# Unit One: Explore Uses of Technology in Business

**Overview and Purpose:**

This unit asks you to investigate the use of technology in business today. By investigating the uses of technology in business, you will fulfill the following course objectives:

1.  Use current and emerging technologies in oral and written business communication.
2.  Explore new technologies available to business professionals.
3.  Demonstrate the best practices in selecting and using communication technology.

**Assignment:**

In this unit, we will be discussing and learning about how business communication is influenced by technology. The main assignment for this unit will be the **Explore Technology Screencast**.

In this assignment, you will be asked to use waybackmachine.org to focus on one website and then explain how that website changed over the years. You can pick whichever website you wish, or you might consider using the following websites:

> www.uwec.edu
> www.packers.com
> www.leinie.com

Once you have your examples, you will use Adobe Story to create a short script that will provide the content of your screencast. This assignment should give you a better understanding of how technology can both enable *and* constrain communication.

## How to Create an Adobe Story Script:

If you are not familiar with how to create an Adobe Story Script, I have included instructions below. Keep in mind that your screencast should be no more than five minutes long so your script should be around three pages long (not including the title page). To get started writing your script, please follow these steps:

*Step One:*

Access the Adobe Story homepage by going to https://story.adobe.com/en-us/. This site is free to use with the basic service (do not pay for anything more!) once you create an account or log in (some of you may already have an Adobe account). You can see the screenshot of the homepage below in Figure 1:
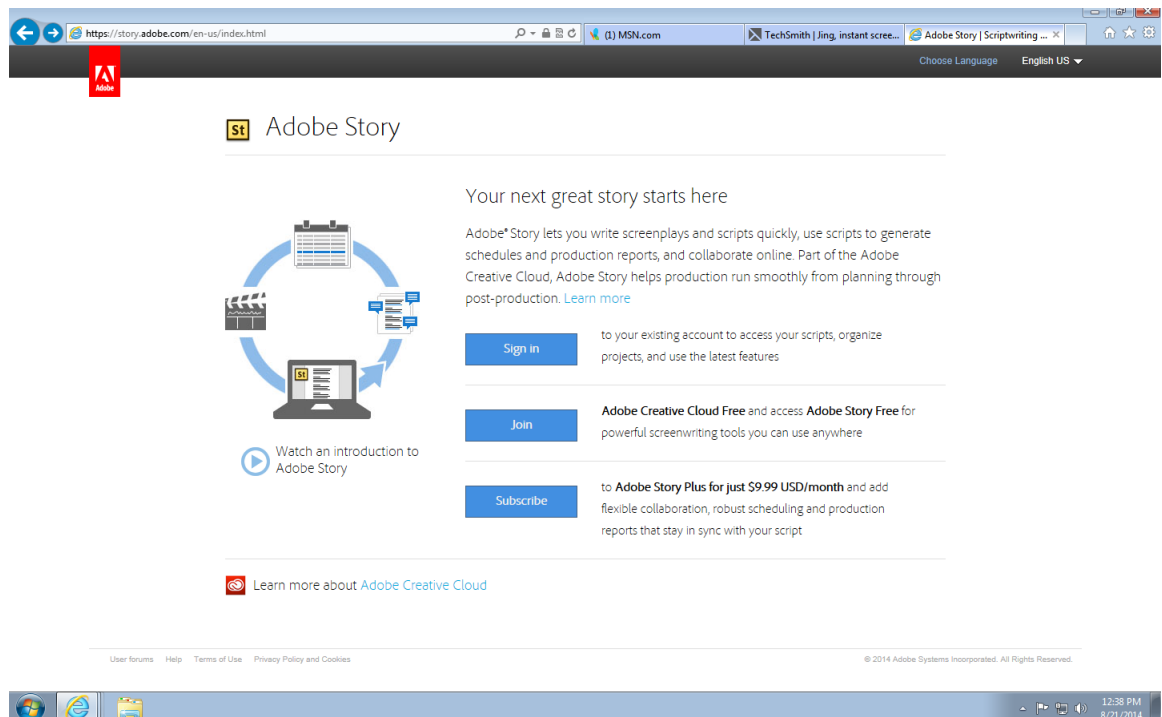


Figure 1: Adobe Story Homepage

*Step Two:*

Once you access the homepage, you will then log into the Adobe Story site (or create a new account). Once in the site, click on "projects" and then create a new one. Below is a screenshot of how to name a new project in your account in Figure 2:
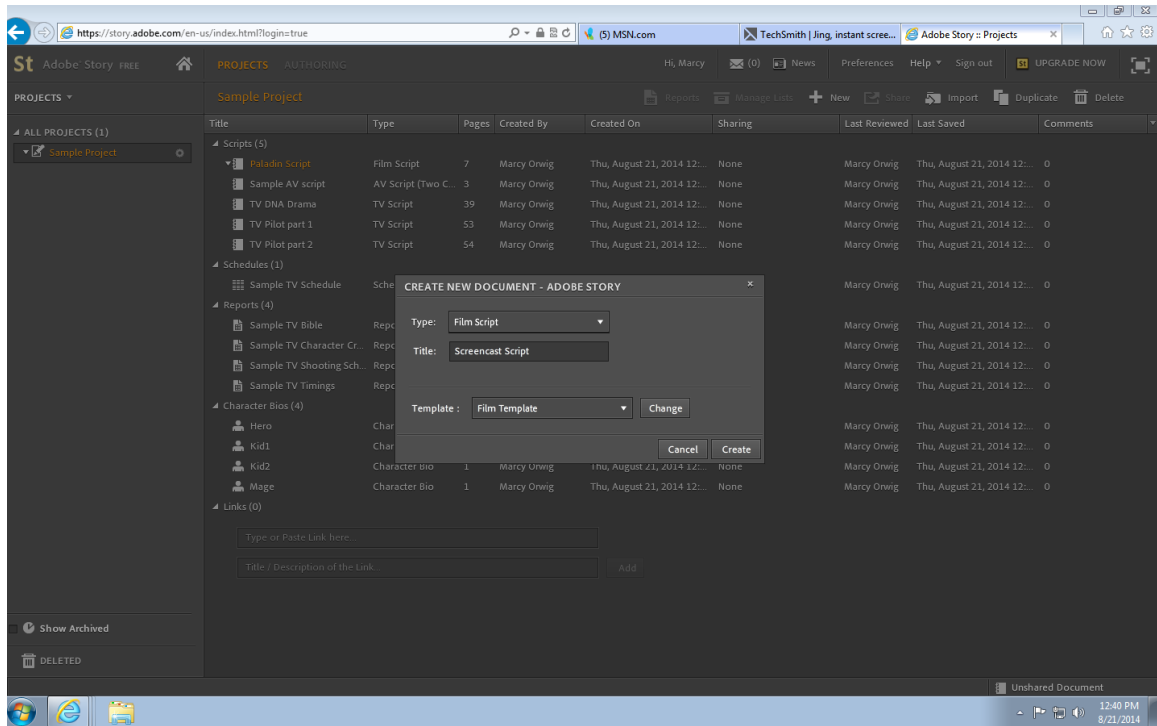


Figure 2: Create a New Document in Adobe Story

*Step Three:*

Now you are ready to start typing! Adobe Story makes it very easy for you to format your script. Simply start by titling (or naming) your script and then choose "scene heading" and "dialogue" to create your content. See Figure 3 for example:
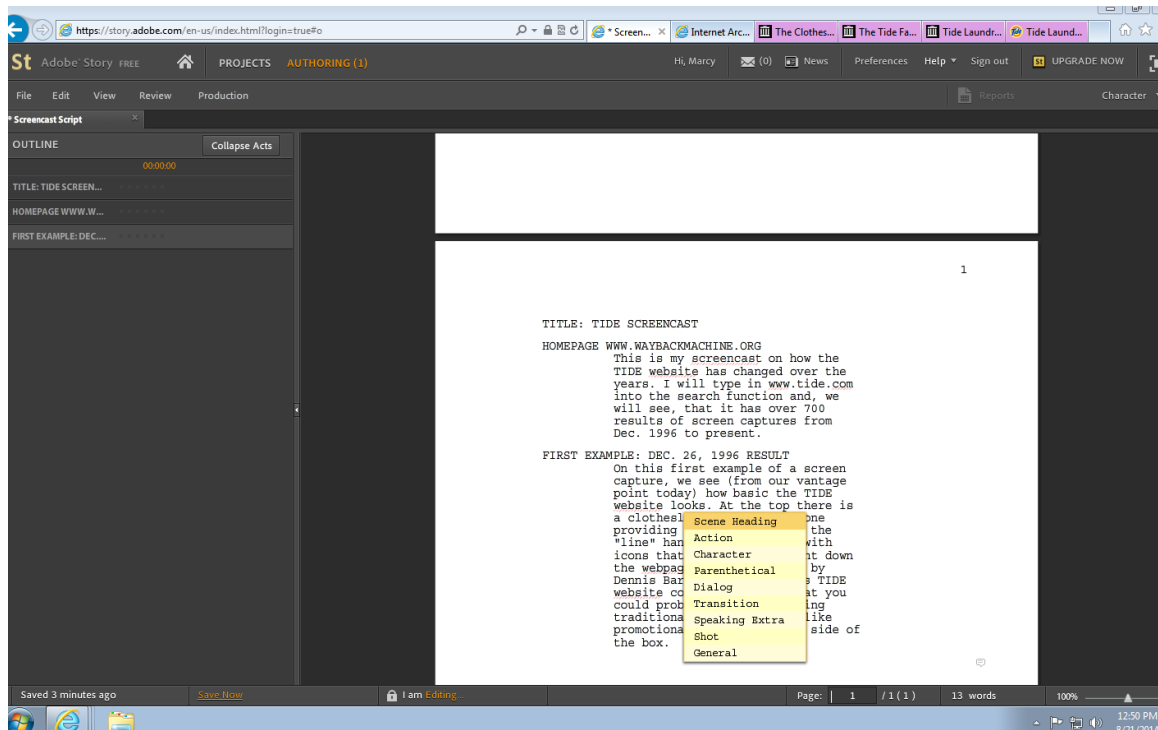
Figure 3: Typing a "Scene Heading" in Adobe Story

*Step Four:*

Once you are finished typing your script, make sure to save it and then "export" it to a PDF copy. There is an example in Figure 4 (on next page).

You can then read off of the script as you complete your screencast. Of course, like any good actor, you can "ad lib" the script as you go along (you might start to run out of time or you might think of something else to say "off-the-cuff"!). Once you are done creating your screencast, make sure to include the link (as the next few screencast directions will instruct you) on the title page of your script. **You will turn in your script with the link to the screencast for your assignment!**
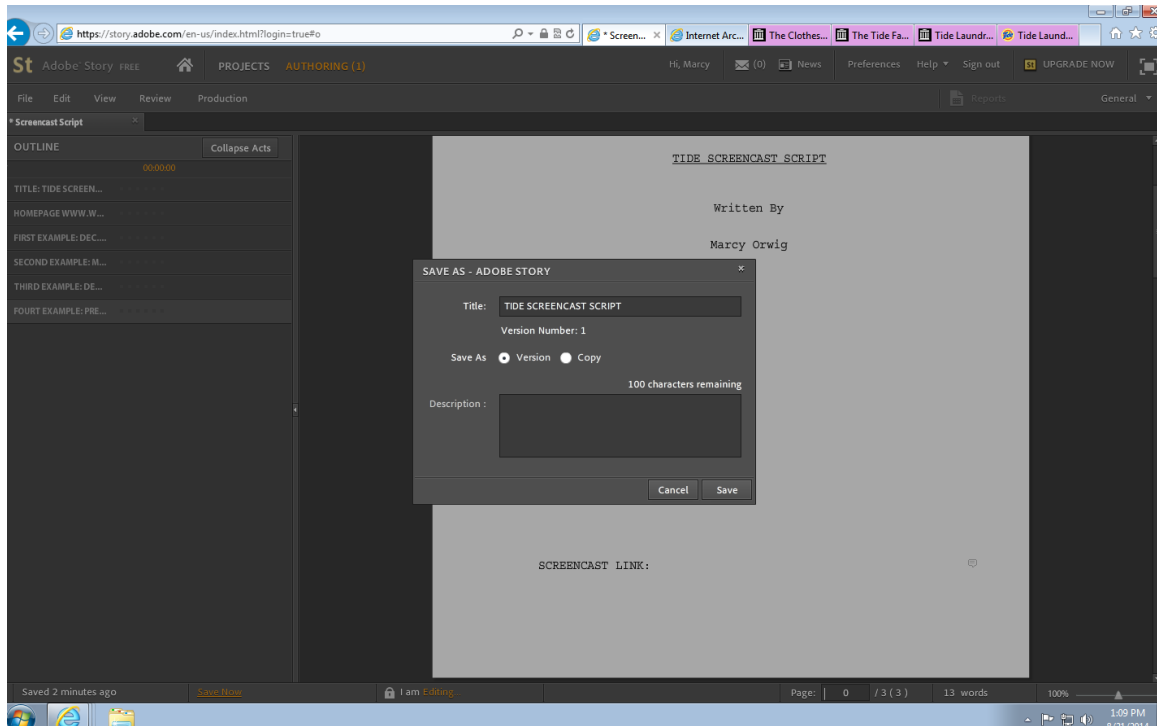
Figure 4: Saving your script in Adobe Story

## How to Create a JING Screencast:

If you are not familiar with how to create a screencast, I have included instructions below. Keep in mind that your screencast should be no more than five minutes long and that you will need computer access with a microphone. Today, most laptops have built-in microphones. If you do not have such technology yourself, there are laptops available for check-out from the university or you can use one of the many computer labs on campus. If the technology becomes a problem for you, please let me know as soon as possible!

To create this screencast, we will be using Jing. The use of Jing is considered one of the "best practices" for screen capturing since it allows you to:

- Select any window or region that you would like to record
- Create simple screenshots to a fully narrated tutorial
- Share your videos with anyone

*Step One:*

Access the Jing website by going to [http://www.techsmith.com/jing.html](http://www.techsmith.com/jing.html).
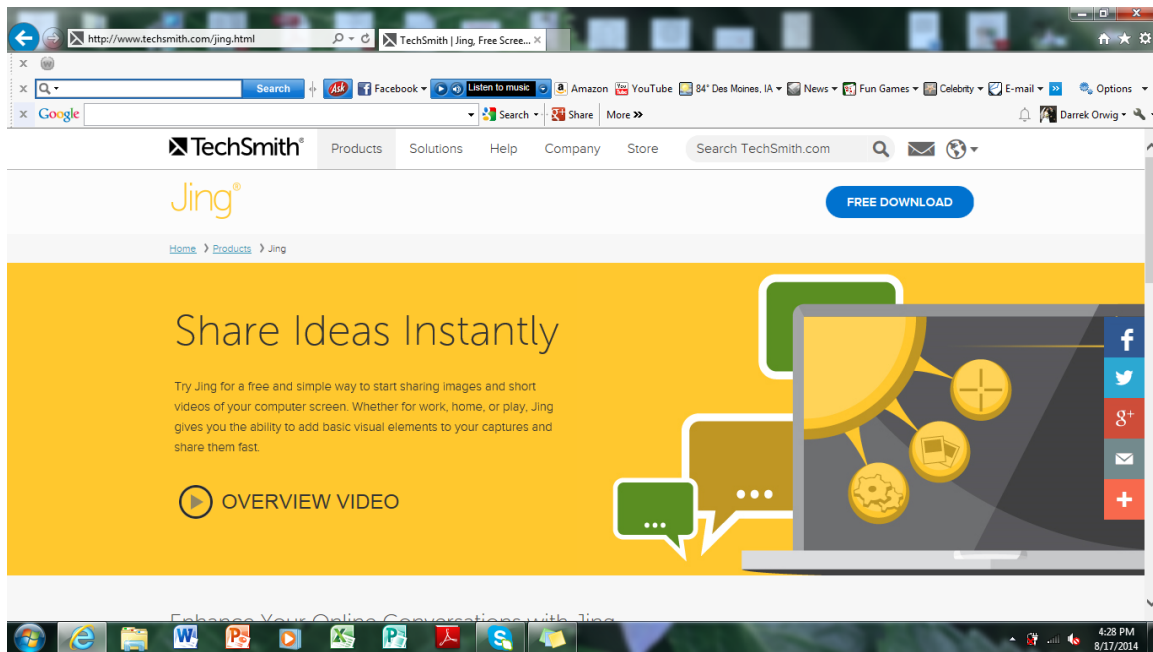You can see the screenshot of the homepage below in Figure 5:



Figure 5: Jing Homepage

*Step Two:*

Once you access the homepage, you will then download Jing. You can
download it in either PC or Mac formats.  Below is a screenshot of the
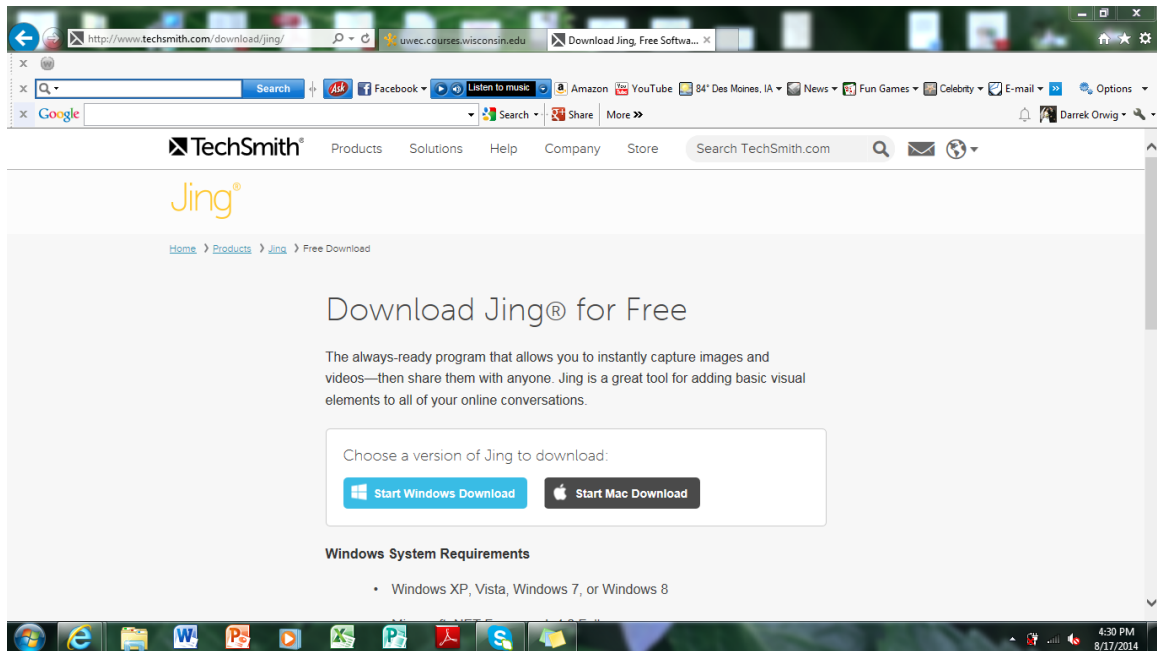download website in Figure 6:

Figure 6: Jing Download Webpage

*Step Three:*

After you start the download process, you should see a screen that looks like Figure 7 below:
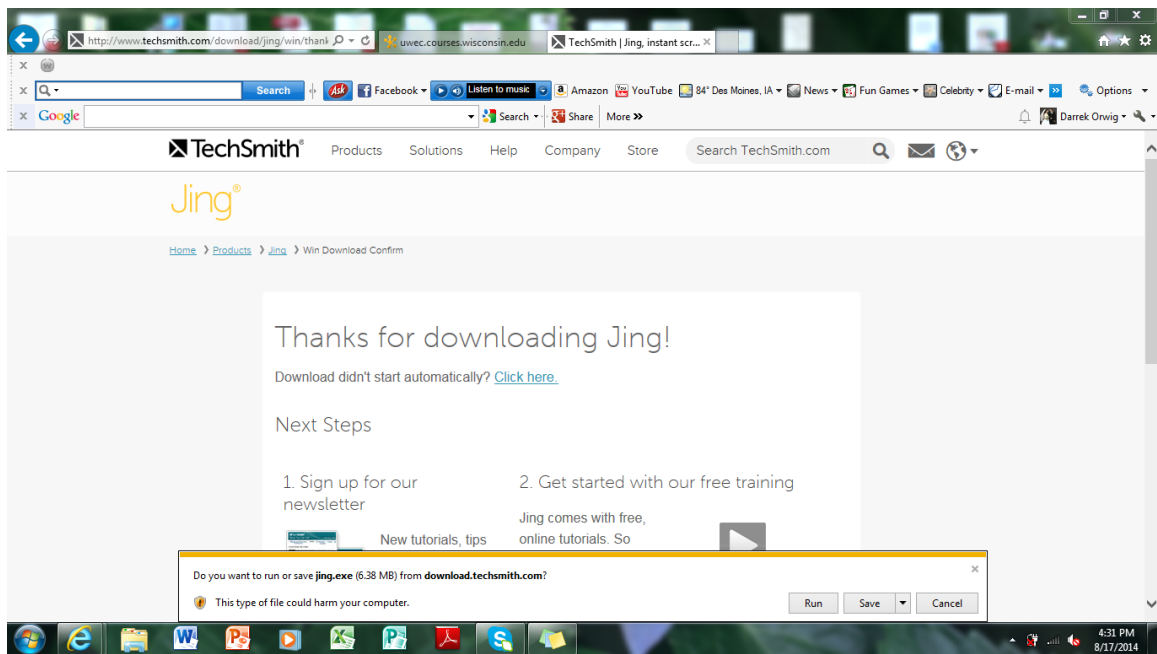


Figure 7: Jing "Thanks for Downloading" Webpage

Once you have downloaded Jing, you should see a pop-up screen asking you to install it on your desktop.

*Step Four:*

Once you have Jing completely installed, you can begin using it! I suggest bringing all of your example websites up on your desktop in whatever browser you choose so that you have everything ready once you begin recording your screencast.

To start recording your screencast, simply:

1. Click on the Jing icon (located on your desktop)
2. Select the area you want it to include during the recording process (in your case, it will be your desktop with your browser)
3. Start the actual recording process by clicking on the "record" button on the bottom of the Jing option screen
4. Prepare yourself to talk loudly and to use your mouse to show your different examples

If you have to take a few times to get your recording just right, that's ok! You can practice as many times as you need!

*Step Five:*

To upload your screencast assignment to our D2L site, simply save your video to the Jing website called "Screencast." You can do this step by clicking on the Jing icon, which should still be located on your desktop like when you started recording your video.

Once your video is in the website, you should be able to view it when you click on it. For example, here is a screenshot of the screencast.com homepage in Figure 8:
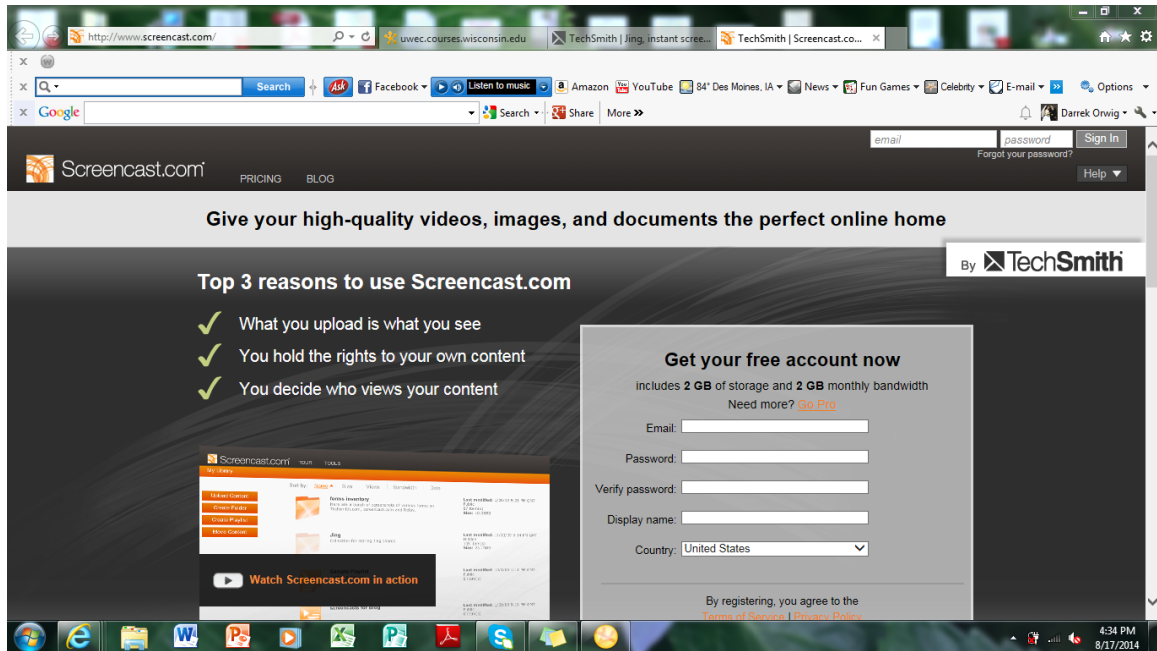
Figure 8: My Screencast.com Homepage

*Step Six:*

Once you can view your screencast video online, you can save the URL to it through the website. Instead of uploading it to YouTube or Facebook, simply copy and paste your screencast's specific URL and paste it into the title page of your Adobe Story script. Your script, in PDF, should then be placed in the D2L Dropbox by the deadline. **Please make sure the link you include is the link you want graded!**

**Evaluation Criteria:**

Your Adobe Story script and JING screencast will be graded on the following:

- Gives some context to the website/organization example
- Utilizes Adobe Story script to type content for screencast and includes screencast link on title page
- Uses Jing to create a screencast that is professional and fully audible
- Refers to discussions from class on how the business used its website over the years (specifically, how the website changed as well as how it both enabled *and* constrained the communication)
- Says something interesting or unique about the website and business
- Lasts no more than 5 minutes and is correctly uploaded to D2L

9

**Schedule**

| | Date | Topic | Assignment |
|---|---|---|---|
| **Week One (F2F & Online)** | Day One | Introductions/ Preview First Assignment | |
| | Day Two | Familiarize yourself with online component of course | **Finish Forum #1 post by Friday at 5 PM on D2L** |
| **Week Two (Online)** | Day One | Compose a Message Scenario Worksheet & Read Baron's "Writing It Down" and "Coming Era" on D2L | |
| | Day Two | Getting Started with Screencast Assignment Worksheet | **Make sure both worksheets are uploaded to the dropbox on D2L by Friday at 5 PM --- Finish Forum #2 post by Wednesday at 5 PM and response posts by Friday at 5 PM** |
| **Week Three (F2F)** | Day One | **Screencast assignment peer review! Bring a completed screencast to class on your laptop (with earbuds)!!!** | |

| | | |
|---|---|---|
| Day Two | Attitudes toward technology exercise (bring laptops to class again!) | **Screencast assignment due by Friday at 5 PM in the D2L Dropbox (PDF of your Adobe Story script with link to screencast on the title page!)** |