



# Specialized Application Software

## Chapter 4

# Competencies (Page 1 of 2)

- Describe graphics software, including **desktop publishing, image editors, illustration programs, image galleries, and graphics suites**.
- Discuss **audio and video editing software**.
- Describe **multimedia, including links, buttons, and multimedia authoring programs**.



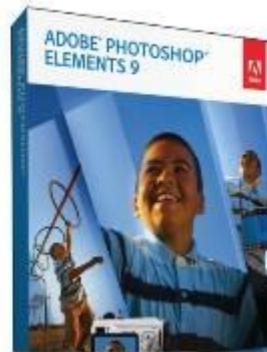
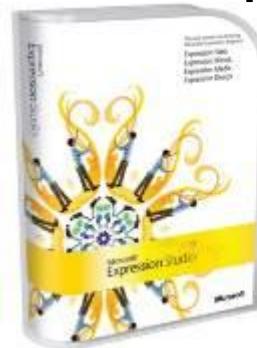
# Competencies (Page 2 of 2)

- Explain **Web authoring**, **Web site design**, and **Web authoring programs**.
- Describe **artificial intelligence**, including **virtual reality**, **knowledge-based systems**, and **robotics**.
- Discuss **mobile apps** and **apps stores**.



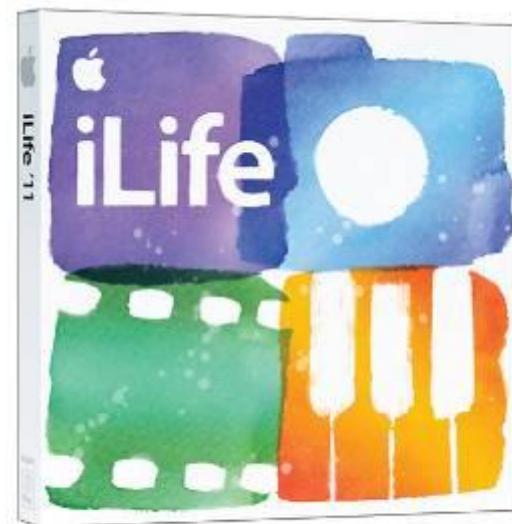
# Introduction

- Specialized applications let users perform advanced computing tasks.
- Examples include Web design, graphics, audio and video editing, artificial intelligence, and cell phone apps.
- Competent end users need to be aware of specialized applications.



# Specialized Applications

- Graphics
- Audio and Video
- Multimedia
- Web Authoring
- Artificial Intelligence
  - Virtual Reality
  - Knowledge-based Systems
  - Robotics
- Mobile Apps



# Graphics

- Desktop publishing
- Image editors
- Illustration programs
- Image galleries
- Graphic suites



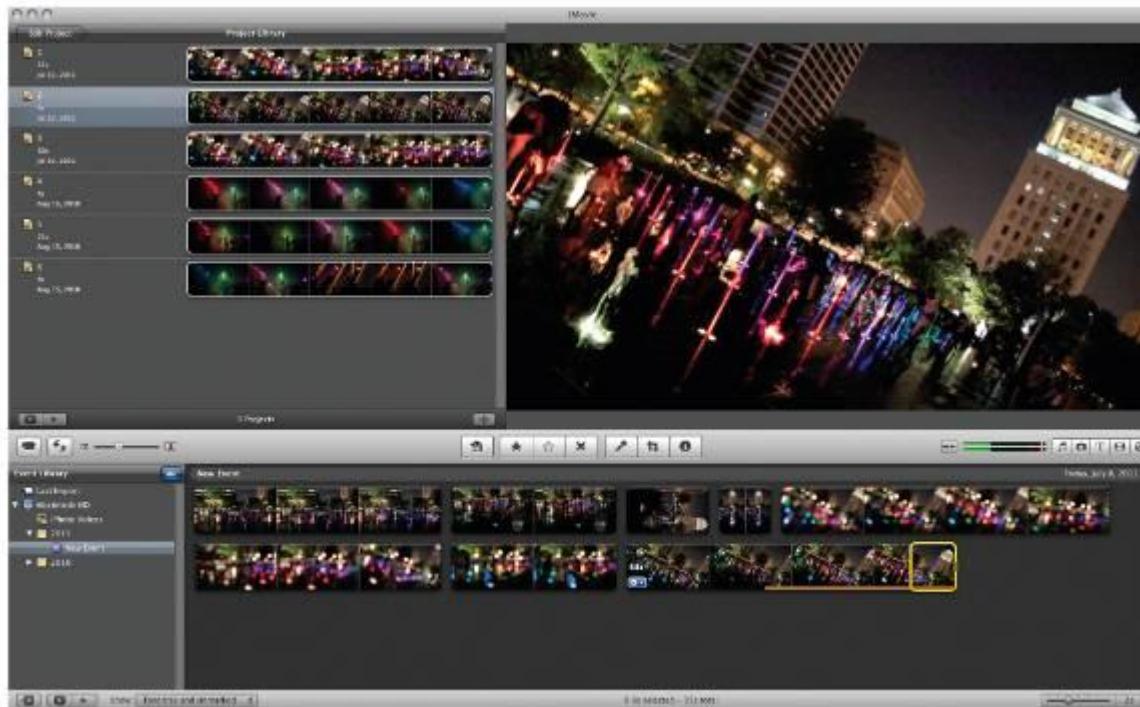
# Audio and Video (Page 1 of 2)

## ■ Video editing software

- Reorganize
- Add effects

## ■ Popular Programs

- Apple iMovie
- Windows Movie Maker



# Audio and Video (Page 2 of 2)

- **Audio editing software**
  - Create and edit audio clips
  - Filter out imperfections
  - Make MP3s

- **Popular Programs**

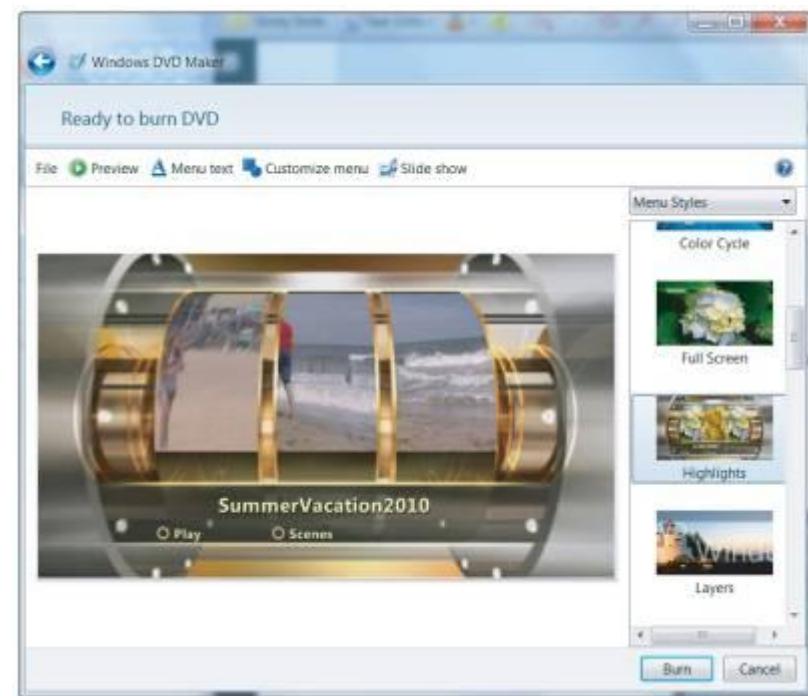
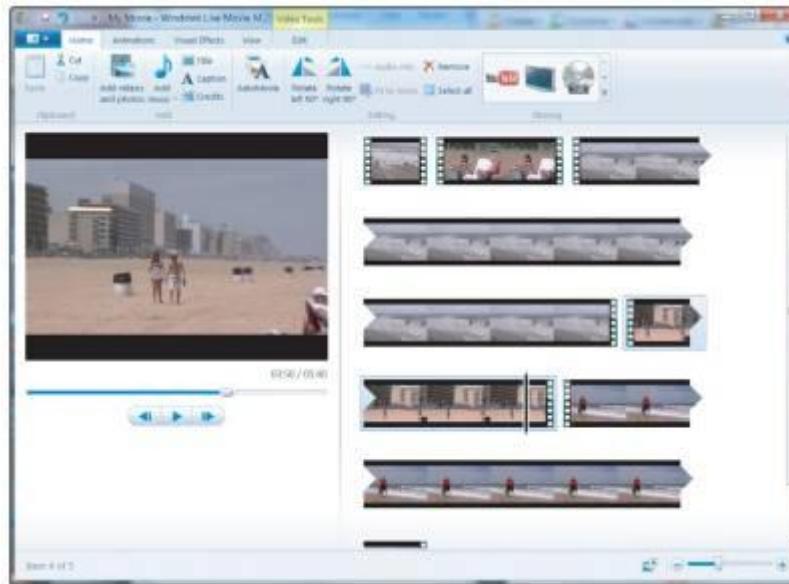
- Apple Garage Band
- Sony ACID



# Making IT Work for You

## Digital Video Editing

- Capture, edit, and produce videos
- Create a DVD or upload to YouTube



# Multimedia

- The integration of a variety of media into one presentation
  - Video
  - Music
  - Voice
  - Graphics
  - Text
- Include user interactivity



# Links & Buttons

- **Links can be to...**
  - Other pages
  - Video
  - Sound
  - Graphics
  - Text Files
- **Buttons are links**
  - Provide the ability to navigate through a presentation

# Multimedia Authoring Programs

- Create **multimedia** presentations
- Bring together video, audio, graphics, and text elements into interactive framework
- Popular programs
  - Adobe Director
  - Toolbook

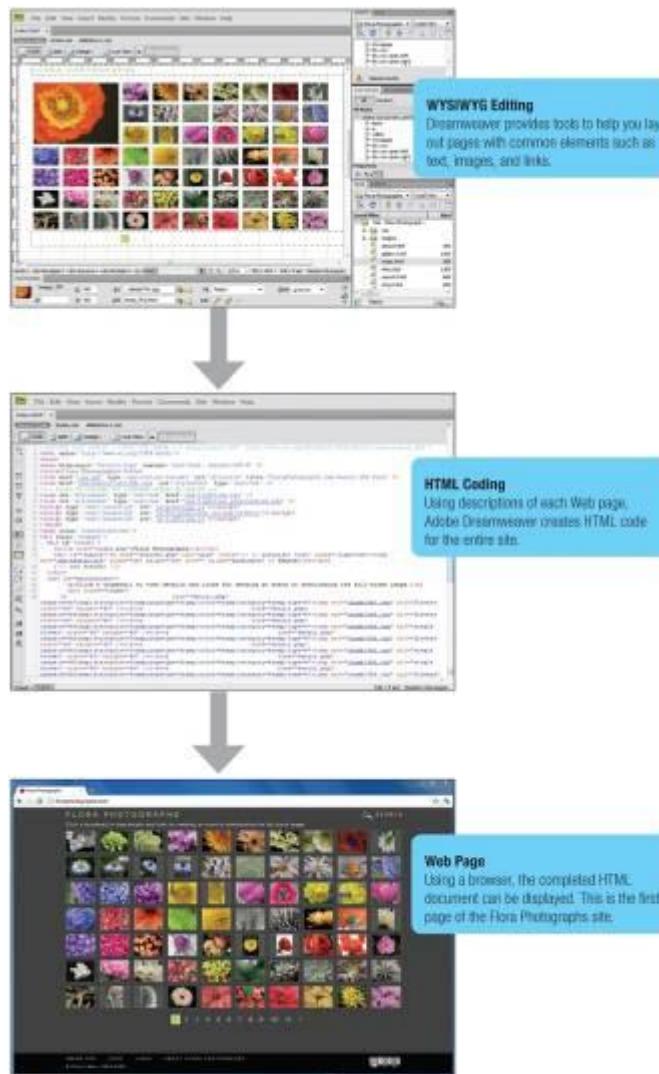


# Web Authoring

- Creating a web site
  - Corporations use the Web to reach new customers
  - Individuals create their own personal sites, called blogs
- Web Site Design
- Web Authoring Programs

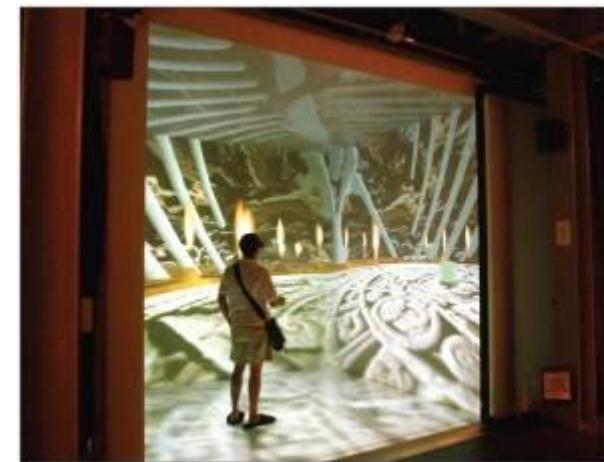


# WYSIWYG



# Artificial Intelligence (AI)

- Attempts to simulate human senses, thought processes, and actions
  - Reasoning
  - Learning from past experience
  - Vision
  - Touch
- Help people and organizations become more productive
- Three areas of AI
  - Virtual reality
  - Knowledge-based (expert) systems
  - Robotics



# Mobile Apps

- Add-on features for mobile devices including smartphones, netbooks, and tablets.
  - Text messaging
  - Internet browsing
  - Connecting to social networks

App	Description	Site
Facebook	Connects to Facebook	facebook.com
Gmail	Access e-mail from any computer	mail.google.com
Games.com	Access to single- and multiplayer games	www.games.com
Photoshop Express	Photo sharing and editing site	www.photoshop.com/express
ESPN	Sports information and scores	www.espn.go.com

# App Stores

- App stores are Web sites that allow you to download apps for a nominal fee or free
  - Apple's App Store and Android Market



App	Focus	Site
Apple App Store	iPhone	<a href="http://www.appstore.com">www.appstore.com</a>
Android Market	Smartphones using Android operating system	<a href="http://www.android.com/market">www.android.com/market</a>
BlackBerry App World	BlackBerry products	<a href="http://www.appworld.com">www.appworld.com</a>
GetJar	Variety	<a href="http://www.getjar.com">www.getjar.com</a>
Handango	Variety	<a href="http://www.handango.com">www.handango.com</a>
Windows Phone Store	Smartphones using Windows Phone 7 operating system	<a href="http://www.microsoft.com/WindowsPhone">www.microsoft.com/WindowsPhone</a>

# Careers in IT

- Desktop publishers use computers to format and create publication-ready material
  - Books
  - Magazines
  - Newsletters
  - Newspapers
- Generally requires completion of a program, good communication skills, and artistic ability
- Desktop publishers can expect to earn \$26,500 - \$44,500 annually



# A Look to the Future

## Artificial Intelligence

- Research is being done to give robots a sense of values so they can make decisions independently
- The Saya robot is under development in Tokyo



# Open-Ended Questions (Page 1 of 2)

- Describe graphics, including desktop publishers, image editors, illustration programs, image galleries, and graphics suites.
- Discuss audio and video editing software.
- What is multimedia? Discuss interactivity, links, buttons, and multimedia authoring programs.

# Open-Ended Questions (Page 2 of 2)

- Describe Web authoring, including Web site design, graphical maps, animations, flash, Web authoring programs, Web page editors, and WYSIWYG editors.
- Discuss artificial intelligence including virtual reality, immersive experiences, virtual reality walls, knowledge-based systems, knowledge bases, fuzzy logic, robotics, and four types of robots.