Publisher 2000 Workshop

Durham Technical Community College

Publisher 2000 Workshop

This workshop will introduce you to the basics of desktop publishing, including how to work with text, graphics and tables. Emphasis will be given to steps in making flyers, brochures and newsletters. You will learn design techniques and skills you never knew you had…without requiring any formal graphic design or experience!

Let's get started…

Start Publisher

To start Publisher, using the mouse, click the **Start** Button at the bottom left of your Windows desktop screen. Now select **Microsoft Publisher** from the Programs menu. If you are unable to locate Microsoft Publisher in the program menu, there may already be a shortcut icon on the Windows desktop screen for quick access to the program.

Catalog Screen

The first screen you see when you start Publisher is the **Catalog** screen. Notice there are three tabs in this screen.

- Publications by Wizard
- Publications by Design
- Blank Publications

We will take a closer look at these tabs later. First, it is important for us to review the Publisher window. To clear the Catalog screen, click the **Exit Catalog** button, and the main Publisher workspace appears.

The workspace is divided into two parts: 1-) The Quick Publication Wizard appears in the left portion of the screen, and 2-) the main workspace (where you create and work on the publication) appears on the right portion of the screen.

Wizards

Wizards are used to simplify utilization of programs. The Publisher wizard offers assistance in creating about any type of publication you can imagine. You choose a category like newsletter for example, and the wizard creates one with all the basic elements of a good newsletter. Once the basic publication is created, the wizard pane stays open on the screen. To hide the wizard, click the **Hide Wizard** button.
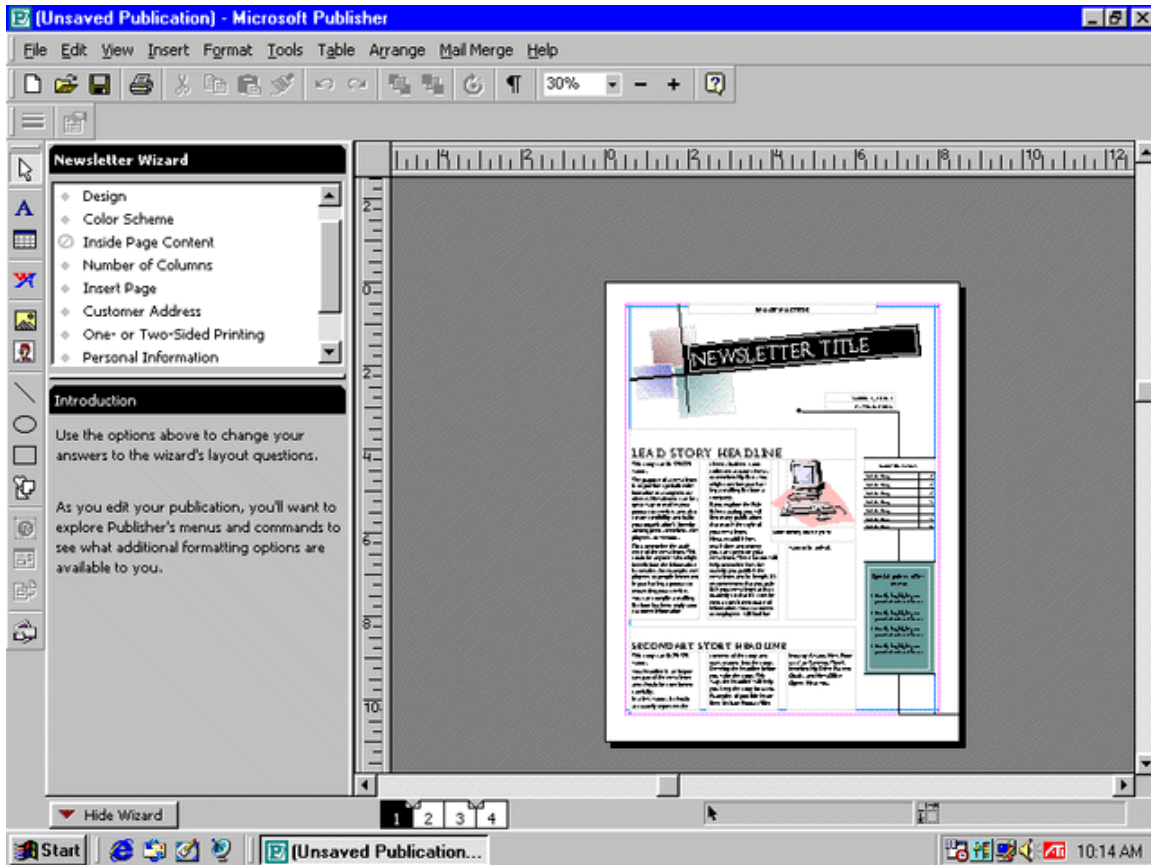
Office Assistant

The Office Assistant is a help system. To access the Office Assistant, click the Help icon on the standard toolbar or press F1 on the keyboard. The Office Assistant appears with a box in which you can type a question or keyword pertaining to the topic with which you need assistance.
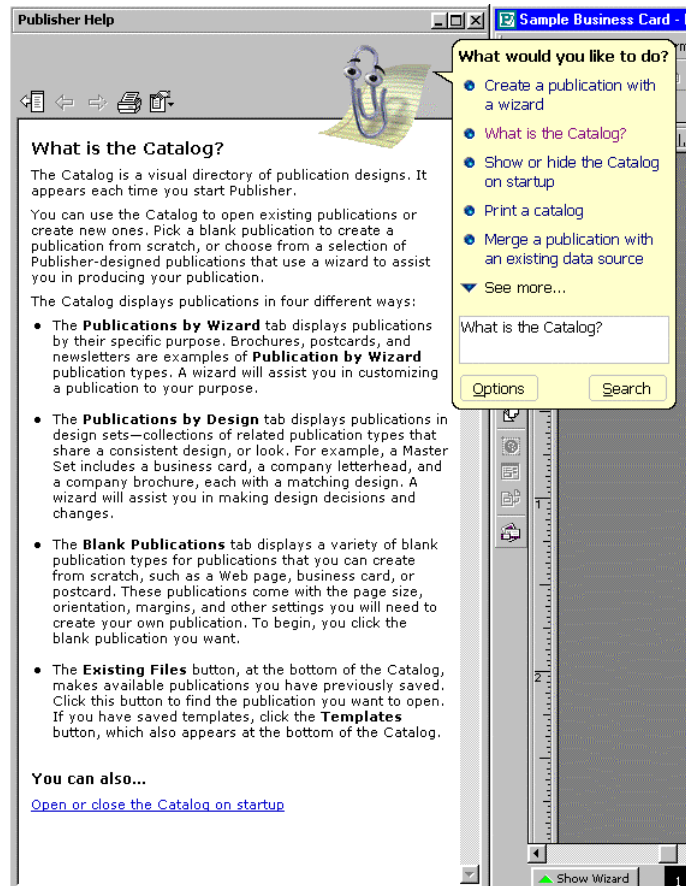
If you choose to hide or clear the Office Assistant from the screen while you are working, you can right-click the animated assistant and choose **Hide** on the menu.
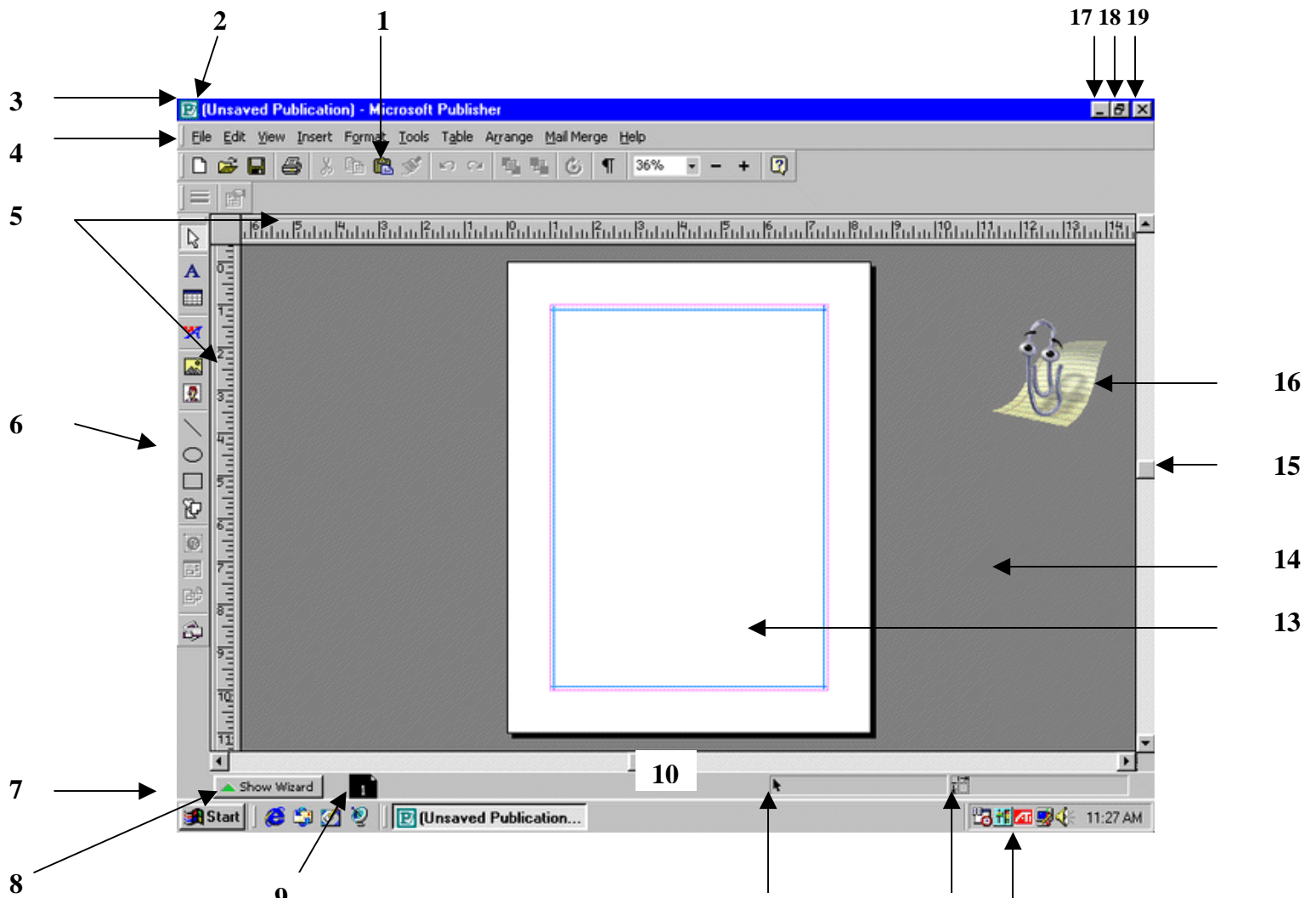
1 - Standard toolbar
2 - Control Menu Box
3 - Title bar
4 - Menu bar
5 - Rulers
6 - Objects toolbar
7 - Status bar
8 - Displays/Hides Wizard
9 - Page icons (helps you select and move to pages)
10 - Object position
11 - Object size
12 - System tray (contains peripheral icons)
13 - Workspace page
14 - Scratch area/workspace
15 - Vertical scroll bar
16 - Office Assistant *Clipit*
17 - Minimize program
18 - Resizing buttons
19 - Close window/program

Where to Begin?

Publisher is different when it comes to applying data to the program. For example, Word processing programs, such as MS Word, are set up in a linear fashion. Words follow words, lines follow lines, and paragraphs follow paragraphs. On the other hand, desktop publishing programs, such as MS Publisher, are object-based. You can arrange objects on the page to create a specific design or effect.

There are four types of objects used when working with a desktop publishing program.

1. Text or Table Object
2. Picture Object
3. Drawing Object
4. OLE Object

Text or Table Object – This type of object contains text. It might be a heading, an article in your newsletter, or a table. Anywhere in your publication that you want text, you create a text or table object. In this type of object, you can type text directly or import it from another source like a word processing file.

Picture Object – This type of object contains any type of graphic imported from another source. Examples: clip art, scanned images, or pictures created in another program such as Corel Draw or Microsoft paint.

Drawing Object – This type of object includes visual items you create in Publisher such as lines or Custom Shapes. This is the only type of object that doesn't have a container or frame.

OLE Object – This type of object contains a file created by another program and embedded in a Publisher document so that you can use the original program to edit it without exiting Publisher.

Create a Text Frame Object

Now! Let's do a brief exercise working with an object:

On the objects toolbar, click the Text Frame tool. The cursor changes to a crosshair.

Click and drag in the document to create a text frame. When you finish dragging, the frame looks like a box with a light gray line around it. The gray line is an onscreen boundary – it doesn't print. Inside the frame is a blinking cursor, which indicates the area ready to accept the insertion of text. Type a few words.

Notice that there are rectangular dots on the frame – the dots are called selection handles. They indicate the object is selected. They are also used to resize the object.

There are two ways to insert text into Publisher: 1-) type it or 2-) import it from another document.

To type it, create a small text frame near the top of the page by clicking the **Text Frame Tool** on the objects toolbar. Type a short headline like, *"Come One, Come All!"*

Now, let's try importing text. Open Notepad, the text editor that comes with Windows. Click the **Start** button – then click **Programs** – then **Accessories**, and finally, **Notepad**.

Type the following:

> This is text to be imported into a Publisher document. Text can be edited after it's been imported into Publisher, just as it can be within a word processing document. You can change fonts, create intents, add borders and add fills to any text frame.

Save the text by selecting the **File** – **Save** options from the menu bar. Name the file "SampleText" then click the **Save** button. Close Notepad.

Now create another small text frame in Publisher. Be sure the text frame is selected and choose **Insert - Text File** from the menu. The insert text dialogue box appears. This dialogue box should look familiar to you – it looks a lot like the Open dialogue box and the Save As dialogue box.

Find the text file you just created, select it then click the OK button. If there's too much text for the text frame, you will see a small rectangle at the bottom of the frame, which contains **A…**   This is called the *auto-flow* message. If all the text fits within the frame, you will not see this. The process of importing a file is the same. *(Refer to page XX for connecting frames that contain an overflow of text.)*

Applying a Border

So now we have a text frame with contents. Formatting can be applied to the text just as in a word document. The text frame can also be formatted. The first way to format the frame is to add a border around it. Although you may already see a boundary around the text that resembles a border, it doesn't print on the document. To add a simple border, do the following:

1. Select the text frame.
2. Select **Frame – Line/Border Style** from the menu bar. The submenu that appears displays a couple of thicknesses and some other options. Click on one of the line thicknesses to add a border.

To add a custom border:

1. Select the frame again.
2. Select **Frame – Line/Border Style – More Styles** from the menu bar. The Border dialogue box appears.
3. On the *Line Border* tab, you can select one of the standard line thicknesses, or you can type in another point size for a custom line. Select one and look at the preview.
4. To have the border appear only on the top and bottom of the frame, in the preview pane, click the left side of the frame to select it. You'll know it's selected when you see arrows appear at the top and bottom of that side only.
5. Click *None* under **Choose a Thickness** to remove the line from the side you selected.
6. Now do the same for the right side of the frame.
7. Let's make the top border a different color. Click the top side of the frame and choose another color from the Color dropdown list.
8. Click **OK** to see the text frame with your customer border.

A different color can also be added to the area within the text frame border.

1. Select the text frame you want to format.
2. Select **Format – Fill Color** from the menu bar then click a new color from the scheme colors.
3. Click **OK**.

Using Object Layout Tools

Now that we have an object, it can be placed anywhere we want it on the page. Since objects contain information that makes up the publication, positioning the object is as simple as dragging it wherever you want it.

Publisher provides tools called *layout guides* and *snap to* that ensure all of the objects are aligned with one another for a pleasing appearance. Activating **Tools - Snap to Ruler Marks** from the menu bar makes text frames and other objects jump in small increments when they are moved. The increments are the smallest tick-mark on the ruler displayed at the top and left of the pane. And activating **Tools – Snap to Guides** means objects will jump to the page guidelines you establish.

Let's try positioning a few frames within your publication using these features.

1. Ensure the *snap to* feature is activated then, create a few text frames with one or two words to add some emphasis to the page – like, *"New!"* *"Improved!"* or *"Coming Soon!"*
2. Drag each text frame one below the other to the guideline at the left margin just below the headline we typed earlier.
3. Now drag the frames in a horizontal line so their tops line up. The *Snap to Ruler Marks* should make it easy for you to align them.

You can change the margin guidelines and/or create additional guidelines on the page to create a grid that can be used to align all the objects.

1. Select Arrange – Layout Guides from the menu bar. The Layout Guides dialogue box appears.
2. To change the margin width, type new measurements in the Margin Guides fields. Or you can click the up/down arrows to change the value.
3. To add guidelines, type a new number of columns and rows or click the up/down arrows to change them. Publisher will add equally spaced guidelines to divide the page into the number of columns and rows you specify.

<u>Enhancing the publication with Graphics</u>

Drawing Objects

Initially, a reader's attention is drawn to the publication by its pictures and their captions. Then, they will most likely read the headlines. *Drawing Objects* is one form of graphics that is used with Publisher. To create a drawing object, you don't have to be artistic. First, let's look at the Line Tool, Oval Tool and Rectangle Tool on the objects toolbar.

Line Tool

Oval Tool

Rectangle Tool

Objects Tool Bar
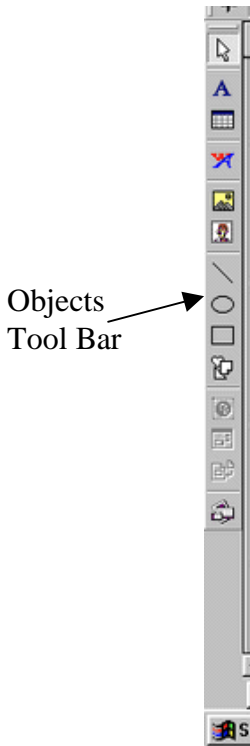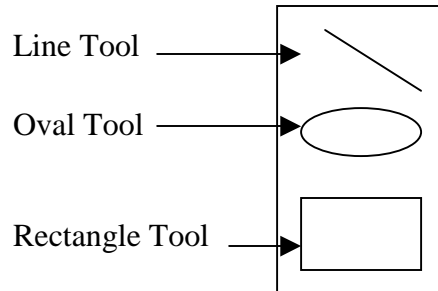
1. Click on one of the tools, and then click inside the publication. Now try drawing with the other two. If you hold down the *Shift* key while drawing these tools the Line Tool will create lines at 0, 45 and 90 degree angles; the Oval Tool creates perfect circles; and the Rectangle tool creates perfect squares.

2. There is another tool on the objects toolbar called *Custom Shapes*. Clicking this button reveals a pop-up box with a variety of shapes on it. Click on any one of the custom shapes then click and drag in your publication to create it.

Custom shapes are different than the usual straight line, oval and rectangle shapes because they not only offer more variety, but many of them allow you to adjust certain things about their shape. They are outlines of shapes that can be enhanced with borders, box shadow, fill colors, patterns, and much more.

Clip Gallery

Inserting a clip art picture in your publication is simply a matter of drawing a clip art frame, then selecting the picture you want from the Clip Gallery.

1. Select the *Clip Gallery Tool* from the objects toolbar, then click and drag a frame in the publication. The *Insert Clip Art* dialogue box automatically opens.
2. Click on the *Pictures* tab.
3. Click on one of the pictures and a pop-up appears. The first button on this pop-up inserts the clip into your publication. The second one shows a larger preview of the selected clip.
4. Insert the clipart into the publication by clicking on the *Insert* clip button.

Pictures

You can insert a variety of graphic image formats into a publication.

graphic image	extension	graphic image	extension
Bitmap	.BMP	Tagged Image File Format	.TIF
PC Paintbrush	.PCX	JPEG Picture Format	.JPG or .JPEG
Graphics Interchange Format	.GIF	Windows Metafile	.WMF
Encapsulated PostScript	.EPS	CorelDraw	.CDR

Let's create a bitmap file to see how this is done. We'll capture a screen to demonstrate this.

1. Select **File – Open** from the menu bar to bring up the Open Publication dialogue box.
2. Now press and hold the Alt key while you press the PrntScrn key. This keystroke combination copies the active dialogue box to the Windows clipboard. Now click the **Cancel** button to close the dialogue box.
3. Now open MS Paint. **Start – Programs – Accessories**.
4. The white area in Paint is the bitmap area. Click the selection handle in the bottom right corner and drag to make the bitmap area very small, about an inch square.
5. From the menu bar, select **Edit – Paste**.
6. A message pops up asking if you want to enlarge the bitmap area. Click **Yes**. You should now have a picture of the Open Publication dialogue box.
7. Select File – Save from the menu. Name the file **Samplebitmap**, select the location where you want the file saved, and click the **Save** button.
8. Close Paint.

9. Now return to the publication and select the Picture Frame Tool on the objects toolbar.
10. Click and drag in your publication to create the frame.
11. Select Insert – Picture – From File from the menu bar or you can simply double-click the picture frame. The Insert Picture dialogue box appears.
12. The Insert Picture dialogue box looks and works very much like the Open Publication dialogue box. Find the bitmap file that was just created, highlight it, and then click the Insert button to put the picture in your publication.

There may be occasions when you use a graphic that needs modification.

Crop button   →   ←   Formatting Toolbar

Cropping a graphic allows you to trim away portions of the graphic that are not desired. Even though this causes the area to not be visible, trimming the area does not remove it - it simply conceals it.

To crop a graphic:

1. Select the item, the select Format – Crop Picture (or Crop Object) from the menu or you can click the Crop button on the formatting toolbar. The cursor now changes to a crop tool symbol.
2. Grab on of the selection handles on the item, then drag the handle to cut off the part of the picture you don't want. If you drag from a corner handle, you'll crop two sides at once proportionally. Dragging a side handle will crop just that side of the object.
3. Use the Original size check box on the Scale Picture dialogue box to restore it.

WordArt

The easiest way to learn how to use WordArt is to just do it.
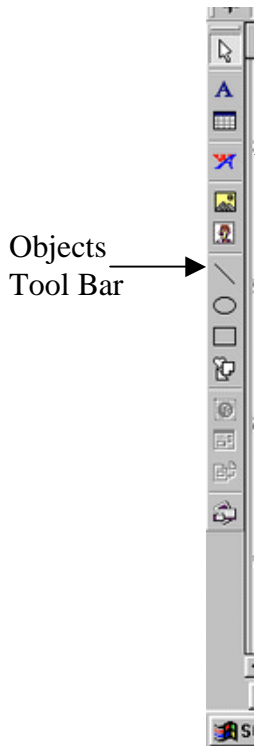
WordArt Frame Tool

Objects
Tool Bar

1. Select the *WordArt Frame Tool* on the Objects toolbar, then click and drag in your publication to create a frame. The WordArt program opens automatically.
2. The frame you drew now contains the words "Your Text Here," and directly below is a small window with the same phrase. You will insert the desired text into the small window. Type, *"Attention! Attention! Attention!"*
3. Click the **Update Display** button to see the new text in the frame.

Click the Shape field (the first field on the toolbar) to see a dropdown of shapes from which you can choose. Click one to select it and look at the change that occurs in your text. Try several of these shapes and decide on one that you like.

Rotate objects

1. To rotate a graphic or object, select the item.

Rotate Left
Rotate Right

Custom Rotate Button
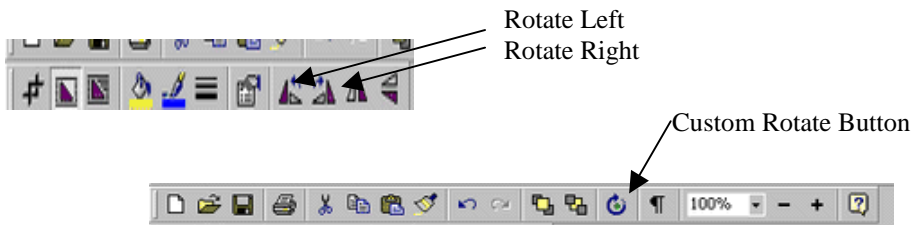
2. On the Formatting toolbar, click the *Rotate Left* or *Rotate Right* button to rotate the item 90 degrees, or if you prefer to do a custom rotate, click the *Custom Rotate* button on the Standard toolbar. The *Custom Rotate dialogue box* appears. (This can also be accessed from the **Arrange – Rotate or Flip** menu.
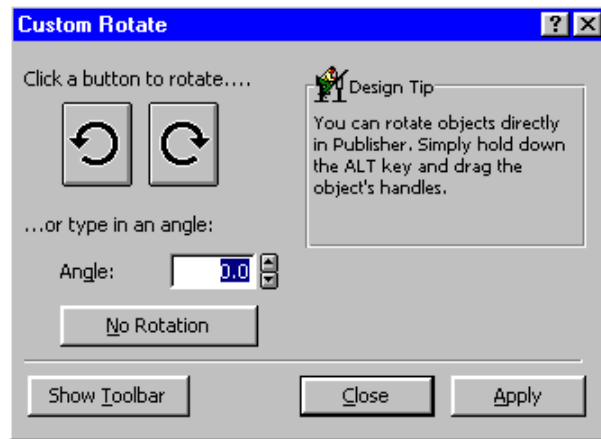
3. Click the left or right button on the Custom Rotate dialogue box or enter a specific value in the **Angle:** field.

Flip objects

1. To flip an object, select the item
2. Click on one of the flip buttons on the formatting toolbar, Flip Horizontal or Flip Vertical. (This can also be accessed from the **Arrange – Rotate or Flip** menu.)

Vertical Flip   Horizontal Flip

Merging Graphics and Text

Merging graphics and text really isn't difficult. The key thing to keep in mind is that objects in Publisher stack up in layers and you need to plan what goes on top.

1. Create two or three clip art items.
2. Move these items and the graphics we created earlier to the center of the publication so that the corners of the objects overlap.
3. Select on of the items and the select **Arrange – Bring to Front**. That item is now in front (on top) of all the others.
4. Next, try Arrange – Send to Back. Now the item is behind (under) the others.

Publisher will keep from hiding text in an object. When you place a clip art, picture frame, WordArt frame, or even another text frame on top of a block of text, the text will move out of the way.

15

Wrapping Text Around a Frame

For an added effect, you can make the text flow more closely to the outlines of the graphic image. Two buttons on the Formatting toolbar control text wrap, the **Wrap Text to Frame button** and **Wrap Text to Picture** button.

Edit Irregular
Wrap button

Wrap text to
Frame

Wrap text to
Picture
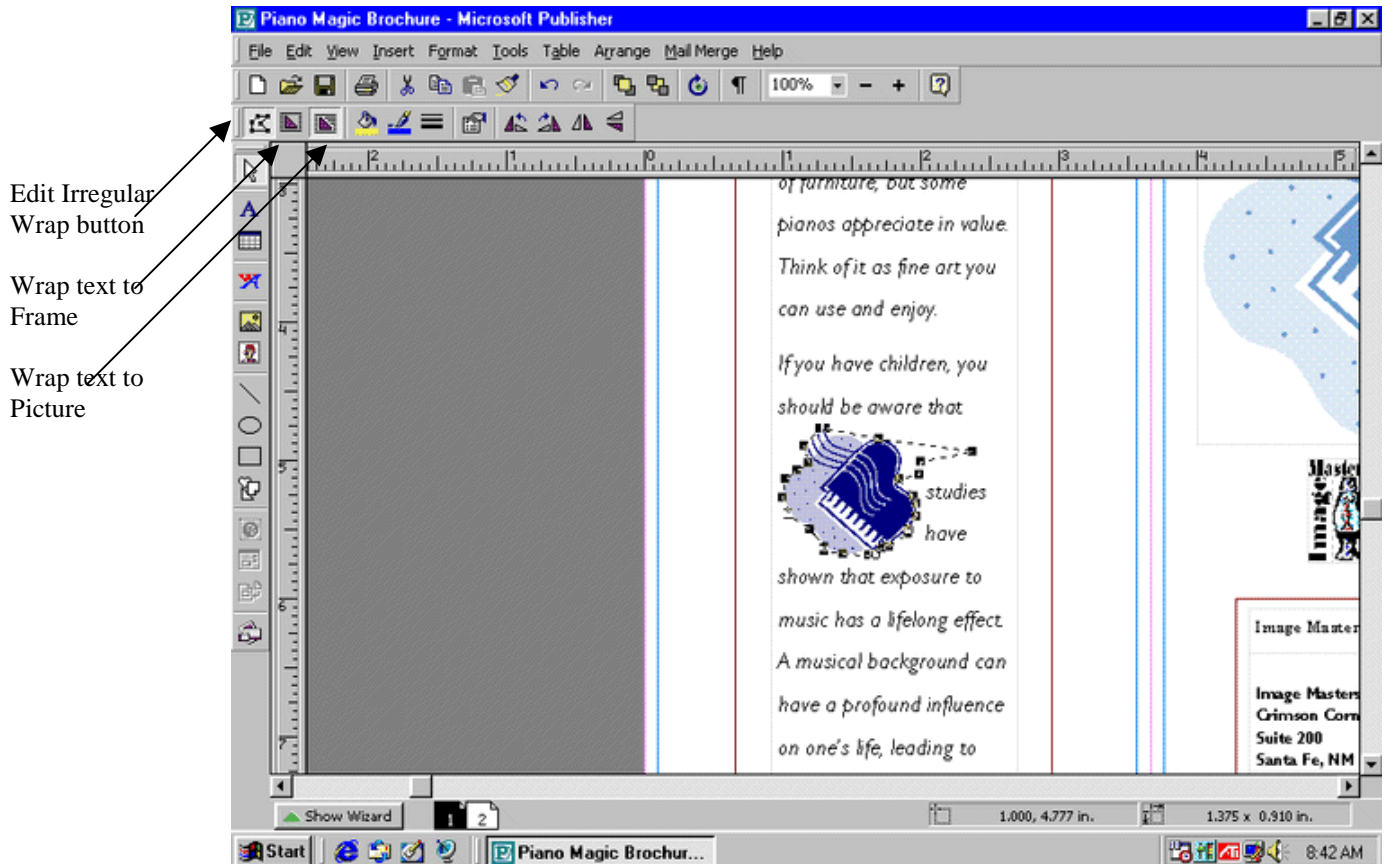
Wrap Text to Frame causes text to wrap around the perimeter of a picture's frame—usually a rectangle; and the Wrap Text to Picture causes text to wrap around the picture—usually an irregular shape. To do this, click an image included in a text area to select it, and then click the appropriate wrap text toolbar button.

If you don't want the text to wrap around an object, there are two ways to stop this from happening. 1-) Move the object behind the text by selecting the object, then selecting **Arrange – Send to Back**; or 2-) turn the wrapping feature off.

16

To turn the wrapping feature off:

1. Select the text frame, the select **Format – Text Frame Properties** from the menu bar.
2. Under the *Options* group box, clear the Wrap text around objects check box, then click **OK**.

Not all figures have rectangular shapes.   By using the **Edit Irregular Button** you can display and edit the handles surrounding irregularly shaped figure. Select the image, then click the Edit Irregular Wrap Button on the formatting toolbar. You can add or delete handles by pressing and holding the Ctrl button on the keyboard. Click and drag any handle so that the text wraps with the objects shape.

<u>Working with Tables</u>

Basically, tables are made up of three things: columns, rows and cells. Rows are horizontal lines of information, and columns are vertical lines of information. Cells are the "squares" of information that result when rows and columns intersect.

Table Frame Tool Button

Objects Tool Bar

To create a table:

1. Click the Table Frame Tool on the objects toolbar. Your cursor will turn into a cross-hatch pointer (looks like a + sign).
2. Click and drag the pointer to draw the table. The Create dialogue box appears.
3. In the *number of rows* box, enter the number of rows you want the table to have. (Enter 5 for this exercise.)
4. In the *number of columns* box, enter the number of columns you want the table to have. (Enter 5 for this exercise.)
5. In the Table format area, choose the type of table formatting you want. (Choose List 1 for this exercise.) Then, click **OK**.

Notice that even though we chose a format that has only horizontal lines, Publisher shows vertical lines on the table. They are dashed gridlines while the horizontal lines are solid. The gridlines are Publisher's way of helping you determine where one cell ends and another begins. Many functions used when working with tables involve selecting all or part of it.

To select an entire row, move the pointer over the gray row button directly to the left of the row you want to select. When the cursor changes to a hand, click the button and the row is selected.

To select an entire column, move the pointer over the gray row button directly above the column you want to select. When the cursor changes to a hand, click the button and the column is selected.

To select an entire table, move the pointer over the gray button at the top left corner of the table. When the cursor changes to a hand, click the button and the table is selected.

To select an empty cell (a cell with no text inside of it), simply click inside the cell. The cursor appears in the cell indicating it is selected.

To select any rectangular combination of cells, columns or rows, move the pointer and click inside a cell. Click and drag the pointer over adjacent cells to select them.

Entering text in a table is simple. Place the cursor in a cell. The cell containing the cursor is known as the "active cell." Now, simply type the desired contents. All text will appear in the selected cell only. You must use the tab key to move to another cell.

To insert or delete a new column or row:

1. Select the cell next to where you want to insert the column or row.
2. Select **Table – Insert (or Delete) Rows or Columns**. The Insert dialogue box appears.
3. In the **Options** area, click the circle next to *Before selected cells* or *After selected cells* depending on where you want the row or column to be inserted.
4. Click Apply to complete the process.

To delete an entire table from the document, select the table, and then select Edit – Delete Object.

Manipulating Cells

Cells within a table can be merged to make the cell larger or split to make it smaller.

To merge two or more cells either vertically or horizontally, select the two cells then select **Table** – **Merge Cells**.

To split a cell, select the cell, and then select **Table – Split Cells**. Publisher will split the cell according to the way the rows and columns are situated in the table.

When creating calendars, you may need to split a cell diagonally to reflect the last day of the month sharing the same day with previous week. Publisher allows you the option of splitting a cell diagonally. You do this by selecting the cell, and then select **Table – Cell Diagonals**.   This opens the Cell Diagonals dialogue box. Click the circle nest to Divide down or Divide up depending on which direction you want the diagonal line to go. Click **OK**. To remove the division, you would select **No division** in the Cell Diagonals dialogue box.

Changing the Appearance of Tables

There are two main ways to format the table: 1) using the AutoFormat feature, or 2) formatting the table's components separately.

AutoFormat allows you to choose among pre-defined table styles.

1. Select the table and then **Table – Table AutoFormat**. The AutoFormat dialogue box appears.
2. In the Table format area, scroll down the list of formatting options. As you select a style, the Sample area provides you with a preview of how the table will look.
3. You can also choose to apply only some of the attributes of the style to the table. On the Auto Format dialogue box, click the Options button. The Auto Format dialogue box expands to include a **Formats to apply** area.
4. Click in the boxes next to the various options to turn on (or off) the specific formatting. As you utilize these options, the **Sample** area displays how each will affect the table.

Changing the Components of Tables

Fill Color will change a cell's contents with colors, shades, tints, gradients (color that changes within the cell, creating dimension ad a sense of movement), and tint.

To change the fill of a cell, select a cell (or cells), and then select **Format – Fill Color**.

The menu that appears displays some basic colors. You can select one of these, or you can choose More Color Schemes or More Colors to select a different color. When you select a color, the cell(s) you selected will be filled with that color.

You can also select **Fill Effects** to access the Fill Effects dialogue box. On this dialogue box, you can choose the style of your fill effect (tints, patterns, or gradients). Notice that if you choose a pattern or gradient, Publisher allows you to choose 2 colors: one for the base and the other for the pattern or gradient.

Shadow adds a gray drop shadow to the perimeter of the table. You cannot add a shadow to an individual cell. To add a gray drop shadow to a table, select the table, and then select **Format – Shadow**.

Text formatting can be done to text within individual cells by selecting the cell and using the **Format – Font** options as usual.

Basic Line Borders can be customized for individual cells, rows, columns or the entire table. Select the cells, rows, columns or table for which you want to customize the borders. Select **Format – Line/Border Style** by clicking on it. You can also click **More Styles** to access the Border Style dialogue box.

The Border Style dialogue box has two tabs. The *Line Border* tab allows you to choose a thickness and color. Then, click on which sides of the selected cells you want the border to appear. You can also select a preset border style in the **Preset** area. The second tab on this dialogue box is *BorderArt*. This feature lends itself more to regular text frames with no other divisions (like the table cells) within it.

Cell Margins are the amount of space between a cell's text and the boundaries – or borders – of the cell. Publisher allows you to adjust these margins for an individual cell or many cells. To adjust the margins of a cell, select the cell you want to adjust. Select **Format – Table Cell Properties** or click the Table Cell Properties button on the formatting toolbar and the Table Cell Properties dialogue box appears. In the **Margins** area, enter the new left, right, top and/or bottom margin widths. Click OK, and the changes are applied to the cells you selected.

Importing a Table into Publisher

A table that has been created in another application (such as Word or Excel) can be imported into Publisher. To import an external table, you must first create a table in Publisher. Then, open the external program and the file that has the table you want to import into the Publisher table you just created.

Select the cells you want to copy into the Publisher table. Copy the information to place it on the Windows clipboard. Now go back to Publisher, and select the table you just created in which to place the information. Select the first cell in the newly created table, and paste the cells from the Windows clipboard. Publisher will let you know if the imported information will not fit.

To create a Publisher table for an external table, open the external program and the file that has the table you want to import. Select the cells you want to copy. Copy the information to the Windows clipboard, and then go back to Publisher and paste the new table into your publication. When you bring in an entire table, the formatting remains as it was in the original file.

Publisher offers a quick and easy way to **import Excel worksheets** into your publications. First, create a table in Publisher and select it. Then, select **Insert – Text File** and the Insert Text dialogue box appears. From the dialogue box, find and select the Excel file you want to insert and click OK. Publisher inserts the Excel worksheet in the table.

Create a Newsletter

Before you start a newsletter, you'll save time in the long run if you take time to plan it out first. Write out the planning information and keep it handy wile you're putting the newsletter together, to serve as a guide. This is especially useful when you are working with other people to create the newsletter.

- *Who is the audience?* Try to imagine who will be receiving the newsletter and put yourself in their place. What would you want or expect to see?

- *What is the purpose of the newsletter?* Every good publication has a main purpose. If you don't keep this purpose in mind as you create the newsletter, you will end up with a random mix of information that obviously just takes up space.

- *What style so I want to use in creating the newsletter?* Decide if the publication needs to be formal and businesslike, or informal and playful. This is determined by answers to the previous questions concerning the audience and purpose of the newsletter.

- *How should the newsletter be printed?* Should you do it yourself or have it done professionally? This will help you to decide upon the size and quality of paper you will use, as well as the colors you can or cannot use.

- *How is the newsletter to be distributed?* You may need to pass them out at a function or event; hand them out at the office; or mail them. Mailing the newsletter requires careful thought to special handling and postage fees that could be involved depending on the size of the finished product.

Now that you have a plan and some ideas for the newsletter, it's time to go to the computer and start its design. When using Publisher you can utilize the wizard or create the newsletter from scratch.

First, let's look at using the newsletter wizard.

Go to the Catalog window by selecting **File – New** from the menu bar. Publisher displays over thirty different styles of newsletter from which to choose. Now is when you want to consider the newsletters purpose and tone.

When you've selected a style, click it and then click the Start Wizard button. Publisher automatically creates a fully formatted, four-page newsletter with placeholder text that you will replace with your own text. Notice that the placeholder text provides you with lots of built-in tips and suggestions for creating the newsletter.

If you have the Step through wizard questions option turned on each category described below will be presented to you as a separate question. This feature is controlled by selecting **Tools – Options**, selecting the User Assistance tab, then checking or un-checking the **Step through wizard** questions box.

Introduction – Clicking this category simply displays some tips in the bottom pane on using the wizard.

Design – This is were you can choose a different style for your newsletter if you change your mind about using the previous one chosen in the Catalog window.

Color Scheme – Here you can choose a color scheme and see Publisher instantly apply it to the newsletter.

Inside Page Content – Here you can choose the layout of your two inside pages; for example, you can choose to include a calendar or order form instead of standard stories. One of the inside pages must be displayed for this wizard option to be available.

Number of Columns – This option lets you select how many columns you want on each page of your newsletter. To select the columns for a page, you must navigate to that page.

Insert Page – Here you can click a button to insert more pages in your newsletter. When you do this, the **Insert Pages** dialogue box appears. Since the newsletter is set up for double-sided printing by default, this function will insert two pages; a left and right page.

Customer Address – Use this option if you plan to mail your newsletter and don't want to use an envelope. Publisher will put a panel on the back page of your newsletter so you can print an address directly on the newsletter.

One or Two-sided Printing – Here you can decide whether you'll be printing your publication on one side only or on both sides. Publisher will change your publication to optimize it for your choice.

Personal Information – Here you can choose which of your personal information to include in the newsletter. By default, the wizard uses the "Primary Business" set of information when creating a newsletter, but you can choose another set. Typically, the wizard will place this information on the last page of a newsletter.

Convert to Web Site – The final option on the newsletter wizard lets you instantly create a web site from your newsletter content.

Now, lets look at Custom Designing a Newsletter from Scratch.

Select **File – New** from the menu bar. On the Catalog window, click the *Blank Publications* tab, select the *Full Page* publication and then click the Create button.

If the Quick Publication wizard automatically comes up, click the *Hide Wizard* button to get it out of the way.

First, you need to set some guides to help place objects on the page. Select **Arrange – Layout Guides** from the menu bar.

On the *Layout Guides* dialogue box, select the number of columns and rows desired then click *OK*.

Create a text frame and enter a title for the newsletter. Format the text in the title as you desire. Now let's try a new trick. Do you recall that in WordArt, the Font Size field offered an option called "Best Fit"? You can achieve the same effect in a regular text frame by using the AutoFit option. You have two AutoFit options from which to choose:

> *Best Fit* – This option makes the text as large as possible in the current-sized frame. If you later resize the frame, the text will decrease or increase to accommodate the change. This option is best for headlines and other short text phrases or single words.

> *Shrink Text on Overflow* – This option only changes the text size if the text becomes too much to fit within the frame. Publisher will automatically reduce the font size so no excess text is hidden and the text fits. This option is best for stories or other large blocks of text.

Select the title frame, and then select **Format – AutoFit Text – Best Fit** from the menu bar. The title now stretches to fit your frame.

A sans serif font is often used for headlines and other large text, while a serif font is usually used for "body text" (smaller text used in the article or story). This rule is reversed when designing online text, such as in a web page.

Serif fonts have rounded ends or curls called serifs at the ends of each letters stroke while "sans" (which means without) serif have straight ends for its letters. An example of serif is Times New Roman (as this document was prepared using) and Garamond. Examples of sans serif are Arial and Century Gothic as I have changed each word to reflect a font example of itself so you can see the difference.

You can now design your newsletter by adding text boxes, tables, clipart, graphics, etc. You can even use the object toolbar tools to add to its appearance.

Compare your design to other newsletters, magazines and newspapers you have lying around and adapt ideas from them that could be added to your document to enhance its appearance.

I'd like to take this opportunity to mention the *two-font rule*—you should generally use no more than two different types throughout the document. Any more will cause it to appear too busy and distract from its contents. Use other text formatting attributes for the text to enhance its appearance (e.g., bold, italics, sizes, small caps, drop caps to name a few). The easiest way to keep your fonts organized and consistent in a newsletter or any other publication is by creating text styles and applying them when you need them.

Similarly, too many colors make a publication seem inconsistent and even sloppy. The easiest way to ensure good color usage is to select a color scheme and decide ahead of time on specific purposes for the colors.

Add Pages to a Custom Designed Newsletter

Select **Insert – Page** from the menu bar and the *Insert Page* dialogue box appears. Note that this is a different dialogue box than the one seen when inserting a page using the newsletter wizard.

From the *Insert Page* dialogue box you can designate the number of pages you wish to have inserted; whether they should be inserted before or after the current page; and if the new pages are to be blank pages (under the *Options* section). Only the layout guides will appear on the inserted blank pages as they are applied throughout a publication when they are initially established.

Connecting Frames within a Newsletter

Connecting frames is a simple way to position text where you want it, even if it is not all together on a page or if it is not on the same page at all. Continuing a story on another page is normal when designing newsletters and the text will flow easily by using connected text frames.

The Text in Overflow button ```A...``` at the bottom of a text frame indicates that there is an overflow of text. That is, all of the text cannot be made visible within the confines of the text box. Text that cannot be seen or does not fit in the frame can be continued by using the Pitcher Pointer and Pouring Pitcher Pointers to continue the text into other text frames. Text frames that are used for the continued text are *linked* to their "continued from" or previous text frame.

Text Overflow Button
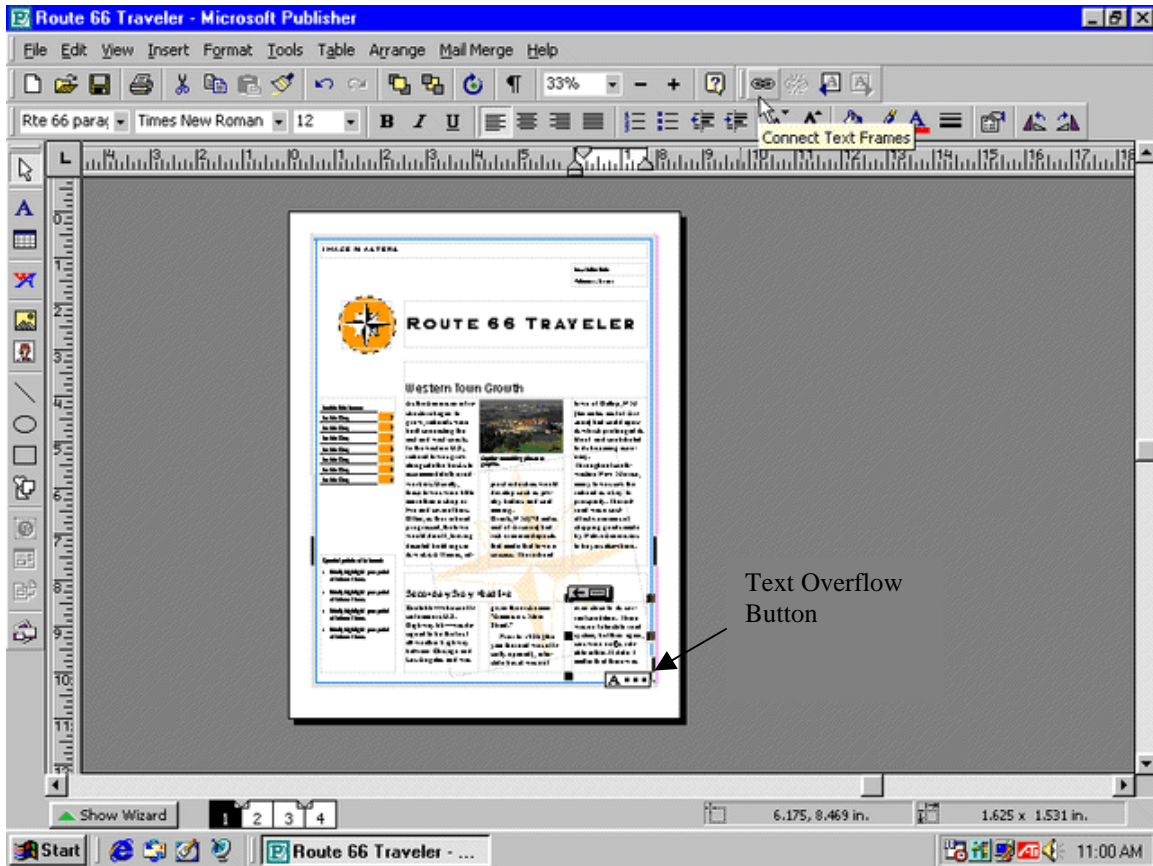
Click the **Connect Text Frames** button on the Standard toolbar as shown above. Your pointer now changes to a "Pitcher of text" that can be poured into a continued text frame location. When you place the pitcher over the continued text frame, it changes to a "Pouring Pitcher of text," indicating that you can now pour the text into the continued frame. Click the continued frame with the pouring pitcher pointer and then press the F9 key on the keyboard.
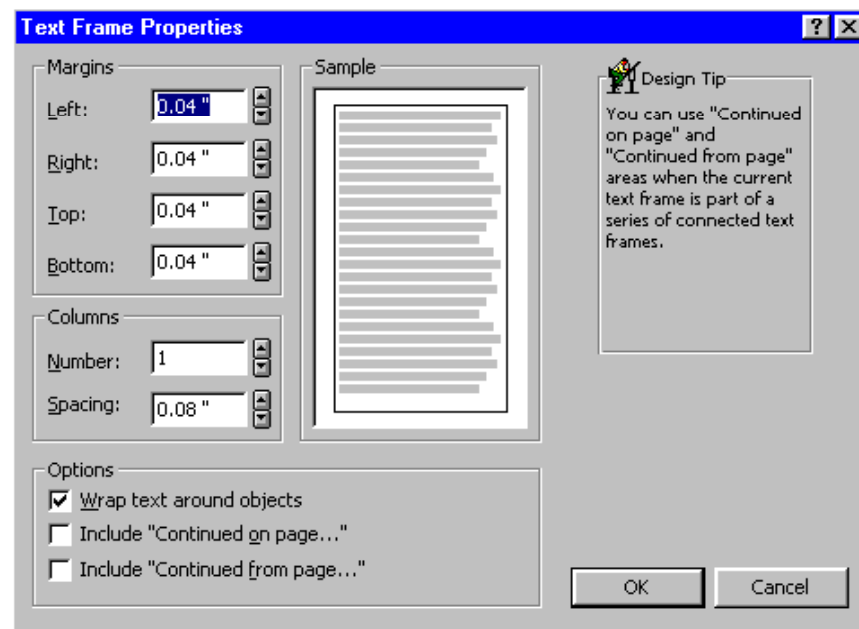
Go to Previous Frame Button
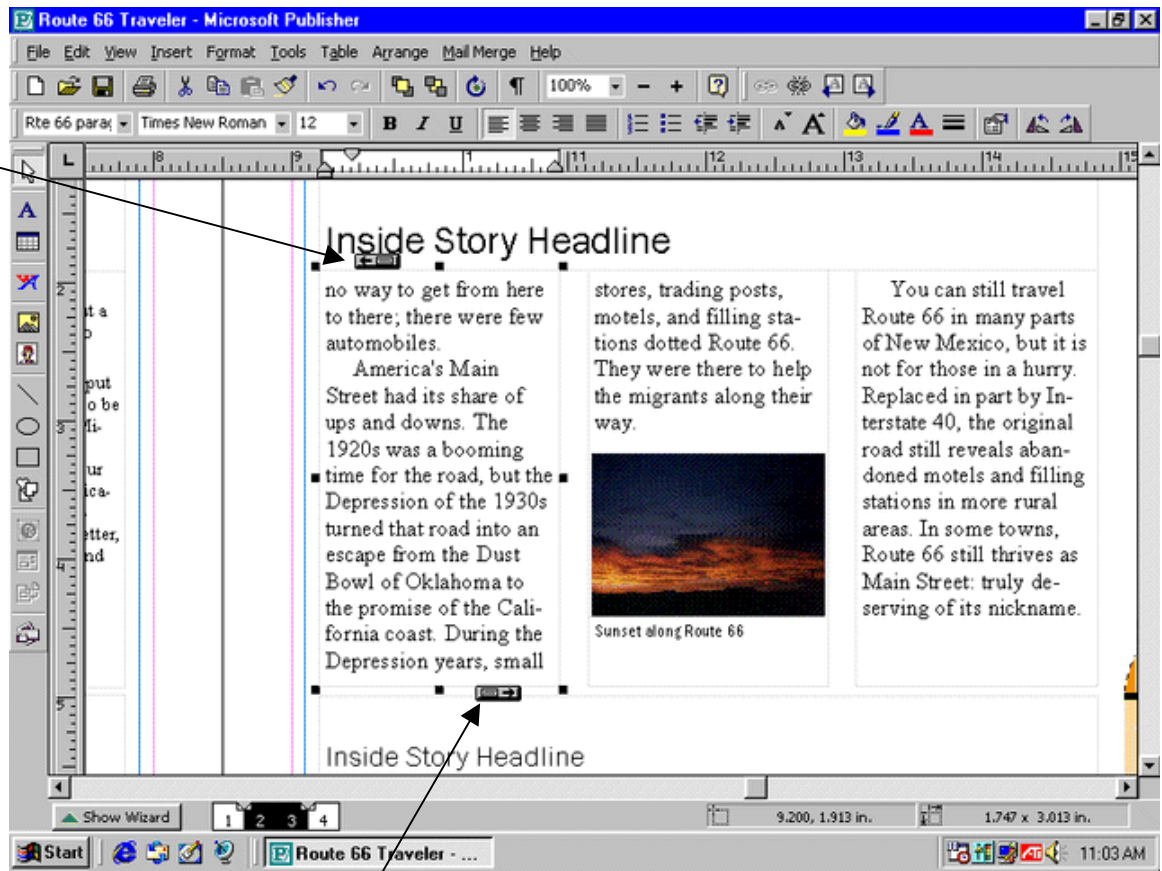
Go to Next Frame Button

Continued on and **Continued from** notices can be added to linked text frames. These notices will automatically insert the correct page number reference where the connected text frame is located. Publisher automatically updates these references if you move the text frame. You create a Continued on notice by modifying the text frame's properties.

1. Click Format on the menu bar, and then click Text Frame Properties. The Text Frame dialog box opens.
2. Check boxes in the Options area of the Text Frame Properties dialog box create the Continued on - Continued from notices.

Text Frame Properties

Margins

Left: 0.04 "

Right: 0.04 "

Top: 0.04 "

Bottom: 0.04 "

Columns

Number: 1

Spacing: 0.08 "

Sample

Design Tip

You can use "Continued on page" and "Continued from page" areas when the current text frame is part of a series of connected text frames.

Options

☑ Wrap text around objects

☐ Include "Continued on page..."

☐ Include "Continued from page..."

[OK]   [Cancel]

When you have several connected frames, you can easily select all the text in this chain of frames by choosing Edit>Highlight Entire Story from the menu bar.

Working with the Background View

In a newsletter, as in many other documents, there is certain text you'll want to have on every page – like the page number, for instance. You could place this text in frames as with normal text, but then you would have to be concerned with wrapping, layering, and other issues. Instead, repeating text and graphics can be placed on the background view. Objects on the background view show through to the foreground but do not interact with any of the objects in the foreground view. Whatever you place on the background view automatically shows up on every page of your publication.

You can place text, graphics and any other objects on the background, but keep in mind that these can still be covered up by solid objects on the foreground. You'll want to place background objects in areas you don't usually use in the foreground - for instance, in the margin area.

Adding a footer line and page number on the background

1. From the menu bar, select **View** > **Go to Background**. It appears as if all the objects on your page disappear because all you see now is a blank page and any of the layout guides you have established.

   *Tip:* You can press Ctrl + M to switch quickly between the background and foreground views.

2. Using the Line Tool, draw a line just below the bottom page boundary, from martin to margin.
3. Format the line to a 2 point thickness.
4. Draw a small text frame, centered just below the line.
5. With the frame still selected, choose **Insert > Page Numbers** from the menu bar. Publisher inserts what looks like a number sign (#). This is a field that will update on each page to show the correct number.
6. Select center alignment for the page number in the frame.
7. Select **View > Go to Foreground** from the menu bar to return to Publisher's normal view.

Now, you should see the line and page number below the other objects on the page. The line and appropriate page number will now be reflected on every page in the publication.

<u>How to Create a Watermark</u>

A watermark is a very faint picture that appears behind other objects on a page. It is used in the background of a publication.

1. To create this effect, press **Ctrl M** to go to the background view.
2. Click the picture frame tool button on the objects toolbar, and then drag the pointer to create a Picture Frame.
3. Right-click the picture frame, point to Change Picture, point to Picture, click From File and locate the picture to want as the watermark.
4. Click Insert and the image appears in the frame in the page background view.
5. Right-click the image, point to Change Picture, and then click Recolor Picture. The recolor picture dialog box opens. Choose a light color so the picture will appear faintly on the page. This allows the picture to show through the objects and text in the foreground view.
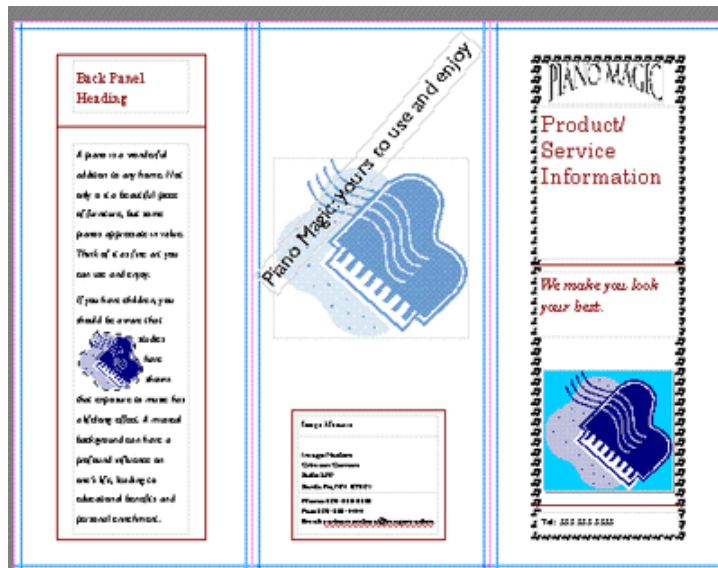
Piano watermark image behind text object.

Drop Cap

A **drop cap** is when the first letter of a paragraph has a larger, fancy letter style than the other text. The use of a few well-placed drop caps in a publication can provide a professional look to it. To create a drop cap:

1. Click the paragraph where you want the drop cap to be contained.
2. From the menu bar, select **Format > Drop Cap**, and the Drop Cap dialogue box appears.
3. In the **Available drop caps** pane, browse through the preformatted drop caps using the scroll bar to see them all. Click one to see it up close in the Preview pane.
4. When you find one that you like, simply click OK to apply it in your publication.

Grouping Objects

Grouping means selecting two or more objects and "gluing" them together. They can then be moved, rotated, and resized just as if they were one single object.

1. Place three objects on a blank page.
2. Press and hold the Shift key on the keyboard and click the three objects. (All three images should be selected.)
3. Line up the objects by selecting **Arrange > Align Objects** from the menu bar.
4. The Align objects dialog box will open. Click the Top to bottom - Centers option.
5. Click the Group Objects button and the three objects are transformed into a single selected object.
6. To ungroup the objects, click the Ungroup Objects button, then press the F9 key on the keyboard.

Click to Ungroup Objects

Click to Group Objects