

Computer Skills For Business Online Workshop Tuesday, November 17 7:00 pm

Our fourth online workshop. We will focus on the need and process of **Computer Skills for Business**.

This workshop will focus on:

Word Processing

Presentation Software

Spreadsheets

Email Clients

Open Source vs Commercial Applications

Calendars and Planners

Graphics Programs



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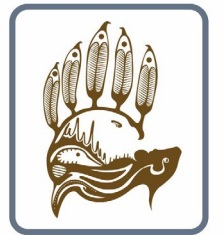
Computer Skills

This is our fourth online workshop.

This workshop will provide you with a fundamental understanding of what computers can do for your business.

It will consist of an introduction the generally accepted computer applications, how they relate to one another, and how to go about learning what will help you in your own personal business endeavour.

We'll take a look at what you can do to make your life easier and your business more effective with these technologies.



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Initial Questions.

The first things we will go over are probably the most basic questions we all have.

What can computers do for me? Is it worth the effort?

Is it difficult to learn? How expensive are these programs?

What programs do I need?



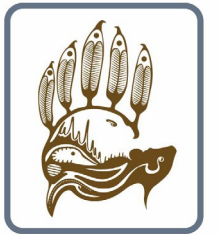
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What can computers do for me?

Computers help in research, production, distribution, marketing, banking, team management, **business** automation, data storage, employee management, and very helpful to increase productivity at a lower cost.

This is why the use of the **computer** is important in **business**.

But it is important to remember... a computer is a tool. It is not the business. You are the business.



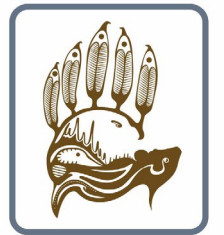
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Is it worth the effort? (and the cost)

Computers can be expensive, but they don't have to be. It is important to find out what you need.

Most computers can handle most business needs. The newest, latest and greatest computers might be needed for games or filmmaking, but even the most basic computer is probably all you require for your business.

I cannot stress this enough. Unless you require a specific feature, like Highly accurate screen colours for photography, **YOU DON'T NEED A SUPERCOMPUTER.**



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Is it difficult to learn?

Computers are becoming easier.

In honesty, business software will be easier for some people, and and more difficult for others.

But they are not extremely complicated anymore. There are tutorials everywhere. Youtube is a fantastic resource for lessons, regardless of your skill level.



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How expensive are these programs?

It depends.

Microsoft Office has traditionally been the premiere business software and offers a number of plans and packages.

Microsoft Office 365 Pricing			
	Business Essentials	Business	Business Premium
Monthly Price Per User	\$6	\$8.25	\$12.50
Company Email	✓	✗	✓
Product Suite	Cloud versions only	Desktop and Cloud	Desktop and Cloud
OneDrive Storage	1TB	1TB	1TB
Sharepoint, Exchange, and Microsoft Teams	✓	✗	✓

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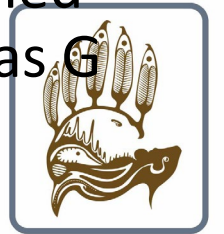
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How expensive are these programs?

But there are other, free alternatives that are quite good.

Once upon a time, Microsoft Office ruled the business world. By the late '90s and early 2000s, Microsoft's office suite had brushed aside rivals such as WordPerfect Office and Lotus SmartSuite, and there was no competition on the horizon.

Then in 2006 Google came along with Google Docs & Spreadsheets, a collaborative online word processing and spreadsheet duo that was combined with other business services to form the Google Apps suite, later rebranded as Google Suite.



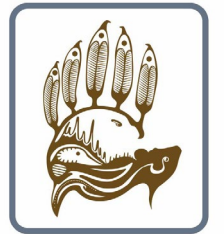
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How expensive are these programs?

G Suite and Office 365 have much in common.

Although G Suite is web-based, it has the capability to work offline as well.

And while Office 365 is based on installed desktop software, it also provides (less powerful) web-based versions of its applications.

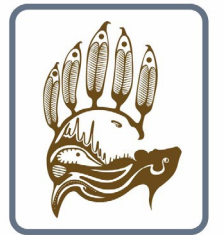


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How expensive are these programs?

Both suites work well with a range of devices. Because it's web-based, G Suite works in most browsers on any operating system, and Google also offers apps for Android and iOS.

Microsoft provides Office client apps for Windows, macOS, iOS and Android, and its web-based apps work across browsers.

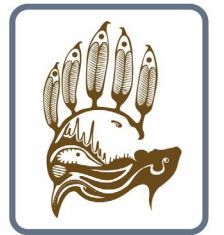


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How expensive are these programs?

The suites also offer the same basic core applications. Each has word processing, spreadsheet, presentation, email, calendar and contacts programs, along with videoconferencing, messaging and note-taking software.

They both also offer cloud storage.



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Word processing:

A word processor is software or a device that allows users to create, edit, and print documents. It enables you to write text, store it electronically, display it on a screen, modify it by entering commands and characters from the keyboard, and print it.

Of all computer applications, word processing is the most common. Today, most word processors are delivered either as a cloud service or as software that users can install on a PC or mobile device.

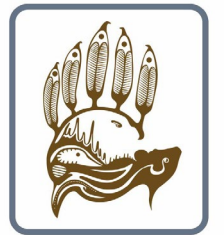


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Word processing:

The earliest word processors were standalone machines similar to electric typewriters that debuted in the 1960s. The great advantage of these early machines over using a typewriter was that you could make changes without retyping the entire document.

Over time, the devices acquired more advanced features, such as the ability to save documents on a disk, elaborate formatting options, and spell-checking.



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Word processing:

Word processors are very similar to two other categories of software: text editors and desktop publishing applications.

Applications that support only the basic features from the first list above (and maybe a few others) are sometimes called **text editors**. Text editors are more commonly used by programmers who use special text editors with features designed for writing code.

Desktop publishing systems, on the other hand, are generally more advanced and complex than word processors. The line dividing word processors from desktop publishing systems is constantly shifting as word processors become more advanced. In general, though, desktop publishing applications support finer control over layout, especially for documents with a lot of graphics, and they offer more support for full-colour printing options. What you see on screen is what you get on paper.



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Word processing:

Google Docs vs. Microsoft Word

Deciding on whether your business would be better off with Google Docs or Microsoft Word is fairly straightforward:

Which is more important to your users: easy-to-use collaboration or the greatest range of document creation and editing features? For collaboration, Google Docs is better.

For as fully featured a word processor as you'll find anywhere, you'll want Word.

But both are excellent.



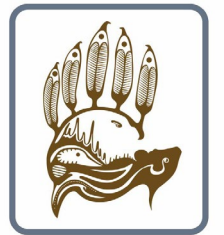
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Word processing:

Google Docs vs. Microsoft Word

Word has great capabilities that make your workflow easier and more productive. If you're creating a report, brochure, resume, or almost any other kind of document, Word offers an excellent set of pre-built templates so you can get writing fast, knowing that your document will have a solid, useful design.

For example, Word has nearly 50 different report templates, while Google Docs only has five. Word also offers more chart types and styles for embedding into documents



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Word processing:

Google Docs vs. Microsoft Word

But Google Docs outshines Word when it comes to live collaboration. Collaborating is seamless and has been built into it from the ground up, while in Word it's more difficult to use, not as comprehensive and feels tacked-on rather than an integral part of the program.

For non-live collaboration — editing and marking up documents for review by others — Word has always been the gold standard, but Google Docs has come a long way and now is nearly as good as Word. Word's editing tools have slightly finer-grained controls, but apart from that, they're about even.



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Spreadsheets:

A spreadsheet or worksheet is a file made of rows and columns that help sort data, arrange data easily, and calculate numerical data.

What makes a spreadsheet software program unique is its ability to calculate values using mathematical formulas and the data in cells.

An example of how a spreadsheet may be utilized is creating an overview of your bank's balance.



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Spreadsheets:

The screenshot displays the Microsoft Excel interface with a spreadsheet titled 'Book1'. The ribbon at the top includes tabs for File, Home, Insert, Page Layout, Formulas, Data, Review, View, Developer, and Nate's tab. The Home tab is active, showing options for Clipboard, Font, Alignment, Number, Styles, Cells, and Editing. The Formula Bar shows the active cell D8 with the formula `=SUM(D2:D5)`. The spreadsheet contains a table with the following data:

1	Check number	Date	Description	Ammount
2	100	2/23/2015	Water bill	\$45.00
3	101	3/24/2015	Power bill	\$67.00
4	102	4/20/2015	Internet Bill	\$50.00
5				
6				
7				
8			Total:	\$162.00
9			Check Balance:	\$523.00
10			Available:	\$361.00
11				
12				
13				
14				
15				
16				
17				
18				

Red arrows and text labels identify key spreadsheet components:

- Selected Cell:** Points to cell D8.
- Column header:** Points to the header row (row 1).
- Column:** Points to the vertical range of cells in column D.
- Column and Row Separators:** Points to the grid lines separating columns and rows.
- Row Header:** Points to the header row (row 1).
- Row:** Points to the horizontal range of cells in row 16.
- Sheet tabs:** Points to the tabs at the bottom labeled Sheet1, Sheet2, and Sheet3.



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Spreadsheets:

Because the terms spreadsheet, workbook, and worksheet are so similar, there often is confusion when trying to understand their differences. When you open Microsoft Excel (a spreadsheet program), you're opening a workbook.

A workbook can contain one or more different worksheets or spreadsheet (which are the same thing.)



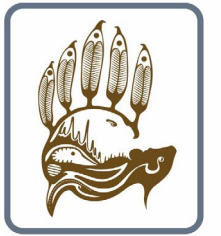
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Spreadsheets:

Spreadsheets have a considerable advantage over word processors when it comes to numbers.

It would be impossible to calculate multiple numbers in a word processor and have the value of the calculation immediately appear.

Spreadsheets are also more dynamic with the data and can hide, show, and sort information to make processing lots of information easier.



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Spreadsheets:

Spreadsheets can also be used to store data in an organized way.

People may then use other programs to work with that data.

A good example is address labels, or mass email programs.



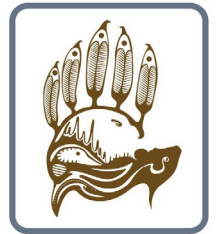
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Spreadsheets:

Google Sheets vs. Microsoft Excel

For those who primarily work by themselves, Excel is the clear winner.

As with Word, its wide selection of templates offers an embarrassment of riches. For example, there are more than 60 templates just for different types of budgets. Whether it's a business budget or a special-purpose budget, such as for a marketing event, you'll likely find one that fits your needs and that can be easily edited. By contrast, Google Sheets has only three different budget templates.



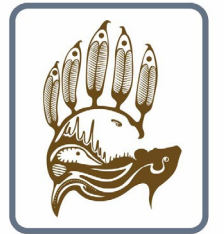
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Spreadsheets:

Google Sheets vs. Microsoft Excel

Excel also offers far more chart types than Google Sheets — 17 in all — including popular ones such as column, line, pie, bar and area; more complex ones such as radar, surface and histogram; and some that are known mainly to data professionals, like box & whisker.

And many chart types have multiple subtypes — for example, among the bar charts you'll find clustered bar, stacked bar, and son on, and each of those has two variations. Google Sheets has only seven main types of charts. It's also simpler to create charts with Excel than it is in Google Sheets.



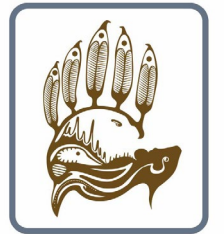
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Spreadsheets:

Google Sheets vs. Microsoft Excel

Google Sheets is far better than Excel in real-time collaboration, though.

As with Docs, collaboration is baked directly into Sheets.

Not only does it have more powerful tools, but they're naturally integrated and easy to access.

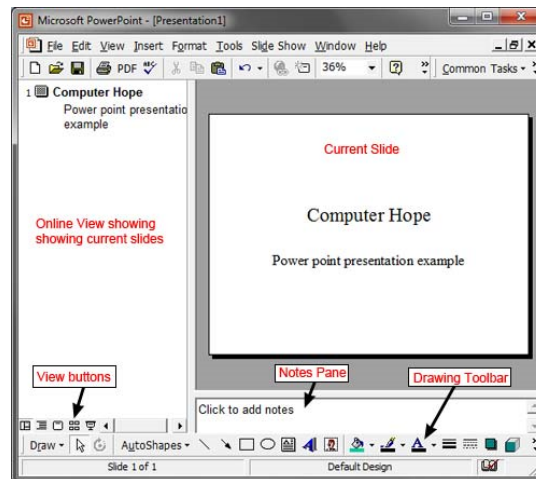
The same holds true for editing and commenting on spreadsheets.



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Presentations:

- A presentation program is a software program that helps create a slideshow that addresses a topic. Presentation programs can be used in businesses and schools for discussing a topic or for teaching.
- Many times, the presenter uses a projector to project the slideshow up on to screen that everyone can see. Below is an example of Microsoft PowerPoint, a commonly used program that creates presentations.



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Presentations:

- Once created, a person or group of people stand in front of other people and present the presentation.
- Presentations are shown one slide at a time, to explain the slides topic and then moving to the next slide until all are shown.
- For example, in a business presentation a co-worker may go through slides that illustrate how well the company is doing, its profits, sales, and other important information.



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Presentations:

- There are a number of features that make this software unique from a graphics program.
- You can time the slides, add music, put in fades and effects, add videos and links inside the presentation.
- This workshop was done through presentation software.

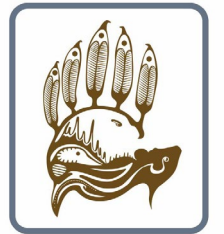


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Presentations:

Google Slides vs. Microsoft PowerPoint

- As with word processing and spreadsheet apps, whether Google Slides or PowerPoint is best for your business comes down to a single point:
- **Do you prize collaboration or powerful features in a presentation program?** If collaboration is king in your company, **Google Slides** is better. For every other reason, **PowerPoint** is.
- For example, PowerPoint's QuickStarter feature makes quick work of starting a presentation. Choose the topic of your presentation, and QuickStarter walks you through creating an outline, starter slides, templates and themes. Google Slides has no equivalent.

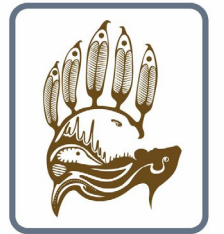


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Presentations:

Google Slides vs. Microsoft PowerPoint

- Similarly, with PowerPoint, it's easier to add graphics, transitions, animations and multimedia.
- It has more chart and table types as well. And it has an embarrassment of riches when it comes to giving the presentation itself, with innovative capabilities such as Rehearse Timings, which times how long you take on each individual slide as you rehearse a presentation.

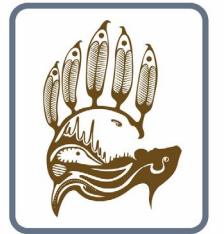


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Presentations:

Google Slides vs. Microsoft PowerPoint

- However, Google Slides rules when it comes to collaboration, with far outstrips the awkward capabilities built into PowerPoint.
- And because Slides offers fewer capabilities than Excel, it's slightly easier to create slides in it, because it doesn't pack as many features into the interface.



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Email:

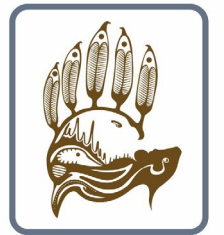
- Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between two users over telecommunications.
- More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.



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Email:

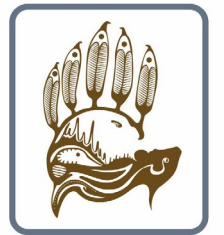
- To send and receive e-mail messages, you can use an e-mail program, also known as an e-mail **client**, such as Microsoft Outlook.
- When using an e-mail client, a server that stores and delivers your messages is used. This server is often hosted by your Internet Server Provider (ISP), but can be another Internet company.
- An e-mail client needs to connect to a server to download new e-mail, whereas e-mail stored online is always available to any Internet-connected device.



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Email:

- Online e-mail is an alternative way of sending and receiving e-mail (and the more popular solution for most people.)
- It is also known as webmail.
- Examples include Hotmail (now Outlook.com), Gmail, and Yahoo Mail. Many of the online e-mail services, including the ones we mentioned, are free or have a free account option.



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Email:

- Even though they have different names, Webmail and Email are basically the same things. The difference is how you access them. One is accessed through the cloud, and one is accessed through your own computer or device.
- Simply put, the **cloud** is the Internet—more specifically, it's all of the things you can access remotely over the Internet. When something is in the cloud, it means it's stored on Internet servers instead of your computer's hard drive.

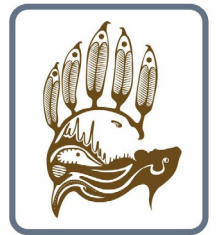


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Email:

Gmail vs. Microsoft Outlook

- Gmail primarily uses a webmail interface through a browser and Microsoft Outlook is an email client, or software that you download to manage your email ON YOUR COMPUTER OR DEVICE.
- If you like things simple, you'll want Gmail or a webmail service over Outlook. Gmail has a much cleaner and less cluttered interface than Outlook's default one, offering the best balance between ease of use and powerful features.



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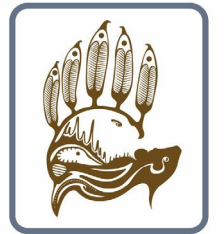
Email:

Gmail vs. Microsoft Outlook

- Outlook, though less simple, has a lot more features.

For example, Outlook's Focused Inbox lets you see and respond to the most important emails first, and its Clean Up feature does a great job of simplifying long email threads so they're easier to follow. And because the contacts and calendar functions are part of Outlook itself, they're well integrated with email.

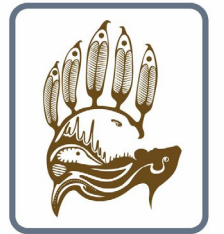
Gmail relies on the separate Google Contacts and Calendar apps, which can be a bit more cumbersome to navigate.



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Graphics.

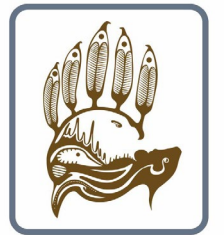
- Finally, we will talk about graphics. Graphics will help with your documents, your emails (logos, etc.), ads, social media marketing, presentations... The list goes on.
- You don't need to be an expert here, but it is important to have a basic understanding and a small skillset to look professional and to help you communicate to your customers.



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Calendar Software

- Calendaring software minimally provides users with an electronic version of a calendar. Additionally, the software may provide an appointment book, address book, and/or contact list.
- These tools are an extension of many of the features provided by time management software such as desk accessory packages and computer office automation systems.
- Calendaring is a standard feature of many mobile devices and also of many office suites for personal computers.

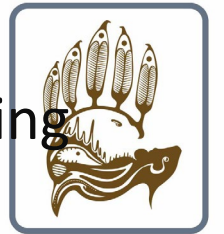


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Calendar Software

Calendaring software will contain one or more of the following features:

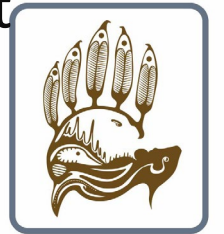
- Calendar – a calendar showing dates and days of the week. An example a simple software calendar is the cal command in Unix, which simply outputs a monthly or yearly calendar.
- Address book – a list of contacts with information to enable the user to communicate with the contacts.
- Appointment attachments – This feature allow users to attach a file to an appointment. If the appointment includes other participants, the attachment is shared with them.
- Appointment calendar – a list of appointments and the attendees for the appointments. This software may include the capability of detecting scheduling conflicts, notifying the participants of the conflict, and suggesting alternate meeting times.



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Calendar Software

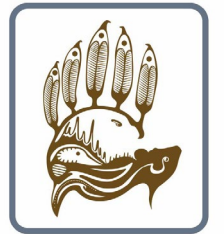
- Appointment reminders – Automatically reminds participants of an upcoming meeting.
- Availability sharing – this feature allows users to share their availability with others (users can select how much detail is shared); thus facilitating meeting scheduling amongst several individuals.
- Availability and capacity checking – Check the availability of all other employee and resource calendars in the group.
- Calendar publishing – some calendaring tools allow the user to publish select calendar information on a public link.
- Calendar exporting – Users are allowed to export selected calendars into various file formats.



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Calendar Software

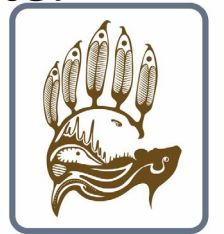
- Collaborative scheduling – the capability of the software to check schedules and propose meeting times to all of the participants. This allows the invitees to suggest times that will work best for them, allowing the organizer to pick a meeting time that works best for all of the participants.
- E-mail integration – an electronic mail communication system. This can be tied into the appointment calendar to send reminders and notify the participants of issues arising with scheduled meetings.
- Group calendar – a calendar showing dates of groups in addition to individual calendars.
- Multiple calendars – this feature allows users to create separate calendars (i.e. work calendar, children school calendar).



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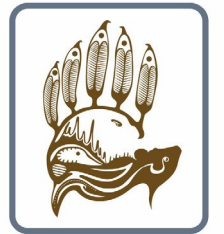
- Multiple views – this feature allow users to select how their calendar is displayed: one day, one week, one month, one year, etc.
- Printing – User may print selected schedule. Usually, this feature allows users to select how she wants to have the printout to look (i.e. include comments, subject only, etc.).
- Timeblocking – Allow users to organize their days into chunks, assigning a task to each chunk of time
- Web-based interface – allow users to access their calendars from any computer or mobile device (including cell phone) without having to solely rely on their work or personal computer.



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Calendar Software - Outlook

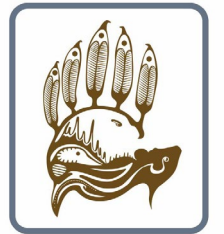
- Easy to use, Integrates with Windows and Microsoft Office, Interface is a bit ugly. If you're a Windows 10 user, then Microsoft's very own Outlook Calendar is arguably the best calendar app for you.
- It integrates closely into Windows 10 and uses the same Microsoft account you use to log into Windows, which means your contacts, events and calendars should all be waiting there for you.



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Calendar Software - Outlook

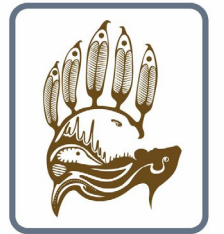
- It's free, but if you subscribe to Microsoft's Office 365 service then you get premium features that makes it an essential business calendar app as well. Despite it being made by Microsoft, the Outlook Calendar is available on a huge range of platforms, including Android and iOS, and you can view your calendar online as well.
- Another plus is that if you're already using Google Calendar, Outlook Calendar can import your dates and events directly in, so you can have been at hand if you need to.



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Calendar Software – Google Calendar

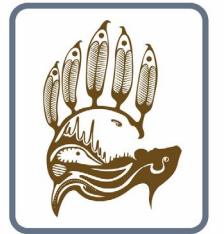
- Google Calendar is a time-management and scheduling calendar service developed by Google.
- Google Calendar allows users to create and edit events. Reminders can be enabled for events, with options available for type and time. Event locations can also be added, and other users can be invited to events.



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Calendar Software – Google Calendar

- With Google Calendar, you can quickly schedule meetings and events and get reminders about upcoming activities, so you always know what's next.
- Calendar is designed for teams, so it's easy to share your schedule with others and create multiple calendars that you and your team can use together

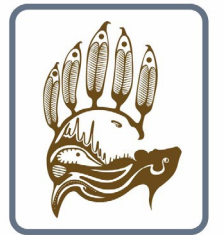


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Graphics.

- There are literally thousands of graphics programs. There are Bitmap editors, like Adobe Photoshop, Page Layout programs, like Publisher and InDesign, Vector Graphic programs, like Illustrator or Coreldraw, 3D modelling programs, like 3D Studio Max, and a wide variety of other specialized programs, including those that emulate the process of painting.
- For this workshop, we will focus on one major group.

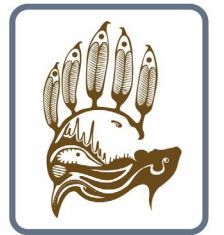
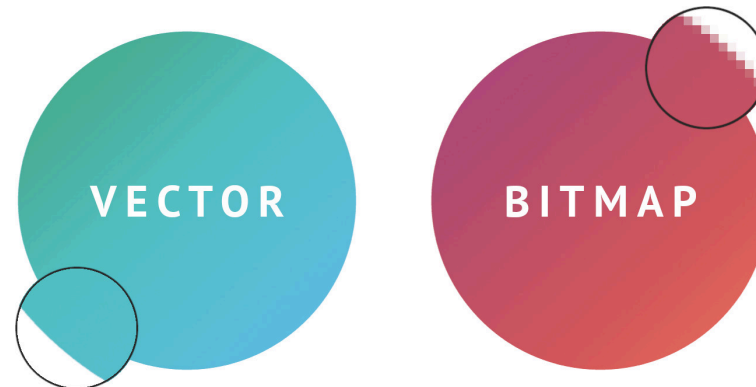
Bitmap Editors.



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Graphics: Bitmaps vs Vectors

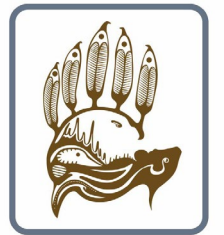
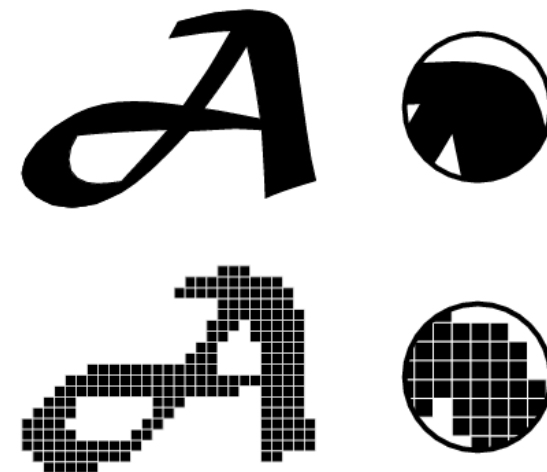
- Some background. There are two types of graphics in computers. Bitmaps and Vectors. The main difference between bitmap and vector is that bitmap images are made up of dots called pixels. A pixel is the smallest square that is combined to form a whole image. Vector images are made up of lines and curves that are combined to form a whole graphic.
- Simply, a vector is a set of directions like “draw a circle” and a bitmap is very much like graph paper.



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Graphics: Bitmaps vs Vectors

- Bitmap (or raster) images are stored as a series of tiny dots called pixels. Each pixel is actually a very small square that is assigned a color, and then arranged in a pattern to form the image. When you zoom in on a bitmap image you can see the individual pixels that make up that image. Bitmap graphics can be edited by erasing or changing the color of individual pixels using bitmap editors.
- Fonts are a simple example of vectors. They are simplistic and “redraw” themselves in the computer when they are resized.



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Graphics: Bitmap Editors

- A bitmap graphics editor is a computer program that allows users to paint and edit pictures interactively on the computer screen and save them in one of many popular "bitmap" or "raster" formats such as JPEG, PNG, GIF and TIFF.
- To keep things simple, you can look at it like this.

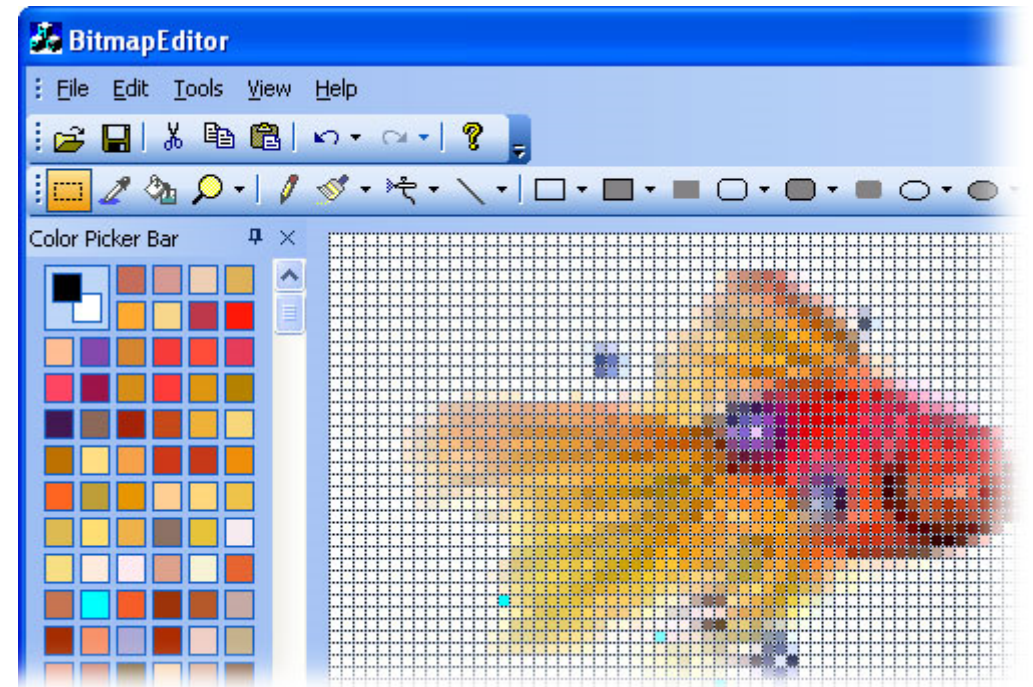


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Graphics: Bitmap Editors

- A bitmap is a grid where each individual square is a pixel that contains color information.

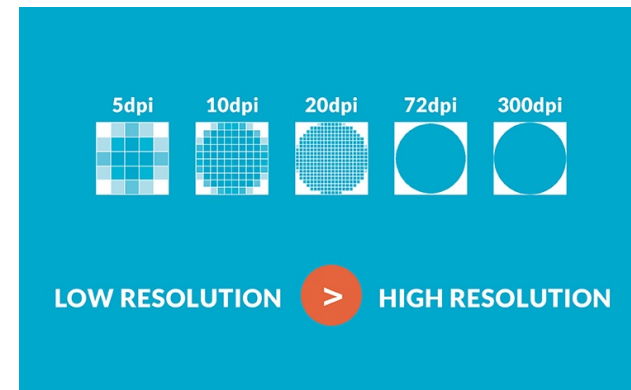
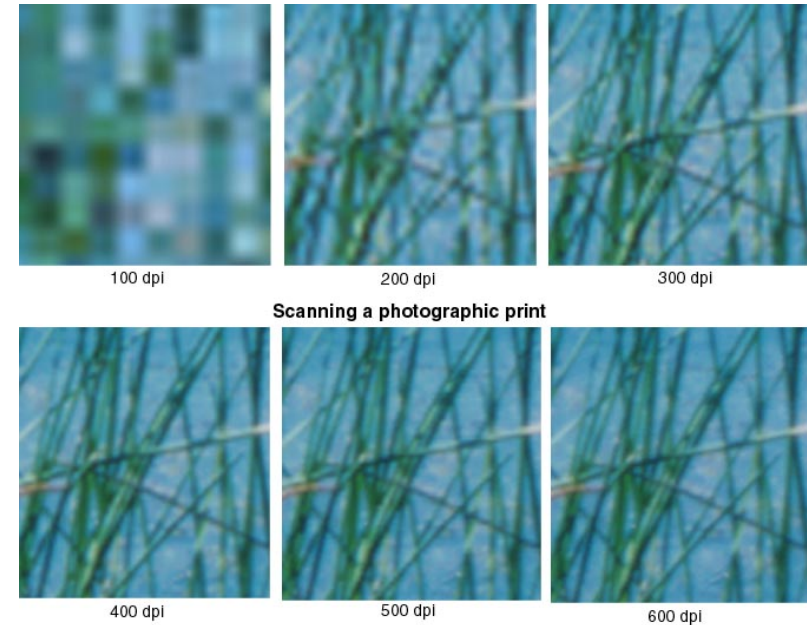
The key characteristics are the number of pixels (or squares in the grid), and the amount of information in each grid square (pixel).



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Graphics: Bitmap Editors

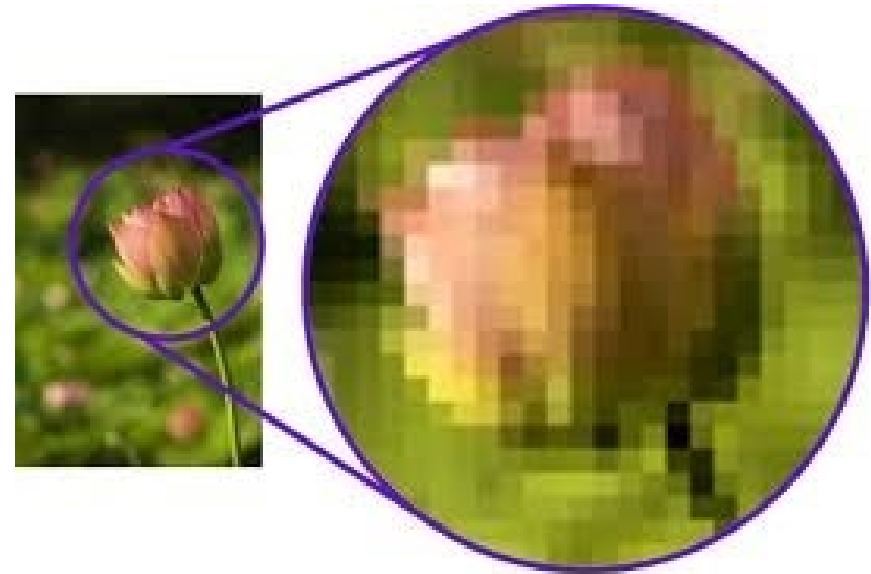
- When you break down an image into a grid made of thousands of squares, you get a bitmap. Each square in that grid holds a little bit of color data and displays (or doesn't display) a color based on that data.



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Graphics: Bitmap Editors

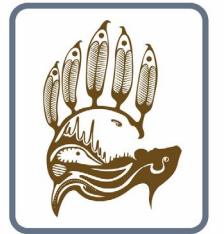
- Like a colour-by-numbers sheet, a key correlates each point's data assignment with a colour. In the end, it provides the literal map that tells you what that image should look like once it's put together.



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Graphics: Bitmap Editors

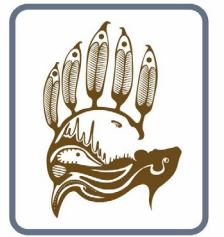
- Adobe Photoshop is the **Industry Standard**. It has thousands of features, but there is a considerable learning curve and it is quite costly. If your business relies on very high end graphics, is an almost indispensable tool.
- Alternative versions are Corel Photopaint, or the free Open Source GIMP. (GIMP is an acronym for GNU (a free “windows-like operating system) Image Manipulation Program. It is a freely distributed program for such tasks as photo retouching, image composition and image authoring.) These programs take time to learn.



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Graphics: Bitmap Editors

- If you're looking for a photo editing app that is straightforward and simple to use, then Aviary is one worth considering. Although it lacks the complex features you'd find in professional editing software like GIMP or Photoshop, Aviary has a good mix of the functionality that most people use. If you simply want a fast and easy editing job, then Aviary should suffice.
- One of the things that makes Aviary a good choice is its intuitive user interface. All of the editing options are displayed in a horizontal toolbar at the top of the screen (see next slide).



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Graphics: Bitmap Editors



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Graphics: Bitmap Editors

- After manipulating an attribute, such as focus, you simply Cancel it or Apply it. Many of the tools—like brightness and contrast—are adjusted using sliders.

As you move the sliders, you immediately see the effect on your image, unlike some programs without a Preview mode.

Aviary is definitely a graphic editor to try out for adjusting and enhancing your photographs for eLearning and slides.



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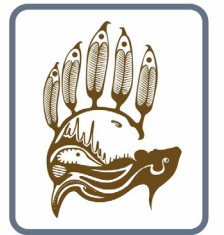
CALL OR EMAIL ME

I work for you. If I don't have an answer for your questions right away, I will try to get one.

John Shymko
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Thank you



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