

Microsoft Publisher

Northern New York Library Network
Workshop

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1. Course objectives.
 - a. To provide the class with an exploration of desktop publishing.
 - b. To assist class development of various documents using Microsoft Publisher 2002.
 - c. To develop computer literacy.
 - d. To address the class' questions.
2. Schedule
 - a. 9:30 Registration
 - b. 10:00 Morning session
 - c. 12:00 Lunch
 - d. 1:00 Afternoon session
 - e. 3:00 Departure

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.

In a general sense we'll explore:

- Design consistency
- Font usage
- Balance
- Printing and reproduction tips and tricks

All of this will be within the specifics of Microsoft Publisher including:

- Design Gallery and Wizards
- Formatting
- Frames
- Hyphenation
- Graphics and scanning
- Kerning and other tips to "make it fit"
- Bringing information in from another application

1. Introductions

- a. Me and C3
- b. Who and where are you?
- c. Publisher experience
- d. What? Newsletters? Web pages? Cards? What???

DTP = DeskTop
Publishing

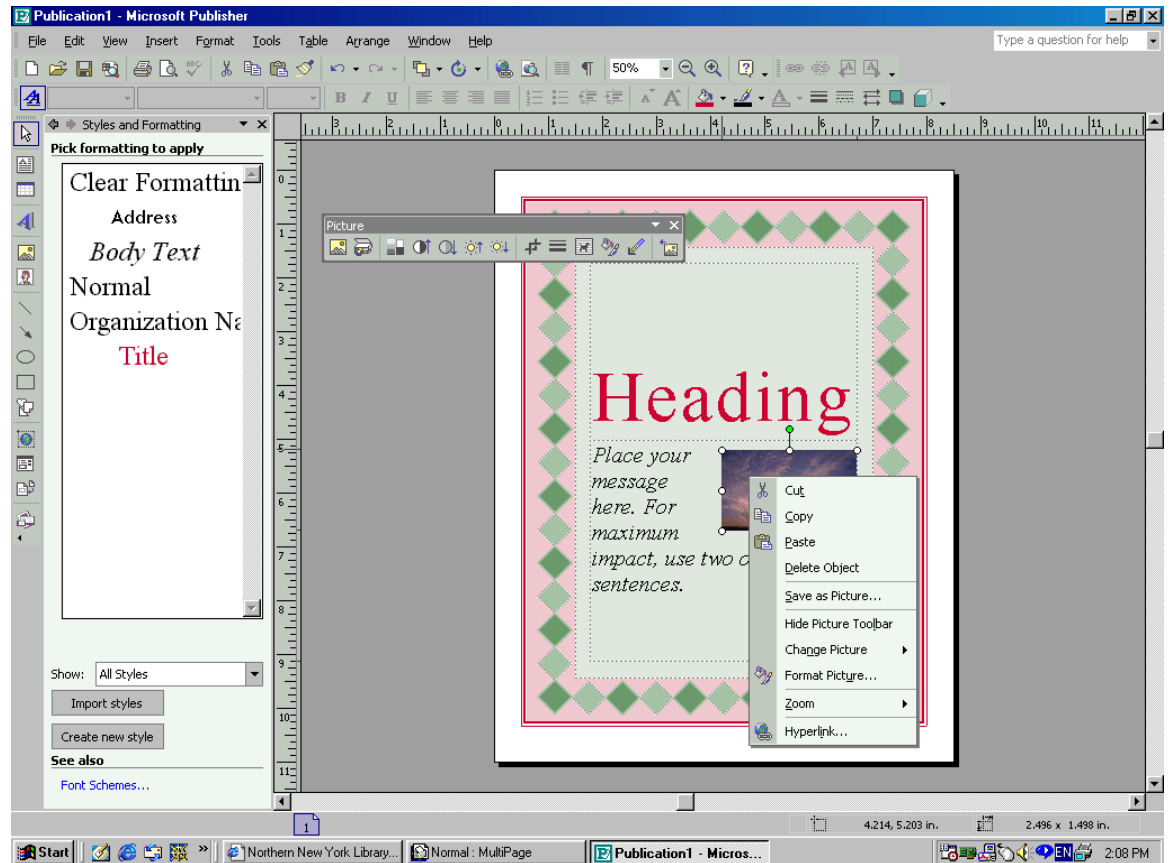
2. Desktop publishing:

- 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 (often) 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 (often) 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.

3. Tools of the trade

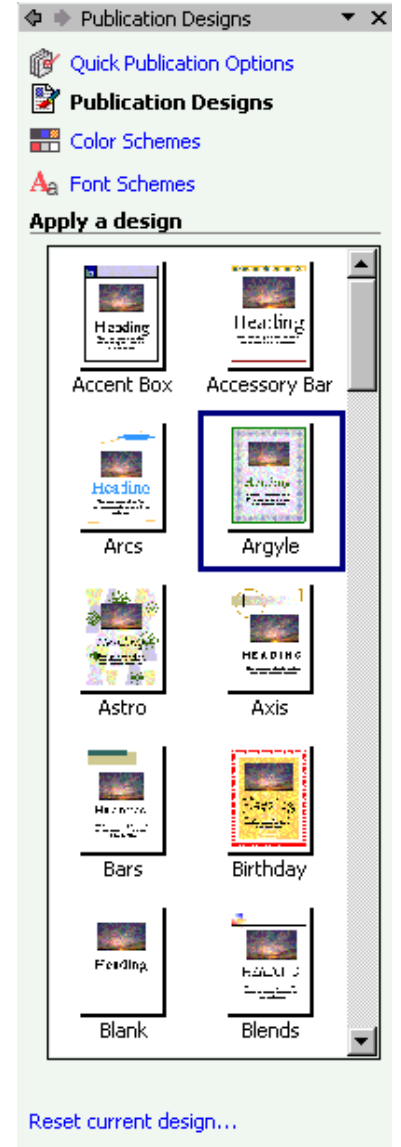
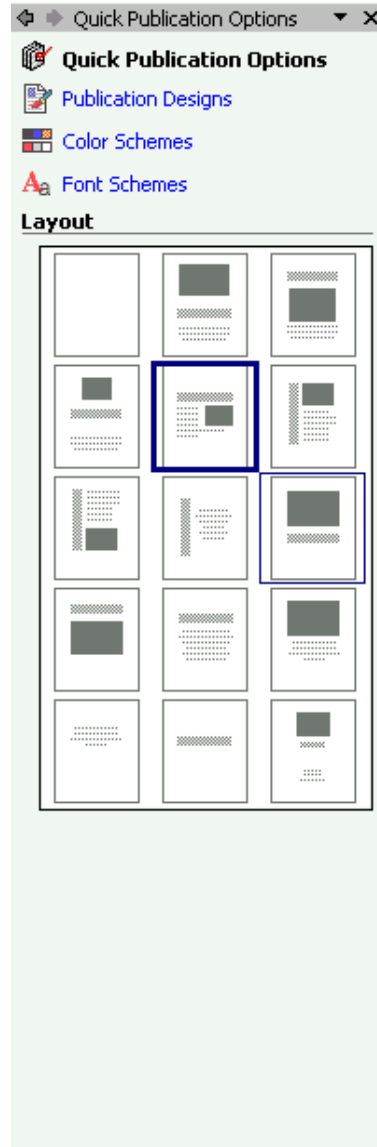
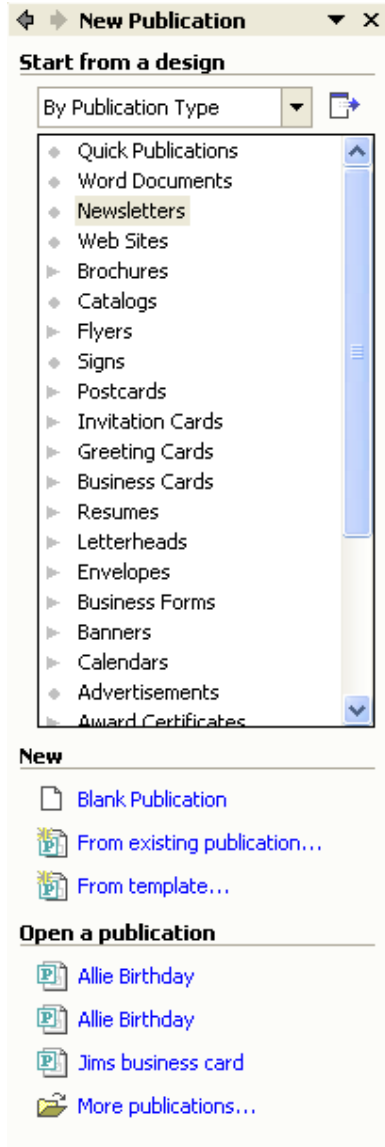
- a. Using a word processor - will save time depending on proficiency; it will increase quality. Time savings are huge in retyping but this is often canceled out by the time you spend making tiny revisions striving for perfection.
- b. Using a page layout program - again, time saving is highly dependent 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. Using a 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.

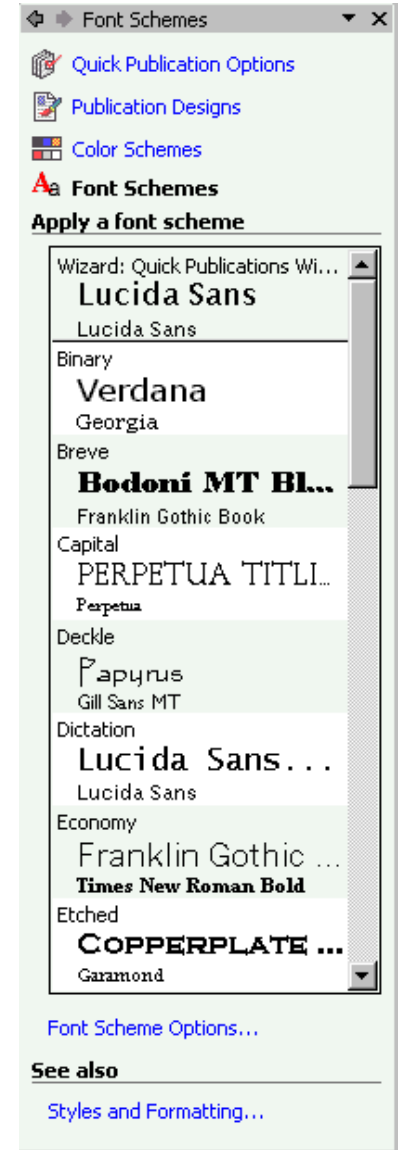
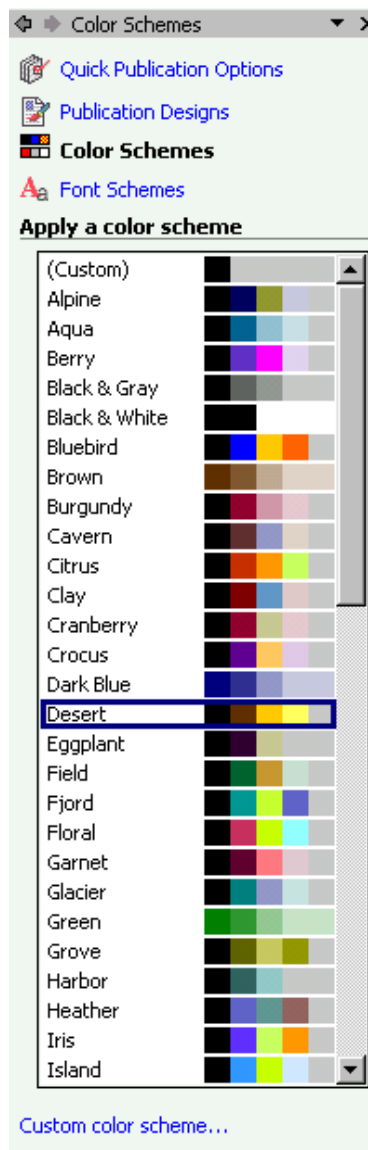
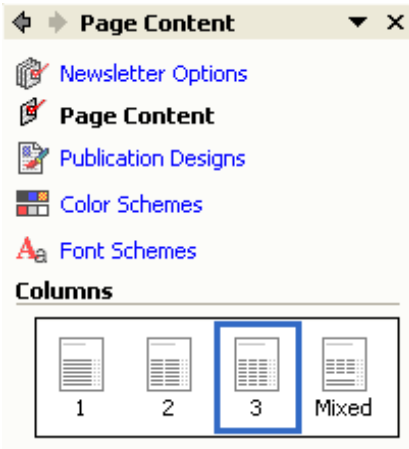
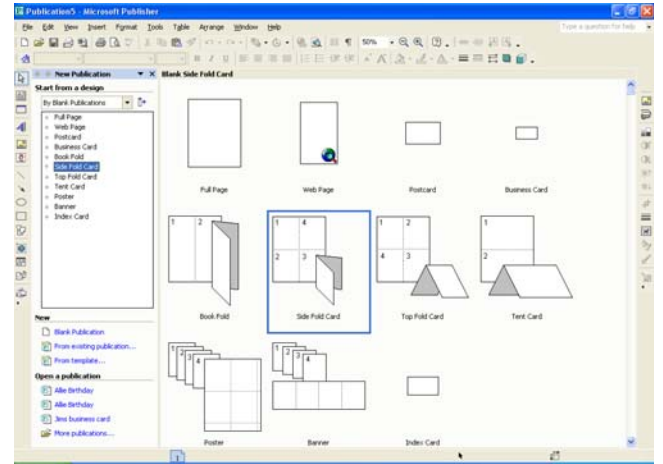
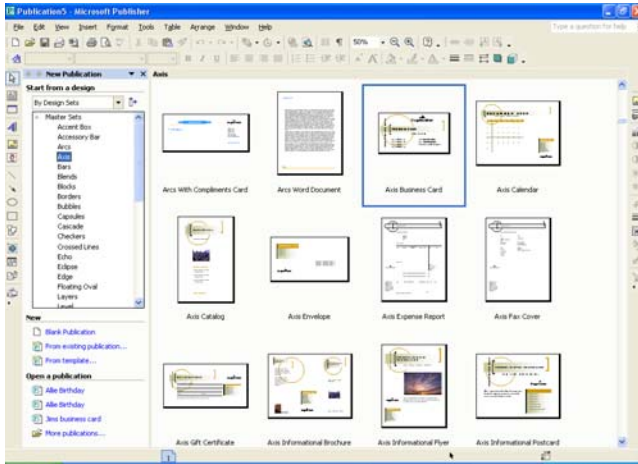
WYSIWYG - What you
see is what you get



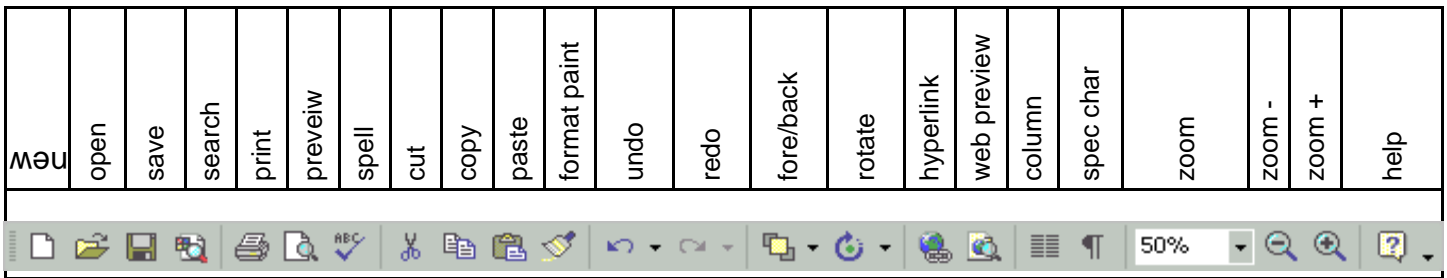
4. Microsoft Publisher - a powerful yet fairly easy to learn desktop publisher. Not a high end program IE. Adobe PageMaker & Corel Ventura.
5. Pieces Parts
 - a. Title bar with minimize, restore, maximize, close
 - b. Screen tips - hold mouse cursor still over any button
 - c. Object size box (actually, window size box?)
 - 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
6. Objects (or Elements)
 - a. All items in your publication are objects
 - i. Text, tables, shapes, graphics...
 - ii. Objects can be formatted, resized, deleted... as a complete unit.
7. Creating new publications
 - a. New button gives blank letter size sheet
 - b. File, New gives many options!
 - i. By Publication type - many pre-fab options!
 - (1) Circled options are single set of choices.

- (2) Arrows have multiple sets of choices
- ii. Exploring
 - (1) Quick publications
 - (2) Newsletters
 - (3) Business cards
- iii. Quick Publications
- c. Other options





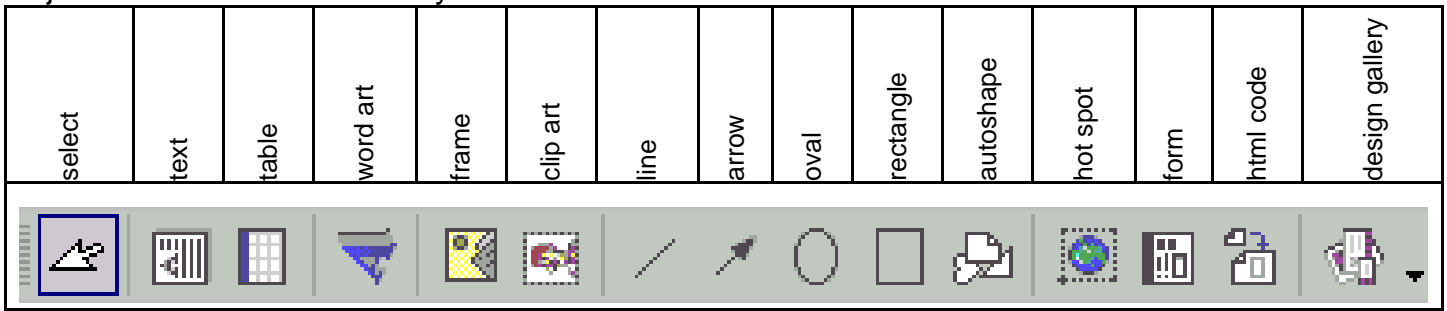
Standard toolbar - file and edit menu



Format toolbar - format menu



Object toolbar - add and modify elements



8. Accessing commands

- Menus - click or Alt + Capitalized letter
- Shortcut menu - right click or Shift+F10
- Toolbars
- Task pane

9. 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.

Create a newsletter publication from the newsletter wizard.

- 10. Getting around better
 - a. Special characters
 - b. Zoom
 - c. Zoom in and Out
 - d. F9 is your friend!

- 11. Type hype
 - 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.

be ris **Hpx Hpx**

Point - is only the expression used for the distance between ascender (portion of a lower case letter that es 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

18 point Poppl-Laudatio

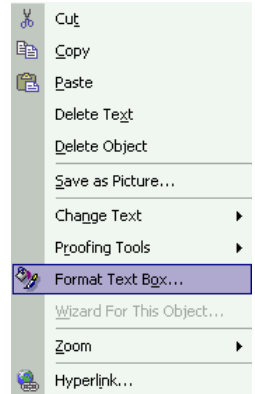
18 point Park Avenue

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"

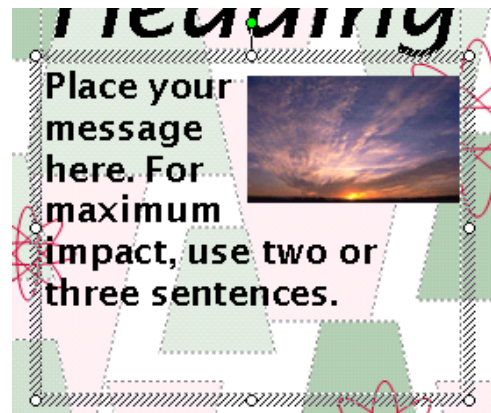
e. **ABCDEFGHIJKLmnopstuvxyz12345**
 b *Normal*
 to **ABCDEFGHIJKLmnopstuvxyz12345**
 a *Tight*
 e **ABCDEFGHIJKLmnopstuvxyz12345**
 f. *Very tight*
 P

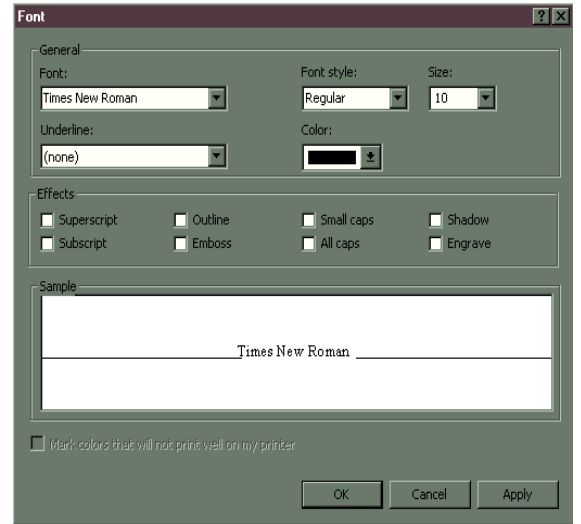
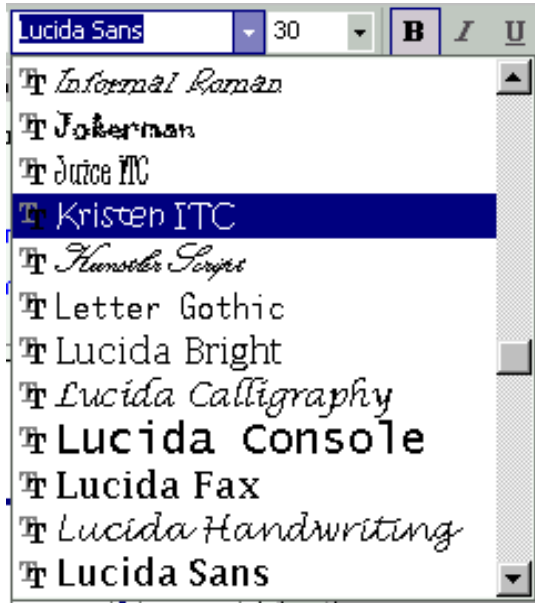
Kern - the process of subtracting space between two characters so that they appear closer together. This is usually done to improve the aesthetic ppearance of most words that are set in all capitals specially in large display and headline text lines.
 Set Width - width of characters as defined by the creator. roportional to size, but adjustable.



- 12. Text frames
 - a. Creating text boxes - pick a method, drag a size
 - b. Formatting text
 - c. Formatting frame
 - i. Move by dragging frame
 - ii. Resize by dragging handles - white
 - iii. Rotation handle - green
 - iv. Format dialog box

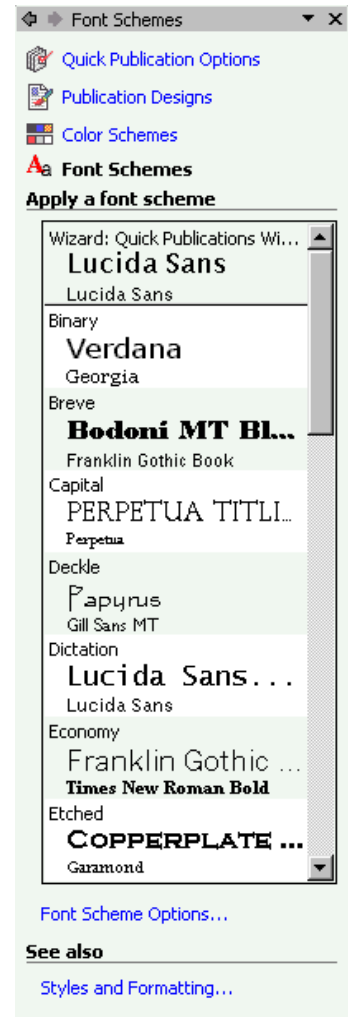
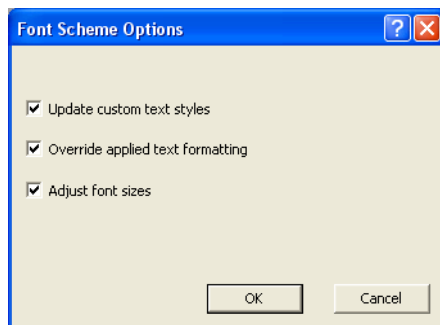
Cappuccino
Man.pub



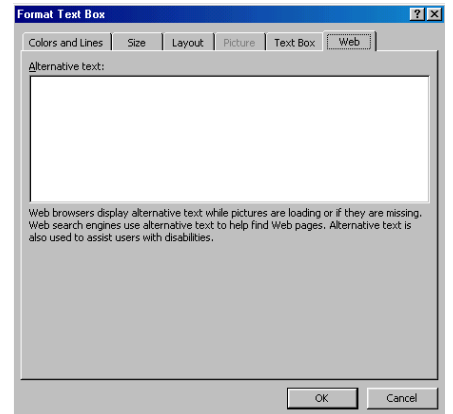
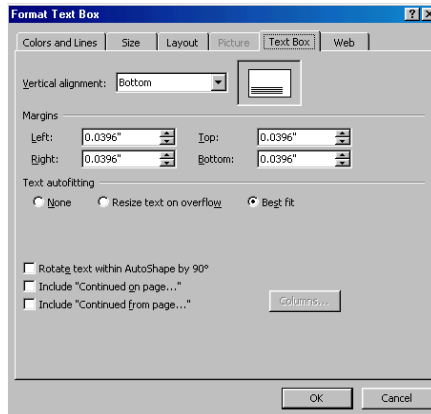
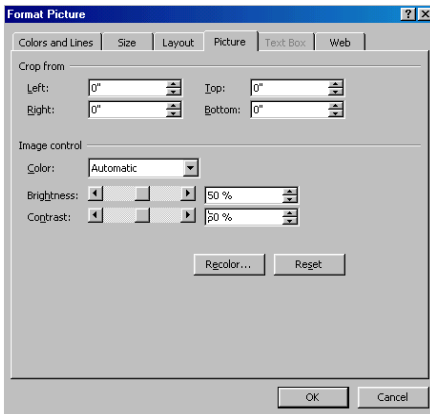
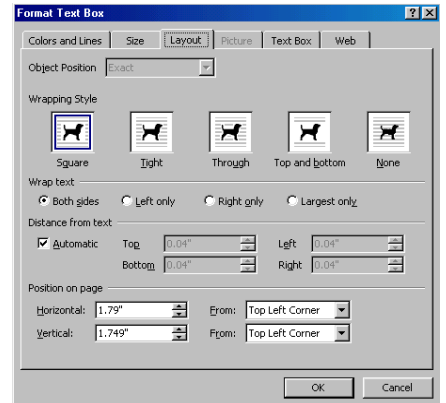
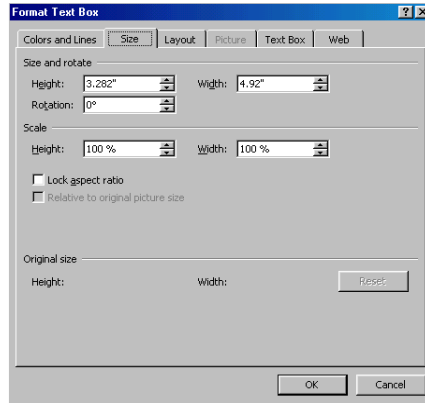
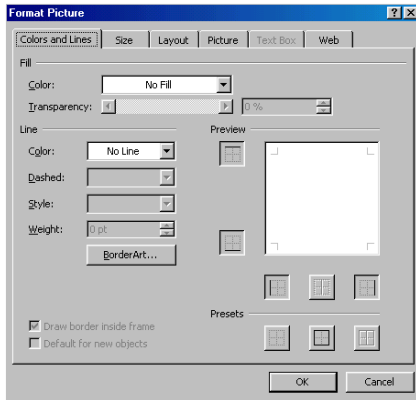


13. Contrast with types
 - i. Capitalization
 - ii. SMALL CAPS
 - iii. Reverse
 - iv. *Italicize*
 - v. Weight ie. **Bold**
 - vi. **Combinations**
 - vii. **Size**
 - viii. Position - rotation, alignment
 - ix. **Color**
 - x. Alternate typeface

14. Font schemes
 - a. From task pane
 - b. "Professionally" complimentary arrangements.
 - c. Font scheme options



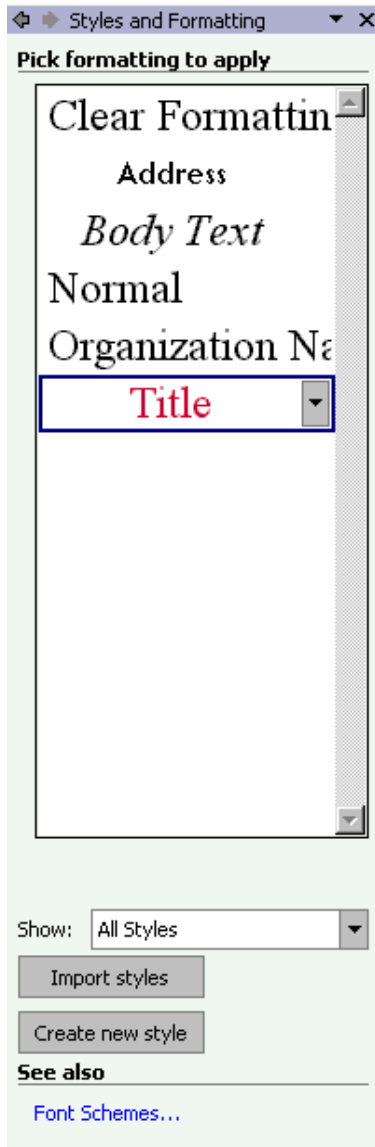
15. Object formatting



Menus

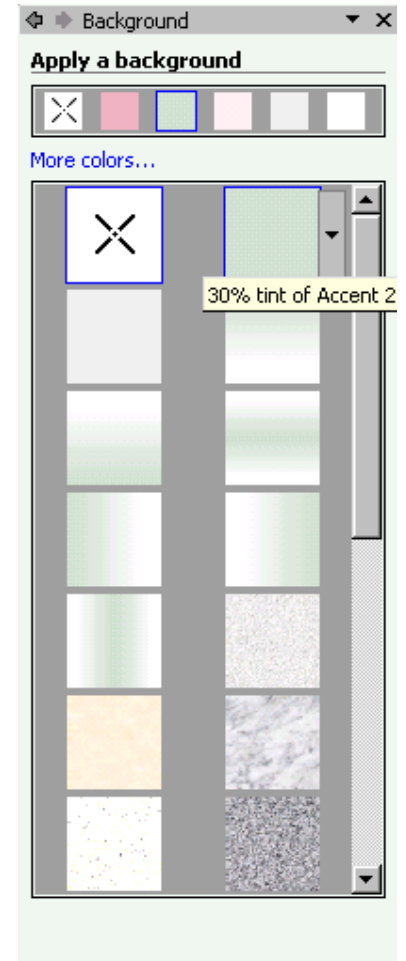
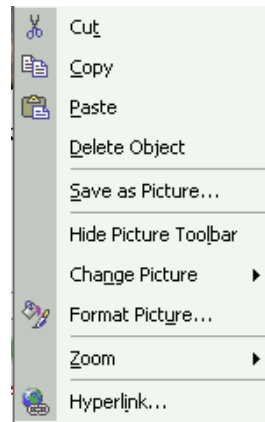
<h2>File</h2> <ul style="list-style-type: none"> New... Ctrl+N Open... Ctrl+O Close Ctrl+F4 Import Word Document... Save Ctrl+S Save As... Export as Web Page... Pack and Go ▶ Search... Web Page Preview Page Setup... Print Preview Print... Ctrl+P Send To ▶ Properties 	<h2>Edit</h2> <ul style="list-style-type: none"> Undo Delete Text Ctrl+Z Redo Text Frame Connecting Ctrl+Y Cut Ctrl+X Copy Ctrl+C Office Clipboard... Paste Ctrl+V Paste Special... Delete Text Delete Object Delete Page Select All Ctrl+A Find... Ctrl+F Replace... Ctrl+H Go to Page... Ctrl+G Links... Edit Story in Microsoft Word Object ▶ Personal Information... 	<h2>View</h2> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Two-Page Spread Master Page Ctrl+M Ignore Master Page <input checked="" type="checkbox"/> Task Pane Toolbars ▶ Rulers <input checked="" type="checkbox"/> Status Bar Special Characters Ctrl+Shift+Y <input checked="" type="checkbox"/> Boundaries and Guides Ctrl+Shift+O Pictures... Special Paper... Header and Footer Zoom ▶ 	<h2>Format</h2> <ul style="list-style-type: none"> Font... Character Spacing... Line Spacing... Indents and Lists... Tabs... Drop Cap... AutoFit Text ▶ Horizontal Rules... Wizard For This Object... Newsletter Options... Page Content... Publication Designs... Color Schemes... Font Schemes... Background... Styles and Formatting... Text Box...
<h2>Tools</h2> <ul style="list-style-type: none"> Spelling ▶ Language ▶ Speech Design Checker... Mail Merge ▶ Macro ▶ Add-Ins... AutoCorrect Options... Customize... Options... Tools on the Web... Commercial Printing Tools ▶ 	<h2>Table</h2> <ul style="list-style-type: none"> Insert ▶ Delete ▶ Select ▶ Merge Cells Split Cells Cell Diagonals... Table AutoFormat... Fill Down Right Grow to Fit Text 	<h2>Arrange</h2> <ul style="list-style-type: none"> Layout Guides... Ruler Guides ▶ Send to Master Page Group Ctrl+Shift+G Ungroup Ctrl+Shift+G Regroup Order ▶ Snap ▶ Nudge ▶ Align or Distribute ▶ Rotate or Flip ▶ Reroute Connectors Text Wrapping ▶ Edit Points Change AutoShape ▶ 	<h2>Window</h2> <ul style="list-style-type: none"> Arrange All Cascade <input checked="" type="checkbox"/> 1 Publication2 <h2>Help</h2> <ul style="list-style-type: none"> Microsoft Publisher Help F1 Show the Office Assistant Office on the Web Activate Product... Detect and Repair... About Microsoft Publisher

16. Text frames
 - a. Link text boxes:
 - i. Select box with overflow text
 - ii. Click link button (chain)
 - iii. Click new text box with pitcher
 - b. Break text box link
 - c. Previous text box
 - d. Next text box

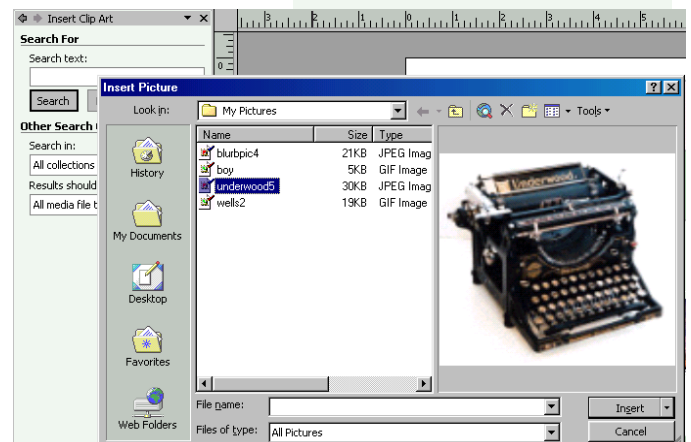


17. More alterations

- a. Styles
- b. Backgrounds

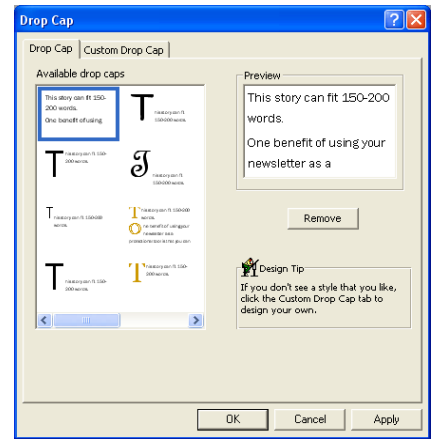
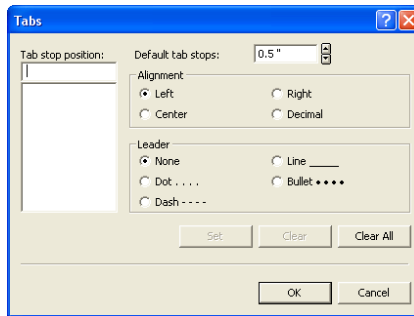
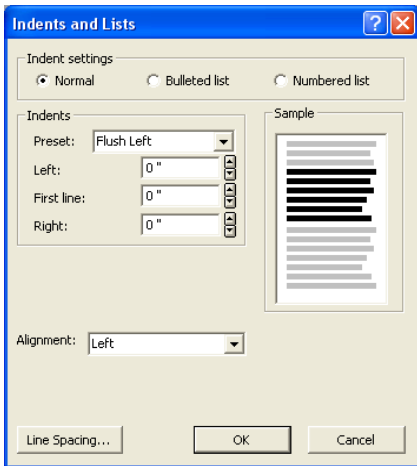
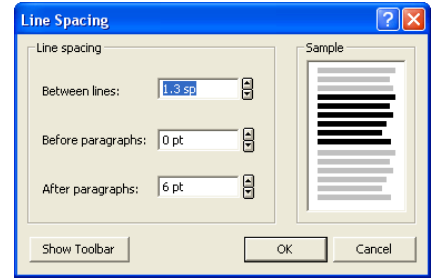
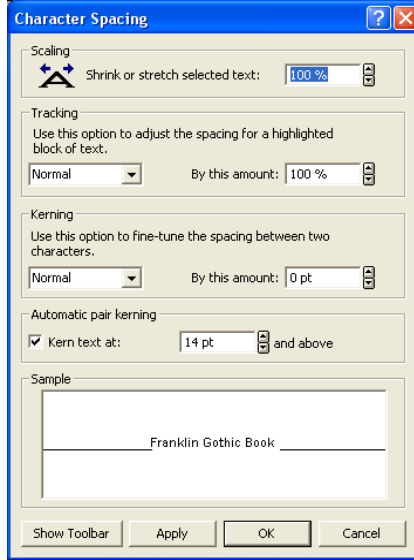
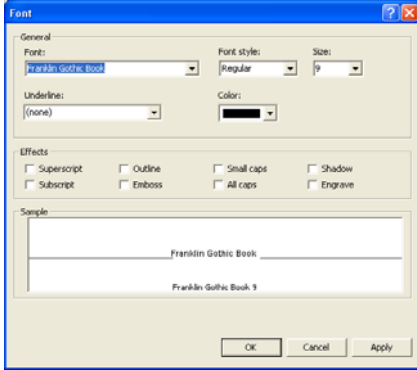


18. Automatic copy fitting - Autofit
19. Inserting clipart
 - a. See Format dialog box
 - b. Selection handles and rotation handle



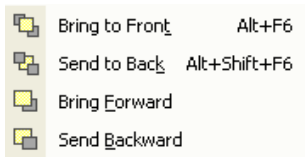
- c. Object toolbar
- d. Other graphics
 - i. Pictures
 - ii. Shapes
 - iii. Lines
 - iv. Arrows
 - v. Autoshapes

- 20. More text formatting
 - a. Autotext formatting
 - b. Other...



21. Arranging objects

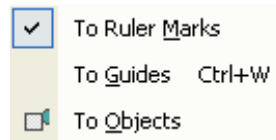
Order



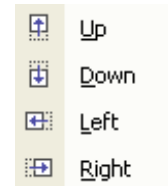
Group



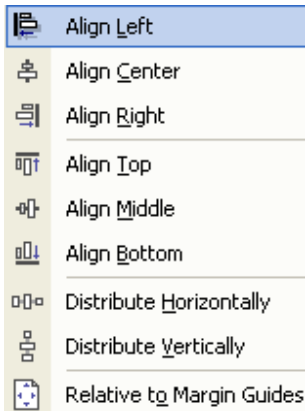
Snap



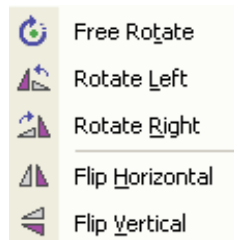
Nudge



Align



Rotate or flip

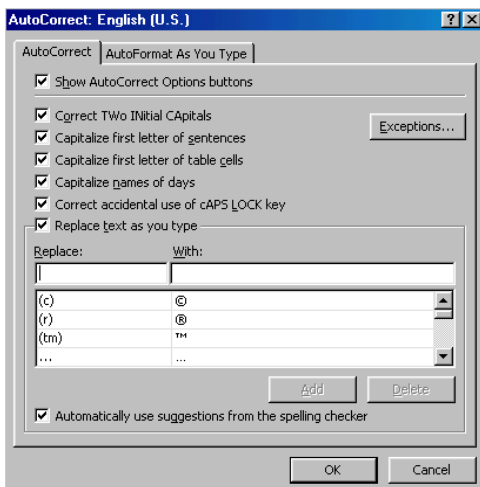


22. Tables

- a. Helpful for aligning boxes!

23. Proofing and automation tools

- a. Spell checker
- b. Thesaurus
- c. Date / time



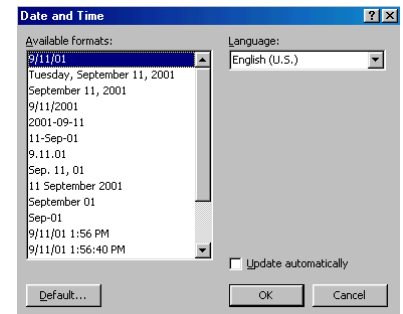
- d. Autocorrect
- e. Customize
- f. Help

24. Using tables

- a. Don't think just for numbers, can be an easy way to line up pictures and text!
- b. From Excel

25. Emphasizing

- a. Balance / imbalance
 - i. Perceived
 - ii. Mathematical



- b. Symmetry / asymmetry

26. Other attention grabbers
 - a. Pull quotes - pulled from an article to grab the reader's attention and bring them in.
 - 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.

Pull quotes grab the reader's attention!

27. Using data from other applications
 - a. Via Cut / Copy / Paste
 - b. Edit in Microsoft Word
 - c. Insert, Object
28. Printing and reproduction
29. Web pages

Works Cited

<http://desktoppub.about.com/library/weekly/aa041797.htm>

<http://www.dtp-aus.com/typo/pointsys.shtml>

<http://www.elementk.com>

Microsoft Publisher 2000 help screens

Microsoft Publisher 2002 help screen

Applications Used

Corel Photo-Paint 10

WordPerfect 2002

Microsoft Publisher 2000

Microsoft Publisher 2002

Microsoft Word 2000

Microsoft Word 2002

Softwarelabs ScreenPrint Platinum v.3.00