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LISA HAMILTON

Experience Content Manager
Axiom Law



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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

February 2021

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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

As COVID-19 continues to dominate and lockdowns proliferate, now is the time to explore all available technical communication resources, adding to which, the ISTC has published its award-winning *Communicator* quarterly journal online – details in this issue, along with all the latest industry news and events, webinars, listings and more inside...

ISTC news

ISTC Membership Renewals for 2021

By *Linda Robins, ISTC President*



Linda Robins

We are now making inroads into 2021 with hope for improved circumstances as we progress through the year. There are still many uncertainties ahead. It remains important for the continued recognition of our profession that we technical communicators stand together

to provide mutual support and encourage [Continuing Professional Development](#).

We are committed to adapting to current constraints and seizing opportunities to improve our offering to members. We plan to capitalise on these in 2021 while welcoming the 'new normal' when it arrives. Virtual

Local Area Groups are set to expand. Also, following our TCUK online in September, we are now running regular lunchtime TCUK online seminars. There are a number of initiatives in preparation with the objective of delivering more focused and relevant resources to our membership.

Members, we aim to provide you with a larger community presence in 2021 so we can work together for the benefit of our profession and our respective careers. Have you renewed your membership yet? If not, do not delay. Do it now.

Not a member yet? Please follow up today via this [link](#).

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 for further details!

ISTC membership

If you're not yet an ISTC member we hope this is the year you will join us! Membership is open to all; you can find out how to apply [here](#).

If you are already a member you will have received an invitation to renew your

membership. This is due by **31 January 2021**. Payment can be made [online](#) (making sure you log on first). If you already have a direct debit in place there is no need for you to do anything further. Once you have paid, if you would like a copy of your invoice, a receipt or a membership card please contact the [ISTC office](#).

ISTC Annual Survey Reminder

By Linda Robins, ISTC President

The deadline for completion is **28 February 2021** – you can still help to make a difference! The ISTC Annual Survey covering employment is now available and all technical communicators in the UK are invited to take part.

This purpose of this survey is to collect data relating to qualifications, experience and remuneration of technical communicators in the UK. We hope a good number of you can take part, so we get a good representation of our profession.

The survey is open to members of the ISTC and to non-members. Results will be made available to ISTC members through the ISTC's publications. If you are not an ISTC member and would like to receive a copy of the survey results, please send an email to istc@istc.org.uk.

VOLUNTEER REQUIRED

Communicator is looking for a book review coordinator. As the coordinator you will need to provide one book review, around 800 words in length for each issue of [Communicator](#).



Could you do this? You'll need to find the books to review, find the reviewers and submit the book reviews on time for each issue. The books need to vary in subject matter and aim to include books for technical communicators in the broadest sense (not only writers).



Time required: 1 hour per month.



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



Please click on the link [here](#) to get started. Do not hesitate or delay. It will take you 10 minutes at most (guaranteed).

Communicator

Invitation for tenders

The ISTC is seeking to appoint new supplier for the Commissioning Editor role on its quarterly journal. The present supplier will be available during the Spring and Summer 2021 issues for a phased handover to suit the new supplier. She is also willing to discuss the requirements with potential applicants.

Communicator has become a well-regarded and award-winning periodical, carrying varied content, and is highly regarded by members of the ISTC. The role of the Commissioning Editor will be to maintain this success and take the journal into areas that are not yet well represented.

The ISTC believes there is scope to enhance the journal through the adoption of multichannel publishing. This will form part of a move towards a stronger online presence for the ISTC.

Commissioning Editor

This is a project-management role that requires a high degree of self-motivation and some diplomacy. The person must make contacts, elicit contributions, manage production, liaise with the advertising agent and printer, and promote the publication. The role requires a strong commitment to the ISTC and its members: the current Editor has served on the ISTC Council throughout her tenure and ideally the Commissioning Editor would do the same.

Payment is £2900 an issue against an annual purchase order requiring three months' notice of intention to terminate. The role is likely to require at least three weeks of work spread over each quarter and availability during normal working hours.

Requirement for tenders

The ISTC is not prescribing the format or content of tenders because it prefers to see how applicants tackle the task of creating them. However, tenders must describe:

- The supplier's experience, demonstrating an ability to take on the role with minimal supervision.
- The supplier's vision for the journal's future, with plans for turning that vision into reality.

For more information on any aspect of the requirement, contact Katherine Judge at commissioning.editor@istc.org.uk

Tenders must reach the ISTC office by 17:00 on Friday 5 March 2021.



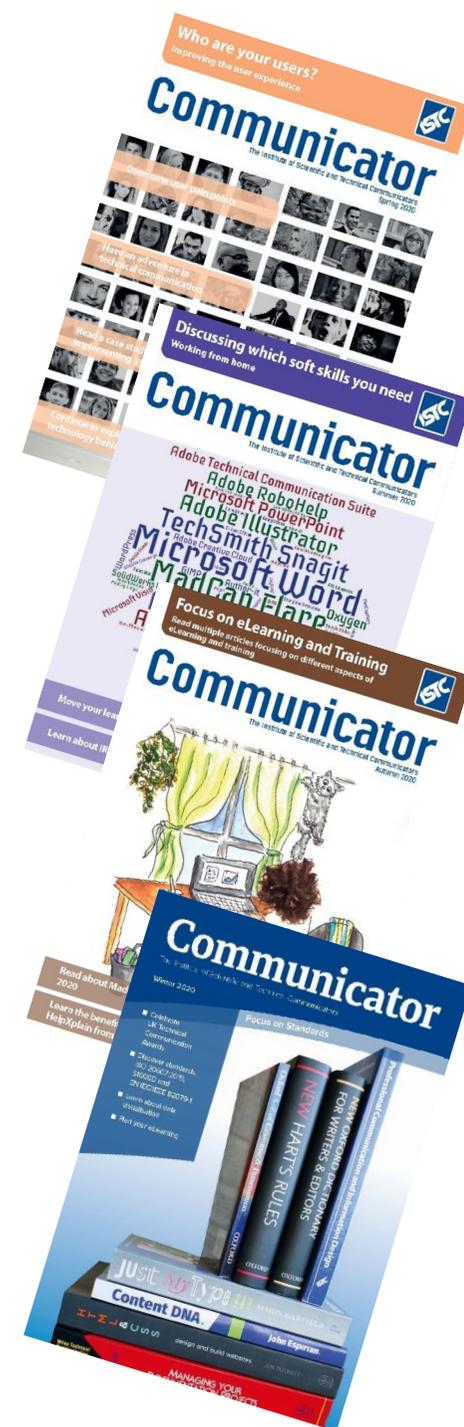
The Institute of Scientific and Technical Communicators

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T: +44 (0)20 8253 4506

E: istc@istc.org.uk

W: www.istc.org.uk



ISTC Awards 2021

By Linda Robins, ISTC President



The annual UK Technical Communications Awards recognise best practices and outstanding contributions to technical

communication. Each year we invite entries from individuals or teams (or their sponsors) so we can recognise and reward the best examples.

The UK Technical Communication Awards are open to any individual or team, whether employed, self-employed, contracting, volunteering, permanent, temporary, full-time or part-time.

Anyone can enter; we encourage entries of all types, traditional documentation to those demonstrating technical innovation – anything that displays, encourages or helps the production of high-quality technical communication.

There is a dedicated UKTC Awards website: <https://uktcawards.com>.

There were six winners of awards in 2020; also one of these was declared overall winner.

For the first time we also had an award for *Communicator* article of the year.

Details of these entries and their authors are given on the website: <https://uktcawards.com/announcing-the-award-winners-for-2020/>.

Please visit the website for details of how to enter for 2021.

Discover Helpful and Informative Technical Communication Articles

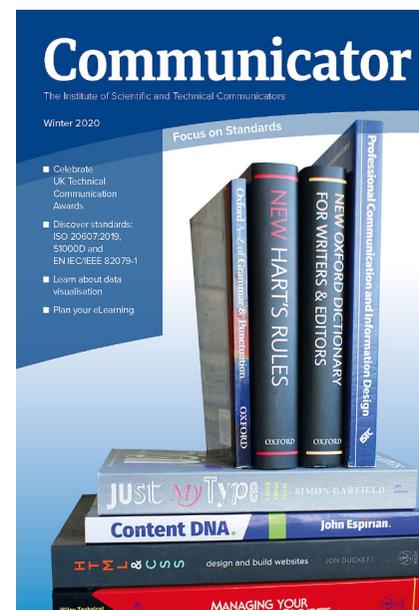
By Katherine Judge

Following the recent release of the *Communicator* Winter 2020 issue, on 6 January the ISTC made available all *Communicator* issues, since 2016, available to buy via [ISSUU](https://www.issuu.com/istc), the online platform for content creation and distribution. The purpose of the move to [ISSUU](https://www.issuu.com/istc) is to make it easier for readers to access copies of *Communicator* in one location. It gives the bonus of having an online version for advertisers as adverts are linked to relevant websites, thereby increasing the return on investment. We hope that the new [ISSUU](https://www.issuu.com/istc) version of *Communicator* will encourage more to read each issue as well as advertise within the journal.

[Purchase](#) your individual copy or 4-issue subscription today!

[Communicator](#) is the authoritative, award-winning, journal for UK technical communicators. It is home to high quality, objective, and peer-reviewed features – current, relevant, and in-depth, and has been available for over 50 years, having first been published in October 1968. [ISTC members](#) receive print copies of the journal as part of their membership and can access all [back issues](#) since 2004.

Communicator welcomes all readers, and anyone can [subscribe](#) to the journal.



TCUK Online

By James Bartley



James Bartley



January's presentation was on *Simplified Technical English* and was well attended. Details for February's event are still being finalised and will be sent out via our mailing list, along with a link to view the video for January. To be sure to keep informed, contact istc@istc.org.uk to be added.

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 February edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by 19 February 2021.

Every effort is made to ensure that *InfoPlus* is published and distributed as early as possible in the month to which it relates, generally on the first working day. However, occasionally it may not be distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information.

ISTC Member Discussion Forums Update

By James Bartley

This month in the [ISTC Discussion Member Forums](#) topics included:

- ▶ Using Paligo documentation software - an example of the benefits of the *Communicator* archive
- ▶ An announcement of links to presentation videos for TCUK online
- ▶ An advert for freelance work on the jobs board
- ▶ A discussion about Word templates

If you have news, questions, or job openings – the ISTC member forum is a great place to share that. Non-members with job openings can contact istc@istc.org.uk to see about getting your advert listed.

Discussion Forums

✉ [Subscribe for new topics](#) | [RSS](#)

Discussion Forums	Last Post Info
The Lobby The place to kick back and relax. Off-topic posts go here. Topics: 19 Posts: 52	 Wanting wrong, not r... By Alison Peck, 6 months ago
Technical Communication Be it technical writing, illustration or training, any and all technical communications topics are discussed here. Topics: 239 Posts: 461	 Using Paligo By GeorgePrice, 5 days ago
Jobs Got a position that needs filled? Post it here. Topics: 186 Posts: 180	 Job Vacancy - Aberde... By MemberAdmin, 1 week ago

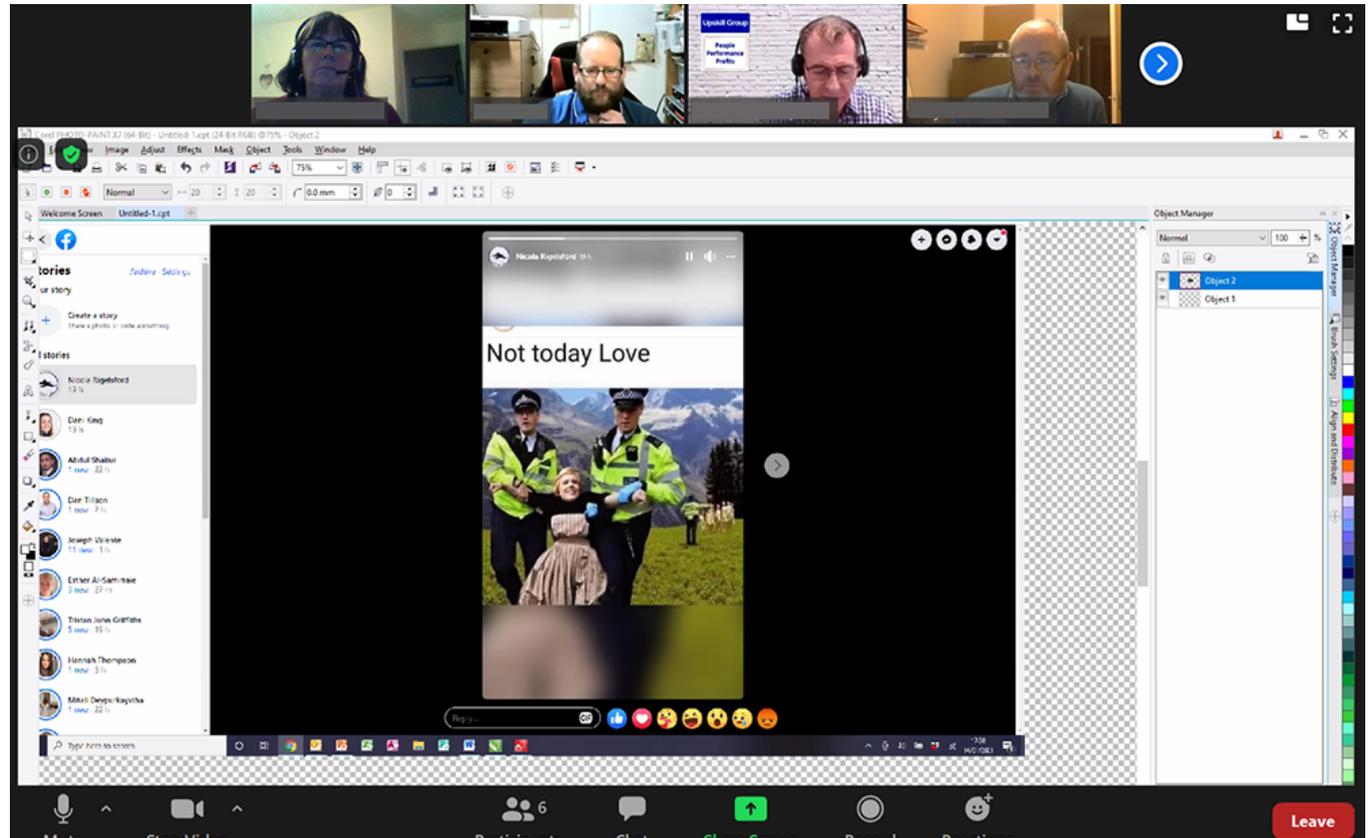
ISTC local area and special interest groups

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.

Latest news

Cambridge Area Group

The core of the Cambridge Area Group met online on Thursday 14 January to discuss Communications issues throughout this time of COVID-19 and some of the challenges faced. Common consensus was that the non-physical office presence really had an impact, from not picking up on activities and knowledge within organisations to missing out on the psychological part of management. What could we put in place to



counteract? Solutions ranged from trying to be physically present, at least on occasion where possible, to using strong, visual and topical communication messaging to make people smile, such as the Von Trapp 'Not today love' meme as illustrated. We also covered the most used tools, from Zoom, Teams, Skype for Business and Mailchimp.

Next meeting

We will be holding a Zoom meeting on 11 February at 6pm, topic still to be determined, so all suggestions welcome — do join us if you are interested!

Please email Deb Stevens for more information and/or the joining instructions: cambridge_areagroup@istc.org.uk.

Thames Valley Area Group

This month's report is from Liz Gregory

Our theme, as always for January meetings in the Thames Valley, was careers. We wanted to discuss starting out in tech comms and what we might do if tech comms suddenly ceased to exist.

We tried the government career-suggesting skills assessment and were heartily amused to be offered roles 'matching' our aptitudes — including stunt performer, cosmetic surgeon, technical brewer, car body sprayer,

furniture maker, actor, leather technologist, and working with animals, despite disliking animals. One of us did eventually unearth the role of technical author and we were interested to read that the salary range is 20-40K and that the ISTC can provide more information! Try it yourself at nationalcareers.service.gov.uk/skills-assessment.

The technical author information includes instructions for starting out by directly applying to companies but warns that they expect you to have in-depth knowledge of writing within their sector. We found this advice strange as our experience is that if you can demonstrate an ability to quickly pick up new information and skills, the world is your mollusc of choice. Of course, there might be more of a need in some sectors than others!

We reminisced about our varied routes into technical communication, a job none of us trained for but are all incredibly glad we found. Some of us did the traditional sideways slide in the same company. You know the one - you write a document, then you write another one, and then suddenly you're the person who writes the documents. Some of us spotted a fortuitous job advert at a time in our lives where we

needed a change, or a sign, make of that what you will. Some of us got trained on the job, some of us were sent on courses, and some of us just made it up as we went along, with the aid of a few good books.

We concluded that we're all happy we found technical communication without relying on aptitude tests, and we're glad we found one another through the ISTC.

Next meeting

Next month we will meet on 2 February at 7:30 to discuss simplified language and the soon to be released ISO Standard 24495. You're very welcome to join us; please contact Darren at thamesvalley_areagroup@istc.org.uk for an invite. Especially in these isolating times, it's worth taking the opportunity to attend virtual area group meetings; one of the great benefits of being an ISTC member is our wonderful community.

Current ISTC groups

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

Area groups:

Name	Leader	Leader
Cambridge	Deb Stevens	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
Midlands	James Bartley	midlands_areagroup@istc.org.uk
North East England	Joanna Suau	northeastengland_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Dee Vincent-Day	yorkshire_areagroup@istc.org.uk

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.

A plea: if you know you're not going to be able to attend a meeting that you've registered for, please contact the organiser, even if it is at short notice.

ISTC online groups

ISTC on LinkedIn

There are a number of LinkedIn groups for ISTC members, and we invite you to join the relevant ones.



- Institute of Scientific and Technical Communicators
www.linkedin.com/groups/1858546

England

- Cambridge Technical Communicators
www.linkedin.com/groups/1805651
- ISTC Midlands Area Group
www.linkedin.com/groups/4835591
- Thames Valley Area Group
www.linkedin.com/groups/4805266
- Yorkshire
www.linkedin.com/groups/4662452

Scotland

- East of Scotland
www.linkedin.com/groups/13536907

Ireland

- Irish Technical Writers – An ISTC Area Group
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/ISTC.org.uk



The ISTC group:

www.facebook.com/groups/490570891153888

The TCUK page:

www.facebook.com/techcommuk/

Our Twitter presence:

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

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



Our Instagram presence:

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



Our YouTube channel:

www.youtube.com/user/istctechcomm



Business affiliate news



What Benefits does Autodesk Certification Bring?

Armada is an Autodesk Certification Centre, offering exams in Autodesk's most popular applications:

- ▶ AutoCAD
- ▶ Revit
- ▶ Fusion360
- ▶ 3ds Max
- ▶ Inventor
- ▶ Civil 3D
- ▶ Maya

Two levels of exam are available for those with different experience levels – Autodesk Certified User (ACU) and Autodesk Certified Professional (ACP).

This article describes the benefits to individuals and companies – [read more here](#).



Introducing the Morson Maker Space and Morson Engine Room

Following a generous contribution from the Morson Group, the University of Salford recently launched two new state-of-the-art facilities on campus. The spaces feature the latest industry-standard manufacturing technologies to enable students to learn real-world engineering skills in relation to design for manufacture, assembly and inspection.

The Morson Maker Space and Morson Engine Room give students the opportunity to develop industry-relevant skillsets

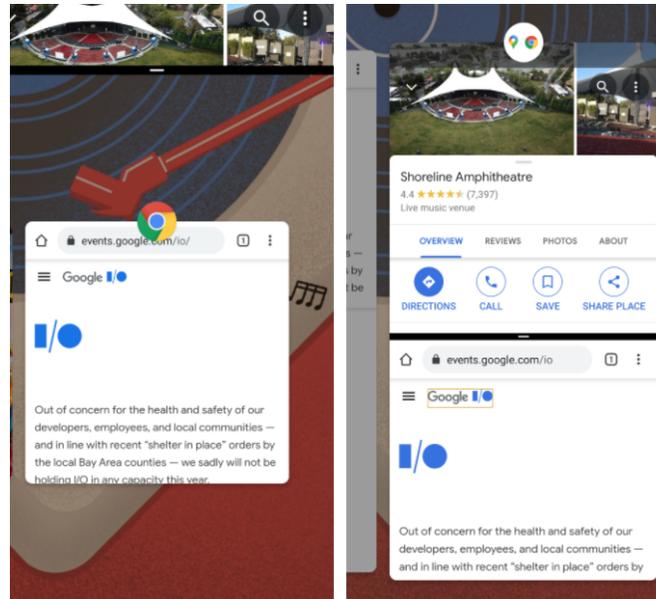


integrating Industry 4.0 practices and digital processes to ensure graduates understand the tools of the trade to step confidently into the employment sector providing employers with future-fit graduates.

To read the article in full, follow the link here: www.morson-projects.co.uk/latest_news/introducing-the-morson-maker-space-and-morson-engine-room/.

Industry and general news

Android 12 'App Pairs' Update



Credit: 9to5google.com

Google is working to bring a full revamp of the split screen system in Android 12 with a new feature called 'App Pairs'. Where the current split screen system in Android 11 effectively 'pins' one app, Android 12's App Pairs system will group two apps together as one 'task'.

What this should mean is that you'll be able to pick two of your recently opened apps to become a pair. Once paired, you should be able to easily swap to using a different single app and then swap back to the pair you created.

This update could transform how big screen Android phones are used, enabling a big productivity boost.

For further details, follow the link here: <https://9to5google.com/2021/01/20/android-12-set-to-revamp-split-screen-with-app-pairs/>.

About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 17 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](#).

Brexit Update for Translators



No Work Visas Needed for UK Translators, Interpreters on Short EU Trips

A December 24, 2020 trade and cooperation agreement between the EU and the UK confirms that UK translators and interpreters are among the limited number of professionals who will be permitted to work in EU countries without work visas during short business trips.

The 1,246-page document outlining the agreement was released just days before the Brexit transition period ended on December 31st, 2020.

According to the agreement, certain EU countries differentiate between self-

employed Independent Professionals (IP) and Contractual Service Suppliers (CSS), who hold contracts of less than 12 months with an employer.

Read full details on EU country requirements here – <https://slator.com/industry-news/brexit-no-work-visas-needed-for-uk-translators-interpreters-on-short-eu-trips/>.

Turn that Camera off!



Turning your camera off during virtual meetings could reduce the environmental impact...

It's not just to hide clutter anymore – add 'saving the planet' to the reasons you leave the camera off during your next virtual meeting.

A new study says that despite a record drop in global carbon emissions in 2020, a pandemic-driven shift to remote work and more at-home entertainment still presents significant environmental impact due to how internet data is stored and transferred around the world.

Just one hour of videoconferencing or streaming, for example, emits 150-1,000 grams of carbon dioxide, requires 2-12 litres of water and demands a land area adding up to about the size of an iPad Mini.

But leaving your camera off during a web call can reduce these footprints by 96%.

The study, conducted by researchers from Purdue University, Yale University and the Massachusetts Institute of Technology, is the first to analyse the water and land footprints associated with internet infrastructure in addition to carbon footprints. The findings are published in the journal Resources, Conservation & Recycling. The team believes that the estimates help to document a trend and bring a more comprehensive understanding of environmental footprints associated with internet use.

For more details, follow the link here: www.sciencedaily.com/releases/2021/01/210114134033.htm.

Blog news

By Ginny Critcher

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

Tom Johnson has written an article on his list of criteria for assessing API documentation quality. He also describes ways to score and assess the documents for quantitative measurements. Measuring documentation quality – a rubric for developer docs:

<https://idratherbewriting.com/blog/measuring-documentation-quality-rubric-developer-docs/>.

Sarah Maddox suggests writing a short document describing an idea or a proposal, as an alternative to a doc plan. Writing a one-pager to pitch a doc idea:

<https://ffeathers.wordpress.com/2021/01/08/writing-a-one-pager-to-pitch-a-doc-idea/>.

On the MadCap blog, Greisy Flores describes how new technology has improved training and development. How New Technology Has Improved Training and Development:

<https://www.madcapsoftware.com/blog/how-new-technology-has-improved-training-and-development/>.

Tobi Ogunsina on the GDS blog outlines how gov.uk was made more accessible:

<https://accessibility.blog.gov.uk/2020/12/17/how-we-made-gov-uk-more-accessible/>.

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

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

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

The ISTC Podcast – ISTC Podcast special, including an announcement of the exciting future of the podcast in 2021 – <http://istctechcomm.podbean.com/>.

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

No. 101 – Deborah Reid on usability testing – <https://www.cherryleaf.com/podcast/>.

Content Content – this 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:

Another Think / Thing Coming – <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:

The story behind Document360 – podcast with founder Saravana Kumar – <https://idratherbewriting.com/blog/document-360-podcast-saravana-kumar-founder/>.

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

No. 33 – Simplified user interfaces, with Anton Bollen – <https://idratherbewriting.com/blog/wtd-episode-33-simplified-user-interfaces/>.

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

No. 20 – What we learned from the Button conference <https://www.writersofsiliconvalley.com/>.

Training courses

Armada

During February, we are only able to offer our popular live online training courses. We hope to be able to resume in-class training again in March.

February

4-5 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).
£245 + VAT Live Online participation
www.armada.co.uk/course/photoshop-training.

8-9 Introduction to Adobe After Effects

Teaches all the key skills needed to use the leading professional software for motion graphics, video compositing and visual effects. Used across all forms of video and screen-based media, After Effects offers a powerful set of tools to deliver stunning visual results. 10% discount for ISTC members (coupon code ISTC10).

£295 + VAT. Live Online course
www.armada.co.uk/course/after-effects-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. If you would like to promote your course or event, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email istc@istc.org.uk.

Please note that listings are a service to members; a listing does not imply ISTC endorsement. Courses run by ISTC Business Affiliates* that are notified to us by the copy deadline will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.

*Armada, Cherryleaf, ESTON Training, Firehead, and

...Armada
...February

10-11 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).

£295 + VAT. Live Online course

www.armada.co.uk/course/premiere-pro-training.

25-26 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).

£245 + VAT. Live Online course

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

March

1-2 Introduction to Adobe InDesign

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

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

£245 + VAT. Live Online course
£345 + VAT. In-class at Reading training centre

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).

£245 + VAT Live Online participation
£345 + VAT. In-class at Reading training centre

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

8-9 Introduction to Adobe After Effects

Teaches all the key skills needed to use the leading professional software for motion graphics, video compositing and visual effects. Used across all forms of video and screen-based media, After Effects offers a powerful set of tools to deliver stunning visual results.

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

£295 + VAT. Live Online course

www.armada.co.uk/course/after-effects-training/.

Follow us: [@ArmadaTraining](https://twitter.com/ArmadaTraining)

Cherryleaf

We offer online training courses in:

ACCREDITED
TRAINING
COURSE



**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/frame-maker-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/.

Events listings

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.

February

2 **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.

11 **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.

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Outcome 21

Product UX and Product Content Strategy for Product Success Building on the last two years' events, having covered UX for narrative and UX from design leadership, this event continues by exploring where we map our work directly to the bottom line, the product success.

Online

<https://outcomeconf.com/about/>.

March

1-2

The UX Conference

Two days of show-and-tell talks in the morning, hands-on workshops in the afternoon, all from the safety of your home. With over 20 speakers, you're in for a treat with our amazing line-up of professional designers – all via live video (not just recordings). Meet fellow designers in our virtual lounge and settle that debate about whether 'designers should code' once and for all.

Online

<https://theuxconf.com/>.

...March

16-18 Adobe DITAWORLD 2021

In March 2021, Adobe is going to host the sixth Adobe DITAWORLD Online Conference. We will offer a comprehensive program with the world's leading Technical Communication and Marketing experts. Thought leaders and practitioners who know what they talk about, who tell fascinating stories and deliver hard facts – right to your screen.

Online

<https://2021-adobe-dita-world.meetus.adobeevents.com/>.

22-24 Project Manager's Virtual Round Table

The Project Manager's Round Table is back again, this time virtually. This Round Table will promote a better understanding of the localisation project management environment on both sides of the industry, as well as develop a clear image through discussion of the dynamics of the localisation activities on the client and vendor sides.

Online

www.localizationinstitute.com/project-managers-virtual-round-table.

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

Upcoming webinars

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

February

2 Lessons Learned from a Cybersecurity Technical Writer

Join Megan Gilhooly and Scott Abel for a chat with John Kearney about cybersecurity and technical writing. Kearney will share lessons he learned teaching cybersecurity practitioners how to make their communication accessible to others. He'll discuss tactics technical writers can use to create error messages useful to consumers but not to hackers. You'll leave with access to helpful cybersecurity learning aids, and you'll have an opportunity to ask John questions during the show.

www.brighttalk.com/webcast/9273/458784.

Join the ISTC



Discover the five benefits of being an ISTC member:

What the ISTC offers

...February

- 11** **Expert's Guide to CCMS Assessment**
Join Divraj Singh, Senior Solutions Consultant at Adobe, to explore the Component Content Management System (CCMS) evaluation process. When you start a CCMS assessment, you don't have a comprehensive set of parameters to guide you. It is essential to make a proper discovery and choose the solution that is the right fit; otherwise, energy is expended to force-fit a solution which usually leads to frustration and wasted resources.
<https://experts-guide-to-ccms-assessment.meetus.adobeevents.com/>.

25

- Creating a Modern Documentation Portal that will Wow your Customers and Improve Customer Experiences, Part 3**
Cascading Style Sheets (CSS) Part 3: Images
In this webinar, join Mike Hamilton, VP of Product Evangelism for MadCap Software, as he builds on the CSS fundamentals covered in Parts 1 & 2, exploring how to specify and use images and image controls – the third of a four-part series.
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.
For Parts 1 & 2 of the series, follow the link here to the Archive - <https://www.madcapsoftware.com/resources/recorded-webinars.aspx>.

March

- 4** **Using MadCap Flare to Publish to Zendesk**
In this webinar, join Hannah Rahman, Owner and Senior Technical Writer of Bay Area Technical Writing Consulting, as she walks you through the process of connecting and publishing to Zendesk.
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.

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.

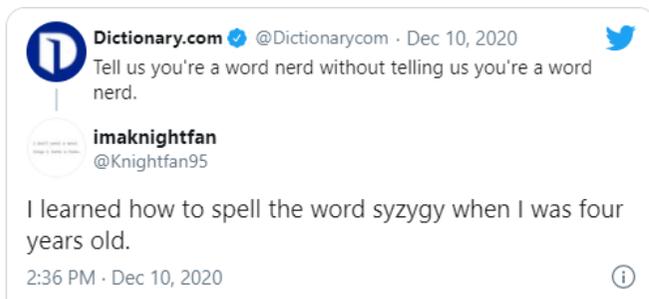
Hyperlinks disclaimer

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

Are we all Word Nerds?

As wordsmiths, we live, breathe and think about words continuously – we could say that we're all 'word nerds' now! The term does not yet have a formal definition in the dictionary, but it could be seen as simultaneously cool (urbandictionary.com) or geeky (dictionary.com). The latter recently explored on Twitter.



Are you a self-confessed 'word nerd'? Do you have any examples you want to share?

And finally...

As seen on social media over the festive break, from regular contributor Rachael Penycate, a new slant on misinterpretation:



■ Noah Fence – as in “Noah Fence but your grasp of the English language makes my eyes water”

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.

