



**HORSELL**

*make complex simple*

# PUBLICATIONS DEVELOPMENT



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## OUR EXPERIENCE

For more than 17 years Horsell has provided Publications Development services including:

- Desktop Publishing
- Editing
- Illustrations & Graphics
- Technical Authoring

In 2023 Horsell commenced delivery of new technical publications to the S1000D international specification standard to meet Aviation, Defence and related industry requirements.

We have successfully delivered the following to our customers:

- Electrical, Mechanical Engineering Instructions (EMEI)
- Repair Parts Identification Lists (RPILs) and associated Repair Parts Scales (RPSs)
- User handbooks (UHB)
- Maintenance manuals
- Tabulated data charts
- Product identification lists
- Training materials and aids
- Complex colour-rendered 3D graphics
- ASDEFCON Publications Packages (DID-ILS-TDATA-PUBPACK)



# PUBLICATIONS DEVELOPMENT DESKTOP PUBLISHING

To meet your requirements, our desktop publishing staff prepare and present your materials across multiple formats, including print, electronic, browser and mobile device versions.

Coordinating with authors, illustrators and editors as appropriate, our staff cater their styling to match your preferences and pride themselves on delivering information in an accessible and engaging manner.

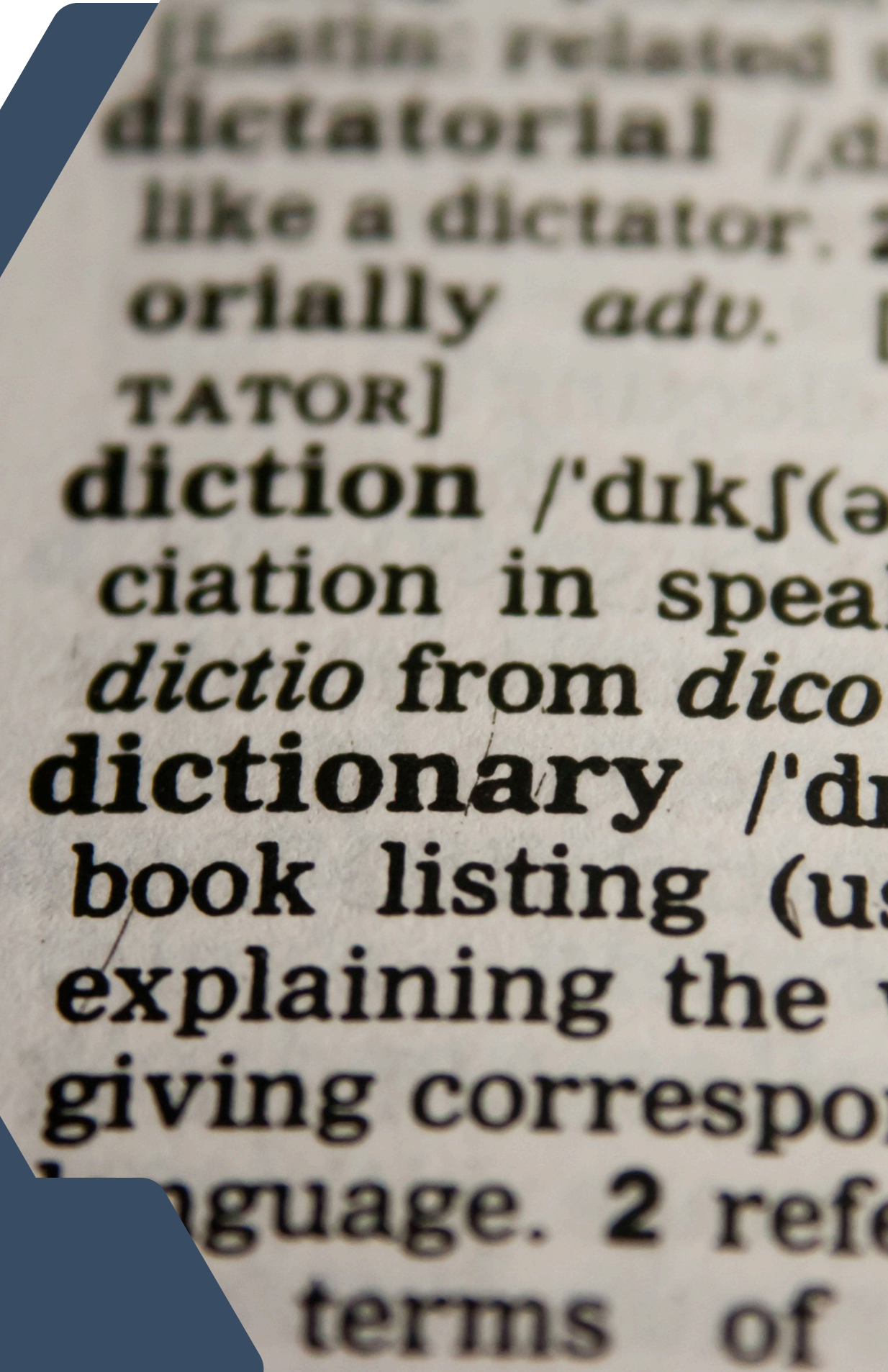




# PUBLICATIONS DEVELOPMENT EDITING

With years of experience, our editors have a keen eye for detail and exceptional language and editing skills.

Our competence in coordinating and revising material thoroughly while liaising efficiently with clients underpins our ability to produce high-quality work.



[Latin: related to  
**dictatorial** /ˈdɪktəˈrɪəl/  
like a dictator, 2  
**orally** adv. [TATOR]  
**diction** /ˈdɪkʃ(ə)  
ciation in speech  
*dictio* from *dico*  
**dictionary** /ˈdrɪkʃənəri/  
book listing (used for  
explaining the meaning of  
giving corresponding  
language. 2 reference  
terms of



# PUBLICATIONS DEVELOPMENT

## ILLUSTRATIONS & GRAPHICS

Our technical illustrators can visually simplify your complex subjects or products.

They do this by becoming an 'expert' on domain knowledge and working closely with subject matter experts (SMEs) and helps decide how they can create more focus on the product content and ensure the illustrations convey the data visually to your end user clearly and without confusion.





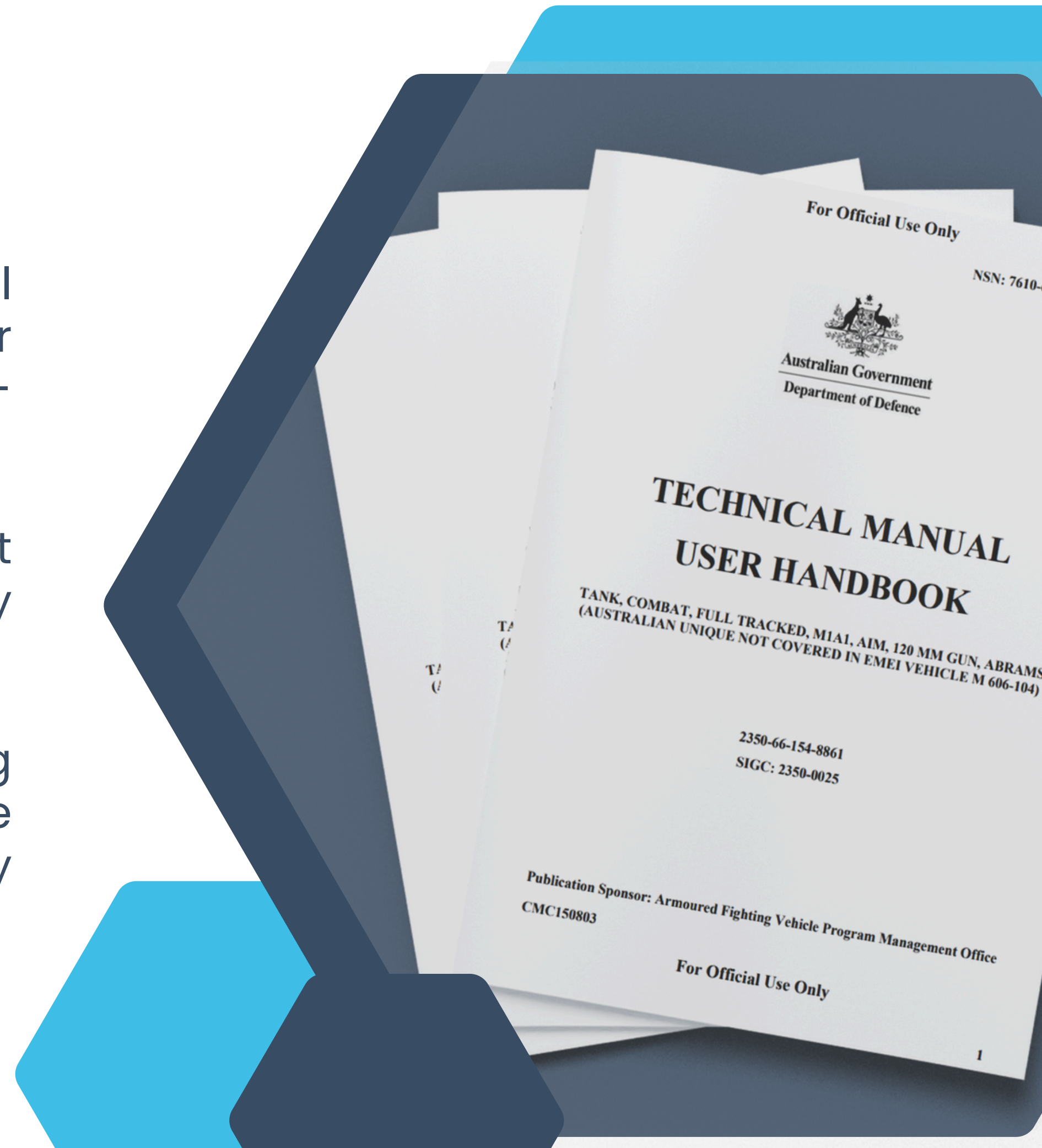
# PUBLICATIONS DEVELOPMENT

## TECHNICAL AUTHORIZING

Simplicity is everything. Our technical authors write using Plain English, and our documentation is straightforward, well-structured and highly readable.

Our products are designed with robust navigation and are constructed to any industry standard required.

Our team can advise you on your staffing needs, such as how many authors are required and what skill sets should they have.





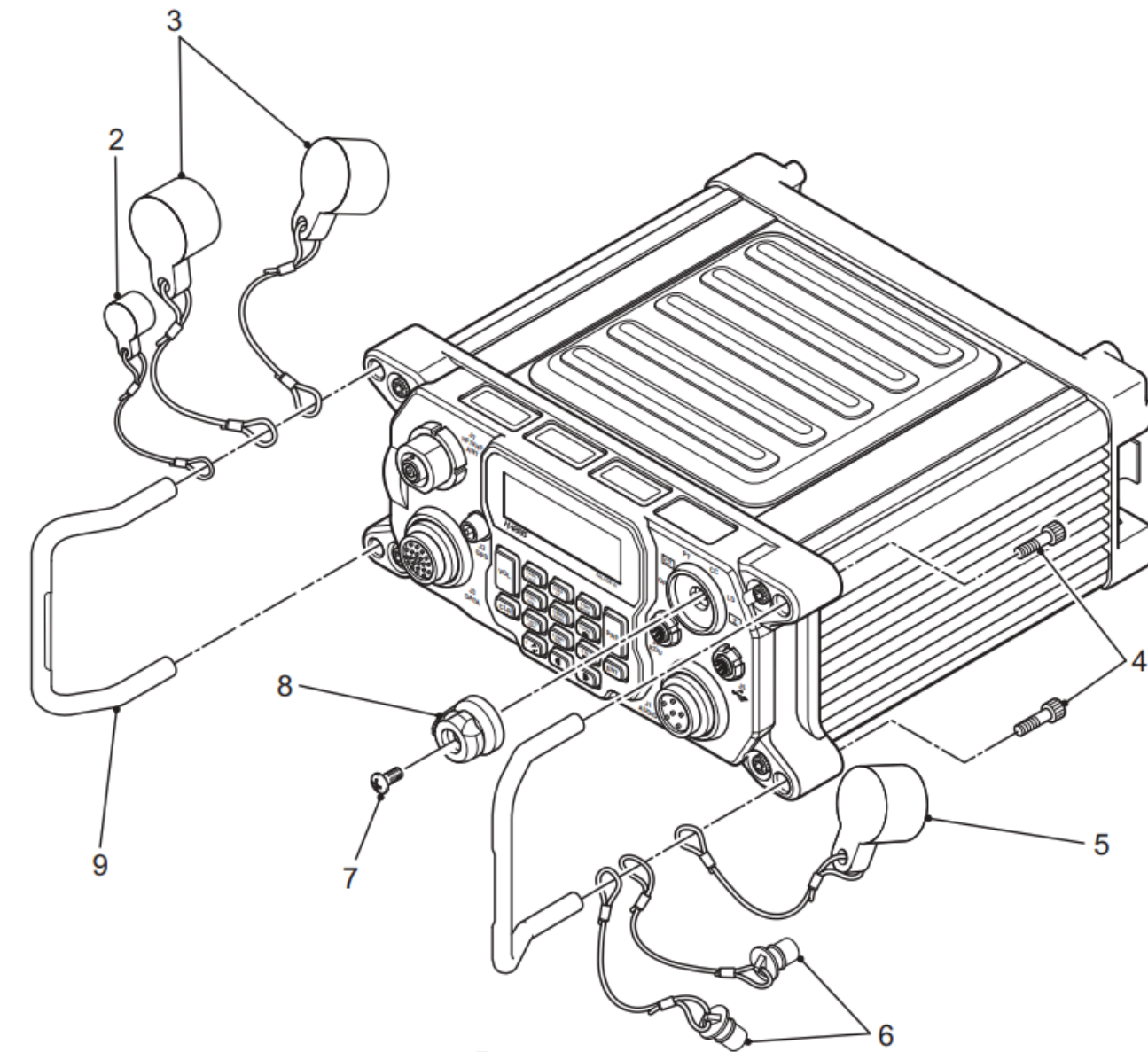
# PUBLICATIONS DEVELOPMENT

## CASE STUDY – BATTLESPACE COMMUNICATIONS

Our team recently completed over 7300 pages of updated technical publications for a remediation program that will procure, certify and integrate new radios into Australian Defence Force (ADF) equipment, to replace existing capability that is subject to cryptographic obsolescence.

This also included 440 content drawings as well as 70 Repair Parts Scales drawings.

Working on behalf of the prime contractor but directly to Defence, our team was responsible for not only technical authoring and illustrations, but also stakeholder management, reporting and the development of the full publications package (PUBPACK) under their prime contract.





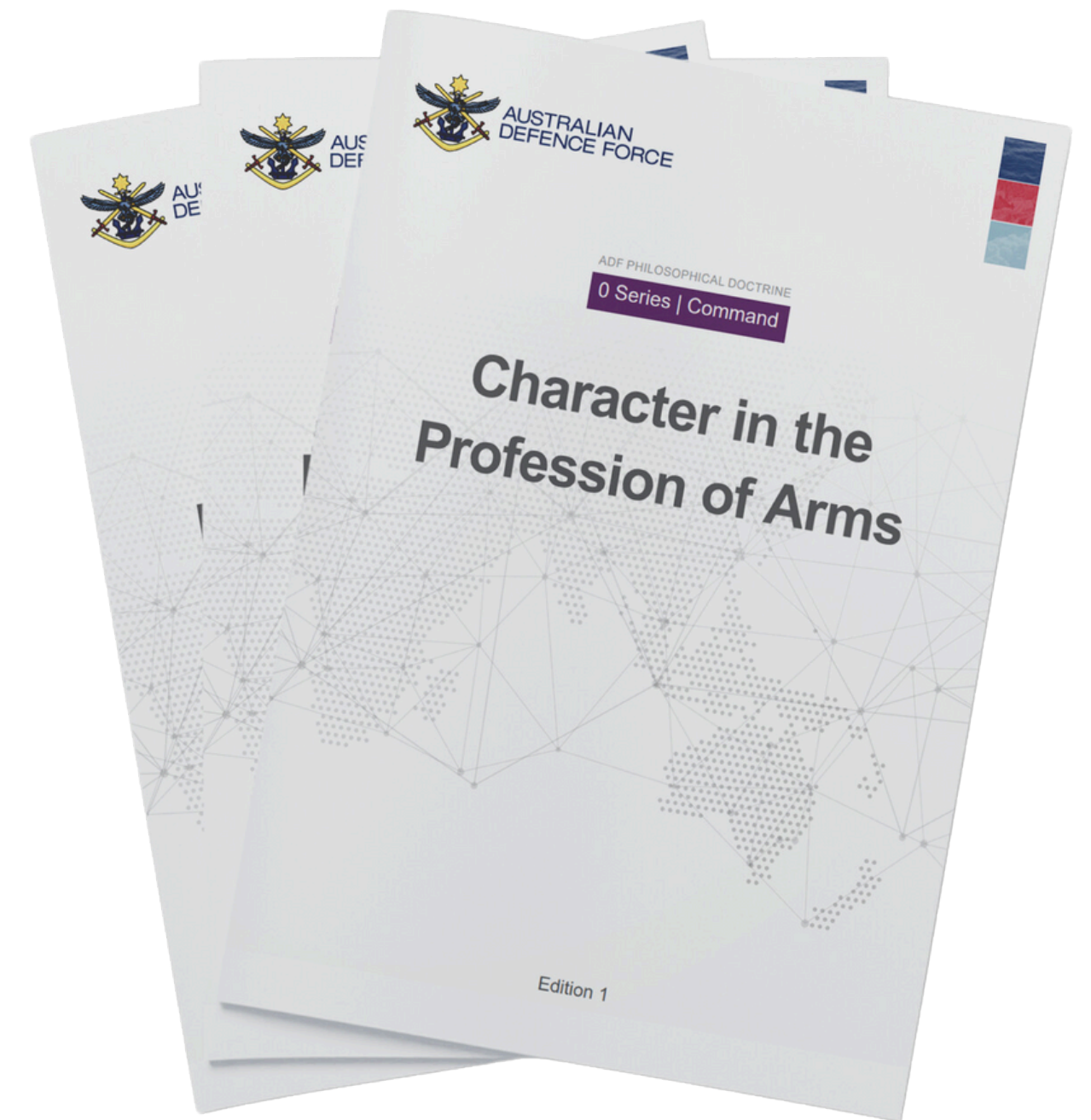
## PUBLICATIONS DEVELOPMENT

# CASE STUDY – DOCTRINE DEVELOPMENT

Since 2019 our team has been developing Defence Doctrine for both Army Knowledge Centre and most recently as part of the Lessons and Doctrine Directorate (LDD) of the Vice Chief of Defence Force (VCDF) Group.

Our Publication Developers support Doctrine Directorate to maintain the Australian Defence Force (ADF) Doctrine Hierarchy.

They are responsible for project management, consultation, research, analysis, development and delivery of specified publications within a 48 week doctrine development timeline in accordance with the ADF Doctrine Handbook.



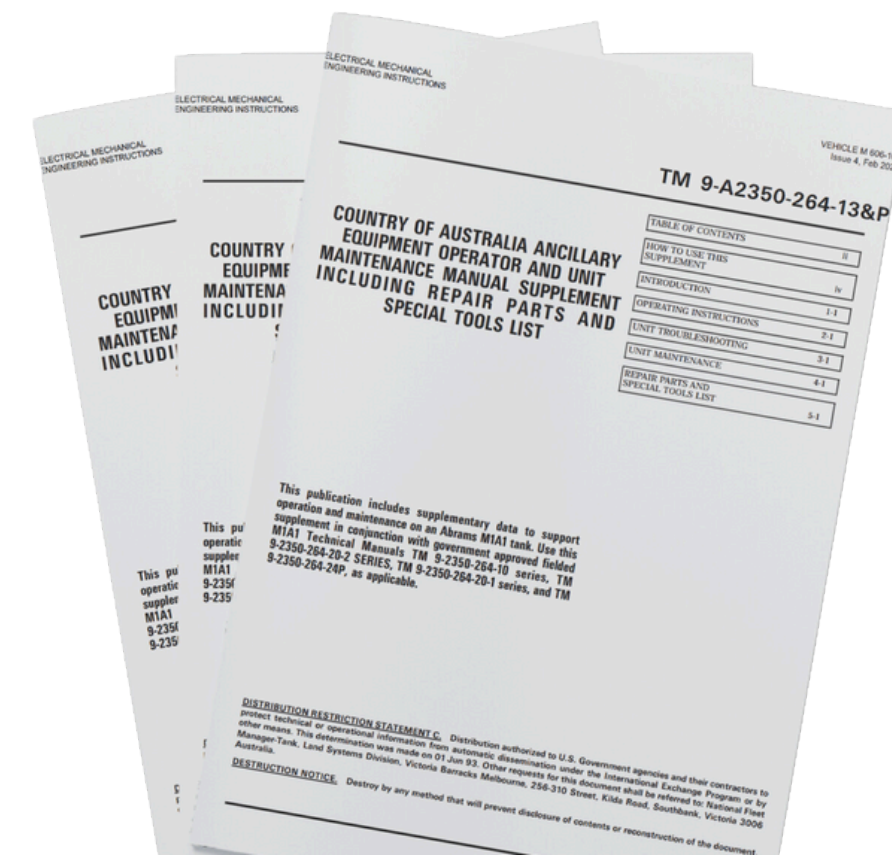
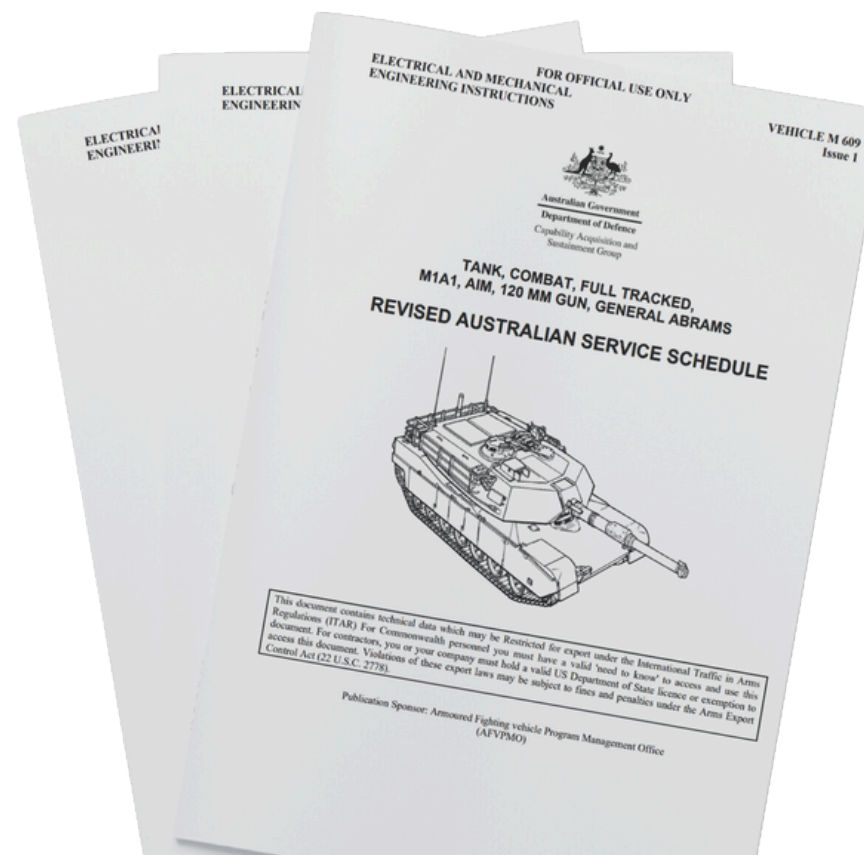
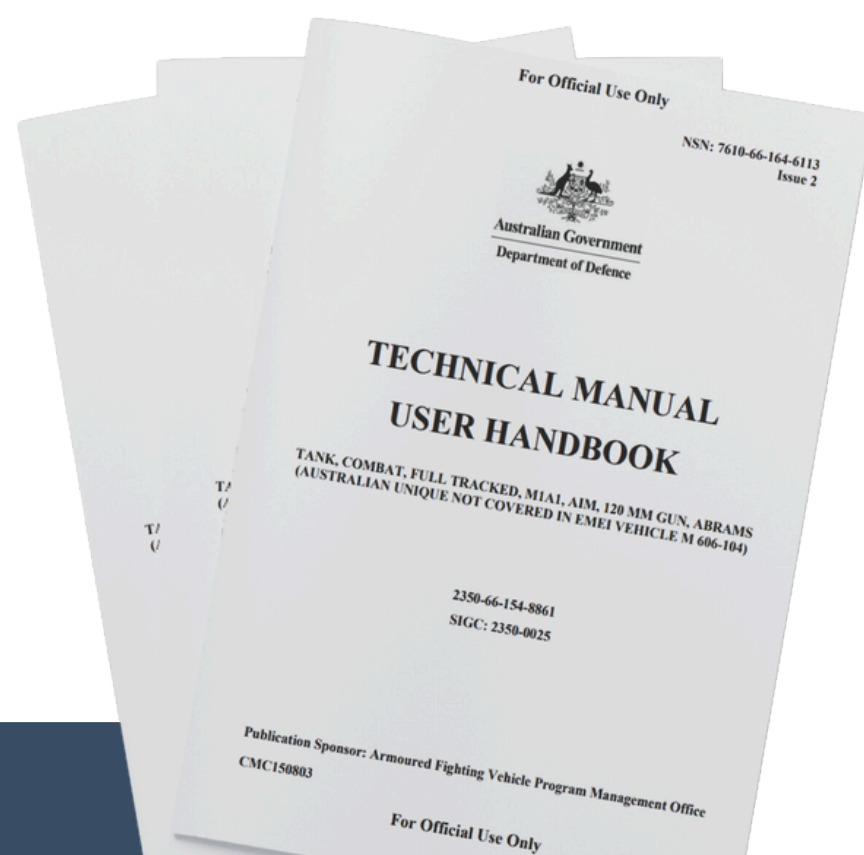
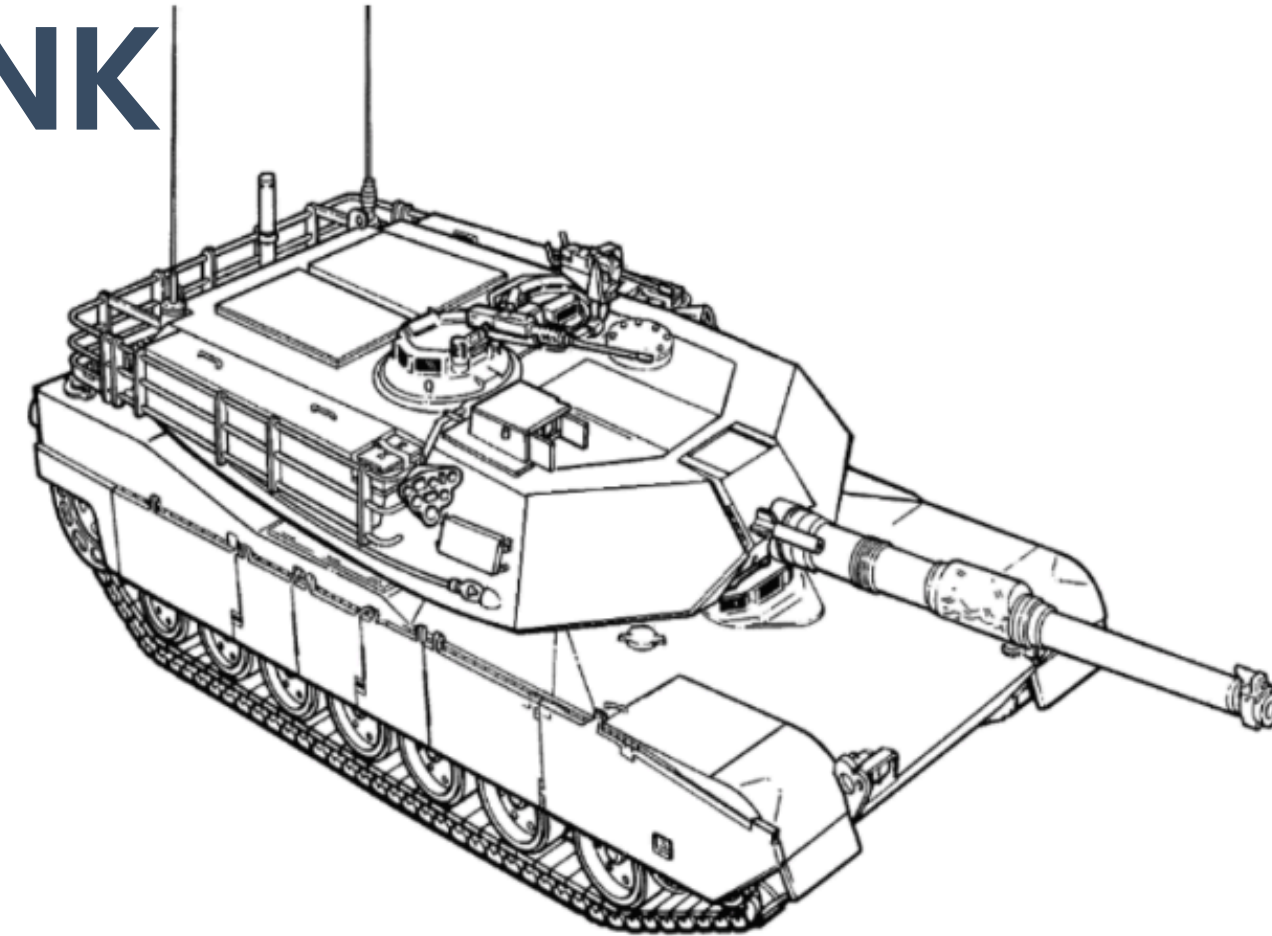


# PUBLICATIONS DEVELOPMENT

## CASE STUDY – M1A1 ABRAMS TANK

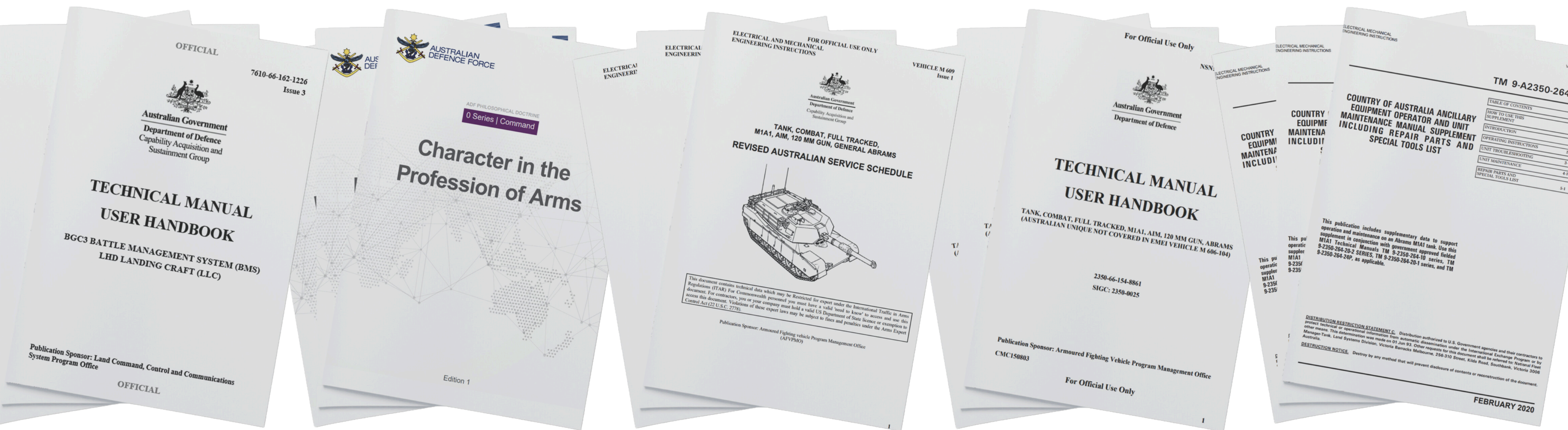
Our team completed over 1250 pages of restructured and formatted technical publications for the Australian Army's M1A1 Abrams Main Battle Tank including updated handbooks, instructions, manuals, and service publications.

The content was drawn from a number of existing Australian and international publications as well as from stakeholder engagement while new content was developed by working alongside subject matter experts for this fleet of armoured vehicles.





# PUBLICATIONS DEVELOPMENT SAMPLES – AUTHORIZING

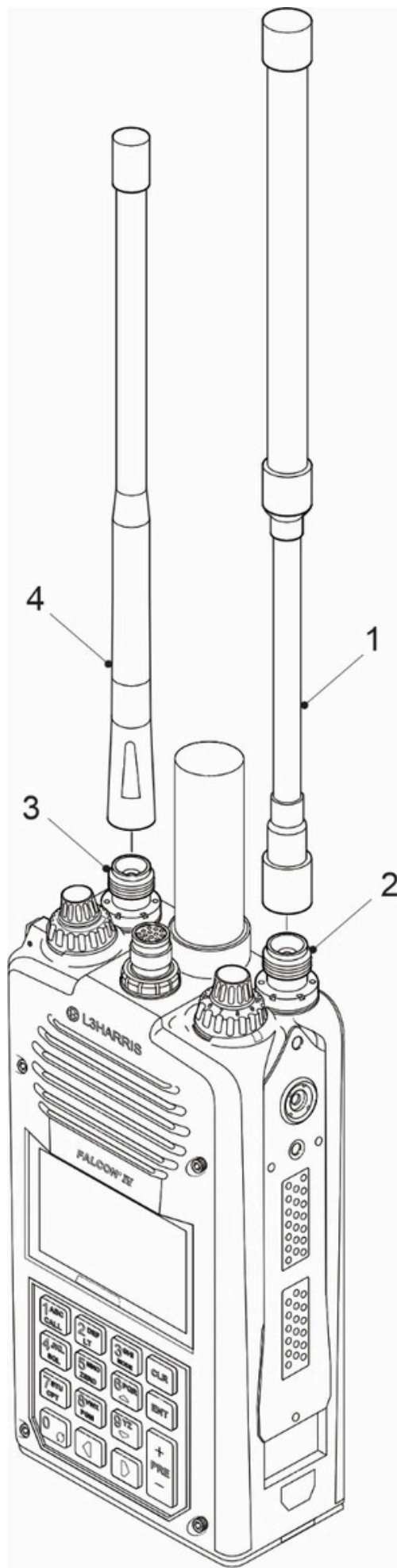
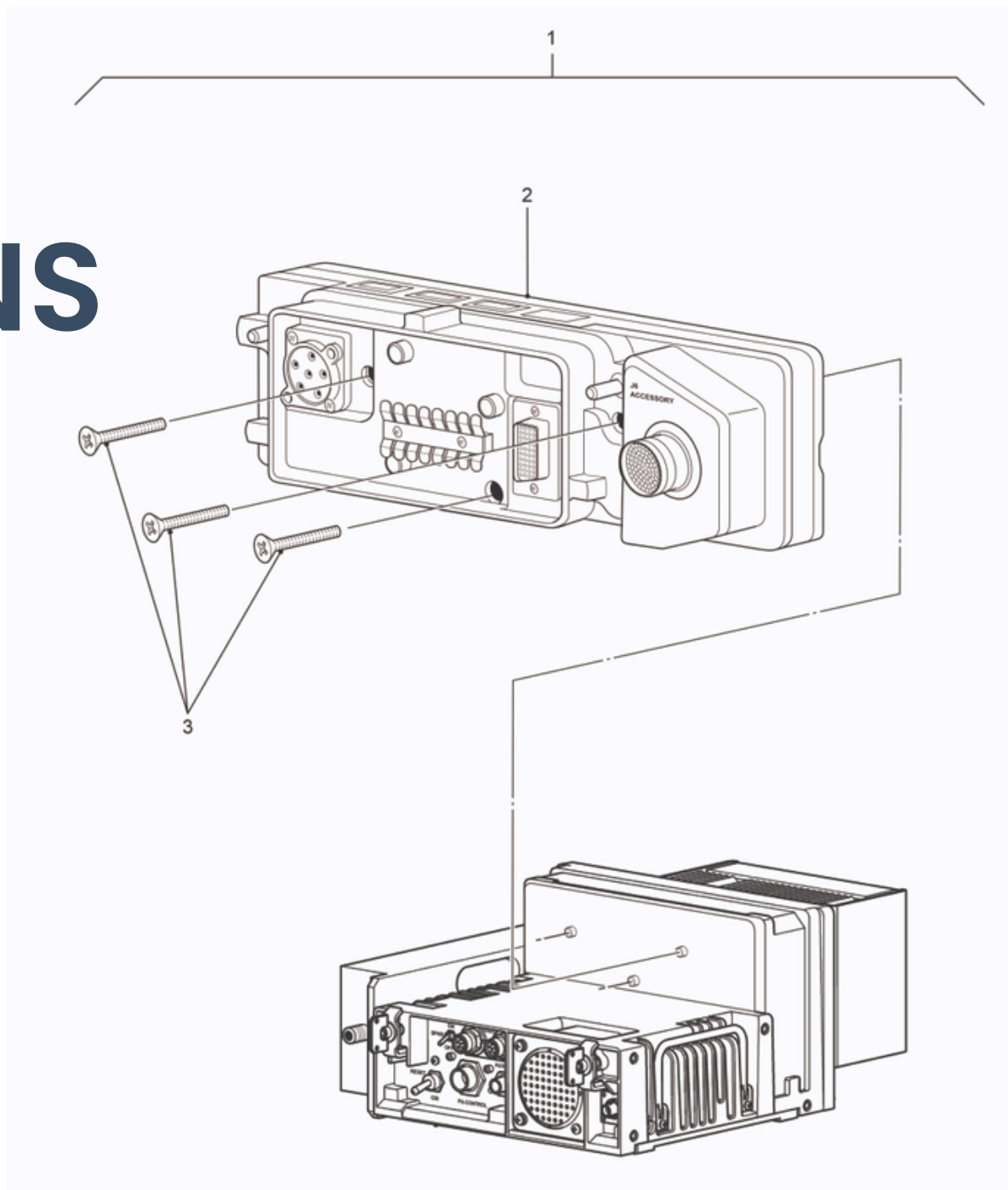




# PUBLICATIONS DEVELOPMENT SAMPLES – ILLUSTRATIONS



**TURRET**



# CONTACT US

Are you ready to make complex simple?

Get in touch with us to discover how our specialised courses, consulting services or technology solutions can align with your personal or organisational goals.



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