



LIVE WEBINAR



Using MadCap Flare to Teach Technical Writing Students About XML



PRESENTED BY:

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Communication | University of South Florida Sarasota-Manatee



BEFORE WE GET STARTED...



The webinar will be recorded
and emailed to all registrants



Use the Question Panel in
GoToWebinar to ask questions
throughout the webinar

The Story

- ▶ Once upon a contract: Why I decided to integrate MadCap Flare into a technical communications course.
- ▶ Chapter 1, How we use MadCap Flare in the course.
- ▶ Chapter 2, What the course materials look like: Syllabus, project docs, and screencasts.
- ▶ Chapter 3, How the student projects look.
- ▶ Chapter 4, Happily ever after: What we plan to do moving forward.

Beagle Pup Project

How to Crate Train Your Beagle

There is a lot of psychology that goes into crate training your beagle, and it's easy to make mistakes that will make them dread going into their crate.



Beagles are den animals, so they prefer to sleep in a dark, enclosed place. I helped simulate a den by buying a cheap blackout curtain that I placed over the crate so that the roof and sides were dark. When you're deciding the right location for your dog's crate, it's vital that you place it in a central location of your house. Your beagle wants to be near where the action is, so placing his crate in a forgotten room will not make him want to go in it.

You should never use the crate as a punishment because then your beagle will associate the crate with negativity. Start your beagle's crate training by leaving the door open and letting him explore the space. You can put a comfy dog bed in the crate, but make sure it takes up the whole space. Your crate should fit your dog's size—if he has too much space, he might think it's okay to relieve his bladder in the corner.

However, beagles are also **destructive when they're bored**, so I often came home to a murdered doggy bed and stuffing all over the crate. I found the most success with blankets on the floor of the crate—my dog couldn't tear them up, and they were easy to wash if he had an accident.

1. Without closing the door, lead the dog into his crate and calmly give him treats and praise for as long as he stays in there.



2. Once he is calm and comfortable, try briefly closing the door.



3. As long as he's calm, continue dishing out treats and praise through the closed door.



4. Next, keep the door closed and walk to the other side of the room.

This 2-page spread, an illustrated procedure from a student's PDF output, demonstrates how to combine visuals and text, also the use of a standard template.

The Final Post: Project Evaluation

1. Please explain how using specific tools like this is or isn't beneficial to learning in this course--the principles and practice of technical communication.
2. Please explain how you see applying what you've learned to:
 - A. Other courses.
 - B. The job search.
 - C. On the job.

Student Comments

“I see a lot of value in using tools like this in college coursework because I will be able to apply everything I've learned in the real world.”

“More courses should do this sort of thing because now I know how to use valuable tools, and I can list them on my résumé when I'm applying for internships and jobs.”



Once Upon a Contract

Why I decided to integrate MadCap Flare into a technical communications course

Why XML and MadCap Flare?

- ▶ Professional background
- ▶ XML contract
- ▶ PTC Program
- ▶ XML is basic to all new media
- ▶ Real-world applications of theory
- ▶ Theory + practice, competitive edge, leadership
- ▶ MadCap Flare: Learning curve, support, and partnership

2017 TCQ Article

TECHNICAL COMMUNICATION QUARTERLY
<http://dx.doi.org/10.1080/10572252.2017.1287958>



A Systematic Literature Review of Changes in Roles/Skills in Component Content Management Environments and Implications for Education

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ABSTRACT

Component content management (CCM) enables organizations to create, manage, and deliver content as small components rather than entire documents. As CCM methodologies, processes, and technologies are increasingly adopted, CCM is reshaping technical communication (TC), the roles of technical communicators, and the skills they need for career success. This article reviews scholarly and trade publications that describe changes in roles and needed skills in CCM environments and identifies implications of these changes for TC education.

KEYWORDS

Component content management; content strategy; curricular design; roles and skills; technical communication education

Introduction

Component content management (CCM) has brought on a magnitude of changes to the field of technical communication (TC) over the past 15 years. Indeed, CCM reshapes what it means to develop information products and be a technical communicator—CCM methodologies (e.g., single



“Technology skills are . . . highly valued in most information development environments, regardless of the adoption of CCM [component content management] (16).”

“Foundational skill areas such as writing and editing . . . though still important, are not sufficient for technical communicators seeking to innovate, change the status quo, or move into leadership positions.”

“. . . we propose reconsidering TC [technical communications] education in the following directions: building academy-industry educational alliances, rebranding the value of writing skills, integrating CCM into undergraduate curricula, and deciding on specialist versus generalist TC education” (18).

Chapter 1, How we use MadCap Flare in the Course

- ▶ One-month-long module in a new media for tech comm course.
- ▶ Author a small set of files--illustrated procedure, etc.
- ▶ Use a standard Flare template to publish the output to both HTML5 and PDF.

How We Use Flare, continued

- ▶ Introduce as second major project of course, around Week 9, when we are learning about Berners-Lee, the birth of the world wide web, and the importance of XML.
- ▶ Students are continually asked to connect their course readings with the practical applications made possible using specific XML authoring tools.

Basic Project Requirements

- ▶ Publish a project in Flare using one of the templates.
- ▶ Publish both HTML5 and PDF output from one set of XML files.
- ▶ Author content for an introduction section--at least three modules of at least 300 to 500 words each.
- ▶ Author content for features (concepts or references)--at least three modules of at least 300 to 500 words each with images.
- ▶ Author content for procedures--at least three modules of at least 300 to 500 words each with images.
- ▶ Link modules as appropriate.

Chapter 2, Course Materials

ENC3416 - New Media for Technical Communication | 100% online

Syllabus/calendar - Spring 2017

Project 2: New Media Publishing Project

For the new media publishing project you will create an XML-based project and publish it to various channels. You'll learn the why XML is important for new media and technical communication, the basics of authoring in XML, single-sourcing, and web publishing. You will be provided with a license for Flare, which is one of the industry standard multichannel publishing applications. You will be able to load Flare onto your local machine and use it for the duration of the project, and will get some training on the software--enough to do the project.

Syllabus Calendar

The heart of the syllabus is the detailed week-by-week calendar of topics, readings, and writings.

	<i>Internet policies and relative reality</i>	
9 3.6 - 3.12	Discussion 9 – Post materials for Project 2--TBD (exact content to be determined) <i>How was the idea of how the web would be implemented originally conceived? What implications does this implementation have for the future?</i>	Berners-Lee – the idea of the world wide web
10 3.13 - 3.19	USFSM Spring Break	No readings
Part III: Using New Media for Communication and Control		
11 3.20 - 3.26	Discussion 10 – Post rough draft of Project 2 for peer review <i>Social media and games</i> 3.25 – last day to drop course to receive a 'W' grade; no refund, no academic penalty	Text Ch 14, 15
12 3.27 - 4.2	Discussion 11 – Post peer review <i>How was the idea of open-source software originally conceived? What implications does it have for the future?</i>	Stallman – the idea of open source software
13 4.3 - 4.9	Discussion 12 – Post materials for Project 2--TBD (exact content to be determined) <i>Plagiarism and piracy</i>	Text Ch 16
14 4.10 - 4.16	Discussion 13 – Post draft of publishing project for peer review #2 <i>Surveillance</i>	Text Ch 17
15 4.17 - 4.23	Discussion 14 – Post peer review #2 <i>Virtual reality, digitization and communication</i>	Text Ch 18, 19

Project Doc

The project doc lays out the assignment purpose, format, and possible topics.

New Media Publishing Project

Assignment

Create a set of XML-based texts, which will demonstrate your ability to author a set of XML files, combine them into books, and publish them in multiple formats. 1500 words.

Purpose

- Develop an understanding of the concepts of modular authoring, single-sourcing, and XML authoring.
- Develop an understanding of XML as a new media file authoring and publishing tool.
- Learn to write XML documents, combine them into books, and publish them.

Format

You will create the XML files in Madcap Flare, which you will be provided as a free download for your local machine, then will publish to several formats, for example, PDF and HTML.

Total word count for all files = 1500 words.

Areas for Topics

The overall topic is open. Possible topics will be discussed in examples which will be posted as the project progresses.

Project Doc, continued

The more technical section of the project doc goes on to provide an overview of how students will get Flare, where continuing detailed instructions will be found, and provides a basic one-page overview of the main concepts.

Getting Madcap Flare and Installing

You will receive an email from Canvas with a license key to install Flare on your local machine. This is a limited-time license that will remain active until the end of the course. This is being provided to us by Madcap software.

Instructions on How to Plan and Complete the Project

The weekly modules will include various materials like screencasts and examples to guide you through planning and creating your project.

Overview of Authoring a Modular, Single-Sourced Project

This project introduces you to several new writing concepts:

- Modular documentation.
- Single-sourcing.
- Authoring in XML.

The following sections provide an overview of each of these concepts, then we can tie all these elements together into a coherent whole. This will make more sense after you step through the project.

Modular Documentation

Authoring modular documentation is different from traditional authoring in several ways, but

The Course in Canvas

ENC3416.521S17 > Modules

Spring 17

View Progress + Module

Home

Announcements

Syllabus

Modules

Assignments

Discussions

Quizzes

Grades

USF Course Evaluations

USF First Day Attendance

eGrades Submis-

Canvas

Canvas Help

Flare Resources

Flare and FileZilla (FTP) Tutorials

Access for Macs

Flare Case Studies, Examples, and Webinars

Flare Tutorials



Flare and FileZilla (FTP) Tutorials

Flare - XML Authoring



[Flare Introduction - Part 1](#)   covers:

- How to decide on a topic for a project
- How to select a template
- How to author content in Flare
- How to generate output
- How to view the generated output.

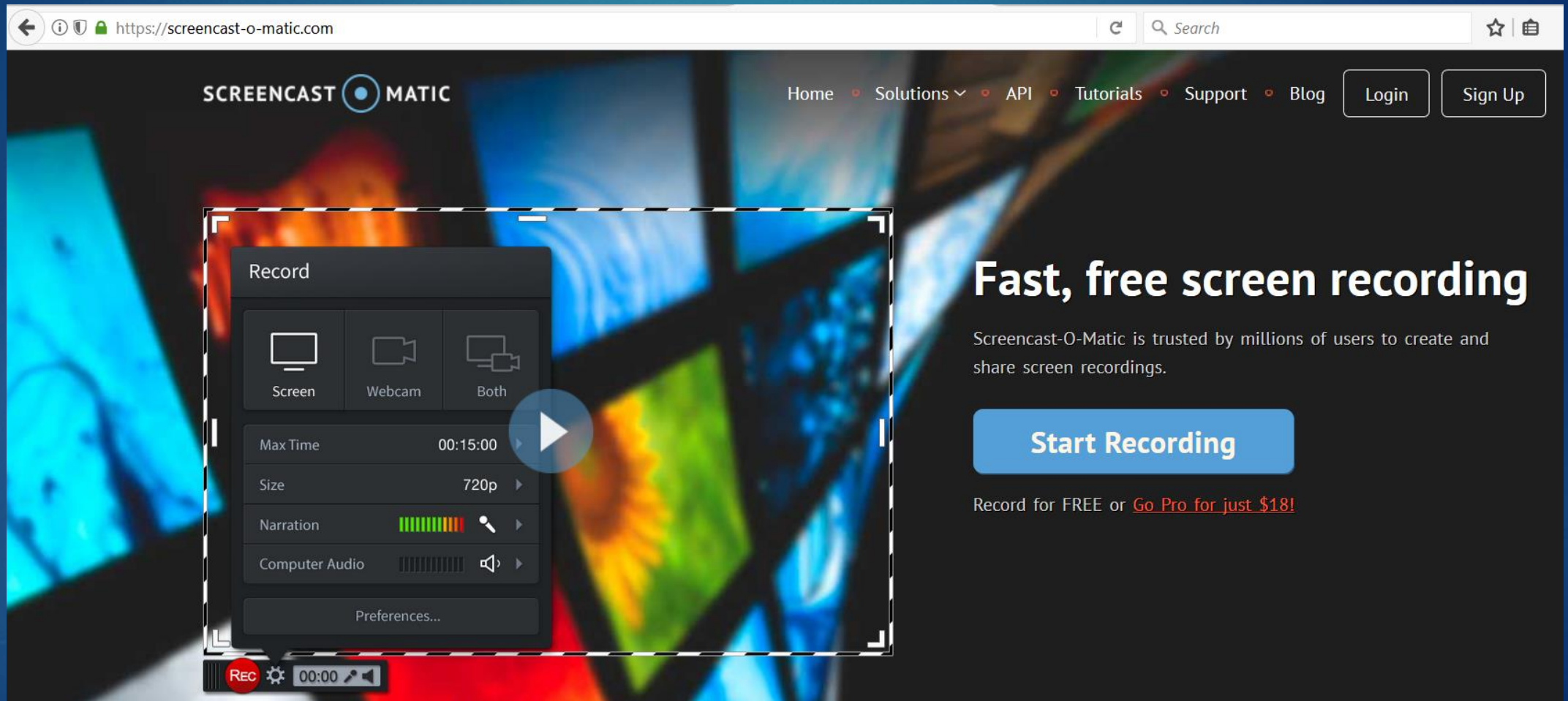
This video also discusses a little bit of the rationale (why) for using a tool like Flare and how to think through the process of inventing/discovering/thinking up a good topic for a project; how various topics can be fit into the model template for software documentation (even if the topic has nothing to do with software).

[Flare Introduction - Part 2](#)   covers:

- Why XML? We look at a diagram and the project docs to better understand the reasons for single-sourcing, multi-channel publishing, topic-based or modular authoring, and how XML facilitates all this.
- What am I expected to produce? We look at some project requirements to better understand how many documents this project requires, how long they should be, what the content should be, and what types of documents they should be--how many of each type.

[Flare Introduction - Part 3](#)   covers:

Creating the Tutorials



The screenshot displays the Screencast-O-Matic website interface. At the top, the browser address bar shows the URL <https://screencast-o-matic.com>. The website header includes the logo, navigation links (Home, Solutions, API, Tutorials, Support, Blog), and buttons for Login and Sign Up. The main content area features a large, semi-transparent recording interface overlay on the left. This interface includes a 'Record' button, selection options for 'Screen', 'Webcam', and 'Both', and settings for 'Max Time' (00:15:00), 'Size' (720p), 'Narration' (indicated by a green bar), and 'Computer Audio' (indicated by a speaker icon). A 'Preferences...' button is also present. To the right of the overlay, the text 'Fast, free screen recording' is prominently displayed, followed by a description: 'Screencast-O-Matic is trusted by millions of users to create and share screen recordings.' Below this is a large blue 'Start Recording' button. At the bottom of the text block, it says 'Record for FREE or [Go Pro for just \\$18!](#)'. A small red 'REC' button and a timer showing '00:00' are visible at the bottom left of the recording interface overlay.

SCREENCAST-O-MATIC

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Fast, free screen recording

Screencast-O-Matic is trusted by millions of users to create and share screen recordings.

Start Recording

Record for FREE or [Go Pro for just \\$18!](#)

Record

Screen Webcam Both

Max Time 00:15:00

Size 720p

Narration

Computer Audio

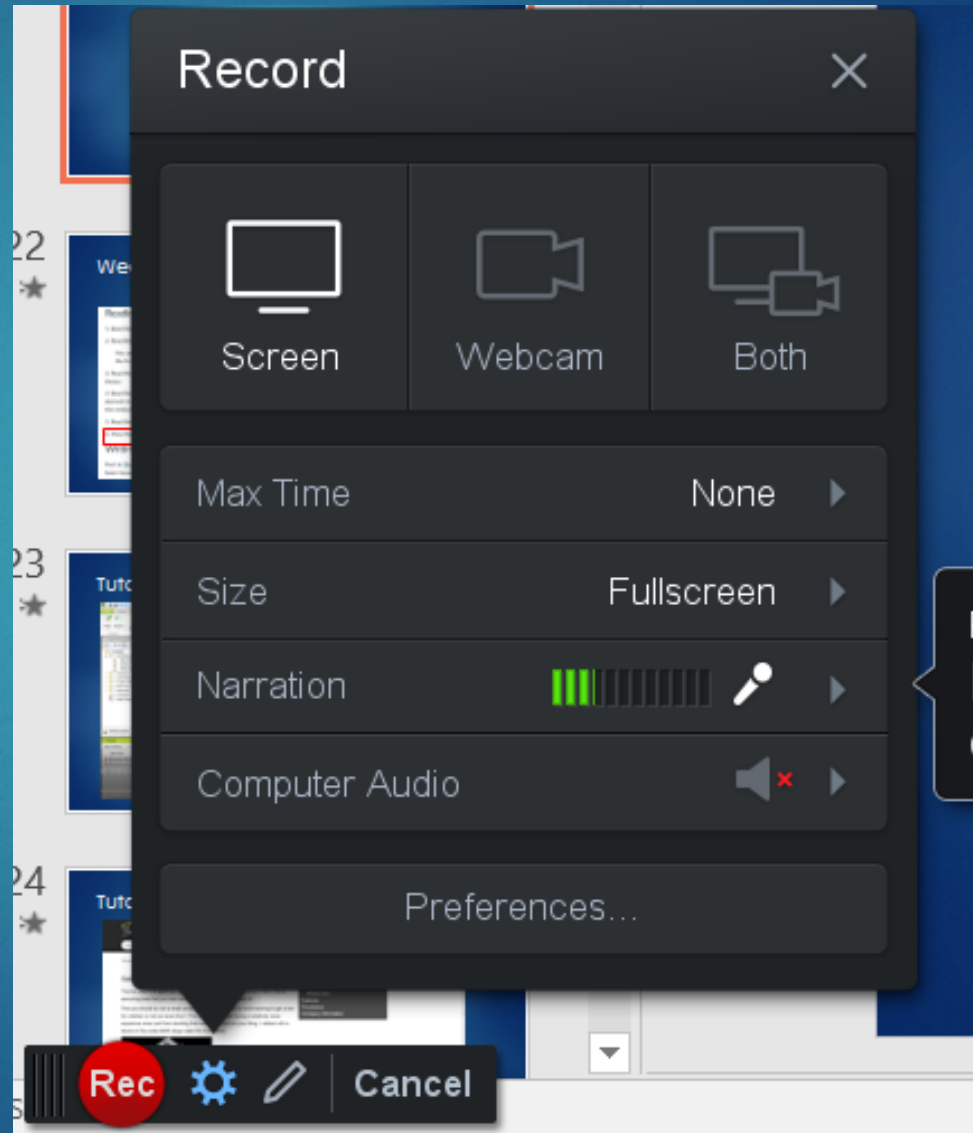
Preferences...

REC 00:00

Creating the Tutorials





ScreenCast-o-Matic is a full-featured screencasting application, available free (basic version) and for a very modest cost (more editing and other functions).


ScreenCastomatic.com





Weekly Readings and Discussions

Reading

1. Read the [Reading guide for Berners-Lee](#)  . This will help you identify some of the key points in this semi-technical article.
2. Read Berners-Lee's article, "[The World-Wide Web](#)"  ." This brief article lays out the entire basic structure for the internet.

You can also find this article on the ACM site in a bit cleaner form--this version does not include the intro from the NMR for context, so make sure you read that in the first article link if you read [this version on the ACM site](#) .

3. Read the [Commentary on Berners-Lee](#). This will help put his work into the larger context of the issues we have been exploring in terms of new media history and theory.
4. Read the canvas page on [XML](#). These will help you understand the importance of XML in the current stage of new media and internet evolution. XML is a major element in extending the functionality of the internet. As technical communicators, understanding the basics of XML helps us understand the underlying structure of the medium and its seemingly infinite possibilities--where all the categories of human thought meet technology.
5. Read the [project doc](#)   for the new media publishing project.
6. View the [Flare Introduction - Part 1](#) video.

Writing


Post to [Discussion 8 - Post comments on Flare installation and intro video](#). This was originally due last week but because of some technical issues the deadline has been moved to this week. You should have comments from last week that explain what else you need to post for this discussion to be complete.

Tutorial Videos - Processes

The screenshot displays the MadCap Flare 2017 interface. The top menu bar includes File, Home, Insert, View, Project, Review, Tools, Table, Window, and Help. The ribbon contains various tabs for Content, Build, Primary, and Project. The main content area shows a tutorial video titled "Getting Started" with a timestamp of 00:00:01:037. The video player includes a progress bar and a volume control icon. Below the video player, a table shows the build progress for the project.

Start Time	Target	Project	Status	State	Build Progress	Complete
3/16/2017 4:05:05 PM	HTML5 - Top Navigation	C:\Users\stewartj1\Documents\My Projects\How to Begin Multi-Track Recording - A Guide for the Solo Artist\How to Begin Multi-Track Recording - A Guide for the Solo Artist.flprj	Running	Building	<div></div>	<div></div>
3/16/2017 3:36:37 PM	HTML5 - Top Navigation	C:\Users\stewartj1\Documents\My Projects\How to Begin Multi-Track Recording - A Guide for the Solo Artist\How to Begin Multi-Track Recording - A Guide for the Solo Artist.flprj	Finished	Build Complete	<div></div>	<div></div>

Tutorial Videos - Results





place your company logo here

Getting StartedFeaturesProceduresCompany Information

Search


You are here: Getting Started



Getting Started


The first step is to figure out what equipment you will need. Here's how I did it. We're assuming here that you have never done any recording to speak of.

First you should try out a small portable recorder which can do multi-tracking to get a feel for whether or not you even like it. This will be better than buying a relatively more expensive mixer and then deciding that recording is just not your thing. I started with a device in the under-\$200 range called the Zoom H4N.




Getting Started

- Basic Steps
- What's New
- Features
- Procedures
- Company Information



Project Proposal

 Published

 Edit





This is a graded discussion: 4 points possible

due Mar 26

Discussion 9 - Post proposals for Project 2

Mar 14 at 5:03pm

18 19

Please write a short proposal for the new media publishing project. Get this [example proposal template](#)   and use it as a guide to create your own proposal. This MS Word doc already contains the basic text and headings; it's already formatted correctly too; **don't change the format** (fonts, spacing, etc.). You can basically copy this document and insert your own detail info. The basic framework is already done for you. Modify as needed; for example, delete the rows in the schedule table for weeks that have already passed.

You just need to add a bit more detail on whatever your topic is, and get some info from the project docs (obviously, this is partly intended to get you to actually read the project docs).

Please post your proposal for the publishing project here.

This topic was locked Mar 26 at 11:59pm.

 [Topic Podcast Feed](#)

Peer Reviews

New media publishing project

How to Fill Out the Review Sheet

Use this document and add your responses under the numbered questions below. Don't change or delete anything. Skip a line before your answer for readability. You can use phrases rather than complete sentences. Please don't comment on anything not covered in the questions (like grammar).

A review includes two important parts: (1) A summary of what was done right/needs work, and (2) Specific suggestions to the writer on how to improve/what to revise. If you just do a summary, that is half a review.

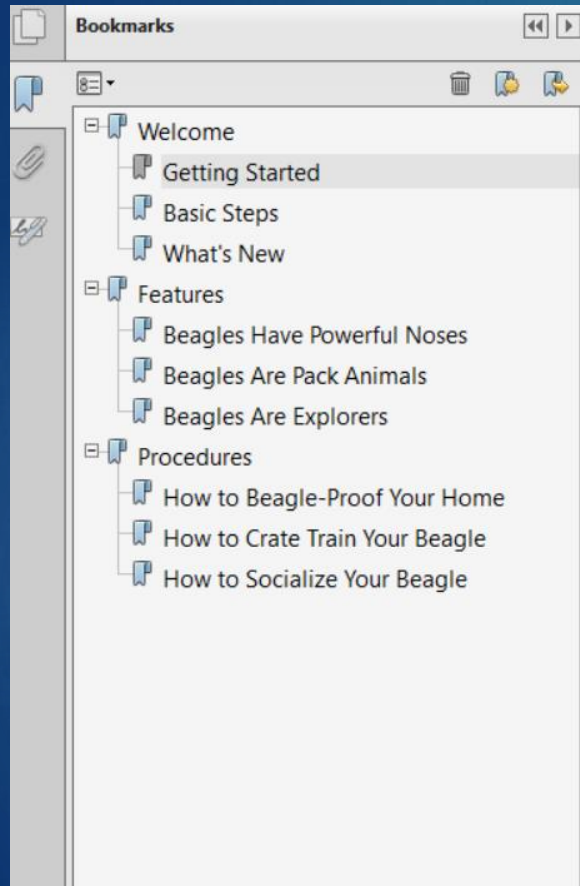
Where the review instructs you to reference the readings, you must locate the required item in the text and provide the page number or web page title in APA format.

Example APA format for in-text citations for books: (p. 5)

Example APA format for in-text citations for web pages: (Writing Process and Document Design)

1. Has the author customized the title and "company name" on the cover page? What element of Flare does this involve and what is the name of the file where you change this?
2. Has the author added basic content to all the Introduction topics--Basic Steps, Getting Started, and What's New? Is the basic idea for the project sketched out? If not, what needs to be added?
3. Does the author have at least one Feature topic with substantive content (at least 400 words)?

Chapter 3, Student Projects



Getting Started

When you're looking for a beagle puppy, I'd recommend finding a reputable breeder rather than a pet store. Once you find a good breeder with a beagle litter, make sure the beagle parents have a good temperament. Finally, don't pick a beagle solely based on cuteness or markings. The beagle you bring home should be sociable and confident. If your puppy is playing with his litter mates, that's a sign that he has a good temperament and will socialize well later on.

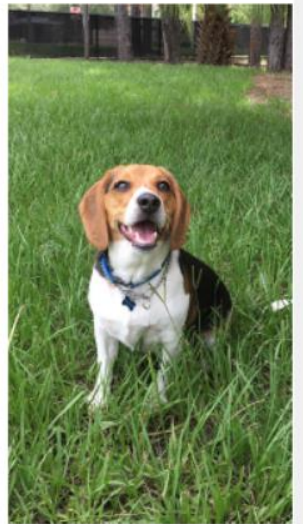


Before you bring your puppy home, make sure to have some essentials:

- Grain-free dog food
- Food and water dish
- Leash
- Crate
- Treats and toys
- Collar

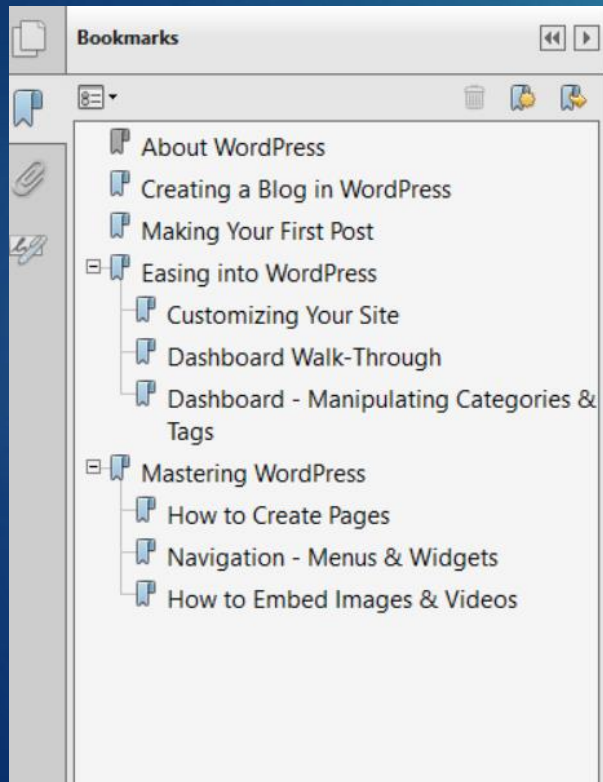
Basic Steps

Beagles are affectionate, sociable, high energy and require some daily exercise. Beagles are known for their distinct bay, and they're also known for their distinct knock at the door. These dogs are friendly to everybody.



If you're thinking about bringing home a beagle, here are some basic steps to follow:

Student Projects, continued



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About WordPress	3
Creating a Blog in WordPress	4
Making Your First Post	6
Easing into WordPress	9
Customizing Your Site	10
Dashboard Walk-Through	14
Dashboard - Manipulating Categories & Tags	20
Mastering WordPress	24
How to Create Pages	25
Navigation - Menus & Widgets	31
How to Embed Images & Videos	49

About WordPress

WordPress is a website that allows the user. For this project, I will be f

Renowned for its ease of access and bloggers as a comfortable space in w

Why WordPress?

Simply put: WordPress is easy and f perfect for beginners, intermediates with or without knowledge of HTM

Its many features and elements that Menus, Widgets, Categories and Ta

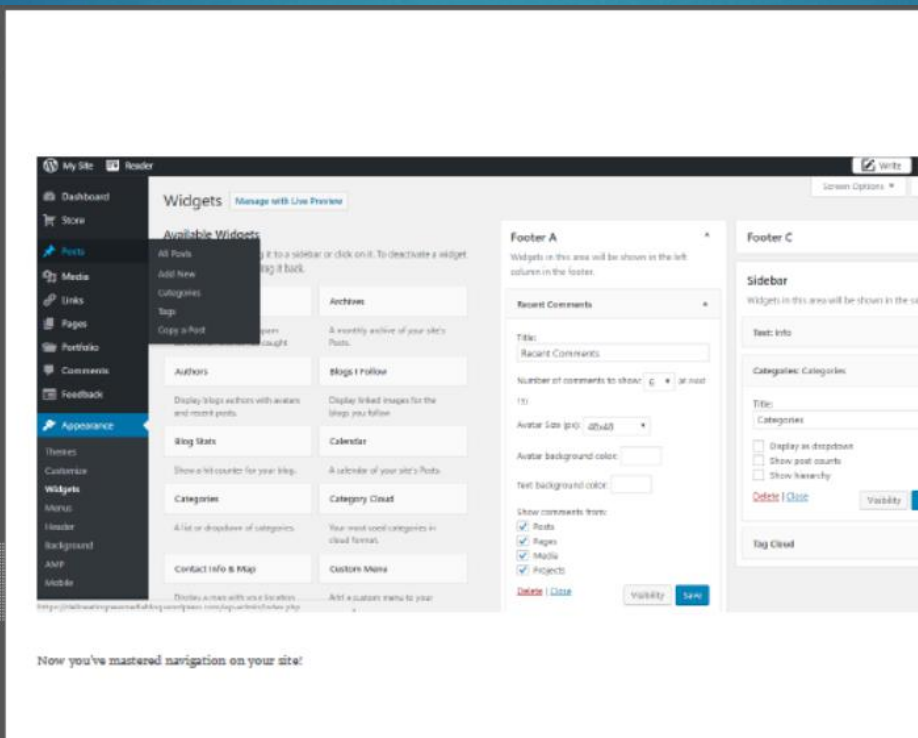
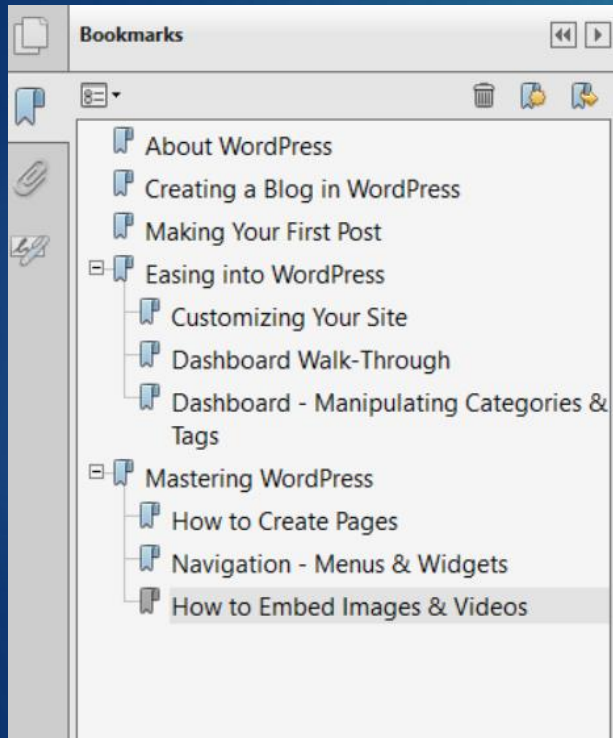
WordPress is also a friendly environ

Okay. So why blogging?

For many, blogging is much more tl money. Why is this?

For one, the sheer number of peopl some sort of impact, enough to kee

Student Projects, continued



How to Embed Images & Videos

So let's say you want to put an image and/or a video in your post. The great thing about WordPress is that you don't need to learn how to embed content, instead WordPress does it for you. All you'll need is a URL and your copy-pasting skills.

Below you'll find a helpful screen cast on how to put images and [videos](#) in your post, as well as alter your videos in some simple ways.



And now I'll walk you through step-by-step with just some text and helpful images, starting first with how to embed an image.

First, you'll want to be in your WordPress post

Student Commentary

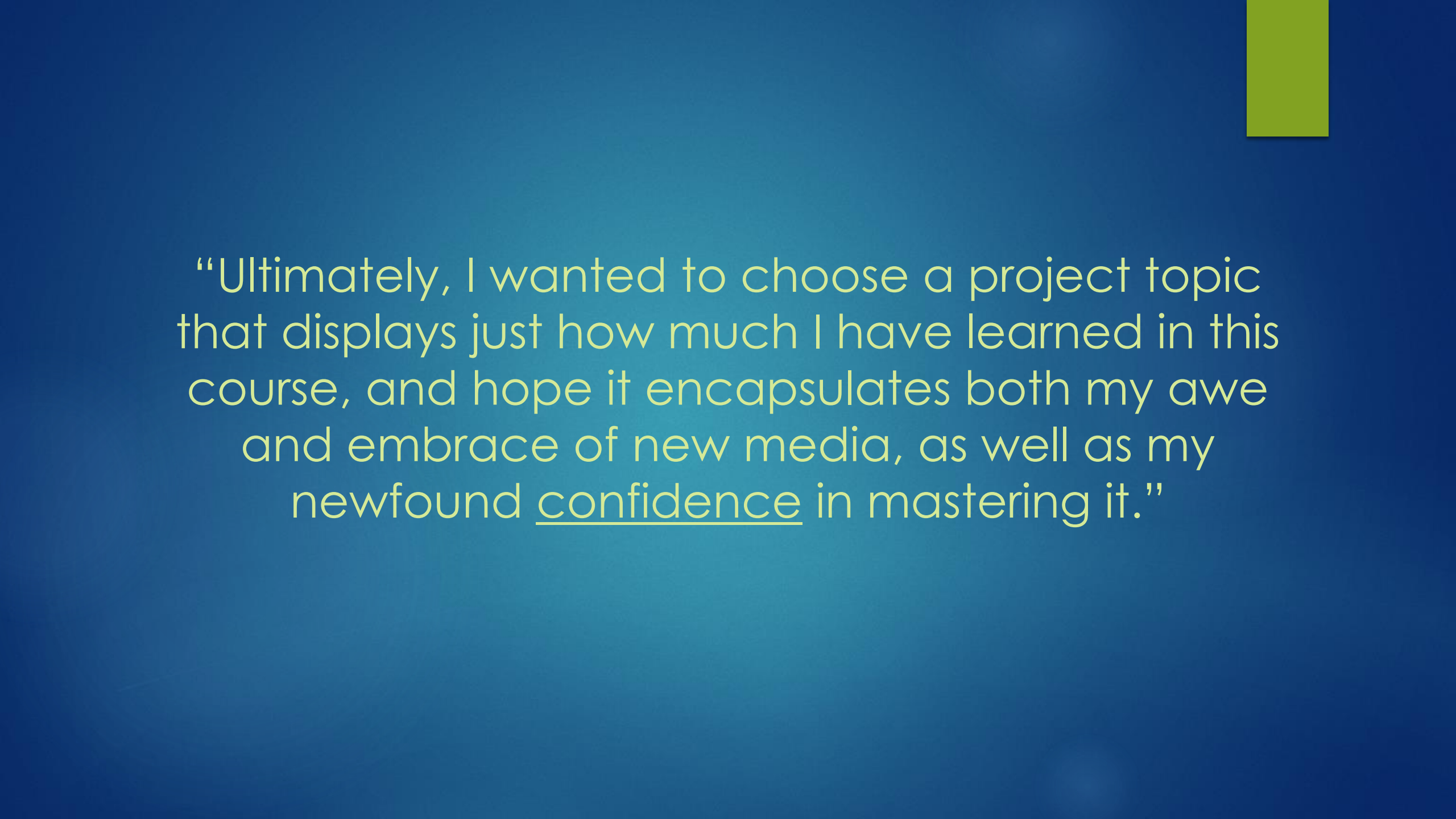
"I am amazed at how firmly WordPress and MadCap Flare fit into my definition of New Media, and have learned things that I knew one could do but never imagined I would be able to do in such a short span of time."

Write a very brief (~300 wd.) commentary on the project to put it into context; explain it.

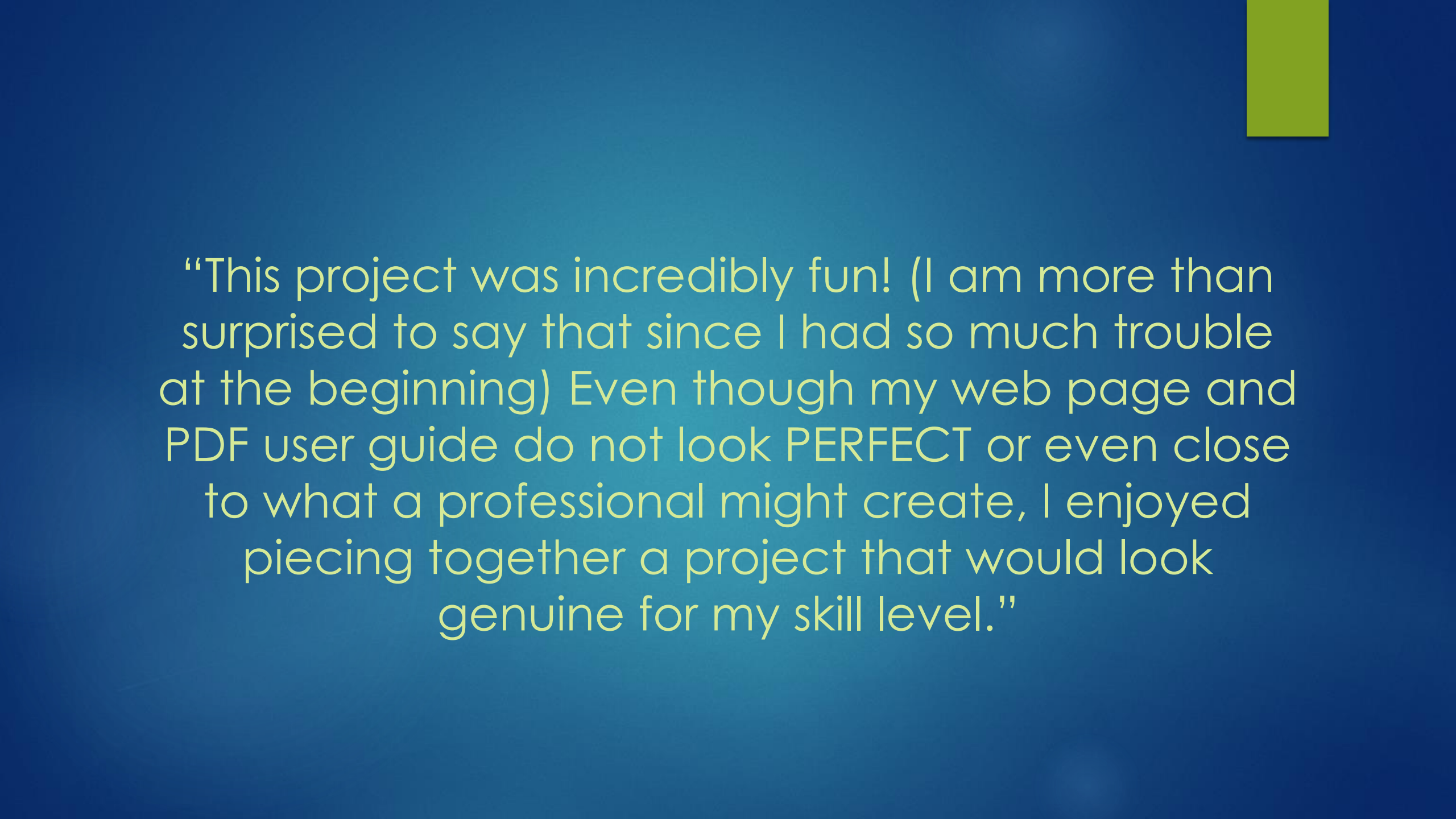
The project I chose to create is a simple one: How to Create a Blog in WordPress, yet it not only provides the basics for those new to the program but also strays into mastering WordPress by manipulating pages, menus and widgets, representing my obsession with organization. I chose this project topic because this course has introduced me to WordPress and I am fascinated with its ease of use, how it allows one to construct blogs and websites for free, and how it allows users to organize their site easily. I first introduce readers to blogging and why it is important, then walk them through creating their own blog on WordPress and making their first post. From there, I give readers an in-depth walkthrough of customizing their site and using the wp-admin dashboard, and lastly stray into manipulating elements of WordPress that aid in navigation such as categories, tags, menus and widgets. I am amazed at how firmly WordPress and MadCap Flare fit into my definition of New Media, and have learned things that I knew one could do but never imagined that I would be able to do in such a short span of time. Ultimately, I wanted to choose a project topic that displays just how much I have learned in this course, and hope it encapsulates both my awe and embrace of new media, as well as my newfound confidence in mastering it.

Path to HTML5 Output:

`ftp://[redacted]@131.247.149.199/[redacted]/HTML5%20-%204%20Top%200%20Signatures`



“Ultimately, I wanted to choose a project topic that displays just how much I have learned in this course, and hope it encapsulates both my awe and embrace of new media, as well as my newfound confidence in mastering it.”



“This project was incredibly fun! (I am more than surprised to say that since I had so much trouble at the beginning) Even though my web page and PDF user guide do not look PERFECT or even close to what a professional might create, I enjoyed piecing together a project that would look genuine for my skill level.”

Chapter 4, Happily ever after: What we plan to do moving forward

- ▶ Continue refining project instructions and tutorials.
- ▶ Add MadCap Central to the project, which will allow students to:
 - ▶ Publish web output more easily.
 - ▶ Collaborate on project deliverables.
- ▶ Get more sleep . . . *Zzzzzz*.

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Thanks for Listening!

I'd like to connect with people from the academic and business communities who are interested in collaborating on this kind of tools-based technical communications education and training!

I'm willing to share syllabi, project documents, screencasts, and otherwise collaborate on developing similar modules for other institutions.



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