

# Communicator

The quarterly journal of the ISTC  
ISSN 0953-3699

## Production team

### Commissioning Editor

Katherine Judge, [commissioning.editor@istc.org.uk](mailto:commissioning.editor@istc.org.uk)

### Book review co-ordinator

Linda Robins, [review.manager@istc.org.uk](mailto:review.manager@istc.org.uk)

### Copyeditors

Tony Eyre and Nick Robson

### Proofreaders

Tim Joynson, Linda Robins and Jean Rollinson

### Layout

Greenhouse Graphics,  
[www.greenhousegraphics.co.uk](http://www.greenhousegraphics.co.uk)

### Advertising

Felicity Davie, [felicity@tou-can.co.uk](mailto:felicity@tou-can.co.uk)

### Letters

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

### Subscriptions

[www.istc.org.uk/our-publications/communicator/subscribe-to-communicator](http://www.istc.org.uk/our-publications/communicator/subscribe-to-communicator)

## Submissions

### Guidelines

[www.istc.org.uk/our-publications/communicator](http://www.istc.org.uk/our-publications/communicator)

### Deadlines

Spring	copy by	31 January
	published	21 March
Summer	copy by	30 April
	published	21 June
Autumn	copy by	31 July
	published	21 September
Winter	copy by	31 October
	published	21 December

### Back issues

[www.istc.org.uk/our-publications/communicator/archive-of-back-issues](http://www.istc.org.uk/our-publications/communicator/archive-of-back-issues)  
(ISTC members only)

The Editor welcomes articles and letters for publication. Opinions expressed by contributors are not necessarily those of the ISTC. All articles are copyright and are the property of the authors, who have asserted their moral rights. For permission to reproduce an article, contact the author directly or through the Editor. All trademarks are the property of their registered owners whether indicated or not. Advertisements are accepted on the understanding that they conform to the British Code of Advertising Practice. Acceptance of an advertisement for publication does not imply that a product or service has the ISTC's endorsement.

## The Institute of Scientific and Technical Communicators (ISTC)

Airport House, Purley Way, Croydon, CR0 0XZ

T: +44 (0) 20 8253 4506 E: [istc@istc.org.uk](mailto:istc@istc.org.uk)

F: +44 (0) 20 8253 4510 W: [www.istc.org.uk](http://www.istc.org.uk)

Printed on recycled paper using vegetable inks and low volatile organic compound (VOC) chemistry.

## ISTC news

- 4 From the editor
- 5 Area groups
- 6 President's view
- 7 The Institute
- 8 Online groups
- 10 Community matters – part 2
- 12 Event news
- 19 Industry news

## Articles

- 22 **Information design for documentation**  
Geetha Haridas  
Applying information design to satisfy user requirements
- 25 **Surviving accelerating change**  
Noz Urbina  
Extrapolating from current trends to the future of technical communication
- 30 **Marketing skills workshop**  
Jean Rollinson  
Improving the marketing of your organisation
- 33 **Help reading the mediation map...**  
John Crawley and John Burns  
Reflecting on using mediation as a vital tool for a manager
- 36 **Localising for Brazil, a nation on the rise**  
Louise Law  
Taking a look at the opportunities available
- 40 **Refocusing on the customer**  
Michelle Despres  
Combining customer experience with Doc-To-Help
- 43 **Overcoming the 'fear factor'**  
Maxwell Hoffmann  
Sharing strategies for migrating to XML/DITA
- 48 **The rise of multi-device learning**  
Imogen Casebourne and Kayleigh Tanner  
Finding out why multi-device learning is on the rise
- 52 **Responsive design**  
Neil Perlin  
Explaining more about this up-to-date subject

## Regular columns

- 55 **Editing** – Jean Rollinson
- 56 **Ethical dilemmas** – Warren Singer
- 58 **MadCap tips** – Matthew Ellison
- 59 **Reflections** – Andrew Peck
- 60 **Adobe tips** – Colum McAndrew
- 61 **Book review** – Pam Coca
- 62 **A day in the life** – Helen Harbord

cover Port Isaac © Katherine Judge 2013

