

Computer Fundamentals (no particular order) that most computer users who have learned windows beginning around 2003, have problems understanding (or have never learned)

1. Finding drive letters (like c:, d) understanding what drive letters indicate and where there is a root directory (what it is) therefore:
 - Organizing files and folders on hard drive so they can save and retrieve files easily.
 - File naming conventions (not using spaces and punctuation for files going on line or for server use)
 - Finding latest iteration of multiple copies of same file (finding details view and understanding how to sort by file date and size)
 - Not writing over top of previous files with similar names... thinking out organization
2. File formats and file extensions. Therefore:
 - Graphics file formats and portable file formats which can be transferred/imported into other programs. For graphics: vector vs raster... jpg, tiff, bmp vs eps, pdf, ttf. What types of files are scalable and what native file formats are (and how they can be edited) resizing images also)
 - File formats that can be ported and imported (like data files... csv, txt) and native file formats that are commonly used (xls) What file formats can be shared with others with some chance that the receiver of the file can open and read the file.
 - What programs like MS word, excel and other types of programs do when graphics are imported into them. How PDF files can be the best for transferring data. Resolution can be discussed here.
3. Installing and configuring programs to local hard drive. What "preferences" are, basic settings to look out for, how to look for program conflicts.
4. Backing up and transporting data.
 - Using desktop only for temporary files, at Stratford the desktop is erased every evening.
 - Using a thumb drive, organizing files on the drive for easy retrieval and for easy upload to servers for web use.
 - Understanding exact file location (online, on computer, on thumb drive) vs relative location (location dependent on how current options are configured). Why forwarding files can often result in no file being sent.
 - Copying, moving and file transfer (FTP) data files and image files. Problems encountered by email transfer, how to create screen capture or image file from data file to send for illustration purposes (in presentation).
5. Using web source code for assessment of organization
 - When was site generated, has it been maintained by professionals
 - What keywords (if any) are being used: what is target audience
 - Generated in a site builder, CMS or hand coded?
 - How organized is information, is there an information hierarchy
 - Do they understand SEO?
 - What applications are remotely hosted?
 - What kind of marketing are they doing? (affiliate, ppc, SEO, none)