

# Cognex, the World's Leading Provider of Machine Vision, Switches to MadCap Software to Maximize ROI

Since replacing Adobe® FrameMaker®, RoboHelp®, InDesign® and Microsoft® Word and standardizing on MadCap Software, Cognex has been able to create multilingual print and online user documentation from a single-source and realize double-digit gains in efficiencies.

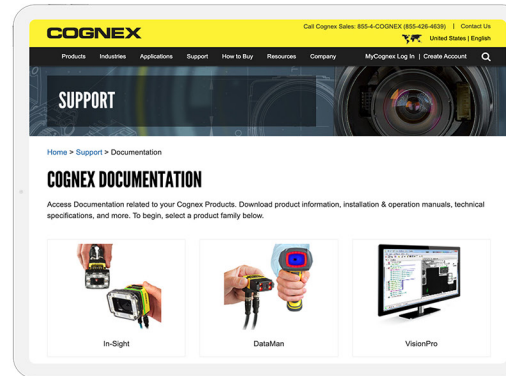


In the past, creating documentation for a new product could take several months. Now, with MadCap Flare, I can leverage existing content and produce the new documentation in as little as two to four weeks.

**KELLIE FREEMAN**

Principal Technical Writer, Cognex Corporation

[READ THE SUCCESS STORY >>](#)



Reduction in Documentation Development Time



Decrease In Localization Costs



Increase in Self-Help and Knowledge Base Views



Drastic Improvement in Overall Customer Satisfaction and User Experience





# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

November 2020

<b>Contents</b>	
Business affiliate news	7
Industry and general news	8
Tech corner	9
Blog news	9
Podcast listings	10
Training courses	11
Events listings	14
Upcoming webinars	15
Back page	16

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

Having now attended both the TCUK and the Write The Docs 2020 online events, I'm an enthusiastic convert to the virtual conference format. The ISTC team want to build on the success of the TCUK – look for the update within the ISTC section of this month's issue. Plus all the latest industry news and events, webinars, listings and more inside...

## ISTC news

### ISTC Council News

*By Linda Robins*

#### Council Appointments

At the ISTC Annual General Meeting held at the start of TCUK Metro online on Tuesday 29th September, ISTC members were appointed to serve a three-year term on Council as follows: Andrew McFarland Campbell, Chris Knowles, James Bartley and Warren Singer.

Council areas of responsibility are organised into function areas and content areas. Some areas have further subdivisions; Council members may be responsible for one or more areas or hold a general brief initially. The areas are as follows:

#### Function Areas

- President
- Treasurer
- Membership
- Marketing
- International
- Administration

#### Content Areas

- Resources
- Careers
- Community (including social media)
- TCUK
- Communicator
- Professional Development and Recognition (including Awards)

At the time of writing, the roles of Council members are under review to take account of the changes in personnel and priorities for the coming year. In the December edition of *InfoPlus*, full details will be provided. The current roles are shown below:

- ▶ **Linda Robins:** President, Awards, Membership and Resources
- ▶ **Peter Fountain:** Secretary and Treasurer
- ▶ **Katherine Judge:** Communicator
- ▶ **James Bartley:** Marketing
- ▶ **Helen Harbord:** Professional Development and Recognition
- ▶ **Liz Gregory:** Careers
- ▶ **Mike Mee:** Social Media
- ▶ **CJ Walker:** International
- ▶ **Chris Knowles:** to be confirmed.
- ▶ **Carol Leahy:** to be confirmed.
- ▶ **Andrew McFarland Campbell:** to be confirmed.
- ▶ **Warren Singer:** to be confirmed.

### 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.

## TCUK Update

*By James Bartley*



### TCUK Online – events throughout the year

We are currently organising a regular series of short online presentations (half an hour with time for questions), named TCUK online, to be provided free of charge. It's a good opportunity for technical communicators to stay in touch, share knowledge, and practise presentation skills, in a slightly different medium than at past TCUK conferences, as well as something to include in your [Continuing Professional Development – CPD](#).

A purple advertisement for 3di. At the top left, the '3di' logo is enclosed in a dashed white box. To its right, the text 'Complexity made clear' is written in white. Below this, a yellow circle is followed by the text 'Winning documentation project management solutions' in white. Underneath, a paragraph of white text describes 3di's services: '3di has the expertise to scope, resource, manage and deliver documentation projects to meet your time, budget and quality targets.' Below the text is a dashed white box containing the text 'FIND OUT MORE'. At the bottom, another yellow circle is followed by the website address 'www.3di-info.com' in white. The background of the advertisement shows a blurred image of people in a meeting.

The first of these presentations is planned for mid-November, taking place on a weekday lunchtime, with the presentation, Q&A and time to chat all happening in under an hour. We will be sharing more details by the end of the month on the [ISTC's website](#) and social media.

If you'd be interested in speaking at a future event, please email [istc@istc.org.uk](mailto:istc@istc.org.uk).

# Communicator

## Volunteer Required



Every issue of [Communicator](#) contains a book review and *Communicator* is looking for someone to co-ordinate these book reviews. You'll need to find the books to review, find the reviewers and submit the book reviews on time for each issue.

Could you do this?

Email the [editor](#), or email the current Book Review Coordinator Linda Robins at [review.manager@istc.org.uk](mailto:review.manager@istc.org.uk) for further details.

## ISTC Forums







By James Bartley

### Forum Round-up

The ISTC website includes a members-only discussion forum at: [istc.org.uk/community/discussion-forums/](https://istc.org.uk/community/discussion-forums/) (login required). This month, we have seen:

- A job posting for freelance work
- Free books being shared between members
- The announcement of a new series of ISTC events.

To keep in touch and up to date, you can further subscribe to the forums by logging in and clicking the 'Subscribe for new topics' link just above the forum, or there is the option to subscribe to individual areas or conversations.

Discussion Forums	Last Post Info
 <b>The Lobby</b> The place to kick back and relax. Off-topic posts go here. Topics: 19   Posts: 52	 Wanting wrong, not r... By Alison Peck, 2 months ago
 <b>Technical Communication</b> Be it technical writing, illustration or training, any and all technical communications topics are discussed here. Topics: 236   Posts: 450	 New events from ISTC... By James Bartley, 3 days ago
 <b>Jobs</b> Got a position that needs filled? Post it here. Topics: 184   Posts: 187	 Vacancies at 3di By MemberAdmin, 5 days ago

## 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.

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

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



### Latest news

#### Thames Valley Area Group

*This month's report is from Darren Mitcham*

The Thames Valley group continues to meet online. Although we miss our monthly get-together in the pub, one of the advantages of meeting virtually is that we can welcome attendees from further afield. This month, we welcomed Bruce from Droitwich, who joined us for the first time to hear George Lewis from 3di showcase some non-standard outputs from MadCap Flare. George is a wizard Flare expert and a first-class presenter and well-known personality at TCUK. Topics discussed included POST manipulation, DOM manipulation and JQUERY.

#### Next meeting

Our next meeting online is on 3rd November at 7:30pm, where will be considering applications for the patron saint of technical communication!

Anyone from anywhere is welcome to join us.

To get a link for the GoToMeeting details to join, email Darren Mitcham at [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

#### Cambridge Area Group

Regular and new attendees of the group met up on Zoom to discuss 'International and Contingency Sourcing' (with Brexit and implications for documentation in mind), covering topical issues, including exports and imports with China.

#### Next meeting

We will be holding a Zoom meeting on 12th November at 6pm to discuss 'Training and Education Language', with a choice of topics to cover — 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).

## 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	Leader
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



### Using Technical Communication to Bridge the Digital Literacy Gap

The team at 3di explore the digital

literacy gap, particularly in the current pandemic, and the importance of quality technical communication to help bridge the gap between technology and people.

To read the article in full, follow the link here: [Technical Communication and the Digital Literacy Gap](#).

### 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](#).



## MadCap Flare 2020 r2 New Release

MadCap Software has announced the release of MadCap Flare 2020 r2, which brings a number of new enhancements including:

- ▶ Support for Definition Lists from the UI
- ▶ Improved list handling
- ▶ Micro content styles
- ▶ Styled variables
- ▶ Enhancements to MadCap Connect for Salesforce®
- ▶ Enhancements to MadCap Connect for Zendesk®
- ▶ “Content to Include” target options
- ▶ And more...

As the release contains a great many updates, the post has been broken down into three parts.

Read more here: [MadCap Flare 2020 r2](#).



## Industry and general news

### International Plain Language Day

International Plain Language Day is held every year on 13 October.

Cheryl Stephens and Kate Harrison-Whiteside established the day to celebrate and advocate for plain language used in government and industry communications around the world. This year's theme was 'Access for all starts with plain language'.

To support this, ISO is currently developing a new standard, [ISO 24495, Plain language – Part 1: Governing principles and guidelines](#), which will provide authors in most languages with an approach that helps them communicate effectively with their audiences. It will feature high-level principles, guidelines and techniques to help writers everywhere produce communications that work.

View the full article here – [www.iso.org/news/ref2566.html](http://www.iso.org/news/ref2566.html).

Find out more about The Plain Language Association International (PLAIN) here – <https://plainlanguagenetwork.org/>.

### 13 Years of iPhone's Global Impact...



When the iPhone was released in 2007, it led to a new era of internet-enabled consumer technology. What followed was 13 years of unimaginable developments in technology, communication, and consumer habits.

While 2007 might feel quite recent, it's only when the data is studied and the cultural shifts explored, that it becomes apparent just how much impact the iPhone has made on society, culture and the economy.

[startupsgeek.com](http://startupsgeek.com) has looked at the impact the iPhone has had on the world.

You can read the full article [here](#).

### ...and iOS 14 Launch

Apple's operating system was recently updated to iOS14, with, as ever, a variety of new features and changes.

- A new App Library view for organising your apps
- Widgets added to the home screen for the first time
- Support for Picture in Picture on the iPhone (similar to iPad)
- A new interface for Siri
- A new translate app designed for conversations and able to work offline – with initial support for 11 languages
- And more...

Launched on September 16th, version 14.1 arrived on October 20th with various bug and feature fixes and work on version 14.2 is well under way in beta version.



For further details, view the latest updates here: [www.macworld.co.uk/news/ios-14-latest-version-new-features-3779520/](http://www.macworld.co.uk/news/ios-14-latest-version-new-features-3779520/).

*Note from the Editor – more on the latest from the Android platform in future issues.*



## CIEP Latest Newsletter

Issue 16 of the free-for-all newsletter from the Chartered Institute of Editing and

Proofreading (CIEP) is out now, with the title of 'English without borders'.

Read more here: <https://email.ciep.uk/t/i-C90C08B99A5D844B2540EF23F30FEDED>.

Subscribe here: <https://www.ciep.uk/resources/newsletters/editorial-excellence/>.



Tip – spell out the month and use the full year to avoid confusion.

2. Add a second time zone to your calendar

Instructions on how to add this functionality can be found in the following links for [Google Calendar](#) and [Microsoft Office 360 Calendar](#).

3. Download a mobile time zone converter on your smartphone:
  - ▶ iOS e.g. the app [Miranda](#) that allows you to convert time zones easily.
  - ▶ Android, the [World Time Zone Converter](#) has a similar functionality, though it does include adverts

These applications enable the world clock that comes as a default on your phone to be adjusted forward and backward to see the corresponding time changes across the world immediately.

Following these tips should help reduce confusion and improve your communication with colleagues and clients.

## Blog news

By Ginny Critcher

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

Kalpana Iyer on HubPages has an informative post for coding beginners on applying basic CSS using Madcap Flare: <https://hubpages.com/technology/MadCap-Flare-How-to-Apply-Basic-CSS>.

Daisy Wain on the GDS blog describes their latest project which involves using new data techniques to think about end to end journeys through both content and services:

<https://insidegovuk.blog.gov.uk/2020/10/14/mapping-the-start-a-business-journey-on-gov-uk/>.

Jakub Wisniewski looks at using technical communication to bridge the digital literacy gap in this post on 3di's blog: <https://3di-info.com/technical-communication-digital-literacy-gap/>.

Tom Johnson on his I'd rather be writing blog explores usability related to developer processes and technologies: <https://idratherbewriting.com/blog/devx-usability-examples/>.

## Tech corner

### Scheduling Meetings

The challenge of scheduling meetings across different time zones may be a familiar one in the current climate of remote working.

Below are some tips to help:

1. Be aware of the different formats used globally:
  - ▶ US: Month / Day / Year e.g. October 15, 2020 or 10/15/20
  - ▶ Europe & most of the world: Day / Month / Year e.g. 15 October 2020 or 15/10/20
  - ▶ China, Japan, Korea, Iran: Year / Month / Day e.g. 2020 October 15 or 2020/10/15

Jennifer Morse reveals new enhancements in the latest Madcap Flare release:

<https://www.madcapsoftware.com/blog/new-release-madcap-flare-2020-r2-adds-definition-list-list-enhancements-and-more-part-1/>.

Ed Marsh talks us through adding value to your organisation outside of your normal technical writing role:

<https://www.slideshare.net/theedmarsh/2020-adding-value-as-a-technical-communicator-stc-idl-sig>.

Cherryleaf's Ellis Pratt describes his experience his experience of writing and publishing a book on Kindle:

<https://www.cherryleaf.com/blog/>.

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.



## Podcast listings

With a wealth of varied and interesting technical writing podcasts on offer, we wanted to list the latest episode of the most popular for easy reference. The following is an initial compilation – if you have any suggestions or feedback on any that have been missed, then simply contact the editor – [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

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

**The Cherryleaf Podcast** – a podcast on becoming a better technical and business communicator, with over 30 hours in backlog episodes:

No. 96 – Heroic Technical Writing, with Bart Leahy – <https://www.cherryleaf.com/podcast/>.

**Content Content** – this monthly podcast helps you get to know the people behind the content, including professionals in technical communication, content strategy, content marketing and more:

All the things in my Venn diagram with Alisa Bonsignore – <http://edmarsh.com/content-content-podcast/>.

**Grammar Girl** – this podcast provides short, friendly tips to improve your writing:

‘Although’ Versus ‘While’ <https://www.quickanddirtytips.com/grammar-girl>.

**I'd Rather Be Writing Podcast** – explores ways to ensure that you and your clients can get the best from each other, with an impressive backlog:

Playing a product design role as a content designer – podcast with Jonathon Colman - <https://idratherewriting.com/blog/podcast-colman-playing-product-design-roles-as-a-content-designer/>.

**Write the Docs Podcast** – publishes discussion-style podcasts focusing on topics related to software documentation:

No. 31 – Strategies for site search, with Peter Levan <https://podcast.writethedocs.org/2020/09/10/episode-31-site-search/>.

**Writers of Silicon Valley** – a podcast on UX writing and content strategy:

No. 17 – Think bigger: how UX writers can embrace content strategy, with Kristina Halvorson [www.writersofsiliconvalley.com/](http://www.writersofsiliconvalley.com/).

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# Training courses

## Armada

All of our centres have now re-opened, with the necessary social distancing measures in place. We offer both in-class or live online participation of all of our scheduled courses.

## November

- 9-10 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  
£245 + VAT. Live Online course  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).
- 12-13 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  
£245 + VAT. Live Online course

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

- 18-19 Introduction to Adobe Premiere Pro**  
Learn all the key features of the industry-leading application for video-editing. You will master all the key techniques for editing, adjusting and refining your videos. We cover topics such as adding effects, exporting frames, clips and sequences, and managing your projects.  
10% discount for ISTC members (coupon code ISTC10).  
£395 + VAT. Armada, Reading  
£295 + VAT. Live Online course  
[www.armada.co.uk/course/premiere-pro-training](http://www.armada.co.uk/course/premiere-pro-training).

- 18-19 Introduction to Adobe Premiere Pro**  
Learn all the key features of the industry-leading application for video-editing. Master all the key techniques for editing, adjusting and refining your videos. We cover topics such as adding effects, exporting frames, clips and managing your projects.

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

£395 + VAT. Armada, Bromsgrove  
£295 + VAT. Live Online course

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

- 26-27 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, Bristol  
£245 + VAT Live Online participation

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

...Armada  
...November

**26-27 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, Milton Keynes  
£245 + VAT. Live Online course  
[www.armada.co.uk/course/illustrator-training/](http://www.armada.co.uk/course/illustrator-training/).

**December**

**3-4 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, Bristol  
£245 + VAT. Live Online course  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training/).

**3-4 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, Sheffield  
£245 + VAT Live Online participation  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training/).

**7-8 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  
£245 + VAT Live Online participation  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training/).

**10-11 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, Reading OR Sheffield  
£245 + VAT. Live Online course  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training/).

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

### ...December

#### 14-15 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign.

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

£345 + VAT. Armada, Bromsgrove  
£245 + VAT. Live Online course

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

### 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 December edition of *InfoPlus*, please email your copy to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) by 19 November 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.

## 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.

### November

#### 2-4 CIEP Conference 2020

The 2020 CIEP conference will be held online via Zoom Webinars on 2–4 November 2020. The conference will feature entertaining sessions on a variety of subjects, including creating style sheets, making sure your website works for you, and a Q&A with Susie Dent.

#### 2-6 tcworld Conference 2020

The tcworld conference brings together participants, speakers, students and exhibitors for all aspects of 'technical communication' from all over the world to form the industry's largest online meeting place. Online.

<https://tcworldconference.tekom.de>

## Join the ISTC



Discover the five benefits of being an ISTC member:

What the ISTC offers

## ...November

**3** **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:  
[thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

**6** **UX Conference 2020**  
At this year's 10th annual one-day conference, the focus is on the craft of design: expanding understanding and the skills needed to build fluid and rewarding experiences. The aim is to widen the understanding of design, so that everyone who builds UX outcomes can speak the same language.  
Brighton, UK  
<https://uxbri.org/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).

**12** **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).

## 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).

### November

**5** **The Rise of Content Atomization to Support AI and Advanced Personalization**  
Content atomization, or the use of structured content is one way organisations can address the challenges of content issues such as quality, relevance and customizability. This webinar will share trends and insights on improving content for today and the future.  
<https://www.brighttalk.com/webcast/9273/424601>.

**5** **Techniques for Great Landing Pages**  
Landing pages are an important navigation tool that help guide users towards the information they need within HTML5-based output. In this webinar, Matthew Ellison, Director of UA Europe will help you learn a range of advanced techniques for enhancing your landing pages and making them work brilliantly on a range of devices.  
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.

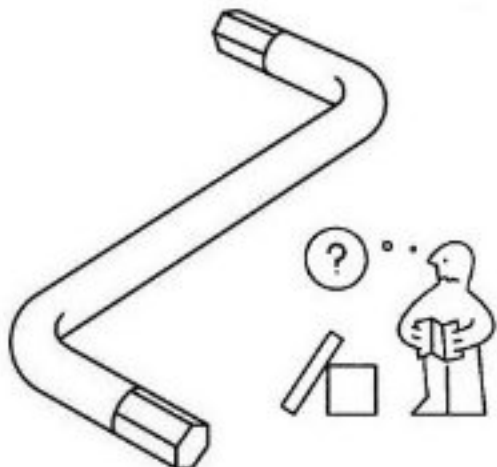
**17** **From User Manuals to API Documentation: Migrate Word, HTML & Markdown Content to RoboHelp**  
In this webinar, Stefan Gentz, Adobe Senior Worldwide Tech Comm Evangelist, will explore how you can migrate your existing content to RoboHelp and start working on user manuals, online Help, policies & procedures, knowledgebase, self-service content, and API documentation.  
<https://migrate-word-html-markdown-content-to-robohelp.meetus.adobeevents.com>.

## Back page

### Alternative Book Names / Authors

*From Russell King*

The below are a result of Russell's boredom during lockdown – can you continue the list, or do you have anything similar?



- ▶ Cycles of the Moon, by Wayne N'Wax
- ▶ How to Help People, by Phil and Anne Thrope
- ▶ I Hate People, by Miss Anne Thrope (after she divorced Phil because she realised she didn't like people; though she kept the married name for tax purposes)

- ▶ Nanny State, by Molly Coddle
- ▶ Why It Is a Bad Idea to Shoot a Gun in a Confined Space, by Rick O'Shea
- ▶ Protect Your Home From Mice, by Polly Filler
- ▶ Corruption in Local Politics, by Gerry Mander
- ▶ A History of Nursery Rhymes, by Simon Simple and Andrew Pandy
- ▶ A History of Nappies, by Terry Towel
- ▶ Assembling IKEA Furniture the Easy Way, by Allan Key
- ▶ Places to Visit in Mali, by Timothy Buck-Too
- ▶ How to Remind Yourself of Things, by Ade Memwar
- ▶ Basic Mobile Phone Contracts, by Simone Lee
- ▶ My Trees are Dead, by Ash Dieback
- ▶ Did We Develop From Apes? by Eva Lushion
- ▶ A Beginners Guide to Cleaning, by Janet Orr

### 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).

