



UNRWA
EDUCATION DEPARTMENT

GAZA TRAINING CENTRE

Computerized Typing 3 – (English & Arabic)
Commercial Division – 2nd level

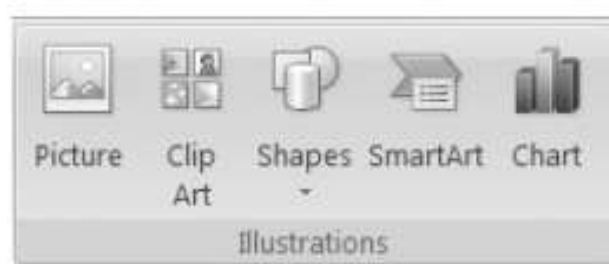
Chapter 2

Using Illustrations in Typing
(Pictures, ClipArt, Auto-shapes, SmartArt,
WordArt, Watermarks & Drop Cap)

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1. Introduction:

- Information can be illustrated in several ways.
- Pictures, charts, ClipArt, and drawings all help to capture a reader's attention.
- All of these features can be found in the Illustrations group on the Insert tab.
- Word 2007 also provides a new feature called SmartArt.



2. Objectives:

After finishing this chapter, students will be able to:

1. Insert a Pictures from a File or ClipArt.
2. Formatting a Picture or ClipArt.
3. Apply picture settings, styles, positions, and sizes.
4. Crop and compress Pictures.
5. Flip and rotate pictures.
6. Use Shapes in typing.
7. Add text to different shapes.
8. Change Contours and angles of shapes and line.
9. Size and Positioning Objects.
10. Anchor Lines to Shapes.
11. Grouping Shapes.
12. Apply different formats to Drawn Objects.

13. Insert a SmartArt Diagram.
14. Change the Diagram's Layout.
15. Reformat the diagrams.
16. Create a WordArt Object.
17. Change WordArt Text Wrap and Position.
18. Change the Shape of WordArt.
19. Change the Spacing of WordArt and letter height.
20. Adjust Letter Height.
21. Insert a Built-in Watermark.
22. Insert a Custom Text Watermark.
23. Create a Picture Watermark.
24. Using a Clip Art Image as a Watermark.

3. Inserting a Pictures from a File or ClipArt:

3.1. Inserting Pictures from a file:

To insert a picture in your file:

- Click the Picture button in the Illustrations group, the Insert Picture dialog box is displayed.
- Choose a picture from a file. When the picture in your document is selected, the Picture Tools Format tab is also displayed.
- All the options you need for formatting the picture are right there when you need them.



3.2. Finding and Inserting ClipArt

- ClipArt is organized by keyword, so you can search for a word and see all clips that contain that keyword.

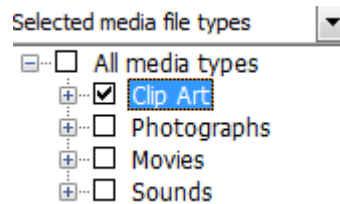
- A clip can have multiple keywords assigned to it, so you might find the same clip by searching for dog, animal, puppy, and pet, for example.
- To find and insert a clip, follow these steps:
 1. Position the cursor in the place to insert a clip art.
 2. On the Insert tab, click Clip Art.



3. The Clip Art task pane opens.



- In the Search For box, type the keyword to search for (doctor for example).
- In the Search In box, make sure All Collections appears. If it does not, open the drop-down list and click everywhere.
- Open the Results Should Be list and make sure only the Clip Art check box is marked. Clear any other check boxes.



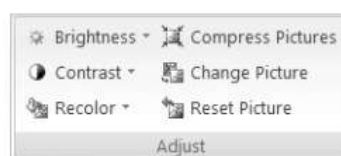
4. Click Go. Word finds and displays clips that match the keyword you specified.
5. Click a clip to place it into the document at the insertion point. Or open the menu (by clicking down arrow) and choose insert.



4. Formatting a Picture or ClipArt:

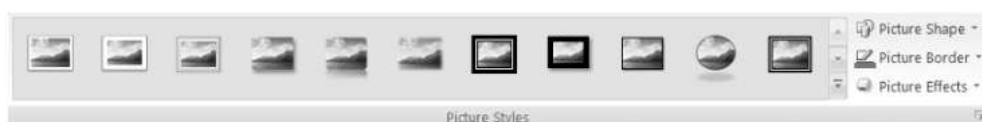
4.1. Adjusting Picture Settings

- The Adjust group includes many of the options for changing the picture set like:



4.2. Applying Picture Styles

- The Picture Styles group offers a new feature providing several preformatted picture shapes with shadows or 3-D effects already applied.
- Shadows and 3-D effects are background formats that add more depth to an image.
- You can change the direction and color of a shadow **OR** you can use 3-D effects to change the color and the angle of an image. You can also use 3-D effects to change the surface reflection and the direction of lighting.



- When choosing a picture style, you can use Live Preview to save time.
- There are several styles to choose from considering the shape that will work best with the picture.



- If there is no suitable shape applied, you can choose one of the Word AutoShapes.

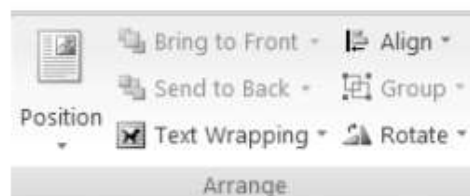


- After you apply a picture style, you can also customize it by changing the border and adding picture effects.
- To add effects to picture:
 - Select the picture to be edited.
 - Click the Picture Effects button in the Picture Styles group.
 - Choose the suitable option for shadow, Reflection, glow, soft edges, Bevel, and 3-D Rotation.
 - if you have already applied a shadow option and then you add a 3-D effect, the shadow format will be removed.
 - To change shadow color, click on shadow options and then select the color of shadow to be applied.



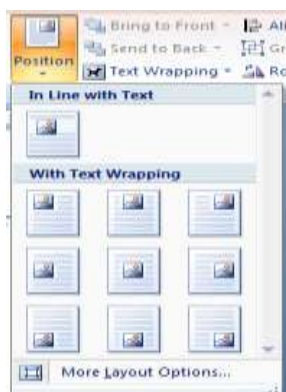
4.3. Positioning and Aligning Pictures and Objects

- The commands for aligning pictures and objects are organized in one place and easier to find in the Arrange group.

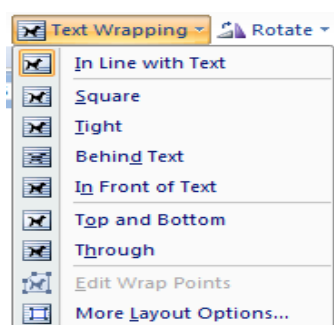


- When you click the Position button, a menu of options for only square text wrapping will display, and you can use Live Preview

to see the results before you choose one of the options.



- If instead you click the Text Wrapping button, a menu with all text wrapping options will display, but Live Preview is not available.



- The Align options enable you to position objects relative to the margins or the page.
- When you use these settings, you can be sure the position of the object will be adjusted relative to the margin or page adjustments.
- More options for positioning the object are available by clicking the Position button or the Text Wrapping button and choosing More Layout Options at the bottom of the menu.
- The following dialog box will display, and you can change one of the text wrapping that suits your document.



- For exact spaces, click on Picture Position tab. The following dialog box will display, and you can set the exact picture positions horizontally and vertically.



4.4. Resizing Pictures and Objects

- The easiest way to resize a picture or object is to drag the sizing handles.
- If you want to format using specific sizes, you can enter the height and width measurements in the Size group.
- Click the Dialog Box Launcher to display the Size dialog box for more size options.



4.5. Cropping Pictures

- Cropping a picture is trimming off one or more edges so your audience can focus in on what's most important in the image.



- The easiest way to crop a picture is to use the Crop tool on the Format tab. Follow these steps:
 1. Click the picture.
 2. Click the Crop button. The selection handles on the picture change to black lines.
 3. Drag a selection handle on the image inward to crop the image. Repeat on other sides as needed.
 4. Press the Esc key or click the Crop button again to finish cropping.
- To crop by specifying an amount to crop from each side in inches, follow these steps:
 1. Click the picture.
 2. Click the dialog box launcher for the Size group on the Format tab, opening the Size dialog box. Click the size tab.
 3. In the Crop From area, enter an amount in inches to crop off of each side of the image.
 4. Click Close or OK.
- To undo cropping:
 - By using the dialog box method, set the cropping amounts to zero for each side.
 - Or turn on cropping again and drag the corner(s) outward to remove the cropping.

4.6. Compressing a picture:

- Compressing a picture is to remove cropped-out areas of pictures and resizing the image file to a particular number of pixels per inch based on the document's planned usage.
- To compress a picture or more:
 1. Select one of the pictures to be compressed. If you do not want to compress all the pictures in the document, do one at a time, or select only the pictures you want to compress.
 2. Click Compress Pictures on the Format tab. The Compress Pictures dialog box opens;



3. If you want to compress only the selected picture(s), mark the Apply to Selected Pictures Only check box.
4. Click OK to apply compressing to pictures.

4.7. Flipping a Picture:

- Flipping creates a mirror image of a clip. From the Format tab, click Rotate and then click Flip Horizontal or Flip Vertical.
- One of the most common reasons to flip is to create a mirror-image pair of clips, such as for a masthead or logo.



Original Picture



Rotated picture (Horizontally)



Rotated picture (Vertically)

Rotated picture (Right 90°)

5. Using Shapes in typing:

5.1. Insert An AutoShape:

- In Office programs, the lines and shapes you draw are known as AutoShapes. The “Auto” is a reference to the fact that Word provides dozens of pre-drawn shapes from which you can choose, including stars, arrows, circles, and polygons.
- To draw a shape in a document, follow these steps:
 1. On the Insert tab, click the Shapes button and then click the desired shape. The mouse pointer changes to a crosshair.



2. Drag to draw the shape. An outline shows the shape; release the mouse button when the shape is as you want it.

5.2. Drawing a Polygon:

- A polygon is a shape that consists of line segments. A rectangle is a polygon, as is a star, a triangle, and so on. The line segments do not need to be the same length or at any particular angle.
- Word's drawing tools include a Freeform tool that creates custom polygons.
- To insert a polygon:

1. Open the Shapes menu on the Insert tab and click the Freeform button.
2. Click to place the start point. (Don't hold the mouse button down.)
3. Click somewhere else to place the next point. A straight line appears between the two points.
4. Repeat step 3 to create more points. Then do one of the following:
 - To end the shape and leave it open (that is, not joining the start and end points together), double-click instead of clicking for the final point.
 - To end the shape and close it, click on the start point. You don't have to be precise; if you click reasonably near the start point, the shape closes itself.

5.3. Drawing a Straight or Curved Lines:

- Word's shapes includes several types of lines:

- **Straight lines:** 

Click the beginning point and then click the end point. After the second click the line is complete. A straight line can be plain or have arrows at one or both ends.

- **Straight (elbow) connectors:** 

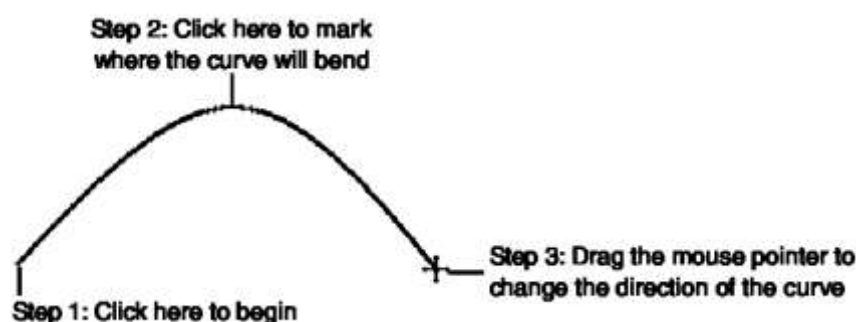
Click the beginning point and then click the end point.

- **Curved connectors:** 

Click the beginning point and then click the end point. After the second click the line is complete. You can adjust the shape of the curve by dragging the yellow diamond in the center.

▪ **Curves:**

This freeform curve is drawn differently from the others. To insert a curve, click the beginning point, then click to create a second point, then click again to create additional points. Between points, drag the mouse pointer to adjust the curvature of the line. When you are finished, double-click to end the shape.



▪ **Scribble:**

This line is completely freeform. You can draw straight or curved segments, or a combination of them. To create a scribble, hold down the mouse button and drag to draw the line; when you release the mouse button, the line is completed.

5.4. Working with the Drawing Canvas:

- A drawing canvas is a defined rectangular area in which you can place the lines and shapes.
- Using a drawing canvas is optional. If you use one, the drawing canvas functions as the backdrop on which all the lines and shapes sit. If you choose not to use one, the lines and shapes sit directly on the document page.
- One advantage of using a drawing canvas is that you can apply a background fill (solid or a special effect) to the canvas, so

your drawing will have a colored background separate from the document background. Another is that you can assign an automatically numbered

- caption to a drawing canvas, so a group of lines and shapes together can be considered a single figure for numbering purposes.
- To create a new drawing canvas, follow these steps:
 1. On the Insert tab, click the Shapes down arrow, opening the menu of shapes.
 2. At the bottom of the menu, click New Drawing Canvas.
 3. Use the Shapes menu to create lines and shapes within the drawing canvas as desired.
- To delete a drawing canvas, select the outer border of the canvas (not any particular drawn item within it) and press the Delete key on the keyboard.
- If you forget to create a drawing canvas and then later wish you had. Create a new drawing canvas and then drag any existing drawings onto it.
- If you always (or nearly always) want to use a drawing canvas whenever you use the drawing tools, you can set up Word to make canvas-insertion the default whenever you draw. To do this, choose Office, Word Options, click Advanced, and then from the Editing Options area, mark the Automatically Create Drawing Canvas When Inserting AutoShapes.

5.5. Adding Text to a Shape:

- AutoShapes can function as text boxes, and you can create some very interesting effects by adding text to unusual-shaped AutoShapes such as starbursts and arrows.

- To add text to a shape:
 - Right-click the shape and choose Add Text,
 - Or click the Edit Text button  on the Format tab. An insertion point appears in the shape; just type your text as you would in a text box and then click outside the shape when you are done.
- Formatting text in an AutoShape is the same as formatting text in a text box. You can set all the usual paragraph and character formatting, and you can adjust the vertical and horizontal alignment and internal margins.

5.6. Changing Contours and angles of shapes and line:

Modifying a Straight Line

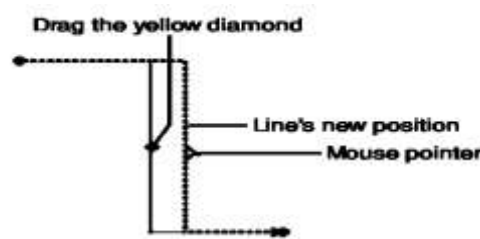
- A straight line has only two selection handles—one at each end. Drag one of those selection handles to change the line's length or to point it in a different direction.

Adding and Removing Arrow Heads:

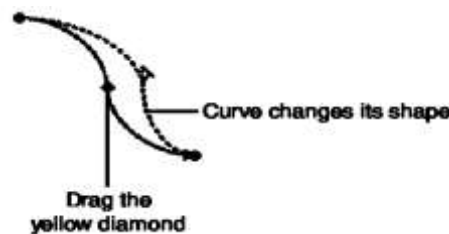
- Each end of a line can be modified to include an arrow or not. Further, you can choose between different arrowhead styles. Follow these steps:
 1. Right-click the line and choose Format AutoShape. The Format AutoShape dialog box opens, with the Colors and Lines tab displayed.
 2. In the Arrows section, choose a Begin Style and an End Style setting.
 3. For each end for which you've chosen an arrow, choose a Begin Size and an End Size Settings.
 4. Click OK.

Modifying an Elbow or Curved Connector

- An elbow connector is a line that turns at a 90-degree angle at some point, and then turns again the opposite way so it ends up going the same direction again.
- A curved connector is a two-segment curve.
- You can drag either end to change the position and size, just like with any other line.
- An elbow connector has a yellow diamond in the center; you can drag the diamond to move the angles. If you drag the diamond all the way in one direction or the other, one of the angles disappears and the line becomes a simple two-segmented right angle line.



- A curved connector also has a yellow diamond, but dragging it does something different – it changes the position of the point where the two curves join, and one or both curves change their shape in proportion.

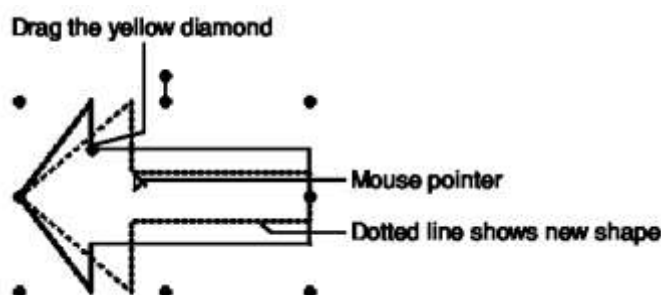


Modifying Shapes

- Some AutoShapes have one or more yellow diamonds on them when selected. You can drag these diamonds to modify the

shape.

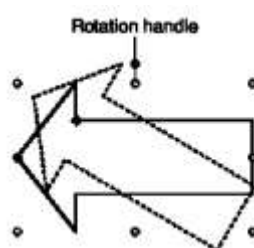
- Dragging the diamond does not change the shape's basic self - an arrow is still an arrow - but rather changes the proportions.



- The yellow diamond on an arrow AutoShape is used to change the thickness of the line and the size of the arrowhead

Rotating and Flipping Objects

- Drawing objects can be rotated. The easiest way is to drag the rotation handle (the green circle at the top of the shape).



- You can also rotate a shape with the Rotate menu on the Format tab. Choose one of the presets there or choose More Rotation Options to open the Format AutoShape dialog box's Size tab. Then enter a rotation amount in degrees in the Rotation box.
- Flipping creates a mirror image of the object. From the Format tab, click Rotate and then click Flip Horizontal or Flip Vertical.

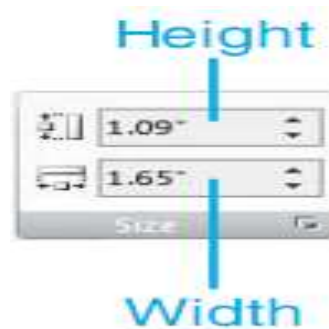
5.7. Sizing and Positioning Objects

Sizing Objects

- Drawn objects (lines and shapes) can be sized in the same way

as the other object types. The quickest way is to drag a selection handle. Lines have only two selection handles - one at each end - but shapes have multiple handles.

- To specify an exact size for a drawn object, enter precise values in the Height and Width boxes on the Format tab.



- For other size-adjustment options, right-click the object and choose Format AutoShape. Then on the Size tab, enter absolute or relative heights and widths, or in the Scale section, enter a percentage by which to resize.



Setting Position and Text Wrapping

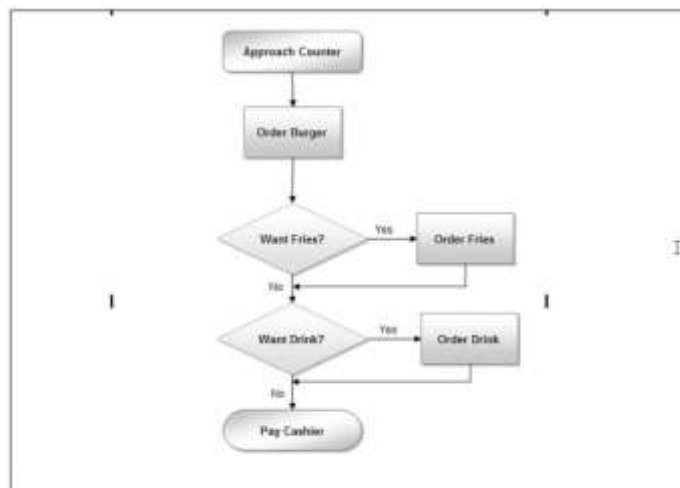
- The same position presets are available for AutoShapes as for pictures. Use the Position drop-down list on the Format tab to select a position if desired.
- The text-wrapping options are the same as for clip art. Drawn shapes are more like clip art than pictures in this regard because

they sometimes have irregular edges around which text can tightly wrap.

- Choose text-wrap options from the Text Wrapping button on the Format tab. You can edit the wrap points the same as with clip art, or stick with standard text wrap styles.

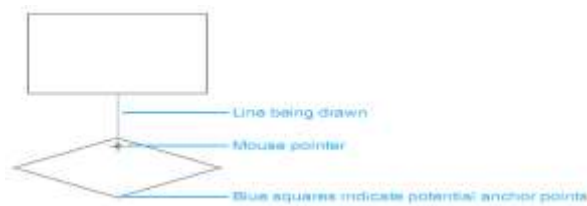
5.8. Anchoring Lines to Shapes

- When you are creating drawings that illustrate connections, such as flow charts, you might want certain lines and shapes to remain connected.
- To create the following chart:

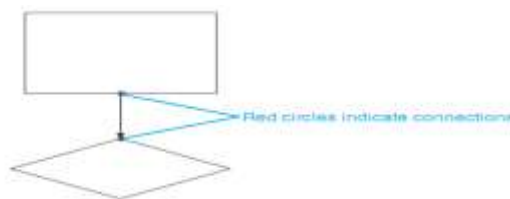


1. Use a drawing canvas, draw the first two shapes that you want to connect.
2. Select the first drawing object to be connected.
3. Choose one of the line tools on the Insert Shapes menu: Straight Connector (line), Elbow Connector, or Curved Connector.
4. Hover the mouse pointer over the selected shape, the selection handles show the available connection points.
5. Click one of the connection points to anchor the beginning of the line to the shape.

6. Hover the mouse pointer over the second shape. Small blue squares appear around it



7. Click one of the blue squares to anchor the end of the line to the shape. When both ends of a line are successfully anchored to shapes, red circles appear at each end of the line. When an end is not anchored, a green circle appears at that end instead.



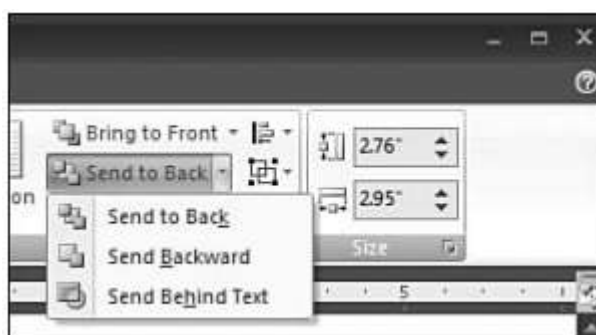
8. To change the point to which an end of a line is anchored, drag its end point. You can re-anchor a line to a different point on the same shape or to a different shape entirely, or you can drag it away from any shape to make it free-floating.

5.9. Layering Objects and Text

- A Word document has two main layers. On the text layer is the regular document text and any inline images. (by default pictures are inserted as inline images.)
- The graphics layer contains everything else: text boxes, drawings, pictures, and anything else that's set for a text wrapping other than inline.
- Within that graphics layer, it is possible to stack objects one on

top of another.

- you could create a drawing that consists of overlapping shapes and lines, and you could then use that drawing as a backdrop matte for a photo.
- Word's layering options enable you to move objects in stacking order within the upper layer, but that's not all. They also enable you to move graphic objects behind the text layer itself.
- When you overlap one graphic object with another, by default they are stacked according to the order in which they were originally drawn, with the oldest one on the bottom.
- To bring an item all the way forward or back in the stack of objects (but still within the graphics layer), click the Bring to Front or Send to Back button on the Format tab.
- To move an item one position within the graphics layer, open the drop-down list associated with the Bring to Front or Send to Back button and then click either Bring Forward or Send Backward, respectively.



- To move an object behind the text layer, open the Send to Back button's menu and choose Send Behind Text. To move it back above the text layer again, open the Bring to Front button's menu and choose Bring in Front of Text.

5.10. Grouping Shapes

- When creating complex drawings that have multiple shapes and

lines in them, it can be a challenge to select, move, and resize all the pieces at once.

- To make it easier, consider grouping the pieces into a single unit. The grouped object can then be moved, sized, cut, copied, pasted, and so on.
- To create a grouping, select all the pieces and then right-click the group and choose Grouping, Group.
- The individual selection handles disappear, and a single set of selection handles appears for the entire group.
- If you need to work with one of the pieces separately, right-click the group and choose Grouping, Ungroup.
- After making changes, you can reestablish the group by right-clicking and choosing Grouping, Regroup.

5.11. Aligning and Distributing Objects

Aligning Objects

- Drag-and-drop can be a frustrating, inexact way of positioning objects in relation to one another.
- When creating stacked groupings of objects, you might instead prefer to use the Align and Distribute commands for more precision.
- Two or more objects can be aligned with one another at the top, bottom, middle, right edge, left edge, or horizontal center.
- Single objects can be aligned, but only in relation to some portion of the page. For example, you can align an object with any of the margins, or with the edge of the page.
- To align objects, follow these steps:
 1. Select the objects to align. (Hold down Ctrl and click on each object.) For Align to Page or Align to Margin, you

- need only select one object. For Align Selected Objects, you must select at least two.
2. On the Format tab, click Align and then choose the desired alignment relationship: Align to Page, Align to Margin, or Align Selected Objects
 3. Click Align again and then select one of the alignments, such as Align Center or Align Left..

Distributing Objects:

- Distributing means spacing objects out equally. You can distribute three or more objects in relation to one another, or you can distribute two or more objects in relation to the margins or page.
- Objects can be distributed either vertically or horizontally. Distribution is based on the amount of white space between the objects, not the centers of the objects, so objects of unequal size are still distributed with equal amounts of white space between them.
- To distribute objects, follow these steps:
 1. Select the objects to be distributed. (Hold down Ctrl and click on multiple objects.) For Align Selected Objects, you must select at least three.
 2. On the Format tab, click Align and then choose the desired distribution relationship: Align to Page, Align to Margin, or Align Selected Objects. If you choose the latter, the objects are distributed between the rightmost and leftmost objects, or topmost and bottommost ones, but the overall space occupied by the group of objects will not change. If you choose Align to Page or Align to Margin, the distribution

spreads out the objects to fill the available space on the page or between the margins.

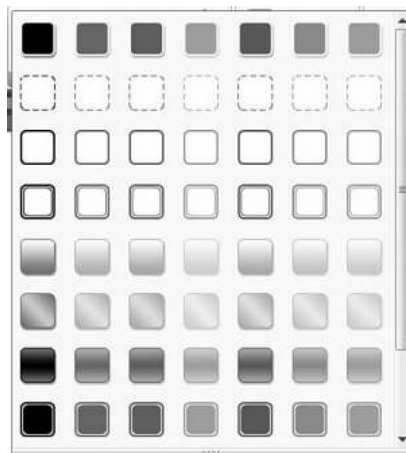
3. Click **Align** again and then select one of the distributions: **Distribute Horizontally** or **Distribute Vertically**.

5.12. Formatting Drawn Objects

- Once you get the objects sized, shaped, and placed where you want them, the next step is to think about their formatting.

Applying Quick Styles

- Quick Styles offer a way to quickly apply a complete set of formatting to a drawn object: color, border, and shadow. You can choose among ten designs from each of seven colors from the Shape Styles drop-down list on the Format tab.
- Select a shape and point to a Quick Style to see a preview of the Quick Style applied to the shape.



Formatting Borders

- You can apply a border with any style, thickness, and color desired.
- Shape borders are called outlines.
- To format a shape border, open the Shape Outline menu from the Format tab, and select one or more of the following:

- **Color**: Choose a theme color, a tint of a theme color, or a standard color, or click More Outline Colors to select from a dialog box.
- **Weight**: Choose a line thickness, from 1/4 pt to 6 pts, or click More Lines to specify some other weight in the Format AutoShape dialog box.
- **Dashes**: Choose a line style. Choices include solid lines and various types of dotted and dashed lines. If desired, click More Lines to choose from a wider variety of styles in the Format AutoShape dialog box.
- **Pattern**: If desired, click Pattern and choose a pattern for the line. Unless it's a really thick line, the pattern will not be viewable.

Applying Solid Fills

- To apply a solid color fill to a drawn object, follow these steps:
 1. Double-click the object to select it and to display the Format tab.
 2. Open the Shape Fill drop-down list.
 3. Do one of the following:
 - Click No Fill to remove any color, making the shape transparent.
 - Click a theme color (top row).
 - Click a standard (fixed) color (bottom row).
 - Click More Fill Colors to select a different fixed color.

Applying a Picture Fill

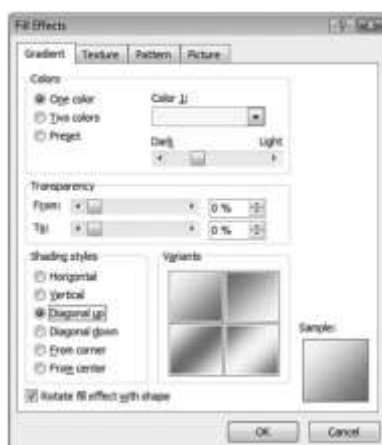
- A picture fill places a bitmap image inside a shape. It enables you to use any shape as a picture frame.
- To apply a picture fill to a shape, follow these steps:
 1. Select the shape. Double-click it to display the Format tab if needed.
 2. Click Shape Fill and then click Picture. The Select Picture dialog box opens.
 3. Navigate to the folder containing the picture to use, select it, and click Insert. The picture is inserted into the shape.



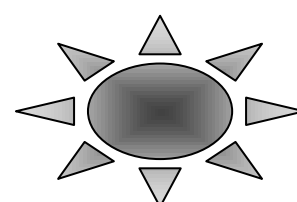
Applying a Gradient Fill:

- A gradient is a gradual blending of colors. A gradient can be single-color (one color plus either black or white), two-color (one color blending into another color), or preset (special combinations such as rainbow or gold).
- Several common one-color gradients are available from the Shape Fill menu.
- To use one of these:
 1. Apply a solid color fill to the shape.
 2. Click Shape Fill, then point to Gradient. The Gradient menu appears.
 3. Click one of the gradient presets.
 4. If you would like a different one-color effect, or if you want a two-color effect or a preset:

- click More Gradients. The Fill Effects dialog box opens with the Gradient tab displayed.
- Select the desired gradient type: One Color, Two Colors, or Preset.
- Select the color(s) to use, or select a preset gradient.
- for a two-color gradient, there are two boxes for selecting color, and for a preset gradient, there's a list of presets.
- If you're creating a one-color gradient, drag the slider to adjust the amount of white or black in the gradient. (This step is not applicable for two-color or preset gradients.)



- To add transparency to the gradient, drag the From and To sliders in the Transparency area. This enables you to transition not only from one color to another in the gradient, but between differing amounts of transparency.
- Select a shading style from the list provided and then click one of the samples in the Variants area to fine-tune it.
- Mark or clear the Rotate Fill Effect with Shape check box as desired. This setting determines whether the fill effect will rotate if you rotate the shape later.



- Click OK to apply the gradient to the shape.

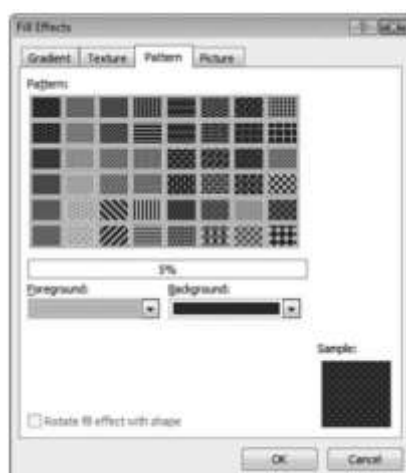
Applying a Texture Fill

- A texture is a small bitmap image with edges that blend cleanly so that it can be tiled to occupy any size object.
- Textures come with Office 2007 (and earlier versions too) and have effects such as wood, cloth, paper, and marble.
- To apply a texture fill to an object:
 1. Double-click the object to display the Format tab.
 2. On the Format tab, click Shape Fill, point to Texture, and click the desired texture.
 3. Click OK.

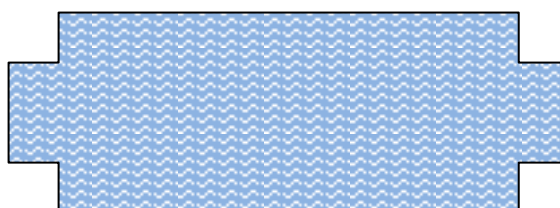


Applying a Pattern Fill

- A pattern is a simple, repeating overlay of a one-color design over a background of another color.
- There are also patterns with dots, dashes, lines, and so on.
- To set up a pattern fill, follow these steps:
 1. Double-click the object to display the Format tab.
 2. On the Format tab, click Shape Fill and then click Pattern. The Fill Effects dialog box opens with the Pattern tab displayed.



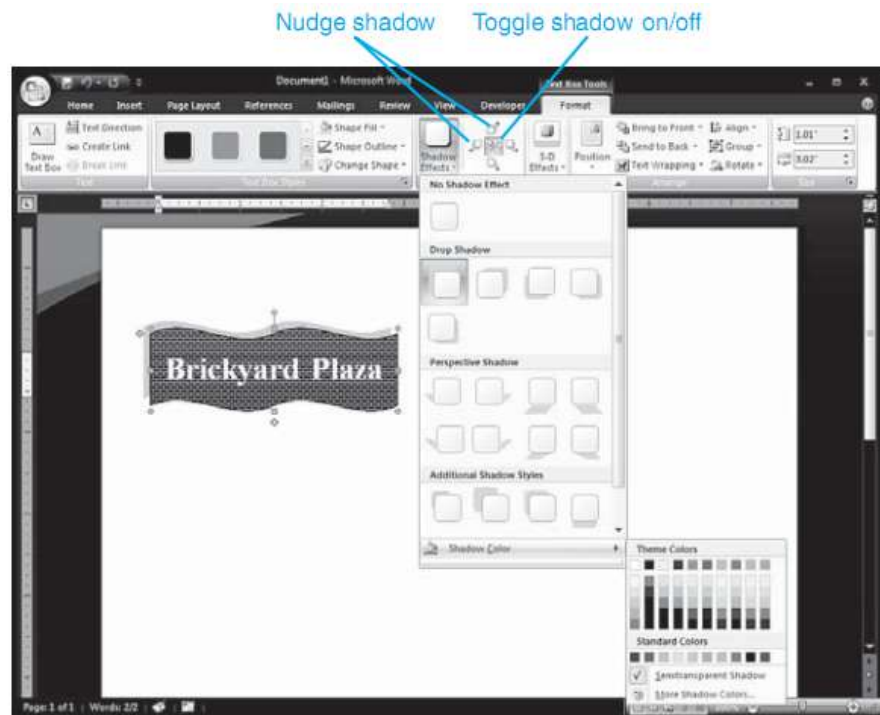
3. Click the desired pattern.
4. Open the Foreground menu and select the foreground color.
As with other color selectors, you can select a theme color, a tint, or a standard color.
5. Open the Background menu and select the background color.



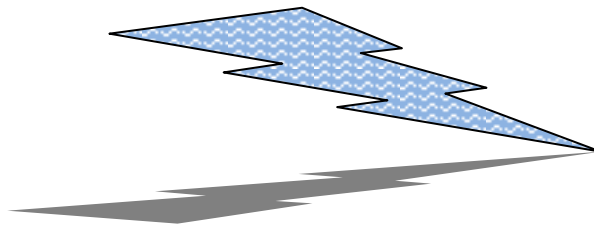
6. Click OK to apply the pattern.

Applying Shadows

- The shadow effect for a drawn object start by choosing a shadow style and direction from the Shadow Effects button on the Format tab.
- To select a different shadow color, or to toggle semi-transparency on/off for the shadow, open the Color submenu.



- To fine-tune the shadow positioning, click one of the Nudge Shadow buttons to the right of the Shadow Effects button.
- You can nudge the shadow in any of four directions: the center button toggles the shadow on or off entirely.



Applying 3-D Effects

- A 3-D effect adds depth to a drawn object, turning your flat drawings into something with perspective.
- A 3-D effect has these properties:
 - **Color**: The color of the 3-D effect. This choice does not affect the color of the shape's front surface.
 - **Depth**: The size of the 3-D effect, and the distance it extends from the front surface. It's not precision-customizable, but you can choose from among these values:

0, 36pt, 72pt, 144pt, 288pt, and Infinity.

- **Direction**: The direction from which the 3-D effect extends from the front surface. You can choose from nine directions. There are also separate selectors for two different views: Perspective and Parallel. These are two subtly different methods of calculating the trajectory of the 3-D effect. You won't notice much difference on a simple shape such as square, so try it on a wave or some other complex shape to compare.
 - **Lighting**: You can choose Bright, Normal, or Dim, and you can also choose the direction of the "lighting" to change the shading of the 3-D effect.
 - **Surface**: Choose Matte, Plastic, Metal, or Wireframe to affect the shading on the shape and its 3-D sides.
 - **Tilt**: You can tilt the 3-D effect up or down, or to the right or left.
- To apply a simple 3-D effect, follow these steps:
 1. Double-click the shape to display the Format tab.
 2. Click 3-D Effects to open a menu of samples. (Depending on the Window size, there might be a second 3-D Effects button to click on before the menu appears.)
 3. Click the desired effect.
 - To turn the 3-D effect off, click the 3-D Effects button and then click No 3-D Effect.

6. Using SmartArt in typing

- SmartArt graphics enable you to create professional-looking illustrations to display your data by illustrating relationships, charts, and matrixes.
- You can create a SmartArt graphic in three easy steps. Choose the type

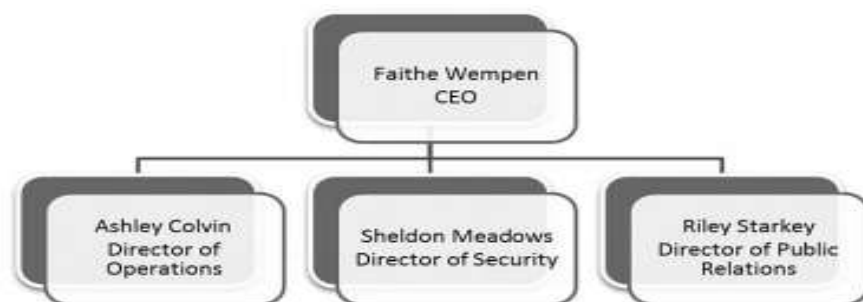
of illustration (list, process, cycle, hierarchy, etc.), select a layout, and enter the text or data in the predesigned art. With just a few clicks, you can create an awesome illustration of designer quality.

– There are seven SmartArt categories:

- **List diagrams**: These diagrams show a list of items in a graphical format that helps to emphasize their importance.
- **Process diagrams**: These diagrams show the progress made toward a goal, and are useful for step-by-step procedures.



- **Hierarchy diagrams**: These diagrams show an organization's structure, or when run horizontally, can be used for tournament brackets.



- **Cycle diagrams**: These diagrams show a repeating process. They are like process diagrams except the beginning and the end connect.



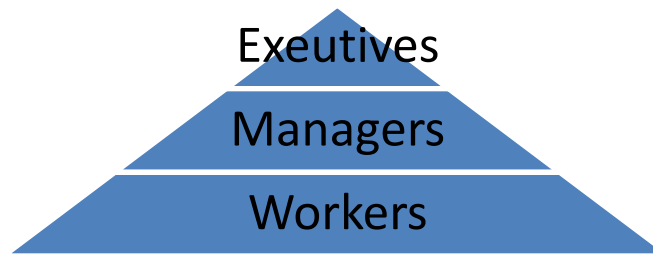
- **Relationship diagrams:** These diagrams show how one item relates to another.



- **Matrix diagrams:** These diagrams show relationships of components to a whole, such as how the various departments make up a business unit.

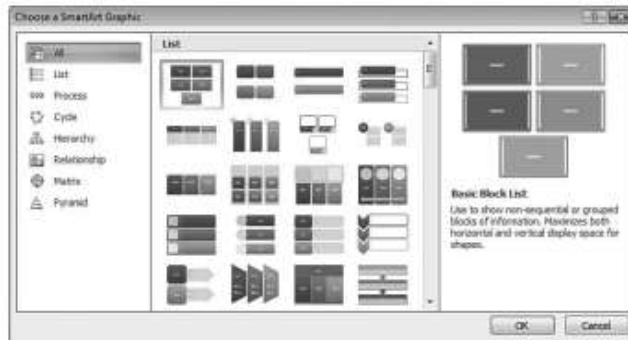


- **Pyramid diagrams:** These diagrams show the progression of items from largest quantity to smallest quantity, such as the relationship of the number of workers to the number of executives in a company.



6.1. Inserting a SmartArt Diagram

- To insert a SmartArt:
 1. On the Insert tab, click the SmartArt button from Illustration group. The Choose a SmartArt Graphic dialog box opens.
 2. Click the desired category of diagram, or click All to see all the diagrams at once.



3. Click the desired diagram layout and then click OK. A text pane appears to the left of the empty diagram layout.
4. Click in a [Text] placeholder and type the desired text. Repeat for each [Text] place holder.

6.2. Changing the Diagram's Layout

- Before you spend a lot of time on the formatting and appearance of a diagram, it's wise to make sure that you have the right layout for your needs.
- Preset layouts are available on the Design tab, and you can also customize the layout by adding or removing shapes, changing the diagram flow direction, and more.

Choosing a Different Layout

- To change the layout of a diagram, use the Layouts group controls on the Design tab.
- To change to a different layout within the same major category (for example, to change from one Process diagram style to another), open the list of Layouts and click the desired style.



- To change to a different layout in a different major category, choose More Layouts. This reopens the Choose a SmartArt Graphic dialog box, from which you can choose any layout, even one that is radically different from the existing one. (You might need to move some text around after changing to a very different layout.)

Changing the Flow Direction

- Most diagram types can be reversed so that they flow from right to left instead of left to right, or in the case of a cycle diagram, counterclockwise instead of clockwise.
- To reverse the flow, click the Right to Left button in the Create Graphic group of the Design tab.



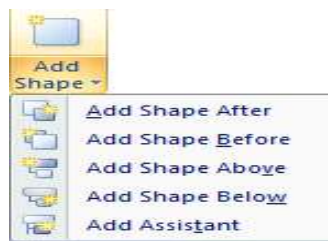
- Click it again to return to the original flow direction.

Adding Shapes

- Each diagram type starts out with a default number of shapes in

it, but you can easily add more shapes to it.

- When inserting new shapes, you insert them in relation to an existing shape. The new shape can either be of the same level of importance (that is, the same outline level) as the existing shape, or be superior or subordinate to it.
- On most diagram types, there is only one level of shape, but on hierarchy charts many levels are possible.
- To add a shape:
 1. Select the existing shape to which the new shape should be related.
 2. To insert a new shape at the default level, click the upper (graphical) portion of the Add Shape button on the Design tab. To specify the level at which to insert the new shape, click the arrow near the bottom of the Add Shape button and then select the desired relationship.



Removing Shapes

- To remove a shape from the diagram, select the shape and press the Delete key on the keyboard, or right-click the shape and choose Cut.
- No warning appears; the shape is simply deleted. You can use Undo (Ctrl+Z) to reverse a deletion immediately afterwards, however.

Promoting or Demoting a Shape

- Promoting or demoting individual shapes helps fine-tune a multilevel diagram. It is most obviously useful in a hierarchy chart such as an organization chart, but can be useful for adding detail to other chart types as well.
- Each time you select a shape and click Demote, it moves down one level in significance.
- Each time you select a shape and click Promote, it moves up one level.

Adding Bulleted Lists

- You can create bulleted lists subordinate to any level in the diagram, without having to do any demotion.
- To create a bulleted list subordinate to a shape:
 1. Select the shape and then on the Design tab, click Add Bullet. A text box is created below the shape, and a bullet character is applied to it.
 2. Type the desired text. Press Enter to type another bullet item if desired.
 3. To create a multilevel bulleted list, press Tab key at the beginning of the bulleted paragraph to indent it one level in outline significance. And Shift+Tab to promote a bullet level within the outline.

Keystrokes for editing in a SmartArt Graphic:

Press	To
Tab	Go to next element in the graphic.
Shift+Tab	Select the previous element in the graphic.
Arrow keys	Nudge the selected shape.
Ctrl+A	Select all shapes in the graphic.
Enter or F2	Edit text in the selected shape.
Shift+right arrow*	Enlarge the selected shape horizontally.
Shift+left arrow	Reduce the selected shape horizontally.
Shift+up arrow	Enlarge the selected shape vertically.
Shift+down arrow	Reduce the selected shape vertically.

Controlling Diagram Size

- Diagrams are objects, and have the same sizing and positioning options. To resize a Diagram:
 - When a SmartArt diagram is selected, a light blue border appears around it. This border has dotted tabs in the corners and on three sides; you can drag any of these to resize the diagram's frame. (The left side doesn't have resizing dots; instead it has the two arrows for opening/closing the text pane.)



- For more precise sizing of the diagram, use the Size controls on the Format tab. Enter precise values in the Height and Width boxes of the Size group.

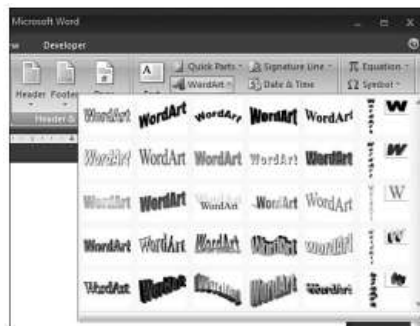
Positioning a Diagram

- Position presets are available for diagrams, the same as for other graphic objects. These presets set the diagram frame to precise relative or absolute positioning within the document page.
- To apply a position preset to a diagram, follow these steps:
 - Select the SmartArt diagram.
 - On the Format tab, in the Arrange group, click Position. Then click one of the position presets.
- To set an exact position for the diagram, you must set Text Wrapping to something other than In Line with Text. So first do this:
 - On the Format tab, in the Arrange group, click Text Wrapping.
 - Click any of the text wrap settings other than In Line with Text.
 - Next, open the Advanced Layout dialog box and choose specific positioning as follows:
 1. On the Format tab, in the Arrange group, click Position, More Layout Options. The Advanced Layout dialog box opens.
 2. On the Picture Position tab, set the desired layout. You can choose layout by Alignment, by Book Layout, by Absolute Position, or by Relative Position.
 3. Set any options desired, such as Move Object with Text or Lock Anchor.
 4. Click OK to accept the new position setting.

7. Using WordArt:

7.1. Creating a WordArt Object

- WordArt is a unique combination of a drawn object and text. You can make any words you like appear in it, but Word treats it more like a drawn object than like text.
- WordArt is great for company logos, headings, decorative graphics on flyers and advertisements, and so on.
- To create WordArt, start with one of the preset designs and then modify it.
- The procedures to create WordArt with a preset:
 1. On the Insert tab, click WordArt. A menu of presets appears.



2. Click one of the presets. The Edit WordArt Text dialog box opens.
3. Type the text you want. Keep it short and simple for best results.
4. Choose a different font from the Font list, and a different size from the Size list.
5. Click the Bold and/or Italic buttons to apply those formatting options.
6. Click OK. The WordArt appears in the document at the insertion point.

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7.2. Changing WordArt Text Wrap and Position

Changing WordArt Wrap and Position

- WordArt is placed inline with text by default.
- To move it around on the page, set its Text Wrapping setting to Square, Tight, or one of the other non-inline options. (Use the Text Wrapping menu on the Format tab.)
- The position presets are active for WordArt, like for text boxes and clip art, and you can drag and drop a WordArt object anywhere in the document, like any other object.

Editing WordArt Text

- After the WordArt has been created, you might decide the text needs to change.
- You cannot edit the text normally, but you can reopen the Edit WordArt Text dialog box by clicking Edit Text on the Format tab. (If the Format tab does not appear, double-click the WordArt.)

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7.3. Changing the Shape

- The shape of the WordArt is the form into which the text is poured. Some of the presets use nonrectangular shapes, and

there are many more shapes you can choose from as well.

- To change the WordArt shape, select the WordArt and then select a shape from the Change Shape menu on the Format tab.
- You can also change the shape by selecting a different preset. The same presets that were available when you created the WordArt initially are also available from the WordArt Styles group on the Format tab.
- Click the down arrow to open the list and select again.

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7.4. Changing the Spacing

- The spacing of the WordArt is the amount of blank space between the letters.
- Select a spacing option from the Spacing list on the Format tab. Choose from Very Tight, Tight, Normal, Loose, and Very Loose.

C o m m e r c i a l D i v i s i o n - G T C
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7.5. Changing the WordArt Fill

- Fill for WordArt is just like it is for drawn objects. Use the Shape Fill drop-down list on the Format tab, and choose either a solid color or one of the fill effects.

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7.6. Adjusting Letter Height

- By default, the letter heights in WordArt mimic those of normal text-capital letters are larger than lowercase letters.
- When creating special effects, though, you might want to even them out.
- To do so, click the Even Height button on the Format tab. The difference between normal heights and even heights.
- Note that this option does not make the letters capitalized; it just increases their heights. Click the button again to toggle the feature off.

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7.7. Switching Between Vertical and Horizontal Text

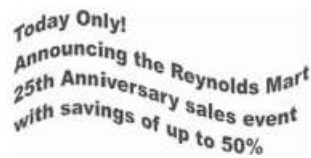
- Some of the WordArt presets have vertical text, but you can make any WordArt vertical with a click of the Vertical Text button.
- Click the button again to toggle the vertical presentation off.
- Note that Vertical Text makes the letters run vertically on the page, but it does not rotate the letters.
- Each letter appears oriented normally, one beneath the next. If you want vertical text with the text rotated 90 degrees, create regular WordArt and then rotate it using its rotation handle.

7.8. Setting WordArt Alignment

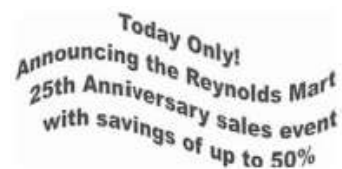
- WordArt alignment is not an issue when the WordArt text

consists of a single line, because the WordArt's outer frame is always exactly the size it needs to be to hold that text.

- To use a text box metaphor, suppose that you have some text that exactly fits across the width of a text box. Therefore, the Align Right, Center, and Align Left settings would have no effect on it because it has nowhere to go.
- When you start getting into multi-paragraph and multiline WordArt.
- To make a line break, press Shift+Enter, and to make paragraph break press Enter.

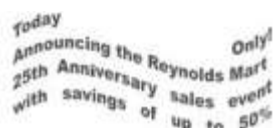


Left Alignment

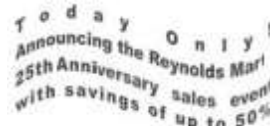


Center alignment

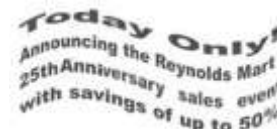
- To set alignment, use the Alignment menu from the Format tab.
- Three Justify options appear on the Alignment menu: Word Justify, Letter Justify, and Stretch Justify.
- Each of these specifies a different treatment for lines that contain less text than the longest line.
 1. **Word Justify** keeps the words normal but adds space between them.
 2. **Letter Justify** keeps the letters normal but adds space between them and between words.
 3. **Stretch Justify** makes the letters larger and thicker to fill the available space.

Today
Announcing the Reynolds Mart
25th Anniversary sales event
with savings of up to 50%
Only!

Word Justify

T o d a y O n l y !
Announcing the Reynolds Mart
25th Anniversary sales event
with savings of up to 50%

Letter justify

Today Only!
Announcing the Reynolds Mart
25th Anniversary sales event
with savings of up to 50%

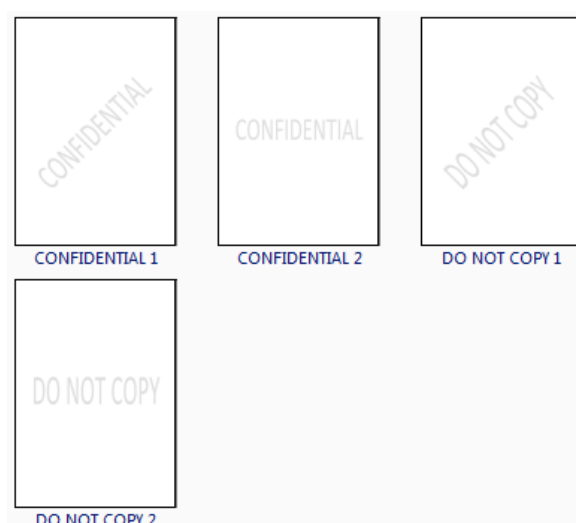
Stretch Justify

8. Watermarks:

- A watermark is text that appears behind the main text of a document, like a faint image.
- Sometimes a watermark is stamped into the paper in fine stationery, but more often a watermark is actually printed on the page.

8.1. Inserting a Built-in Watermark

- To use the built-in Watermark feature, open the Watermark menu (from the Page Layout tab) and click one of the samples.

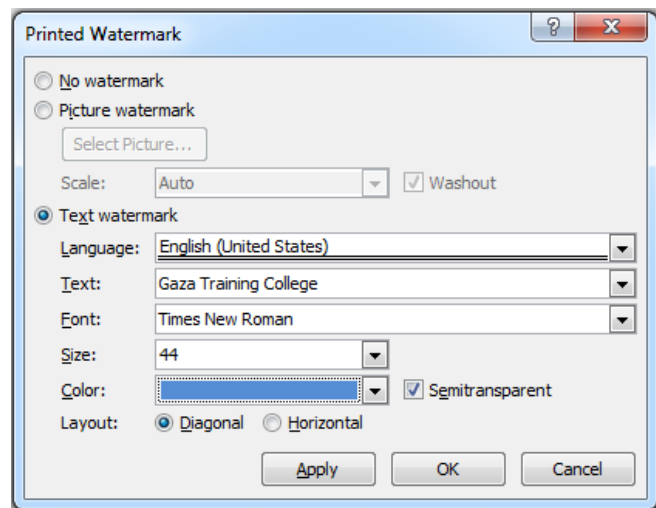


- To remove a watermark, reopen the Watermark menu and click Remove Watermark.

8.2. Inserting a Custom Text Watermark

- A custom text watermark can contain any text you like, and it can be formatted using any font, size, and color and oriented either diagonally or horizontally.

- To add a custom watermark:
 1. Make sure the insertion point is in the section in which you want to insert the watermark if the document has multiple sections.
 2. From the Page Layout tab, click Watermark and then click Custom Watermark. The Printed Watermark dialog box opens.
 3. Click Text Watermark. The controls for creating a text watermark become available.
 4. In the Text box, either select a phrase from the drop-down list or type your own custom text.
 5. Select Font, Size, and Color settings from these drop-down lists.
 6. Make sure the Semitransparent check box is mark, and select the Diagonal or Horizontal for text layout.



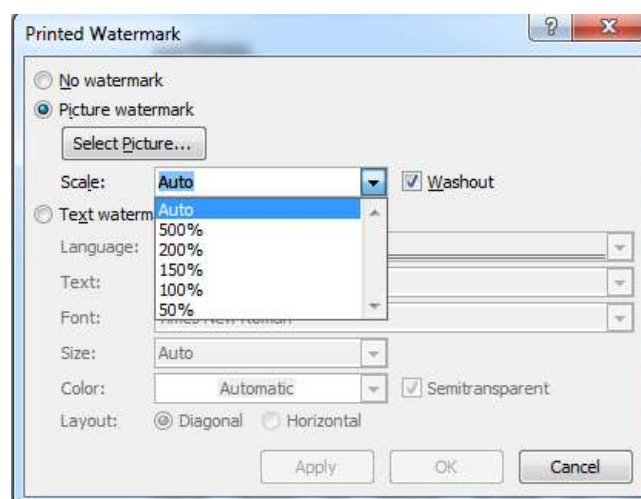
7. Click OK and the Watermark will be displayed onto your document.

8.3. Creating a Picture Watermark

- A picture watermark places a picture of your choice behind the main document, in a washed-out form (unless you specify

otherwise) so it does not impede text readability.

- To create a picture watermark:
 1. Make sure the insertion point is in the section in which you want to insert the watermark if the document has multiple sections.
 2. From the Page Layout tab, click Watermark and then click Custom Watermark. The Printed Watermark dialog box opens.
 3. Click Picture Watermark. The controls for creating a picture watermark become available.
 4. Click Select Picture. The Insert Picture dialog box opens.
 5. Select the desired picture and click Insert.
 6. In the Scale list, select a percentage of the original size or click Auto to allow Word to choose the size (recommended).
 7. To allow the picture to appear as a washout (recommended), leave the Washout check box marked.



8. Click OK to place the watermark into the document.

8.4. Using a Clip Art Image as a Watermark

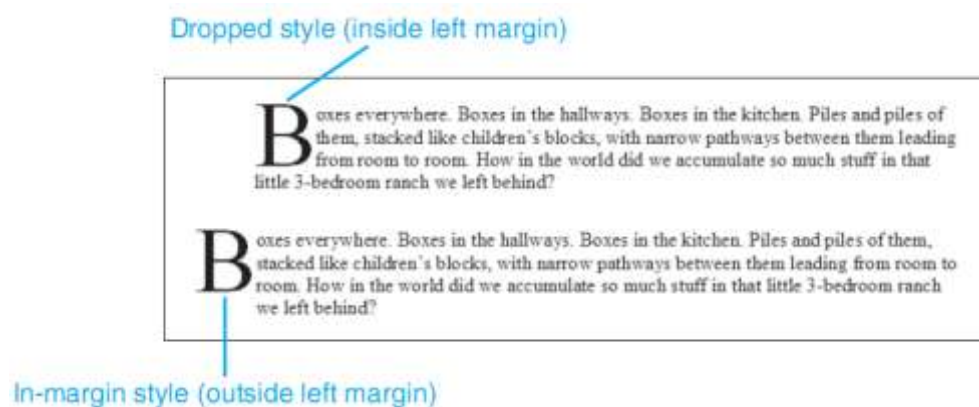
- The Picture Watermark feature does not allow you to select clip

art from the Clip Organizer to use as a watermark, but there are ways around that.

- You can insert the clip art into the header or footer and then float it outside the header/footer box.
- (You’ll need to set its coloring to Washout manually.)
- Follow these steps to use a clip-art image as a watermark:
 1. Insert the clip art into the header.
 2. Select the image. The Format tab appears.
 3. Click the Position button on the Format tab, and select a position that shows the image centered vertically and horizontally on the page.
 4. Click Text Wrapping and then choose Behind Text.
 5. Click the Recolor button in the Adjust group and choose Washout.
 6. Display the Header & Footer Tools Design tab and click Close Header and Footer.

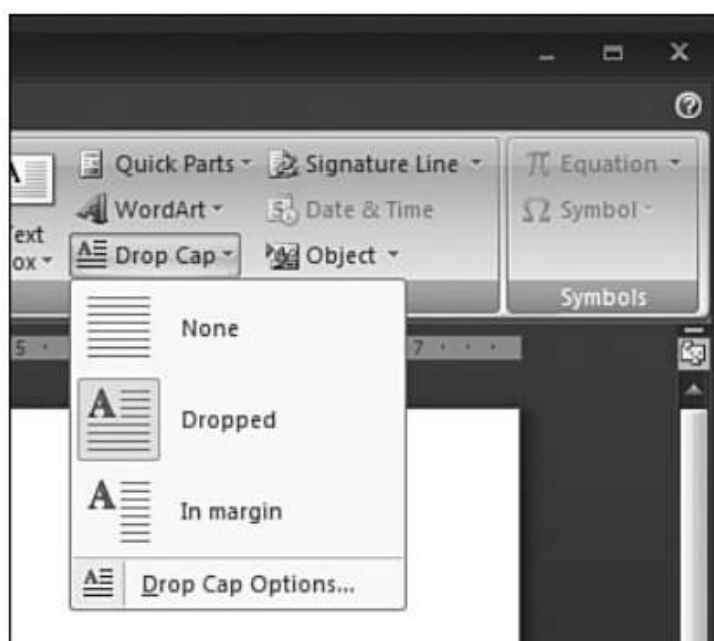
9. Drop Cap

- A drop cap is an enlarged capital letter at the beginning of a paragraph, “dropped” down into the paragraph.
- Drop caps are used to call attention to the beginning of a chapter, section, or article; they say to the reader “begin here”.
- There are two basic styles of drop cap:
 - The Dropped style places the letter in the paragraph itself, so that the lines move over to accommodate its presence.
 - In-Margin drop cap places the letter to the left of the paragraph, and does not interfere with any line positions.



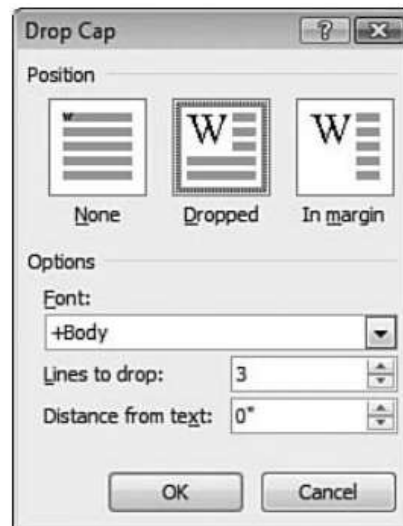
9.1. Creating a Drop Cap

- **To create a drop cap for a paragraph:**
 - Click in the paragraph.
 - On the Insert tab, click the Drop Cap button and choose the type of drop cap you want.
 - To remove a drop cap from a paragraph, choose None.



9.2. Creating Custom settings for Drop Cap

- **For a drop cap with custom settings:**
 - At Drop Cap in the Insert tab, choose Drop Cap Options.
 - The Drop Cap dialog box opens.

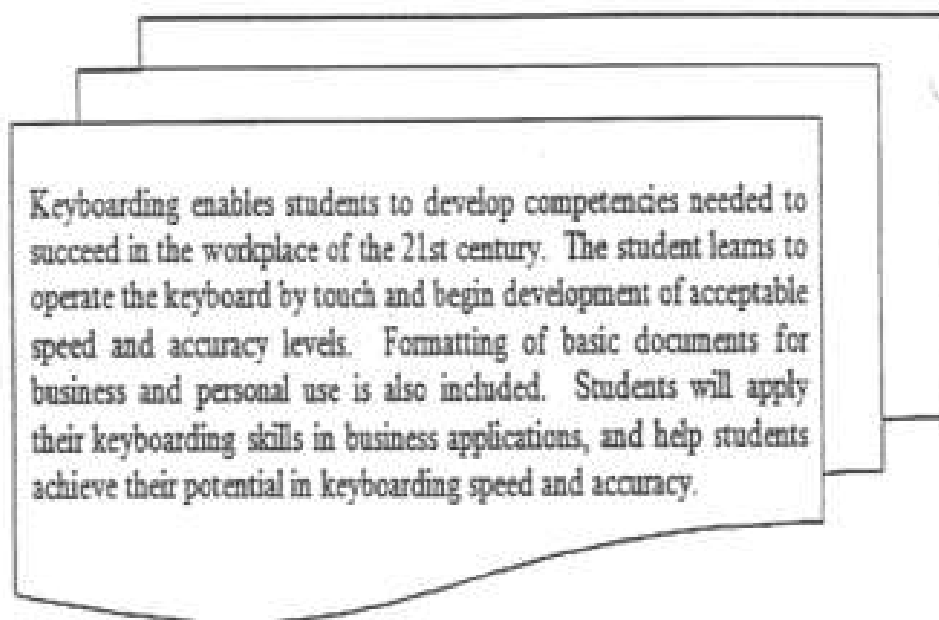


- At the Drop Cap dialog box, you can select the following options:
 - ❖ **Font**: By default, whatever font was previously applied to that letter is used. Sometimes a different font can make for a more interesting drop cap, though; for example, an Old English or handwriting style font can be attractive.
 - ❖ **Lines to Drop**: The default is three lines. The larger the value here, the larger the drop cap will be and the further down into the paragraph it will drop.
 - ❖ **Distance from Text**: The default is 0". Increase this value to increase the spacing around the drop cap.

10. English Exercises:

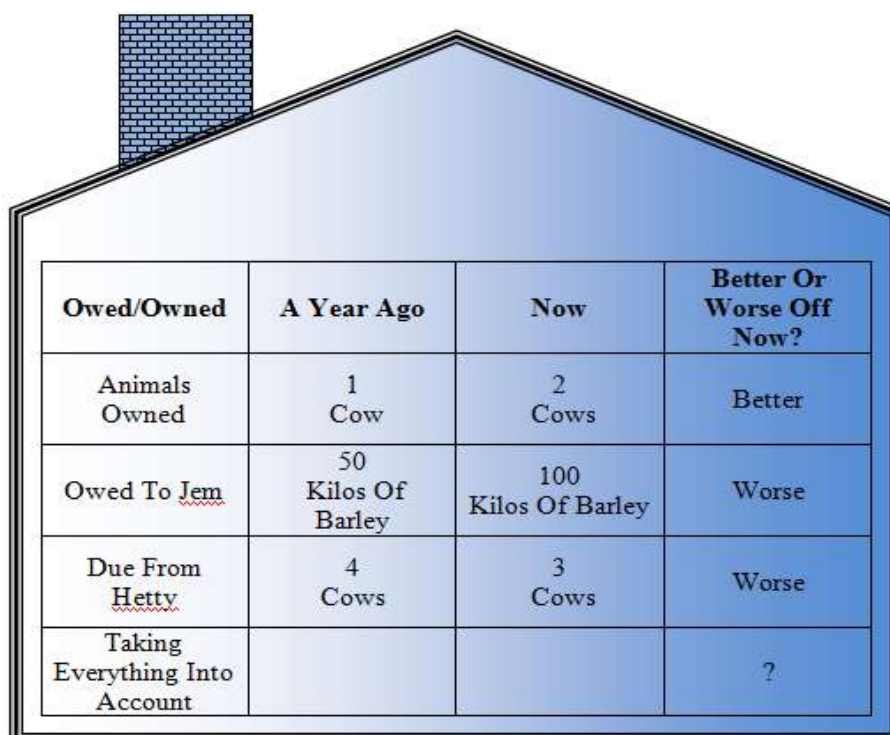
Exercise G2-1:

Type the following Drawing Object and insert the text inside it:



Exercise G2-2:

Type the following Drawing Object and insert the text inside it:



Owed/Owned	A Year Ago	Now	Better Or Worse Off Now?
Animals Owned	1 Cow	2 Cows	Better
Owed To <u>Jem</u>	50 Kilos Of Barley	100 Kilos Of Barley	Worse
Due From <u>Hetty</u>	4 Cows	3 Cows	Worse
Taking Everything Into Account			?

Exercise G2-3:

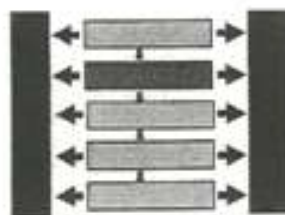
Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

Risk Management

Effective risk management requires a thorough understanding of the context in which your Department or Agency operates. The analysis of this operating environment enables you to define the parameters within which the risks to your outputs need to be managed.

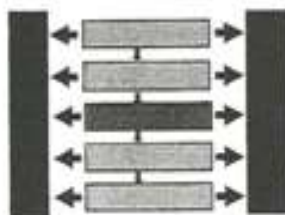
The context sets the scope for the risk management process. The context includes strategic, organizational and risk management considerations. According to the Standard, strategic context defines the relationship between the organizations and its environment. Factors that influence the relationship include financial, operational, competitive, political (public perceptions / image), social, client, cultural and legal. The definition of the relationships is usually communicated through frameworks such as the SWOT (Organizational strengths, weaknesses, opportunities and threats) and PEST (Political, Economic, Societal, and Technological).

j) **Identify risks**



Identify the risks most likely to impact on your outputs, together with their sources and impacts. It is important to be rigorous in the identification of sources and impacts as the risk treatment strategies will be directed to sources (preventive) and impacts (reactive).

k) **Analyze risks**



Identify the controls (currently in place) that deal with the identified risks and assess their effectiveness. Based on this assessment, analyze the risks in terms of likelihood and consequence. Refer to the Risk Matrix to assist you in determining the level of likelihood and consequence, and the current risk level (a combination of likelihood and consequence).

Exercise G2-4:

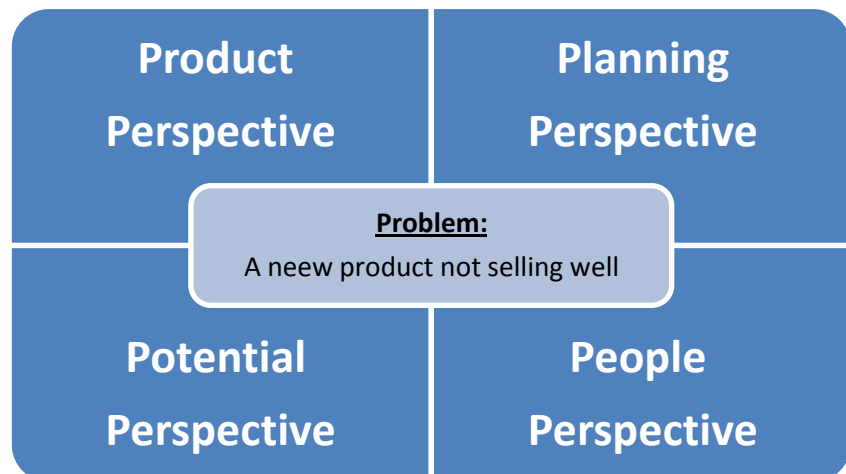
Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

The 4ps approach

This relies on looking at a problem from different perspectives within a business. The 4 Ps approach looks at problems from the following viewpoints:

- **Product Perspective:** is there something wrong with the product?
- **Planning perspective:** are our business or marketing plans at fault?
- **Potential Perspective:** if we were to seriously increase our target, how would we achieve these increases?
- **People Perspective:** why do people choose one product over another?

An example of this approach is shown below:



Another approach to using a reframing matrix is to look at the problem from the viewpoints of different specialists. The way, for example, that a doctor looks at a problem would be different from the approach a civil engineer would use. This would be different from a sales manager's perspectives.

Exercise G2-5:

Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

6.8. Goals and motivation:

A key feature of skilled performance is its goal-directed, intentional nature. The starting point in this model of social interaction is therefore.

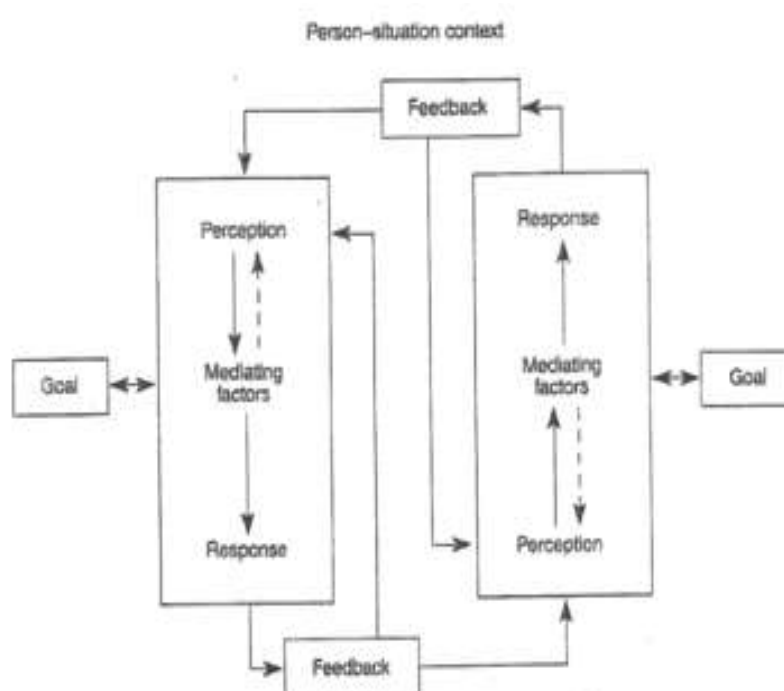


Figure 2.3 Model of skilled communicative performance

the goal being pursued, and the related motivation to achieve it. The link between needs, motivation, and goal is also recognized. As pointed out by Slater (1997, p. 137), 'the presence of various goals or motivation changes the nature of affect and cognitions generated, and of subsequent behaviors.' In essence, goals shape behavior, while motivation determines the degree of commitment to pursue a particular goal. Carlson (1990, p. 404), described motivation as 'a driving force that moves us to particular action. Motivation can affect the nature of an organism's behavior, the strength of its behavior, and

the persistence of its behavior.' The motivation that an individual has to pursue a particular goal is, in turn, influenced by needs. There are many needs that must be met in order to enable the individual to live life to the fullest. Different psychologists have posited various categorizations, but the best known hierarchy of human needs remains the one put forward by Maslow (1954), as shown in figure 2-4.

At the bottom of this hierarchy, and therefore most important, are those physiological needs essential for the survival of the individual, including the need for water, food, heat, and so on. Once these have been met, the next most important needs are those connected with the safety and security of the individual, including protection from physical harm and freedom from fear. These are met in society by various methods, such as the establishment of police forces, putting security chains on doors, or purchasing insurance policies. At the next level are belonging and love needs, such as the desire for a mate, wanting to be accepted by others, and striving to avoid loneliness or rejection. Getting married, having a family, or joining a club, society, or some form of group, are all means whereby these needs are satisfied. Esteem needs are met in the number of ways: for instance, occupational status.



Man Figure 2-4: Maslow's Hierarchy of Human needs

Exercise G2-6:

Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

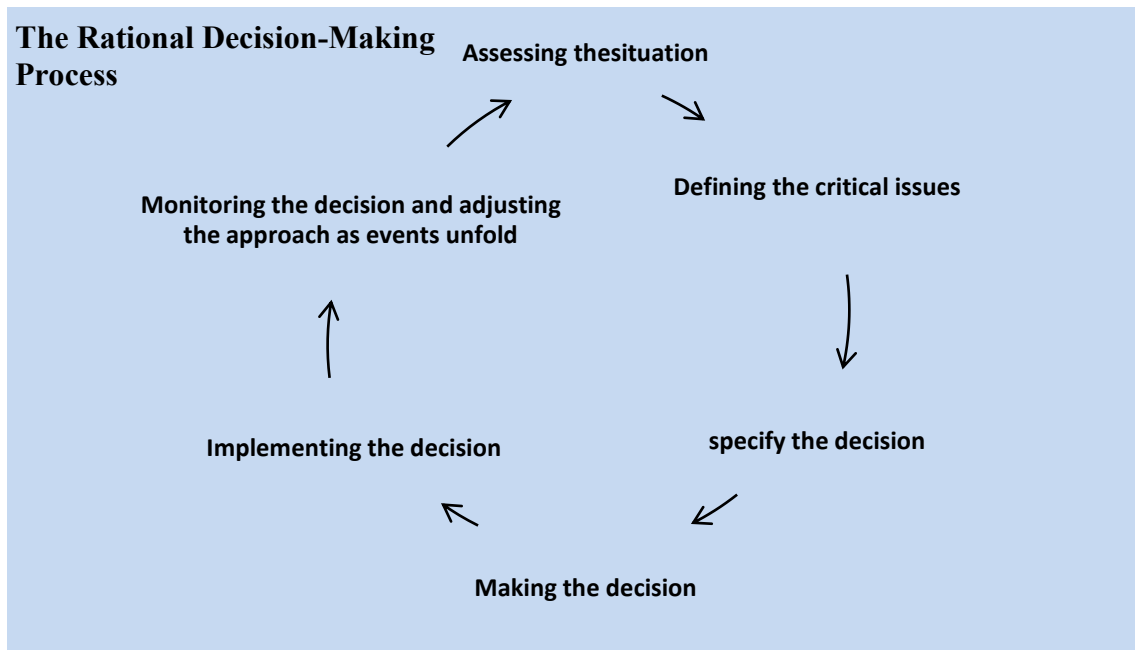
As a result of the different information needs of owners and managers, separate accounting systems were developed. However, as much of the basic data were common to both systems, they were gradually brought together. It would be rare now find any entity that had a separate financial accounting system and a separate costing system. Another change in more recent years is that it is possible to identify more than two user groups. As Figure 1.3 shows, besides owners and managers, information may also be required by a wide range of other parties, for example, creditors, customers, employees, governments, investors, lenders, the public. Accounting is now a major activity in both the profit-making and not-for-profit sectors of the economy and accountants hold some very senior positions in all types of entities. However, it is a service industry and accountants have to satisfy their clients.



Figure 1-3: the users of accounting information

Exercise G2-7:

Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:



People do not always think in a consistently ordered way, as the thinking flaws described in Chapter 3 show. This undermines the reliability of a rational approach and points to the need to combine it with an instructive or intuitive approach. The rational approach provides a framework for action, ensuring that nothing is omitted, pitfalls are avoided and best practice techniques are applied. The intuitive approach provides the inspiration, insight and instinct needed to identify and explore the best options. Rationality provides the outer framework, together with important milestones and techniques; intuition provides the detail and ingenuity. Creativity and sensitivity ensure optimum conditions for success, where the best choices are offered, selected and implemented. As the Chrysler, instinct, within the framework of the decision-making process, produces breakthrough thinking. The role of instinct in complex, ambiguous or urgent decisions

Exercise G2-8:

Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

Reading Skills

1. Taking Notes:**1.1. Cornell Note-Taking System:**

There are many methods for note taking. The Cornell Note-taking System is a well-known method that can help you organize what you read. To the right is a note-taking activity based on the Cornell Note-taking System.

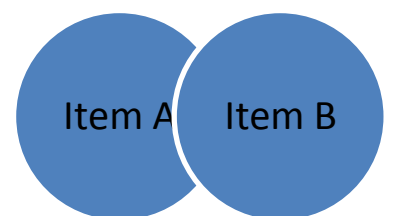
1.2. Graphic Organizers:

Using a graphic organizer to retell content in a visual representation will help you remember and retain content. You might make Summary a *Chart* or *diagram*, organizing what you have read. Here are some examples of graphic organizers:

1.2.1. Venn Diagrams:

When mapping out a comparison-and-contrast text structure, you can use a Venn Diagram. The outer portions of the circles

will show how two characters, ideas, or items contrast, or are different, and the overlapping part



will compare two things, or show how they are similar.

1.2.2. Flow Charts:

To help you track the sequence of events, or cause and effect, use a flow chart. Arrange ideas or events in their logical, sequential order. Then draw arrows between your ideas to indicate how one idea or event flows into another.



2. Visualize:

Try to form a mental picture of scenes, character, and events as you read. Use the details and descriptions the author gives you. If you can visualize what you read, it will be more interesting and you will remember it better.

3. Questions:

Ask yourself questions about the text while you read. Ask yourself about the importance of the sentences, how they relate to one another, if you understand what you just read, and what you think is going to come next.

4. Clarify:

If you feel you do not understand meaning (through questioning), try these techniques:

What to do when you do not understand?

- Reread confusing parts of the text.
- Diagram (chart) relationship between chunks of text, ideas, and sentences.
- Look up unfamiliar words.
- Talk out the text to yourself.
- Read the passage once more.

Exercise G2-9:

Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

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There are several ways to organize a management structure. Line authority is an organizational structure in which managers on one level are in charge of those beneath them. An advantage of the line authority structure is that authority is clearly defined. Each employee knows to whom she or he reports. A disadvantage to line authority is that the managers have few specialists who help with their responsibilities.

A line and staff authority organizational chart shows the direct line of authority (indicated by solid lines) as well as staff who advise the line personnel (indicated by dotted lines). Figure 7.2 shows a line and staff authority organizational chart. The line and staff authority structure enables managers to get advice. However, a disadvantage is that it can lead to overstaffing, which can be costly. Some firms have a centralized organization that puts authority in one place – with top management. This helps managers throughout the firm to be consistent in decision making.

Decentralized organization gives authority to a number of different managers. Decentralized organizations are often evident in international

businesses. Some

U.S. managers

working in foreign

countries have more

decision-making

power because they

know their markets

well. Contrast what

is the advantage and

the disadvantage of line authority?

Figure 7.2 – Line and Staff Authority Organization Chart

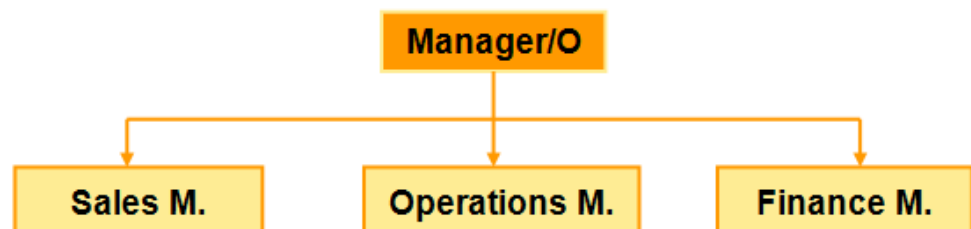


Exercise G2-10:

Type the following passage, considering formatting of the paragraphs, fonts and drawing objects alignments ... etc.:

11.3 The human resource functions in organizations of various sizes:

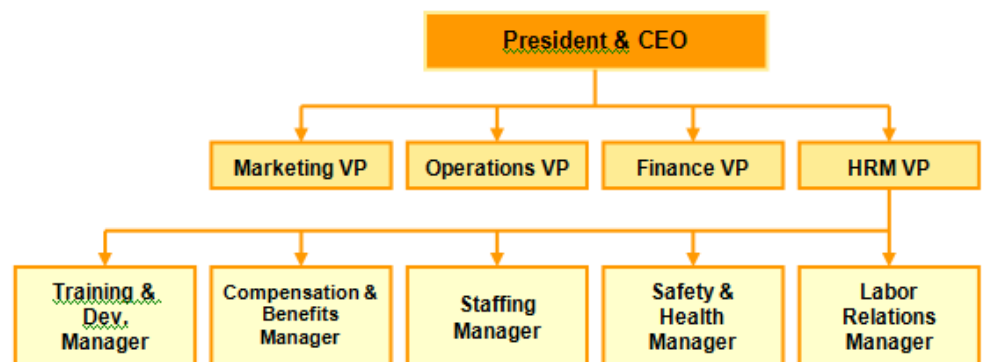
As firms grow and become more complex, the HR function also becomes more complex and achieves greater importance. The basic purpose of HRM remains the same; the difference is in the approach used to accomplish its objectives:

↳ Human resource functions in small business :

Small business have a formal HR unit specialists as figure shown, other managers in the company handle HR functions, the focus of there activates is generally on hiring and retaining capable employees, some aspects of HR functions may actually be more significant in smaller firms than in larger ones.

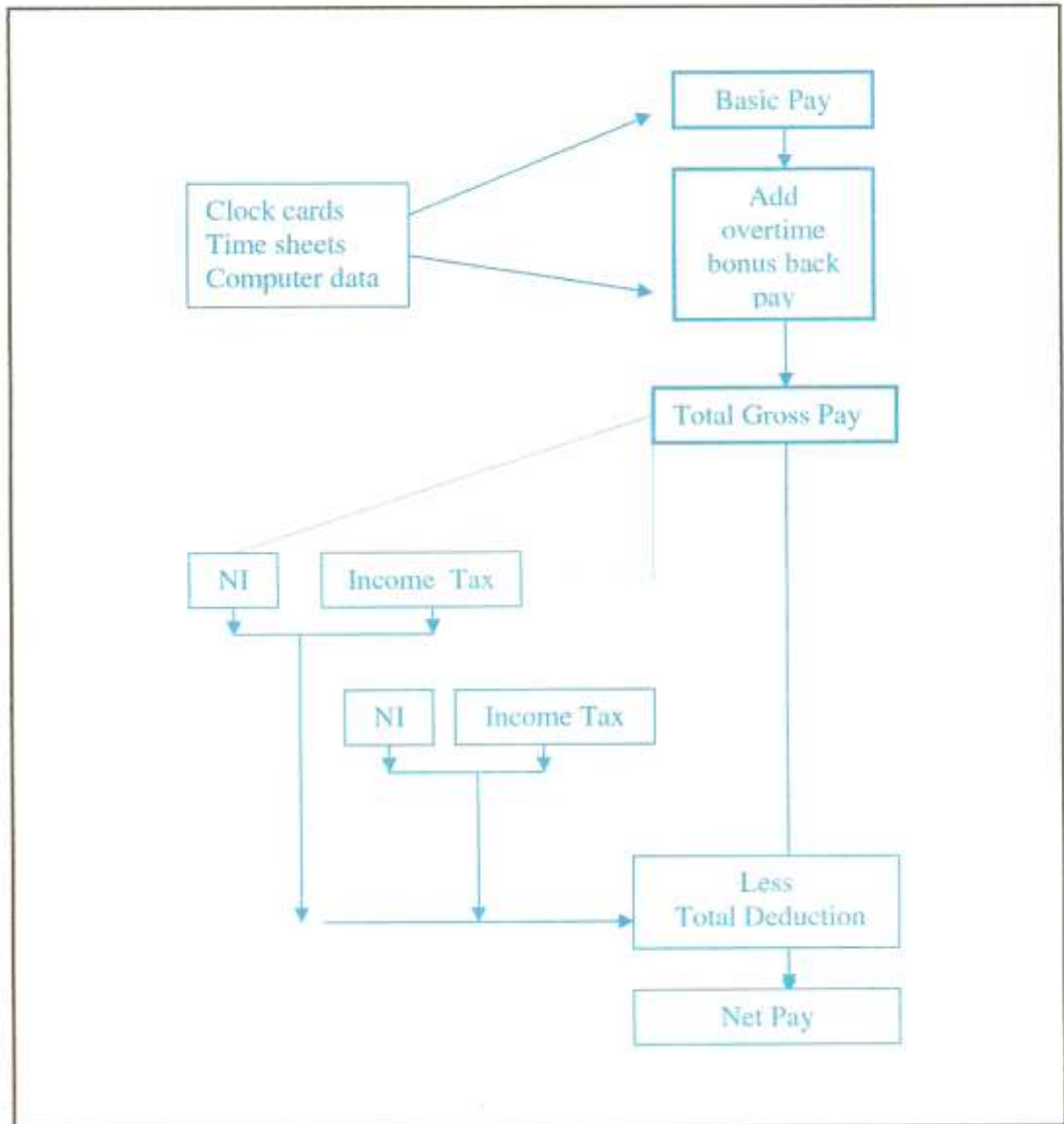
↳ Traditional Human resource functions in a large firm:

When the firm's HR function becomes too complex for one person, separate sections have historically been created and placed under a human resource executive, these actions typically performed tasks involving training and development, compensation and benefits, staffing, safety and health and labor relaxations. Each HR function may have a manger and staff reporting to the HR executive, The HR vice president work closely with top management in formulating corporate policy.



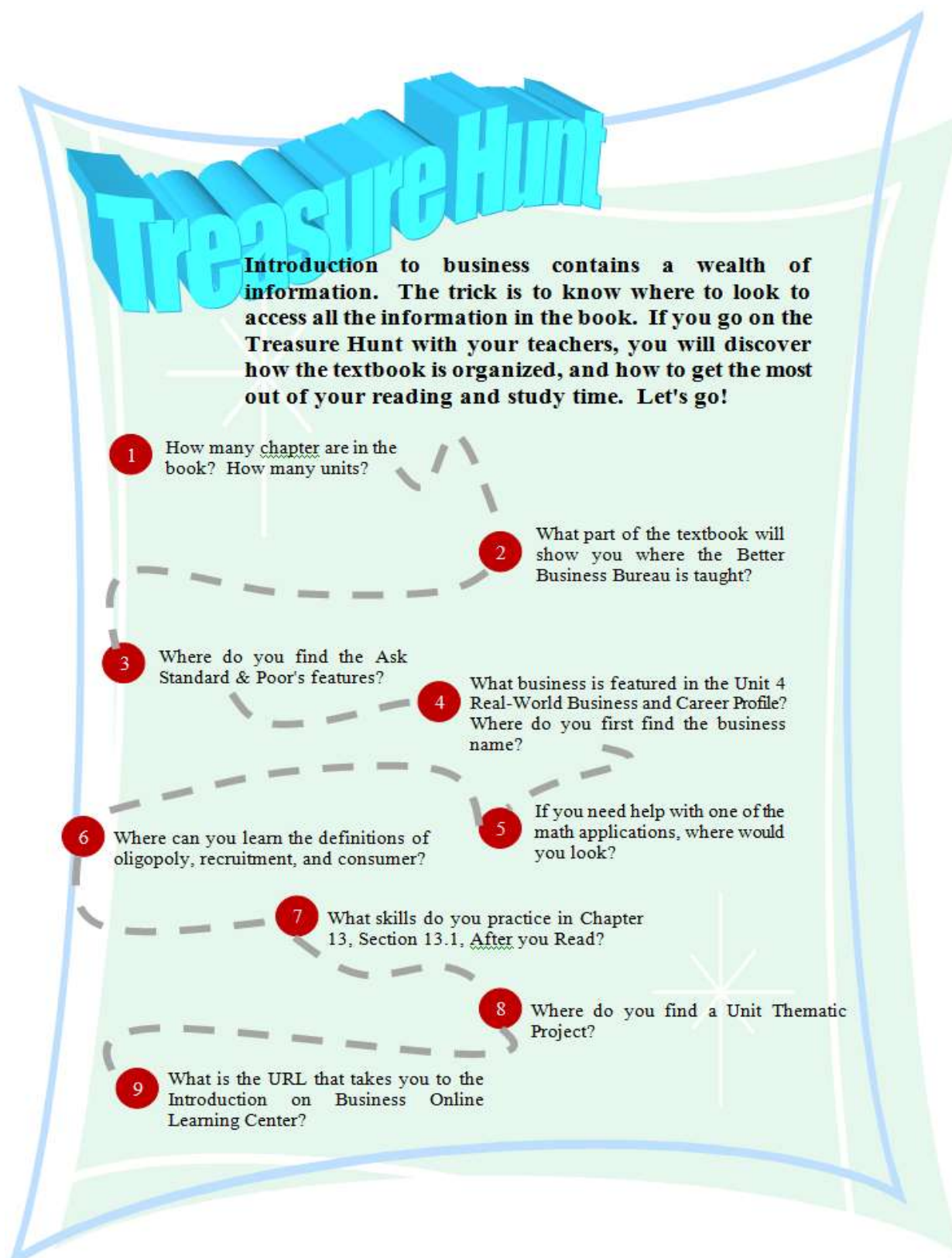
Exercise G2-11:

Type the following diagram:



Exercise G2-11:

Type the following diagram:



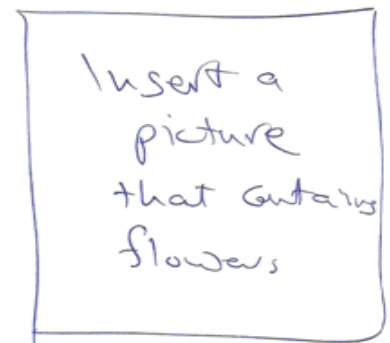
Exercise G2-12:

Type the following passage considering the right formatting for paragraphs, fonts, picture ...etc.

You have to insert a picture that contains flowers as indicated. Picture alignment to be left and text to wrap around it.

Benefits of Flowers

A team of researchers explored the link between flowers and life satisfaction in a 10-month study of participants' behavioural and emotional responses to receiving flowers. The results show that flowers are a natural and healthful moderator of moods:-



1. Flowers have an immediate impact on happiness. All study participants expressed "true" or "excited" smiles upon receiving flowers, demonstrating extraordinary delight and gratitude. This reaction was universal, occurring in all age groups.
2. Flowers have a long-term positive effect on moods. Specifically, study participants reported feeling less depressed, anxious and agitated after receiving flowers, and demonstrated a higher sense of enjoyment and life satisfaction.
3. Flowers make intimate connections. The presence of flowers led to increased contact with family and friends.

Research was undertaken to learn how flowers and plants in the workplace impact productivity and problem solving. The results are as follows:-

1. Problem-solving skills, idea generation and creative performance improve substantially in workplace environments that include flowers and plants.
2. Specifically, both men and women who work in environments with flowers and plants demonstrate more innovative thinking as compared to environments with sculpture or no decorative objects.

Exercise G2-13:

Type the following passage considering the right formatting for paragraphs, fonts, and picture.

Use Drop Cap for the first letter of every paragraph.

Keyboard

In computing, a keyboard is a typewriter keyboard, which uses an arrangement of buttons or keys, to act as mechanical levers or electronic switches. After punch cards and paper tape, interaction via teletype-style keyboards became the main input device for computers.

A laptop's keyboard:

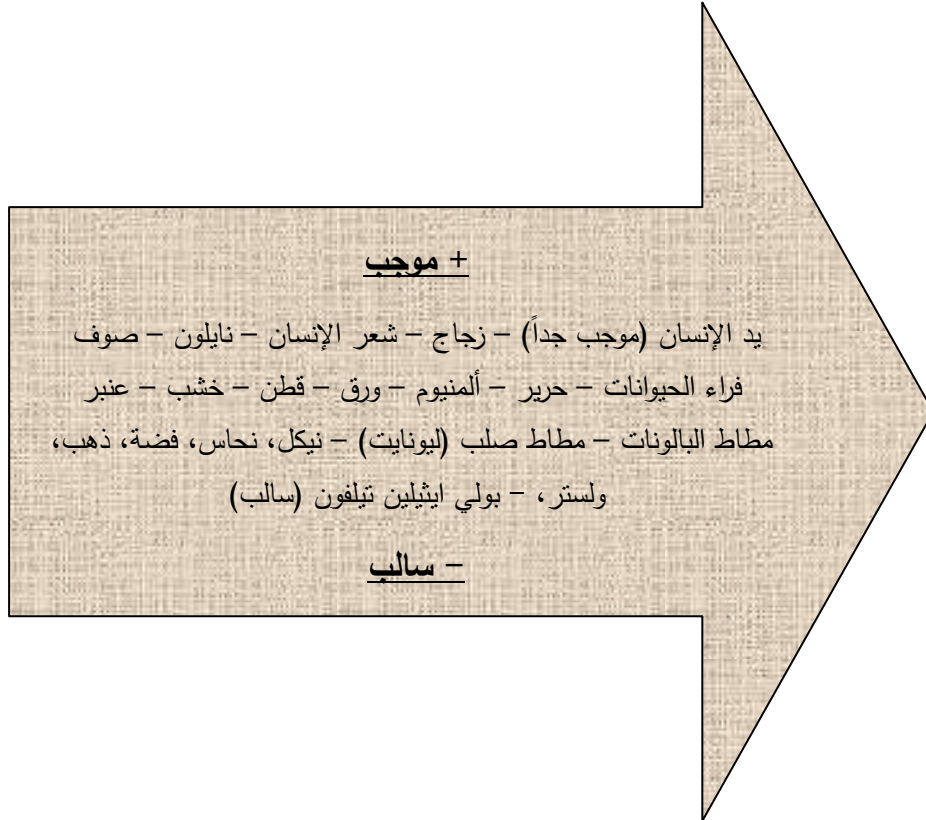
Despite the development of alternative input devices, such as the mouse (computing mouse), touch sensitive screens, pen devices, character recognition, voice recognition, and improvements in computer speed and memory size, the keyboard remains the most commonly used and most versatile device used for direct (human) input into computers.

A keyboard typically has characters engraved or printed on the keys and each press of a key typically corresponds to a single written symbol. However, to produce some symbols requires pressing and holding several keys simultaneously or in sequence. While most keyboard keys produce letters, numbers or signs (characters), other keys or simultaneous key presses can produce actions or computer commands.

11. تمارين عامة (باللغة العربية):

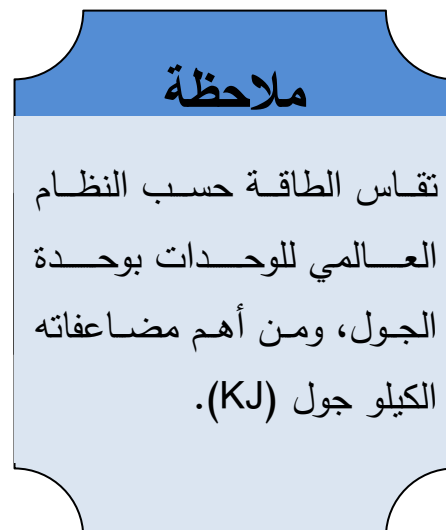
تمرين رقم 1-2:

اطبع الشكل التالي بشكل دقيق:



تمرين رقم 2-2:

اطبع الشكل التالي بشكل دقيق:



تمرين رقم 2-3:

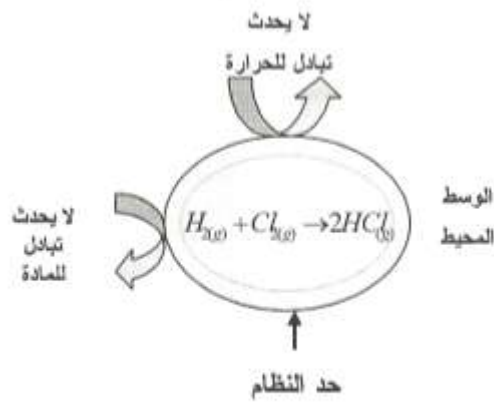
اطبع التمرين التالي بشكل دقيق، مع مراعاة التنسيق المناسب لكل من الخط والفقرات:

2-1- مفاهيم أساسية في الكيمياء الحرارية

- يطلق على الكيمياء التي تعنى بدراسة التغيرات الحرارية المرافقة للتفاعلات الكيميائية "الكيمياء الحرارية (Thermo-chemistry)". وسنتعرض فيما يأتي إلى بعض المفاهيم الأساسية في الكيمياء الحرارية:

- من الأمور المهمة عند البحث في انتقال الحرارة، التمييز بين النظام والمحيط، فالنظام يعني ذلك الجزء من الكون الذي تجري عليه الدراسة، وقد يكون نظاماً بسيطاً مثل قطعة ثلج في كأس، أو معقداً مثل محتويات بحيرة ملوثة.

- أما الوسط المحيط (والذي سنطلق عليه كلمة المحيط للسهولة) فهو ذلك الجزء من



الشكل رقم (5): النظام والمحيط

الكون الذي له علاقة بالنظام قيد الدراسة، حيث نعني بالعلاقة حدوث تبادل بين النظام والمحيط في واحد أو أكثر من الأمور الأساسية الثلاثة: الحرارة والشغل والمادة. والنظام من الناحية العملية متصل بالمحيط ولكن يستحسن لغرض الدراسة أن نتخيل حاجزاً يحيط بالنظام فيغلقه، ويسمى هذا الحاجز بحد النظام، تَمَعّن الشكل (5).

3-1- النظام والوسط المحيط (Systems and Surroundings):

- هناك عدة أنواع من الأنظمة حسب قابليتها لتبادل الحرارة أو الشغل أو المادة، وهي كما يأتي:

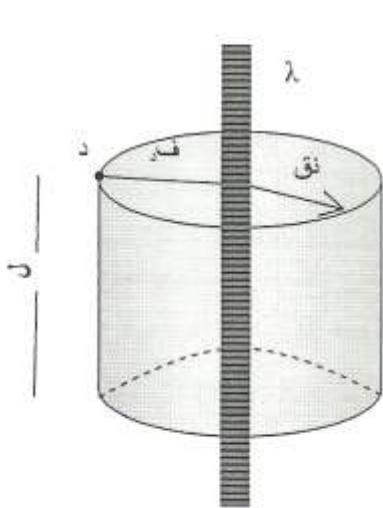
1- ايسوثيرم Isothermal: وهو نظام يسمح بانتقال الحرارة بين النظام والمحيط، بحيث تبقى درجة حرارة النظام ثابتة.

2- ادياباتي (حافظ للحرارة) Adiabatic: وهو نظام لا يسمح بانتقال الحرارة بين النظام والمحيط، بحيث يمكن أن ترتفع درجة حرارة النظام أو تنخفض.

تمرين رقم 2-4:

اطبع التمرين التالي بشكل دقيق، مع مراعاة التنسيق المناسب لكل من الخط والفقرات:

مثال (10):



سلك معدني مستقيم لا نهائي الطول، يحمل شحنة موجبة كثافتها الطولية (الشحنة على وحدة الأطوال: λ كولوم/م)، موزعة عليها بانتظام كما هو مبين في الشكل. أوجد شدة المجال الكهربائي عند نقطة (د) تبعد (ف) عن محور السلك.

الحل:

يكون المجال الناتج عن الشحنة المنتظمة على السلك المستقيم باتجاه أنصاف الأقطار المتعامدة مع محور السلك، لاحظ الشكل، ومن ثم فإن سطح غاوس المناسب، هو سطح اسطوانى متحد في المحور مع السلك، على فرض أن طول السطح الاسطوانى (ل) ونصف قطر مقطعه (ف).

تمرين رقم 2-5:

اطبع التمرين التالي بشكل دقيق، مع مراعاة التنسيق المناسب لكل من الخط والفقرات:

3-2- فرق الجهد الكهربائي بين نقطتين في مجال كهربائي منتظم:

يمثل الشكل (2) شحنة كهربائية موجبة (س) تتحرك بخط مستقيم من النقطة (أ) إلى النقطة (ب) في مجال كهربائي منتظم (م) وبسرعة ثابتة تحت تأثير قوة كهروستاتيكية مقدارها (م-س).

الشغل الذي تبذله هذه القوة يساوي:

الشغل = ق.ف - ق.ف

الشغل = ق.ف - ق.ف

حيث:

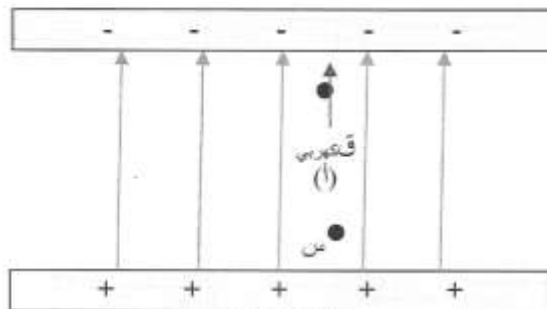
ق : م س

ف : المسافة التي تتحركها الشحنة في المجال

□ تمثل الزاوية بين اتجاه ق و ف

إذن الشغل = م س ف جتا □

ج ب = الشغل / الشحنة ، $\vec{E} = \vec{F} / q$



الشكل (2):

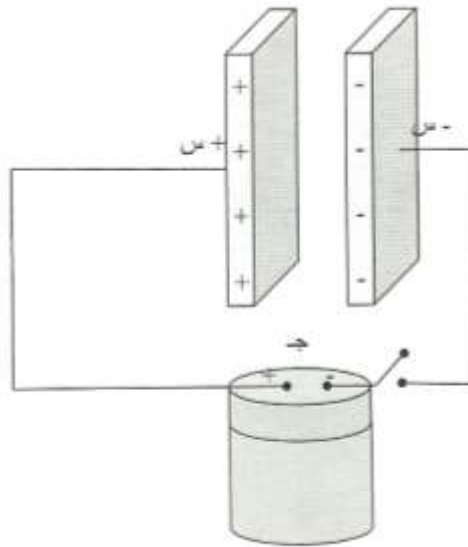
فرق الجهد الكهربائي بين نقطتين في مجال كهربائي منتظم

تمرين رقم 2-6:

اطبع التمرين التالي بشكل دقيق، مع مراعاة التنسيق المناسب لكل من الخط والفقرات:

شحن المواسع

عند إغلاق المفتاح في الدارة شكل (4) يبدأ التيار الكهربائي بالسريان، حيث تنتقل الإلكترونات من الصفيفة المتصلة بالقطب الموجب عبر البطارية إلى الصفيفة المتصلة بالقطب السالب فتصبح الأولى موجبة الشحنة والثانية سالبة الشحنة. وتستمر عملية الشحن حتى يتولد فرق جهد على المواسع يساوي ويعاكس فرق الجهد على البطارية، عندها يتوقف تدفق الإلكترونات ونقول بأن المواسع قد شحن.

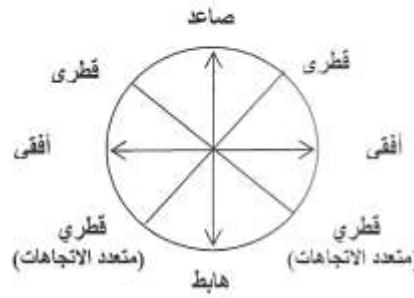


شكل (4): شحن المواسع

تمرين رقم 2-7:

اكتب التمرين التالي بشكل دقيق، مع إجراء التنسيق المناسب لكل من الخط والفقرات:

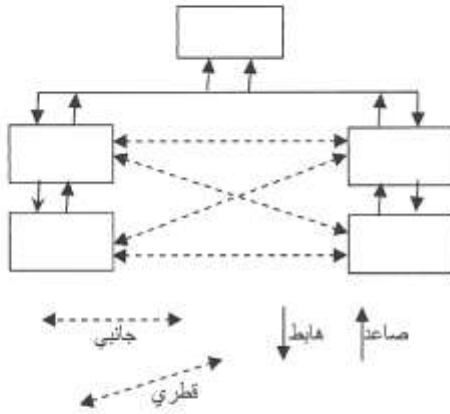
دورة الكتابة المهنية
تتحرك الأنشطة الكتابية إما رأسياً (Vertically) أو أفقياً (Horizontally) أو في جميع الاتجاهات (Radically)، كما يبين الشكل التالي:



1- الكتابة المهنية الرأسية (Vertical)، وتشمل:

1-1- الكتابة الصاعدة (Up-ward):

أي التي ترفع من المستويات الإدارية التنفيذية إلى المستويات الإدارية الأعلى منها في سلم التنظيم الإداري. كأن يرفع مديرو الإدارات تقاريرهم إلى المدير العام للشركة، ومن الأمثلة عليها: تقارير الإنجاز، ورسائل الشكاوي والحالة ... وغيرها.



2-1- الكتابة النازلة - الهابطة (Down-ward):

وتأخذ شكل أوامر وتعليمات، وعادةً يتم إرسالها من المستويات الإدارية العليا إلى المستويات الإدارية الأدنى منها في سلم التنظيم الإداري للمؤسسة ومن الأمثلة عليها: التقارير ورسائل تتضمن سياسات الشركة وإجراءاتها، والقرارات الواجب تنفيذها.

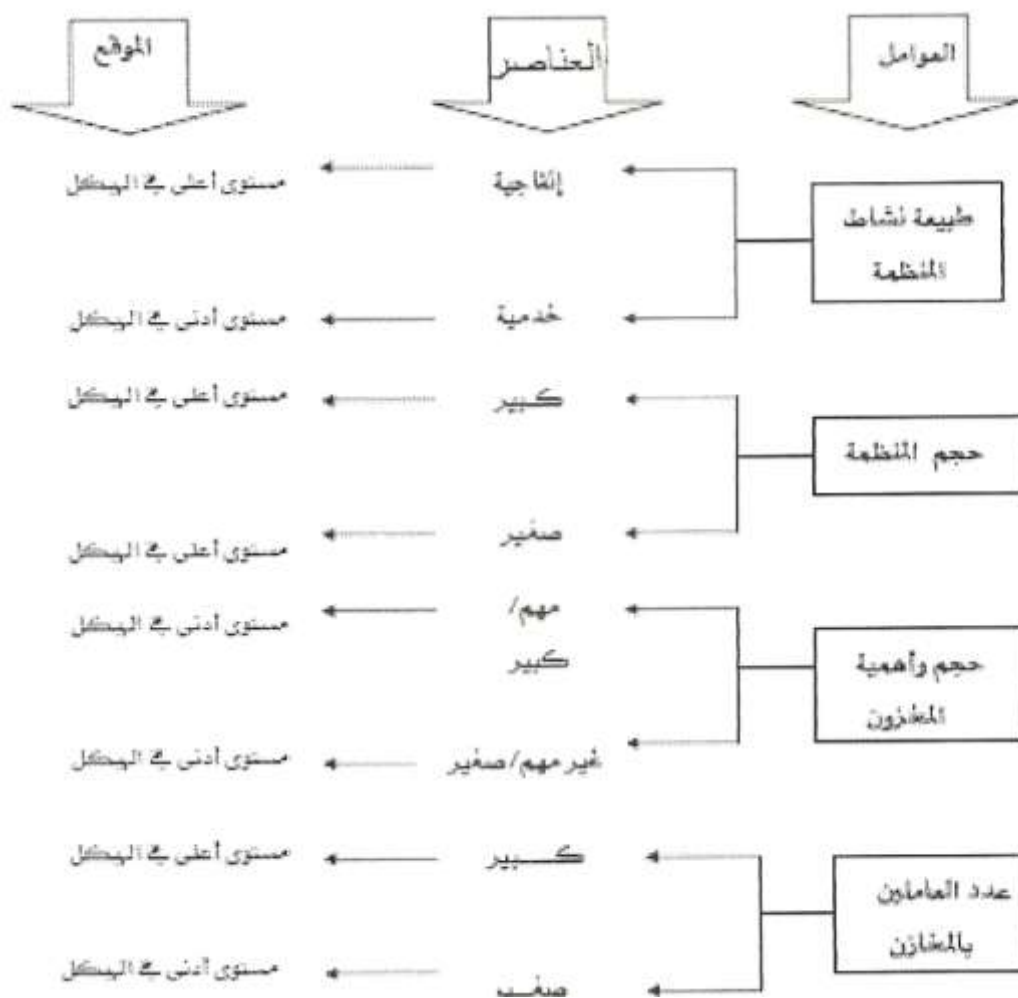
2- الكتابة المهنية الأفقية أو الجانبية (Horizontal):

وهي الأنشطة المرسلّة من وإلى الأشخاص والإدارات في نفس المستوى التنظيمي، كالتقارير والرسائل التي تتبادلها الإدارات المختلفة في المؤسسة، مثل: إدارات التسويق والإنتاج وشئون العاملين. ويكون الهدف الرئيسي منها تنسيق الأعمال بين إدارات المشروع المختلفة.

3- الكتابة متعددة الاتجاهات أو القطرية (Radical):

تمرين رقم 2-8:

اطبع الشكل التالي بشكل دقيق، مع إجراء التنسيق المناسب للخط:

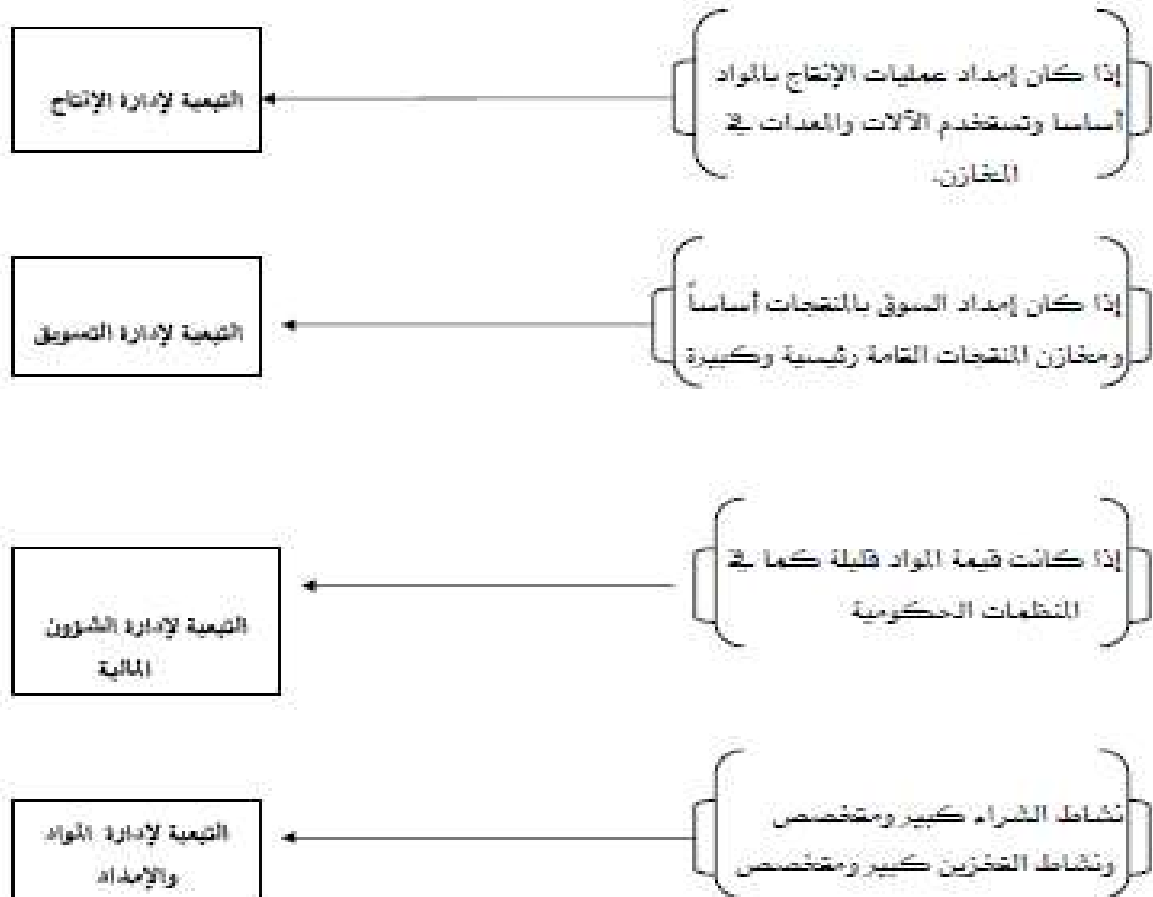


تمرين رقم 2-9:

اطبع الشكل التالي بشكل دقيق، مع إجراء التنسيق المناسب للخط:

• التبعية الإدارية لإدارة المخازن والمخزون:

هناك عدة آراء حول تبعية إدارة المخازن يوضحها الشكل رقم (٢) التالي:

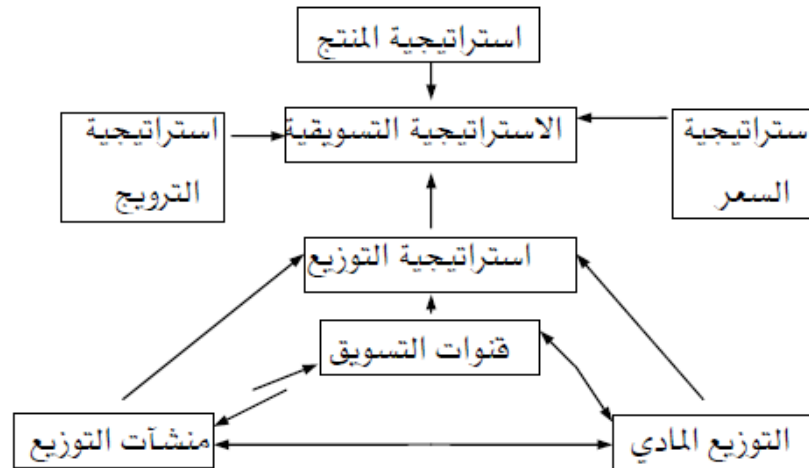


شكل رقم (٢)

التبعية الإدارية لإدارة المخازن

تمرين رقم 2-10:

اطبع الشكل التالي بشكل دقيق، مع إجراء التنسيق المناسب للخط:



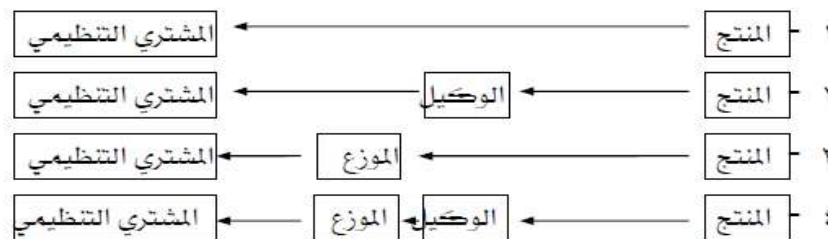
شكل رقم (١) استراتيجيات التسويق والتوزيع

تمرين رقم 2-11:

اطبع الشكل التالي بشكل دقيق، مع إجراء التنسيق المناسب للخط:

قنوات توزيع السلع الصناعية:

وتأخذ قنوات توزيع السلع الصناعية أكثر من شكل كما في الشكل التالي رقم (٦):



شكل رقم (٦) قنوات توزيع السلع الصناعية

وسوف نلقي الضوء على كل قناة من القنوات الأربعة.

أ. التوزيع المباشر: من المنتج إلى المشتري التنظيمي:

يستخدم منتج بعض السلع الصناعية عند توزيع بعض السلع الفنية المعقدة التركيب مثل الآلات حيث تحتاج هذه السلع في تسويقها إلى تقديم خدمات ومساعدات للعميل قبل وبعد شرائها ويعتبر المنتج هو أجدر جهة تقدم هذه الخدمات والمساعدات. ومما يساعد على استخدام هذا النمط من التوزيع أن عدد المشترين محدود والمشترون هم شركات كبيرة الحجم وبالتالي يكون التسويق هنا بين منشآت منتجة ومشتريه Business-to-business marketing.

تمرين رقم 2-12:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

محددات اختيار قناة التوزيع



شكل (٩): محددات اختيار قناة التوزيع

الملخص:

منفذ (قناة) التوزيع هو الطريق الذي تتسبب خلاله السلع والخدمات من المنتج إلى المستهلك أو المشتري الصناعي. وهو يحتوي على عدة أنواع من التدفقات هي السلع والملكية والترويج والمعلومات والمدفوعات، وقناة التوزيع قد تكون مباشرة أو غير مباشرة فتحتوي على وسطاء أو موزعين، ولزيادة المبيعات والأرباح والتعاون والتنسيق بين منشآت قناة التوزيع ولتخفيض الصراعات ظهرت قنوات التسويق الرأسية والأفقية والمتعددة، وعند اختيار قناة التوزيع هناك أربع مجموعات من العوامل الخاصة بالسوق والسلعة والمنتج والموزعين يجب أخذها في الاعتبار عند اختيار المنفذ المناسب.

تمرين رقم 2-13:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

المستويات الإدارية

تنقسم المستويات الإدارية إلى ثلاث مستويات أو أكثر، حسب الحاجة وطبيعة العمل، وتنقسم المستويات الإدارية إلى ثلاث مستويات رئيسية، وهي: الإدارة التنفيذية، والوسطى، والعليا.

أولاً: الإدارة التنفيذية:

تعمل على تنفيذ ومراقبة سير العمليات، وهي مسؤولة عن التأكد من تحقيق الأهداف وإتباع الخطط الموضوعية، وتمتاز بتغلب القدرات العملية والفنية على القدرات الإدارية، وتقوم برفع التقارير إلى مستويات الإدارة الوسطى (حلقة الوصل بين العمالة والإدارة).

ثانياً: الإدارة الوسطى:

تتمثل بالطبقات الإدارية الواقعة بين الإدارة العليا والتنفيذية، فهي صلة الوصل بين المستويين، ومن أهم واجباتها التنسيق ورفع التقارير من الإدارة التنفيذية إلى الإدارة العليا بعد مراجعتها، وتوصيل القرارات أو أية أمور تتخذها الإدارة العليا إلى الإدارة التنفيذية.

ثالثاً: الإدارة العليا:

هي مجموعة المديرين الذي يشغلون المراكز العليا في الإدارة، وتتميز هذه الفئة بمسؤولياتها الكبيرة وعلاقاتها الواسعة مع الشركات الأخرى؛ فهي بالتالي مسؤولة عن معظم القرارات الرئيسية والحساسة، مثل: الاتصالات الخارجية، وتحديد وتطبيق سياسة الشركة، وتوقيع العقود وغيرها.



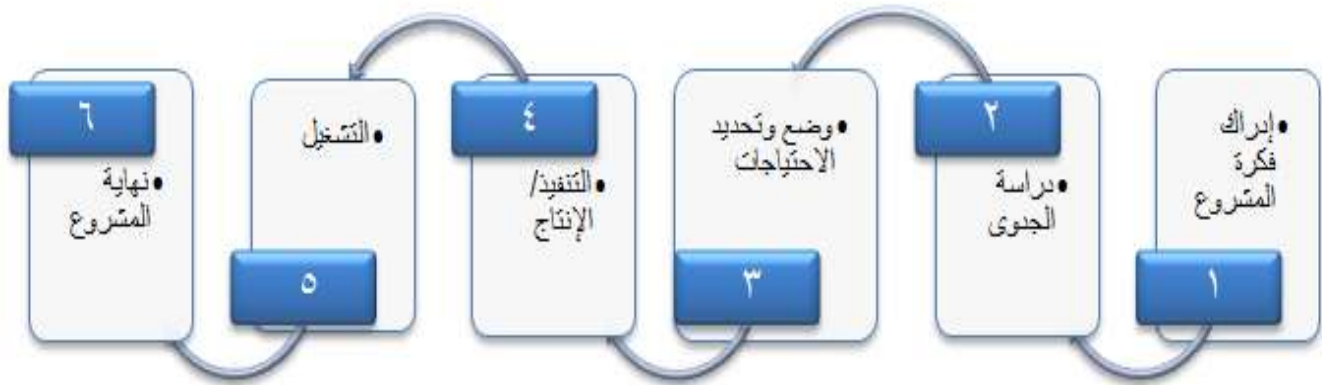
شكل (١٠): العلاقة بين مستويات الإدارة المختلفة

تمرين رقم 2-14:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

دورة حياة المشروع

يمر المشروع بمراحل تطور مختلفة خلال حياته، ونظراً لطول الفترة الزمنية اللازمة لتنفيذ المشاريع عادةً، من المستحسن تقسيم تلك الفترة إلى مراحل. ويتم إدراج النشاطات أو الأعمال الواجب إنجازها في كل مرحلة. تسمى مراحل التطور هذه بدورة حياة المشروع. ولا توجد دورة حياة قياسية تناسب جميع المشاريع إنما تختلف دورة الحياة من مشروع إلى آخر اعتماداً على طبيعة المشروع وحجمه، وتتكون دورة الحياة في العادة من ستة مراحل، كما يبين الشكل (٢-١)، ويمكن وصف هذه المراحل كما يلي:



ومن الجدير ذكره أنه ليست كل المشاريع بحاجة إلى أجزاء جميع المراحل السابقة، بل قد تختلف المراحل والحاجة إلى التعمق فيها حسب نوع المشروع وطبيعته. ومن خلال الفهم الواضح لهذه المراحل المختلفة تستطيع الإدارة السيطرة على سير المشروع للوصول إلى الأهداف المرسومة والمرتجوة منه.

تمرين رقم 2-15:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

الخارطة التنظيمية للمشروع

إن المحور الرئيسي في نجاح إدارة المشروع هو إعداد الخارطة التنظيمية الجيدة لتمكين القائمين على المشروع من الحصول على البيانات والمعلومات الدقيقة بسرعة وسهولة، ذلك أن الخارطة التنظيمية هي نظام متكامل لمعلومات المشروع من حيث تقديرات الكلفة والفترة الزمنية، وإنجاز المراحل والجدولة وغير ذلك.

إن بناء وتطوير الخارطة التنظيمية للمشروع خطوة مهمة جداً ومتطلب سابق لإدارة أي مشروع؛ فهي تعمل بمثابة الأساس للمشروع، وتقوم الخارطة التنظيمية للمشروع بتنظيم المشروع وتحديدته إلى مكوناته المختلفة (النشاطات) وتعريفها وتعريف العلاقات التي تربطها ببعضها البعض. تزداد أهمية الخارطة التنظيمية للمشروع مع ازدياد حجم المشروع، فمن فوائد هذا التنظيم في المشاريع الكبيرة أنه يحتوي على جميع النشاطات، ويضمن عدم تكرارها والتدخل الأمثل لها، وبالتالي خفض الكلفة. ومن الجدير بالذكر أن إعداد الخارطة التنظيمية للمشروع - كما هي الحال عند إعداد قائمة النشاطات - قد يختلف حسب المخطط أو الغرض المطلوب وحسب المستوى الذي سوف تستخدم له، وبالتالي هناك حاجة للإتفاق على مكونات المحتوى النهائي للخارطة التنظيمية للمشروع كمتطلب سابق. الشكل (٣-٤) يبين الخارطة التنظيمية لمشروع إنشاء مصنع جديد ويظهر في الشكل ثلاثة مستويات من حيث المستوى الأول يمثل المشروع المطلوب إنجازه ثم باقي المستويات تمثل مكونات المشروع وعلاقتها ببعضها البعض.



شكل (٣-٤): هيكل تقسيم العمل لمشروع إنشاء مصنع جديد

تمارين رقم 2-16:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

دورة السيطرة على المشروع

إن تصميم دورة سيطرة متكاملة لمشروع يعني وجوب تحقيقها لما يلي:

- (أ) الحرص على تقدم العمل ضمن الخطة والموازنة وحسب المواصفات عن طريق المتابعة وقياس العمل.
- (ب) المراجعة والتقييم لإيجاد الانحراف عن الخطة وتقييمه والتنبؤ بتأثير هذا الانحراف على المشروع من جميع النواحي.
- (ج) إيجاد السبل الكفيلة بتقويم هذا الانحراف وإعادة المشروع إلى الطريق الصحيح بأقل كلفة ووقت ومع المحافظة على الموصفات.

(د) ومن ثم توثيق المراحل المختلفة التي مر بها المشروع وحفظها.

الشكل (٤-٥): مراحل السيطرة المتكاملة على المشروع



أولاً: المتابعة وقياس العمل:

المتابعة وقياس العمل (Monitoring) تعني الحصول على معلومات عن وضع المشروع، وهذه المعلومات تدل على حالة سير العمل لكل نشاط في المشروع ما تم منه وما تبقى وكيف وصل إلى هذه الحالة؟

ثانياً: المراجعة والتقييم:

المعلومات التي حصلنا عليها في مرحلة المتابعة وقياس العمل تستخدم مع بيانات المخطط الأصلي للمشروع بهدف التعرف على الصعوبات والمشاكل التي تواجه المشروع. فالهدف في مرحلة المراجعة

والتقييم (Evaluation) هو دراسة بيانات المشروع الحالية ومقارنتها بالخطة الموضوعية أصلاً تمهيداً لتقييم التقدم وتحديد المشاكل إن وجدت.

ثالثاً: التحديث:

التحديث (Updating) جزء مهم جداً في عملية السيطرة، فالتحديث حسب المعطيات الجديدة في حالة وجود انحراف عن الخطة يعني تعديل الخطة بمعالجة الانحراف في المشروع بغرض إنهائه بأقل تكلفة ووقت ممكنين وضمن المواصفات. وتحديث المشروع عملية مهمة جداً وقد تحتاج إلى خبرة طويلة ووقت وجهد كبيرين؛ ذلك أن المهمة يجب أن تقوم على التنبؤ بكافة البدائل الممكنة المبينة على المعلومات التي تم جمعها من المشروع في المرحلتين السابقتين مع بيانات المشروع أصلاً وقد تحتاج عملية التحديث إلى دراسة مبادلة الوقت والكلفة للمشروع وفي معظم الأحيان قد نحتاج إلى أن نضحي بأحدهما قبل إنهاء المشروع.

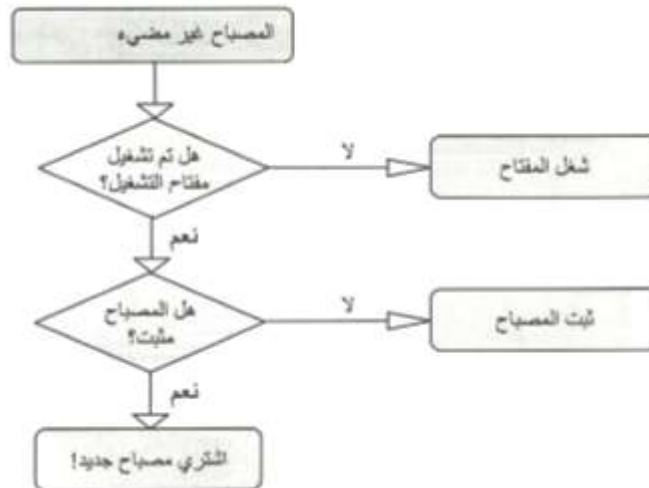
تمرين رقم 2-17:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

المخططات الانسيابية

المخطط الإنسيابي هو نوع من الرسم البياني يمثل خوارزمية أو عملية عرض الخطوات كمربعات من مختلف الأنواع، وترتيبها من خلال ربط هذه مع السهام. وهذا الرسم البياني (التمثيل) يمكن أن يؤدي بخطوة خطوة إلى حل معين للمشكلة. ويتم تمثيل البيانات البيانات في هذه الصناديق، والسهام التي تربط بينها تمثل اتجاه تدفق البيانات. وتستخدم الأشكال البيانية في تحليل وتصميم وتوثيق أو إدارة العملية أو البرنامج في مختلف المجالات.

والمخطط التالي مخطط بسيط يمثل عملية للتعامل مع مصباح غير عاملة:



تمارين رقم 2-18:

اطبع القطعة التالية، مع مراعاة التنسيق اللازم للشكل والنص والخط:

وظائف الإدارة

تعريف الإدارة

الإدارة (باسم فاعل مدير جمعه مديرون) فرع من العلوم الإجتماعية، هي عملية التخطيط وإتخاذ القرارات الصحيحة والمستمرة، المراقبة والتحكم بمصادر المؤسسات للوصول إلى الأهداف المرجوة للمؤسسة. وذلك من خلال توظيف وتطوير والسيطرة على المصادر البشرية والمالية والمواد الخام والمصادر الفكرية والمعنوية.

الوظائف الإدارية

- **التخطيط:** هو تقرير ما يجب أن يحصل مستقبلاً وتحديد أفضل السبل لتحقيق أهداف المؤسسة.
- **التنظيم:** الانتفاع الأمثل من الموارد البشرية والمادية المتوفرة لتنفيذ خطط العمل عبر هيكل واضح للمسؤوليات والصلاحيات.
- **التوظيف:** اختيار وتعيين الموظفين مع التركيز على وضع الشخص المناسب في المكان المناسب.
- **التوجيه:** قيادة وإلهام الموظفين باتجاه تحقيق الأهداف المؤسسية.
- **المراقبة:** مراقبة الانجازات ومقارنتها بالأهداف، ومن ثم تقرير التعديلات المطلوبة على ضوء التغذية الراجعة علماً أن التنسيق والمتابعة هي ضمن المراقبة.
- **التنسيق والمتابعة:** التنسيق هو الربط بين الأنشطة أو الأعمال المراد تحقيقها، بينما المتابعة هي تطابق العمليات الحقيقية لما هو مخطط.

ويوضح الشكل (١٠-٥) الوظائف الإدارية المختلفة.



الشكل (١٠-٥): وظائف الإدارة

تمرين رقم 2-19:

اطبع/ي القطعة التالية مع مراعاة التنسيق المناسب لكل من الفقرات والترقيم والشكل التوضيحي. بالإضافة إلى ذلك استخدم الحروف الاستهلاكية في بداية كل فقرة.

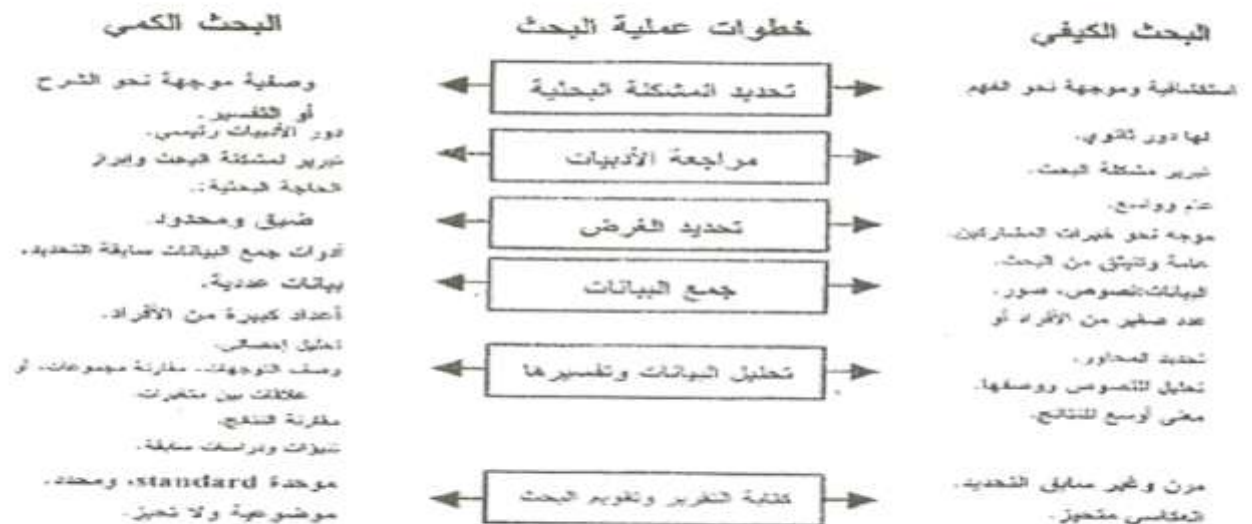
3.1.3 البحوث الكمية مقابل البحوث الكيفية (النوعية)

(Quantitative vs. Qualitative)

يقوم البحث الكمي على مقياس الكمية أو المقدار. وهذا النوع من الأبحاث قابل للتطبيق على الظواهر التي يمكن التعبير عنها بلغة الكمية. ومن ناحية أخرى، فإن البحث الكيفي مهتم بالظاهرة الكيفية (النوعية) أي الظواهر التي ترتبط بالكيفية أو النوع أو التي تشمل عليهما. فعلى سبيل المثال، عندما نهتم بفحص الأسباب التي تقف وراء السلوك الإنساني، فغالباً ما نتحدث عن "بحوث الدافعية"، وهي نوع من البحوث الكيفية أو النوعية، وهذا النمط من البحوث يهدف إلى اكتشاف الحوافز والرغبات الأساسية، باستخدام مقابلات معمقة لهذا الغرض أو اختبارات تداعي الكلمات، أو اختبارات إكمال الجمل، أو اختبارات إكمال القصة أو أية أساليب إسقاطية أخرى.

والبحث النوعي مهم بصورة خاصة في العلوم السلوكية حيث يكون الهدف منه اكتشاف الدوافع الأساسية للسلوك الإنساني. ومن خلال مثل هذه الأبحاث يمكننا تحليل العوامل المختلفة التي تدفع الناس كي يتصرفوا بأسلوب معين، أو التي تجعل الناس يحبون شيئاً أو يكرهون شيئاً معيناً.

والشكل (2) يوضح خصائص البحث الكيفي في مقابل البحث الكمي في ضوء خطوات البحث.



شكل (2): خصائص البحث الكيفي في مقابل البحث الكمي في ضوء خطوات البحث
مقتبس من (زيتون، 2006، ص36)