

TEACHER NOTES:

Read through the objectives and go over the checklist for the packet.

This unit will last 1 week.

CHAPTER 2 - OBJECTIVES

LEARNING OBJECTIVES

After completing the reading and assigned activities related to this chapter, students will be able to do the following:

Ch2-1. Students can identify the types of skilled technical, creative, management and support positions that comprise the Graphic Communications by creating a poster about a specific career.

Ch2-2. Students can explain the importance of having good work habits.

CHAPTER 2 - LEARNING ACTIVITIES

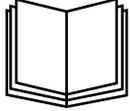
PREREQUISITES:

None

LEARNING ACTIVITIES SHEET

Student Name _____

Place a checkmark in the appropriate box as you complete each of the steps below.



- 1. Do** Read Ch. 2: Graphic Communication Careers.
- 2. Do** Assignment 1 - Identify Graphic Communication Careers
- 3. Stop** Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 4. If the evaluation is not satisfactory, repeat step 3.
- 4. Do** Assignment 2 - Good Work Habits
- 5. Stop** Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 6. If the evaluation is not satisfactory, repeat step 4.
- 6. Do** Chapter 2 - Take Pretest Review.
- 7. Stop** Have instructor evaluate your performance. If the evaluation is satisfactory, continue to step 8.
- 8. Take** Chapter 2 Quiz.

TEACHER NOTES:

Read the introduction out loud.

This is a 2 step project.

Step 1 is to use the book to answer the questions. You should finish that today.

Step 2 is to a career from step 1 and create a poster about that career.

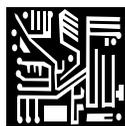
When you finish both steps, you want to proofread everything to make sure you have no errors.

Then you are going to use a pencil and grade yourself using the rubrics. You will be grading yourself on your project and on your process grades.

CHAPTER 2 - ASSIGNMENT 1

Identify Graphic Communication Careers **KEY**

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL THINKING

DIRECTIONS

Using the book and the internet, find the answers to the information below.

Step 1:

Briefly summarize each of the Careers in the Graphic Communication Industry.

SKILLED TECHNICAL POSITIONS

1. Prepress Imaging Specialist **this prepress position works with electronic devices and software to scan images into digital format, create digital artwork, and check files. They work closely with customers.**
2. Pressroom Personnel **pressroom workers are responsible for the quality of the final printed product. They print on the press, control ink, solutions, substrates. Quality control is imperative.**
3. Bindery and Finishing Personnel **accuracy and mechanical aptitude are required of bindery and finishing. Workers operate machines and must have knowledge of cutting, gathering, collating, trimming, slitting, perforating, and folding technique. Along with die cutting, embossing, foil stamping, and printing.**

CREATIVE POSITIONS

1. Writer **generates any copy to be printed. Creative writing talent and a thorough knowledge of the language is imperative.**
2. Graphic Designer **artists who are responsible for planning printed pieces. Creative talent is imperative. Familiarity with design programs is standard.**
3. Editor **prepares the written material and illustrations for publications by revising and rewriting copy and checking for accuracy. Copy editing entails sequencing content, marking the copy for style, and ensuring consistency throughout the manuscript.**

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4. Photographer **may be called to take high quality photographic illustration for a publication. The photography must create the image based on the customer's stated objective and parameters. Working knowledge of digital camera equipment and photographic techniques is expected.**
5. Page-Layout Artist **completes the designers layout by using a computer to assemble the components. The artist must follow directions as the job requires precision, neatness, and accuracy. May also have to perform the tasks of a graphic designer and illustrator.**

MANAGEMENT POSITIONS

1. Managers **direct a team of worker who affect the entire organizations. A good manager is being able tot get work done through other people. It requires excellent organizational abilities. Communication, cooperation, and understanding between departments are ingredients for a productive, innovative workforce. They are responsible for ensuring a job gets done right and on time.**
2. Chief Executive Officer (CEO) **is the top administrator. They are policymaker and overseer of the total operations.**
3. Controller **is responsible for the financial operations of a company. They have contact with financial institutions, as well as preparing budgets, forecasts, analyses, reports, and statements are functions of this position. An aptitude for mathematics and a thorough knowledge of accounting practices are essential.**
4. EDP Supervisor **is in charge of all the electronic data processing (EDP) functions in the plant. Knowledge of computer programming and applications is essential.**
5. Cost Estimator **calculates the costs used to bid or price a job. Understanding all plant operations is essential. This person needs a sharp mind and must be able to calculate numbers well.**
6. Plant Manager **is responsible for the plant's manufacturing operations. Products must be on time, at the lowest possible cost to the company, at a level of quality acceptable to the customer. They are in charge of the safety and health of all employees.**

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7. Plant Superintendent **directs all manufacturing operations of the company as well as first-line supervisors. They make sure all equipment is working efficiently and kept in good condition.**
8. Production Manager **is the liaison between sales and production personnel. They direct traffic for all manufacturing tasks through the plant.**
9. Production Scheduler **sets up timetable for all jobs in an efficient and effective manner. After the job is in production, each phase must be recorded so the product can be traced at any phase of production.**
10. Quality Control Supervisor **sets standards for production and finished products. The job requires constant sampling to ensure consistent quality and to reduce waste or spoilage. Knowledge of quality control devices is imperative.**
11. Sales Manager **is responsible for establishing a profitable sales staff. They supervise sales activities, customer relations, and budgeting; set sales quotas and profit margins, and oversees sales services.**

SUPPORT PERSONNEL

1. Customer Service Representative **is the liaison between customers, management, and the sales force. Knowledge of job schedules and job progress is essential. Good interpersonal skills are necessary for this position.**
2. Sales Representative **require basic sales techniques, and knowledge of printing processes. They are the trusted advisor to the customer. They provide the greatest product or service for the customer's investment. Meeting and being accepted by people is a prime requisite for the position.**
3. Marketing Coordinator **markets the companies products or services profitably. Positions in marketing, advertising, and public relations are responsible for promotional activities, including identifying potential customers.**
4. Preflight Technician **is a person who works with computers and software application. This person is a troubleshooter. They go over files and identify problems with the file that could prevent the job from printing successfully.**
5. Color Specialist **works closely with the printer and the customer. A thorough knowledge for color theory as it relates to printing processes is essential.**

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6. Premedia Technician **perform a host of duties on powerful computers. Their job functions in electronic prepress include pre flighting, scanning images, electronic file repair, trapping, imposition, proofs, and plates.**
7. Web-to-Print E-commerce Manager **oversees the company's online sales and presence on the web. They are responsible for creating and updating all online information, ensuring the information is accurate. Also they work as the web designer and is responsible for creation of marketing materials.**
8. Cross-media/Multimedia Developer **Generate and manipulate images, both video and audio, into multimedia applications. Including interactive training, data presentation, and entertainment and educational products. They prepare a variety of images and manages the development and implementation of the products.**

Step 2:

Using one of the careers from step 1 and the internet, you are going to create a poster about the career. Make sure to make a new folder under your name and call it Career Poster.

- Log onto a computer, and go to the website: www.careercruising.com
username: mattoon
password: greenwave
- Click on the 'Careers' tab
- Then 4 tabs will appear, click on '16 Career Clusters'
- Then click on 'Arts, A/V Technology & Communications'.
- Then 4 tabs will appear, click on 'Related Careers'

The poster can be created in Adobe Illustrator or Photoshop 18"x24" or 24"x18", it should contain a background, appropriate graphics, and have the following information:

1. Name of career
2. Job Description
3. Working Conditions
4. Earnings (Entry, Median, and Experienced)
3. Education

CHAPTER 2 - ASSIGNMENT 1

4. Site your source using a QR code to link to the web url.

To create the QR code:

- Go to <http://www.visualead.com> and sign up for an account (its free).
- Then create your QR code, follow the website directions as it takes you through to create a QR code. Make sure to copy (command or apple + c) the URL from where you found your information and paste it (command or apple + v) to make your QR code. Once you create the QR code, download it and put it on your poster.

After you have all the information and images in your poster, make sure to spell check your work.

Print your poster to the ColorQube on letter size paper, fit to page. When it comes out, make sure you proofread it again. Then using both rubrics, grade yourself on your poster. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then make it into an Adobe Acrobat PDF and save it in your Career Poster folder.

Then turn in All of Assignment 1 with your perfectly printed poster with your graded rubric into the period box. You can staple it together or put it into a sheet protector.



IGC I. 96, 99; IGCC 38, 40, 49, 51, 52; GDA 1, 2, 3; GDB 4, 5, 6, 7, 8, 13; GDDD 62; GDDE 67, 69, 71; GDF 76, 77; DFPOB 13, 15, 18, 19, 32, 33, 34; DFPOC 42, 43, 44, 54, 58, 59, 70, 71, 72, 74, 75, 76,

Name: _____

Graphic Communication Careers Poster Rubric

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Self Score	Teacher Score
Assignment Step 1: Briefly summarize each graphic communication career.	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment: Step 2: Choose a career from step 1 and create a poster with the name and description of that career, working conditions, earnings, education, and QR code to link to the source.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 2.		
	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Self Score	Teacher Score
Elements & Principles of Design	Demonstrate mastery of all of the following: elements and principles of design, pleasing to the eye.	Demonstrate mastery of some of the following: elements and principles of design, somewhat pleasing to the eye.	Demonstrate mastery of none of the following: elements and principles of design, not pleasing to the eye.		
Typography	Demonstrate mastery of all of the following: type attributes, type alignments, paragraph formatting. All fonts are readable and legible.	Demonstrate mastery of some of the following: type attributes, type alignments, paragraph formatting. Some fonts are readable and legible.	Demonstrate mastery of none of the following: type attributes, type alignments, paragraph formatting. No fonts are readable and legible.		
Professional Software	Demonstrate mastery of all of the following: illustration software, photo editing software, page composition software.	Demonstrate mastery of some of the following: illustration software, photo editing software, page composition software.	Demonstrate mastery of none of the following: illustration software, photo editing software, page composition software.		
Copyright	Demonstrate knowledge of copyright, ethics, and intellectual property rights. All graphics and images are royalty free. (not copyrighted)	Demonstrate some knowledge of copyright, ethics, and intellectual property rights. Some graphics and images are royalty free. (not copyrighted)	Demonstrate no knowledge of copyright, ethics, and intellectual property rights. No graphics and images are royalty free. (not copyrighted)		
Image Editing	Demonstrate mastery of all of the following: Correctly download from a clipart website or CD and scale a digital image at the correct resolution.	Demonstrate mastery of some of the following: Correctly download from a clipart website or CD and scale a digital image at the correct resolution.	Demonstrate mastery of none of the following: Correctly download from a clipart website or CD and scale a digital image at the correct resolution.		
Digital Printing	Demonstrate mastery of all of the following: Correctly output the file to the correct digital printer.	Demonstrate mastery of some of the following: Correctly output the file to the correct digital printer.	Demonstrate mastery of none of the following: Correctly output the file to the correct digital printer.		
File Saving, Storage, Preflighting, and PDFs	Demonstrate mastery of all of the following: Correctly named and saved the final project in its native format and as a high resolution PDF in the correct location.	Demonstrate mastery of some of the following: Correctly named and saved the final project in its native format and as a high resolution PDF in the correct location.	Demonstrate mastery of none of the following: Correctly named and saved the final project in its native format and as a high resolution PDF in the correct location.		
Grammar and Proofreading	Demonstrate mastery of all of the following: keyboard typing proficiency; use of digital dictionary; spell checker; automatic hyphenation, and keyboard shortcuts. No errors.	Demonstrate mastery of none of the following: keyboard typing proficiency; use of digital dictionary; spell checker; automatic hyphenation, and keyboard shortcuts. Some errors. (one to two)	Demonstrate mastery of none of the following: keyboard typing proficiency; use of digital dictionary; spell checker; automatic hyphenation, and keyboard shortcuts. Many errors. (three or more)		
			Total Points		
Consistently	50 - 74				
Sometimes	25 - 49				
Not Yet/Rarely	24 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
Work Habits					
Managing Time Wisely	Student uses time given to meet classroom objectives/ expectations	When prompted the student uses time given to meet classroom objectives/ expectations	Takes much effort on the part of the teacher to motivate student to use time given to meet classroom objectives/ expectations		
Giving Effort	When given a task or assignment, the student puts forth effort to follow directions, work neatly, and works to the best of their ability	When prompted the student puts forth effort to follow directions, work neatly, and works to the best of their ability	Takes much effort on the part of the teacher to motivate student to put forth effort to follow directions, to work neatly, Teacher may have to ask student. Work not completed and needs to revise.		
Perseverance	The student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	With prompting, student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	Takes much effort on the part of the teacher for the student to utilize their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.		
Respect					
Respecting Others	Student respects the right of others to learn, teach, and grow.	Student has displayed actions that show signs of disrespect to others	Student has been disrespectful often or does not appear remorseful when authority figure has talked to student about their disrespect.		
Managing Behaviors and Emotions	Student identifies and manages behaviors and emotions	Student sometimes has trouble identifying and managing behaviors and emotions	Student often has trouble identifying and managing behaviors and emotions		
Responsibility					
Following Directions	When given class expectations (written and /or oral) the student follows directions	When given class expectations (written and /or oral) the student follows directions most of the time without re-teaching or redirecting.	Student does not follow directions or needs re-teaching often.		
Completing Tasks on Time	When provided a task or assignment, the student completes work on time.	When provided a task or assignment, the student does NOT complete work on time.	Student turns in many assignments late or not at all.		
Supplies	Student brings necessary materials to class and utilizes them all supplies appropriately while keeping their work area neat and organized.	Student does not always bring necessary materials to class and/or does not always utilize all supplies appropriately while keeping their work area neat and organized or is messy but cleans up area.	Student does not brings necessary materials to class or does not utilizes all supplies appropriately while keeping their work area neat and organized. Examples : Student needs duplicates of materials frequently, borrows things without returning them		
Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc...	Student is absent often and makes little attempt to make up work or come in extra to catch up.		
			Total Points		

Consistently	19 - 27
Sometimes	10 -18
Not Yet/Rarely	9 or less

TEACHER NOTES:

Read the introduction out loud.

This is a 5 step project.

Step 1-3 should be done today.

Step 1 is to fill out the graphic organizer about work ethics.

Step 2 is to define work ethics in your own terms. Then read the article, explain how those terms from the article relate to this class.

Step 3

Define terms related to work ethics.

Step 4 You will be divided into a group to come up with a “script” for a role-play that illustrates good work ethic in the workplace. Should be done tomorrow.

Step 5 Individually you will write terms that illustrate good work ethic in the classroom. Then as a class we will select 6-8 terms to use in the classroom and define characteristics for those terms.

Then you are going to use a pencil and grade yourself using the rubrics. You will be grading yourself on your project and on your process grades.

CHAPTER 2 - ASSIGNMENT 1

Good Work Habits **KEY**

BASIC SKILLS



TECHNOLOGY



WRITING



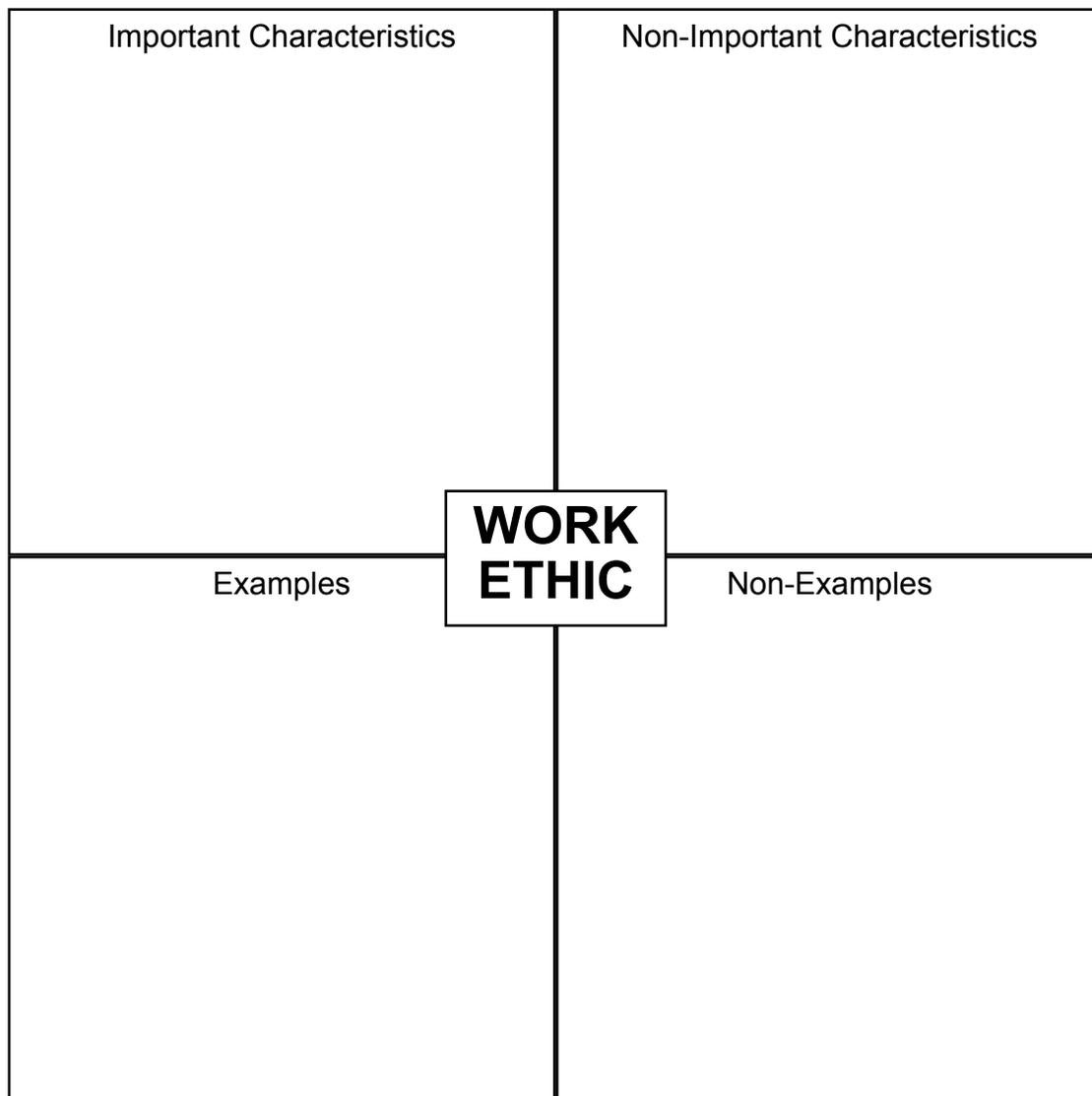
CRITICAL THINKING

DIRECTIONS

Step 1:

Using the graphic organizer below, identify important characteristics of work ethic and non-important characteristics of work ethic.

- List five characteristics of a good work ethic
- Provide examples of what a good work ethic looks like in the workplace



CHAPTER 2 - ASSIGNMENT 2

Step 2:

1. What is work ethic? **A belief in the benefit and importance of work and its ability to strengthen character.**

Read the following article:

This reading was taken from: <http://smallbusiness.chron.com/ve-characteristics-good-work-ethic-10382.html> (Lexile: 1390)

Five Characteristics of a Good Work Ethic

While some individuals try to get by doing as little work as possible, others possess a dedication that leads them to give it their all every day. People who possess a strong work ethic embody certain principles that guide their work behavior, leading them to produce high-quality work consistently and without the prodding that some individuals require to stay on track.

Reliability

Reliability goes hand in hand with a good work ethic. If individuals with a good work ethic say they are going to attend a work function or arrive at a certain time, they do, as they value punctuality. Individuals with a strong work ethic often want to appear dependable, showing their employers that they are workers to whom they can turn. Because of this, they put effort into portraying -- and proving -- this dependability by being reliable and performing consistently.

Dedication

Those with a good work ethic are dedicated to their jobs and will do anything they can to ensure that they perform well. Often this dedication leads them to change jobs less frequently, as they become committed to the positions in which they work and are not eager to abandon these posts. They also often put in extra hours beyond what is expected, making it easy for their employers to see that they are workers who go beyond the rest of the workforce and truly dedicate themselves to their positions.

Productivity

Because they work at a consistently fast pace, individuals with a good work ethic are often highly productive. They commonly get large amounts of work done more quickly than others who lack their work ethic, as they don't quit until they've completed the tasks with which they were presented. This high level of productivity is also due, at least in part, to the fact that these individuals want to appear to be strong workers. The more productive they are, the more beneficial to the company they appear to those managing them.

Cooperation

Cooperative work can be highly beneficial in the business environment, something that individuals with a strong work ethic know well. Because they recognize the use-

CHAPTER 2 - ASSIGNMENT 2

fulness of cooperative practices -- such as teamwork -- they often put an extensive amount of effort into working well with others. These individuals commonly respect their bosses enough to work with any individuals with whom they are paired in a productive and polite manner, even if they do not enjoy working with the individuals in question.

Character

Those with a good work ethic often also possess generally strong character. This means they are self-disciplined, pushing themselves to complete work tasks instead of requiring others to intervene. They are also often very honest and trustworthy, as they view these traits as being the high-quality employees they seek to become. To demonstrate their strong character, these workers embody these positive traits daily, likely distinguishing themselves from the rest.

2. What specific characteristics and examples relate to this class? **All**

Step 3:

Write down what you think each word means:

1. Tenacity: **the quality or fact of being very determined; determination.**
2. Hard Work: **a great deal of effort or endurance.**
3. Excellence: **the quality of being outstanding or extremely good.**
4. Punctuality: **the fact or quality of being on time.**
5. Self-Directed: **showing initiative and the ability to organize oneself.**

Step 4:

You will be divided into a group to come up with a “script” for a role-play that illustrates good work ethic in the workplace. Using Microsoft word, type up your script. The role-play should provide specific examples of what good work ethic looks like in the workplace. Each role-play should be between 1-2 minutes long, provide specific examples for at least two of the characteristics of good work ethic from the reading and involve all group members.

CHAPTER 2 - ASSIGNMENT 2

Step 5:

1. Individually, have students create a list of characteristics that demonstrate good work ethic. The characteristics can come from the reading, the role-plays, or others that have not been listed. **Answers will vary.**
2. After the class picks 6-8 terms that illustrate a good work ethic in the classroom. Write down those terms and write a descriptor of what that characteristics looks like in the classroom. For example:
 - Attendance: attends class each day, is not tardy; notifies teacher in advance of planned absence.

Answers will vary.

CHAPTER 2 - ASSIGNMENT 2

Name: _____

Work Ethics Rubric

You will be graded on the following standards:

Objectives	Exemplary 8-10	Needs Minor Revisions 5-7	Needs Substantial Revisions 4-0	Self Score	Teacher Score
Assignment Step 1: graphic organizer	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment: Step 2: Defined work ethics and how it relates to the class	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 2.		
Assignment: Step 3: Defined terms	Correctly completed All of step 3.	Somewhat completed step 3.	Did not complete step 3.		
Assignment: Step 4: Created a script about work ethics	Correctly completed All of step 4.	Somewhat completed step 4.	Did not complete step 4.		
Assignment: Step 5: Listed work ethics related to the class with descriptors	Correctly completed All of step 5.	Somewhat completed step 5.	Did not complete step 5.		
Consistently	40 - 50		Total Points		
Sometimes	25 - 39				
Not Yet/Rarely	24 or less				

Name: _____

Process Grades

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Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc...	Student is absent often and makes little attempt to make up work or come in extra to catch up.		
			Total Points		

Consistently	19 - 27
Sometimes	10 -18
Not Yet/Rarely	9 or less

TEACHER NOTES:

I usually have the students take the pretest on a Monday.

Unfortunately, review game zone only offers to keep track of the students scores if you pay for it. So if you want to just walk around and observe who is doing well and who isn't. I just write down a list of students that need to do more to understand the material.

The students that need enrichment get to play a game to earn candy.

CHAPTER 2 - PRETEST

1. Log onto a computer and go to the following website:

- <http://reviewgamezone.com/index.php>

2. On the right side it has a box that has 'Games by ID#' type in 38149.

3. To get started, select a game from the list below and test your knowledge on 'Graphic Communicaiton Careers'.

4. If you did not do well, print out the study guide from the website and review again.

5. Go to: <http://tinyurl.com/yahxrw72>
or scan QR code:

