



For immediate release

AWAY WITH WORDS: PICTURES CLOSE CULTURE, LANGUAGE GAP

Learn how to use information visuals to cut back translation, production costs

Dallas, Texas—April 12, 2006—Canadian Patrick Hofmann, Visual Interaction Designer, addresses the joint May meeting of the Society for Technical Communication (STC) Lone Star Community (LSC) and the Fort Worth Satellite group. The Lone Star Community is also celebrating its 50th anniversary in May; guests are invited to join the party after the meeting. The dinner meeting is scheduled for 6:15 p.m. Thursday, May 4, 2006 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

For the past ten years, Patrick Hofmann has worked with companies such as Nokia, FedEx, and Hewlett Packard to eliminate the text in their online, hardcopy, and interface information. Mr. Hofmann is proving that wordless communication can solve countless usability problems and reduce often enormous translation costs.

"We'll identify ways to visualize instructions, warnings, and symbols for different cultures, languages, and ages," Mr. Hofmann said of his upcoming presentation. "After all is said and done, the audience will not only have a good chuckle, but a newly polished eye at the information they produce and the role that visuals can play in them."

Mr. Hofmann's presentation, *Picture performance: evaluating and enhancing the usability of visual information*, will provide the audience with inexpensive ways to gather usability feedback and techniques for using simple visuals. LSC President Louellen S. Coker praises his ideas. "In a time when our global community is shrinking, it is important for us to introduce appropriate visual elements into our documents to create a good user experience while reducing translation and production costs," Ms. Coker said. "As technical communicators, we are called on to be masters of the language no matter which way it presents itself."

The meeting is open to visitors. Registration and networking begin at 5:30 p.m.; the Newcomers SIG meets at 5:45; dinner is served at 6:15 p.m.; and the program begins at 7 p.m. Because May is **Member Recognition Month**, we're offering special discounts to our members. Dinner costs \$15 for STC members and \$25 for non-members, with reservations. Without reservations, costs for the dinner and program are \$20 for members and \$30 for non-members. **If you are a past**

president of the Lone Star Community, register by the deadline and enjoy the dinner for FREE!

The cost for "program only" attendance is FREE for members and \$10 for non-members, with reservations. Without reservations, costs for the program only are \$5 for members and \$15 for non-members. The program is always free to students with reservations and valid student IDs. The registration and reservation deadline is

5 p.m. Monday, May 1, 2006. You may register by visiting the LSC website at www.stc-dfw.org. Information on other charges is available at the LSC website.

About STC and the Lone Star Community

The Society for Technical Communication (STC) is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 18,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators—anyone whose work makes technical information available to those who need it.

The Lone Star Community (LSC) received the received the Award of Merit in the international STC Chapter Achievement competition for 2004-2005. The LSC has been awarded three consecutive years in this competition. Drawing over 200 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 Community, visit their website at www.stc-dfw.org.

For more information

Lauren Womack

PR Manager, STC Lone Star Community

P.O. Box 515065

Dallas, Texas 75251-5065

Phone: 940-391-0167

Email: PublicRelations@stc-dfw.org

Website: www.stc-dfw.org

###