



SOCIETY FOR TECHNICAL COMMUNICATION



## Florida Technical Communication Competition Call for Entries

Have you or your company produced technical communication products that you think are worthy of awards? Would you like your work to be recognized by your peers? This call for entries is your invitation to participate in the Society for Technical Communication (STC) **Florida Technical Communication Competition (FTCC)**, hosted by the Suncoast Chapter. There are three competitions as follows:

- Online Communication Competition**
- Technical Publications Competition**
- Technical Art Competition**

**Entries for the FTCC must be received by September 30, 2007!**

### Who is eligible?

Anyone is eligible to submit entries. You do not have to be a member of STC. You may enter work as an individual or on behalf of a colleague. For details on the types of entries that can be submitted, refer to the section of this document titled **What are the Overall General Competition Guidelines**, page 2.

### How are the competitions structured?

STC's competitions recognize and encourage excellence in online communication, technical art, and technical publications. STC offers two levels of competition:

- Local and regional competitions, of which the FTCC is one
- International competitions

The international competitions—the International Online Communication Competition (IOCC), the International Technical Publications Competition (ITPC), and the International Technical Art Competition (ITAC)—are the final level of competition. Winners of an FTCC Distinguished Technical Communication (DTC) award in each category are submitted automatically to the appropriate international competition.

### What awards are given?

The FTCC recognizes three award levels as follows:

- Distinguished Technical Communication
- Excellence
- Merit

Awards are given to individual entries based on each corresponding entry's qualification. In other words, awards are not given based on competition of entries against each other. However, the FTCC presents only one *Best of Show* award for each competition and this *is* a comparative award.

Note that, at the international level, the awards structure is the same as for the FTCC.

### What information is in this package?

Who is eligible? .....	1
How are the competitions structured? .....	1
What awards are given? .....	1
What information is in this package? .....	1
What are the Overall General Competition Guidelines? ....	2
What are the FTCC <i>Technical Publications Competition</i> Entry Guidelines? .....	2
What are the Categories for the FTCC <i>Technical Publications Competition</i> ? .....	3
What are the FTCC <i>Technical Art Competition</i> Entry Guidelines? .....	4
What are the Categories for the FTCC <i>Technical Art Competition</i> ? .....	4
What are the FTCC <i>Online Communication Competition</i> Entry Guidelines? .....	5
What are the Categories for the FTCC <i>Online Communication Competition</i> ? .....	6
How do I enter? .....	6
What are the fees? .....	7
Where do I send my entry and fee? .....	7
How will entries be judged? .....	7
What equipment will the judges use for online entries? .....	8
How will I be notified? .....	8

What happens to my entry after the competition? .....8

## What are the Overall General Competition Guidelines?

A given entry must

- contain sufficient technical, scientific, medical, or similar content to qualify as technical communication
- have been produced or substantially revised within 24 months preceding **September 1, 2007**
- have been originally prepared for and accepted for publication by a client, employer, or publisher.

The FTCC reserves the right to reject any entry for any reason. If this occurs, the entry fee is refunded.

Entries must be suitable for public display. Entries that contain classified or proprietary information or that violate copyright laws are not acceptable. It is the responsibility of the submitter, and not of the STC, to determine that entries do not contain classified or proprietary information and that the holder of all copyrights has granted permission for submission of the entry. Neither STC nor anyone associated with the competitions can be held responsible for loss of or damage to an entry.

Materials prepared for STC purposes are not eligible for entry in the FTCC. Examples of these materials include STC Publications and books; articles for *Intercom*, *Tieline*, and *Technical Communication*; and chapter and Special Interest Group (SIG) Web sites, brochures, and newsletters.

Multilingual entries are accepted, but one of the languages must be English. Only the English-language portion of the entry will be judged.

An entry must not have been entered in a previous STC competition and may be entered in only one suite of local or regional competitions.

**NOTE: Duplicate entries are disqualified.**

Entries submitted to the FTCC cannot be submitted to any other local or regional competition.



However, within a local or regional competition an entry can be entered in multiple areas. For example, a manual can be entered in the FTTC **Technical Publications Competition** and a corresponding online tutorial can be entered in the FTCC **Online Communication Competition**. If this is done, the submitter must complete the entry submission process for each competition, including provision of required materials, entry forms, and entry fees.

Within a single category, only one entry from the same contributors and from the same parent organization may be submitted, except when the entries are on significantly different topics. Entries that substantially duplicate other entries are not eligible. This rule does not necessarily eliminate online communication entries about the same product or topic on different hardware platforms.

The submitter must certify that the entry represents the actual work of the contributors named on the **2006-08 STC FTCC Entry Form** and that the entry has been cleared for submission. The submitter must also certify that the copyright holder permits the submission of the entry.

NOTE: The submitter receives all official correspondence relating to the entry. The submitter is responsible for all communication with the contributors about the entry and for distributing any awards.)

## What are the FTCC Technical Publications Competition Entry Guidelines?

The FTCC *Technical Publications Competition* accepts only **original** physical media (hard copy) entries. Generally, entries that depend on a computer or other electronic media for delivery cannot be submitted to this competition. These entries may be submitted to the FTCC *Online Communication Competition*.

**Note: The exception to the original hard copy rule is a book (Adobe Acrobat .pdf) file. These were once accepted as online competition entries. They are now accepted as technical publications competition entries only.**

If an entry is submitted as a publication that is distributed in Adobe Acrobat (.pdf file) format, it **should not** be submitted in electronic format -- **it will not be accepted**. Three printed and bound copies of the publication are required. The binding should be simple but sturdy, such as a three-ring binder or report folder. If the publication includes color that impacts how it is used, then color copies should be submitted so the judges can evaluate it appropriately.

## What are the Categories for the FTCC Technical Publications Competition?

The FTCC *Technical Publications Competition* includes the following 18 categories:

1. **Promotional Materials.** Publications that market a technical product, service, or organization. Includes advertisements, flyers, catalogs, and other presale literature.
2. **Informational Materials.** Publications that provide information to the general public or a particular audience about a technical or scientific subject, product, service, or organization.
3. **Quick Reference Guides.** Brief guides that provide ready and concise reference to essential features during the use of hardware, software, or noncomputer equipment. Includes graphical devices and other job aids.
4. **Software Guides.** Guides that provide instructions for using a software product, provide accessible reference information on its features and functions, or include both reference information and instructions. May be one or more volumes.
5. **Hardware/Software Combination Guides.** Guides that provide instructions for using equipment or a hardware product and modifying or programming its firmware or software. Includes manuals for laboratory test equipment, scanners, printers, facsimile machines, modems, watches, cameras, and calculators.
6. **Computer Hardware Guides.** Guides for computer hardware, including reference information, descriptions of features and functions, and instructions for installation, use, and repair.
7. **Noncomputer Equipment Guides.** Guides for noncomputer equipment, including reference information, descriptions of features and functions, and instructions for installation, use, and repair. The guides may cover audiovisual, medical, laboratory, test, telecommunications, photographic, and recreational equipment and vehicles, tools, and appliances.
8. **Organizational Manuals.** Publications that provide guidance to employees or customers of an organization. Includes policies and procedures manuals, style and identity guides, and benefits guides.
9. **Training Materials.** Publications developed for use in a training or classroom environment by either the trainer or student participant. Includes manuals, tutorials, workbooks, and instructor guides.
10. **Annual Reports.** Publications that summarize the activities or financial position of a corporation, governmental agency, or nonprofit community organization. Includes reports that comply with the regulations of government agencies, such as the U.S. Securities and Exchange Commission, as well as reports of unregulated, nonprofit organizations.
11. **Magazines.** Regularly scheduled publications in magazine format with a feature treatment, including use of photographs and art, as well as news, feature, and interpretive writing; contain news and information about an organization, technology, industry, or scientific field. May be intended for an internal or external audience, a special-interest audience, or the general public. (Submit three consecutive issues as a single entry.)
12. **Newsletters.** Regularly scheduled publications with brief writings and a flexible format. Generally lower budget and fewer pages than a magazine in a simple, type-oriented format that may or may not have photographs and illustrations. May be intended for an internal or external audience. (Submit three consecutive issues as a single entry.)
13. **Technical Reports.** Reports on scientific or technical efforts, usually aimed at the professional community or a contracting agency.
14. **Trade/News Articles.** Single articles appearing in trade journals or general interest periodicals, not as an original contribution to knowledge. (Submit only three tear sheets or reprints, not photocopies, indicating the publication title, volume and issue number, and date of publication.)
15. **Scholarly/Professional Articles.** Single articles appearing in academic or professional journals or scholarly books as an original contribution to knowledge. (Submit only three tear sheets or reprints, not photocopies, indicating the publication title, volume and issue number, and date of publication.)
16. **Scholarly/Professional Journals.** Regularly scheduled publications in magazine format whose primary content consists of bylined, peer-reviewed articles reporting scholarly, scientific, or technical work, performed by the authors, to a specialized external audience. Articles are original contributions to knowledge; review or tutorial articles may appear as occasional exceptions but do not dominate the publication. (Submit three consecutive issues as a single entry.)

17. **Books.** Lengthy documents on one subject, usually intended for sale to the public.
18. **Documentation Sets.** A set of publications that are intended to be used as a unit and are typically packaged together. Examples include, but are not limited to, software documentation sets, multivolume reference materials, a combination of quick reference, user, and technical reference materials that are provided as a single unit.

### **What are the FTCC *Technical Art Competition* Entry Guidelines?**

The FTCC *Technical Art Competition* accepts physical media and online entries. Physical media include products that are mounted for viewing or included in a book, brochure, or other paper-based publication. Online includes art in products that depend on an electronic medium for delivery.

For physical media entries in the technical art competition, entries should be quality reproductions. Original artwork will not be accepted. Entries requiring mounting should be on standard-sized foam core or mat board. If such entries are not mounted, they will not be accepted or returned.

Online art entries must be integrated into a viewer application, not dependent on the design package used to create them. For example, a piece of art included in a help file or Web page is acceptable. A file saved from a design or graphics application is not acceptable.

### **What are the Categories for the FTCC *Technical Art Competition*?**

The FTCC *Technical Art Competition* includes the following 17 categories:

1. **Mechanical illustration, line.** Mechanical illustrations (line) are composed entirely of lines, dots, and solid areas and may be color or black and white. The artwork requires precise depiction of the subject, including the proportions or relationships of objects depicted or represented and subject matter is not open to interpretation. Entries may include exploded views, cutaways, orthographic or isometric projections, schematics, diagrams, graphs, charts, and tables. Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.
2. **Mechanical illustration, tone.** Tonal illustrations are composed of shading that graduates from one color (or shade of gray) to another. Illustrations may be color or black and white. Mechanical illustrations provide precise description of the subject, including the positions or relationships of objects depicted or represented. The illustrations may include exploded views, cutaways, orthographic or isometric projections, schematics, diagrams, graphs, charts, and tables. Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.
3. **Interpretative illustration, line.** Interpretative illustrations are composed entirely of lines, dots, and solid areas and are color or black and white. While the subject is technical in nature, intended use permits artistic interpretation of features or physical arrangements. The image includes illustrative views depicting arrangement or general configuration, cartoons, and conceptual visualizations (as in technical proposals). Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.
4. **Interpretative illustration, tone.** Tonal illustrations are composed of continuous tones that graduate from one color (or shade of gray) to another. They may be color or black and white. While the subject is technical in nature, intended use of the artwork permits artistic interpretation of features or physical arrangement. The image includes illustrative views depicting arrangement or general configuration, cartoons, and conceptual visualizations (as in technical proposals). Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.
5. **Photograph.** Photographic entries contain technical content that demonstrates mastery of light and the medium (film or digital). Photographs may contain innovative lighting, multiple exposures, or other effects and may be black and white or color. Physical media entries must be mounted.

6. **Manual/Book Design.** This category includes user and reference manuals designed for technical products, services, or organizations; and books on technical subjects. The design should support the flow of information and the ease with which the reader can locate and identify specific information. The judges are looking for the design and presentation of the publication. Writing style, grammar usage, etc. are NOT judged.
7. **Annual Report Design.** Annual reports summarize the activities or financial position of a corporation, governmental agency, or nonprofit community organization. The design should support the focus and projected image of the entity and present financial and technical information in a visual manner.
8. **Catalog Design.** Catalogs may be used to deliver information about technical products and services. Catalogs should present large amounts of data in a readable format and provide information on ordering the product or service while being visually pleasing.
9. **Magazine Design.** This category includes regularly scheduled publications in a magazine format with a feature treatment, including photographs and art, about an organization, technology, industry, or scientific field. The intended audience may be either internal or external, special-interest, or the general public. Submit three consecutive issues as a single entry.
10. **Cover Design.** This category includes published covers, software product splash screens, and World Wide Web home pages. Design considers integration and placement of visual images and accompanying text. If only the visual image is presented, it will be re-categorized into Category 3 or 4. Covers must be mounted; front and back views are preferred.
11. **Promotional Poster Design.** Promotional posters support or market an employee campaign, a technical product, an organization, or an event. The entry description should include information about the poster use. Physical entries must be mounted.
12. **Informational Poster Design.** This category includes posters that communicate educational information (as opposed to marketing) about a technical or scientific subject, service, or organization. The audience may be technical or the general public. The entry description should include information on how and where the poster was used. Physical entries must be mounted.
13. **Packaging Design.** This category includes packaging for hardware, software, multimedia, end-user merchandise, and boxes containing two or more manuals. If the package includes software, do not include software media.
14. **Promotional Materials Design.** Promotional materials include flyers, advertisements, product data sheets, single-unit promotional handouts, and multiple-page publications that market a technical product, service, or organization. Corporate and program identity materials (folders, stationery, logos, etc.) are acceptable if they communicate technical information or images.
15. **Informational Materials Design.** This category includes multiple-page publications that provide information to the general public or a particular audience about a technical or scientific subject, product, service, or organization. Publications include newsletters, technical reports, proceedings, and organizational manuals.
16. **Quick Reference Design.** This category includes materials that provide concise reference to essential features of a technical product, service, or subject. This includes graphical devices, data reference tools, and other job aids.
17. **Display.** This category includes large-scale presentations such as trade show booths, exhibits, and billboards. Because of the size and space requirements of the original, photographs, illustrations, or other representative material is accepted in lieu of the display. The presentational material is not judged in or of itself, but is used to provide information about the display. Presentation material must be appropriately mounted or bound. An explanation of the actual display must be provided.

### **What are the FTCC Online Communication Competition Entry Guidelines?**

Entries for the FTCC *Online Communication Competition* include forms of communication that depend on an electronic medium for delivery. The entries must be primarily intended for viewing on a computer or similar device, not on paper. These forms of communication include computer-based training, online documentation, help systems, online demonstration programs, simple text-retrieval systems, multimedia information systems, and Web pages.

The FTCC *Online Communication Competition* is not limited to online documents that support computer products. Entries can include online encyclopedias, road maps, foreign language instruction, medical handbooks, and more.

The FTCC *Online Communication Competition* accepts entries that run on PC or Web platforms. The competitions will accept entries that run on other platforms or require special equipment only if the entrants provide any specialized hardware or software at their own expense to the judging location. All PC entries must be submitted on CD-ROM, or DVD. If you send compressed files, they must be self-extracting.

**Note: An entry on the Web will be judged as it exists on the day of judging.**

***Demonstration of an entry by the entrant(s) is not permitted.***

On the entry description, include installation instructions, purpose, audience, tools used to develop the entry, and any other information relevant to evaluating the entry.

Entries must install correctly, be virus free, and must not take an unreasonable amount of time to install.

You must also submit three copies of any software required to use the entry other than the following standard software:

- Adobe Acrobat Reader 7.0
- Microsoft Internet Explorer 6.0
- Netscape Communicator 7.1
- Windows Media Player 6.4

### **What are the Categories for the FTCC Online Communication Competition?**

The FTCC *Online Communication Competition* includes the following six categories:

1. **Help.** Online information that has a primary purpose of providing immediate assistance to individuals while they use a product. It provides information appropriate to the task on an as-needed or as-requested basis. This category includes and is not limited to general help, procedural help, cue cards, examples, performance support, and integrated user assistance.

2. **Demonstrations.** Interactive online information that has a primary purpose of demonstrating or describing the main features of a product or product line with user interaction or feedback. This type of online material motivates people to buy or use a product or informs them of the features or benefits of products. Besides demonstrations of products, this category also includes guided tours and marketing material designed for dynamic user interaction.
3. **Technical Marketing.** Static, non-interactive online information that has a primary purpose of describing or defining the main features of a product or product line. This type of online material motivates people to buy or use a product or informs them of the features or benefits of products. This category includes and is not limited to online brochures, catalogs, and marketing materials that are designed to remain static. Most corporate Web pages belong in this category.
4. **Tutorials/Training.** Online information that has a primary purpose of teaching the techniques for using the main features and capabilities of a product or of assisting in the process of teaching. This category includes and is not limited to computer-based training applications, tutorials, online lesson books, and training aids.
5. **Reference Material.** Online information that has a primary purpose of defining or explaining things like structure, results, words, problems, or parameters. These documents are typically published in a reference work format, similar to a dictionary or encyclopedia. This category includes and is not limited to online dictionaries, glossaries, function or object descriptions, data structure definitions, encyclopedias, and directories.
6. **User Support Tools.** Online information that has a primary purpose of assisting the user to complete a set of tasks or solve a set of problems. This category includes troubleshooting tools, wizards or wizard-like task completion tools, quick start guides, and automated support tools.

### **How do I enter?**

You can download copies of this document and the **2007-08 STC FTCC Entry Form** from the Suncoast FTCC website (<http://stc-suncoast.org/ftcc>).

Once you have the **2007-08 STC FTCC Entry Form**, perform the following steps:

1. Obtain or produce four (4) copies of the work you have decided to enter. With the exception of Adobe Acrobat books as described earlier in this package, you may not submit photocopies.
2. Complete the **2007-08 STC FTCC Entry Form**:
  - If your entry has more than one contributor, you **MUST** enter the additional names in the three (3) contributor fields.
  - If your entry has more than three (3) additional contributors, please indicate the number in parenthesis next to the contributor fields. You will be able to purchase this number of extra plaques if your entry receives an award.
3. Complete the **2007-08 STC FTCC Entry Description**. Include only the entry title and category on this sheet; do not include contributor or submitter names.
  - **Note:** Online communication entrants must also include installation instructions, purpose, audience, tools used to develop the entry, and any other information relevant to evaluating the entry.
  - On this form, you may also note if your entry was produced under unusual conditions (such as an extremely tight deadline or a very limited budget). If you wish to disclaim responsibility for a portion of the entry or if, on the other hand, you would like to draw the judges' attention to some aspect, you may do so. However, the judges are not obligated to consider any of these comments in their evaluations.
4. Make five copies of your entry form and five copies of your entry description form.
5. Attach one entry form and one entry description to each of your four (4) entries. Keep the extra copy of each for your records. **Note: Do NOT attach your original forms to your entries.**
6. Prepare your entry fee check, making it payable to **STC Suncoast Chapter**. Please refer to the "What are the fees?" section to determine the amount you owe.
7. Attach your entry fee check to your original entry form and original entry description form.
8. Pack your entry for shipment, and place your original forms and check on top of your entries.
9. Mail your entry so it is received by **September 30, 2007**. You will receive an email confirmation that your entry was received.

## What are the fees?

**FTCC.** The entry fee is \$80 per entry, which includes the submitter's name only. Additional contributor names are \$45 each. You can list up to three (3) additional contributors on the form. In order for your contributors to receive plaques, you must pay the \$45 fee (per contributor) when you submit your entry. If you have more than three (3) contributors, you will be able to purchase additional plaques at a later date.

**STC Member Discount.** Submitters who are STC members entering the FTCC receive a \$15 discount.

For example: An STC member submits an entry with two additional contributors. The total entry fee is \$155. This includes a plaque for each contributor. A nonSTC member submits an entry with two additional contributors. The total entry fee is \$170. This includes a plaque for each contributor.

Here is the fee structure:

<b>NonSTC Member Submitter</b>	<b>Fee</b>
Entry fee, includes one contributor	\$80.00
<b>STC Member Submitter</b>	<b>Fee</b>
Entry fee, includes one contributor	\$65.00
Each additional contributor (no STC discount on additional contributors)	\$45.00
Each extra plaque (over and above each paid contributor)	\$45.00

## Where do I send my entry and fee?

Send **publication** and **online** entries plus fees to the following name and address:

Attn: STC/FTCC  
 c/o Sara Cavallo  
 IDS  
 10901-B Roosevelt Blvd., Suite 600  
 St. Petersburg, FL 33716

Make your check or money order payable to STC Suncoast Chapter.

## How will entries be judged?

A panel of judges selects entries worthy of recognition in the online communication and technical publication competitions. Entries are judged on their own merit; in other words, entries are not compared or judged against each other. The judges have the right to recategorize or reject an entry and refund the entry fee.

- **Publications.** Publications entries are rated on four factors: writing, graphics, copyediting, and overall integration. Purpose, content, and organization of the document are all a part of overall integration.
- **Online.** Online entries are evaluated in the context of each entry's stated purpose. Judges rate according to four factors: purpose, content, structure, and design of each entry. Award determination is based on the entry's strengths and weaknesses in these factors.
- **Technical Art.** Each piece is judged on how well it visually communicates a technical message. Judges evaluate the visual appeal, technical execution, and presentation of each entry to determine awards based on the entry's strengths and weaknesses.

### What equipment will the judges use for online entries?

Each year the FTCC organizers may define a standard judging platform. The standard platform for FTCC 2007-2008 is as follows:

- A 200 MHz Pentium processor (or higher), running Windows 98, Windows NT 4.0, Windows 2000, or Windows XP with an 800 by 600 color monitor
- Any software you supply to run the entry, other than the following standard packages:
  - Netscape Navigator 4.61 or higher
  - Microsoft Internet Explorer 5.0 or higher
  - Adobe Acrobat Reader 4.0 or higher

At least one machine in each platform will have a CD-ROM drive, sound card, speakers, and modem.

### How will I be notified?

You will receive an e-mail notifying you of the FTCC award you have won. Regardless of whether you win an award, you will receive evaluations of your entry in electronic format via e-mail or on a CD.

Winners in the international competitions will be notified before the STC Annual Conference. There, all winning entries will be displayed, the Best of Show awards will be presented, and all winners will be honored.

### What happens to my entry after the competition?

Your entry will not be returned from the local competition unless you make special arrangements, as well as provide adequate postage or prepaid packaging.

If your entry is eligible for the international competitions, it will be submitted automatically. If you do not want your entry to be submitted to the international competitions, indicate this on your entry form.

