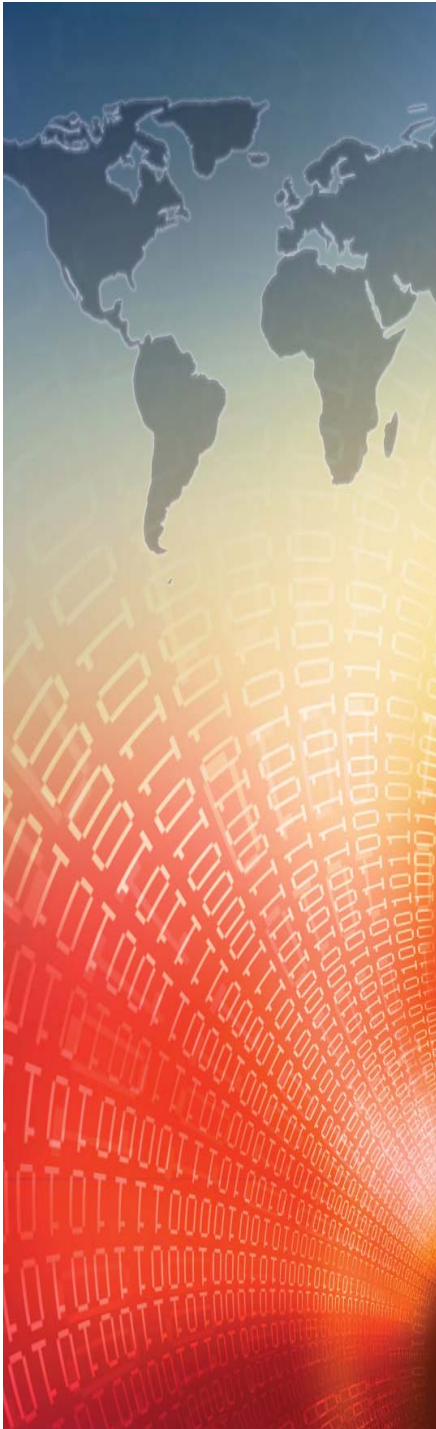


# COMTech

information design • content management



Comtech helps organizations develop and implement world-class solutions for information development and management. Our expert staff assists you in understanding customer requirements, minimizing your content, maximizing reuse, reducing the costs of updating and translating, and choosing the right content management solution for your organization. We help you innovate at the same time you meet your current obligations.

Since 1978, Comtech has provided outstanding services in five major areas:

- ◆ Content management solutions
- ◆ Information management
- ◆ Structured information design
- ◆ Industry and user research
- ◆ Education and training

We focus on helping you to manage your information effectively:

- ◆ Business planning
- ◆ Requirements development and vendor selection
- ◆ Reuse strategies
- ◆ Information architecture
- ◆ User studies
- ◆ Minimalism
- ◆ Process redesign
- ◆ Implementation planning
- ◆ Leadership and change management

Comtech is a leading global consultancy in content management.

Our leadership position in information design and development and project management and our experience working with a wide variety of organizations makes us well qualified to assist your organization.

Comtech works collaboratively with your team members. Our goal is to transfer knowledge that enables your team to stand on its own. You and your staff become more valued to your management and more flexible in your careers.

**Comtech Services, Inc.**  
710 Kipling Street—Suite 400—Denver, CO 80215—303-232-7586  
[www.comtech-serv.com](http://www.comtech-serv.com)

*The JoAnn Hackos Workshop Series provides a variety of practical, effective workshops that can be offered publicly or as an in-house to be tailored to fit your company's requirements. All workshops also feature customization to include your company's information.*

### **Advanced Publishing for DITA**

This workshop will provide attendees with a hands-on walk-through of the essential DITA fundamentals, programming skills, and DITA Open Toolkit configurations required to assemble, style, and publish DITA XML source. After a brief overview of the DITA framework, course lectures and exercises will focus on the key pieces of a DITA publishing architecture, how to set it up, and how to optimize its publishing capabilities using customizations and plug-ins. You will learn to set up a publishing architecture using the DITA-OT pipeline and learn how to configure and debug the DITA-OT. You will learn also about key features of the new specification as they relate to publishing, including keyref, conref push, constraints, and subject scheme maps.

### **Content-Management Strategy**

In this workshop, you examine the issues involved in creating a content-focused database and the information you need to develop a persuasive business case. You learn about the impact of single sourcing on department organization, project management, training, writing style, document control, editing, and translation. You review some of the best tools available and look at their strengths and their shortcomings. Content Management Strategies is designed for anyone needing to implement a content management system or tool into their information-development processes.

### **Developing Quality Documentation in an Agile Environment**

This workshop focuses on the Scrum Agile methodology and how documentation departments can adjust to this high-speed development environment. You will come away with a firm understanding of the Scrum process and how documentation can effectively engage in the process for both engineering and documentation-centric projects. This workshop is exercise-intensive using complex but easy-to-understand examples to map out documentation planning and implementation within the Scrum process. If you have a documentation team transitioning to Scrum, we recommend coming to the workshop as a group.

### **DITA Boot Camp**

The DITA Boot Camp covers the concepts needed to move to DITA successfully. The Boot Camp takes you from the DITA Basics to the skills you'll need to create a specific Information Model for your organization and your content. In this workshop, you learn about structured writing, information modeling, minimalism, business-process change, and DITA authoring, publishing, and implementation. Learn the structures of the core DITA specialized information types: task, concept, and reference. The Boot Camp requires that you bring a

laptop computer and sample documents to complete exercises. Be prepared to learn to use an XML editor to author topics.

### **DITA: Getting Started**

This workshop is designed as an introduction to Darwin Information Typing Architecture (DITA). DITA is an information architecture that presents a powerful solution for information developers. It is meant for those who need to implement structured documentation, including writers, editors, information architects, and their managers. During the workshop you will learn to design and create information using a topic/task-based structured-writing approach. You will also learn how to use XML markup with DITA elements and the importance of the DITA elements to information development.

### **DITA for Learning and Training**

With the release of the learning and training specialization in DITA 1.2, training organizations now have a viable standard that takes into account their unique needs while allowing them to capitalize on the efficiencies of reuse and single-sourcing. This workshop provides an overview of the DITA architecture and how it can be applied in the production of training materials. Participants learn the basic skills for creating DITA topics and maps and then build on these skills to create specialized learning and training topics, including overviews, summaries, training plans, and assessments. Within these topics and maps, participants also learn to specify metadata focused on the learning and training industry. Finally, participants explore their processing options to create both student and instructor materials as print or electronic deliverables from the same files.

### **Information Modeling for Topic-based Authoring**

Developing a sound, comprehensive Information Model is critical to your move to structured authoring, XML, and content management. The Information Model defines the structures your writers use to develop content that is consistent and reusable. Your Information Model provides the foundation for your authoring guidelines and the implementation of content management in your organization. In this workshop, learn how to build an information model for your organization. You learn to define your information types, the content units they contain, your standard document structures, as well as your metadata schema, naming conventions, and file and folder structure.

### **Minimalism: Creating Information People Really Need**

Minimalism is the first step to creating user friendly content that is fully structured. It is designed for anyone faced with manuals that users complain are too big and too detailed—or that aren't used at all. Be prepared to work on your own content during several hands-on activities. Use the four principles

of minimalism to review your content and come away from the workshop with plans to create a new minimalist document. Learn how to reduce the quantity of documentation you produce by focusing on the needs of the users, eliminating unnecessary verbiage, and aligning your documentation strategy with your company's market position. This workshop is meant to promote team collaboration and consistency throughout the information-development life cycle.

### **Structured Authoring for DITA**

Structured authoring addresses the decisions that writers, editors, and project managers need to make. The emphasis is on your own materials—with much hands-on participation. From information types through content units, you discuss with teammates and other attendees what the best solutions might be. You tackle granularity and semantic markup, as well as the implications of XML. In the workshop, you will learn how to understand the importance of having a comprehensive Information Model with an integrated user model to meet customer needs. Apply the user model to make well-targeted decisions about information types and content units, writing the content units, and writing variations.

### **User and Task Analysis for Information Design**

User and Task Analysis workshop provides the basis for linking customers and goals with technical content. In this two-day workshop, you learn to analyze your users and their goals, develop task lists, and link user tasks to the conceptual, background, and reference content users need. You learn to organize user tasks and supporting content into an Annotated Topic List (ATL). You then use your ATL to produce a topic-based architecture for your modular content. Apply the results of this workshop directly to your current projects. If you are moving to topic-based authoring and modular content, this workshop moves you many steps ahead in your planning process.

### **Web and Mobile Strategies for DITA**

As DITA comes to full maturity, organizations seek publishing solutions that are more robust than PDFs and static HTML. They seek robust solutions that deliver interactive content to the web, mobile devices, and e-readers. In this workshop, Comtech instructors present the principles of Webhelp and Mobile deliverables: plugin development, standards for delivering content like jQuery, HTML 5, and CSS 3, methods to measure electronic delivery success, content access, design for task-based content, and implementation strategies.

To learn more about JoAnn Hackos workshop series please visit  
<http://www.comtech-serv.com/workshops/index.shtml>