

Intel® Easy Steps

A Digital Literacy Program

Program Overview

Introducing Intel® Easy Steps

What is it?

A basic technology literacy education program.

Who's it for?

Adult learners with little or no experience with computers.

What does it teach?

Participants learn the “basics” of the computer, enabling them to use the computer in ways that are relevant to their daily lives.

What skills will participants learn?

Through active, hands-on experience, participants learn to explore and use basic computer applications that are used in everyday life:

- Internet Search
- Email
- Word Processing
- Spreadsheets
- Multimedia

What will this enable participants to do?

Communicate with friends, family and business associates through email, research and access information on the Internet, create resumes, flyers, invitations, budgets, business documents, presentations, and more.



Why is this program important?

For countries: Economic Competitiveness

- Governments need ICT-literate labor for a competitive workforce
- Governments see job retraining as necessary in a down economy
- Many governments are investing in the deployment of technology, making access broadly available

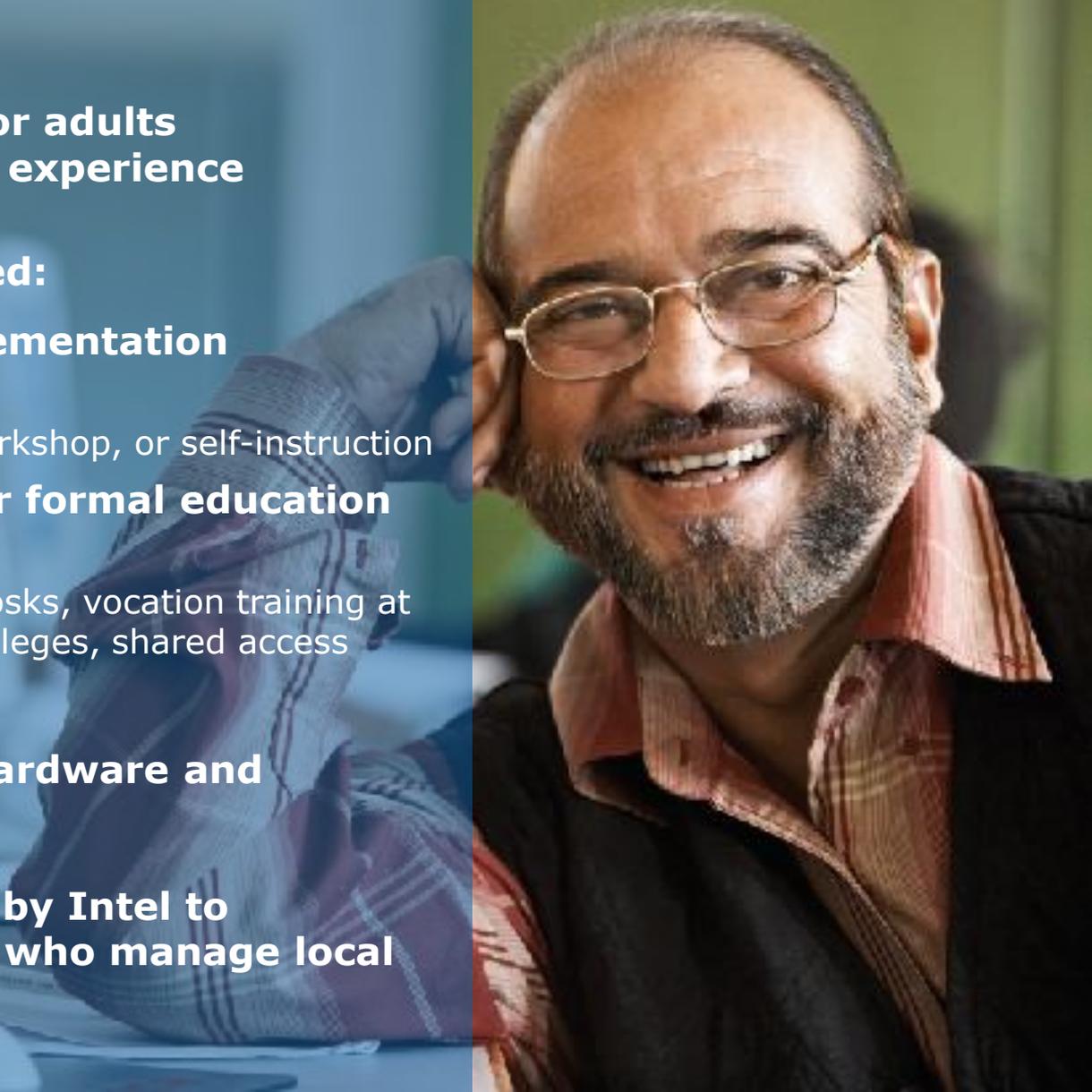
For Participants: Personal and Professional Development

- Opportunity to improve skills, enhance employment opportunities.
"...in the future, 85% of jobs will require ICT skills"
- UK Confederation of British Industry study
- Ability to take advantage of technology for personal use.

Intel® Easy Steps provides adult learners the opportunity for enhanced social and economic self-sufficiency through digital literacy

Intel® Easy Steps training is...

- **Research-based**
- **Practical and relevant for adults with no prior computer experience**
- **Flexible; can be delivered:**
 - **In a variety of implementation models**
 - Facilitated course, workshop, or self-instruction
 - **In either informal or formal education settings**
 - Employer training, kiosks, vocation training at community center/colleges, shared access centers, etc).
- **Supported in multiple hardware and software solutions.**
- **Provided free of charge by Intel to governments and NGOs who manage local implementation.**



Intel® Easy Steps PROGRAM OFFERINGS

Offering	What It Is	Typical Use
Intel® Easy Steps Basic Course	Facilitated Course (3 versions available; 10, 14, or 20 hrs) providing introduction to multiple key technology areas*	Train groups of people (employees, clients, customers, etc) in multiple technologies*
Intel® Easy Steps Workshop	Facilitated Workshop (2-4 hours) Providing introduction to a selected key technology area*	Train groups of people (employees, clients, customers, etc) in a selected technology area*
Intel® Easy Steps Activity Cards	Self-instruction Materials for how to create useful products or complete tasks using key technology applications	Provide materials to individuals (employees, clients, etc) so they can learn to produce products or complete tasks at their own pace

* Technology areas: Word Processing, Spreadsheets, Multimedia, Internet & Email

Intel® Easy Steps BASIC COURSE

Facilitated Course covering introduction to key technology areas

10 hour version

Introduction to Computers (1 hr)

Introduction to Operating Systems
(1 hr)

Word Processing
(2 hrs)

- Exploration
- **1** Guided
Practice
activity per
technology
area

Spreadsheets
(2 hrs)

Multimedia
(2 hrs)

Introduction to Internet and Email
(2 hrs)

Supplemented by take-home
activities (Self-Instruction)

14 hour version

Introduction to Computers (1 hr)

Introduction to Operating Systems
(1 hr)

Word
Processing
(3 hrs)

- Exploration
- **2** Guided
Practice
activities per
technology
area

Spreadsheets
(3 hrs)

Multimedia
(3 hrs)

Introduction to Internet and Email
(3 hrs)

Supplemented by take-home
activities (Self-Instruction)

20 hour version

Introduction to Computers (1 hr)

Introduction to Operating Systems
(1 hr)

Word
Processing
(4 hrs)

- Exploration
- **3** Guided
Practice
activities per
technology
area

Spreadsheets
(4 hrs)

Multimedia
(4 hrs)

Introduction to Internet and Email
(3 hrs)

Final Project
incorporating multiple technologies
(3 hrs)

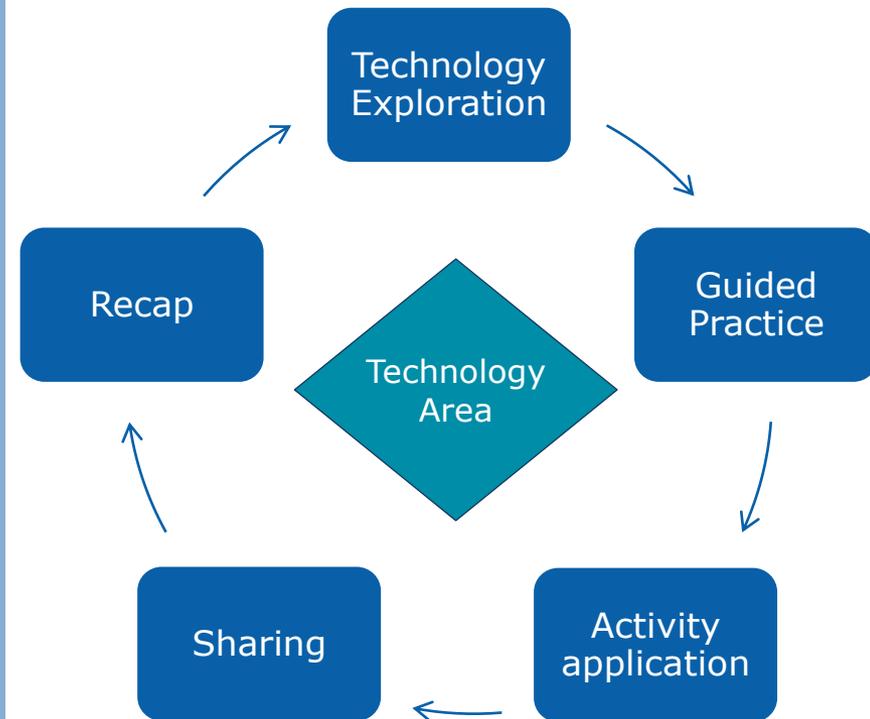
Supported by **Activity Cards**, **Intel® Education Help Guide**, **Intel® PC Basics**

Model is *flexible* and *expandable* by adding or switching
Activity Cards to accommodate needs of Users

Design of Basic Course sessions...

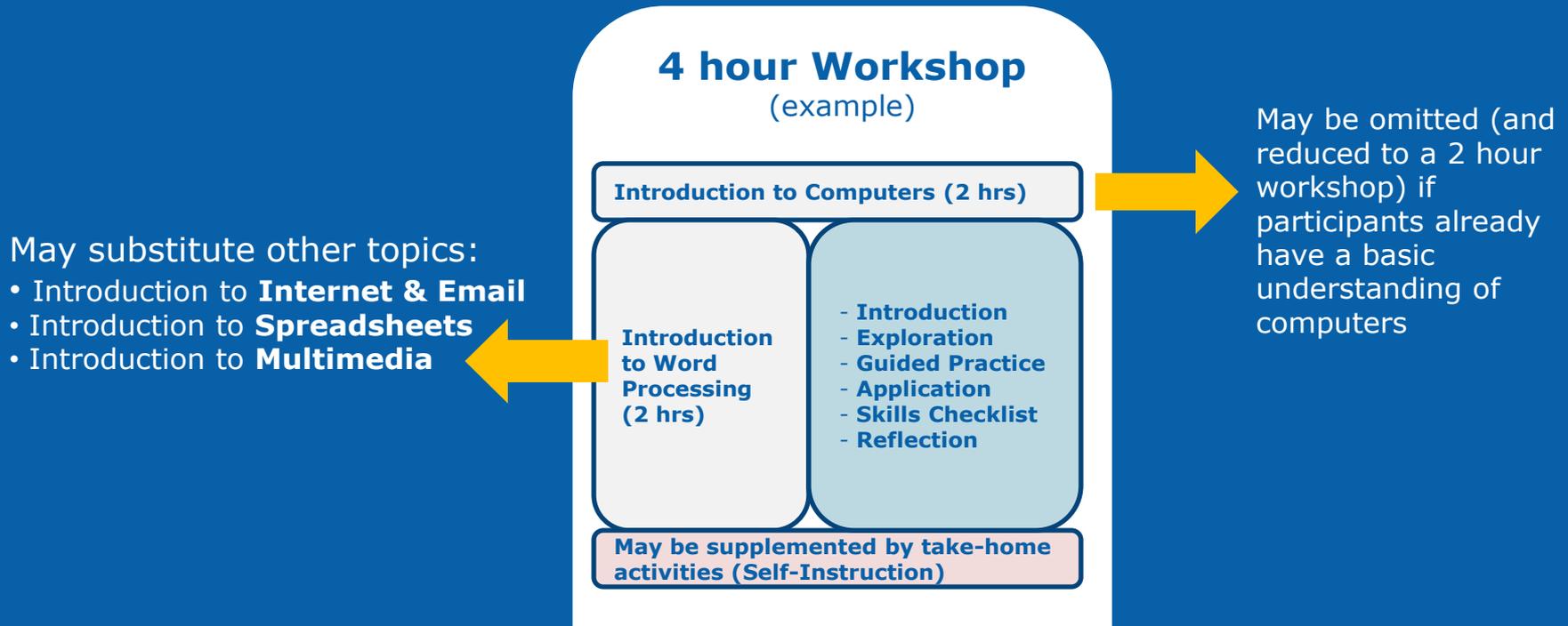
Within each technology area:

- Session begins with a technology introduction and hands-on “exploration”
- Participants engage in a guided practice using the technology
- Participants complete at least *one* relevant activity (resume, flyer, budget, etc)
- Participants share their work and discuss how the technology can be used in other ways
- Participants conclude by answering a skills set checklist



Intel® Easy Steps WORKSHOP

**Facilitated workshop: Introduction, Exploration, Guided Practice, Application
in a selected technology area**



Supported by **Activity Cards, Intel© Education Help Guide, Intel© PC Basics**

Intel® Easy Steps ACTIVITY CARDS

Self-Instruction in key technology areas

Intel Easy Steps provides a series of Activity Cards, each of which provides instruction on how to create a useful product or complete a specific task.

Each Activity Card has:

- A sample of the product
- Step-by-Step instructions to create the product, supported by the Intel® Education Help Guide
- A “Challenge” suggesting a way to improve the product
- Review Checklist

Examples of Products:

- Advertisement/Poster
- Brochure
- Budget
- Flyer
- Invitation
- Letter
- Newsletter

Partial
SAMPLE

Intel® Easy Steps **Brochure**

Create a Brochure

Have you ever needed an easy and inexpensive way to advertise your business? You can create a brochure which is a small leaflet or pamphlet often containing product or service information. In a business, brochures are used to introduce and advertise products or services to potential customers.

Look at the following example:

ABOUT THE BUSINESS

Yancy Smith completed his Bachelor's degree in Fine Arts from JN Technological University. He also holds a Diploma in Photography from the National American Institute. He started Star Photo Studio in 2008 in the demand for wedding photography increased.

Star Photo Studio

Don Mile
New Check Bazaar
Kalamazoo
Phone: 224-6786
www.starphoto.com

We capture the star in you!

STAR PHOTO STUDIO

Star Photo Studio was established in 2008. It has the latest equipment for the best picture quality. The studio has a few rooms available to meet all your photography needs.

OTHER SERVICES

- Videography
- Video Editing
- Photo Editing

WE CAN HELP YOU:

- Wedding Photography
- Family Portraits
- Event Photography

Brochure Page 1 Example

Brochure Page 2 Example

As in the example above, a Brochure created on the computer typically:

- Is made using a single sheet of paper that is printed on both sides and folded (tri-fold). It is set up in columns.
- Contains information about the products and services offered by the business
- Includes the company logo
- Incorporates pictures that help make the written information clear or attractive to the potential customer
- Contains information about how to get in touch with the business to obtain the product or service

Activity Cards

(currently available)

How to Create...

1. Address Book
2. Advertisement Poster
3. Brochure
4. Budget
5. Business Card
6. Certificate
7. E- card
8. Email
9. Flyer
10. Health Check Card
11. Internet Download
12. Internet Search
13. Internet Surfing
14. Inventory
15. Invitation
16. Job Application
17. Letter
18. Logo Letterhead
19. Newsletter
20. Presentation
21. Receipt
22. Resume
23. Survey Form

How to Use...

- Printer
- Scanner
- Webcam

Participants in the Course will receive all Activity Cards, to work on specific products that interest them, and to further develop their digital literacy skills.

The Portfolio of Activity Cards will be expanded over time.

What Intel provides...

- **A complete Implementation Toolkit:**
 - **Implementation Guide** with information, instructions, etc.
- **No-fee license to all Course Materials:**
 - **Basic Course**
 - **Facilitation Guide for Trainers**
 - **Activity Book**
 - **Intel® Education Help Guide**
 - **Intel® PC Basics** (as reference guide)
 - **Evaluation Toolkit**
 - **Marketing templates**

Implementation Toolkit



- **Services of an Intel® Easy Steps Senior Trainer (ST) to conduct a Train-the-Trainer for the partner organization.**

Program Advantages

- **Materials can be delivered in either informal or formal education settings**
Examples: Kiosks, vocation training at community center/colleges, employer training, shared access centers, etc.
- **Materials are designed to accommodate flexible implementation models**
Course, Workshops, or Self-Paced Instruction
- **Materials can be customized to be locally relevant**
Activities can be modified to specific technology needs of users
- **Easy Steps supports multiple hardware and software solutions**
Course materials are “software neutral”; Intel© Education Help Guide accommodates user’s operating system
- **Intel provides the content free of charge to governments /NGOs and any other partner, who manage local implementation.**



Contact

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