E-Tech

technology empowerment in a connected, digital world

1st Edition

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PREFACE

TechFactors, Inc. (TFI) fills the need for quality educational materials that address the unique demands of a Senior High School (SHS) program where students are given sufficient preparation for their preferred college course and career path. The TFI Senior High School interactive courseware has been designed to be instrumental in the development of critical knowledge and skills that are vital for careers. Major industries are now largely driven by information and communications technology (ICT), which allows for innovative ways of doing things. TFI nurtures the necessary IT competencies in learners through enthusing and constructive questions and activities that lead to expected outcomes and further contextual exploration.

The SHS titles focus on how learners can gain the know-how that they need for the situations and activities in their respective courses. Because each lesson is designed to be outcomes-based, the interactive activities that come with each courseware incorporate constructively-designed assessment measures. They also follow a curriculum that aligns with and far exceeds DepEd expectations.

But beyond all these, it's the TFI spirit of making learning a great experience imbued in our courseware that sets them apart from all the rest.

Dr. Jaime D.L. Caro
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ABOUT THE AUTHOR

Melissa P. Juanillo, MIT earned her master's degree in information technology at the Technological University of the Philippines, Manila (TUP-Manila) and currently finishing her doctorate in information technology at the Technological Institute of the Philippines Quezon City (TIP-QC), where she currently works as a Licensed Professional Teacher and full-time assistant professor. Melissa is an Oracle 11g SQL Fundamentals I Certified educator.

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Ejane graduated from Maryknoll (now Miriam) College, with a Bachelor of Arts in Communication Arts. A couple more feathers in her cap are her degree in BS Secondary Education and her Master in Education Major in Educational Technology (with high distinction) at Roosevelt College, Cainta, Rizal. At present, Ms. EJane continues to share her knowledge through her expertise as an Educational Technology, E-Learning, Strategies of Teaching, Digital Information, and Media Literacy resource speaker to ICT teachers and professionals.

ABOUT THE SERIES EDITOR

Jaime D. L. Caro, Ph.D. has more than 20 years of experience in education and research in the areas of Computer Science, Information Technology, and Mathematics. He received the degrees of Bachelor of Science major in Mathematics (cum laude) in 1986, Master of Science in Mathematics in 1994, and Doctor of Philosophy in Mathematics in 1996, all from the University of the Philippines, Diliman. He spent a year as a post doctorate research fellow at the University of Oxford from 1997 to 1998. He is presently Assistant Vice President for Development of the University of the Philippines, Program Director of the UP Information Technology Development Center (UP ITDC), and a professor of Computer Science in UP Diliman. He is an honorary member of the Philippine Society of Information Technology Education (PSITE), President of the Computing Society of the Philippines (CSP), and a member of the Technical Panel on Information Technology Education of the Commission on Higher Education (CHED). Dr. Caro is a recognized expert on Complexity Theory, Combinatorial Network Theory, Online Communities, and e-Learning.

ABOUT THE BOOK

The **E-Tech** courseware enables students to adopt a more critical framework in consuming and creating media products. It emphasizes self-directed and outcomes-based learning in which students can initiate and manage their own learning through activities that equip them with professional and real-world skills, helping them become active and responsible members of society. To senior high school students, media become more than just sources of information; they become spaces for expression and transformation.

LESSON SECTIONS

The TFI Senior High School Series features a Unified Lesson Section System.

LESSON TITLE

The lesson title presents a question that not only captures what the lesson is about but also presents the student with the practical use of learning the lesson.

TARGET

This section contains at least three learning objectives that tell the student about what they will learn at the end of the lesson.

EXPLORE

In this section, students will be given a pre-work activity that enables them to assess what they already know about the topic. Guide questions and graphic organizers will be used to touch on essential concepts which will be discussed in detail in the latter parts of the lesson.

CHECK

In this section, students will be given a combination of objective and essay-type activities that assess how much they have learned from the lesson.

EXAMINE

A special feature of this section is the sample material containing marginal questions which the student must answer on their own. These questions will be answered in the discussion which constitutes the second part of the section and tackles concepts and skills using self-directed learning principles.

EQUIP

This section will give students links to additional resources that they can use for further study as well as supplementary materials that can help them prepare for their portfolio project.

INTEGRATE
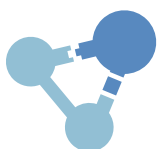
To help the student engage with the lesson in a more critical manner, this section will present them with questions that connect the lesson to relevant or current issues and trends.

BUILD

Containing an evaluation task that connects the lesson to the whole module, this section helps the student work on their portfolio project little by little. Activities in this section can be done either individually or by group.

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MODULE 2 HOW DO I CREATE OR INNOVATE PRODUCTS AND PROCESSES USING ICT TOOLS? 97

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MODULE 4 HOW DO WE IMPLEMENT WHAT WE HAVE DEVELOPED?   199

MODULE 1

How does e-tech empower people and affect social change?

Learning Outcomes

- Discover how empowerment technologies empower people.
- Identify recent social issues that have something to do with empowerment technologies.
- Use advanced productivity tools collaborativelyin developing and proofreading a project.

Portfolio Output

Project Pitch – a five- to ten-page paper documenting the details of your social change project. The following are the elements of your project that must appear in the project pitch document:

Title of the Project

This refers to the social issue you have identified and you want to tackle during the semester. Your aim is to address this issue by increasing people's awareness about it. Your title should be in question format.

Objectives of the Project

This refers to the outcomes that your group wants to produce after the project has been completed.

Related Literatures and Resources

Try to prove your point by presenting articles, research, or statistics. Present at least 10 articles here.

Criteria	Excellent 5 PTS	Very Good 3 PTS	Needs Practice 1 PT
Title of the project (Question Form)	The chosen title fits the proposed issue	The chosen title somehow fits the proposed issue but needs improvement	The chosen title somehow does not fit the proposed issue
Objectives of the project	The project's objectives are all SMART	Some of the project's objectives are not SMART	All the project's objectives do not follow SMART
Relevancy of related literatures and resources gathered	Articles, research, and statistics presented are all relevant and cited properly	Some articles, research, and statistics presented are not relevant and not cited properly	Lack of relevant articles, research, and statistics are presented
Relevancy of related literatures and resources gathered	Articles, research, and statistics presented are all relevant and cited properly	Some articles, research, and statistics presented are not relevant and not cited properly	Lack of relevant articles, research, and statistics are presented
Present statistical data	Statistical data are all graphically pleasing and organized	Statistical data are all graphically pleasing but some are not organized	Statistical data are not graphically pleasing and organized

Lesson 1: What is empowerment technology?

- Empowerment Technology: A Definition
- Empowerment Through ICT
- ICT and Society
- A Peek in the Past
- Latest Technology Trends

Portfolio Task 1 - Your main output for this course is a social change project related to the track or strand you are pursuing for Senior High School. To help you prepare for this, brainstorm for initial ideas.

Lesson 2: How can I use the Internet as a tool for effective research?

- Contextualized Search and Research
  - What Is Research?
  - Why Is It Important?
  - What Are the Research Skills I Need to Develop?
- ICT Tools Useful in Research
  - Google Search
  - Google Scholar
  - Online Journals
  - Academic Websites
- ICT Safety, Security, and Netiquette
  - Verification of Online Source Materials
  - Computer Ethics and Netiquette
  - Intellectual Property Rights (IPR)
  - Avoiding Plagiarism

Portfolio Task 2 - After learning the essential techniques and standards in data gathering through the Internet, you should now be able to gather data relevant to your project. Look for at least five articles or discussions that will support the claims of your project. Follow the criteria for choosing a reference website and use proper citation.

Lesson 3: How do I use advanced Word tools to develop content?

- References: Citations and Bibliography
- Checking Spelling and Grammar
  - How to Run the Spelling & Grammar Tool
  - Ignoring "Errors"
  - For Spelling "Errors"
  - For Grammar "Errors"
  - Automatic Spelling and Grammar Checking
- Finalizing and Protecting Documents
  - Document Inspector
  - Protecting Your Document
- Tracking Changes
- Comments
- Comparing Documents
- Mail Merge
  - How to Use Mail Merge
  - How to Insert Recipient Data

Portfolio Task 3 - Prepare the project pitch document that includes the identified problem and gathered articles in a document format. Use proper citations and review tools in MS Word.

Lesson 4: How do I use advanced Excel tools to process and present data?

- Formulas and Functions
  - Formulas
  - To Create a Formula
  - Modifying Value from a Cell Reference
- Functions
  - Parts of a Function
  - Using a Function

- The Function Library
  - Insert Function Command
- Sorting
  - Types of Sorting
  - How to Sort an MS Excel Sheet
- Filtering
  - Advanced Filter
- Charts
  - Types of Charts
  - Inserting a Chart
  - Changing Chart Types
  - Moving a Chart

Portfolio Task 4 - Conduct a survey regarding your chosen project. You are free to use Word to prepare printed survey forms or use free online survey tools. Using MS Excel, tabulate the data gathered.

Lesson 5: What are advanced PowerPoint tips and tools for effective slide presentations?

- Top Ten Slide Tips
- SmartArt
  - Inserting a SmartArt Graphic
  - Adding Text to a SmartArt Graphic
  - Converting Existing Text to SmartArt
  - Modifying a SmartArt Graphic

Portfolio Task 5 - Prepare a slide presentation discussing your project concept. Your project pitch document may serve as a reference for the contents of your presentation. Present it in class.
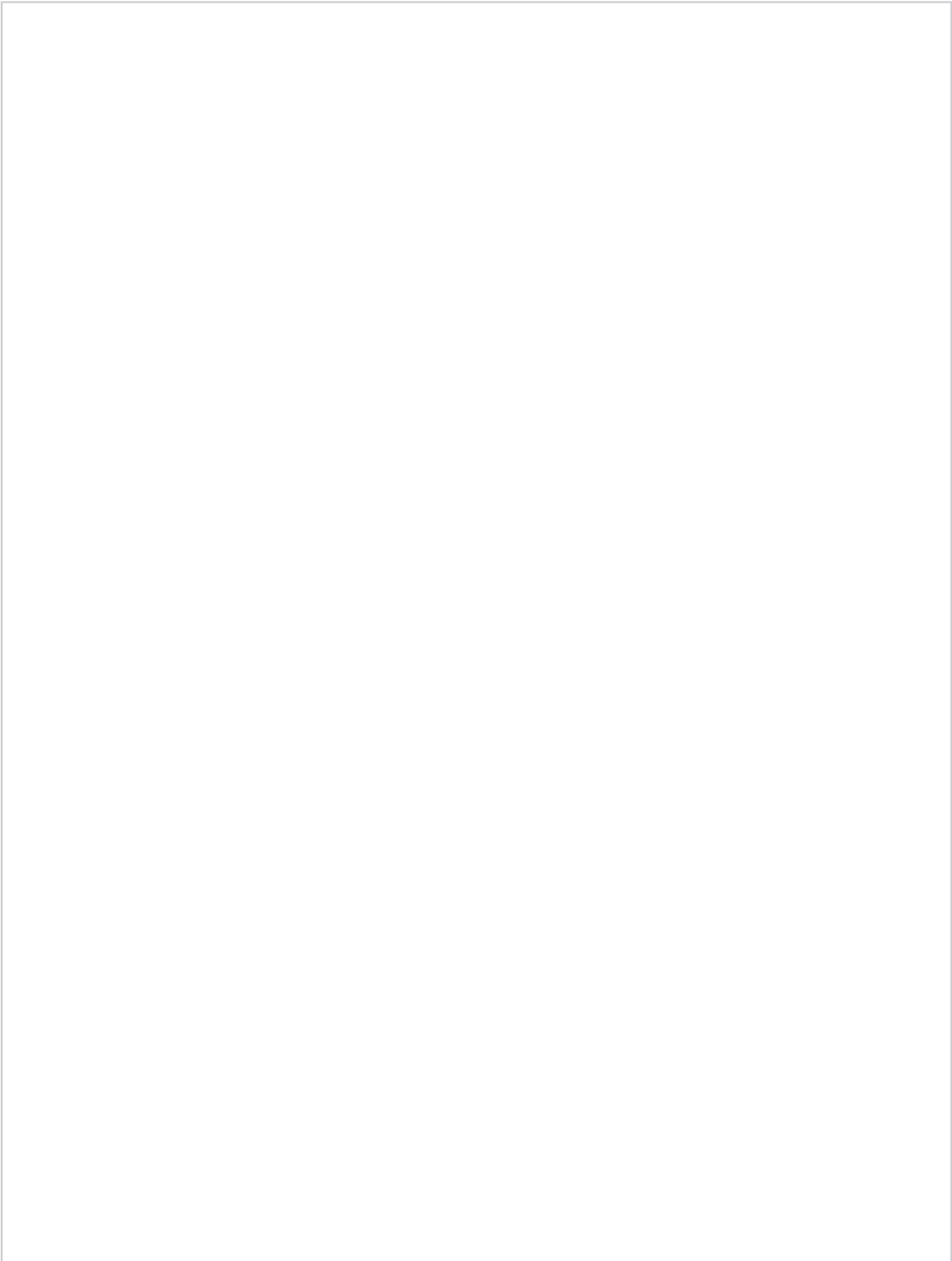
LESSON 1

WHAT IS EMPOWERMENT TECHNOLOGY?

EXPLORE

The 21st century is described as the Digital Age because of the emergence and development of different technologies that have helped people accomplish tasks in a more effective and efficient way. A common example is the use of smartphones for communication via text messaging, voice call, or video call. You can even use smartphones to send an email or post on a website.

To begin understanding the concept of empowerment technology, think of several applications you use every day, whether on a personal computer (PC) or a mobile device. Describe how each application helps you accomplish everyday tasks at home or in school. Afterwards, form a small group and interview each member. Complete the chart shown below.

Applications I Personally Use	How It Helps Me	How Other People Use It
Facebook	I use Facebook to send or post pictures to my relatives living abroad.	My groupmates use it to easily collaborate for projects. They create group chats and send files via Facebook Messenger.

What did you learn about your group members and their use of technology? Did you notice some similarities or differences? Did you learn something new?

In the next section, you will read an excerpt of a research paper from Stanford Junior University entitled "Obama and the power of social media and technology." Examine the role of technology during Obama's presidential campaign in 2007. Use the marginal questions as your guides in examining the article.

SOCIAL MEDIA SUPPORTERS: OBAMA VS MCCAIN

■ Obama   ■ McCain

(Bar chart showing Facebook Supporters, Twitter Supporters, and MySpace data comparing Obama and McCain. Y-axis ranges from 0 to 3000000. Obama values: Facebook ~2500000, Twitter ~100000, MySpace ~3000000. McCain values: Facebook ~600000, Twitter minimal, MySpace ~1000000.)
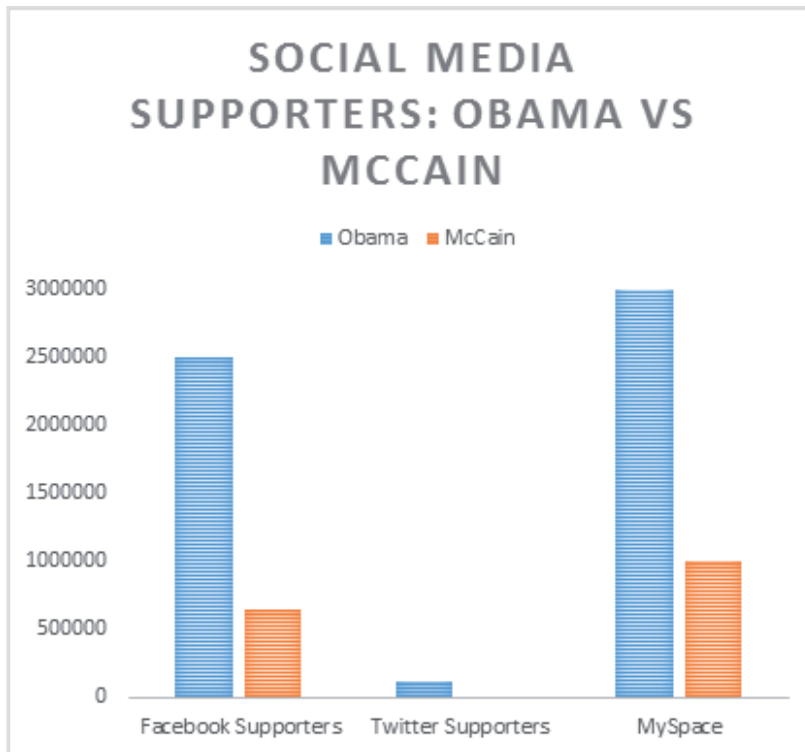
How did US President Barrack Obama use social media during his presidential campaign?

What made his online campaign effective?

> *"A major success factor for Obama's victory was how Obama's campaign used social media and technology as an integral part of its strategy, to raise money, and, more importantly, to develop a groundswell of empowered volunteers who felt they could make a difference."* – The European Business Review, "Obama and the power of socialmedia and technology", 2010, p. 1.

Have you ever thought social networks as an online platform could be such influential tools? This article reveals to us the fact that technology has become an essential tool for empowerment in the Digital Age. What does empowerment mean and why is it important for a student like you to understand this concept through the use of technology?

Obama's presidential campaign focused on the messages revolving around change, respect, and inclusion. Why do you think the people felt empowered by simply supporting him in his online advocacies?

Empowerment Technology: A Definition

Empowerment refers to the process of giving yourself, or other people, the capacity to achieve a specific end-goal. For example, if you want to learn how to cook a dish, you start by studying the steps detailed in cookbooks or by watching tutorial videos on YouTube. By doing so, you are empowering yourself with the necessary knowledge, tools, and skills you need to be able to achieve the end-goal: learn how to cook a dish.

Likewise, empowerment technology refers to computer technology that we use almost every day, which enables us to do tasks that, in the past, require professional help. Consider the following examples. How does technology empower each individual? Other than the target outcome, what other results are achieved through the use of technology?

- A fifteen-year-old owner of a bakeshop wanted to sell her cookies online. Knowing that web development is a complex subject, she checked online for a free website creation tool. She found WiX and she was able to put up her own website in just an hour.
- The student council wanted to create a video for their upcoming fundraising project. When they asked for help from videographers, they were surprised at the cost given to them. So, the council decided to find a video creation tool online. They tried Powtoon and was able to produce a multimedia video in a day.
- A businessman is running late for a meeting. To find the fastest route from his office to his home, he uses Waze and he is able to tell his estimated time of arrival to the people waiting for him at the office.

Nowadays, there are applications that can be accessed and used for free. In the examples given, each individual is able to solve his or her problem with less cost, less time, and less effort.

Empowerment through ICT

In the research article you examined, the tools used for Obama's campaign are social media platforms such as Facebook and Twitter. These were used to disseminate information and build Obama's image. Messages like "change," "hope," and "making a difference" were the topics in his campaign posts. As stated in the article, Obama's social media campaign is now considered "the legacy of one of the most effective Internet marketing plans in history, where social media and technology enabled the individual to activate and participate in a movement."

Empowerment is a strategy that aims to give individuals the tools and resources necessary to take initiative, as well as gather and analyze information or situations, thus making informed decisions to solve problems and improve services or performance. In the context of Information and Communications Technology (ICT), empowerment requires being information literate and technology literate.

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In 2000, the Information Literacy Competency Standards for Higher Education enumerated the competencies for **information literacy:**

Determines the nature and extent of information needed

Accesses the needed information effectively and efficiently

Uses information effectively to accomplish a specific purpose

Understands many of the economic, legal, and social issues surrounding the use of information, and accesses and uses information ethically and legally

Evaluates information and its sources critically and incorporates selected information into his or her knowledge base and value system

In 2002, the International ICT Literacy Panel defined **technology literacy** as "the ability to use digital technology, communication tools, and/or networks to define an information need, access, manage, integrate and evaluate information, create new information or knowledge and be able to communicate this information to others."

Why do you think these two literacies must be linked? In the following discussions, you will analyze the current state of ICT and evaluate how information and technology literacy work together for an empowered individual.

ICT and Society

Several studies conducted in different countries of the world have pointed out the importance of ICT for sustainable development. Significant changes have been observed in four major aspects of life: communication, economics, education, and travel.

Study the list shown. What other examples can you add for each aspect?

- Source of learning, teaching, and research materials
- Online learning communities
- Recording and computation of grades
- Managing records and other administrative purposes

- Online marketing
- Convenient business transactions
- Online payment gateways

- Social networking sites
- Instant messaging and video calls
- Forums and webinars (web seminars)

- Online booking and reservation
- Online tracking of reservations

With all these changes, the demands in the workplace have also changed dramatically. According to Harvard Business Review (2012), the top three requirements for applicants today are (1) ICT skills, (2) communication skills, and (3) analytical skills. A competitive applicant for a job today must have all of these qualifications.

Reflect on your own skills. Review this checklist from UNESCO. Mark the ones you think you are capable of. How important do you think these skills are when you graduate?

ICT Literacy Checklist for Students	
Students should be familiar with basic concepts of ICT.	
Students should feel confident about using computers.	
Students should be able to use graphics appropriately.	
Students should be familiar with using computers to communicate.	
Students should be aware of how ICT changes jobs.	
Students can build and use robots to perform experiments.	
Students should be able to use computers in art.	
Students should be able to use computers in dance and music.	
Students should be able to use computers for modelling and simulation.	
Students should be able to use a simple statistical package.	
Students should be able to use suitable graphics tools.	
Students should be able to create and play music using hardware and software.	

A Peek in the Past

The checklist has exposed the demand that every student must have the capability to use technology for a variety of purposes and for a wide range of domains. The focus of technological advancement today is actually on (1) integration of technology knowledge and skills in the 4Cs or 21st century skills and (2) students' college readiness.

Do you think that these two were also the goals for technology innovation and development in the past? Study the organizer shown and review the factors that have influenced changes in ICT.

Evolution of the Web

Based on the timeline, the Internet has provided a lot of services that users have enjoyed since its creation, one of which is the World Wide Web (WWW). But did you know that it also has evolved into something which provides users a wide range of services? Look at how the Web has evolved.

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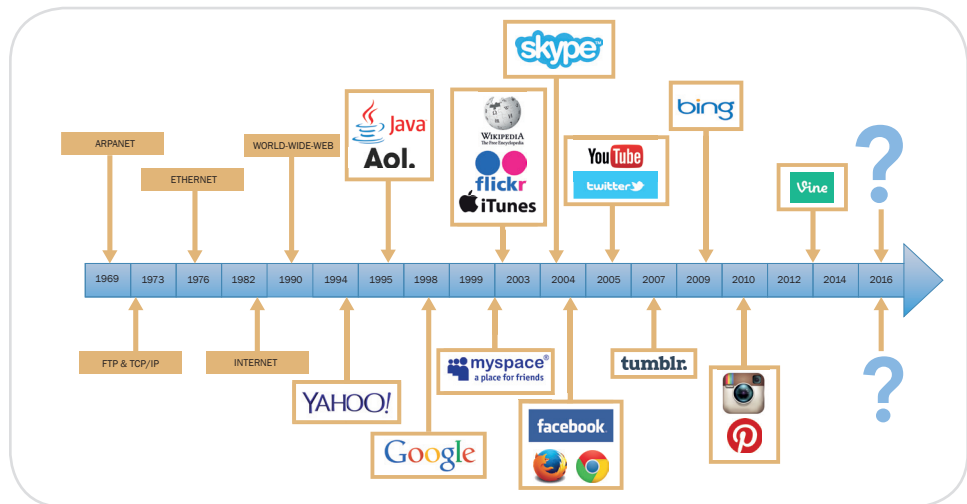
In 1989, Tim Berners-Lee, a British scientist, invented the World Wide Web. Simply known as the Web, it is an open-source information space where documents (formatted and annotated using HTML and other web resources) are identified by Uniform Resource Locators (URLs) interlinked using hypertext links and accessed via the Internet. It is considered as central to the development of the Information Age and used as a primary tool of people to interact with the Internet.

A big leap came with version 2 of the Web, or Web 2.0 in 2004, as defined by tech moguls Tim O'Reilly and Dale Dougherty, though the term was originally coined by Darcy DiNucci in 1999. Web 2.0 had no update on technical specifications, but rather on the cumulative changes in the way web pages were made and used. Web 2.0 was the Read-write Web, Web of Interaction, or Participative Web. A Web 2.0 site allowed users to interact and collaborate with each other through social media dialogue where they could create user-generated content in a virtual community. These included social networking sites, blogs, folksonomies, wikis, video sharing sites, hosted services, web applications, and mashups.

Web 3.0 is historically known as the Semantic Web or Web of Data as Tim Berners-Lee coined it. The Semantic Web is an extension of Web 2.0 by virtue of the standards of the World Wide Web Consortium (W3C). As stated by the W3C, "The Semantic Web provides a common framework that allows data to be shared and reused across application, enterprise, and community boundaries."

To some Internet experts, Web 3.0 worked as a personal assistant. When you type "tourist spot destination under PHP 10,000" on a Web 3.0 search engine, the results might include a list of fun activities or great restaurants related to the search results along with the results themselves. A Web 3.0 search engine could find not only the keywords in your search, but also interpret the context of your search.

The more you browse the web, the more information about you is stored. Your search results include your preferences based on your browsing history, the songs you like to hear, the food you like to eat, and the places you want to see, among others.

Web 1.0/2.0/3.0 Summary

Crawl	Walk	Run
Web 1.0	Web 2.0	Web 3.0
Read-Only	Read-Write	Portable & Personal
Company Focus	Community Focus	Individual Focus
Home Pages	Blogs/Wikis	Lifestreams/Waves
Owning Content	Sharing Content	Consolidating Content
Web Forms	Web Applications	Smart Applications
Directories	Tagging	User Behavior
Page Views	Cost Per Click	User Engagement

Crawl	Walk	Run
Web 1.0	Web 2.0	Web 3.0
Banner Advertising	Interactive Advertising	Behavioral Advertising
Britannica Online	Wikipedia	The Semantic Web
HTML/Portals	XML/RSS	RDF/RDFS/OWL

INTEGRATE

In which way do you think Intelligent apps will help you in your daily tasks?

Latest Technology Trends

Gartner, Inc., a leading information technology research and advisory company, highlighted the Top 10 Strategic Technology Trends of 2017 at their Gartner Symposium last 2016 in Orlando, Florida. What follows is an infographic summarizing the 2017 trends they identified based on three themes, namely, intelligent, digital, and mesh.

AI and Advanced Machine Learning – this is composed of many technologies and techniques (deep learning, neural networks, and natural-language processing) that make smart things "intelligent."

Intelligent Apps – virtual personal assistants, like Siri and Google Home, that perform some human assistance functions, making tasks easier.

Intelligent Things – This refers to the physical things that are imbued with machine learning capabilities through rigid programming. Examples are autonomous cars, like Google Car, drones, Internet of Things (IoT) smart appliances, and many more. Gartner sees a future where these devices will have a collaborative "intelligent things" model rather than a standalone one.

Virtual and Augmented Reality – this refers to the immersive technologies that are now dominating the market. Basic virtual reality is now accessible to consumers through different wearables, like VR boxes that are cheap, and smartphones capable enough of running VR apps downloaded through app stores. Though these are more focused right now on gaming, VR and AR technology advancements will soon show how these would be useful in other aspects of society, like business and research.

Digital Twin – this refers to the dynamic software model of a machine or a thing or system that uses data from various sensors to do autonomous actions such us comprehension, reaction, and improvement of operations. This includes a combination of metadata and analytics.

Blockchain and Distributed Ledgers – according to Gartner, Inc., a blockchain is *"a type of distributed ledger in which value exchange transactions (in bitcoin or other tokens) are sequentially grouped into blocks. Each block is chained to the previous block and recorded across a peer-to-peer network, using cryptographic trust and assurance mechanisms. Blockchain and distributed ledger concepts are gaining traction because they hold the promise to transform industry operating models. While the current hype is around the financial services industry, there are many possible applications, including music distribution, identity verification, title registry and supply chain."*

"Distributed ledgers are potentially transformative but most initiatives are still in the early alpha or beta testing stage," said Mr. Cearley of Gartner, Inc.

Conversational System – We have Siri on our Apple devices and Cortana for Windows devices helping us as Virtual Personal Assistants. Through evolution of technologies such as Google Home, these conversational devices will not be limited to a single device, but instead be connected to a network of multiple Internet of Things devices like house lights, air conditioning units, and many more.

Mesh App and Service Architecture (MASA) – According to Gartner, Inc., MASA *"enables users to have an optimized solution for targeted endpoints in the digital mesh (e.g., desktop, smartphone, automobile) as well as a continuous experience as they shift across these different channels."*

Digital Technology Platforms – these are the platforms that enable a digital business. The following platforms are identified by Gartner: information systems, customer experience, analytics and intelligence, the IoT, and business ecosystems.
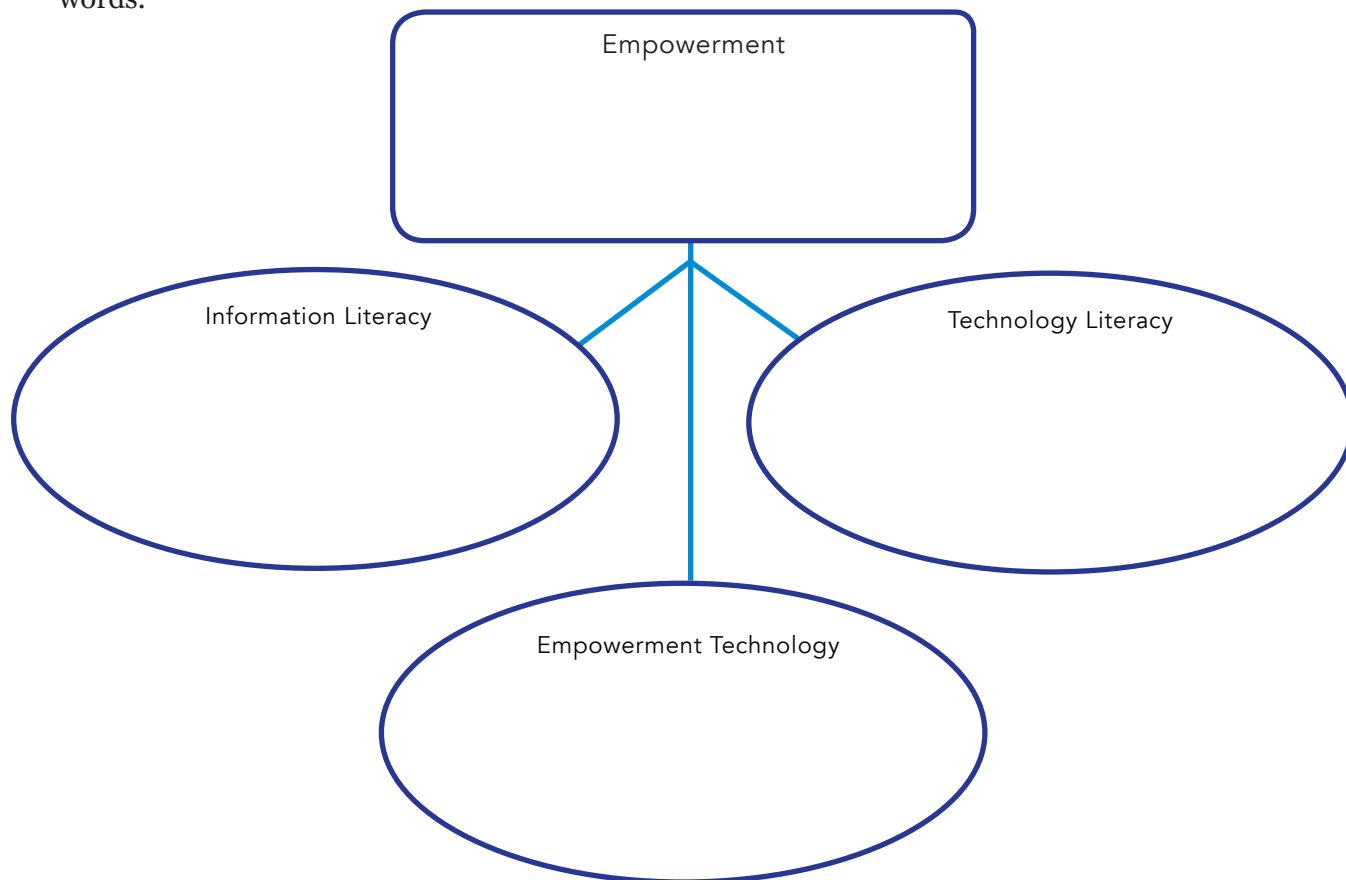
Adaptive Security Architecture – Constant processing of information requires better, ultra-efficient architectures to handle the demand. Field programmable gate arrays, or FPGAs fuel the advanced system architecture which allows systems to run at ultra-fast speeds and almost mimicking the human brain. These FPGAs will allow smart systems and advanced machine learning to be applied to almost all smart devices like smart cars, smartphones, and even smartwatches.

A. **Definition of Terms.** Write the definition of the terms in the graphic organizer using your own words.

```
                    ┌─────────────────────┐
                    │     Empowerment     │
                    │                     │
                    └─────────────────────┘

   Information Literacy              Technology Literacy


            Empowerment Technology
```

B. **Situation Analysis.** Read the following news items online. Identify the following: (a) the challenge or problem, (b) the technology used to address the challenge, and (c) how the technology empowered the individuals involved.

1. US News (Health) "How Technology Helps Patients and Other Visitors Navigate Hospitals" by Ruben Castaneda		
a	b	c

http://health.usnews.com/wellness/articles/2017-01-18/how-technology-helps-patients-and-other-visitors-navigate-hospitals.

2. Forbes.com
"Google Maps Can Now Help You Park And Other Small Business Tech News This Week" by Gene Marks

a	b	c

http://www.forbes.com/sites/quickerbettertech/2017/01/22/google-maps-can-now-help-you-park-and-other-small-business-tech-news-this-week/#1c649511151c

3. Times of Israel
"Israel tech helps US speed up passport procedures" by Shoshanna Solomon

a	b	c

http://www.timesofisrael.com/israel-tech-helps-us-speed-up-passport-procedures/

4. Rappler.com
"Carpooling app helps Manila commuters create transport fixes" by Katerina Francisco

a	b	c

http://www.rappler.com/business/industries/biztech/142853-carpooling-wunder-metro-manila-transportation

https://technology.inquirer.net/56108/facebook-brings-digital-halo-halo-hackathon-philippines

5. Inquirer.net "Facebook brings Digital Halo-Halo Hackathon to the Philippines" by Karl Angelica Ocampo		
a	b	c

C. **Compare and Contrast.** Do an online research to find out the key features, advantages, and disadvantages of the technologies shown in the chart.

Social Media

	Key Features	Advantages	Disadvantages	Purpose
Facebook				
Twitter				
Tumblr				

Discussion and Information Platforms

	Key Features	Advantages	Disadvantages	Purpose
Blog				
Vlog				
Podcast				

File Sharing Platforms

	Key Features	Advantages	Disadvantages	Purpose
Google Drive				
Dropbox				
Podcast				

Video Sharing Platforms

	Key Features	Advantages	Disadvantages	Purpose
Youtube				
Vimeo				
Dailymotion				

BUILD

Your main output for this course is a social change project related to the track or strand you are pursuing for Senior High School. To help you prepare for this, brainstorm for initial ideas.

On the chart, list down some issues or challenges that you can observe in your community or locality and take note of the individuals or groups affected by each. Reflect and write on why you want to address each issue or challenge you have noted.

EQUIP

To get an idea for a good social change project, you may visit the following websites and read through the ideas already implemented around the globe:

http://www.socialchangeprojects.com.au/

http://www.edweek.org/tm/articles/2013/09/18/tln_bohstedt.html

https://www.dsc.org.uk/category/management-leadership/project-management/

Social Issue	Who are affected by the issues?	Why do I want to address this issue?
1		
2		
3		

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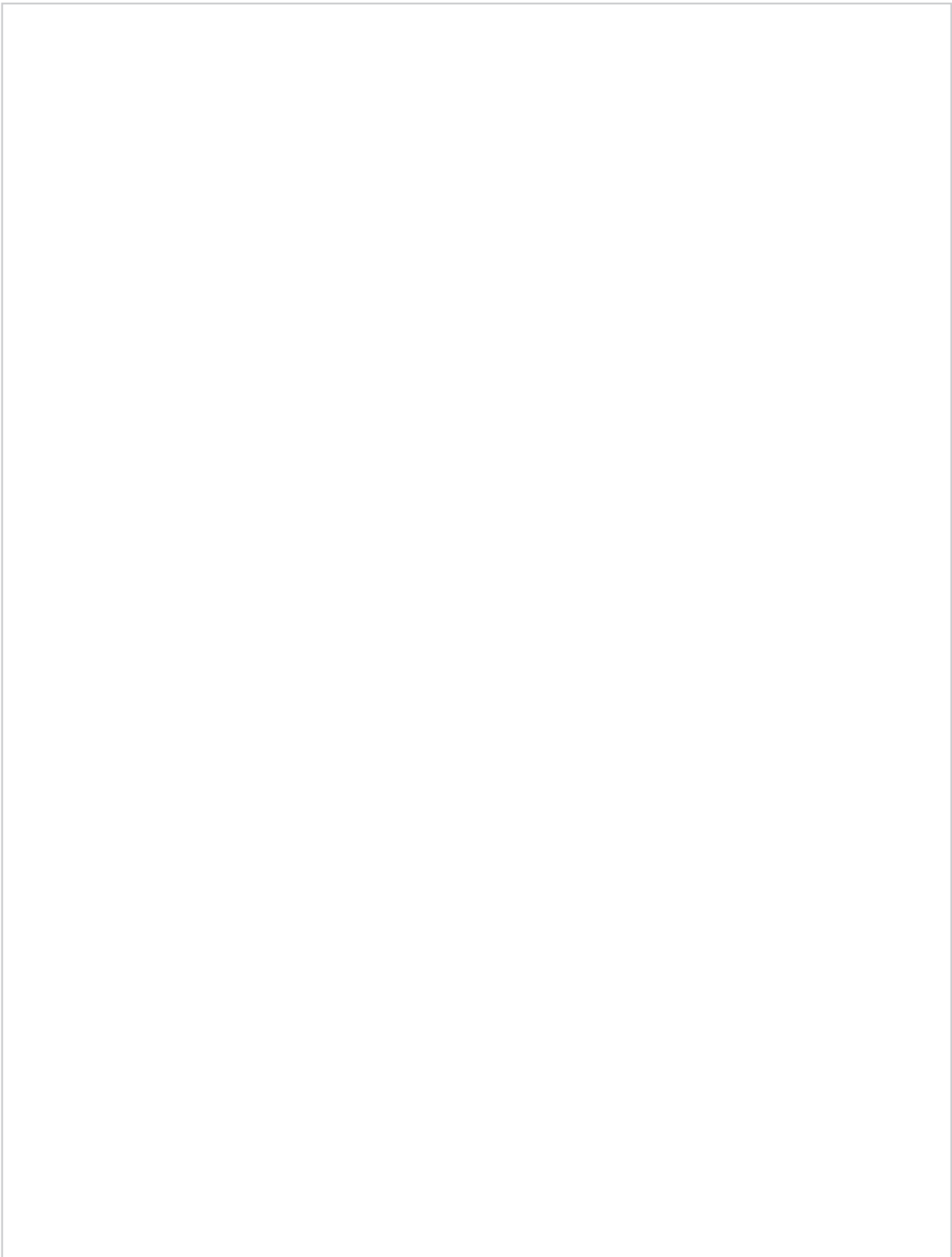
Target

By the end of this lesson, you will be able to

- Use the Internet as a tool for credible research and information gathering
- Gain awareness on cybercrimes.
- Practice computer ethics, online safety, and security.

HOW CAN I USE THE INTERNET AS A TOOL FOR EFFECTIVE RESEARCH?

EXPLORE

You learned about the meaning and importance of empowerment technologies in the previous lesson. By working on a project, your group identified issues to be resolved. Now you will learn about research. What is the proper way to do research?

Where do you often get information for your projects? Fill out the graphic organizer below.

Research Topic

Printed Reference
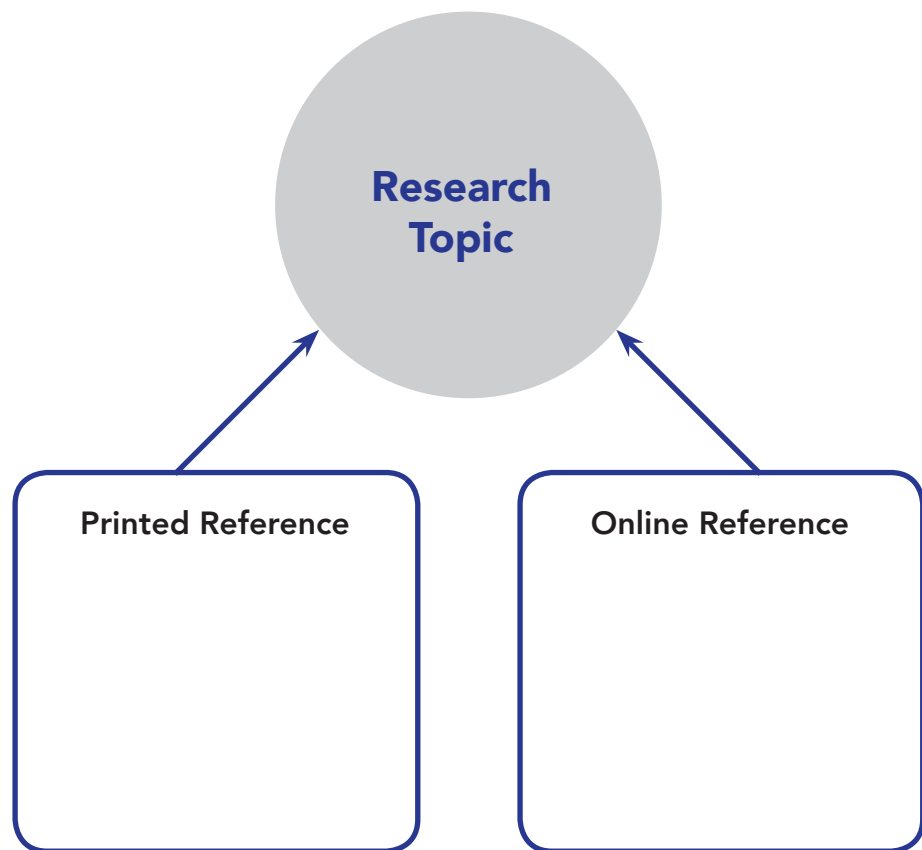
Online Reference

You have an assignment in an Italian Art Appreciation subject in which you are tasked to look for artworks featuring "Madonna." The only clue given to you by your professor is the word "Madonna," which is a word in medieval Italian that refers to a noble or important woman.
How would you search for it?

A. | Madonna |

B. | Madonna Art |

C. | Madonna painting |

Often, people search Google with the limited information we have, but it is enough if you want to find specific information. Search engines require context for it to give you the most relevant results.

Be honest with your answer and do not try to Google it. Most of the time, we simply enter the word Madonna without considering what might appear. If you answered C, something similar to the following example will appear in the search results.
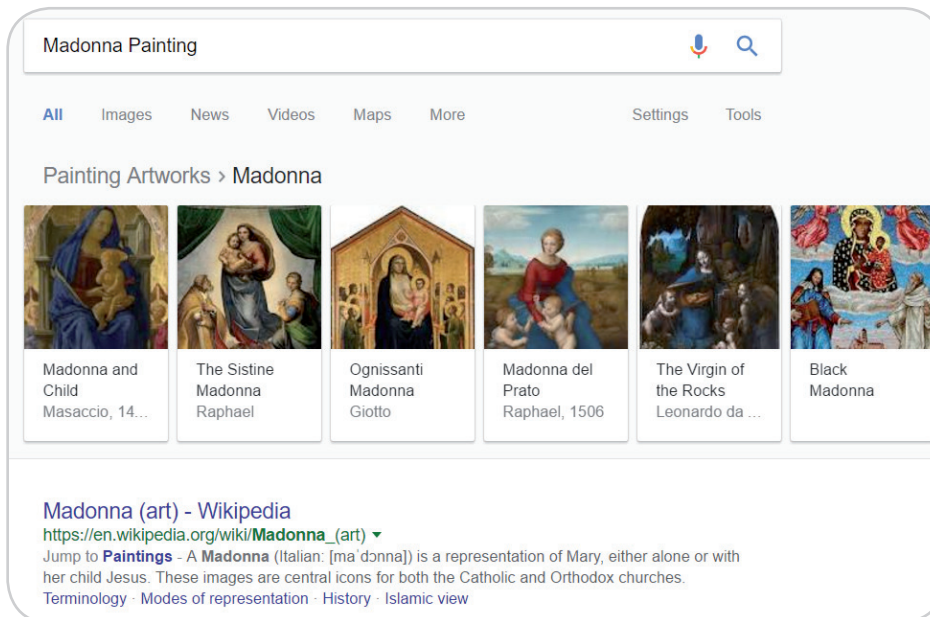
What if you answered A? Try Googling it and you might get lost.

Contextualized Online Search and Research Skills

Contextualized search can be defined as a skilled or optimized way of searching the Internet based on the "context" provided, therefore narrowing down the results given back to you by the search engine (Feldman, 2012). This increases the chances of you receiving the most appropriate reply to your query.

What Is Research?

In our world of expanding access to the Internet, research has become a common term that is used when "looking for something" online. Whether you search for a definition of a word you don't know, look for car sales online, or look for a recipe for food you like, it is now considered research. Committing errors when searching for information such as these does not matter much because it generally does not affect other people. According to the authors of the book, *Research Skills for Students,* this kind of "research" is called personal research. The research we do at schools, on the other hand, is called professional research (Allison, et al., 2016).

Although personal research is also important in daily tasks, this lesson shall focus on professional research, as it is exceedingly important in the academic world, and it is the type of research you will be doing in this courseware.

By definition, research is a systematic inquiry that attempts to provide solutions to existing problems and questions using facts and data. This is usually presented in a form where all methods and procedures conducted are recorded so that they can be viewed and accessed by others.

> Primary sources refer to the first-hand acquisition of information from experiments, events, phenomena, and observations.

Why Is It Important?

Although there are several forms of research, such as original research (primary source), scientific research (providing explanations about the world), humanities research (as in historical and sociological research), and artistic research (practice-based research), they all have the same purposes: to discover new information, to interpret existing facts, to revise accepted knowledge in light of newly discovered facts, or to apply theories and laws into practice. (www.merriam-webster.com, 2017)

Thomas Edison is widely known as the inventor of the light bulb, but he was not the true inventor. 78 years before Edison's light bulb became popular, Humphry Davy developed the Arc-Lamp, which was the first electric light device. Like other inventions, though, it was not without flaws. The Arc-Lamp did not stay lit for very long and was too bright. The British physicist Joseph Swan discovered that carbonized paper is a better filament material for light bulbs, but he could not make his design more efficient and last longer than it did.

With the help of Thomas Edison and after rigorous experimentation, Swan and Edison found better materials to use, and their companies merged to sell the improved light bulb design. Edison, though, was the only one remembered by most people (Skillicorn, 2016).
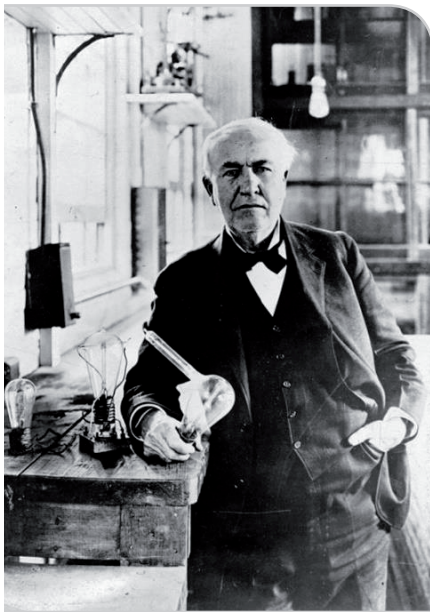
Thomas Edison holding his invention

Professional researchers (inventors included) produce results based on the works of their predecessors. Successful inventions, most of the time, are products of reworking previously made inventions, or were made based on the results of the previous inventions. Most research is conducted while considering the work of others as references.

Research on healthcare is especially important. Without further research or verification, a claim may mislead people or even endanger lives. Even in this day and age, there are still gaps in the body of knowledge that man has produced, especially in medical science. For every cure, treatment, or medicine, intensive research and clinical trials are performed before they are approved to ensure the safety of the people who are to avail of the benefits.

What Are the Research Skills I Need to Develop?

Searching for answers to questions you have for your project requires more than just a simple Google search. You need to have proper skills that will enable you to gather useful and credible information online. According to Scholastic, the following are the online research skills students need (Hudson, 2017).

Check Your Sources

Evaluate the information you gather from your sources, whether they are from books, online articles, news sites, or websites. Consider the benchmarks for evaluating a website: currency (is it up to date?), security (does it ask for too much private information from you?), scope (is the content in-depth or too shallow?), and authority (who wrote the content? Is he an expert?).

Ask Good Questions

Be specific when entering queries into search engines. It gives the search engine proper context regarding what you are looking for, therefore enabling the engine to give you better search results. You can also use the special keys to use when searching. See the following infographic.

EQUIP

You can learn more about Google search engine conventions here:

http://guides.lib.berkeley.edu/GoogleTips

How To Google It

site:
Only searches the pages of that site

" "
Searches for the exact phrase and each of he words separately

-
Excludes this term form the search

site:nytimes.com **~college** **"test scores"** **-SATs** **2008..2010**

~
Will also search related words, such as 'higher education' and 'university'.

-
Excludes this term form the search

How To Google It

filetype:
Searches only results of the file type you designate. Can use for pdf, doc, jpg, etc.

intitle:
Only shows results with that word in the title (in this case, 'velocity')

filetype:pdf **air speed** **intitle:velocity** **of** ***swallow**

*
Replaces itself with common terms in your search (in this case, Red Rumped swallow and lesser Striped swallow will be both be searched, along with many others).

Go Beyond the Surface

Be persistent in looking for more information regarding your topic. One common lapse of student researchers is that they only look for information in the first search result they find on search engines. There are times when information in the 10th result is more useful than the information in the first one you see. Try looking for other sources rather than sticking to one.

Be Patient

There are times when the Internet does not provide the information you are looking for. You may not find the exact answer to your query, but bits of data are scattered all over the Internet. You just need to think critically and synthesize the data you have gathered until you yourself can formulate your own conclusion.

Respect Ownership

Remember that everything on the Internet, be it text, images, ideas, audio, or any other form of information, has its own respective owner. Illegal acquisition, distribution, or reuse of any of these may result in copyright infringement. These will be discussed in further detail in the succeeding topics.

Use Your Networks

Social media and other information tools like Wikipedia and online forums are useful when doing research. Social media can provide various and nuanced perspectives on the information you need. Sources like Wikipedia, however, should be evaluated before you use the information from it. The sources cited on Wikipedia, however, are a practical starting point in gathering credible information. We will discuss other good sources of information in the succeeding topics.

ICT Tools Useful in Research

As stated earlier, it is strongly advised not to limit yourself to the top-level results provided to you by your search engine. The following are websites, webtools, and online documents that may provide you with better access to the information you are looking for.

Google Search

By far, Google Search is the most popular and powerful search engine in the 21st century. Owned by the multinational technology company Google, this search engine has evolved from a simple search engine into a smart one, which is capable of searching the web through voice input and filtering the results according to your behavioral data gathered by the search engine.

Google Scholar

Google Scholar, another product from Google, gives users, especially researchers, a simpler way to search for scholarly literature on the Internet. Using Google Scholar, you can search for research papers, articles, books, court rulings, and other sources of information. This is a great tool when looking for contents for the Related Literature section of your research papers.

EQUIP

You can learn more about Google Scholar here:

https://scholar.google.com/intl/en/scholar/about.html

Online Journals

A journal is a periodical publication that contains scholarly articles relating to a particular discipline or field of study. These are often published by academic or scientific institutions (including universities), and the contributors are researchers, professors, doctors, and other professionals in their respective fields. Articles in journals are different from newspapers. Newspapers are intended for general readers while journal articles are intended for academics and people who are engaged in specialized fields of study. These kind of articles, most of the time, are the most useful as primary information sources for research.

Online journals, in turn, are scholarly publications released in a format accessible via the Internet. In other words, the journals that are kept in your school libraries and other libraries in the world are kept in the Cloud or Internet in digital format. Oxford University Press is an example of an online journal repository.

Academic Websites

Wikipedia is a common starting point when conducting research. However, the content that you are going to use when writing your paper must be taken from the cited references for the Wikipedia article and not the article itself. The primary source is not only a more reliable source, it may also contain information that you can use to support your claims.

There are many academic websites and libraries that provide electronic copies of papers, journals, books, videos, and audio recordings that may aid you in the research process. The following are some of the most notable.

Internet Archive

The Internet Archive is a non-profit electronic library that has a free-to-access collection of digitized materials ranging from websites, multimedia files, and academic materials. A large number of books, including modern ones, can also be borrowed from the Open Library, also run by the Internet Archive.

EBSCOhost

EBSCO is another digital library that offers premium fee-based access to mainly academic materials that are normally not available for public use. It runs a service called EBSCOhost that provides an online research database with full-text digital copies of books, medical references, and historical archives.

JSTOR

JSTOR is another digital library that is primarily licensed to academic, scientific, and other research and educational institutions. Like EBSCOhost, it provides full-text searches of books, primary sources, and other reference and scholarly materials. JSTOR is a part of ITHAKA, a non-profit organization that promotes sustainable research and teaching in the academe via digital technologies.
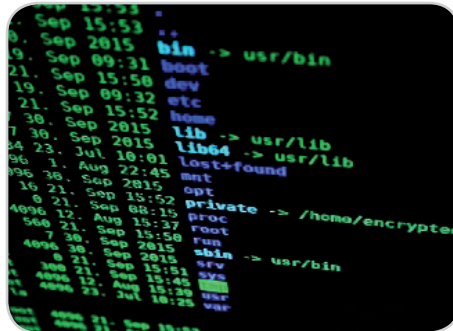
ICT Safety, Security, and Netiquette

The Internet is a vast network of computers where many users, content, tools, and resources are made accessible. You do homework and research papers with the help of the Internet. You communicate with your peers through the Internet. You do all of this maybe at home, in computer labs, or in computer shops. They make it convenient for you to finish your work easily. But at what cost?

Verification of Online Source Materials

Cramming is one of the many problems of students, especially when doing homework. Days pass, and at midnight before the deadline, you realize you have homework to do. You fire up your computer and search for the answers to your assignment. But are the websites where you get your answers reliable? What if they are spoof sites? Or what if they are just opinions of the authors and they are not factual? This might get you into trouble, especially if you are doing a research paper.

It is best to do your research far ahead of the deadline to allow yourself some time to evaluate and verify the sources of your homework. Follow the criteria below when evaluating your source material.

- Currency – Is the information up-to-date?
- Security - Does the site ask too much personal information?
- Scope - Is the information in-depth?
- Authority – Does the information come from a trusted expert?

Computer Ethics and Netiquette

Computer Ethics is a new branch of ethics that is concerned with standards of conduct in the use of computers. It deals with how computing professionals should make decisions regarding professional and social conduct.

Following the 1987 memo on ethics of the Internet Advisory Board, the Computer Ethics Institute created the Ten Commandments of Computer Ethics in 1992 which were introduced by Ramon C. Barquin in his paper entitled "In Pursuit of a 'Ten Commandments' for Computer Ethics." It is a means to create "a set of standards to guide and instruct people in the ethical use of computers." It copies the archaic style of the Ten Commandments from the King James Bible.

There are several activities that you can do using online services: search topic, read articles, log in to your online accounts, e-banking, write comments, post pictures, chat with a friend via social networking sites (SNS), and others. But the more information you put or use online, the higher the risk placed on your online safety. You can be a victim of identity theft, phishing, malware infections, etc. It is your responsibility to secure your information online as well as maintain good etiquette when using these services.

Internet ethics, or netiquette, is a set of rules that determines how to properly communicate and browse the web.

The following are some of the good practices when using the Internet:

1. Always keep your software or application updated and uninstall the ones that you do not use.
2. Do not divulge sensitive information online, especially on unsafe websites.

3. Be careful when dealing with emails from unknown sources or spam.
4. Run your antivirus software before going online.
5. Think before you click. What you post on the Internet may stay online forever.

Intellectual Property Rights (IPR)

The biggest issue surrounding ICT concerns the violation of intellectual property rights (IPR), which is the act of stealing other people's works and ideas, whether knowingly or unknowingly. For example, when you buy a book, the author or publisher earns money, but if you borrow a book and photocopy it, you technically do not pay for it—the author or publisher of the book does not get anything in return for the use of the book. The latter is one form of IPR infringement, no matter how subtle.

Another common form of IPR infringement is when you use other people's work, such as images, movies, or music, and alter them or combine them into a different work, such as those used in YouTube fan-created videos and image modifications. There may be no intention on profiting from such work but it is still considered as IPR infringement.

Intellectual property laws (IPL) protect the rights of people to maintain legal ownership of their works and ideas. It covers their right to control how their work can be consumed by the general public, including whether their work can be acquired or used for a cost. Someone who takes the work or idea of another person and claims it as his own may be accused of theft. But IPR is not a given right: they have to be applied for and granted to the applicant by the proper authorities. Otherwise, the contents of a book that you have written or the blueprint for an invention you have made may be claimed freely or used by others for profit without your knowledge or permission. There would be no legal basis for you to claim ownership of the material.

Granting ownership of an idea to a person is not an easy thing to do. There are instances when an idea must be elaborated and organized properly before the petitioner can be granted exclusive rights to it. On the other hand, a copyright can also be automatically claimed by the originator of an idea without the need to apply for rights if he already has a record of what he has produced.

Artworks, novels, short stories, poems, music, and movies are only some of the copyrighted things that are available on the Internet. These can be copied without a single centavo given to the authors of the works. The Internet is only one of many platforms where they are distributed. Other instruments used for piracy include digital video cameras, MP3 recorders, and optical disc burners for CDs and DVDs. In order to minimize the incidence of illegal copying of intellectual material, manufacturers have been cautioned about making and designing products that allow easy and multiple duplication of media files.

THE TEN COMMANDMENTS OF COMPUTER ETHICS

1. Thou shalt not use a computer to harm other people in any way.
2. Thou shalt not interfere with other people's computer work.
3. Thou shalt not sneak around in other people's computer files.
4. Thou shalt not use a computer to steal.
5. Thou shalt not use a computer to bear false witness.
6. Thou shalt not copy or use proprietary software for which you have not paid.
7. Thou shalt not use other people's computer resources without authorization or proper compensation.
8. Thou shalt not appropriate other people's intellectual output.
9. Thou shalt think about the social consequences of the program you are writing or the system you are designing.
10. Thou shalt always use a computer in ways that ensure consideration and respect for your fellow humans.

(Computer Ethics Institute, n.d.)

Avoiding Plagiarism

In your project and in other research papers, you will always be asked to add information about your paper by citing information taken from other research materials. This is very risky especially if you might fall into the plagiarism trap. To avoid that, try to follow WriteCheck's 6 Ways to Avoid Plagiarism in Research Papers (WriteCheck, 2017).

Six Ways to Avoid Plagiarism

1. Paraphrase - Read the material you wish to use and rephrase it in your own words. Using two words consecutively must be avoided. However, in a situation wherein it cannot be avoided, quotation marks must be used.

2. Cite - Proper citation must be observed when referencing existing material. Several guidelines are observed when writing research papers and reports depending on the industry standard. Examples are the guidelines established by the Modern Language Association (MLA), the American Psychological Association (APA), the Associated Press (AP), and the Chicago Manual of Style. Citation often requires the name of the author of the material you intend to reference and the publication date

3. Quoting – Directly quoting the source material is recommended in order to avoid misquotation or misinterpretation. However, many institutions generally discourage the use of "block quotes." Block quotes are direct quotations that are 40 or more words long and are usually separated from the main text. It is still best to paraphrase your source materials and avoid quoting directly as much as possible.

4. Citing Quotes - The methods of citing quotes and citing the paraphrased material generally differ. The former often includes the page number written after the name of the author if the source material is a book, a magazine, or a newspaper, among several other sources.

5. Citing Your Own Material - Although the reference you may want to use is your own work, it is still necessary to cite yourself as you would the work of another person. Failure to provide citations for your own material is known as "self-plagiarism."

6. Referencing - Apart from citing direct quotes and paraphrased text, it is also important to provide a page for references and other materials used at the end of your work. Information such as the title of the work (as well as the title of the publication or website, in certain cases), the name of the author(s), the publication date and place, and the universal resource locator of the source (for websites) are among the details that must be provided. The format for your references will depend also on the standard required by the institution or industry you will present your work to.

Test I. Explicit Contextualized Search. Write the correct query for the following statement using the search engine operators.

Search Requirements	Query
1. A Website mentioning your exact name.	
2. Websites with the keywords and any other word after it such as office productivity tools, office productivity software, etc.	
3. PDF papers on societal change.	
4. Statistics of social media users from year 2007 to 2016.	
5. PowerPoint presentations regarding social change projects.	

Test II. Enumeration. List down 6 skills in research you need to have and explain what it is.

Skill	Description

Test III. Essay. How does social networking help you in your daily life?

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BUILD

After learning the essential techniques and standards in data gathering via the Internet, you should now be able to gather data relevant to your project. Look for at least five articles or discussions that will support the claims your project attempts to establish. Follow the criteria for choosing a reference website and use proper citation. Use the table that follows as your guide to getting the information you need for your study. (Use a separate sheet of paper.)

Research Journal Specification Table			
	Topic 1	Topic 2	Topic 3
Title of the Research / Article			
Authors/ Copyright/ Source or Reference			
Abstract			
Objective and scope of the study			
Significance			
Methods			
Results and Conclusion			

Target

By the end of this lesson, you will be able to

- Create original or derivative content while carefully citing sources using advanced MS Word tools in Citation.
- Proofread existing content using advanced MS Word tools.
- Send customized letters to a large group of people using the Mail-Merge feature of MS Word.

HOW DO I USE ADVANCED WORD TOOLS TO DEVELOP CONTENT?

EXPLORE

In the previous lesson, you have learned how to gather reliable information such as articles and other resources for your project. In this lesson, you will learn how to use proper citations for derivative content intended for your project pitch. You will also learn the purpose of using Track Changes and other advanced Microsoft Word tools in publishing papers.

Term, research, and thesis papers usually come around at the end of the semester. Unlike essays, these papers require extensive research, citation of sources, and seemingly endless revisions. You print and submit the first draft to your professor or teacher, he/she evaluates it, and later, returns it to you with editing and proofreading marks only to find out that almost 90 percent of your work need to be revised. You update your work and print again, but the teacher still finds writing mistakes in the paper. The cycle is painstaking, but, you need not do that because there's MS Word to the rescue and it already has a proofreading tool along with other useful editing tools that you may or may not be aware of.

To make an assessment of Word tools and know which you have been using before, check all that you are aware of in the table below.

Text Basic	Headers	Checking Spelling and Grammar
Formatting Text	Picture and Text Wrapping	Track Changes and Comments
Page Layout	Formatting Pictures	Finalizing and Protecting Documents
Printing Documents	Shapes	SmartArt
Line and Paragraph Spacing	Textboxes and WordArt	Mail Merge
List	Tables	Styles
Hyperlinks	Chart	Reference

techFactorsInc

> [Twas the night before Christmas, when all through the house
> Not a ~~creature~~ teacher was stirring, not even a ~~mouse~~spouse;
> The stockings were ~~hung~~ flung by the chimney ~~with care~~I swear,
> In hopes that St. ~~Nicholas~~ Nick soon would be there;
>
> ~~The~~ Their children were nestled all snug in th~~eir beds~~ shed;
> While ~~visions~~ millions of ~~sugar-plums~~ beanie babies danced ~~in~~ on their ~~heads~~beds;
> And ma~~mma~~ in her ~~'kerchief~~trousers, and I in my cap.

Microsoft Word is a word processing application developed by the Microsoft Corporation. It lets you create documents for your assignments, term paper or research work, letters, and certificates or just edit any text document. It provides several features that make your work, like copying and pasting text from different sources, inserting objects, laying out content, and editing and proofreading documents, much easier.

In the example above, proofreading marks are written on the printed document where the writer will refer to when revising his work on the computer. But what if your editor is from elsewhere far and sending a printed copy is not practical? What if you wanted to save on printing costs because of price hikes in paper and ink products? MS Word offers a feature that allows you to proofread any document, check the spelling and grammar, track the changes made, and add comments. It simplifies not only the checking part but also the revision of the document.

The next section discusses some of the features of MS Word that you can use to make you more productive and assist you in the creation of your project documentation. These features are:

1. References: Citations and Bibliography
2. Review: Spelling and Grammar
3. Review: Tracking Changes
4. Mail Merge

References: Citations and Bibliography

In writing a research paper, you will most likely get information from the Internet. This gives you easy access to needed ideas and information but puts you at risk in committing plagiarism. To prevent committing that offense, you need to learn how to paraphrase text and add citations. You can do this manually, but if you must regularly update your list or use a different style, you will have to redo everything. The solution is available in Word. All you have to do is to input the sources of information and Word will create and update your bibliography or references automatically.

Follow the steps in creating your bibliography:

1. **Choose your reference style.** Different academic disciplines use their own style guides. Better ask your teacher what is the required style guide for your document. Style guides to choose from are APA, MLA, and Chicago. To do this, click the References tab, then select the desired style in the **Citations & Bibliography** group.
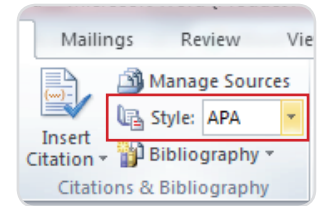
2. **Add Citations and Sources.** You need to cite the authors in your documents for the information you got from them. To do this, click the **Insert Citation** command in the **References** tab, and select **Add New Source**. A dialog box will appear. Just enter the requested information, like the author's name, title, and publication details. Then, click **OK**.
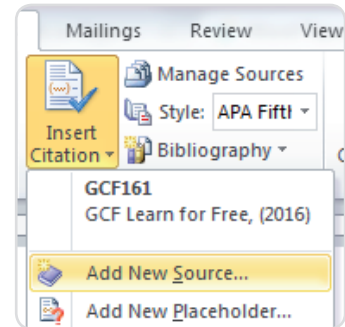
3. **Insert the bibliography.** You can easily create the bibliography or references at the end of your document once you encode the list of sources in step 2. In the **References** tab, select the **Bibliography** command, then choose the desired style. (GCF Learn for Free, 2016)

Checking Spelling and Grammar

In Word, you don't have to worry about your spelling and grammar. One of the features of Word is to correct your spelling and grammar which can help you produce a more professional document.

How to Run Spelling and Grammar Tool

1. Click the **Spelling & Grammar** command from the **Review** tab.
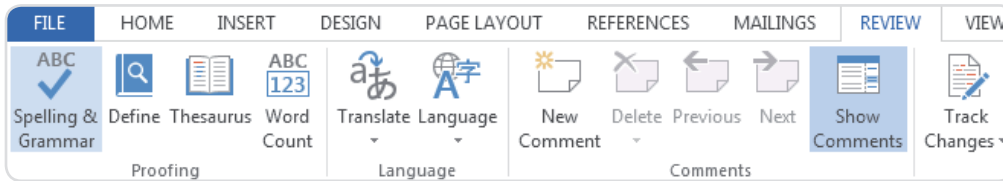
2. The **Spelling and Grammar** pane will appear. Word will try to give one or more **suggestions** for each error in your document. You can select a suggestion and click **Change** to correct the error.

3. Word will move through each error until you have reviewed them all. After reviewing all the errors, a dialog box will appear confirming that the spelling and grammar check is complete. Click **OK**.
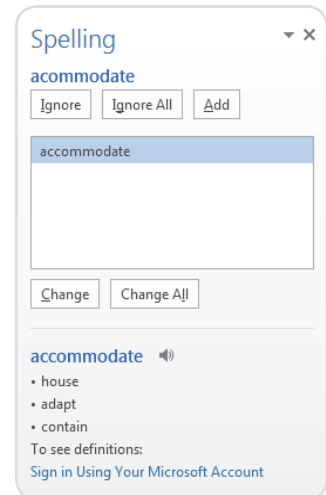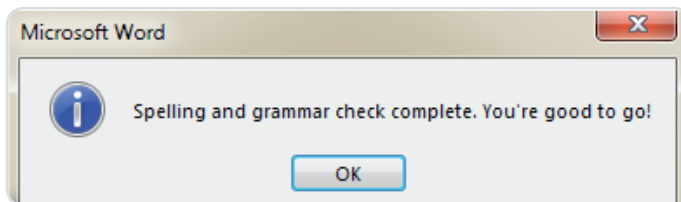
4. If no suggestions are given, you can manually type the correct spelling in your document.

Ignoring "errors"

The spelling and grammar check is **not always correct.** There are many grammatical errors Word would not notice. There are also times when the spelling and grammar check will say something is an error when it's not. Usually, this happens with people's names and other words not in the dictionary.

If Word says something is an error, you can choose not to change it. Depending on whether it's a spelling or grammatical error, you can choose from several options:

For spelling "errors":

- **Ignore:** This will skip the word in question without changing it.
- **Ignore All:** This will skip the word in question and all other instances of the word in the document without changing it.
- **Add:** This adds the word to the dictionary so it will never come up as an error.
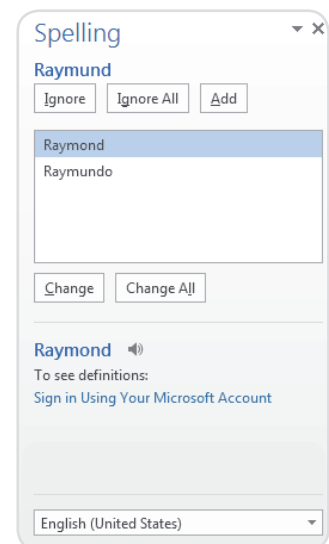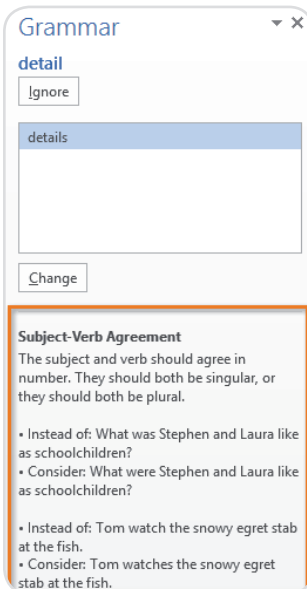
For grammar "errors":

- **Ignore:** This will skip the word or phrase without changing it.

For grammar errors, Word provides an explanation for why it thinks something is incorrect. This can help you determine whether you want to change or ignore it.

Automatic spelling and grammar checking

Word automatically checks your document for **spelling and grammar** errors, so you are informed that there is an error without running a separate check. These errors are indicated by **colored**, **wavy lines**.

- The **red line** indicates that the word is misspelled.
- The **blue line** indicates that there is a grammatical error, including misused words.

The geusts are having a good time. There reactions are priceless.

Spelling Error   Grammar Error
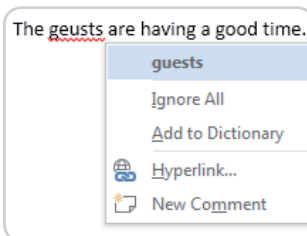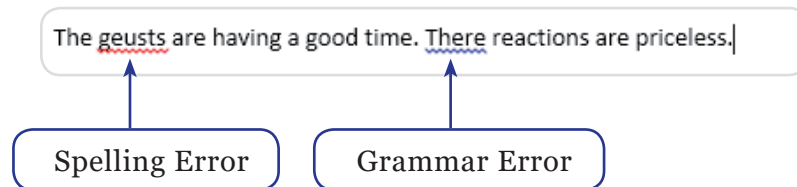
To correct spelling errors:

1. Right-click the **underlined word.**

2. Select the **correct spelling** from the list of suggestions.

3. The error will be replaced by the corrected word.

To correct grammar errors:

1. Right-click the **underlined word or phrase.**

2. Select the **correct spelling or phrase** from the list of suggestions.

3. The error will be replaced by the corrected phrase.
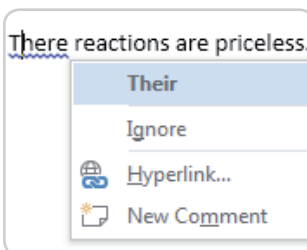
To hide spelling and grammar errors in a document:

If you want to share a softcopy of a document, like a resume, with someone, you might not want that person to see the red and blue lines. Fortunately, Word has a feature that can hide spelling and grammar errors so the lines will not show up on any computer.
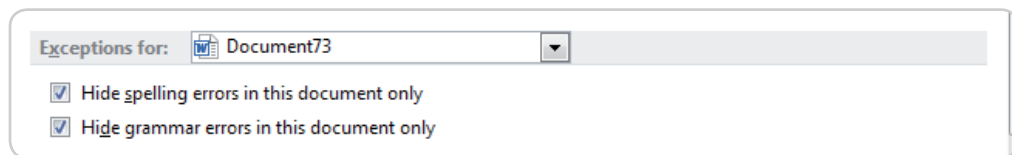
1. Click the **File** tab to go to **Backstage view,** then click **Options.**
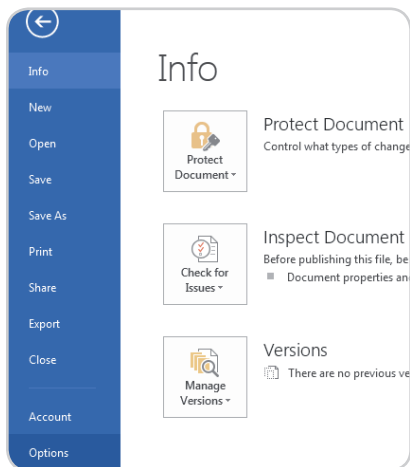
2. A dialog box will appear. Select **Proofing** on the left side of the dialog box.
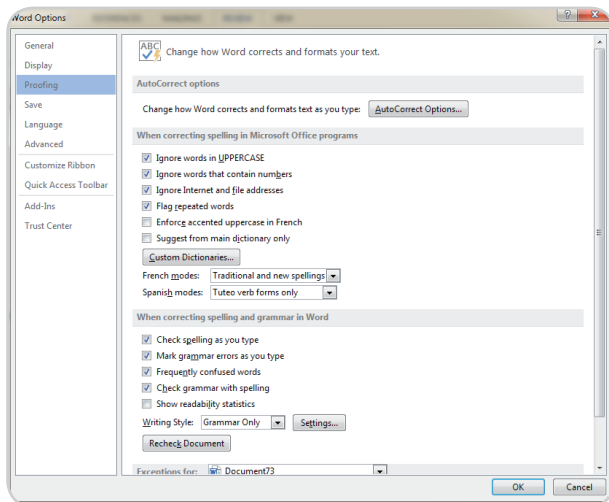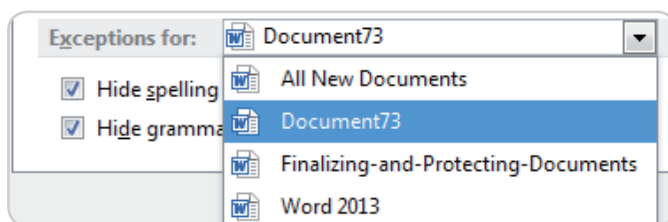

3. Check the box of **Hide spelling errors in this document only** and **Hide grammar errors in this document only**, then click **OK.**

4. The lines in the document will be hidden.

   If you have more than one document, click the drop-down box next to **Exceptions for:** and select the desired document.

Finalizing and Protecting Documents

Want to secure any information you want to keep private and discourage others from editing your file?

Fortunately, Word includes several tools to help **finalize and protect** your document.

Document Inspector

Whenever you create or edit a document, certain **personal information** may be added to the file automatically. You can use the **Document Inspector** to remove this type of information before sharing a document with others.
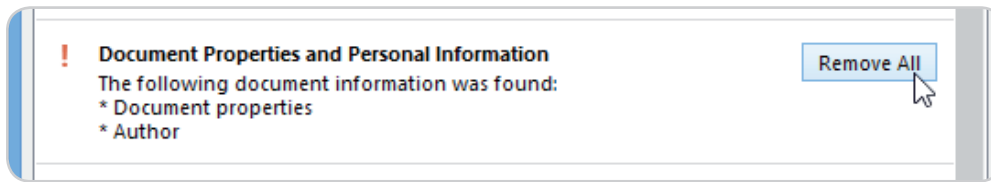
How to use Document Inspector

1. Click the File tab to go to Backstage view.

2. From the Info pane, click Check for Issues, then select Inspect Document from the drop-down menu.
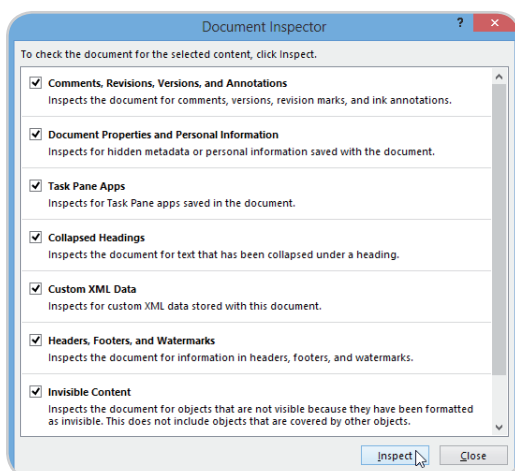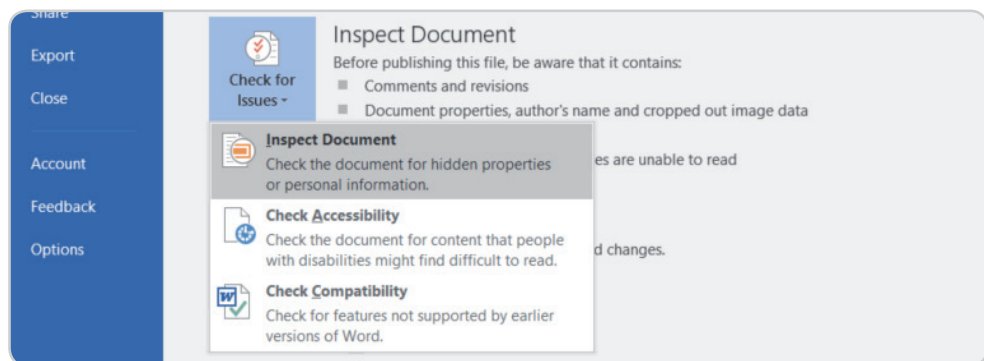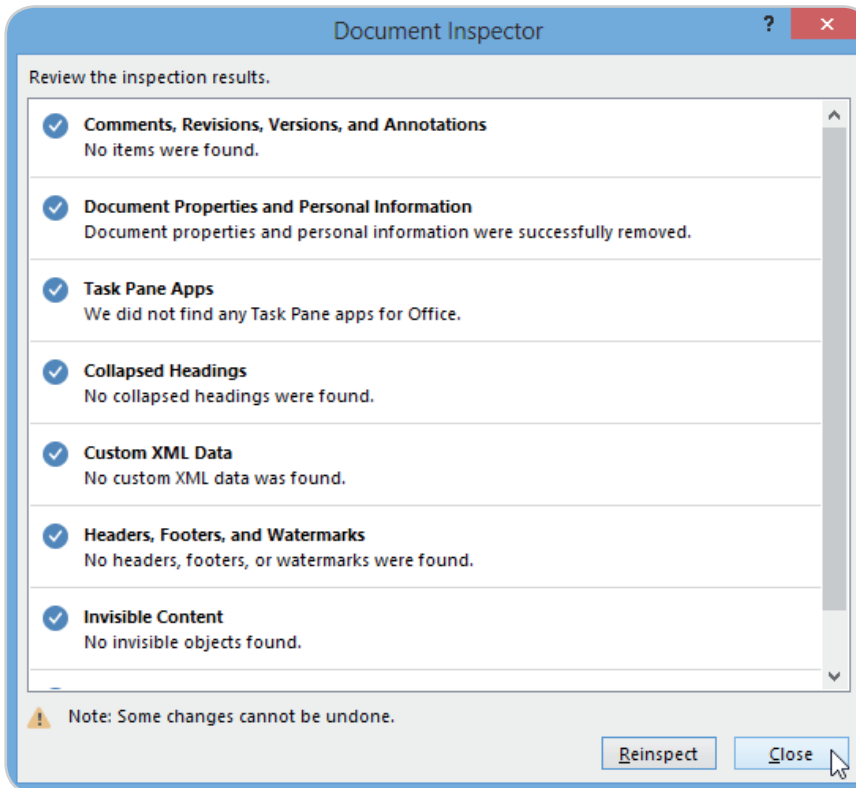
3. The **Document Inspector** will appear. Check or uncheck the boxes, depending on the content you want to review, then click **Inspect**. In our example, we'll leave everything selected.

4. The **results** will show an **exclamation mark** for any category found to have potentially sensitive data, and it will also have a **Remove All** button for each of these categories. Click **Remove All** to remove the data.

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Document Properties and Personal Information
The following document information was found:
* Document properties
* Author

Remove All
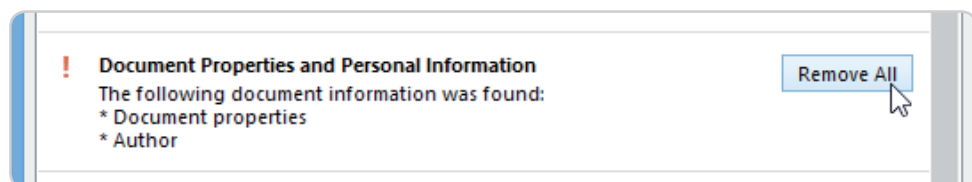
5. When you are done removing, click close.

Protecting your document

By default, anyone with access to your document will be able to open, copy, and edit its content unless you **protect** it. Word has several ways to protect a document; it all depends on your needs.

How to protect your document

1. Click the File tab to go to Backstage view.

2. From the Info pane, click the Protect Document command.

3. In the drop-down menu, choose the option that best suits your needs. Marking your document as final will only discourage others from editing the file, while they can still view your file. Other options allow for even more control if needed.

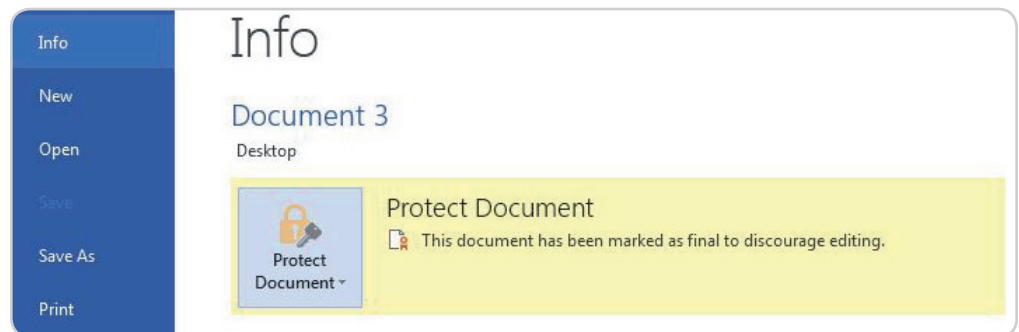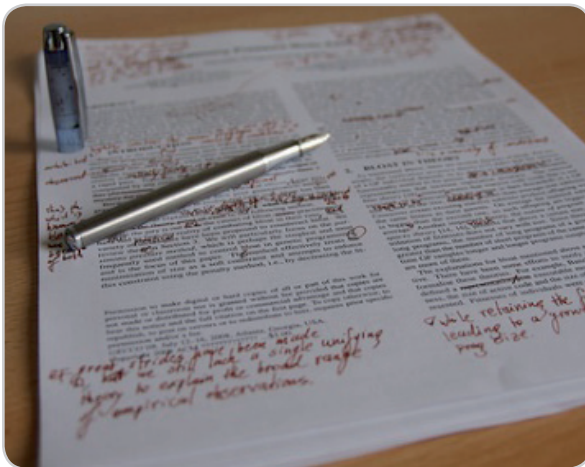4. A dialog box will appear prompting you to save. Just click **OK.**
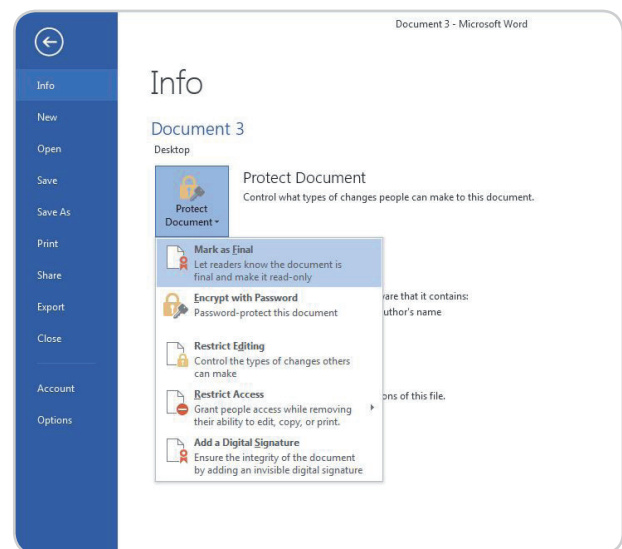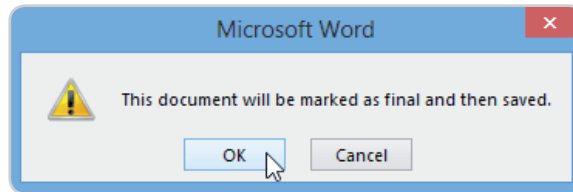
5. Another dialog box will appear. Just click **OK.**
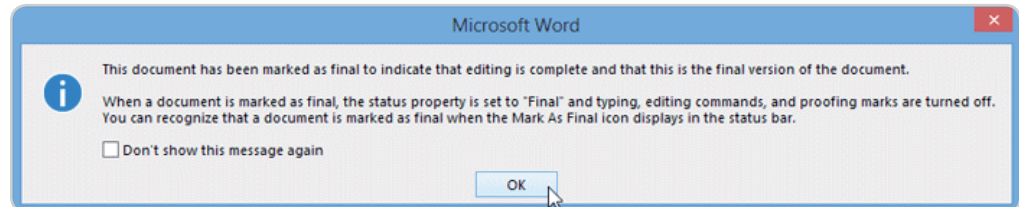
6. The document will now be marked as final.

Tracking Changes

When someone will ask you to proofread a hardcopy document, the first thing that you might do is to get a red pen to cross out sentences, mark misspellings, and add comments in the margins. Fortunately, Word allows you to do all of these things electronically using the two features—***Track Changes*** and ***Comments***.

Every change you make to the document will appear as a colored markup when you turn on ***Track Changes***. If you are going to remove or delete text, it will not disappear; instead, the text will just be crossed out, and when you add text, it will be underlined. This is how Word allows you to see edits before saving the changes permanently.
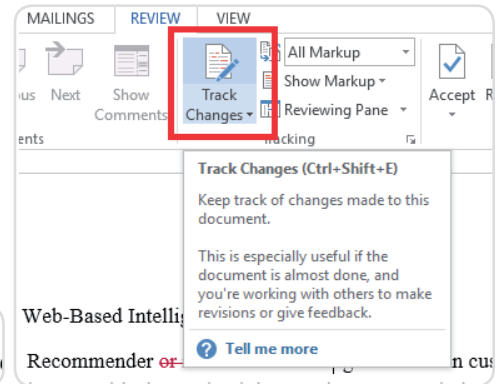
Web-Based Intelligent Systems

Recommender ~~or recommendation~~ agents assist in customization and personalization services that are critical to maintaining good customer relationships.

The good thing here is, if there are multiple reviewers, each person will be assigned a different markup color so you can determine which changes are from whom.

Turning on Track Changes:

1. From the **Review** tab, click the **Track Changes** icon.

2. **Track Changes** will now be turned on. Any changes you make to the document will appear as colored markups from this point.
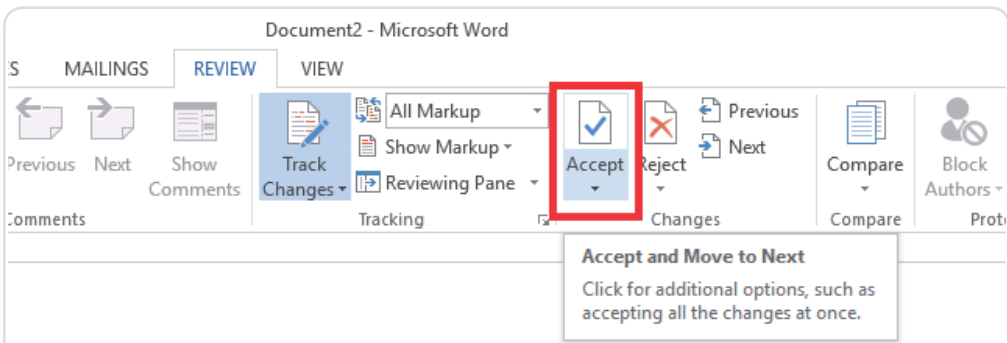

Reviewing Changes:

The tracked changes are just suggested changes. For these to become permanent, they must be accepted. The original author may agree or disagree with these changes and choose to reject them.

1. First, select the change you want to either accept or reject.

2. Click the *Accept* or *Reject* command from the *Review* tab.

3. The markup will then disappear. You may continue accepting or rejecting each change until you have reviewed all of them.
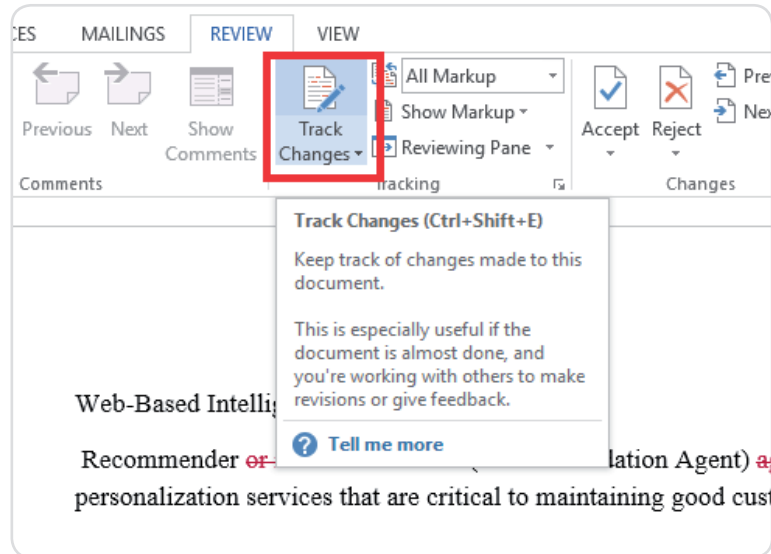
Web-Based Intelligent Systems

Recommender ~~or recommendation~~ (Recommendation Agent) ~~agents~~ assist in customization and personalization services that are critical to maintaining good customer relationships.

4. When you are done, click the **Track Changes** command to turn off the tracking of changes.

If you want to accept all changes, click the drop-down arrow for **Accept**, then click **Accept All**. If you don't want to track your changes anymore, you can select **Accept All Changes and Stop Tracking**.

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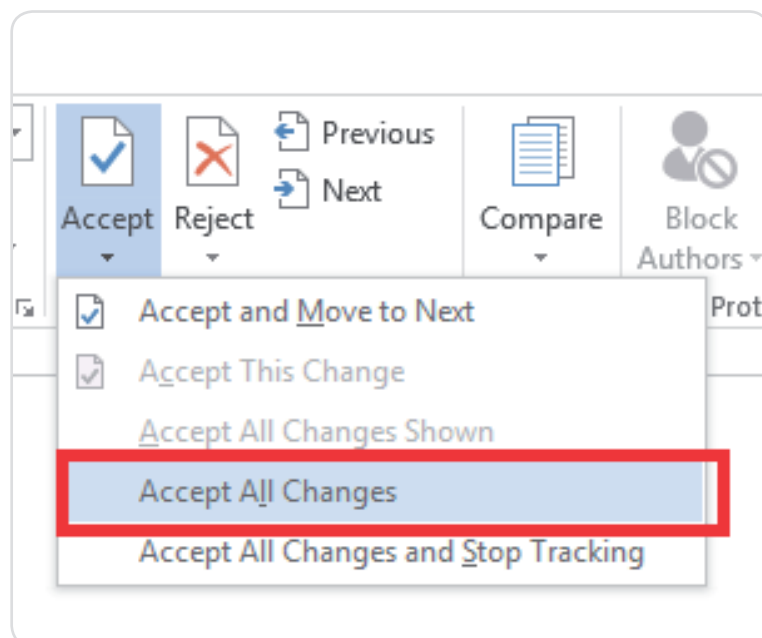
Track Changes viewing options

It will be distracting if the changes will increase rapidly, especially when you will try to read through the document. Word provides several ways to customize how tracked changes should appear. You would have the option to hide tracked changes.
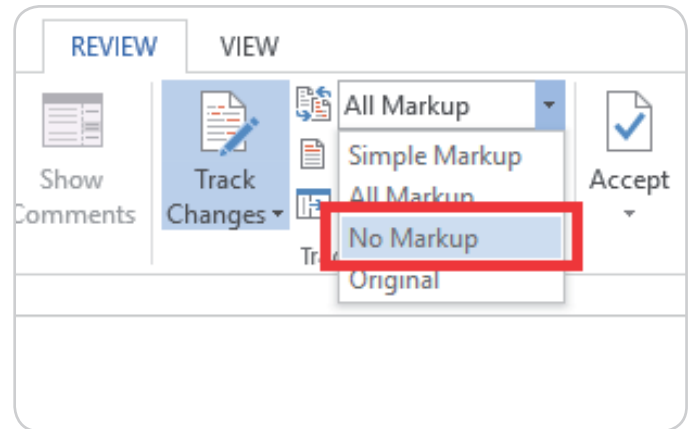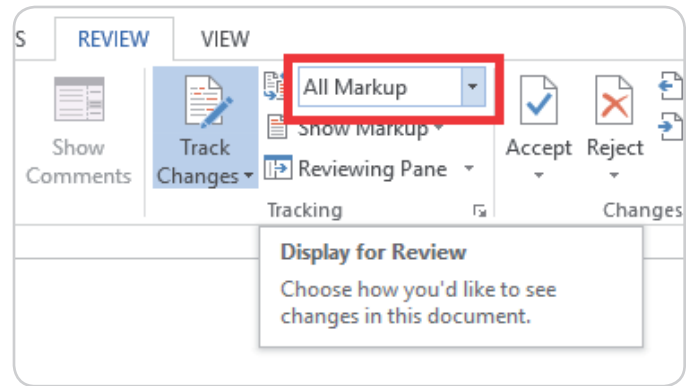
To hide Tracked Changes:

1. Click the **Review** tab, then click the **Display for Review** command. You can find this command to the right of the Track Changes command.
2. You can see four options from the drop-down menu.
3. Choose the desired option from the drop-down menu. Here, we will select **No Markup** to view the final version of the document before we accept the changes..

A simple clickable marker in the left margin is also available for you to switch between **Simple Markup** and **All Markup**.

To show revisions in balloons:

Most of the revisions appear inline by default. It means the text itself is marked. In Word, you can choose to show the revisions in balloons in which the revisions will be moved to the right margin. The document will be easier to read if inline markups will be removed. Moreover, balloons give you more detailed information about some markups

1. In the Review tab, click Show Markup, then Balloons, then Show Revisions in Balloons.

2. As you can say, most revisions will be displayed in the right margin.
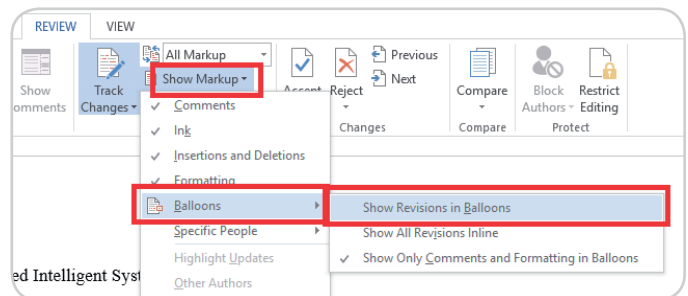
If you want the markups to go back to inline, you can choose either *Show All Revisions Inline* or *Show Only Comments and Formatting in Balloons.*

Comments

There are times when you want to add a comment to provide feedback instead of changing a document.

To add comments
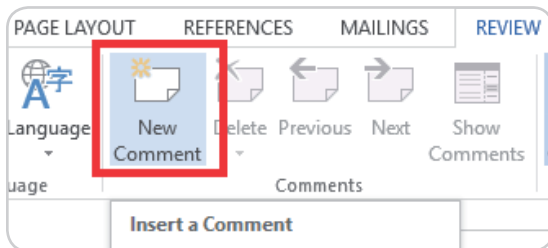
1. You highlight some text, or place the insertion point where you want the comment to be displayed.
2. In the *Review* tab, click the *New Comment* command as shown.
3. Write your comment, when you are done, close the comment box by pressing the Esc key or by clicking anywhere outside the comment box.

You may respond to an existing comment. Just click the *Reply* button and type your response.
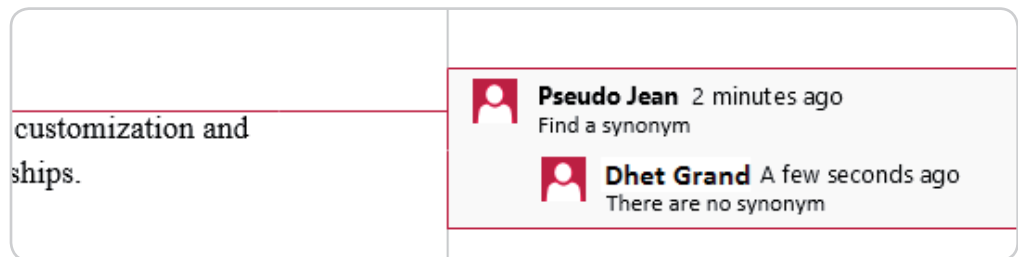
To delete comments

1. Select the comment you want to delete.
2. In the *Review* tab, click the *Delete* command.

Philippine Copyright 2017
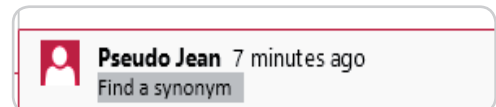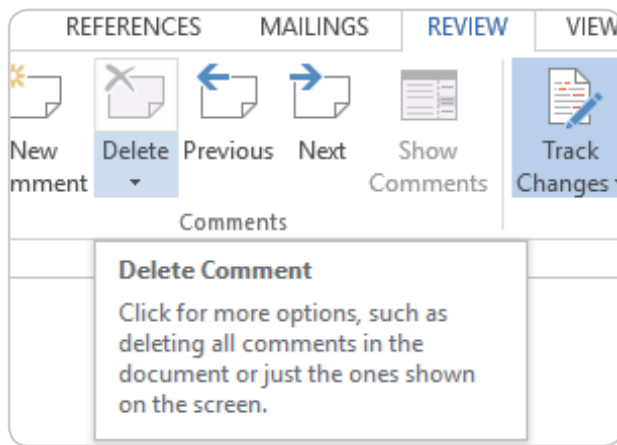
3. The comment will then be deleted.
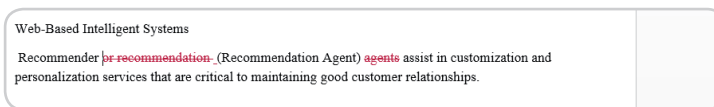
If you want to delete all the comments, click the **Delete** tools folder drop-down arrow and click **Delete All Comments in Document**.
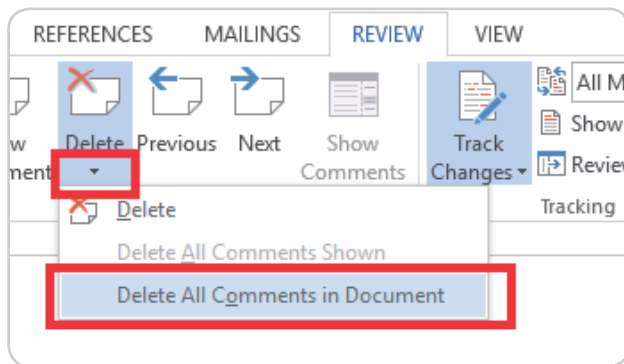
Comparing Documents

If you did some changes in a document without tracking them, you can still use reviewing features such as Accept and Reject. Comparing two versions of the document makes this possible. The things you only need are the original document and the revised document.
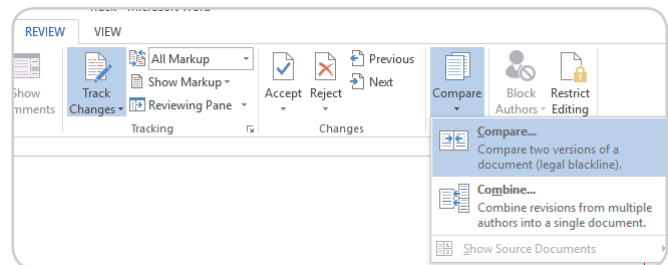
To compare two documents:

1. In the **Review** tab, click the **Compare** command, then from the drop down menu, select **Compare**.

2. A dialog box should appear. Choose your Original document from the list displayed. If the file is not on the list, click the **Browse** button to locate it..
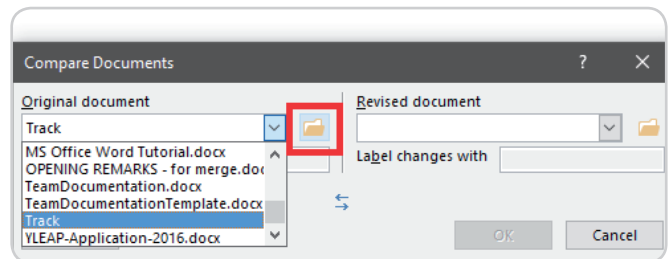
3. Select the **Revised document**, and then click **OK.**
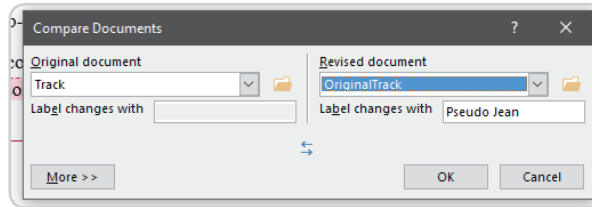
4. Word will then compare the two files to determine the changes and then create a new document. The changes will appear as colored markups. You can then use the **Accept** and **Reject** commands to finalize the document.
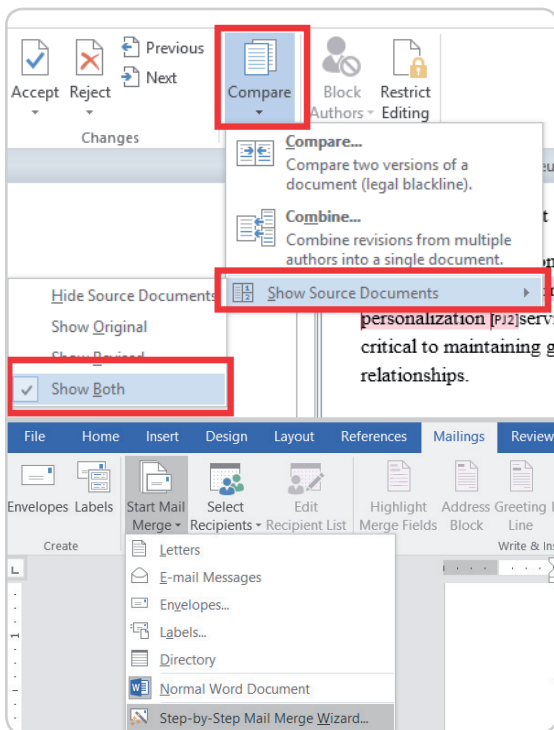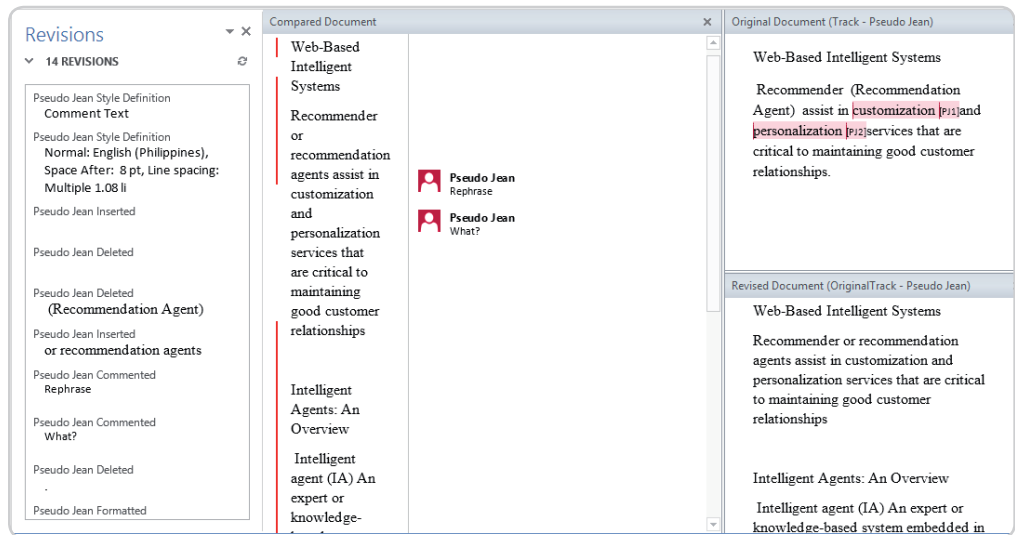
The original and revised documents will appear in a pane to the right that you can use for reference. Click **Compare**, then **Show Source Documents**, then **Show Both**, if and only if you don't see the pane.

Mail Merge

Mail Merge is an effective tool which allows you to create multiple letters, labels, envelopes, name tags, and more using information stored in a list, database, or spreadsheet. When dong a Mail Merge, you must have a Word document and a recipient list, which is usually an Excel workbook.

How to use Mail Merge?

1. Create a **new** Word document or open an **existing** one.
2. Under the **Mailings** tab, click on **Start Mail Merge** and select **Step-by-Step Mail Merge Wizard...**

3. Choose the type of document you want to create. Then click Next: **Starting document.**

4. Choose **Use the current document**, then click **Next**: Select **Recipients.**

5. On the **Mail Merge** task pane, select **Use an existing list**, then click **Browse**.

6. file and click **Open**.
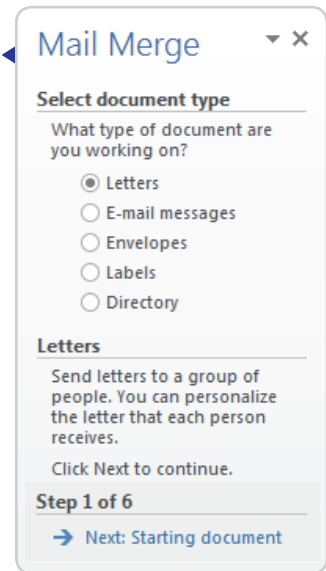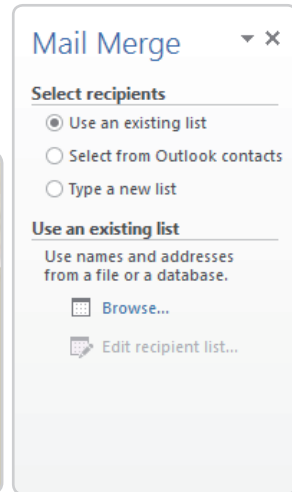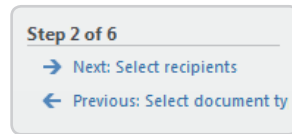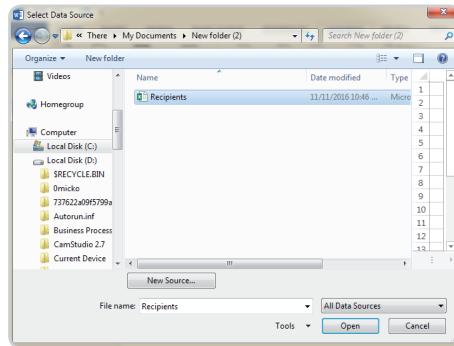
7. If you are using an Excel workbook, select the **worksheet** that contains the list and press **OK**
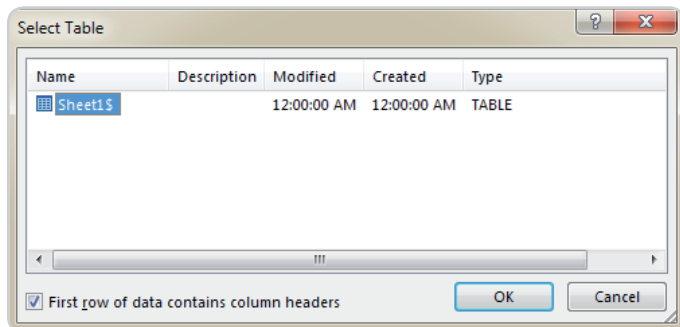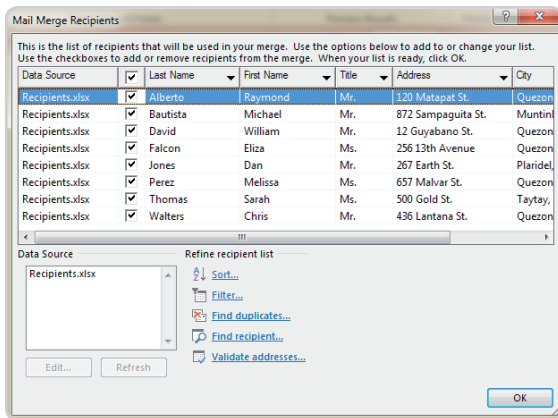
8. In the **Mail Merge Recipients** dialog box, you can control the recipients included in the merge by checking or unchecking each box. The default is that all the recipients are selected. Click **OK** when you're done**.**

9. Click **Next: Write your letter** from the **Mail Merge** task pane to move to the next Step.

10. You can now write your letter. When it's printed, the recipient data will be different each copy, but the content of the letter would be the same. You'll need to add **placeholders** for the recipient data so Mail Merge knows exactly where to add the data.
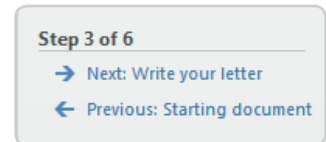
How to insert recipient data?

1. Put the insertion point where you want the information to appear in the document.
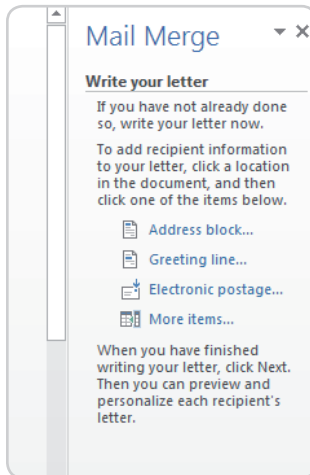
2. Select one of the four placeholder options: **Address block, Greeting line, Electronic postage, or More items**

3. A dialog box may appear with various options, depending on the place holder you chose. Select the desired options and click **OK.**
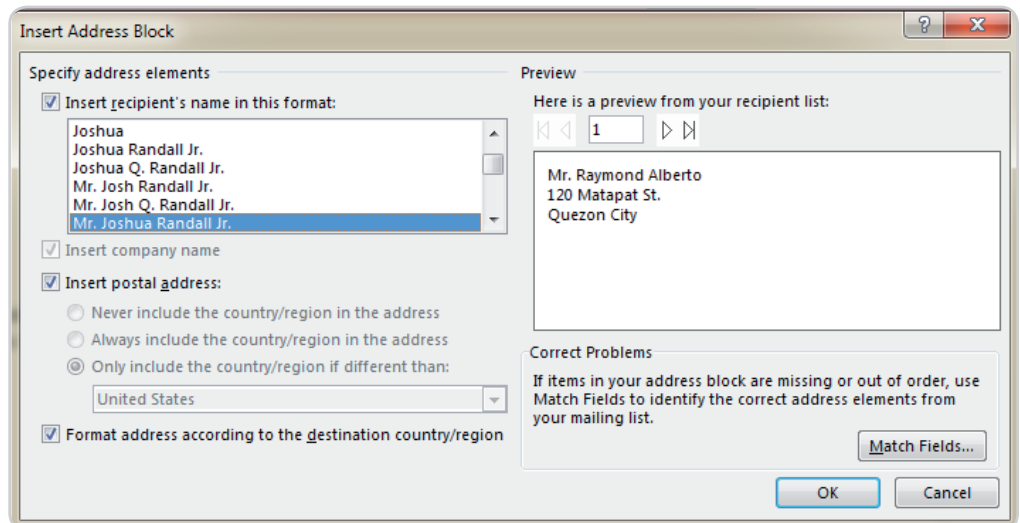
4. A placeholder will appear in your document.
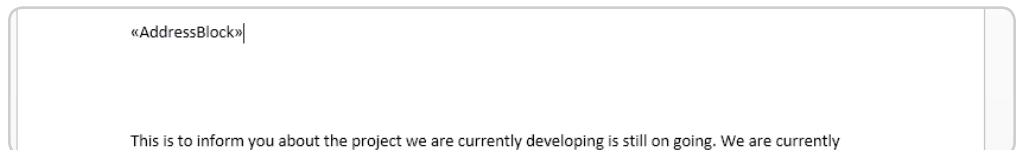
5. Repeat the steps each time you want to enter information from your record.

6. Click **Next: Preview your letters** when you are done.

7. Make sure that the information from the recipient list appears correctly in the letter. You can use the left and right scroll arrows to view each document.

Mr. Raymond Alberto

120 Matapat St.

Quezon City

This is to inform you about the project we are currently developing is still on going. We are currently

8. Click **Next: Complete the merge**

9. To print the letters, click **Print...**

Merge

Print...

10. A dialog box will appear. Select **All**, then click **OK.**

Merge to Printer

Print records

◉ All

○ Current record

○ From: _____ To: _____

OK   Cancel
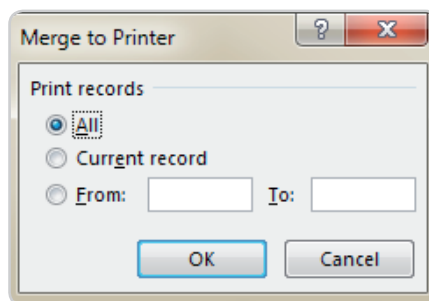
11. The **Print** dialog box will appear. If needed, adjust the print settings, then click **OK**. The letters will be printed

Print

Printer

Name: Microsoft XPS Document Writer   Properties

Status: Idle   Find Printer...

Type: Microsoft XPS Document Writer

Where: XPSPort: ☐ Print to file

Comment: ☐ Manual duplex

Page range

◉ All

○ Current page   ○ Selection

○ Pages: _____

Type page numbers and/or page ranges
separated by commas counting from
the start of the document or the
section. For example, type 1, 3, 5–12 or
p1s1, p1s2, p1s3–p8s3

Copies

Number of copies: 1

☑ Collate

Print what: Document

Print: All pages in range

Zoom

Pages per sheet: 1 page

Scale to paper size: No Scaling

Options...   OK   Close

Test I. Multiple Choice. Read the questions carefully then write the letter of the best answer on the space provided.

_____1. Using the keyboard only, which buttons would you press to select the entire document?

   a.   Ctrl + A
   b.   Ctrl + C
   c.   Ctrl + F
   d.   Ctrl + V

_____2. What would you click if you want to reverse a recent action?

   a.
   b.
   c.
   d.

_____3. To change the font on a Word document, you would need to click which toolbar?

   a.   Edit
   b.   Formatting
   c.   View
   d.   Tools

_____4. What command would you use if you need to change a word in your document to another word?

   a.   Ctrl + C
   b.   Ctrl + X
   c.   F7
   d.   Shift + F7

_____5. You can modify alignment, line spacing, and paragraph spacing in the:

   a.   Format tab
   b.   Layout Menu
   c.   Paragraph dialog box
   d.   Styles tab

_____6. What will you see if you spell check the phrase "You can check a website and write a document simultanously"?

   a.   A blue wavy line will appear in the word "simultanously"
   b.   A green wavy line will appear in the word "simultanously"
   c.   A red wavy line will appear in the word "simultanously"
   d.   No errors

_____7. To correct the error in question no. 1, you must
   a. select the misspelled word and then delete it.
   b. select from the list of spelling suggestion
   c. retype misspelled word and then select the correct spelling
       from the list of suggestion.
   d. right-click the misspelled word and then select the correct
       spelling from the list of suggestion.

_____8. Mon designed an invitation for their annual thanksgiving and
       then emailed it to his supervisor. His supervisor added some
       editing suggestions and he agreed with it. How can he finalize
       the document?

   a. Delete the revisions and retype the document.
   b. In Backstage view, select Proofing, then press OK.
   c. Under the Review tab, click the Accept drop-down arrow, then select
       Accept All Changes.
   d. Under the References tab, turn off Spelling and Grammar, then save
       the document.

_____9. The Mail Merge feature can be used to address the same letter
       to _____.

   a. one person
   b. several different people
   c. sender
   d. receiver

_____10. Which tab should you use to select the format for your
       bibliography list?

   a. Review Tab
   b. Page Layout Tab
   c. References Tab
   d. Review Tab

Test II. Challenge yourself. Write the sample letter in MS Word, then find out and correct the errors by using the Spelling and Grammar check of MS Word. Be sure to track also the changes and add comments for any suggestion you like to include in the letter. You may ask teacher if he will accept all the revisions you have made before finalizing your document.

30 June 2017

Mr. John Delos Santos
President
Suprem Student Council
TFI College

Dear Mr. Delos Santos:

Greetings!

The Senior Hig School Student Council would like to invite you in the Senior High School Day on Friday, July 28, 2017 at 8:00 AM. The event aim to develop team work and foster camaradere among the students thrugh quiz bee, various competitions, and team building activities. To conclude the event, the annual Talent's Night will be held at 6:00 PM to showcese the talents of the students.

We will highly apreciate your presense in one of the most awaited event for this school year.

Thank you.

Sincerely,

Ms. Sarina Perez
Secretary
Senior High School
TFI College

Curate References, Resources, and Solutions

Using all the data that your group gathered for your project, you will now prepare your project pitch document. Use the tools and techniques you have learned from this lesson and be extra careful in writing your content. Refer to the details below.

The Project Pitch document is a 5 to 10 page paper documenting the details of your social change project. The following are the elements of your project that must appear in the project pitch document.

Title of the Project

This refers to the social issue you identified and want to tackle in the semester. Your aim is to address this issue by increasing people's awareness about the issue at hand. This should be in question format.

Objectives of the Project

This refers to the outcomes your group want to have after the project is completed.

Related Literatures and Resources

Try to prove your point by presenting articles, researches or statistics. Present at least 10 articles here.

Target

By the end of this lesson, you should be able to

• Construct formulas to manipulate numeric data in an Excel worksheet
• Organize or narrow down data using the Sort and Filter features in MS Excel
• Set up the Chart function of Excel to represent numeric data in multiple formats

HOW DO I USE ADVANCED EXCEL TOOLS TO PROCESS AND PRESENT DATA?

EXPLORE

In lesson 3, you have learned how to use advanced tools of MS Word to develop, evaluate, and finalize content of your project pitch document. You have also refined the details of your project that will guide you throughout its development until its end. To proceed, you will now learn the advanced Excel tool that will enable you to process the data you gathered and present them in a graphical way for easy reference. Learning this advanced tool in Excel will help you perform statistical tasks that you will encounter in the workplace which are especially useful for students taking up the Accountancy, Business, and Management strand.

Here's a statistical task scenario for you to explore. In a cooking show, there were two (2) finalists vying for the title "Master Pastry Chef". The organizers of the show invited five (5) Filipino cuisine experts to judge who deserved the title and they also invited you and your friend to supervise and tally the scores. Help determine the winner by computing the total scores based on weighted criteria. Do this manually and take note of the time you have consumed.

Judges	Contestant No. 1				Contestant No. 2			
	Taste (40%)	Presen-tation (30%)	Craft/ Technique (30%)	Weighted Mean	Taste (40%)	Presen tation (30%)	Craft/ Technique (30%)	Weighted Mean
Judge 1	9	8	8		9	7	8	
Judge 2	8	8	8		8	9	8	
Judge 3	9	7	8		8	9	9	
Judge 4	9	9	9		9	8	9	
Judge 5	8	8	9		8	9	9	
Total								

Based on your computation, who is the winner?
_____

How many minutes did it take you to finish the computation?
_____

Computing data, especially student's grades, might take a lot of time and effort to do manually on paper using only a pen, a calculator, and a separate guide to compute and to identify equivalents of the grades. This is the work of a teacher, but what if you were tasked to do something familiar?

The computation of grades is arguably more time-consuming than computing the scores of a cooking show and it would require more effort to do by hand. The following images might have similar content, but the input processes and computation requirements are different.

Think of the advantages and disadvantages of using the manual method of computing and computerized method of computing.

Manual Computation   Computerized Computation

STUD NO	NAME	....LAB ACTIVITY.....				Total
		CS01	CS02	CS03	CS04	20/20
1) 1411810	AGALOOS, CHAILE EDEN PELINO	18	18	18	16	87.50
2) 1411066	AMAZONA, CLYNT LOUIE BITOIN	18	18	18	16	87.50
3) 1411868	ARTUS, ANGELICA GEMINO	18	18	18	16	87.50
4) 1413629	BANQUIL, JERICSON VERONA	18	18	18	18	90.00
5) 1411914	BANTAYAN, ALYSSA BABES MUJAR	18	18	18	18	90.00
6) 1311772	BRIONES, ALHEC MIRANDA	18	18	18	0	67.50
7) 1513542	BUSTAMANTE, GAY NAVARETE	18	18	18	17	88.75
8) 1411067	CABAHUG, BLESSY JOYCE PAJARA	18	18	18	19	91.25
9) 1412075	CABARRUBIAS, JOHN MICHAEL LIZARDO	18	18	18	18	90.00
10) 1411069	CABUHAT, WENMARK DELA TORRE	18	16	9	16	73.75

COURSE CODE:CS 100A
DESCRIPTIVE TITLE: Fundamentals of Programming
SECTION: CE22FB1

Formulas and Functions

Formulas

Some of the often-used features in Excel are in the Formulas tab. These are for calculating numerical information just like a calculator. There are two types of formula, simple and complex. A simple formula contains only one operation, while a complex formula contains one or more operations. You can create formulas by applying cell references.

Mathematical Operators

Excel uses standard operators for formulas. These are: **plus sign** (+) for addition, **minus sign** (-) for subtraction, **asterisk** (*) for multiplication, **forward slash** (/) for division, and caret (^) for exponents. The **equals** sign (=) is used to start a formula. A complex formula follows the PEMDAS order.

The **P E M D A S** Order of Operations

P - Parenthesis (ex. (1+2))

E - Exponential (ex. 2^3)

M - Multiplication (ex. 2*4)

D - Division (ex 6/2)

A - Addition (ex. 7+3)

S - Subtraction (ex. 10-5)

Cell Reference

Excel has a feature that allows you to calculate values from specified cell addresses. A cell address is combination of a column letter (at the top of the spreadsheet) and a row number (to the left of the spreadsheet). The cell or set of cells involved in a formula is known as a cell reference. Using a cell reference will make your formulas more accurate.

To create a formula

In our example below, we'll use a simple formula and cell references to calculate the profit gain for a sales report.

1. Select a **cell** that will contain the formula. In our example, we'll select cell **B3**.

2. Type the **equals sign** (=). Notice how it appears in both the **cell** and the **formula bar**.

3. Click the actual cell or type the **cell address** of the cell you want to reference first in the formula (cell **B1** in our example). A **blue border** will enclose the referenced cell.

4. Type the **mathematical operator** you want to use. In our example, we'll type the **minus sign (-)**.

5. Type the **cell address** of the cell you want to reference next in the formula: (cell **B2** in our example). A **red** will enclose the referenced cell.

6. Press **Enter** on your keyboard. The formula will be **calculated** and the **value** will be displayed in the cell. Notice that the formula did not change in the formula bar.

Modifying value from a cell reference

The advantage of using a cell reference is that you can change the value without touching the formula.

1. What follows is the example we used earlier.

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2. We changed the value of **B2** from 250 to 240.

3. Press **Enter** and it will automatically compute the value.

Functions

A function is a predefined formula in Excel that performs calculations for a specific value using reference cells. Excel has different functions for quickly finding the sum, average, count, maximum value, and minimum value for a range of cells. Before using a function, there are parts of it which you must first understand and be familiar with.

Parts of a Function

A function consists of the equals sign (=), the function name (an example of this is SUM), and one or more arguments. An argument is a range of cell addresses or any input that you provide to a function.
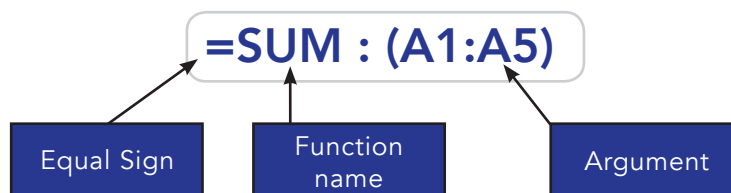
Using a function

There are functions already defined in Excel. These are examples of functions you would usually use.

1. **SUM**: using this function will add all the values of cells in the argument

2. **AVERAGE**: using this function will get the average of all the values of cells in the argument

3. **COUNT**: this counts the number of cells with numerical data in the argument

4. **MAX**: gets the highest cell value included in the argument

5. **MIN**: gets the lowest cell value included in the argument

The following are the steps in using a function.

1. Select a cell where you want the function. In this example, we'll use the cell C5. Type in the equals sign (=)
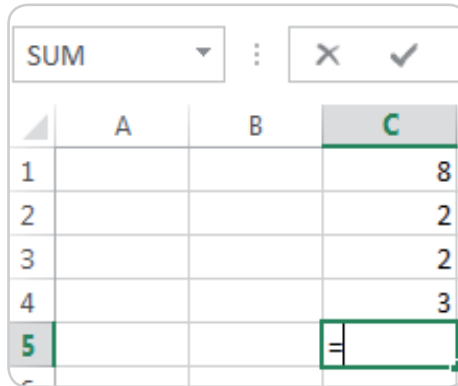
2. Enter the desired function. Excel gives a list of suggested functions as you type. In this example, we'll use SUM.

3. Enter the **cell range** for the **argument** inside parentheses. In our example, we'll type **(C1:C4)**. Notice that the cells from C1 to C4 are highlighted. This formula will add the values of cells from C1 up to C4.
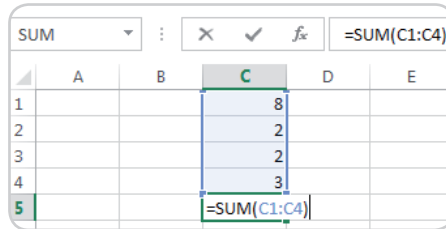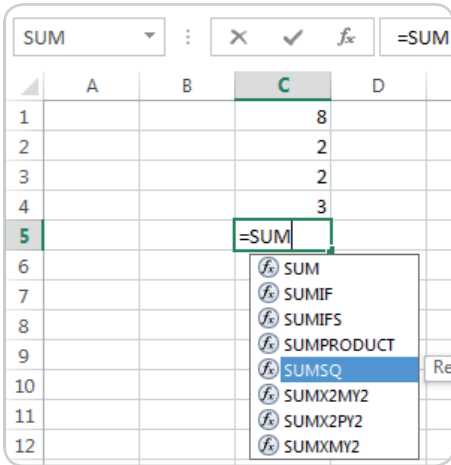
4. Press Enter. The function will be calculated and will be shown in cell C5.
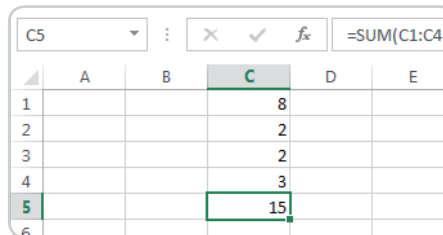
*Note: Multiple arguments must be separated by a comma. For example, the function =SUM(A1, B2:B4, C1:C4) will add the values of all the cells in the three arguments.

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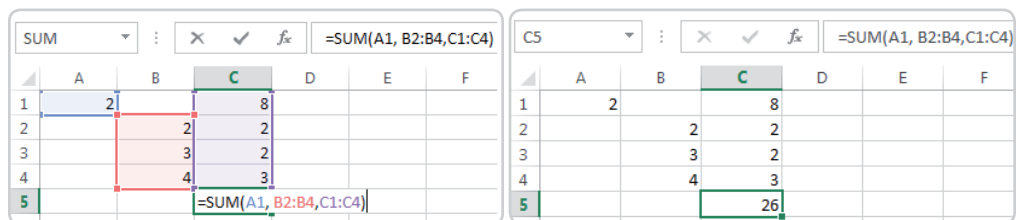
The Function Library

While there are hundreds of functions in Excel, we do not need to memorize them all, but exploring some of the different **types of function** will be helpful as you create new projects. Functions are grouped per **type of data** they manipulate. They are in the **Function Library** under the **Formulas** tab.
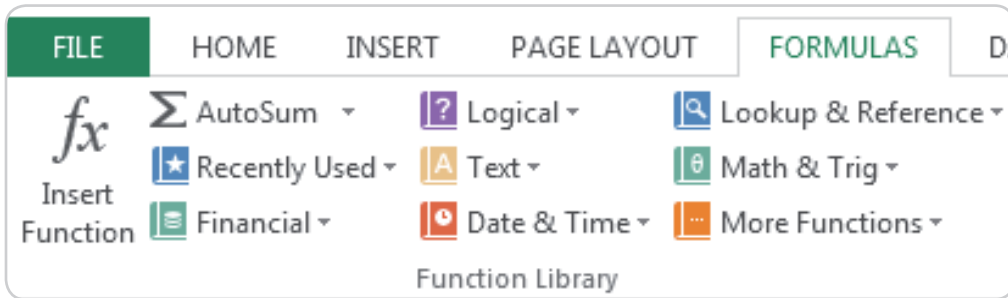
The Insert Function command

If you're having a hard time finding the right function to use, the **Insert Function** command can help you. It allows you to search for functions using **keywords**. But, while it can be useful, this command is sometimes difficult to use. If you are new in the use of functions, you may have more success browsing the **Function Library**. For more **advanced users**, however, the Insert Function command can be a powerful way to find a function quickly.
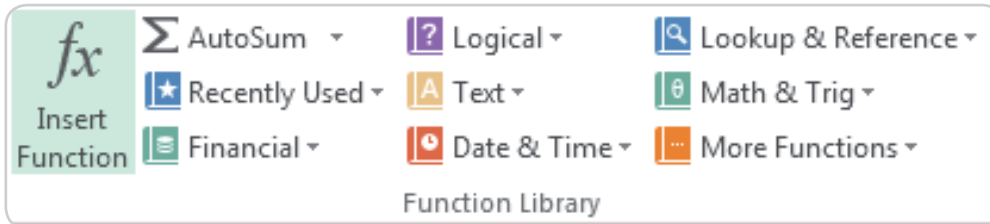
How to use the Insert Function command?

In the example below, we want to find a function that will count the total number of students in a class list. We cannot use the **COUNT** function since it only counts cells with numerical information and we only have the column with names.

1. Select the cell that will contain the function. In this example, we will use the cell **B12**.
2. Select the **Insert Function** command in the Formulas tab.
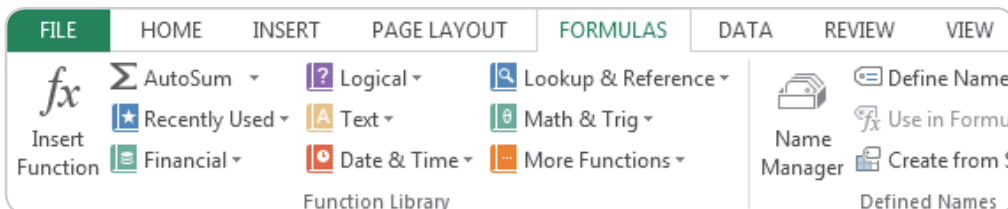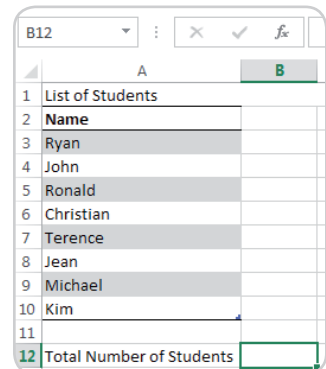
3. An **Insert Function** dialog box will show up.
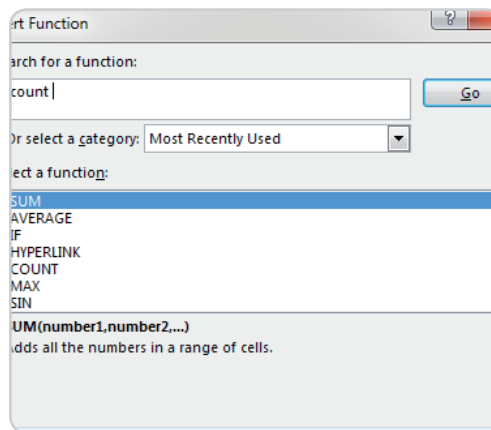
4. Type a few keywords that would describe what function you want, or select a **category.** Then click **Go**. In this example, we will use the word "count" to describe the function.
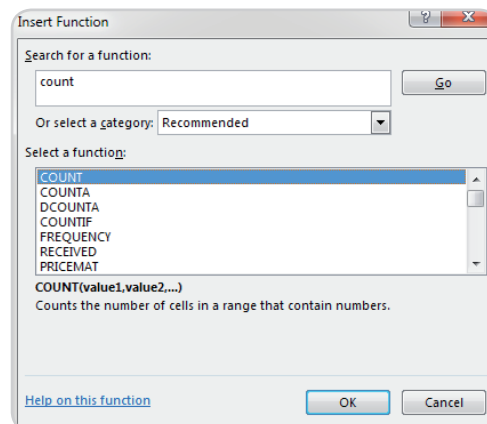
5. Notice that the list of functions is updated per description.
6. Review the results and choose the best function that would suit what you need. In this example, COUNTA is used.

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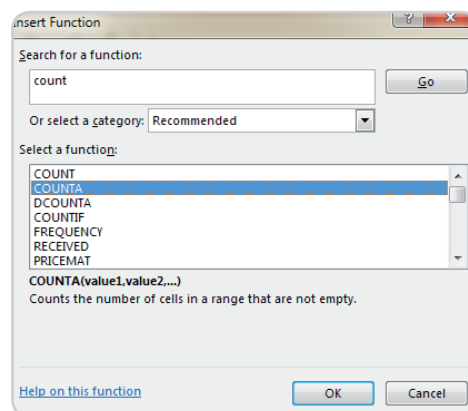
7. A Function Arguments dialog box will appear.
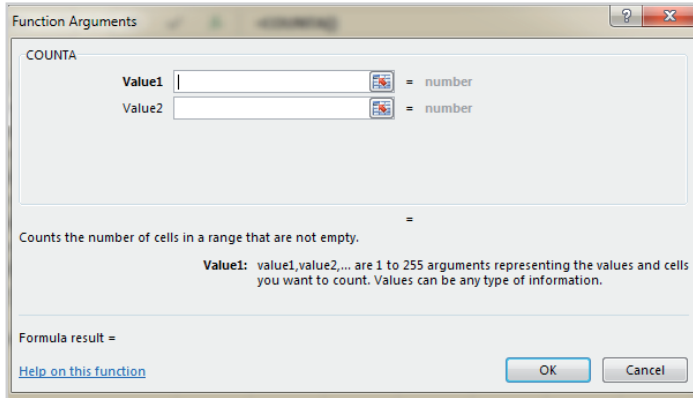
8. You can either enter or click the cells you want to include. Here, we select cells A2 up to A10.
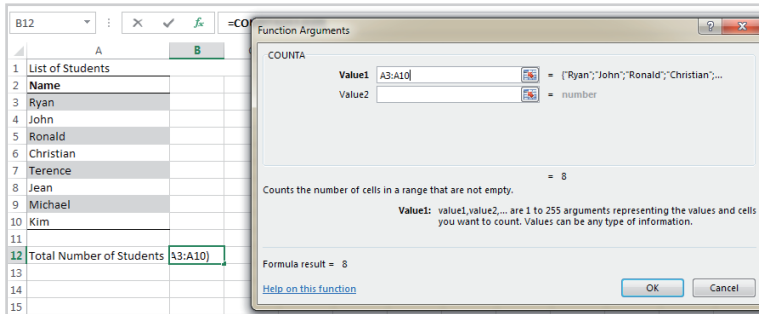
9. The function will be calculated and the result will be displayed in the cell. In the example, the result shows that the number of students is **8**.
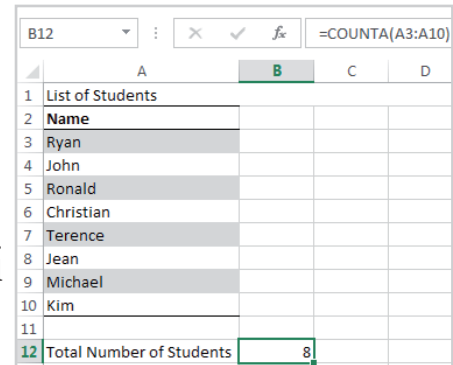
Sorting

One of the features of Excel is that you can manage information. You can quickly sort your data alphabetically, numerically, and in many other ways.

Types of sorting

Sort Sheet – sort all data in your worksheet by one column. Related information is kept together when sorted. An example of this is a list of students to be arranged according to their class number.
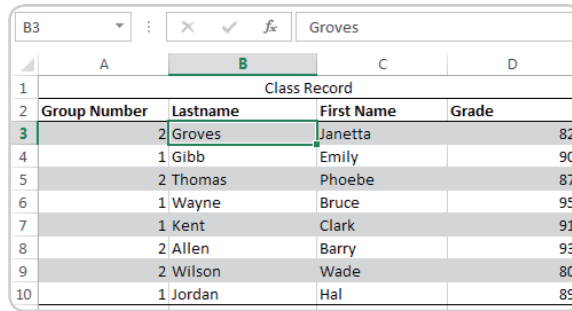
Sort Range – sorts the data in a range of cells, which can be helpful when working with a sheet that contains several tables. Only the contents of the table will be sorted. Sorting a range will not affect other content on the worksheet.

How to sort an MS Excel sheet

In the following example, we will sort a class alphabetically according to Last Name.

Class Record			
Group Number	**Lastname**	**First Name**	**Grade**
2	Groves	Janetta	82
1	Gibb	Emily	90
2	Thomas	Phoebe	87
1	Wayne	Bruce	95
1	Kent	Clark	91
2	Allen	Barry	93
2	Wilson	Wade	80
1	Jordan	Hal	89

1. Select a cell in the set you want to sort. In this example, we'll use cell B3.

2. Click the **Ascending** command to sort from A to Z, or the **Descending** command to sort Z to A from the **Data** tab. In this example, we'll use the **Ascending** command.
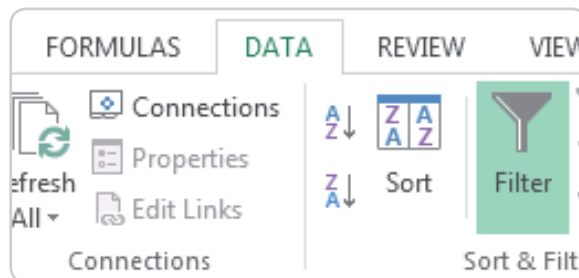
3. The worksheet will now be sorted. In the example, the worksheet is now sorted alphabetically by the last name of the students.

How to sort a range

In our example, we'll select a **separate table** in our class record to sort the days a student was absent.

1. Select the **cell range** you want to sort. In our example, we'll select cell range **A13:C16**.

2. Click the **Sort** command in the **Data** tab.

3. A Sort dialog box will appear. Select a column you want to sort by. In this example, we'll use Last name.
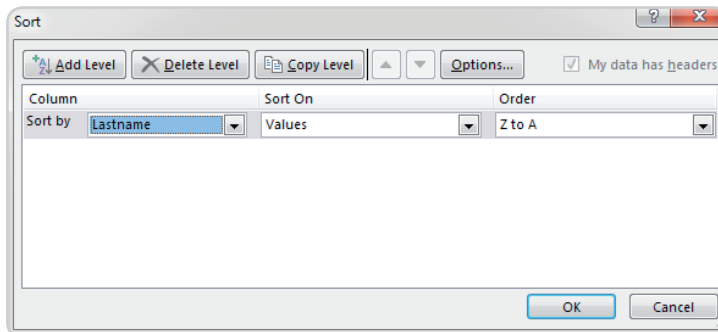
4. Decide if the sort will be in ascending or descending order. In this example, we'll use ascending. Click Ok.
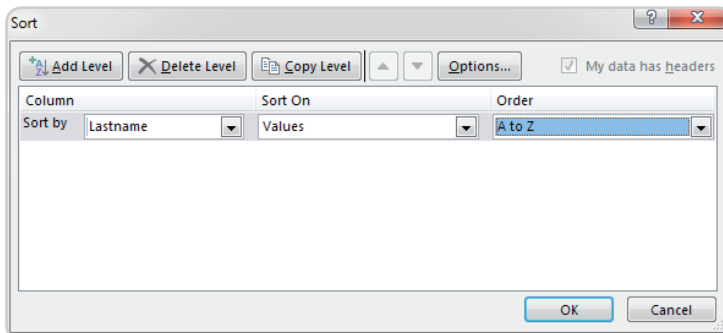
5. The cell range will be sorted in the selected column. Notice that the other table in the worksheet is not affected by the sort.

Filtering

One of the feature of Excel is to narrow down data in your worksheet, allowing you to view only the information you need. This feature is called Filter.

How to filter data

Below are the steps in filtering data in Excel.

1. In order for filtering to work, your worksheet must have a header row, which is used to identify the column.

2. Click Filter in the Data tab.

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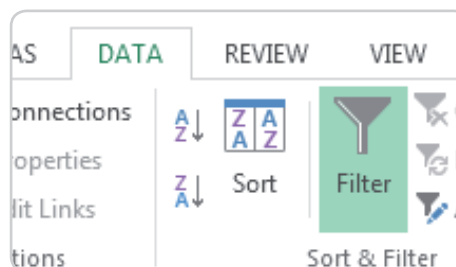
3. A drop-down arrow will appear in the rightmost side of the header cell for each column.

4. Click the drop-down arrow for the column you want to filter.

5. A filter menu will appear.

6. Deselect all the data by unchecking the box next to Select All.

7. Check the boxes next to the data you only want to display, then click OK.
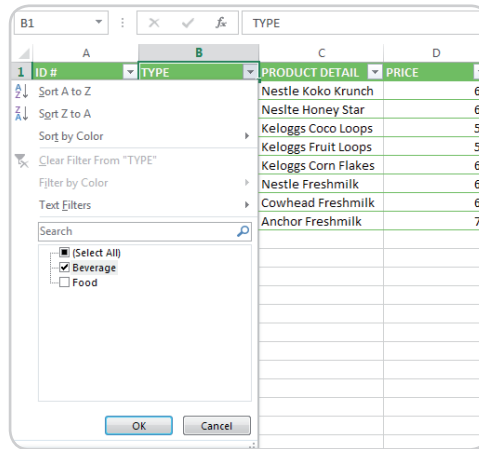
8. Notice that the data was reduced. Don't worry, it only temporarily hid the data that don't match the criteria.

To clear a filter

1. Click the **drop-down arrow** for the filter you want to clear. In our example, we'll clear the filter in column **B**.

2. The Filter menu will appear.

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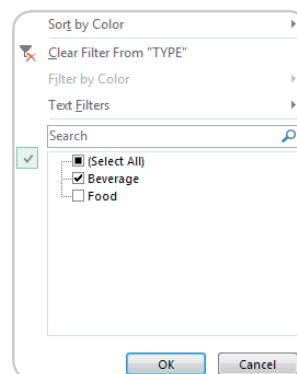
3. Choose **Clear Filter From [COLUMN NAME]** from the Filter menu. In our example, we'll select **Clear Filter From "TYPE"**.
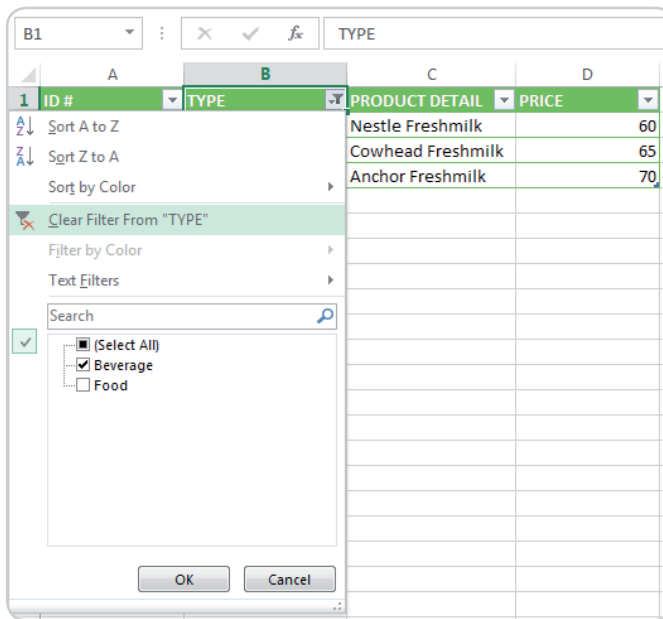
4. The filter will be cleared from the column and previously hidden data will be displayed.

Advanced Filter

Advanced number filters allow you to manipulate numbered data in different ways. In this example, we will display only certain types of equipment based on the range of ID numbers.

1. Select the Data tab on the Ribbon, then click the Filter command. A drop-down arrow will appear in the header cell for each column. Note: If you've already added filters to your worksheet, you can skip this step.

2. Click the drop-down arrow for the column you want to filter. In our example, we'll filter column A to view only a certain range of ID numbers.

3. The Filter menu will appear. Hover the mouse over Number Filters, then select the desired number filter from the drop-down menu. In our example, we will choose Between to view ID numbers between a specific number range.
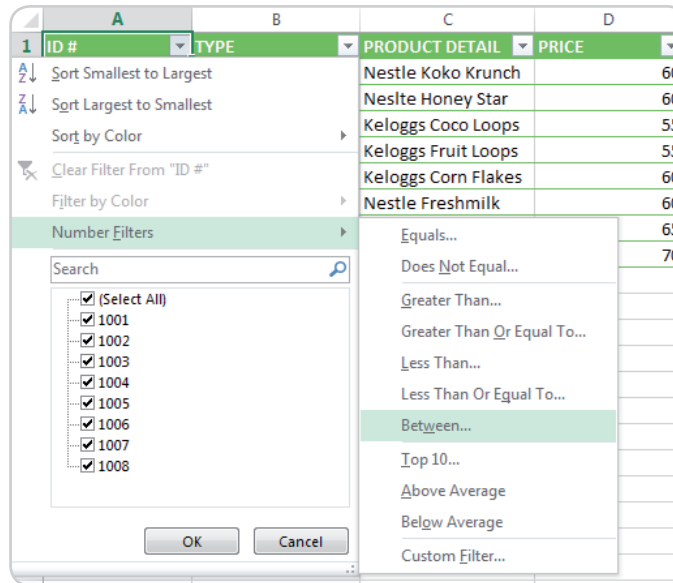
4. The Custom AutoFilter dialog box will appear. Enter the desired number(s) to the right of each filter, then click OK. In our example, we want to filter for ID numbers greater than or equal to 1003 but less than or equal to 1007, which will display ID numbers in the 1003-1007 range.
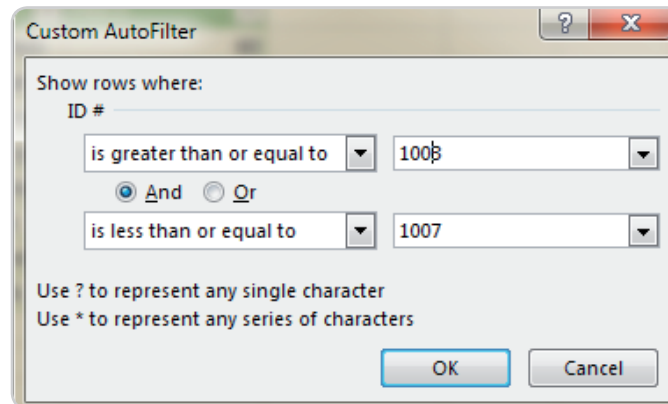
5. The data will be filtered by the selected number filter. In our example, only items with an ID number between 1003 and 1007 are visible.

Charts

Sometimes, it is difficult to interpret Excel workbooks which have a lot of data. A chart is a graphical representation of your workbook data that's easier to visualize for comparisons and trends.

Types of charts

Column – this chart uses vertical bars to represent data. They are most frequently used for comparing information.

Line – this chart is ideal for showing trends. The data points are connected by lines, making it easier to see the increase or decrease of value over time.

Pie – this chart is used to compare proportions. It depicts the values that make up a percentage of the whole and are shown as slices of a pie.
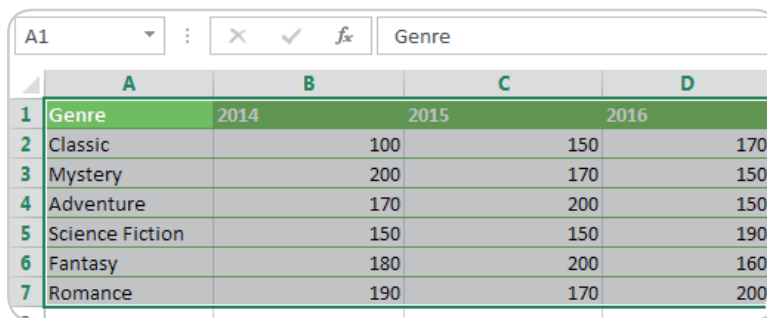
Bar – this chart is just like the Column chart but uses horizontal bars instead.

Area – this chart is like the Line chart, except the areas under the lines are shaded.

Surface – this chart allows you to display data in 3D landscape. It lets you see a variety of information at the same time. This works best with large data sets.

Inserting a chart

1. Select the cells that you want to include in your chart, including the column titles and row labels.

2. Select the desired Chart command from the Insert tab.
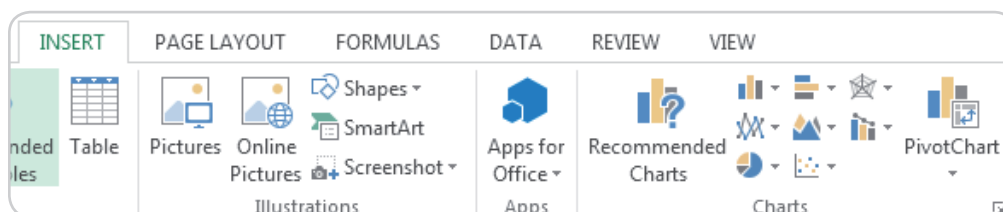
3. Select the desired chart type from the drop-down menu.
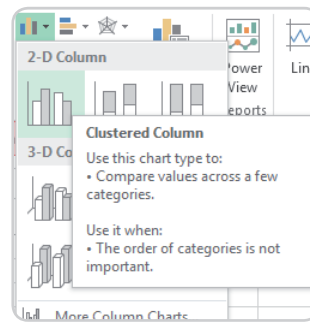
4. The chart will be inserted in the worksheet.
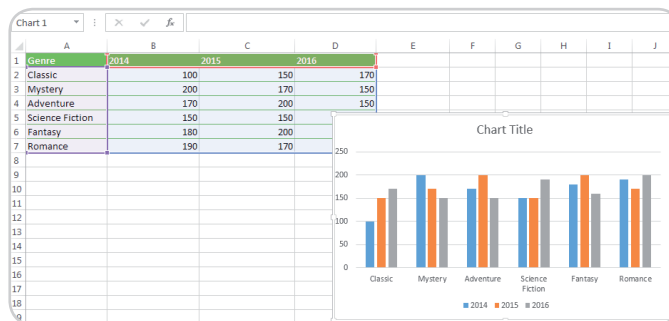
Changing Chart Types

If you think your chart is not suited for the data you have, it's just easy to change to a different chart type.

1. Click the Change Chart Type command from the Design tab.

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2. A Change Chart Type dialog box will appear. Select a new chart type and layout then click OK.
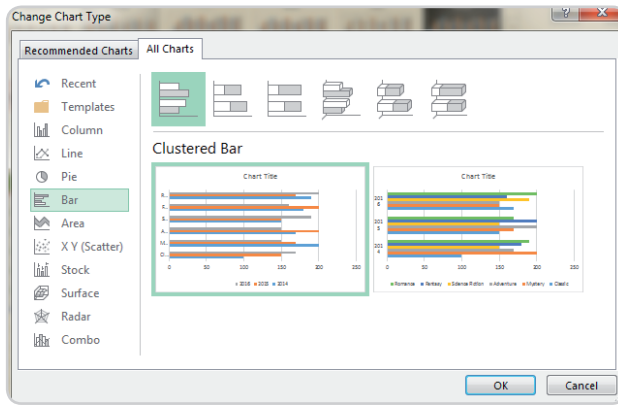
3. The new chart will be displayed.
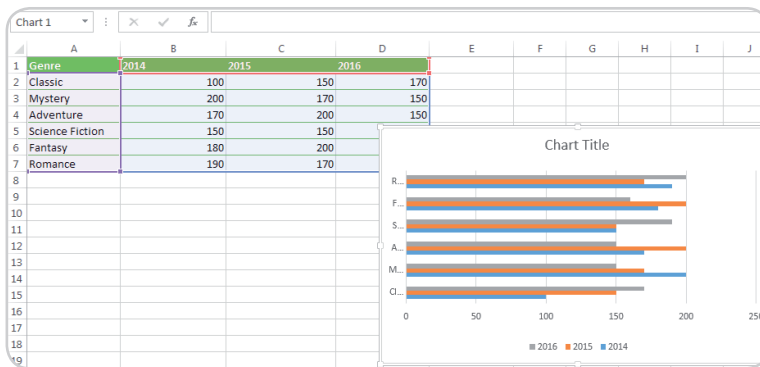
Moving a chart

Whenever you insert a new chart, it will appear as an object in the same worksheet that contains its source data. You can move the chart to a new worksheet to help keep your data organized.

1. Select the chart you want to move.
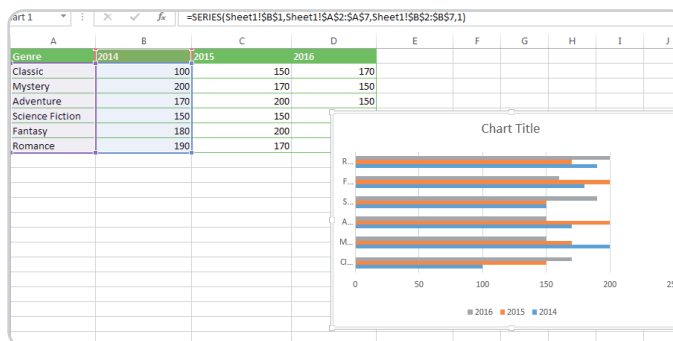
2. Select Move Chart from the Design tab.

3. The Move Chart dialog box will appear. Select the desired location for the chart. Then click OK. In our example, we choose to use New sheet, which will create a new worksheet.
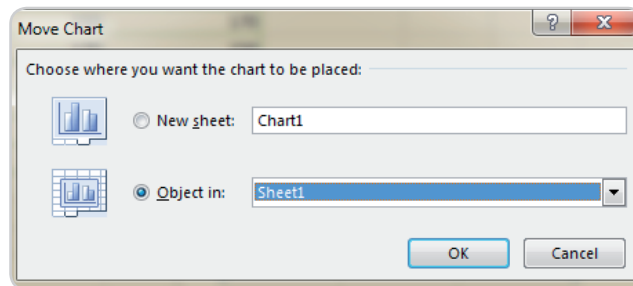
4. The chart will appear in the selected location. In our example, the chart now appears in a new worksheet.
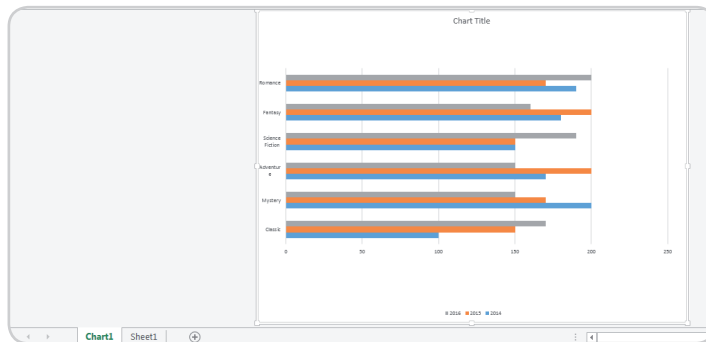
CHECK

I. By Pair. Do this with a friend from the Explore activity. This time, use MS Excel to create the tabulation given in the activity. Add appropriate formulas and functions to compute for the weighted mean and total. Record the time you consumed in this activity and compare with the Explore activity. Which is faster? Which has more accurate results?

II. Multiple Choice. Read the questions carefully then write the letter of the best answer beside the number.

1. Microsoft Excel is an example of which software application?
   a. Database
   b. Word Processor
   c. Spreadsheet
   d. Presentation

2. You can get the total of a large range of data by simply selecting which tool button?
   a. Auto format
   b. Auto correct
   c. Auto fill
   d. Auto sum

For numbers 3-5, refer to the given table:

	A	B
1	Month	No. of Website Visitors
2	April	146
3	May	518
4	June	832
5	July	281
6	August	913

3. Which formula will get the total number of website visitors during the months of May and June?
   a. A3+A4
   b. B3+B4
   c. =A3+A4
   d. =B3+B4

4. Which function should you use to get the average number of your website visitors from April to August?
   a. =SUM(B2:B6)
   b. =AVERAGE(B2:B6)
   c. =COUNT(B2:B6)
   d. All of the above

5. Which function should you use to get the least number of customers you have for a month from April to August?
   a. =MIN(B2:B6)
   b. =MAX(B2:B6)
   c. =SUM(B2:B6)
   d. None of the above

6. Which of the following do you think is the advantage of using cell references in your formula instead of writing values?
   a. It allows you to format your cell faster.
   b. It automatically creates a sparkline in the next cell
   c. If the cell is changed, the result in the formula will be updated.
   d. There is no advantage.

7. Which chart is best used for comparing proportions making up the percentage of a whole?
   a. Bar
   b. Pie
   c. Line
   d. Area

For numbers 8-10:

	A	B	C	D
1	Customer Name	Item Ordered (per slice)	Price	Quantity Ordered
2	Andrew Santos	Strawberry Cake	35	10
3	Yuan Carreon	Chocolate Cake	45	5
4	Reymond Francisco	Vanilla Cake	40	6
5	Liza Perez	Yema Cake	40	8
6	Allan Delos Santos	Cheesecake	50	3
7	Linda Reyes	Marbled Cake	45	7
8	Yuan Carreon	Vanilla Cake	40	10
9	Andrew Santos	Chocolate Cake	45	6
10	Liza Perez	Chocolate Cake	45	9
11	Reymond Francisco	Cheesecake	50	2

You own a small cake shop located in front of your house that offers a variety of cakes for your customers. To better manage your business, you use an Excel worksheet to record the orders of your customers which are as follows:

8. You want to see how much sales you have generated so far and you added a new column "Amount" placed in Column E to compute for the sales per customer. Which formula should be set to accomplish this?
   a. =C2*D2 then hold the fill handle to copy the formula to the entire column
   b. =C2/D2 then hold the fill handle to copy the formula to the entire column
   c. =price * quantity ordered
   d. =SUM(C2:C11)

9. The next step is to get the total amount to determine your sales data for selling cake slices. Which formula is correct to do this?
   a. =SUM(C2:C11)
   b. =SUM(D2:D11)
   c. =SUM(E2:E11)
   d. =AVERAGE(E2:E11)

10. In particular, you also want to determine the items ordered by a customer, specifically the items bought by Yuan Carreon. What actions should you do to accomplish this task?
    a. Highlight the data then click the Filter icon in the Data tab, click the drop-down arrow in the Item Ordered column, then select only Chocolate Cake.
    b. Highlight the data then click the Filter icon in the Data tab, click the

drop-down arrow in the Customer Name column, then select only the Yuan Carreon.

c. Highlight the data then click the Filter icon in the Data tab, click the drop-down arrow in the Price Ordered column, then deselect all except for 40 and 45 in the list.

d. None of the Above

III. Laboratory Practice. Create a new worksheet in Excel and name it as E-Tech_ClassRecord_<your_surname>.xlsx. Encode the following data. Use appropriate functions to determine what is asked for. Sort the records alphabetically. On a separate sheet, list the top 6 students in the class based on quiz average.

E-Tech Class Record

Name	Quiz 1	Quiz 2	Quiz 3	Average Quiz	Passed or Failed
John	88	91	96	?	?
Peter	84	86	90	?	?
Andrew	94	90	93	?	?
Matthew	82	86	85	?	?
Jude	73	76	72	?	?
James	91	94	93	?	?
Ezra	89	92	91	?	?
Luke	90	99	90	?	?
Esther	73	72	75	?	?
Jeremiah	92	87	90	?	?

Average Per Quiz	?	?	?	No. of Students	?
Lowest Grade per Quiz	?	?	?	Total Passed	?
Highest Grade per Quiz	?	?	?	Total Failed	?

BUILD

Project Survey

Part I. Depending on your chosen project, prepare a questionnaire that you will use to gather data from different target audiences. Use MS Word for your questionnaire, print it and ask at least 20 students to answer the survey form. You can also use online survey tools that you are familiar with.

Part II. Using MS Excel, tabulate the answers of your respondents. Create a tally sheet and come up with a chart to present your data. Add a title and properly label the x and y axes. Place this information in a Word document. Discuss the results and your interpretation about the frequency of usage and most-used social media sites.

WHAT ARE ADVANCED POWERPOINT TIPS AND TOOLS FOR EFFECTIVE SLIDE PRESENTATIONS?

EXPLORE

In the previous lesson, you learned advanced Excel tools that enabled you to process the data you gathered and present these using charts. In this lesson, you will learn tools in PowerPoint that will help you make effective slide show presentations.

Do you remember anyone you saw or watched who presented to you in the past? What made these remarkable to you? In the graphic organizer below, write the name of the presenters/teachers you remember on the left column, and why they are remarkable on the right column.

Presenter's Name	Remarks

SOCIAL MEDIA APPS USERS

Over 38%
Uses Facebook

Over 32%
Uses Twitter

Latter 28%
Other Social Media Apps
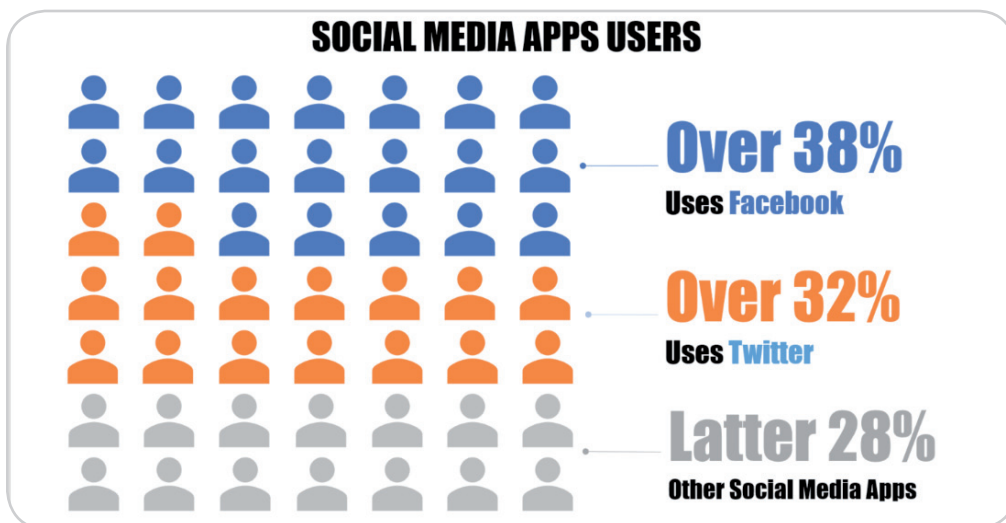
Take note of the amount of text used compared to graphics. What can you say about it?

Take a guess. What tool did the designer use to make this infographic?

Which specific parts of the tool did the designer use?

Using charts, images, or infographics can add value to your presentations, particularly since we human beings are visually wired. (According to Merieb and Hoehn's Human Anatomy and Physiology, around 50% of our brain is involved in visual processing and most of our sensory receptors are in our eyes (Merieb, E. N. & Hoehn, K., 2007)). This means that we humans understand and learn faster through visual aids and graphics, and with this in mind, you can develop slide presentations that would be as effective as they are visually appealing. Before going any further, it would be well to first discuss the Top Ten Slide Tips according to Garr Reynolds, a known communications consultant and presenter in TED conferences who is also the author of many best-selling books including Presentation Zen.

Top Ten Slide Tips

1. Keep it simple

Complex slide designs tend to distract your audience from your talk and keep them from understanding your message. White space in the slide helps the audience focus on what you want to talk about. Remember, the people in front of you came to listen and to be informed, so the less the clutter in the screen, the better.

2. Limit bullet points and text

Which is better between the two examples below?

SOCIAL MEDIA APPS USERS

- Over 38% of social media apps users in the world are using Facebook
- Over 32% of social media apps users are using Twitter
- The latter of the social media apps users uses various other social media applications.

SOCIAL MEDIA APPS USERS

Over 38%
Uses Facebook

Over 32%
Uses Twitter

Latter 28%
Other Social Media Apps
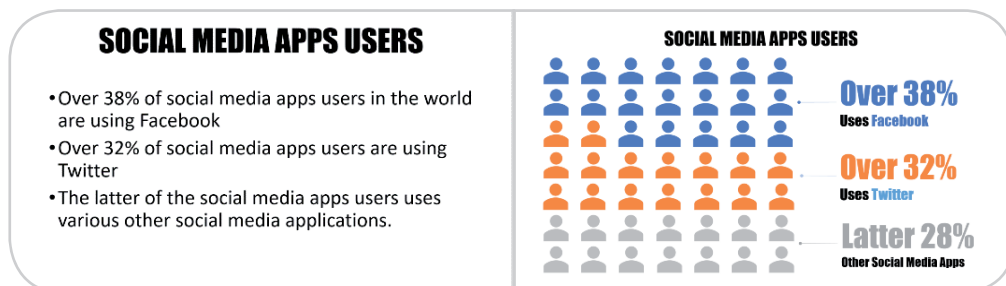
INTEGRATE

TED, with the tagline, "Ideas worth spreading," is a nonprofit that spreads ideas usually in the form of short videos. Presenters in TED conferences and TED Talks are known for their effective presentations, and you can access their videos at www.ted.com Why do you think their presentations are as effective as they are?

It is not good practice to bombard your audience with lots of text because it strains the eyes of the viewers and bores your audience. Remember, the slides are just there to support your talk, not to be your script. Focus on the star of your talk, which is your audience.

3. Limit transitions and builds (animations)

Keep it professional. Use appropriate animations for text especially in bullet points; Swipe Left/Right is enough for bullet points. Use transitions sparingly, preferably not one in every slide, and avoid grand animations because these could tire your audience out.

4. Use high-quality graphics

This includes using high resolution photographs instead of clip art images. The photographs may be taken by using high quality cameras, purchased stock images, or taken from online sources (be sure they is free from copyright issues). Avoid stretching low-resolution images, as doing so will degrade the resolution even more. Be sparing when using clip art images, as these usually make the presenter appear less professional. Refer to the following slides below, for example; which one is more interesting?

5. Have a visual theme, but avoid using PowerPoint templates

It is essential that you create a theme to give your presentation a sense of unity and consistency. PowerPoint has several built-in themes and templates but, according to Reynolds, PowerPoint templates make an audience feel that the presentation is prepackaged and isn't that professional.

As an alternative, try making your own template by preparing images using photo editing tools and save your presentation as a Design template. You can also purchase templates online or download some that are free to use.

6. Use appropriate charts

There are many different kinds of charts available in MS Office, so keep from dumping too much information in your charts and tables. (You can refer to the previous lesson for the list of charts available in MS Office.)

7. Use color well

Colors suggest feelings and emotions. The right use of color in the right place and the right time increases audience interest and develops better understanding and retention of the topic you are discussing.
Take note of the following:

- When presenting in a dark venue, use slides with a dark background and a light foreground.
- When presenting in a well-lit venue, use slides with a light background and a dark foreground.
- When presenting in a venue with good ambient lighting, use a light background as well as light images, and a dark foreground as well as dark text.

8. Choose your fonts well

Fonts can deliver subtle messages, which is why picking which to use is important. Do not use more than two font faces, and choose complimentary fonts which would look great together. Take note of the difference between Serif and Sans Serif fonts, as Serif fonts are usually used in documents that are text-heavy because these kinds of font are easier to read, particularly in smaller point font sizes. The font used in this book, for example, is a Serif font type.

San-serif fonts, on the other hand, are usually better for slide presentations because they appear friendlier to the audience.

This is a Sans Serif font called Arial Black.

9. Use video or audio

Videos and audios help increase the audience's interest in your topic and they also help you better make your point. You can play multimedia files within the presentation itself, and as much as possible, avoid the built-in sound effects of PowerPoint, as these could distract your audience.

Surfing for 'dummies'
- Stand on board
- Stay on board
- Smile for camera

North Shore, Hawaii

10. Spend time in the slide sorter

We humans are said to understand better when information is presented in small chunks, and PowerPoint can help keep break up large chunks of information into smaller ones. When you go into the Slide Sorter View, you will see the logical flow of your presentation and can see which slide needs to be broken up into multiple slides to improve the understandability of your presentation. You can also use the Slide Sorter View to spot parts of your presentation that can be made more clear.
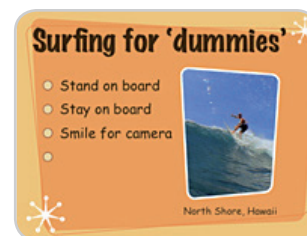
SmartArt

Visualization helps audiences understand messages better, and presenters like Hans Rosling use visually-oriented software like Gapminder Tools to make their presentations that much more effective. Using visualization will be very useful when you present the results of your research.

SmartArt is used in PowerPoint for presenting information graphically. This consists of preset layouts that enable you to easily create graphics which can effectively communicate information.

Inserting a SmartArt graphic

1. Select the slide where you want to display a SmartArt graphic.

2. From the INSERT tab, select the SmartArt command.
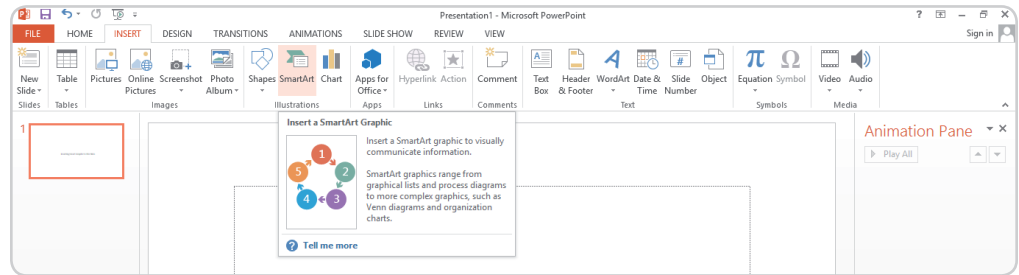
3. A dialog box will then appear. Select a category on the left, choose the SmartArt graphic you want to display, then click OK.
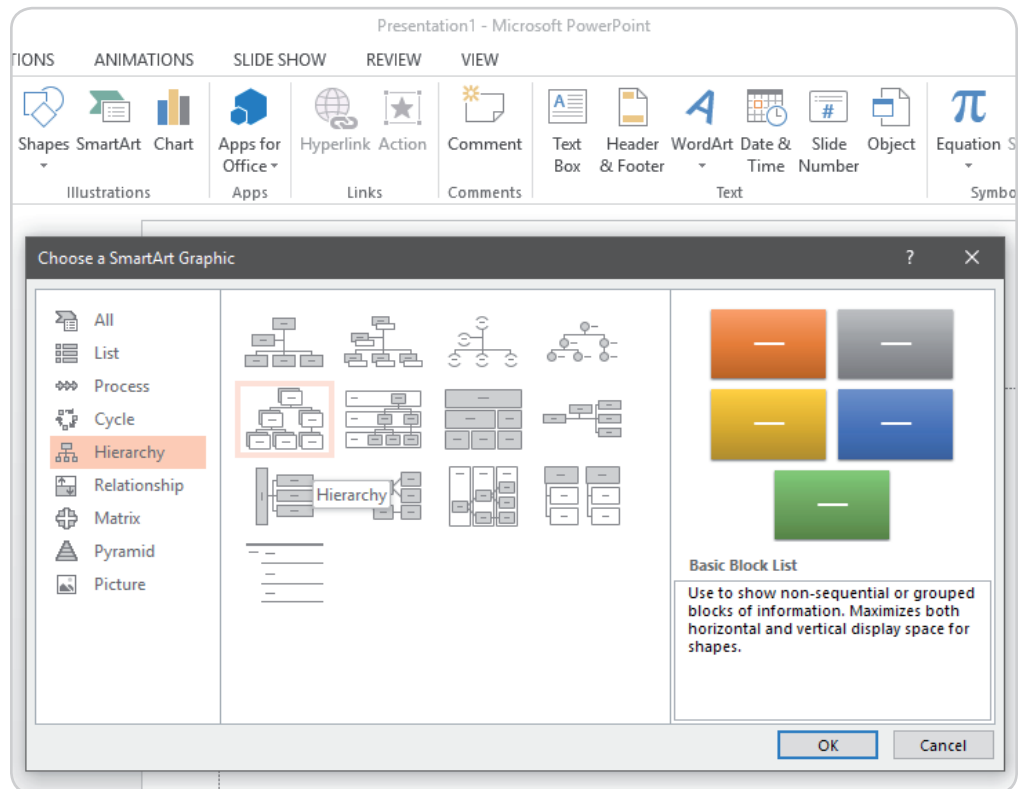
4. The SmartArt graphic will then appear on the current slide.
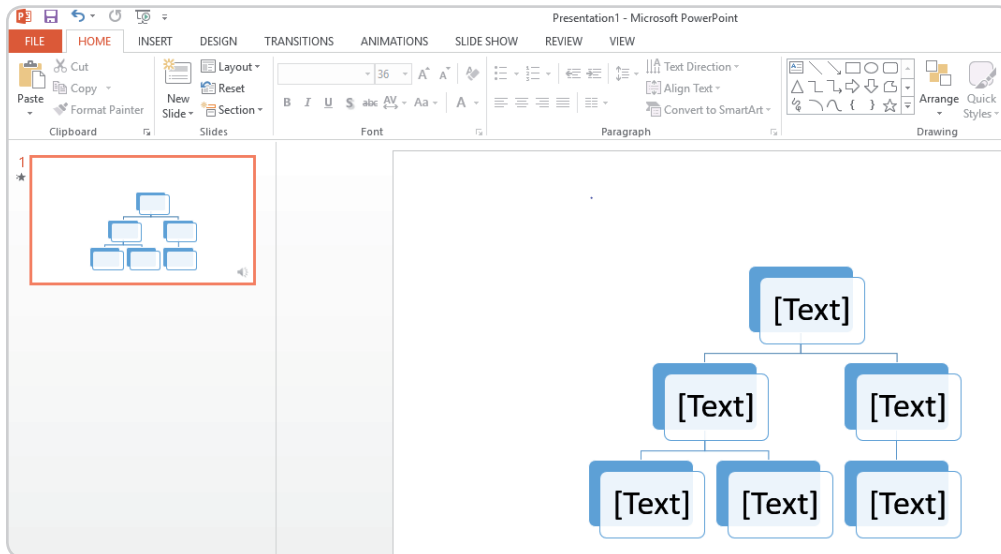
As a shortcut, you may also click the **Insert a SmartArt Graphic** command in a placeholder to add SmartArt.

Adding Text to a SmartArt Graphics

1. Select the SmartArt graphic. A SmartArt task pane will then be displayed on the left.
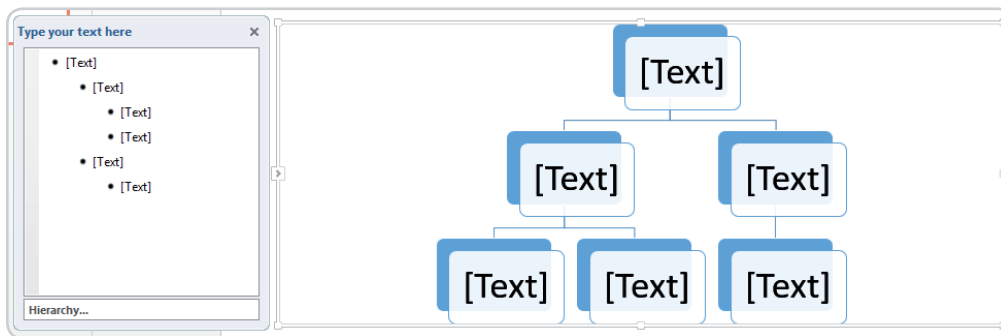
2. Type out text next to each bullet in the task pane. The text will then appear in the graphic and will automatically resize to fit.
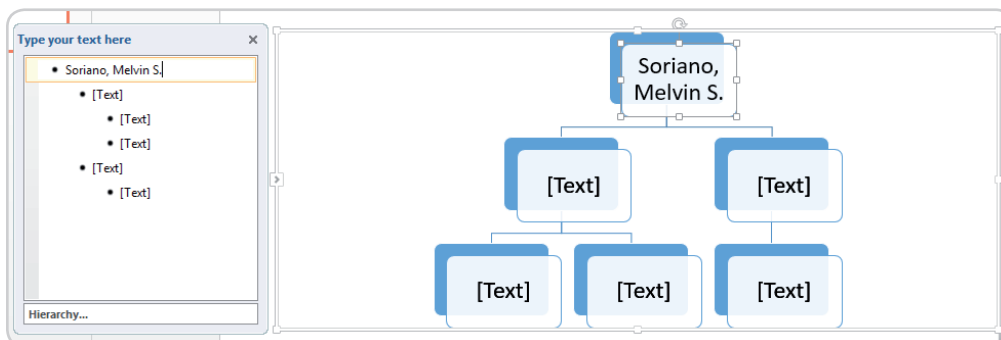
3. Press Enter to add a new shape. A new bullet will appear in the task pane, and a new shape will appear in the graphic. To remove any bullets you don't need, you can delete these in the task pane.
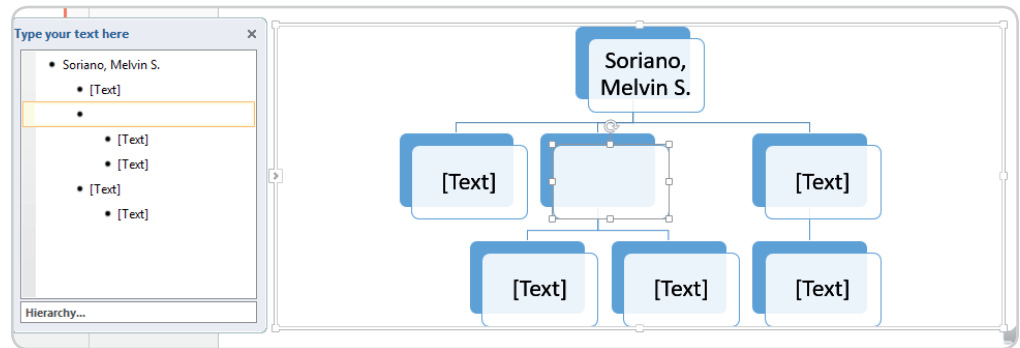
Another way to add text is by clicking in the desired shape in the image display and then typing. This, however, only works well if you only need to add text to only a few shapes. Working in the task pane is often faster for more complex SmartArt graphics.

Converting Existing Text to SmartArt

If you already have bulleted text in a slide, you can automatically convert this into an eye-catching SmartArt graphic, as explained by following the illustrative example that follows.

1. Highlight, then right-click, the list or paragraph you want to convert to SmartArt.

2. Point the mouse over Convert to SmartArt and then select the desired SmartArt graphic.
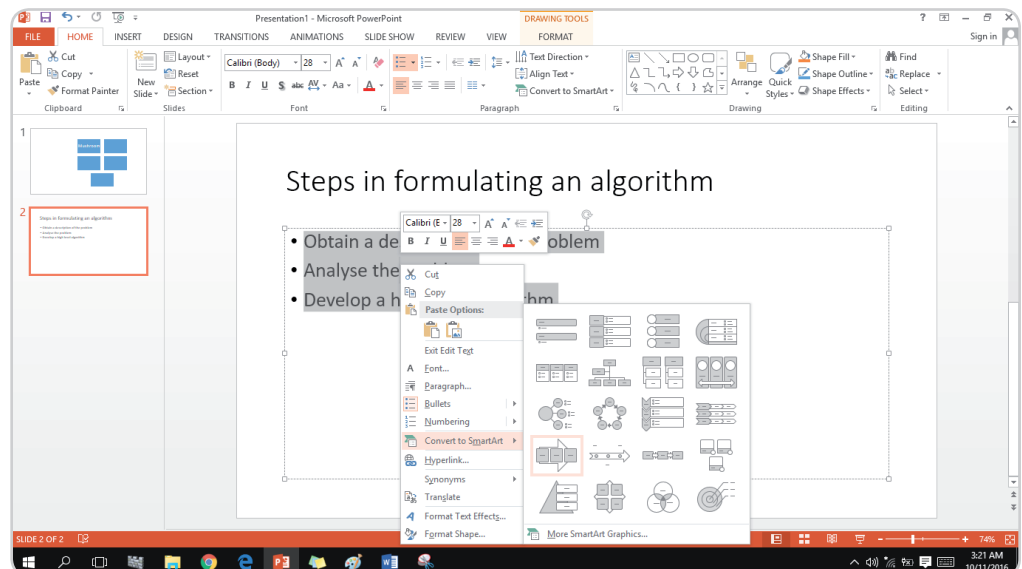
3. The text will then appear as a SmartArt graphic.
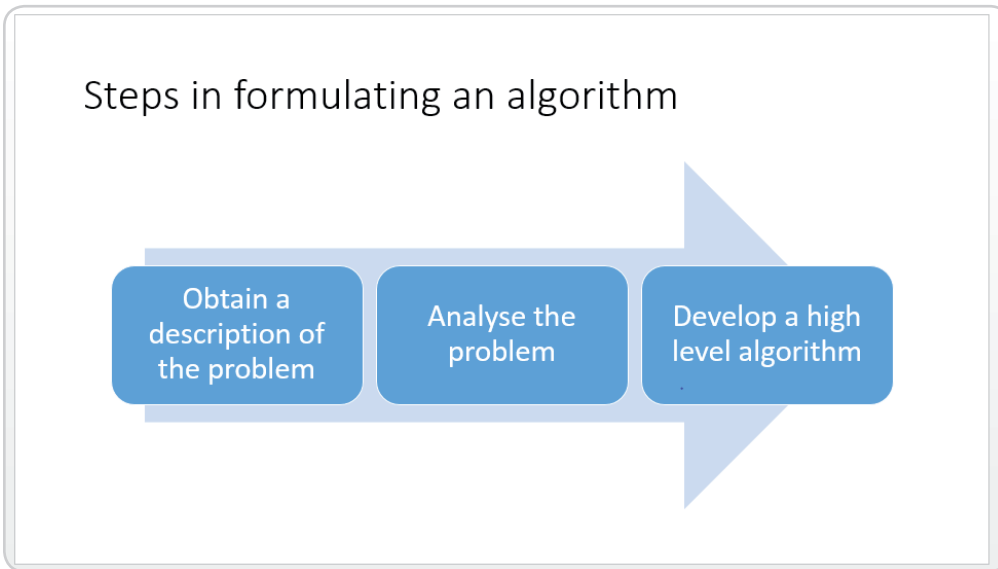
If you want to convert SmartArt back to text, you may do so by going to the Design tab on the right side of the Ribbon, clicking the Convert command, then selecting Convert to Text.
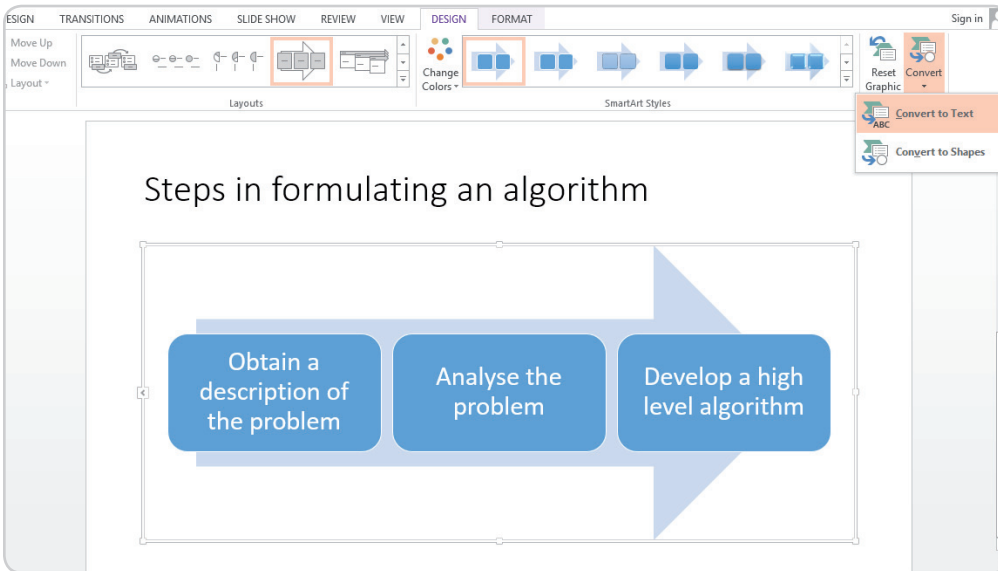
Modifying a SmartArt

Adding a Shape:
1. Select the SmartArt graphic, then click the Design tab, which is located on the right side of the ribbon.
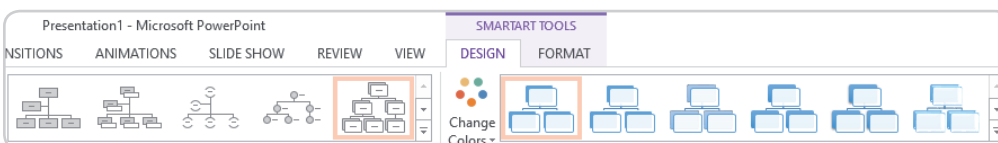
2. Select the shape where you want the new shape to appear. In the example, this is the shape with Padillo, Terence in it.
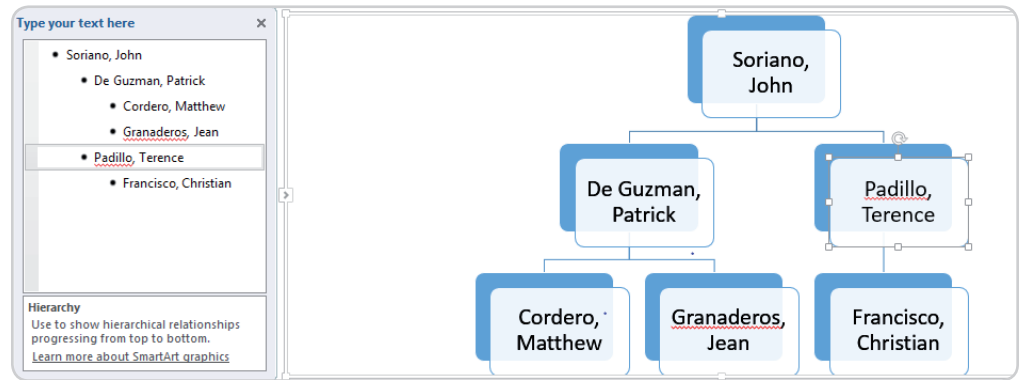
3. In the Graphics group, click the Add Shape command. The drop-down menu should then appear.

4. Decide whether to select Add Shape Before or Add Shape After, relative to the same level as the shape you selected. If you want to add a shape above the shape selected, click Add Shape Above, and if you want to add a shape below the selected shape, click on Add Shape Below. For this example, Add Shape Below was selected.
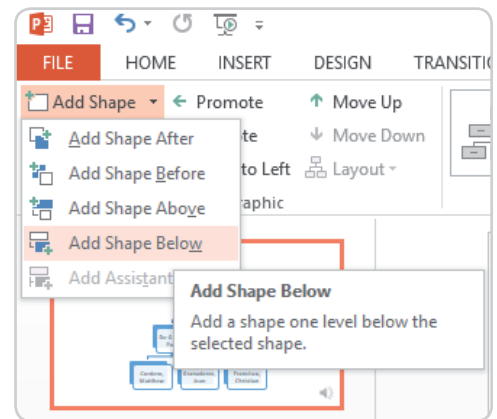
5. A new shape will then appear.
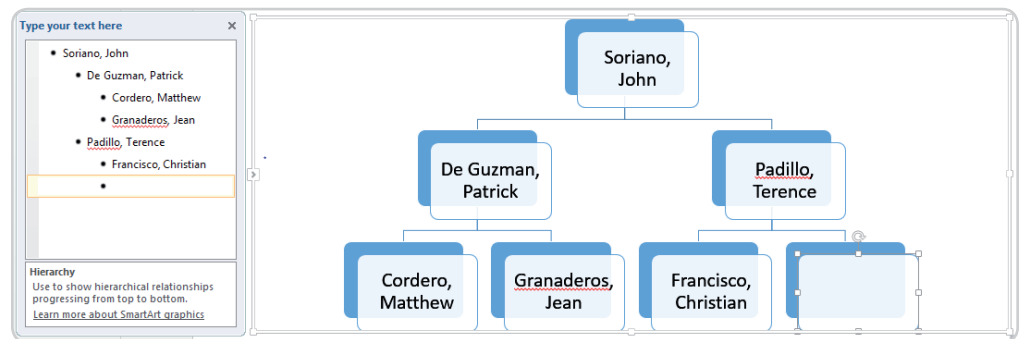
Promoting and Demoting Shapes:
1. Select the SmartArt graphic you want to work on, then click on the Design tab.

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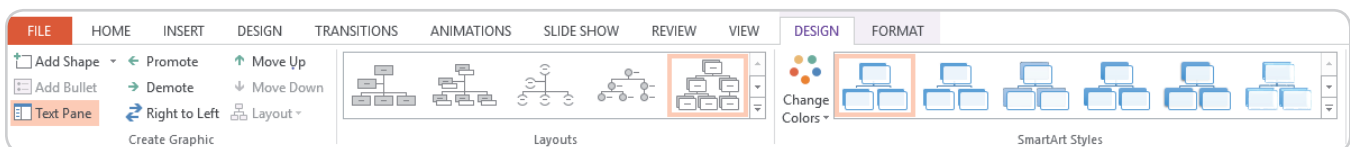
2. Select the shape which you want to promote or demote. In this example, Padillo, Terence will be selected.
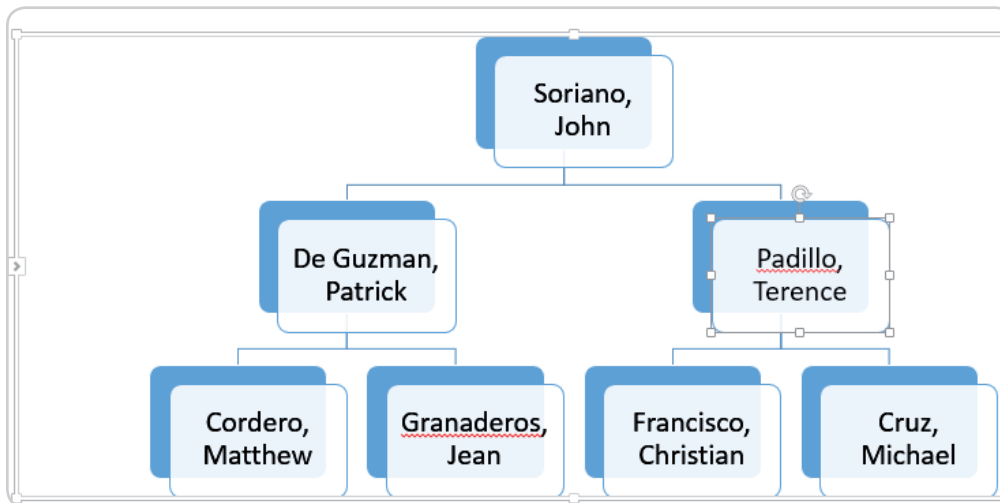
3. Click the Promote command in the Create Graphic group if you want to move the shape to a higher level. Otherwise, click Demote to move it to a lower level. In this example, Padillo, Terence will be demoted.
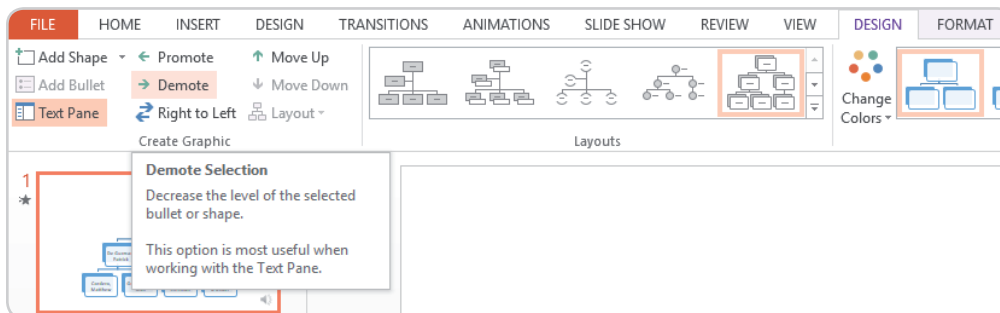
4. The shape should have moved one level higher or lower, depending on whether you promoted or demoted the shape. In this example, Padillo, Terence has been demoted.
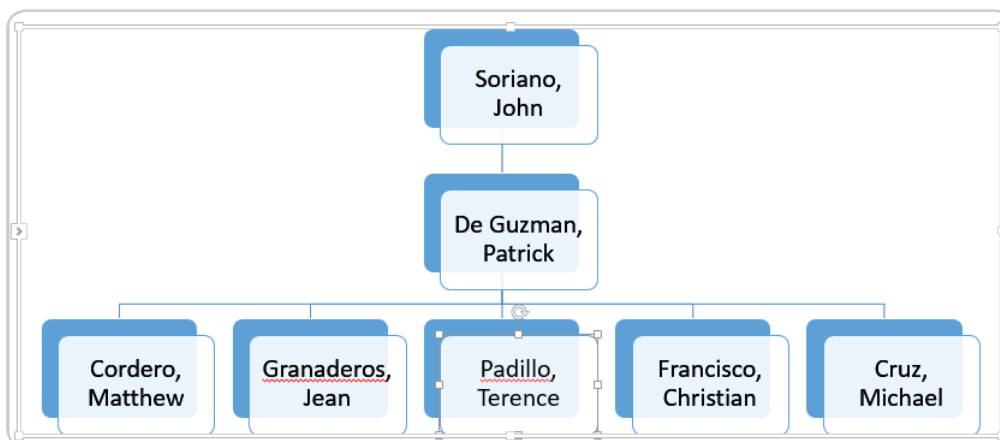
Rearranging Shapes:

1. After selecting the SmartArt graphic, click the Design tab.

2. Click the shape which you want to move.
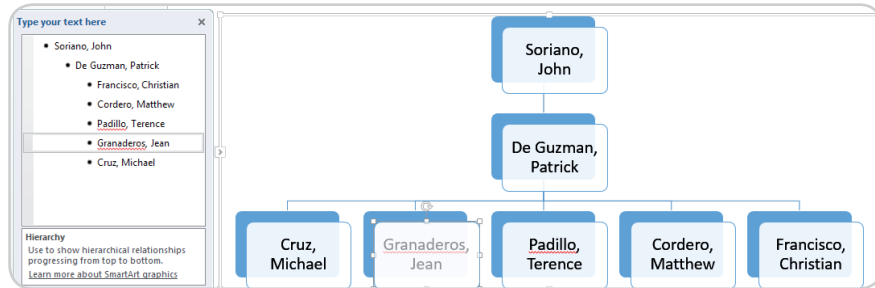
3. Click either Move Up or Move Down in the Create Graphic group.

4. The shape should now have moved to a new location on the same level, and any shape connected below it should also have moved along with it.
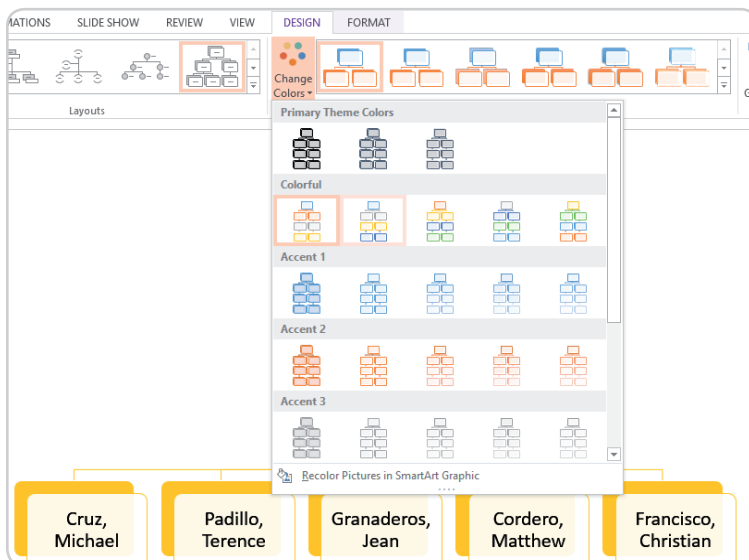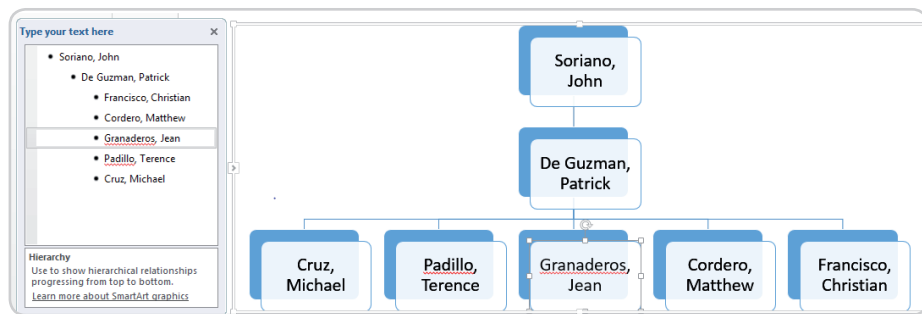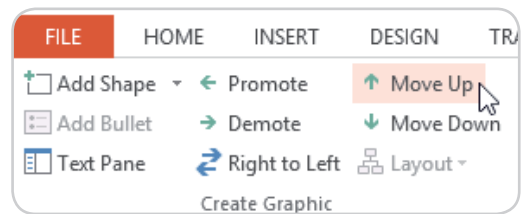
Customizing Look and Feel of SmartArt:

To select one of the many color schemes used by SmartArt, click the **Change Colors** command to change the color, and from the drop-down menu, choose the color you desire.

Philippine Copyright 2017

➢ Color schemes are actually based on the theme colors; these will thus vary, depending on which theme you will use.

➢ You can quickly modify the look and feel of your SmartArt presentation by selecting any one of the SmartArt styles available. Simply select the desired style from the SmartArt Styles group if you want to change the style.
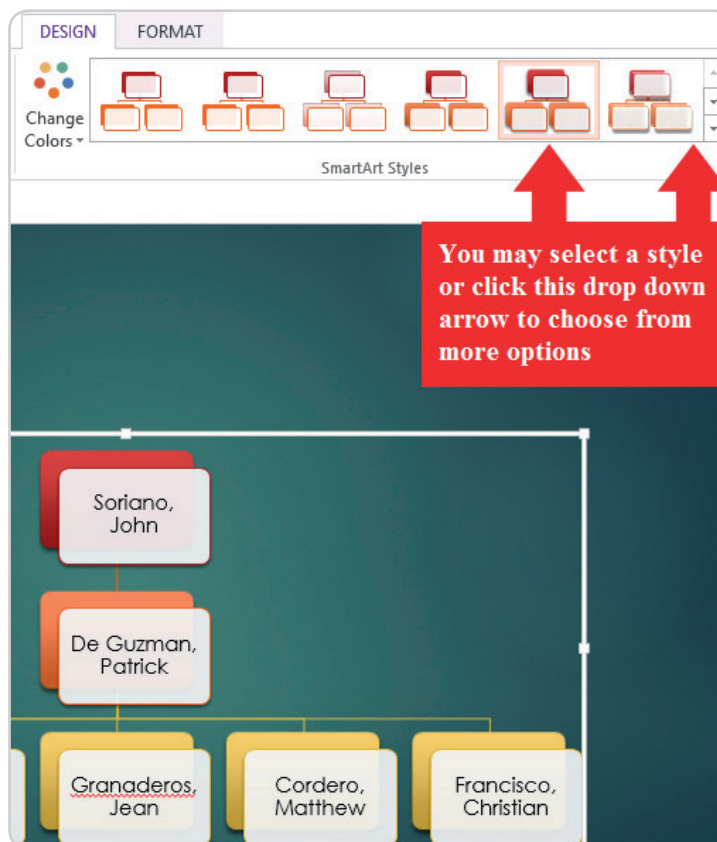
➤ Add shape effects to your SmartArt, such as Shadow, Reflection, Glow, Bevel and 3D Rotation. Select the entire SmartArt graphic by clicking the border, clicking on the Format tab then choosing the desired effect under Shape Effects. If you want to customize shapes separately, you need to click on individual shapes instead.
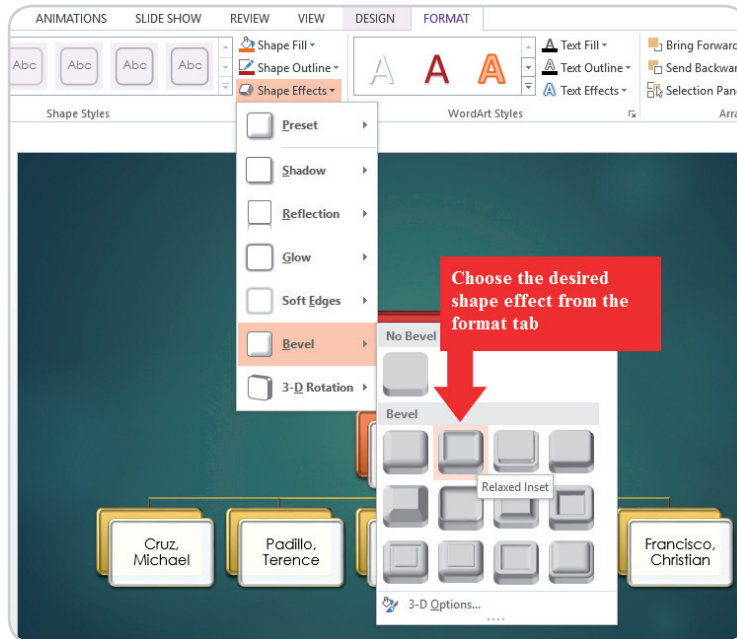
Changing the SmartArt layout:

In case you don't like the way information is organized within a SmartArt graphic, you can always change its layout to better fit your content.

1. Select the SmartArt graphic, then select the Design tab.

2. In the Layouts group, click the drop-down arrow.
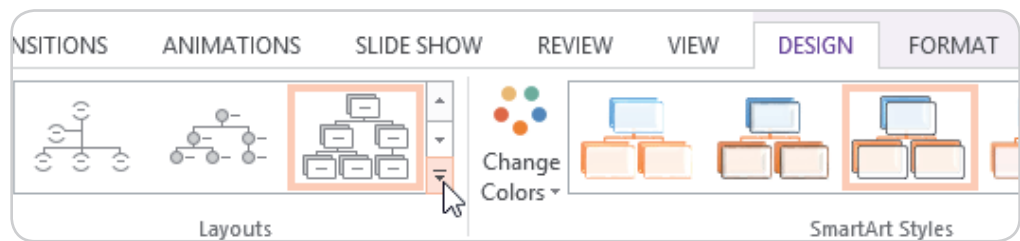
3. Select a desired layout or click More Layouts to see even more SmartArt options.
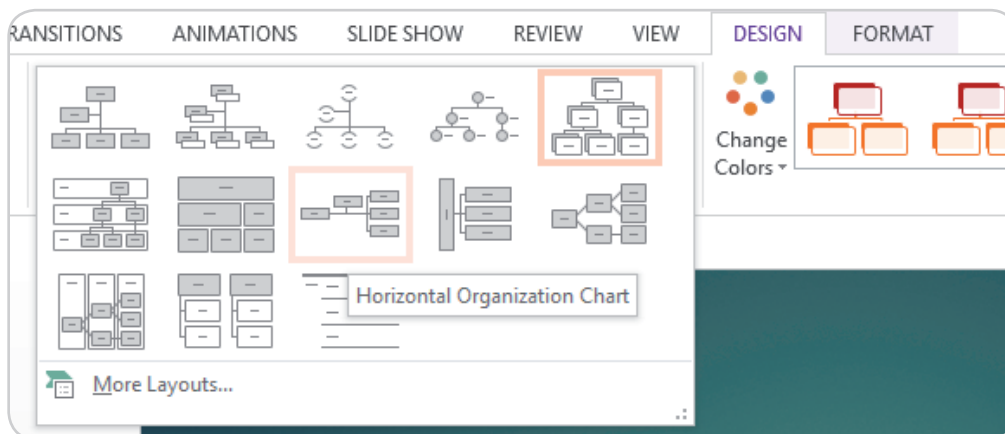
4. The selected layout will then appear.
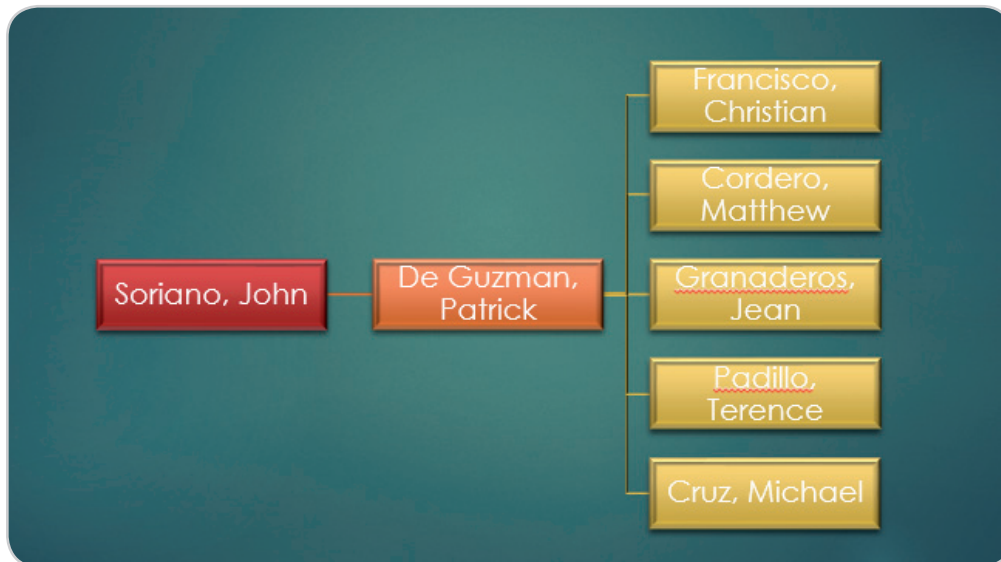
A. True or False. Read the statement and identify which tool you should use to accomplish the task.

_____ 1. The colors of your SmartArt presentation vary depending on the theme you applied in your presentation.

_____ 2. You cannot convert bullet points to SmartArt graphics.

_____ 3. You access the Format tab to modify the layout of your SmartArt presentation.

_____ 4. You access the Design tab to change the colors of your SmartArt presentation.

_____ 5. The Move Up and Move Down functions are under the Create Graphic group.

B. Situation Analysis. Keep in mind the tips in slide presentations, sketch a 3-slide presentation on each topic below.

1. You are asked to introduce yourself using a 3-slide presentation.
2. You are going to sell your notebook to your classmate using a 3-slide presentation.
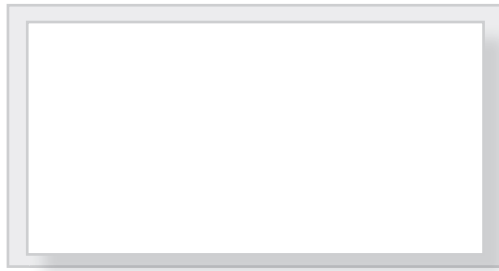
3. You are trying to convince your parent to increase your allowance using a 3-slide presentation.

BUILD
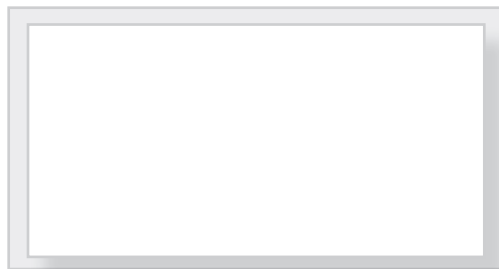
Project Slide Presentation

Using what you've learned in this lesson, each group member will prepare a slide presentation, with a maximum of fifteen slides, of your project concept; you can use your project pitch document as a basis for what will appear on your slide presentation. Present your project concept in front of your classmates with the help of the presentation you made.

MODULE 2

How do you create or innovate products and processes using ICT Tools?

Learning Outcomes

- Create, manipulate, and share images on the Web
- Explore the ICT processes involved in cloud computing
- Produce an audio-video presentation.

Portfolio Output

Project Prototype – this is the prototype of the solutions or products you have conceptualized. The suggested module project for the students is a short film or a campaign video. The video should include some infographics or details regarding the problem you have chosen to tackle. The product should be able to address or raise awareness of the problem/issue that the students chose to tackle in the previous module.

Criteria	Excellent 5 PTS	Very Good 3 PTS	Needs Practice 1 PT
Creativity	Very creative in its design	Somewhat Creative in its design	Common and ordinarily seen elsewhere
Presence of Elements and Principles of Design	Fully applies the Elements and Principles of Design	Partially applies the Elements and Principles of Design	Very limited application of Elements and Principles of Design
Audio/Visual Presentation Skills	Well prepared	Not much prepared	Disorganized and not well managed

MODULE OUTLINE

Lesson 6: What are ways we can use to create and manipulate images to convey information?

- The Elements of Design
- The Principles of Design
- Image File Formats
- Image Authoring and Editing Tools
- Image Manipulation using GIMP

Portfolio Task 1 – You will create a poster that will inform the people regarding your ongoing project/campaign. The poster shall embody elements and principles of design.

Lesson 7: How do we use infographics to present the data we have?

- Graphic Design Versus Information Design
- What Is an Infographic?
- Elements of an Effective Infographic
- Create Infographics Using Piktochart
- Types of Infographics
- Making a Timeline Infographic

Portfolio Task 2 – As a group, send a message to your viewers in a poster format to inform others of the role you can play as a youth of today to achieve social change. Apply the basic principles of infographics and the techniques in image manipulation and design.

Lesson 8: How do we upload and share our files online?

- File Management
- Online File Management and Storage Services
- Image Hosting Platforms
- Video Hosting Platforms

Portfolio Task 3 – Upload the posters and infographics you have made to social media sites available to your group.

Lesson 9: How to use videos as media to convey information?

- Video Production
- Storyboarding
- Things to Consider in Making a Video
- Video Editing Applications

Portfolio Task 4 – Based on the facts gathered in the previous lesson, make a campaign video that will raise awareness in your target audience.

Target

At the end of this lesson, you will be able to

- Find appropriate images that you can work on with your project
- Apply the importance of the elements and principles of design in creating images
- Create a document with images that represent the project proposal in relation to promoting social change

WHAT ARE WAYS WE CAN USE TO CREATE AND MANIPULATE IMAGES TO CONVEY INFORMATION?

EXPLORE

In the previous module, you had prepared your Project Pitch Document where the details of your project were specified. Now, you will learn design that will help you produce images that are effective in conveying information properly. But first, let's do this activity.

Pretend that you won an enormous amount of money from a Lotto win, and you wanted to invest it to start your dream business. In the business permit form below, enter the details of your business.

Business Permit

Company/Business Name:
_____

Type of Products/Services:
_____

Location:
_____
_____
_____
_____

Owner:
_____

After some time, you realize that you need a striking and cool logo to represent your business. You intend to use it on your Facebook for Business page that you are going to set up soon. Based on the details you had defined in the business permit, sketch the logo you want to use for your business. Use the space below.

What do you think of this poster inspired by Niklaus Troxler's art style? At first, it might be difficult to distinguish what the artist wants to portray in this image, but because of the placement of strokes, you can come up with an idea of what it is.

In this lesson, you will learn the elements and principles of design to effectively communicate an idea or information.

The Elements of Design

Point, Line, and Space

Point, line, and space are some of the basic elements of design that have limited form. The way by which these are used, especially when combined with other elements, affects the overall perception of any communication. A single design element or a combination of them can help in interpreting the message of a drawing or design.

Point

A point is simply a dot. A point establishes a position and acts as a visual focus. In a blank page, a single point immediately attracts and focuses the eye. Several graphical points can make up a line and each point of a set of them contributes to suggest the corner of a shape.

The eye senses a relationship between a point and the edge of the paper. Adding another point in the page creates a relative position and sets up the relationship with the first point based on the surrounding area of the page. As more points are added to the page, grouping and subgrouping patterns appear which determine viewing sequence (levels of importance), and produce the information communicated and interpreted by the viewer.

Line

A line is created by connecting two or more points. It begins by extending one point towards a specific direction. A line can work with other lines to create an illusion of distance, space and depth. It can be straight, curved, heavy, slim, dashed or dotted. A line can be used to divide a space, direct the eye to a direction or two, and also to outline or define figures. Like in the example presented in this lesson, certain lines can be placed in such way that they work together to resemble an object or illustrate an action. Lines placed closer to an area's edge, for example, will direct the eye along the path they create.

The simplicity, complexity, elegance, and form of line is called contour. Contour is also the outline of the exterior edges of a shape. A plain contour has a clean, connected line. It may have line textures or be contrasted with different designs or styles.

The straight line can separate content and elements in the page layout of a magazine, newspaper, and even a website. The use of curved, dotted, and zigzagged lines can define or emphasize a unique part of the layout. Virtual lines, such as the ones suggested by the flow of text, also affect layout in a similar manner.

Space

Space, or area, refers to the surface that acts as a visual container, drawing attention to other visual elements in a layout. Graphic designers use space as a means of defining the format and proportion in a layout. Empty areas, or white spaces, can create spatial energy within a design, and directs the eye from one part to another.

With the current state of print, broadcast, and web media, designers of brochures, catalogues, and promotional print materials always consider the effects of size, format, content, and surface quality on the printout.

Shape

The shape is an element of design which is a combination of lines, points, and space (which can be two- or three-dimensional). An object that has height and width has shape. A shape is mainly used in a drawing to represent a real object, symbolize an abstract thought, or define an artistic design. Using shapes accordingly can help define the mood of the graphic design. Softly-curved and rounded shapes are seen differently from sharp, angled shapes. Unusual shapes can be used to attract attention.

There are 3 basic types of shapes: geometric, natural, and abstract. Geometric shapes include the triangle, square, rectangle, and circle. Natural shapes are formed from natural things like animals and plants. Shapes such as leaf and apple are examples of standardized natural shapes used by artists. Abstract shapes, such as icons, stylized figures, and graphic illustrations, are really modified types of natural shapes.

The following are some of the meanings associated with some basic shapes.
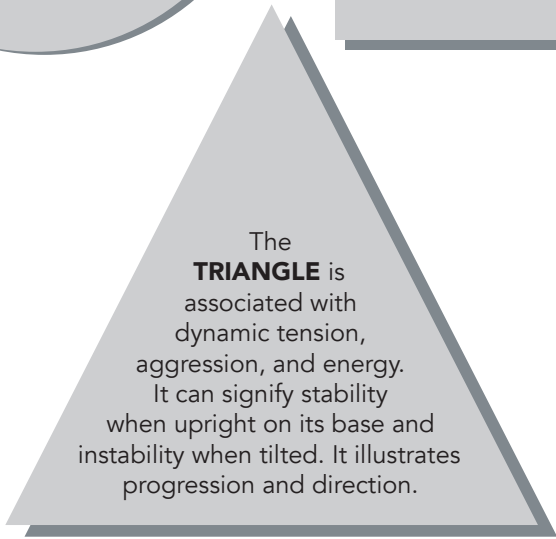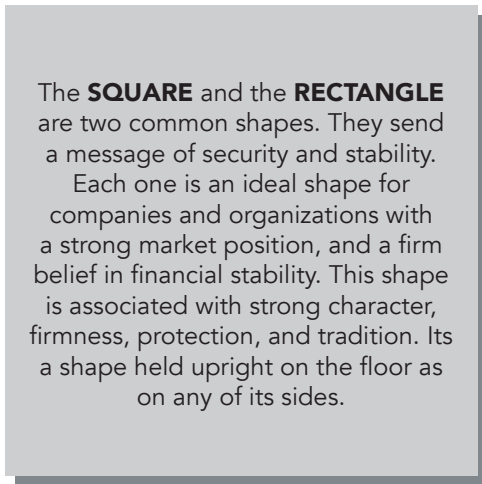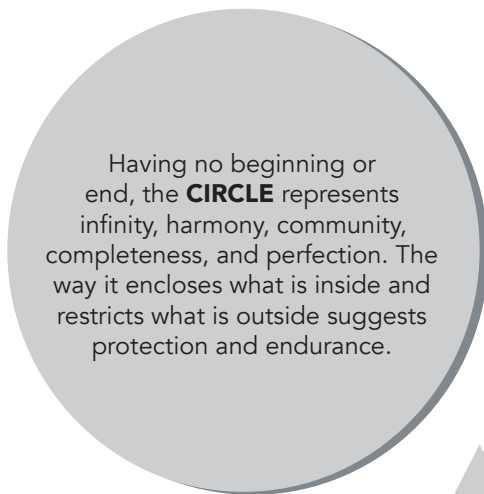
EQUIP

You can learn more about the elements of design from this link.

http://www.writedesignonline.com/history-culture/AndyGoldsworthy/overview.htm#form

Having no beginning or end, the **CIRCLE** represents infinity, harmony, community, completeness, and perfection. The way it encloses what is inside and restricts what is outside suggests protection and endurance.

The **SQUARE** and the **RECTANGLE** are two common shapes. They send a message of security and stability. Each one is an ideal shape for companies and organizations with a strong market position, and a firm belief in financial stability. This shape is associated with strong character, firmness, protection, and tradition. Its a shape held upright on the floor as on any of its sides.

The **TRIANGLE** is associated with dynamic tension, aggression, and energy. It can signify stability when upright on its base and instability when tilted. It illustrates progression and direction.

Color

Color is another element of design that can be associated with any other element. All color comes from pure light. A color is produced by an object that reflects light. The computer monitor is one source of artificial light which is directly transmitted to the viewer's eyes.

Color can produce dramatic changes in a design when it is used to emphasize things or create images. When used properly, each color can produce creative and unique effects. Designs on the web and other publications apply color themes that are limited to a particular output to produce a unified effect. The use of color for decoration, symbolism, expression, and communication is part of human nature.

The properties of color are the following.

Hue is the other name for color, which includes the primary colors, namely, red, yellow, and blue. When combined in equal parts, they create secondary hues, such as orange, green, and violet. The combination of primary and secondary hues creates the tertiary hues. Refer to a color wheel to understand more about the primary, secondary, and tertiary colors.

Here are the following uses of colors:
- Indicate where the eye should look first
- Pinpoint the important elements such as headlines and subheads
- Unify a design
- Consolidate information
- Isolate or group elements together
- Arouse emotions
- Make an image or object stand out within the design

All data that constructs computer imagery is digital. Monitors need a method where colors in the spectrum can be simulated quickly. The common method displays only the three primary colors, red, green, and blue (RGB). When combined in the screen (a grid of pixels), white light is produced. By using all 256 intensity levels of each of the primary colors to display each pixel, one will arrive at a total of 6.7 million colors (256 x 256 x 256). This is good if the intention is simply to view the colors on a screen. However, information often needs to be relayed via print, and the colors on a screen do not always display accurately in print since inked colors are seen by the viewers through the reflection of light from the printed surface. Ink colors are seen by the viewers by virtue of light reflected off the printed surface, which is why the colored printing process applies a color model that uses cyan, magenta, yellow, and the key color (black) (CMYK).

Size

Size refers to how large or small something is in a document. Size is very important in making the elements of a document coincide with one another and makes the layout more attractive and organized. It displays

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what is most important, attracts attention, and helps to fit the layout together. Size makes all things easy to see. It establishes a consistent look throughout a printed publication or web page document.

Texture

The look or feel of a surface is known as texture. Visual texture creates an illusion of texture on a printed material or webpage. Printed patterns are a type of visual texture. Tactile texture can be felt physically. Nowadays, even paper can come in various textures. The wide selection of textures used on paper and other materials can be translated accurately into rich, layered graphics

Here are the following uses of texture.
- Creates a mood or scene in a design
- Gives a printed publication, presentation, or web page a personality
- Creates contrast for interest
- Fools the eye
- Arouses emotions
- Creates a feeling of richness and depth

The Principles of Design

Balance

Balance refers to the equal distribution of weight, which, in design, applies to visual weight. Elements such as size, lightness, and thickness can be scaled accordingly in a design.

The two kinds of balance are symmetrical balance and asymmetrical balance. Symmetrical balance is the even distribution of elements in a design. Asymmetrical balance is the uneven arrangement of elements such that one side of a design has more weight. Color, value, size, shape, and texture can be used as balancing elements.
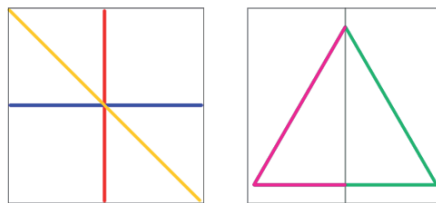
Examples of an **asymmetrical** and a **symmetrical** balance design
Symmetrical designs
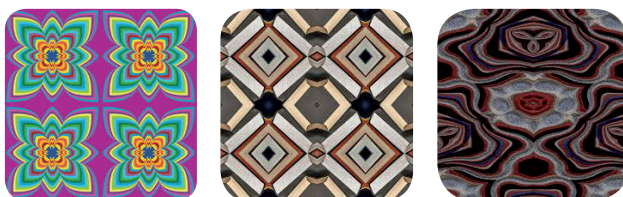
Asymmetrical

Contrast

Contrast is the placement of heavy and light elements within a page. The larger, darker elements appear heavier in the designs than smaller and lighter elements.

This is the difference in value of the colors black and white, between distinct shapes like the square and the circle, or between a big and small element. In texture, contrast is defined by the roughness or smoothness of things in a layout.

Emphasis

Emphasis is the distribution of heavy and light elements in a design. It determines which elements within the design are focused on the most and which ones are given less attention.

Rhythm

Rhythm is the repetition of one or more elements in a design. It creates a mood and a sense of movement. Variety in repeated elements makes the rhythm of a design more exciting.

Unity

Unity refers to the feeling of harmony that is created by all the parts and elements of a design. When a particular design is said to be unified, it means that a sense of completeness can be felt from the work.

Image File Formats

Pixel: Another name for a picture component, it is the smallest component of a bitmapped graphic composed of single-colored squares. Each image is made up of these very tiny squares and each pixel characterizes a color or a shade. Pixels, like other elements of design, can be added, modified, and/or deleted.

How can one's image be related to a web graphic?

Nowadays, graphic designers face a new set of considerations when working with graphic images on the web. Most images sent to and viewed on the screen have a low resolution or are simply for monitor-viewing purposes only. For web page elements, 72 ppi more often represents small files that are usable over a web page element. The two dominant graphic file formats on the web are JPEG (Joint Photographic Experts Group) and GIF (Graphics Interchange Format) followed by PNG (Portable Network Graphics) which extends to the transparency representation of the images.

GIF (Graphic File Format)

The most usable file format for the web is the GIF, which is the first file format supported by web browsers. It remains the most popular web file format on the web today.

What is a pixel? Why is it important in choosing your image file format?

Which pixel is appropriate for a print document? Which pixel density is good for a web-published document?

PNG(Portable Network Graphics)

This is a compressed file format more often used for the Web just like the graphic interchange file format. PNG file types represent images with a transparency effect that allows images to overlap, unlike a jpeg or gif file image that cover one another.

JPG (Joint Photographic Expert Group)

JPEG (often typed as jpg), is the standard file format known to many. This file format compresses high-quality static color images for the easy transfer of files between print, media, and the web. This is called "lossy" compression, which means real image quality is lost as file size is reduced. The Joint Photographic Experts Group was the committee that named this type of file format.

Image Authoring and Editing Tools

The Adobe Creative Suite includes some of the best-known image authoring and editing applications, in particular, Adobe Photoshop. These applications are provided as a bundle but can also be availed individually for a price. That said, there are also tools and applications that are readily available as free downloads on the Internet, and they can be used to edit images and achieve similar results.
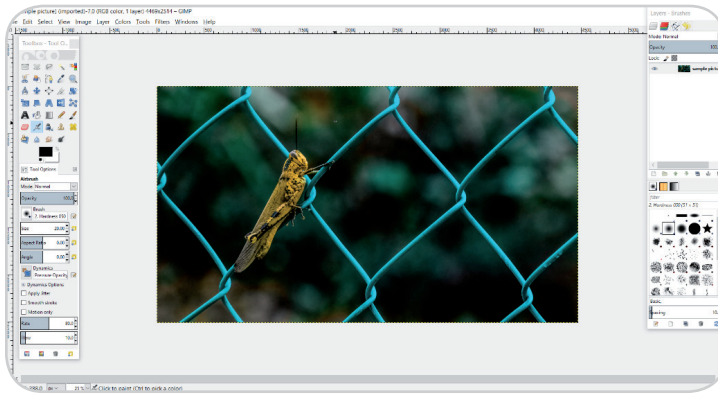
GIMP

GIMP is a free desktop photo editing application. It is said to be one of the best free photo editing tools in the market, on par with the industry standard photo editing tool, Adobe Photoshop. The user interface of Adobe Photoshop is like that of GIMP, thus proficiency in one means proficiency in the other. Because it is an open-source application, more features are being added by many different developers, and they are freely available to users.

It is not without flaws, though, because, unlike Adobe Photoshop, it lacks the polish and quality build. This is because it is an open-source application that is in continuous development. Some of the filters and other features have been left outdated. In spite of this, GIMP is a versatile image editing application.
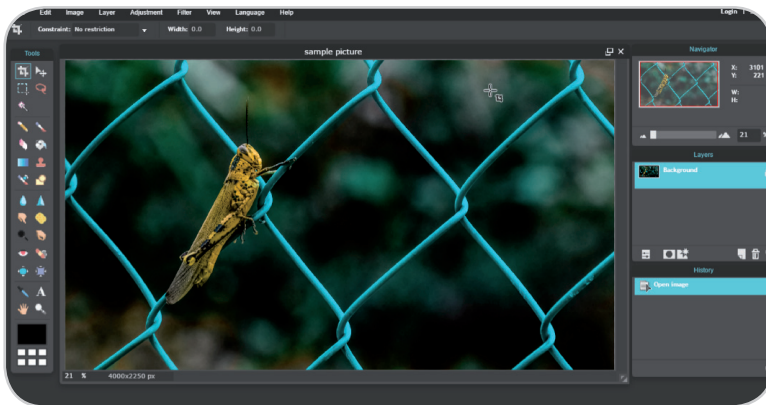
Pixlr

Pixlr is an ad-supported online image editing tool, which means that it is free to use but various advertisements are displayed while the application is being used.

Pixlr has two kinds of applications: Pixlr Editor and Pixlr Express. Pixlr Editor offers tools that enable the user to manually manipulate the details, specific areas, and aspects of the image. It is ideal for users who are already familiar with advanced image editing tools such as Photoshop.

Pixlr Express is for newbies in image editing or users who need to perform quick image enhancements without tweaking many buttons or details. Preset filters are available in the same manner that they are provided in the mobile photo sharing application Instagram. Pixlr also has a mobile application for users who want to edit photos straight from their smartphones.

Choosing between Pixlr and GIMP is a matter of convenience and preference. GIMP offers Photoshop-level image manipulation while Pixlr provides the ease and comfort of quick image editing. All that matters is you keep in mind the elements and principles of design while creating your images, and also, to be creative.

Image Manipulation using GIMP

Once you've downloaded and installed GIMP, you can now start manipulating images at will. GIMP can read and write a large variety of graphic file formats but it is most compatible with the XCF format. This

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is similar to the PSD format in Photoshop which cannot be read by many alternative image viewers and media programs. You will not be able to edit your picture when you save or export its file in a format other than XCF. If you want to edit an XCF image, just export the file to JPEG and/ or TIFF so you can use it in other programs.

GIMP User Interface

The GIMP interface is quite plain and simple. When you run GIMP, three windows will pop up. There's the Image Window, the Main Toolbox, and Tool Options box that provide tool-function choices.

The **Main Toolbox** contains a variety of tools. By clicking any of these, you can select, draw, and transform objects, among other things. Also found here are the Tool Options section displays the properties of the tool that you chose. For example, when you choose the Paintbrush tool, you can adjust its color and diameter.

The **Layers Options** shows the layer structure of the currently active image. The Brushes/ Patterns/Gradients Options offer options for choosing brushes, patterns, and gradients.

The **Image Window** is the area where you will be primarily working in. The one in the following example indicates that a layer has not been opened yet, thus the image window is empty.
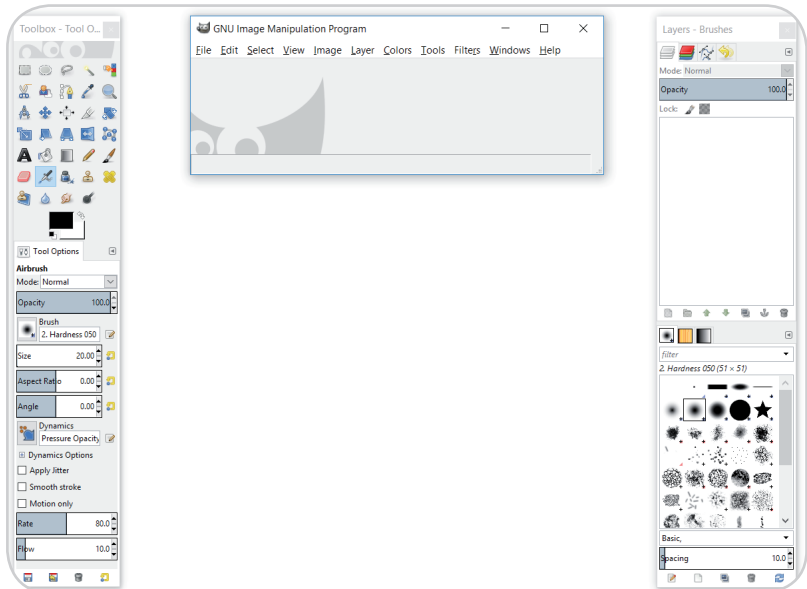
Creating a New File

Now that you have familiarized yourself with the GIMP interface, it is time to dabble with photo editing. For you to be more familiar with GIMP, you can try to create a logo for yourself, for starters. Explore the different tools.

1. To start, create a new file by going to File > New.

2. On the Image Size dialog box, type 720 for width and 480 for height. This aspect ratio is used by the old standard TV screen size, which is how your photos will be seen if you incorporate them to your final cut. After setting your image size, click OK.

3. A third window will appear. This is the Image Window. Note that each image opened and/or created in GIMP will have a separate window.
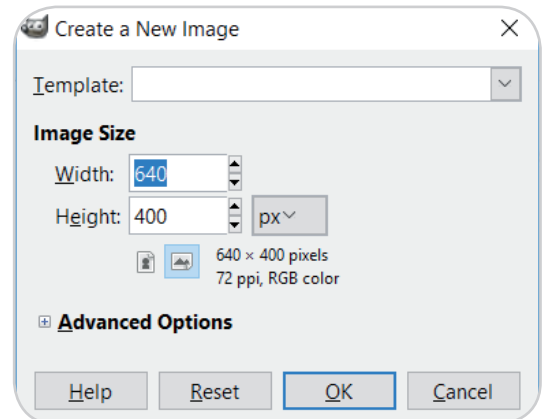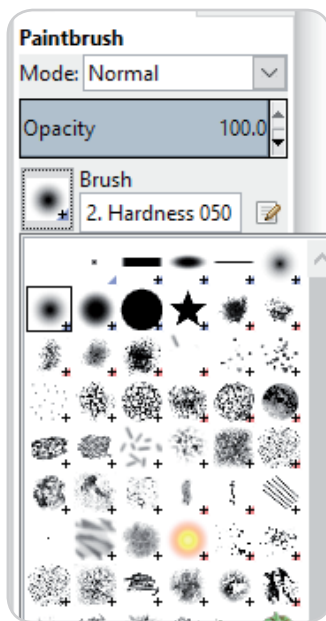
4. Use the Brush tool to paint. In the Tool Options, select a brush style. For our purposes, use the Pencil Sketch style. Draw a logo on the Image Window.

5. To add color, click the Color Selection tool in the Main Toolbox.

6. After you have created your logo, add some text. Click the Text tool in the Main Toolbox. Select a font, font size, and font color in the Tool Options. After you have set up your text, click the Image Window. The Text Editor window will appear. Type your text. Click Close when done.

7. Look at the Layers Options window and notice that every time you create a new text in your image, GIMP automatically makes a new layer for it. Click the Move Layers and Selection tool in the Main Toolbox and select the layer that contains your text. By selecting the text layer, you may move it on the Image Window. Fix the position of your text relative to the logo.
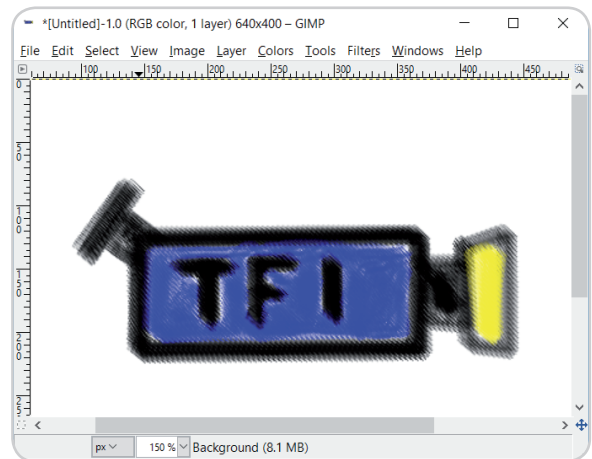
8. Now that you have made your logo, save your file. On the Image Window main menu, go to File > Save. Type a name for your file. Don't forget to put ".xcf" at the end of the name. Finally, click Save.

9. For you to be able to use this file in Movie Maker, you have to export it as another file format, let's say jpeg, click File >Export and select jpeg or (.jpg). This action will save it in JPEG file format.

10. Set the quality to 100 then click OK.

11. Close the Image Window.

Rotating and Cropping the Image

Sometimes, it is difficult to capture images in a perfect horizontal position. In GIMP, you can fix those tilted photos with the Rotate tool. Sometimes, holding the camera in a perfect horizontal position is difficult. In GIMP, you can fix tilted pictures with the Rotate tool.

1. Select the Rotate tool in the Main Toolbox.

2. Click the picture in the Image Window.

3. Drag the mouse to adjust the angle of the picture and release it when you get the right angle. If this is too difficult for you, try adjusting the Rotation Slider in the Tool Options.

4. After rotating an image, you crop the image.

5. To crop an image, click the Crop tool in the Main Toolbox. Then, in the Image Window, create an area for cropping by clicking and dragging the rectangle on the image. If you are satisfied with the crop area, click Crop.

Crop tool Button
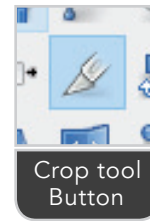
Color Correction

Altering the color of your picture can cause drastic changes to its overall impact. To change the color, you have two options: do it manually (see sample below) or use the automated color correction tools.
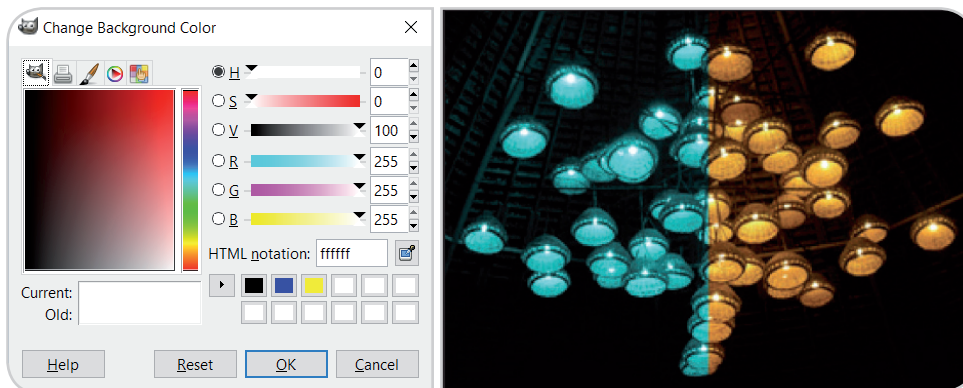
You can access the automated color correction tools by going to Colors > Auto in the Image Window main menu. The automated color correction tools include the following:

- The Equalize tool spreads the colors in the image evenly.
- The Color Enhance tool is used for saturating or making your colors brighter.
- The Normalize tool is used for underexposed images. It adjusts the whole image to equalize the light and dark areas.

Manual Color Correction

As much as they are simple and convenient, automated color correction tools give you limited freedom with regard to the color of your images. For more options, correct colors manually. Select the Color Balance tool (go to Layer > Colors > Color Balance). There are three things that you can modify in your image: shadow, highlights, and midtone. They correspond to the dark, bright, and in between areas, respectively, of your image.

You can modify these areas by mixing the red, green, and blue channels. To mix the colors, drag the three sliders until you get the combination that suits your taste. You can also modify the brightness and contrast
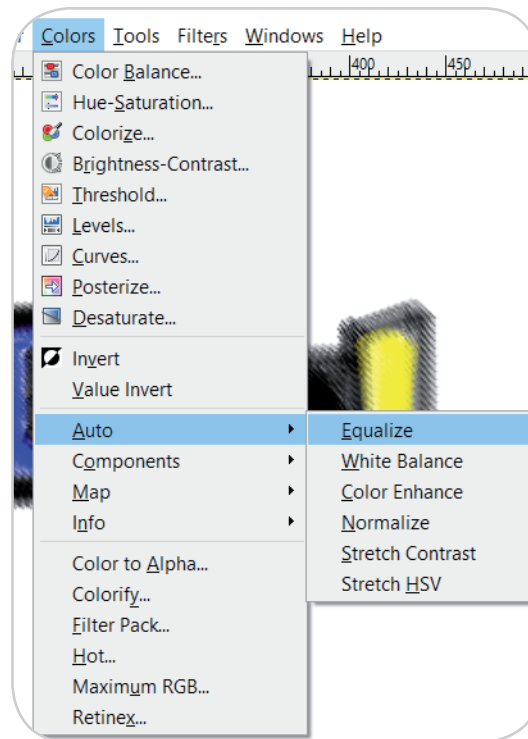
of the image by selecting the Brightness-Contrast tool (Layer > Colors > Brightness-Contrast). Move the adjustment slider to the right if you want to add more brightness or contrast to your picture. Move it to the left if you want less.

Another way to control the brightness and contrast of your image is by using the Levels tool. This gives you more control as it has three triangular sliders. These sliders correspond to the Input Levels. Adjust them to see how the image is affected.

A more precise way of adjusting your image exposure is through the Curves tool. Instead of sliders, what you will manipulate is a curve. Just click a point on the curve and drag it. The image exposure will immediately change. As with the Levels tool, just experiment by changing the curve until you get the exposure you want.

A. **Multiple choice.** Shade the letter of the best answer.

A   B   C

☐☐☐ 1. What image file format is mostly recommended for published web documents?

        A. GIF   B. JPEG   C. PNG

☐☐☐ 2. A principle of design that draws the eye attention to a part of the document.

        A. rhythm   B. emphasis   C. balance

☐☐☐ 3. The element of design that separates elements within a page.

        A. line   B. shape   C. color

☐☐☐ 4. Expresses closeness and speed of movement.

        A. square   B. circle   C. triangle

☐☐☐ 5. Emphasizes constant growth of risk but gains.

        A. triangle   B. circle   C. square

B. **Fill in the blanks.** Write the answer on the blak provided. Choose from the words in the box.

Balance	Emphasis	Rhythym	Unity
Contrast	Size	Texture	Color

_____ 1. The repetition of one or more elements in a design

_____ 2. The feeling of harmony that is created by all the parts and elements of a design

_____ 3. Produced by an object that reflects light

_____ 4. The equal distribution of weight in a design

_____ 5. The look or feel of a surface

EQUIP
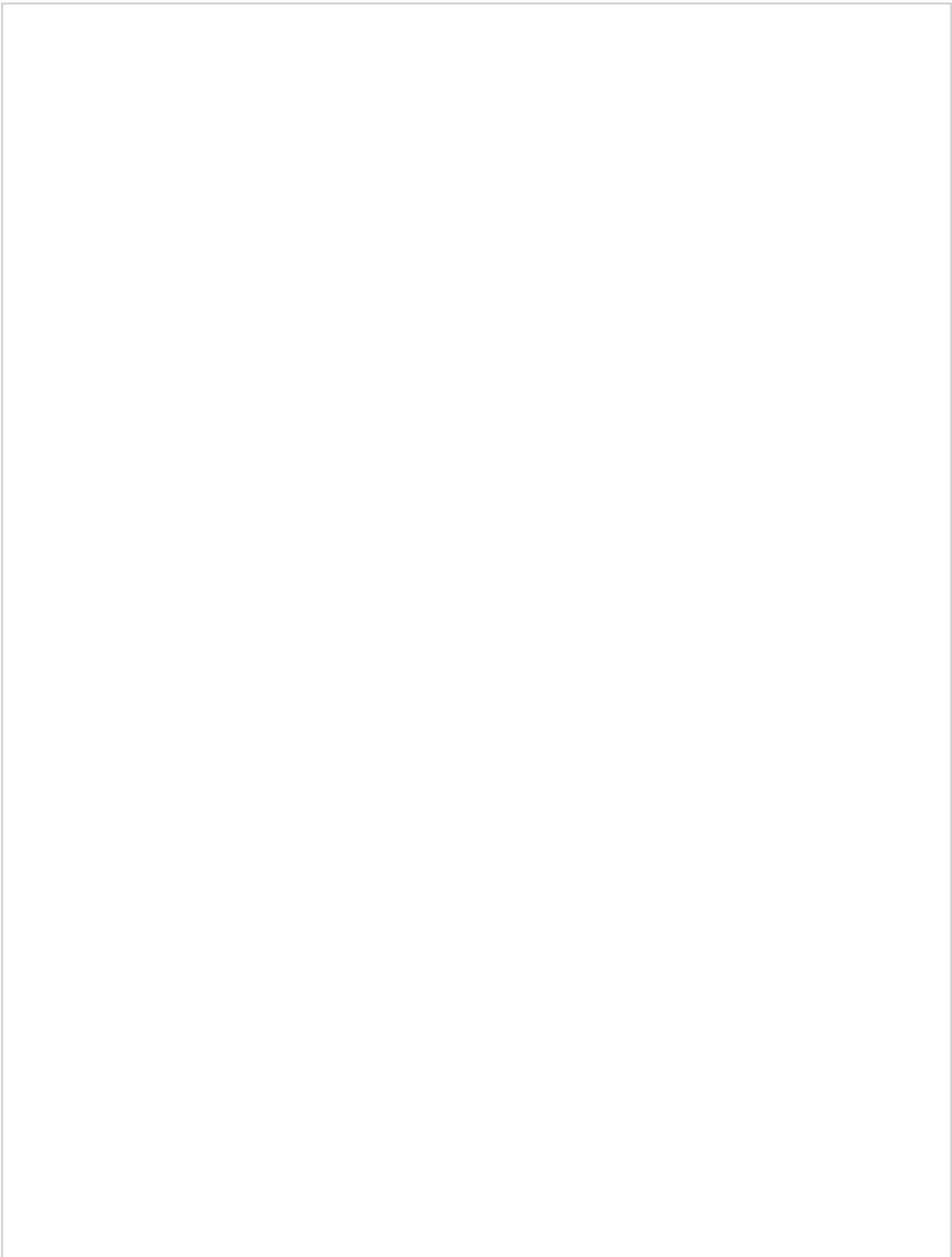
The **Stretch Contrast** tool, like the Normalize tool, equalizes image brightness and contrast. But here you have three controls: the red, green, and blue channels of the image. Adjusting these will give you more color options.

The **Auto Levels** tool can be located by going to Tools > Color Tools > Levels in the Image Window menu. Then, click the image to bring up its dialog box. Press the Auto button. To see the effect of this tool, click OK. Pressing Cancel brings your image back to its previous state.

C. Essay. How does social networking help you in your daily life?

_____

_____

_____

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_____

_____

_____

BUILD

Using the image authoring or editing tool of your choice (GIMP, Pixlr, Photoshop, etc.), to create a poster about your topic. While making your poster, keep in mind the elements and principles of design.

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Target

At the end of this lesson, you will be able to

- Learn the principles of visual message design using infographics or i nformation design
- Apply the basic techniques of image manipulation
- Create images through Piktochart

HOW DO WE USE INFOGRAPHICS TO PRESENT THE DATA WE HAVE?

EXPLORE

In lesson 1, you have learned the elements of design, uses of shapes, and discovered editing tools. Now, in this lesson, you will apply your previous knowledge in design in making infographics for your project. Before we start, do the activity below.

You and your friends decide to sell pastillas and other sweets in your school. You want to see the growth of your earnings since day 1 and show it to your friends without them seeing the breakdown of your earnings. To do this, you use a graphical representation of your earnings. Use the data provided below.

Earnings	1st Month	2nd Month	3rd Month	4th Month
Pastillas	210.00	150.00	320.00	400.00
Other Sweets	150.00	300.00	300.00	500.00

Draw a chart or graph below representing the data listed above.

Infographic from the United States Department of Agriculture
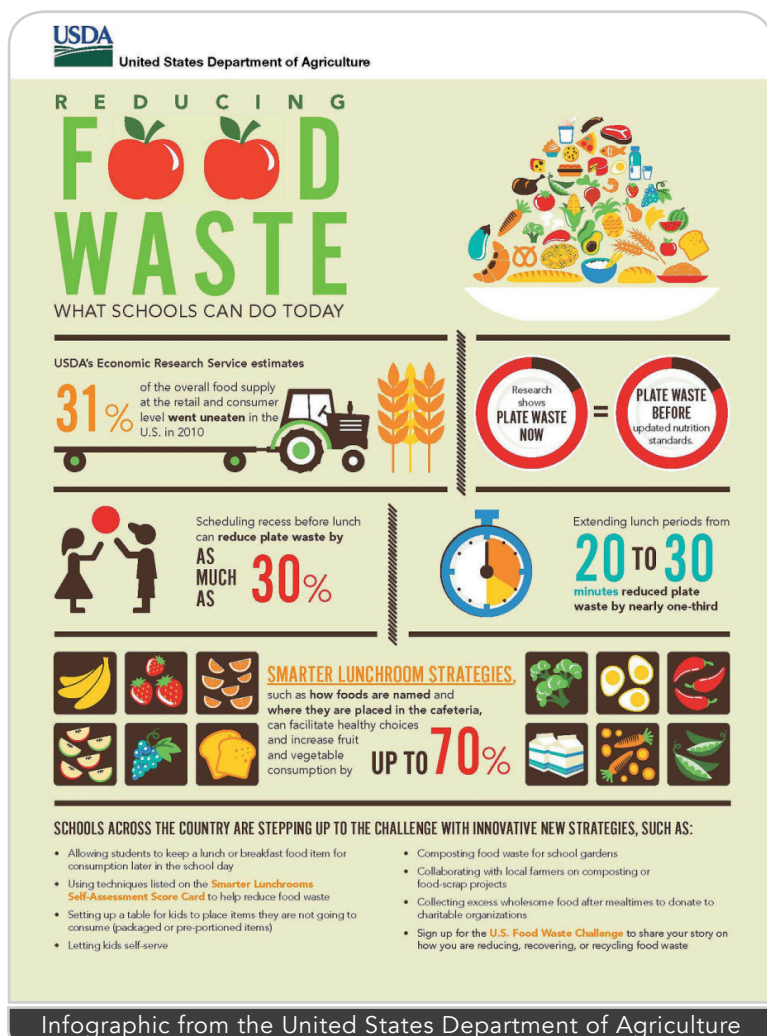
At a quick glance, what do you see in this poster?

What can you say about the design?

Since the advent of minimalist design, we have seen many infographics similar to the one above in every area of our society. From printed posters to websites, and even in campaign ads, infographics and graphic organizers are prevalent. But no matter what the medium is, they all represent information in a more eye-catching manner than full-text reports. In this lesson, you will learn the various things you need to consider when making effective infographics.

Before discussing this in depth, let us first look at the difference between graphic design and information design.

Graphic Design Versus Information Design

Graphic design is mostly concerned with elements of design such as typography, color, images, and use of space. On the other hand, information design is the effective presentation of information using design elements and techniques.

The absence of proper planning and research in the development of information disseminated via images may cause communication problems.

What Is an Infographic?

The representation of data using colors, shapes, lines, and other visual elements is called data visualization. Through data visualization, information overload caused by a mass of disorganized information can be avoided. Charts and graphs were the most common methods of data visualization in the past, but nowadays, it serves as but a part of a more comprehensive way of presenting not only data but other kinds of relevant information. This visualization is called an information graphic, or simply, an infographic.

Studies have shown that 65% of individuals are visual learners. Most of the youth today learn more through visual interpretation and analysis. The brain processes visual information 60 times faster than it does information delivered in other forms. The environment in which they conduct their daily activities and the media they frequently engage with exposes them to information, many of which come in the form of infographics.

This trend in visual communication is a challenge for all graphic design representation.

Elements of an Effective Infographic

reliable, timely content

DATA

UNDERACHIEVING POTENTIAL INVISIBLE

theme
color
font
readable

DESIGN BORING GOOD INFOGRAPHIC AMATEUR STORY

problem
clever
solution
message

LIABILITY DAMAGING EMBARRASSING

SHAREABILITY

virality, SEO, location, social
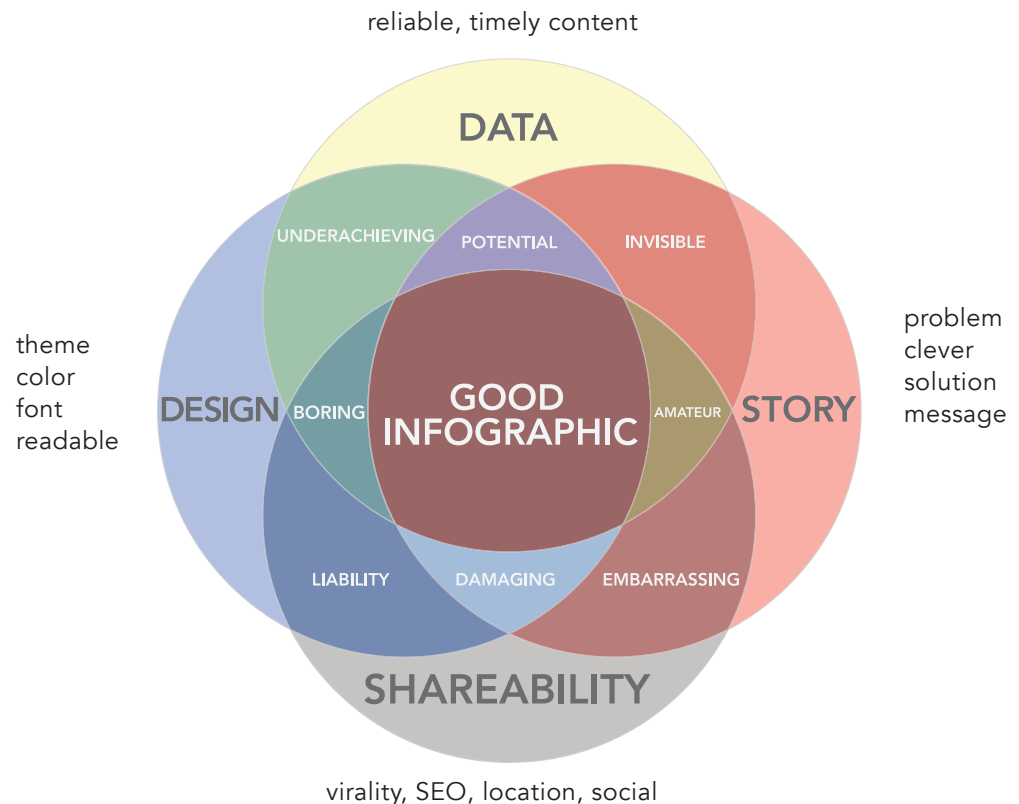
Look at the previous image. Here, the viewer can easily visualize the different elements that comprise a good infographic. Little explanation is needed to fully understand the image.

Things to Consider When Making Infographics

- A creative design needs careful planning and proper research.
- Explore possible areas where you can gather data, then consolidate into meaningful information for the viewers. Keep it simple and direct to the point to lessen the effort put into reading.
- Column charts are used to show changes or progress over time.
- Pie charts are used to show small sets of numerical data in proportions of a whole figure.
- Line graphs are used for data that adjust constantly over a period of time.
- A doughnut chart is essentially similar to a pie chart but can contain more data than the latter and can therefore have multiple rings.
- A bar chart is essentially similar to a column chart, but instead of displaying data vertically, it orients data horizontally.

Create Infographics Using Piktochart

If you are already familiar with image authoring tools, you can easily create your own infographics. If not, there are tools that are freely available for you to use to create infographics.

One example is Piktochart. It is an easy-to-use web-based infographic maker that allows users to create professional-grade infographics without the need for extensive experience in graphic design. Piktochart originated in Malaysia, and besides it being easy to use, almost every template contains tips that help in the process of creating infographics for the Web, print, or presentations and reports.

Piktochart Infographics Maker
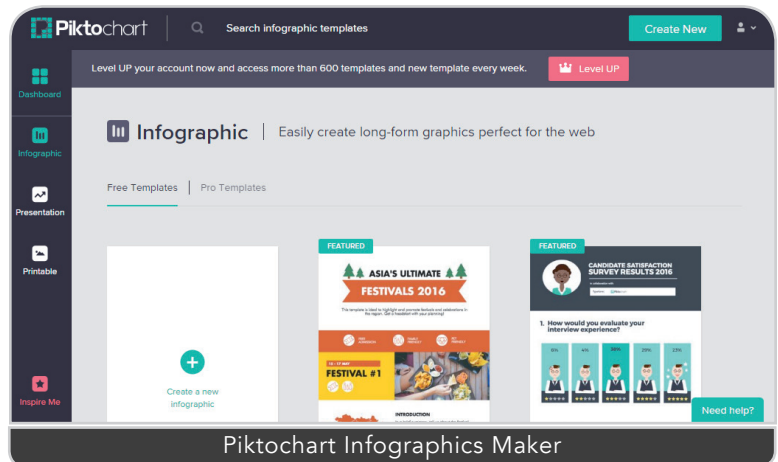
An account is necessary to access the services Piktochart provides.

Features

Simplified User Interface - Drag-and-drop and point-and-click actions make Piktochart easier to use than professional design software. Options are trimmed down to the basics, which include graphics, background colors or images, and text. Moreover, data can be imported from external

sources when you upload files from your computer or from external accounts such as Google.

Preset Templates and Graphics - Piktochart offers hundreds of templates crafted by professionals. Templates are classified according to format, such as for infographics, for presentations, or for banners, thus letting you find the appropriate template easily. Thousands of images, icons, and frames are also provided for you to choose from.

High-Resolution Downloads - You can download your work in high resolution. Available file formats are JPEG, PNG, and PDF.

Professional-grade infographics use various shapes, items, and graphics in order to be effective. With Piktochart, there are already preset templates available for you to use, and all that is left to do is customize the contents based on your needs.

How do we use Piktochart?
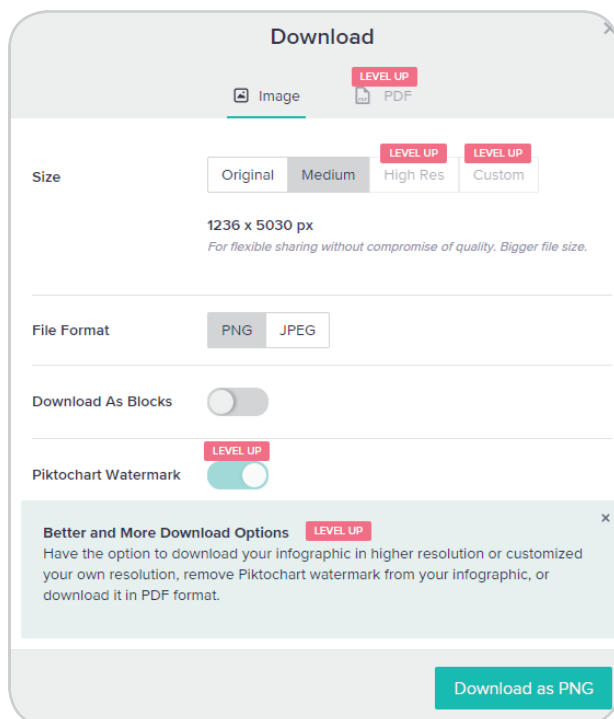
Piktochart is a fairly straightforward web application to use. Go to the website, sign up for free, and choose the template you like. The editor page will then appear.

Use the tabs on the left side to choose the functions and tools that you want to use. Do not forget to enter an infographic title in the bar above.

After you have finished editing your infographic, you can download the file as an image by clicking on "File" in the menu bar and choosing "Download as image". A dialog box will appear. In the free edition, you can download the file in original or medium size. These sizes are ideal for uploading to the Web. For now, choose medium. You can also choose whether you want a JPEG file or a PNG file. Assuming you are using the free version of Piktochart, the infographics that you make will have a Piktochart watermark on it.

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Types of Infographics

Visual Article - an infographic in which wordy content is made more visual. Best used for information spread via social media. Has a strong title and lots of content.

Timeline - outlines events chronologically. Can either be simple or complex. Invites the viewer to go on a historical journey through interesting and relevant content and design.

Flowchart - designed to make the viewer answer a series of questions to reach a particular answer. Often funny and lighthearted, it also works well on social media.

Cheat Sheet - serves as a quick reference for different kinds of information. Can also be in the form of a step-by-step process on how to do things.

Comparison - a visual comparison of two things. Best used with effective visual presentation and a large amount of data.

Numerical - an infographic whose primary content is comprised of numbers, charts, graphs, or statistical data.

Photo Infographic - pictures are used to tell the story or message of the infographic. Usually designed in a simple manner using actual photos to answer questions or describe something.

Data Visualization - also used for large data, but the focus is on creative visualization. Highly dependent on design to be effectively visualized.

Making a Timeline Infographic

History books always have been guilty of information overload for most readers. Though limited in detail, a timeline infographic can improve the way by which things that happened in the past are presented. Products, brands, or trends can also be subjects of timeline infographics.

Tips

1. You cannot create infographics without doing research.

2. Telling a great story requires extensive research. Your infographic must include only the most relevant and interesting information, and that much work may take weeks or months to do.

3. The longer the timeline period, the more interesting the infographic should be.

4. To make it easy, limit the time period. Keep it concise and direct to the point.

5. Experiment on new color palettes by searching for free color palettes online. You may also consider using sample objects from Microsoft PowerPoint, for example.
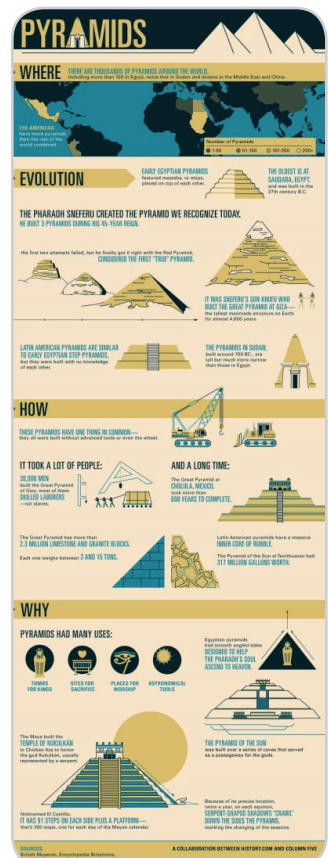
6. Take time to arrange the shapes, banners, ribbons, and arrows in your infographic. Varying the widths, lengths, or colors of the elements can influence the overall message being conveyed.

7. Always consider the logical flow of the information you are trying to present. If there is a need to draw branches, do so.

8. An image-heavy infographic generally depends on illustrations, but photos, when properly arranged, may produce a better effect depending on the design and subject matter.

A. **Identification.** Answer the following questions.

A   B   C

1. Pie charts and bar charts belong to which type of infographic?

A. numerical   B. timeline   C. flowchart

2. The type of chart that displays data small sets of numerical data in their respective proportions.

A. line chart   B. doughnut chart   C. pie chart

3. You cannot download your Piktochart infographic in which of the following formats?

A. line   B. shape   C. color

4. You can do any of the following with your output from Piktochart except:

A. square   B. circle   C. triangle

5. The type of infographic whose main content focuses on images.

A. triangle   B. circle   C. square

6. The type of infographic that follows and presents a series of events.

A. triangle   B. circle   C. square

7. The type of infographic that compares two things.

A. triangle   B. circle   C. square

B. **Fill in the blanks.** Write the answer on the blank provided. Choose from the words in the box.

_____ 1.   Careful planning and extensive research are needed in the process of creating infographics.

_____ 2.   Infographics can be done in Microsoft PowerPoint.

_____ 3.   In image manipulation, the resolution is the same for both web and print.

C. **Essay.** How effective are infographics in presenting information to people nowadays?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

BUILD

Open your school's website and gather information about its history. This may include the overall changes in the school from the past to the present. Also consider data such as the total number of students then and now, the administration, and admissions. Afterward, create an infographic about the information you have gathered. Follow the guidelines given in this lesson.
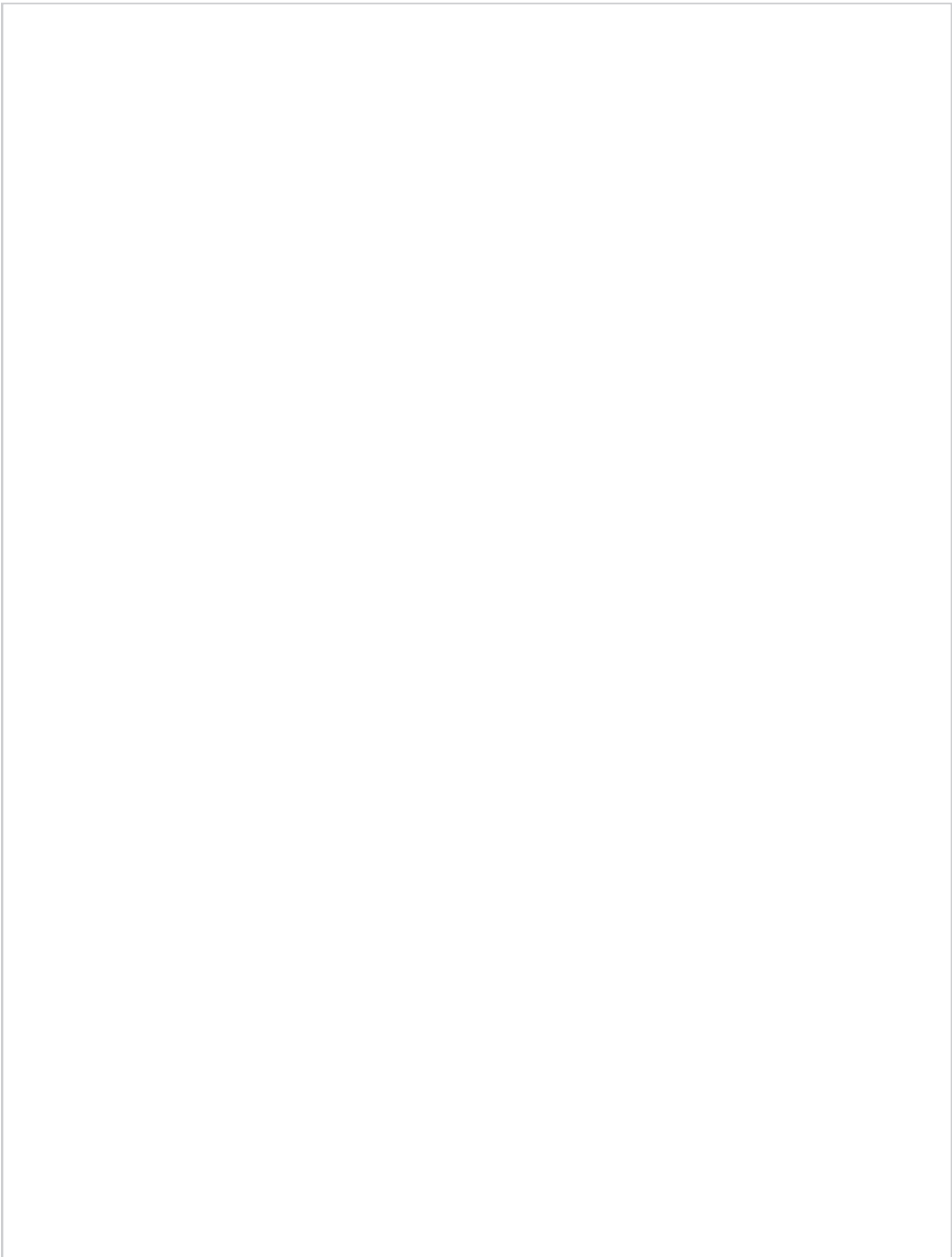
Target

At the end of this lesson, you will

- Get clear on what constitutes a good file management system
- Become familiar with some of the more popular image and video hosting platforms

HOW DO WE UPLOAD AND SHARE OUR FILES ONLINE?

EXPLORE

Lessons 1 and 2 covered principles of design and things to consider when making an infographic, as well as how to make images and infographics using various tools. In this lesson, you will now upload your works onto the Internet and share these with others on at least one of the many online image and video hosting platforms and social media.

To start, write on the boxes below which websites or platforms you already upload your images and multimedia files on (Facebook, Instagram, and the like).

Images	Videos
Your Files	
Document	Others

There was a time when people stored their files by sending attachments to their own email addresses.

How would you save files that are larger than 25MB?

Have you ever been in an Internet café to do your homework, finished it and then suddenly you realized you forgot your flash drive at home? What did you do to get your homework from the computer you were working on?

Previous generations of students attached the files they worked onto an e-mail message, sent it to their own email address, and voila! An online backup of the file was available. But as time passed, file sizes grew tremendously, and at present most email services support only up to 25 megabytes of attachments, while some files — particularly those of images and videos — can be larger than this. What would you do, if your file is larger than this allowable attachment size?

File Management

File management is the process of naming, editing, storing, and sharing files. With a proper file folder naming scheme and the use of an understandable hierarchy, you can make the most of your image and file collection. File management is often done in the File Manager interface, where files and folders are managed, and you have likely already been naming, moving, renaming, editing, copying and deleting files and folders using this. Some file managers are like web browsers, in that these are patterned for network connectivity via protocols, such as FTP and WebDav. The role of these particular file managers is to let the user access the file server the way they would an ordinary file system.

Every file or document worked on needs to named and kept in properly arranged and nested folders or sub folders, the organization of which

is fundamental in file management, as directories and subdirectories follow the same hierarchy.

A folder for primary, or original, files or photos should be kept intact for future use and processing. Folders for derivatives, which are a copy of a file or photo or a modified version of the original work or folder, are best employed for frequently used, revised and modified files. Archived files or photos are those which you think are no longer in need of the present project or time and can be placed in their own specific folders.

An example of naming conventions of folders and files, as well as their hierarchies, can be as follows:

- Archived
- Online Files
- Work in progress
  - Audio
  - Video
  - Docs
    - PDF's
    - .docx
    - .xlsx
  - Presentations
    - .pptx
  - Resources
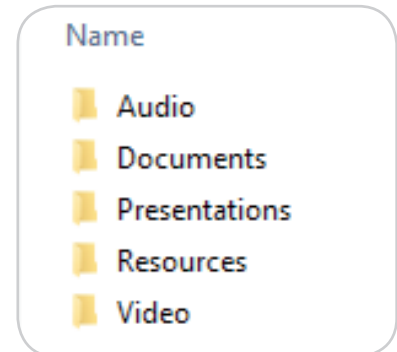
A well-organized file management system makes it easy to know where everything is. Be conscious of file storage, which is essentially what file are in your folder and your folder names, and file organization, which is the hierarchy, or level, of the folders created, when you set up your file management system.

As the number of your files and images will grow over time, try to be consistent with the way you organize your files as, in the long run, doing so will make things easy on yourself.

Online File Management and Storage Services

Storing such things as homework, projects and research papers has become easier thanks to cloud storage. These services, which can be free and can also be paid subscription services, give users a certain allocated amount of memory to store their files, which can then be accessed anywhere by computers, tablets and even smartphones.

One advantage of these online storage services is that the contents within can be shared with multiple users using related services. The following are some of the most widely used online storage of files that offer smart file management.

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Google Drive

Google Drive is a free file storage and synchronization service by Google which allows its users to store and share files, as well as edit documents, spreadsheets, slides, and forms with other collaborators. Files and folders, including the contents in these, can be shared, and restrictions can also be set on what the collaborators can do with the folders or files shared, such as only allowing them to see the file or allowing them to edit the file's contents, depending on the kind of access you want them to have.

OneDrive

SkyDrive, Windows Live SkyDrive, and Windows Live Folders are the old names of OneDrive. OneDrive is an online storage service offered by Microsoft, which it makes available to its customers. Files stored in a OneDrive account can be synchronized with almost any other device that has a OneDrive application installed in it.

DropBox

Dropbox is a service that allows the user to edit a file and have that file sent to, and updated on, the computers of that file's collaborators who use the same service. This requires participants to download and install the Dropbox software into their computer, which then creates a special folder where files collaborated on are stored and updated. Any changes done to a file are automatically updated onto the copies used by the other collaborators, who are also prompted about the changes.

From mobile devices, Dropbox users can upload, re-use, manage and share selected photos, or even an entire album, through the Internet.

Dropbox is one of the best providers for transferring and sharing specific photos or folders with others. There is also, in addition, an option for offline viewing of files and photos as well.
Inviting other people to join Dropbox will give an extra 16 GB free storage to the subscriber who invited them in.

Videos and pictures are often taken to remember memories and special moments, such as family gatherings, org events, weekend getaways and school achievements, and these videos and pictures can be brought online. For example, have you used Facebook in the past, to post your videos and images? Did you notice anything about the video or picture you uploaded?
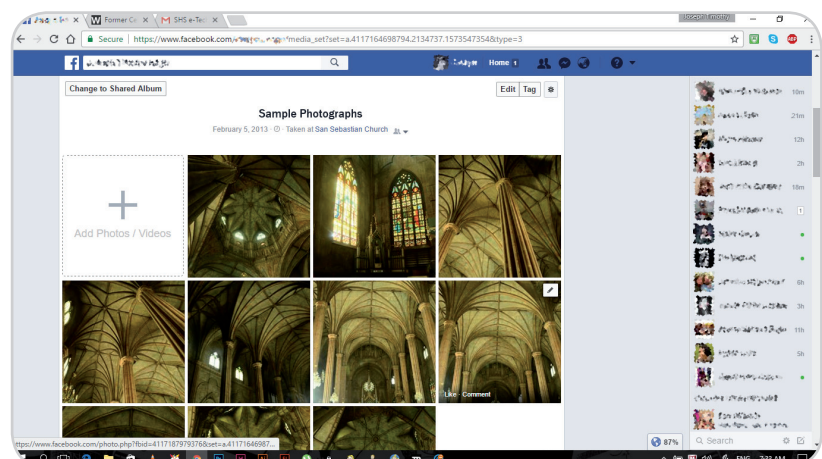
Image Hosting Platforms

Chances are good that the resolution, and thus the quality, of your videos and images that you posted on Facebook wasn't as good as the original, since social media sites need to reduce resolution of uploaded material to ensure fast loading of content.

This reduction of resolution is usually not done with image hosting platforms, which are online services dedicated to uploading, viewing and sharing high quality images. Because image hosting sites maintain the original resolution, these are very useful for artists and photographers who want to keep an online portfolio.

Not all image hosting platforms are created equal, which means you will need to consider which online service, or image hosting platform, will best cater to your specific needs. What follows are some of the more common image and video hosting platforms available.

Instagram

Instagram is an online mobile social networking service that allows its members to share life moments through photos and videos and share them with either the public or only with specific people. It has a web application but is mostly used in mobile devices.

Imgur

Imgur is recognized as one of the best image hosting sites where speed and quality of upload are concerned. A user account doesn't have to be created for someone to use its service to quickly upload high quality images. Imgur is especially useful if you want to share pictures on social networking sites like Facebook but don't want to lose image quality.

Google Photos

Picasa was once a popular image organizer and viewer tool of Google, but the company then decided to focus on creating a photo app that works seamlessly on all devices — Google Photos. Google Photos is one of the best applications around where accessing and backing up photos is concerned. It can be synchronized directly to a personal account through a device and has a feature designed to organize photos according to such descriptors as places, food, things, events or people. Unlimited free storage is available, but the maximum size of photo storable is 16 megapixels, with larger sized pictures being reduced to 16 megapixels. An interesting feature of Google Photos is that, when you use a term to search in the library of photos, it will identify which images contain the word searched for. Using Google Photos is a good way to manage files, especially if you're a fan of Android devices, because it will then already be built in to your phone.

Flickr

Flickr allows for free photo sharing and hosting amongst social networking users, has editing features to enhance photos and organizes these photos into albums for later sharing. Flickr also has such security features as making the photos and albums available to only to a selected audience.

Photobucket

Photobucket is a site where images, photos, videos, and slideshows can be stored and shared, even if those shared with don't have Photobucket accounts. Some of its functional features include allowing for collaboration with friends and families on a photo album; a built-in organizer that enables easy placement of photos into albums; an integrated photo editor that lets users fix their photos and add stickers, frames, and the like; a scrapbook builder; a slideshow builder; and a remix builder, which users can use to put together photos and videos and music for online posting.

Video Hosting Platforms

Youtube

Perhaps the most popular video hosting website today is YouTube, which is a website where users can upload, view, and share video clips. Most of the content found on YouTube has been voluntarily uploaded by members and can be watched or embedded into websites of both registered and non-registered users. A video that has been uploaded to the site can be immediately watched by millions of viewers, thanks to its ease of use, and due to the resulting enormous number of uploaded videos on the site, YouTube has developed a user-moderation system of "flagging" and labeling to rank its videos as "most viewed," "most discussed," "favorites," and so on.

Vimeo

Founded by Jake Lodwick and Zack Klein in 2004, Vimeo is the first global video sharing website to support high-definition video user uploads, shares, and views. Vimeo users enjoy unlimited bandwidth, minimal video buffering, can sell or rent their videos and, best of all, enjoy accounts that are ad-free for uploaded videos.

Vimeo, however, is not without flaws. It might give you a choice between free and paid account, but as of now, there is not much difference between paid and free accounts. That said, you should not expect much from Vimeo's customer service if you only have a free account.

How to upload your files and images

1. First, sign up with any image hosting website.
2. Look for the folder in your computer where the file or photo you want to share can be found.
3. Select the chosen photos/files you want to upload. Pressing Shift enables you to select more than one file.
4. Click and drag the selected files to the image hosting website to upload. Click the Share button for purpose of allowing others to see or edit such file/photo.
5. Lastly, enter the email addresses of the people you want to share your files/album with.

Sharing Files with Google Drive
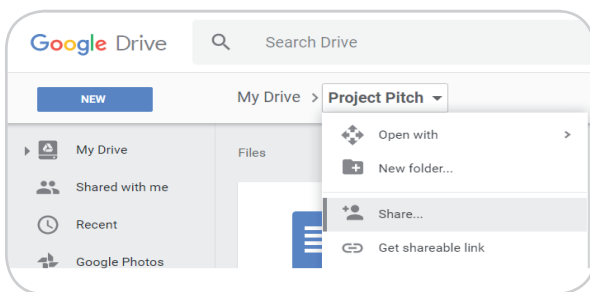
Sharing Files

There are two ways to share files stored in Google Drive. The first method requires you to enter the email addresses of the people you want to share the file with. To do this, just click the arrow down beside folder (if it is a file, right click the file) and select Share.

Enter the email addresses whom you want to share the folder (or file), then on the combo box on the side, choose which kind of access you want to give them.
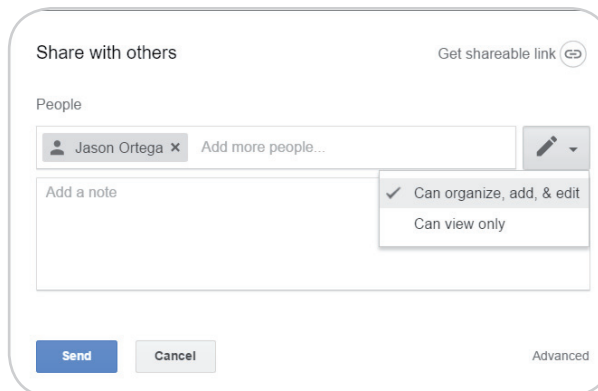
The second way, if you don't want to manually enter tons of email addresses, is to share using a "Shareable Link," which is automatically generated by Google. You can also specify needed access limits.

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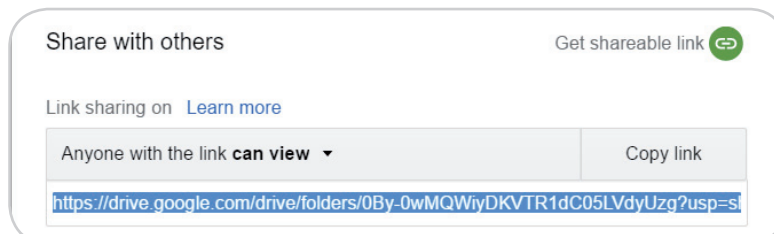
A. Identification. Answer the following questions.

_____ 1. This is an online storage service by Microsoft. Previously know as SkyDrive.

_____ 2. This is an image hosting site that was preceded by Picasa.

_____ 3. This is a video hosting site whose users have unlimited video bandwidth.

_____ 4. He is a famous YouTuber that gained millions of subscribers in a span of five years.

_____ 5. This image hosting site is known for quick uploading of images. You don't even have to register an account to do so.

_____ 6. The purpose of this is to let the user access the file server like an ordinary file system.

_____ 7. This is an online storage service where you can give a shareable link and set limits on its user access.

_____ 8. This is the process of naming, editing, storing, and sharing files.

_____ 9. This is an image hosting site widely used in mobile (Android) devices.

_____10. This online storage service allows a user to edit a file, which will then be updated on the computers of other collaborators of that file using the same service.

B. Enumeration. List down 5 popular social networking sites.

1. _____

2. _____

3. _____

4. _____

5. _____

BUILD

Choose any photo hosting web site and upload your poster and other images for your proposed project. Make sure to apply proper permission usage so your groupmates can access, edit and share your poster and images.

Optional: Organize your photos and upload these onto a free image hosting site for future sharing with friends and loved ones.

LESSON 9

Target

At the end of this lesson, you will

- Get clear on what constitutes a good file management system
- Become familiar with some of the more popular image and video hosting platforms

HOW TO USE VIDEOS AS MEDIA TO CONVEY INFORMATION?

EXPLORE

In the previous lessons, you have learned to create your own posters and images and share them over the Internet.

Almost every one of us likes to watch movies, TV shows, cartoons, and many other forms of video entertainment. We also have our own opinion or rating of a video depending on how much it's worth watching, and the same goes for movie reviews and other form of evaluation on how good a show is. But what exactly are the things you are looking for to say that a show or movie is good? What are the things that make you say, no, that is not a good film? Write down your answers below.

PROS

CONS

Cast of the Marvel movie, "Captain America: Civil War"

Captain America: Civil War is one of the more popular Marvel movies. It involved many actors and actresses who fit in to the character so snugly, they have become the "face" of the superhero characters themselves.

Video Production

"As of March 2015, creators filming in YouTube Spaces have produced over 10,000 videos which have generated over 1 billion views and 70+ million hours of watch time." (YouTube, 2017)

Previous generations of students attached the files they worked onto an e-mail message, sent it to their own email address, and voila! An online backup of the file was available. But as time passed, file sizes grew tremendously, and at present most email services support only up to 25 megabytes of attachments, while some files — particularly those of images and videos — can be larger than this. What would you do, if your file is larger than this allowable attachment size?

Videos are undeniably an excellent platform to communicate information to a large audience. Different sectors of society try to exploit this medium to maximize its potential and purpose. Businesses use video ads on television and on the Internet to reach consumers in a manner that promotes brand-retention in the consumers' minds. This is often done with the use of a story or format that viewers can relate to, and that's how views are perpetuated.

Successful videos often require the services of tenured video production companies to provide great results, but that doesn't mean you cannot produce your own quality video. By carefully studying the following elements and practices, you can also make your own effective and quality videos.

INTEGRATE

Are you familiar with James Cameron movies like Titanic and Avatar? If yes, how do you think careful planning helped Cameron win various awards for his films?

Elements of a Video/Film

The following are the five categories that are critical to effective videos.

Sight – this refers to the visual aspect of a video, whether captured by a camera or animated. Each frame in a video is crafted in a certain way to convey a message, mood, or situation.

Sound – this complements the video as sound effects, music, and synchronized sounds (conversations and natural sounds). There was a time when movie productions couldn't synchronize the audio with the video so they used live music to complement the film.

Sight and sound are the two elements that basically constitute a video.

Color – creative use of color imparts underlying impressions to a certain scene.
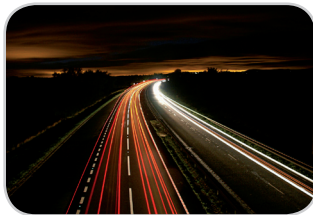
Motion – through movement, filmmakers lead the audience's attention on the purpose of each scene.

Emotion – this refers to the "feels" of the video that allow the audience to relate to the video. This makes the presentation engaging and interesting to its audience.

Stages of Video Production

Whatever video you are making, be it a one-minute promotional video, a vlog, a documentary, or a film, the stages of video production are usually the same. They are divided into three stages: pre-production, production, and post production.

Pre-Production

This is the planning stage where all the crucial preparations are done. This is where the vision of the outcome of the video production is identified and the specifications of the production are defined. The following are the things involved in professional pre-production according to Amy Ferzoco of Catmedia.com *(Ferzoco, 2015)*.

- Project kickoff
- Production schedule
- Script development
- Storyboards
- Graphics concepts
- Location scouting
- Prop and wardrobe identification and preparation
- Post-production preparation

Production
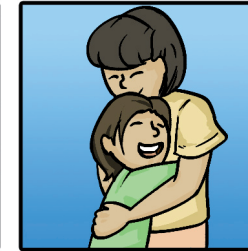
This is where the fun part or the actual shooting of scenes take place. This is also the important part where the director keeps a keen eye on every detail during the shooting, making sure that the intended scene or message is relayed by the cast with the support of the crew.

Post Production

This is the editing stage where the recorded video and audio footage are assembled in relation to the script. Music, synchronized sounds, and visual effects are added along with color or audio correction to suit the requirements of the director and the script.

Storyboarding

Storyboarding is part of the pre-production stage. But what is a storyboard?

S	T	O	R	Y
Setting: Tme and Place	Talking Characters	Oops! There's a problem	Resolution	Yes! Problem Solved

| Modern day, Texas | Stanley Yelnatz is the main character | He is accused of stealing a pair of shoes and sent to a boys detention camp. | Although, the camp is hard, he meets a friend and together they break Stanley's curse and find burried Treasure | In the end Zero and Stanley leave the camp. Zero is reunited with his mom. |

A storyboard is the visual representation of your video. It illustrates each important scene that can be found on your audio-visual presentation (AVP). From the beginning, to the rise of action, to the conflict or climax, and down to the resolution or end, this is the essential mapping-of-illustrations step in the pre-production process. This ensures there will be no more changes in the actual video shoot and there's adherence to the budget.

But how do we develop the storyboard? Let's first know the five elements of a story.

Setting

It is the time and location where the story occurred. This may cover a certain period, like an event from the past and covers the general mood of the time, such as the gloom of wartime or the thrill of age of discovery. Some movies are content to show the geographical location of the story.

Character

Character is the personality that moves within the story. It can be a character or the characteristic of a person, animal, or thing that is

followed in the story. It may embody the qualities, morals, intellectual, or emotional qualities of a person which may be expressed in the action or dialogue.

Within a story, character is comprised two sides—one that exemplifies good or moral righteousness—the protagonist or hero, and another that is often selfish and cruel—the antagonist. or villain.

Plot

This is the sequence of events within the story; the logical series of happenings including the conflict, or stress part, of the story. In a short story, there is only one basic plot so that the reader can read or view the events in one sitting. The conflict or problem is presented early in the story and the unexpected event or surprise is part of the events which unfold.

In a plot, every part of a story should be closely related and link to the next unconcluded scene, as these comprise the order and sequence of the story that will engage and excite the audience. The plot starts from the beginning of the story, to the rising of actions of=r happenings, to the problem or conflict/turning point, to the recession or falling action, to the final resolution and closing of the story.

Conflict

This is the struggle between two things or people in a story. On the other hand, a character may struggle not only against another person, but also against the forces of nature, society, or even to himself.

Theme

It is the central point or belief of the story. It is the main idea being revealed or interpreted in the story.

Storyboard Template

Beginning	Rise	Middle/Conflict	Fall	End
No: Scene/Location: Character/Dialogue: Animation: Transition: Camera Shot: Audio/Background:	No: Scene/Location: Character/Dialogue: Animation: Transition: Camera Shot: Audio/Background:	No: Scene/Location: Character/Dialogue: Animation: Transition: Camera Shot: Audio/Background:	No: Scene/Location: Character/Dialogue: Animation: Transition: Camera Shot: Audio/Background:	No: Scene/Location: Character/Dialogue: Animation: Transition: Camera Shot: Audio/Background:

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No. is the number used for the series or sequencing of events.

Scene is for the location setting where the event would take place.

Character is for the person, animal or thing that will act in relation to the scene. It may follow through with the conversation of the character(s) as needed.

Animation is the visual effect that you usually apply like in a PowerPoint presentation which includes fade, wipe, fly in, or slide.

Transition is how a slide or frame would move in relation to the next one. Transitions include wipe, push a split, or dissolve, to name a few.

The Camera shot is categorized between three to four kinds, namely close up, extreme close up, middle or medium shot, and long shot.

The background sound and audio are the sound effects or audio backdrop that sets the locale.

Microsoft Movie Maker is a popular video-editing program for Windows. You can use it to apply various effects in making your own mini movie clip. With the use of its timeline, you can view the exact and precise application of certain effects in a video. You can save your movie like its an editable storyboard.

Things to consider in making a video

Planning is the key. Spend more time on pre-production to save on money.

Every time you work on something, preparations are needed. Think of the purpose of this project. Will it be just for the classroom with no intention to be used in a film festival or exhibit? Do you plan to upload it later on YouTube or other some other video sharing site? Would it be a commercial or promotional material or is it simply for fun?

Knowing what is expected at the end will lead the focus of this project. Make a schedule to follow for the shoot. Track things needed in the shoot and find out what are essential to trim the list down. A mini-clip does not require much, so get the character and the appropriate locale right from the start, so that you don't have second thoughts during production.

Well-crafted scenes are important for them to be dynamic and vibrant. Camera angles and movements can help the eye follow through to the next scene. They can motivate and inspire the viewers to be interested and be hooked until the end of the video.

Rushing ideas can give you inadequate possibilities so write it all down and know what you want. Every aspect of production is related to the budget and you can only do so much where money is concerned.

Keep in mind the number or days allotted for the project. Its due date and presentation.

EQUIP

Visit this website for some tips in storyboard making:

https://www.
youtube.com/
watch?v=LgDwNxGIuCQ

Don't be discouraged about criticism. This is your production and what better way to learn and share this exciting experience than in a showcase for critics? Years from now, you may view your mini-clip and laugh about it or maybe this would lead to you getting fame and fortune if it goes viral online. But don't get ahead of yourself. Just finish the job and enjoy whatever is there to experience in the making of your AVP. The show must go on.

Adobe Premiere Pro CC
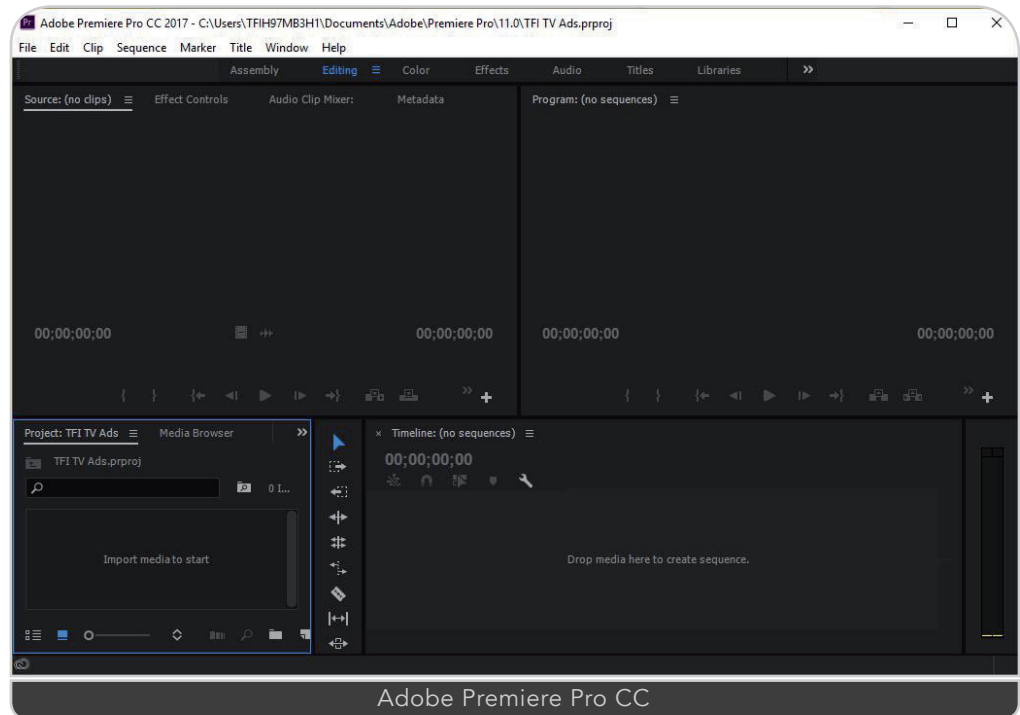
Video Editing Applications

Video editing comes last in the stages of production but even so, during the logistics planning in the pre-production stage, your team should already have identified which tool to use. Do you want to use Adobe Premiere Pro? That would be a great tool for professional editing. But as a student, can you afford it? Does it suit your need and is the cost worth it? Professional editing tools are expensive because they offer a variety of editing capabilities over free tools that are downloadable from the Internet. But this doesn't mean you can't create quality videos from those free tools.

Windows Live Movie Maker for example, in conjunction with a creative mind, can be used to create quality edited videos. Unfortunately, Microsoft is officially ending its support for this program in 2017. But there are lots of free video editing tools out there that are just as good, if not better thab Movie Maker.

Here are some of the popular video editing software that you can use for free. *(Wilson, 2017)*

Lightworks

EQUIP

You can learn more about Lightworks on their website. You have an option to download the free app or buy the professional subscription-based license.

Dubbed as a professional video editor for everyone, Lightworks is indeed powerful because it's not just a simple tool for cutting video clips. It works on all major operating systems (Windows, Linux, Mac) and supports almost every format you can think of without the need for transcoding. It is also optimized for speed in rendering and offers various powerful, real-time effects with inbuilt presets and many features that are often only present in paid professional video editors. In other words, it is truly a powerful professional video editor.

Scene from the film, The King's Speech (2010)

Above is a scene from the movie, The King's Speech, a 2010 British biographical drama film directed by Tom Hooper and written by David Seidler, starring Colin Firth, as King George VI, and Helena Bonham Carter as Queen Elizabeth. It won an Academy Award for Best Picture in 2010. You wonder why it was mentioned? Because Tariq Anwar, the editor, used Lightworks in cutting the movie. (Lightworks, 2017)

VideoPad Video Editor

Image taken from Softonic.com - https://screenshots.en.sftcdn.
net/en/scrn/78000/78069/videopad-video-editor-01-700
x525.png

VideoPad is a beginner-friendly video editor that offers excellent features. It does a great job in achieving a balance between being an "easy-to-use" and "professional" video editor. It does not offer as much features as Lightworks, but it still offers an excellent array of practical editing tools.

Shotcut

Shotcut App

Shotcut, originally an app made for Linux, had an unusual user interface which is friendly for users to find their way (most of the time) when using the app. Shotcut has a steep learning curve which requires a great deal of patience, but according to TechRadar, "...real rewards will only be reaped by those willing to invest..." (Wilson, 2017). Shotcut nevertheless is a powerful professional-feeling video editor.

A. **Multiple Choice.** Encircle the letter of the best answer from the choices given.

1. The stage in video production where the actual footage is shot
   a. Production
   b. Pre-production
   c. Post-production
   d. Production compilation

2. The stage in video production when all of the editing is done
   a. Production
   b. Pre-production
   c. Post-production
   d. Production Presentation

3. The one who is responsible for composing the words that will be said on camera
   a. Actor
   b. Director
   c. Illustrator
   d. Scriptwriter

4. Videos in today's generation are very helpful in many ways, except one.
   a. Present real-life examples and situations
   b. Can be a medium of instruction
   c. Makes understanding subjects and ideas complex
   d. Attention-catching when presenting information

5. The act of making graphic organizers in the form of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture.
   a. Planning
   b. Sequencing
   c. Storyboarding
   d. Visualizing

6. The act of recording scenes based on the storyboard
   a. Video editing
   b. Video organizing
   c. Video shooting
   d. Video sorting

7. The process of manipulating and rearranging video shots to create a new work
   a. Video editing
   b. Video shooting
   c. Video production
   d. Video transitions

B. **True or False.** Write TRUE if the statement is correct and FALSE if the statement is incorrect. Write your answer before each number.

_____ 1. Videos are very helpful in the sense that they provide a detailed and interesting means of presenting ideas that text and graphics cannot give.

_____ 2. A video production is divided into three phases: pre-production, production, and post-production.

_____ 3. Video editing applications allow you to assemble different media assets to create a final output.

C. **Fill the Pyramid.** Complete the Video Production Pyramid by classifying which stage of video production the following actions occur in. Write your answers inside the triangle.

Audio Narration	Equipment	Props
Color Correction	Field and Studio Shooting	Research
Concepts	Final Edit	Script
Crew	Location	Storyboard
Dub	Objective	
Talent		
Visualization		

Post Poduction

Poduction

Pre-Poduction
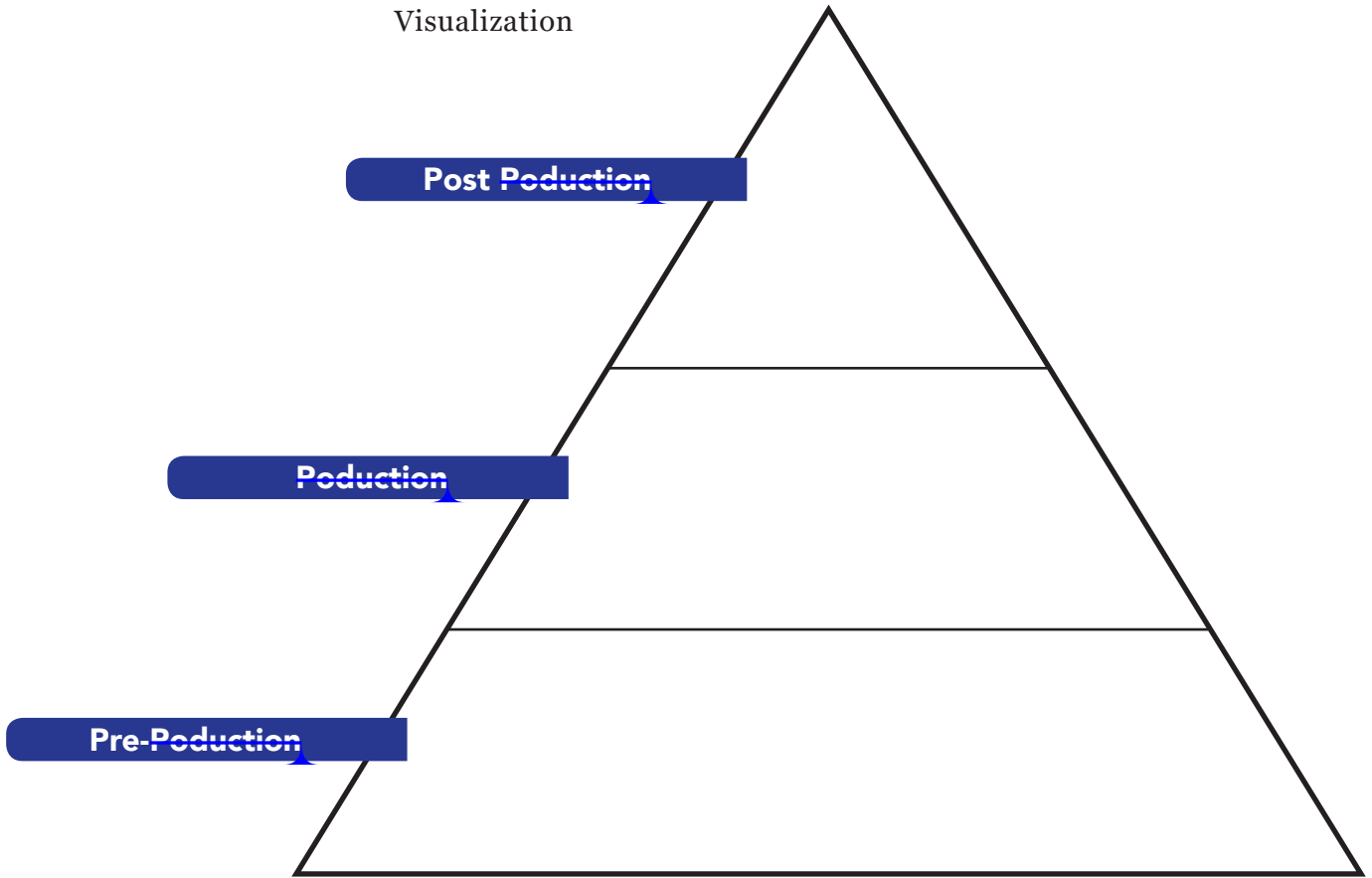
VIDEO PRODUCTION PYRAMID

D. **Prove It.** Discuss why video editing is considered both a technical process and an art. (4 points)

_____
_____
_____
_____
_____
_____
_____
_____

E. **Compose Your Own.** Think of a trailer of a latest movie you have recently seen and create a storyboard on it. The flow of the story is up to you.

SETTINGS

CHARACTER

PLOT

CONFLICT

THEME

BUILD

With the video production techniques you learned in this lesson, your group is tasked to create a 2 to 3-minute video (TV commercial, short video, informational video) that will present the cause of your project. You must be able to make a script and storyboard and use these two as your director's first steps in producing your video.

Choose who will be the director, scriptwriter, production staff (camera man, props), and casts.

MODULE 3

How do We use ICT to Collaborate in Project Development?

Learning Outcomes

- Use online platforms to publish content online.

- Collaborate with peers using online collaboration tools.

- Recognize the importance of good web design.

- Observe how web hosting and domain names work.

Portfolio Output

Digital Reflection Paper

In this module, you are expected to create a blog on what you have learned in this module. You will also showcase the websites, the documents you have made n all the lessons in this module.

Choose a blogging platform of your choice (blogger.com, wordpress.com, etc.) and write a post about the learnings you acquired for each lesson. Also, provide a link and attach screenshots of each of your Build output to this blog site.

Criteria	Excellent 5 PTS	Very Good 3 PTS	Needs Practice 1 PT
Personal Reflection	Entries are high quality consisting of personal reflections that connect real-life, learning, and technology.	Connects ideas and thoughts to personal life.	Lack of connection to personal life.
Accuracy of Information	All the information discussed are accurate and true.	Some information discussed are not true.	Lack of information discussed.
Quality of Content	Rich in content and provide an insightful analysis on each acquired learning.	Has substantial content and provides moderate analysis on some acquired learning.	Has superficial content and provides unfinished/ incomplete analysis on some acquired learning.
Links	All outputs are correctly linked to the correct work.	Some outputs are correctly linked to the correct work.	No output is correctly linked to the work.
Showcasing of Skills	All outputs are complete and creatively done.	Only some outputs are complete but creatively done.	Only a number of outputs are complete and some of them are not creatively done.

Lesson 10: Which online content platforms should I use?

- Rich Web Content and Platforms for Content Development
- Social Networking Sites
- Blogging Sites vs. Content Management Systems
- WordPress – Content Management System

Portfolio Task 1 – At the end of this lesson, you will create your own WordPress.com website. You are free to choose any topic you want to share in your WordPress site. To do this, you need to accomplish the following: outline of site content, sitemap, and finished WordPress.com site.

Lesson 11: What tools can I use to collaborate online?

- Tools for Collaboration
- Online Collaboration Tools
- Trello and Kanban

Portfolio Task 2 – At the end of this lesson, you will build your own Kanban board using the materials specified in the Build section. Afterwards, you will translate it to a digital Kanban board using Trello.

Lesson 12: How do we use web design to effectively communicate our cause?

- What is Web Design?

- What makes a Good Web Design?

Portfolio Task 3 – With the knowledge you have learned about web design, you should now be able to apply it to make your own effective web design. In this lesson's Build activity, you will find various websites that are "Good" and those that are not so good.

Lesson 13: How do we publish our website to reach our audience?

- Web Hosting and Domain Name System
- Web Page Design Using Templates and Online WYSIWYG Platforms

Portfolio Task 4 – At the end of this lesson, you will prepare a report document listing three web hosting platforms of your choice, and provide the following: list of Features (each hosting platform), pricing, and pros and cons.

LESSON 10

Target

At the end of this lesson, you will be able to

- Differentiate available online content platforms
- Identify which online content platform suits in each need
- Create your own unique WordPress website

WHICH ONLINE CONTENT PLATFORMS SHOULD I USE?

EXPLORE

In web 3.0, social and content platforms took the world by storm and Facebook became the most-used of them all compared to other platforms like MySpace, Multiply, Twitter, Instagram, and many others. Alongside these social media platforms are the popular blogging sites, like Blogger. With so many services, do you have an idea which of them are the better ones for you to use?

In this activity, you need to ask your classmates' opinion on which platform they think is better to use for sharing their content, ideas, and stories. Categorize them between blogging sites and social media sites. Write their opinion on why they prefer social media or blogs. Afterwards, write an essay on the platform which is the best for you to use personally.

Social Networking Sites

Blogging Sites

Conclusion

Food Yard Hunter

Travel the World. To Look for Food.

Ready for Foodtrip?

My mission is to give you the best reviews of the food places I've tried, and the food places I want to try soon.

HOME   ABOUT   CONTACT   BLOG

Home

Welcome to my page where you can find the best collection of reviews of different food places in the Philippines (or at least in the Metro for now).
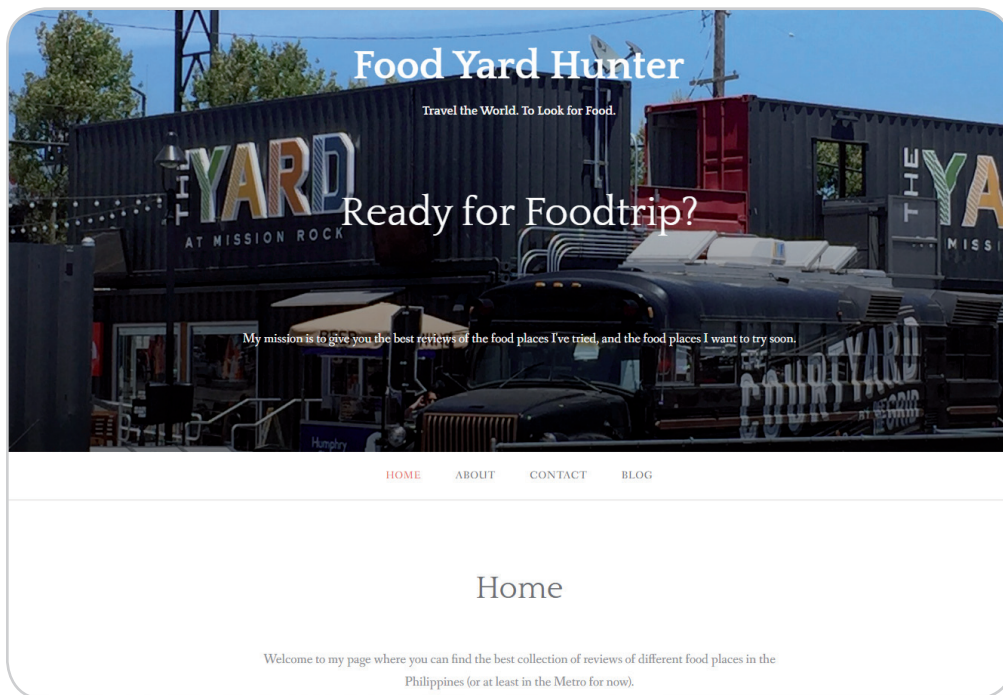
Look at the website screenshot. Do you have any idea which tool or software the developer used to create this website?
Cite your guesses below.

_____

_____

_____

_____

_____

_____

The Internet made content publishing possible online. Many content platforms like blogs, self-hosted websites, and social networking sites have emerged to answer individual consumers' content publishing need. In the previous modules, we have discussed various online platforms that we can use to create content, images, and videos. In this lesson, we will discuss in detail web platforms where we can lay out our products made in the previous modules.

Rich Web Content and Platforms for Content Development

Since the emergence of Web 3.0, various platforms for web content creation—from blog sites, to social media, have had their day in the spotlight, but they all have their pros and cons relative to your needs. Let us now see which tools will fit your future content publishing needs.

Social Networking Sites

Through the Internet, people can communicate instantly with anyone anywhere in the world using available tools like social networking sites or SNS. The evolution of SNS changed the way we communicate and collaborate with people. Here are commonly used SNS today:

Facebook

Facebook is a popular social networking site that makes it easy to connect with your family and friends. It allows you to share content, news articles, thoughts, photos, videos, send messages and so much more. Facebook was originally designed by Mark Zuckerberg for college students in 2004 while he was studying at Harvard University.

Aside from a personal account, you can also create a Facebook page for your organization, school, or even business. Once your friends "like" this page, they will get updates on the things you post in it, just like in a personal Facebook account. They can post comments, react on your post, and send you private messages. There is also an option for business owners to promote their business via paid targeted advertising to reach a bigger audience.

Twitter

Twitter is a social networking platform that is characterized by the posting of short messages up to 140 characters. These messages are called "tweets" which can be read by anyone by default. Tweets can be accompanied by images.

Twitter is perhaps the most resilient in terms of maintaining itself as a short-message content sharing service, although there had been rumors about the company increasing the number of characters allowed in a tweet, it still has remained practically the same, which distinguishes itself from its more complex competitors.

Instagram

Between textual content and photographs, it used to be generally accepted that written content were meant to be shared more than the latter, which was more often only used to support written material and shelved in storage sites with little social features. A few social platforms changed that and put the image at the forefront, perhaps owing to the proliferation of mobile cameras. Services like Pinterest and Instagram made the image as integral as text when it's about content being king.

Instagram is the selfie platform preferred by celebrities who would rather shoot and share photos of themselves instead of typing messages. It's fast, a no-brainer, and does not ask a lot of your time, which is perfect for people who want to show themselves and share their life to the world without the complicated stuff. It also allows users to feed posts to other social media sites such as Facebook, Twitter, Tumblr and Flickr. According to Dreamgrow.com website, Instagram is one of the most popular SNS worldwide.

Youtube

YouTube is a free video sharing website that makes it easy to share and watch videos over the Internet. Users can create their own channels for others to follow and subscribe to. YouTube has evolved into a video distribution company that offers a premium service with no ads and mainstream shows. It also allows live-streaming, which is a boon for amateur reporters. But in spite of the changes, it still remains as the platform of choice for ordinary people to share in the spotlight and become celebrities in their own right by launching their own shows.

Video is now considered an essential ingredient in cementing one's presence online, which makes YouTube one of the most popular websites, especially for businesses. Billions of hours of videos are watched every month and as more videos are created and uploaded, this will only get larger with no end in sight.

Blogging Sites vs. Content Management Systems

There are many services that allow you to publish your content on the Internet other than social media platforms. If you are looking for services that give you a level of customization that may enable you to more effectively reach your target audience, then, blogging sites and content management systems are the ones you are looking for. Through paid plans or extensive customization of the service or websites, you can boost your presence, views, subscribers, and even earnings. Expectations aside, there are notable differences between blogging sites and content management systems.

Blogging

Blogging is an activity that involves posting your thoughts, memorabilia, or works in a kind of web log or online library. In its infancy, blogging was something done only by people who loved to write and who had regular access to the Internet. Today, it seems that we have reached the "blogging age" where almost everyone who's ever wished for his or her own work to be published can do so without investing anything except time (and Internet fees, of course). Blogging encourages user-generated content or UGC, which allows anyone to contribute to information accessible on the Internet. Blogs are ubiquitous, perhaps even more so, than news sites. But unlike news features and articles, blog posts are more like editorials or opinion-based articles.

Uses of Blogging

1. Self-Expression

   Blogs are like online diaries which can be read by anyone who visits them. Blogging is an activity where you can publish content with anyone who might be searching for the kind of content you are writing about—pictures, your memoir, and other snippets of your life that you are willing to share.

2. Online Portfolio

   Another use of blogging aside from self-expression, is for building your own online portfolio to promote your skills and talents or showcase your works in the form of articles, reports, and presentations which you can link to your other sites, if you have them. Portfolios, which can be graphically-oriented, can be useful indicators of your capacity to work in fields like photography, graphic illustration, and ad campaigns.

   According to Scott Belsky of Behance, an online portfolio platform, portfolios can be used to highlight your creativity and thought processes, how you execute your work, collaborate, and test ideas. Blogger.com

   First developed by Pyra Labs, Blogger was eventually bought by Google in 2003. Blogger is one of the widely-known blog-publishing service or blogging platforms on the Internet. Google has integrated proprietary monetization features in Blogger which include AdSense, AdWords, and Analytics. But in spite of all the additions, the service hasn't changed that much.

   With a simple yet useful interface, Blogger offers beginners an easy and comfortable user experience. It is also a free, yet reliable service so everyone can publish their own blog if they already have an account with Google.

   One downside of it being simple and good for newbies is that it doesn't offer advanced customization sought after by advanced bloggers. Also, since this is a blog, it has no features designed specifically for selling products and online registrations that are standard in content management systems.

Pros
- Easy to get started
- One-size-fits-all interface
- Ready for Google AdSense and Analytics

Cons
- Not suited for full-fledged websites
- Everything owned by Google
- Can't sell or resell the blog within Blogger

Blogger is best suited for

- Individual bloggers (group permissions are optional)
- Authors
- First time online publishers

WordPress – Content Management System

Feature	WordPress.org	WordPress.com
Admin Responsibility	Self-hosting (may be free or paid) Self-Installation Write your content	Write your content Let WordPress handle the rest
Core Features and Upgrades	Find a host and depend on its tools for maintenance or look for plugins that can help you	Paid premium hosting in WordPress.com gives you a variety of premium tools and even a custom domain name like "YourSwagDomain.com"
Themes	Install custom themes, modify them, or create new ones using PHP and CSS	Choose from a selection of premade themes provided by WordPress
Social Media Integration	Install plugins to share content to social media apps	Offers social media integrations
Functionalities	Install plugins to extend your site's functionality	Popular features like sharing, stats, comments, and polls are included. There's no need to install plugins.
Support	Has support forums	Has support forums
Account	No account needed to download WordPress	Need to register account to use

WordPress is a content publishing platform that appeals to site developers because of its customizability and plug-ins. It's actually two platforms: wordpress.com (fully hosted by WordPress) and WordPress.org (a freely downloadable self-hosted version). Both are great for content, but which of the two do we need?

As provided in the previous table, you can see that WordPress.org is an exciting way to explore the creation of your own WordPress site, albeit, one that will require paid hosting, technical knowledge (HTML, PHP), and the installation of various plugins that will expand its features. WordPress.com, on the other hand, is great for bloggers and other people who have no technical knowledge in web development but interested in setting up a professional website for themselves, for free.

*Setting-up your First WordPress.com Sit*e

For the purposes of learning, you will be setting up a WordPress.com site. For starters, what do you want to make? A blog or a website? It all depends on your purpose, really. If you just want a blog where you can share your articles and writings, just follow the simple steps according to WordPress.com.

1. Register an account and your blog
2. Update your title and tagline
3. Pick a theme you love
4. Add a header or background
5. Add a site icon
6. Add a widget

If what you want to make is a website, there is also a simple steps to create your first one on WordPress.com.

1. Register an account then register a site on wordpress.com
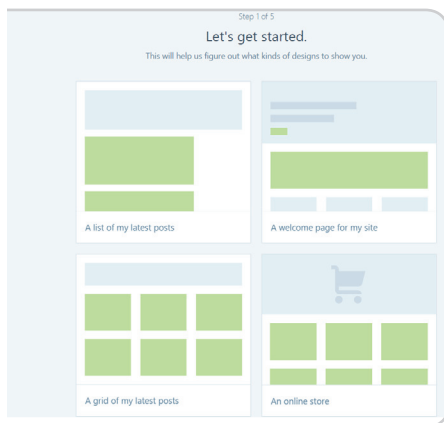
   Open wordpress.com and click "Get Started". The window that follows will appear. Here you will be asked which kinds of design you like to see. Follow the instructions until you're done. Choose a theme you prefer. Don't worry, you can still change this in the future, or you can choose "Skip" on the bottom.

   Enter a domain name (the URL or link you want to use for your site). The standard is <your unique site name>.wordpress.com. There is "wordpress.com" because your site is hosted for free by WordPress. If you want to remove wordpress.com, you'll need pay to upgrade your account. If you do not wish to pay the fee, choose the "Free" domain name.

Philippine Copyright 2017
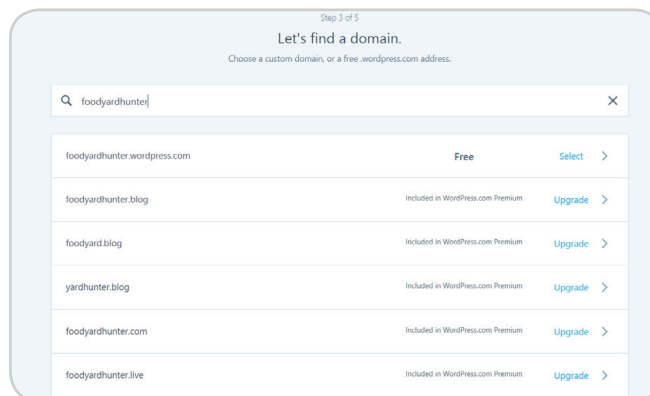
After this, you will be asked to select a plan. Since we do not want to upgrade, click "Select Free". You are now done preparing your first WordPress.com site. You will now need to register an account by filling out "Create your account" form.

After creating your account, WordPress.com will send you a confirmation email. Press Continue.
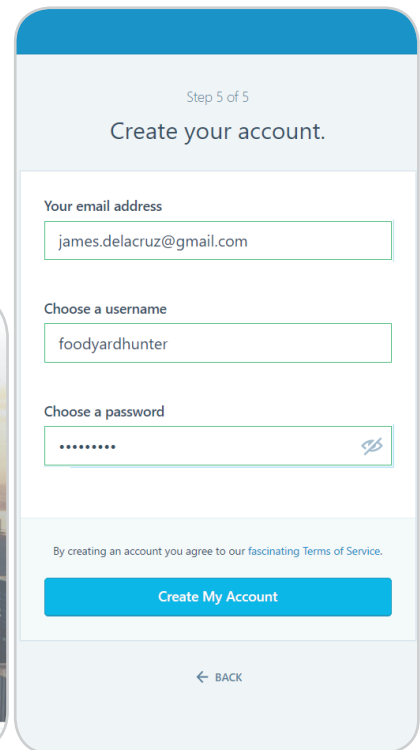
You are now done prepping your first WordPress site.

2. Outline your site's content

A common mistake most of us do is to focus our initial efforts in choosing the themes first before writing the content. Yes, while it is important to have a beautiful theme that is very pleasing to the eye, it should not drive the content. The theme should complement the content because that is what we are publishing for other people to consume—the content, not the fancy colors. What is the use of a fancy website if no one is even looking at it because it's useless in terms of content?

First, try to identify the purpose of your site. Then, with your goal in mind, write a content outline of what you want to show to your audience. For instance, you might want to make a blog or site on must-try food places in the Philippines. Specifically, you want to write about food places you've already been, restaurants you haven't tried, food trip guides, and proprietary recipes.

Food Places in the Philippines

- Food Places I've Tried
- Food Places I want to Try
- Food Trip Maps/Guides
- Recipes Learned

If you have identified these, you can now proceed to making a sitemap. Refer to the following image.

My Travel Blog Sitemap
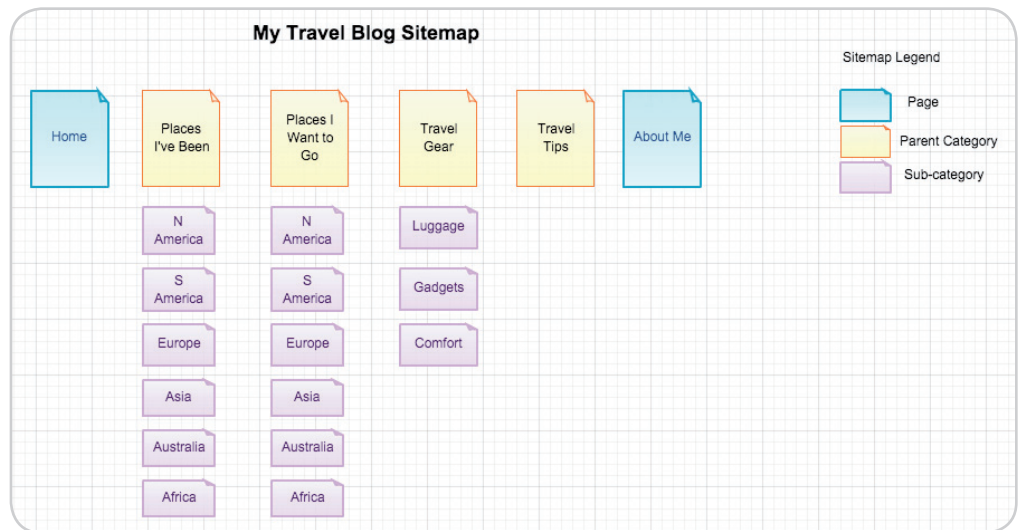
This will help you design the pages and the flow of how the audience will see your content. Organize pages in a neat and simple manner to ensure a good user experience.

3. Create pages

    Based on the sitemap you've drawn, add the pages and insert images, videos, and content you already have in your possession. You don't need to get everything in at once. You can fill in the blanks as you progress. What's important for you right now is that you have a main page and another for your blog posts. By default, they should already be there since they are premade for you by WordPress. Now, proceed in making the other pages that you want in your site.

    To add a page, click on the "Add" button of Pages under Publish.
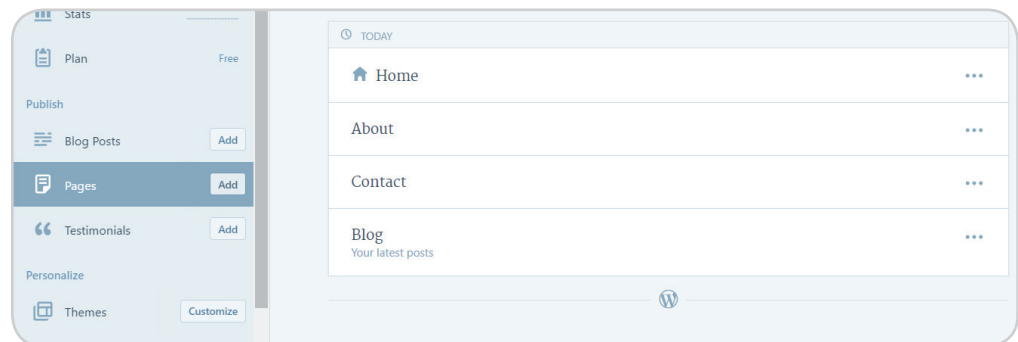
    Fill in the details needed.
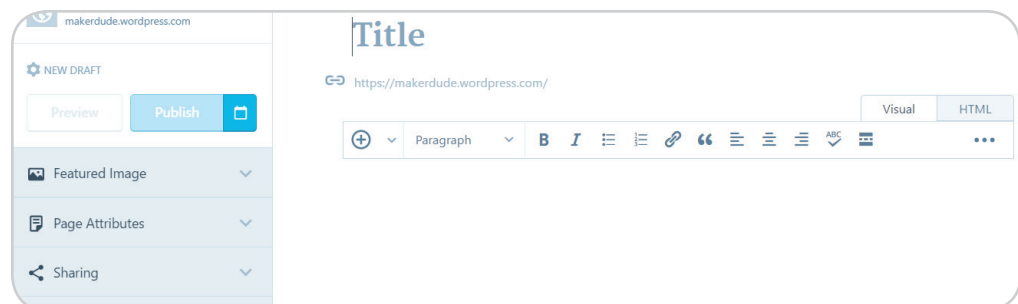
4. Configure your site to use a static home page
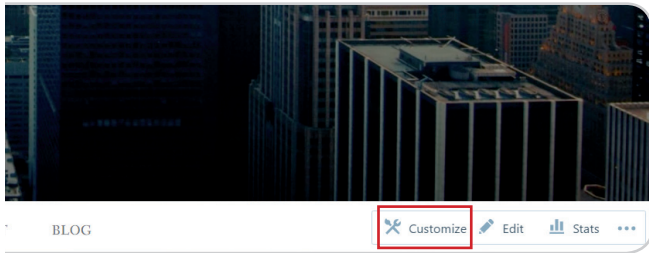
Open your site and click "Customize" in the bottom right corner of the screen.

This will bring you to a page where there is a sidebar on the left which you can use to modify properties of the page.
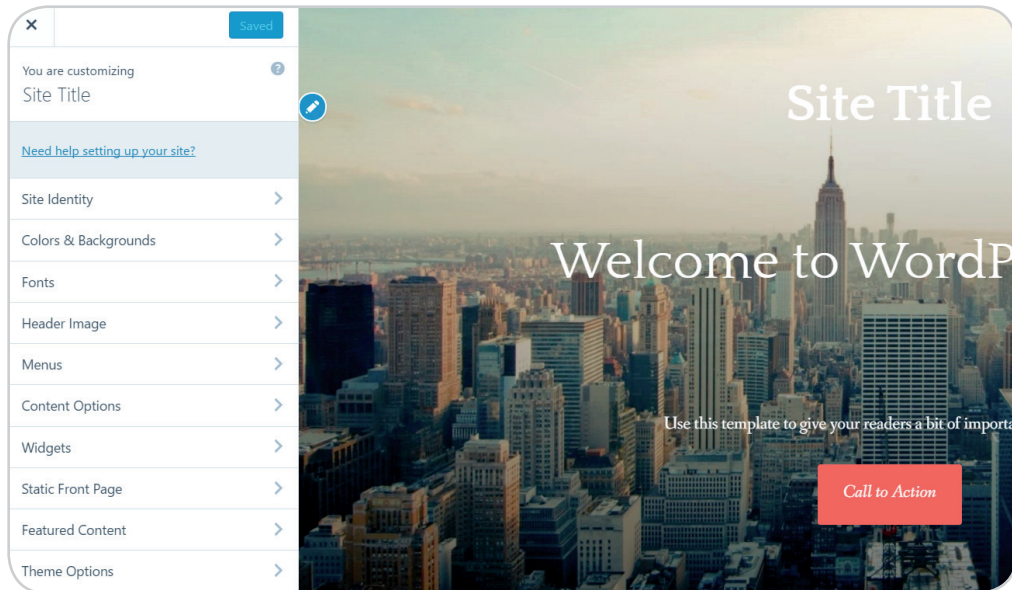
Edit the Site Title to show the name you want for your site, then click Save and Publish. That will automatically update your website and make the changes live.

Go back and click on Static Front Page.
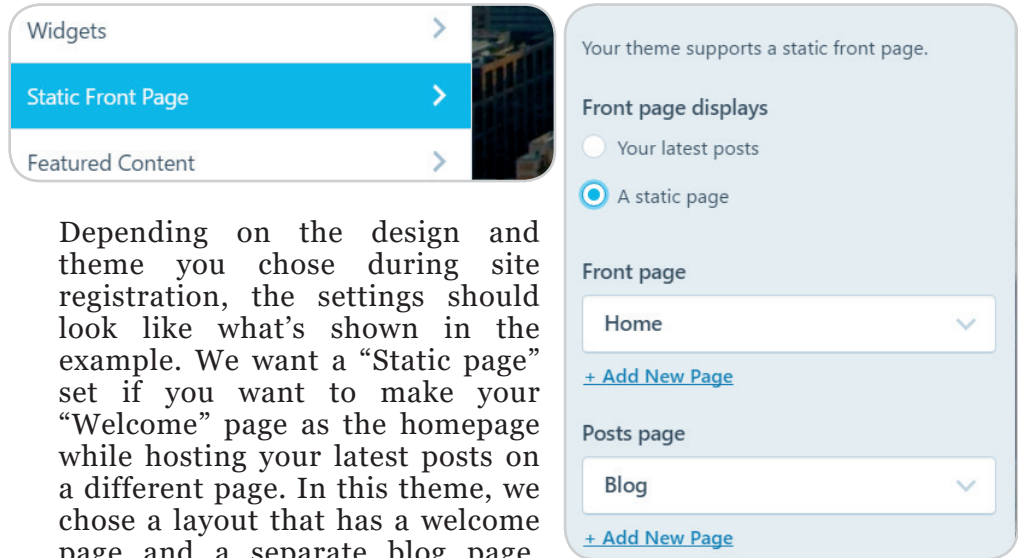
Depending on the design and theme you chose during site registration, the settings should look like what's shown in the example. We want a "Static page" set if you want to make your "Welcome" page as the homepage while hosting your latest posts on a different page. In this theme, we chose a layout that has a welcome page and a separate blog page. Click Save and Publish.

5. Pick a theme you love

    If your content doesn't go well with your current theme, you can choose a different theme.
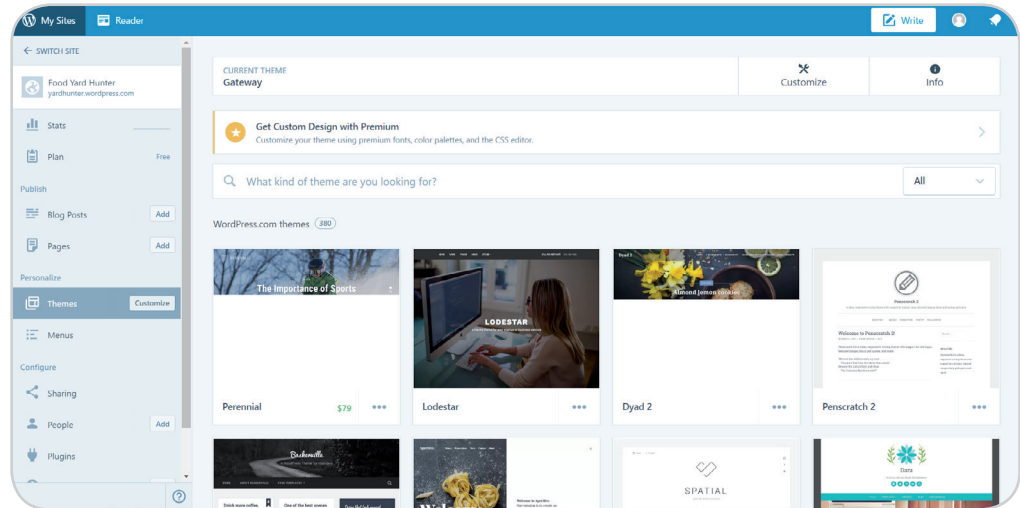
6. Create a menu

    You can create your custom menu based on the sitemap you drew earlier. To do this, go to My Sites. Click Menus. You will find that tthe Primary Menu area for your theme will already be selected for you. The Default Menu should also be initiated.
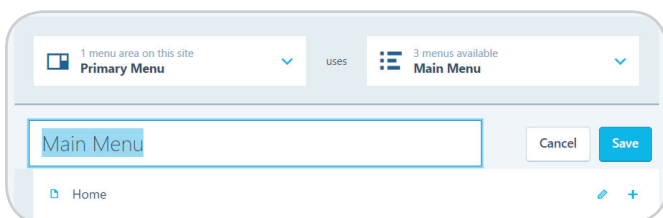
    To change the name of your Default Menu, click on the pencil icon and give it a new name, like "Main Menu."

Pages that were already previously published on your site will be listed in your initial menu. If you want another menu page to be added, you need to create and publish that page first.

Reordering your menu is as easy as moving the items in there with your mouse/cursor or by modifying the settings for each item to be relocated:

1. Click on the pencil icon next to it.
2. In the menu item details, click the Move button.
3. Click the Move here link nearest where you want to move the item.
4. Select Move Item Above or Move Item Below.

WordPress is considered as a serious platform for serious websites. From the creation of personal blogs to e-commerce sites, your skills and imagination are the only limits to what you can make for yourself.

A. **Multiple Choice.** Match column A with column B. Write the letter of the correct answer on the space provided before each number.

_____ 1. Considered today's leading video sharing platform

a.

_____ 2. An online website creation tool that allows users to create and modify digital content

b.

c.

_____ 3. A micro-blogging site where one can access content shared using 140 characters or less

d.

_____ 4. A platform that allows users to publish informal diary-style text entries to express themselves

e.

_____ 5. The most popular SNS, which provides a venue for users to interact and build social networks with other users who share the same interest or life connections

f.

g.

B. **True or False.** Write TRUE if the statement is correct and FALSE if the statement is incorrect. Write your answer before each number.

_____ 1. Through blogging, you can build your own offline portfolio to showcase your talents, skills, and work.

_____ 2. WordPress has two platforms: WordPress.org and WordPress.com. WordPress.org is a platform which is fully hosted by WordPress while WordPress.com is a free downloadable self-hosted platform version.

_____ 3. Social networking sites provides a venue for people to interact and build social networks with other people who share the same interest or life connections.

_____ 4. A content management system is a software application used to create, modify, and manage one's website content even without touching the code.

_____ 5. Instagram is an online photo sharing network that allows its users to share their life with their friends through a series of pictures.

C. **Similarities and Differences.** Using the graphic organizer below, compare and contrast these popular social networking sites.
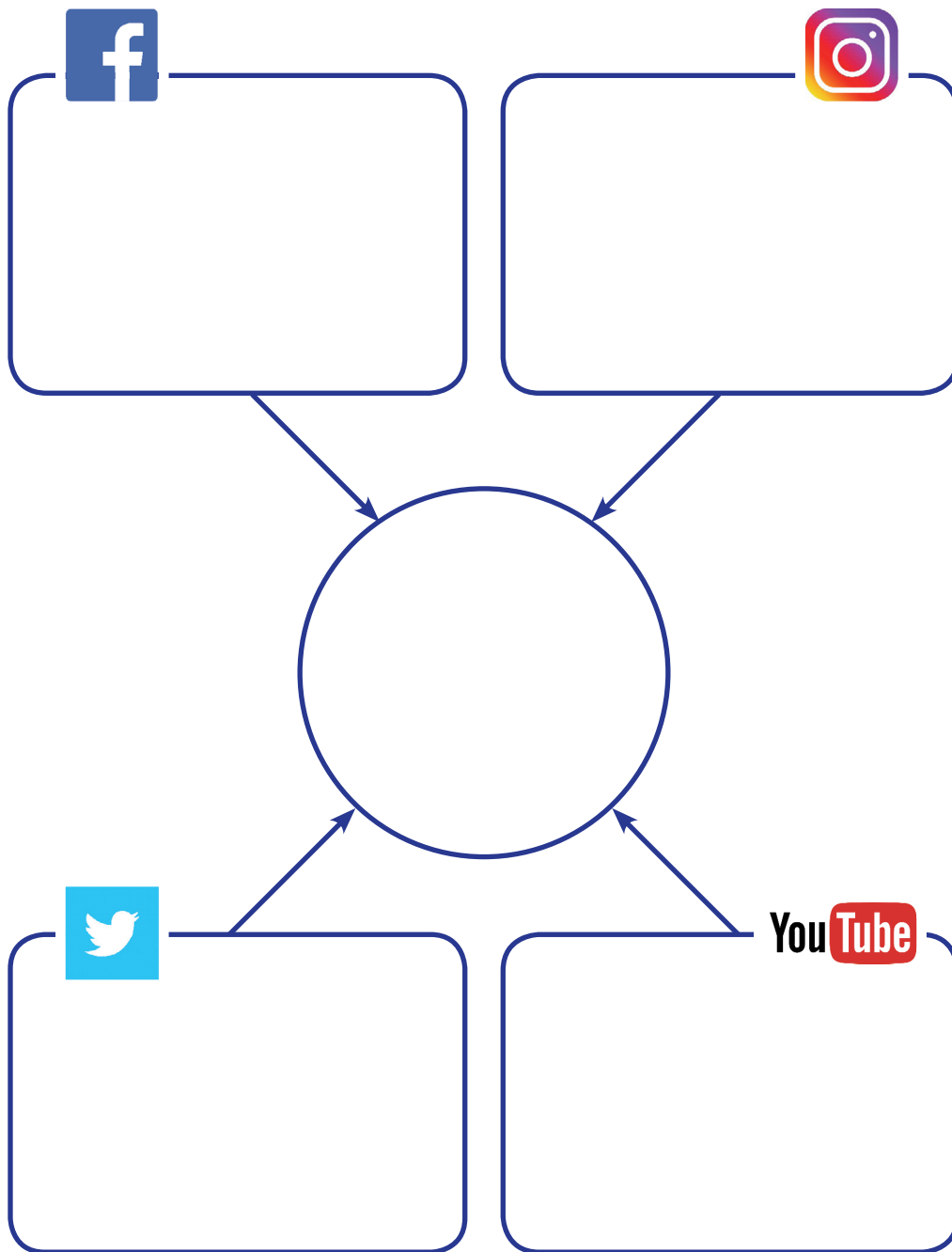
D. **Prove It**. Is using a content management system the best way to develop a site? Justify your answer. (5 points)

_____

_____

_____

_____

_____

_____

_____

_____

With what you've learned in this lesson, create your own WordPress.com website. You are free to choose any topic you want to share in your WordPress site. You can choose from the following kinds:

    a. Blog or online diary

    b. Selling/Promotional site

    c. Online Resume

You need to accomplish the following:

1. Outline of Site Content
2. Sitemap
3. Finished WordPress.com site

Target

At the end of this lesson, you will be able to

• Discover the importance of collaboration and coordination in project development
• Differentiate various online collaboration tools

WHAT TOOLS CAN I USE TO COLLABORATE ONLINE?

EXPLORE

In the previous lesson, you learned how to create your own website using WordPress. But the continuous development of the content and functionalities of a website may require a helping hand. Handling bigger sites also require a lot more planning, and designing, it is more efficient to develop and maintain them with the help of others than handling everything by yourself. Collaboration will help you fast-track the development, and ease some of the work off your shoulders.

Some examples of projects that require collaboration are theses writing and case studies. Most of the time, these kinds of projects have members of 3-5 people. For some projects, there may be up to 10 members. There is also time constraint, and the distance between the members' houses makes meeting up a difficult thing to do. Given the circumstances, try answering the questions below.

Which tools do you use to collaborate with your group mates? (Facebook, phones, landline)

_____
_____
_____
_____
_____
_____
_____
_____

Give a scenario in the past in which you extensively communicated with somebody using the tools you mentioned above.

_____
_____
_____
_____
_____
_____
_____
_____

The lack of resources, available time and place, communication, coordination, and management are common project development issues encountered by most students. Professionals in the corporate world share similar problems. From case studies to big software development projects, these issues are imminent and threaten the output of the work that they do. Despite these issues, projects are an inevitable part of your curricular activities in school. They are designed so you can collaborate with other people, communicate with them, and hence, enhance your interpersonal skills, which is, most of the time, a requirement in the corporate world. But how do you face the said issues?

This is where online collaboration software and tools come in to help you with project management. This lesson will show you the various online project management and collaboration tools divided according to uses.

Tools for Online Collaboration

Communication

There are many ways to communicate through the Internet, and new tools and platforms are always being released in the market. The following are some of the most common tools used in communicating updates with people.

E-mail

One of the oldest forms of online communication and the most widely used service to date, e-mail can help you create a message to your recipient and send files as an attachment. Almost any type of file such as text, graphic, sound, video or others, may be sent as an attachment to an e-mail. E-mails can be sent to one or more people at the same time, and the conversations are usually threaded upon exchange.
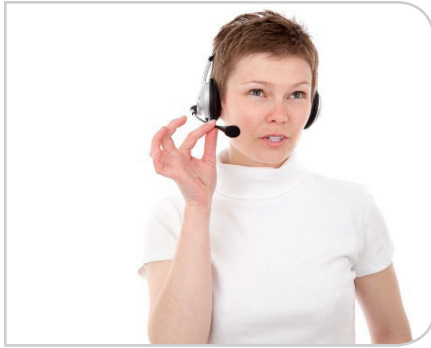
Chat and Instant Messaging

Instant messaging (IM) is a faster and simpler alternative to e-mail. Conversations are held in virtual "chat rooms," generally among family, friends, colleagues, or acquaintances. Public chat rooms also exist online.

Voice Chat

You can make free or inexpensive calls using the Internet. Some IM and chat services include voice chat and several other services may also allow you to call any phone number. These services use VoIP (Voice over Internet Protocol), which delivers voice communications and multimedia sessions via the Internet.

Mobile Messaging Apps

WhatsApp, Viber, and WeChat are the three best applications when it comes to Internet communication. With these apps, users can send messages and make free calls anywhere in the world. These apps are available in iOS and Android platforms.

WhatsApp started in 2009 and since then, it has become the most popular application in the instant messaging realm. This application is free for the first year and costs $0.99 annually for the succeeding years. WhatsApp released its PC version in 2016 and now there is also WhatsApp for mobile devices.

Viber is a free instant messaging and calling application. In addition to the basic features, it also offers a large collection of stickers to tickle up text conversations. Viber is available on PC and mobile devices.

WeChat is operated by Chinese Internet giant Tencent. This application also offers free exchange of messages, free calls, and allows you to find new friends. Just like Viber, you can also use stickers to make your conversation livelier.

Video Chat

Video chat is a type of instant messaging service that also makes use of audio and video features. It is commonly used between two or more people. Video calls held by more than two people are called video conference calls. It is often used in the workplace, collaborative projects, and webinars (web seminars). Examples of video chat services are Skype and Google Hangouts.

Coordination Tools

It is much easier to organize a project when every member of the group knows their tasks and adjusts the way they handle the work accordingly. The ability to coordinate with each other is an essential part of project management. The following tools enable you to prepare a list of deliverables, the schedules, the different milestones, and the assignment of the tasks assigned, which you can then track later on. Shared calendars,

spreadsheets, time trackers, and other specialized project management tools fall under this category. The following are some examples:

Bitrix24

Bitrix24 is a project management system that provides free storage of up to 5GB. Users can avail of a larger storage by upgrading for $39/month. It provides the option of using either the Bitrix24 cloud server or a company's own server to host content, as well as features such as Gantt charts, layered task options, time tracking and management, workload planning, group chat, and video conferencing.
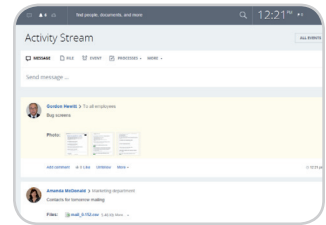
MindMeister

MindMeister is a collaborative web-based tool that enables users to create mind maps for brainstorming and planning activities and share them with others. It also offers a number of other features such as templates, SWOT analysis, project planning, and live group chat.

Google Apps, in general, are a collection of free collaborative tools that you can use almost on any job or task you have.

Screenshot of MindMeister's web application UI. Version: MindMeister 9 (2014), Screenshot by Raphaela Brandner

Google Calendar

Scheduling meetings, appointments, and conferences in one place is now simpler with Google Calendar. This scheduling tool is downloadable for both Android and Apple devices. Accessing Google Calendar using your Gmail account is also possible so you can keep track all the important events in your life, manage your time wisely, and improve your productivity.

With Google Calendar, you can create events and notifications depending on when and how often you need to be reminded of them, and time zones can be adjusted accordingly. Google can also determine the location of an event automatically.
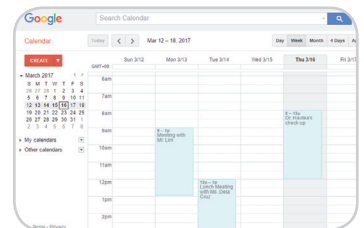
To add an event, just select the range of time in which you want to set your event. If you created an event with no specific time, Google Calendar will organize the event in the next possible window. To delete an event, click the event you want to remove and it will show you the option to choose it.

Sending an invitation for a specific event using Google Calendar can easily determine whether the recipients were able to respond to your invitation or if they can make it or not.

To send an invitation, all you have to do is to type their respective e-mail address and modify your event details. The suggested time displays whether they are available in your event schedule or if they have a prior commitment. If Google Calendar cannot access a specific person you invited, you will see an asterisk sign next to their names letting you know that the person is not included in your suggested time.

EQUIP

To know more about Google Calendar, you can access the support site.

https://support.google.com/calendar/

The use of collaboration tools is not the single solution to all project development issues. There are still many other factors that can affect the progress of your project, but a project management and collaboration tool that is used effectively will help you and your team manage and work through your project.

Online Collaboration Tools

As a student taking up many subjects in a year or semester, you'll probably face two or more projects at the same time. This can be very frustrating especially if the deadline is near and your project tasks and members are disorganized. Communication through Facebook or texts might not work for you and it doesn't help to speed up the process.

It is much easier to organize a project wherein every member of the group knows their tasks and adjusts the way they handle the work accordingly. The ability to coordinate with each other is an essential part of project management. You need tools which enable you to prepare a list of deliverables, the schedules, the different milestones and the assignment of the tasks, which you can track later. But even so, why bother using a new thing for managing your projects?

Kanban is a Japanese word that means "signboard." Toyota applied Kanban methodology which boosted their production in the 1950s.

Reasons to Use Online Collaboration

Here are some of the good reasons for you to use an online collaboration tool.

Delivery Speed - Faster to deliver means less time spent, less waiting, and getting more projects done faster.

Centralized Virtual Working Space - Since you can add up multiple users in an online collaboration software, those users can work on the same task and idea and will lessen miscommunications. They will be regularly updated on the progress of the development.

Bigger Review System - More members engaged in online collaboration means bigger access to reviewing the work. Instead of sending a copy of your work via e-mail, you can upload your content to the online tool, or provide a link so that multiple users can access it and give you useful insights.

Trello and Kanban

Trello, pronounced as Trell-o, is a relatively easy-to-use software that is perfect for the Kanban board methodology of project management. The Kanban board is a variation of the traditional Japanese Kanban cards. This board utilizes sticky notes, plastic chips, magnets, etc. to represent work items in a production process, and how each item moves along

Board   List   Card
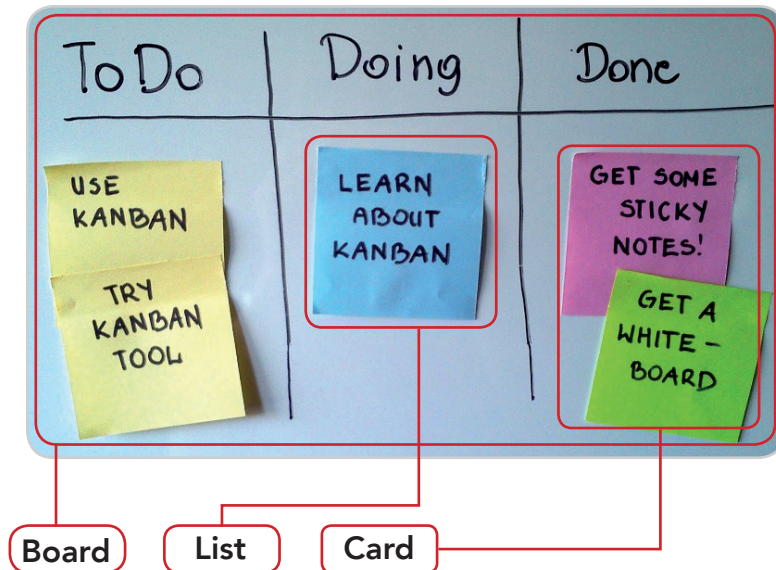
the process. With these materials as representation of work items, this method is highly visual and focuses more on the stages of process and the quality of execution rather than deadlines only.

A basic Kanban board is composed of 3 elements:

Board – a board represents the whole project.

Lists – a board is divided into lists which represent the stages of project development i.e., waiting, doing, and done.

Cards – lists are composed of cards where your team tasks are written. This may be written on sticky notes or sign boards.

Basically, the Kanban process requires moving a card (or a single task) from left to right on the board, starting a task from the **To Do** list, until it reaches the **Done** list.

With this, you can have a visual way of monitoring which is pending, what is currently being worked on, and which tasks are done. This is especially useful for offices where a physical board or wall can be used as a Kanban board.

Now where does Trello come in? Trello is a free online project management tool that is perfectly suitable in applying Kanban methodology because it applies the three basic elements of Kanban, namely: board, lists, and cards.

Trello offers you the following:

- Kanban-compatible components
- Highly visual graphical user interface
- It's free to use
- Allows you to attach files up total of 250MB
- You can attach external links for attachments
- Allows you to add many team members
- It also has a mobile app you can use to access the boards anywhere, anytime.

In Trello, you can create different boards for different projects that you have, or customize boards to fit with different sets of activities that your group needs to do. Within its boards, you can create lists like a Kanban board. Within those lists, you can create cards with the specific details for a task, like team members assigned, checklists, deadline, attachments, and many more. You can start with a free account in trello.com.

Creating your First Trello Board

After creating your Trello account (or signing it with your e-mail), click *Create new board,* or if you already opened the *Welcome Board*, click on *Boards*, then click *Create new board.*
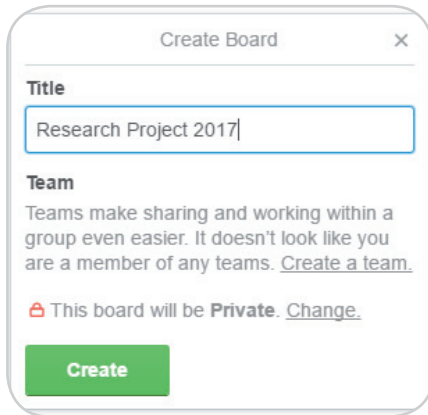
Step 1. Choose a name for you board based on the activity you will manage. In our case, enter your project title in the *Create Board* dialog, which in this case, it's "Research Project 2017."

You may also specify a certain team that will work on the project. Doing this will add all the members of that team to this board, who therefore will be able to see all the contents of the board. You may create your own team by adding email addresses. For now, leave it empty.

Step 2. Write your workflow with lists. Like we mentioned earlier, lists represent stages of the development of the product. Include the basics: To Do, Doing, and Done. It is helpful to add a beginner's documentation list in the first part where all cards with resources that will help a beginner in your Trello board are present. You can also add more lists based on your needs.
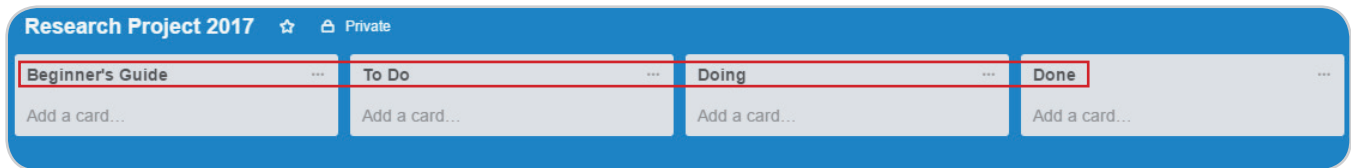
Basically, **Beginner's Guide** is for newbies on your board. **To Do** contains the tasks that are yet to be done. **Doing** is for tasks you and/or your team are currently doing. **Done** is for finished tasks.
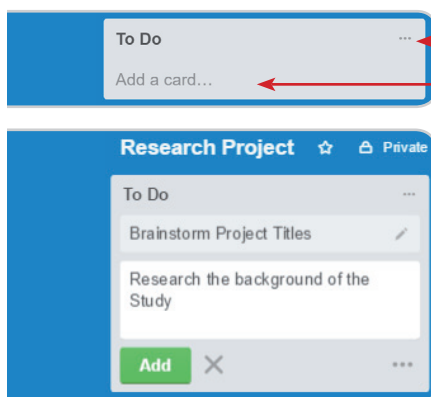
Step 3. Add cards (tasks) to your lists. In Kanban, **one card represents one task**. You should also do the same in Trello to implement Kanban methodology in your project management. You can add cards by either clicking *Add a card*, or by clicking the *Option* button and then clicking *Add Card...*

Enter a task name for each card. Click on the card to enter more details for the task e.g., description, deadline, assigned members, attachments, etc.

You can also add checklists or your members can add Checklists in a card for you to be able to review if a task is nearing completion.

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It is advisable that you provide all the necessary details.
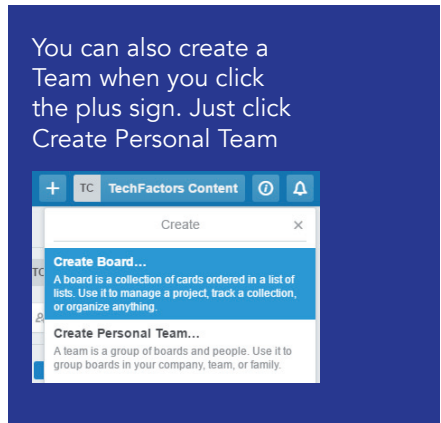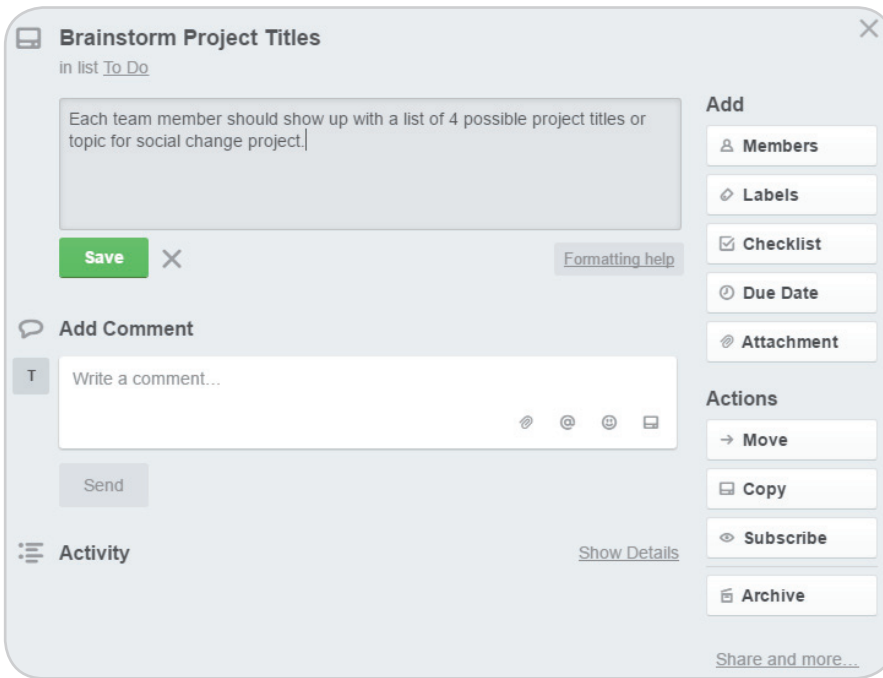
After writing a description, you now need to assign people to work on it. How would a process go without people driving it? If you can recall, we haven't added any teams nor members since Step 1. To add members to your board, close the Card dialog box and click on *Add Members…* on the Menu in the right-hand corner of the screen. Here you can enter the email addresses of the people who are to be involved in your project.
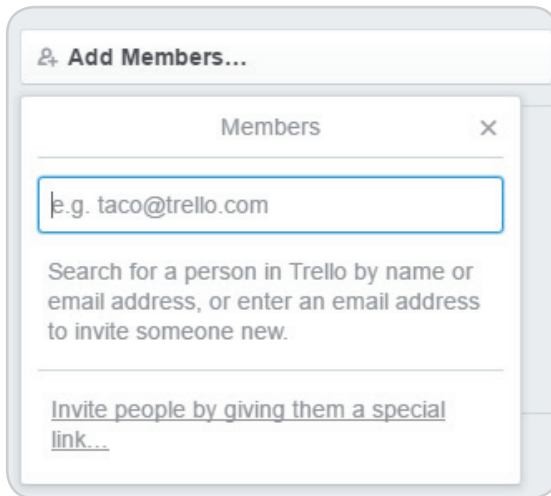
After adding other information like deadlines, attachments, checklists, and labels, your card should look like this.

You can use Labels (Color labels) as a representation of task categories. Task is a Writing and Editing work, and is also an immediate task. WITH is a writing and editing task that is immediate.

One great thing about Trello is that you can write comments on cards even on card attachments
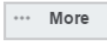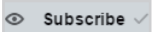
Click on Subscribe if you want to get notification e-mails when something on this card is changed.
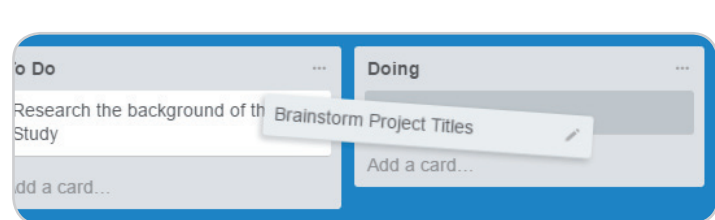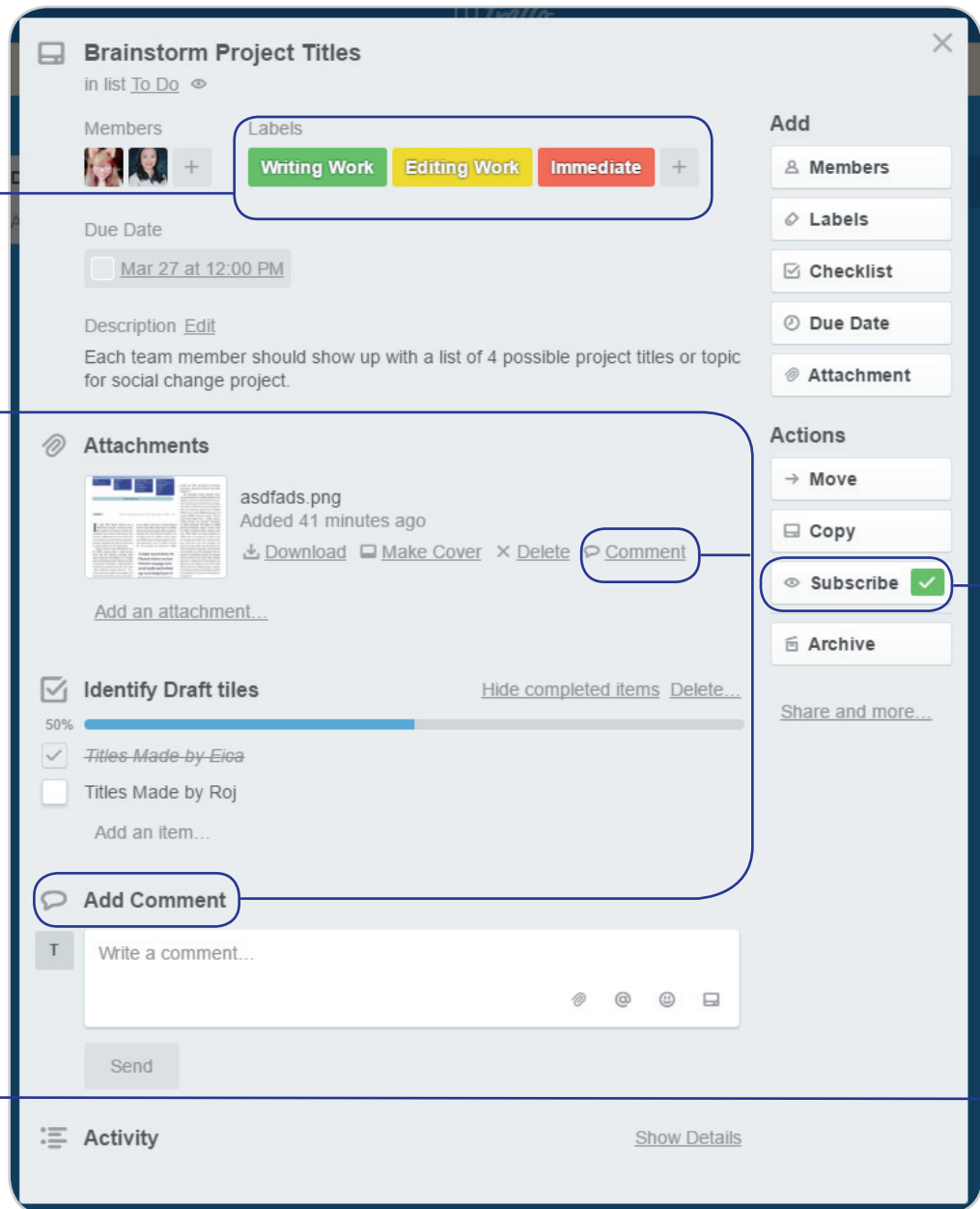
Step 4. Move cards across the lists until each task is done. Remember that lists are stages of development and this means all tasks that are written in the **To Do** list should progress until they are done. You can move a card by clicking and dragging your chosen card.

Step 5. Add Stickers on Cards or customize your Background. Stickers can serve as decoration on each card, but most can be used to reward accomplishments. To do this, click Stickers on the menu in the right-hand corner of the screen. Choose a sticker and drag it to the card.

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These are free stickers. If you want to use better-looking stickers, you can buy a business class Trello license.

Step 6. Subscribe to the Board. A team lead would like to know everything that happens in the development of the project. He needs to be updated on the changes that happen because every detail can affect the outcome of the project. He should be able to make necessary adjustments when needed. To subscribe to the board, click on `··· More` then choose `👁 Subscribe ⌄` .

You now have the necessary knowledge to apply the Kanban method in your project management. Make sure to have your members subscribe to each card they are assigned to so they will have updates on task movements.

A. **Spot Which Is Not Like the Others.** In each of these groups, cross out the item that is not like the others. On the right side of each group, state what makes it different from the others.
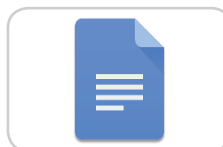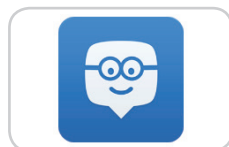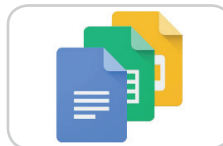
B. **Compare and Contrast.** With the use of the graphic organizer below, state the similarities and differences of the following sets.

   a.   e-Mail and Instant Messaging

EMAIL   **INSTANT MESSAGING**
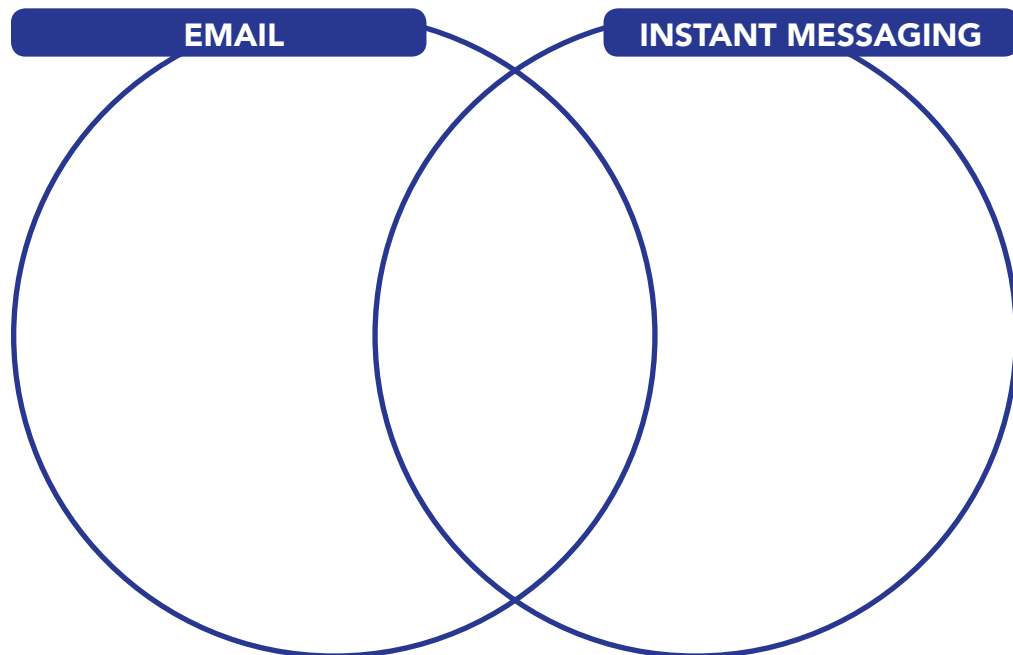
   b.   Video Chat and Voice Chat

VIDEO CHAT   **VOICE CHAT**
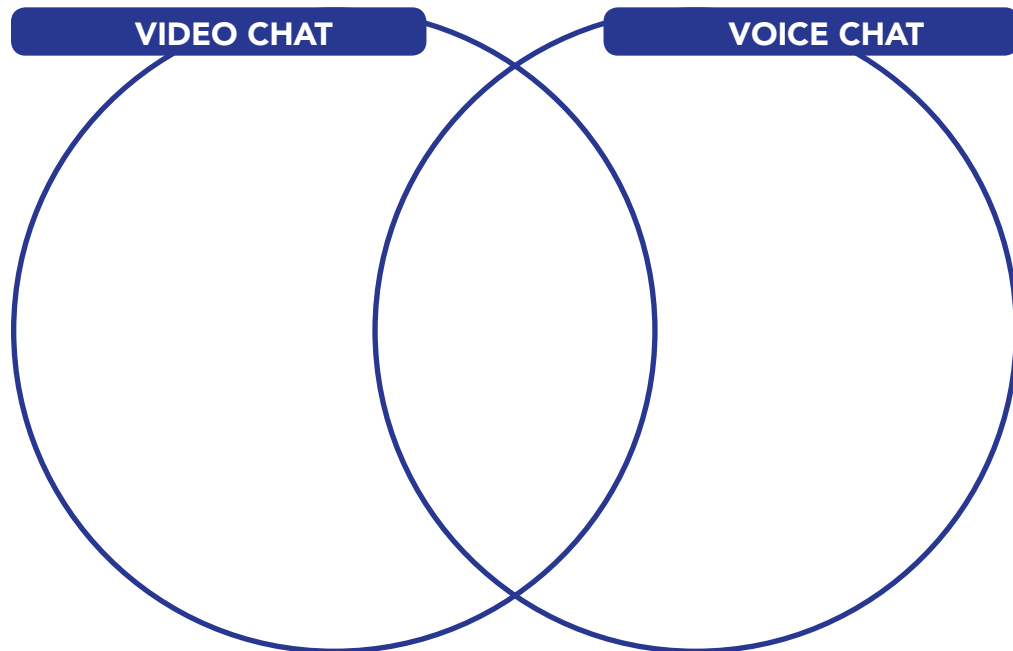
C. **FILL THE BOX OF QUESTIONS.** Read and answer the following questions inside the box.

WHAT ARE COLLABORATION TOOLS?

WHY USE COLLABORATION TOOLS?

WHERE SHOULD I USE COLLABORATION TOOLS?

WHEN SHOULD I USE COLLABORATION TOOLS?

HOW CAN COLLABORATION TOOLS HELP ME IN DEVELOPING MY PROJECT?

HOW CAN COLLABORATION TOOLS EMPOWER ME TO TRANSFORM MY LEARNING?

Trello Kanban Board

In this Build, you will create your own Kanban board and migrate it to Trello. To do this, you need the following materials.

- ¼ illustration board
- colorful sticky notes
- marker
- reusable adhesives (Tack It)

Using these materials, make your own Kanban board. You may use your existing project's tasks for the cards and the lists. After doing so, translate this Kanban board to Trello. Add your group members to the Trello board, and assign each one to a task to handle. If there are no existing tasks and members, you may add filler content.

Target

At the end of this lesson, you will be able to

- Discover the importance of effective web design
- Identify the things that make a good web design
- Evaluate existing website designs

HOW DO WE USE WEB DESIGN TO EFFECTIVELY COMMUNICATE OUR CAUSE?

EXPLORE

In the previous lesson, you identified various content platforms readily made available to you. Content management systems like WordPress gives you the ability to publish your content online without the hassle of creating your own template and design, with the help of its libraries of thousands of templates. But what if you could not find the one that suits your needs? What if you wanted something unique, original, and branded for you? In this lesson, you will discover the importance of web design and the principles that will guide you in creating a "perfect" design that will make your website appealing and useful to your viewers.

What is the difference between Design and Art?

According to you:

_____
_____
_____
_____
_____

According to your friend:

_____
_____
_____
_____
_____

According to the Web:

_____
_____
_____
_____
_____
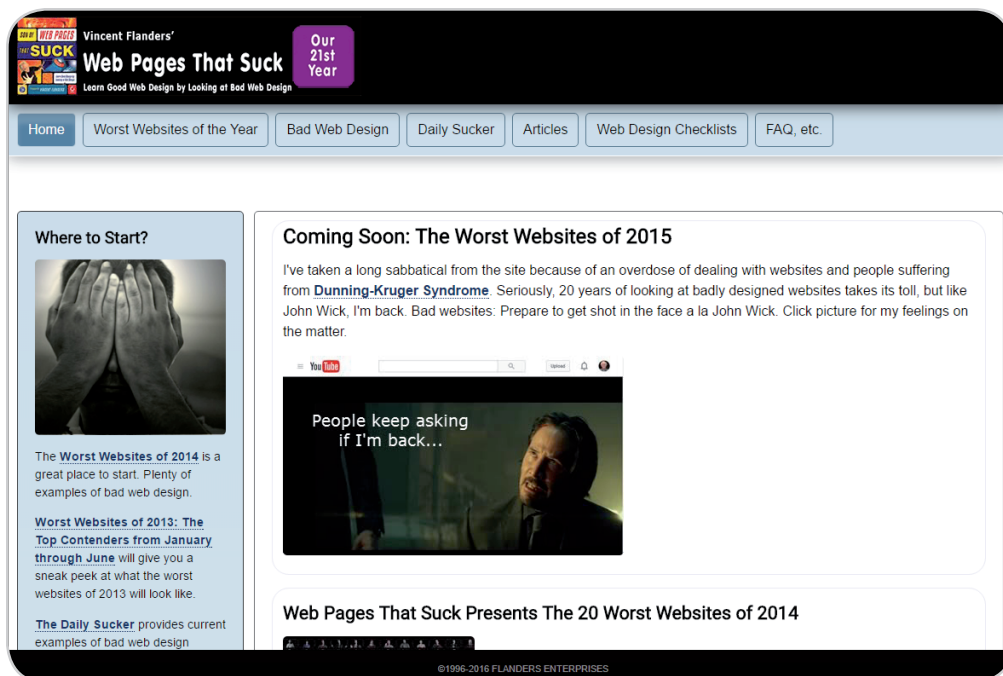
You have probably seen many websites that showcase some of the most stunning webpage designs, but the Web Pages That Suck.com owner gives you a list of websites that are below the standard look and feel of webpages. But how can we distinguish good and bad web design? To discover how, let's start by learning what web design is.

What is Web Design?

Web design is a process of planning, creating, and maintaining websites. Designing an effective website requires more than just gathering relevant information and sharing it on the web. Quality website projects need more attention to the selection, organization, and presentation of material. In every aspect of the site design, your website must be both clear and engaging. Knowing the elements and principles of web design will help you in making your very own website.

What Makes a Good Web Design?

Web designers do not only focus on how the website looks and feels but also about how it works and responds. They incorporate not just the elements of a website but they also make it functional, highly responsive, quick, and useful.

EQUIP

Conversion rate is the number of users who stayed at your site who completed your website goal (purchase a product, subscribe to your newsletter, follow your posts)

Determine Your Audience

Simply put, you need to identify who your audience is and how they behave before engaging in the development of the website. Keep in mind that different users have different needs and expectations. For instance, two people looking at the latest smartphone reviews might expect different sets of information.

- ▸ Battery Life
- ▸ Voice Quality
- ▸ Keyboard

- ▸ Camera Quality
- ▸ Brand
- ▸ Storage Capacity
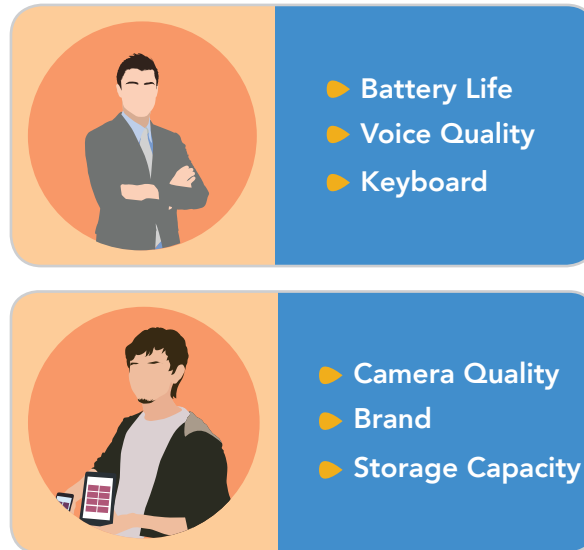
A businessman who constantly travels and calls clients will place greater importance in attributes like battery life, screen size, and durability. A student studying in a prime school and active on social media, on the other hand, will focus on storage capacity, camera quality, and other extravagant features.

Highlighting wrong information to the wrong audience will not yield your desired outcome. That is why you need to tailor your website content to the group of users you care about the most. Identify their behavior and design a user experience that will get them hooked on your website and add up to your conversion rate. You will want to determine the attributes of the audience you are trying to target, their goals for accessing your website, the values that they possess, and the concerns they have that may convince them to stop visiting your website. The sum total of these four aspects of behavior is called a persona. Persona sketches help you define who and what kind of user you care about the most. Take the following as an example. You have a blog where you offer smartphone reviews. You have this one user named Irene.

- ▸ Attributes
- ▸ Values
- ▸ Goals
- ▸ Concerns

Conversion rate is the number of users who stayed at your site who completed your website goal (purchase a product, subscribe to your newsletter, follow your posts)

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Once you have identified Irene's attributes, values, goals, and concerns, you will need to produce content that targets these. As you move through the design process, always refer to the persona you have envisioned. Ask yourself this question, "Does my persona, Irene, feel like the website was made specifically for her?" If the answer yes, then you are more likely to create a website that is enjoyable and relevant to your target audience precisely because you focused on their needs.

You must also take a user-centric approach to your design. This means that your website must be both usable and useful. It must be structured and organized in a way that is simple to understand and self-explanatory. Navigation plays an important role in the website. It must exhibit consistency and uniformity all throughout your web design because it enhances the overall user experience.

Information is Key

People who access the Web are often in search of information. This means that when most people come to your website, they have a goal in mind. They either reached your website from a search engine, or by following a link from another website instead of knowing your actual URL. There are typically more visitors that have been referred to your website by search engines because most people "google" answers to their problems.

Make it a point to help the people who come to your site quickly find what they need. But keep in mind that if people come to your site from search engines and links, they will probably end up on a page on your site that is not the home page. The first page they see on your generally allows visitors to gauge whether they are getting closer to the information they are looking for. It is important to make the nature of your website clear to your visitors, as well as the manner by which information is arranged in it. You can do this by having a clear and concise website tagline, and make sure your navigation is descriptive. Each page of your site should also have a descriptive page heading with relevant pictures and summary text (where applicable).

Also, remember that good credible information served by your site, received well by your visitor is a satisfied user. You give your visitor quality information, and he gives you his trust, and probably referral.

What to Avoid When Designing a Website

There are pointers above on how to provide your visitors with their needs, but there are also things that web designers do that make users

> The word "google" officially became a verb when it was added to Oxford dictionary in 2006. An example of its usage would be the following:
> "Jean googled the definition of conversion."

> Bounce rate is the number of visitors who immediately leave a website without reaching the website goals.

leave a website quickly, adding to its bounce rate. One good example is hiding the information they are looking for. But how does that happen?

The following are some examples.
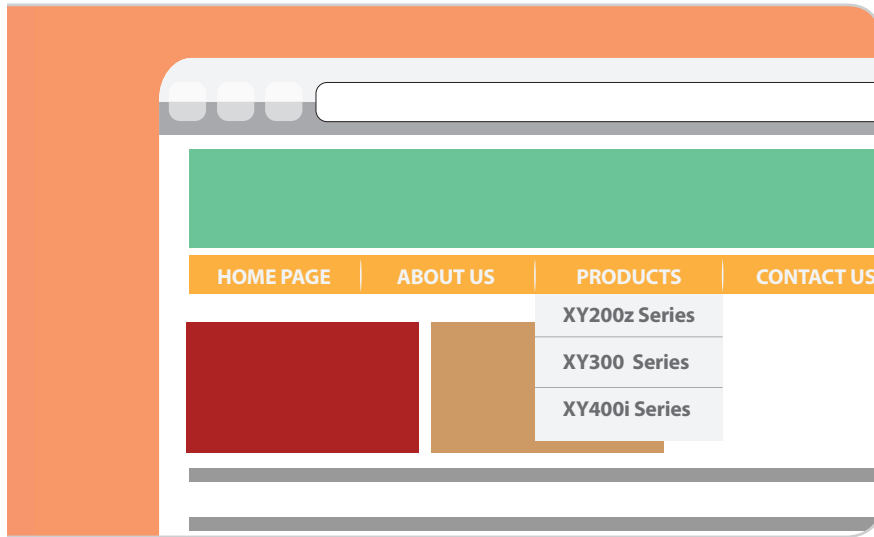
1. **Using technical product names**

   Using product models as product names, especially in navigation links, prevents users from finding what they are looking for. The additional effort of clicking each link to find what they need tires visitors

2. **Using clickbait in your link texts**

   Do you use Facebook often? Or browse the Internet often? If yes, then you should have seen so many ads on different websites. They commonly have the following titles:

"Buying a Smartphone? Let us Guide You Which to Buy."

"Watch This "Video" Before Philippines Billionaires Destroy It."

Such non-descriptive titles are known as clickbait. This advertising method is ineffective when you are creating a page or post tagline or link text. Search engines scan the content of your Web pages and use that information to check if your content matches with what the Web user is looking for. A non-descriptive, teasing headline casts doubt on the credibility of you page and is thus beneficial for neither you nor your potential visitors.

Instead, use a clear and concise description and help your visitor understand what they can expect to see on your page.

3. **Using jargon**

   Using jargon as headers does not help your visitor know immediately what they are looking at.

   For example, Josh, an 11-year-old child, got bitten by an insect at home. His mom was not home at the time, but the bite was already so itchy, and he couldn't resist it anymore. So he tried to google a remedy.

   Would you present Josh with the scientific names of all the insects that might have bitten him? Instead, what he wants to see and read are familiar words that can help him deal with his bug bite.
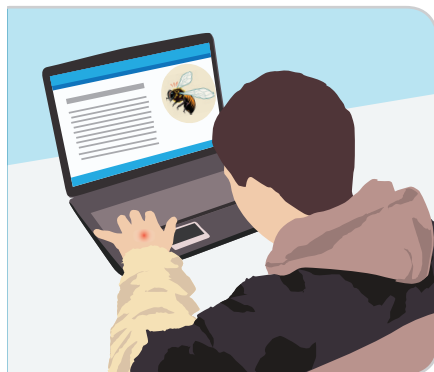
4. **Showing blocks of text**

As mentioned earlier, web users or visitors want information as quickly as possible. They do not have time to read a wall of text, nor scan it.

Instead, cut your text into meaningful portions and provide a descriptive subtitle for each part. With this you can help visitors tell if they are on track on the information they are looking for.

5. **Showing too much advertisements**

Advertising on websites enables web designers and developers earn revenue depending on the number of clicks or hits a website receives. This is one of the goals of a web designer. More advertisements on a page equal more revenue. But also, a web designer wants their users to stay long enough to create the ad impressions he needs.

It is not uncommon to see advertisements on Web pages, and while there is nothing wrong with that in principle, too many advertisements can prevent a visitor from getting the ideal web experience. Therefore, scattered advertisements end up hiding the information your visitor is looking for.

Instead of placing too many advertisements, just choose certain parts of your website that will not distract or overwhelm your visitors.

Conclusion

Effective web design aids the visitor in their search for information and simplifies the process for them. It also makes the content of a website easier to digest and increases the likelihood of them depending on your site for information. A good web page generates interest in its visitors. Always consider the needs of your potential visitors when designing a web page.

EQUIP

To learn more on how to effectively place ads on your websites, visit this website

https://support.google.com/adsense/

and refer to Optimization Tips.

A. **Enumeration.** Fill out the chart by listing five things that need to be considered to have a good and effective web design.
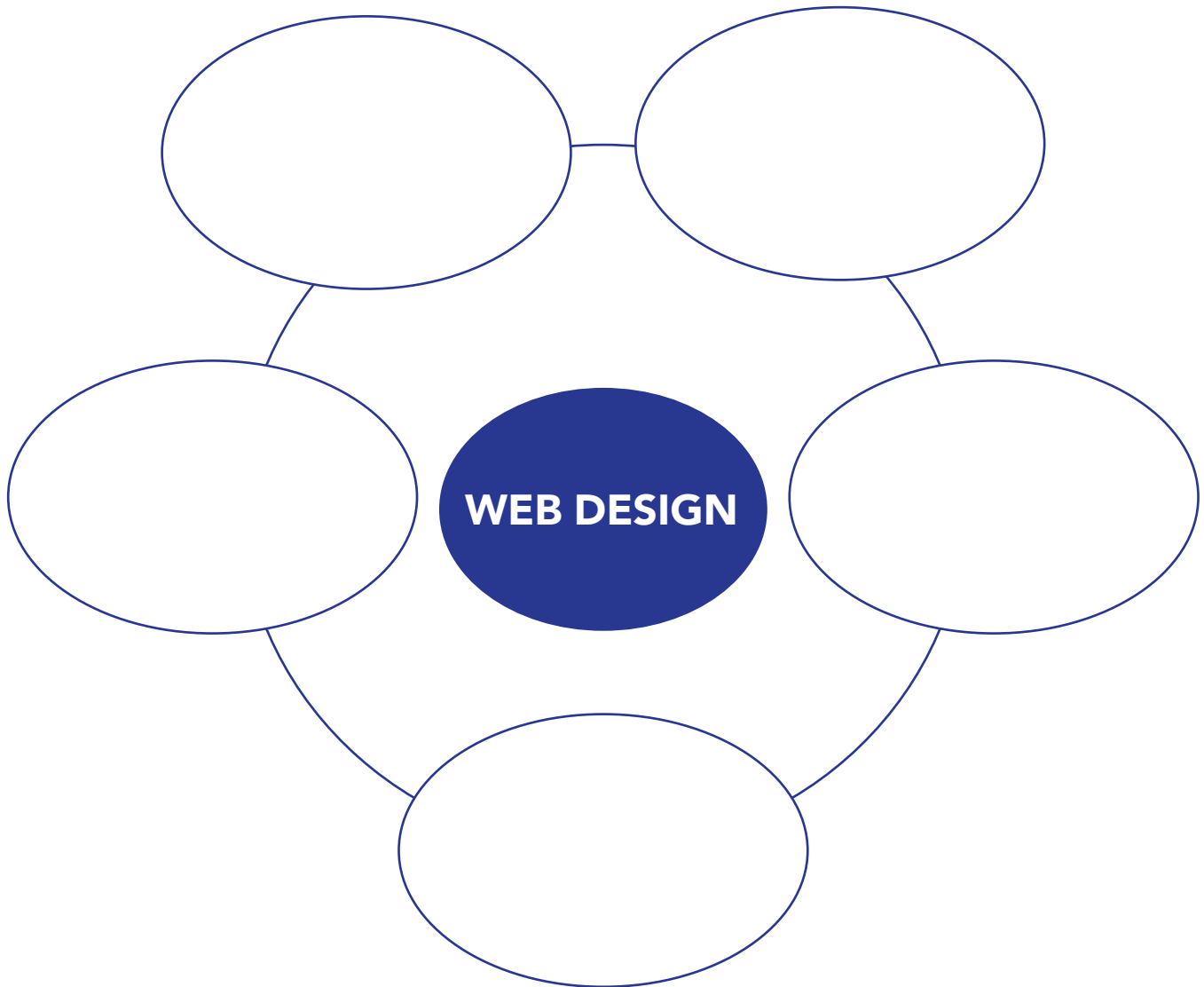
WEB DESIGN

B. **Dos and Don'ts**. On the table below, list down dos and don'ts you
   should keep in mind in web designing.

WEB DESIGNING	
DO	**DON'T**
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

C. **Talk About It.** Discuss the quote below. (4 points)

"Design is not just what it looks like and feels like. Design is how it works."

-Steve Jobs

_____

_____

_____

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Look for some websites that you think are good and some that you think are not good. List them on a separate sheet of paper and write your comment about those websites. Write your opinion on each site you have found on your own blog site. Include a screenshot for each site you reviewed. Look for at least five websites. Follow the template below.

Website Name: _____

Screenshot:

Comments and Review:

_____

_____

_____

_____

_____

_____

_____

_____

HOW DO WE PUBLISH OUR WEBSITE TO REACH OUR AUDIENCE?

Target

At the end of this lesson, you will be able to

• Discover what Web Hosting is
• Identify differences between types of web hosting
• Discover what DNS means

EXPLORE

In the previous lessons, you have discovered multiple platforms where you can publish your content online. You can either use blogs or content management systems like Blogger and WordPress and they will host your content on their own. But did you know that you can also self-host a site by choosing hosting services like GoDaddy.com? In this lesson, you will learn concepts and examples of web hosting services for self-hosting and freely available "already-hosted" platforms. But before we proceed, take the time to accomplish the activity that follows.

Think of a house. Together with your groupmates, answer the following questions:

Why people take a lot of their time planning where their house should stand?
_____
_____

Does the address of the house matter?

_____
_____

Why do people invest so much time in planning and designing their house?
_____
_____

You won't be self-hosting your website in this course, but it is essential to have prior knowledge of web hosting and the domain name system if you decide to self-host in the future.

Web Hosting and Domain Name System

Web hosting is a service that authorizes individuals and organizations to make their website available on the Internet. A web host, or web hosting service provider, is any person or company that delivers the services and technologies that are essential to the website or web page to be viewed

If people want to view your website, all they have to do is type your website's address into their browser. Their computer will automatically connect to your server and your web pages will be transported to them and made available through their browser.

Types of Web Hosting

1. **Shared Website Hosting.** It is the easiest and common type of web hosting. This type of service shares multiple websites on the same web server. Shared website hosting is affordable than the other hosting services because the expense to run the server is shared between you and your co-owners. The main problem of shared hosting is security and performance. Sharing a server with high-traffic website could slow down or stop your server.

2. **Dedicated Website Hosting.** Allows you to have full control of your website. This type of service is more expensive than shared website hosting because you can customize your hardware and software specifications to meet your needs. You must be knowledgeable and responsible to configure and maintain your own server. With a dedicated server, you can expect a high performance from your website.

3. **Virtual Private Server Website Hosting.** Servers that are more cost effective than dedicated website hosting. VPS works seperately without affecting the other VPS hosting of other websites on the same system. It also allows you to manage your server partition, delete or add files, and install or uninstall programs if you want.

4. **Colocation Hosting.** This type of service is the most expensive and identical to dedicated website hosting since you have to purchase or rent your own server. You are also accountable to all server issues and its maintenance, unless your client provides you with technical support to inspect and configure it on your own.

INTEGRATE

Choosing a web hosting service is like choosing a land for your new home. Careful analysis of perks of certain land is important especially because you will use it for a long time, probably a lifetime.

Domain Name System

Domain Name System. This is an Internet service that interprets domain names into IP addresses for a specific top-level domain (TLD) such as .net or .com. DNS helps you find and directs computer systems and resources on the Internet. For instance, when you type a specific web address, or URL, the given DNS will correspond to that specific name and the IP address for that location, and will connect you to that site. If the server does not recognize the answer, the server will reach out to the DNS server for the top-level-domain –e.g., for all .com or .edu. The request will be delivered to the server for a particular domain until the correct IP address is returned.

First Generation DNS

The Advanced Research Projects Agency Network also known as ARPANET, the Internet's grandfather, was launched in 1969. ARPANET was developed to connect research centers across the United States to share information faster. The efficient way to secure continuity was when numerous servers answered numerous queries concurrently. One server was called master, and the rest were slave servers. Each slave must follow instructions to keep the master updated and determine changes in data regularly.

Second Generation DNS

NOTIFY was the game changer of the second-generation DNS. The master would send a notification to the slaves to prompt them to obtain fresh data until, Incremental Zone Transfer (IXFR) made a change in the way data was communicated. If a single record out of many had changed, the original specs would normally send countless messages but IXFR enables only the changes to be sent.

Third Generation DNS

If the first generation allows the administrator to change just one record before the slaves to update, the turning point of the third generation came when dynamic updates were defined in RFC 2136. Dynamic updates let the administrator to edit the file across the network without logging into the master. It may be a small success, but the effect was quite impressive in the long run. Updates reused the original message format for other purposes. Likewise, additional efforts to describe extensions were added that modernized the entire system. Structural integrity of the protocol enhanced after the code was added and this directed to DNS security which was the next focus for modification in the near future.

Web Page Design Using Templates and Online WYSIWYG Platforms

Creating your own website requires time and effort to make it appealing. Before the WYSIWYG was introduced, every designer used code to build websites efficiently. Formatting of the content and design was through manual coding, until the first document preparation program was launched in 1974. Bravo, as it was called, was WYSIWIG and was written by Charles Simonyi and Butler Lampson for the Alto program.

WYSIWYG - what you see is what you get

The Best Website Builders

Wix

Wix.com was developed by the Israeli company also called Wix and it is one of the most innovative website builders today. The adding of new and enhanced designs and tools is one of the best things WiX offers. These website builders are made for everyone since it is very easy to use. You can easily make your own website by just dragging and dropping content, no coding needed. It also provides effective tools to make a website more comprehensive.

Weebly

Weebly is a web-hosting service founded in 2006 by David Rusenko, Chris Fanini and Dan Veltri. Weebly is easy to use just like WiX. The functionalities and features have similarities but they are updated independently. Weebly allows you to access HTML/CSS to customize your website such as change templates conveniently without having to change your content.

WordPress

WordPress is a popular open-source content management system (CMS) written in PHP. It is considered the easiest CMS because of its user-friendly interface and flexibility. The reliability of this website builder has been proven by many users. WordPress is more than just a blogging tool, it can also be used on non-blog websites such as e-commerce websites. Customizing your own website is allowed as long as you are well-oriented in coding. The flexibility and scalability of this platform is the main reason why it has grown in popularity.

Squarespace

Squarespace was launched in 2004 by Anthony Casalena. It allows you to control and monitor your website through its interface. Working in Squarespace is very impressive since the featured tools are easy to use. Seeing your website while it is being created gives you instant feedback for a professional-looking website.

A. True or False. Write TRUE if the statement is correct and FALSE if the statement is incorrect. Write your answer before each number. (8 points)

_____ 1. Web hosting is a service that allows an individual to publish a web page on the Internet.

_____ 2. The uploaded websites are hosted, or stored, on an assigned computer called servers.

_____ 3. Internet users cannot view your website by just typing its URL.

_____ 4. Dedicated website hosting is a more expensive type of service that allows users to have full control of their website.

_____ 5. Colocation hosting is the common type of web hosting that shares multiple websites.

_____ 6. The domain name identifies IP addresses.

_____ 7. Squarespace is a website builder was launched 2004 by Anthony Casalena.

_____ 8. The third generation DNS requires the administrator to manually change just one record before the slaves can update all of their records.

B. **Enumeration.** List down three of the best website builders available today and write a concise explanation about each platform. (6 points)

C. **Similarities and Differences.** With the use of the graphic organizer below, compare the generations of Domain. (6 points)
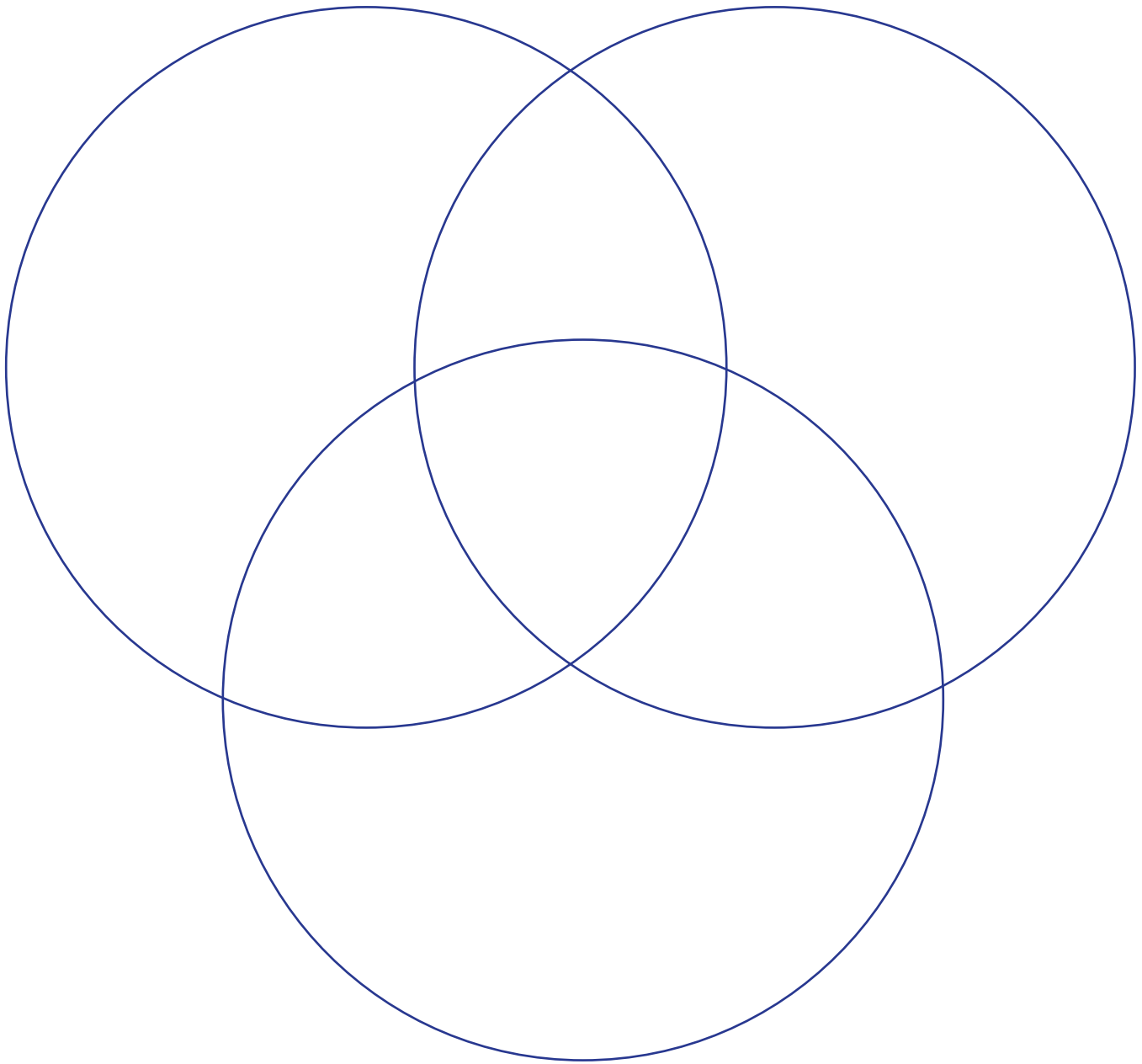
It is important task for a web designer to evaluate different web hosting platforms that may be used and what can be offered to clients. Different hosting platforms offer a great number of tools for databases and file management, but these may differ between hosting companies and for each plan they offer.

Assuming you are the web designer for a big client, like Samsung, for example, prepare a report document listing three web hosting platforms of your choice, and provide the following:

1. List of Features (each hosting platform)
2. Pricing
3. Pros and Cons

Provide references for each information you get from the Internet.

MODULE 4

How do we implement what we have developed?

Learning Outcomes

- Publish a content through a website.
- Recognize the importance of improving one's online and web presence.
- Present a project to a dynamic audience.

Portfolio Output

Team Portfolio Website – At the end of this module, you have to upload the infographics, posters, and video on your preferred platform (WiX/Wordpress.com). Use templates and designs which will fit the project you have decided to take on. With this website, you can show the world what you have learned, and what you have created in this Empowerment Technologies course.

Your website should have the following pages:

- A **Home** page where you can catch the attention of the web visitor and briefly introduce what the website is all about.

- A **Portfolio** page where you can showcase all your Build outputs since Module 1. Provide descriptions and explanation for each output.

- An **About Us** page where you can introduce who the developers are and what their contributions to your projects since Module 1.

- A **Contact Us** page.

Use all the knowledge that you have acquired since the beginning of this course to be able to present your portfolio website effectively. Keep in mind that you should consider all the guidelines in creating an effective and successful homepage. You may use different multimedia hosting sites, like YouTube and Vimeo, to embed your photos and videos

Criteria	Excellent 5 PTS	Very Good 3 PTS	Needs Practice 1 PT
Content of the website	The website is complete (has a Home page, Portfolio, About Us, and Contact Us section) and the content on every section is satisfactory.	The website lacks two sections and the content on some sections is good.	The website lacks three sections and the content is somehow complicated to understand.
Creativity and Design	Good layout is shown and all the graphics and designs complement with each other.	Good layout is shown but some graphics and designs do not complement with each other.	Layout needs to be improved and graphics and designs do not complement with each other.
Application of knowledge	All the knowledge in building an effective website is applied.	Some knowledge in building an effective website is applied.	No knowledge in building an effective website was shown.
Promptness	Finish the activity on or before the submission date.	Finish the activity 1 day after the submission date.	Finish the activity 2-3 days after the submission date.
Group Participation	All the group members participated to complete the activity.	2-3 members of the group did not participated to do the activity.	More than 3 members of the group did not participated to do the activity.

Lesson 14: How do we publish our work over the Internet?

- What Is WiX?

- Step by Step Process of WiX

- Some Tips for Making a Web Page

- How to Publish Your Website

Portfolio Task 1 – With a team, create a website using WiX following the given procedures and once done, enter the complete Uniform Resource Locator (URL) of your project into a browser and show the class your completed and published website.

Lesson 15: How do we create online and web presence?

- Do You Have an Online or Internet (Web) Presence?

- Your Web of Influence

- Love the Traffic

Portfolio Task 2 –After having created a website for yourself in Wix, you can now move to add ways to improve your Web and Online presence through that site. In this Build activity, you will a number of things to improve your online and web presence.

Lesson 16: How do we present our project outcome to a panel?

- Carrying & Delivering the Presentation

- Presenting the wix.com Domain and Its Social Issue

- Giving Feedback on a Project and Its Impact

Portfolio Task 3 – As a group, prepare two presentations for the same content. One will not use a presentation tool and the other will be delivered using the presentation software of the group's choice. You can determine the manner of delivery of the details of your documentation for each of the presentations.

Target

At the end of this lesson, you will be able to

- Differentiate available online content platforms
- Identify which online content platform suits in each need
- Create your own unique WordPress website

HOW DO WE PUBLISH OUR WORK OVER THE INTERNET?

EXPLORE

Remember a time when you had a hobby, such as cooking or biking, and you wanted to share what you knew with other people? You probably shared a photograph or two over social media, Facebook in particular. It probably resulted in plenty of likes, but these were likely limited only to people you already knew, such as your friends, followers, and family— people who would actually want to check out what you post. You might have wanted to reach more people (including those not connected to you) from anywhere in the world so you might have thought, *I need to do more than post and really publish over the Internet.* From a content developer's point of view, this makes a lot of sense because it would make it much easier for people to find you online, and gives you a credible identity outside of social media.

Your Internet reach can generally be a lot greater if you do not publish solely on any single social media account, which means that, if you want to get the attention of a lot of people all over the world, there would have to be diversity in your publishing.

Apart from your preferred social media platform and a website, can you think of other ways or platforms where you can publish online?

PUBLISHING PLATFORM	CONTENT YOU CAN PUBLISH	YOUR AUDIENCE

Web Creation Made Easy. Those are the words in the About page of WiX. The slogan is followed by "Create your own website for free—exactly the way you want."

You can read those same words in the WiX site and if you will go there, you can check out the details on how the service can deliver on its promise of making it free and easy for you to successfully make your own website. You can examine what it offers and make a list of the ways it's able to provide such a service and make it appealing to users. How does WiX compare with other services you've used before to post content? What's the difference between WiX and Facebook?

What Is WiX?

Based on how the site describes itself, the purpose of WiX and who should use it become obvious. It aims to help you easily build a website and design it the way you want it to be. The key word here is "easily."

WiX Templates
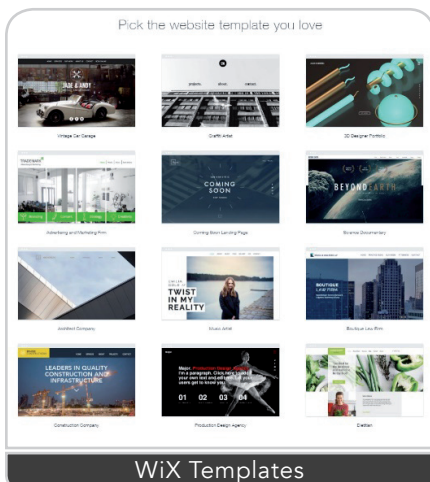
If you are not that familiar with the HTML code and website production processes, or only have a passing interest in these, you will need a tool to help you to create a website where you can publish your content. WiX is one of those tools or platforms that can also serve as a host to your website, which means it will give "space" for you and the means to publish in order to promote your business, showcase your art, set up an online shop, or just test out new ideas.

INTEGRATE

Websites are created for a variety of reasons. Here are some of them:

• Personal content
• Commerce or business
• Feature your profile
• News and reviews
• Blogging

If you were to use WiX, what would you use it for?

If you were to choose between the paid website-creation services and WiX, which is free, which would you naturally be attracted to? If you don't have tons of money to burn, the answer would naturally be WiX.

But of course, as with all free services, you will need to do the creation yourself in WiX. The nice thing about WiX is that web creation is easy because of the following features:

- Drag and Drop Interface
- Artificial Design Intelligence
- Designer-made Templates
- Image Library
- 24/7 Support

Step by Step Process of WiX

WiX is basically a drag and drop editor, which means that you can select the options offered to you with your mouse and keyboard, rather than actually typing out a lot of HTML code. WiX offers lots of ready-made templates to make a website look great, and fully setting up your website using WiX shouldn't take more than a few sessions.

1. To get started, click on the Start Now button.

WiX official website

You may then be asked to be a member, which means you will need to log into the WiX website.
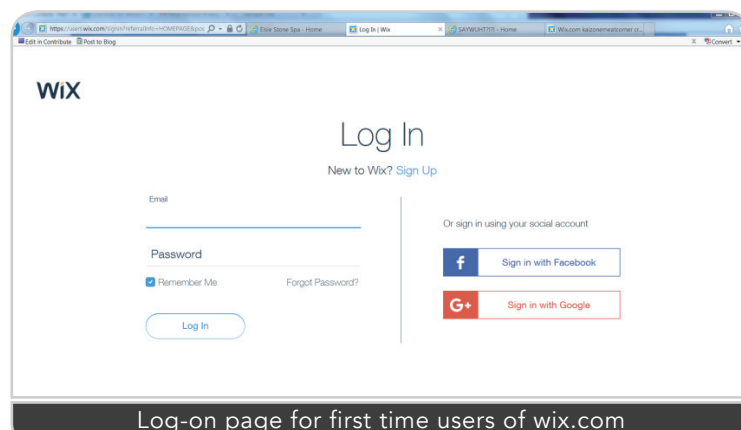
Log-on page for first time users of wix.com

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Suggested topics for your website

You will then be asked about the topic you have in mind for the website. Here are some of the topics available in WiX.

2.   Once you have logged in and selected the type of website you want, several templates with categories will be presented for you to choose from. Select the template that is most applicable to you. In this case, for your project.
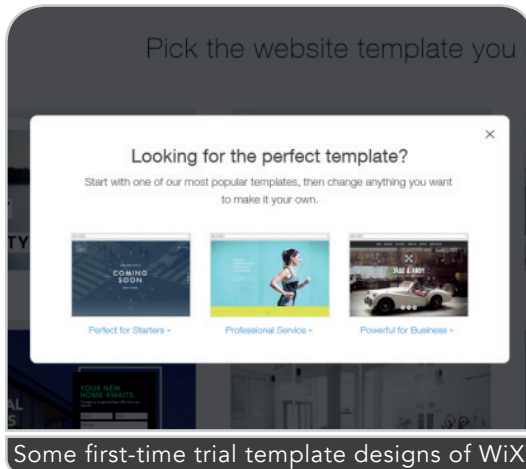
Some first-time trial template designs of WiX
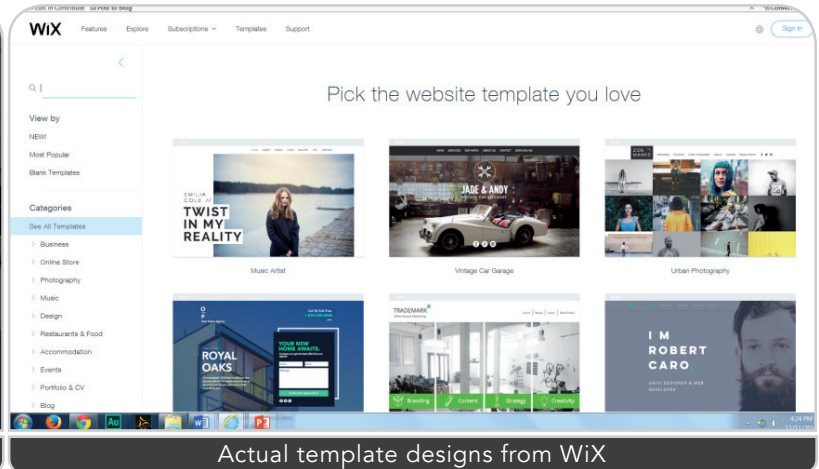
Actual template designs from WiX

If you plan to create an online shop, WiX can easily assist in that regard. It will give suggestions on how to manage your store and how to achieve a great degree of customer satisfaction.
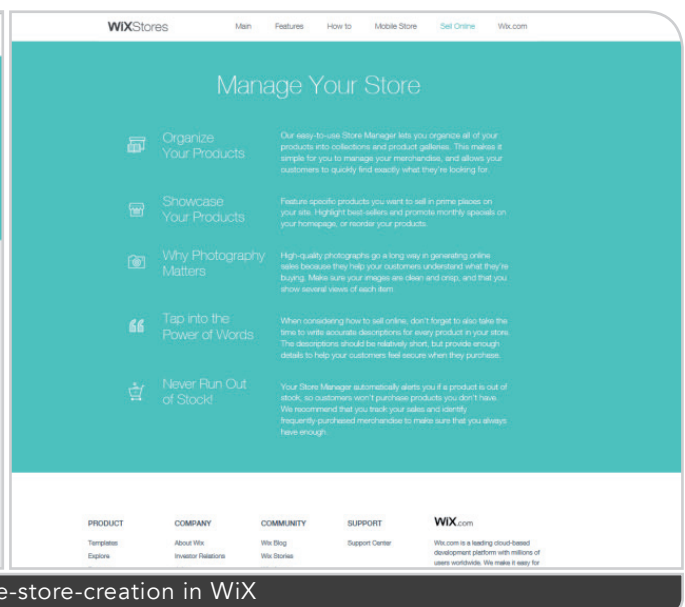
Screenshots of online-store-creation in WiX

Screenshots of online-store-creation in WiX

3. Once you have chosen a category and template, click on the Edit button. This will open several drag-and-drop selections, which are based on the WYSIWYG or what you see is what you get (WYSIWIG) concept. You can then drag-and-drop elements that you want placed in specific areas of your page.

Food photography theme

4. Text can be also added using the text boxes provided.
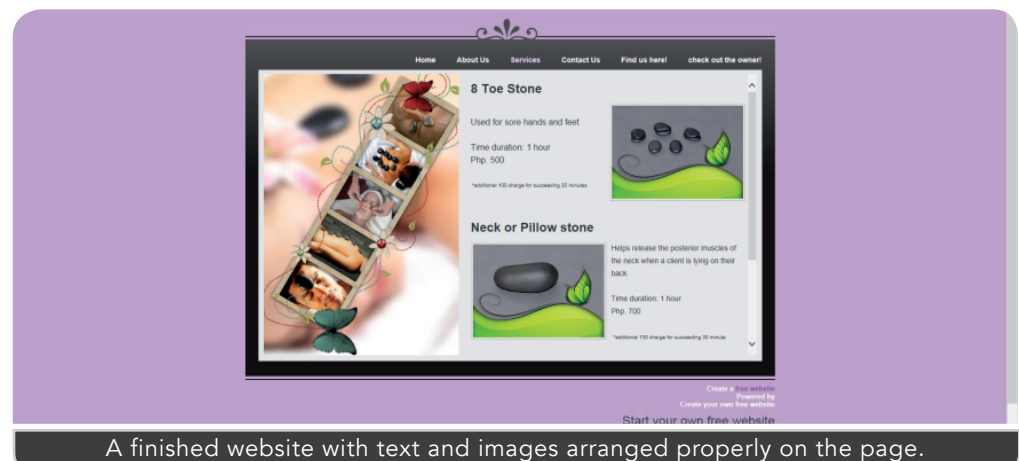
A finished website with text and images arranged properly on the page.

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5. Add navigation buttons and links as needed. These are used to take the viewer from one web page to another. As much as possible, minimize the number of navigation links in a page so as not to confuse or overwhelm your visitors.

As an added option, use anchor links, which are text with hyperlinks attached so that, if they are clicked on, another web page or another website will be called up. Note that special links can redirect to another section of the same page. The "Back to top" anchor link, for example, will enable viewers to easily go back to the top of a very long page.

Some Tips for Making a Web Page

Granted, there is no perfect formula to make a website that is sure to be repeatedly visited by visitors. These tips are suggested to make the best of the website you will create.

1. Make sure your website pages load quickly even at regular Internet connection speeds. You can do so by minimizing the number of images you have on your page, as images take longer to download than text does. A viewer might get annoyed with the long download time and go to another website before even seeing what you have to offer. (If you've searched the Internet before, you're likely to have done the same thing.)

2. Pages should not be too long. After all, you're not making printed pages of a book. Consider that the viewer's time is precious, so not including unnecessary information is certainly helpful. Give the viewers the content that they want quickly while making sure that nothing important is left out.

3. Clickable buttons or links are usually placed on the right side of the page to make it easy for the user to click, since most viewers look from left to right and most are arguably right-handed, and thus, use their mouse with that hand.

4. It is preferable to use thumbnails of images on main pages to shorten the time during which a page is downloaded. Full-sized images usually have big file sizes which slow down the page-loading time and add to viewer boredom.

5. Make sure that your color scheme is suitable for your site. A good color scheme reduces eyestrain, which is why muted color schemes, rather than bright and neon ones, are preferable. Also, make sure that the dominant color is complementary with your product or topic. Using a sickly a green and blood-red color scheme to sell cookies, for example, might not be appropriate unless you're selling blood-themed cookies for Halloween.

How to Publish Your Website

WiXBlog email feature

1. Make sure you preview all pages in their order of presentation.

2. Test your site's navigation buttons to make sure these go to the pages that they're supposed to connect to.

3. Check all your links to make sure these work the way they're supposed to (i.e., clicking on the links brings you to where you want to go).

4. Proofread your page, then check the layout, color, images, and other elements on it. Once you are satisfied, preview your page on a browser.

5. To find your site, enter your domain name into your browser.

A. **True or False.** Write TRUE if the statement is correct and FALSE if the statement is incorrect. Write your answer before each number.

_____ 1. WiX allows you to create your own website exactly the way you want it.

_____ 2. WiX is a platform that can also serve as a host to another website or to your personal website.

_____ 3. WiX requires a paid subscription to avail the website-creation service.

_____ 4. The Wix platform offers ready-made templates to make your website look great.

_____ 5. Registration to a member's account is not necessary to use WiX.

B. **Identification.** Identify the features of WiX that are described in each statement.

_____ 1. It is a common action performed within a graphical user interface that allows you to move the mouse cursor over a selected object.

_____ 2. There is a variety of creative templates to choose from.

_____ 3. It is where we can ask questions or browse articles, and find answers about the platform.

_____ 4. If designing your page is getting harder, you can simply review the variety of categories of pictures that are free to use from WiX.

_____ 5. It is an advanced technology that combines ideas in creating an exceptional and personalized website design instantly.

C. **Tips For Making A Web Page**. Identify and explain a tip that you can give in making a web page according to the given situation.

1. Anna was annoyed with the long download time of the web page that she just opened, and so, she ended up browsing another page without seeing the features of the other one.

   _____
   _____
   _____
   _____

2. Mark tends to multitask to utilize his limited working time. So, reviewing a long web page that has unnecessary information is certainly not helping him in finishing on time.

   _____
   _____
   _____
   _____

3. The average viewers of a Google web page read from left to right and most people are arguably right-handed.

   _____
   _____
   _____
   _____

4. Maximizing the time of your web pages' views is Andy's goal as a blogger. Page-loading that takes too much time only adds boredom to its visitors.

   _____
   _____
   _____
   _____

5. 5.The viewers enjoy and appreciate a web page that reduces eyestrain.

   _____
   _____
   _____
   _____
   _____
   _____

BUILD

With a team, create a website using WiX following the given procedures and once done, enter the complete Uniform Resource Locator (URL) of your project into a browser and show the class your completed and published website.

LESSON 15

Target

At the end of this lesson, you will be able to

- Know the meaning of presence (online, Internet or Web)
- Become conscious of Internet exposure
- Increase or decrease influence online
- Monitor and gather web traffic data using tools

HOW DO WE CREATE ONLINE AND WEB PRESENCE?

EXPLORE

Do you remember when you were first introduced to the Internet—being actually introduced in a way that you can be seen by people who are online? For most of you "digital natives" who grew up with computers, it likely involved either YouTube or Facebook and kiddie videos of you made public and shared over your parents' accounts. Then, of course there's the enthusiastic elder brother or sister who graciously created an account for you to post your pictures in even though you were too young to have an account on social media. In this age of the Internet, that's how kids grow up and it means that, even as babies, people already have a presence through computers. Do you remember when you first had your own Facebook account? Remember how you felt when friends, relatives, and even total strangers "liked" something you posted? How did your social media presence affect your life?

List all the sites and social platforms where you can be found in the table below. Write down what you post in each of them. Which ones do you use to socialize—reach out to people and vice-versa?

WEBSITE	WHAT YOU POST	USED TO SOCIALIZE

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Based on the images and text on this site, what do you think draws people to it?

How does this Twitter page help add to the presence of the person who owns it?

At one time or another, you might have followed one or two—maybe even three or more of your favorite celebrities over your favorite social media platform. It's fairly common practice on Facebook, Twitter and Instagram, just to name a popular few sites. Pictured here is the Twitter page of actress Emma Watson, star of the live-action adaptation of the classic Disney animation movie, *Beauty and the Beast*.

Who do you follow online and what site does this person use? Did you willfully search for this person? Step outside of yourself a bit and look at yourself from a different perspective. Why do you think it was so easy for you to follow this person over the Internet? Does this person attract tons of followers and likes? If you compare this person with you, which one do you think has better presence?

Do You Have an Online or Internet (Web) Presence?

Presence is the unavoidable consequence of living in this increasingly connected world of computing devices. Over the Internet, you can either have Online or Internet (Web) presence.
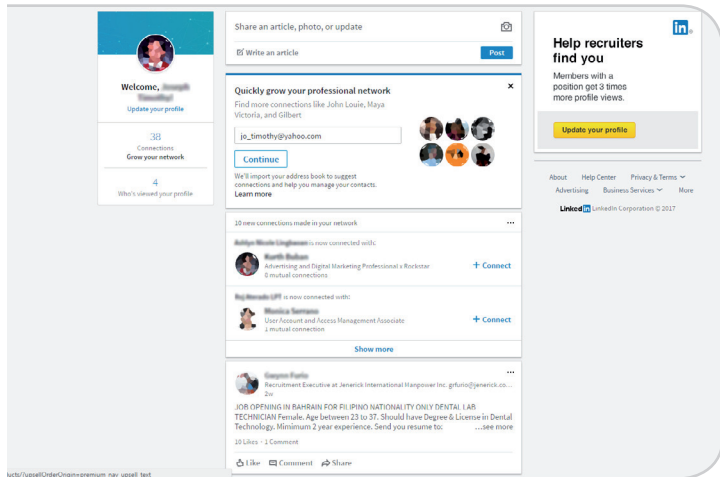
Internet or Web Presence

If you can be found over the Internet in at least one location, such as a web page, you have what is called Internet a.k.a. Web presence. A high web presence means you can be found in many areas of the Internet (website, blog, ads, email, publicly-accessible files, etc.). Some people, mostly celebrities, business people, and political figures, have a huge web presence. Apart from the presence they've created for themselves, they also benefit from the presence created by other people and establishments that are related to the person's profession.

Online Presence

If you are on the Internet and are reachable by people who need to get in touch with you, then you have online presence. In other words, you are virtually present online with the means to communicate or interact with others over the Internet. If you can answer, yes, to the question, "Are you online?" or "Will you be online?" then you definitely have online presence.

Online presence requires the use of communication and interactive tools in the form of programs and services like E-mail, Skype, Google Hangouts, Facebook Messenger, Disqus, Reddit, etc. and hardware like a webcam and microphone. These tools can allow an individual to be online and active instead of having just an offline and passive Internet or Web presence.
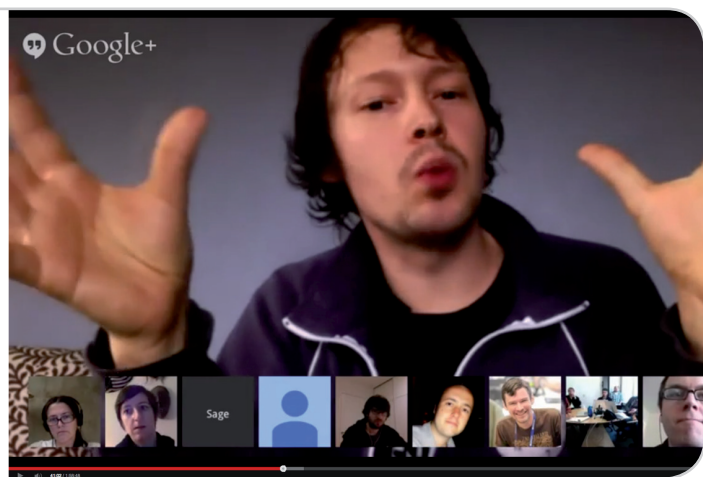
Exposure Online

One way or another, and knowingly, or unknowingly, most people in this day and age will have either an Internet or an Online presence. Either way, people usually end up having exposure, which, in this age of computers and connectivity, means just about anyone with a computing device has the capacity to see information about you in the form of content that's readily accessible with the use of technology and these are text, images, video. The ever-popular social platform, Facebook, makes the most of all three content types. Your friends and family contribute to your having exposure every time they post a message, an image, or a video about you or with you in it.

Positive or Negative

Whether exposure is good or bad for someone all depends on the content. If, for example, your image somehow "photobombs" a picture taken by a photojournalist of someone maltreating a pet dog, you might get

negative exposure in a manner that connects you with something that you have no involvement in. If, on the other hand, your name is mentioned in an online news article as one of the individuals involved in a fund-raising program for the benefit of homeless people in Manila, then, this would create the kind of exposure that's positive.

Now, it might be impossible to vet every instance of your name or image being exposed one way or another through the actions of other people, and produce negative results, but, however, you can be in control of what you post to get more positive exposure. The following are a number of ways that supports this goal.

- Think before you post
- Observe the law
- Be nice
- Respect copyright rules
- Share and connect

Your Web of Influence

Having considerable Internet or Online presence serves to boost your influence over other people who follow your activities and your posts. The more positive is your exposure, the more credibility you collect for yourself and your name can potentially become synonymous with the kind of content that you post. In other words, you become your own brand that followers can attest to being "legit" or original.

Having even an ounce of influence online means that people believe in you, even if these people are only within your circle of friends or are members of your family. But, as they say, everything has to start somewhere small before it fans out fare and wide. A kernel of influence can become the seed that can grow into your own personal web of influence online that would be like a tree with branches that reach out to all corners of the Internet.
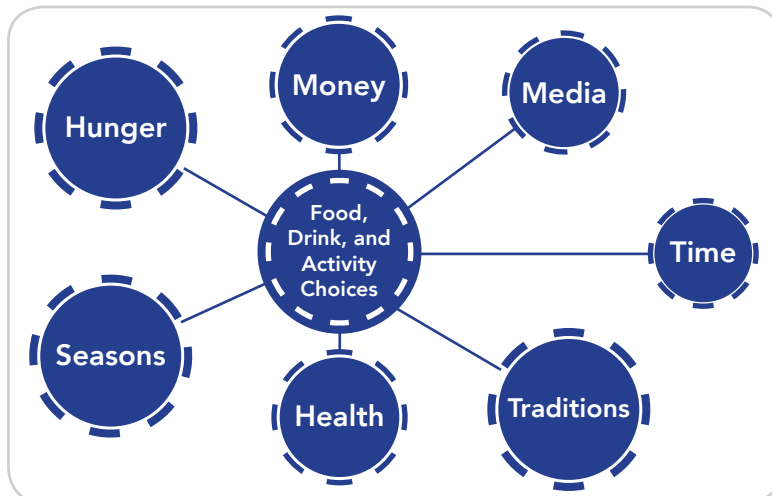
Fast and Furious (Or Not)

A good way to see how fast your influence is growing online is to see the number of likes and shares for a post you made and the number of people who get added to your list of social followers on a daily basis. The now famous Swedish YouTuber, Felix Arvid Ulf Kjellberg, better known as PewDiePie, became a worldwide sensation by just posting original videos. In just two years from when he joined YouTube, he already had over two million subscribers. With so many people under his influence, companies started making advertising deals with him. Would you want to be like PweDiePie?

Celebrity-level popularity might not be your cup of tea, but the fact is, you can only be as influential as your level of activity on the Internet. What, where, and how you post also come into play to affect your degree of influence. But with effort and knowhow, you can give it a boost, which is often necessary when you're doing business online, or take it down a few notches, which is often necessary when your privacy or reputation is at risk.

Take it Up

It takes effort when you climb a mountain. The same is true for when you've set your sights on upping your level of influence on the Internet. In order to gain influence online, you have to be more present in such a way that you regularly post content which may be picked up and shared by people. If you want to do more, you can make yourself available for online chats and organize informal group meetings where you invite people of similar interests as you. If you have a business, you can turn this into a regular Q&A where you answer customers' questions about your product or service. As a consequence, you become a subject authority and the go-to person in your line of business.

Take it Down

If you're hungry under a fruit tree and you're too lazy to climb to get to the fruit, the fruit will most definitely not drop for you unless it becomes too ripe to remain on its branch, and by that time, you'd likely be dead of dehydration or hunger. Inaction can most definitely be the death of something, and where Web or Online presence is concerned, it's your influence that's at risk if you don't act. Simply put, if you stop posting stuff online and cease engagement with the people in your circle, you will lose influence. With minimal or no activity over the Internet, you'd be like dead online and no one follows a dead person. So, if you want to lose influence, just stop posting and socializing online. Your followers and likes will also drop. When they are down to your desired levels, you can resume normal online and web activities.

Love the Traffic

Traffic is something that doesn't really give you a reason to smile, but really, if it's web traffic, the more of it that you have, the better would be the life of your site or page.

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Web traffic makes up a large part of Internet traffic, which is essentially data coming and going over the Internet. Web traffic is specific to the quantity of data sent and received by visitors of a website. Thus, if someone visits your website, data or information is transferred. The visitor gets your content and your website gets data from the visitor such location (IP address) and application data. Such information are captured in logs or cookies and are not visible. But such information can be put to good use by analytical software which translate them into data graphical and other data metrics.
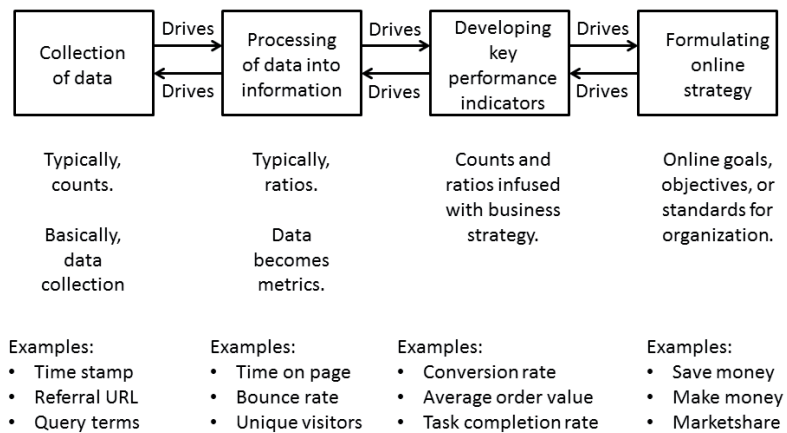
Search Rank

Search rank is the number produced by a code which determines the rank of a website in a search query result. If, for example, you type in the word "AuthorStory" in Google Search, it will come up with a list of sites with placements determined by the Google PageRank algorithm. The search result that's on top (below any paid placements) has the top search rank and has an advantage over all the other search results since it will likely be clicked on first. PageRank is Google's first search algorithm which is used to ascertain the significance of websites. What it does to establish this basically, is to check for links that come in from other websites. The more sites that connect to a website, the higher its PageRank. Google has since limited access to PageRank data, telling people that they shouldn't focus too much on it. Nevertheless, it still helps a website to rank higher in search results if more websites link to it.

You can check the popularity of a website by going to website statistics and analytics services online, such as alexa.com, which is a paid service that ranks websites on its own. But the easiest way to see how your website ranks in search results is to look for it yourself in a search engine like Google. You can also try using the other popular search engines available—Bing, Yahoo!

Analytics & Stats Galore

Beyond knowing how your website ranks in search results, you can see the kind of people who visit you, what devices they use, and what part of the world they come from. All these are analytics data. The practical definition of analytics is the use of analyzed existing or simulated future data to develop realistic decisions for future actions. Web Analytics enables you to get an idea of such things as the kind of people who visit your website.

Basic Steps of Web Analytics Process

Collection of data	Drives / Drives	Processing of data into information	Drives / Drives	Developing key performance indicators	Drives / Drives	Formulating online strategy
Typically, counts.		Typically, ratios.		Counts and ratios infused with business strategy.		Online goals, objectives, or standards for organization.
Basically, data collection		Data becomes metrics.				

Examples:	Examples:	Examples:	Examples:
• Time stamp	• Time on page	• Conversion rate	• Save money
• Referral URL	• Bounce rate	• Average order value	• Make money
• Query terms	• Unique visitors	• Task completion rate	• Marketshare

https://commons.wikimedia.org/wiki/File:Basic_Steps_of_Web_Analytics_Process.png
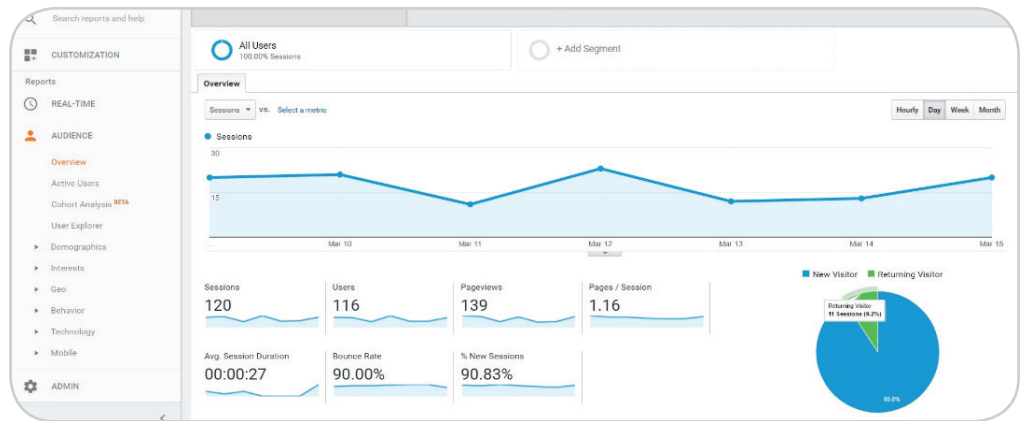
Google Analytics

This is a Google Analytics overview of visitor statistics of a blog about the Philippines.

Google Analytics is one of the most popular analytics tools available. It is designed to be used by experts and non-experts alike and has several features which allow you, the website owner, to track the number of visits and how long people stay, among other data. Basically, Google will give you a code to embed in your site so tracking can be done.

Flurry Analytics
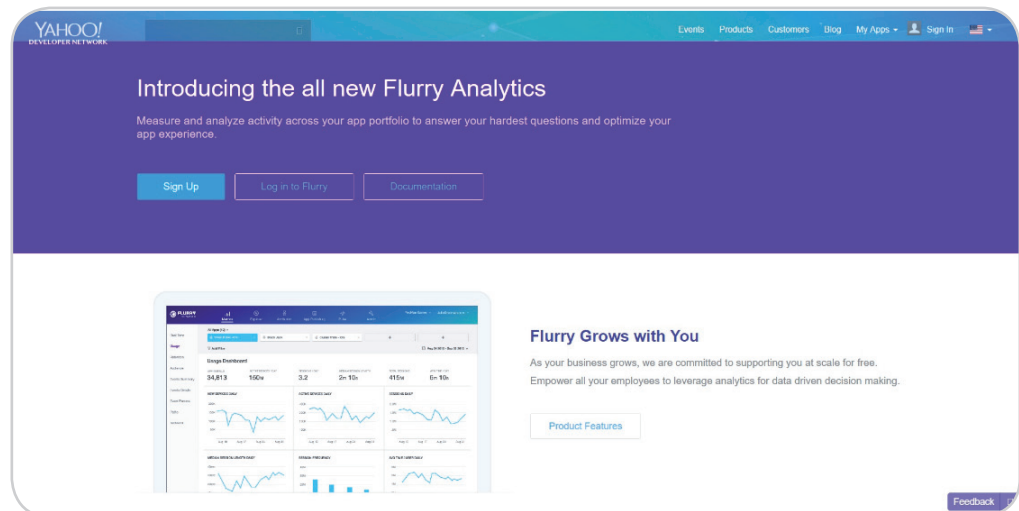
Yahoo's Flurry Analytics is another popular and versatile analytics tool especially for apps that can be used by beginners and expert alike. Similar to Google Analytics, it has several features for apps which can highlight specific information that a website owner would like to check out so he or she knows the details about visitor traffic details.
If you want to do your own study of your website visitors, you can ask them questions yourself. Feedback forms and surveys are tools that you can use to get the viewpoint of visitors so you can plan on how to target them.

Alexa Analytics
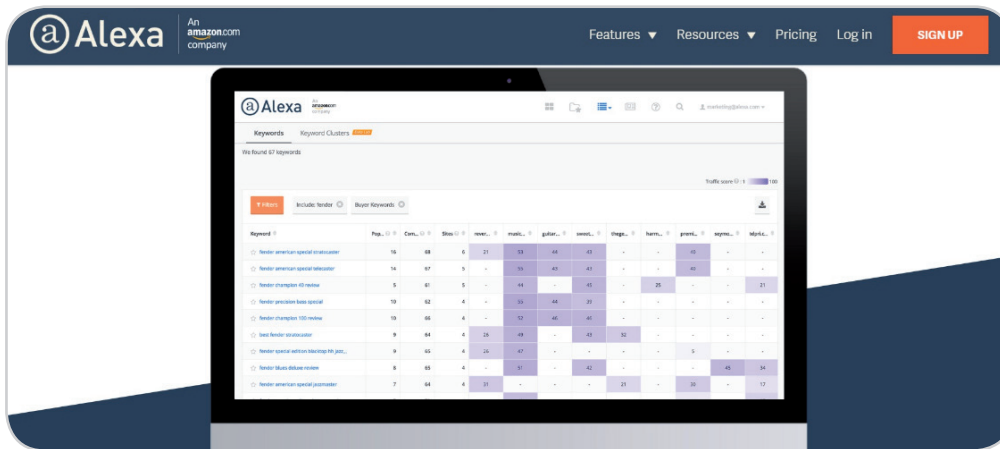
Alexa Analytics, owned by Amazon, is another versatile web analytics tool which is often compared with Google Analytics. It's a paid service which provides premium data. It's an especially useful tool for keyword research outside of Google Insights and Google Trends.

If you don't want to hassle yourself with these analytics tools and simply want to know the keywords people are searching for in areas relating to your website content, then just try typing in the search field of a search engine like Google and you will see that, as you type, it gives you suggestions by default. These are actually search terms previously inputted by people. It's a simple way to get basic keywords data. Knowing about how people search for websites relating to yours will help you to configure your content to reflect popular keywords and phrases, so as to make your site more visible when those key terms are typed into search browsers. In other words, it will help to boost your Internet presence.

Analytics Data That Matter

There are plenty of data that can be made available when it comes to Internet Analytics, but the following might be the most important for you in relation to improving your Web and Online presence.

Visits – this is the count of the times a specific visitor loads a page of your site. If this is high, then that visitor has a specific interest in what your site has to offer.

Pageviews – the number of times a website has been loaded in a browser in a particular time period. If this number is high but the time on page is low, then something is wrong with your site. It means people think they will find what they are looking for in your site but not finding it once your main page loads.

Bounce Rate – this tracks the number of terminated visits after at least one page loads.

Time on Page (ToP) – how long a visitor stays on one page on a site before moving on to another page of the same site.

View/Visit Ratio (VVR) – simply the number of pageviews divided by the number of visits to a website. This gives the average time of a visit in terms of content consumption.

A. **Define Web Presence.** . Write the definition of web presence according to its three distinct aspects of being online. Also, explain each based on your own web presence and experience.

ONLINE PRESENCE

INTERNET PRESENCE

EXPOSURE ONLINE
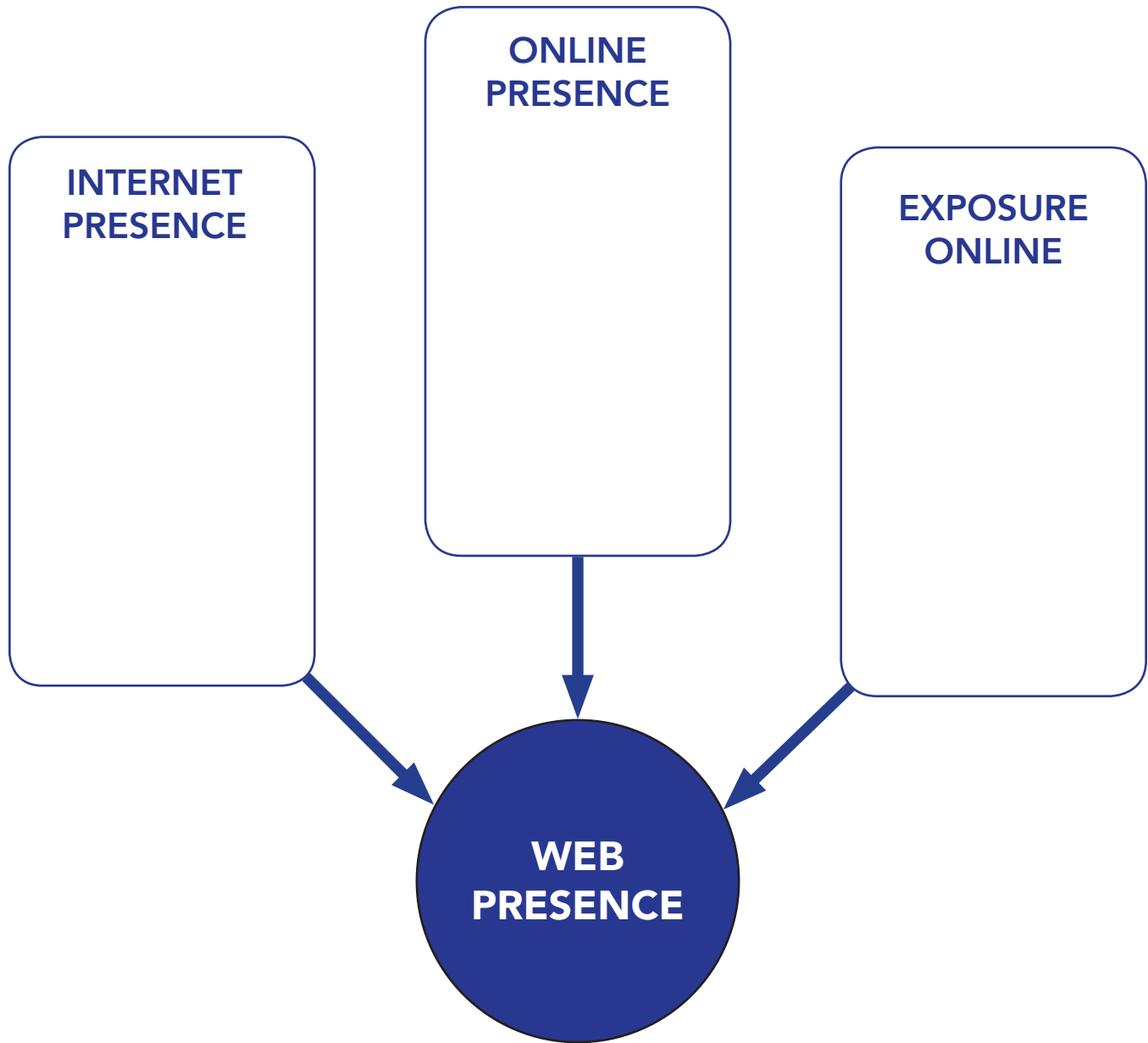
WEB PRESENCE

Rubric:

Technical Definition-   3 points

Personal Use (Explanation)-   6 points

TOTAL   **9 points**

B. **Identification.** Identify the web presence terminologies described by each statement. (11 points)

_____ 1. It is being present and reachable by people that connect or interact virtually with others.

_____ 2. It is one of the most common goals in having online presence.

_____ 3. It is like a tree with branches that reach out to all corners of the Internet.

_____ 4. It is the number produced by a code which determines the rank of a website.

_____ 5. It enables you to get an idea of such the kind of people who visit your website.

_____ 6. It is the most popular analytics tools used by experts and non-experts to track the number of visits and how long people stayed on the website.

_____ 7. It is another popular and versatile analytics tool owned by Yahoo!.

_____ 8. It is another versatile web analytics tool owned by Amazon that offers a paid service.

_____ 9. It tracks the number of terminated visits after at least one page loads.

_____ 10. It is simply the number of pageviews divided by the number of visits to a website.

_____ 11. It is the number of times a website has been loaded in a browser in a period.

C. **Prove It.** Answer the questions in paragraph form. How does social networking help you in your daily life?

a. Is web presence important in your life as a student? Why or why not? (2 points)

_____
_____
_____
_____
_____
_____
_____

b. In your own understanding, is an online exposure good or bad? Cite an example to support your answer. (3 points)

_____
_____
_____
_____
_____
_____
_____

c. Can web influence have a lifetime impact on you? If yes, cite a specific situation with possible cause and effect. Else, defend and explain your answer. (5 points)

_____
_____
_____
_____
_____
_____
_____

After having created a website for yourself in Wix, you can now move to add ways to improve your Web and Online presence through that site. Using available tools, you need to do the following:

1. Create a positive exposure for yourself.
2. Set up or do at least one thing that will boost your Web presence.
3. Set up or do at least one thing that will boost your Online presence.
4. Set up of do at least one thing that will improve your level of influence.
5. Determine how you appear in search results.
6. Do a "keywords" tweak to step up your search results ranking.
7. Try to integrate at least Google Analytics in your site and check out the visitor data that will be shown you.

HOW DO WE PRESENT OUR PROJECT OUTCOME TO A PANEL?

EXPLORE

Have you ever had the need to present something to someone in order to drive in your point of argument? Try to recall a time when you had an idea that you had to defend against criticisms. As you needed to make people see things your way, how did you go about the business of convincing those around you that they can "buy into" your idea? Did you create a presentation? If so, how did you deliver the information in a way that catered to your listeners' sentiments in order to make them sway your way?

It's normal not to be perfectly effective when presenting information to people, but preparation can draw the line between being effective in implementing what you have developed and not being effective, starting with your presentation. You might recall a time when you were able to make people follow you and your idea. You might have used a tool, such as a whiteboard that helped in your presentation. In some cases, you could have used a method which you had successfully used in the past. So, you learned what to do and what not to do. You reuse what works and what doesn't so that you can improve in presenting your case in the future.

Recall the good points and bad points of a specific presentation or two that you gave before. Use the table below.

YOUR PRESENTATION	GOOD POINTS	BAD POINTS

WHY CAREER DEVELOPMENT?

Today's Generation Students.......

- Never plan for the future.
- Follow the crowd
- Choose by influence of others.
- Accept the parent's verdict(decision) by force
- Get tempted by current trends
- Jump into any career
- Lack motivation
- Fail to "discover their lives"
- Live in a fantasy world

What do you think this slideshow frame is all about?

How does this slide help the person in delivering information?

As classroom learners, you likely grew up in grade school and high school writing and drawing things with chalk on the blackboard. Those items which you used are actually tools that help you in your presentation. Now, consider the presentation slide above. Based on the way it looks and the way the information is presented, what do you think are the tools that can be used to create it? List your suggestions below.

1. _____
2. _____
3. _____
4. _____
5. _____

Carrying & Delivering the Presentation

The way we show things has a very big effect on how the audience can grasp your ideas and then make use of such information since the audience will want to know how various aspects of a presentation—such as facts and figures—might apply to them and their needs. The question to answer, really, is: "How do I get my point across?"

What follows is a short list of applications that will enable you to give good visual presentations. You will need to consider the functionality, ease of use, and effectiveness of the following applications where presenting your material and getting your point across are concerned.

1. Prezi

   Prezi is a web-based application for presenting things with the use of a single screen, called a canvas, which looks like a sheet of paper. Unlike other types of presentation software which use slides, Prezi emphasizes the combination of text, images, and other multimedia features to create a highly engaging presentation, with files and documents being called up from links on the canvas, which the user can drag, zoom, and tilt. This flexibility, combined with ready-made templates for slide design allows for a very dynamic presentation. Up to ten people can collaborate on a single presentation. But unlike other presentation software, Prezi doesn't have a feedback review feature to help you improve your presentation.

   The images, sound, and videos used on the canvas can be linked together in a path for a smooth presentation. Prezi allows the importation of PowerPoint presentations and features a Presenter view, where the presenter can see notes and upcoming slides which are not be visible to the viewers.

2. Microsoft PowerPoint

   PowerPoint is perhaps the best-known presentation software around today, as it is a leading Microsoft product. PowerPoint has many features and templates to choose from and is easy to use. It is linear in its approach.
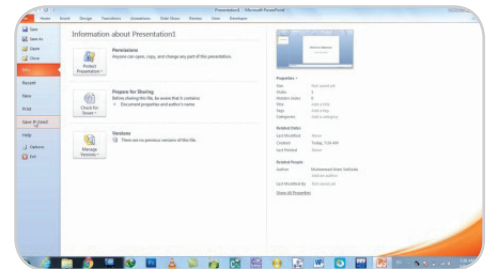
   Advancing from one slide to another is easily done, and a well-planned slide show can keep viewrs focused on a presentation which has complex points well presented.

3. Keynote

   Keynote is the answer of Apple to Microsoft's PowerPoint. It's part of the iWork productivity suite for iCloud and specifically designed for Mac computers. The late Steve Jobs, founder of Apple, used Keynote in presenting new devices during product launches, although he was a staunch denier of the usefulness of slides in presenting his ideas to his developers. It's arguably more versatile when it comes to graphics, but it still has a long way to go to becoming popular.

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4. Google Slides

Google Slides. This application is built into Google Drive, and if you already have a Gmail account you can use this to access the program. Google Slides uses cloud computing, and while it looks similar to

Microsoft PowerPoint it is made for easier use online as one of the basic office tools of Google Drive. It has ready-made templates, slide animations, and transitions that can enhance visual effects. You can transfer other slide shows created with applications like PowerPoint, although the appearance will not be exactly the same as the original, although it does have features similar to what are offered by PowerPoint, such as linking to other URLs or blog posts.
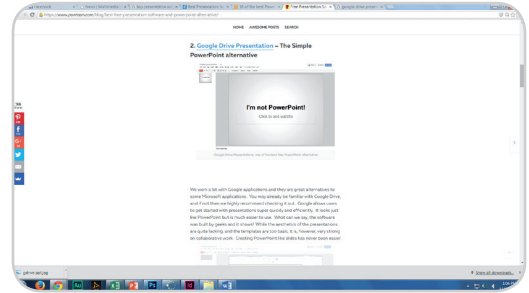
5. Glisser

Glisser is an online presentation software that is more for a business presenter than for a casual presenter. The program has social media interactivity, sharing, and actionable analytics features. The last one enables the presenter to get feedback about the presentation as well as to get leads for the presenter's business, since viewers can submit questions about a presentation and its content. Glisser is available through a subscription program which provides access from mobile devices.
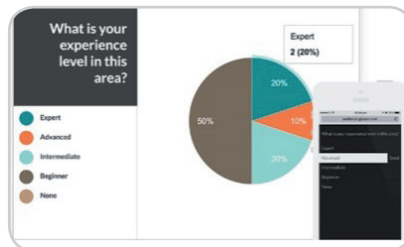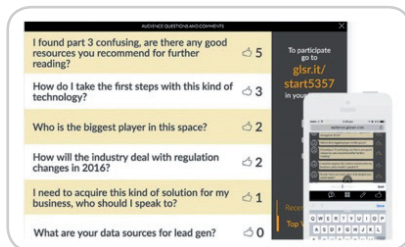
6. SlideShare

SlideShare comes from LinkedIn, which focuses on connecting professionals, so it's no surprise that the program focuses on content sharing in its community. SlideShare is used to easily share presentations, documents, PDFs and similar media. It was originally intended to be used for employees of a company to share files together, but has since become known as being a slide show presentation version of YouTube, since a lot of slides intended merely for entertainment have been uploaded on it.
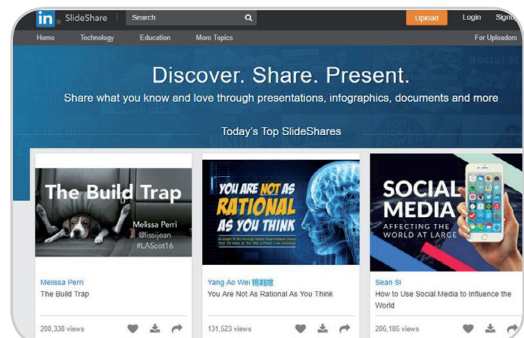

7. Powtoon

Powtoon. If you are into cartoon illustration, this online presentation software might be the best fit for your taste. This free web tool is meant for animated presentations, and it creates animated stories

with voice overs instead of the usual bulleted list presentations. It works best with an integrated script for animated characters. Google Drive users can integrate their Powtoon presentation into their documents and thus share these readily with a wider audience.

8. SlideDog

Unlike the other programs in this list, SlideDog cannot be used to create new presentations from scratch, but rather allows for the creation of playlists of already existing presentations, as well as YouTube videos, .mp3 files and other video file formats. It can be used to broadcast presentations over the Internet as well as in a conference or chat room in wherein viewers can chat with each other while the presentation is ongoing. Polls can also be sent out by the presenter and the playlist can be controlled from any Web-capable device, such as a tablet.
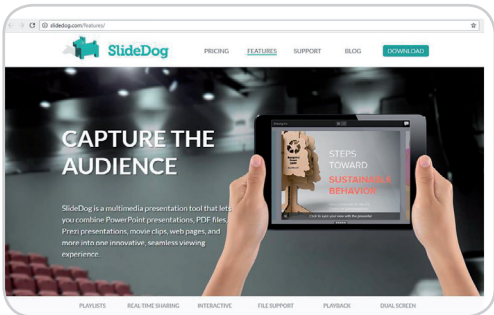
9. Haiku Deck

Haiku Deck is a free application for the iPad which has tablet-limited tools, but these mobile tools enable the creation of easy-to-read presentations, unlike other applications like PowerPoint, which may overflow with bullet points and information that the user can unwittingly add. Images, however, can be added and the program actually automatically searches the Internet for free images that can be used. It may not be as flexible or as complex as the other presentation programs in this list, but its simplicity means that presentations can be crafted very quickly.
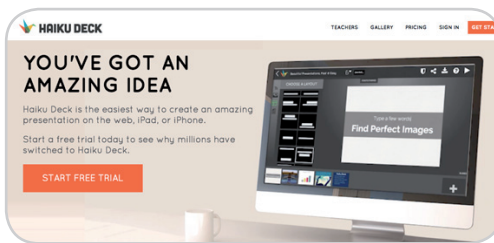
Presenting the wix.com Domain and Its Social Issue

Even the best presenters get nervous, but there is no reason your presentation shouldn't be a good one if you did your homework beforehand. The following apply not only to your presenting your WiX website and the social issue it focuses on but to any presentation you might make in the future.

1. **Plan and prepare.** Being a good communicator is key to having an effective presentation, and this takes practice and preparation. Practice your delivery to make sure your presentation goes smoothly, and if you aren't thoroughly familiar with it, feel free to write your speech or create a script of the important things that need to be covered. But essentially, full knowledge of what you will be talking about can mean your presentation will be successful.

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2. **Be enthusiastic /optimistic.** Nervousness is normal with just about all presenters, so just be with it and become both energetic and enthusiastic. Relax and feel free to tell stories related to the topic at hand, particularly if telling stories about your experiences helps the presentation move along.

3. **Keep your words simple.** Too many words on the slide will cause the audience members to lose focus or ignore what you are saying since they might spend too much time trying to read what's on the slides. Too many words and overly small text on the slides could make it difficult for those in the back rows to read your presentation.

4. **Use humor.** Timed humor that draws a few chuckles can help keep your audience's attention. Keep things light while staying on topic but acting like a stand up comedian will most likely have the opposite effect and drive your audience away.

5. **Use appropriate images.** The proper images in a presentation engage the audience as well as enable them to get the message in its proper context. Use visual aids to support your message, as relevant images in your presentation will enable the audience to get your point quickly.

6. **Engage and interact with the audience.** Monologuing increases audience boredom. Don't just read your presentation. Talk to your audience and ask them some questions every now and then and take in their answers.

7. **Use the proper non-verbal gestures.** Body movements mean a lot, so take this into consideration when you rehearse for your presentation. This is often natural but also remember that eye contact helps create connection with your audience even when you can't see their eyes, and make sure you move freely but moderately, so you don't distract your audience.

8. **Check other details.** Check the time and place when you should be present, and if possible, check out the venue well before you actually present. Take note of the venue's condition and facilities, so you can set yourself up properly. Know ahead of time what the profile of your audience is, and how large the crowd will be. Arrive early so you can adjust for anything unexpected that happens. Remember to smile and everything will go smoothly.

Giving Feedback on a Project and Its Impact

For purposes of evaluation and feedback, you can give your presentation to a select group of people as a dry run for the actual one. Your pre-selected audience can provide you with suggestions and ways to improve your presentation. But in giving feedback on the project and its impact, keep it professional and observe the following.

1. Don't comment on the presenter's presentation (i.e., clothes, hairstyle, shoes, etc.) unless these are extremely distracting, such as if the presenter was wearing a bright yellow raincoat.

2. Don't comment on the presenter's personality. Focus instead on the way he or she presented. If the presenter just stood in front of the audience and read from a sheet with a monotone voice, point this out, so that he or she can improve their presentation.

3. If you see ways by which their presentation or project can be improved, point these out as possibilities, and say, "Maybe you should consider…" rather than from the attitude of, "You're wrong, and you should do it this way!"

4. Ask questions if you are unclear about anything that was presented on. After all, you are supposed to understand what the presentation was all about, otherwise, the presentation was pointless and a waste of your time and, possibly, everyone else's.

When receiving feedback on your presentation, accept the criticism professionally. Ignore those points that are personal and accept those which would enable you to improve, both where the presentation is concerned and as a presenter.

Presentation tools are essentially just that—tools. If you really have some great stuff to share to the world, it's still your enthusiasm and your passion for your creation that will see you through in getting your thoughts and ideas across. "People who know what they're talking about don't need PowerPoint," said Steve Jobs. But then again, he was talking about a competitor's software and the truth is he still used proprietary Keynote slides in presenting new gadgets from Apple to large audiences, particularly in product launches.

A. Identification. Answer the following questions.

_____ 1. In which of the following programs can you not create new presentations?
        a. PowerPoint
        b. Haiku Deck
        c. SlideDog
        d. Prezi

_____ 2. Which of the following is not a free image website?

        a. PhotoFunia
        b. FreeImages
        c. CompFight
        d. Shutterstock

B. Enumeration. List down five things that will enable you to give an effective presentation.

1. _____

2. _____

3. _____

4. _____

5. _____

C. Essay. When is the use of slides necessary and when is it not crucial in content documentation and delivery?

_____

_____

_____

_____

_____

_____

_____

_____

_____

As a group, prepare two presentations for the same content. One will not use a presentation tool and the other will be delivered using the presentation software of the group's choice. You can determine the manner of delivery of the details of your documentation for each of the presentations.

As a general rule, break up both of the presentations into manageable chunks for members of the group to work on. Coordinate with each other to make sure the presentations are delivered smoothly.

Once all of you have presented, list the advantages of using and not using a presentation tool in delivering the details of your documentation presentation. Get feedback from your class audience and decide as a class on what they have in common that makes them both effective.