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## FOR IMMEDIATE RELEASE

### Graphics 101: What every professional should know

**Creating basic graphics for multiple media the focus of the April meeting of the Society of Technical Communication (STC).**

**Dallas, Texas<sup>3/4</sup> March 25, 2002**—Do you know which file formats are best for display and print? Do you know how to communicate information graphically? Do you know which design tools will get you the results you're looking for?

If graphic design is not "your thing" but you need to know the basics to perform your job, then the next Society for Technical Communication (STC) Lone Star Chapter (LSC) meeting is for you!

On Thursday, April 11 at 6:30 p.m. at the Crowne Plaza Dallas/Addison, 14315 Midway Road, Addison, Texas, Kelly Burch will share the basic graphic design tips and tricks every professional should know.

Burch, an award-winning technical writer and web developer, learned about graphic design while "on-the-job." She hopes that by sharing her now-seasoned design knowledge, she can help others avoid the mistakes she made and quickly get the results they desire.

"In today's high-tech, down-sized world, technical communicators are required to perform many tasks," says Burch. "Often they are asked to create, edit, and insert graphics so they can be output to multiple media. Learning these graphic design skills will enable communicators to successfully handle the basic design needs of any project that comes their way."

Kathryn Poe, STC LSC first vice president and program chair, encourages everyone to attend Burch's presentation.

"Kelly Burch is an entertaining speaker who has worlds of knowledge to share," says Poe. "And I know that there are plenty of folks out there who need the information Kelly will present. I urge everyone to come out and learn the basics from Kelly. Doing so will arm communicators with the tools they need for success in today's 'need-to-know-it-all' work world."

The April 11 meeting begins with registration and networking at 5:45, followed by dinner at 6:30 p.m. The meeting will begin at 7:30 p.m. To attend, you must register by noon on Tuesday, April 9. You may register by calling 972-558-1622 or visiting the LSC web site at [www.stc-dfw.org](http://www.stc-dfw.org).

Cost for the dinner and program is \$20 for STC members and \$25 for non-members. Students may attend the meeting at no cost.

### **About Kelly Burch**

Kelly Burch is a technical writer and web developer who provides information design and management services to clients in the Dallas area. Burch has more than eight years of experience in document design and technical writing and five years of experience in researching, designing, and developing web sites. In addition to technical writing and web design, Burch has also helped to produce annual reports, magazines, catalogs, and event and marketing collateral. An active senior member of STC, Kelly has served in several roles and won awards for her many contributions.

### **About STC and the Lone Star Chapter**

The Society for Technical Communication (STC) is the world's largest professional organization dedicated to advancing the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists, web and intranet page information designers, and translators. The members make technical information understandable and available to those who need it.

The Lone Star Chapter (LSC) is one of the largest STC chapters in the U.S., drawing more than 700 members from all over the Dallas-Fort Worth area. The LSC promotes professional growth through meetings, workshops, seminars conferences, mentoring, and networking.

For more information about the STC Lone Star Chapter, visit their website at [www.stc-dfw.org](http://www.stc-dfw.org).

### **For more information**

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