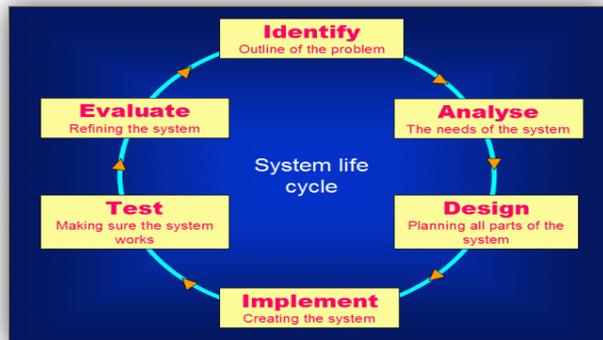




Key Word	Definition	Example
Logo	Recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization.	Nike swoosh, Olympic rings, BMW symbol
Keyboard Shortcuts	A key or combination of keys providing quick access to a particular function within a computer program	CTRL + C = Copy CTRL + V = Paste
Spreadsheet	A spreadsheet is a software application that enables a user to save, sort and manage data in an arranged form of rows and columns.	Microsoft Excel- used to perform calculations
Financial	Relating to money or how money is managed	How much money a company is making
Statistical	Statistics are facts consisting of numbers, obtained from analysing information.	Comparing the number of boys vs girls getting grade 5 and above at GCSE
House style	a house style is a set of rules which state how all documents and written communication from a business should be formatted- includes fonts and colours	Easyjet always uses Orange and white headers and the same font
SOAP	Sense Of Audience & Purpose- making sure your product is suitable for the people it is aimed at	Bright colours and simple language for Primary school kids
Word Processor	A word processor is software 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.	Microsoft Word –used to write letters
Desktop Publishing	Desktop publishing is the production of printed materials such as newspapers and magazines using software on a computer. The abbreviation DTP is also used.	Microsoft Publisher- used to create a leaflet
Template	A template is a file that serves as a starting point for a new document. When you open a template, it is pre-formatted in some way.	A business letter template already has the correct layout for addresses etc.



When making Digital products, the user might follow a cycle like the one in this diagram.

It allows for work to be properly planned, designed, made and reviewed so that we end up with the best possible results.

Logo's

These are used by companies as a simple image that helps people easily recognise their products and services

Tend to use simple images/ text

Normally 3-4 colours only

Linked to an idea/concept (wings, animals, stars...)

Fit with the **House style**- you should be using consistent colours and fonts for all of your products



Keyboard Shortcuts

Using Keyboard shortcuts allows you to work very quickly and efficiently, and is often faster than using the mouse

Keyboard Shortcuts	
General	
Ctrl + O	Open a document
Ctrl + S	Save a document
Ctrl + P	Print a document
Ctrl + W	Close a document
Ctrl + Z	Undo
Ctrl + Y	Redo or Repeat
Navigation	
Ctrl + Home	Go to beginning of the document
Ctrl + End	Go to the end of the document

Editing	
Ctrl + A	Select All
Ctrl + X	Cut
Ctrl + C	Copy
Ctrl + V	Paste
Ctrl + G	Go to
Formatting	
Ctrl + B	Bold
Ctrl + I	Italics
Ctrl + U	Underline



MS Excel- Spreadsheets

Spreadsheets are used to make the computer to carry out calculations for us. This is very useful for financial and statistical **models** that can be used to analyse figures and track trends. We use MS Excel.

Theme Park Shop					
Wholesale Price	Retail Price	Profit Each	Number Sold	Money Taken	Profit
£ 0.07	£ 0.25	£ 0.18	18	=C3*E3	
£ 0.12	£ 0.50	£ 0.38	45		
£ 0.65	£ 1.00	£ 0.35	23		
£ 0.85	£ 1.50	£ 0.65	12		
£ 3.50	£ 5.50	£ 2.00			
£ 2.00	£ 4.00	£ 2.00			
£ 8.50	£ 14.00	£ 5.50			

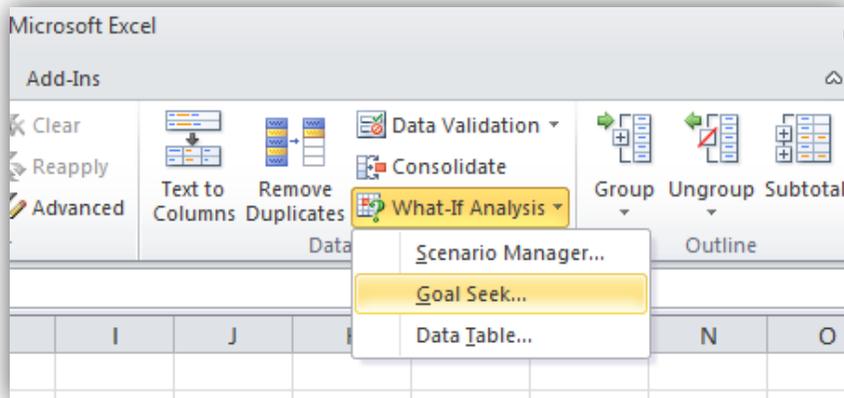
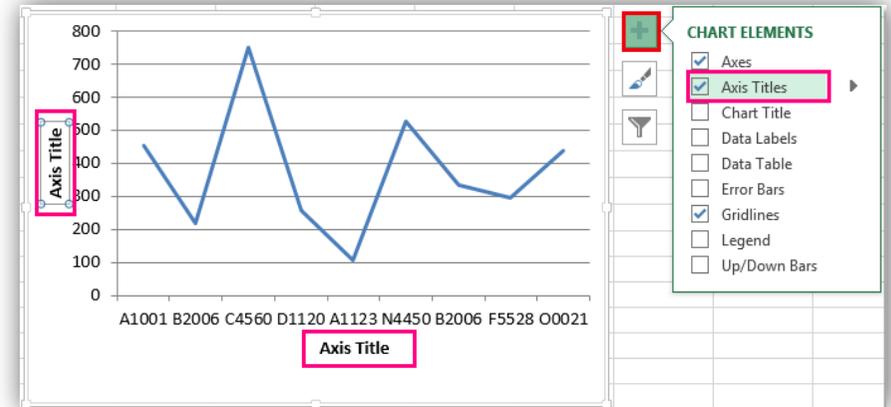
Press Enter

We use formulae and functions to automatically perform the calculations and these can be copied to other cells. Every formula begins with the = sign, and normally references a cell location by letter and number as coordinates (example below).

By making graphs we can present Information in a visual way for easy comparison.

Each graph should have:

- Title
- Axis Labels
- Legend
- Data Labels (when appropriate)



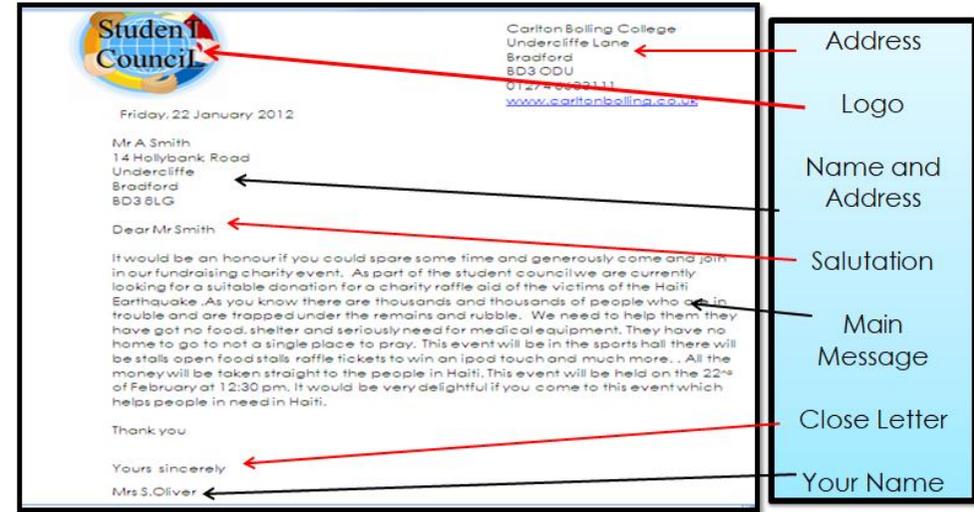
"What if" allows us to predict values and check the results of certain scenarios by automatically changing the value of key cells.



MS Word and Business letters

MS Word is an example of word processing software. When using it we can create a wide variety of products, but one of the most common is a business letter.

Business letters have the following components:



MS Office software has features that allow us to check spelling, grammar and punctuation automatically. Mistakes are indicated by coloured wiggly lines:

As we talked about in our meeting, my fourteen ce, both in commissioned floor sales and in the role of Sales Supervisor, wo ity Furnishings. In that time, I have learned many techniques that would ve customer satisfaction ratings at Quality Furnishings.

Spelling error

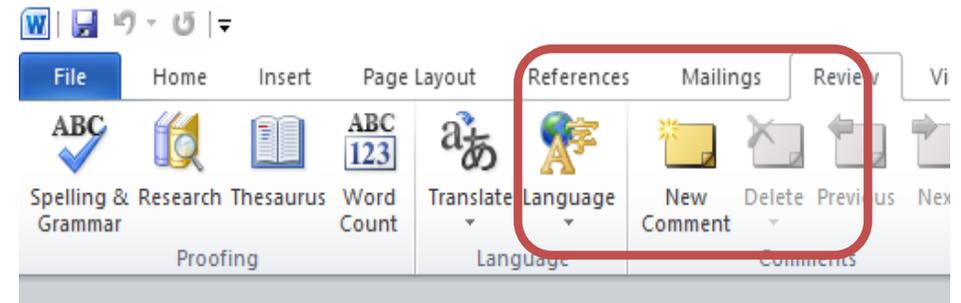
In addition, I wanted to let you no that I have recently recieved my certificate from the Superior Sales Training program at the ational Business Institute. several techniques covered in the program are sure to bolster sales. Also, increased customer satisfaction. I look forward to having the chance to impliment them at Quality Furnishings.

Contextual spelling error

Grammatical error

The on in filling the Sales As l free to co or would like additional forward to hearing from you soon.

We can also add comments that help improve our peers work from the review tab:





MS Publisher- Leaflet

MS Publisher is a type of DTP (Desktop Publishing Software). It is designed to help create products such as leaflets and posters. Most DTP software has a wide range of built in templates to help make life easier.

When creating a range of digital products we should consider **House Style**. This allows people to see that there is a link between the products and allows them to associate colours and fonts and Logos with companies and products.

SOAP is the sense of audience and purpose. This means thinking about **Who** a digital product is for, and **What** is the digital product supposed to do?



MS PowerPoint- Digital Posters

PowerPoint is presentation software, but can be used for other types of product as well. A digital poster is the kind of image you see on screens in schools and clubs, as well as at bus stops.

What are the advantages of a digital poster?

- They can be animated
- They can be easily updated
- Costs less to produce and distribute
- Can be interactive
- Allow multiple products/information to be shown in quick succession



Digital posters run without any input from the viewer and are normally looped so that they repeat the information over and over again. The animations and transitions should not be distracting and should be eye-catching and appropriately timed so that the information can be read and understood.