

# *Mundane and Boring Subjects that Will Change Your Digital World version Feb 6, 2016*

By Marco Ciavolino \* Enktesis, LLC \* [marco@enktesis.com](mailto:marco@enktesis.com) \* 410-838-8264

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THIS IS THE MOST USEFUL DOCUMENT YOU WILL  
READ THIS WEEK, MAYBE THIS YEAR, MAYBE EVER.

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Why am I providing these short essays of day-to-day practical and life-changing topics?

In spite of the huge potential computers offer, most people use only a fraction of their computer's power and often even that small portion is used badly.

Further, computers have put in the hands of everyone tools that were previously only the domain of seasoned professionals. So there is a commensurately larger body of skills to master.

These essays will give you some quick insight into the potential of your computer and your projects.

And be sure to read the unabashed self-promotion at the end. Thanks!



Enjoy  
Marco Ciavolino

[marco@enktesis.com](mailto:marco@enktesis.com)  
<http://www.enktesis.com>

## *Mundane and Boring Subjects that Will Change Your Digital World*

# FIVE IMPORTANT BUSINESS PRINCIPLES

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

Over the years I've boiled down business processes into five key principles (for now, anyway). Read them and obey.

### **RULE 1: Always find the fastest path to the first billable dollar.**

This seems self-serving, but it is not. The sooner you get to a billable event the more value all parties attribute to the work. Early on my first startup we spent many hours developing proposals that I later learned were really micro-requirements studies. This often generated a cycle of re-proposals that became more and more complete before we even billed one dollar and often consumed many hours (in some cases weeks of work). So now we allow for one or two short meetings. The next step is always a billable event, if it is just a few hundred dollars. *Which leads to Rule 2.*

### **RULE 2: Always give the client something they will buy.**

This may seem obvious, but it is not. In our early enthusiasm we would propose wildly complete concepts that would bowl the client over. I am not saying we should present incomplete plans to keep charges down. Rather we are saying present realistic plans to keep the initial charges to levels acceptable to the client. This obviously varies from client to client, but a simple way to start is to ask what their expectations are.

### **RULE 3: Nothing takes an hour.**

How many times has someone said (especially programmers), "it will just take an hour." Don't believe them. Nothing worth doing takes an hour. Bottom line: *Always push for clarity on time and make those estimating it defend their estimates and delivery on schedule.*

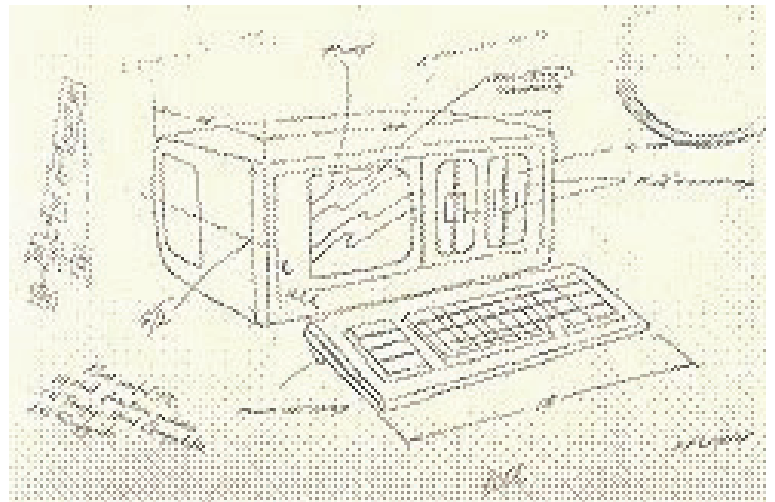
### **RULE 4: Every business plan works in Excel.**

Really, they do. You can build a wildly profitable business plan for anything in Excel complete with charts and graphs. *Belly button lint, zebra shavings, celebrity shaped potato chips, and anything else you can dream up.* But the hard part is making it work in the real world with real customers, products, services, and processes.

### **RULE 5: Every idea works on the back of a napkin.**

Like Rule 4, you can make any idea work on a napkin. Whether it is a product, service, or other concept, a quick sketch always makes sense. *However, taking it from that drawing to a real product or service can take months or years of hard work.*

*To the right is the original 'napkin' sketch which became the first Compaq portable (millions of dollars later).*



## *Mundane and Boring Subjects that Will Change Your Digital World*

# FILE NAMING SO YOU CAN FIND YOUR WORK

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

What could be more boring than a discussion about naming files? What could be more frustrating than looking for a critical file that you randomly named “The memo I wrote on tues.doc”? There must be a better way. Ready? Follow these simple rules and you’ll save at least 125.87 hours next year.

### **RULE 0: Make sure Windows is set to ‘Show Extensions for Known File Types.’**

*Why? For some reason known only to Bill Gates the default is not show extensions. Extensions tell the computer which program to use to open the file. This is very difficult, especially when downloading and uploading. In addition, some programs show the extensions anyway which is confusing. So open a file window and go to “Tools > Folder Options > View (tab) > and uncheck the option for “Hide Extensions for Known File Types.” Click OK.*

### **RULE 1: Don’t Use Spaces or Special Characters in File Names. Instead Use dashes.**

*Why? You should only use A-Z, a-z, 0-9, and - in file names along with a . because:*

- \* If you use them on the web or a network share they will link properly without special characters being added to the name.*
- \* The file name will work on any computer or operating system.*
- \* If you can avoid using underscores you should. Why? When linking the files the underscore gets lost in the hyperlink.*
- \* I avoid underscores now because they disappear when hyperlinked.*

### **RULE 2: Make all file names begin with a class or client name in all caps.**

*Examples: SYNE (for synergetic), USDC (for Union Station DC) or FORM (for a form) or MEMO (for a memo). Why caps? Because all your files will sort correctly and it visually delineates the client or function from the rest of the name.*

### **RULE 3: Continue the file name with a short but clear description.**

*Example: SYNE\_ResourceGuideAd... Why? Because you want to easily find the file by name when you go looking for it.*

### **RULE 4: Continue the file name with the date in computer sort order.**

*Example: SYNE\_ResourceGuideAd\_090501... Why? Because by putting it in Year/Month/Day format it will sort correctly. And, equally as important, it places a date in the file name since the system level creation and modification dates may change, particularly if a file is backed up or restored.*

### **RULE 5: Continue the file name with a version if necessary.**

*Example: SYNE\_ResourceGuideAd\_090501\_v01... Why? Notice we used 01 instead of 1 so it will sort correctly up to 99 versions (instead of 1, 11, 2, 12). Many of you create numerous drafts of your documents. This keeps them sorted in correct order by date and version in your file window.*

### **RULE 6: Make sure the file has the correct extension.**

*Example: SYNE\_ResourceGuideAd\_090501\_v01.doc Why? By showing extensions you have to enter it yourself. This is particularly important for the new Microsoft office documents which now have new extensions (docx instead of doc).*

### **If you follow these rules you should end up with:**

SYNE-ResourceGuideAd-090501-v01.doc  
SYNE-ResourceGuideAd-090501-v02.doc  
SYNE-ResourceGuideAd-090502-v01.doc  
Etc.

## *Mundane and Boring Subjects that Will Change Your Digital World*

# FOLDER NAMING AND VERSIONING

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

What could be more boring than a discussion about naming folders? What could be more frustrating than looking for a critical folder among dozens folders named "New Folder?" There must be a better way. Ready? Follow these simple rules and you'll save at least 142.31 hours next year.

### **RULE 1: Don't Use Special Characters In Folder Names**

*You should only use A-Z, a-z, 0-9, and - and a space in folder names. Why? The folder name will work on any computer or operating system. I don't use underscores anymore because they disappear in hyperlinks.*

### **RULE 2: Like files, start folder names with a client or function.**

Examples: SYNE (for synergetic), USDC (for Union Station DC) or FORM (for a form) or MEMO (for a memo). Why caps? *Because all your files will sort correctly and it visually delineates the client or function from the rest of the name.*

### **RULE 3: Continue the folder name with the date in computer sort order, YYMMDD.**

Example: SYNE 090501... Why? *Because by putting it in Year/Month/Day format it will sort correctly. And, equally as important, it places a date in the folder name since the system level creation and modification dates may change, particularly if a file is backed up or restored.*

### **RULE 4: Continue the folder name with a short but clear description.**

Example: SYNE 090501 Resource Guide Ad... Why? *Because you want to easily find the folder by name when you go looking for it.*

### **RULE 5: In each project folder create folder named \_OldVersions**

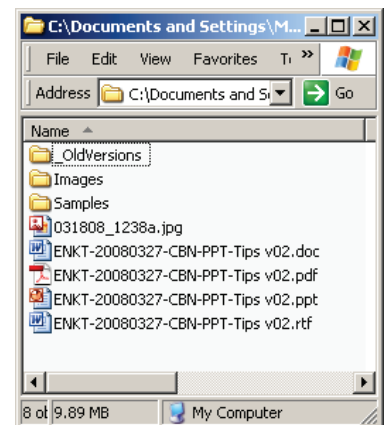
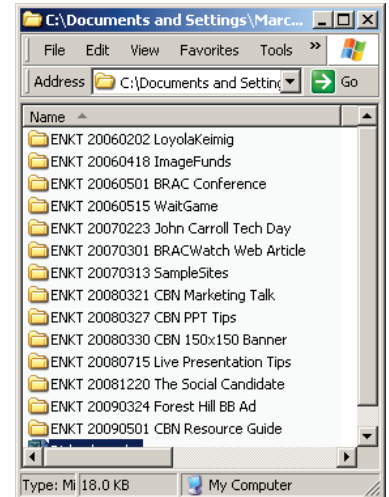
*Why? It is good to keep only active files in your primary folder. This makes it difficult to accidentally open an older file which can, of course, cause problems. As you make newer versions drag the old ones into the \_OldVersions folder. Why does it start with a \_? That way it will always stay at the top of the file list. I also suggest you create zip archives for old versions to further distinguish between the active and previous versions.*

### **RULES 6-7: NEVER, UNLESS ABSOLUTELY NECESSARY, OPEN A FILE FROM THE MOST RECENTLY USED FILE LIST.**

*Why? Many times list is outdated or may point to an older version. Always save to a specific folder and open files from a specific folder. If you do use the MRU list, immediately 'Save As' to a specific location.*

### **RULES 8-9: NEVER EDIT OR WORK ON A FILE DIRECTLY FROM AN EMAIL ATTACHMENT.**

*Why? If you receive a critical file make sure you download or save it locally before editing. If you do not do this you may (and probably will, lose your changes in a very hard to find temporary folder that automatically clears files.*





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## Mundane and Boring Subjects that Will Change Your Digital World

## A MOST EXCELLENT TIP FOR OUTLOOK PART 1

By Marco Ciavolino, Enktesis, LLC, marco@enktesis.com, 410-838-8264

Outlook is still the most widely used email client (both as standalone and Outlook Web Access). Why? It works well and is generally logical and easy to use. It is still missing one major function: Directly merging contacts without resorting to MS Word. *But that is easily remedied by the “Send Personally” add-on by [MapiLabs.com](http://MapiLabs.com).*

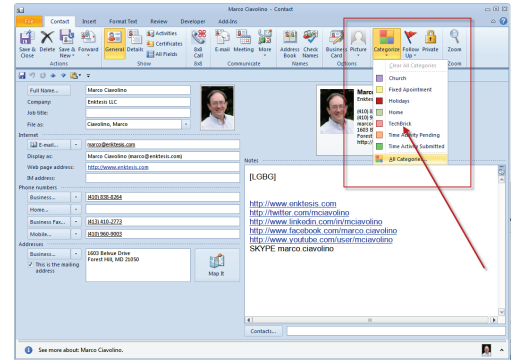
The other issue is quick categorization. Yes, you can create Categories and assign contacts to them as shown to the right.

The problem is that these can change when you do updates or move contacts around. In fact, over the years, as I've upgraded Outlook I've ended up with numerous duplicate categories with the same name. Argh.

But wait....

There is an alternative (and it is even easier).

I discovered that phrases in the “Notes” area are searched when searching for contacts. This happens with or without Windows search installed.



### So how easy it is to categorize contacts?

See my example to the left.

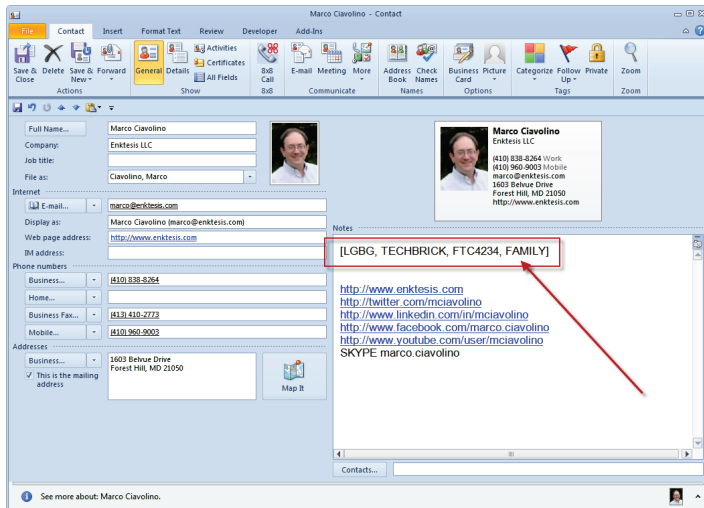
By including a set of your own keywords you can quickly group and cross reference contacts.


I chose to put my keywords between [ ] brackets and make the UPPER CASE so they would stand out.

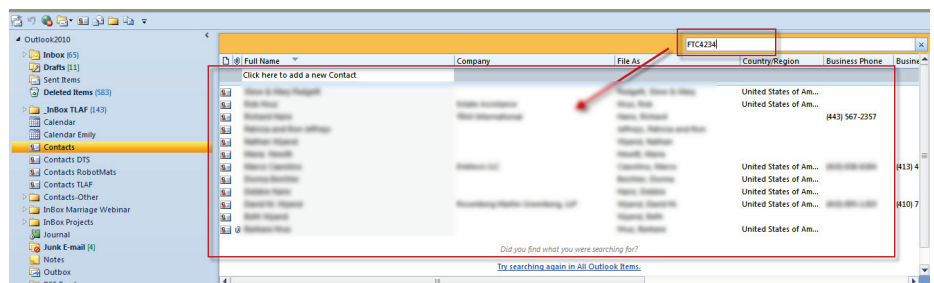
As long as the string is unique (ie, not “SMITH” but “JOHNHSMITH”) this works well. Strings and phrases without spaces work the best.

Not only is it flexible, but the information is always carried along with the contact, even if it is exported, turned into a vCard, or linked to Google Apps or Exchange.

So as you can see below when I search for the string FTC4234 I get my related contacts.



 **BONUS:** This works really well when you have contact names you just can't remember how to spell. For example, if your contact is "Joe Shlabolinzket" you can put create any number of key phrases like "SHLOB," "JOESHLAB," or just "ZKET." Remember, as long it is unique string it will be easy to find.



## *Mundane and Boring Subjects that Will Change Your Digital World*

# **E-COMMERCE IS HARD: No Magic Bullets**

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

### **1. Ecommerce is hard.**

- With any commodity you have to scrap to win even a small portion of the market.
- With a unique product you have to get it out to the public.
- With a web service you are competing with Amazon, Target, Walmart, Ebay, LL Bean, and all the big box store that have gazillions of dollars to spend on technology and marketing.

### **2. The basic features and capabilities are well established:**

- Every variation of affiliate marketing, points, bonuses, etc. has been tried.
- The functions are well established: *Find a product, add it to my basket, buy it.*
- Sites must be fast and responsive.
- You must have clear policies and information.
- Variations should be attempted only with great caution.

### **3. Ecommerce IS running a business.**

- It is not a magic bullet or Susie's Lemonade stand or AT&T Rubber Sunglasses both of which appear to make millions in a minute. Ha!
- You need a plan.
- You need phones.
- You need administrative support processes.
- You need a merchant account and bank accounts.
- You need logistics.



### **4. Things to consider**

- Avoid ANY shipping of your own.
- Avoid ANY shipping of your own.
- Avoid ANY shipping of your own.

### **5. Any initial discussion must include:**

- Short business prospectus statement
  - The concept
  - Its offerings
  - What is unique about it, etc?
  - Why would someone shop there?
- A Pro-forma Plan
  - What will it sell?
  - What will it make?
  - What will it take to market it?
  - How does it make a profit?
  - How does it make a profit?
  - How does it make a profit?



## *Mundane and Boring Subjects that Will Change Your Digital World*

# FORMAT YOUR EMAIL IN A SENSIBLE MANNER

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

**Email is so common that most people do not consider the impact it has on their activity and communications.**

- So first, what is email? It is not as easy to define as you may think: *It is the transfer of text and attachments in an immediate and universally accessible format. That is, every computer user, on any platform, in any language, can read and send email. It is truly the single universal computer language.*
- Second, it is more than email itself: *The same concept drives chats, micro blogs, cell phones, and numerous other devices.*
- Third, it is complicated by the ability to add formatting and attachments requiring additional programs and skills to access content.
- Fourth, there are 100's of email clients that are used to read mail. In fact most consumers are not using Outlook or Outlook express since the advent of Gmail, Hotmail, Comcast.net, Verizon.net, and a few hundred other tools.
- **Fifth, add to this about 3000 types of cell phones and other digital devices, each of which has its own email client.**
- Finally, why does this matter? *Because nearly 100% of your daily communications will occur through email or a related technology.*

### So here are your Commandments for Email

1. Use only black type (or dark type for comments). *Black on white is the most readable contrast. Don't fight 12,000 years of scribbery.*
2. Do not use fancy backgrounds or 'stationery.' *These are client-specific (typically Outlook and Outlook Express) and do not translate well if at all and grossly inflate the size of an email message.*
3. You should always consider the possibility that the recipient will only see a text version (in fact, many will only see it this way). *Simple test, copy your email body and paste it into notepad. If it is unintelligible in note pad, it will be unclear to many readers as well.*
4. Therefore, use only minimal formatting and do not rely on formatting of any kind for meaning.
5. Keep content to short, clean statements.
6. Use an \* instead of a bullets. *Relying on word processor formatting will produce erratic results*
7. Manually number lists. *Again, any 'auto formatting' will not survive many email clients.*
8. Most recipients will not see graphics on the first reading unless they have 'trusted' your address. *So don't rely on them for message. Make sure everything that is important is in regular text.*
9. Therefore do not rely on graphics for any part of the body of your email. This includes photos, logos, etc.
10. Instead, always attach graphics (instead of using inline graphics). *This is particularly problematic for Mac Users. Inline graphics (ones that appear in the body) will not survive forwards or other transfers and cannot be easily extracted.*
11. Do not rely on tables, tabs, or alignment. Make everything left flush.
12. Do not use or rely on any font that is not one of these: Arial, Helvetica, Times Roman, or Courier. *While there are other fonts that are common, these are the only ones that are common to all computers since the beginning of computer time.*
13. Always include a signature with key contact information. *Do not annoy your recipients by denying basic contact information.*
14. Always make signatures have selectable, clearly formatted text that can be copied and pasted into contact management tools. *Do not put your contact information on one line with fancy separators. Do not make your signature a graphic. Make sure it has at a minimum your name, company name, phone, and email.*
15. Do not just find any email to and respond to email a recipient. Always explicitly address email. *This often includes much information that is irrelevant to the email at hand and can cause problems, particularly with multiple recipients. Also, be very careful of 'Reply All' functions.*
16. Keep emails to a single topic (or a few closely related topics) and not more than 1-2 screens. *Long run-on emails with dozens of topics are impossible to digest. You want to target your message. Longer thoughts should be in documents and well written.*
17. Create relevant subject lines that give the reader come clue about what your message is. *The subject should be a preview of the email and informative in itself. It is also good practice to include the subject again as the first line in the email.*
18. Format subject line correctly. *Do not use ALL CAPS or any kind of exclamation!!! or repetitive words to make emphasis. This is one of the first indicators of spam.*
19. Do not forward emails themselves as attachments, particularly if they contain attachments. *Extract text and attachments and make them direct inclusions.*
20. Never attach a file greater than 8MB unless you are sure the recipient's email server will accept it and your ISP will send it.
21. Do not accidentally share email addresses by placing them all the "TO" field. *There are software solutions for this.*
22. Send important emails between 9:30 and 10:30am. *By this time most workers have cleared their inbox, reviewed their work, grabbed a cup of coffee, and your email will be at the top of the inbox.*
23. **And finally: Never write anything in an email you would not want the world to see. Email can be stored in numerous places you cannot get to. You cannot, under any circumstances, retrieve an email once it is sent.**



## *Mundane and Boring Subjects that Will Change Your Digital World*

# DON'T SEND TO, CC OR BCC WHEN YOU SHOULD SEND PERSONALLY

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264



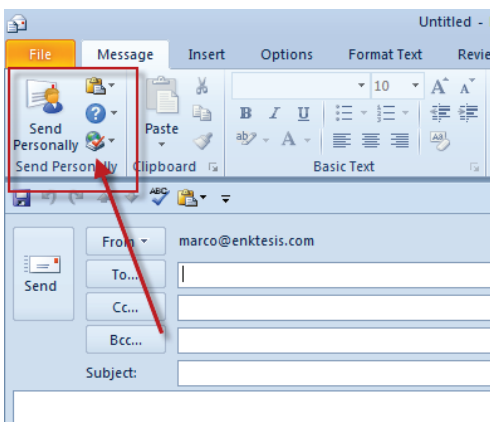
**Here's the problem: You have twenty, thirty, a hundred people in your bowling club.** You want to send each one an email about the latest news on your regional tournament. So you grab all the emails for your team and put them in the BCC field. By the end of the day it's obvious that almost no one has received your email. Hmmmm. Maybe it's because a BCC made it look it was "FROM and TO" you and their SPAM tool killed it. But this is important. So resend it as CC'd mail. This time it gets through but you've now exposed your entire team roster to every recipient. A team member accidentally forwards the email to a friend who realizes what a gold mine he has and forwards it to your arch-enemy's team. In no time the competing team has sent an email to all of your team offering them new shirts, cars, and gold plated bowling balls if they will come over to the rival team. *In the end, you are left to bowl alone. How sad.* For the most part email software has not made this easy (see below for the reasons why). You can do the excruciating 'merge to email' function in Microsoft Word. But has so many issues to resolve we won't even start to describe the process.

**So what is a simple solution? You need a 'Send Personally' plug-in.**

What does a 'Send Personally' plugin do? It lets you put a bunch of names in the TO Field. Instead of clicking SEND you click some other button, like "Send Personally," and it loops through the names, sending each one as if it was a personalized email. And technically, they are. In your Outbox you will see one email for each recipient. In addition almost all the 'Send Personally' products let you do basic merges like first name, last name, and other key fields.

One of the best of these is **Send Personally**, by MapiLabs.

[http://www.mapilab.com/outlook/send\\_personally](http://www.mapilab.com/outlook/send_personally) At \$24 for a license for single user it's a real deal.



## What are the limitations?

Only a few: **First**, many home internet providers limit the number of emails you can send per hour or day. Please check to make sure you don't exceed this. If this is an issue, MapiLabs has another package that lets you meter email and control how many are sent per hour.

See this link [http://www.mapilab.com/outlook/mail\\_merge](http://www.mapilab.com/outlook/mail_merge)

**Second**, this is not a 'bulk email' replacement. That is, just because you can send individual emails doesn't mean you can send 10,000. Not only will you run into the limits by your provider, but you will quickly be labeled as a spammer (and it can also take a long time to send even a 1000 emails from your home). For large, regular email blasts (300+) you should be using [Constant Contact](#), [Mail Chimp](#), or other bulk email systems. Why? Because they are configured to send out bulk email without penalties. **Third**, be sure not to use BCC or CC when using these tools. Why? Because your BCC or CC recipient(s) will get one email for each

TO recipient. **Lastly**, remember, if you use an attachment it will be sent with each email which can really bloat your 'Sent Items' folder so make sure attachments are reasonably sized.

## *Mundane and Boring Subjects that Will Change Your Digital World*

# NIITY GRITTY OF WEBSITE DEVELOPMENT

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

Everyone wants a wow! website. Great graphics, engaging copy, tons of traffic, accolades from clients and customers. But wait, there's more! More what? More steps. Building a good website, or re-building an existing one, takes time, energy, and expertise.

This table outlines a short list of the tasks we use for any website from 5 pages to 5000. This does not translate into high costs. It does, however, translate into effective results. This list will help you improve your website.

Training	
Training Documentation, Onsite Training, Remote Training	<i>Every project has unique configuration. We make sure the client knows what is there and how to work it.</i>
Client Meetings	
Initial Meeting, Review Proposed Work, First Review of Site, Second Review of Site, Pre-Launch Review, Post-Launch Review	<i>These are the critical meetings for any web project. They ensure that expectations are met and that all the information is applied properly.</i>
Site Startup	
Initial Admin, Domain Research, Register Domains, Setup Server, Configure Initial Email, Setup Email Accounts and Test	<i>This may seem way too technical, but it's very important to the project. You must have all this in place before you launch a website.</i>
Initial Design	
Choose and Apply Template, Template Design, Install Modules and Test, Setup Navigation and Sections, Design Research, Custom Illustration, Photo Research, Photography	<i>Appropriate design is important. The site must look the part and meet your client's expectations. In addition, good, fresh photos and illustrations must be used.</i>
Site Content	
Document Conversion (PDF), Document Preparation, Favicon, Image Preparation, Meta Tags Descriptions, Meta Tags Keyword, Post Content Pages, Post Main Pages, Video Preparation	<i>Preparing information is critical to the success of the project. All text must be proofread and cleaned up to make sure that only applicable characters and code are placed in the website. The same with images and art.</i>
Site Launch	
Final Content Check, Forms and Email Check, DNS Configuration, Google Sitemaps, Other Sitemaps, Install Statcounter and Test, Post Launch Test	<i>Before launch, every technical component must be tested including links, forms, modules, etc. as well as related services.</i>
IT Support	
Domain Recovery, Workstation Configuration, Software Installation, Domain Configuration	<i>Many projects require some technical assistance. We often help with recovering lost domains, setting up workstations, and related tasks.</i>

## *Mundane and Boring Subjects that Will Change Your Digital World*

# WHAT IS A CORPORATE ID?

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

Every company has a corporate ID. It may be planned and deliberate or accidental. Even the absence of a plan still provides a reference (a negative one) for your company.

Bottom line: *A corporate ID encompasses everything and anything that represents your company. A corporate ID may include the following:*

Stationery	Business Cards	Envelopes	Phone Manners
Signage	Packages	Invoices	Receipts
Vehicles	Product Packaging	Mission Statements	Internal Object (cups, plates, etc.)
Specialties	Giveaways	Web assets	And much more...

Keep in mind that large corporations spend huge sums of money creating, defining, and protecting their corporate ID. A company like Black & Decker has a manual that runs 100's of pages outlining the exact use, position, color, and size of every brand and logo.

You can be a one-person shop and still have a consistent corporate ID. Here's a short checklist:

- ✓ **Do you know your exact corporate colors?** You must make sure that all your colors are consistent.
  - These will be expressed in five core systems
    - RGB (Red/Green/Blue) used for web-based and PPT presentations.
    - CMYK (Cyan/Magenta/Yellow/Black) used in color offset and traditional printing.
    - PMS (Pantone Matching System) which represents solid color inks use largely for screen printing.
    - Grayscale is used for invoices and low-cost flyers.
    - Black and White is typically use for fax cover sheets.
  - Keep in mind you must find working equivalents in each since the direct conversions are not always accurate.
- ✓ **Do you have source files of your logos and related artwork?**
  - For logos you must have a source and definitive vector-based version. This creates a mathematical version that will convert to and re-size for any use.
  - Then create some master versions (JPG, TIF, PGN) to be used for the web and publications.
  - Lastly, if you have any special artwork (illustrations, photos) make sure you have the source or original art.
  - This is a critical mistake made by many companies. They simply do not know where their artwork is located.
- ✓ **Do all your current pieces have any continuity?** If you started with a plan, they should.
  - If not, take your best looking and most visible 'look' and use it as your initial standard.
- ✓ **And don't forget your phone presence.** Make sure that you and your employees answer the phone correctly and similarly.

## *Mundane and Boring Subjects that Will Change Your Digital World*

# DESIGNING A LOGO

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

**Is a good logo important?** Yes. It is very important. More often than not it is the very first impression one will have of your organization. The right image or mark combined with pleasing and appropriate colors will make a favorable and lasting impression.

**What makes a good logo? Here are our simple rules for success...**

1. A logo only needs to communicate the single, key issue that *is* your business.
2. A logo cannot say everything about your company.
3. It must be legible and work at all sizes (poster, letters, business cards, or lapel pins).
4. Unless you have billions of dollars to promote a swish, a logo should communicate immediately the name of your organization and appropriate, brief, descriptions if necessary.
5. It must be able to be represented in one color, shades of one or two colors, or full color.
6. It must accommodate the association of related information (URLs, phone numbers, etc.)
7. It must be affordable to produce.
8. It should be easily used in other applications (Word, PowerPoint, etc.).

**How do I design a logo package?**

1. You want a generic logo? There are plenty of sites that will give you logo for \$9.95. However, if you are more discriminating than your competition and concerned about your organization, you need someone to create a unique look for you.
2. You'll want to discuss your organization, its goals, review existing materials and standards, and competitors.
3. The first set of designs should provide 3 to 5 alternatives that will cover some varying themes and concepts.
4. You choose the ones that fit your expectations.
5. You refine them, and choose a final logo.
6. The final logo is then applied initially to stationery, envelopes, and business cards.
7. From there you can produce anything else you may need from signage, to displays, packaging, web sites, vehicle designs and any other graphic projects your organization requires.
8. Lastly, the hard part: Dispose of everything that has the 'old look.'

**So what's next?**

Become a student of logos. What logos do you remember? What sticks in your mind? Compare it to your logo or corporate ID. Do you need to make a change? If so, be sure to hire a graphic designer who will provide you with a vector-based version for use on a variety of items.



## *Mundane and Boring Subjects that Will Change Your Digital World*

# THE SIX BASIC WORD FUNCTIONS TO KNOW

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

Microsoft Word is a very powerful tool. The latest versions provide a great range of advanced functionality. Yet most users are only at the most rudimentary level when it comes to formatting a document. *So here are the key functions (you can use the help screens to figure how to do these things). And, you'll be able to impress your friends and co-workers.*

1. **Margins:** Did you know you don't always have to use 1" margins? Hard to believe. In fact, most documents look better with ¾ inch right/left margins and a top and bottom margin of ½ inch. Wait, there's more! You can also have alternating margins for double-sided documents! *Hint: This is all hiding in the 'page setup' dialogue.*
2. **Tabs:** We all know what tabs are on file folders, but what exactly are they in MS Word (or other programs)? They don't print or seem to be visible at all. Just what are they for? *They are NOT to be used for lining up anything by hitting the tab key over and over again. Sorry.* Tabs are invisible characters with definable widths. They are to be used in conjunction with the ruler to create tab-stops (just like old-time typewriters). In addition they can align item left, center or right and may include leaders of dots, lines, or dashes. *Hint: Double-click on the ruler to bring up the tab dialogue.*
3. **Page, Section, and Column Breaks:** Did you know you can force a new page without hitting enter 55,345,892 times? The basic page break (another invisible character) forces a new page whenever you need one. There are also breaks for sections (that allow you change page size or orientation) and column breaks (if using multiple columns). *Hint: Either hold down Ctrl and press Enter or go to the insert menu and choose Page Break or Insert Break.*
4. **Headers and Footers:** You can set running headers and footers that can contain any text or graphics you wish. This is very important for long documents and should include the document title, page references, and possible contact information (in the footer). Why? In our current digital age documents can easily be dissembled and may be distributed in a variety of forms. Each page should have some identifying information.
5. **Document Information:** Did you know you can automatically and dynamically insert all kinds of information about your document? You can insert the file name, time/date of editing, printing, and about 100 other items. This is very important when creating multiple versions of documents because you can insert the file name and date time the document is saved making it very easy to track. *Hint: This is done through the Fields commands (or in later versions and beyond insert, quick parts, fields).*
6. **Tables of Contents:** Ready for this? You don't have to manually create a table of contents! If you use the standard Word styles (Header 1, 2, 3, etc.) Word will create a very nice table of contents for you complete with page numbers. All you have to do is update the field when you're done editing. *Tip: Choose Insert References and choose Table of contents.*

Of course you'll need to read the help menus to master these topics but it will be well worth your time.

## *Mundane and Boring Subjects that Will Change Your Digital World*

# GOOD TYPE MAKES A DIFFERENCE. REALLY.

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

Typography, or the discipline of setting type faces in publications, is rapidly become a lost art. In years past all type was set by professional typesetters who knew how to place type in the correct sizes, spacing, punctuation, and numerous other fine points. Keep in mind that the art of typography has been refined over millennia and only recently has genuine typography been available to the public at large. As a result there is a lot of bad typography generated. Here are the key points to remember:

- 1. Make sure you are using typographer's quotes:** Nothing looks quite as bad as straight quotes and apostrophes instead of the 'curly' versions, particular in headlines. For example:  
**WRONG:** That's the Coolest "Quote I've Ever Read."  
**CORRECT:** That's the Coolest "Quote I've Ever Read."
- 2. Make sure all your type is the same size and typeface:** Because it is so easy to copy and paste from many sources, many people will end up with different font sizes, faces, and formatting. When you copy and paste it is always best to either use the "Paste → Special" command choose "Text Only" (which strips out all formatting). Or, after pasting in information (particularly if it is table or other formatted element) open the Styles menu and choose "Clear All" which will retain your table but resets all fonts to the local formats.  
**WRONG:** That's the coolest "Quote I've ever read."  
**CORRECT:** That's the coolest "Quote I've ever read."
- 3. Use regularly accepted typefaces for general documents:** It's like the perennial question: "Why is vanilla ice-cream popular? Because it's good." There are some typefaces that have proven to be easy to read and familiar to readers everywhere. For body copy you generally want to use Times Roman or Garamond. If it is a technical paper, use Arial or Helvetica. For headlines use Arial or the bold version of your font.  
**WRONG:** THAT'S THE COOLEST "QUOTE I'VE EVER READ"  
**CORRECT:** That's the coolest "Quote I've ever read."
- 4. Use an appropriate typeface for your content:** With the literally millions of free typefaces on the web, people often use an inappropriate font. Additionally, if you create a document with some font you've downloaded, it's not likely that your friends or associates will have the same font on their machine.  
**WRONG:** He died last week after an extended and painful illness :).  
**CORRECT:** *He died last week after an extended and painful illness.*
- 5. Become a student of type:** If you look around, you will find all kinds of typefaces used in creative and effective ways. Some companies, like VOLVO, have drilled their fonts into our memories. Others use type for all kinds of effects. You can use type creatively in your company with just a little creativity.
- 6. Word of Caution about Free Fonts:** A 'font' is a set of formulas that draws the font for you as you use it. Many free fonts have been scanned and outlined producing 100's of vector points per letter (typically professional font will have at the most 30). This can crash your printer and slow down your computer.
- 7. Visit the Main Type Websites and Just Look Around. Here are some of the best:**
  - <http://www.fonts.com>
  - <http://www.myfonts.com>
  - <https://www.fontshop.com>
  - <http://www.veer.com/products/fonts>
  - <http://www.linotype.com>

## *Mundane and Boring Subjects that Will Change Your Digital World*

# CAN YOU WEATHER :) CLOUD COMPUTING?

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

Cloud computing is a broad term applied to applications, processes, and features offered to you on servers and equipment that is not in your possession over which you have little or no control.

1. What are the characteristics of cloud computing?
  - a. The service is delivered via the web.
  - b. The service is free or paid.
  - c. The various functions cannot work outside of the hosted environment (that is, you cannot install them locally).
  - d. All work is done through a web browser or an installed interface (not based on applications you've installed)
  - e. Often allow for broad collaboration with multiple users, permissions, and presentations.
  - f. Will present a limited but consistent set of functions and tools (typically not as broad as a standalone tool like MS Word).
  - g. Will provide a range of integration between tools (databases, emails, documents, etc).
2. What kinds of applications are offered via 'cloud computing'
  - a. All HTML based email (Gmail, Verizon, Comcast, hotmail, and others).
  - b. Various database functions (SalesForce.com, Google Docs, Caspio, Zoho).
  - c. Photo storage and display sites (Snapfish, Kodak, HP).
  - d. Video storage and display sites (YouTube, Google Video).
  - e. Application suites (Google Docs, Zoho, etc.).
  - f. Data backup services (Dell, Mozy, Carbonite, etc.).
  - g. Organizational tools (Livebinders.com).
3. What are the benefits of cloud computing?
  - a. Low cost of entry for basic features (see concerns.)
  - b. Full suite of tools and well developed applications.
  - c. Easy collaboration.
  - d. Works on multiple platforms (PC, MAC, Mobile)
  - e. Vast integration between features.
  - f. Easy inclusion in other tools (Google maps, YouTube, etc.)
  - g. Relatively secure and stable environments (for major companies.)
4. What are the concerns of cloud computing?
  - a. Low cost of entry for basic features but costs often increase radically for advanced features and multiple seats.
  - b. Limited functionality in applications.
  - c. No guarantees of longevity.
  - d. No guarantees of security (someone always knows 'the password') or protection from government intrusion.
  - e. No way to back up "the system."
  - f. No way to transfer the system (you are stuck forever)
  - g. Total reliance on the internet for access.
  - h. Sluggish performance for large data sets and documents.

### A note about primary online tools:

There is a special class of online (cloud computing tools) that do not represent much of a risk. These are the banking, investments, and similar views of information or assets that fall under existing Federal, State, and Local laws.

For example, a bank's entire online system could crash, yet your money would still be there and could be accessed by other means. Or a brokerage could go offline, but you will still own your stock. Your insurance company could go offline but you would still be insured.

These types of organizations are showing you a view of data they are managing for you. They do so under sophisticated and well-developed existing laws and regulations.

And often these systems do allow for localized versions of your data through Quicken, QuickBooks, and other accounting links.

### This is a rapidly changing issue:

Search for 'cloud computing laws' and similar phrases and you will see many articles about this issue.

### The really big problem:

Here's the scariest part of cloud computing: An error in code is comprehensive and system-wide. For example: If a programmer accidentally makes it possible to hack into one account then all accounts are vulnerable. Or all reports break, etc. Such events are more frequent than most people are aware of.

## *Mundane and Boring Subjects that Will Change Your Digital World*

# FROM 36 EXPOSURES TO 3600: HOW TO SORT DIGITAL PHOTOS

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

*“If you only show people your good photographs they will think you are a great photographer.”*

Don Regier, Director of AV for Dallas Theological Seminary

In the old days when a 35mm roll was 24 or 36 exposures most folks were relatively careful about how they took pictures. Processing and printing was/is expensive and most people couldn't justify spending hundreds of dollars on processing for a simple event (but many still did!)

**But in the age of digital photography anyone can shoot 100's or 1000's of images for even the most insignificant event. A basic digital SLR can shoot more than 15,000 images with high capacity HD card.**

- The good news is that if you shoot 1000 pictures *you're bound to get at least one good one.*
- The bad news is that if you shoot 1000 pictures *you're bound to get mostly bad ones.*

**How should you sort your photos? Here's a simple, practical process for doing so.**

1. **Be diligent about getting photos off your camera after each event.**
2. **Put them in a consistent folder structure like: “Photos 200707104 July Fourth”**  
*Why? The folder will sort correctly in your file windows.*
3. **In that folder create a folder named “Source” into which you put all the photos from your camera.**
4. **Then copy the entire folder and name it “HI” for High Resolution Versions**  
*You always want to keep a copy of your source files since most photo editing is destructive and physically changes the file.*
5. **Use the Windows “Picture and Fax Viewer” or similar tool to review the photos**
  - a. If you right click on any image in the folder and choose “open with” you should find it.
  - b. If not, use your default image viewer.
6. **Now begin your sorting process**
  - a. **Pass One:** Delete anything that is remotely bad no matter how endearing:  
*Out of focus, bad lighting, unattractive/unflattering, no composition, food in mouth, eyes closed, crooked, etc.*
  - b. **Pass Two:** Pick the best of sets of photos:  
*In digital photography you will typically overshoot. Keep only the best two or three photos from each set or setting.*
  - c. **Pass Three:** Pick the best of each set.  
*Focus on what tells the story of the event.*
  - d. **If you've done this well you should end up with 20-30% of the photos remaining.**
  - e. **Now pick the really best photos from the set and only show those.**
7. **Then copy the “HI” folder and name it “LO”**  
*Use your image editing program to ‘down sample’ all the images to a width of 1024 by the resultant height. Use these for email, uploads, and distribution.*
8. **After you are convinced you have your best photos in the HI folder and you've made your final edits...**
  - a. You can then delete your Source folder to save space.
  - b. You should mark all your HI images as read only so they don't get accidentally changed.



*Mundane and Boring Subjects that Will Change Your Digital World*

# PHOTOGRAPHING EVENTS: THE MOST IMPORTANT THINGS TO KNOW

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

*“If you only show people your good photographs they will think you are a great photographer.”*

Don Regier, Director of AV for Dallas Theological Seminary

What is an event? It's anything you shoot. Even a selfie is an event. It has start, an action, and a conclusion, and it's meant to communicate something to someone. Larger events have more sections, but the three parts are the same.

## So here are my rules for shooting events.

1. **KNOW The Story.** What is the event about? What is it trying to communicate? Who is it trying to influence? Always shoot the story.
2. **PREPARE:**
  - a. **Learn everything you can about the event.** Read all the literature and online information.
  - b. **Know where it is located.** Use google earth and street view along with Bing maps birds eye view to understand the environment.
  - c. **Find out who will be there.** Every event has some notable persons or group in attendance. Find out who it is and learn as much as you can about them, what they look like, what they do, why they are interesting. If there are a lot of groups or key people make a cheat sheet to carry around and check them off.
  - d. **Know how to dress.** Jeans or tux? T-shirt or bathing suit? In the end your goal is to blend in and be nearly invisible.
  - e. **Prepare in field backup systems.** You are shooting digitally. Everything is bits and bytes. Setup a laptop and fastidiously offload cards as you shoot them and the copy them to an external hard drive. Why? This gives you two copies and allows you to reformat cards and move forward. More paranoid? Setup Google Drive or similar system so your photos are slowly copied off site (but you need a big bandwidth pipe to this).
  - f. **Get your act together.** Check and re-check all your equipment. Batteries good. Cards formatted cleanly and tested. Cases packed carefully. New items? Know how to work it and work it right. Lighting stands work. All locking clamps in place. Extensions cords. Chargers loaded. You get it.
  - g. **BONUS:** Never delete images from an SD or similar card. Just keep shooting. After you offload the card always reinitialize before using it again. Why? This avoids corruption and ensures the card is always error free.
3. **SURVEY:**
  - a. **The initial look.** The first critical step upon arrival is to survey the site. Know where all the key rooms are, what will happen in each room or area, who will be there, when will they be there. Make sure you know your way around. Most importantly, find a secure, central location for your gear. Look for interesting angles you can shoot from without being seen or causing a distraction.
  - b. **Look for Markers.** These are key locators in the facility or at the event. Building facades, signs, room locators, interesting architectural items, colors and patterns. Look at room layouts and pre-select some great angles to show the entire room or event. I've seen huge event photo shoots with absolutely no way to tell where the event was.
  - c. **Check lighting in each area.** Do some test shots. Check white balance for each room. Look for flares or lighting that will enter the lense directly. Look for outside light that may change throughout the day. Look for mixed lighting types (the bane of events). Decide on whether to use manual or auto white balance. Look for the best combination of ISO, shutter, and aperture.
  - d. **Use flashes sparingly.** Unless you have a massive flash system nothing looks worse in general photos than direct flash shots. If you have low ceiling, shoot bounce. Otherwise shoot natural light.
4. **WHAT TO SHOOT:** People, Activities, Key Markers, Recurring events that are part of the program, Sequences (that tell a story)
5. **WHAT NOT TO SHOOT**
  - a. People eating. Never shoot people eating.
  - b. Generally not-flattering situations (unless it is part of a deliberate routine).
  - c. You. You should not be any pictures.
  - d. Anything to do with restrooms.
  - e. Anyone who you think may not be photo released (minors in particular).
6. **And of course, only show people your best photographs.**

## *Mundane and Boring Subjects that Will Change Your Digital World*

# MAKING ALL YOUR VIDEOS GREAT

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

*"If you only show people your good ~~photographs~~ videos they will think you are a great ~~photographer~~ videographer."*

Don Regier, Director of AV for Dallas Theological Seminary

Yes. You cannot send video clips through email since almost all of them are > 10MB (which is the normal limit).

The answer is: Setup a Google Docs account.

Then you can download them and use them as you wish.

### Shooting Good Video

Whether you are using your phone or professional equipment the rules are the same.

- Find a place with reasonably bright, even lighting. Ambient light is always nice. But you may need to get a lighting kit if you do a lot of remote shoots.
- Wear solid, neutral, solid colors or broad patterns (no tight patterns). *Why? Because tight patterns cause moiré which is an interference between the pattern and the resolution of the camera. And bright or dark clothing may cause the camera to use an incorrect exposure.*
- Keep the frame horizontal (cell phones have created a plague of vertical videos). *Why? Because if you want to use this in a video editing program you will not be able to fill the frame. You may want to also pull back to allow more 'margin' space around the subject so you can do some creating zooming and panning in your editing program.*
- Avoid complex backgrounds. Look for a solid wall or simple background. *Why? The more details the more the camera works on compression and rendering.*
- Look for a quiet location. *You must pay attention to background noise including heaters, ventilation, traffic, refrigerators, etc. You will be amazed at how much ambient noise is in our lives.*
- Have the subject speak clearly at a moderate pace.
- Put your camera/phone in a fixed position. *Unless you want movement (which you can later) fix your camera in position. Or use two or three cameras (one fixed, one to the side, and one hand held).*
- Follow the 'rule of thirds' just as you would in still photography. *Make sure you fill the frame (head and shoulders, etc.)*
- Improve your Audio: *The microphones in most cameras are just OK. But to get really good sound you need a digital recorder and condenser microphones and stands.*

### Resources (tools I use):

**Lighting:** Cowboy Studio  
<http://www.cowboystudio.com>  
*Really affordable lighting systems.*

**Audio:** I use TASCAM's digital recorders  
<http://tascam.com/product/dr-60dmlkii>  
[All Digital Recorders](#)

**Tripods:** Any basic tripod for fixed use.  
Video pan head for moving video.

**Cameras:** Canon 70D / Nikon D3100 (B roll camera)  
*There are many new cameras that do HD and 4K video. Read the reviews.*

**Equipment and Advice:** Lense Rentals  
<http://www.lensrentals.com>  
The best place to rent equipment and ask questions.

**Affordable Microphones:**  
On Stands: *Audio Technica AT2010*  
On Camera: *RODE Video Mic Pro*  
<http://www.rote.com/microphones/videomicpro>

**Cases:** Buy Pelican Cases  
I use the 1510 for my primary gear because it can go in the overhead bins.  
<http://www.pelican.com/us/en/products/watertight-protector-hard-cases>

## *Mundane and Boring Subjects that Will Change Your Digital World*

# **BIG COLLECTION OF TRAVEL TIPS: BE WARNED**

By Marco Ciavolino, Enktesis, LLC, [marco@enktesis.com](mailto:marco@enktesis.com), 410-838-8264

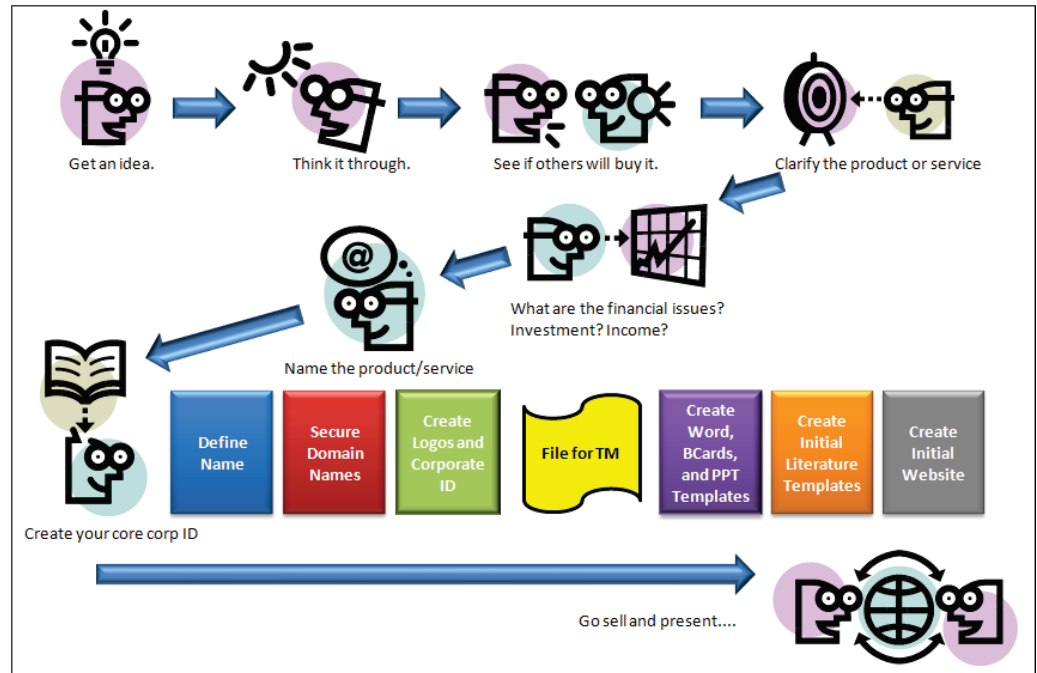
I had the rare opportunity to travel with a Christian singing group between my college stints. During our 18 months on the road, 70,000 miles of driving, and 40 states, three provinces of Canada and day in Mexico, and being a guest in more than 500 homes I picked up a lot of tips.

1. *Toilets: If you have to flush a toilet before using it do not sit down until you are sure it has flushed successfully. No more needs to be said about this.*
2. *Toilet Paper: Always check to make sure there is toilet paper. It is bad enough having to call a family member to your rescue, much less a stranger.*
3. *Sinks: When approaching and unknown sink do not rush to turn on the water. For some reason, many commercial locations have very high water pressure and you will get a good dousing.*
4. *Showers: During my travels I observed 100's of shower faucet systems. Amazing. The key is make sure you know how it works before you get in the shower so you don't burn yourself or freeze your body. And, in a hotel, plan on a taking a shower early or late to avoid cold showers.*
5. *Shower Bonus: Did you know that if you simply count to 10 slowly before you get out of the shower almost all the water will run off your body? Try it.*
6. *Read Labels: The little bottles of shampoo and stuff that hotels use can be hard to read. There's nothing worse than dousing your hair with hand lotion.*
7. *Coats and Stuff: For some reason many bathrooms (and stalls) do not have a place to hang a coat or keep your belongings with you. If you have a lot of stuff, you can use the handicap stall (make sure you are not usurping it from a needy patron). They typically have hanging hooks, baby changing stations, etc.*
8. *Look for Fun Stops: On long trips you have to stop here and there for gas, food, a stretch. When I plan a trip I look at my drive, try to project where to stop, and look for local attractions and restaurants. I love the food franchises, but there are lot of great local restaurants and you easily find out how they are rated.*
9. *Don't Count on Hotel Internet Connectivity: Though it is getting better nationally, any hotel that is busy will have high bandwidth demands. If you count on clear, consistent, bandwidth get a hotspot or tether your phone. This is also nearly 100% secure (which hotel shared networks are not).*
10. *Have fun.*

# MARKETING COMMUNICATIONS FLOW CHART

## BASIC STEPS TO CORE COMMUNICATIONS

There is no substitute for having a basic marketing communication package completed for any business or service. Here are the key steps.



**Get an Idea:** We have lots of them and some will work and others should be discarded.

**Think it Through:** Look around, research to determine if it is viable.

**See if Others Will Buy It:** Casually ask around. Is there interest? Need? Is this a solution to a problem?

**Clarify the Product or Service:** Sit down and write out very specifically what exactly you are trying to do or sell. Describe the product/service. Write out a simple curriculum or sales pitch. Make sure you know exactly what you are trying to do.

**Financial Issues:** At this point do some basic financial investigation. What will it cost to start the business, develop and manufacture it, provide the services, travel, etc? Just top level figures. Your goal: Is this viable financially?

**Name the Product or Service:** Come up with some names. In this current age they must be tested for domain viability. That is, if you cannot secure a rational, easy to use domain name keep looking until you find one.

**Create Your Core Corporate ID:** Again, in this digital age you can look like the biggest company in the world. But you must have:

**A Defined Name:** One that can be represented as an internet domain and works for your business.

**Domain Names:** In most cases you will have at least three (.com/net/org) and perhaps dozens (various misspellings and ambiguous recognition errors). Again, you must be able to find a domain name that represents your company without ambiguity or confusion.

**Create Corporate Logos and Other ID Information:** You need a clear logo and related colors and elements that must be used across all communications.

**File for TM:** If necessary, you should file for a SM/TM for your logo.

**Create Word, Business Card, and PPT Templates:** Make good, clear, digital files for your basic presentations including business cards and general correspondence.

**Create Initial Literature Templates:** Using the work from the clarification effort, create at least one 'sell sheet' that outlines your services or product offerings.

**Create Initial Website:** Every organization from a 'one person shop' and up needs a clear, simple website. It is the FAX machine of the 21<sup>st</sup> century.

**Go Sell and Present:** Your first foray into sales will yield a trove of information and new requirements. Keep working the Clarification step and revising your materials



# PRIMER ON THE REASON FOR REQUIREMENTS

## IF YOU DON'T KNOW WHAT YOU ARE BUILDING YOU WILL BUILD IT.

Every failure of a device, system, or program can be traced back to a lack of or inadequate requirements. Only a thorough, hard fought battle to define a product or service in every possible way will yield a superior final effort. Whether you are building a quick hack application or a full software development project you will have to address each of the areas eventually. *Whether you do this in an orderly or chaotic way is of course entirely up to you.*

	REF	STAGE	THE QUESTION	ANSWERS	RESULTS
GENERAL DISCUSSION	A	Conceptual	What is it?	In general, what is the product supposed to do? Who are the users? The customers? What results are expected?	A clear definition in a few paragraphs describing the product or service in its entirety.
	B	Descriptive	What will it do?	More directly, what will it do in a more specific sense? What broad functions will it provide?	An outline or block diagrams with broad descriptive phrases and narrative.
	C	Specific	How does it fit together conceptually?	From the Conceptual and Descriptive work, what are the core functions that must be present for the descriptive component to work?	A chart per core function illustrating the flow of information focusing on input and output.
PROFESSIONAL RESEARCH	D	Functional	How does it fit together technically?	What now needs to be addressed to make sure all the various conceptual parts will work together?	Detailed flow chart identifying and describing each blocks in the Specific requirements in enough detail to define the process and interactions between diagrams.
	E	Technical	How does each piece work?	What exactly needs to happen in each step?	A lengthy document describing each function in complete detail including database structure, application elements, security, user interface, visual design elements, etc.
	F	Operational	How will it work together?	What equipment and related elements need to be in place for the system to operate?	Technical evaluation of the hardware and software required to bring the product to market including consistent delivery, fail-over, and protection against attacks and hacks.
	G	Development	How do we make it into a product?	What processes need to be in place to ensure a smooth development cycle and useful deliverables?	A series of processes that govern development to specifications, testing, debugging, and final code reviews along with end-user testing and review and code management. This includes tracking work against the Final Project Specifications.
	H	Maintenance	How do we support it?	What needs to be in place to support the users and product?	A process for product maintenance, customer support, and end-user support. The process will typically drive product enhancement and development.
	I	Final Project Specifications	How long? How much?	What are the commitments to development schedules and what are the estimated costs for services, hardware, and software?	Gantt charts and similar tables outlining the intellectual and hardware allocations to bring the project to completion and core ongoing support and maintenance.
	J	Enhancements	What can be improved?	Given real world-usage, what can be improved or added to enhance the product's effectiveness?	The initial design specification will typically include a list of possible next stage functionality.

Remember, FORM FOLLOWS FUNCTION. Figure out how the product should work, then address user interaction, then design. Actual product development proceeds from this work. This is very important because poor requirements will cost much more to correct and will make a bunch of people really mad which is no fun at all.

## UNABASHED SELF PROMOTION

Enktesis, LLC is a private consultancy assisting clients in a range of web technology solutions, marketing communications, and communications research efforts. I have been involved in the web space since 1995 and since that time I have directly developed and collaborated on numerous web projects from small niche sites to large enterprise projects. We moved to Harford County in 1988 and have since been involved in many areas of our community including our church, New Covenant Presbyterian, various political campaigns and community activities, a variety of youth sports and music, and with the building of the Stacy Getz creative playground. My wife runs our home school umbrella group through which I coach a regional robotics club primarily for home schoolers (<http://www.techbrick.com>).

### I have worked in almost every area of marketing communications and technology including:

- Web development
- Copywriting
- Publication design and production
- Photography
- Video production
- Live and produced radio
- Event management
- Strategic planning and business development
- Graphic design
- Direct mail
- Phone banks
- Outdoor advertising
- Fulfillment and customer service
- Application development
- Political campaigns
- Network design and implementation
- End-user training
- Technical presentations
- Research, development, and analysis of software solutions
- Business strategy and analysis
- New business idea development and entrepreneurship

### *Advantages of Working with Enktesis*

- Broad range of experience in all web and marketing related areas
- Reduced costs and rapid ROI
- Comprehensive understanding of web technologies
- Systematic management of assets including domain names, web servers, and graphic design elements and resources.

### Unique Characteristics of our Work

Well structured, useable web sites must be appropriately designed and have simple, clear, navigation. The general navigation metaphors are well established. Only specialized sites (like movie promos, concerts, etc.) should break the rules. All other sites should follow sensible, easy to use navigation elements.

### Working with Enktesis

It begins with a quick discussion to define the scope of the project. From that initial communication, an agreement will be proposed to either continue with the project as discussed or to do additional research to further define the various elements, for example for large publications or complex technology projects. In the end, almost all initial projects are fixed price or time and materials not-to-exceed so you can manage your costs. Ongoing costs will be estimated as well.

# Mandane and Boring Subjects that Will Change Your Digital World version Feb 6, 2016

By Marco Civalino \* Enktêsis, LLC \* marco@enktêsis.com \* 410-838-8264  
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READ THIS WEEK, MAYBE THIS YEAR, MAYBE EVER.  
THIS IS THE MOST USEFUL DOCUMENT YOU WILL

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1	Opening Page.....
2	Introduction.....
3	FIVE IMPORTANT BUSINESS PRINCIPLES.....
4	FILE NAMING SO YOU CAN FIND YOUR WORK.....
5	FOLDER NAMING AND VERSIONING.....
6	A MOST EXCELLENT TIP FOR OUTLOOK PART 1.....
7	E-COMMERCE IS HARD: No Magic Bullets.....
8	FORMAT YOUR EMAIL IN A SENSIBLE MANNER.....
9	DON'T SEND TO, CC OR BCC WHEN YOU SHOULD SEND PERSONALLY.....
10	NITTY GRITTY OF WEBSITE DEVELOPMENT.....
11	WHAT IS A CORPORATE ID?.....
12	DESIGNING A LOGO.....
13	THE SIX BASIC WORD FUNCTIONS TO KNOW.....
14	GOOD TYPE MAKES A DIFFERENCE. REALLY.....
15	CAN YOU WEATHER ;) CLOUD COMPUTING?.....
16	FROM 36 EXPOSURES TO 3600: HOW TO SORT DIGITAL PHOTOS.....
17	PHOTOGRAPHING EVENTS: THE MOST IMPORTANT THINGS TO KNOW.....
18	MAKING ALL YOUR VIDEOS GREAT.....
19	BIG COLLECTION OF TRAVEL TIPS: BE WARNED.....
20	MARKETING COMMUNICATIONS FLOW CHART.....
21	PRIMER ON THE REASON FOR REQUIREMENTS.....
22	UNABASHED SELF PROMOTION.....