



Microsoft®

Office Publisher 2007

Northern New York Library Network

Workshop

www.nnyln.org

Jim Crowley

C3 – Crowley Computer Consulting

9148 State Highway 37

Ogdensburg NY 13669

315-394-7008

315-394-7009 fax

www.crowleycomputers.com

jim@crowleycomputers.com

Course objectives

1. To provide the class with an exploration of desktop publishing.
2. To assist class development of various documents using Microsoft Publisher 2002.
3. To develop computer literacy. To address the class' questions.

Schedule

9:00	Registration
9:30	Morning session
10:40	approximate break
12:00	Lunch
1:00	Afternoon session
2:00	approximate break
3:30	Dismissal

Handouts available in PDF format at
www.crowleycomputers.com/handout.htm.

General session topics

Microsoft Office Publisher 2007 helps users create, personalize, and share a wide range of publications. New and improved capabilities in Publisher 2007 guide users through the process of creating and distributing publications.

The class will cover:

1. Desktop publishing
 - A. Spectrum of users and uses
 - B. Tools of the trade
2. Structural overview
3. Objects are everything!
4. Getting started from scratch or templates
5. DTP Rules of Thumb
6. Better navigation
7. Text
 - A. Frames
 - B. Making the most with and without color
 - C. Be lazy, use tools
 - D. Semi-universal object formatting
8. Clipart and pictures
9. Don't overlook master pages
10. Tables gone wild
11. Objectify objects
 - A. WordArt
 - B. AutoShapes
12. Printing and reproduction techniques
13. Web pages?

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Session I

1. What's Publisher?

Microsoft Publisher is an easy to use and powerful desktop publishing application. If you put together newsletters, banners, signs, calendars and many other things, Publisher may be the tool you need to learn more about.

- A. In a general sense we'll explore:
 - 1. Design consistency
 - 2. Font usage
 - 3. Balance
 - 4. Printing and reproduction tips and tricks
- B. All of this will be within the specifics of Microsoft Publisher including:
 - 1. Design Gallery and Wizards
 - 2. Formatting
 - 3. Frames
 - 4. Hyphenation
 - 5. Graphics and scanning
 - 6. Kerning and other tips to "make it fit"
 - 7. Bringing information in from other applications

2. Quiz

- A. Microsoft Word users?
- B. Microsoft Publisher users?
- C. Version?
- D. Experience
- E. Other desktop publishing applications?
- F. What do you want to learn today?

3. Desktop publishing is...

- A. Using a personal computer or workstation to produce high quality printed documents using various typefaces, margins and justifications with embedded graphics and illustrations.
- B. Getting difficult to distinguish desktop publishing from word processing.
- C. DTP

4. Who does desktop publishing?

- A. A graphic designer or other professional (often with some formal training or background) who uses desktop publishing software (most often the high-end programs such as Adobe PageMaker or QuarkXpress) to design documents for clients.
- B. A small or home-based business person (often self-trained or with a background other than design or printing) who uses their computer and desktop publishing software to design documents for clients.
- C. A small or home-based business person with a word processing, resume, or office support business who uses their word processing software (usually) to design documents for their word processing clients.

- D. A person who uses their computer and desktop publishing software to design documents for their own business (not for clients). Will usually use low-end to midrange desktop publishing software and print documents directly to their desktop printers.
- E. A secretary, administrative assistant, or other office support person who uses word processing or desktop publishing software to design documents for an employer -- in addition to their normal, non-design duties.

5. Tools of the trade

- A. Word processor - will save time depending on proficiency; it will increase quality. Time savings are huge in retyping but this is often canceled out by the time you spend making tiny revisions striving for perfection.
- B. Page layout program - again, time saving is highly dependent on proficiency, but increases in quality and capability can be huge. The more options the program has, the more time it takes to learn but the more options you have for fine tuning your layout and type. Any modern application is WYSIWYG.
- C. Graphics editor - leads to pictures tuned for your needs, trim with fat and altered for better attention grabbers! Again, this may save time, but will increase quality and capabilities.

6. The competition

- A. Print Shop Deluxe v23 and Print Explosion Deluxe v3 (Mac)
 - 1. Basic capabilities
 - 2. Easy to use
- B. Scribus v1.3
 - 1. Open source application available on multiple platforms
- C. Adobe InDesign CS3 and Quark QuarkXPress 8 (Mac)
 - 1. Advanced capabilities
 - 2. Multiuser

7. Versions

- A. 2007
- B. 2003
- C. 2002, aka Xp
- D. 2000
- E. 98

8. Document compatibility - Publisher 2007 does not have a new file format!

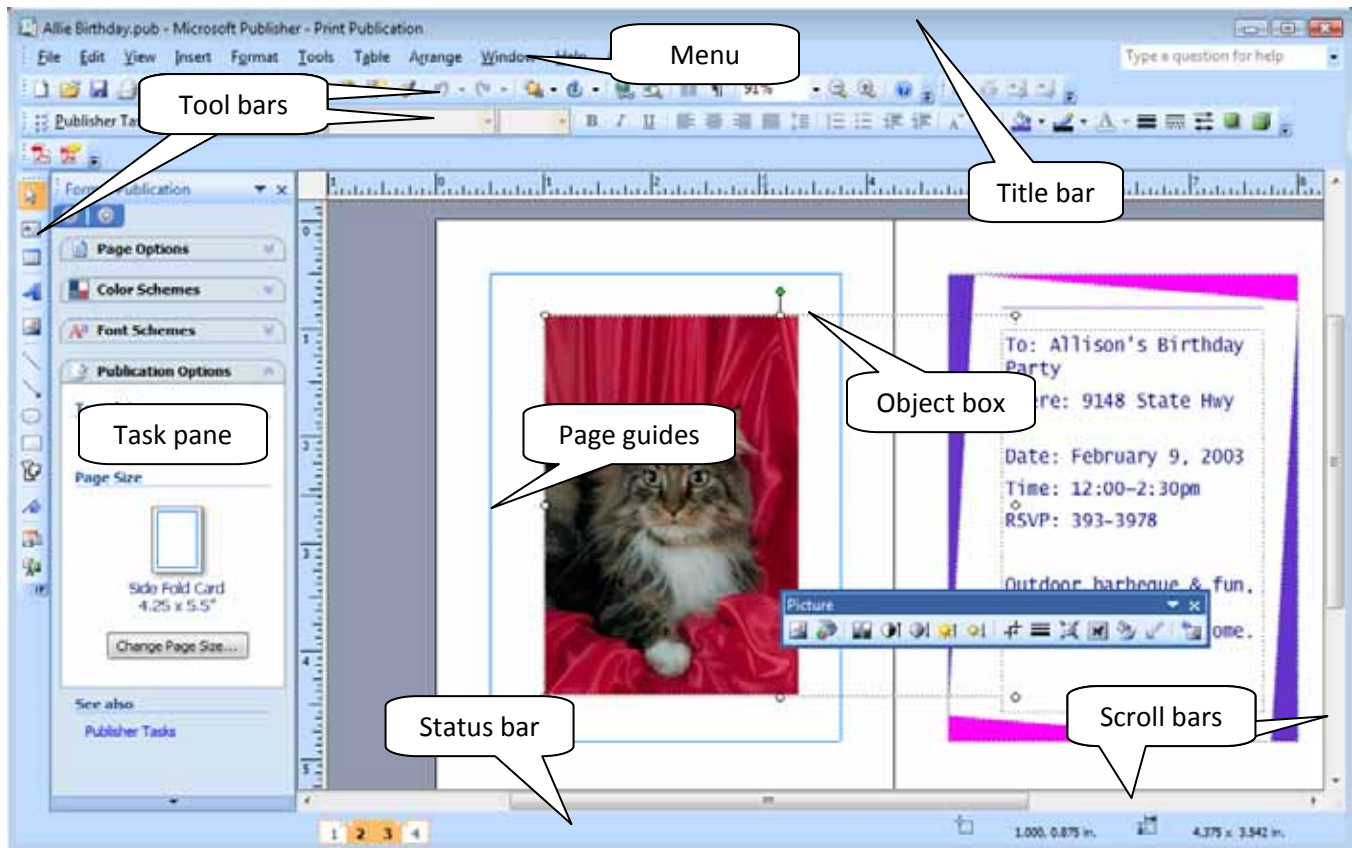
- A. Publisher has always been able to save to previous versions, but I don't recall Microsoft ever updating older versions to read the newer files.
- B. All use .pub extension.

Application version	Document version	
2007		Publisher Files (*.pub)
2003	Current format	Publisher Files (*.pub)
2002		Publisher Template (*.pub)
		Publisher 98 Files (*.pub)
2000	2000 only	Publisher 2000 Files (*.pub)
		Unicode Text Files (*.txt)
98	98 only	PostScript (*.ps)

9. What's New for 2007?

- A. Better, more professional templates
- B. Create reusable content
- C. Improved Pack and Go for working with printing houses
- D. Banner printing if printer handles banner sized paper
- E. Improved mail merge from Word
- F. Save as PDF (with download) or XPS
- G. Uses Office improved spell checker
- H. Jim's Publisher 2007 notes
- I. Little changed in interface, would really benefit from the new GUI – how disappointing
- J. Templates and color schemes are not as well integrated as other Office applications
- K. Seems more stable with large documents
- L. Boring!

10. Pieces Parts




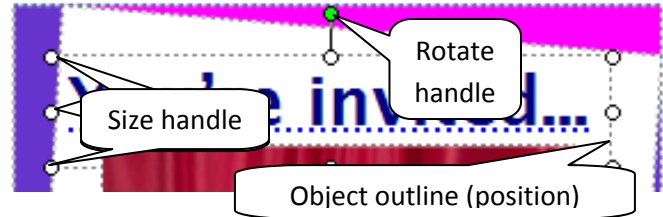
- A. Title bar with minimize, restore, maximize, close
- B. Screen tips - hold mouse cursor still over any button
- C. Object box
 1. Handle
 2. Rotate handle

Allie Birthday.pub


- D. Scroll bars - horizontal and vertical
- E. Page guides - for alignment assistance, do not print
- F. Status line - current location of cursor or location and size of object
- G. Toolbars - quick access to most used commands. Standard, formatting and object toolbars are normally displayed.
- H. Task pane - detailed assistance on many tools.
- I. Menu - all program choices

11. Objects (or Elements)

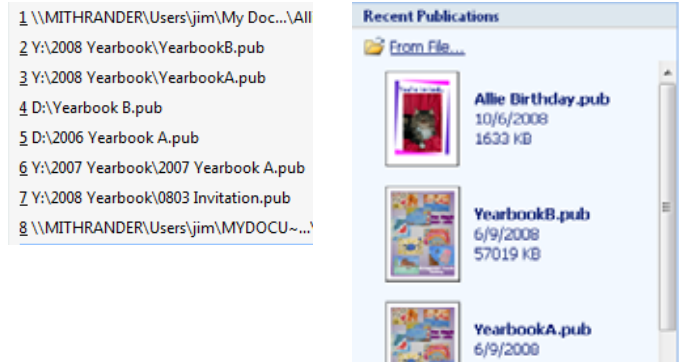
- A. All items in your publication are objects
- B. Sometimes objects are referred to as elements
- C. Text, tables, shapes, graphics...
 - 1. Objects can be formatted, resized, deleted... as a complete unit.
 - 2. Select by mouse
- D. Basic object manipulation
 - 1. Object edge – grey dotted line 
 - a. Drag – move object
 - b. Ctrl+drag – copies object
 - c. Shift+drag – moves object horizontally or vertically
 - 2. Handles
 - a. White circles – adjust object size
 - i. Corner
 - A) Drag – changes size proportionally, growing from corner
 - B) Ctrl+drag – changes size proportionally, growing from center
 - ii. Side
 - A) Drag – changes size disproportionately, growing from side
 - B) Ctrl+drag - changes size disproportionately, growing from center
 - b. Green circle – rotate object
 - i. Drag – rotates from center
 - ii. Ctrl+drag – rotates from opposite (bottom center) white handle
 - iii. Shift+drag – rotates from center, snapping each 15°
 - iv. Ctrl+Shift+drag – rotates from opposite (bottom center) white handle, snapping each 15°
 - c. Yellow diamond – changes slope or end point of object
 - 3. Delete – removes object. Can be undone.



12. Creating new publications

- A. New button gives blank letter size sheet. 
- B. File, New (or Ctrl+N) gives many options!

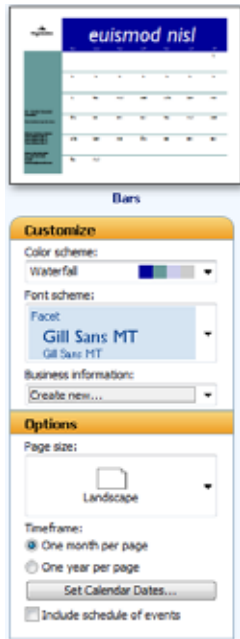
1. **Getting Started** window shows same options as **Publication Types** in lower left Task pane.
2. **Recent Publications** on right hand side is the same as the lower section of the **File** menu.



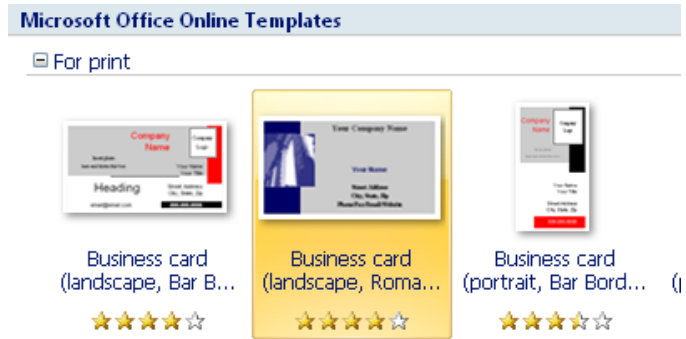
- Blank Page Sizes
- Advertisements
- Award Certificates
- Banners
- Brochures
- Business Cards
- Business Forms
- Calendars
- Catalogs
- E-mail
- Envelopes
- Flyers
- Gift Certificates
- Greeting Cards
- Import Word Documents
- Invitation Cards
- Labels
- Letterhead
- Menus
- Newsletters
- Paper Folding Projects
- Postcards
- Programs
- Quick Publications
- Resumes
- Signs
- Web Sites
- With Compliments Cards

3. Publication Types
 - a. Selecting any type gives appropriate templates on right.
4. Blank Page Sizes
 - a. Normal paper sizes
 - b. Papers sizes from other categories are available.



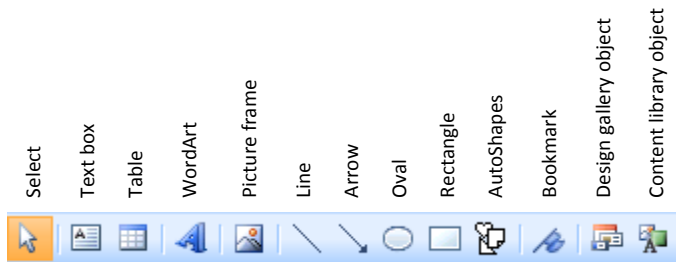


5. *View templates from Microsoft Office Online* gives options and user ratings from Internet if a connection is available.
6. Preview and options on the right.



13. Creating and selecting objects

A. Objects toolbar



B. Select arrow

1. Click on any object to select
2. Ctrl+click to select or deselect multiple objects
3. Drag to surround any object(s) to select

C. Create objects

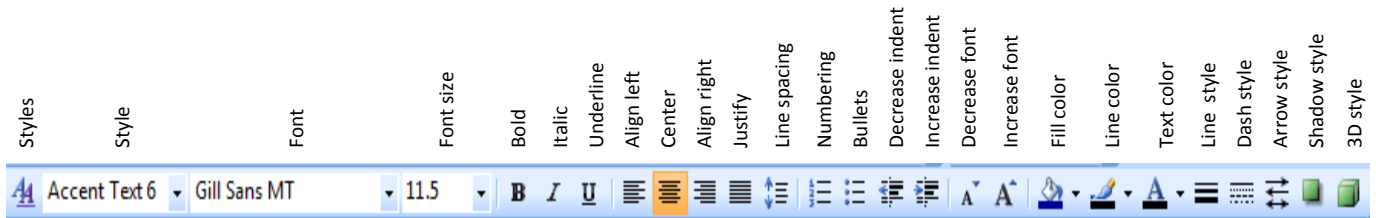
1. Select the appropriate tool from the Object toolbar or Insert menu
2. Drag to place the object
3. If necessary complete steps, IE. Select the picture to put in the picture box.

D. Delete objects

1. Select
2. Use the Delete key or Edit, Delete Object

14. Text box

- A. Create a text box and enter text
- B. Format toolbar

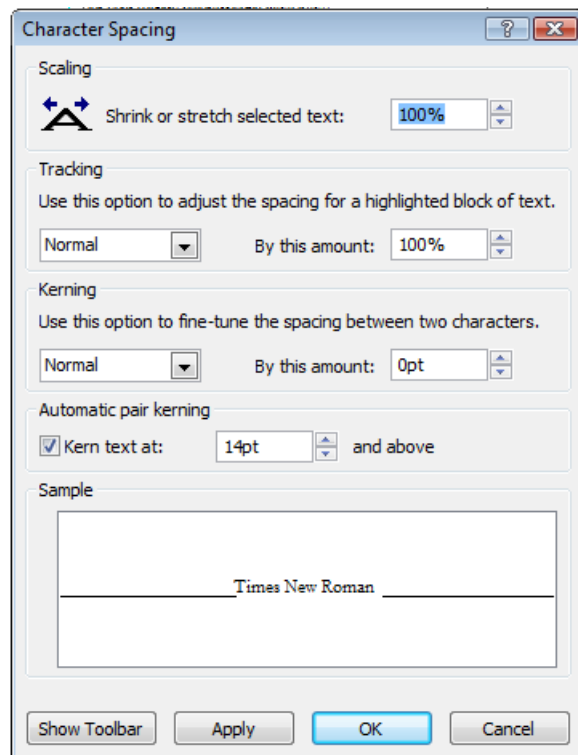
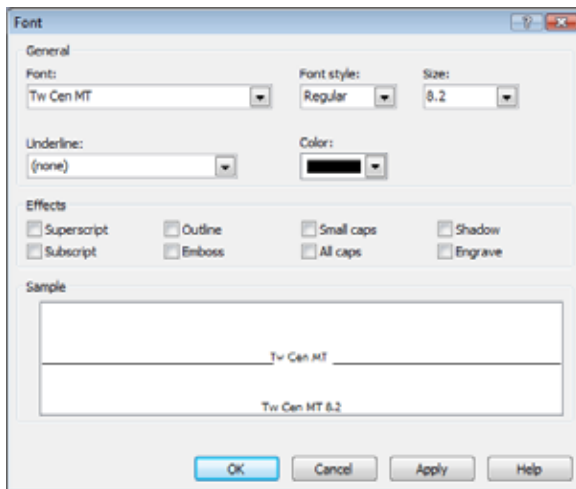


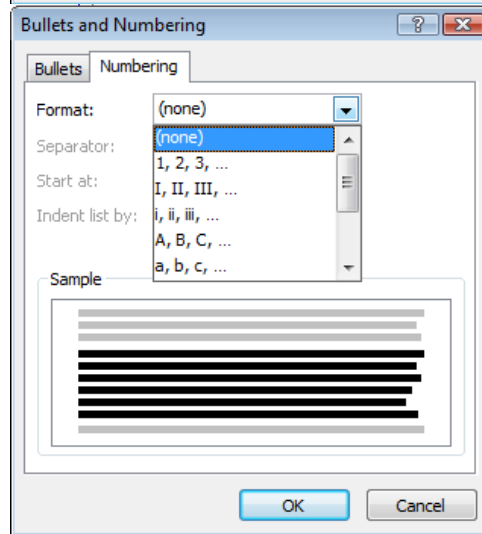
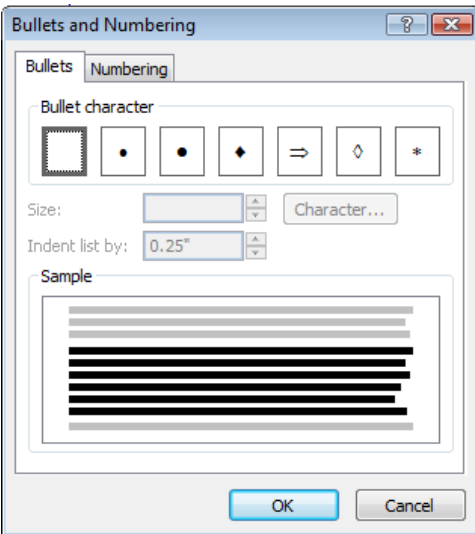
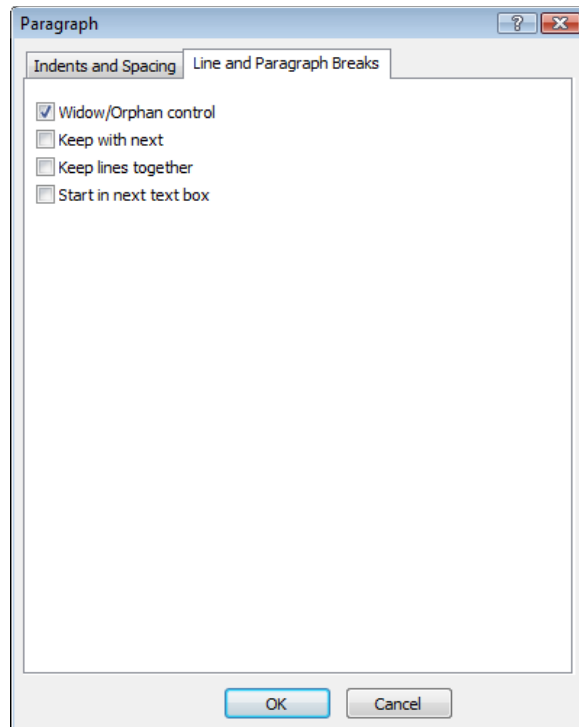
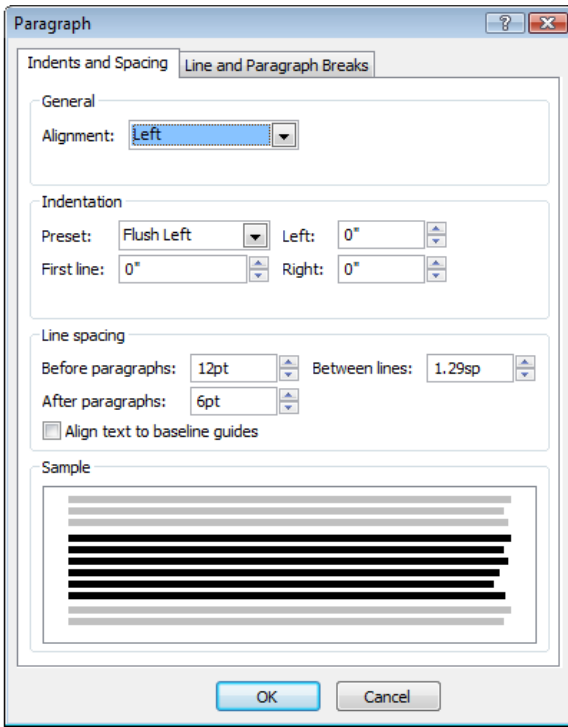
C. Getting around better

1. Special characters
2. Zoom
3. Zoom in and Out
4. F9 is your friend!

D. More formatting

1. Select text or the entire object or multiple objects
2. From Format menu





E. Connect Text Boxes

- Create link
- Break link
- Previous text box
- Next text box



<ol style="list-style-type: none"> 1. Completely automated <ol style="list-style-type: none"> a. Create a new text box b. Draw a text box c. Insert, Text File... d. Select <i>Aristotle from Project G.docx</i> and wait for conversion e. Yes use autoflow f. Yes, automatically create text boxes, watch Publisher created needed pages with text boxes. 	<ol style="list-style-type: none"> 2. Semi automated <ol style="list-style-type: none"> a. Create a new text box b. Draw a text box c. Insert, Text File... d. Select <i>Aristotle from Project G.docx</i> and wait for conversion e. Yes use autoflow f. No, do automatically create text boxes. g. Create a new text box. h. Select the first text box. i. Link button. j. Pour text into next box. k. Try adding and removing text from first box, watch autoflow work. 	<ol style="list-style-type: none"> 3. Continuing on from previous example... <ol style="list-style-type: none"> a. Add a new page b. Put a text box on the new page. c. Autoflow text into the new text box.
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F. More text box formatting is in Format Pictures

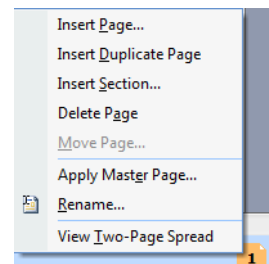
15. Pages

A. Creating pages

1. Right click on pages in status bar
2. Insert menu

B. Deleting pages

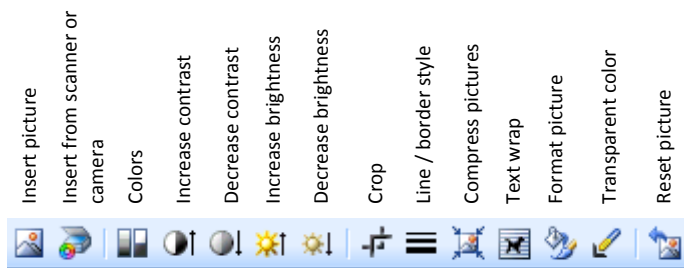
C. View Two Page Spread



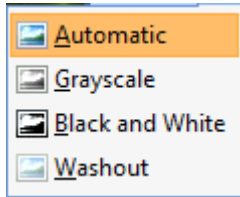
16. Accessing commands

- A. Menus - click or Alt + Capitalized letter
- B. Shortcut menu - right click or Shift+F10

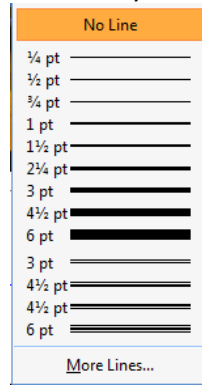
17. Insert Picture



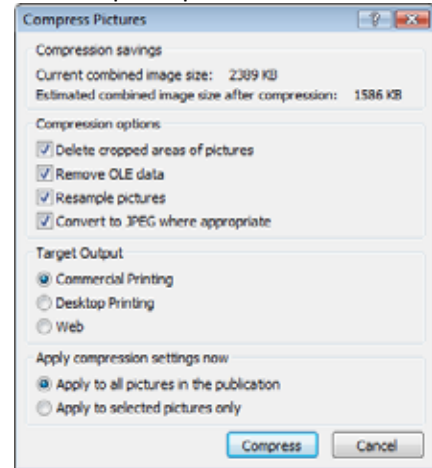
A. Color



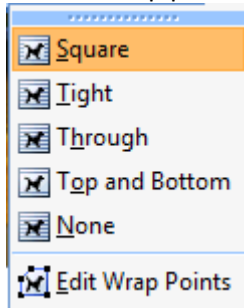
B. Line style



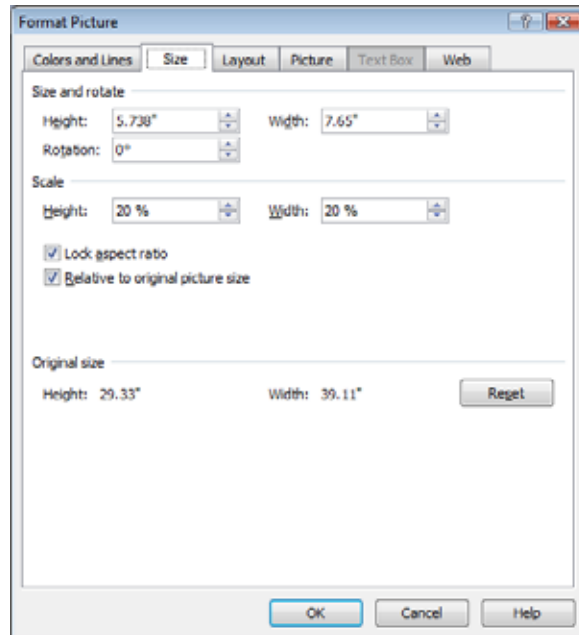
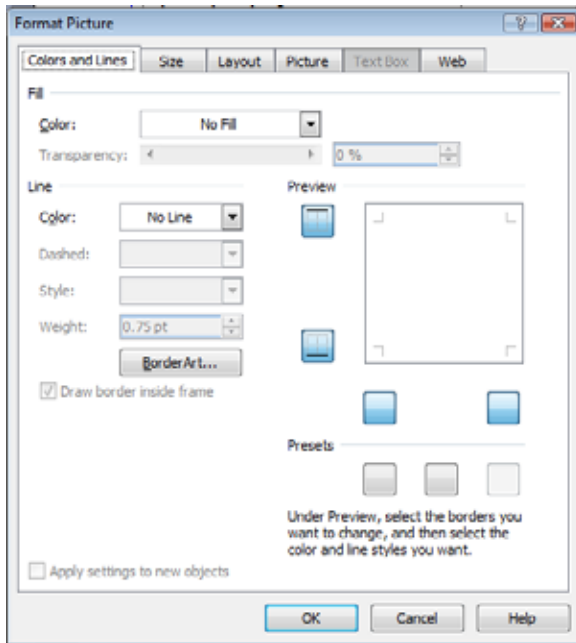
C. Compress pictures

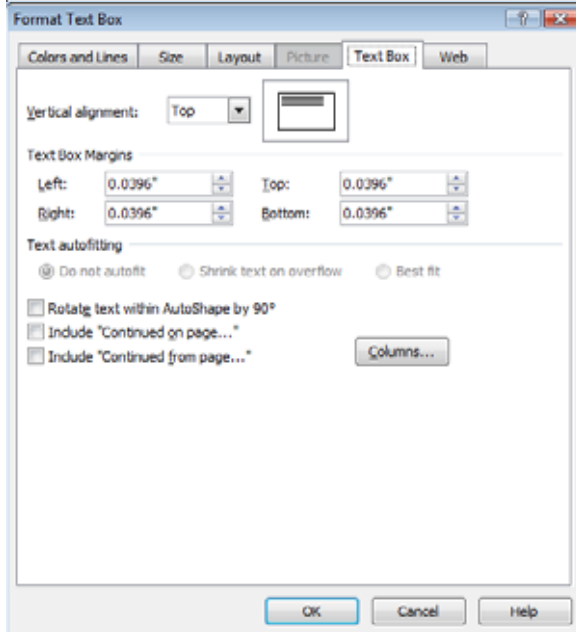
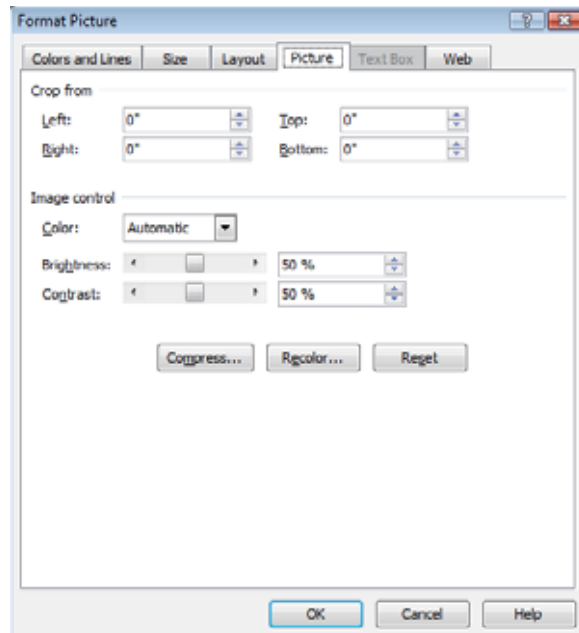
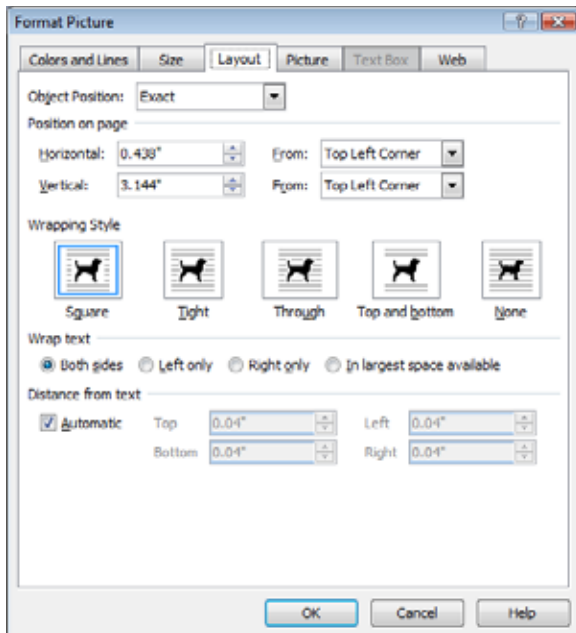


D. Edit wrap points



E. Formatting through Format Picture

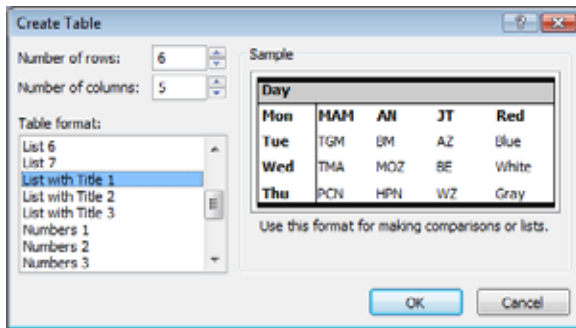




18. Other objects

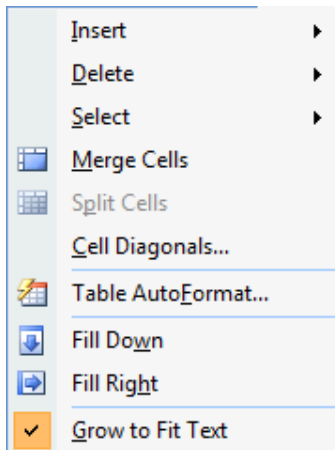
A. Tables

1. After creation, all text formatting works. Borders and backgrounds work on the table rather than on words or paragraphs.
2. Adjusting object size adjusts column and row widths accordingly.
3. Columns and rows can be dragged to new widths.

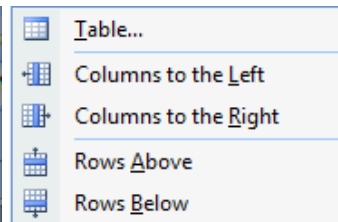


Harassing election calls by day				
	John	Jane	Sam	Samantha
Monday	40	43	30	6
Tuesday	41	44	30	7
Wednesday	43	42	30	9
Thursday	43	40	30	2

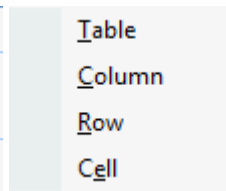
4. Table menu



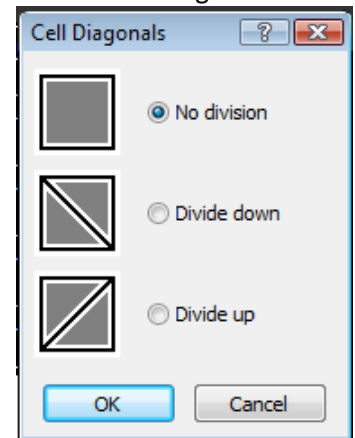
a. Insert



b. Select



c. Diagonals



5. Don't just think text for tables!

- a. Helpful for aligning pictures and other objects!
- b. May cause problems with wrapping around pictures. One technique that can be used is to apply the table, use it to align pictures and text boxes (don't use the table for text boxes). Then select and delete the table.
- c. Insert a table from Excel

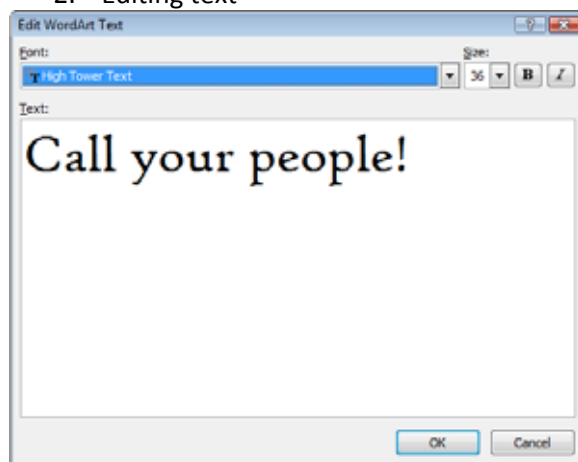
B. WordArt

1. Gallery

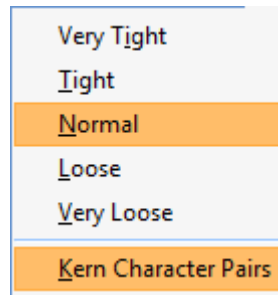
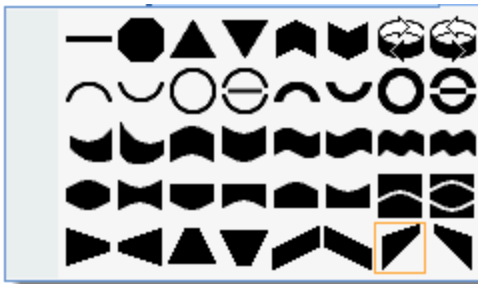


3. Shape

2. Editing text



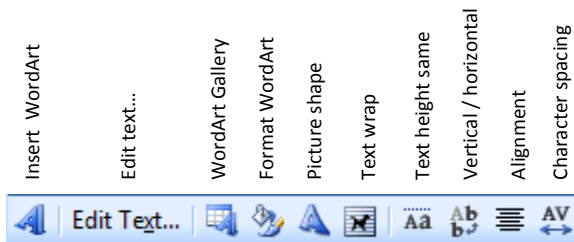
4. Spacing



5. See Format Picture options for all formatting.

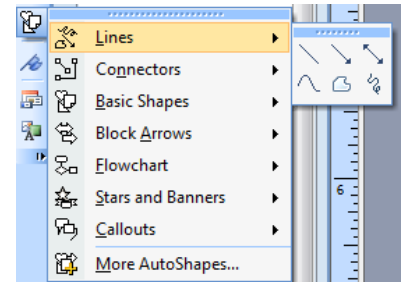


6. WordArt Toolbar



C. AutoShapes

1. Lines, arrows, ovals and rectangles are AutoShapes. AutoShapes all work the same! AutoShapes are called Shapes in other Office 2007 applications.
2. More AutoShapes is clipart!
3. Usage
 - a. Select your AutoShape from the Object toolbar or Insert menu.
 - b. Drag the crosshairs from one *corner* to the opposite *corner* and release the mouse.
 - c. After creation, all text formatting works. Borders and backgrounds work on the AutoShape rather than on words or paragraphs.
 - d. See Format Picture options for all formatting.

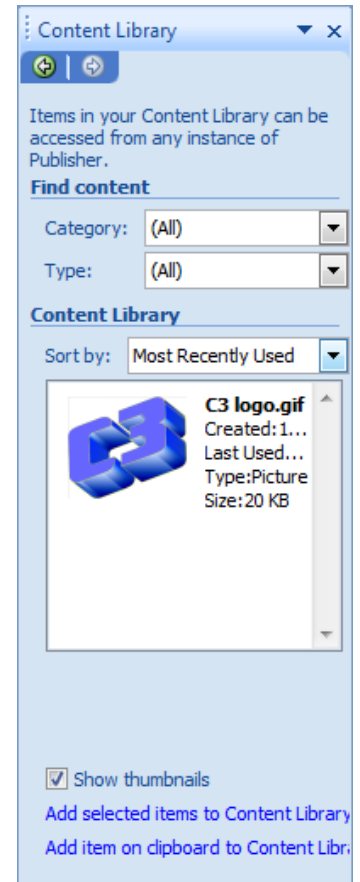


D. Clipart - After inserting, it's just a picture!

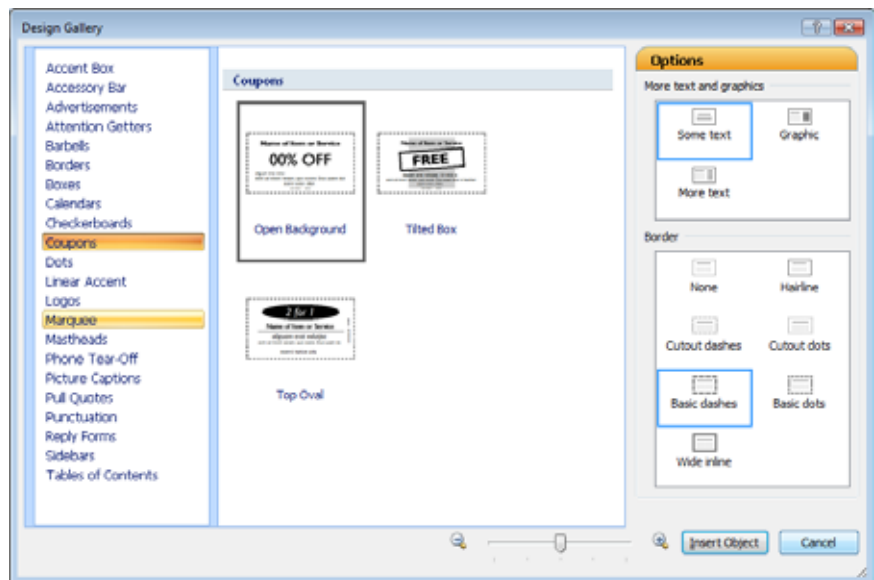


E. Content Library – allows you to create your own list of repeatedly used pictures, clipart, etc.

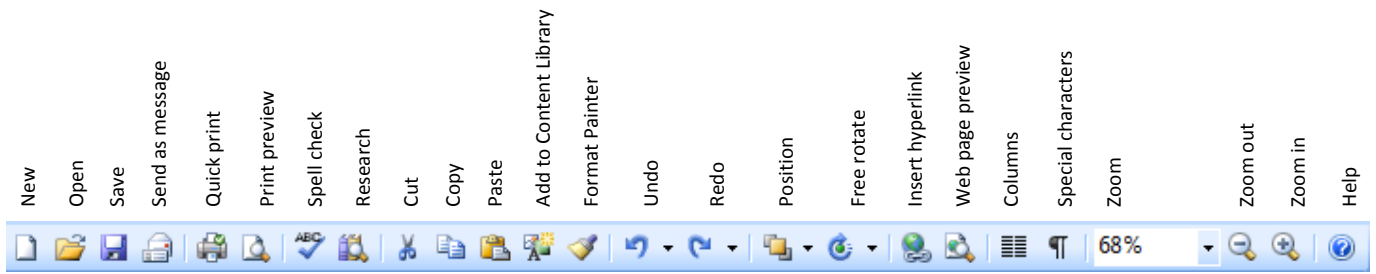
1. Add items to library
 - a. Insert the object as normal.
 - b. Use **Add to Content Library** from Standard Toolbar, right-click or Insert menu.
 - c. Categorize!
2. Use Library by clicking button on Object toolbar or Insert menu.



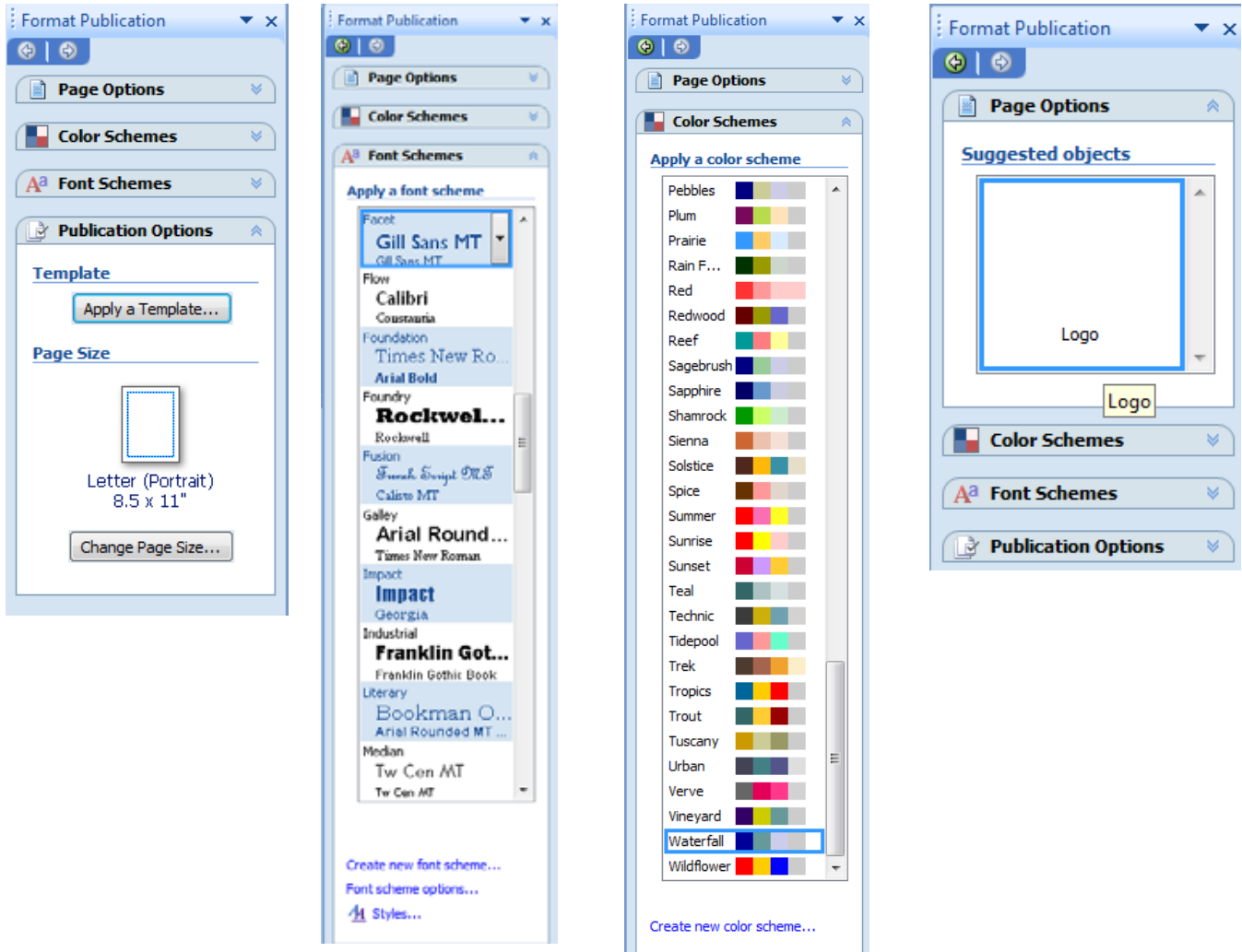
F. Design Gallery – clipart for designs?



19. Standard toolbar



20. Format Publication Task Pane



21. Type type

A. Type Style - A collection of type families related by common characteristics. There are essentially seven type styles: Roman, Italic, Sans Serif, Slab Serif, Text, Script and Decorative.

B. Type Face - A unique design of a set of characters, based on some overall design or desired appearance.

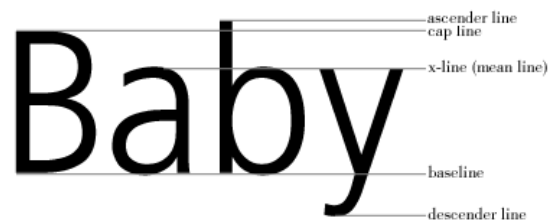
C. Type Family - A collection of typefaces related in design but differing in character weights and styles.

D. Point - is only the expression used for the distance between ascender (portion of a lower case letter that rises above the letters x-height) and descender (portion of a character that extends below the base line of the character) and as such cannot describe the proportional relationship of any type face's x-height to its ascenders and descenders. If one chooses two different faces, such as Helvetica and Garamond, they will appear on the page very differently. 1 point \approx 1/12 pica \approx 1/72"

E. Kern - the process of subtracting space between two characters so that they appear closer together. This is usually done to improve the aesthetic appearance of most words that are set in all capitals especially in large display and headline text lines.

F. Set Width - width of characters as defined by the creator. Proportional to size, but adjustable.

History of tenor & MASTER PIANIST pianist VLATIMOR Kinnsey. With album of such obvious QUALITY, PRIMA DAL Lully, con minimi for either the BARIT OR tenor voice Bostridge additions to



22. Creating contrast with types

- A. Capitalization
- B. SMALL CAPS
- C. Reverse
- D. *Italicize*
- E. Weight ie. Bold
- F. *Combinations*
- G. Size

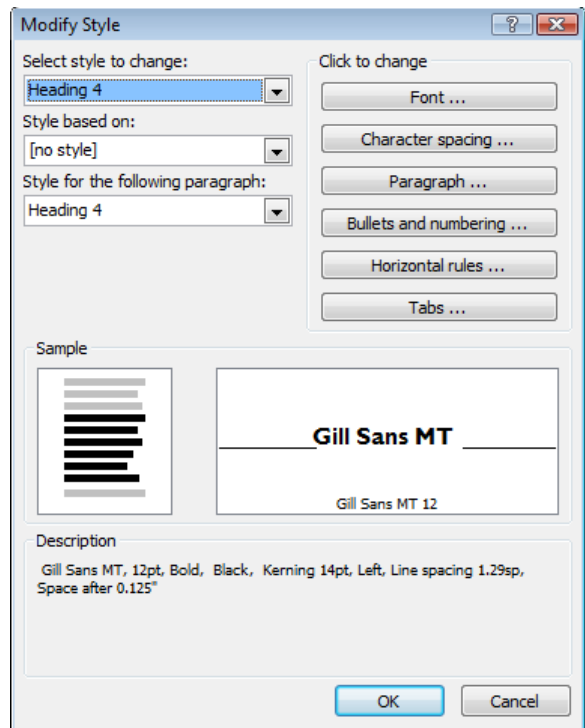
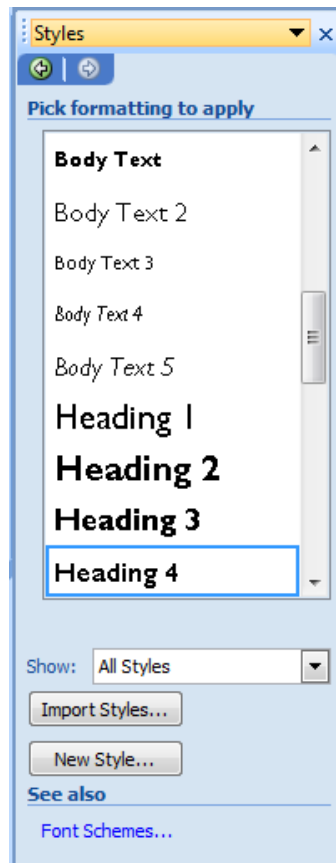
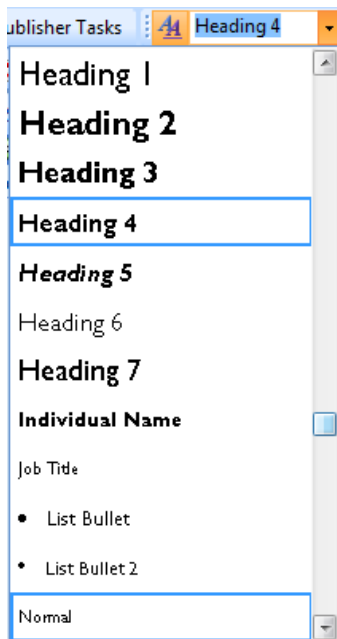
H. Position: rotation, alignment

I. Color

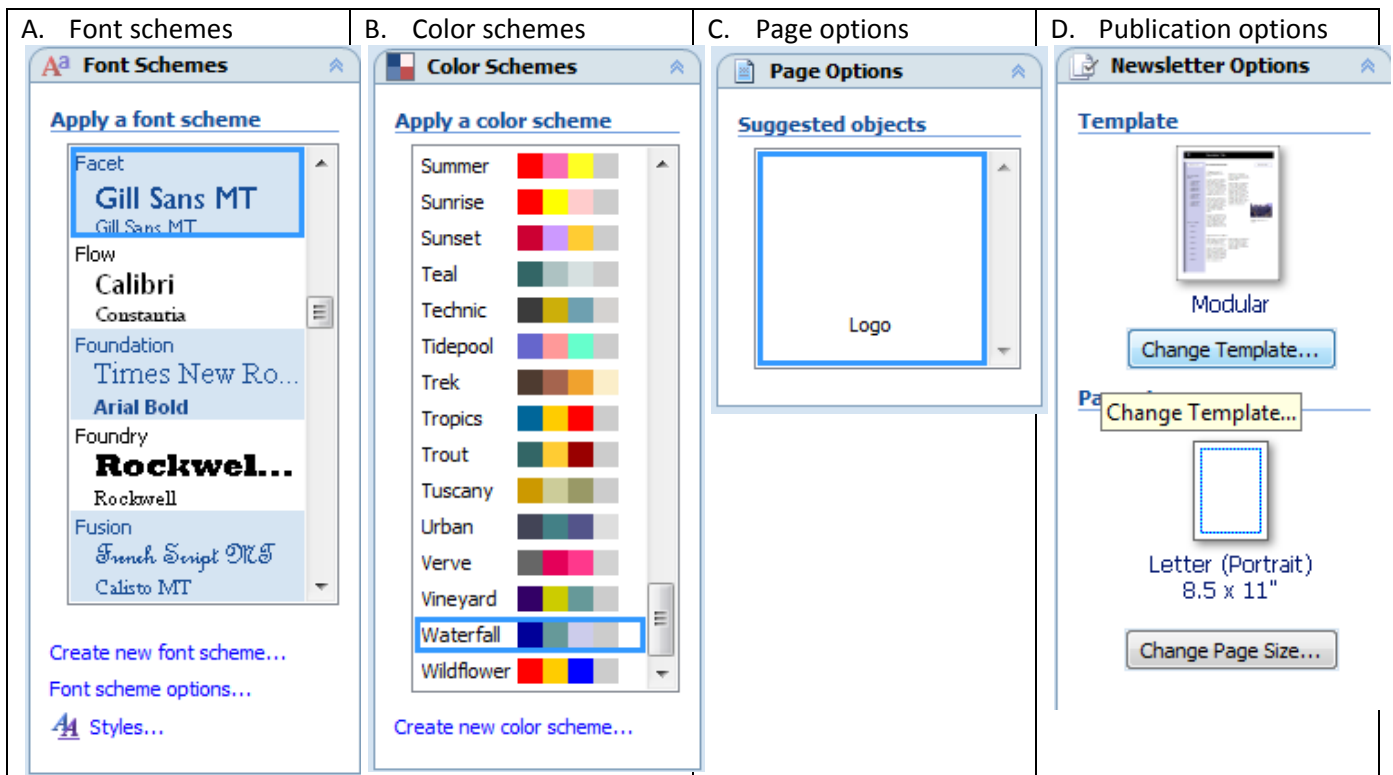
J. Alternate typeface

23. Using Styles

- A. Use for creating the same look on text in multiple locations! Also used for generating Tables of Contents and other lists.
- B. Use from Format Toolbar, Format menu or Styles Task pane
- C. Usage
 - 1. Modifying
 - 2. Creating new styles



24. Format Publication



Create a newsletter.

25. DTP Rules of Thumb

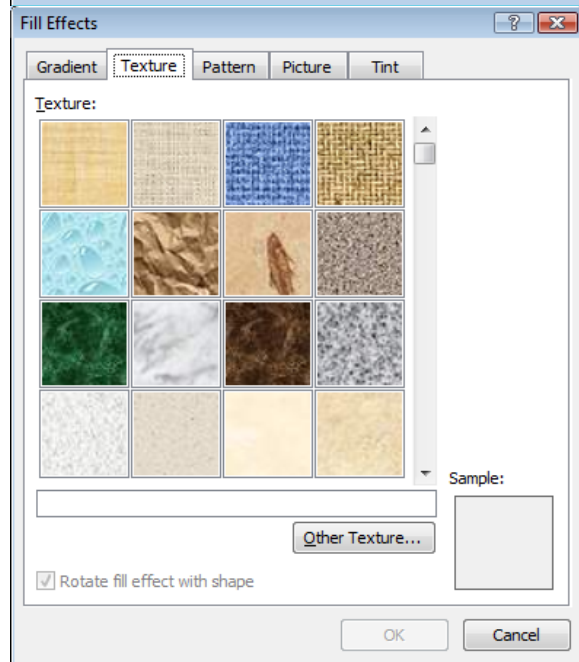
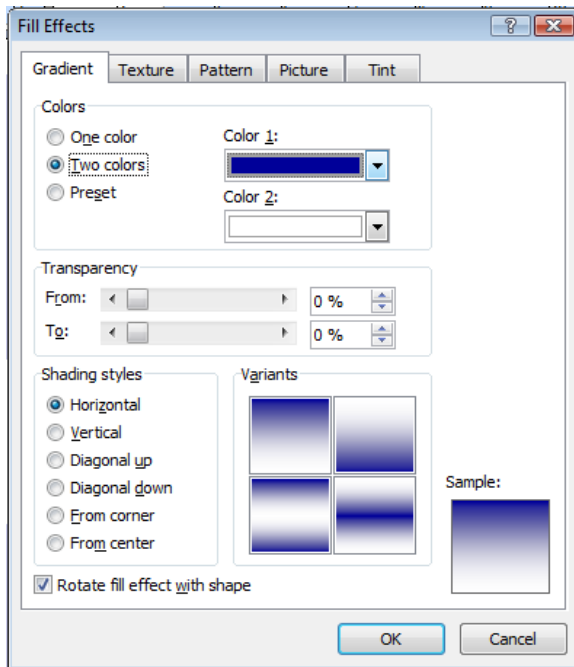
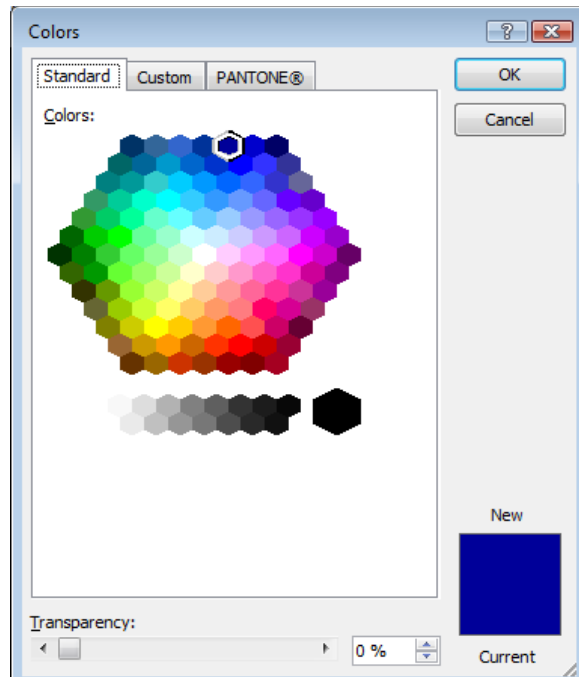
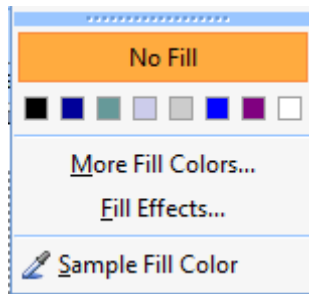
- Alignment - Everything on the page should align with something else. A grid is an effective tool in insuring that text and images align. Break alignment only for emphasis and sparingly within a piece.
- Margins - Avoid using the same margins on all sides of a publication. In publications with facing pages, the outside margin of each page should be double the inside margin. For best appearance, margins should be sized progressively from smallest to largest: inside, top, outside, bottom.
- White space - many novices miss using “nothing” to break up text and graphics to provide breathing room.
- Rule of Thirds - Visually divide your page into thirds. Place elements on the page within these thirds for a more interesting and visually appealing layout.
- Size - One measure of importance is size. Use larger graphics to communicate the most important goals of the piece. Smaller graphics are of lesser importance. When space is at a premium, drop the smaller elements first — they are less important.
- Proofreading - Two rounds of proofreading catch 98 percent of the errors in a publication.

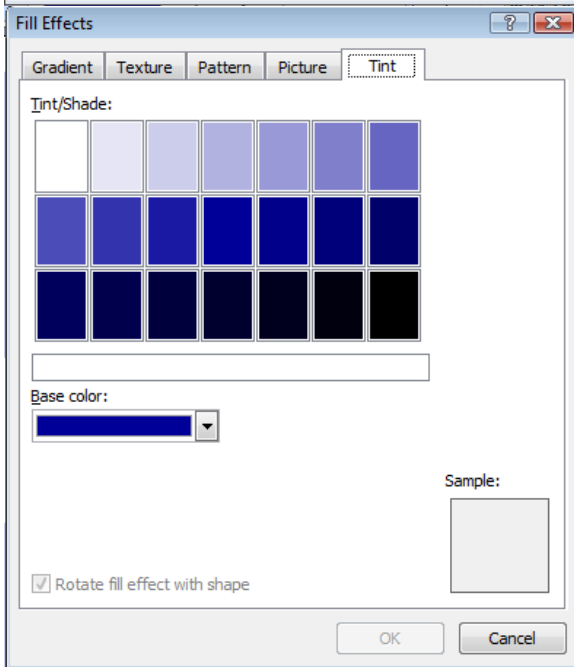
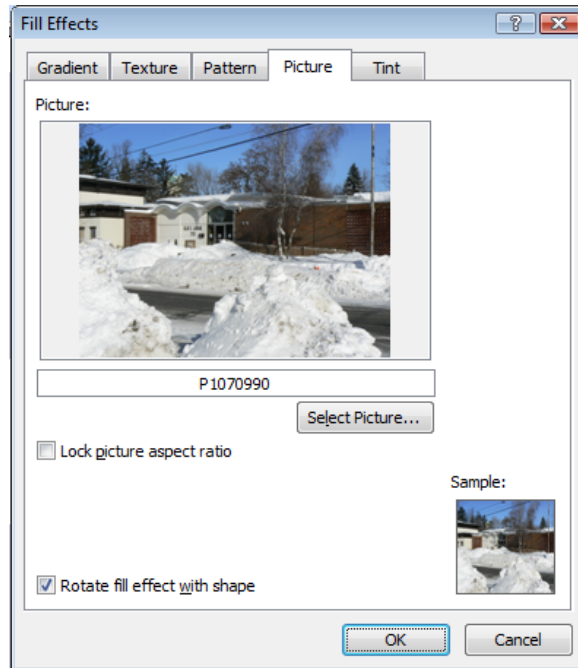
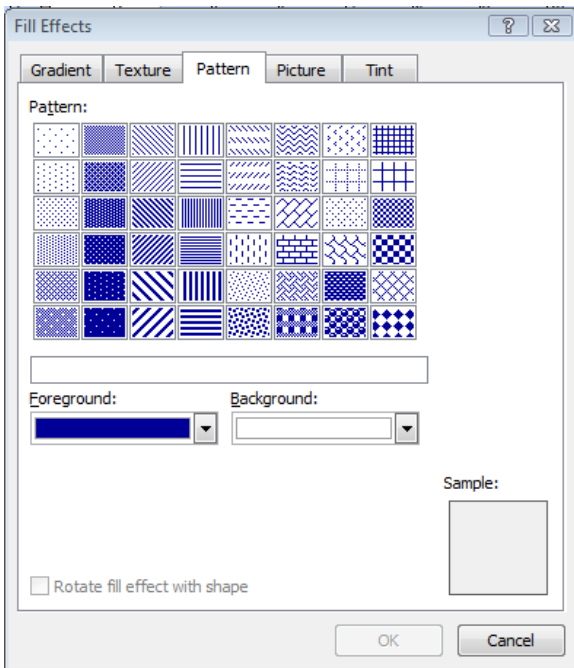
26. Hyphenation

- Publisher normally hyphenates.
- Alter from Tools, Language, Hyphenation or via right+click

27. Fill, Line and Text options

- A. No Fill does not equal white fill!
- B. Sample Fill Color

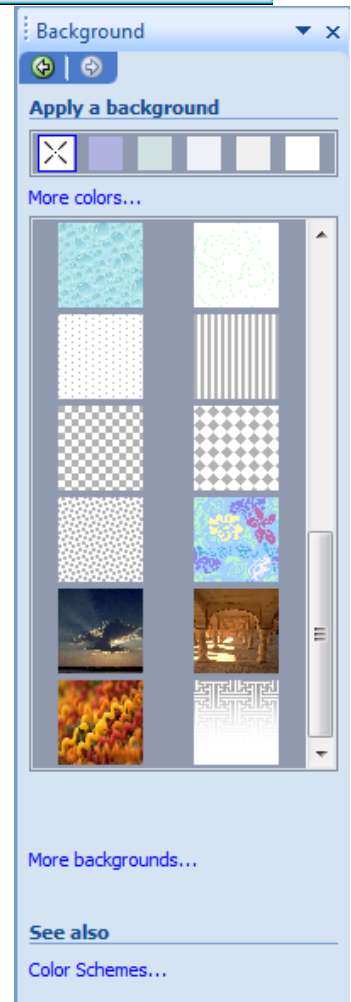




28. Backgrounds – prearranged fills that use complimentary color schemes or pictures.

29. Other formatting

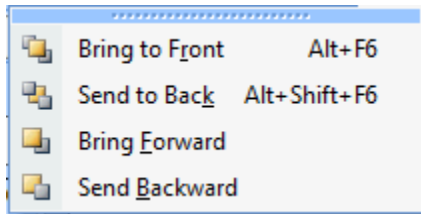
- A. Line / border style
- B. Dash style
- C. Arrow style
- D. Shadow
- E. 3D



30. Automatic copy fitting – Autofit

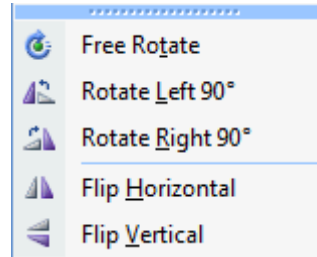
31. Arranging objects – from toolbars or Arrange menu

A. Order

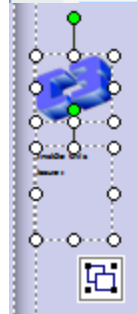
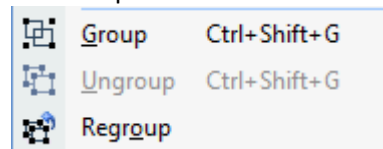


B. Rotate and flip

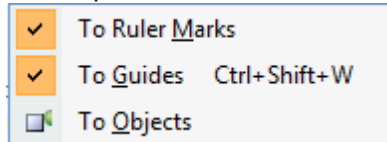
1. You can also use the green handle!



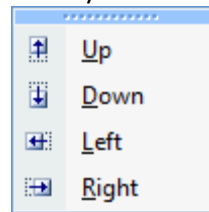
C. Group



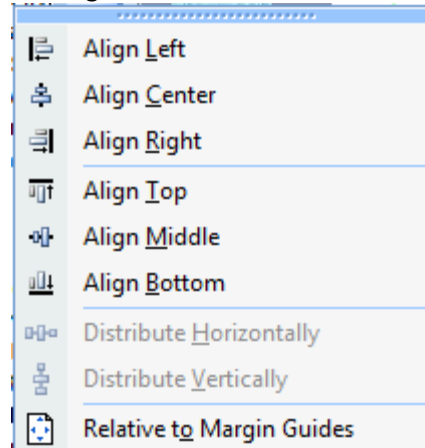
D. Snap



E. Nudge – you can also use arrow keys when an object is selected

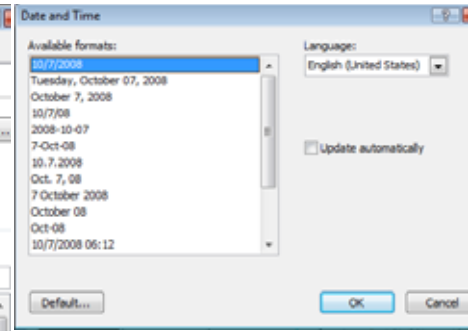
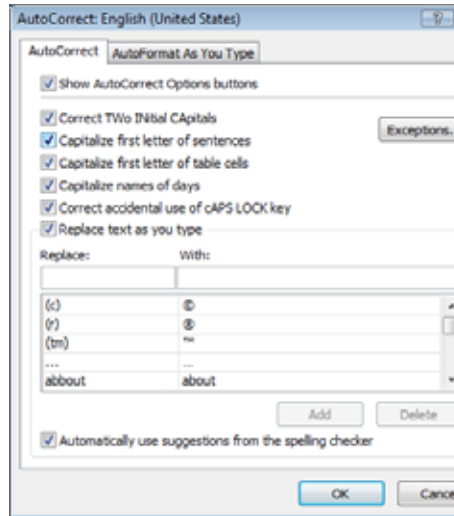


F. Align



32. Proofing and automation tools

- A. Spell checker
- B. Thesaurus
- C. Date / time
- D. Autocorrect
- E. Customize
- F. Help

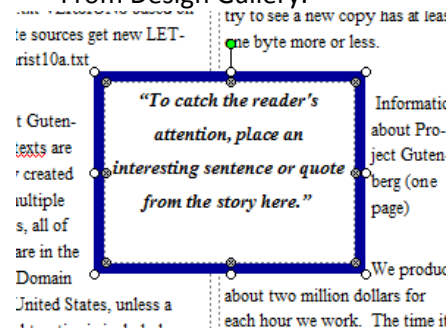


33. Emphasizing

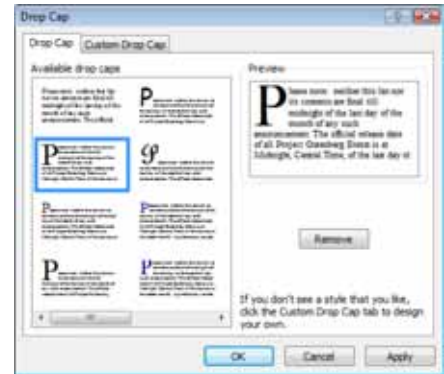
- A. Balance / imbalance
 - 1. Perceived
 - 2. Mathematical
- B. Symmetry / asymmetry

34. Other attention grabbers

- A. Pull quotes - pulled from an article to grab the reader's attention and bring them in. From Design Gallery.



- B. Drop cap - initial letter is larger than rest of paragraph text. Looks kind of goofy in this example, don't use it in an outline. From Insert menu.

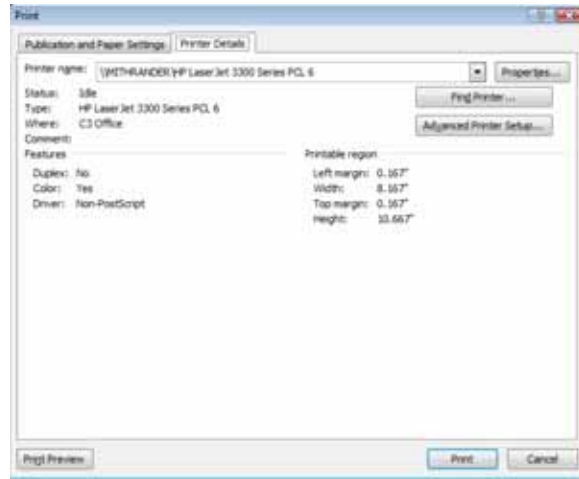
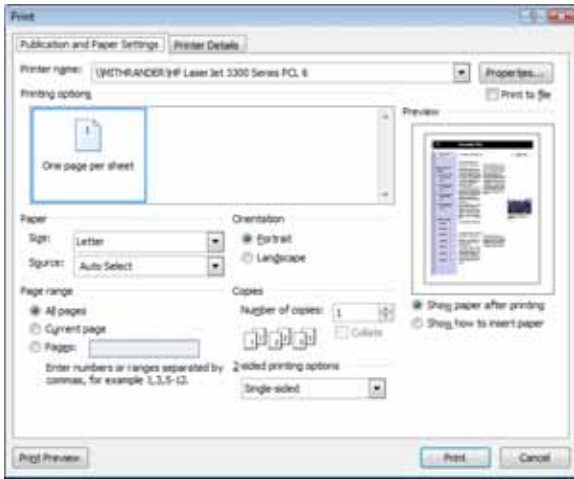


35. Using data from other applications

- A. Via Cut / Copy /Paste
- B. Edit in Microsoft Word
- C. Insert, Object

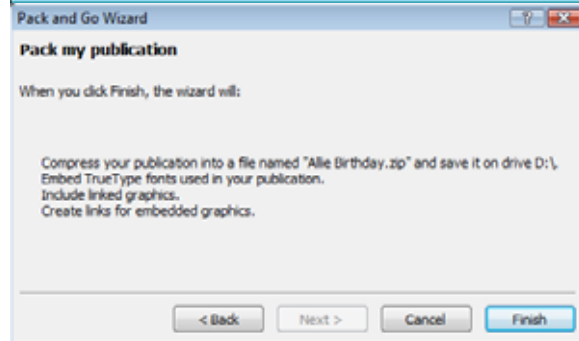
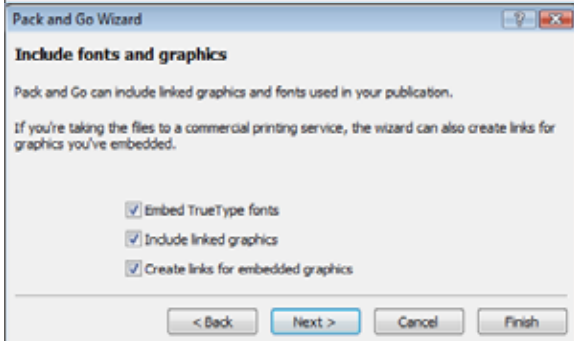
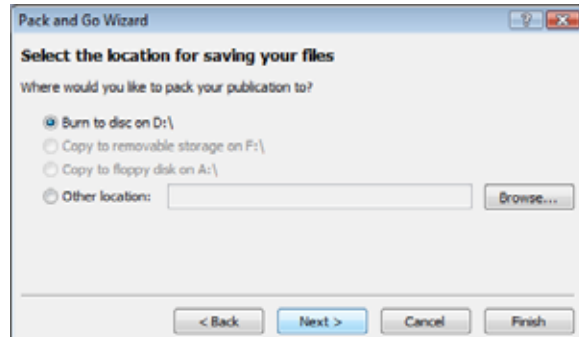
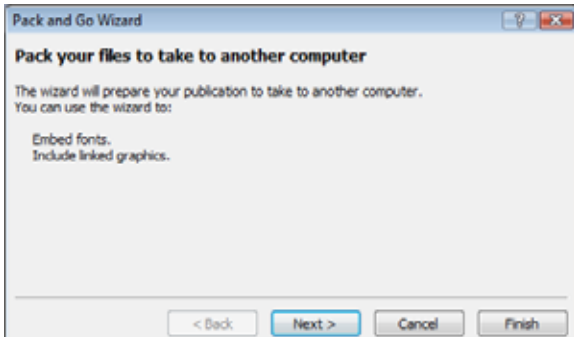
36. Printing and reproduction

- A. Quick Print
- B. Print Preview
- C. Print Setup and Print



37. Pack and Go

- A. Gathers all files making up the document.
- B. Two options from File menu, Pack and Go are the same, just different selections in step 3.
 1. Take to another computer
 2. Take to a commercial printer



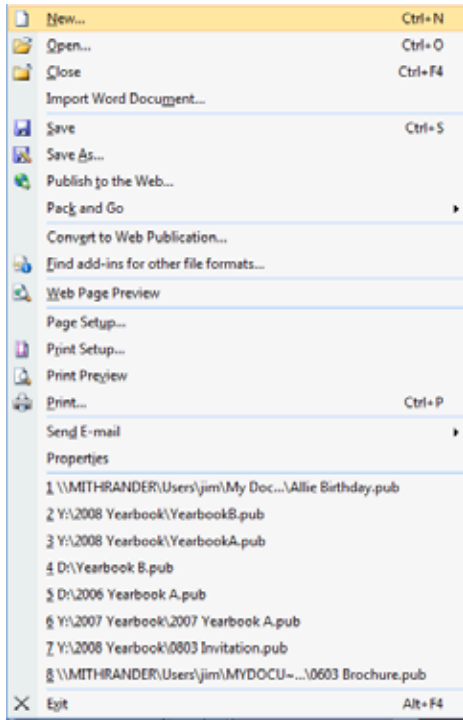
38. Web pages

- A. Ah, er, no. Wrong tool. You're loosening the bolt with pliers. Get a wrench.
- B. Web design tools
 1. Microsoft FrontPage, now replaced by Expression
 2. Adobe DreamWeaver

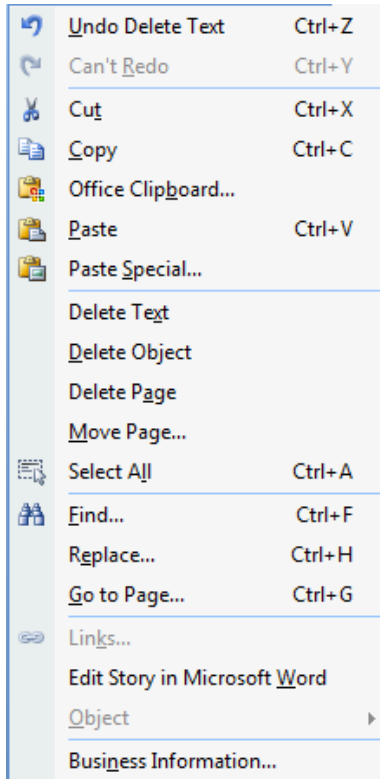
3. Freeware: Nvu, Stepzilla...

39. Menus

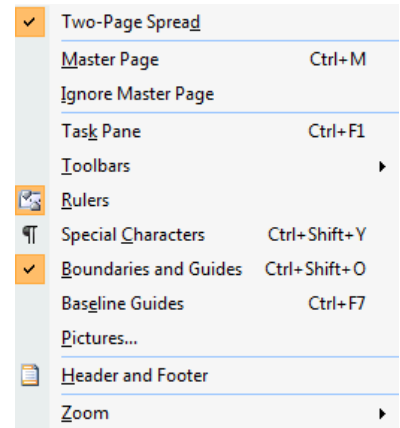
A. File



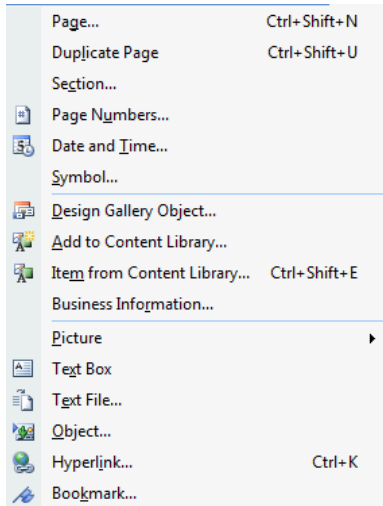
B. Edit



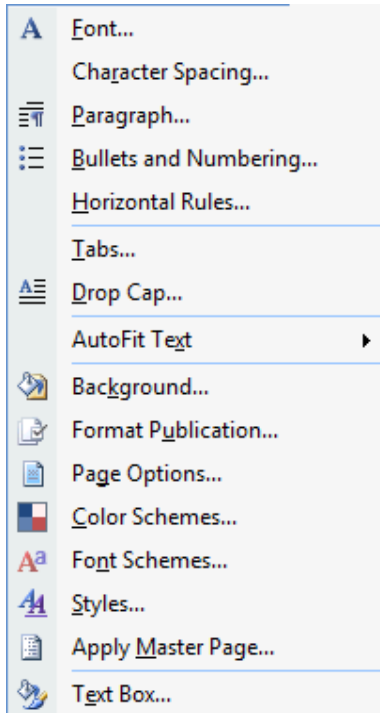
C. View



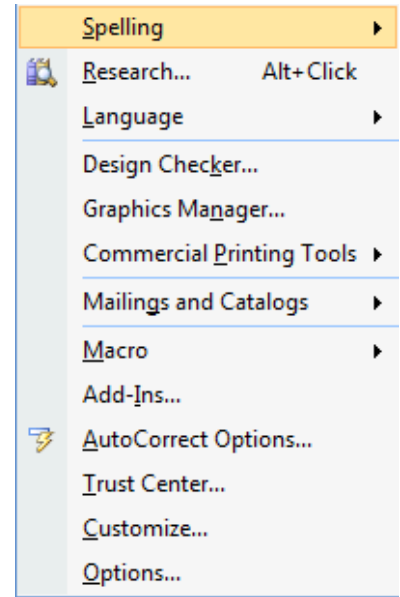
D. Insert



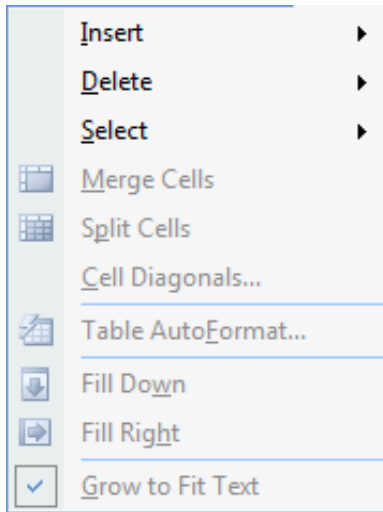
E. Format



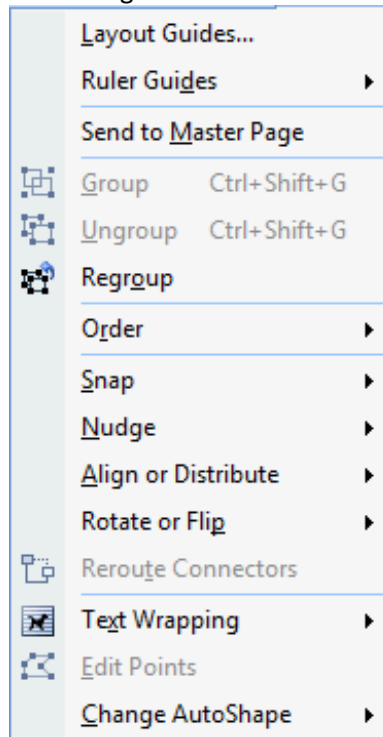
F. Tools



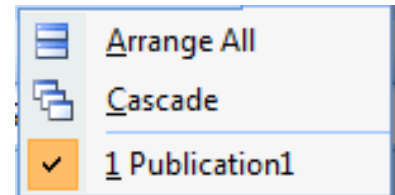
G. Table



H. Arrange



I. Window



J. Help

