

http://www.pubsnet.com/masters_series.asp

William Horton: Designing Effective Electronic Documents

Course Description

overview: Designing effective electronic knowledge products requires a comprehensive and methodical design that takes advantage of the speed and storage capacity of the computer and the technologies available through the Web, while accounting for the many differences between the paper page and the display screen.

This two-day seminar is intended for technical communicators, information architects, web designers, and their managers. The seminar will be a combination of real-life demonstrations and working examples—not bullet lists. Small individual and team activities will reinforce key points and allow the attendees to interact with one another.

prerequisites: None.

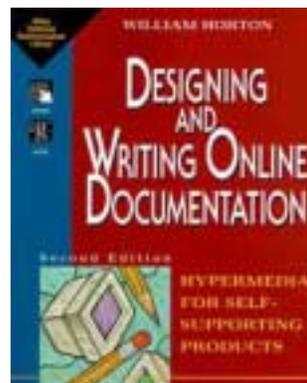
who benefits: This seminar is for anyone who must convey documentation, support, or training electronically, including: technical writers, information architects, trainers, web designers...and their managers.

delivery: Instructor-led, group-paced, classroom-delivery learning model with structured hands-on activities and assignments.

materials: Each student receives:

- Extensive course notes, including pictures of the slides, design forms, and job-aids.
- William Horton's best selling book, *Designing and Writing Online Documentation*.
- Web access to many of the examples shown in class.
- Membership in HORTON.COMmunity for further online discussions on the subject of this course.

further learning: Hands-on training in the tools for delivering electronic information including Acrobat, Dreamweaver, RoboHelp, and WebWorks Publisher.



JUN 6-7, 2002
\$895

Boston University
Corporate Education
Center

Tyngsboro, Mass



Performance Based Objectives

Lesson objectives help students become comfortable with the course, and also provide a means to evaluate learning.

- ❖ What are electronic documents?
 - How they differ from paper
 - Myths about electronic documents
 - What should and should not go online
 - Types of electronic documents
- ❖ Organizing electronic documents
 - Chunking into topics
 - Linking electronically
 - Clustering topics for special purposes
- ❖ Making information accessible
 - Menus
 - Indexes
 - Information retrieval
 - Context sensitivity
 - Full-text search
- ❖ Writing for the electronic medium: Style guide for a new rhetoric
- ❖ Displaying online documents: the screen is not the page
- ❖ Designing effective graphics
- ❖ Adding interactivity and feedback to your documents
- ❖ Developing an efficient production process

Instructor Biography

...prolific author in the forefront of electronic information

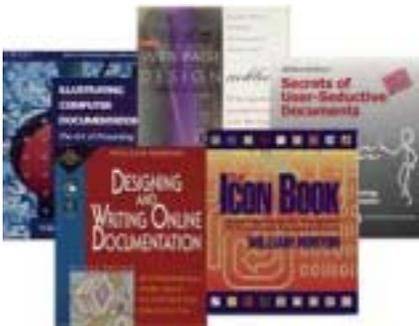
William Horton has been in the forefront of electronic information design since 1971. He specializes in applying ergonomics to the task of getting information from one human brain to another. He helps organizations and teams make the transition from traditional media to electronic media.

Horton practices what he preaches. His speeches, books, manuals, technical papers, and user-interface designs have won international awards, including the prestigious IF Award for industrial design. He is a Fellow of the Society for Technical Communications and a winner of the ACM Rigo Award for contributions in software documentation.



Horton is also a sought-after lecturer and keynote speaker, as well as a prolific author. His books include *Designing and Writing Online Documentation* (2nd ed.), *Illustrating Computer Documentation*, *Secrets of User-Seductive Documents*, *The Icon Book* (available in 4 languages), and *The Web Page Design Cookbook* with CD-ROM.

Horton has an engineering degree from MIT, a master's degree in Computer Science, and is a Registered Professional Engineer.



Testimony to Our Quality



Quality is the hallmark of our service portfolio. We deliver our services with the same diligence and attention to detail as the master woodworker, or sculptor, or violinist.

The fruit of our work is in the many people that have come to us for our training services.

We look forward to providing you with the same high level of service and customer satisfaction!

Student Comments

This same course was delivered June 11-12, 2001 at Boston University. It was a well-attended event...here are some student comments from that session:

“William Horton is brilliant! With clear layout and great examples...I will recommend this class to others in my office, and will look for more of his classes through PUBSNET. “

Phil Duffy, Technical Writer (Siemens)

“William Horton gives high-quality information and helps you think ‘outside the box’...a catalyst for change, growth, and improvement.”

Reenie Stelzer-Rousseau (Southwest Airlines)

“Clarify the present and glimpse the future of electronic communications with William Horton’s Designing Electronic Documents course – get inspired !”

Sharon Stentiford (Fidelity)

“Excellent presentation...”

Jane Carmody, Technical Writer (The Mathworks)

See additional customer testimonials at <http://www.pubsnet.com/clients.htm>