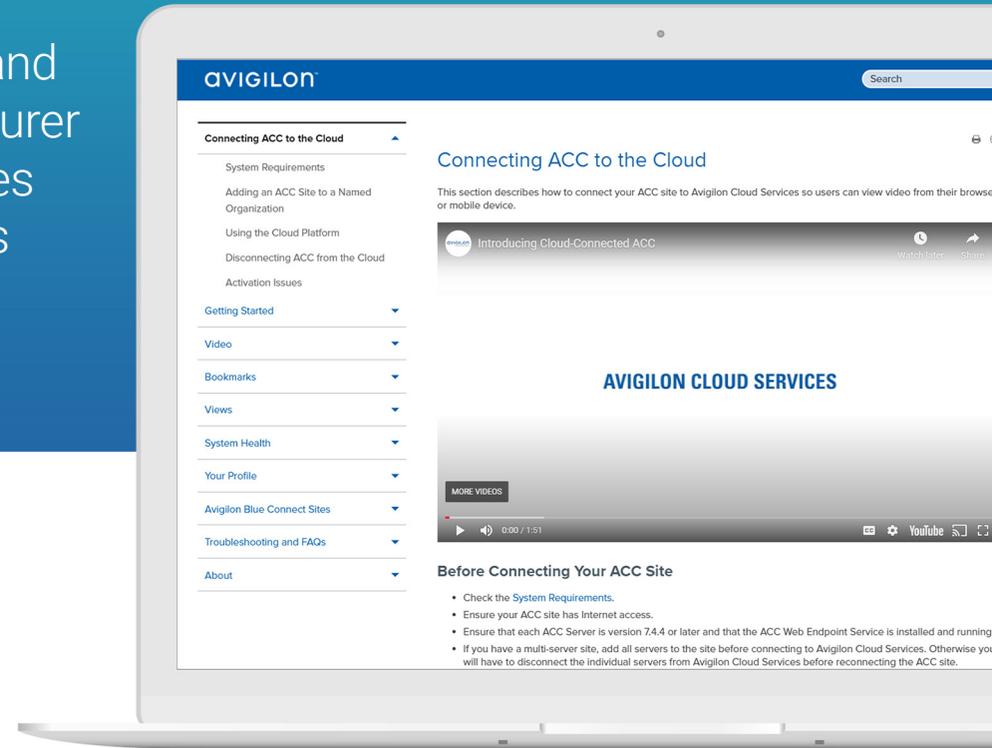


# Avigilon, a Motorola Solutions Company, and Leading Designer, Developer and Manufacturer of AI-powered Security Solutions Chooses MadCap Software and MadTranslations

READ SUCCESS STORY >>

Single-source authoring replaces outdated document production in legacy applications while an efficient, responsive process for localizing content in nine languages lowers translation costs



When I started two years ago, I had to set aside a whole week to process translations and generate localized outputs. After working with MadTranslations, the new process takes me less than an hour.

**AINI BHATTI** | Technical Writer, Avigilon, a Motorola Solutions Company

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a Motorola Solutions Company



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# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

August 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](#).

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*Highlights*

Not just words... check out this month's article on Technical Illustration in the Tech Corner section. Also see what the ISTC local area groups have been up to – virtually, of course! Plus all the latest industry news and events, webinars, listings and more inside...

## ISTC news

### TCUK Metro – an update

*By Carol Leahy, ISTC President*

As announced in the July issue of *InfoPlus*, we had to cancel the face-face TCUK Metro conference this year. However, all is not lost, and we have been busy behind the scenes trying to get an alternative together.

I am very pleased to announce that a mini online event will go ahead on Tuesday 29th September. The online event will kick off with the ISTC AGM at 1pm. This will be followed by the UKTCA Awards ceremony. Two of our confirmed speakers for TCUK Metro have agreed to present their talks as a webinar instead. These will kick off about 2:45pm. Each will last about 30-40 minutes with time for questions at the end. The online event will be free to attend, though we will ask you to register your attendance



so we can see how many people are planning to attend on the day.

Full timings for the day, information on the webinars, as well as information on how to register will be available on the TCUK website.



## Seeking volunteers

Would you like to become more involved with the ISTC? We currently have the following volunteering opportunity.

## 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 looks 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 have been an ISTC member for three years or more 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).

## New website launched

By Ellis Pratt



The new ISTC website was successfully launched in June. It took a little longer than expected to migrate all the content and there are still a few things to tidy up, but hopefully you can still find everything you need.

A few things to note:

- We have a [new Discussion Forum](#), which hopefully will function better and allow for more lively conversations.
- A [Member Directory](#), which should help you track down fellow members.

- [Your profile page](#) to allow you to edit and maintain your own information.
- And if you spot anything awry, please let us know: [Website Issues](#).

There is still more to come but, for now, enjoy the new website – [istc.org.uk](http://istc.org.uk).

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



■ Reach an engaged, specialist audience of content professionals!

■ Join MadCap, 3di and many others who advertise in this e-newsletter!

■ Ideal for product releases, news, courses/events, brand awareness, and recruitment!

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

## 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

*This month's report is from Deb Stevens*

We met on July 9th to discuss how 'Operations' had been affected by the Covid-19 crisis — and how to handle communications.

#### Soft communication skills

The need to communicate to operations people in a positive, engaging way to own any solution — 'Selling' a procedure to

employees so they follow it more reliably, for example with visuals.

#### Technology automation

Technology can help communicate throughout operations stages by creating data, analysing it, automating corrective response, saving time for other communication.

#### People and communication skills

We referred to the [ISTC website](#), which lists all the roles of communicators including copywriters, graphics, web content writers. All these skills may be needed across the operations' section in organisations.

#### Issues

- Overall strategy must align the whole of the documentation produced.



- Finding a technical communicator employment role.
- Supply issues in one industry can be similar to other industries and provide known solution ideas.
- Process Flow diagrams may be based on company sections to show the flow of information triggering an action in another section.

---

We ran out of time to discuss ‘How to communicate most effectively’: for instance, cartoon instructions for less academic users with easier translation video and AI solutions.

### Next meeting

We will be holding a Zoom meeting on 13th August at 6pm to discuss ‘How to get a tech comms job’ – do join us if you are interested!

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 Cecily Roberts*

The Thames Valley group's July virtual meeting was a potluck quiz, attended by regulars and those beyond our region. We always start by chatting, but it is especially valuable in lockdown: remote working, not working, juggling work with childcare/home education, loneliness, claustrophobia, anxiety – and happy things too.

I've done more quizzes over the last few months than the rest of my life put together, and this was the most interesting and entertaining. We had wordplay of various kinds (of course) and no sport

(hooray). The rounds were: identifying objects photographed from strange angles or distances; a pot-pourri that proved naming any three Blue Peter presenters is harder than the compiler assumed; Band or Beer (Village Idiot and Jamaica Sunset, for example); punning clues to guess pre-decimal currency (Mars, Jupiter, Saturn = far things); picking the correct Dulux name for paint swatches; and listing as many cheeses as possible in a minute (14 was the most anyone managed). I think we all learned something – whether we intended to or not!

Taskmaster-inspired ranking by round meant those who prepared a set of questions were not disadvantaged. Liz, Don, and James tied for first place, but as another said: ‘The fact that it was a lot of fun is what's so very important – in all things!’

### Next meeting

Our next meeting will be online, starting at 7:30pm on Tuesday 4 August. The theme is tbc. To suggest a topic or get a link to join, email Darren Mitcham at [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

Because many of us are sole technical authors where we work, and TCUK won't be in-person this year, staying connected by

virtual groups and email is more important than ever. You're welcome to join us, regardless of where you are.

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

## 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 Dumic, 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](http://www.linkedin.com/groups/1858546)

### England

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

### Scotland

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

### Ireland

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



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

The TCUK page:

[www.facebook.com/techcommuk/](http://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](http://www.youtube.com/user/istctechcomm)



## Business affiliate news



### Morson Projects

Morson Projects are pleased to announce that [we have joined the Institution of Engineering and Technology \(IET\) as an Enterprise Partner](#).

We are working with the IET to both acknowledge the level of professionalism within our technical staff and to highlight to our staff, the activity that occurs within the wider global engineering and technological community.

As a result, we have 17 engineers and technicians who are now registered with the

#### 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](#).

IET in order to gain a range of professional qualifications and work towards becoming chartered.

### Let's Talk Technical Writing webinar



Recently TWi hosted a webinar on all things Technical Writing. Toni Ressaire, an international technical communications' thought leader was interviewed by Oonagh Montague, TWi's Training Manager. They looked at questions like, 'What is technical writing?', 'How did you become a technical writer?' and, 'Can anyone learn to do it?' This informal webinar was a big success, with over 50 attendees and a Q & A session afterwards. We hope you enjoy it as much as we did!

In case you missed our first webinar, you can access the recording here: <https://www.technicallywriteit.com/lets-talk-technical-writing-webinar/>.

## Industry and general news

### OED appeal for 'words at work'

The OED have an ongoing call for help to identify the words, phrases, and expressions particular to your workplace.

Has a server ever comped your desserts? What did the plumber mean when they said they were going to sweat the pipes? Did you pass the doctor's Woolworth's Test?

If you regularly carry a 'halligan' as part of your kit, or spent this morning putting out 'shelf talkers', they would love to hear from you.

Although television dramas have made most of us familiar with terms such as 'you're nicked' (you're being arrested or apprehended) or 'code blue' (bring the resuscitation kit), many words and phrases used by people at work lead to blank looks from outsiders, and slang especially can be harder to understand. Sometimes, that's the point: you would probably rather not hear your doctor describe someone as a gomer (that is, a difficult or disagreeable patient), and your veterinary friend may

shy away from explaining DSTO (our sources tell us that it means 'dog smarter than owner'). However, at other times, not understanding the words used in a trade just leads to confusion. Not everyone knows, for instance, that sweating the pipes is plumbing slang for soldering two pipes together. The OED already includes many terms from all kinds of trades and professions, but there are many more that will not yet have come to our attention – and that is where they are asking for your help.

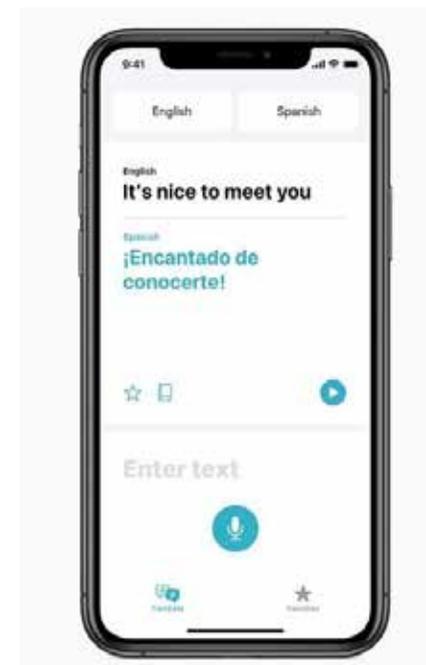
<https://public.oed.com/appeals/words-at-work/>.

### Apple 'Translate'

Apple has unveiled "Translate", a new app launching with iOS 14 that offers Google Translate-like language translation of voice and text.

Showcased during the unveiling of iOS 14 that sees the biggest update ever to Home Screen pages with redesigned widgets, updates to Messages, and more announced, the new built-in translator supports 11 different languages including, English, Mandarin Chinese, Japanese, Korean, Spanish, German, French, Italian, Russian, Brazilian Portuguese, and Arabic.

Apple states that all the translations made using the app are processed locally with the device's Neural Engine, allowing the



app to perform even without an internet connection.

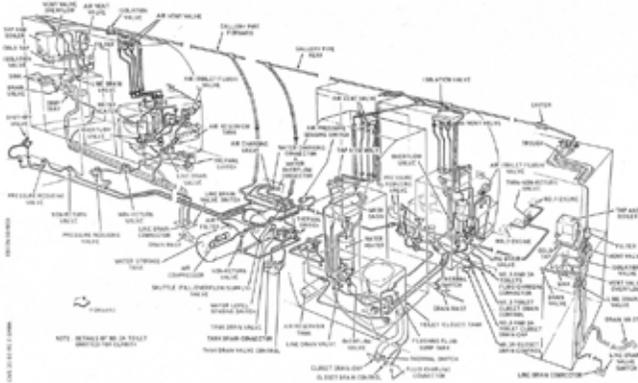
<https://www.apple.com/uk/newsroom/2020/06/apple-reimagines-the-iphone-experience-with-ios-14/>.

# Tech corner

## Technical illustrations – then and now

By Douglas Newton MISTC

Technical illustration has changed over the years. Douglas Newton describes how he started with pen, pencil and paper.



### Before computers

Before the use of computers, technical illustrations were all hand drawn in the traditional way – starting with a pencil illustration on tracing paper that was drawn A2 or A3 size. The pencil illustration was then traced in ink onto drafting film. The print ready artwork could then be passed to the printers.

When I started my career in 1959, we used a mapping pen and Indian ink to produce the final artwork, but in later years we used Rotring pens. I produced and scaled my illustrations by using a three-point perspective grid that was laid under the tracing paper. The tools we used were ellipse templates ranging from 15 to 80 degrees, French curve templates used to draw and produce smooth curves, drafting compass (both pencil and ink versions), proportional dividers, rulers, pencils and rubbers. A technical illustrator had to be able to read and interpret engineering drawings, however complex they were. As a point of interest, computers and CAD were not available during my early career.

### Today

Today technical artworks are created using a keyboard and computer. While



paper and 2D drawings will remain vital parts of the technical mix for some years to come, there is increasing emphasis on visually rich documentation, interactive social experiences, and continuous access across a range of smart devices and PCs. Engineers' 3D drawings can be imported from their CAD drawings and used as artwork, meaning in this instance, that technical illustrators do not have to read or interpret an engineering drawing.

This article was originally published in *ISTC Communicator*, Autumn 2018

Do you have experience in Technical Illustration – would you like to respond to this article? Or do you want to share the more technical aspect of your role in a future issue of *InfoPlus*?

Please send an overview of your insight to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).



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Further reading (ISTC member access login required):

- ▶ Newton D (2011) 'Traditional technical communication' *Communicator*, Winter 2011 special supplement: 2-3 [istc.org.uk/index.php?pda\\_v3\\_pf=/\\_pda/2020/03/Comm1112WebSupplement.pdf#page=2](http://istc.org.uk/index.php?pda_v3_pf=/_pda/2020/03/Comm1112WebSupplement.pdf#page=2).
- ▶ Newton D (2018) 'Hand-drawn technical illustrations' *Communicator*, Autumn 2018 special supplement: 18 [istc.org.uk/index.php?pda\\_v3\\_pf=/\\_pda/2020/04/Comm1809WebSupplement.pdf#page=18](http://istc.org.uk/index.php?pda_v3_pf=/_pda/2020/04/Comm1809WebSupplement.pdf#page=18).

## Blog news

By Ginny Critcher

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

Tom Johnson on his I'd rather be writing blog tells us about his latest writing productivity tip – focus sessions:

<https://idratherbewriting.com/blog/writing-productivity-through-focus-sessions/>.

Some tips and tutorials on using Flare on the Madcap blog from Paul Stoecklein:

<https://www.madcapsoftware.com/blog/improving-your-madcap-flare-skills-via-interactive-tutorials/>.

Karl Hughes on the freeCodeCamp blog looks at some of the alternative career paths that software developers can grow into:

<https://www.freecodecamp.org/news/alternative-career-paths/>.

Microsoft Editor's features described here:

<https://www.microsoft.com/en-gb/microsoft-365/microsoft-editor>.

Estonia will implement a digital nomad visa that allows people to come to Estonia as a tourist and at the same time continue working for a foreign employer or as a freelancer independent of location:

<https://estonianworld.com/business/estonia-to-implement-a-digital-nomad-visa/>.

In the latest Cherryleaf podcast Ellis Pratt looks at apps from Microsoft and Adobe aimed at making you a better communicator:

<https://www.cherryleaf.com/2020/07/podcast-92-newly-released-applications-from-microsoft-and-adobe-that-could-help-you-be-a-better-communicator/>.

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

All of our centres have now re-opened, with the necessary social distancing measures in place.

## 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.

10% discount for ISTC members (coupon code ISTC10).

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

### 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.

10% discount for ISTC members (coupon code ISTC10).

£295 + VAT. Armada, Live Online Training  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

### 5-6 Introduction to Adobe Illustrator

Learn how to create and edit vector graphics quickly and effectively, in the leading application for vector graphics. The comprehensive toolset and features available provide everything you need to produce extraordinary graphics for

print, video, the web and mobile devices.

10% discount for ISTC members (coupon code ISTC10).

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

10% discount for ISTC members (coupon code ISTC10).

£995 + VAT. Armada, Reading.  
[www.armada.co.uk/course/technical-author-training](http://www.armada.co.uk/course/technical-author-training).

**...Armada**  
**...August**

**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).

**September**

**1-2 Introduction to Adobe After Effects**  
Learn how to create and edit motion graphics and visual effects, to show on websites and to use in apps. This covers key tools and features, including tracking, keying, 3D space and shape layers  
10% discount for ISTC members (coupon code ISTC10).  
£395 + VAT. Armada, Sheffield  
[www.armada.co.uk/course/after-effects-training/](http://www.armada.co.uk/course/after-effects-training/).

**6-7 Introduction to Adobe Illustrator**  
Learn how to create and edit vector graphics quickly and effectively, in the leading application for vector graphics. The comprehensive toolset and features available provide everything you need to produce extraordinary graphics for print, video, the web and mobile devices.  
10% discount for ISTC members (coupon code ISTC10).  
£345 + VAT. Armada, Reading  
[www.armada.co.uk/course/illustrator-training/](http://www.armada.co.uk/course/illustrator-training/).

**10-11 Introduction to Adobe Photoshop**  
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.  
10% discount for ISTC members (coupon code ISTC10).  
£345 + VAT. Armada, Milton Keynes  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**10-11 Introduction to Adobe Photoshop**  
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.  
10% discount for ISTC members (coupon code ISTC10).  
£345 + VAT. Armada, Reading  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**17-18 Introduction to Adobe InDesign**  
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.  
10% discount for ISTC members (coupon code ISTC10).  
£345 + VAT. Armada, Bromsgrove  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

...Armada  
...September

**17-18 Introduction to Adobe InDesign Live Online Course**

Provides the same comprehensive introduction to the powerful capabilities of InDesign, as our in-class course; but you participate in a live course remotely.

10% discount for ISTC members (coupon code ISTC10).

£295 + VAT. Armada, Bromsgrove

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

**21-22 Introduction to Adobe InDesign**

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

10% discount for ISTC members (coupon code ISTC10).

£345 + VAT. Armada, Milton Keynes

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

**29-30 Introduction to Adobe Photoshop**

Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members (coupon code ISTC10).

£345 + VAT. Armada, Bromsgrove

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

### August

- 4** **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).

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## ...August

**10-16 UX and Digital Design Week**  
During a whole week you'll immerse yourself into London's technology industry exploring hottest trends and latest inventions. You'll get first-hand knowledge about modern digital product and service design with lectures and workshops from world's best design studios and product companies.  
<https://futurelondonacademy.co.uk/en/course/ux-and-digital-design>.

**13 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).

## September

**29 TCUK Metro Conference**  
Our annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information is now going to be held as a mini online event in the form of a webinar featuring presentations – further details to follow.  
<http://technicalcommunicationuk.com>

**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).

### August

- 6**     **How to Integrate Technical Documentation into your Content Strategy**  
The discipline of technical documentation has been around for a very long time, but the discipline of content strategy and content design is still fairly new on the world stage. This webinar will explain how to integrate these two different worlds into the same strategy; combining the best of both in a way that makes sure all your content aligns with what users expect today. It will cover concrete takeaways about creating a basic content strategy and how to integrate technical documentation into that strategy, including style guides, content design considerations, measuring metrics, and accessibility considerations.  
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.

**13**     **Learn why we need structured content to power the healthcare voice revolution**

In this episode of Coffee and Content, you'll hear how some healthcare firms create exceptional customer experiences that take full advantage of chatbots, personal assistants, and other accelerating technologies. You'll leave understanding why structured content and data are required to deliver the personalized content experiences the healthcare voice revolution makes possible.

<https://mailchi.mp/thecontentwrangler.com/bill-cava-healthcare-voice-revolution>.

#### 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.

- 20**     **Unleash the power of PDF with Adobe FrameMaker**  
Adobe FrameMaker generates PDF across XML/DITA/Non-XML (Word-like) content. The latest 64-bit release of Adobe FrameMaker has raised the bar with a new modern PDF Engine, PDF/A & PDF/X standard compliant features like PDF Embedding, well tagged 508 compliant PDF and more. Join us in this webinar to learn about some of these developments:

- Generating WYSIWYG PDF for your technical content
- Customizing PDF generation options — PDF/A , PDF/X, Security, etc.
- Making 508 compliant PDFs and enabling a mobile view for the same
- Creating easy UI based PDF templates for XML/Non-XML/ DITA content

<https://2020-08-20-pdf-publishing-in-framesmaker.meetus.adobeevents.com/>.

## Back page

### Spotted! Signs of Covid...

*InfoPlus* Layout Editor Bob Hewitt spotted this sign while walking the dog near Knott End...



### And spotted elsewhere on social media...



### 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).

