**1 Hobbies, free time, sports and games**

**Video game designer: job description**

The games industry rivals the movie industry in value and is evolving all the time. Now is an ideal time to put all those hours spent zapping aliens to good use and design video games.

**What does a video game designer do?**

Video game designers, also known as games designers, design games for a variety of formats, such as consoles, wireless applications, the internet and mobile phones. They decide on the overall design and purpose for the game but many also specialise in one aspect of the design, such as the story line, characters or layout. Lead designers coordinate the design aspects. A game mechanics designer works on the balance of the game and its rule system. The environmental designer creates the different scenarios and environments of the game. Designers have a different role to that of video game developers , who take designers' concepts and write the code to make them into a game that can be played.

**The work of a games designer typically involves:**

* Coming up with new and appealing game ideas
* Developing gameplay ideas
* Experimenting with themes and genres
* Developing plots and storylines
* Developing characters
* Developing maps, scenarios, and levels of difficulty
* Coming up with ways of winning and losing the game
* Developing user interface (menus and controls) concepts
* Improving existing games

Creativity, innovation and technical know-how and experience are all-important in the games world. While games are primarily made for entertainment, there can be real-world uses for some of the software and hardware developed, such as:

UK-based studio Glitchers developed a mobile game that is being used to help scientists gather data to diagnose dementia

The US Navy has used Nintendo’s Wii Fit game for physical therapy

A number of applications and scenarios are being developed for Microsoft’s gaming peripheral the ‘HoloLens’ including the trading floor at stock markets and jet propulsion design at NASA

**Key skills for video game designers**

* Creativity
* Artistic vision
* A passion for video games
* Storytelling ability
* Wide-ranging knowledge of gaming trends
* Strong analytical frame of mind
* Excellent programming skills
* Ability to work as part of a team

*https://targetjobs.co.uk/careers-advice/job-descriptions/video-game-designer-job-description*

**2 Housing and living**

**Core features to build a website for real estate agents**

We’ve analysed websites of popular realtors and made a list of core features each of them has. There are **several principles of effective web design** you should follow no matter what: customer-centred approach, responsiveness, and mobile-friendliness.

**Property listings**

Without this feature, your platform won’t be different from other websites.

In order to allow clients to check available offers once they visit your site, you can embed listing on your homepage layout.

To show off your expertise, it’s nice to include the information about closed deals.

Another great idea is to add some features enabling users to save properties they like as favourites or hide homes they don’t like.

**Visuals**

Eye-catching photography is what creates the overall atmosphere and encourages prospects to buy.

Have you ever been in the quest of your ideal home? Remember the feelings you had when you finally found it? As usual, the first impression is everything and you will never get the second chance to make it. That’s why it’s critical that your real estate platform has professional high-res photos of properties for sale and lease.

What’s more, you can opt for video content and add it to the main block of your Homepage.

**CTAs and lead capture forms**

Another trick in our list of “How to build a real estate website for agents? is catching CTAs and enticing subscription forms.

The first element should be easy to find and clear to understand.

When designing the Home page and internal pages remember that there should be no more than two call-to-actions on each page.

All the links and buttons should be clickable and lead to proper pages.

To create a real estate website that will satisfy even the most demanding users, try to mimic such a hot web design trend as natural shapes and transparent buttons.

As for lead forms, make them as short as possible and add a promise encouraging users to fill them in. It can be a free e-book, quote or newsletter in exchange for user emails.

**Simple menu**

We believe that complex menus don’t work for agents’ online presences.

As you’re not aimed at creating a big real estate directory, then it’s not worth building multi-level drop-down menus.

All you need is to add several elements: Home, Lettings, Valuation, About us, Blog, Contact, and – voila – you’re done!

*https://justcoded.com/blog/how-to-build-a-website-for-a-real-estate-agent/*

**3 Food, cooking, eating out**

**Food delivery apps**

**What are food delivery apps?**

Food delivery apps are a type of restaurant delivery/ takeout software that connects consumers with local restaurants, grocery stores, convenience stores, etc., by providing a convenient way to order food that's delivered to their doorstep. Restaurant delivery/takeout software offers users more control over the delivery process. Consumers can dictate when and where they would like a product to be delivered as well as track the delivery process end to end.

**Basic elements of a food delivery app**

The format for an application in restaurant delivery/takeout software can vary, but a complete food delivery app will include the following elements:

* **Push notification features:** This feature allows businesses to send messages directly to a customer’s computer or mobile device. It helps businesses remain connected with customers, staying top of mind, and notifying consumers of any discounts to drive more activity to the app.
* **Loyalty and rewards programs:** Loyalty and rewards programs are a large part of retaining and growing users on food delivery apps. These products often have reward programs and monthly subscription plans where customers receive perks and coupons rewarding loyal customers. Most food delivery apps also offer first-order promotions, free delivery, discounts, and referral programs to incentivize new and returning customers. Restaurants can also host their own promotional opportunities on the app for loyal customers.
* **Reviews and ratings:** Reviews and ratings are an important feature of food delivery apps, as it helps restaurants understand their customers better and gain insights. Oftentimes, this feedback is what either drives or deters new customers from ordering from a business.
* **Order management:** Order management is an essential feature to keep a restaurant running smoothly. Restaurants are able to see a queue of orders that have been placed and are able to update order statuses accordingly. This feature also includes real-time updates on cancelled orders, orders out for delivery, and completed orders.
* **Content management functionality:** Content management allows restaurants to easily manage and modify their banners, menus, pricing, discount offerings, etc., hosted on their page.
* **Point of sale (POS) integration:** Most delivery apps offer POS integration which allows restaurants to streamline all the customer ordering data in one place. This is essential as partnering with delivery apps creates an additional stream of sales that would need to be accounted for and aggregated with the rest of the restaurant’s ordering data to manage sales data in one place.

*https://www.g2.com/glossary/food-delivery-app-definition*

**4 Holidays in the Czech Republic and in English speaking countries**

**Building an app using API**

**How to build a Public Holiday App using Public Holiday API?**

Today, I am building a public holiday application that will provide you with all the available public holidays in the United States. So without any further ado, let’s jump in!

**Stack**

We need to choose a stack first to build this application. I have decided to go with the Jamstack.

I am going to use Next.js for the frontend and TailwindCSS for the styling.

If you don’t know about Next.js, it is a JavaScript framework built on top of React and provides features like server-side rendering, static site generation, etc. Tailwind is a CSS framework that provides utility classes to speed up the development process.

**Choosing The API**

Let’s find an API that we can use to search for public holidays. Go to RapidAPI Hub and create an account if you haven’t already and then search for “holidays” in the search section.

You will see different search results related to holiday APIs. For this piece, I am using Public Holiday API.

It is a free API, so you do not need to subscribe to it. However, you will need your RapidAPI key. Go ahead and save the *x-rapidapi-key* so you can use it later.

**Building The UI**

You can create a Next.js boilerplate with TailwindCSS integrated by running the following command in your terminal. So let’s do that.

*npx create-next-app -e with-tailwindcss public-holiday-app*

This command is going to take a minute to set everything up. After generating the boilerplate, you will see a folder with the name *public-holiday-app* has been created. Open this folder in your preferred code editor. I will use VSCode for this project.

**Project Files**

When you open the project in your code editor, you will see the following directories and files in the root directory:

…

Before we move on to writing the code, open this file, and copy all of its content, then paste it inside the *tailwind.config.js* file in your project. These are some TailwindCSS configurations I have done specifically for this project. I have added some colors that you do not have by default with TailwindCSS and set some screen sizes.

Now let’s start writing the code. I am going to do it in steps so you can follow along.

*https://rapidapi.com/guides/build-public-holiday-app*

**5 The Czech Republic**

**Cyber security**

**The National Cyber Security Centre**

The National Cyber Security Centre (NCSC – NCKB in Czech) is the executive section of the National Cyber and Information Security and Agency (NÚKIB). The National Cyber Security Centre oversees:

* Prevention of cybernetic threats to critical infrastructure elements, basic service information systems, important information systems, and selected public administration information systems
* Resolution of and coordination of resolutions to cybersecurity incidents at critical infrastructure entities, operators of basic services, and public administration bodies
* Awareness and educational activities concerning cybersecurity
* Cooperation with national and international organizations that participate in securing cyberspace
* Organizing and participating in cyber security exercises at the national and international level
* Cyber security research and development
* Representing the Czech Republic in cooperation with the Director’s Office at international organizations active in cybersecurity
* Evaluating cybersecurity risks and taking the appropriate corrective and preventive measures
* Fulfilling international obligations and cooperating at the international level in implementing regulations stemming from Czech membership in NATO, the EU, and other international organizations within its jurisdiction as part of the Agency’s security policy
* And more...

*https://www.nukib.cz/en/cyber-security/*

**The TikTok app poses a security threat**

08 March 2023

The National Cyber and Information Security Agency (NÚKIB) has issued a WARNING against a cybersecurity threat consisting of installing and using the TikTok app on devices accessing critical information and communication infrastructure systems, information and communication systems of essential services and important information systems. NÚKIB has issued this warning based on the Agency´s findings and information from partners. The Agency is concerned about potential security threat stemming from the use of TikTok primarily due to the amount of user data that is collected by the app as well as the way the data is handled. Such large-scale data collection is concerning due to the legal and political environment of the People's Republic of China (PRC), given that ByteDance, the developer and administrator of TikTok, falls under the legal jurisdiction of the PRC. The warning applies to authorities or persons which are obliged to implement security measures pursuant to the Cyber Security Act. The warning is in effect from the moment of posting on the notice board of the NÚKIB.

*https://www.nukib.cz/en/infoservis-en/news/1942-the-tiktok-app-poses-a-security-threat/*

**6 My region; My hometown/village**

**A mobile app for councils**

**What Bin Day - Waste mobile app for councils**

What Bin Day is the simplest way for residents to get waste collection information from their councils.

We offer mobile apps to residents and waste education technology for councils. What Bin Day Council Services is the simplest option to provide access to waste and recycling information.

Residents will love how easy it is to find waste information including collection schedules & events.

**Key features:**

* Completely free for residents
* Owned and operated by council, changes to waste providers can be managed easily.
* Tailored to each council not a copy-paste template.

**Customise the app**

Your custom app can be styled to match council brand guidelines and the look that you want. Everything from logos, colours and bin images can be changed based on your requirements.

* Branded to suit your council
* Bin types and colours modified to suit your council
* Custom features

**Manage and distribute advice on waste disposal**

It's so easy to educate residents about how to dispose of their waste properly with the What Bin Day mobile app. Waste materials can be searched and filtered in the mobile app so finding out what to do with your pizza boxes and glass bottles is a breeze.

* What goes in each bin
* Where residents can take hazardous and dangerous waste
* Waste Transfer stations, opening hours etc

**Keep in touch with your residents**

What Bin Day provides the ability to broadcast messages to your residents when you need to quickly get the word out about changes to service. Messages can be composed from the administration portal and immediately sent to the device of your residents that have downloaded the What Bin Day app.

Broadcast messages are fantastic for easily announcing ad hoc pick ups, interruptions to service or emergency notifications.

**Promote any service that you want to offer**

The What Bin Day platform goes beyond just informing residents about your waste collections. It also gives you an opportunity to promote other services for your residents to take advantage of.

Services can also promote affiliates and partners that your residents may not know about, such as mobile phone recycling or skip bin hire. There is no limit to the type of service offered by your council that can be included in the What Bin Day app.

*https://whatbinday.com/index.php*

**7 Prague and UNESCO sites in the Czech Republic**

**7 Must-Have Apps For Visiting Prague**

**Transportation: Pubtran**

Although there are several public transportation apps available, this is the most popular one among both locals and visitors. It’s also very intuitive and easy to use: you simply enter your starting station/stop and the station you want to reach, and you’ll get the best options to get you there. Pubtran will offer tram/metro/bus options and combinations – whatever is the fastest way to get you where you’re going. Once you’re shown a route, you can also see how many stops there are between the two points and what time you’ll arrive, so you can plan things accordingly.

**Getting directions: Mapy.cz**

Mapy is a sort of local version of Google Maps – only much better. Mapy allows you to enter any address and shows you how to walk there. If your phone’s GPS is on, it will also show where you are, so you can follow the path. And while Mapy is great for finding places in any city in the Czech Republic, it’s even better if you go hiking or mountain biking (yes, it includes biking trails). Download the actual map to your phone, and you don’t even need an internet connection for the app to work.

**Finding your next beer: Pivní Deníček**

In a country where beer reigns, it’s perhaps no surprise that there’s a specific app to help you find your next drink. No matter where you are, just open the app and see what bars are around, which beers they’re serving, and how much they’ll cost you.

**Getting a ride: Liftago**

While there are many taxi companies in Prague, a good number of them have a less than stellar reputation. A major complaint about Czech taxis is that they overcharge you, which is why Liftago is a very good choice. The app allows you to enter your destination and then shows you an estimated price, the route, and how long it will take to get there.

**Transportation, part II: Prague SMS Ticket**

Forgot to buy a ticket to ride the tram or metro? You can buy one with just one click through this app, no extra charge.

**Learning the language: Learn Czech. Speak Czech**

Czech is a very difficult language to learn, but that doesn’t mean you can’t learn a few words here and there. And while most people in tourist areas speak English, not everybody on the street does (especially the older generations), so knowing how to say a few simple sentences can get you a long way.

**Learning the language: Learn Czech. Speak Czech**

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*https://theculturetrip.com/europe/czech-republic/articles/7-must-have-apps-for-visiting-prague/*

**8 Travelling and tourism**

**TripAdvisor Review**

TripAdvisor is one of the most useful resources for travel because of how many reviews it has for accommodations all over the world. If you need to know whether using TripAdvisor will be helpful to your travel planning, read our breakdown of the pros and cons of the travel information website below:

**Pros**

* **The reviews** – One of TripAdvisor’s best features — and the reason it became such an established travel website — is the collection of reviews the website has. Users from all over the world have reviewed accommodations and locations based on their own, real experiences.
* **Real images from real travellers** – Along with reviews, TripAdvisor allows its users to share photographs of their own experiences. How many times have you booked a stay at a hotel or resort, and then when you arrived, your room looked nothing like the pictures that were on the website? TripAdvisor fixes this by allowing travellers to add their own photos, so you get a much more realistic impression of where you are going before you book!
* **Variety of information** – TripAdvisor offers insight into many different aspects of your travel. You can learn every detail about your accommodations or the city you’ll be traveling to. TripAdvisor even has travel guides to help you decide what to do when you reach your destination! You can do a lot of research before you book, which greatly increases your chance of making a good decision when you finally choose to book.

**Cons**

* **Who is contributing?** – Though one of TripAdvisor’s best features is the millions of reviews it has on various properties, literally anyone with Internet access and an email address could contribute a review. There is no way to know how truthful any one review is, and it is even possible that property owners add positive reviews for their own accommodations to boost the ratings.
* **Not an advanced booking website** – The ability to book right on TripAdvisor is a newer feature of the website, and is therefore not quite as extensive as it is on other booking websites. To guarantee that you get the best prices and deals, you may want to use a more established booking website.

TripAdvisor.com is a great resource for travel, and can help any user make more educated decisions prior to booking their accommodations. With the website’s many reviews, photos, and traveler experiences, you can get a much more detailed feel for your accommodations before you get there. Never again will you be disappointed by a resort because it was greatly misrepresented on their website. Mold and mildew in your hotel room shower? No way; the person that stayed at that hotel before you warned you about it.

Though there is much to be learned, you should always exercise caution when reading reviews and stories. Keep in mind that anyone can post a review – including property owners disguised as guests. Ensure that you read as many reviews as possible, and be aware of the possible dangers of using travel and booking websites. For more tips on safety, visit our article on how to use TripAdvisor safely.

*https://techboomers.com/t/tripadvisor-review*

**9 The United Kingdom and London**

**Computer Graphics**

**What is computer graphics?**

Computer graphics refers to a technology that generates images on a computer screen. It’s used in digital photography, film and television, video games, and on electronic devices and is responsible for displaying images effectively to users. Think of computer graphics as the intersection of design and computer science, with the purpose of delighting and engaging audiences.

You can find examples of computer graphics in action all around you. Some examples include blockbuster films, such as the 2009 film Avatar, which depicts the Na’vi species using facial motion capture technologies, images and icons you see on your smartphone when you open mobile applications, and data presentations like charts and graphs you might come across in your line of work.

**Types of computer graphics**

**Raster graphics** A raster graphic is essentially a 2D image composed of rows and columns of square pixels. Each pixel contains information about color and hue. When combined, pixels form a coherent image.

**Vector graphics** A vector graphic is made up of shapes and lines. Mathematical formulas determine how the shapes and lines relate to each other, so that you can scale vector graphics larger or smaller in size without distorting the shape or resolution.

**CGI, or computer-generated imagery**, turns 2D vector graphics into 3D representations and converts them into raster images. CGI is used in TV, film, or video games to depict characters, scenes, and special effects.

**Interactive computer graphics** Interactive computer graphics allow a user to tell a computer how to generate an image. Here’s a sampling of what you can do in interactive computer graphics:

* Add automatic zooming on an interactive scrolling interface to improve scan of a 2D information space.
* Add automatic adjustments to digital sketch programs to easily record ideas in 2D using digital ink.
* Add a dragging feature to clothing animations to improve the experience of adding clothes to 3D characters.
* Use motion files from a 3D animation database to generate moving characters from stick figure drawings.
* Design indoor lighting using a painting interface to control a robotic lighting system.

**Non-interactive computer graphics** In contrast to interactive computer graphics, non-interactive computer graphics do not allow users to determine how images are generated. Examples of non-interactive computer graphics include images for a website or mobile application and 3D animation and CGI in film.

*https://www.coursera.org/articles/computer-graphics*

**10 The USA**

**Silicon Valley**

**What Is Silicon Valley?**

The term Silicon Valley refers to a region in the south San Francisco Bay Area. The name was first adopted in the early 1970s because of the region's association with the silicon transistor, which is used in all modern microprocessors. The area is notable for the vast number of technology companies that are headquartered there.

As such, Silicon Valley is a global hub for technological innovation, where hundreds of companies call it home. It is also known for being a center for innovation, entrepreneurial spirit, and a lifestyle founded on technologically based wealth.

The term Silicon Valley was first used by Electronic News on its Jan. 10, 1971, cover. It was part of a three-part series written by journalist Don Hoefler, who was covering the history of the semiconductor. The term slowly expanded to include and be associated with technology, especially big tech.

The region's largest city is San Jose. It's also home to Stanford University and several state university campuses. This academic presence has helped fuel a rich research and development (R&D) synergy throughout the Valley.

The mere mention of Silicon Valley often conjures up ideas of research and innovation for many people. And that should come as no surprise since it is the world's largest hub for technology. Some of the world's largest tech companies were started and are based there. It shouldn't be a shock, though, that Silicon Valley is also one of the richest areas in the world as there were 85 billionaires reportedly living in the area as of 2021.

* Silicon Valley is a global center of technological innovation located in the South San Francisco Bay Area of California.
* The area was named after the primary material found in computer microprocessors.
* Silicon Valley is home to dozens of major technology, software, and internet companies.
* Some of the major companies in the region include Apple, Alphabet's Google, Chevron, Meta, (formerly Facebook), and Visa.
* It is one of the wealthiest regions in the world and one of the hottest real estate markets.

*https://www.investopedia.com/terms/s/siliconvalley.asp*

**11 Canada**

**Adobe Illustrator**

Adobe Illustrator is a software application for creating drawings, illustrations, and artwork using a Windows or MacOS computer. Illustrator was initially released in 1987 and it continues to be updated at regular intervals, and is now included as part of the Adobe Creative Cloud. Illustrator is widely used by graphic designers, web designers, visual artists, and professional illustrators throughout the world to create high quality artwork. Illustrator includes many sophisticated drawing tools that can reduce the time need to create illustrations.

**How Adobe Illustrator is Used**

Adobe Illustrator is used to create a variety of digital and printed images, including cartoons, charts, diagrams, graphs, logos, and illustrations. Illustrator allows a user to import a photograph and use it as a guide to trace an object in the photograph. This can be used to re-color or create a sketch-like appearance of a photograph. Illustrator also makes it possible to manipulate text in many ways, making Illustrator a useful tool for creating postcards, posters, and other visual designs which use text and images together. Illustrator’s ability to place text around a curve is especially useful for artists creating logos. Illustrator is also used in designing mock-ups which show what the website will look like when it’s completed, and creating icons used within apps or websites.

**Illustrator and the Creative Cloud**

Illustrator is included with Adobe Creative Cloud subscriptions but can also be licensed independently. Because it is part of the Creative Cloud artwork from Illustrator can be shared with other Adobe Creative Cloud applications including After Effects, InDesign, Photoshop and Premiere Pro. For example, users often create an initial piece of artwork in Illustrator and then import the artwork into Photoshop or After Effects. Illustrator user can also create an image and export it to InDesign to include it within a book or magazine. Users also export an Illustrator image to After Effects to create an animation of the image. Similarly, artwork can be imported from Photoshop into Illustrator, where a final design can be assembled, mixing text, illustrations, and the imported image.

**Vector Graphics in Adobe Illustrator**

One of Adobe Illustrator’s most important features is that the quality of artwork created using Illustrator is independent of the resolution at which it is displayed. This means that an image created in Illustrator can be enlarged or reduced without sacrificing image quality.

*https://www.agitraining.com/adobe/illustrator/classes/what-is-adobe-illustrator*

**12 Australia and New Zealand**

**Cryptocurrency**

**Cryptocurrency – meaning and definition**

Cryptocurrency, sometimes called crypto-currency or crypto, is any form of currency that exists digitally or virtually and uses cryptography to secure transactions. Cryptocurrencies don't have a central issuing or regulating authority, instead using a decentralized system to record transactions and issue new units.

**What is cryptocurrency?**

Cryptocurrency is a digital payment system that doesn't rely on banks to verify transactions. It’s a peer-to-peer system that can enable anyone anywhere to send and receive payments. Instead of being physical money carried around and exchanged in the real world, cryptocurrency payments exist purely as digital entries to an online database describing specific transactions. When you transfer cryptocurrency funds, the transactions are recorded in a public ledger. Cryptocurrency is stored in digital wallets.

Cryptocurrency received its name because it uses encryption to verify transactions. This means advanced coding is involved in storing and transmitting cryptocurrency data between wallets and to public ledgers. The aim of encryption is to provide security and safety.

The first cryptocurrency was Bitcoin, which was founded in 2009 and remains the best known today. Much of the interest in cryptocurrencies is to trade for profit, with speculators at times driving prices skyward.

**How does cryptocurrency work?**

Cryptocurrencies run on a distributed public ledger called blockchain, a record of all transactions updated and held by currency holders.

Units of cryptocurrency are created through a process called mining, which involves using computer power to solve complicated mathematical problems that generate coins. Users can also buy the currencies from brokers, then store and spend them using cryptographic wallets.

If you own cryptocurrency, you don’t own anything tangible. What you own is a key that allows you to move a record or a unit of measure from one person to another without a trusted third party.

Although Bitcoin has been around since 2009, cryptocurrencies and applications of blockchain technology are still emerging in financial terms, and more uses are expected in the future. Transactions including bonds, stocks, and other financial assets could eventually be traded using the technology.

*https://www.kaspersky.com/resource-center/definitions/what-is-cryptocurrency*

**13 The Environment**

**Sustainable IT: Ways IT Can Be More Green and Why It Matters**

Sustainability and IT are at odds. Server farms—the backbone of every internet search and every sent email—take up tons of resources. If you’ve ever wondered how your device got made or where your laptop goes when you recycle it, you’ll understand how much energy is spent and greenhouse gases (GHG) are emitted. Still, there are ways that both companies and individuals can be more sustainable when it comes to IT. Let’s take a look.

**How IT affects resources**

We’re all vaguely aware of how IT affects resources. In the office, desktops, laptops, and servers rely on constant energy sources. But it’s not just the consumption of resources—these devices are responsible for significant GHG emissions. This is particularly true at the beginning of a device’s life, when it is being built. In fact, 81% of the energy a computer requires over its lifetime is expended during the building phase.

Once the technology is in your office, though, the energy consumption doesn’t stop. Most devices generate heat, particularly servers, so additional energy is often required in order to cool computing equipment.

**Why sustainable IT matters**

Sustainability isn’t just a buzzword anymore; it’s a way of life the world will need to adopt to curb climate change. Sustainability refers to a number of practices, including reducing our reliance on certain energies, limiting our GHG emissions, and changing how we shop or commute.

Importantly, promoting your company for its sustainable efforts might not result in cheaper business processes, but doing the right thing is increasingly important for customers—so championing greenness can improve your brand’s image. (Global retailer Patagonia is a great example.) Note that sustainability shouldn’t be used merely as a marketing mirage; instead, sustainable practices should be incorporated in your business processes.

**Ways individuals promote green IT**

Of course, sustainable practices aren’t left entirely to companies. Individuals can reduce energy spent on their devices with these best practices:

* Set computers to sleep. Sleep is the lowest use of energy (besides powering down and unplugging). So, set monitors to turn off after 15 inactive minutes and hard disks even sooner: 5 minutes of inactivity. Your computer shouldn’t be awake after more than 30 minutes of activity.
* Upgrade to smart power strips. These smart strips cut down on vampire energy that computers, TVs, and peripheral devices all consume.
* Share printers. Whether at home or the office, consider how often printers are necessary. Who can you share with?
* Work remotely. Unless your daily commute is by foot (walking or biking), try working from home to reduce GHG emissions associated with commuting—with approval from your boss, of course.

*https://www.bmc.com/blogs/sustainable-it*

**14 Jobs**

**Video game developer: job description**

Video game developers take a designer’s concepts and build them into a playable game for users.

**What does a video game developer do?**

Video game developers, also known as games developers or video game programmers, write code for games for a variety of formats, such as PCs, consoles, web browsers and mobile phones. They take the video game designer’s ideas, drawings and rules, and turn them into a playable game with visuals and sound through writing code.

**The work of a games developer typically involves:**

* Looking at the design specifications of video game designers
* Writing code to turn the designer’s concepts into a playable game
* Using application program interfaces (APIs) – a set of pre-built commands that allow different softwares to interact
* Programming the game’s terrain
* Programming artificial intelligence for non-player characters within the game

PayScale research suggests that games developers and programmers can earn above £30,000, even in starting roles. Typical employers of video game developers are video game developing companies (known as video game developers and video game studios) and video game publishers. Vacancies are advertised online – by employers and on IT jobs boards such as IT Jobs Watch – as well as by recruitment agencies, careers services and by targetjobs.

Qualifications and training required

There are routes into video game development for university graduates. Other posts in related fields may be open to school leavers.

Graduates will require a degree in computer science, software engineering or a related subject. If you have an unrelated degree but are proficient in relevant programming languages and familiar with the gaming industry, you could also be eligible for entry-level positions. Work experience and a portfolio of work will become essential early on in your career in this very competitive industry.

School leavers may progress to video game development by undertaking an apprenticeship in software development or a related role. To find out how you can get into this career via a school leaver route see the IT section of TARGETcareers, our website for school leavers.

**Key skills for video game developers**

* Creativity
* A passion for video games
* Wide-ranging knowledge of gaming trends
* Strong analytical frame of mind
* Ability to work as part of a team
* Proficiency in programming languages, such as C# and C++

*https://targetjobs.co.uk/careers-advice/job-descriptions/video-game-developer-job-description*

**15 Media and modern technologies**

**Mobile phone**

A mobile phone is a wireless handheld device that allows users to make and receive calls. While the earliest generation of mobile phones could only make and receive calls, today’s mobile phones do a lot more, accommodating web browsers, games, cameras, video players and navigational systems.

Also, while mobile phones used to be mainly known as “cell phones” or cellular phones, today’s mobile phones are more commonly called “smartphones” because of all of the extra voice and data services that they offer.

**Techopedia Explains Mobile Phone**

The first mobile phones, as mentioned, were only used to make and receive calls, and they were so bulky it was impossible to carry them in a pocket. These phones used primitive RFID and wireless systems to carry signals from a cabled PSTN endpoint.

Later, mobile phones belonging to the Global System for Mobile Communications (GSM) network became capable of sending and receiving text messages. As these devices evolved, they became smaller and more features were added, such as multimedia messaging service (MMS), which allowed users to send and receive images.

Most of these MMS-capable devices were also equipped with cameras, which allowed users to capture photos, add captions, and send them to friends and relatives who also had MMS-capable phones.

Along with the texting and camera features, cell phones started to be made with a limited capability to access the Internet, known as “data services.” The earliest phone browsers were proprietary and only allowed for the use of a small subsection of the Internet, allowing users to access items like weather, news, and sports updates.

Eventually, phone makers started to engineer these phones to access the entire Internet, and webmasters for all sorts of businesses, government offices and other domain holders started to make web sites responsive to access by mobile phones. The trend, called “responsive design,” changed the face of the Internet, with mobile phone transactions making up a larger share of ecommerce sales and other activities.

On the device side, as companies continue to produce newer smartphones, two major operating systems have emerged. The Apple and Android operating systems are installed in the lion's share of new smartphones by various manufacturers.

With both of these operating system platforms, it has become routine for engineers to build hundreds of different types of functionality into modern smartphones through the design of mobile applications or “apps.” Application stores facilitate the purchase and use of these diverse applications.

*https://www.techopedia.com/definition/2955/mobile-phone*

**16 Literature**

**Digital Flipbooks**

**What’s a digital flipbook?**

A flipbook is an interactive, online HTML5 publication that has the look and feel of a real, page-turning publication (complete with page-turning sound effects, page shadows and more). Flipbooks are currently used to replace conventional digital PDFs and paper-based documents such as reports, presentations, magazines, catalogues, brochures, books and more. A digital flipbook looks and feels exactly like a printed publication with pages that can be flipped and turned - without the cost of printing!

**Flipbooks also have many interactive features:** the ability to add YouTube videos, lead capture forms, news banners & advertising, pictures and links, SEO optimization, design customization, built-in statistics, embedding and more.

**Flipbook software** transforms PDFs into HTML5 flipbooks that have the look of a real, page-turning publication.

**Magazines & Ebooks**

Flipbooks are used for publishing online magazines and eBooks due to their "real-feel" page-turning effect and their responsive clarity & sharpness on all screens and devices. Easy to edit and distribute, flipbooks are used for fashion and lifestyle magazines, cookbooks, children's books, university admissions books, scholarly journals, etc.

**Catalogues & Brochures**

Flipbooks are also used in e-commerce for digital product catalogues & brochures. These flipbooks can easily be sent to prospective customers via a simple, clickable link - which opens the publication instantly (flipbooks have no upload or download time). Accessible across all devices, digital brochures are utilized by companies to create low-cost, engaging marketing deliverables that promote their business to a larger audience.

**What is the difference between a PDF and flipbook?**

A PDF is a file which is edit-protected and formatted to always display the way it was originally designed. PDFs only allow for time-consuming scrolling up and down in the document and a text search function. They are also difficult for search engines like Google to index.

On the other hand, a flipbook is a digital publication that is formatted to look like a real publication with a page-turning effect, a shadow in the middle and even a page-flipping sound. **It is responsive and available across all devices** which makes it much easier for the user to navigate through in comparison to the PDF. Additionally, internal links to other pages in the flipbook can be inserted to facilitate navigation and enhance the user experience.

*https://www.paperturn.com/flipbook/what-is-a-flipbook*

**17 Film and music**

**Event Ticketing System**

An event ticketing system is a feature within the event management platform that allows event organizers to sell and manage their tickets. It makes the whole process of buying tickets more convenient and efficient for attendees, and also for organizers to track ticket sales.

**Here are some of the reasons why you need one for your events:**

* Ticket sales anywhere and anytime: An event ticketing system allows attendees to buy tickets anywhere and anytime, removing the need for in-person transactions or physical tickets.
* Improves attendees’ experience: An event ticketing system can offer customizable ticketing options, such as VIP or group tickets, enhancing the attendee experience.
* Increases sales with different tools: A user-friendly ticketing system can help increase ticket sales by offering different promotional tools, such as promo codes, discount codes, and add-ons.

**Must-have features to look for when choosing a ticketing solution**

Now that you know what an event ticketing system is, let’s see what features you should look for when choosing one because there are a few options to choose from, which could make it difficult for you to make a decision.

* **Secure payments:** you should look for an event ticketing system that provides security and protects attendees’ overall information.
* **Customization:** It should offer customization, whether we’re talking about the event page branding itself, or different ticket types and pricing options.
* **User-friendly:** Should have an easy-to-use interface to simplify the way attendees make the purchase. The more steps it has, the less likely to be converted into a sale.
* **Mobile-friendly:** The event ticketing system must be optimized for mobile, as well as give the possibility to display the tickets of the participants at check-in on their own smartphones.
* **Ticket Data:** The ticketing system or event management platform you will rely on must provide real-time data on ticket sales, and attendance rate as well as other metrics to assist in your decision-making processes.
* **Marketing and Communication:** Should also offer tools such as email marketing, and social media integrations to help you communicate and promote your event.
* **Integrations with CRM Tools:** Maybe you’re used to a specific CRM tool that you simply don’t want to give up. Figure out if it’s capable of integrating these tools so you can provide a seamless experience.

*https://beamian.com/event-ticketing-why-you-need-the-right-solution/*

**18 Education**

**“Don’t Let it Pass” webpage**

**Students launch “Don’t Let it Pass” webpage to stop bullying**

Bullying in Czech schools is on the rise. Although statistics indicate that more than half of Czech primary and secondary school students have either experienced or witnessed bullying, some schools remain in denial, claiming they don’t have a problem. Two years ago, three high school students took the matter into their own hands, setting up a web page where students or victims of bullying can report the abuse and get help.

Over that time 1600 schools joined in the **“Don’t Let it Pass”** project and hundreds of calls for help appeared on the web

The person calling for help needs to enter the name of the school where the bullying is taking place, the name of the victim and provide some details of the abuse. The respective message is sent directly to the school concerned and then it is up to the school’s management and staff how they go about resolving the problem. So far there have been over 4,000 messages. One of the co-authors of the web page Jan Sláma says it is usually a classmate of the victim who reports the bullying and in most cases girls rather than boys decide to help.

*“Most of the incidents reported are bullying in its early stages -cases of kids being ridiculed and so on. But these things can quickly spiral and get out of hand. And we have had some serious cases of bullying reported as well - cases where the victim was considering suicide. We had a number of those.”*

Even so not all schools are willing to sign up for the project, which would enable calls for help to be directed to them. Jan Sláma says he thinks they may fear bad publicity, a fear that he says is unwarranted because the statistics regarding bullying at individual schools remain private.

In its advanced version the web page offers the advice of a psychologist on the phone. The student project has proved immensely successful and is already being used in Slovakia, Poland, the US and South Africa.

*https://english.radio.cz/students-launch-dont-let-it-pass-webpage-stop-bullying-8119159*

**19 Shopping and services**

**How to start a shopping website?**

There is an endless debate among programmers: “Is PHP better or Python?”, “Laravel or Yii framework?”, “Wordpress or other CMS?” and so on. There are also many online web constructors, just like LEGO, you can create your own website by combining the elements you need. For example Squarespace, Webflow, Wix and so on. They also allow you to create a website with your custom design.

Creating a website is still half of the way :-), there is still a lot of work you have to do: Integrating with payment system (Paypal, Visa or your country’s local bank), integration with delivery service, future improvements like UX / UI design, code optimization, content filling, constant updating product catalogue, such as taking images of products, writing detailed information and so on. Apart from that, marketing and online advertising is also important (this is another big topic).

**What does an online store website consist of?**

* Front-end part (Visible part for users or clients). For example, Home page, Catalog page, Product information page, etc. Site design.
* Database.
* Admin control panel. To add, delete items, receive orders. This is usually used by administrator or operator.

**Method1: Creating everything from scratch (from zero)**

Many websites (including online stores) are written in PHP. But nobody writes code in pure PHP. Because it would be very time consuming. There are many so called “code libraries” (also called Frameworks) based on PHP.

Most widely used PHP frameworks are Laravel, Yii, or Codeigniter. Remember: A programmer usually doesn’t work with all programming languages. Even PHP programmers have their own preferred Frameworks. Some prefer to use Laravel framework, others prefer the method they like. So, you select a programming language (PHP for ex.) to build your future website, and then select a Framework based on that language. That’s it!

**There are some advantages and disadvantages of creating all from scratch.**

Bad news is: You will spend more time and money. Many unexpected bugs (errors) may occur during creation. Need to test all functionality before you launch business.

Good news is: You can create whatever you want without limits. Anytime you can expand your website’s functionality.

*https://bootcamp.uxdesign.cc*

**20 Body and health care**

**Character Design**

In film and games, a well-designed character compels their audience to feel invested in the unfolding story. These are often memorable characters who are instantly recognizable by their clothing, how they enter a room, and their subtle quirks and idiosyncrasies. Character design can include everything from how a character looks and dresses to how they move and the emotions they exhibit.

**What is good character design?**

Good character design starts with a character's personality, which may come from a writer or creative director in the form of a brief or script. As a character designer, you’re responsible for visualizing the description or idea of a character, often for the first time.

**Good character design is about clarity and includes the following:**

* Style/Tone: Does your character match the style of the production? For example, if it's a Disney character, you wouldn't draw them in an Anime style.
* Costume: Does the character dress in a way that is authentic with their characteristics and story? Does it work with their environment?
* Posture: Is how they hold themselves in alignment with their personality and demeanor?
* Story: What role does the character play in the storyline or scene?
* Silhouette: When all details have been removed, does the character's silhouette still quickly identify them? (As an example, think about Mickey Mouse's simple but highly recognizable silhouette.)

**Here are some examples of aligning your character design authentically:**

* If you’re developing a game where the character is expected to scale steep mountain cliffs, you’re not likely to design them with a walking cane or high-heeled shoes.
* If the protagonist’s character traits include a lack of confidence and self-esteem, your character design will likely include a slouching, inward posture.
* If a game takes place in Outerspace, you'll need to consider appropriate attire such as a helmet, oxygen supply, and a spacesuit.
* A good character will not only be realistic (or believable) but one that has something unique about them, whether it be part of their personality, movement, or in their physical appearance.

*https://www.cgspectrum.com/blog/what-is-character-design*