

MadCap Flare 2021 NEW RELEASE

Cutting-edge technical authoring and publishing for today's technical writers and content developers.

What's New



New Markdown Import

Import files written in Markdown, including support for CommonMark.



New Layout Resizer

New and intuitive layout resizer allows you to view and adjust your content for different screen sizes, create new media queries and more.



New PDF Universal Access Support

New PDF support enhances the readability of a document for people with disabilities.

MadCap Flare is a technical writer's dream. It has every feature you could possibly imagine.

Stuart Escobar | Sr. Technical Writer



Table and Image Support for Cloud-based Reviews in MadCap Central

Subject matter experts can now insert tables and images during the review process.



A Completely Redesigned Start Page

The new Start Page has been completely redesigned for improved usability and easier access to resources.



FrameMaker® 2020 Import

Import legacy content from FrameMaker® with ease.

The screenshot shows the MadCap Flare interface for reviewing a document titled "Components Overview". The document content includes a paragraph about three-phase induction motors and a "Motor Parts Diagram" showing an exploded view of a motor with labeled components: BEARING SEAL, BALL BEARING, SQUIRREL-CAGE ROTOR, STATOR COILS, END BELL, FAN COVER, and COOLING FAN. The review interface includes a toolbar with navigation and editing tools, a "Tag Info" section showing "p > MadCap:annotation", and a "Tracked Changes" section showing "Change by User B a few seconds ago". On the right, there are two review options for the diagram: Option A asks "Is this the best image to use?" and Option B is "Deleted". A third review option is also visible, asking "Let's use this version of the image that includes the component labels" and is marked as "Added".



Are you ready to change the way you create and deliver content?
Get started on a free 30-day trial today at [madcapsoftware.com](https://www.madcapsoftware.com)





InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

April 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

A year into lockdown, and the ISTC continues to dedicate its efforts for the technical communications industry. This month we highlight a bogus website scam experienced by one of our regular *Communicator* advertisers and have a date for your diary for the TCUK Metro conference. Read on for further details, along with the latest industry news and events, webinars, podcasts and more inside...

ISTC news

ISTC Members 2021 Call for Volunteers

By *Linda Robins, ISTC President*



Linda Robins

We are conscious of new challenges facing all technical communicators in the changed and changing world of 2021. In working to improve our offering to members, we are reviewing the make-up of our ISTC Council. The Council members usually serve a three-year term as a minimum with the option to stand for re-election on completion of that term. There are always opportunities to change roles within Council.

Our Council members are volunteers bringing experience and enthusiasm to the functional areas and interest groups. To

help us in our aim to provide members with a larger community presence in 2021, we now plan to add more members to the Council so that there are at least two representatives for every role. This will help spread the workload while also increasing our knowledge base.

If you are interested in serving on Council, please contact me (president@istc.org.uk) or the ISTC office (istc@istc.org.uk). We can tell you about the opportunities and give you some background to how we work together on Council. Also we always have opportunities to work on a project or help out with a functional area. Please get in touch if you would like to be involved.

ISTC Awards 2021

By Linda Robins, ISTC President

UK Technical Communication Awards

Communicating excellence

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.

UK Technical Communication Awards

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



awards@istc.org.uk

www.uktcawards.com

Gain recognition
Receive professional feedback
Start planning your 2021 entry now!

ISTC

Deadline
31 July 2021

TCUK Metro Online 2021 Dates for Your Diary

By Linda Robins, ISTC President



Our plans for TCUK Metro in September this year are taking shape based on feedback from last year's event and suggestions building on our regular monthly TCUK online lunchtime presentations. We are planning events across a week as follows:

TCUK Metro Online Conference Day: Tuesday 28 September

The Conference Day will be held on Tuesday 28 September. The programme will be as follows:

- ISTC Annual General Meeting for ISTC members only ahead of the main conference
- Annual Awards Presentations
- Two Webinars (followed by Q & A sessions)

TCUK Online Satellite Events: During Week Ending Friday 1 October

In the same week (Monday 27 September to Friday 1 October) we plan to hold other online days as TCUK Online satellite events. These may include:

- ▶ Presentations
- ▶ Workshops
- ▶ Special Interest Group sessions
- ▶ Networking events
- ▶ Socials and quizzes
- ▶ Watch parties
- ▶ Breakout sessions.

TCUK Metro Online 2021 Call for Papers

We are now asking for papers from prospective participants in our TCUK events (Monday 27 September to Friday 1 October). These include proposals for webinars on Conference Day: (Tuesday 28 September) and for presentations, workshops and other activities on the other days in that week.

Please contact Charlotte Claussen (charlotteclaussen@gmail.com) or the ISTC office (istc@istc.org.uk) if you would like to submit a paper for consideration.

TCUK Online Monthly

By James Bartley

We are pleased to be able to announce the following TCUK Online Monthly events:



James Bartley

- Thursday 15 April – Amanda Maher will be talking about the UK TC Awards and how anyone in Tech Comms can enter!
- Tuesday 11 May – Mike Ingeldew will be presenting "Changing technical publications in aerospace and defence".

Both sessions will run from 1-2pm.

Email istc@istc.org.uk to be sent a link to the event(s) that interest you.

The ISTC Podcast

By Amanda Maher



Amanda Maher

In the March ISTC podcast we explored a younger view of the Tech Comms industry with technical author Imogen Craigmile. You can listen to it now on [Podbean](#) or just search for 'ISTC Podcast'.

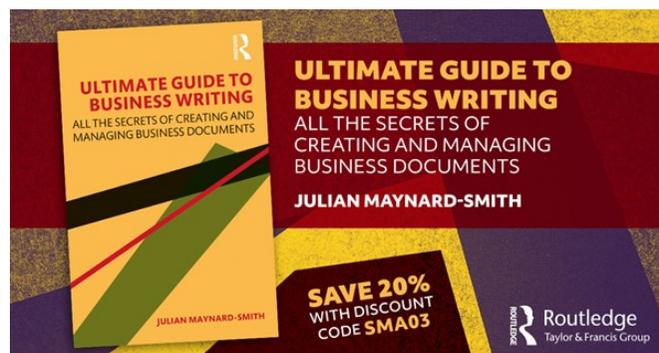
In April we will be chatting to David Farbey about his career and working in the Finance industry.

The Podcast is published on the last Friday of every month and is half an hour of lively and informative chat with a technical communicator talking about the industry they work in – a perfect listen over lunch, or during your lockdown exercise(!).

If you are interested in podcasts and want to get involved with the production team, we would love to hear from you: contact Amanda at istc@istc.org.uk.

New Business Writing Book Offer

By Linda Robins, ISTC President



A new business writing book is now available at 20% discount until 30th June from the publishers Routledge.

The *Ultimate Guide to Business Writing* is a comprehensive guide on how to write any kind of business document. Written clearly in an engaging voice, it explains in depth the whole process: from determining objectives to establishing readers' needs, conducting research, outlining, and designing a template; to writing the first draft; to editing for meaning, accuracy, concision, style and emotional impact; to creating glossaries and indices; to proofreading and working with reviewers.

You can order directly from [the Routledge website](#) using the discount code **SMA03**.

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 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 Cambridge Area Group met online on Thursday 11 March with familiar faces – and several new ones. The session had a focus on marketing and keeping employees and customers onboard via newsletters, blogs, social media, graphics / photography, videos, and good news story discussions. There was a smattering of contingency planning and backup to reuse material or prove what was stated and when.

We had a mix of communicator backgrounds and technologies represented – those working in mature businesses and those rolling out new initiatives, brands and technologies.

Next meeting

We will be holding a Zoom meeting on Thursday 8 April 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 Brian Dagnall



Our March meeting was scheduled for corporate branding and documentation, and of course first diversified across many areas:

- ▶ The intricacies of spelt/spelled and burnt/burned.
- ▶ A need for a banana opening instruction.
- ▶ Use of 'shall'.
- ▶ Writing with a brush.

- ▶ Writing with feet, which strayed into left/right-handed (and foot) writing and drawing.
- ▶ Golden syrup, treacle and condensed milk.
- ▶ Forgotten and useful kitchen implements.
- ▶ A look at the NHS Jargon-Buster.

Moving on from such heady topics, we established that the subject (a product, service or business) of a set of documentation must be integral throughout its supporting documentation and should add value. Appropriate images, colours, fonts and backgrounds need to be identified, selected, agreed, implemented and enforced through guidelines right across a company to maintain and enhance that added value.

Examples were proffered for discussion; from these we learned that the names of products can vary within a company, departments ignore corporate branding guidelines to develop their own schemes, often there is little or no control over branding once the set of guidelines had been published (and put to one side) and there are some businesses where it is felt that documentation has no place in corporate or even product branding (!).

Brand decision-making largely seems to be kept away from the technical communicators within businesses; this can lead to a failure to consider such aspects as the licensing of fonts but leave the technical communicator to tidy up afterwards.

It was agreed that branding must have a fundamental place in the support documentation for products, services and businesses, and the implementation and 'enforcement' of branding guidelines will assure consistency in presentation.

As Technical Communicators, we want to (and certainly believe that we do) add value through the support documentation we create.

Next meeting

Next month we will meet on Tuesday 6 April at 7:30. We have yet to decide on a theme, so if you have ideas, please let us know. Anyone from anywhere is welcome to join us. We are pet and child friendly too.

To get a link for the GoToMeeting details to join, email Darren at thamesvalley_areagroup@istc.org.uk.

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 May edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by 20 April 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.

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.

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 Dunic, 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 | irishtechicalwriters@istc.org.uk |
| ISTC Irish Group | Adrian Rush | irishgroup@istc.org.uk |
| Midlands | James Bartley | midlands_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



PROJECTS

You Never Stop Being an Engineer

The Benefits of Engineering Skills in Business Leadership

Within Morson Projects and the wider Morson Group, several of the company's longest-serving directors began their careers within the Morson Projects division of the business as engineering apprentices, working their way through the business to hold key executive positions.

Leadership involves knowing how the constituent parts of an organisation work together effectively to create an efficient whole. This same theory is true in engineering projects, so it's not surprising that so many successful CEOs in so many leading global companies have swapped the drawing board for the boardroom.

Morson Projects and Morson Group are working to help develop the next generation

of engineering talent, and hence the future leaders. The [Gerry Mason Scholarships at the University of Salford](#) help bright students by paying for their three-year engineering courses, helping those who may otherwise have struggled to finance them.

For more information, see https://www.morson-projects.co.uk/latest_news/you-never-stop-being-an-engineer-the-benefits-of-engineering-skills-in-business-leadership/.

3di Use MadCap Flare to Create API Docs for Customer

3DI's customer wanted to share their API docs with a small group of beta users. This needed to happen before the final release of the customer's ecosystem, complete with a documentation portal. However, the customer's existing internal documentation had several issues, including documents created by several teams with different tools, content hosted on multiple wikis and content with company-confidential information.



After scoping the customer's requirements, 3di began the process of creating a solution, choosing MadCap Flare.

Thanks to the expertise of the team at 3di, the setup was a breeze: 3di's in-house MadCap Advanced Developer adapted an existing documentation template in three days. The 3di PDF format made it easy to distribute and control the documents, and to use the customer's branding.

The complete, branded and easy-to-share set of API docs were ready on time. This allowed the customer to start their developers' onboarding process through technical documentation and provide a great developer experience.

Follow the link here for further details: <https://3di-info.com/api-docs-in-madcap-flare/>.

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](#).

Industry and general news

Bogus Help Manual Website Scam

A salutary tale from a regular Communicator advertiser - EC Software – highlights a problem with a bogus website and Help Manual documentation setup similar to theirs.



For more than six months EC Software GmbH has been getting complaints from consumers – almost all from the UK – who purchased a single user manual for download for electronics, cars, washing machines, you name it. The complaint is that the company keeps charging them £24.90 every month. EC Software receives emails, phone calls and snail mail.

When the team at EC Software received the first complaint last July, they thought this was a new kind of spam. But then the complaints kept coming. The team replied,

denied, and tried to get some information from these people. In the end it turned out that there is an Irish company who sells all kinds of user manuals for download on their website(s). For an initial £1.49, people can download user manuals. That initial purchase automatically enters them into a monthly subscription of £24.90. Obviously, most people don't read the fine print.

This would just be a typical Internet scam if there wasn't the problem that EC Software's url is very similar and Google ranks the company higher. So, when those people search for the text "*helpandmanuals*" on their credit card statement, Google comes up with the EC Software website at the top – and the subtle difference of "*helpandmanuals*" vs. "*helpandmanual*" can easily be overlooked. The problem gets more pressing for the team at EC software every month.

The company who performs this scam is Web Squirrel Ltd in Dublin. They run several websites. Their jackpot site, however, seems to be <https://www.helpandmanuals.com/> – with an "s" before the dotcom. You can open this website safely; it's offering a scam, but otherwise clean.

EC Software has contacted its attorney, but he has already waived it. It's a scam, yes,

fraud maybe, but in the end the company is a bystander and not a direct victim, so legally can't do much about it.

Alexander Halser of EC Software comments: "My main concern is that rumours about unfair business practices spill over to the user assistance professionals who associate the scam with our brand and advertising campaigns, especially since most of the consumers are from the UK."

For further information:

EC Software website:

<https://www.helpandmanual.com>.

The scam website:

<https://www.helpandmanuals.com>.

(a scam but otherwise clean, not malicious)

Article in the EC Software news blog (auto-redirected from the website contact form to this article) that explains what's going on:

<https://www.helpandmanual.com/news/2020/08/faudulent-credit-card-charges-by-the-name-of-helpandmanuals-com/>.

CorelDraw Updates Graphics Suite for 2021



Corel has introduced the latest 2021 version of its popular CorelDraw Graphics Suite, which includes a comprehensive set of illustration, layout, photo editing and design tools.

This latest version has mostly benefited from new collaboration as well as other features, including:

- Integration with Microsoft Teams allowing corporate users to work together across Teams channels.
- Management of all the digital assets for a project from a single view.
- A new pages docker / inspector that lists all pages in a design with a new thumbnail grid view.

- A new Perspective Drawing tool that lets users draw or add an existing group of objects on a shared perspective plane, and move and edit objects freely without losing perspective.
- Photo Paint 2021 for editing photographs, which includes a new Replace Colours feature for quickly altering an image's hue, saturation, and lightness.
- It will run on both Windows and macOS, and there's also a new CorelDraw iPad app.

The Graphics Suite itself weighs in at £599 for a perpetual license though you'll need to take out a subscription license for £349 to take advantage of all the collaboration features – find out more on [Corel.com](https://www.corel.com).

Blog news

By Ginny Critcher

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

Cherryleaf's Ellis Pratt looks at common problems organisations make with developer portals and API documentation: <https://www.cherryleaf.com/2021/03/podcast-105-what-are-the-most-common-problems-organisations-make-with-developer-portals-and-api-documentation/>.

Kat Cassidy posts about creating beautiful SUIs (Simplified User Interface) and their benefits to users: <https://katcassidy.com/blog/creating-beautiful-suis>.

Andrea Maliska gives an overview of elearning on the MadBlog: <https://www.madcapsoftware.com/blog/what-is-elearning/>.

Ryan Knott on the TechSmith blog discusses how long an instructional video should be: https://www.techsmith.com/blog/video-length/?utm_source=twitter&utm_medium=social&utm_campaign=blog.

GitHub provides a guide to help opensource maintainers and contributors identify where they are with their documentation and how to move it forward: <https://github.com/google/opensdocs/tree/main/audit>.

Chris Ward on the Humanitec blog looks at how a lack of easy- to-use documentation can have a detrimental effect on the developer experience. In this post he outlines how to evaluate the developer experience of documentation: <https://humanitec.com/blog/developer-experience-documentation>.

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 – a lively and informative chat centred around technical communications – and communicators – a perfect half-hour listen – <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. 105. What are the most common problems organisations make with developer portals and API documentation? – <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:

Why do we say, ‘Beware the Ides of March’? – <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:

Micro content and Flare – this one is a videocast conversation with Kate Schneider – <https://idratherbewriting.com/blog/micro-content-and-flare-conversation-with-kate-schneider/>.

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. 21 – How Figma’s Principal UX Writer is helping build design software that UX writers love – <https://www.writersofsiliconvalley.com/>.

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. 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

We are excited to announce that we are re-opening our classrooms on 6 April!

April

6-7 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 in Milton Keynes

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

8-9

Introduction to Adobe InDesign

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

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

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

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

...Armada
...April

14-15 Introduction to Adobe After Effects (Live Online)

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/.

19-23 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, Live Online Training.

www.armada.co.uk/course/technical-author-training.

19-20 Introduction to Adobe Premiere Pro (Live Online)

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.

22-23 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 Bristol training centre

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

May

6-7 Introduction to Adobe Photoshop

Learn how to use 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 in Milton Keynes

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

ACCREDITED
TRAINING
COURSE



...Armada

...May

10-11 Introduction to Adobe InDesign

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

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

£245 + VAT. Live Online course

£345 + VAT. In-class at Bromsgrove training centre

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

17-18 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.

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

£295 + VAT. Live Online course

£395 + VAT. In-class at Reading training centre.

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

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

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

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/.

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.

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.

April

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

6 **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.

8 **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.

...April

27-29 Adobe Summit

Join Adobe to explore the future of customer experience, expand skills, engage with other Experience Makers and be inspired. Adobe account required to register.

Online

<https://summit.adobe.com/na/>.

May

5-7 Confab

The Content Strategy Conference – From UX to accessibility, structure to storytelling, Confab brings content strategy to life like no other event. Join smart, curious folks from around the world who care about making content more useful and usable for all. We'll all be together – virtually!

Online

<https://www.confabevents.com/>.

June

8-11 OmnichannelX

Content, design, governance, and systems; we believe these are the key elements that make or break omnichannel success. That's why OmnichannelX is delivering the international online conference, for managers and their cross-functional teams.

Online

<https://omnichannelx.digital/>.

9-11 Evolution of TC2021

Evolution of TC is the annual gathering event for all technical communicators with a focus on innovations in software documentation. Here, all professionals in the industry come together – technical writers, information developers, technical editors and translators mainly with a software background. It is the ideal platform to exchange knowledge and grow your network.

Online

<https://evolution-of-tc.com/>.

September

28

TCUK Metro

TCUK Metro is the ISTC one-day conference that will include presentations and some targeted workshops that offer practical help and experience for delegates. Planning is currently taking shape based on feedback from last year's event and suggestions building on our regular monthly TCUK online lunchtime presentations, so please keep an eye on the website for further details.

Online

<http://technicalcommunicationuk.com/>.

Upcoming webinars

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

April

13 **Don't Search, Find: Enrich your Content with Machine Learning and Artificial Intelligence**

In this session, join Adobe Solutions Consultant Chad Dybdahl as he discusses how you can leverage Adobe Sensei to automatically tag and categorise DITA content, enriching the end-user experience, and ultimately ensuring that customers can find the content they need.

- Using machine learning to drive the next generation of user experiences
- Automate tagging and categorization of your technical content
- Discover best practices around training machine learning models

<https://enrich-content-using-smart-tagging.meetus.adobeevents.com/>.

21

Semantic Systems for Customer Experience Publishing

Join us for a free, one-hour presentation to explore the role of semantic platforms within an effective content supply chain. Cruce Saunders and Mike Doane will lay out the benefits of dedicated semantic practices and describe where your organisation or team can start this process.

- How semantic systems enable intelligent customer experiences
- The role of semantic platforms within an effective content supply chain
- The first steps you can take to build a semantic practice

<https://www.brighttalk.com/webcast/9273/473432>.

29

Automating Quality Assurance with the Mad Quality Plugin

Join Mattias Sander, founder and owner of Improvementsoft, as he explores the Mad Quality plugin that he developed. With the plugin you can automatically validate your topics to ensure they comply with your company style guide and information model. Both writers and managers can make sure that everything you release lives up to your set standards. This webinar highlights one of the many ways MadCap Flare is flexible and extensible to offer a more structured authoring approach if desired, but without the need for custom programming or consultants.

<https://www.madcapsoftware.com/demos/signup.aspx?id=1161489695390404797>.

Back page

Additional Punctuation Marks

Do you ever find yourself wondering if there is a better way to express a certain thought or emphasis using punctuation? Extra punctuation marks are continuously being suggested, but often do not make it to widespread usage. What do you think of the following?

- **Interrobang ?!** – a mixture of a question mark and exclamation point – designed to be placed at the end of a rhetorical question to suggest disbelief [In Word, Insert Symbol, More Symbols, Font: (normal text), Subset: General Punctuation].

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.

- **Exclamation comma !,** – to show excitement before the end of a sentence [no real shortcut to type].
- **Asterism **** – a small group of three asterisks in a triangle – this allows a writer to draw attention to an entire passage of text that follows the symbol; it has also been used to divide chapters, verses, stories, or any other elements in a text, although it is now usually discarded in favour of the triple asterisk [no real shortcut to type].

Punctuation Quiz

Are you a bona fide wordie? Will this Dashes Quiz from Dictionary.com be a hard won victory for you?

<https://www.dictionary.com/games/quizzes/will-this-dashes-quiz-be-a-hard-won-victory-for-you?>

And finally... a story

From William Waddilove



This is a story about four people named Everybody, Somebody, Anybody and Nobody.

There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that, because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realised that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

Of course, all they needed was a 'Round Tuit'....