communication with members

The ISTC Council are busy implementing lots of projects, but aren't very good at keeping our membership informed about them. We'd like a volunteer to take on the job of reporting about these projects.

What's needed?
It's up to you how much you do, but to begin with we'd like you to attend Council meetings and put together a summary of what's going on, to be published in InfoPlus+

When and how often?
We have 3 virtual meetings per year, on a weekday evening and 1 all-day meeting on a Saturday (usually in London; travel expenses paid).

The next Council meeting is in March, and it would be great if you could get started then.

Skills or experience?
No specific skills, but you do need to be a member of the ISTC (any membership grade).

Interested? Email Elaine Cole:
istc@istc.org.uk.

Technical Communication UK website manager/editor

The website is our main channel for promoting and informing about our annual conference, and needs updating regularly with news and information.

What's needed?
We'd like you to take a proactive approach to understanding TCUK preparations, and work out ways of making use of the website to support them.

When and how often?
As soon as possible, to support TCUK 2011. Frequency of updates varies – occasional updates all year, up to small weekly updates in September.

What skills or experience are needed?
Experience of writing web copy, and a good understanding of best practice in creating usable websites. Joomla CMS experience would give you a head start, but we'll be able to arrange some basic training if you haven't used it before.

Technical website management skills are NOT required.

Interested? Email Paul Ballard:
paul.ballard@3di-info.com.

Affiliate news

Adobe Delivers Technical Communication Suite 3

Adobe Systems Incorporated has announced the release of Adobe® Technical Communication Suite 3, the latest version of its complete single-source authoring and multi-device publishing toolkit for the creation and publication of rich, standards-compliant technical information and training material. The new improved version of Adobe's industry-leading suite enables technical writers, help authors and instructional designers to efficiently author, enrich, manage, and seamlessly publish content to multiple channels and devices.

Adobe also introduced new versions of the suite's core components: Adobe FrameMaker® 10, a powerful template-based authoring and publishing solution for technical content; and Adobe RoboHelp® 9, an HTML and XML help, policy and knowledgebase authoring and publishing solution. Adobe Photoshop® CS5, Adobe Captivate® 5 and Adobe Acrobat® X Pro round out the suite, integrating powerful image editing, eLearning and demo creation, and dynamic PDF functionalities.
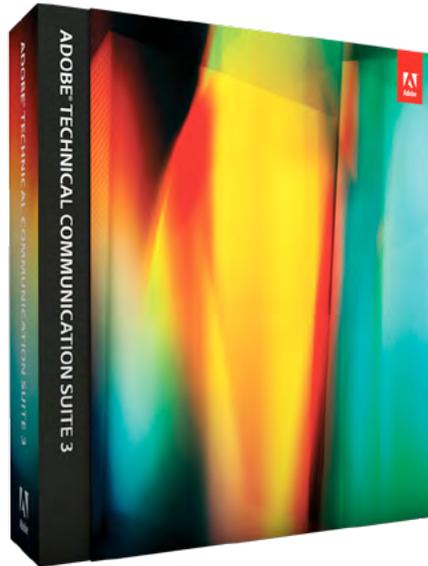
'Today's technical communication end user – from an average consumer to a design engineer – expects content experiences that are clear, concise and more engaging,' said Naresh Gupta, senior vice president, Print and Publishing Business Unit, Adobe. 'Technical Communication Suite 3 customers can meet this demand by creating documentation that is increasingly interactive, rich and socially enabled – all with one set of tools, within one user interface.'

New Features

Technical Communication Suite 3

■ Enhanced single-sourcing: Import FrameMaker content into RoboHelp with support for FrameMaker books. Directly link DITA (Darwin Information Typing Architecture) maps, automatically convert table and list styles, and publish multiple RoboHelp outputs from within the native authoring environment.

■ Dynamic 'single-click' publishing: Create standards-compliant XML and DITA (1.2) content and output to multiple formats, including print, PDF, Adobe AIR™, WebHelp, EPUB, XML and HTML, and deliver it to a wide range of mobile devices, such as eReaders, smartphones and tablets. Lend your content to search engine optimisation, via enhanced metadata tagging of published content.

■ Expanded multimedia capabilities: Take advantage of more than 45 video and audio formats and engage audiences by adding 3D models, training demos and simulations.

FrameMaker 10

■ Standards support: Take advantage of significantly enhanced XML/DITA authoring capabilities of FrameMaker 10, which is an early adopter of industry standards including DITA 1.2.

■ Usability enhancements: Work more efficiently with standards-compliant, prebuilt tools and templates designed for easier authoring. Use utilities like Auto

Spell Check, Highlight Support, scrolling for lengthy dialogue, and enhanced Find and Replace to get the job done faster.

- Content Management System (CMS) connectors: Integrate seamlessly with leading content management systems, including Documentum and MS SharePoint. While competitors often sell these connectors for thousands of dollars, they will be included in FrameMaker 10 at no additional cost. Single-source, review, manage and automatically publish content faster and smarter – all within your favorite technical authoring tool.

RoboHelp 9

- More personalised, optimised end-user experiences.
- Enable users to filter help systems based on their role, department, geography, products, operating system, or any other parameter, ensuring the most relevant information is instantly available.
- Enrich the quality of documentation by allowing users to add comments, rate helpfulness or generate relevant content independently.
- Create rich, interactive materials by adding access to external Web content

including Google search, blogs, wikis and forums.

- Efficient Workflows: Collaborate with authors, subject matter experts and readers using advanced PDF shared reviews, live linking of shared resources, moderation-enabled workflows through Adobe AIR Help, topic-rating and other multi-author environment capabilities.

Adobe FrameMaker Server 10 and Adobe RoboHelp Server 9, the server versions of the client solutions, are the other two releases that complement this launch. The new offering enables enterprises to better streamline end-to-end authoring and publishing workflows while significantly reducing localisation costs by leveraging the enhanced SDL Author Assistant in FrameMaker 10. Users can also automatically schedule and publish content to multiple channels and screens, and gain analytical insights into content usage for effective optimisation.

Helpful Links

- [Technical Communications Channel on Adobe TV](#)
- [Technical Communication Suite blog](#)
- [Technical Communication Twitter account](#)
- [Adobe Technical Communication Suite 3](#)

- [Adobe FrameMaker 10](#)
- [Adobe RoboHelp 9](#)
- [Adobe Photoshop CS5](#)
- [Adobe Captivate 5](#)
- [Adobe Acrobat X Pro](#)

Pricing and Availability

Technical Communication Suite 3, FrameMaker 10 and RoboHelp 9 are immediately available in English, French, German and Japanese versions through Adobe Authorised Resellers and the Adobe Store. Estimated street price for Technical Communication Suite 3 is £1509 (upgrades from £556). FrameMaker 10 and RoboHelp 9 are also available as standalone products. Estimated street price for FrameMaker 10 and RoboHelp 9 is £794 each (upgrades from £317). For details on pricing, please visit FrameMaker Server 10 at www.adobe.com/products/framemakerserver and RoboHelp Server 9 at www.adobe.com/products/robohelpserver.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/uk.

Industry news

Students test-drive iPads in technical writing course

A student of Pennsylvania State University studying maths and computer science, wasn't thrilled at first about fulfilling the technical writing requirement for his major. But what he didn't know was that he would be getting an Apple iPad to use for his course work – no strings attached!

According to a report from eMarketer, tablet sales are expected to increase more than 400% by 2012, thanks, in part, to the iPad. They estimate that more than 81.3 million tablets will be sold in 2012, up from the 15.7 million units sold worldwide in 2010.

A recent article in The New York Times states that the number of schools using iPads across the US is increasing because of the device's large touch screen, flat design and feather weight, offering relief from heavy textbooks.

New York City public schools have ordered more than 2,000 iPads, more than 200 Chicago public schools applied for 23 district-financed iPad grants, and six middle schools in four California cities are teaching the first iPad-only algebra course.

In summer 2010, Pennsylvania State University's Education Technology Services (ETS) bought 40 iPad tablet computers for faculty and student projects. Michael Faris, an instructor in the Department of English, planned a technical writing course for autumn 2010 featuring the iPad in its curriculum.

'Students in my class were juniors and seniors who had already developed their reading, writing and research habits,' Faris said. 'The iPad forced them to adapt to different strategies and change the way they think about their work.'

Each student in the class received the touch-screen-only iPad and an accessory keyboard. Apple donated iTunes gift cards to cover the cost of applications students may have needed to download for the class – like a word processing program – as well as a gift card from publishing company Bedford/St. Martin's, to cover the expense of the digital textbook they needed to download.

Faris said that his students found the iPad's light weight convenient and told him it's a great tool for reading and doing simple writing tasks. However, they also reported having trouble writing more extensive papers and creating multimedia projects with it.

'I think right now it's best to view tablet devices as supplements: they don't replace anything, but they fill needs and gaps in work activities,' Faris said. 'For instance, a tablet can't replace the writing and heavy research capabilities of a laptop, but it can provide for a second screen, supporting some research that might have been open in a browser or printed off or in a book.'

Student Niko Kovacevic agreed. He said the weight and portability of the iPad are nice benefits. He also liked having Internet access, class files, notes, a calendar of events and potentially all of his textbooks all on one device lighter than a laptop. However, when it came to word processing, such as writing papers and other technical documents, using an iPad was cumbersome.

'Auto-corrected typing, especially in conjunction with the onscreen keyboard, makes composition feel like writing papers on a cell phone,' Kovacevic said. 'Documents requiring complicated formatting, such as resumes and instruction sets, have proven to be especially difficult to create on the

iPad because of over-simplified commands and reduced control of touch-pad versus keyboard and mouse. Luckily, these disadvantages are solved by simply composing on a full-version computer rather than the iPad.'

Faris said. 'One thing I think would be interesting is exploring more apps by students and teachers to really discover how the device could be used in a variety of ways. There are many tools out there, and students and teachers could probably find some free apps that might engage education or writing in new or interesting ways.'

Stuart Selber, associate professor of English and Science, Technology and Society, worked with ETS to help establish Faris' iPad-centred class. Selber says that because today's students do a considerable amount of writing using nontraditional means, such as cell phone texts, instant messaging and e-mails, he believes the iPad and similar tablets may be the future of reading, writing and the majority of communication. He also believes not all writing that students do in higher education has to be in the standard format. Tablet computers may or may not have an impact on reading, writing and research skills, he said, and he's open to the idea that they may come to serve the status quo, or change the future of education. One thing he is sure about is that, in productive ways, technology is challenging students and teachers in higher education.

Teachers in Selber's department are interested in implementing iPads into the curriculum. 'For us, a writing class is not about going to class to hear someone talk about writing, but instead allowing the students to work on their actual writing,' Selber said, referencing limits to available classrooms furnished with multiple computers. 'The convenience of iPads would entice students to bring them to class so there's one computer per student.'

Blog news

Rolling into 2011

By Gordon McLean MISTC

Firstly, an apology. Due to various personal reasons, there hasn't been any Blog news these past two months but we are back on tracking as we head into 2011. With that in mind, I'll do a bit of a catch-up so, without further ado, let's see what has been doing the rounds these past few months.

I'd like to start with three posts I've been going back to recently as they are helping shape my thinking for the year.

First up, Peg Mulligan on how Technical Writers provide a unique view on a product: 'Except for the project or product manager, followed by QA and Technical Support, I've found few professionals on the project team, to be at the intersection of convergent and divergent problem-solving, as impactfully as the technical communicator. It's because we're the ones, directly in the arena, between the forces of focus and creativity, that our perspectives are most especially insightful.'

Secondly, the ever thought provoking Tom Johnson ponders if Technical Communication is stuck in the past: 'Although some technical communicators are web-savvy, social-media focused professionals who integrate web trends into help authoring, the majority of technical communicators don't seem to be. For the majority of technical communicators, their jobs don't require a social media component. ...There isn't a need, and so there isn't a practice — except maybe as a spare time hobby.'

And finally Kai Weber looks ahead towards a more business focused industry: 'I've found that many technical writers fall into one of two camps...: "Traditional tech writers" who produce communication deliverables, such as user manuals and online help. "Modern tech communicators" who provide user assistance services as part of the customer experience.'

Elsewhere, Content Strategy continues to be buzzword on many blogs (are we done with social media already?). Melissa Rach, in her post, I Content Strategize, Therefore I Am looks to get a definition in place, 'With all of the focus on content strategy recently, discussions about the definition of the word "content" have erupted into a philosophical debate that would make Kant, Descartes, and Heidegger proud'. Clinton Forry reminds us that 'Governance is critical to keeping your content useful and usable. It is the part of your content strategy that allows for your content's continuing maintenance, adaptation and evolution.'

Quick links

Peg Mulligan:
http://pegmulligan.com/2010/11/26/at-the-intersection-of-convergent-and-divergent-thinking
http://pegmulligan.com/2011/01/23/content-strategy-a-roadmap-for-technical-communicators-via-scriptorium-publishing

Tom Johnson:
http://idratherbewriting.com/2010/12/30/technical-communication-stuck-in-the-past

Kai Weber:
http://kaiweber.wordpress.com/2011/01/17/2011-megatrend-in-technical-communications

Melissa Rach:
http://blog.braintraffic.com/2011/01/i-content-strategize-therefore-i-am

Clinton Forry:
www.content-ment.com/2010/11/road-to-content-strategy-is-paved-in.html

Larry Kunz:
www.dmncommunications.com/weblog/?p=2215

Sarah O'Keefe:
http://www.slideshare.net/Scriptorium/contentstrategy-techcomm2

Grab bag:
www.dmncommunications.com/weblog/?p=2247
www.futurechanges.org/2010/11/09/the-future-belongs-to-the-best-editors
http://iconlogic.blogs.com/weblog/2010/11/powerpoint-2007-2010-how-to-extract-audio-images-from-a-presentation.html
http://idratherbewriting.com/2011/01/17/minimalistic-callouts-heighten-visual-appeal
www.boingboing.net/2010/11/12/the-modern-face-of-l.html
www.farbey.co.uk/index.php/2011/01/please-release-me-from-release-notes
http://cybertext.wordpress.com/2011/01/18/humor-and-friendly-chatin-user-documentation

Still with Content Strategy, [Larry Kunz answers the question, Content strategy for technical communicators: what happens to my doc plan?](#) and [Peg Mulligan offers her take](#) on a presentation by Sarah O'Keefe on [Content Strategy: A Roadmap for Technical Communicators](#).

And finally, a grab bag of random posts that might be of interest:

▶ [The everyday tactics of content](#)
▶ [The Future Belongs to the Best Editors](#)
▶ [PowerPoint 2007 & 2010: How to Extract Audio & Images from a Presentation](#)
▶ [Minimalistic Callouts Heighten Visual Appeal](#)
▶ [The Modern Face of Letterpress](#)
▶ [Please release me from release notes](#)
▶ [Humor and friendly chat in user documentation](#)

That's all from me. As ever, if you know of a blog that you think others would be interested in, please get in touch at blogs@istc.org.uk.

A technical writer for almost 16 years, Gordon has been blogging for 10 of those. He monitors a large breadth of blogs covering most aspects of both technical communications and software development. You can download the full list of RSS feeds from his blog at www.onemanwrites.co.uk.

Training courses

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*[+] readers, please contact the Newsletter copyeditor at 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.

February

3-4　**Introduction to Adobe Captivate**
Course for beginners, teaches how to create web enabled simulations, demos and tutorials for software applications.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands. armada.co.uk/coursecaptivate.htm.

3-4　**Website creation essentials with Adobe Dreamweaver**
Course for new or novice website designers, and anyone who is responsible for creating or updating web pages. 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. armada.co.uk/coursedreamweaver.htm.

14-15　**Basic and Intermediate Adobe FrameMaker**
Course providing thorough grounding in FrameMaker used in unstructured (standard) mode covering most popular features and a wide range of techniques for generating printed documents of a high standard.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands. armada.co.uk/courseframe.htm.

...February

16   Advanced Adobe FrameMaker
Teaches the use of Frame Maker's advanced and difficult-to-grasp features when working in unstructured mode (standard FrameMaker). Learn how to produce books comprised of multiple documents, generate a table of contents and index, and insert cross-references.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands. armada.co.uk/courseframe.htm.

21-22   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. armada.co.uk/adobetraining.

23   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. armada.co.uk/adobetraining.

28   Introduction to technical authoring
Short course for new technical authors and people in other roles who need to carry out technical authoring work. Covers audience analysis, structuring and designing documents, writing in plain English, punctuation and grammar, designing an effective layout, reviewing and proofreading.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands. armada.co.uk/techauthortraining.

March

1-2   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. armada.co.uk/techauthortraining.

3-4   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. armada.co.uk/techauthortraining.

ADOBE® TECHNICAL COMMUNICATION SUITE 3

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Included

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Try the full functionality of Adobe Technical Communication Suite 3, plus tutorials, in minutes without downloading the software.

Test-drive now

Learn more

Event news

LISA Forum Asia: *Delivering Quality Content in China and the Asia-Pacific Region*

Responding to clients' feedback and engaging speakers from some of the leading companies in China and around the world, the Forum will explore China's increasingly important role in the global economy, international product development, and why China matters to you – regardless of where your company does business.

Programme

The programme features tracks on content creation, localisation services, global product testing, and open standards, the program features both a broad overview of critical business issues and in-depth technical sessions. The programme includes the following sessions plus two workshops featuring Creating Content for Business Globalisation, and Managing Enterprise Terminology.

Customers and product developer sessions

- Clear guidelines for how to deliver content that meets their clients' expectations.

- At the content level (that is, truly understanding what their customers need).

- At the business level (that is, managing processes that will enable them to meet their content goals).

- Clear standards for quality and timely delivery.

- Business standards for procuring globalisation-related services.

- Protect the company's interests with vendors (that is, being able to determine what they are buying and to get accurate pricing).

- Educate the company about best practice and its relationship to quality services.

Localisation and globalisation services companies sessions

- Standards for service levels.
  What must a company provide to deliver services?

- Standards for quality that are agreed upon by all parties and that are verifiable.
  Define how service companies can demonstrate ability to consistently meet quality expectations.

- Process and data standards that facilitate interaction with international customers.
  In many cases these standard do not fully account for Asia-specific needs and need some attention regional experts.

- Training on localisation process and internationalisation best practice and standards.
  Organising and testing deliverables within a standards framework.

To register

Visit: https://www.lisa.org/Registration.1705.0.html. Register by 20 February 2011 for an additional €50 off already low early-bird pricing.

Technical Communication Suite 3 London launch event

On 11 January, 2011, Adobe released the latest version of the world's number one desktop authoring and online documentation publishing tool, the Technical Communication Suite.

You are invited to attend the London Launch Event to celebrate the release of the Adobe Technical Communication Suite 3, featuring members from Adobe Engineering, industry experts and trusted solution partners.

When

Friday 11 February, 2011. Presentations take place between 15:30 and18:45. There's a cocktail reception from 18:45 to 20:00.

Where

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

Seating is extremely limited for this event, so please request your place now by visiting www.adobe.com/uk/events/tcslaunch.

Events listings

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.To include an event in the listings, please email events@istc.org.uk

February

11   **Technical Communication Suite 3 London Launch Event**
Exclusive London Launch Event to celebrate the release of the Adobe Technical Communication Suite 3, featuring members from Adobe Engineering, industry experts and trusted solution partners.

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

www.adobe.com/uk/events/tcslaunch.

16   **One-day Localisation Project Management seminar**
The full day seminar features five Localisation Project Management sessions: Localization Readiness, Planning and Scheduling, Financial Project Management, Lessons Learned and Industry Trends.

The seminar will run from 9:00 to 17:30 each day. At the World Trade Center in Seattle, Washington.

www.localizationinstitute.com/switchboard.cfm?category=public&display=title&ID=75.

17   **North West Meeting in Manchester**
Ted Osuch, Tidalfire will talk about Adobe Captivate. The venue is Madlab, 36-40 Edge Street, Manchester, M4 1HN and the meeting is from 9:00 – 21:00. Contact: David Jones e-mail: northwestengland_areagroup@istc.org.uk. You can book tickets at http://nwtcgjan.eventbrite.com.

21 **West of Scotland Technical Communicators**

The West of Scotland Technical Communicators meeting at Waxy O'Connors Pub, 44 West George Street, Glasgow, G2 1DH. For more information, please contact Katja McLaughlin at: westscotland_areagroup@istc.org.uk.

You can book tickets at http://istcwestofscotland.eventbrite.com.

22 **Cambridge area group**

Talk by James Valentine Technical Translations - a view from the front line at 19:00 hours at the Arm Ltd, 110 Fulbourn Road, Cambridge, CB1 9NJ.

cambridge_areagroup@istc.org.uk.

cambridge_techcomms@googlegroups.com.

http://groups.google.com/group/cambridge_techcomms/.

June

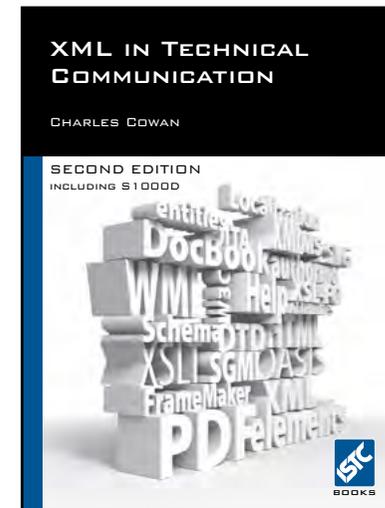**8-10** **11th EASE conference**

European Association of Science Editor's conference: Science Editing in the Digital World

Tallinn, Estonia.

www.ease.org.uk.

InfoPlus+ submission deadlines

If you have an article or other content you want to submit for inclusion in *InfoPlus+*, please note the following: For feature articles, press releases, affiliate news and other general content, please ensure your submission arrives by 20th of the month prior to publication. For example, in the case of a June publication, copy should arrive by 20 May. For ISTC news or event details, please ensure your submission arrives by 24th of the month prior to publication. For example, in the case of a June publication, news should arrive by 24 May. Every effort is made to ensure that *InfoPlus+* is published and distributed as early as possible in the month to which it relates. However, last-minute entries, adverts or cancellations can result in an issue being distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information; especially if it concerns an event occurring in the first few days of the month.

Back page

Caption competition

Here's the result of last month's *InfoPlus*+ caption competition. There was no shortage of entries for this one and it's been much harder to choose a winner.

Here are my top three:

1st place: 'Even Beckham couldn't bend it that much!' (Simon Butler)

2nd Place: 'Marian blamed the goalkeeper when Sherwood FC lost their FA Cup match' (Jacquie Rhodes)

3rd Place: 'There are some misgivings by officials after Chelsea unveil their new defender hoping to take down Wayne Rooney!' (Paul Harris)

The winner, Simon, will become the proud owner of a high-tech USB flash drive. Thanks Simon.

A sign of silence

Thanks to Richard Hodgkinson, FISTC, for the pub sign photo that he photographed near Wareham in Dorset. As he pointed out, we're not too sure how well this will go with some readers…. it could make them speechless? By the way, this is not a caption competition photo, so please don't send entries for this!

This month's competition

Here's another entry. As the driverless fire engine seems to fly out of the station – wheels not even touching the ground – not forgetting the flood warning sign, we'd like your best caption suggestions please. The winner will be announced in next month's *InfoPlus*+, so please send your captions for the new photo to newsletter.editor@istc.org.uk by 24 February.

This is the Newsletter for technical authors, technical illustrators and information designers.
InfoPlus+ is posted at http://istc.org.uk/Publications_&_Downloads/Newsletter/About_the_Newsletter.html.