
EDGE Learning Media integrates PDFreactor into Content Management System

EDGE Learning Media is a leading provider of learning material. We believe in creating effective and efficient content, and enriching learning experiences. We believe that how and why you learn is as important as what you learn. Because of this, we are committed to providing new and better ways to educate. We have a passion for education, we collaborate and we support our customers. For us, technology is the great enabler.

We believe in the power of education to improve individuals' lives, and to improve the community at large. Students deserve high-quality, innovative and professional learning media. Our material is developed by dedicated staff, who bring subject expertise, academic integrity and technical skill to bespoke projects. We supply content to a variety of private educational providers as well as public universities such the University of Cape Town's Medical School.

EDGE Learning Media has a national footprint, which is testament to the hard work done to establish meaningful relationships in education and industry. It is also testament to EDGE's reputation for developing clients' enriched learning experiences on time and to budget.

"PDFreactor has proven to be an essential tool in our CMS workflow. The software helps us to move between digital and printed content with ease."

- Paul Hobden, Chief Operating Officer

4. Eliminate either possibly redundant or inconsistent data. Ensure each primary field depends on the primary field. In this case, create a separate table for any information that is used in multiple reports, and then use a key field to link these tables to one another.

Student	StudentID	StudentID	Activity
Brian Jordan	001	001	Swimming
Thandi Mafika	002	002	Swimming
John Smith	003	003	Swimming
Steven Ndlovu	004	004	Swimming
		005	Swimming
		006	Swimming
		007	Swimming
		008	Swimming
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		099	Swimming
		100	Swimming

Table 5.5 Eliminating redundant and inconsistent data

5.3.2 Spreadsheets

A spreadsheet program is a terrific tool for maintaining and calculating small sets of information. Microsoft Excel is one of the most used spreadsheet applications on the market. It is easy to understand, create column headers, enter your data and create formulas.

Excel has many handy features. You have total control over the data and the way it is formatted. The spreadsheet can easily be linked to other Microsoft applications. There are many built-in functions that you can use to process and process data and sort. They are easy to use. It is useful for budget planning, drawing up graphs and conducting trend analysis. Worksheets can be shared among several users and there are various security options available to define access privileges to certain groups of people involved in the event.

On the downside, using a spreadsheet may be adequate for managing small events, but once the event becomes more complex with a few hundred attendees, it becomes an inefficient tool. There is a limit to the amount of data a spreadsheet can handle. It is common knowledge that event engagements change as the planning and implementation phases progress. A spreadsheet is a spreadsheet that would change over time.

The following figure illustrates several disadvantages of a typical spreadsheet.

Customer name	Contact name	Contact phone	Contact fax	Product	Qty	Price/unit	Discount
1. M. J. Smith	123	011 441 1234	011 441 1234	Item A	100	R 100.00	10%
2. J. D. Brown	456	011 441 5678	011 441 5678	Item B	50	R 200.00	5%
3. K. L. Green	789	011 441 9012	011 441 9012	Item C	25	R 400.00	15%
4. P. Q. White	101	011 441 3456	011 441 3456	Item D	75	R 150.00	8%
5. M. N. Gray	145	011 441 8901	011 441 8901	Item E	4	R 250.00	12%
6. C. D. Black	123	011 441 2345	011 441 2345	Item F	9	R 300.00	6%
7. W. X. Blue	167	011 441 6789	011 441 6789	Item G	17	R 180.00	14%
8. S. P. Yellow	189	011 441 1012	011 441 1012	Item H	5	R 400.00	9%
9. A. B. Purple	145	011 441 5678	011 441 5678	Item I	2	R 700.00	18%
10. T. R. Pink	123	011 441 9012	011 441 9012	Item J	38	R 250.00	7%

Figure 5.3 Disadvantages of a typical spreadsheet

5.3.3 Microsoft Access

There are many event-management tools available that you can use to organize and automate certain event-management tasks. These tools help to free up your time so you can concentrate on more pressing matters and are otherwise the perfect event to your client. Microsoft Access is an information-management tool that stores information for reference, reporting and analysis. Access helps you analyze large amounts of information and manage related data more efficiently than Excel or other spreadsheet applications.

How does Access work?

Access works much in the same manner as any database does. It stores related information together and allows you to create connections, commonly called relationships, between different pieces of data in a database table. A table can have many fields (think of them as columns in your spreadsheet) and each field in a table can be set up to allow or prevent users from entering certain information.

Once you have your tables, fields, and relationships set up, you can create data-entry forms that use these tables to allow information that may have been hard to create reports. Access forms are incredibly easy to design and can help smaller data entry for users by grouping related fields together and hiding fields they don't need to enter.

6.4.2 Keynote

Features – a brief overview

Keynote is another presentation software application. It was developed by Apple as a part of the iWork productivity suite. Unfortunately, Keynote does not run on a Windows computer. However, you can export a Keynote presentation to the PowerPoint format, which can then be opened in PowerPoint.

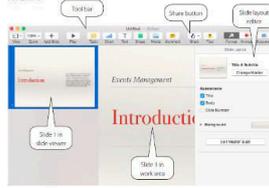


Figure 6.33 Application window of Keynote

In order to export a Keynote presentation to PowerPoint format (.pptx), you need to follow these steps:

- Open your Keynote presentation, select the share menu and then choose export.
- Choose the PowerPoint option in the top menu and click on next.
- Navigate to your destination folder and change the name of the presentation if desired.
- Click on export (possible compatibility issues will be shown in a pop-up message).

Note that slide design tips discussed in the previous section also apply to content created in Keynote. Keynote's features and effect options are different from those offered in PowerPoint, but the same design principles apply.

Advantages of Keynote

Keynote is a well-designed presentation application with excellent graphic tools, a user-friendly drag-and-drop assembly environment, and handy chart and table editing tools.

Disadvantages of Keynote

The drawback of this application is that it does not run on Windows computers. Comparisons reduce the cost of switching to Mac computers simply to use Keynote. For this reason, PowerPoint currently remains the dominant player in its field in most users in the business environment are familiar with its basic features.

6.4.3 Prezi

Features – a brief overview

Prezi, which was created in 2005, is a cloud-based software program. The developer of Prezi moved away from the traditional slide approach to make use of a 2D zooming user interface, which you can imagine as one large canvas that allows you to plot and zoom to various parts of the canvas and emphasize the data presented there. You can add text, images and videos and it comes with a variety of templates to get you started. Prezi also makes use of new kinds of animation techniques and creates an exciting environment in which information is combined with motion.

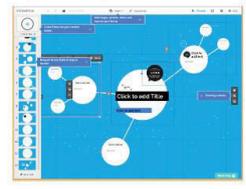


Figure 6.14 The Prezi cloud-based presentation software

EDGE has grown and developed over the years with its clients and the developing educational market to move from hardcopy book publishing to a full suite of digital products whilst maintaining its book publishing capability. We have pioneered the integration of offline and online learning platforms.

In order to streamline its process and ensure that the same quality content available in its books is provided through a variety of online channels, EDGE embarked on a project to digitize all its content. From textbooks to concept videos to multiple choice questions to case studies, all content was moved from a variety of formats and software packages into a centralised Content Management System.

The challenge was then extracting this content to enable this it to be styled for print-ready PDFs. In many cases, different templates are required for different books, depending on the client, subject, or style of book. As a result, pagination, layouts and

typesetting can vary considerably across EDGE's content library.

After significant research, PDFReactor was selected to provide the backbone for this extraction process, thanks to its proven reliability and accuracy in rendering a variety of content. Integrating PDFReactor into the CMS and publishing process has enabled EDGE Learning Media to produce high quality print ready PDFs. Incorporating all the complexity of publishing textbooks, from images and graphs to complex accounting tables has been achieved under the watchful and detailed eye of experienced typesetters.

Conclusion

PDFReactor has streamlined the updating and production processes for EDGE learning Media and enabled it to take advantage of the digitization of its content. As a result, PDFReactor has proven to be a crucial component of our workflow.