Chapter 5: Application Software: Tools for Productivity
Application Software: Tools for Productivity

- Word processing
- Spreadsheet
- Database
- Presentation
- Project management
- Personal information management

Media and Graphic
- Desktop publishing/Multimedia authoring
- Image animation creation and editing
- 3D rendering
- Audio editing
- Video editing

Internet Based
- E-mail
- Web browsers
- Internet messaging
- Video conferencing and IP telephony
- Web-hosted applications
- Spyware, adware, pop-ups

Home and Educational
- Personal finance
- Tax preparation
- Home design and landscape design
- Computer-assisted tutorials
- Computer-assisted referencing (e.g., encyclopedias and maps)
- Games
General-Purpose Applications

• Application software
  o Any program that gives the user the ability to complete work on the computer

• General-purpose applications
  o Enable users to complete common tasks
    • Examples: word-processing, spreadsheet programs
General-Purpose Applications

- General-purpose application software
  - Productivity programs
  - Media and graphic software
  - Internet-based software
  - Home and education programs
Productivity Programs

• **Productivity programs**
  o Make it easier to do work
  o Examples
    • Word-processing software
    • Spreadsheet or database software
    • Presentation software
    • Project management software
    • Personal information management software
## Productivity Programs

<table>
<thead>
<tr>
<th>Productivity Category</th>
<th>Example Programs</th>
<th>Manufacturer</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Word Processing</strong></td>
<td>Pages, WordPerfect, Documents, Word</td>
<td>Apple, Corel, Google Docs, Microsoft</td>
<td>Write, format, and print documents and reports</td>
</tr>
<tr>
<td><strong>Spreadsheet</strong></td>
<td>Numbers, Quattro Pro, Spreadsheets, Excel</td>
<td>Apple, Corel, Google Docs, Microsoft</td>
<td>Enter and manipulate financial data through the use of formulas</td>
</tr>
<tr>
<td><strong>Database</strong></td>
<td>FileMaker Pro and Bento, Paradox, Access</td>
<td>Apple (actually FileMaker, Inc., a subsidiary of Apple), Corel, Microsoft</td>
<td>Manage and connect data between related tables to produce queries, reports, and forms</td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td>Keynote, Presentation, Presentations, PowerPoint</td>
<td>Apple, Corel, Google Docs, Microsoft</td>
<td>Create slide shows</td>
</tr>
<tr>
<td><strong>Project Management</strong></td>
<td>Project, Tenrox</td>
<td>Microsoft (runs on Windows XP, Windows Vista, Windows 7), Tenrox (runs on Windows XP, Windows Vista, Windows 7, Mac OS, Linux)</td>
<td>Manage and schedule resources among multiple projects</td>
</tr>
<tr>
<td><strong>Personal Information Manager</strong></td>
<td>Calendar, Lotus Organizer, Entourage, Outlook, Desktop</td>
<td>Google, IBM, Microsoft (for the Mac OS), Microsoft, Palm (Free)</td>
<td>Keep e-mails, contact lists, schedules, and calendars of appointments</td>
</tr>
</tbody>
</table>
Productivity Programs

- **Microsoft Office 2010**
  - Office Button changed to File tab on Ribbon
  - Allows customization of the Ribbon
  - Live preview for the paste clipboard
  - Option to capture and insert screen shots
  - Enhanced multimedia editing
    - Video cutting
    - Removing backgrounds
    - Recording a slide show as a video
  - Office Web applications
    - Free online companions to Word, Excel, PowerPoint, OneNote
    - Real-time buddy list identifies who is currently editing a document
  - Stronger security settings for working on collaborative projects
Productivity Programs

- Word 2010
- Excel 2010
- Access 2010
- PowerPoint 2010
- Project 2010
- Outlook 2010

Know Your Product:
- Know the features of each product being sold
  - Word
  - Excel
  - Access
  - PowerPoint
  - Outlook
- Know the needs of your customer
  - What programs are they currently using?
  - Are these programs meeting their needs?
  - Show how their needs can be met with our products and services
Productivity Programs

- **Shared Office Interface**
  - Features interfaces similar to Microsoft’s Windows operating systems
    - Application window
    - Application workspace
    - Document
    - Title bar
    - Window control buttons: minimize, restore down/maximize, close
    - Window border
    - Status bar
    - Scroll bars and scroll arrows
    - Ribbon
    - Tab and contextual tab
    - Group
    - Quick Access Toolbar
Productivity
Programs

• **Microsoft Word 2010**
  - Automatic text wrapping
  - Find and Replace utility
  - Ability to cut, copy and paste text, images, and screen captures
    - Within document
    - Between documents and programs
  - Editing and formatting tools insert headers, footers, page breaks, page numbers, and dates
  - Embed pictures, graphics, charts, tables, footnotes, endnotes, & more
  - Add tables, columns, tabs, bulleted or numbered lists
  - Theme feature provides pre-created color schemes and font selections
  - Live Preview option
  - Portrait or landscape orientation print options
Productivity Programs

Productivity Programs

Word Processors
Spreadsheets
Presentation Graphics
Database
Project Management
Personal Information Management

Set Goals!!!!!!!

The features displayed in Live Preview are not actually applied to the document until the user clicks the mouse on the option.

Moving a mouse over a style, font, or color option usually displays the results on the document in progress through a feature called Live Preview.
Productivity Programs

• Microsoft Excel 2010
  o Leading spreadsheet program for business and personal use
  o Stores and manipulates numbers
  o Modeling/what-if analysis—prediction of things that might happen
  o Each file is a workbook holding worksheets with columns, rows & cells
  o Spreadsheet entries and features
    • Labels
    • Formulas
    • Mathematical formulas
    • Functions
    • Argument set
    • Charts
    • Sparklines
Productivity Programs
Productivity Programs

- **Microsoft Access 2010**
  - Database management system
    - Designed to
      - Store related data in tables
      - Create relationships
      - Generate forms, queries, & reports
  - Features of Access
    - Table
    - Data set
    - Form
    - Filter
    - Query
    - Report
Productivity Programs

• **Microsoft PowerPoint 2010**
  - Popular program used to create and deliver presentations
  - PowerPoint screen features
    - Slide/Outline pane
    - Notes pane
    - View buttons
    - Slide pane
  - Includes
    - Professionally designed templates
    - Slide transitions
    - Placeholder and image animation options
    - Animation painter
    - Ability to insert video
    - Convert presentation into a WMV video file
Productivity Programs

Know Your Product

- Know the Features of each product being sold
  - Word
  - Excel
  - Access
  - PowerPoint
  - Outlook
- Know the needs of your customer
  - What programs are they currently using?
  - Are those programs meeting their needs?
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Productivity Programs

• **Microsoft Project 2010**
  o Useful for the management of one or more projects that can vary in complexity
  o Features include
    • Visually enhanced timeline emphasizes due dates and deadlines
    • Team-planning capability
    • Portfolio manager monitors allocation of scarce resources and current project costs
Productivity Programs

• **Microsoft Outlook 2010**
  o Personal information management system
  o Features include
    • E-mail
    • Conversation grouping
    • Ignoring conversations
    • Think before you send feature
    • Calendar with alarms
• **Media**
  - Refers to the technology used in presenting information including:
    - Pictures
    - Sound
    - Video

• **Multimedia programs**
  - Enable users to incorporate more than one type of technology
Media and Graphic Software

• **Multimedia and graphics software programs**
  - Professional desktop publishing
  - Multimedia authoring
  - Paint, drawing, and animation
  - Image editing
  - 3D rendering, such as CAD
  - Audio
  - Video editing
• **Compression and decompression**
  
  o **Codecs**—algorithms that reduce file size and allow faster Internet transfer speeds
    
    • **Lossless compression**—does not delete information needed to reproduce the image without flaws
    
    • **Lossy compression**—removes some information, but the loss is typically not noticeable
  
  o **Audio Video Interleave (AVI)**—Microsoft-created specification for packaging audio and video data into a file
Media and Graphic Software

• Desktop publishing programs
  o Used to create newsletters, product catalogs, advertising brochures, and other documents requiring unusual design and layout normal word processors do not provide.
Media and Graphic Software

- Paint programs
  - Create **bitmapped images (raster graphics)**—made up of tiny dots known as pixels
  - Paint program standard file formats
    - GIF
    - JPEG
    - PNG
    - BMP
    - TIFF
Media and Graphic Software

- **Graphics Interchange Format (GIF)**
  - Lossless compression of simple images
  - Often used for Web pages

- **Joint Photographic Experts Group (JPEG)**
  - Lossy compression of complex images
  - Also used for Web pages

- **Portable Network Graphics (PNG)**
  - Patent-free alternative to a GIF
  - Lossless compression, suitable for Web use only

- **Windows Bitmap (BMP)**
  - Compression optional
  - Files tend to be large

- **Tag Image File Format (TIFF)**
  - Includes descriptive information with the image
  - Used in publishing
Media and Graphic Software

• **Drawing programs**
  - Create **vector graphics** that can be edited and resized without distortion