IDeaL: Design for Learning

The Newsletter of the STC's Instructional Design and Learning SIG

From the Manager

by Jeanette Rogers, Incoming IDL SIG Manager

I am of the opinion that my life belongs to the community, and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. Life is no 'brief candle' to me. It is a sort of splendid torch which I have got hold of for a moment, and I want to make it burn as brightly as possible before handing it on the future generations.

- George Bernard Shaw

For those who don't know me, in addition to being an Instructional Designer for too many years to count, I'm also an active cyclist and avid kayaker. I live life to the fullest, and am always determined to give all that I can to whatever I've chosen to dedicate myself to. This could be learning 35 different ways to roll a kayak or bicycling across the country to raise funds for the Lung Association. Currently, this means dedication to the STC IDL SIG.

While I've been involved with the IDL SIG for several years, I've recently committed myself more fully to the SIG by becoming the SIG Manager. While I'm enthusiastic to live up to Shaw's dedication to communities, I'd be lying if I didn't admit to being a little daunted by what I've taken on with this new role. I've only been the SIG manager since May, and I've barely started to shine the light on the exciting possibilities for our SIG.

Fortunately, a community is a group of people, and I won't be doing this on my own. First, I

have the outgoing manager, Jackie Damrau, I can go to with questions. I continue to be amazed by all of the work that she has done for STC and am grateful to have her "splendid torch" and extensive knowledge I can reference. I also have a brilliant team of committee leaders eager to help focus the light on opportunities for our SIG members.

At the Technical Communication Summit in May, a few of these team members, as well as several SIG members, met at the SIG business meeting to talk

Society for Technical Communication

From the Manager, continued...

about the SIG and our initiatives. While overall attendance at the conference was down, those in attendance were burning with great ideas. Since the conference, our team has already had several meetings to continue discussing those ideas and identify targeted goals.

As we all know, a year can blaze by so quickly that it is difficult to get everything on our to-do lists done. With the conference well behind us, our team is already lighting a path to achieve many tasks, including the following.

- Offer at least 4 Web seminars (with the help of Jane Smith)

- Migrate our Web site to a more interactive site (with the help of Jackie Damrau)

- Build out SIG Web resources, including book and tool reviews

- Integrate Social Media options, such as LinkedIn

- Evaluate our Scholarship program and consider extending it

We're excited to build up our IDL SIG offerings, and we can use all the help we can get, even if it is just for a short period of time. We all belong to multiple communities; but please consider brightening ours with a little volunteer work for the IDL SIG. If you're interested in helping out with any of the above efforts or sharing ideas, please contact me at manager@stcidlsig.org or Cynthia Silversides, Volunteer Manager, at cynthiasilversides@gmail.com.

I look forward to working with our community to make a brilliant future for all SIG members.

Jeanette Rogers

Bearer of the IDL SIG Management Torch

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SIG Newsletter Archives: http://stcidlsig.org/newsletters

SIG E-mail List: Open to all members. Click here.

SIG Mission Statement

To help STC members identify and develop knowledge and practical skills for designing, developing, and implementing technical instruction in electronic and traditional classroom settings. The SIG strives to promote sound design practices, provide information, and educate about instructional theory and research.

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STC Mission

The Society for Technical Communication advances the theory and practice of technical communication across all user abilities and media.

The Editor's Word

by [Robert Hershenow](#), Managing Editor

The summer issue of *IDeaL: Design for Learning* is traditionally the "post-conference" issue, with reviews and reports from the STC's annual Technical Communications Summit. This year Jane Smith provides her conference report and Jackie Damrau offers feedback from her SIG Progression presentation. Also we hear from Gary Samartino, who reports on the Philadelphia Metro Chapter's conference (co-hosted by the IDL SIG).

This issue's secondary theme is Graphics, for which Cheryl Landes has contributed both an article, *Teaching with Graphics*, and an informative piece about using Microsoft clip art (Cheryl was the original clip art indexer at Microsoft). Finally my own article, *Screenshots on a Shoestring*, offers a quick and easy method of acquiring screen images for use as illustrations in documents.

Also in this issue: David Dick's review of "Web Application Design Patterns" by Pawan Vora, a word from our incoming SIG Manager Jeanette Rogers, SIG News from co-secretary Mary Knepper, Member News from Membership Manager Carol Widstrand, Tips & Hints, STC News, and all the rest. I hope you enjoy it.

And in case you missed the announcement, the US Government has finally acknowledged that Technical Writing is different from all other writing professions. You can read about it here: http://www.stc.org/2009/05/04/us-govt-acknowledges-tech-writers.asp

Enjoy the summer,
Robert

IDL SIG Mini-Survey!

Six Questions - Five Minutes
CLOSES JULY 21st
http://www.surveymonkey.com/s.aspx?sm=iTmvvOD4Q5TCpU7ETR7hyA_3d_3d

IDL SIG Elections

Two Assistant Managers
VOTE NOW
Polls Close at 12:00 Noon on 7/22
http://stcidlsig.org/jmla/index.php?option=com_content&task=view&id=67&Itemid=137_

LETTERS TO THE EDITOR

To the Editor,

I really enjoy this newsletter. I'd like to hear more from the members of our group, because I think everyone has valuable experience to share. Maybe you could have a guest columnist in each issue who could write about ID or training-related experiences. You could call it "Adventures in Training" or something.

Keep up the good work!

Sincerely,

Dianne in Charlotte

After skipping the STC Conference in 2008, I looked forward to attending in Atlanta. I always enjoy seeing old friends and having in-person conversations. I enjoyed the Welcome Reception and being back at the SIG table with Jackie and Jeannette, too.

Keynote: "The Power of Simplicity"

Of the sessions I attended, by far the most enjoyable and informative were the two speaker sessions, particularly David Pogue's keynote on "The Power of Simplicity."

Not only is he the author of several "Dummies" books and the creator of the "Missing Manual" series, he is, indeed, a most entertaining speaker, primarily due to his humorous approach to a topic that, in many circles, would be extremely controversial. His premise is that simplicity sells, and he illustrated it by holding up a very small video camera that had one button, "Record." It does what it says it does – records videos – and nothing more. And it has sold millions. Why, when all it does is one thing?

Shouldn't we all want the cell phone or latest electronic gadget that does as much as possible for the best cost? I am, admittedly, rapidly approaching the age where simpler is better. In fact, when I recently got a new digital camera for Christmas, I put on my To-Do list an item that said, "learn camera." It resides there today. I do know how to take pictures with it, but I don't know the difference between the picture modes. I finally, with the help of a younger friend, learned how to easily view previously taken pictures. Now that was nice. And I do know how to take and view a movie – maybe I can cross the item off my list after all. But there's so much more to the camera that it overwhelmed me. All I wanted was to be able to take nice pictures – and sometimes a good movie. And I really don't want to learn how to use a display – I LIKE putting the camera to my eye and using the viewfinder! So, David and I got along really well!

And, I'm afraid, so would many, everyday folks who just want to do something fairly straightforward with their software but don't want to have to go through a ton of steps to do it. He talked about the folks at Palm who originally set a goal of no more than three

STC Conference Report

By Jane L. Smith

taps to do a task. If the task had more, the upper-level task-master would send the designer back to the drawing board. My kind of guy! And the reason why I've resisted upgrading to Office 2007 – just too many things to look at that take up my screen and make me wonder why I still do what I do when I could easily be sitting by the creek and communing with the ravens, butterflies, and occasional hawk.

So, David identified several problems: The Interface Problem, The Software Upgrade Paradox, and the Complexity Crunch. The Software Upgrade Paradox, which states that if you improve a software application too many times, you eventually ruin it, struck a chord with me, speaking of Office 2007. Have you ever noticed (or are you old enough to have noticed) how bullets and numbering worked really well in Word 95, but have been a terrible problem ever since? Now David and I are even closer friends.

David suggested several answers. First, be consistent. Second, use real world equivalents and labels. And third, don't violate common sense or people's natural intelligence. One of my favorite lines of late – "Oops – here I go making sense again. Silly me!" And last, the three-tap rule, mentioned above. He also suggested a culture of simplicity, ala Google, Sonos, and Tivo Central.

Along those lines, he suggested that technical communicators consider eliminating certain words, like:

- Content
- Dialog (should be "dialog box")
- Display (as a noun)
- LCD (should be "screen")
- PDA
- Pricepoint (why not just "price"?)
- url (why not "web address" so everyone can understand it?)
- SMS (should be text message)
- Support (should be "help desk")
- User (should always be "you")

Report from the Atlanta Conference, *continued*

His final advice for ordinary humans was this: "If it doesn't work, it's not you." Or, "Be aware of good/ bad design." Advice for designers included: "making it easy is hard," "decide what features to leave out," and "simplicity sells."

To end his talk, he brought out a keyboard and demonstrated his talent as a former Broadway conductor, singer, and musician and sang for us his iPhone song, which you can find at http://www.youtube.com/watch?v=vniMR6Ez9cE . Enjoy!

Serious Games

Mark Oehler did a good job of presenting the power of simulation games (we're not talking "Jeopardy" here but more like "Dungeons and Dragons" for training), and he provided some good images of examples and reference urls. However, he failed to discuss some critical factors such as: how to design them; how much longer it takes to design simulations than other training, if at all; how much more expensive they are to produce than other training; and other key factors that would have had me sitting up taller rather than relaxing and waiting for the sales pitch to stop. Maybe we can get him to drill down and give us some good tips one of these days.

Estimating E-Learning

Mark Steiner did a creditable job of sharing his approach as well as his calculators for estimating e-Learning. You can find his calculators at www.marksteinerinc.com.

Others

I also attended the first part of the Academic Progression, where I was interested in what the academic community is doing by way of distance and collaborative learning techniques. I enjoyed Helen Grady and Dan Voss. The Expert Evaluation of training session went very well, with three of us evaluating courses submitted to SIG members. And the IDL Progression was very well attended. I did a session on Writing Effective Questions, and you can find the handout at www.jemcommunications.com/templates.htm.

Jane Smith is a Certified Performance Technologist who has developed training for classroom, multimedia, and e-learning for much of her professional life. As owner of JEM Communications, LLC (www.jemcommunications.com), she provides course design as well as workshops on instructional design and e-Learning. She is the Past Manager of the Instructional Design SIG, a newly elected Fellow, and a popular presenter at STC events. She lives in Sedona, Arizona, and you can email her at jane@jemcommunications.com.

An Instructional Designer is … and I use …

by Jackie Damrau
STC Fellow and Immediate Past SIG Manager

J ob titles are often misnomers for what we actually do in our professional careers. For the 2009 STC Technical Summit held in May in Atlanta, Georgia, I conducted my own study about instructional design. The purpose of my progression session was to have participants share their views and opinions on three basic questions:

1. I am a … (my job title is …, yet I do instructional design)
2. I use these skills and tools …
3. What I want to know/learn/share about instructional design

The participants attending the four 25-minute sessions enjoyed the openness and the opportunity to network with others to discuss current issues they are experiencing in their jobs. Many went away with loads of information to help them in rethinking their approach, knowing at least one person they can call for help/advice, and an enjoyment that they are not the only ones that have/are experiencing situations.

So, let's get to the participant contributions. The next three sections of this article will provide the participant input received during the progression. I encourage you to add your own views and thoughts to this.

Question 1: I am a …

- Consultant
- Content Engineer
- Content Manager
- Document(ation) Specialist
- Global Project Coordinator
- Instructional Designer
- Instructional Writer
- Knowledge Engineering Analyst
- Manager, Instructional Design
- Project Manager, Instructional Design
- Senior Development Specialist
- Senior Instructional Designer
- Student
- Technical Communicator
- Technical Documentation Specialist
- Technical Publications Lead
- Technical Publications Manager
- Technical Writer
- Training & Technical Communication Specialist
- Training Specialist

Question 2: I use these skills and tools …

- Attorneys
- Batch files to single source graphics from online to print
- Brownies or treats
- Design Skills
- Distill Information
- Graphics
- Interview Techniques
- Negotiating
- Organizational Skills
- Project Management Skills
- Psychic Ability
- Research
- Scriptwriting
- Social Engineering
- Storyboarding
- Testing (QA or Computer Services)
- Use Cases
- Writing Skills
- Software Tools (see table, next page)

Question 3: I want to know or learn about instructional design

- Adding Value
- Collaborating with others without being pushy
- Compliance Training
- Content Management Systems (CMS)
- How to do a process in a short timeframe
- How to enter the field of instructional design
- How to get a design approved
- How to jump from an old document to a new training opportunity
- How to move to another vertical area
- Paper Prototyping
- Role-based Learning
- Usability
- Want to write and use more interactivity in courseware
- What am I missing without a degree (technical writer to instructional designer)
- Write Better Storyboards

What do I conclude from this?

I conclude that individuals want to know so much about instructional design. The IDL SIG has the opportunity to address these areas by sharing with others through our discussion list, quarterly newsletter, Web seminars, and our soon-to-be-revamped Web site.

Please share your input and experiences!

Software Tools (Alphabetical by Product)

Software Product	Category	Vendor	URL
Acrobat	Document Exchange	Adobe	http://www.adobe.com/products/acrobat/?promoid=BPDDU
Arbortext Epic Editor	XML Authoring	PTC	http://www.ptc.com/products/arbortext-editor
Articulate	Electronic Learning Authoring Tool	Articulate	http://www.articulate.com/
AuthorIT	Component Content Management System	Author-it	http://www.author-it.com/
Breeze Presenter	Web Conferencing	Adobe	http://www.adobe.com/resources/breeze/presenter/
Camtasia Studio	Screen Video Capture	TechSmith	http://www.techsmith.com/camtasia.asp
Captivate	Electronic Learning Authoring Tool	Adobe	http://www.adobe.com/products/captivate/?promoid=DINSI
DynaType	Multilingual Soft Universal Keyboard	GVMobile	http://www.gvmobile.com/dynatype/
Filezilla	File Transfer Protocol client	FileZilla Project Organization	http://filezilla-project.org/
FrameMaker	Desktop Publishing	Adobe	http://www.adobe.com/products/framemaker/
Illustrator	Drawing & Illustration	Adobe	http://www.adobe.com/products/illustrator/
InDesign	Desktop Publishing	Adobe	http://www.adobe.com/products/indesign/family/
Keynote	Presentation	Apple Inc.	http://www.apple.com/iwork/keynote/
Microsoft Office Excel	Spreadsheet	Microsoft	http://office.microsoft.com/en-us/excel/FX100487621033.aspx
Microsoft Office PowerPoint	Presentation	Microsoft	http://office.microsoft.com/en-us/powerpoint/FX100487761033.aspx
Microsoft Office Project	Project Management Planning	Microsoft	http://office.microsoft.com/en-us/project/FX100487771033.aspx
Microsoft Office Publisher	Desktop Publishing	Microsoft	http://office.microsoft.com/en-us/publisher/FX100487821033.aspx
Microsoft Office Visio	Process Mapping	Microsoft	http://office.microsoft.com/en-us/visio/FX100487861033.aspx
Microsoft Office Word	Word Processing	Microsoft	http://office.microsoft.com/en-us/word/FX100487981033.aspx
Microsoft Windows SharePoint	Collaboration & Document Management	Microsoft	http://office.microsoft.com/en-us/project/FX100487771033.aspx
PaintShop Pro	Graphics Editor (raster-based)	Corel	http://www.corel.com/servlet/Satellite/us/en/Product/1184951547051
Perception	Assessment Management System	Questionmark	http://www.questionmark.com/us/perception/index.aspx
PhotoShop	Graphics Editor (vector-based)	Adobe	http://www.adobe.com/products/photoshop/family/
QuarkXPress	Desktop Publishing	Quark	http://8.quark.com/
Scene7 (OnDemand)	Web-based Publishing	Adobe	http://www.scene7.com/solutions/index.asp
Snag-It	Screencasting	TechSmith	http://www.techsmith.com/screen-capture.asp
Team Foundation Server	Content Management System	Microsoft	http://msdn.microsoft.com/en-us/teamsystem/default.aspx
Webworks	Component Content Management System	Quadralay Corporation	http://www.webworks.com/Products/

Member Article

Annual STC-Philadelphia Metro Chapter Workshops and Conference Focus on Visual Communications

By Gary Samartino

The STC-Philadelphia Metro Chapter 2009 Workshops and Conference - Visualizing Communication - was held March 27 and 28 at Penn State University - Great Valley Campus. We were very pleased to be joined this year by the STC Instructional Design and Learning SIG, as this event was a regional conference for their members as well. And we were also joined by the School of Professional Graduate Studies at Penn State Great Valley, who generously came on-board as a sponsor and donated the lobby area, which the Conference used for registration, exhibits, and dining.

This year's events started with two sets of Workshops held on March 27. The internationally acclaimed expert on visual communications, Jean-luc Doumont, performed a reprise to his popular workshop on visual presentation and structure. The morning session featured theory and concepts, while in the afternoon session, attendees had Jean-luc provide his invaluable critique and suggestions for their actual work samples.

The other pair of Workshops was presented by frequent STC Summit presenter Jane Smith, who specializes in Instructional Design and eLearning training. The morning session worked through how to perform several types of group interviews, and the afternoon session covered effective interactions for eLearning. A healthy mix of lecture and hands-on exercises made Jane's workshops sessions informative and enjoyable.

At the Conference the following day, Jean-luc Doumont also served as the keynote speaker. He started things off with an entertaining and informative tour of communication through traffic signs. His presentation emphasized that visual communication can be a powerful medium for conveying information. But, depending on its execution, it can also be confusing and, given the context of some traffic signs, dangerous if executed poorly. His many examples gave the audience a new perspective on symbols that we take for granted every day, like those that denote men's and women's restrooms. The Conference was also able to help debut Jean-luc's new book, *Trees, maps, and theorems - Effective communication for rational minds*, and offer the book at a special discount.

Martin Dintzis and others taking in the keynote at the Safeguard Scientific auditorium

Philly Conference, *continued*

Just prior to the keynote, the Chapter honored our local Competition and Scholarship winners. Barrie Byron, who did a terrific job as Chair of this year's Competition and judging, summarized the Competition process and shared the list of winners with the audience. Those winners who were in attendance received their awards in person.

Barrie Byron presents Chapter Competition awards to Christie Bozza and Bill Rutledge

Tim Esposito, who chairs the Scholarship program, had the honor of presenting a check for $1,000 to this year's scholarship winner, Jolynne Holloman, who is attending Arcadia University. Because of the quality of their submissions, this year the Chapter also named two runners up—Theresa Monaco and Meghan Theresa McHugh— and paid for their STC student memberships.

Following the keynote, it was on to the hefty schedule of presentations for the day—16 in all. What follows are observations of just a few of the presentations that were available to attendees.

Scholarship award winner Jolynne Holloman, with Scholarship Program Chair Tim Esposito

Several presentations focused on timely topics around career development. Ann Grove gave an engaging presentation about marketing yourself in today's difficult economic climate. Although she recommends preparing for a lengthy job search to avoid becoming discouraged, she also stresses the importance of assuming that someone "needs you with your unique set of skills and experience."

Steve Lungren, a Conference Chair, and Peter Dykstra gave a updated version of their presentation from the 2008 Summit in Philadelphia, on open source publishing with Daisy CMS. They shared their case study on how they led the building a more open and collaborative system—for both their company and their customers)—that provides faster authoring, review, and publication workflow.

Donn DeBoard spoke about how technical communicators need to take into account the realities of Web 2.0 and new media when generating content. Increasingly, content is generated by multiple authors using tools such as blogs, wikis, Twitter, videos, user forums, and social networks, and documents have become "living" entities that continuously evolve. Donn recommended focusing on addressing a learner's "five moments of need": 1) when learning for the first time, 2) when learning more information, 3) when remembering or applying what's been learned, 4) when things go wrong, and 5) when things change.

Continuing on a theme of new media, but in the instructional design and learning area, Juan Leon talked about how to produce visually engaging virtual learning conferences, making fuller use of common tools such as interactive online whiteboards and emerging technologies such as automated avatars and virtual worlds. One enthusiastic attendee pointed out that Juan was a very interesting presenter who engaged the audience and displayed a masterful use of the technology.

Finally, Myriam Siftar presented just one of a series of presentations on translations and localization. Myriam provided tips for saving clients time and money by preparing technical documents so that they may be more easily localized in other languages and for other cultures. As one of the attendees commented, Myriam provided excellent coverage of the topic and valuable guidelines.

Of course, there were opportunities to network and catch up with old friends, and take in the offerings of sponsors in the Exhibit area. This year, exhibitors included CARA and CETRA. CARA is a consulting firm that helps companies visualize communications, write technical documentation, and create eLearning. Their local representative, Monica Coyle, has been a frequent attendee of our monthly Chapter meetings. CETRA was a first-time exhibitor at the Conference. Their services include translation, interpretation, localization, multilingual typesetting, voice-overs, and transcriptions.

The Conference closed with the much-anticipated door-prize raffle. Headlining the list of prizes were vouchers for a free resume evaluation from session presenter Cheryl Landes, who has come in from Seattle to present at previous Conferences and Chapter meetings. Bernard's Aschwanden of Publishing Smarter provided copies of books offered on his website: *FrameMaker: A Hands-On Guide to Creating DITA Compliant Documents* and *XMetaL: A Hands-On Guide to Creating DITA Compliant Documents*. Author-it Software Corporation has been an exhibitor and door prize contributor for the past several years. They made a copy of their popular single-source authoring tool, AuthorIT, available to a lucky winner.

Continuing on the single-source authoring theme, ComponentOne, an exhibitor in previous years, donated a copy of their authoring tool DocToHelp. And MadCap generously provided a copy of their Flare application.

The Workshops and Conference co-chairs, Steve Lungren and Gary Samartino, would like to extend a sincere thanks to all of the sponsors, exhibitors, planners, and attendees who made this year's event a success. They also would like to give special recognition to Edna Smith, whose persistent efforts were able to secure this year's larger door prize donations.

CALENDAR
OF SIG MEETINGS

The IDL SIG Managers will meet on:
July 29, Aug. 26, and Sept. 30, 2009
What would you like them to do for you?
Let them know!

(Because it's your SIG.)

Member Article

Teaching *with* Graphics

by Cheryl Landes
STC Associate Fellow
Senior Member, Puget Sound and Boston Chapters

As technical communicators, we're mostly accustomed to using graphics to illustrate how to use software features or equipment. Because we're so attuned to this way of thinking, we may not realize that graphics can be used for other purposes.

"Graphics can be either illustrative or instructional," says Jane Smith, a Certified Performance Technologist who owns JEM Communications in Sedona, Arizona. We can use graphics to teach in documents, classroom training, and online courses.

How can we do that? Well, before answering that question, let's start by defining a graphic. Smith's definition of a graphic is an "iconic representation," an object that's "designed to optimize learning and performance." Examples of such graphics are clip art, photos, charts, flow diagrams, videos, animations, and virtual reality. Each of these can reinforce a difficult concept or perhaps instruct someone on how to complete a task.

Graphics have three characteristics, or aspects, according to Smith:

Surface features
- Static art—Illustrations, photographs, or models
- Dynamic—Animations, videos, or virtual reality

Communication features
- Decorative—Used to make a page look attractive and inviting.
- Representational—Symbolizes a concept. For example, a target with a dart in the bull's-eye might represent success in achieving a goal.
- Mnemonic—Uses association to help us remember complex information. For example, if I want to remember all of the Beatles' names, I might create a silly phrase like "Just Pray Rain Goes" (John Lennon, Paul McCartney, Ringo Starr, and George Harrison).
- Organizational—Shows qualitative relationships, as in a flow chart.
- Relational—Shows quantitative relationships between two or more variables, as in a bar chart.
- Transformational—Demonstrates changes in objects over time and space, such as the life cycle of a butterfly.
- Interpretive—Illustrates a theory, principle, or cause-and-effect relationship, such as the effects of eating too much food but not exercising.

Psychological functions

- Support attention—Examples include changing the color of an item in a flow chart to draw attention to it or setting text in a different color to highlight it.
- Awaken prior knowledge—Information is repeated to remind learners about important concepts.
- Minimize memory load—Breaks information into smaller chunks and distributes it in smaller pieces, but builds on the pieces to form a whole.
- Help build mental models—A clock or calendar could be used to create a mental model of time, for example.
- Support transfer of learning
- Motivate learning and manage sizzle

Now, we're back to the question, "How can we use graphics to instruct?"
Smith has these suggestions:

1. If you're designing online training:

    - Visualize the monitor as a grid with some areas having greater impact than others. Place the most instructional elements in the high-impact areas, which are the upper left and lower middle parts of the screen.

    - Use layers and planes to emphasize and de-emphasize elements. For example, if the speaker in the online course is discussing the progression in a flow chart and the entire chart is displayed, the different elements of the chart could be placed in layers in a different color or different design. Then when the speaker focuses on a particular element of the flow chart, that layer could be activated so that it would be highlighted until the speaker moves onto another element. Then the layer for the next element would be highlighted as the speaker talks about it.

    - Don't overload learners with information.

    - Use 50% white space.

    - Avoid conflicting simultaneous stimuli for one sensory channel.

2. Remember that when students are exposed to learning in different types of media, where multiple senses are involved (visual and hearing, for example), they retain more information for longer periods.

3. Place text near the graphic or element related to it.

4. Present words as speech instead of on-screen text.

5. Use text, graphics, and audio together; do not use only two of these. Also do not create text that's an exact duplicate of the audio. Animations or graphics with audio are the best ways to support learning, Smith says. If you must use exact text, she recommends placing it in a separate window with a text button or link, and displaying it after all of the audio has played.

6. Do not use gratuitous or extraneous sounds and graphics. Also avoid extraneous words. Be concise and simple. Write phrases instead of sentences, and use short chunks.

For more information about using graphics in instruction, Smith recommends these resources:

Clark, Ruth Clovin and Richard E. Mayer. e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning. Pfeiffer, 2002.

Clark, Ruth Clovin and Chopeta Lyons. Graphics for Learning: Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials. Pfeiffer, 2004.

Flanders, Vincent. Web Pages that Suck, http://www.webpagesthatsuck.com/.

Nielsen, Jakob. useit.com: Jakob Nielsen on Usability and Web Design, http://www.useit.com/.

Cheryl Landes, an award-winning technical writer and STC Associate Fellow, is the owner of Tabby Cat Communications in Seattle. She has more than 18 years of experience as a technical writer in several industries: computer software, marine transportation, manufacturing, and the trade press. Her work involves designing training materials.

Landes is the past president of the Pacific Northwest Chapter of the American Society for Indexing (PNW/ASI) and is active in the STC on the chapter (Boston and Puget Sound) and international levels. She speaks frequently at STC and ASI meetings throughout the United States and Canada.

The IDL SIG summer mini-survey is now available!

http://www.surveymonkey.com/s.aspx?sm=iTmvvOD4Q5TCpU7ETR7hyA_3d_3d

In this survey we are exploring social media and member education. Please take a moment to provide answers to a total of six questions on these two topics; the entire survey will take about five minutes.

This survey will **close on July 21st**.

Elections are now open for you to elect **two** candidates for the position of Assistant SIG Manager. Please take a few minutes and cast your vote by visiting:

http://stcidlsig.org/jmla/index.php?option=com_content&task=view&id=67&Itemid=137

Elections will **close on noon ET, Wednesday, July 22**. Results will be announced within 24 hours.

Feature Article

Screenshots on a Shoestring

Easy screen captures that won't sink your Word document

by Robert Hershenow

Author's note: *I devised the procedures in this article for Windows XP and Word 2003. While new features in Windows Vista and Word 2007 do away with at least some of the need for this method, millions of us are still using the older versions of these programs and will be for some time. But this isn't only for XP/2003 users—even if you've upgraded to the latest software, you may find the ideas in this article useful.*

Recently, a medical services firm hired me to create a training manual for a new online billing system. I would work on site, using a company laptop. I asked for screen-capture and graphics software, but without time for the required software approval process I got Microsoft Paint and Word 2003.

If you are accustomed, as I am, to the luxuries of dedicated screen-capture, image-processing, and document layout programs, you'll understand why this project looked like it might be a challenge. The new manual would need many screenshots, and I would need a way to produce them efficiently.

I could have used the "Print Screen" function to copy images to the Windows clipboard, and then pasted those images directly into Word. But this method adds a lot of data to the document; Word can quickly become unstable and even crash... see illustration above. Also, to edit or reuse an image processed this way requires extra steps—which I'll reveal later—to extract a suitable original from the Word document.

Another problem is that Print Screen copies the entire screen image. Displaying so much real estate is rarely necessary, and usually distracts the viewer's eye from the area of focus. You can press **Alt** + **Prnt Scrn** to copy only the currently selected window without the taskbar or any other windows on your display, but this too may be more than you need.

So I developed the method which I describe here. Quick and easy, it allows me to capture images, edit them on the fly, organize and save them for further editing and reuse, and insert them into Word documents in a format that looks great without the bulk.

My approach is three-fold, consisting of:

- preparation and setup (to avoid extra keystrokes),

- departure from the default image file type (for high quality and small file size), and

- the use of keyboard shortcuts (faster and easier than reaching for the mouse).

Preparation

Start by becoming familiar with the procedure you're documenting. As when driving a car, it helps to have an idea of where you're headed before you go. Outlining the procedure—step by step, on paper, in advance—will help you avoid false starts and wrong turns.

Then work through the steps, adjusting your outline as necessary, until you have a clear picture of what you're going to do.

Finally, before you start capturing images, reset any values that may have changed during your practice runs. It can be very frustrating to think you're finished, only to realize that all your images show the wrong information.

Setup

Prepping Microsoft Paint's default Image Attributes, putting the "My Pictures" directory in order, and figuring out what to call your image files will save time in the long run.

1. Open Microsoft Paint.
    (**Start** > **Programs** > **Accessories** > **Paint**)

    You'll use Paint to manipulate screenshots and to specify the image file type.

2. Press **Ctrl** + **E**.
    (or click **Image** > **Attributes** in the Menu Bar)

    The Attributes dialog box appears (at right).

3. Set the image size to **8** x **8** pixels and click **OK**.

    This step sets Paint's default canvas to a smaller size than your screen captures will ever be. The canvas will automatically expand to fit each of your images as you paste them into Paint, and you won't have to trim white space from around them.
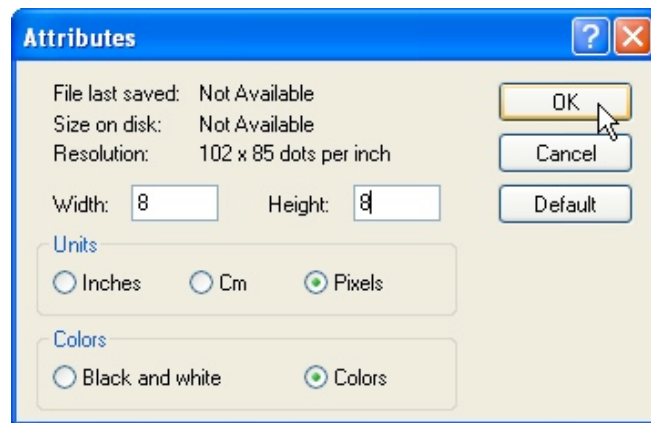
The **Attributes** dialog box

4. By default, Paint saves files to the My Pictures directory (within My Documents on your hard drive). Using this folder as your "save-to" location—instead of another place which you have to specify—will conserve many keystrokes over time. Consider temporarily moving any existing contents from My Pictures to a new folder elsewhere (like on the desktop) so you won't have to dig through old files to find the new ones.

5. Keeping your images organized as you go along will pay off when you're assembling the document. As you finish collecting the images for each chapter or section of your project, make a new folder within My Pictures, give it a descriptive name, and move the new files into it.
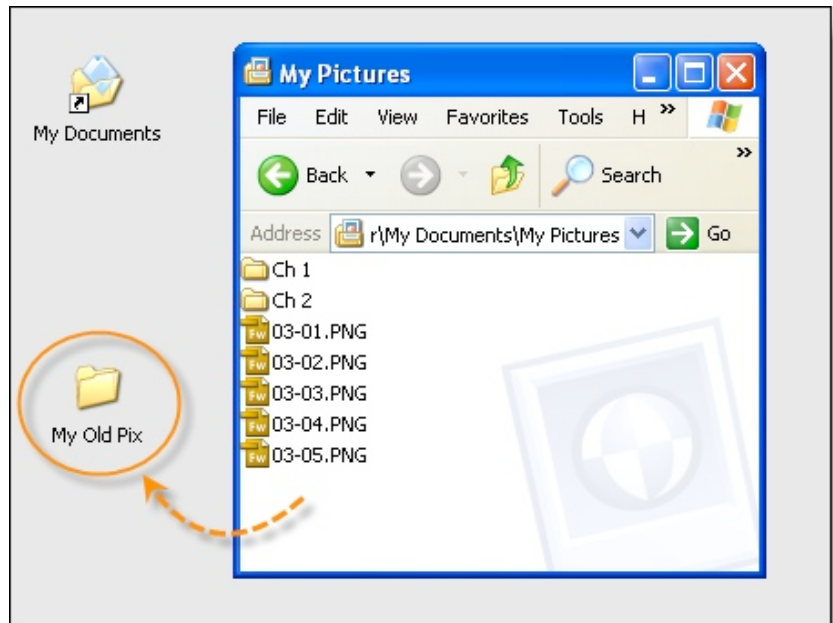
In the example shown here I used Chapter numbers when naming files and folders, a system which has served me well when I've needed to save many screenshots and use them in order later. But a friend warns me that I'm asking for trouble; if pages or sections get renumbered or deleted a numbering scheme like this goes out the window. So give some thought to how you'll organize your images, based on the risks you may face as the project goes along.

Image File Type: Save As PNG

The size of an image file depends on how much of the screen you capture, and how you save it. As an experiment I prepared an 800x600-pixel image in Paint, and then saved it in different ways.

- A 24-bit bitmap (BMP) file—the Print Screen default type—was 1.4MB in size.
- A Portable Network Graphics (PNG) file looks the same as the BMP when viewed on the screen, but it was just 1/70 the size at 20KB.
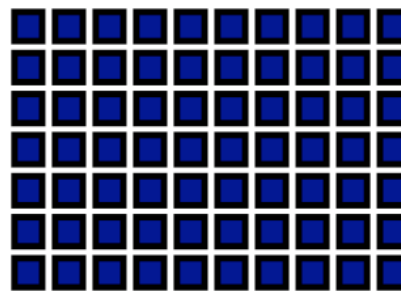
.bmp   *.png*

If your document will be printed rather than viewed on a screen, and/or if high image quality is required, bitmap files may be worth their additional size.

Experiment with both .BMP and .PNG file types to see how each one looks in the final medium, or ask your print shop for advice.

Procedures

I. Capturing Screen Images

1. Open Paint (**Start** > **Accessories** > **Paint**), set the image Attributes as shown on the previous page, and leave it running in the background.

2. Open the program(s) you are documenting and set up the first screen to capture.

3. Capture the screen image by pressing the **Print Screen** key.

   The Print Screen key is often marked "Prnt Scrn" and is in the upper right on the Windows keyboard.

4. Press **Alt** + **Tab** to shift focus to Paint.

5. Press **Ctrl** + **V** to paste the picture into Paint.

6. To crop the image:

   a. Click the **Free-Form Select** icon (see illustration at right) to deselect the image

   b. Click the **Select** icon

   c. Click-and-drag to select a region

   d. Press **Ctrl** + **C**
      (to copy the selection)

   e. Press **Ctrl** + **N**
      (to open a new document)

   f. Press **N**
      (unless you want to save the full image)

   g. Press **Ctrl** + **V**
      (to paste the selection)

7. Press **Ctrl** + **S** (to Save the picture)

8. Type a filename in the **File name** field

9. Press **Tab** to navigate to the **Save as type** field

10. Press **P** to change the file type to PNG

    As long as MS Paint remains open, you'll only have to do this once—PNG will remain the filetype until you change it or close the program.

11. Press **Enter** to save the file.

II. Entering screenshots in a Word document:

1. Place the cursor in the document at the point where you want the picture to appear.

2. Press **Alt** + **I** , **P** , **F** (or click **Insert** > **Picture** > **From file**)

3. If necessary, navigate to the correct directory.

   (Once you insert the first picture into a document, Word will return to the same directory when you want to insert another.)

4. Double-click the name of the file.

5. Format picture as necessary (click-and-drag corners to resize; right-click and choose "Format Picture" from the menu).
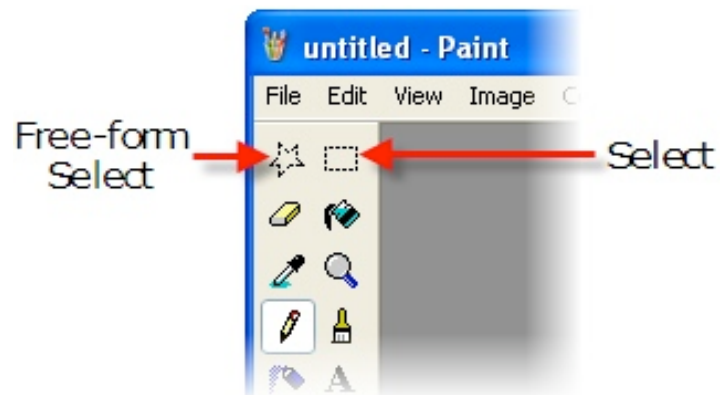
Following are a few Paint tips, and charts of the keyboard shortcut commands you can use to quickly perform the steps described above. The charts may seem long, but it takes more time to read them than it does to perform them. And once you become familiar with the steps they go very quickly.

In short, this is an effective, inexpensive method of capturing quality screen images... and it's one which won't cause your documents to break apart and slip beneath the waves into an icy grave.

Paint Tips

- Copying an image from a Word document often yields unsatisfactory results, because Word displays graphics at relatively low resolution. But the higher-quality originals are still there, stored in the background. You can extract them by saving the document as HTML; you'll then find the original graphics in a sub-folder called "Images."

- In Microsoft Paint you can zoom in on an area of a screenshot by clicking the magnifying glass icon in the toolbar. Click it again to return to normal view.

- "Highlight" an area of the image in Paint by drawing a rectangle or oval around it in a contrasting color (orange often works well; white is a good choice against darker colors, especially if the image will be printed and

photocopied).

- In Paint, draw arrows to point out screenshot details by using the line tool at a medium thickness. Then draw an arrowhead using lines and the fill tool.

- Adding text to a screenshot is easy in Paint; for best general readability use black or dark blue text on a light background. Set it apart from other text on the screen by using a slightly different font (a serif font vs. non-serif, for example), presenting it on top of a light-colored shape (use the drawing tools), or by drawing a "text box" around it in a color (like orange, or white) that stands out on the screen.

Keyboard shortcuts to capture and save a screenshot:

1	**Print Screen**	Copy current screen to clipboard
2	**Ctrl+Tab**	Shift focus to Paint
3	**Ctrl+V**	Paste from clipboard
4	Click **Free-Form Select**	Deselect entire image
5	Click **Select**	
6	Click-and-drag	Select desired portion of image
7	**Ctrl+C**	Copy current selection to clipboard
8	**Ctrl+N**	New Document
9	**N**	No, don't save existing document
10	**Ctrl+V**	Paste from clipboard
11	Edit picture	Add text, callouts, arrows, etc.
12	**Alt+F > A**	Save As
13	Type Filename	
14	**Tab**	Move cursor to File Type field
15	**P**	Select PNG as file type
16	**Enter**	Save the file
17	**Ctrl+N**	New Document (clears the workspace)
18	**Ctrl+Tab**	Return focus to previous window

To insert a saved image into a Word document (at the cursor):

1	**Alt+I, P**, **F**	Insert > Picture > From File
2	**Double-click file name**	Select and place file
3	Right-click picture	Display menu (optional)
4	Click **Format**	Format picture (optional)

Robert Hershenow is an IDL SIG member, Managing Editor of this newsletter, and a technical communicator in Roseville, CA and at www.rdhcommunications.com

Using Microsoft's clip art in training documents

By Cheryl Landes
STC Associate Fellow
Senior Member, Puget Sound and Boston Chapters

Recently on the IDL listserv, a member posted a question about whether the free clip art Microsoft bundles in its Office suite and on its Web site* could be used in a business setting. After the overwhelming response to my reply to this question, I offered to reproduce my answer in this article for our newsletter.

Before continuing, here's my background: I was the original clip art indexer at Microsoft. During this two-year contract (1996 and 1997), I indexed more than 50,000 images and sound and video clips, which are all still bundled in either Microsoft Office or are available on Microsoft's Web site. I was on the team that established the clip art indexing guidelines for Microsoft, which included the categories and keyword conventions used to organize the art and clips. I drafted these guidelines, and after a six-month discussion about other possibilities, my guidelines remained intact. No changes were made!

Microsoft's End User License Agreement (EULA) allows users who own Microsoft Office or who download images from its Web site to use the art and clips for non-commercial purposes. Examples of non-commercial purposes include:
- Creating flyers for a volunteer activity.
- Using clip art in a school project.
- Designing a poster for a family reunion.
- Inserting art in a church bulletin.

Other non-commercial purposes extend to the business world, such as internal training for employees. Perhaps a trainer is giving a workshop on ethics in the workplace and wants to use clip art in a PowerPoint presentation. Using the clip art is acceptable, as long as the presentation or the workshop is conducted internally for no monetary gain. The presentation and documents containing the clip art cannot be sold or used to sell a training program.

Another example in which clip art can be used in a business setting is when a company is conducting an employee awareness campaign on a specific topic, such as safety. The clip art could be used, because the company's goal is to alert its employees to the importance of being safe on the job. The company is not selling anything, so the use of the clip art falls under the "non-commercial purposes" category.

Some SIG members also asked whether they can use the clip art on Microsoft's Web site if they're hired as a consultant to complete a project for a client. As long as the document or presentation you're creating will be used for non-commercial purposes, then it is acceptable to use the images or clips.

If your presentations or documents will be sold, you can purchase art from a third party or hire a graphic designer to create original work. Most third-party art providers sell photos and other pieces of art for one-time use only. Often the one-time use restricts the number of copies you can produce, along with the number of press runs (usually only one). Check the terms carefully before you buy. In the end, I recommend hiring a graphic designer to create original artwork for items for sale, because you can negotiate use arrangements individually. If you're producing a lot of art, it's more cost effective to hire a graphic designer than going to the stock houses.

As always, when you're in doubt about the terms and conditions, check with the provider or consult an attorney.

*See http://office.microsoft.com/en-us/clipart/default.aspx

Book Review

Web Application Design Patterns

Pawan Vora. 2009. Morgan Kaufman.
ISBN: 978-0123742650. 448 pages, including index.
(softcover)

Reviewed by David Dick

From the Yahoo Home page (www.yahoo.com) I can see the weather for my area and the five day forecast, I can check email, send messages to friends, check the stock market, shop, and a whole lot more. Google maps allow me to search addresses and display maps that I can "zoom in" on to view details. It's all possible because of *web applications*. I have noticed, however, that some web applications are better designed than others. If Web 2.0 has any importance to you, you will appreciate the need for guidelines to create a satisfying user experience. Unfortunately, there are no guidelines to design web applications--until now.

Web Application Design Patterns by Pawan Vora provides practical user interface design guidance for developing web applications by offering a "working" starting point that designers can adapt and refine to develop creative solutions. He condenses best practice methods, along with research and solid experience, to create a useful reference about designing web applications.

Web Application Design Patterns covers design patterns as they are used in forms, user authentication, main page, navigation, searching and filtering, and lists. The rest of the book covers Rich Internet Applications, social applications, internationalization, accessibility, visual design, and how to create pattern libraries with just the right amount of detail and examples.

Each of the one hundred and twenty-two design patterns covered in this book are presented by name, the design problem(s) the pattern solves, the solution to the problem, the rationale for the design solution's effectiveness, a list of best practices describing the application of the solution and possible variations, and related design patterns.

Unlike most books of this genre, he does not cover the history of the Internet and Web 2.0 as so many authors do. Instead, he describes the benefits and challenges of web applications, which prepared me to understand the rest of the book.

I am impressed that Pawan Vora addressed the importance of including Help at all levels of interaction, internalization, and accessibility in sufficient detail, yet leaves me the opportunity to research them in greater detail. As a member of a society of technical communicators, I know that my colleagues will appreciate that somebody recognizes what they have been advocating for years.

I am not disappointed that he does not compare and contrast the tools to create web applications. To do so would ignite a debate of why one tool is better than another, and there are just too many tools on the market.

Not finding a chapter dedicated to usability, I assumed that he did not consider usability important. Then I took a harder look and what I found was even better -- he explains characteristics that contribute to "good" design.

The book is rich with examples of web applications. Not only does he show examples of web applications of popular companies (i.e. Dell, Linkedin, Expedia, Adobe, and Netflix), he also shows web applications from lesser known companies (i.e. Kayak, Wufoo, and Basecamp) -- how he found them is a mystery to me.

I was privileged to serve as a technical reviewer of this book. When reviewing the first iteration of the manuscript, I brought it to work to show developers who were working on the user interface of forms and user authentication--they liked what they read and made the modifications as suggested. I even learned how to customize my favorite web applications.

Web Application Design Patterns is a must read if you want to understand how web applications work and why they work the way they do.

by *Mary Knepper*
IDL SIG Co-Secretary

We live in interesting times.

New Management

Our new team of officers is already hard at work on this year's challenges and opportunities:

- Manager: Jeanette Rogers

- Assistant Manager candidates: Jamye Sagan and Maralee Sautter

- Treasurer: Gary Samartino, on a return engagement

- Immediate past Manager: Jackie Damrau

Our committee managers include Jane Smith (webinars; past manager); Beth Bailey (communications; discussion list); Carol Widstrand (membership); Robert Hershenow (newsletter editor); William Huscher (public relations); Ann Gordon (surveys manager); Cynthia Silversides (volunteers); Jackie Damrau (web); Gene Holden and Karen Baranich (members-at-large); and Mary Knepper (temporary secretary).

Newsletter

Robert would like to feature theme-based issues and is encouraging members to suggest themes of interest. Some have suggested social media as learning tools and distance learning for adults. He would like to see those cards and letters coming with your ideas.

Conference Recap

In brief, the IDL SIG meeting was a success. The manager role passed from Jackie to Jeanette; members worked on new website ideas, webinars,

and social media tools; Jackie is spearheading retooling the website; Cynthia and Jane will coordinate on recruiting volunteers for webinars. The training evaluation and progression was well attended. And the IDL brand is healthy: Everyone loved the bookmark, which was distributed to attendees and visitors.

Treasurer's Report and SIG Finances

Gary is a great guardian of the treasury and reports monthly to the penny. Good citizens that we are, the IDL SIG has not requested reimbursement of expenses from the national office, so we have "returned" about $2,000 back to STC, a singular and noteworthy contribution in this financial climate.

In discussing the "highest and best use" of the IDL SIG monies, the managers are considering member benefits such as no-charge or low-cost webinars.

If you are curious about how the money business works with the IDL SIG, here is a brief recap: Our SIG does zero-based budgeting. This means STC acts as a bank and has roughly $4,800 set aside for us to use for operating expenses. We submit expenses with receipts and then we are reimbursed. These monies are not physically in our bank account; they are in STC 's bank account. Because we have not submitted expenses for the current fiscal year, we are, in effect, "gifting back" the $4,600 (or so) to STC to help with the $1.2MM deficit. Jeanette informed the national office of the IDL SIG's action and we received a positive,

SIG News, continued...

appreciative response. The IDL SIG was held up as an example and encouragement to other SIGs and chapters.

STC's Shortfall

The managers, like other members, discussed ideas for addressing STC's shortfall. Many ideas are out there, including assessments, contributions, and increased fees. One idea was to send all journals and publications via the Web to reduce costs. Another was to publish all items in a compilation at the end of the year, which people could order and pay for. Be sure to send your ideas to the national office. They are just like us: People trying to do the right thing in trying (make that "interesting") times.

Membership

Want to know how many members are in the IDL SIG? As of May 27, we are 1406 strong. But there are plenty of chairs left for new members--and more volunteers! That's the best way to be in the center of things. Ask another volunteer about the time commitment (not life-consuming) and the benefits (the opportunity to know better some bright, talented people and a sense of accomplishment for starters).

Social Media

You will be receiving a survey soon regarding the topic of the day--"social media" and their power to transform, rejuvenate, connect, market, and educate. Look for it in your mailbox! Maralee will spearhead a social media initiative to determine what IDL SIG members might want as a dedicated social media site, such as on LinkedIn or Plaxo, and to appoint a committee manager with a specific job description to oversee this project.

Policy Statement Approved

Did you know that you, as an IDL SIG member, can post information on the discussion list--managed by Beth Bailey--as long as it follows IDL SIG policy

and protocol. Here are the highpoints, in paraphrase:

- No flaming; i.e., all comments should be respectful and constructive, whether in agreement or disagreement.

- All comments are welcome, with the caveat that the subject line indicate the purpose of the posting if it is an announcement or an advertisement, as follows:
    - ANN--for announcements
    - AD--for job postings

So if you are a self-employed member who would like to post an ID or training event, you can advertise on the discussion list. Just use the "AD" label. That way, anyone objecting can press DELETE. National corporations may post job openings to the discussion list, no charge. For advertisements, however, we ask them to purchase space on either the Web site or in this newsletter.

As a follow-up to this policy, the management committee also approved an addition to the policy statement to cover postings that would appear in other media we may adopt, as mentioned above. The policy reads, "All IDL SIG members can post briefly stated information pertinent to the IDL mission to the newsletter, the discussion list, the web site, and any future media group"--again, with all policies above applying.

So what was the inciting factor for this policy?

This question arose at the June managers' meeting when I mentioned an event in Chicago sponsored by CISPI. Another IDL SIG member had emailed me information about it and I thought it was exactly what IDL SIG members would want to know. He had already sent the same information to the IDL, but I thought it was worth bringing up at the meeting to increase coverage because the event sounded terrific to me--pertinent, inexpensive, short, with the venue in "Sweet Home" Chicago. What's not to like?

SIG News, continued...

The question plus previous conversation about using additional social media prompted the additional policy statement. The intent of the policy is that we want all pertinent and appropriate information available to everyone, as long as it is short and advances the IDL mission. Someone might, for example, write a blurb on his or her experience with a webinar provider, or describe the curriculum at a university related to adult education. We would all like to know about these things. "Information" could include notices of events from outside STC, from venders, from anywhere. As long as it is appropriate and short and does not undermine or undercut any part of STC or the IDL SIG. In addition, it should not be self-service masquerading as information.

So, dear reader, as the Victorian novelist would say, what might we be overlooking? What caveats would you want added to the policy? Amendments? Exclusions? Or is it okay as is? Please send your comments to secretary@stcidlsig.com.

By the way, here is the announcement that triggered the policy:

> The Chicago eLearning & Technology Showcase will be held on Aug. 19 at Roosevelt University. All the details are at www.chicagoelearningshowcase.com, Anna Beleyaev of Type A Learning provides the keynote at 8:30 AM and the rest of the day is filled with 30 speakers providing examples and interaction for elearning tools, online design, simulations and social media, and the management of elearning. It's an economical day of high quality learning and sharing. You can register directly at www.cispi.com. Or think about marketing your elearning related business as a sponsor at
> www.chicagoelearningshowcase.com

Here are links to screen-capture and graphics-manipulation programs, some free, some not:

TechSmith Snag-It

www.TechSmith.com/Snagit

Screenshot Captor

Screen-capture program. Will run from a USB key. Donationware.

http://www.donationcoder.com/Software/Mouser/screenshotcaptor/index.html

ScreenHunter

Basic free version, two pay versions with more features.

http://wisdom-soft.com/products/screenhunter_free.htm

Gadwin PrintScreen

Easy-to-use freeware utility that allows you to capture any portion of the screen, save it to a file, copy it to Windows clipboard, print it or e-mail it...

www.gadwin.com/printscreen/

The GIMP

GNU Image Manipulation Program, open-source for Windows and Mac

http://www.gimp.org/

Free Photo Editors for Windows

Free software to create and edit images

http://graphicssoft.about.com/od/pixelbasedwin/tp/freephotoedw.htm

by *Carol Widstrand*

IDL SIG Membership Manager

Hello Members,

Thank you to those who sent me your news. Your information helps us get to know each other since we are a virtual SIG and rarely get the chance to meet face to face.

If you did not receive my email requesting news of your recent recognition or accomplishment, please email me at membership@stcidlsig.org so we can recognize you in the next issue of *IDeaL: Design for Learning*.

Members Making News

Outgoing IDL SIG Manager Receives STC President's Award

Dr. Jackie Damrau, IDL SIG Immediate Past Manager, was surprised and honored to receive the STC President's Award from Mark Clifford. The President's Award honors one or more persons or institutions that have made distinguished contributions to the profession or the Society. Her citation reads:

"For your consistent inspiration, dedication and commitment, and for ensuring that the Leadership Community Resource grew from great idea to model provider of expanded services, support, and educational opportunities for community leaders."

(Photo: Courtesy of Rachel Houghton, member, STC Willamette Valley chapter)

Gina Evans, an STC and IDL SIG member for over five years, received an E-Learning Instructional Design Certificate online through ASTD's education program in May 2009. Evans currently works as an e-learning instructional designer and developer for a large utility company. She has worked with computer-based training since 1998.

Linda Jansak and Michael C. Tillmans, STC-Chicago members, are working with representatives from the local chapters of ASTD and ISPI to host the 2009 Chicago eLearning & Technology Showcase. This event will have three keynote speakers and over 20 sessions for this all day event. Go to www.chicagoelearningshowcase.com to learn more.

Ann Wiley received the 2009 LCR Volunteer of the Year Award at this year's conference in Atlanta.

As always, wishing you the best, and please feel free to contact me if you need help.

Friendly regards,

Carol Widstrand

Welcome, New IDL SIG Members!
We hope to be reading about you in this column very soon.

J. H. Alexander
Laura M. Allen
CarolH. Ansorge
Gloria Elisa Arze-Bravo
Kimberli Balfour
Lev Barenboym
Virginia L. Barton
Carolyn J. Becker
Susan Bell
Lisa Brown
Kristine A. Caruso
Melissa Chiaramonti
Mark Joseph Danch
Anitra DeMoney
Robert DeSimone
VimmikDinesh
Charlotte A.
    Djordjevic-Smith
Betty Faulkner
Cheryl Frazier
Gregory Free
Doris Freeman
Ms. Doris Freeman
Jayashree Gatade
Phillip George
Deborah D. Gill-
    Hesselgrave
Lakita ElaineGodbolt
Julianne Gordon
Lanetta Gray
William Grega
Gretchen Hambright
Sioux Henley Campbell
Anne Heather Henmi

Andrea J. Hill
Donald Hines
Kyle Anne Hurt
Dr. R. R. Karpov
Sid Kemp
Chan Wee Keong
    Melvin
James Patrick Kirchner
Steven Paul Koch
Rachelle Korth
Courtney A. Krugman
Iyabo Doyin Ladipo
Dr. Linda M. LaDuc
Deborah Gail Lambert
Steve Lanham
Kirsten Leigh Dockter
Nancy Levenson
Kathleen Lucey
Maeve Maguire
John Marcovecchio
Nora Mcardle
David James
McClelland
Scott Douglas McCoy
Mark Robert McGee
Teresa M. Miley
Jerelee Bryn Millan
Poblete
Angela M. Miller
Diane M. Miller
Cindy Monroe
Linda D. Moore
Bernard Bruce Mucklin
Holly K. Mullins

Theresa Munanga
Jennifer Nagel
Michael J. Nelson
Michael P. Nuttle
Melanie Palmer
Sheryl Reed
Cindy Reid
Dr. John E. Reid
Joanna Lee Reynolds
Marjorie Rodriguez
Matthew Rosen
Cynthia Roush
Antoine C. Sample
Stephen A. Schenk
Wendy Schorr
Kathy Schuler
Shaina Schwartz
Catherine Skrbina
Ann A. Smith
Yansha Tao
Laurie K. Thrasher
Tera Tully
Sharon Brooke Vail
Karl Pieter Van Hiel
Joshua Vaughn
Lori A. Volheim
Kimberly Marie Walker
Chryse Wayman
Linda Sue White
Ron Wild
David Wilks
Christina Williams
Joyce Woodson
LeAnn K. Wylie

Live Web Seminars

STC offers a number of ways for technical communicators to further their education and expand their skill sets, including live web seminars.

view current schedule

STC Takes APEX Awards by Storm

STC and its communities won eight awards for publications excellence in the APEX 2009 competition.

More than 3,700 entries in 11 major categories were submitted. STC Fellow Cynthia Lockley, Washington DC Chapter, received a Grand Award in the major category of Web and Intranet Sites for her work on the chapter's website (www.stcwdc.org). She is also the webmaster for the AccessAbility SIG which won an Award of Excellence for its website...

APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence.

Awards of Excellence recognized exceptional entries in the following sub-categories:

* Newsletters—Print
  Tom Lunde, Chicago Chapter
* Newsletters—Web and Electronic
  Carolina Chapter
* Newsletters—Web and Electronic
  Jackie Damrau, Dallas Chapter
* Magazines and Journals—Over 32 pages
  Elizabeth Pohland, STC's Intercom
* Blogs, Forums, and Wikis
  AccessAbility SIG
* Web and Intranet Sites
  Northern New England Chapter
* Web and Intranet Site Design and Illustration
  Shaf Syed, STC Website

Visit the STC web site

The July/August issue of
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