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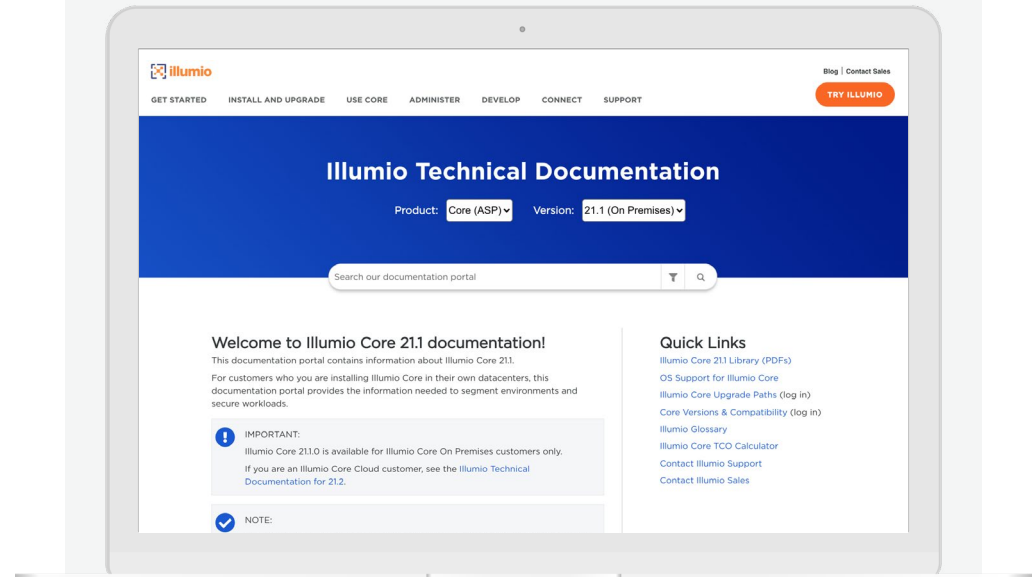
- A Modern Website with Two Product Portals and Multiple PDF Guides
- An Intuitive User Experience Featuring Top Navigation and Powerful Search
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- Content Shared Across Sales, Marketing and Product Management Teams
- And Much More!

“It's been a night and day experience since we rolled out our modern documentation website using MadCap Flare. It went from something no one really thought about to a resource that's considered indispensable.

Katherine Morgan
Director, Technical Publications



Delivers Documentation in
Less Than One-Fourth the Time



Illumio's documentation can be viewed as responsive HTML5 content that adjusts to users' desktop and mobile screens or downloaded as PDF files to view offline.



Read the Success Story and Start Your
Free Trial Today at [MadCapSoftware.com](https://www.MadCapSoftware.com)





InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

December 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

It's a short newsletter this month as events wind down for the end of 2021.

On behalf of all on the *InfoPlus* team and everyone at the ISTC, I wish all our readers and members a successful and prosperous 2022.

Please remember to send in your news so we can share it more widely.

Michaël.

ISTC news

ISTC Annual Survey covering Employment



Linda Robins

From Linda Robins, ISTC President

You can help make a difference!

The ISTC Annual Survey covering employment is now available and all technical communicators in the UK can take part. The 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 also 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.

Please click on the link here to get started.

www.surveymonkey.co.uk/r/YBFYVC7.

Do not hesitate or delay. It will take you 10 minutes at most (guaranteed). The deadline for the survey is 28 February 2022.

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!

Communicator journal choices for members in 2022

Following a consultation of the membership in spring 2021, members are being offered a choice about receiving printed copies of Communicator. You can find full details and an FAQ in the Latest News section (istc.org.uk/category/news/) of the website. Members will have received this information via email in November.

TCUK website is moving

November saw the website for the TCUK conference brought into the main ISTC site. The old URL will work for another year, but all information can now be found at istc.org.uk/tcuk.

Website improvements for members

Over the month of December, the ISTC website will be receiving minor updates to make it easier for members to use the website and to access the wide range of resources available to them. We welcome any feedback and suggestions at webmaster@istc.org.uk.

Renewals information

Renewals for ISTC Members open on 1 December, and payment can be made via the website or by contacting the ISTC office. Members will receive an email with details, and can check the [renewals page](#) of the ISTC website.

Please note that renewals this year will include the new step of choosing how you receive your copies of Communicator, and that the previous 'Junior' membership grade has now been renamed to 'Entry level'.

New name, same format – ISTC Meets

TCUK online, the monthly presentation webinar, is changing its name to ISTC Meets to avoid confusion between it and the TCUK conference. It is also moving home to the new 'Events' section of the ISTC website.

This change will also see the previous recordings become an ISTC member-only resource, though non-members are welcome to attend the live events. To be added to the mailing list for the events, please contact istc@istc.org.uk.

We ran a survey last month about the webinars, which is still open for responses. Please [let us know your thoughts on the webinars](#), and thank you to everyone who has responded so far.

TCUK online



Have you seen TCUK Online?

By James Bartley



James Bartley

November is the first anniversary of TCUK Online, the monthly 1-hour webinars hosted by the ISTC. In that time, we have had 11 great presentations, with most of them available to be watched again. Not to mention 11 lovely lunchtimes chatting to colleagues about tech comms.

As we're preparing future events, we'd really like to know the answer to a few questions.

Could you please fill in [this survey](#) answering the following 6 short questions:

- ▶ Were you aware of 'TCUK Online' prior to this survey?
- ▶ Did you already know you could watch a recording at a later time?
- ▶ Have you wanted to attend but been unable to?
- ▶ Have you found the talks / videos to be a useful resource?
- ▶ What would make them useful / more useful to you?
- ▶ Is there anything else you would like to say about 'TCUK Online'?

Alternatively, pop us an email at istc@istc.org.uk with your answers.

Many thanks for your time!

(You can watch the videos on [the TCUK site](#). Email istc@istc.org.uk to be added to the mailing list for future events.)

Upcoming TCUK online events

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

Monday 6 December, 1–2 pm



Chris Hester

Chris Hester returns to speak with us about "Content Debt: Understanding the Basics".

In tech comms, quality documentation has an impact: it can reduce support, training, and development costs and increase conversions and sales. The content we produce can also help to attract and retain customers, minimize risks and liabilities, and increase compliance with regulatory bodies.

But as we continue to create and update content, what happens to the content we leave behind? What is the impact of unused

or outdated content on our teams and our customers? And, more importantly, on our environment?

In this session, Chris will talk about the concept of content debt and how lowering it can be an initial step to developing environmentally conscious content. She'll talk about how to recognize and reduce content debt and provide tips for starting a content debt management plan of your own.

View the full schedule [here](#).

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

InfoPlus copy deadline

We welcome submission to *InfoPlus*. If you have an event, some news, or an article that you would like included in the January edition, email your copy to newsletter.editor@istc.org.uk by noon of Friday 17 December 2021.

We aim to publish and distribute *InfoPlus* as early as possible in the month to which it relates, usually on the first working day. On occasion, there may be a delay until the first week of the month. Please bear this in mind when submitting time-sensitive information.

The ISTC Podcast

In November Imogen and I interviewed Brian Dagnall; Freelance Technical Author, Fellow of the ISTC and an ISTC Mentor. You can listen to this podcast on Podbean or just search for 'ISTC Podcast'.

December's podcast will be published on New Year's Eve! Both Imogen and myself will be in holiday mood, reviewing the interviews of the past year and having some tech comms fun!



Podcast

The podcast is published on the last Friday of every month, and is half an hour of lively and informative chat about technical communication, perfect to listen to over lunch or on the dog walk.

If you are interested in any aspect of podcasting and would like to get involved with

the production team, contact Amanda and Imogen at istc@istc.org.uk.

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](#).

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

ISTC Thames Valley report – November

Darren Mitcham reports

For the first time in a while, we had a guest speaker at our November meeting. The very distinguished Professor Gerry Leonadis – a Professor of typography and the founder of the Typography department at Reading university. The department is among one of the world leaders on all forms of typography,

from the earliest handwritten writing systems to cutting edge research and modern font design. It is not every day you meet a professor, especially one who lives and breathes scripts. From the initial passion, it is clear there is nothing he doesn't know about the subject. From the surprising history of writing and how the environment and our physicality have led to such variations in scripts developed, to modern development of fonts and how much companies spend on research and development to ensure the stay ahead as we browse in ever increasing new ways for information, every chapter came with fascinating nuggets to digest. And don't think the knowledge stops at our 26-letter alphabet, the knowledge and the research extend to European, Chinese, and Russian scripts. On a sad note, just as some of our wildlife is becoming extinct, it was tearful to note many ancient and more modern scripts disappear from lack of use, as well as being systematically destroyed by foreign powers.

Tribes or communities that have adopted more well-known languages are losing their heritage. For example, Azerbaijan Arabic has almost completely disappeared in favour of Cyrillic, rendering many precious texts unreadable.

Some countries with non-Latin scripts were forced to adopt the Latin alphabet to use printing press technology.

We learned about women in typeface jobs in the 50s and 60s. We touched on dyslexia, biomechanics, and digital displays. It was a spell-binding two-hour tour of all things typographic.

Some of the links he left with us are:

Brill typeface

<https://brill.com/page/BrillFont/brill-typeface>.

Free download for non-profit use, excellent for more complex typography

Newsreader

www.productiontype.com/family/newsreader.

Free download with an Open Font License, excellent all-rounder with many weights and optical sizes (click on “buying options” – prices will be zero for all styles).

Halyard

<https://fonts.adobe.com/fonts/halyard>.

If you have an Adobe subscription, this is probably the best sans serif family for both continuous reading and structured documents.

Gerard Unger, Theory of type design.

www.nai010.com/en/publicaties/theory-of-type-design/186086.

A very good all-round introduction to typeface design, focused on the Latin script.

Dyslexia

For those interested in dyslexia this dissertation is a very good recap of the research (and some shortcomings):

www.dropbox.com/s/i88s56scur7s6zq/MATD%2018-19%20dissertation%20Abdelhadi%20Dyslexia.pdf?dl=0.

A video about Fiona Ross and Alice Savoie on the Women in Type project

https://www.youtube.com/watch?v=nW2WAqullAI&t=4s&ab_channel=Atypl.

Next month is our Christmas meal at the Bird-in-Hand. Feel free to join us, but you must prebook and pay £15 deposit. Please email Darren at thamesvalley_areagroup@istc.org.uk for more information.

Current ISTC groups

If you'd like to attend one of the groups, please get in touch with the leader or email istc@istc.org.uk. 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	Email
Cambridge	Deb Stevens	cambridge_areagroup@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.

An entreaty: 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
- ISTC Yorkshire Area Group for Communication Professionals
www.linkedin.com/groups/4662452

Scotland

- Technical Writers (East Scotland ISTC)
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 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:

www.instagram.com/istc_org/.

Our YouTube channel:

www.youtube.com/user/istctechcomm



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 MadCap Software.

Armada

We offer both in-class and online training formats.

December

- 6-7 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 participation
£345 + VAT. In-class at Bristol training centre

www.armada.co.uk/course/id.

9-10 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 Sheffield training centre

www.armada.co.uk/course/ps.

13-14 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 participation
£345 + VAT. In-class at Bromsgrove training centre

www.armada.co.uk/course/ai.

15-16 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign.

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

£245 + VAT. Live online participation
£345 + VAT. In-class at Bromsgrove training centre

www.armada.co.uk/course/id.

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Cherryleaf

With brand new course offerings and packages on offer, we provide online training courses in:

ACCREDITED
TRAINING
COURSE

Technical Author/Technical Writer/ Technical Writing

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>. This covers the fundamentals of technical writing. Cherryleaf is offering a 10%

discount to ISTC members for this course. New premium option now available – this course plus five additional courses.

Creating Screenshots and Images for User Guides: <https://www.cherryleaf.com/training-courses/images-course/>. This is available as a standalone course and also as part of our Intermediate/Advanced Technical Communication training course bundle.

Intermediate/Advanced Technical Communication Training Course Bundle: <https://www.cherryleaf.com/training-courses/advanced-technical-writing-training/>. The bundle provides you with access to a collection of online modules in technical communication, under a low-cost pay monthly basis. Each module is self-contained, so you can choose to take just a single module, if you wish.

You'll be able to take these courses:

- Documenting REST APIs
- Markdown
- DITA fundamentals
- Managing Software Documentation Projects
- Revising and Editing Content
- Structured Writing Fundamentals
- Technical Copywriting
- UI/UX Writing
- Creating screenshots and images for user guides
- Review of technical writing fundamentals
- Single sourcing and content reuse
- Trends in Technical Communication.

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.

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/.

Events listings

If you know of any events happening in January 2022, or later, please do let us know so that we can share the information to others.

December

ISTC Thames Valley Area Group Meeting

Next month is our Christmas meal at the Bird-in-Hand. Feel free to join us, but you must prebook and pay £15 deposit.

Bird-in-Hand Knowle Hill from 7.30pm.

Please email Darren at thamesvalleyareagroup@istc.org.uk for more information.

9 Connecting Content Systems from The Content Wrangler

Learn how to connect existing systems, tools, and content as part of an integrated content supply chain operating on shared content architecture patterns.

Wednesday, December 9 at 10 AM PT / 1 PM ET

In the ever-growing ecosystems of content-disparate, siloed systems lead to massive wasted effort and slow, bloated processes.

Organizations with many content systems suffer from an inability to even find and use content constantly, let alone achieve content targeting and personalization across channels.

Take control of your content with models and maps that connect content systems. With some planning and configuration, content can seamlessly flow and transform through an efficient content supply chain.

Join [Cruce Saunders](#), the founder, and principal of [\[A\]](#), and guests as they dive into a simplified case study and approach showing how to orchestrate and organize content across systems in a decoupled content supply chain that powers customer experiences with modular content.

Takeaways:

1) Learn how to connect existing systems, tools, and content as part of an integrated content supply

chain operating on shared content architecture patterns.

2) Find out how to improve content throughput, consistency, and strategy efficiency.

3) See how content models and supply chain maps provide a shared touchpoint for unifying customer experiences across multiple departments within an organization.

This webinar is brought to you by

[The Content Wrangler](#) and [sponsored by \[A\]](#).

Register today – link: <https://thecontentwrangler.us2.list-manage.com/track/click?u=760f05f831a9ab797dc4432f8&id=5d5f800ec8&e=b690735fb8>.

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.

Tech corner

Do you have a TechComm trick or tip to share? Have you recently come across something that made you exclaim, “If only I’d known that sooner!”? It might be software-related, a grammar tip, the discovery of a particularly useful YouTube tutorial...

Please send an overview of your insight, and a short description of who you are, to newsletter.editor@istc.org.uk and I will publish it in a future edition.



Back page

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.

Email newsletter.editor@istc.org.uk.

