Practice Exercises

Having recently graduated from college with a marketing degree, you are employed by River City Media as a marketing specialist. River City Media provides promotional material in a variety of ways, including print, Web communications, photography, and news releases. It is your job to promote River City Media so that it attracts a large number of new and recurring contracts seeking support with the marketing of products and services. One of your first tasks is updating printed material that describes the specific services that River City Media offers to prospective clients. You modify a brief description of services, first converting the document from an earlier version of Word, in which it was originally saved, to the most current. Refer to Figure 1.51 as you complete this exercise.

**River City Media**

**Media Rewrite**

An example of how to rewrite a media image so that you can use it on your publications. This example shows how to group the images, add text, and create a new document.

**Web Communications**

When you send an email, the text will be sent through the email system. If you want to include multimedia files, such as images or videos, you must upload them to the server. The files are then stored on the server for future use. When a user opens the email, the multimedia files are downloaded to their computer.

**Figure 1.51 River City Media Draft**

- Open the w01p1 Media document.
  - The words [Compatibility Mode] in the title bar inform you the document was created in an earlier version of Word.
- Click the File tab, and then click Save. As the file name to w01p1Media_LastFirst. Click the Save as type box and select Word Document. Click Save. You will be prompted with a dialog box letting you know the document will be upgraded to the newest file format. Click OK.
- Ensure that nonprinting characters are displayed by clicking Show/Hide in the paragraph group on the Home tab. Press Ctrl+Home to ensure that the insertion point is at the beginning of the document. Check the document for errors:
  - Click the Review tab and click Spelling & Grammar in the Proofing group. The paragraph's name is Haviland, so it is not misspelled. Click Ignore. Click the Review tab and click Spelling & Grammar in the Proofing group. The paragraph's name is Haviland, so it is not misspelled. Click Ignore. Click OK when the check is complete.
- Double-click the word/maneuvre in the paragraph under the Web Communications heading. Click Smart Lookup in the Insights group. Scroll through the Insights pane to view information related to the selected word. Close the Insights pane.
- Double-click the word capable in the paragraph under the Photography heading. Click Thesaurus in the Proofing group. Locate the word skilled in the Thesaurus pane, click its arrow, and then click Insert. Close the Thesaurus pane.
- Make the following edits in the document:
  - Select the words When they are from the second body paragraph on the first page and press Delete.
  - Capitalize the word in the same sentence.
- Rearrange the words We at River City Media in the same paragraph, so they read At River City Media, we are in the business of making your product or service as reliable as possible. When you receive the product or service, you are satisfied with the quality of the product and service, and you are pleased with the results. Go to a website and click on the website's name to view the website. (We are pleased with the results. Go to a website and click on the website's name to view the website. (We are pleased with the results. Go to a website and click on the website's name to view the website. (We are pleased with the results. Go to a website and click on the website's name to view the website.
- Click Close and click Watermark in the Page Background group. Scroll through the watermarks and click Draft 2. Click Watermark, click Custom Watermark, and then click the Semitransparent check box to deselect it. Click Color, select Blue Accent 5 (first row, ninth column under Theme Colors) and then click OK. You have inserted a watermark that indicates the document is not yet final.
- Set up a footer:
  - Click the Insert tab and click Footer in the Header & Footer group.
    - Click Edit Footer. Type River City Media and press Enter.
    - Click Document Info in the Header & Footer Tools Design tab and select File Name.
    - Click Close Header and Footer (or double-click in the body of the document).
  - Adjust the left and right margins:
    - Click the Layout tab and click Margins in the Page Setup group.
    - Click Custom Margins.
    - Change the left and right margins to 1.5". Click OK.
    - Click the View tab and click Multiple Pages in the Zoom group to see how the text is flowing on the pages.
- Click before the Media Relations heading at the bottom of the first page and press Ctrl+Enter to insert a page break.
- Press Ctrl+Home. Click Read Mode in the Views group. Click the arrow on the right to move from one page to the next. Press Esc to return to the previous document view. Click 100% in the Zoom group. Save the document.
- Click the File tab and click Check for Issues. Click Inspect Document and click Inspect.
- Click Remove All beside Document Properties and Personal Information and click Close.
- Check the document for compatibility with earlier Word versions:
  - Click Check for Issues and click Check Compatibility.
    - Click Select versions to show again to close the list. No compatibility issues are found.
  - Click OK.
- Click Save on the Quick Access Toolbar to save the document.
- Close the file. Based on your instructor's directions, submit w01p1Media_LastFirst.