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Chapter 1 : Adobe Flash - Wikipedia

Download Target (PowerPoint) PPT Templates: Looking for Target PPT (PowerPoint) Templates which can be used in Success powerpoint template, PowerPoint background for Target PPT presentation.

When PowerPoint was released by Forethought, its initial press was favorable; the Wall Street Journal reported on early reactions: The New York Times reported: Forethought makes a program called PowerPoint that allows users of Apple Macintosh computers to make overhead transparencies or flip charts. Forethought would remain in Sunnyvale, giving Microsoft a Silicon Valley presence. Forethought was first to market with a product in this category. This was at first an alternative to overhead transparencies and 35mm slides, but over time would come to replace them. Please assume that we stay ahead in integrating our family together in evaluating our future strategies—the product teams WILL deliver on this. The move from bundling separate products to integrated development began with PowerPoint 4. Succeeding versions of PowerPoint introduced important changes, particularly version New development techniques shared across Office for PowerPoint have made it possible to ship versions of PowerPoint for Windows, Mac, iOS, Android, and web access nearly simultaneously,[citation needed] and to release new features on an almost monthly schedule. Jeff Raikes, who had bought PowerPoint for Microsoft, later recalled: PowerPoint was used for planning and preparing a presentation, but not for delivering it apart from previewing it on a computer screen, or distributing printed paper copies. Robert Gaskins, one of the creators of PowerPoint, says he publicly demonstrated that use for the first time at a large Microsoft meeting held in Paris on February 25, , by using an unreleased development build of PowerPoint 3. Although the PowerPoint software had been used to generate transparencies for over a decade, this usage was not typically encompassed by common understanding of the term. In contemporary operation, PowerPoint is used to create a file called a "presentation" or "deck" [78] containing a sequence of pages called "slides" in the app which usually have a consistent style from template masters , and which may contain information imported from other apps or created in PowerPoint, including text, bullet lists, tables, charts, drawn shapes, images, audio clips, video clips, animations of elements, and animated transitions between slides, plus attached notes for each slide. A smartphone remote control built in to PowerPoint for iOS optionally controlled from Apple Watch [81] and for Android [82] allows the presenter to control the show from elsewhere in the room. In addition to a computer slide show projected to a live audience by a speaker, PowerPoint can be used to deliver a presentation in a number of other ways: In practice, however, presentations are not always delivered in this mode. In our studies, we often found that the presenter sat at a table with a small group of people and walked them through a "deck", composed of paper copies of the slides. In some cases, decks were simply distributed to individuals, without even a walk-through or discussion. Other variations in form included sending the PowerPoint file electronically to another site and talking through the slides over an audio or video channel e. Another common variation was placing a PowerPoint file on a web site for people to view at different times. They found that some of these ways of using PowerPoint could influence the content of presentations, for example when "the slides themselves have to carry more of the substance of the presentation, and thus need considerably more content than they would have if they were intended for projection by a speaker who would orally provide additional details and nuance about content and context. In an analyst summed up: How come PowerPoint is everywhere? Robert Gaskins, who was responsible for its design, has written about his intended customers: I did not target other existing large groups of users of presentations, such as school teachers or military officers. I also did not plan to target people who were not existing users of presentations Our focus was purely on business users, in small and large companies, from one person to the largest multinationals. The result has been the rise of presentation culture. In an information society, nearly everyone presents. Lucky could already write about broader uses: A new language is in the air, and it is codified in PowerPoint. In a family discussion about what to do on a given evening, for example, I feel like pulling out my laptop and giving a Vugraph presentation How have we gotten on so long

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without PowerPoint? Over a decade or so, beginning in the mid s, PowerPoint began to be used in many communication situations, well beyond its original business presentation uses, to include teaching in schools [] and in universities, [] lecturing in scientific meetings [] and preparing their related poster sessions [] , worshipping in churches, [] making legal arguments in courtrooms, [] displaying supertitles in theaters, [] driving helmet-mounted displays in spacesuits for NASA astronauts, [] giving military briefings, [] issuing governmental reports, [] undertaking diplomatic negotiations, [] [] writing novels, [] giving architectural demonstrations, [] prototyping website designs, [] creating animated video games, [] creating art projects, [] and even as a substitute for writing engineering technical reports, [] and as an organizing tool for writing general business documents. Julia Keller reported for the Chicago Tribune: In less than a decade, it has revolutionized the worlds of business, education, science and communications, swiftly becoming the standard for just about anybody who wants to explain just about anything to just about anybody else. From corporate middle managers reporting on production goals to 4th-graders fashioning a show-and-tell on the French and Indian War to church pastors explicating the seven deadly sins PowerPoint seems poised for world domination. Cultural reactions[edit] As uses broadened, cultural awareness of PowerPoint grew and commentary about it began to appear. Edward Tufte An early reaction was that the broader use of PowerPoint was a mistake, and should be reversed. These costs arise from the cognitive style characteristics of the standard default PP presentation: While his approach was not rigorous from a research perspective, his articles received wide resonance with the public at large Steven Pinker , professor of psychology at MIT and later Harvard, had earlier argued that "If anything, PowerPoint, if used well, would ideally reflect the way we think. Mayer and Steve Jobs Keynotes A second reaction to PowerPoint use was to say that PowerPoint can be used well, but only by substantially changing its style of use. This reaction is exemplified by Richard E. Mayer , a professor of psychology at the University of California, Santa Barbara, who has studied cognition and learning, particularly the design of educational multimedia, and who has published more than publications, including over 30 books. Instead, we have to change our PowerPoint habits to align with the way people learn. Although most presentation designers who are familiar with both formats prefer to work in the more elegant Keynote system, those same designers will tell you that the majority of their client work is done in PowerPoint. Stephen Kosslyn A third reaction to PowerPoint use was to conclude that the standard style is capable of being used well, but that many small points need to be executed carefully, to avoid impeding understanding. For this reason, Kosslyn says, users need specific education to be able to identify best ways to avoid "flaws and failures": These studies converge in painting the following picture: PowerPoint presentations are commonly flawed; some types of flaws are more common than others; flaws are not isolated to one domain or context; and, although some types of flaws annoy the audience, flaws at the level of slide design are not always obvious to an untrained observer The many "flaws and failures" identified were those "likely to disrupt the comprehension or memory of the material. In fact, this medium is a remarkably versatile tool that can be extraordinarily effective. For many purposes, PowerPoint presentations are a superior medium of communication, which is why they have become standard in so many fields. In , an online poll of social media users in the UK was reported to show that PowerPoint "remains as popular with young tech-savvy users as it is with the Baby Boomers," with about four out of five saying that "PowerPoint was a great tool for making presentations," in part because "PowerPoint, with its capacity to be highly visual, bridges the wordy world of yesterday with the visual future of tomorrow. But in only a few short years PowerPoint has altered the landscape. Just as word processing made it easier to produce long, meandering memos, the spread of PowerPoint has unleashed a blizzard of jazzy but often incoherent visuals. Instead of drawing up a dozen slides on a legal pad and running them over to the graphics department, captains and colonels now can create hundreds of slides in a few hours without ever leaving their desks. If the spirit moves them they can build in gunfire sound effects and images that explode like land mines. PowerPoint has become such an ingrained part of the defense culture that it has seeped into the military lexicon. The amount of time expended on PowerPoint, the Microsoft presentation program of computer-generated charts, graphs and bullet points, has

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made it a running joke in the Pentagon and in Iraq and Afghanistan. Commanders say that behind all the PowerPoint jokes are serious concerns that the program stifles discussion, critical thinking and thoughtful decision-making. Not least, it ties up junior officers. The New York Times account went on to say that as a result some U.S. officers spoke without PowerPoint. H. McMaster, who banned PowerPoint presentations when he led the successful effort to secure the northern Iraqi city of Tal Afar in 2003, followed up at the same conference by likening PowerPoint to an internal threat. Kosslyn sent a joint letter to the editor stressing the institutional culture of the military: "The problem is not in the tool itself, but in the way that people use it" which is partly a result of how institutions promote misuse. Secretary of Defense, [] and H. McMaster was appointed as U.S. Secretary of Defense in 2006. When he presented it in Berkeley, on March 8, 2006, the University of California news service reported: Berkeley alumnus Bob Gaskins and Dennis Austin. All transitions, videos and effects appear and behave the same when viewed using PowerPoint Viewer as they do when viewed in PowerPoint.

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Chapter 2 : Keynote - Apple

PowerPoint provides a large collection of ready-made shapes that you can easily insert in your PowerPoint blog.quintoapp.com can go ahead and add multiple shapes on the same slide and then flip, rotate, reorder, or group them as required, or combine them to create your own new diagrams and designs.

May 14, by Rajib Mukherjee The phrase demographic environment is composed of two words, demographic which in turn comes from demography and environment. Demography is the study of the human population living in an area, their age, jobs, income, spending habits, ethnicity, gender and so on. In terms of marketing and business, this study of human population actually leads to an identification of the potential customers. Businesses employ quite a few methods to identify potential customers for their products and services. Demographic segmentation is one such way. Based on age, gender, ethnicity, income group and several other parameters, businesses segment the market and identify the target group that are most likely to become their customers. These parameters taken together is known as the demographic environment. A study of the demographic environment is one of the most used methods to identify and reach out to potential customers. A marketer is, however, required to keep in mind the dynamic attributes of such an environment and keep updating the data that is collected on a continuous basis. Who do you think from among the following three demographic segments are likely to avail of their services? This is but a few of the hundreds and thousands of potential demographic parameters that can be used by a business to identify their customers from a demographic environment. It analyses the different parameters that control the demographic environment and modifies marketing approach to cater to the ones that are promising. Age allows marketers to target products that are relevant to a specific age to the desired demographic. Data is collected from a variety of points and the analyzed. In the long run marketers are able to design their marketing campaigns according to the target age. However, not always is such analytical research result put to right use. Baby boomers were born between and That would make a large part of this demographic to be sexagenarian and quinquagenarian in These are individuals who are the heads of their respective families, the main earning members in certain cases and in some cases retirees living off their pension. In spite of their age, however, these are also individuals who are at the pinnacle of their career and are successful in their lives. They are shaping the economy, transforming technology, making decisions that affect lives and molding marketing codes as you read this. They are hooked to technology, love using their digital gadgets as much as the younger generation and eager to try out new products as they are launched. They are also spending more money online than any other age group. What is baffling to note after reading all these is that modern marketers somehow do not keep these baby boomers in their purview for their marketing strategies. These are the people who hate the conception that they are older. In fact they consider themselves younger than their earlier generation at the same age! A fact that should be considered by marketers when branding their products. Another thing about age as a parameter of demographic environment is that it is dynamic. Even within a population age is in a constant state of transition. Marketers must understand the core concepts of demographic transition and take it into account when making their assumptions and marketing strategies. Demographic transition deals with the transformation of a nation from a high birth and death rate one to one with a low birth and death rate. This transformation happens because over time as a country progresses technologically and economically, quality of life improves. This directly impacts infant mortality by reducing it and increases life expectancy. However, demographic transition opens the door to a different type of problem. It can be explained here very quickly. In the current state of economic and technological stage, western countries are experiencing an aging population. This when compared to emerging countries such as Brazil and India where the population is generally younger, western countries are facing a shortage of talent to fill up places which are left open by retiring individuals as well as new positions that are opening up. This is making the availability of skilled labor across industries more and more difficult to fill in. Having said that, there are other factors too, such as the

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unavailability of skilled labor even in emerging markets which makes it difficult for businesses to find the right talent. In a nutshell, marketers have to keep an eye on the age distribution of the target demographic as well as the average disposable income to be able to perfectly assess their target customers. Trends Trends are dynamic, they are continuously evolving and trends do also keep coming back retro fashion. An important study that marketers conduct from time to time is what the customers are looking for, i. This analysis is based on data collected from different source points – store fronts, personal opinion, celebrity styling, online buzz and so on. Understanding the market trend helps businesses to keep in tune with the pulse of the market and keep manufacturing products that are accepted by the consumers. Disadvantages of Demographic Environment Analysis – Assumption A large chunk of a marketers efforts are based on assumption, which, in turn is dependent on the analyzed data that is collected from various source points in the market. Resultantly, even though the data part is correct, the assumption part can sometimes be wrong. This is because human desire and the resultant trend is not always linear. Lack of Focus in the Right Areas Demographic environment analysis has been blamed to be myopic at times. Such analysis have often resulted in marketers missing the woods completely for the trees. In other words they have overlooked vital information that can impact the bottom-line of a business in the long run. In the discussion on age as a demographic factor it was explained how baby boomers are a neglected lot in the marketers list of priorities. Somehow business feel that if they associate their brand with baby boomers it will mean a shift in their brand image. While businesses are solely focusing on the group, people who are younger, tech –savvy and have a higher disposable income they are essentially missing out on yet another lucrative segment, one that is even more important. If only Facebook statistics are taken, there are over 19 million active users in the USA who are over the age of The neglected lot, again! Online marketers, are you reaching out to them?

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Chapter 3 : Make your PowerPoint presentations accessible - Office Support

How PowerPoint was created In , a company called Forethought, founded by two ex-Apple marketing managers, rolled out PowerPoint and business meetings have never been the same since.

Level 2 Macintosh Course Specifications Course length: You will enhance your presentation by using features that will transform it into a powerful means of communication. You will customize the PowerPoint interface to suit your requirements and use features to create dynamic and visually appealing presentations. You will then finalize a presentation and secure it to authenticate its validity. This course is designed for professionals who will use Microsoft Office PowerPoint to prepare presentations and be more productive in their work. Level 1 Macintosh or have equivalent knowledge and skills. Hardware Requirements For this course, you will need one computer for each student and one for the instructor. Each computer will need the following minimum hardware configuration: A keyboard and mouse or other pointing device. Network cards and cabling for local network access. Internet access contact your local network administrator. A printer optional or an installed printer driver. Software Requirements Each computer requires the following software: Course Content Lesson 1: Customizing a Design Template Topic 2A: Add Footers Topic 2D: Modify the Notes Master Topic 2E: Modify the Handout Master Lesson 3: Modify SmartArt Graphics Lesson 4: Add Multimedia Elements Topic 4B: Customize Slide Component Animations Lesson 5: Customizing a Slide Show Topic 5A: Annotate a Presentation Topic 5C: Collaborating on a Presentation Topic 6A: Review a Presentation Topic 6B: Distributing a Presentation Topic 7A: Broadcast a Presentation Topic 7B: Save a Presentation as a Movie Topic 7C: PowerPoint Mobile Appendix B:

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Chapter 4 : Designing for Izzet | MAGIC: THE GATHERING

Target Disk Mode is a feature that lets your screen function as an external monitor for another computer. It enables direct file transfer between two Macs via FireWire or Thunderbolt. Hold the T key and boot one of the Macs in Target Disk Mode and its drives appear on the desktop of the other Mac.

Websites[edit] In the early s, Flash was widely installed on desktop computers , and was commonly used to display interactive web pages , online games , and to playback video and audio content. Scaleform is supported by more than 10 major video game engines including Unreal Engine , UDK , CryEngine and PhyreEngine , and has been used to provide 3D interfaces for more than major video game titles since its launch in Film and animation[edit] Main articles: List of Flash animated films and List of Flash animated television series Adobe Animate is one of the common animation programs for low-cost 2D television and commercial animation, in competition with Anime Studio and Toon Boom Animation. Various third-party software packages designed for traditionally trained cartoonists and animators can publish animations in the SWF format. Flash was a two-part system, a graphics and animation editor known as Macromedia Flash, and a player known as Macromedia Flash Player. FutureSplash Animator was an animation tool originally developed for pen-based computing devices. Due to the small size of the FutureSplash Viewer, it was particularly suited for download on the Web. Macromedia distributed Flash Player as a free browser plugin in order to quickly gain market share. In , the first major version of ActionScript was developed, and released with Flash 5. The last version of Flash released by Macromedia was Flash 8, which focused on graphical upgrades such as filters blur, drop shadow, etc. It introduced the ActionScript 3. Adobe Flex Builder built on Eclipse targeted the enterprise application development market, and was also released the same year. Flash 10 improved animation capabilities within the Flash editor, adding a motion editor panel similar to Adobe After Effects , inverse kinematics bones , basic 3D object animation, object-based animation, and other text and graphics features. Flash Player 10 included an in-built 3D engine without GPU acceleration that allowed basic object transformations in 3D space position, rotation, scaling. In , Adobe AIR reached a milestone with over , unique applications built, and over 1 billion installations logged across the world May However paid licensing is still an option for device makers who want to use Adobe software. Apple restricted the use of Flash on iOS in due to concerns that it performed poorly on its mobile devices, had negative impact on battery life, and was deemed unnecessary for online content. In , Adobe rebranded its Flash authoring environment as Adobe Animate to emphasize its expanded support for HTML5 authoring, and stated that it would "encourage content creators to build with new web standards" rather than using Flash. The Flash source file format is a proprietary format and Adobe Animate is the only available authoring tool capable of editing such files. Note that FLA files can be edited, but output. Flash Video files [spec 1] have a. The use of vector graphics combined with program code allows Flash files to be smallerâ€”and thus allows streams to use less bandwidth â€”than the corresponding bitmaps or video clips. For content in a single format such as just text, video, or audio , other alternatives may provide better performance and consume less CPU power than the corresponding Flash movie, for example when using transparency or making large screen updates such as photographic or text fades. In addition to a vector-rendering engine, the Flash Player includes a virtual machine called the ActionScript Virtual Machine AVM for scripting interactivity at run-time, with video, MP3-based audio, and bitmap graphics. As of Flash Player 8, it offers two video codecs: Flash Video has been a popular choice for websites due to the large installed user base and programmability of Flash. Flash Player supports two distinct modes of video playback, and hardware accelerated video decoding may not be used for older video content. Such content causes excessive CPU usage compared to comparable content played with other players. Software Rendered Video Flash Player supports software rendered video since version 6. Such video supports vector animations displayed above the video content. This obligation may, depending on graphic APIs exposed by the operating system, prohibit using a video overlay , like a traditional multimedia

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player would use, with the consequence that color space conversion and scaling must happen in software. Developers must specifically use the "StageVideo" technology within Flash Player in order for hardware decoding to be enabled. Flash allows sample rates of 11, 22 and ActionScript ActionScript is the programming language used by Flash. Several developers quickly created a C library for producing SWF. Macromedia made the Flash Files specifications for versions 6 and later available only under a non-disclosure agreement , but they are widely available from various sites. In April , the Flash SWF file format specification was released with details on the then newest version format Flash 8. Although still lacking specific information on the incorporated video compression formats On2, Sorenson Spark, etc. The file format specification document is offered only to developers who agree to a license agreement that permits them to use the specifications only to develop programs that can export to the Flash file format. The license does not allow the use of the specifications to create programs that can be used for playback of Flash files. The Flash 9 specification was made available under similar restrictions. Previously, developers could not use the specification for making SWF-compatible players, but only for making SWF-exporting authoring software. The specification still omits information on codecs such as Sorenson Spark , however.

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Chapter 5 : Where to Set Environment Variables in Mac OS X

Purpose of Course Target Audience Environment for Screen Captures Acronyms. AHLTA/CHCS Critical Fixes and Support (ACCFS): CHCS Laboratory (LAB) Enhancements. For Laboratory Technicians, Supervisors, Managers, and File/Table staff.

Figure 4 shows a duplicated circle placed over the original circle we created earlier. To do that, carefully select the duplicated circle and right-click it -- and from the resultant menu, chose the Format Shape option as shown in Figure 5. Format Shape dialog box Now, select the Lock aspect ratio check-box is checked highlighted in red in Figure 7. Thereafter, reduce the Height and Width values as required we reduced 1 cm within the Size and rotate section. Previously, the Height and Width values were Size values changed within the Format Shape dialog box This will resize the duplicated circle, as shown in Figure 8. Resized duplicated circle Create several such duplicated copies one upon another to end up with as many circles as you need you will need to repeat steps 4 through 8 for each circle you add, so that each circle is smaller than the previous circle -- we did this repeatedly to end up with ten circles, as shown in Figure 9. All the circles selected With all the circles selected, access the Home tab of the Ribbon , and click the Arrange button. From the resultant drop-down gallery, select the Align or Distribute option, as shown in Figure This bring up another sub-gallery with the options to align and distribute the selected shapes refer to Figure 11 again. Make sure that the Align Selected Objects option within this sub-gallery is selected. Thereafter, click both the Align Center and the Align Middle options highlighted in red in Figure 11 one after the other. Align options to be selected within the Align or Distribute sub-gallery This will align all the circles to the center of the first circle we created, as shown in Figure Learn more about aligning shapes in our Aligning Shapes in PowerPoint tutorial. All circles are aligned Now, you can change the color of individual circles. To do that, select an individual circle and double click it to activate the Format tab of the Ribbon, locate the Shape Styles group, then click the downward arrow next to the Fill button to view the Fill drop-down gallery that you can see in Figure Fill drop-down gallery Select one circle at a time and chose any color to use it as the shape fill color. You can also change the outline color of individual circles, or remove the outline from all circles completely, and you can also change the style of the circles by applying the Shape Styles. Figure 14 shows the created target diagram. Target diagram created in PowerPoint You can even add an Arrow shape on the target created, as shown in Figure Target with arrow shape added Tip: It is a good idea to align the target to the center of the slide. To do that you first need to select all the circles and other shapes such as the Arrow added and then group them. Then align the target to center of the slide, as explained in our Align shape to center of slide in PowerPoint tutorial.

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Chapter 6 : Demographic Environment – An Introduction

PowerPoint's competitors, on the other hand, resented the tactic as giving away PowerPoint for free. And for more than a quarter century, Microsoft's competitive logic proved unassailable.

Yodot Software Disk Management Target Disk Mode is a feature that lets your screen function as an external monitor for another computer. It enables direct file transfer between two Macs via FireWire or Thunderbolt. You can transfer files by using drag and drop option. Here are other times when the Target Disk Mode comes in handy: To troubleshoot drive of a Mac that cannot boot to the desktop. Before we boot a Mac system using this feature, here are some things that are absolutely essential to proceed: You can operate a Mac off its battery level in Target Disk Mode, but you will not be able to monitor its battery power levels. This can lead to Mac in target disk mode to shut down unexpectedly. You have to use either a FireWire or Thunderbolt cable. Your FileVault encryption is enabled by default on Mac. Boot your Mac normally. You can turn it on later using Target Disk Mode. If the firmware password is set in the recovery environment, disable it. Let us explore two ways to boot into Mac with Target Disk Mode: Using Startup Keyboard shortcut This method works on all Macs with functional keyboards. Hold down the T key and start up your Mac. If you are on a wireless keyboard, do not hold T key until you hear the startup chimes, then press and hold T key as above. The disadvantage of this method is that you may have to use Option key shortcut to reboot using your normal startup drive. Click on Apple menu and select System Preferences. Once connected, you can see the drive as an external hard drive named Macintosh HD. You can access files and copy them just like you do with other drives. Apart from using Target Disk Mode to copy files or boot your Mac, it can also be used to repair drives that are misbehaving. You can use the Target Disk Mode for the same purpose, eliminating the need to disassemble your Mac and installing the drive in an external enclosure. Different models and years rely on different support requirements for internal hardware. Operating systems should be same: If the Mac using Target Disk Mode is using an older Operating system, it may not have the needed support for hardware on your second Mac. You can recover data from formatted, re-formatted Mac drives as well. The user interface is pretty simple and explains how to recover mac crashed hard drive in easy-to-follow instructions. The recovered data can be easily viewed thanks to Mac finder styled interface. The recovered files can be seen through a Preview feature. You can then save the files to a destination folder of your choice.

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Chapter 7 : Microsoft Office PowerPoint Level 1 (Macintosh)

Target Corporation By: Leigh Blackmon, Justin Napier, Sara Ratliff, and Brian Roundtree Executive Summary The Firm Upscale discount chain that offers trendy merchandise at affordable prices The Industry Dominant Firms - Wal-Mart, Costco, K-Mart Keys to Success- Marketing, Promotion, Brand Loyalty, Differentiation Mission Statement At Target, our mission is to create a loyal customer base by.

Make sure slide contents can be read in the order that you intend. Use the Accessibility Checker to find slides that have possible problems with reading order. When someone who can see reads a slide, they usually read things, such as text or a picture, in the order the elements appear on the slide. In contrast, a screen reader reads the elements of a slide in the order they were added to the slide, which might be very different from the order in which things appear. Set the reading order of slide contents When creating a new slide, use the built-in slide designs. PowerPoint contains built-in slide layouts that you can apply to any slide. When you use them with a new slide, these layouts automatically make sure that the reading order works for everyone. Use built-in slide designs for inclusive reading order Add meaningful hyperlink text and ScreenTips. To determine whether hyperlink text makes sense as standalone information and whether it gives readers accurate information about the destination target, visually scan the slides in your presentation. People who use screen readers sometimes scan a list of links. Links should convey clear and accurate information about the destination. For example, instead of linking to the text Click here, include the full title of the destination page. You can also add ScreenTips that appear when your cursor hovers over text or images that include a hyperlink. Add hyperlink text and ScreenTips Ensure that color is not the only means of conveying information. Switch to the View tab and select Grayscale. Visually scan each slide in your presentation for instances of color-coding. People who are blind, have low vision, or are colorblind might miss out on the meaning conveyed by particular colors. For headings, consider adding bold or using a larger font. Use sufficient contrast for text and background colors. To find insufficient color contrast, use the Accessibility Checker. Use strong contrast between text and background, so people with low vision can see and use the content. Use dark text on a white or off-white background, or reverse it and use white text on a dark background. White and black schemes also make it easier for people who are colorblind to distinguish text and shapes. Give every slide a unique title To find slides that do not have titles, use the Accessibility Checker. People who are blind, have low vision, or a reading disability rely on slide titles to navigate. For example, by skimming or using a screen reader, they can quickly scan through a list of slide titles and go right to the slide they want. Hide a slide title Use a simple table structure, and specify column header information. Screen readers keep track of their location in a table by counting table cells. Blank cells in a table could also mislead someone using a screen reader into thinking that there is nothing more in the table. Screen readers also use header information to identify rows and columns. Use table headers Use a larger font size 18pt or larger , sans serif fonts, and sufficient white space. To find potential issues related to fonts or white space, review your slides for areas that look crowded or illegible. They often see text merge or distort. For people who have dyslexia or have low vision, reduce the reading load. For example, they may benefit from familiar sans serif fonts, such as Arial or Calibri. Avoid using all capital letters and excessive italics or underlines. Include ample white space between sentences and paragraphs.

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Chapter 8 : PPT - The Marketing Environment PowerPoint Presentation - ID

climate. As organizations around the world team up to combat the effects of climate change, companies like Target have a big role to play. In , we introduced our climate policy and three new goals to help us reduce our greenhouse gas footprint, and we're working closely with industry partners, policymakers and other stakeholders to accelerate the transition to a low-carbon economy.

This is especially a pain when designing hybrid cards where the only design space is overlap. Also, while the two colors both make use of spells, how they use those spells tend to be very different. Blue is the slowest color, red is the fastest. Blue is the most reactive while red is the most proactive. The essence of what makes them enemies pulls them in very different directions. Nivix Guildmage Art by Scott M. Both like casting spells for their own reason, so the best way to tie them together is to find a way to connect their spellcasting. There are several ways to do this. First, you can do something to their spells. This is what both Izzet guild keywords did: Create a new ability that allows you to improve your spells and then give it to blue and red. Second, you can trigger off of instants and sorceries being played. This encourages a deck full of them, and as blue and red will have the most, this color combination will have the easiest time building this deck. Third, you can care about any type of spell getting played, as instants and sorceries tend to have more cheaper spells that can be used beyond the first few turns. This, for example, is why the storm mechanic tended to gravitate toward blue and red. Fourth, you can make permanents that get boosts when instants and sorceries are played. Izzet tends to like creatures with this ability, as it plays into the experimenter flavor of the guild. Fifth, you can interact with instants and sorceries. For instance, blue is able to bring instants back from the graveyard while red can get sorceries. This came about, by the way, because there are times we want cycles where each color brings back a different card type. Black, naturally, gets back creatures every set, with spells like Raise Dead and Gravedigger. White is able to get back enchantments. Green can get back anything with Regrowth -like spells, so it waited until everyone else chose. Blue wants instants to get back counterspells. So that leaves red with either sorceries or land. As king of land destruction, getting back land feels weird, so red gets sorceries. Thus, green gets land. Note that this is more limited than a lot of the other color combinations and tends to lead to more combinatory effects which is fine, flavorwise, as the Izzet have a strong Johnny feel. Philosophically, when you combine the intellect of blue with the passion of red you get creativity. I like to refer to the Izzet as passionate thinkers. As such, the sensibility they have is one of experimentation. As a designer and acknowledged Johnny , I tend to gravitate toward this Rube Goldberg feel. Blue-red wants to do things where things interact with other things and the end result is something bigger than the sum of its parts. Blue-red, more so than most color pairs, tends to build its decks around interactions happening. I feel, of the ten guilds, the Izzet is the most Johnny with Simic and Golgari coming in second and third. Obviously, Draft moves closer to Constructed than Sealed. As such, Limited play leans more on the mechanical connectionâ€”the spellsâ€”than the focus. Replicate Some mechanics have glorious origin stories and some do not. Replicate falls into the latter category. The Guildpact design team Mike Elliott as lead, with Aaron Forsythe , Devin Low , and Brian Schneider realized that blue and red overlapped the strongest on instants and sorceries and looked for mechanics that worked specifically on them. The original version of replicate was called polycast, and it allowed you to recast the spell as many times as you wanted when it was first cast. In this version, there was no separate cost associated with replicate, as it kept reusing the mana cost. This version was changed in development to have a cost associated with replicate. Why was the cost added if it matched the mana cost every time? Because we felt there was a decent chance of bringing the mechanic back, and that allowed us the flexibility to make replicate cards where the replicate cost was different from the mana cost. As a quick aside, players have asked which of the ten original Ravnica block mechanics do I expect to see return. Here are my thoughts: Unlikely, for "repetition of play" issues. Unlikely, for confusion and likeability issues. Unlikely, for power reasons. Already brought back in Magic It would need to find an environment where it

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made sense, but it has a chance of returning. Most of the replicate cards are just running through the basic spell abilities of blue and red. As we wanted the mana cost and replicate costs to match, there was a little juggling, but mostly it was handled by development. The one other big issue was whether or not the spell was going to be one big spell or a bunch of little ones. The year before, the Champions of Kamigawa block had the splice mechanic, which combined effects into one large spell. Overload Ken wrote a feature article about the creation of this mechanic. This mechanic goes all the way back to the very first Great Designer Search. The first design challenge was called "Gimme Five," and in it I made the contestants design three five-card cycles—one at common, one at uncommon, and one at rare. For each rarity, I randomly assigned them a card type. What follows are the cards Ken Nagle submitted for his common cycle of sorceries: Dispersion 4W When you play this card, if you also paid the dispersion cost, target all enchantments. Dispersive Mold Common G Sorcery: Dispersion 4G When you play this card, if you also paid the dispersion cost, target all artifacts. Dispersive Blast Common R Sorcery: Dispersive Blast deals 2 damage to target creature or player. Dispersion 4R When you play this card, if you also paid the dispersion cost, target all creatures and players. Dispersive Path Common U Sorcery: Target creature is unblockable this turn. Dispersion 5U When you play this card, if you also paid the dispersion cost, target all creatures. Dispersive Revival Common B Sorcery: Return target creature card in your graveyard to your hand. Dispersion 6B When you play this card, if you also paid the dispersion cost, target all creature cards in your graveyard. The Dispersion alternatives—Radiate, Splay mechanic allows single targeted spells to change from aimed missiles to cluster bombs. Since sorceries make poor combat tricks, I dispersed Limited staples. The flashy fanciness is left for higher rarities Giant Growth, Unsummon, and But it did not have a lot of awesomely inspiring newness either. He played it pretty safe, and a lot of the cards said to me "We really could make this card But which players are looking for this or will be excited to get it? Common—Good keyword, so-so execution. Kenneth, I felt this was a good week for you. Your initial submission put you in the middle of the pack and the first design challenge has advanced your standing. Your common cycle used the dispersion mechanic. It has the nice flexibility in that it can be burned early cheaply for a small effect or create a larger effect later for a larger cost. The reason we do many mechanics like this is they help make limited play smoother see question 18 on the Great Designer Search Multiple Choice Test. My biggest issue with the mechanic was that you chose the wrong effects. I believe this mechanic can be used at common, but both effects have to be acceptable for common. In addition, I think you want most of the dispersion costs, especially at common, to be colorless mana because it lessens color screw. Finally, you want to have some dispersion costs that are a little cheaper. An example of what I would want to see is something like this:

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