Preface to the Instructor

■ ■ ■ ■ ▨ ▨ ■ ■ ■ ■ ■ ■

We have truly entered the Information Age.

N o matter what career you choose, information technology will affect your life. Knowledge of information technology and the effective use of information technology can make the difference between whether those effects are positive or negative. Our goal is to give students a basic understanding of computing concepts and to build the skills necessary to ensure that information technology is an advantage in whatever path they choose in life.

The 1997–1998 Edition is the first Multimedia Annual Edition.

Computer Technology Research (CTR) reports that people retain only 20% of what they see and 30% of what they hear. But they remember 50% of what they see *and* hear and as much as 80% of what they see, hear, and do *simultaneously*. In this edition, a multimedia component has been added that will dramatically increase student retention of materials. In addition to the quality text that you've come to expect from us, this edition includes a new CD-ROM containing graphics, video, sound, animations, and experiential cases that bring the harder-to-grasp concepts—such as virtual reality and multimedia—to life in order to substantially enrich a student's learning experience. The book and CD-ROM have been developed to work together to provide a complete and rewarding learning environment.

McGraw-Hill Computing Essentials features a unique visual orientation.

Because we believe that students learn better and retain more when concepts are reinforced visually, we feature a unique visual orientation. Accordingly, *Computing Essentials* balances text with full-color graphics. Our Visual Summaries capture "in a nutshell" the key concepts covered in each chapter. The text contains numerous color illustrations, photos, and charts. Adopters have long held that the visual orientation enhances their students' interest and comprehension.

Distinguishing Features

The Internet Guide The Internet Guide has been updated and expanded to accommodate the increasing importance of the World Wide Web. This comprehensive guide covers sending and receiving e-mail, joining and participating in newsgroups and chat groups, finding Internet services, resources, home pages, search tools, and navigating the World Wide Web.

Every Student's Internet Resource Guide Online Through the McGraw-Hill Web site, we provide your students a quick and structured start on the World Wide Web, and make research easier and more fun.

Hands-on-Orientation Each chapter in *Computing Essentials* concludes with a short Project requiring students' use of the Internet to research selected topics; Review Questions; and Discussion Questions designed to reinforce the chapter materials and encourage students to apply the concepts learned to solve real-life problems.

Lab Modules

- Windows 95 and the Internet have been added to our extensive list of software applications tutorials.
- New design and layout features *concepts boxes* and *visual concept summaries.*
- A new *star rating system* identifies varying levels of difficulty in the end-of-chapter exercises.
- Exercises are open-ended, emphasizing learned concepts and reinforcing critical thinking.

The lab modules follow the "learn by doing" approach by combining conceptual coverage with detailed software instructions. A realistic case study based on real-world use of software in a business situation runs throughout each module and leads the student step by step from *problem* to *solution*.

Each lab module includes:

- **Concept boxes**—provide an overview of the concepts covered in each lab (chapter).
- **Competencies**—clearly state the desired outcome of each lesson.
- **Visual Summaries**—exciting graphics that reinforce key concepts of each lesson.
- **Case Study**—students follow one business through the use of word processing, spreadsheet, database, and presentation software to address realistic situations that arise in everyday business.
- **Numerous Screen Displays** throughout keep the student on track.
- **Summaries of Key Terms** and Commands.
- **Lab Review**—matching and fill-in-the-blank questions.
- **Hands-on Practice Exercises.**
- **Case Project**—provides students with an opportunity to integrate knowledge gained in preceding lessons, and reinforces conceptual understanding of integrating applications to solve more complex problems.
- **Glossary of Key Terms.**
- **Summary of Commands.**
- **Index.**

The Support Package Comprehensive Teaching Material Sets are available for *Computing Essentials* as well as for each of the lab modules. Each set includes:

- Instructor's Manual—contains objectives, sample schedules, procedural requirements, teaching tips, answers to end-of-chapter problems, solutions to case project, command summary, answers to practice exercises, a printed test bank, and student data files.
- PowerPoint Presentations—present key figures from the text in an interactive and customizable format.

Also available:

- A Windows-based computerized test bank makes it easy to pick and choose from our text-specific test items or to add your own.
- Lecture Launcher Videos: Ten 10-minute segments from PCTV®'s acclaimed series *The Computer Chronicles* on today's hottest topics in computing help you inspire students and grab their attention.

For information on how to obtain any of the supplements described, please contact your McGraw-Hill representative.