

WELCOME TO THE HYPERBOOK FOLDER – GUIDANCE NOTES

(Print these pages, if you want a handy set of notes)

DISCLAIMER

The Economic Models, Hyperbooks and other documents referred to in this publication and appearing in the corresponding CD-ROM are for guidance only and should not be regarded as definitive. Seafish recommends that professional advice is sought prior to any investment commitment being undertaken. Seafish can accept no liability arising out of the use of this product or implementation of the outcomes from it. The CD-ROM has been prepared on a system which is routinely checked for computer viruses and to the best of our knowledge is free from such corruptions.

Introduction

You will see several icons (files) inside the main HYPERBOOK FOLDER - and you have opened this one first, as recommended. The HYPERBOOK is really a collection of three or four distinct file types which you can open independently:

1. Microsoft Excel based economic planning models - of which there may be several in this folder
2. The main Hyperbook Show (based upon Microsoft Powerpoint) - of which there is just one in this folder
3. Microsoft Word documents – this file, for example, or market survey reports
4. Adobe Acrobat “.pdf” files – usually market or technical reports

Note that in order to open the .pdf files you will need to have Acrobat Reader installed on your computer. If you do not have this utility you can download it free from the Web – go to www.adobe.com

In addition to the file types described above, which you can see in the main HYPERBOOK folder, there is another folder labelled DO NOT OPEN. This contains working files which link automatically to either the Excel or Powerpoint sections - so you should not need to open this folder.

(Note however that advanced users may wish to open this folder in order to access the core Powerpoint Hyperbook - see later in this document under Advanced Users)

Getting Started

If you have followed the instructions on the CR-ROM cover, you should already have copied this HYPERBOOK folder on to your hard drive - and put away the CD-ROM in a safe place, as your permanent backup in case something happens to the files which you are working with.

Now you are ready to start using the files within this HYPERBOOK folder.

You can either launch one or more of the Economic Models, or the Hyperbook Show, by “double clicking” on the icon in the usual way. Please read the following instructions carefully.

Economic Models

Economic Models – Screen Resolution

The Economic Models run in Microsoft Excel, and are scaled to appear correctly on your screen as long as you are running with a screen resolution of 1024 x 768 (the so-called XGA resolution). If you are not using this resolution on your computer, the models will be difficult to navigate.

On most current computers you should be able to set the resolution for 1024 x 768, even if this is not your default setting. To do this:

- Minimise all your programmes
- With your cursor located somewhere over your main desktop, “right click” once
- Choose Properties
- Choose Settings
- Use the Screen Resolution slide control to change to 1024 x 768
- Click Apply
- (And confirm that setting if prompted)

The Economic Models should now appear neatly on your computer screen, and the Powerpoint and other files (such as Word documents) which you need will also run correctly.

Once you have finished using this suite of programmes, you can return to the Properties-Settings control window and re-set your resolution to the original default.

Economic Models – Starting and Navigating around a Model

To start using a Model, simply “double-click” on the appropriate icon/file name. Microsoft Excel will start, and immediately load the model. Please note the following points:

- a) You may initially be asked if you want to enable macros (this depends upon the security setting of your computer). When faced with the choice, press “yes” or “enable macros”. (This may be a little more complex in Windows XP – just make sure you set your Excel to “medium” security).
- b) Now you are in the opening screen of the Excel model you have chosen.
- c) Navigating from page to page is done by using “Hyperlinks” – and these appear as a large button, as backwards and forwards arrows, or as blue text which may or may not be underlined. (It is much like using a Web Browser such as Internet Explorer). You know you have arrived at a movement button or arrow because your screen cursor changes to a pointing hand symbol when you move it over the icon. One “left click” takes you to the appropriate page.
- d) You can always easily move backwards and forwards through the pages of the model by using these arrow buttons.
- e) In addition, the models have page tabs located at the foot of each page. Once you are familiar with the model, these are a very quick way of moving to exactly where you want to be in the model.
- f) In general it is assumed that you are otherwise familiar with the use of Microsoft Excel.

Economic Models – Entering Information

The main point about these models is that YOU can choose what sort of information is entered into them. Please note the following points:

- a) All of the pages of the model you come to are “locked” and “protected”. Unlike an Excel file with which you will be familiar, you will find that you cannot “click” onto every single cell on the page.
- b) In fact the model is designed to be user-friendly – the only boxes (cells) which are “open” are the ones you can make your entries into. This means that there is no chance of you accidentally entering numbers or other data in the wrong place, and damaging the functionality of the model.
- c) Entry boxes are typically:
 - o Single cells with a border
 - o White in colour (or in some rare cases, purple)
 - o Already occupied by a number of some sort – our “default values”
- d) To make an entry in a box (i.e. to change our default value), simply position the cursor over the box, “left click” to select it, type in your new number, and press “enter”.
 - o You will have to think about the form of the number you enter in some cases, e.g. when the box contains a percentage. If you make an entry which looks dramatically different from the previous default value, simply try the entry again in a different way.

Economic Models – Comment Boxes

You will note the red “comment” indicators throughout the model. You can read these simply by moving your cursor over them – a little window appears, with some text. These boxes are quite important, since they usually provide you with a some guidance about what you should be considering before you make any entries of your own in the model. They also serve to provide you with other kinds of information.

Economic Models – Results Boxes

The Model makes frequent use of “results boxes”, which appear as yellow boxes with some numbers in them. These are outcomes from the automatic calculations which the Model is doing “behind the scenes”. It is easy to demonstrate this for yourself – on many pages, as soon as you make a change in an “entry box”, the numbers in one or more of the “results boxes” will change. These changes are carried throughout the rest of the pages of the Model, and everything is connected together – a single change in just one “entry box” on one page of the Model will reverberate right through to the final page.

The “results boxes” are placed throughout some of the Models so that you can keep some track of the changes you are making as you proceed through the pages. You might make an injudicious entry into a box somewhere, and immediately see an obviously inappropriate result popping out on one or more of the “results boxes”. The value of this is that you can correct your entry there and then, rather than having to work right through to the end of the Model.

Economic Models – Outcome Pages

Depending upon the Model you are working with, you will eventually come to one or more obvious “outcome pages” – i.e. the final outcome of all the entries you have made. To make things easy for you, we have embedded “printing macros” on to these pages. As long as your computer is connected to a printer, simply pressing the macro command which is shown on the screen (typical “Ctrl x”) will give you a neat printout of that page.

Economic Models – Saving as You Go

It is very important to:

- a) Preserve the integrity of the core (“master”) Economic Model you are working with. Every time you try to “exit” one of these models – whether you have typed in any changes or not – Excel asks you if you want to save changes. Unless you do – see below – you must hit “NO”
- b) Preserve an interesting Model you are working on – and you can do this for as many variants as you like. Typically you should:
 - Create or use a folder somewhere on your hard disk as a place to save your own versions of the Model
 - Immediately hit the command “Save as ...” as soon as you make even the first changed entry in a Model – from then on you can simply then press “Save” periodically as you work through the rest of what will now have become “your” model
 - Certainly you must never forget to save your model variant when you come to the final page, and decide it is good enough to deserve a printout.
- c) How you organise your file names and folders is up to you – but exercise a little good logic as you set up your own working variants of our Models.

Hyperbook Show

The Economic Models are asking you to make some quite detailed choices in many of the entry boxes. Either you are already very familiar with the particular field of aquaculture – in which case you will make your own informed choices – or you might need a little guidance. This is where the Hyperbook Show is designed to help you.

The Hyperbook Show is a large file with many pages of useful information about the specific aquaculture area. You can browse around it relatively easily (once you are familiar with the technique), and you can use it as a “jumping off” point for accessing other, much more detailed, information from a variety of places on the Web.

To start the Hyperbook Show, “double click” on the icon/file name.

Hyperbook Show – Navigating

As soon as you open the Hyperbook Show, you are in a series of linked Powerpoint pages. There are many of them, split into several sections which are well-described in the Main Menu page. In addition, you can access some other files from within the Show, at the appropriate time (see later).

Moving about in the Show is done in 5 main ways:

- a) Any of you familiar with Powerpoint in “show” mode will know that you can move to the next slide at any time by hitting “enter”, right-arrow or the space bar – or a “left click” on your mouse. If you want to move back to the previous slide, you should use the left-arrow or delete keys. This is a tedious and not very context-friendly way of moving around the show – but it does work.
- b) Almost all of the pages contain (mainly) blue-coloured “left and right” arrows near the foot of the page. These are Hyperlinks, and when you move your cursor over them it changes into a pointing hand symbol. One “left click” will take you wherever the arrow is indicating – usually next page or previous page. This is likely to be your main navigation method.
- c) All of the main sections of the Hyperbook Show are colour-coded in terms of the border of the page. This gives you some visual cue as to where you are in the Show at any time. In addition, on all of these pages there is a wider left margin, in which there are a series of

coloured Hyperlink “buttons” which correspond to the opening page of each section. Left click on the appropriate Hyperlink button, and you will jump to that section.

- d) At the top right hand side of almost every page in the Show, there is a blue “house” Hyperlink button. A “left click” on this takes you back to the main Menu Page, and you can start from there again. In theory you should never get completely lost in the Show, since you can always jump back to the start.
- e) There are various other Hyperlinks contained within the Show. Sometimes these are clearly indicated as “buttons”, but at other times they may be in the form of other symbols or even thumbnails. If you are familiar with Web browsing you will very soon learn how to identify the Hyperlinks. The cursor changing into a pointing hand symbol is always the main clue. If you are ever prompted to take one of these “hyperjumps”, there should always be a button or arrow on the page you arrive at, which will take you back to where you jumped from.

Hyperbook Show – Jumping In and Out Of

The Hyperbook Show contains a lot of data and links to resources. You may only want to “dip into” it from time to time, as you are doing other work on an Economic Model, or even on other things such as writing a business plan or preparing a presentation.

As long as you have the HYPERBOOK folder open, and can see the Hyperbook Show icon/file, then a double-click quickly brings you to its opening page. From there you can use the main Menu to navigate to the section that might contain the information you need.

As soon as you finished with the session, you very simply leave the Show by pressing “Esc” on your keyboard. The programme closes very quickly, and you are left with whatever other file you are working with on your computer.

Notes for Different Computer Users

- The concept of hopping in and out of the Show while you are actually working on another programme (e.g. an Excel Model) functions extremely well on a relatively modern computer using Windows XP – the Show pops up and disappears seamlessly, without disrupting your other programme, which can be left active and “maximised” on screen
- There is a possibility this will not work so well on some computers. Here are a few options of what you might have to do:
 - As a general rule, you should not have any other programme active during a Show session, except perhaps an Excel Economic Model on which you might be working.
 - If you are experiencing any difficulties, you should “minimise” the Excel model before trying to “left click” the Hyperbook Show icon/file
 - When you “exit” the Show, you may be left with a blank Powerpoint screen in front of you. If this happens, use the normal “file – exit” command to close it.
 - Then you should be able to “maximise” your working Excel file from where it is lurking in your taskbar, normally at the bottom of your screen.

Hyperbook Show – Live Web Links

If you go “on line” before you launch the Hyperbook Show, then you can make full use of its Web links. These appear mainly in the Legislative (YELLOW) and Suppliers (ORANGE) sections, and are easily identified by their shape – pale blue square buttons. They are also very well labelled with text.

One “left click” on any one of these buttons will automatically launch Internet Explorer (or whatever your browser is), which will appear on screen “in front of” the Hyperbook Show. The Web page of the agency or group you selected should load, and then you can browse around in that as you would normally do.

When you have finished in any particular Web site, simply exit your browser programme by “left clicking” on the X box on the extreme upper right hand side of the browser programme window. It should close, and you should be right back on the Hyperbook Show page which you left. You can then click another Web link, or simply proceed on with your browsing of the Hyperbook Show itself. We are not aware that this procedure has any “flaws”, but if you do encounter any difficulties with opening and closing, you will have to work out a routine which suits your own computer and its suite of software.

The Web links were all tested at the time of issuing of the Hyperbooks, but there is an inevitable risk that some of them may change or cease to be active. If that happens, at least you will have a clue as to the nature of the missing link – you can always go online and use Yahoo or a similar search engine to try and track down the link.

Hyperbook Show – Launching Other Files

On some pages in the Hyperbook Show you may come across a reference to another file or document which is held within the main Hyperbook folder which you copied across to you hard disk from the CD-ROM. In most cases you have to “exit” the Hyperbook show, and open the document directly from its icon in the main Hyperbook folder. Once you have finished with it, you can always return to this Hyperbook show.

In some Hyperbook shows there is a “hyperlink” to a piece of video. This should work from within the Hyperbook show

- If you want to play the video, then click the appropriate link
- Windows Media Player should launch “in front of” your Hyperbook Show, and the video should start automatically
- It usually looks rather nice if it plays in a “window” – and the way to achieve that is to have your Windows Media Player configured to “view” in “skin mode”. This is not essential
- As soon as the video is finished, you will have to manually quit the Windows Media Player window – do this by “left clicking” on the X box on the extreme upper right hand side of the Media Player window
- You can then resume your Hyperbook Show session, just as you left it

Note that the link to the video may not function on some computers, and some computers may lack the capacity to play the video.

Advanced Users

If you are familiar with using Powerpoint, you will quickly notice that the Hyperbook Show is not capable of being “broken into” or edited. This is for ease of use.

However, some of the graphics or even pieces of text from within the Hyperbook Show might be very useful to some people, for cutting and pasting into their own business plans or their own Powerpoint presentations.

For those of you who want this sort of access, you will find a “normal” Powerpoint version of the Hyperbook within the DO NOT OPEN folder. You can access this and pull it apart as you wish.