

“Templating” your pictures

by Patrick Hofmann

My favourite samples of technical documentation, and the information I have had the most fun producing, have one thing in common: they have templates that are elegantly designed and strictly followed. With documentation templates and style sheets, the headings, instructions, notes, and navigational features are consistent and effective. By standardising our documentation's type and layout attributes, there are no unfriendly surprises for the reader, and yes, the documentation looks and feels clean.[Read more...](#)

• IPCC 2007

Chris Linnett to Speak

Chris Linnett, who has launched some of the Web's most popular sites, including the MSN homepage and Microsoft Office Online, will be a featured speaker at IPCC 2007 in Seattle, Washington. The conference on "Engineering the Future of Human Communication" will take place 1 - 3 October 2007, and will also feature Ray Kurzweil, famed inventor and futurist. [Read more...](#)

• Tools

Creating Visual Help

In a prior column – A “Homebrew” Usability Testing Tool – I discussed using visual help authoring tools like Captivate and Camtasia in an unusual way, as usability test recording tools. In this column, I'll take a closer look at the tools themselves and some interesting developments from two vendors, Adobe and MadCap.... [Read more.](#)

• Jobs

Editor in Chief, *Transactions*

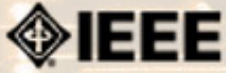
Please take a look at the announcement about this and other jobs....[Read more.](#)

• Reviews

Visual Communication Resources

The Web contains many resources for visual communication. Brenda Huettner writes about some of her favorites... [Read More.](#)

•



Feature

“Templating” your pictures

by Patrick Hofmann

My favourite samples of technical documentation, and the information I have had the most fun producing, have one thing in common: they have templates that are elegantly designed and strictly followed. With documentation templates and style sheets, the headings, instructions, notes, and navigational features are consistent and effective. By standardising our documentation’s type and layout attributes, there are no unfriendly surprises for the reader, and yes, the documentation looks and feels clean.

Many of us invest a great deal of time coming up with the right combination of fonts, types, colours, sizes, margins, indents, all in an effort to make our documentation easier to read and simpler to scan.

Why then do we not apply the same principles to our pictures?

After all, what is the biggest complaint about our pictures? In my past 10 years of usability tests of visuals, the most popular comments are that the pictures are difficult to read, hard to understand, unprofessional looking, have poor clarity, or are merely meaningless. Since we know the benefits of building effective documentation with templates, let’s do the same with pictures.

Build standard sizes

More often than not, we draw or capture our pictures at various sizes, then squeeze them into variously sized spaces -- a standard US letter page, a smaller A5 page, a tiny help window, or a web page. When reduced dramatically, the once nicely spaced lines in our pictures begin to bleed into one another. The once legible text becomes utterly unreadable. When expanded dramatically, our crisply bitmapped pictures become roughly pixilated and unreadable.

To prevent this, always consider the picture’s final destination when you create the picture -- whether the documentation is on-screen or on-paper. For example, if the maximum size of any picture in your end-user manuals is 17 x 24.5 cm, create a “template” box at that size in your graphics application, so all of your illustrations never exceed it.

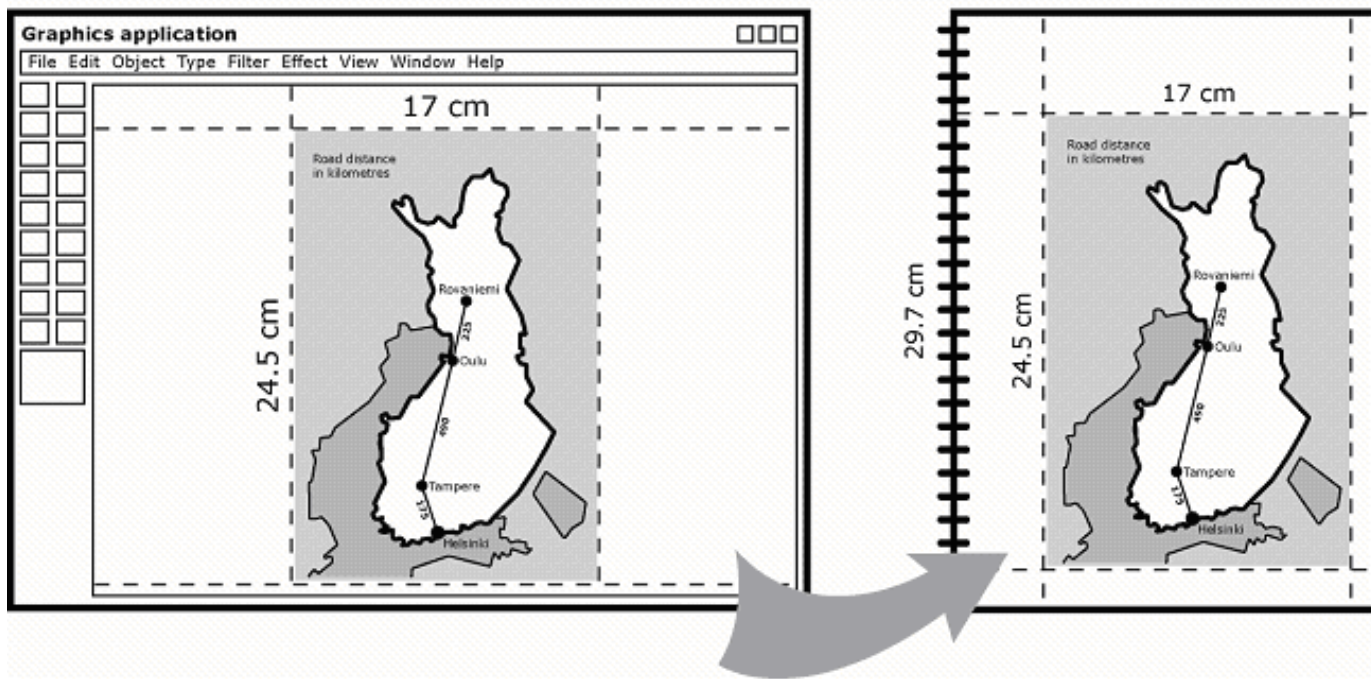


Figure 1: Establish templates that reflect the maximum size of your visuals at their “destination” page — and create them at actual size.

Likewise, if the maximum size of any picture in your online help is 320 x 320 pixels, create a template box of that size in your graphics application for all your online help illustrations.

In both paper-based and screen-based picture templates, always consider the margins, gutters, and other elements that affect the illustration. The maximum illustration size on a web page is not 800 x 600 pixels: with browser menus, toolbars, borders, and other elements, the maximum illustration size may be only 650 x 400 pixels.

But if I have a single graphic that goes both in the paper manual and into the online help, must I have multiple versions of the same illustration? Yes! Sadly, in the era of single-sourcing, we are encouraged to use the same picture file across many media, to rather poor results! Unfortunately, we think about our own efficiency in publishing a document, but not the customer’s efficiency in reading it.

So, for each uniquely sized destination, create a uniquely sized illustration template.

Build standard attributes

Now that you have standardised the illustration size for each of your picture’s destinations, we have to define the type, colour, and line attributes for each destination template. As shown in the illustration below, this means establishing style guidelines for each unique element in your illustration: titles and annotations, primary and secondary text, and primary and secondary objects.

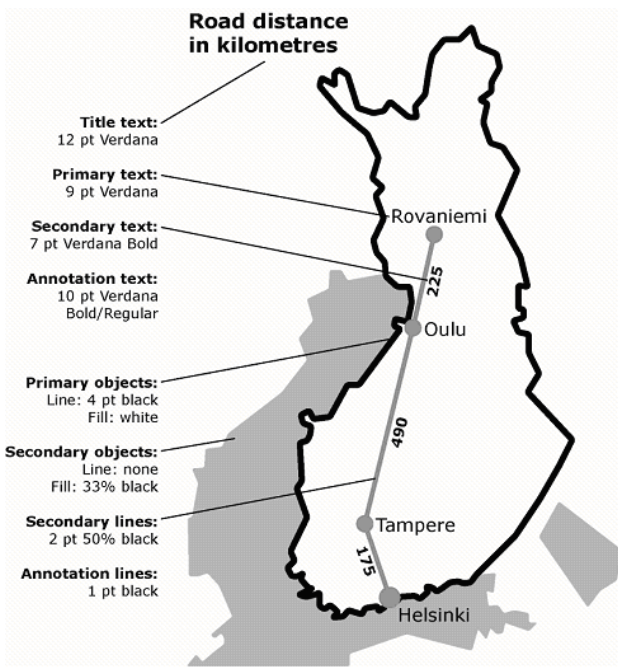


Figure 2: Establish a style guide that considers all visual attributes, and try to apply these standardised styles to all your visuals.

Just as you create separate styles in your documents for chapter headings, section headings, notes, warnings, body text, and table text, you can do the same for your illustration templates. Whether you are creating flow diagrams, instructional illustrations, or labelled screen-shots, the attributes from your templates can be applied consistently across each type of visual. As shown in the following example, each visual follows established template attributes: the ‘primary object’ has the heaviest line weight; the text is equally sized and weighted, and the annotations and labels are identically placed and typed.

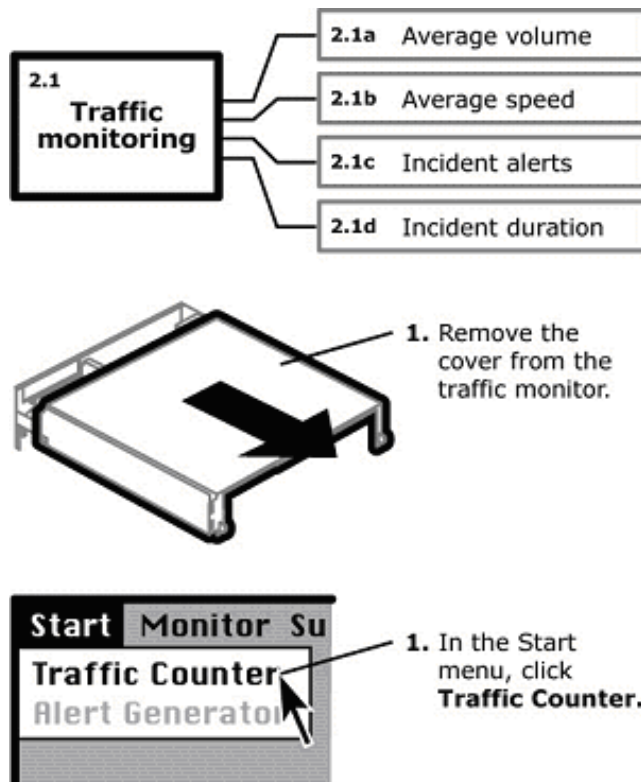


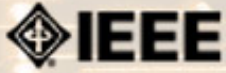
Figure 3: Apply the standardised visual attributes to all your visuals – whether they are flow diagrams, physical

illustrations, or screen-based instructions.

In the end, establishing templates or style sheets for your visuals creates a new level of consistency, professionalism, and user-friendliness -- not just to your pictures, but to your documentation as a whole.

*As a trained technical writer and now a visual interaction designer, **Patrick Hofmann** has turned into 'a man of few words'. For over thirteen years, this vibrant Canadian has helped clients worldwide visualise their online, hardcopy, and interface information. Aside from teaching workshops on using pictures to improve communication, Patrick recently developed the post-graduate Information Design curriculum at CPIT in Christchurch, New Zealand. Patrick is currently completing his first book on visual instruction and freelancing between his offices in London and Sydney.*

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Tools You Can Use

Creating Visual Help

By Neil perlin

In a prior column – A “Homebrew” Usability Testing Tool – I discussed using visual help authoring tools like Captivate and Camtasia in an unusual way, as usability test recording tools. In this column, I’ll take a closer look at the tools themselves and some interesting developments from two vendors, Adobe and MadCap.

Note that there are many such tools. An April 2006 thread on the Help Authoring Tools and Technology list noted several dozen. (To reach this thread, go to www.yahoo.com, follow the “Groups” link, search for “HATT”, then search for “Captivate alternative”.) I’m sticking to Adobe Captivate and Madcap Mimic in this column for several reasons:

- I support both tools and am very familiar with them.
- These tools illustrate how different vendors can take different paths.
- They use an intuitive “slide” metaphor.
- Column length limitations.

In the prior column, I described the tools as “...non-stop screen recorders. They record activity on the screen as a series of consecutive screen shots, like frames in a filmstrip, which you can play back as a movie. You can also annotate those frames with text captions... audio, video, animations, interactivity features, and more to create movies ranging from simple... demos to interactive... simulations or even... eLearning. These tools are also cheap (\$599 for Captivate), and quick and easy to learn (a two-day training course is enough to teach Captivate’s basic features).”

Different tools differ, of course. Captivate offers eLearning and LMS integration; Mimic does not. Captivate and Mimic use a slide metaphor; Camtasia uses a “chunk of video” metaphor. But the general description in the previous paragraph applies to all these tools.

The tools are simultaneously easy and hard to use. They’re easy in that their features are simple and often re-used for different purposes, which reduces the learning curve. For example, Captivate re-uses the feature that creates mouseover popup hot-spots to create highlight boxes. The hard part lies in doing the up-front planning and design needed to use these simple features effectively. Many new developers don’t do this until they’ve been burned on their first project.

After the up-front planning and design, recording the actual frames (for a software demo) or the creating and inserting slides with images and other elements (for sales or HR-style simulations) is fairly simple. It gets difficult again when developers must edit the slides to insert text captions, interactivity features, and so on. But even then, the work goes surprisingly fast. Creating a movie to illustrate one task in an application, such as changing a style in Word, takes just a few hours. As an experiment, I timed how long it took me to create a simple HR-style interactive simulation. I finished a near-

final version – a clean flow but some timings and transitions needed tweaking – in two hours. Another testimonial came from two attendees in a Captivate class who told me that their company had taken three months to create a training simulation using, as I recall, ColdFusion, that they could have created in three days using Captivate.

These tools are also surprisingly flexible. Originally meant for creating software-oriented movies, they lend themselves well for human interaction-style movies also. Some could act as usability test recorders, as I noted in a prior column. An acquaintance in Phoenix recently emailed me soliciting opinions about using Captivate to create a game. I'd never even thought of that but, once she raised the idea, I saw no reason why it wouldn't work. It wouldn't be Doom, but it could be a game-like simulation for training purposes.

It's also interesting to see how different vendors can take similar tools in very different directions. For example:

- **Adobe** Captivate was originally eHelp RoboDemo – eHelp was the original home of RoboHelp. RoboDemo was a simple, low cost (about \$350) tool when it first appeared in the early 2000s, but one of its features was the ability to create simple quizzes. Since then, its owners – Macromedia, then Adobe – have dramatically expanded the quiz feature into eLearning and LMS integration. Captivate 2, the current version, is as much an eLearning tool as it is a screen recorder, supporting the AICC and SCORM standards and the fairly new PENS standard. The price has gone up too, now \$599, but is still much cheaper than mainstream eLearning tools. It'll be interesting to see what Adobe includes in future versions, the effect on the price, and how much further Captivate moves into the eLearning camp.
- **MadCap** is taking a different path with Mimic 1. The tool is simpler and cheaper (\$299) than Captivate. It has fewer features (but more options than Captivate for comparable features) and does not support eLearning and LMS integration. But it does support the use of variables for elements like text caption box entries, and is programmatically integrated with Flare and Capture, two other tools in MadCap's suite, so that the three tools can share variables. It'll be interesting to see whether MadCap keeps Mimic as simple as it currently is or whether eLearning features are on the horizon.

The Future

I expect one of the next advances to be the addition of single sourcing features. The use of variables in Mimic is a good first step. The next step will be conditionality features. Why conditionality specifically?

We tend to think of mainstream, big-screen devices like PCs and laptops as the media on which users will view our training movies. However, other devices, particularly mobile devices, continue to penetrate the culture so it's likely that companies will want to create movies to be viewed on these devices in addition to, or even instead of, PCs and laptops. At least one company, **p.o.d.Training**, does so today, creating video training to be viewed on video iPods.

Technically, standard movies created using Captivate, Mimic, etc., can also run on video iPods or other mobile devices. However, design elements that work well on large-screen devices, such as text caption boxes, fail on mobile devices because the text is too small. (I've tried creating standard-sized movies and scaling them down to mobile device screen size; the text is absolutely unreadable.)

One answer is to create two movies, one with text caption boxes and voiceover for large-screen devices and one voiceover-only for mobile devices. However, this approach is a step backwards from the trend toward single sourcing in tech comm. Instead, we should be able to create one movie, create text caption boxes with voiceovers, and conditionalize the text

captions (and other features as well), so that they display or hide automatically depending on the device on which the movie is running. Then, we'll have single sourcing for our movies as well as our online help systems.

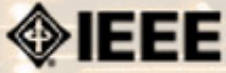
Summary

What these tools really offer is the ability to create a virtual instructor who's with the user every step of the way. You've probably sat down with someone to show them how to use a piece of software – “Okay, now click on the Add User button. The New User dialog box opens, and you can now type the address information...” and then have them try it on their own – “Okay, ready to try it yourself? Good, go ahead.” That's what these tools let us create in software form.

We can also easily insert these movies in help systems created using tools like RoboHelp, Flare, Doc-To-Help, etc., to create hybrid help systems. These systems present different types of information in whatever form is most suitable – textual for conceptual, procedural, and reference information and a visual “show-me” and “let me try it” form for procedural information. A picture may not always replace a thousand words, but it can do a great job of supplementing them.

Neil Perlin is president of Hyper/Word Services (www.hyperword.com) of Tewksbury, MA. He has 28 years experience in technical communication, with 22 in training, consulting, and development for online formats and tools like WinHelp, HTML Help, JavaHelp, CE Help, RoboHelp, Flare, Captivate, and others now known only in legend. Neil is a member of IEEE and STC, an associate fellow of the STC, and the founder and manager of the STC annual conference's Beyond the Bleeding Edge stem.

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Web Site Reviews

Visual Communication Resources

Contributed by Brenda Huettner

Some of my favorite visual communication resources include the following:

Rick Altman's monthly newsletter "All Things Visual" at <http://www.altman.com/editorial/letter/07apr.htm>. Rick does the PowerPointLive and CorelDraw conferences, and also has a new book about to be released called "Why Most PowerPoint Presentations Suck". He's also got quite an archive of articles on his site...

STC's Special Interest Group for Illustrators and Visual Designers at <http://www.stcsig.org/ivd/>. This SIG has about 500 members.

Indezine (<http://www.indezine.com>), a site about presentations, graphics, and multimedia from Geetesh Bajaj. They've often got interesting interviews or downloadable templates. Warning, this site does have a lot of ads on it, you may just want to subscribe to his blog feed.

The print magazine *Visual Communication* (<http://www.sagepub.com/journalsProdDesc.nav?prodId=Journal201380>) from Sage Publications. Slightly pricey, quite scholarly, comes out three times a year.

Brenda Huettner is the Marketing Manager for IEEE-PCS, has a consulting company, P-N Designs, Inc., and has authored several books, her most recent being Managing Virtual Teams: Getting the Most from Wikis, Blogs, and Other Collaborative Tools (coauthored with Kit Brown and Char James-Tanny).



Newsletter



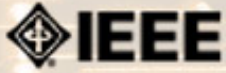
IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 51, Number 5 • May 2007

President's Column

The president's column will return next month.

AdCom is meeting at IEEE headquarters May 31- June 2.

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 51, Number 5 • May 2007

Editor's Column

Communicating Visually

by Kit brown

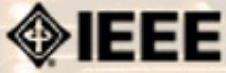
If a picture is worth a 1000 words, it is also rife with opportunities for misunderstanding the visual cues and symbols in the picture. Context is everything--not enough visual cues can cause as many difficulties as too many. Add cultural expectations into the mix and you could have a real mess on your hands (or in the case of safety-related pictures, lose a hand).

At the STC conference this week, Ze Frank used airplane safety cards in his talk to point out how pictures sometimes communicate something other than we intended. At the International Pavilion, the slide show had translation bloopers and examples of warnings gone bad. Those of you who attended last year's IPCC may recall the session about the usability of warning labels.

This month is all about Visual Communication. Patrick Hofmann discusses templating in his article, and Neil Perlin discusses tools you can use for usability testing. Brenda Huettner submitted her favorite resources on visual communication.

There is also additional information about the upcoming [IPCC](#).

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Tidbits

Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.

Scitopia.org Research Site to Launch in June

Contributed by IEEE-USA

Next month, IEEE and 12 of the world's leading science and technology societies will launch scitopia.org, a free federated search engine that will enable users to explore research most often cited in scholarly work and patents. More than three million documents, including peer-reviewed journal content and conference proceedings spanning 150 years of science and technology, may be searched through this dedicated gateway.

Search results will present users with a relevant, ranked list of content that will include the article's title, authors, and citation. Once a piece of content is selected, the user will be directed to the publisher's digital library site to access the full text. Researchers at institutions with subscriptions to the content will be automatically authenticated and will be able to click through to access the full text. For full details about the service and a full list of participating societies, visit <http://www.scitopia.org>.

Credit Card Security

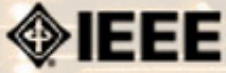
From NAWBO SmartBriefs, 2 May 2007

According to *Storefront Backtalk*, consumers may soon have credit cards that issue a one-time password, rendering stolen data useless without the physical card...[Read more...](#)

Service Projects as Teambuilding

From NAWBO SmartBriefs, 10 May 2007

"Volunteer-based team activities are quickly replacing corporate outings to the golf course or other traditional corporate team-building activities. Volunteer projects allow workers to build bonds outside of the normal networking process, in addition to giving something back to the community." (must have login to *New York Times* web site to view) [Read more...](#)



Society News: 50th Anniversary

50 is a Great Number!

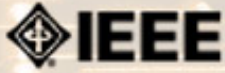
by 50th Anniversary Committee

We're just a few months out now from PCS's grand 50th anniversary celebration, to be held in conjunction with the IPCC 2007 in Seattle, Washington (www.ieeepcs.org/ipcc).

Many of you may know that 50 is traditionally the "Gold Anniversary" - in both conventional and modern traditions - but what else do you know about the number 50? 50 is...

- atomic number of tin (Sn)
- number of Argonauts who set out with Jason in the Greek classic quest for the golden fleece
- width of Noah's ark (in cubits)
- approximate number of times the moon would fit into the earth
- number of Gates of Wisdom in the Kaballah
- number of States in the United States
- 110010 in binary code
- the number of **recognized cities in England**
- approximate number--in billions--of star systems based on recent Hubble Telescope discoveries

Can't get enough? Try the **quiz** relating to the number 50. And, be sure to join us in Seattle!



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 50, Number 2 • February 2006

Job Announcements

Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at pcsnews.editor@ieee.org. The jobs will remain on the list until the closing date listed in the announcement.

Editor-in-Chief,

IEEE Transactions on Professional Communication **NEW!**

ASIS International Manager

Editor-in-Chief, IEEE Transactions on Professional Communication

Organization: IEEE-PCS
Position(s) Available: Editor in Chief
Type of Position: Management
Closing Date for Applications: 1 July 2007
Location: N/A
Contact: Helen Grady, Chair of Editorial Board for PCS
[grady_h\(AT\)mercer.edu](mailto:grady_h(AT)mercer.edu)
URL: <http://www.ieeepcs.org/>

The IEEE Professional Communication Society (PCS) is seeking applications from qualified individuals to become the next Editor-in-Chief (EIC) of the IEEE Transactions on Professional Communication. **The new EIC will begin his or her tenure on 1 January 2008** and will work with the current EIC for a period of six months to ensure a smooth transition. (A detailed transition plan is available on request.)

The *Transactions* is a refereed, archival journal published quarterly by PCS. Because it is a leading journal in the field of technical communication and is perhaps the most visible activity of PCS, we must maintain extremely high standards and comply with the policies of the IEEE.

Duties: The EIC is responsible for managing an editorial staff and producing the quarterly journal, for following IEEE and PCS publication policies and procedures, and for reporting to the PCS administrative committee (AdCom). The EIC serves as an ex-officio member of the AdCom and is expected to attend two face-to-face and one virtual (online) meeting annually, as well as periodically attending the IEEE Editors meeting each spring.

The EIC solicits submissions, coordinates peer reviews of manuscripts according to IEEE policy, and communicates publication decisions to authors. The EIC ensures that manuscripts accepted for publication are edited according to the

IEEE T-PC Style Guide and that electronic and hardcopy text and artwork are prepared according to IEEE production standards and schedules. The EIC reviews both galley and page proofs for each issue prior to printing.

Editorial Staff: In managing the overall preparation and production of the journal, the EIC may delegate some activities to staff. Currently, the editorial staff includes (a) one Book Review Editor who solicits and edits reviews, (b) five Associate Editors who solicit manuscripts and work with authors, (c) two Editorial Assistants who edit and coordinate pre-press text with authors, as well as correct galley and page proofs, and (d) 20 Review Board members who review three or four manuscripts annually.

Although all staff members are technically volunteers, the EIC manages an annual budget of \$25,000 that is used primarily to provide honoraria or travel reimbursement for the EIC and editorial staff.

Application Materials: Applicants should submit the following materials to Dr. Helen Grady, Dept. of Technical Communication, School of Engineering, Mercer University, 1400 Coleman Ave., Macon, GA, 31220 (or via e-mail to [grady_h\(AT\)mercercer.edu](mailto:grady_h(AT)mercercer.edu)).

1. Statement of interest
2. Statement of qualifications
3. Resume
4. Two letters of recommendation from individuals who are knowledgeable about the applicant's qualifications
5. Letter of support from the applicant's institution

Application Process: Applications are **due by 1 July 2007**. The EIC search committee will review them and recommend a candidate for EIC by 1 August 2007. The AdCom will review that candidate by 15 August 2007 and, upon approval, will extend an offer by 30 August.

(Association) Manager of Guidelines and Standards

Organization:	ASIS International
Position(s) Available:	Manager of Guidelines and Standards
Type of Position:	Management
Closing Date for Applications:	Until job is filled
Location:	Alexandria, VA USA
Contact:	Susan Melnicove, Dir. of Education, smelnicove@asisonline.org
URL:	http://www.asisonline.org/

Contact association for complete job description.

Summary

Manages the process of guideline development, ensures maintenance, record keeping, distribution, and promotion functions. Responds to Membership and others on all aspects of guideline development and resulting product. Conducts research as necessary to support guideline and standard development.

Essential Duties and Responsibilities

Communicates with management of ASIS International to maintain knowledge of current and proposed projects in order to develop appropriate guideline standards for design and production.

Serves as staff expert on guidelines processes and ANSI standards development and accreditation regulations. Produces status reports, articles, and newsletters on guidelines activities. Coordinates and arranges for drafting and editing of guidelines and standards. Oversees document publication. Develops and manages promotion and distribution plan, and annual calendar; design workflow and procedures. Works with the Marketing Department to coordinate marketing initiative.

Functions as administrative liaison to ASIS International Commission on Guidelines, and between the commission and various ASIS councils. Assist commission chairperson and coordinates various commission projects, subcommittee activities and timelines. Supports the meeting of the ASIS International Commission on Guidelines including: preparing agendas, recording of minutes, coordinating information dissemination, ensuring proper meeting procedures, and managing budget.

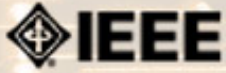
Researches pertinent literature and compiles outside documents. Evaluates and makes recommendations regarding areas that require changes or improvements that ensure timely promulgation of relevant guidelines.

Creates, manages, and maintains databases; files and tracks data associated with the development and maintenance of ASIS International guidelines. Acts as custodian of documents, records, and files. Coordinates with Library Services to catalog existing guidelines and technical material related to commission and committee activities. Extrapolates required data for presentation in report form.

Serves as liaison between various internal and external groups including the oversight commission, subject area councils, staff, members, other industry groups, ANSI, and the general public. Ensures adequate and meaningful communication between stakeholders is achieved. Participates in related committees and develop relationships with other associations and standard setting organizations.

Education and/or Experience

The applicant should have a minimum of a Bachelor's degree (B.A.) from a four-year college or university and at least two (5) years' experience in standards and code developing organization. Preference for experience with any aspect of security or security systems.



Society News: PCS Events

IPCC 2007: Chris Linnett to Speak

by IPCC Conference Committee

Chris Linnett, who has launched some of the Web's most popular sites, including the [MSN homepage](#) and [Microsoft Office Online](#), will be a featured speaker at IPCC 2007 in Seattle, Washington. The conference on "Engineering the Future of Human Communication" will take place 1 - 3 October 2007, and will also feature Ray Kurzweil, famed inventor and futurist.

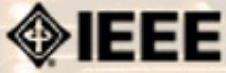
Chris Linnett has a Ph.D. in Cognitive Psychology and a distinguished career in the development of content, communication, and the other components involved in building online businesses and experiences. During 12 years at Microsoft, he managed numerous consumer and information-worker products. He consulted on redevelopments of [ONE.org](#) and [WA.gov](#), and later led Cranium's online sales and marketing. Currently Director of Open List at [Marchex](#), Chris is creating a local-search service and leveraging it to create targeted consumer destinations at more than 100,000 web sites. A graduate of Pomona College, he holds a Master's degree from Tulane University and a Ph.D. from the University of California, Berkeley.

Come join Chris, Ray Kurzweil, and a host of other distinguished professionals in a stimulating three days of exploration of the past, present and future of human and technical communication.

IPCC 2007 is in Seattle, Washington and will be a gala event celebrating PCS' 50th anniversary. Hope you can make it! The conference site is now available at

<http://www.ieeepcs.org/ipcc2007/index.htm>.

The 50th anniversary committee is already planning some great activities. See the [50th anniversary article](#) for more information.



Society News: Member News

Senior Members

By Elizabeth Pass, PCS membership chair

PCS would like to welcome a new Senior Member to its ranks!

Wolf-Ekkehard Matzke, from Germany (Region 8), has been newly installed as an IEEE Senior Member.

As a reminder, to make Senior Member Grade you must meet the following criteria:

- Be in an IEEE-designated field
- Have 10 years of professional experience
- Have 5 years of significant performance

IEEE-designated Fields:

- Biological and Medical Sciences
- Computer Science and Information
- Engineering
- Mathematics
- Physical Sciences
- Technical Communications, Education, Management, Law, and Policy
Technology

Ten years of professional experience

The Admission & Advancement (A&A) Committee Review Panel that is evaluating your application will count the years you have been in professional practice. The good news is that your educational experience is credited toward that time as follows:

- 3 years for a baccalaureate degree in an IEEE-designated field
- 4 years if you hold a baccalaureate and masters degree
- 5 years if you hold a doctorate

Five years of significant performance

Many prospective applicants make the mistake of assuming that "significant performance" requires special awards, patents

or other extremely sophisticated technical accomplishments; such is not the case. So many IEEE members in industries and academe fulfill this category just by being the conscientious professionals that they are. Substantial job responsibilities such as team leader, task supervisor, engineer in charge of a program or project, engineer or scientist performing research with some measure of success (papers), or faculty developing and teaching courses with research and publications—all are indications of significant performance, well as the following:

- Substantial engineering, responsibility or achievement
- Publication of engineering or scientific papers, books, or inventions
- Technical direction or management of important scientific or engineering work with evidence of accomplishment
- Recognized contributions to the welfare of the scientific or engineering profession
- Development or furtherance of important scientific or engineering courses that fall within the IEEE designated fields of interest
- Contributions equivalent to those of above in areas such as technical editing, patent prosecution or patent law, provided these contributions serve substantially to advance progress in IEEE designated fields.

Significant performance that would serve to qualify an individual for elevation to Senior Member did not have to occur in the years immediately prior to the application. Thus, life and retired members are eligible for elevation.

References

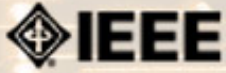
The applicant must also provide three references from current IEEE members holding Senior Member, Fellow, or Honorary Member grade. Your professional colleagues are your best source of these references. If you have difficulty in locating Senior Members or Fellows to serve as references, please contact your local Section or Chapter for assistance. For assistance in contacting your Section/Chapter Chair, email **Denise Howard**.

The applicant is responsible for contacting his/her references. Referees must send a brief note of recommendation directly to IEEE, preferably using the Senior Member Reference Form. If the applicant is being nominated by a Senior Member or Fellow, TWO OTHER references are required.

Submitting a reference form does not by itself constitute a nomination. In order for a nomination to be processed, the nomination section of the application form has to be completed, with or without a nominating entity. However, if you want your Section or Society to receive a rebate of \$10 for each successful nomination as part of the *Nominate a Senior Member Initiative*, you must provide the Section or Society's name.

Volunteers Needed

We need volunteers to assist with the IPCC conference this fall, as well as for the 50th anniversary celebration. Please contact Mark Haselkorn at **markh AT u.washington.edu**.



Calls for Articles/Proposals/Volunteers

User Support online course *NEW!*

PCS Needs a Webmaster

Today's Engineer

Distance Course on Theories and Research of User Support

Technical products and services usually go with several forms of user support, varying from training and user instructions to websites and the availability of technical support. The availability of good user support is increasingly seen as a fundamental consumer right, but also as an opportunity for companies to add value to their products or services.

The University of Twente offers a unique opportunity for professionals in the field to get acquainted with the theory and research on user support. A distance learning course gives you an overview of recent and influential theories behind user instructions, manuals, help desks and user groups.

IEEE-PCS members enjoy a costs deduction of 500 euros (approximately US\$680)

See more details at <http://www.gw.utwente.nl/tpc/en/news/us/>, or send an e-mail to TechCom AT gw.utwente.nl.

Seeking an IEEE-PCS Webmaster

If you are interested, and have the required skills and experience, consider applying to become the next PCS Webmaster. PCS is in the process now of revamping both its web site (www.ieeepcs.org) and its electronic communication forum, PCom (<https://www.ieeecommunities.org/ieee.pcs>). We're looking for a new volunteer webmaster to help improve the quality of both so that they become more useful, engaging electronic resources. The Webmaster is automatically a member (and a very valued one!) of the PCS Electronic Information Committee.

As PCS Webmaster, you would contribute to the redesign of the site and forum, and after that process is completed, you would continue to maintain both. The details of all the position's duties as well as experience and skills required to be eligible for it are listed below. Applications will be accepted and reviewed until the position is filled.

If you have questions, contact **Brian Still**, PCS Electronic Information Committee Chair.

Webmaster Position Qualifications

Position Title:	Webmaster
Position Closing Date:	Open until filled
Pay:	N/A (volunteer part-time position)
PCS Membership Required:	Not to apply but must be IEEE PCS student or full member to hold the position

Position Duties:

Responsible for performing day-to-day site maintenance on IEEE-PCS website, ensuring navigation and browser compatibility, providing as-needed consultation or programming for other PCS electronic information projects (i.e., Newsletter, IPCC), and maintaining and developing small web applications. Additional responsibilities include writing maintainable code, serving on the EIC committee, assisting in the development of updated layouts, updating all site content, and advising PCS on how to best optimize its content for online deployment.

Required Skills/Experience:

- 2+ years HTML and CSS hand-coding experience (i.e., coding without the aid of an HTML WYSIWYG editor program).
- 2+ years Dreamweaver experience (including the ability to create and edit Dreamweaver templates).
- 2+ years experience using PHP/MySQL to create, deploy and maintain database-driven applications.
- Thorough knowledge of browser compatibility issues, image conversion for online use, and W3C accessibility guidelines.
- Basic familiarity with image editing applications such as Fireworks or Photoshop.
- Willingness and availability to post reasonable content additions or changes to the IEEE PCS Web site in less than 72 hours.
- Active interest in IEEE and the Professional Communication field.

How to Apply:

If you are interested and possess the required skills and experience above, please send an email to **Brian Still**, Electronic Information Committee Chair.

The email should include a brief statement of interest and an attached resume/vita. URLs of web sites previously designed and deployed also would be helpful.

IEEE-USA Seeks Articles for *Today's Engineer*

by George McClure

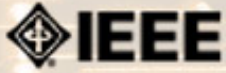
PCS has members who write clearly and well on various topics. We are looking for authors who would be willing to offer articles (750 to 1500 words) on writing tips, presentations, organizing proposals - even recasting résumés - or other topics

that would be welcomed by our 16,000+ monthly readers.

Technology topics can be made interesting, too.

Contact: George McClure at g.mcclure@ieee.org.

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Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

International Symposium on Integrated Network Management (IM 2007)

ISTAS 2007: International Symposium on Technology and Society

USID 2007 *NEW!*

IEEE International Conference on Communications

KCC 2007

CCCT 2007

itSMF 2007 *NEW!*

International Conference on Semantic Computing

LavaCon 2007

GlobeCom 2007

CISSE 2007--VIRTUAL *NEW!*

IM 2007

Title:	10th IFIP/IEEE International Symposium on Integrated Network Management (IM 2007)
Dates:	21-25 May 2007
Location:	Munich, Germany
URL:	www.ieee-im.org

The Tenth IFIP/IEEE International Symposium on Integrated Management (IM 2007) will be held 21-25 May 2007 in Munich, Germany. IM 2007 will present the latest technical advances in the area of management, operations and control of networks, networking services, networked applications, and distributed systems. Held in odd-numbered years since 1989

and taking turns with its sibling conference NOMS, IM 2007 will build on the successes of its predecessors and serve as the primary forum for exchange among the research, standards, vendor and user communities in the field of integrated management. The symposium is sponsored by the International Federation for Information Processing (IFIP) Working Group 6.6 on Management of Networks and Distributed Systems, and by the IEEE Communications Society Technical Committee on Network Operations and Management (CNOM).

Integrated management of networked systems is facing new challenges, stemming from a combination of rapidly evolving technologies and an increased scrutiny from corporate customers. At the same time, as IT and network services become more and more ubiquitous, their reliability and performance become more critical for all kinds of enterprises. The resulting demands for improving and verifying service quality must be met in an environment of increasingly distributed and decentralized service provisioning, accelerated service lifecycles, and unprecedented security challenges. Today's IT management issues involve many diverse problems in controlling heterogeneous IT infrastructures, often across organizational boundaries. However, new and difficult challenges are emerging while aligning technical and organizational IT management to business requirements, thus calling for integrating management tools and measures "from bits to business value".

IM 2007 will be organized into technical and application sessions, panels, tutorials and workshops. In addition, it will feature an industrial experience track to share practical lessons learned by the user and vendor communities, posters, birds-of-a-feather sessions, and vendor exhibits. In the tradition of previous events, we strive to make the IM 2007 Symposium the highest quality professional event of the year. Paper submissions will undergo a stringent review process implemented by the Technical Program Committee, which includes the most respected experts in the field. We encourage papers that break new ground or present insightful results based on experience with integrated management of networks, systems, applications and services.

ISTAS 2007

Title: ISTAS: International Symposium on Technology and Society
Dates: 1-2 June 2007
Location: University of Nevada, Las Vegas, Nevada USA
URL: <http://www.unlv.edu/faculty/dmh/ISTAS2007/>

Papers at the conference will cover a variety of relevant subtopics, from gaming technology to natural and anthropogenic catastrophes, as well as other traditional ISTAS topics. The conference will be sponsored by IEEE-SSIT, with the Risk Assessment and Policy Association, the UNLV Department of Environmental Studies and the UNLV Institute for Security Studies as co-sponsors.

For more information, contact Conference Chair David M. Hassenzahl at david.hassenzahl@unlv.edu.

USID 2007

Title: USID 2007 Living in a Digital World
Dates: 18-20 June 2007
Location: Hyderabad, India
URL: <http://www.hci-hyderabad.org/usid2007/papers/>

Topics include the following:

Learning

To leverage the emerging technology, one needs to rethink the learning approaches and what it means to be digitally fluent. Do we need to move beyond the traditional approach toward teaching and instead influence technology to build a social framework that fosters learning?

Mobility

Complex social structures are evolving as a consequence of greater mobility, establishing a common shared world. The term 'user experience' is often misunderstood within the mobile telecoms industry. How can the industry develop the entire value chain that delivers an experience without losing focus on the end customer?

Entertainment

The growing demand for better content with personalized services has posed new navigation challenges for the integrated medium, disputing the very purpose of entertainment. What would it take to enable consumers to enjoy, manage and interact with all kinds of content from any source in a simple and easy way?

Accessibility

Today most of the new jobs require some proficiency in IT skills and it makes sense for every employer to adjust and adapt their IT for everyone to use comfortably. What are the challenges ahead for hardware and software technology providers to enable basic access to computing for all people - including those with disabilities?

Trust & Reliability

As business relies more and more on technologies and infrastructures that reduce geographical distances, the communication networks and associated information systems become vulnerable to integrity. How can this Trust be developed and what are the challenges in building this Infrastructure?

Governance

With the advent of new technologies, citizens, political parties and non government organizations acquire new interaction mechanisms to influence the governing process. How to establish transparency and effectiveness to information delivery system that encourages citizen participation in the decision making process?

IEEE International Conference on Communications

Title: IEEE ICC
Dates: 24-28 June 2007
Location: Glasgow, Scotland UK
URL: <http://www.ieee-icc.org/2007/>

The Conference addresses key themes on "Smart Communications Technologies for Tomorrow". The program will feature a General Conference, 10 Specific Symposia, Applications Sessions, and Tutorials. Prospective authors are invited to submit original technical papers for oral or poster presentations at ICC 2007 and publication in the Conference Proceedings. (IEEE Communications Society policy states that all accepted ICC 2007 technical presenters must register at the full or limited rate. For authors presenting multiple papers, one full or limited registration is valid up to three papers).

2nd International Symposium on Knowledge Communication and Conferences (KCC 2007)

Conference:	KCC 2007
Dates:	8-11 July 2007
Location:	Orlando, Florida
Website:	http://www.iis-cyber.org/kgcm2007/

The main purpose of The International Symposium of Knowledge Communication: KCC 2006 is to bring together academics, researchers, lecturers, and practicing professionals to share their reflections on the objectives and the means of Knowledge Communication, as well as its functions with its stakeholders at both the organizational and the societal level.

KCC 2007 will be held in the context of The World Multi Conference on Systemics, Cybernetics and Informatics: **WMSCI 2007**. There are strong, though somehow implicit, relationships between Knowledge Communication and the three areas of WMSCI.

CCCT 2007

Conference:	CCCT 2007
Dates:	12-15 July 2007
Location:	Orlando, Florida
Website:	http://www.info-cyber.org/ccct2007

CCCT '07 is an International Conference that will bring together researchers, developers, practitioners, consultants and users of Computer, Communications and Control Technologies, with the aim to serve as a forum to present current and future work, solutions and problems in these fields, as well as in the relationships among them. Consequently, efforts will be done in order to promote and to foster the analogical thinking required by the Systems Approach for interdisciplinary cross-fertilization, "epistemic things" generation and "technical objects" production.

CCCT Conferences are yearly events intended to serve as an encounter point for Computer, Communications and Control Technologies researchers, practitioners, consultants and users who have been interchanging ideas, research results and innovations in the mentioned areas and other related topics. Analytical as well as synthetical thinking represents the infrastructural support of the papers presented in CCCT conferences. Synthetical thinking supported papers inside the Information Systems area, as well as its relationships (analogies, "epistemic things", "technical synthetical objects", hybrid systems, cross/fertilization, etc.) with other areas.

CCCT '07 Organizing Committee invite authors to submit their original and unpublished works, innovations, ideas based on analogical thinking, problems that require solutions, position papers, case studies, etc., in the fields of computer, communication and control, as well as in the relationships between two of these areas or among the three of them.

Papers might be submitted via web page **Papers Submission** option, as brief abstracts (100-400 words), extended abstracts (400-2000 words) or as draft papers (2000-5000 words). Reviews will be done for both kinds of submissions.

itSMF 2007

Conference:	itSMF USA Fusion
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Dates: 16-19 September 2007
Location: Charlotte, NC USA
Website: <http://www.itsmfusion.com/>

This September, Charlotte will be home to another heart-pounding, action-packed event – itSMF USA Fusion 07. Put your ITSM program in gear with innovative new strategies and best practices presented by the industry's top minds. Benefit from the experiences, successes, and mistakes of your peers. With presentations and workshops available for all levels from rookies to mature organizations, you will find the answers and strategies to fuel your IT service management program.

Tracks for the 2007 itSMF USA conference include:

- Start Your Engines: Design and Develop an ITSM Program
- 100 Laps In: Managing a Mature ITSM Program
- Get in the Groove: Align Your Business Needs with IT Services
- Top the Power Rankings: Delivering Successful IT Service
- The Winning Combination: Managing IT Services
- The Tactic of Drafting: Practical Experience from the Public Sector
- The Chase: Hot Topics and Emerging Trends
- Wave the Green Flag: An Introduction to ITIL® v3

IEEE ICSC2007

Conference: IEEE ICSC2007 First IEEE International Conference on Semantic Computing
Dates: 17-19 September 2007
Location: Irvine, California, USA
Website: <http://ICSC2007.eecs.uci.edu/>

Sponsored by IEEE Computer Society in cooperation with University of California at Irvine.

The IEEE International Conference on Semantic Computing (ICSC2007) is an international forum for researchers to exchange information regarding advancements in the state of the art and practice of semantic computing, as well as to identify the emerging research topics and define the future of semantic computing. The technical program of ICSC2007 will consist of invited talks, paper presentations, and panel discussions.

LavaCon 2007

Conference: LavaCon® 2007
Dates: 28–30 October 2007
Location: New Orleans, LA USA
Website: <http://www.lavacon.org>

LavaCon is a conference for advanced technical communication professionals-senior technical writers, documentations managers and other professionals interested in learning how to deploy and manage technical communication projects.

LavaCon® and the Greater New Orleans chapter of the Project Management Institute® and will be co-hosting a professional development summit this fall.

GLOBECOM 2007

Conference:	GLOBECOM 2007
Dates:	26-30 November 2007
Location:	Washington, DC USA
Proposals Due Date:	15 March 2007; 12 noon EST
Acceptance Date:	1 July 2007; 12 noon EST
Final Paper Due Date:	1 September 2007; 12 noon EST
Website:	www.ieee-globecom.org/2007

This year, the IEEE Communications Society marks the 50th Anniversary of its annual IEEE Global Telecommunications Conference (IEEE GLOBECOM 2007) and will sponsor this conference in Washington, D.C.

Washington D.C. provides a unique opportunity to explore several areas of communications related to government, military, as well as industry and academia. The Washington, D.C. metro area also offers participants an opportunity for exploring the numerous monuments, museums and historical sites for which the capital city is most famous.

The theme of the IEEE GLOBECOM 2007 conference is "Innovate ● Educate ● Accelerate", which exemplifies the accomplishments that we are hoping achieve during this special GLOBECOM Anniversary Conference.

The technical program of IEEE GLOBECOM 2007 will consist of the General Symposium, 9 Technical Symposia, Tutorials and Workshops, Design and Developers and a Student Program.

Papers will be presented in the following topics:

- General Symposium (The General Symposium will only accept papers on topics not covered by other symposia listed below)
- Ad-Hoc and Sensor Networking
- Communication Theory
- Internet Protocol
- Multimedia Communications, Software and Services
- Optical Networks and Systems
- Performance Modeling, QOS and Reliability
- Signal Processing
- Wireless Communications
- Wireless Networking

CISSE 2007

Conference:	Third International Joint Conferences on Computer, * Information, and Systems Sciences, and Engineering (CISSE 2007)
Dates:	3-12 December 2007
Location:	Virtual

Proposals Due Date: 5 October 2007
Acceptance Date: 2 November 2007
Final Paper Due Date: 23 November 2007
Website: <http://www.cisse2007online.org>

CISSE 2007 provides a virtual forum for presentation and discussion of the state-of-the-art research on computers, information and systems sciences and engineering. CISSE 2007 is the third conference of the CISSE series of e-conferences.

The virtual conference will be conducted through the Internet using web-conferencing tools, made available by the conference. Authors will be presenting their PowerPoint, audio, or video presentations using web-conferencing tools without the need for travel.

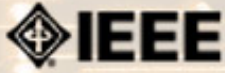
Conference sessions will be broadcast to all the conference participants, where session participants can interact with the presenter during the presentation and (or) during the Q&A slot that follows the presentation. *This international conference will be held entirely on-line.*

The accepted and presented papers will be made available and sent to the authors after the conference both on a DVD (including all papers, powerpoint presentations and audio presentations) and as a book publication. Springer, the official publisher for CISSE, published the 2005 proceedings in 2 books and the CISSE 2006 proceedings in four books.

Conference participants - authors, presenters and attendees - only need an internet connection and sound available on their computers in order to be able to contribute and participate in this international ground-breaking conference. The online structure of this high-quality event will allow academic professionals and industry participants to contribute their work and attend world-class technical presentations based on rigorously refereed submissions, live, without the need for investing significant travel funds or time out of the office.

Potential non-author conference attendees who cannot make the on-line conference dates are encouraged to register, as the entire joint conferences will be archived for future viewing.

The CISSE conference audio room provides superb audio even over low-speed internet connections, the ability to display PowerPoint presentations, and cross-platform compatibility (the conferencing software runs on Windows, Mac, and any other operating system that supports Java). In addition, the conferencing system allowed for an unlimited number of participants, which in turn granted us the opportunity to allow all CISSE participants to attend all presentations, as opposed to limiting the number of available seats for each session.



Society News: AdCom News

Next AdCom Meeting

By IEEE-PCS AdCom

The next meeting will be 31 May to 2 June at the IEEE Headquarters in Piscataway, New Jersey, USA. (Details still being finalized). The fall meeting will be held the weekend before the IPCC 2007 in Seattle, WA. IPCC is 1-3 October.

AdCom Nominations for 2007-08

By Helen Grady, Chair of Nominating Committee

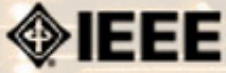
The Professional Communication Society is managed by an administrative committee (AdCom) comprising 18 volunteers who work to ensure that our society serves its members, the IEEE, and the field of technical and professional communication. If you are interested in a higher level of involvement in PCS and IEEE, I urge you to consider being a candidate for the AdCom. Elections are held each year to fill six at-large positions with three-year terms. AdCom members-at-large must be both PCS and IEEE members (i.e., a higher level of membership than affiliate). Each year, three members-at-large are selected by vote of the members of PCS and three by vote of the current AdCom.

Typically, AdCom members attend three business meetings each year; one of these meetings is held virtually via the telephone and Internet. AdCom members also engage in e-mail discussions between meetings.

Each member-at-large has an opportunity to provide leadership in the society by, for example, chairing a standing or ad hoc committee, serving as a society officer, or playing a lead role in an upcoming International Professional Communication Conference (IPCC). Although AdCom members are volunteers and are expected to seek travel support from their employers, PCS currently provides up to USD 1200 yearly for attending the three meetings; the travel allowance is USD 2000 for AdCom members outside North America.

You need not be a member of the AdCom, however, to play a role in these and other PCS activities. There's plenty of rewarding work for anyone who wants to volunteer by contacting Tom Orr, our volunteer coordinator, at **t-orr AT U-AIZU.AC.JP**. Nevertheless, for those of you with a special desire and exciting ideas, working with the AdCom can be both significant and rewarding.

If you're interested, or know someone who might be, please contact Helen Grady, chair of the nominating committee, at **grady_h AT mercer.edu** by **15 June**. You can learn more about our society by visiting **<http://www.ieeepcs.org/>**.



Guidelines

Newsletter Article Submission Guidelines

by Kit Brown

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The **editorial schedule** provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the **book and website review guidelines**.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

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Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

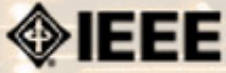
1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor@ieee.org.** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what

experience you have in the area you wrote about. (This doesn't count as part of your word count.)

- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.
- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (<http://www.w3c.org>) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.



Guidelines

Editorial Schedule for 2006

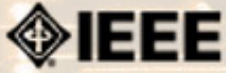
by Kit Brown

The following table shows the proposed themes for each issue through January 2006. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

Editorial Schedule for 2006-07

Month	Theme
January 2007	Technical Review Process
February	Trends
March	Service to the World
April	Information Architecture
May	Visual Communication
June	Technical Literacy
July/August	Accessibility
September	Creative Process in Engineering
October	Presentation Skills
November	International Communication
December	Standards



Guidelines

Book and Website Review Guidelines

by Kit brown

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example:
Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: <http://www.strengthsfinder.com>
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.