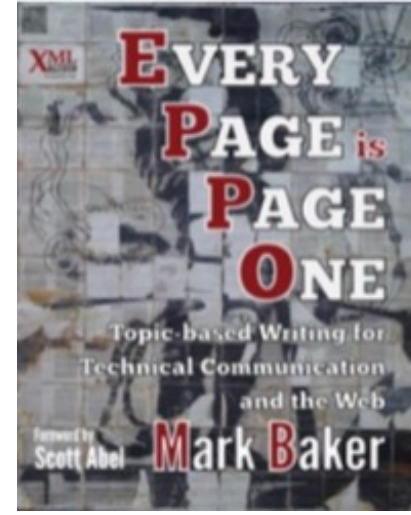


STC TC Communicator

Published by the Twin Cities Chapter of the Society for Technical Communication

April 2016, Volume 2, Issue 4

April's STC TC Meeting



Information Architecture Bottom Up, with Mark Baker

Traditional information architecture has always been done top down. It assumes a single entry point and a hierarchical organization of content. This model does not work for the modern reader whose first recourse--on the Web or off--is to search. Search lands the reader at an individual page of a content set, not at the top but at the bottom. To make content work for the modern reader, we need an information architecture that works bottom up.

Originally presented at the STC Summit in Pheonix, this session defines bottom up architecture and demonstrates why search-supported architecture is essential for reaching the modern reader and exploring how our thinking and our tools need to change to create an effective bottom-up architecture.

Tuesday, April 12, 2016
Meal and networking 5:30 - 6:30 PM
Speaker's Presentation 6:30 - 7:30 PM

Lunds & Byerlys' Community Room
Uptown Lunds & Byerlys
1450 W Lake Street
Minneapolis, MN 55408

[Directions](#)

[Register Here](#)

Mark Baker is the author of *Every Page Is Page One: Topic-based Writing for Technical Communication and the Web*, and the forthcoming *Structured Writing: Principles and Practices*, both from XML Press. He helps organizations adopt the Every Page is Page One approach to information design through training, coaching, editing, and writing services at Analecta Communications Inc. (<http://analecta.com>).

He blogs at <http://everypageispageone.com> and tweets as [@mbakeranalecta](#).

More information can be found at the [STC TC Website](#).

March Meeting Recap

Creating Awesome Video Content, with Matt Sullivan of Tech Comm Tools

Matt Sullivan shared with the audience how to change up between text, video, and instruction. Matt's advice is to engage the learner by keeping strategically placed video shorter than 12 seconds. His strategy is to place the video at the point where words cannot show the next action. This keeps sections of instruction that follow shorter, and makes the information easier to digest.

Blog articles about what video editing software to use and about the presentation topic can be found at techcomtools.com.

Thanks to Gayle Werner who helped us through, serving as both moderator and technician for the evening!



Copyright © 2016 by STC TC. All rights reserved.

Society for Technical Communication Twin Cities
Editor, Lily Keire
Minnetonka, MN 55305
(612)730-7627

Update your [Email Preferences](#) or [Unsubscribe](#)

**vertical
response**
A DELUXE COMPANY
Free Email Marketing >>