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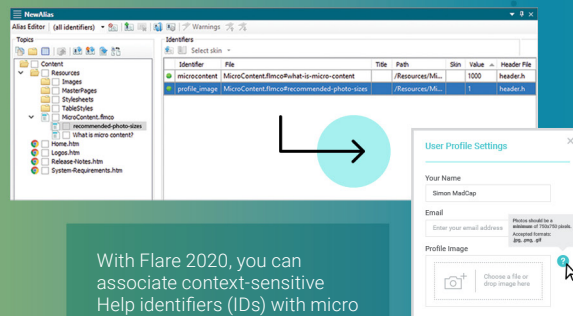
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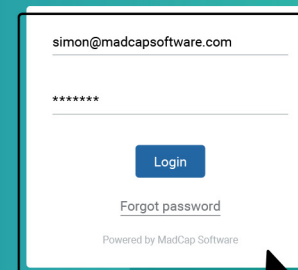
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# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

July 2020

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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](#).

Advertising: [Felicity Davie](#)  
Editorial: [Lisa Topping](#)  
Layout Editor: [Bob Hewitt](#)  
Blogs Editor: [Ginny Critcher](#)

ISTC Office: Unit 19  
Omega Business Village  
Thurston Road  
Northallerton, DL6 2NJ

Tel: +44 (0)20 8253 4506  
Email: [istc@istc.org.uk](mailto:istc@istc.org.uk)  
Web: [www.istc.org.uk](http://www.istc.org.uk)

## Welcome!

Don't miss the opportunity to enter the UKTC Awards 2020 or nominate someone for the Horace Hockley Award this month. There's also news about TCUK Metro, and several volunteering roles are available if you would like to become more involved with the ISTC. We also introduce you to Nadine Cornwall, who is starting as the new *InfoPlus* Copy Editor this month.

## ISTC news

### UK Technical Communication Awards 2020

**Closing date for entries: 31 July 2020**

*By Linda Robins*

**Just a reminder: the submission date is fast approaching** for your entries for the UK Technical Communication (UKTC) Awards 2020.

The UKTC Awards are open to any individual or team, whether employed, self-employed, contracting, volunteering, permanent, temporary, full-time or part-time. All types of entry are welcome: anything that displays, encourages or helps the production of high-quality technical communication.

### UK Technical Communication Awards

The UK Technical Communication Awards are open to all technical communicators in the UK and abroad, members and non-members.



[awards@istc.org.uk](mailto:awards@istc.org.uk)

[www.uktcawards.com](http://www.uktcawards.com)



The awards are judged independently by a panel of experts. Constructive feedback is provided. Winning an award is an important independent endorsement for any company, project, team, system or service.

Entry is via the dedicated [UKTC Awards website](#).

## ISTC Communicator Articles Awards

As part of the awards, there is a [category](#) where you can vote for your three favourite ISTC Communicator articles between Autumn 2019 and Summer 2020. You can refresh your memory by reading the list of qualifying articles in the Summer 2020 issue.

The form to submit your vote is available here: <https://bit.ly/Favourite2020>.



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## TCUK Metro – an update

*By Carol Leahy, ISTC President*

I hope you are all keeping safe and well during these times. I wanted to give you an update about the TCUK Metro conference in



September. It is still a while away, however we have been keeping up to date with the UK government guidelines. The venue we have booked for the event has issued safety guidelines that they will be implementing when they are allowed to open. Their suggestions are reasonable, and they will do everything they can to ensure people are safe while attending events. The TCUK Metro team has discussed these guidelines and we have decided that although they are the best they can be, we will **not** be going ahead with a one-day face-to-face conference.

A big part of our conference is the networking and unfortunately this just would not be possible with the new guidelines. In addition to that, we chose the venue because it was easy to get to via public transport in London and now the advice is

to avoid taking public transport whenever possible. We have a responsibility to our members, and to those who would attend the conference, to ensure their safety and wellbeing and unfortunately we cannot guarantee that in the current circumstances.

Needless to say, the team is disappointed, but all is not lost. We are in the midst of investigating a plan B, and we are currently in touch with the confirmed speakers to see what we can arrange. We will update you as soon as we have more information.

## Nadine Cornwall joins InfoPlus team

The ISTC is pleased to welcome Nadine Cornwall to the newsletter team as the new *InfoPlus* Copy Editor.

Nadine is a high-tech content specialist – and a bookworm and art lover to boot! After leaving college, Nadine lived and travelled abroad both in Europe and the USA – teaching English as a Foreign Language and working with software training companies. Moving to the Cambridge



Nadine Cornwall

area at the turn of the millennium, she has spent the last 20 years as a marketer in the high-tech industries of hi-fi/audio visual equipment and business-to-business inkjet equipment manufacturing. Following a desire to become more involved in direct technical communication, Nadine has been responsible for the entire document life cycle in her current role for the last five years – and a member of the ISTC since 2017.

This hybrid experience has served to stand her in good stead with the ever-evolving world of technical communications. It certainly made the decision to take up the *InfoPlus* Copy Editor role a very logical fit.

“The combination of the written word, visual imagery and communication have always been foremost in my career path,” says Nadine. “I’m looking forward to the challenge of continuing to position *InfoPlus* with highly relevant content and advice for the ISTC community in these uncertain times – and beyond. I hope to build on the very high standards achieved by my predecessors.”

Nadine’s first edition will be released in August 2020. You can contact her via email: [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

### A note from the editor

It’s been a pleasure to support the ISTC as *InfoPlus* Copy Editor during the last two years. Life is pulling me in a different direction now, and I’m happy to be leaving the newsletter in Nadine’s safe hands.



I’d like to wish the Institute and everyone who is reading this the very best for the future.

*Lisa*

### Horace Hockley Award 2020

*By Carol Leahy, ISTC President*

We are still accepting nominations for the Horace Hockley Award 2020.

This award is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to the technical communications industry over a long period of time. The award is in recognition for promoting the industry across other industries and boundaries, and for promoting quality in the industry, whether it be in training or within the workplace.

## Did you know you could advertise in this space?



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Contact [felicity@tou-can.co.uk](mailto:felicity@tou-can.co.uk) for further details!



Any member of the ISTC can nominate someone for the award, and an election is held by the ISTC Council to agree who the recipient will be. If you would like to nominate someone please let us know the following:

- The name of the person.
- A bit about the person being nominated (a link to an online profile is OK, if that holds sufficient detail).
- Why you think they should receive the award.

Send your nominations to the [ISTC office](#) by **9 July 2020**.

More information about the award is available [here](#).

## Seeking volunteers



Would you like to become more involved with the ISTC? We currently have a couple of different volunteering opportunities.

## Reviewing TechComm courses

As you may know, the ISTC runs an accreditation scheme aimed at providers of courses on technical communication. Accredited courses carry more weight as they are endorsed by the ISTC. Our review panel look at each application to ensure the content is accurate, up to date and represents the advertised title.

We have a review session coming up this autumn and are looking for a few more volunteers to join us. All reviews are done from home and would only need a few hours of your time. If you are an ISTC member and would like an interesting and rewarding way to put your experience to use, please email Helen Harbord at [education@istc.org.uk](mailto:education@istc.org.uk).

## Continuing Professional Development

Continuing Professional Development (CPD) is part of our Professional Development and Recognition programme. We have an opportunity for an ISTC member to manage ISTC CPD: to advise members of our requirements, and to monitor and review records submitted. The CPD framework is well established; there is scope for publicising and developing it further.

All ISTC members have a responsibility to maintain their professional competence – it

is enshrined in our Code of Professional Practice (updated July 2019) – and the ISTC is committed to helping them do so. All ISTC Fellows are obliged to undertake regular CPD activities, and all other members are strongly encouraged to do so.

We provide a flexible CPD framework that enables our members – regardless of their current level of knowledge or expertise – to demonstrate that they are continually striving to extend and update their skills.

Our CPD framework is focused on what people – our members and their employers or clients – need: that is, relevant, appropriate learning that can be applied to the workplace. Our emphasis is on CPD outcomes – what our members gain from their CPD, rather than on an arbitrary number of hours of attendance.

More information about our framework is given on the [ISTC website](#).

Please contact the [ISTC office](#) or Linda Robins via [linda.robins@hotmail.co.uk](mailto:linda.robins@hotmail.co.uk) if you are interested in getting involved.

## 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

#### Cambridge Area Group

##### Next meeting

We will be holding a Zoom meeting on the second Thursday of every month at 18:00 during lockdown.

Please email Deb Stevens for more information and/or the joining instructions: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk).

#### Thames Valley Area Group

*This month's report is from Liz Gregory*

On 2 June, the Thames Valley group met remotely on GoToMeeting. Our theme was learning and reflecting, but as technical communicators we often need to be flexible to provide the right content at point of need. And as it turned out, what we all needed was a really good chat. Topics included everything from art to zoos.

It was especially nice to welcome ISTC members from further afield, an unexpected benefit of lockdown, and a new face, Cat, who is a technical translator! It was interesting to hear how technical content is received by a translator, and what happens when the content isn't up to scratch.

On a personal note, I'd like to thank my fellow Thames Valley members for the sanity boost our meetings provide. I never cease being amazed at how much better our get-togethers make me feel, even when we can't really get together.

I'd also like to thank Lisa Topping for all her hard work on *InfoPlus*. Thames Valley wishes you all the best for the future.

##### Next meeting

This month, for our meeting on 7 July (19:30 start), we've decided we'll stay on the lighter side with a potluck entertainment event. Come along with a single quiz round, some clues for a scavenger hunt, a task or challenge, or anything else you can think of that takes about 20 minutes and will make everyone laugh. Cryptic or simple, you decide.

We're also starting to look at ways of taking our annual group field trip virtually. If you've got a recommendation for a museum tour or similar we'd love to hear it, and you're all welcome to come "away" with us!

Email Darren Mitcham with suggestions and also for the virtual meeting joining instructions: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

## Current ISTC groups

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

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Deb Stevens	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechwriters@istc.org.uk">irishtechwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
Midlands	James Bartley	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Joanna Suau	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Dee Vincent-Day	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

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

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

*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](https://www.linkedin.com/groups/1858546)

### England

- Cambridge Technical Communicators  
[www.linkedin.com/groups/1805651](https://www.linkedin.com/groups/1805651)
- ISTC Midlands Area Group  
[www.linkedin.com/groups/4835591](https://www.linkedin.com/groups/4835591)
- Thames Valley Area Group  
[www.linkedin.com/groups/4805266](https://www.linkedin.com/groups/4805266)
- Yorkshire  
[www.linkedin.com/groups/4662452](https://www.linkedin.com/groups/4662452)

### Scotland

- East of Scotland  
[www.linkedin.com/groups/13536907](https://www.linkedin.com/groups/13536907)

### Ireland

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

### ISTC on social media

Like us on Facebook, follow us on Twitter and Instagram, 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](https://www.facebook.com/istccommunity)

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

The TCUK page:

[www.facebook.com/techcommuk/](https://www.facebook.com/techcommuk/)

#### Our Twitter presence:

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

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

#### Our Instagram presence:

[ISTC\\_org](https://www.instagram.com/ISTC_org)

#### Our YouTube channel:

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



## Business affiliate news

### Eight predictions for the future of TechComm 2020 – 2030



While we navigate the impacts of the Covid-19 lockdown, many of us are contemplating what the future will look like afterwards – for the wider economy and our own work prospects. In a recent post on the [Firehead blog](#), Ray Gallon, author, keynote speaker and co-founder of [The Transformation Society](#), outlines how content and information professions are likely to evolve in the next ten years – and why he thinks the best years are still ahead for those working in technical communication.

#### About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 16 years. It enables organisations to take advantage of a range of benefits, and to contribute to promoting technical communication as a profession. Find out more [here](#).

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

## Industry and general news

### What you need to know about how coronavirus is changing science

*This article by Marcus Munafo, Professor of Biological Psychology at the University of Bristol, was first published on [The Conversation](#).*

The evolving Covid-19 pandemic has created an urgent need for scientific evidence, and quickly. We need politicians to be able to make informed decisions, and we need to support the development of effective vaccines and treatments, as well as understanding the unfolding impact of the pandemic on society. The speed with which the global scientific community has risen to this sudden pressing need is remarkable.

But science is usually a [slow-moving process](#) – a series of steps towards a better understanding, rather than individual “eureka” moments. Getting to the truth is often not straightforward, and scrutinising claims and counter-claims is an inherent part of the scientific method. Individual studies need to be [replicated](#) to see if the original observations are robust, and often they turn out not to be.



But now we are seeing – necessarily and understandably – a rush of studies attempting to add to our modest knowledge of the SARS-CoV-2 virus, and provide answers to all of the other important questions emerging from the pandemic.

Some of these studies are conducted with limited resources, rather than specific funding for the purpose, although funders such as the [Wellcome Trust](#) and the [UK Medical Research Council](#) have moved fast to provide significant support for research activity in this area.

### The rise of the preprint

Scientific publishing is also changing.

Usually, scientific research is peer-reviewed before it is accepted for publication in a journal. This means that (typically) two or three researchers with relevant expertise have reviewed and critiqued the work, and often recommended revisions or even further experiments. It is meant to ensure that published work meets a certain minimum quality standard, although it is certainly by no means perfect. Even though it is the established means of ensuring quality, weak work can slip through, and strong work can be unfairly criticised and delayed.

Now, we are increasingly seeing more results

posted to preprint servers for more rapid dissemination. A preprint is effectively the version of a scientific article that has not yet been peer-reviewed. It is usually posted around the same time it is submitted to a journal for review.

Preprint servers have been around for a long time in some disciplines – notably mathematics and physics, where [arXiv](#) has been in use since 1991 – and have existed in other guises, for example as “working papers” in areas such as economics. But they have only become widespread in recent years; there are now multiple platforms supporting preprints across a range of different disciplines, including biomedicine, for example [bioRxiv](#) and [medRxiv](#).

Often the published version of a study – the one that has passed peer review – is little different from the preprint version. But sometimes changes are required, and often important ones, such as the inclusion of additional experiments or analyses that provide greater confidence in the overall conclusions of the work.

One of the advantages of preprints over traditional forms of peer review is that they allow more scrutiny from a far larger portion of the scientific community than is provided by the traditional peer review process. The

danger comes when a preliminary report is interpreted as definitive.

The fact that preprints should be treated as preliminary is well known by researchers. However, in the current situation we are increasingly seeing results reported in preprints being picked up by the media. For example, a [study](#) of the prevalence of SARS-CoV-2 antibodies conducted in Santa Clara, California was reported by a number of outlets, [including the Wall Street Journal](#), despite having been heavily [criticised by some researchers](#).



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# bioRxiv

THE PREPRINT SERVER FOR BIOLOGY

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Advanced Search

COVID-19 SARS-CoV-2 preprints from medRxiv and bioRxiv

Subject Areas		
All Articles		
Animal Behavior and Cognition	Ecology	Paleontology
Biochemistry	Epidemiology*	Pathology
Bioengineering	Evolutionary Biology	Pharmacology and Toxicology
Bioinformatics	Genetics	Physiology
Biophysics	Genomics	Plant Biology
Cancer Biology	Immunology	Scientific Communication and Education
Cell Biology	Microbiology	Synthetic Biology
Clinical Trials*	Molecular Biology	Systems Biology
Developmental Biology	Neuroscience	Zoology

Preprints allow researchers to get their results out quicker, but they should be treated with caution.

This in itself is not entirely new, but we are seeing rapid growth in preprints as scientists attempt to put their findings in the public domain as quickly as possible – at the beginning of April 2020, around [17% of COVID-19 publications were preprints](#). This is coupled with a desire for equally rapid dissemination of apparently noteworthy new findings by the media. The overall sense is that the scientific process has been accelerated.

But is this entirely a good thing? There is a long-standing aphorism – originally from engineering but perhaps applicable here – fast, cheap, good; you can pick two. We all know from personal experience that when we rush mistakes are more likely to happen. This is simply human nature, and scientists, however well trained and well intentioned, are human too. The fundamentals of good design, careful conduct and thoughtful interpretation apply even when there is a pressing need for knowledge.

These different issues – research conducted quickly and disseminated via preprints rapidly, and the media reporting these findings equally rapidly – perhaps conspire to mean we are at risk of generating and communicating findings that are not robust. And we have already begun to see [retractions of COVID-19 research](#).

## Transparency is everything

Work that is still at the preprint stage should be clearly reported as such by media outlets, and readers should treat the findings as preliminary. Perhaps more importantly, we all need to recognise that our knowledge will evolve, and no single study or finding will be definitive. Understanding COVID-19 is a team effort.

The current pandemic is unprecedented in recent history, and has demonstrated the strength of the global scientific community. Resources have been rapidly diverted towards understanding the virus, modelling strategies to reduce its impact, developing vaccines and treatments, and more. Collaborations – both national and international – have emerged almost overnight, and preprint servers have experienced a surge of submissions. We are making progress, and at an extraordinary pace.

However, we also need to ensure that our desire for speed in the generation of knowledge is not at the expense of quality. Given the importance and the immediacy of the challenge we face, rigorous and high-quality research is more important than ever. Transparency will be critical. By making study protocols, materials, data and analysis plans available to researchers, work will be

able to be scrutinised more closely, and any errors detected and corrected more rapidly. Indeed, the mere act of making our research transparent may encourage more error-checking before we release our work.

There is an urgent need for data and knowledge, but it is critically important that research is of high quality and that the knowledge generated is robust. False information is worse than no information at all.

## Tricks of the trade

### PDFs across the pond

*By Liz Gregory*

Many of us work for multinational companies. Sometimes that means creating printable content for countries that use A series paper, normally A4 for printing, and countries that use letter series paper.

There are some easy options at the printer. You could just choose to fit the page to the paper you have. That works fine but it can lead to text size reduction, and images becoming hard to see. It's not a good localised experience – why should one country suffer reduced quality?

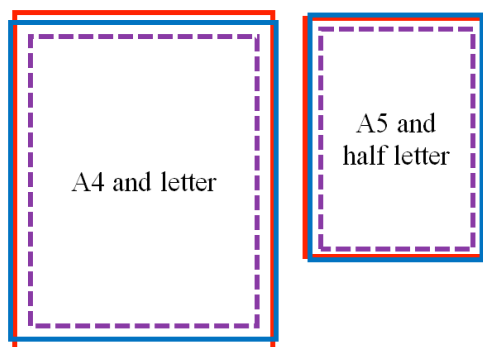
Sometimes there are conflicts between regional offices – the US office thinks the

default should be letter, the UK office thinks it should be A4. So sometimes you just have to suck it up and make two versions of everything, one for A series, and one for letter. After finding I couldn't bring both sides of the Atlantic to a compromise, I've been working for a while to streamline the two-output process.

### Trick 1 – creating a body frame

Regardless of the method you use to create your outputs, the key to good quality paper-agnostic content is a universal frame. This is a body frame that fits well on all paper sizes. Set up a body frame in your HAT or create custom margins in Word.

In the diagrams below, the red line represents A series paper, the blue line represents letter series paper, and the purple



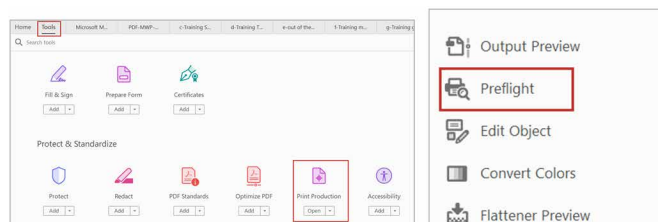
line is a body frame that works with both. You might need to test it on a real printer to

make sure your frame is within the printable margins of the page.

### Trick 2 – creating dual outputs

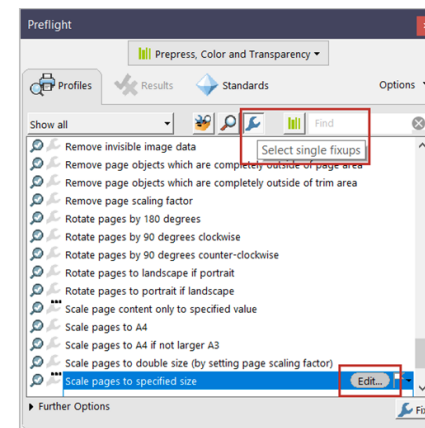
When I first started doing dual outputs, I created new page layouts in Flare and created two targets for each PDF. This was quite time consuming and there were some issues that meant I needed to manually do things every time I created outputs. I've also got content in Word, so no second target available anyway, I had to manually change the page size, and sometimes that caused some reflow issues.

I've since found a simpler way using Adobe Acrobat Pro DC. It's called Preflight. I create one (A series) output from Flare using my universal body frame, and then use Preflight to create the second (letter series) output. This looks complicated, but once you've set up your sizes, it's really only four clicks to a finished output.

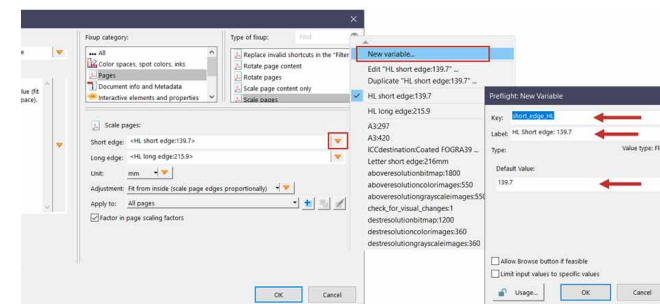


1. Select Tools > Print Production > Preflight

2. Select the single fix spanner, find Scale pages to specific size, and select Edit.

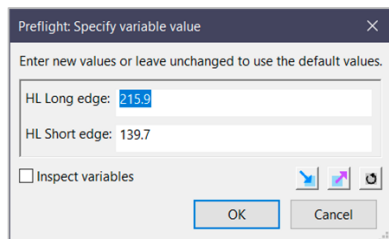


3. The first time you use Preflight, set up your paper sizes. For the short and long edges, create and name a custom size. When you're done, OK everything until you're back to Preflight.



4. Now you've set up your page sizes, double-click Scale pages to specified

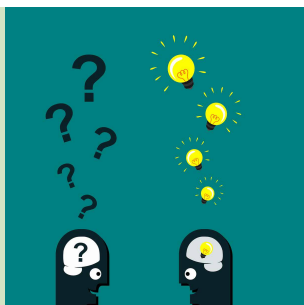
size. Check that the page sizes you want are selected, and select OK.



If the sizes aren't the ones you want, but you know you created the ones you want, cancel out of here, select Edit, and select new default values for short edge and long edge.

5. Save with an appropriate file name, and you have a second, identical, output with the correct paper size.

Do you have a TechComm trick or tip to share? Have you recently come across something that made you exclaim, "If only I'd known that sooner!"?



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

## Blog news

*By Ginny Critcher*

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

From Mike Bartlett, a list of technical jargon to help evolve the language we use to describe technological products and concepts:

<https://www.notion.so/9560a2fdb9364c1aa9e1ede6e6e84225?v=097d37e5e18d452b81af5712df427a56>.

Jen Allum, head of gov.uk, updates us about the future of this site and discusses using data to better meet users' needs:

<https://gds.blog.gov.uk/2020/05/28/update-on-the-future-of-gov-uk/>.

Also on gov.uk, Kate Ivey-Williams, Mia Allers, and Sam Dub from Government Digital Services explain how a multidisciplinary team designed, built, and shipped the coronavirus page in under five days:

<https://designnotes.blog.gov.uk/2020/06/08/designing-the-gov-uk-coronavirus-page/>.

Tom Johnson on his I'd Rather Be Writing blog explores treating code like code and

prose like prose:

<https://idratherbewriting.com/blog/treat-code-like-code-and-prose-like-prose/>.

Cherryleaf's Ellis Pratt interviews Madcap Flare's Mike Hamilton on using Flare to manage content for chatbots, the UI, Help and Knowledge bases from a single source:

<https://www.cherryleaf.com/2020/06/podcast-90-mike-hamilton-on-using-flare-to-manage-content-for-chatbots-the-ui-help-and-knowledge-bases-all-from-a-single-source/>.

Ellis also asks whether Covid-19 will mark the end of corporate classroom training in a podcast on the Cherryleaf blog:

<https://www.cherryleaf.com/2020/06/podcast-89-the-end-of-corporate-classroom-training/>.

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

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





# Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk). If you would like to promote your course or event, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email [istc@istc.org.uk](mailto:istc@istc.org.uk).

Please note that listings are a service to members; a listing does not imply ISTC endorsement.



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

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

## Armada

We're resuming classroom-based courses again on 1 July, with smaller class sizes and all other social distancing, sanitising, and precautionary measures in place. We are offering a 10% discount for ISTC members for all the courses listed below (coupon code ISTC10).

## July

### 20-21 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.

£345 + VAT. Armada, Bromsgrove  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

### 20-21 Introduction to Adobe Photoshop Live Online Course

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.

£275 + VAT. Armada, Live Online Training  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

### 27-28 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.

£345 + VAT. Armada, Bromsgrove  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

### 27-28 Introduction to Adobe InDesign Live Online Course

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

£275 + Armada, Live Online Training  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

## August

### 5-6 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.

£345 + VAT. Armada, Bromsgrove  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

...Armada  
...August

**5-6 Introduction to Adobe Photoshop Live Online Course**

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.

£275 + VAT. Armada, Live Online Training

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

**10-14 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.

ACCREDITED  
TRAINING  
COURSE



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

£1,195 + VAT. Armada, Reading.

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

**10-14 Technical Authoring Training Programme Live Online Course**

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.

£995 + VAT. Armada, Live Online Training.

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

**24-25 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.

£345 + VAT. Armada, Sheffield

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

**Cherryleaf**

We offer online training courses in:



**Technical Author/Technical Writing:**

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

Cherryleaf is offering a 10% discount to ISTC members for this course.

**Technical Writing for Developers:**

<https://www.cherryleaf.com/training/courses/technical-writing-for-developers-training-course/>. Learn to write clearly by taking the same technical writing courses that Google engineers take.

**Technical Copywriting:**

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

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

**Advanced Technical Communication:**

<https://cherryleaf.teachable.com/p/advanced-technical-communication>.

Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low-cost monthly subscription plan. Each module is self-contained, so you can choose to take just a single module, if you wish.

It contains:

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

**ESTON Training**

ACCREDITED  
TRAINING  
COURSE



**Technical/Commercial Authorship (Former ISTC Syllabus**

**Parts 1 & 2):**

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

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

**Simplified English:**

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

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

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

**Editing and Publishing Magazines:**

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

**Report Writing:**

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

**Business English:**

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

**Firehead**

**Learn FrameMaker 2019:**

<https://firehead.net/course/framemaker-2019-training-technical-authors/>.

**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/>.

**MadCap Software**

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

# Events listings

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

ISTC events are highlighted.

*At the time of compiling the newsletter the following events were going ahead. In the coming months, some conferences will now be online instead of their usual format.*

## July

### 7 **ISTC Thames Valley Area Group Meeting**

We're holding another virtual meeting this month. All are welcome, 19:30 start. Email Darren Mitcham for joining instructions: [thamesvalleyareagroup@istc.org.uk](mailto:thamesvalleyareagroup@istc.org.uk).

### 9 **ISTC Cambridge Area Group Meeting**

We'll be holding a Zoom meeting at 18:00. Please email Deb Stevens for more information and/or the joining instructions: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk).

## 28-29 **IDEAS 2020 Summer Online Conference**

Join us for the 11th IDEAS Online Conference, where we explore all aspects of the users' visual experience when interacting with technical content. We are a community of people who believe that international standards, structured content, reuse capabilities, and multiple media delivery are the directions of the future. The theme for this year's conference is "Worth a Thousand Words".

Online.

<https://ideas.infomanagementcenter.com/>.

## September

### 29-30 **COMtecnica Conference**

A two-day conference focusing on everything that can support the world of SMEs and industry in the areas of communication, technical documentation and intelligent information.

Rimini, Italy.

<https://www.comtecnica.eu/en/>.

## October

### 18-20 **Write the Docs Prague 2020**

Write the Docs Prague 2020 will be a virtual conference. Your virtual ticket includes live streaming of all talks, Q&A with speakers, access to the conference chat with all other attendees, speakers and sponsors, access to the writing day and the virtual job fair.

Online.

<https://www.writethedocs.org/conf/prague/2020/>.

### **Training and event reviews**

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



# Upcoming webinars

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

## July

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### **Design Systems: A Single Source of Truth for Experience Builders**

We chat with Michael Haggerty-Villa about design systems — what they are, why they are needed, and why information developers should contribute to them. Haggerty-Villa will demystify design systems and help you understand how having a single-source-of-truth and a universal design language can help you create consistent content experiences across all of your information distribution channels.

<https://www.brighttalk.com/webcast/9273/389709>.

## **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 August edition of *InfoPlus*, please email your copy to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) by **20 July 2020**.

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.

7&9

### **Darling, We Need to Talk! The Future of Content Interaction Experiences is Here**

Just putting your technical documentation on your webpage as a PDF for download is not going to be enough anymore. Both business and end customers expect more today. They expect to find answers to their questions and solutions for their problems quickly and easily. In this webinar you will learn how easy it can be to provide a conversational experience for your customers and implement a chatbot.

<https://the-future-of-content-interaction-experiences.meetus.adobeevents.com>.

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### **Context-Sensitivity Demystified**

In this webinar, we'll look at the structural and design concepts behind context-sensitivity coding, the job roles, and how MadCap Flare helps you do the actual work with fewer errors and problems.

<https://www.madcapsoftware.com/resources/live-webinars.aspx>.

## **Hyperlinks disclaimer**

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise editorial control over the information you may find at these locations so cannot be responsible for changes to content. The ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

## Back page

### English is a crazy language

*From William Waddilove*

There is neither apple nor pine in a pineapple.

English muffins weren't invented in England or French fries in France.

Boxing rings are square.

A guinea pig is neither from Guinea nor is it a pig.

And why is it that writers write but fingers don't fing, grocers don't groce and hammers don't ham?

If the plural of tooth is teeth, why isn't the plural of booth, beeth? One goose, 2 geese. So one moose, 2 meese?

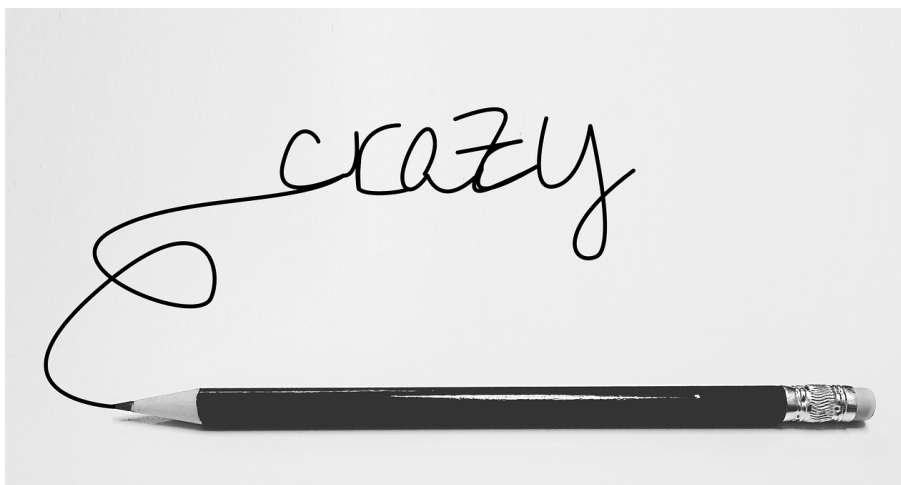
Doesn't it seem crazy that you can make amends, but not one amend?

If you have a bunch of odds and ends and get rid of all but one of them, what do you call it?

If teachers taught, why didn't preachers praught?

In what insane language do people have noses that run and feet that smell?

How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites?



### Seeking light-hearted content

Love Back Page? Help keep it healthy by sending in:

- ▶ Neologisms
- ▶ Amusing signs.
- ▶ Unfortunate translations.
- ▶ Awkward instructions.
- ▶ Funny layouts.
- ▶ Anything else that made you chuckle and is vaguely TechComm-related.

Guest editors are always welcome too if you fancy creating a whole page. Email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

