

Unit 4 Critical Thinking Questions

- 1. Across the course, you've learned about many other desktop publishing software programs besides PowerPoint. Identify at least two other technologies available for desktop publishing (the software can be presentation based, word processing, spreadsheet software, etc.). What are some common features across PowerPoint and these other programs?**

Programs like this include Adobe InDesign and Publisher (Microsoft Office). All of these programs are similar to each other because they both allow you to create things such as posters, flyers, brochures, magazines, and newspapers.

- 2. What are some differences that could be expected in how an employee would speak to other staff members in a truly flat organizational structure compared to a hierarchical structure?**

In a **flat** structure, everyone would speak to each other in a more laid-back way. This is because this form doesn't have different levels of structure, with many people wearing many "hats."

In a **hierarchical** structure, it's different. This kind of structure has different levels of leadership, like a ranking system. In this case, employees are grouped together and have a supervisor. This is different than the flat structure, where everyone is pretty much at the same level. Here, there are many different levels.

- 3. Compared to a position in a traditional hierarchical structure, what unique challenges should an employee expect if they work as an engineer or programmer in a company with a matrix structure?**

An employee in a matrix structure should expect to be working with lots of different people, all the time. That is because in this kind of structure, "employees are mapped in a matrix that allows them to be grouped differently for different tasks or projects and report to a different manager for each." Unlike a hierarchical structure, they don't have the same people and supervisor working with them all the time. It is constantly shuffling around, depending on what they are doing within the company.

- 4. Propose four distinct business processes that most companies use. For each process, include at least one step that would be part of the process.**

The following process is for an e-commerce site for advertising and shipping a product:

- Advertising (Cost estimating, cost approval, cost reviewing)
- Receive Order (Check purchase and supply)
- Invoicing (Generate receipt and send it to customer, then record it)
- Shipping (Package/send product)

- 5. Besides impaired sight, what are some other accessibility issues that someone might consider when creating a PowerPoint presentation, file, document, game, or other digital creation? Consider at least two other accessibility considerations and one possible solution for each.**

Hearing – If any audio elements are included, provide captions for them so that those who can't hear can know what is being said.

Color Blindness – You can enable Grayscale. Under the View tab, you can find Grayscale. or you can go to File, and then select Grayscale, under print.