**Computer Skills and Applications II**

**2.00 What are the 6 design principles?**

**Balance:** graphics don’t overpower text and the page is not too heavy on one side or the other.

**Proximity/** the distance between elements on a page. Used to demonstrate a relationship or lack **Unity:**  of a relationship between elements.

**Alignment:** justification of elements. Related items should be justified the same to emphasize their relationship to each other.

**Repetition** consistent pattern of font and color schemes and graphic types; repeated fonts, color

**Consistency:** schemes, or graphics

* Specific font, size, and style for headings, subheadings, and body text.
* Do not mix photographic images and cartoon images on the same page.

**Contrast:** the use of size and color to emphasize the most important elements on a page

**White Space:** the blank or negative space on a page that is used to give the reader’s eyes a break. White space does not have to be white.

**2.01 What are the four characteristics of the target audience that affect the design and development**

 **of publications?**

Knowledge of the target audience is critical to effective communication through publications. The identifying characteristics of the target audience provide the “hooks” for grabbing their attention by appealing to their:

* Age
* Education
* Special Interests
* Group Memberships

**Age**: What is the general **age** of the target audience?

* Is the publication being prepared for young children to entertain them and tell a story at a birthday party?
* Is it for a classroom to inform students about a topic?
* The age of the target audience will assist in choosing design elements that will be used in the publication.

**Education:** What is the general education level of the target audience? If it can be defined, knowledge of the educational background will determine the amount of text, word choices, and amount of graphics used in the publication. Less is more, be concise and to the point.

**Interests:** Does the audience share common **interests**, such as knitting, doll collecting, or kayaking?

**Group**  Does the audience share similar **group memberships**, such as Boy Scouts, religious,

**Membership:** sports or political?

**2.02 What publication is the most effective means for communicating information to the selected**

**audience and for the selected topic?**

Purpose

**Business Card:** To identify and provide contact information for a business or individual

* Name
* Address
* Phone Number
* Email
* Website
* Logo or Picture

**Flyer:**  To advertise/communicate information about a one-time upcoming event

* Typically used to convey information that is temporary in nature and has a short life span
* Advertises a single event and is used for a one-time purpose

**Brochure:** To educate, inform, or advertise about a specific topic

* Provide information, educate, or advertise a specific topic or product
* Describe a single entity in detail such as a course or a product or service
* More long-term nature than that of a flyer

**Newsletter:** To provide informational updates to a specific club, group, or organization on a regular basis (weekly, monthly, and quarterly)

* Describe a variety of events over a specific time period
* Usually tailored to a specific group

**Computer Skills and Applications II**

**Presentation** any software program for creating graphic presentations with visual aids, handouts,

**Software:** slides, etc.; software for creating text with graphics, audio, and/or video; also called presentation graphics

**Multimedia:** the combined use of several media, as sound and full-motion video in computer applications.

1. **When should presentation software be used to communicate information?**
* Content is not important or doesn’t have a clear purpose
* Content is so far from its original form when translated into a presentation that its meaning is lost
* Content is presented in its original form as an emotional speech, a historical declaration, or memoir and should be preserved
1. **What content is appropriate for delivery through presentation software?**

**To Educate**

* To educate about earthquakes
* To educate how to use software applications

**To Persuade**

* To advertise and describe the features of a product
* To sell cars with luxury features

**To Narrate**

* To display the names of the students who have honor roll
* To portray the devastation of Hurricane Katrina

**Procedure for Developing a Presentation**

1. Determine the Purpose
2. Identify the Target Audience
3. Storyboard the Content
4. Select a Design
5. Edit the Master Slide
6. Enter the Content
7. Add and Format Graphics, Audio, and Video
8. Add Animations and Transitions
9. Practice
10. Revise as Needed

|  |  |  |
| --- | --- | --- |
| **1. Determine the Purpose** |  | **To Educate/ To Persuade/ To Narrate**  |
|  |  |  |
| **2. Identify the Target Audience** |  | **Age, Education, Interests, Group Membership**  |
|  |  |  |
| **3. Storyboard the Content** |  | **Used to organize the slides in the proper sequence on paper**  |
|  |  |  |
| **4. Select a Design** |  | **Should be appropriate for the purpose of the presentation; use a template if desired**  |
|  |  |  |
| **5. Edit the Master Slide** |  | **Footer** **Color scheme (optional)** **Font size (min. 24 pt)**  | **Bullets (optional)** **Logos/graphics (optional)** **Line spacing (optional)**  |
|  |  |  |
| **6. Enter the Content** |  | **Rule of 7s: 7 lines of text per slide, 7 words per line** **Language and grammar appropriate for target audience** **Correct any spelling errors**  |
|  |  |  |
| **7. Add and Format Graphics, Audio, and Video (optional)** |  | **Timing of audio/video start or stop** **Consistency of graphic formats**  |
|  |  |  |
| **8. Add Animation and Transitions** |  | **To add emphasis and appeal**  |
|  |  |  |
| **9. Practice** |  | **Timing and speech patterns (tone, pace, transitions)**  |
|  |  |  |
| **10. Revise as Needed** |  | **Repeat Steps 4-9 as needed to fine-tune the presentation**  |

**Graph and Chart Notes**

**What is the purpose of a chart?**

* Used in business to communicate and clarify spreadsheet information.
* Graph is a pictorial representation of data. Includes plot area, gridlines, and values.
* A graph is used in a chart. A chart is an enhancement of a graph that includes labels, legend information, titles, and color.
* A chart is easy to read.

**What is the difference between a graph and a chart?**

**Graph**

* Y axis: Left vertical side of graph
	+ - * (Numerical Value)
* X axis: Bottom horizontal side of graph
	+ - * (Category Information)
* Data Markers: used to indicated data values
* Data series: collection of related values such as one row or column from spreadsheet
* Gridline: horizontal or vertical line that extends across the plot area of the graph
* Plot Area: background part of the graph. (The area inside the X and Y axes)

**Chart**

* Legend: explains the symbols, colors, or patterns used to differentiate the data.
* Data Label: single value or text explanation to identify data in a series.
* Chart Title: main heading, which describes the purpose and content.
* The x-axis title: horizontal data
* The y axis title: vertical data

**Which charts are used commonly in a business and why?**

* **Column Chart**

Comparisons and generalizations about groups of data

* **Line Chart**

Shows trends or changes in data over time

* **XY Scatter Chart**

Shows correlation of two or more data sets

* **Pie Chart**

Shows contribution of one series of data to the whole

* **Stacked Bar Chart**

Shows the sum of more than one value and compares the individual to the whole

* **Exploded Pie Chart**

Individual components are enhanced

**Spreadsheet Basics**

1. **What is a spreadsheet?**

An arrangement of cells in columns and rows used to organize, analyze, calculate, and report information, usually in numerical form.

1. **What is a workbook?**

A file which contains one or more spreadsheets

1. **What is a spreadsheet used for?**
* Balancing a checkbook
* Calculating car loans
* Calculating student grades (helping students keep up with their grades)
* Household budgets
1. **What is a cell?**

Individual locations on a spreadsheet, intersections of row and column

1. **What is a cell range?**

Refers to a group of adjacent cells

1. **What is a cell address?**

A specific location

1. **What is an active cell?**
* The cell that is selected
* It is the cell that is ready to receive information

**Spreadsheet Formatting**

Why is formatting applied to a spreadsheet?

Formatting is applied to spreadsheets for the purpose of organizing and clarifying information.

What is merge used for?

Merge is used to combine two or more cells.

What does wrap text mean?

Wrap text is used to align multi-line text within a cell.

Explain when you would justify the following

Justify Right: Values or Numbers

Justify Left: Labels or Letters

Center Justify: titles and column headings

Indent: to emphasize subcategories

What do the following symbols ##### indicate?

 Indicates that the width is too small to display the contents

What type of information is included in a header?

Identifying information such as titles, dates, page number, time of creation, update