



## Chapter Goes Digital At Full Sail

by W.C. Wiese

What a treat it was to visit Full Sail, Orlando's high-flying entertainment college on October 23rd. Among the six degree programs they offer is digital media, and chapter membership had the chance to get the lowdown on evolving graphic trends in web design. Our host was Dan Novotnik, who at 33 has spent 2/3 of his life in the computer industry, from helping his dad sell computers as "business equipment" at age 11, to writing search engine heuristics, to retiring at age 27, to returning to teach digital media at Full Sail.

Dan challenged us. How many of us buy things online? (hands) How many of us buy online if there isn't a picture of what we're buying? (hands fell). To get more information to the online user, you add pictures. He spoke of the seven graphics standards for the web since 1994 and the risks of overcompressing graphics, then advocated use of Macromedia Flash. Flash uses vector graphics but adds

(Full Sail Tour continued on Page 4.)

## A Night of Extraordinary Visions

by Mike Murray

What inspires your creativity? A sunset? A Lava Lamp? Laying in the grass watching the clouds? A deadline? A small child? Have you ever thought you'd like to be more creative?

### Open Discusion

The special November 27 STC Orlando Chapter meeting focuses on creativity, a topic that so many of you have requested. The program will begin with a discussion of creativity in the workplace and some of the ways to inspire it. You'll have a chance to share some of the ways you stimulate your own creativity and will leave the meeting with lots of additional ideas for maximizing your career effectiveness in this area. The open discussion promises to be energizing and stimulating.

### Special Video

Following the discussion will be a special showing of the Dewitt Jones video *Extraordinary Visions!* STC members, who were fortunate to be able to attend the recent STC 48th Annual Conference in Chicago, were treated to Jones as the keynote speaker. He received an immediate, lengthy, and loud standing ovation for his presentation, the same one that you will be treated to

## Would You Like to Travel? Feeling Judgmental? We Have a Deal for You!

by W.C. Wiese

Because STC's international publications and art competitions are just around the corner, experienced technical communicators and visual design experts are in demand! International judging is a great way to get a sneak preview on what your colleagues are doing and to network with interesting people in a relaxed, fun atmosphere.

The judges are responsible for evaluating the entries and for providing each participant with constructive feedback. Awards are given to deserving entries based on the consensus of the judging team. STC will provide transportation and lodging expenses for judges to attend the consensus judging meeting in Houston, Texas, April 5, 2002.

To be considered for a judge position, you must meet **AT LEAST TWO** of the following criteria:

- ◆ Master's degree or higher in technical communication, graphic arts or design, or a related field
- ◆ Teaching experience in technical communication, graphic arts or design, or related field (five years full-time or seven years adjunct or part-time)
- ◆ Seven years experience in the technical communication, graphic arts or design, or related field (art judges must have experience in the visual aspects of technical communication)

- ◆ Strong publishing background (for publications: 5 articles or 1 book; for art: published graphic art or document design work)
- ◆ Winner of an STC or other communication, graphic arts, or graphic design competition award
- ◆ Certification by a communication-related professional organization (for example, in the art competition, certification by or association with a graphic arts or design organization)
- ◆ Senior membership or higher in STC.

To apply, contact Kit Brown (Publications Competition) by December 15, 2001 at: [silverwnd1@aol.com](mailto:silverwnd1@aol.com) or [kit\\_brown@lionbridge.com](mailto:kit_brown@lionbridge.com)

## Soon to Appear on a Ballot Near You

Chapter President, W.C. Wiese, has been notified that he will appear on the spring STC ballot as a nominee for the Society's Nominating Committee. Please vote early and often!

## ***Extraordinary Visions continued...***

in this special video. Here are just some of the highlights.

Where do we find the vision to take our lives to the next level? How do we summon the passion to keep "raising the bar"? How can we make our life less of a struggle and more of a joy? For photographer and creativity expert Dewitt Jones, the answers to these questions lie in the images we hold about ourselves, our future, and the way in which we grow.

In his twenty-year career with National Geographic, Dewitt lived the vision of "celebrating what's right with the world" and embraced an attitude that took him to new heights both in business and in life. He found that the creative tools he employed as a photographer had even deeper application when applied directly to his personal and professional growth.

*Extraordinary Visions!* is an hour of both motivation and inspiration. Using his own extraordinary photographs as illustrations, Dewitt weaves a visual tapestry of emotion and content. One that allows you to touch your own passion, to balance your head with your heart, and to come away inspired.....with your own creative potential.

### **Creativity Table**

Do you have things around you that inspire your creativity? Please bring them with you for display on the "creativity table." Some objects already destined for the table include a Lava Lamp, an illuminated dolphin, a flower arrangement, a wind-up clown, a three-foot-long pencil, mechanical chirping birds, a Galileo thermometer, various McDonald's Happy Meal toys, old photos, and animal pens and flashlights.

### **Location and RSVP**

"Creativity" will be presented on Tuesday, November 27, 2001 at the Winter Park Civic Center on Morse Boulevard (one block off US 17/92) in Winter Park. Light refreshments and networking begin at 6:30, with the program at 7:00. Don't miss this tremendous opportunity to explore your creativity! Guests are always welcome, so bring a friend. Please RSVP to [Mike.Murray@lmco.com](mailto:Mike.Murray@lmco.com).

# *Upcoming Events*

November 27	Chapter Meeting Winter Park Civic Center "Creativity"
December 18	Chapter Meeting Winter Park Civic Center "Technical Communications and the Investment World"
January 22	Chapter Meeting Winter Park Civic Center "Emerging Trends"
February 26	Chapter Meeting Winter Park Civic Center "Project Management"
March 26	Chapter Meeting UCF "Special Speaker"
April 30	Chapter Meeting Winter Park Civic Center "Writing Awards Banquet"
May 28	Chapter Meeting Winter Park Civic Center "Each One Teach One"
June 25	Chapter Meeting Winter Park Civic Center "End of Year Banquet"

*Visit the Web Site at  
<http://www.stc-southeast.org/orlando>*

## *Full Sail Tour continued...*

the ability for the viewer to act on the image to gain additional information, for a very small investment.

Dan said that an Internet "year" is really only six weeks—the time it takes before a new killer technology revolutionizes the Internet. Looking to the future, he predicts six new browsers—partly the result of introducing new Internet devices and partly some



resistance to domination by AOL and Microsoft. The Internet will go wireless as soon as color Palm Pilots drop below \$200, he said. Soon, we'll have to design one set of content for home installations with fiberoptic transmission lines (driving content up) and another set of content for mobile users, capable of imaging data on the inside of their eyeglasses using wireless portable devices (limited presentation area). These users will be the people who spontaneously quote sales figures from 1993 while giving a business presentation at your office...

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*This "Memo to Members" is produced by the Orlando Chapter of the Society for Technical Communication, a non-profit organization.*

### **Society for Technical Communication**

*STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication. Contact the STC at 901 N. Stuart Street, Suite 904, Arlington VA 22203.*

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May 5-8, 2002  
Nashville, TN

**LEADING**  
the **TECHNICAL**  
**COMMUNICATION** **REVOLUTION**

**When:** May 5-8, 2002

**Where:** Opryland Hotel  
2800 Opryland Drive  
Nashville, TN 37214  
(615) 889-1000

**Hotel Rates**

**\$160 single/double (plus tax)**  
**\$40 additional for Garden Terrace option**  
**Each additional person is \$15**

**What:** STC's annual conference is the largest conference in the world focusing on the arts and sciences of technical communication. The conference includes more than 250 educational presentations. It offers opportunities for networking and a chance to view award-winning entries from STC's technical communication competitions and vendor exhibits.

**Who:** STC members are technical communicators-people whose work involves making technical information available and understandable to people who need it. Conference attendees include the following professionals:

- ◆ Technical Writers
- ◆ Web Designers
- ◆ Technical Editors
- ◆ Technical Translators
- ◆ Documentation Specialists
- ◆ Information Developers
- ◆ Technical Communicators
- ◆ Technical Illustrators
- ◆ Managers of Technical Communication Departments
- ◆ Teachers of Technical Communication

Conference events address the needs of technical communicators at every level of experience, from entry level to senior management.

**Why:** STC holds the conference to provide educational opportunities to its members, to support professional development, and to expand networks of contacts. Full registration entitles you to three days of educational presentations (technical sessions), vendor exhibits and social events, useful handouts, and a copy of the conference Proceedings.

**Rates:**

Registration Fees	Member	Non-Member	Student /Retired
Advance Registration	\$420	\$560	\$100
On-site Registration	\$495	\$635	\$155
One Day Registration			
Advance Registration	\$220	\$290	\$100
On-site Registration	\$295	\$365	\$155

**All figures in U.S. Dollars.**

Future Conferences	
<u>Location</u>	<u>Date</u>
Dallas, TX	May 18-21, 2003
Baltimore, MD	May 9-12, 2004
Seattle, WA	May 8-11, 2005