

Communicator

The Institute of Scientific and Technical Communicators

Summer 2021

Emerging trends

- Make predictions: the Globots are coming
- Create social and collaborative learning
- Read about trends in English
- Learn about the latest release: MadCap Flare 2021





Vote for your favourite Communicator article 2021

In the past year, what have you enjoyed reading? Katherine Judge explains how you can vote for your favourite article.

The UK Technical Communication awards have a category for the *ISTC Communicator Journal Article of the Year Award*, published between Autumn 2020 and Summer 2021.

Which articles can I vote for?

There are two parts to the voting.

1. Vote for your favourite three articles. These are the two column articles that are in the middle of *Communicator*. The winner will be the article which has the most votes.
2. Vote for your favourite regular column. These are the columns at the back of *Communicator*.

How do I choose which articles to vote for?

You can read the print versions of each issue; online PDF versions are available for all ISTC members or you can purchase the PDF.

How to access Communicator articles

Print: As an ISTC member you will already receive the print version.

For non-members, you can subscribe to the print version: istc.org.uk/homepage/publications-and-resources/communicator/#subscribe or you can join the ISTC to receive a print version: www.istc.org.uk/join-the-istc.

Online: For ISTC members, the PDF version can be found on the website. Login to www.istc.org.uk then from the menu, select *Publications and Resources > Communicator > Archive of Communicator issues*.

For ISTC members, you can also access the PDFs through the indexes (login required):

- **Issue:** www.istc.org.uk/article-index-by-issue
- **Surname:** www.istc.org.uk/article-index-by-surname
- **Topic:** www.istc.org.uk/article-index-by-topic

For non-members you can purchase online: https://issuu.com/istc_org.



How to vote

To vote, please use the online form: <https://bit.ly/Favourite2021>

For more information visit <https://uktawards.com/awards/categories>

When does voting close?

Vote closes **Friday 31 July 2021**.

Main articles

Here's a list of the main articles in alphabetical article per issue.

Autumn 2020 issue

'10' types of people in this world

Andrea Szöllössi, Documentation
...those who write documentation and those who don't.

Adapting to our new normal

Thayna Desmond, Work/life balance
Developing a list of tips for working from home. Is this the new normal?

An introduction to Storyline Articulate

Warren Singer, Product review: Storyline Articulate 360
Explaining how to use Storyline Articulate 360 to create eLearning content.

Delivering engaging web-based training

Matthew Ellison, Training
Describing his experience of presenting via the Web and passing on tips.

Developer documentation trends

Tom Johnson, Trends
Analysing how developer documentation trends differ from general technical communication trends.

MadCap Flare 2020

Nita Beck, Product review: MadCap Flare 2020
Reviewing the latest release from MadCap Software. An update of many delights.

Moving classroom training online

Ellis Pratt, Training
Sharing what Cherryleaf and others are doing to deliver classroom training online.

Principles of eLearning

Warren Singer, eLearning
Providing an overview of the principles of eLearning.

Review of HelpXplain

Matthew Ellison, Product review: HelpXplain
Exploring a new product for creating infographics and screencasts.

Support, customer experience and docs

Joanna Suau, Customer experience
Collaborating with different parts of your organisation through communicating effectively when documenting software.

The business of terminology

Jennifer O'Neill, Terminology
Clarifying why it is important to understand the factors that impact terminology management in organisations.

Transforming classroom materials

Helen Hill, eLearning
Imparting tips for transforming face-to-face materials into online or blended learning.

Winter 2020 issue

Agile documentation processes

Karen Mardahl, Agile methodology
Following up her thoughts on Matt Reiner's TCUK Metro 2020 talk.

Documenting REST APIs

John Flannery, API
Helping you understand REST APIs.

EN IEC/IEEE 82079-1:2019

Ferry Vermeulen, Standards
Analysing this 'Preparation of information for use of products' standard.

ISO 20607:2019

Margaretha Hopman, Standards
Explaining in detail the standard, ISO 20607:2019 Safety of machinery — Instruction handbook — General drafting principles standard.

Lessons in governance

Chris Hester, Governance
Learning to evolve from standards to stewardship, the author takes you through what governance is and how you can apply it.

S1000D - International Specification

Terry Howard, *Standards*

Delving into this standard for creating Technical Publications using a Common Source Database, and how it is used.

Standards in eLearning

Helen Hill, *eLearning*

Planning your eLearning creation process using the eLearning standards.

Tips for search engine optimisation

Virginia Soares, *SEO*

Giving tips for making your content achieve rich results with search engine optimisation.

Understanding data visualisation

Sawsan Khuri, *Data visualisation*

Exploring how data visualisation can change perception and cognition.

Spring 2021

B/ad grammar: good copy innit

Ben Masters, *Copywriting*

Looking at the use of language and non-standard grammar in classic and contemporary copywriting.

Beyond physical barriers

Jon Hart, *Accessibility*

Explaining global barriers and the impact of COVID-19 on accessibility.

How to write a glossary?

Warren Singer, *Language*

Discussing the usage of glossaries in technical documentation.

Proofreading for fiction

Jen Phillips, *Proofreading*

Sharing the similarities and differences of proofreading fiction compared to proofreading technical content.

The trader's trinity

Liz Barlow, *Translation*

Considering the history of trade, language, standards and the links between them.

What's in a name?

Ciaran Dodd, *Terminology*

Highlighting the increasing importance of managing and standardising language.

Writing for eLearning

Helen Hill, *eLearning*

Providing a number of ways to improve your eLearning content.

Summer 2021

A beautiful swan

Neil Bulpitt, *Illustration*

Applying technical illustration skills to design a beautiful swan.

Clarify not simplify

Sawsan Khuri and Nasara Al-Hassan, *Science communication*

Debating if explaining COVID-19 is more complex than the 35-year span plots of EastEnders.

Gender-inclusive writing

Alexandra Gifuni, *Writing*

Changing your language to become a gender-inclusive writer.

Review of Flare 2021

Matthew Ellison, *Product review: MadCap Flare 2021*

MadCap Flare 2021

Assessing the features of the latest release from MadCap Software.

SEO and analytics

Virginia Soares, *SEO*

Building for findability to achieve one of the top 5 websites in Google's search results.

Streamline your online help

Sabine Berland, *Case study: MadCap Flare*

Explaining how Mirakl, a global SaaS company has added value to its online documentation with MadCap Software.

The Globots are coming

Paul Ballard, *Trends*

Reflecting on the fool's game of making predictions, and then making some.

The rise of social and collaborative learning

Helen Hill, *eLearning*

Discussing the rise of social and collaborative learning and sharing experiences to help you create your own social learning.

Transforming traditional processes

Antonina Mitrofanova, *Illustration*

Describing how RapidAuthor transforms the traditional process of technical documentation creation.

Trends in spoken English

Tony Eyre, *Trends*

Wondering about some of the things he hears people say.

What is version control?

Sara-Jane Holbein, *Version control*

Looking at what version control is and why it's useful for technical communicators.

Regular columns

Vote for your favourite regular column article. These are the articles at the back of *Communicator*. Please note that book reviews and a day in the life articles have not been included.

The articles are sorted by regular column, then issue.

Running a customer journey workshop

Robert Scott-Norton, *Autumn 2020, Content design*

Content design

Content design at Sage

Robert Scott-Norton, *Winter 2020, Content design*

Content design

Language lessons

Jean Rollinson, *Autumn 2020, Editing*



A picture tells a 1000 words...

Jean Rollinson, *Winter 2020, Editing*

The rise of English

Jean Rollinson, *Spring 2021, Editing*

Trends in English

Jean Rollinson, *Summer 2021, Editing*

Real-life dilemmas:

Working from home during lockdown

Warren Singer, *Autumn 2020, Ethical dilemmas*

Real-life dilemmas:

Professional development

Warren Singer, *Winter 2020, Ethical dilemmas*

Real-life dilemmas:

Resources for technical communicators

Warren Singer, *Spring 2021, Ethical dilemmas*

What's new in STE issue 8?

Ciaran Dodd, *Summer 2021, International standards*

Exploiting the power of Find Elements in Flare 2020

Matthew Ellison, *Autumn 2020, MadCap tips*

Variables within XHTML code

Matthew Ellison, *Winter 2020, MadCap tips*

Exploiting Translation Memory with Lingo

Matthew Ellison, *Spring 2021, MadCap tips*

Importing from Markdown

Matthew Ellison, *Summer 2021, MadCap tips*

Microsoft Word shortcuts

Katherine Judge, *Spring 2021, Word tips*

What are styles?

Katherine Judge, *Summer 2021, Word tips*

Please vote by **31 July 2021** using the online form: <http://bit.ly/Favourite2021>.

Good luck to all contributors. ■

Katherine Judge FISTC

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