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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

October 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! As this edition of *InfoPlus* heads to the production office many of you are travelling to Daventry for TCUK 2018. If you are fortunate enough to have been a conference attendee, we trust you had a fulfilling time. All expectations regarding delegate numbers were exceeded – we're delighted so many of you could join us to mark the ISTC's 70th anniversary, and *Communicator* magazine's 50th.

We look forward to publishing reviews of an interesting and busy conference in next month's newsletter. Meanwhile, there is plenty of other news – and a new competition! – to share this month.

ISTC news

Book launch

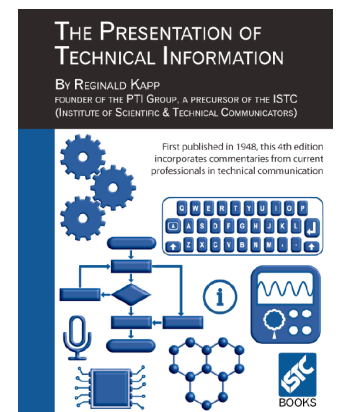
By Alison Peck

The 4th edition of *The Presentation of Technical Information* was launched at TCUK.

The book was written by Reginald Kapp who started an association of the same name – the PTI Group – in 1948. This group was one of three that merged to form the ISTC in 1972.

We last published the book 20 years ago, to celebrate our 50th anniversary, and we decided it was time to do so again to celebrate 70 years, but this time with a difference. Each chapter now concludes with a

commentary by an experienced technical communicator (Paul Ballard, Matthew Ellison, John Espirian, Tony Eyre, John Kearney, Carol Leahy, Zsuzsa Nagy, Linda Robins, Mike Unwalla, Danielle M Villegas – and me). The point of republishing was to give us all an opportunity to reflect on how (and whether) the advice given by Reginald Kapp is relevant today.



I thoroughly enjoyed working on the book, and it was a real labour of love by all concerned. You see, we didn't have a digital copy of the 3rd edition so the ISTC Council converted the hard copy they had into electronic format. The next stage in the process was to import the text to FrameMaker (so we could use the templates from the last two books, giving us a consistent look and feel), and then standardise the content as we'd all been working from different editions and reprints.

I took the decision not to undo any of the excellent editorial work undertaken by the editors of the 3rd edition, who made sure (for example) that we wouldn't offend anyone by referring to all engineers as "he". The only time anything reverted was when one of these changes had resulted in something that – 20 years later – sounded old-fashioned. In those instances, I checked back against the 1948 version to see what the original said, and occasionally reworded in a slightly different way.

The index was also replicated from the 1948 version, and then supplemented to incorporate the information in the commentaries. As before, some of the index uses terms that maybe aren't common today – but rather than replace them (because that's what the text says), I made other entries to the same place and added some "see also" references.

Copies of the book were on sale at TCUK, but if you missed it you can order it through the ISTC office for £12 plus p&p. If you are an ISTC member or affiliate, or a member of another national association for technical communicators (or equivalent, at ISTC discretion), you are eligible for a 25% discount. To get your discount, order through the ISTC office (email istc@istc.org.uk).

UK Technical Communication Awards

The purpose of the UK Technical Communication Awards is to recognise the value of clear, concise and effective information products. Whether online or printed, the impact of highly effective documentation is felt by industry, commerce, academia and most of all, users. Individuals and teams that develop excellent information products deserve to have their efforts recognised, as do the companies that invest in them.

The following are the winners of UK Technical Communication Awards 2018:

- ▶ **dunnhumby User Assistance team** for *Performance Diagnosis user assistance*.
- ▶ **Morten Mueller and Jesper Juul Pedersen** for *Zylinx unified help*.
- ▶ **Hoare Lea Technical Control Group** for *TC Pod*.
- ▶ **Andy Wilman and Matthew Baker** for *Raymarine LightHouse3 Advanced Operation instructions*.

And the overall winner of the 2018 UK Technical Communication Awards is:

- ▶ **dunnhumby User Assistance team** for *Performance Diagnosis user assistance*.



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The advertisement banner for 3di features a purple background with a blurred image of people in a meeting. The text is white and yellow. A yellow circle highlights the "Winning documentation project management solutions" text.

Toni Byrd Ressaire accepts the ISTC's Horace Hockley Award

Toni, who along with many other achievements, is a past president of the STC Chapter in France, was selected by the ISTC Council as the 2018 winner of the Horace Hockley Award. This award recognises contributions to the field of technical communications over many years. In the words of the person who nominated her, "She gives and gives to the community, and I think it's time we gave back!"

Mike Austin Award given to Linda Robins

Linda Robins, Council member since 2006, was selected by the ISTC Council for the Mike Austin Award. The award is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to the ISTC over a period of time. The award is in recognition for promoting the work the Institute does or for contributing to the success and growth of the Institute. It is presented periodically when a suitable candidate has been identified.

Congratulations to all the award winners!

TCUK feedback

We'd love to hear your thoughts about the conference. What was your most memorable moment? Do you have a story and/or a photo that you would like to share in the next edition of *InfoPlus*? Or, if you prefer to keep it concise, what three words best sum up your TCUK18 experience? Email newsletter.editor@istc.org.uk.

ISTC Mentoring Scheme update

Are you a junior member looking for some additional mentoring? Or are you more experienced and interested in becoming a mentor?

We are pleased to introduce Mark Swaine as the new ISTC Mentoring Scheme Co-ordinator. Mark replaces David Farbey who has been in this role for several years. Thank you, David, for your help and dedication over the past few years, and for making this scheme successful.



Mark Swaine

Mark has been a technical author for 25 years in both the software and hardware industries, and is currently the Documentation Manager at a global oilfield services company. He explains why he is keen to take on this role:

"I see a growing need to promote the TechComm profession and to develop the skills of our junior members. The range of work being done by TechComm is getting very diverse and along with the rapid development of new technologies, it is important that we help develop competencies in all the right areas. I see the mentoring scheme as a good way to help guide our newer members in the right directions to learn new skills and processes."

The ISTC's Mentoring Scheme matches up Junior Members who are just starting out in the profession of scientific and technical communication with experienced technical communicators for advice and guidance. The goal of the scheme is to provide a framework for the professional development of Junior Members, and it gives them a considerable advantage over other new starters in the profession who may have nowhere to turn to for practical help.

The ISTC Mentoring Scheme is entirely voluntary for all participants. Junior Members are invited to take part in the scheme but are under no obligation to do so. ISTC Members and Fellows who act as mentors are volunteers and receive no payment or reward from the ISTC for their participation. The ISTC Council greatly appreciates the time and effort that each and every mentor devotes to the Mentoring Scheme. Mentors are encouraged to include their mentoring activities as part of their Continuing Professional Development (CPD) records.

The ISTC arranges an introduction between a Junior Member and a mentor, and provides general advice about the scheme, including a series of sample forms that a Junior Member and their mentor may use to keep a record of their interactions. These forms are designed to provide a framework for the mentoring agreement between a Junior Member and a mentor, and to outline what each party expects to contribute to, and to receive from, the mentoring relationship.

You can contact Mark about the scheme at mentoring@istc.org.uk.

Let's communicate

InfoPlus has been a popular ISTC publication for many years, and I want to ensure it remains so. 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! Suggestions 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.

Lisa



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 November edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **21 October 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.

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

Thames Valley Area Group

At our September meeting, Cecily Roberts gave a sneak preview of her TCUK presentation. Every year we are proud to have speakers at TCUK, and every year we give them the opportunity to practice and hone their presentations to achieve perfection.

Next meeting

Our next gathering, on Tuesday 2 October, will be a post mortem of TCUK. Anyone who didn't make it to the conference can come along and hear the highlights. Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7.30 pm.

For more information, contact Darren Mitcham via email at thamesvalleyareagroup@istc.org.uk.

Communicator

The award-winning quarterly journal from the ISTC.

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"Thank you again for letting me be one of your authors. It is a true privilege."
Maxwell Hoffmann



"The Spring 2015 issue of Communicator is possibly one of the best I've seen yet."
Claire Wood

www.istc.org.uk

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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.

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. 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.

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 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.

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

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 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

The ISTC group: www.facebook.com/groups/490570891153888

The TCUK page: 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



Business Affiliate news

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](#).

Adobe reports record revenue, and announces 2019 release of Adobe Captivate

[Adobe reports record revenue](#), with digital experience subscription revenue growing 25% year-over-year in Q3.

They have also recently [announced the 2019 release of Adobe Captivate](#), introducing virtual reality (VR) for eLearning design. As described in more detail in the linked article, the top new features include:

- ▶ Immersive learning with VR experiences
- ▶ Interactive videos
- ▶ Fluid Boxes 2.0

- ▶ 360° learning experiences
- ▶ Live device preview
- ▶ Smart video recording – Webcam + Screen
- ▶ Automatic chroma key effects
- ▶ CSV question import template

Industry and general news

Information Design Summer School 2018

By Alison Peck

Having just returned from a stimulating week-long Information Design Summer School held at the University of Bath, I thought readers of *InfoPlus* might be interested to hear about the event.

I wasn't sure what to expect, or how relevant the course would be to my day-to-day work – but I have a strong interest in Information Design and was sure I could tease out some useful nuggets. How wrong I was! It would have been easier to identify the parts that were *not* useful. Even when taking into account the fact that the normal pace of updating, reviewing and publishing in my world precluded some of the considered approaches others were able to use, the



Alison and fellow attendees at the Summer School

principles still applied.

The delegates came from various backgrounds – and there were two other technical authors, plus someone whose job role had changed but who still talked about her technical authoring work.

The course was split between theoretical concepts and practical application. Every morning began with some aspect of Information Design theory. This included diagramming, usability and testing, text-based considerations, visual acuity and a look at the process of changing an organisation's documentation, including a

very interesting case study. The afternoons were spent working in small groups on real-world projects. The projects were either brought by attendees, or were suggested by people known to the tutors who had real-world problems they needed to solve. The group I joined looked at conveying relatively complex information relating to VAT submissions to businesses.

The days were punctuated with short (20-minute) presentations from course attendees explaining their work, showcasing some of their successes and – in some cases – sharing some projects that had not been so successful, giving us all the opportunity to learn from the experience. These really made you aware how diverse the backgrounds of the attendees were – even the three of us working as technical authors came from very different environments. Between us we covered healthcare (including pharmaceuticals), government and legislation, education, manufacturing, broadcasting, publishing... What we had in common was a passion for communicating information in the most effective way to those who needed it, and as a result the week was one of the most rewarding I have experienced. Although we were working in multi-disciplinary teams

(with graphic designers, wordsmiths, typographers...) from all the different sectors I've mentioned, we all had an appreciation of the work everyone else did.

All things considered, I can thoroughly recommend the course for anyone with an interest in the design aspects of communication – not just making sure the content is there but considering how best to convey it.

More information about the course can be found on the [Simplification Centre's website](#).

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.

Amazon bans PowerPoint in meetings

Jeff Bezos, Amazon's founder and CEO, has banned the use of PowerPoint in executive meetings, replacing it with narrative memos.

As this article on inc.com explains, "instead of reading bullet points on a PowerPoint slide, everyone sits silently for about 30 minutes to read a 'six-page memo that's narratively structured with real sentences, topic sentences, verbs, and nouns.' After everyone's done reading, they discuss the topic."

The article goes on to discuss why this approach might be more effective. It explains how our brains are hardwired for narrative and how stories are persuasive, and it argues that bullet points are the least effective way of sharing ideas. And when we do need to use slides, it reminds us that visuals are much more powerful than text alone.

This is a perfect cue for an article about creating visuals...

A picture is worth a thousand words

Whatever your role is in the TechComm world, I'm sure you're familiar with the above expression. Technical authors and technical illustrators have been working together for decades with the joint aim of conveying information as effectively as possible, and a skilful illustration is often the best way to do this.

The format of our output generally needs to be formal and precise, but the most important thing is to communicate in a way that most effectively resonates with the target audience. The business world is evolving rapidly and having access to a variety of methods and tools can be highly beneficial, so I was pleased to discover Graphic Change recently.

Graphic Change is a visual thinking studio that was set up in 2006. Cara Holland, the Director, is considered to be one of the leading graphic recorders / visual facilitators in the UK, and has global brands such as Google, Sony and GSK on her client list,



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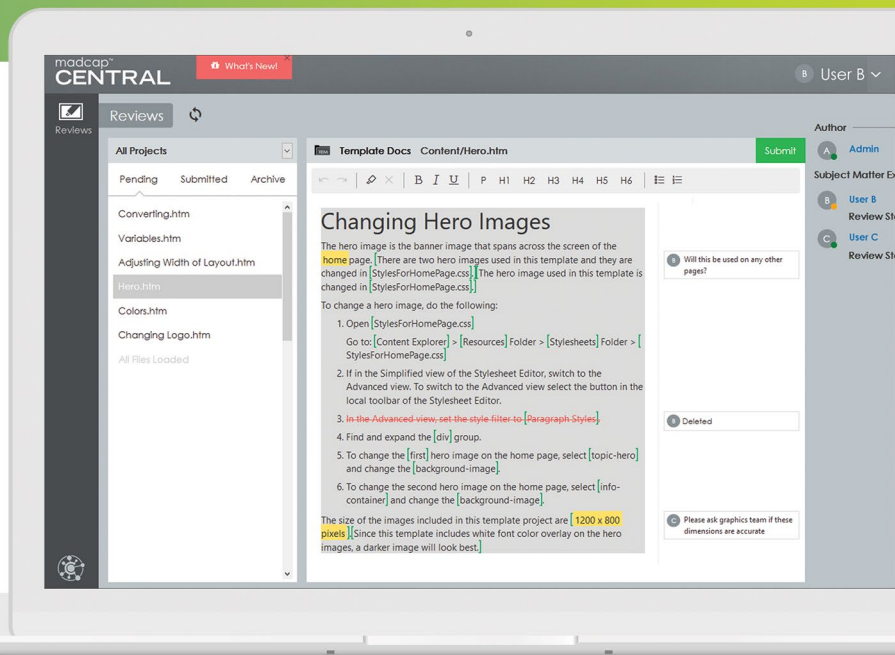
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The **MadCap Central June 2018 Release** adds custom domains, new user types, and a new cloud-based editor for streamlined contribution and review with MadCap Flare. Subject matter experts, authors and other non-Flare users can now easily create and review content using an integrated cloud-based workflow.



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in addition to well-known charities and public sector organisations. Cara shares our drive to communicate information in a clear and engaging manner. In her own words, she wants “everyone to experience the benefits of working visually, making communication more accessible and collaborative”. Hand drawn big pictures, illustrations and whiteboard animations are the means Cara uses. I asked her if she minded me describing her work as “eye-catching, intelligent cartoons and doodles” and she said, “That about sums it up!” Cara continued, “Of course most people think of doodles as messy, and what I do is often quite precise and always purposeful. It’s about having a common language to communicate key information from one audience or business area to another, and simple visuals achieve that like nothing else.”

In addition to drawing at workshops, meetings and events, Graphic Change offers training courses (both in person and online) to enable people to draw and think more visually in the workplace themselves. Cara believes that everyone can improve their communication and effectiveness at work by learning simple yet powerful visual techniques, and emphasises that no drawing

skills are required. “You’ve got nothing to lose but your fear!”, she says encouragingly.

You can find out more at <https://www.graphicchange.com>.

Doodle competition

The article above presents the perfect opportunity for a competition! Who fancies winning a copy of Cara Holland’s brand-new book, *Draw a Better Business*?

The challenge: create a hand drawn doodle depicting a key aspect of technical communication. To get your creative juices flowing, imagine that a friend or family member has asked you to explain what you do at work, and draw something that will help you to explain this.

Regardless of artistic talent, almost everyone enjoys doodling so don’t let doubts about your ability stop you from entering.



Send an electronic copy of your doodle (a snap on your phone will be fine, let’s keep it simple) to newsletter.editor@istc.org.uk by 11th November 2018.

Other terms and conditions. Entrants do not have to be ISTC members, but they must be aged 18 years or over. Only one entry per person (choose your favourite if you catch the doodling bug). Entries must be your own work and hand drawn. The doodle that elicits the biggest appreciative smile at ISTC HQ wins; judges have the final say. The winner will be notified by email. There is one prize, a copy of *Draw a Better Business*, kindly donated by Cara Holland of Graphic Change. The copyright of any artwork entered shall remain with the entrant, however, by submitting artwork entrants provide their consent for the ISTC to publish the doodle in *InfoPlus* and on their social media platforms.

Tricks of the trade

As a profession, we tend to be dispersed and it's common to not have many (or any) TechComm colleagues close at hand to share tips and revelations with. Cue this newsletter

– read by hundreds of like-minded individuals. Between us, we have vast amounts of knowledge across every facet of the technical communication field, and we continue to learn new skills. Just think of how many “ah-ha!” moments we must collectively experience: those satisfying flashes of understanding which make life easier. And new discoveries feel even more rewarding when you can share them with others.

This is where *Tricks of the trade* comes in. It's a way of putting our heads together.

Simon Butler has shared a perfect example – **a trick for extracting all the images from a MS Word document** (to help you import them into another tool, for example).



Follow these steps:

1. Save the Word file as a *.docx
2. Rename this as a *.zip
3. In this zip file there will be a folder called “word”
4. In this “word” folder there is another folder called “media”
5. This “media” folder contains all images, in their original formats, numbered sequentially.

Note: this doesn't extract diagrams drawn directly in Word.

Do you have any tricks up your sleeve? It might be software-related, a grammar tip, the discovery of a particularly useful YouTube tutorial... Anything that made you exclaim, “If only I'd know that sooner!”

Send an overview of your insight, and a short description of who you are, to newsletter.editor@istc.org.uk and I will publish it in a future edition. Gratitude from our community is guaranteed!

Blog news

By Ginny Critcher

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

Every Page is Page One's author, Mark Baker, carries on his debate with Neil Perlin re single-sourcing dead or not:

<https://everypageispageone.com/2018/09/10/is-single-sourcing-dead/>

Neil Perlin responds to Mark Baker and the single sourcing dead or alive debate continues:

<http://hyperword.blogspot.com/>

Alistair Duggin for the Government Digital Service blog posts how GDS made their latest consultation accessible by creating British Sign Language and Easy Read versions, and what they learned publishing in multiple formats:

<https://gds.blog.gov.uk/2018/09/13/accessibility-advice-when-creating-a-uk-government-consultation/>

Instead of making enterprise software beautiful, think UX vs UI – design a user experience that just gets stuff done, writes Unit4's Claus Jepson:

<https://diginomica.com/2018/09/05/software-will-never-be-beautiful-its-the-experience-that-counts/>

Tom Johnson's I'd rather be writing blog shows how "Pages at a glance" can help users get a quick understanding of the whole without having to go through the details of each page:

<https://idratherbewriting.com/2018/09/15/pages-at-a-glance-feature/>

Sarah Maddox enthuses about Issue Mover for GitHub on her ffeathers blog:

<https://ffeathers.wordpress.com/2018/09/10/discovered-the-issue-mover-for-github-and-its-super-cool/>

Kristopher Sandoval on the Nordic APIs blog posts advice for API developers on how to decide which API design style to use in what situation. The post looks at REST within the context of three other options – gRPC, GraphQL, and Webhooks:

<https://nordicapis.com/when-to-use-what-rest-graphql-webhooks-grpc/>

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.

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

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. 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. 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

A 10% discount is offered to ISTC members for all the following Armada courses.

October 2018

18-19 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, Bristol and Reading.

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

...Armada
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22 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, Reading.
www.armada.co.uk/course/advanced-adobe-indesign-training.

25-26 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.
www.armada.co.uk/course/photoshop-training.

26 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.

November 2018

1-2 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

Armada, Bromsgrove.
www.armada.co.uk/course/captivate-training.

1-2 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.

1-2 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.

...Armada

...November 2018

5-6 Introduction to Adobe FrameMaker

Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features.

Armada, Newbury.

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

8-9 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.

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

15-16 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, Sheffield.

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

22-23 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.

22-23 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, Milton Keynes.

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

29-30 Introduction to Adobe Captivate

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

Armada, Sheffield.

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

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/>.

A 10% discount is offered to ISTC members for this course.

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 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

ESTON Training

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

www.estontrg.com/technicalcommercial-authorship/.

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

Simplified English:

www.estontrg.com/english-language-courses.

Standard Generalised Mark-up Language (SGML):

www.estontrg.com/standard-generalised-mark-language-sgml-course.

Editing and Publishing Magazines:

www.estontrg.com/editing-publishing-magazine-course.

Report Writing:

www.estontrg.com/report-writing-course.

Business English:

www.estontrg.com/business-english-course.

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/>.

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. Courses start:

1st October 2018

5th November 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. Courses start:

15th October 2018

11th February 2019

£500 (10% discount for ISTC members)

See www.graphicchange.com/training for more details.

MadCap training

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

Training and events – discounts for ISTC members

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

Feedback and contributions

This newsletter is produced for the benefit of both ISTC members and technical communicators in the wider community. We are always pleased to hear from our readers. Send your feedback and any ideas for articles, new features or regular sections to newsletter.editor@istc.org.uk.

Events listings

If you know of an event that will be of interest to readers, please email newsletter.editor@istc.org.uk.

ISTC events are highlighted.

October 2018

- 2 ISTC Thames Valley Area Group Meeting**
A post mortem of TCUK. Anyone who didn't make it to the conference can come along and hear the highlights.
Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 7.30 pm.
- 4 MadLab Lecture**
From the fastest track to the cost-effective creation and distribution of technical information. A talk considering the challenges of efficiently creating and maintaining multi-variant, multi-lingual and multi-format documentation as well as intelligently delivering content by different means.
MadLab, Manchester, M60 0AE.
<https://tinyurl.com/y8x8fukq>.

...October 2018

- 4-5 WritersUA East**
This event is of interest to technical communication professionals with a broad interest in the development of digital content and services.
Raleigh, NC, USA
<http://east.writersua.com/>
- 10 Adobe DITA World 2018 – The DITA Online Conference**
The program will offer a wide range of topics, from high-level strategic approaches to very practical sessions. We will show how Adobe is helping to connect the dots between Technical Communication and Marketing Communication and create new customer experiences.
Online (Registration is free)
<https://2018-adobe-dita-world.meetus.adobeevents.com/>

- 16 UK Conference of Science Journalists 2018**
Future proof your career by attending this one-day conference focusing on new and emerging technologies and digital innovations in media and reporting. Learn about the latest key media trends and pick up new digital tools and skills essential to freelancing and thriving in the augmented newsroom.
20% discount for ISTC members.
£200 inc VAT for all sessions plus evening networking event.
London, UK.
www.ukcsj.org/ukcsj-2018/ukcsj18-registration.html

- 19 NUX7 – UX & Design Conference**
NUX7 is an all-day event in Manchester focussed on how an understanding of people can help you define, design, and build better experiences, on the web and beyond. With international speakers from some of the biggest digital brands, the day will provide a wealth of practical experience you can apply right away.
Royal Northern College of Music,
124 Oxford Rd, Manchester M13 9RD
<https://2018.nuxconf.uk/>
- 21-24 LavaCon Content Strategy Conference**
This year's theme: Creating Content Experience Ecosystems
New Orleans, LA, USA
<https://lavacon.org/2018/>

...October 2018

- 25 ISTC East of Scotland Area Group Meeting**
The group will be reviewing some of the highlights of TCUK for anyone who wasn't able to make it down. All are welcome to pop in.
Corero Network Security, 53 Hanover St, Edinburgh at 6 pm.

November 2018

- 5-8 Web Summit**
Web Summit is 20 conferences in one, each with their own stage, schedule, exhibition area, workshops and networking evening events.
Lisbon, Portugal.
<https://websummit.net/conferences/>.
- 13-15 TC World and Tekom**
The TCWorld conference and Tekom fair is the largest global event for technical communication.
Stuttgart, Germany.
<https://conferences.tekom.de/home/>.

Upcoming webinars

If you know of a webinar that will be of interest to readers, please email newsletter.editor@istc.org.uk.

October 2018

- 11 The Value of Visuals: How Visuals Can Unlock Dramatic Savings in Productivity**
Join Scott Abel, The Content Wrangler, and his special guest, Ryan Knott, Public Relations Specialist for TechSmith Corporation, for this free one-hour webinar. Attendees will learn what their employees really want in their workplace communications, how visual content helps people perform better, and just how easy it can be to add more visual content to workplace communications.
<https://www.brighttalk.com/webcast/9273/333470>.

11

How to Build a Learning and Development Program: Tips, Tactics, and Tools

Faced with the task of creating an effective learning and development program? In this webinar, Andrea Maliska, Founder of Rebel Learn LLC, discusses the pain points that face instructional designers and developers, and how to pick the right tool to address those challenges.

<https://www.madcapsoftware.com/demos/signup.aspx?id=1153747642456849602>.

Back page



Yes, it's here!

Thank you to everyone who voted for the return of *Back Page*. I'm pleased to confirm that it will make a guest appearance whenever we can rustle up

good content.

I was especially thrilled when **Imogen Scott-Chambers** enthusiastically offered to compile a Halloween-themed page this month. Guest editors are welcome! So, let me hand you over to Imogen...

The etymology of Halloween

As autumn approaches and many of us are word lovers I thought it might be appropriate to look into how the word "Halloween" originated.

"Halloween" is a contraction of All Hallow Even – which became All Hallows' Evening and then All Hallows' Eve over time. The word's origins are English, and the first recorded use of the word is the late 18th century.

In the *Oxford English Dictionary*, we read

that Halloween is a shortened form of All-Hallow-Even: "In the Old Celtic calendar the year began on 1st November, so that the last evening of October was 'old-year's night', the night of all the witches, which the Church transformed into the Eve of All Saints".

Halloween has developed several names in different cultures and different time periods. Here are just a few: All Hallows' Eve, All Soul's Day, Day of the Dead, All Saints Day, Mischievous Night.

Spooky passage

Ray Bradbury is one of my favourite authors, and his description of autumn and Halloween is truly enigmatic throughout his acclaimed book from 1972, *The Halloween Tree*. Here is one of my favourite passages:

"The wind outside nested in each tree, prowled the sidewalks in invisible treads like unseen cats."

Tom Skelton shivered. Anyone could see that the wind was a special wind this night, and the darkness took on a special feel because



it was All Hallows' Eve. Everything seemed cut from soft black velvet or gold or orange velvet. Smoke panted up out of a thousand chimneys like the plumes of funeral parades. From kitchen windows drifted two pumpkin smells: gourds being cut, pies being baked."

Ghoulish anagrams

Don't be frightened by these Halloween-themed anagrams – see if you can solve them all.

- A. TERROR KIT CAT
- B. ODD HEADY FEAT
- C. MOUTHING HIS VICES
- D. HEATHEN DUO US
- E. BABBLING POPE

Frightfully fun fact

During early "All Soul's Day", in England, the church encouraged wealthy families to give out "soul cakes" to beggars and the lower class in exchange for prayers for dead relatives. It was a tradition known as "going a-souling", and it later developed into children being sent out to ask for these cakes. This is the origin of "Trick or Treating".

Anagram answers: A. Trick or Treat; B. Day of the Dead; C. Mischievous Night; D. Haunted House; E. Apple Bobbing