

Publisher 2007

Creating Professional Flyers and Brochures

IT Training & Development

(818) 677-1700

training@csun.edu

www.csun.edu/it/training

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THE NATURE OF DESKTOP PUBLISHING - INTRODUCTION

Publisher is a desktop publishing program. You can create publications that use some word processing tools, but you will employ these tools in a page layout environment.

Key desktop publishing elements that distinguish the Publisher workplace from that of a word processing program are:

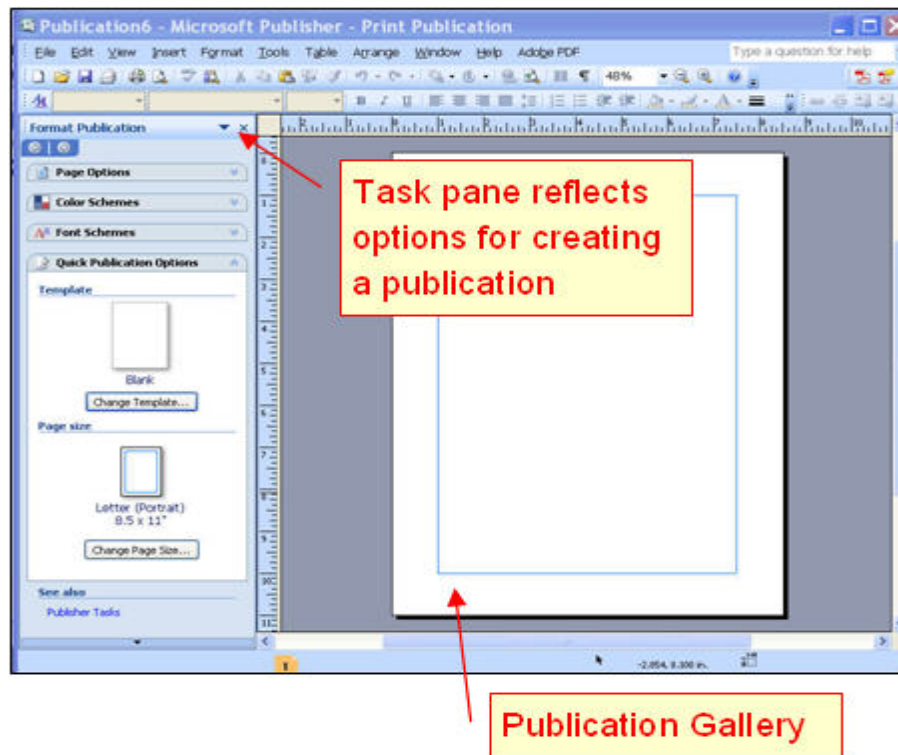
- **Frames:** All **objects** (such as text, graphics and pictures, or WordArt) **must be placed inside a frame** before you can manipulate them in Publisher.
- **Scratch Area:** The **area outside the boundaries of the document** is where you can drag and store objects while you work on the page. Objects remain in this area when you save a publication.
- **Smart Objects:** These special-design components, such as logos or calendars, have wizards associated with them. Wizards help you edit smart objects, or you can ungroup the elements that make them up and edit each element yourself.

EXPLORING THE PUBLISHER WINDOW

When Publisher is first launched a **task pane** will appear on the left side of the window. (Figure below)

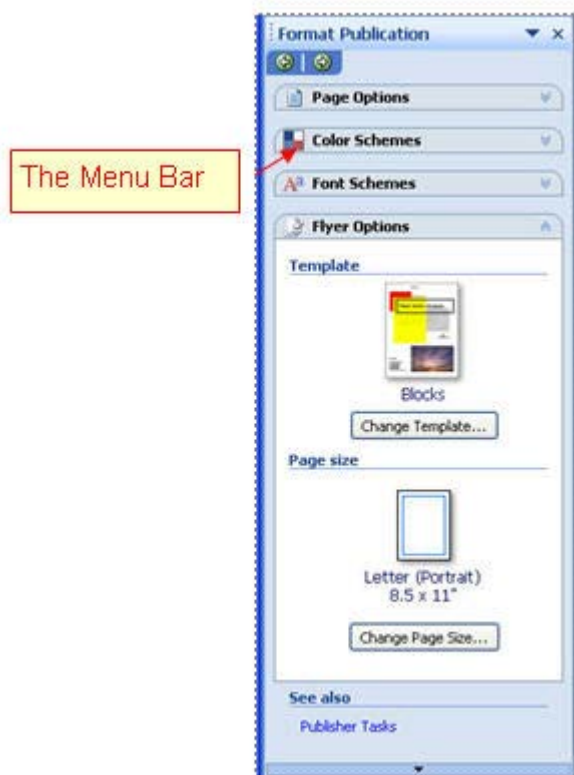
- The task pane presents several options for creating new Publisher publications.

On the right side of the window is a selection window called the **Publication Gallery**. (See figure below) The Publication Gallery reflects the choices made from the task pane.



The Task Pane

The task pane provides the fastest mechanism for opening new publications, displaying existing publications or other publishing gallery options.

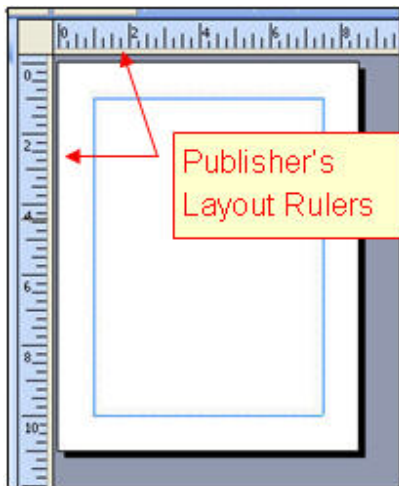


- **The Menu Bar** - provides access to the commands and settings you use to create documents in Publisher.
 - Choose a command from the Publisher menu
 - The task pane display will change with the option chosen.

Publisher's Rulers

Lying along the top and left side of your layout are Publisher's rulers. (See Figure below)

- Use the rulers to measure and align objects and position them in relation to the margins or your publication.
- The zero points on the rulers correspond to the upper left edge of your publication page, not to the corner of the window or layout area.



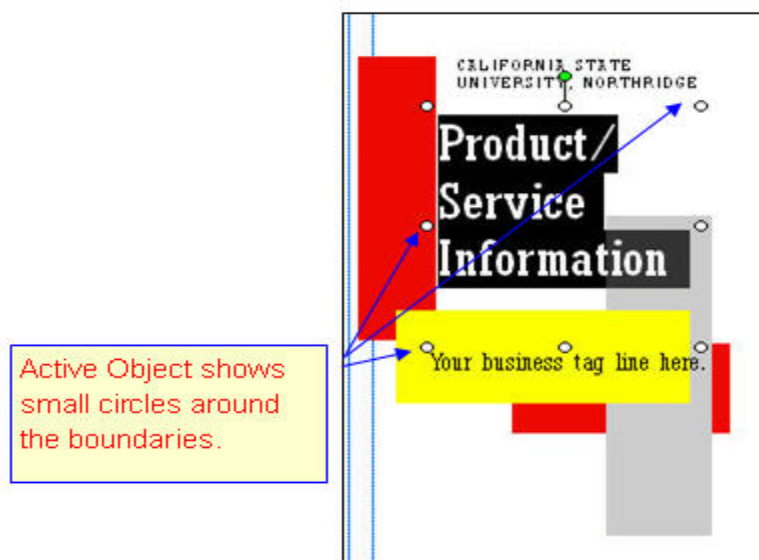
DESIGN OBJECTS IN THE PUBLISHER GALLERY

The **Publisher gallery** is a **blank canvas** for you to create on. All **design elements** created on the canvas **are objects** that sit on top of the canvas. Each element can be changed, moved, sized, colorized etc. each independent of one another.

Objects

Objects are inserted on your publisher document (canvas).

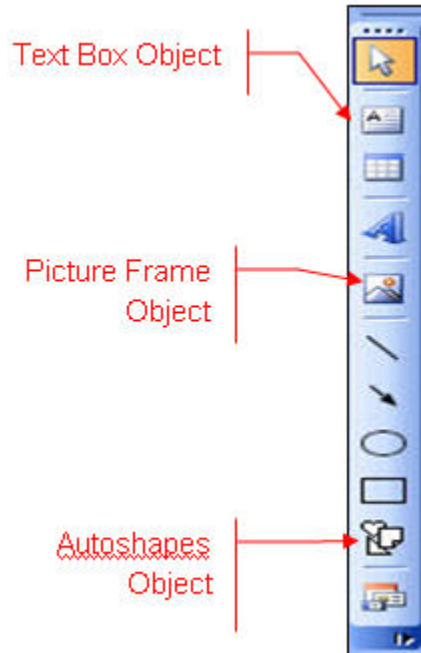
- An Object can be a text box, a picture, a shape etc.
- An Object is active when it is selected. Active means that it is the object that is currently selected and can be edited. Small circles appear around the outside boundaries of the object to show that it is active.



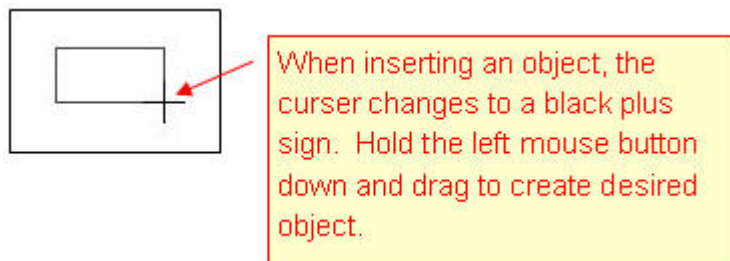
Insert & Change an Object

To insert an **object** on the publisher gallery:

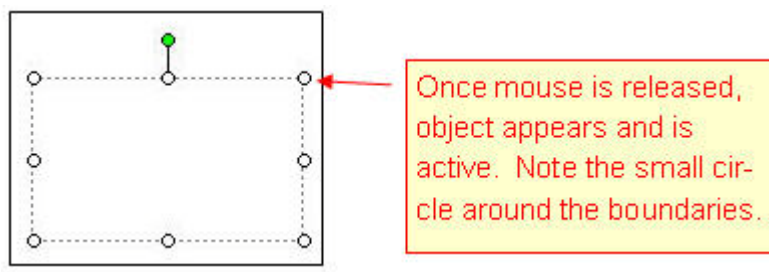
1. **Select the Object from the Object toolbar.**



2. On the publisher gallery page, **hold the left mouse button** down and **drag to create** the desired object size.

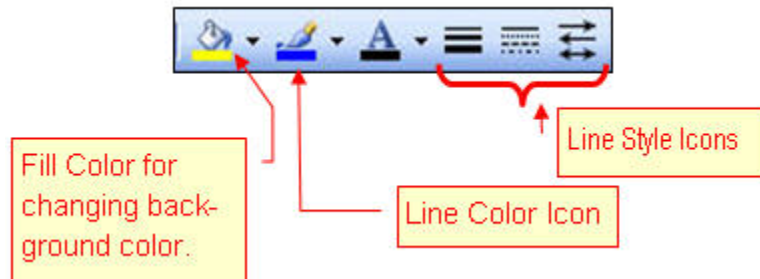


3. Release mouse button to complete the drawing process.



4. If you have created a Text Box, **select inside the object** and **begin typing** desired text.

5. Text Font, Size, & Color can be changed while the object is active by selecting the appropriate icons on the formatting toolbar.
6. The object background color can be changed while active, by selecting the **Fill color icon** on the formatting toolbar.

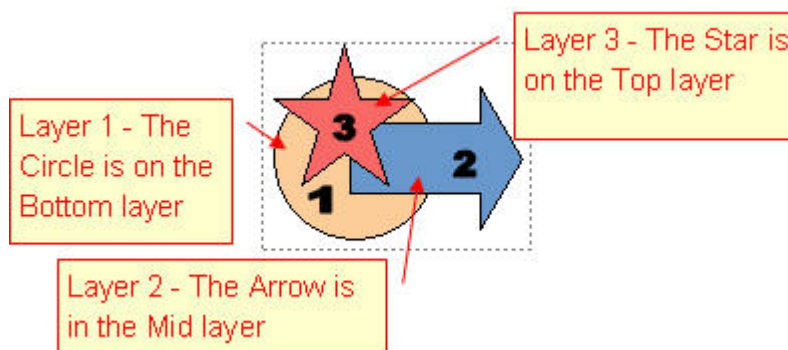


7. The **Object Outline** Color & Line Style can be changed while active by selecting the appropriate icons on the formatting toolbar. See figure above.

Layering Objects

Objects can be layered on the publisher gallery. If you have a picture or background you wish to use behind text or any other type of object it all can be done.

1. Objects automatically stack in individual layers as you add them.
2. Objects are layered in the order in which they are placed in the gallery.
3. You see the stacking order when objects overlap - the top object covers a portion of objects beneath it.



4. Individual objects or groups of objects can be moved in a stack.

For example, you can move objects up or down within a stack one layer at a time or you can move them to the top or bottom of a stack in one move. You can overlap objects when you draw to create different effects.

Changing The Order of Objects

Move an object forward or backward within the layers

1. Select the object you want to move.
 - a. If the object is hidden, select any object, and then press TAB or SHIFT+TAB until the object you want is selected.
2. Select one of the following: to bring object closer or front or back:

Bring an object one step closer to the front

- 1) From the **Arrange** menu, point to **Order**, and then select **Bring Forward**
- 2) The object will move one layer forward

Send an object one step toward the back

- 1) From the **Arrange** menu, point to **Order**, and then select **Send Backward**
- 2) The object will move one step to the back of the layered stack.

Send an object to the back of the stack

- 1) From the **Arrange** menu, point to **Order**, and then select **Send to Back**
- 2) The object will move to the back of the layered stack.

*** NOTE *** When using the order commands, a single object or a group of objects can be moved at the same time by holding the Shift key down and selecting the multiple objects to be affected.

Grouping Objects

The **Group** commands are used to **group objects**. Combine objects so you can work with them as though they were a single object. Grouped objects can be flipped, rotated, and resized or scaled as a single unit.

- The **attributes** of all objects in a group can be changed at one time - for example, you might change the fill color or add a shadow to **all objects** in the group. Or, you can select an item within a group and apply an attribute, without ungrouping.
- **Groups within groups** can be created as well to help you build complex drawings. You can **ungroup a group of objects at any time** and then regroup them later.

Group Objects

1. Select the objects you want to group. Hold the **shift key** down to select more than one object.
2. From the **Menu Toolbar**, select **Arrange** and then select **Group**.

Once objects are grouped, they act as one. So whether you want two objects or ten objects grouped, they act as one object.

Ungroup Objects

1. Select the group you want to ungroup. To select more than one object, hold the shift key down while you select multiple objects.
2. From the **Menu Toolbar**, select **Arrange** and then select **Ungroup**.

Regroup Objects

1. Select any one of the objects that was previously grouped.
2. From the **Menu Toolbar**, select **Arrange** and then select **Regroup**.

NOTE * After you have grouped you can still select any single object within the group by first selecting the group. Then, click on the object you want to select.

Formatting the Border of an Object

Add a line border of any color or thickness, a redesigned border, or a custom border to a page, text box, AutoShape, picture, or around a group of objects in your publication. If the page, text box, AutoShape, picture, or group of items already has a border, you can change or remove it.

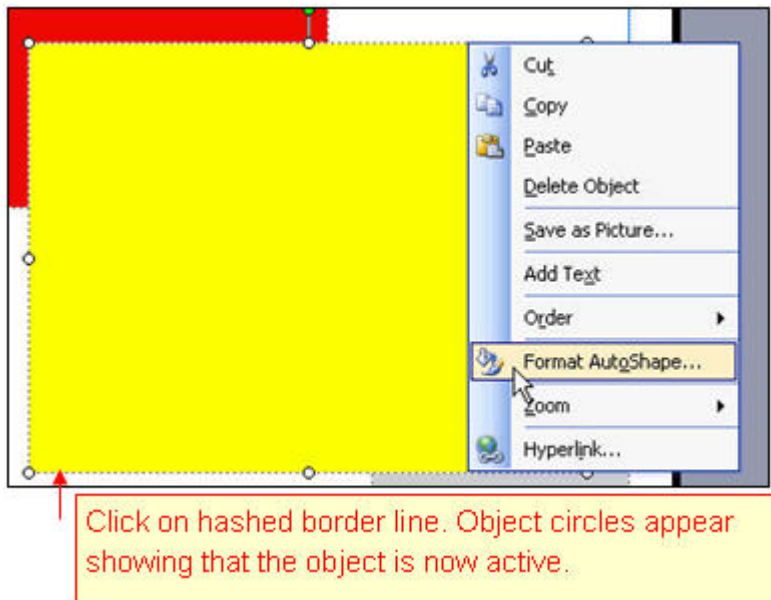
Change or add a border to an object

Line Border

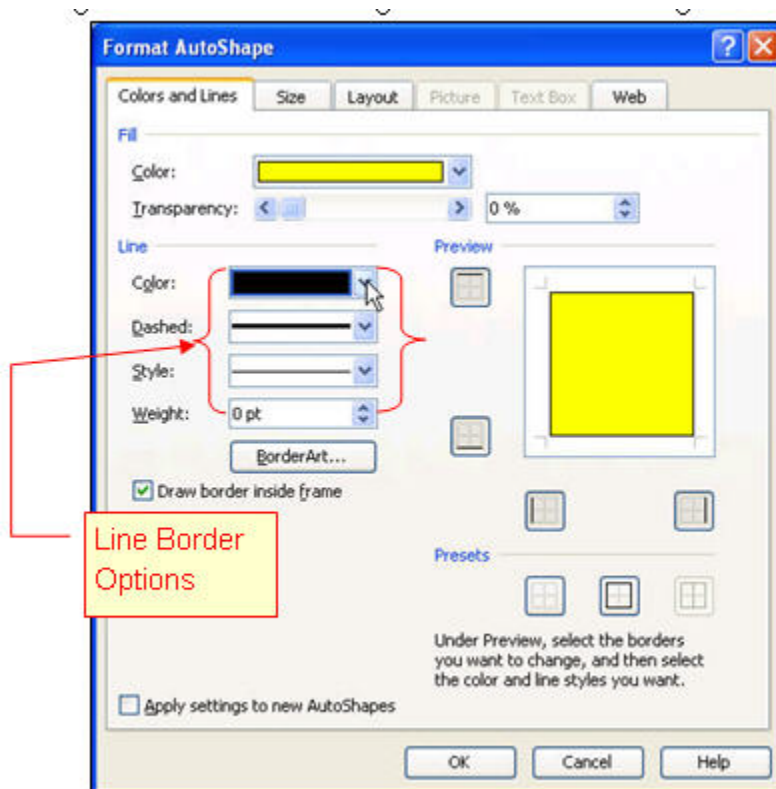
1. **Select the outer edge of the object.** See figure below.
2. The object circles appear showing that the object is now active.
3. The mouse pointer should look like a plus sign with arrows.



4. **Right click** while the mouse pointer is on the border and **select Format AutoShape** from the menu.



5. The AutoShapes Dialog box appears.

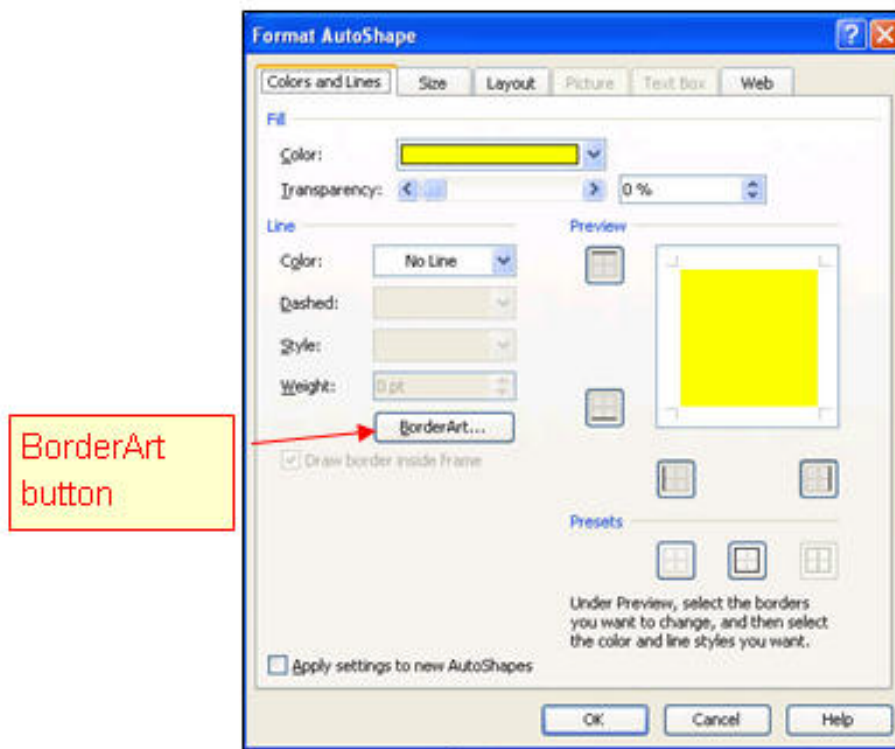


6. From the **Color and Line tab**, select the **Color** field under the Line options.
7. Once the color of the line is chosen, select the line style and weight that you want from each of the other fields.

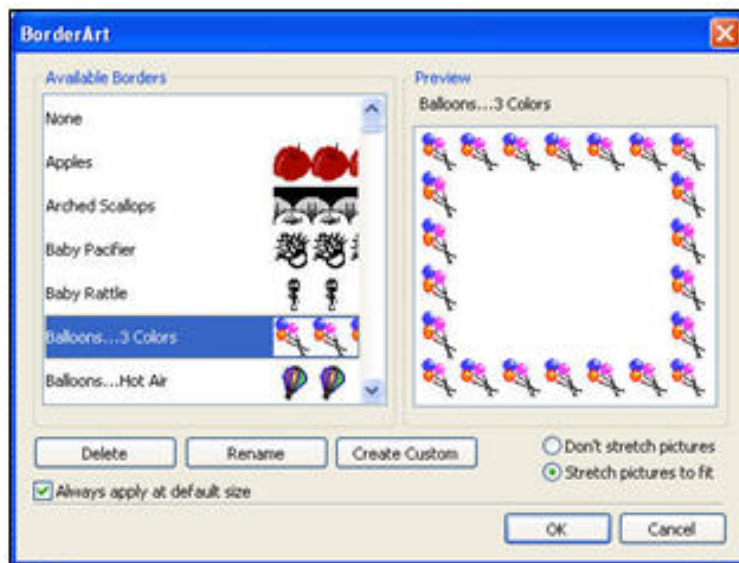
BorderArt

To use publishers BorderArt capabilities instead of a line border:

1. Follow steps 1 - 6 on the previous page.
2. From the **Color and Line Tab**, select the **BorderArt** button.



3. The BorderArt Dialog Box appears..



4. Select from the **Available Borders**, by selecting the border. The selected border appears in the preview box to the right.
5. Select **OK**
6. The weight of the border can be changed in the **Format AutoShape** dialog box under **Line** options.
7. Select **OK** The Border appears around your object

DESIGNING A FLYER

A flyer is a one-page publication designed to announce an event or promotion in an attention-getting format.

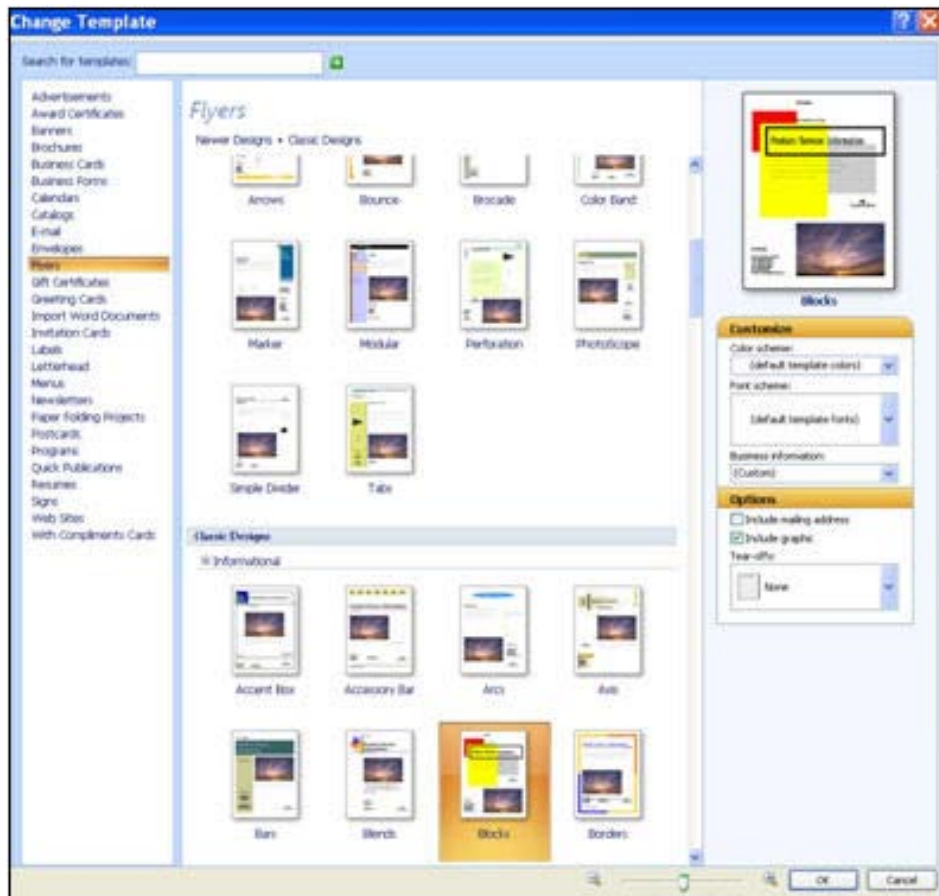
- In a flyer, you can fearlessly try out large font sizes, decorative fonts, and bold colors.
- **Your goal** is generally speed and eye-catching appeal when you choose this format.
- The Flyer Wizard can help you produce a quick piece of advertising.

Picking a Flyer Template

Publisher has more than 100 pre-designed flyer templates you can choose from, and you can further customize a flyer template by formatting it and adding artwork after you make a selection.

To pick a flyer template and open it in the Publisher window, follow these steps:

1. Select the **Quick Publication Options** link from the task pane
2. Select **Change Template** button. The Change Template dialog window will appear.



3. Browse through the flyer layouts & designs until you find one close to your needs, and then select it.
4. Once the layout template is chosen, it appears in the Publication Gallery.

Choosing a Color Scheme

Color is both a powerful and practical design element. It contributes to the style and personality of a publication as well as to the clarity and content. Color can be used to enhance a design, break up columns of black and white text, draw attention to where you want it, or bring pictures to life.

Rules to follow

Rules to follow when using color:

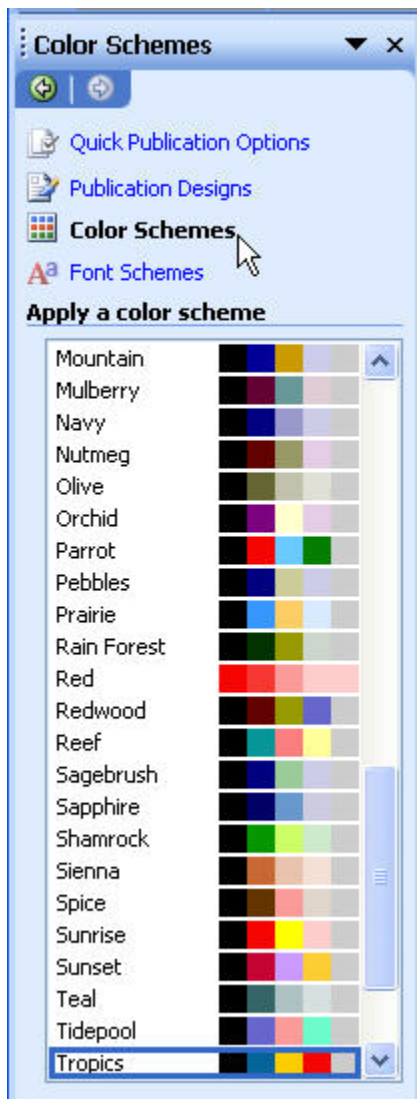
1. **Consistency** - Use color uniformly
2. **Contrast** - Use color for emphasis
3. **Simplicity** - Use color sparingly
4. **Readability** - Use color text carefully. Remember that black text on a white background is still easiest to read.

5. **Tone** - Choose color combinations that are appropriate for your image and reinforce your message. i.e. primary colors are used for youthful & exciting publications.
6. **Conventions** - Be aware of traditional color conventions for the topic.

Publisher has more than 75 pre-designed color schemes to choose from as well as the ability to customize the color scheme.

Choose the Color Scheme

1. From the **task pane** on the left, **select Color Scheme**..The color schemes will display.



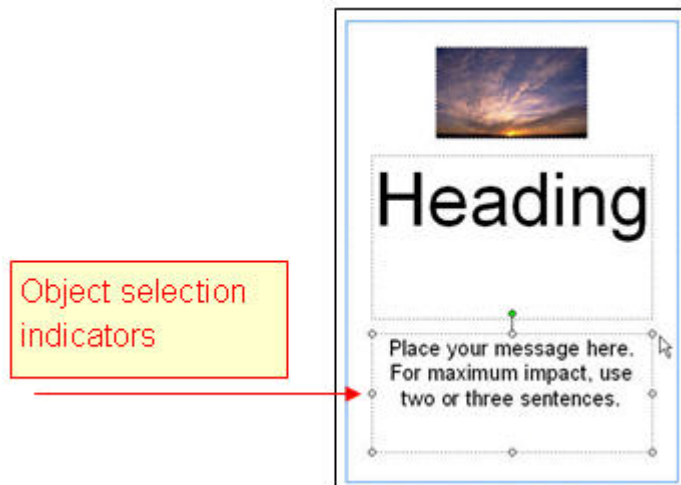
2. Select a color scheme from the schemes menu.

*** NOTE *** The pre-formatted publication designs have pre-formatted font schemes. You have the ability to change the fonts as needed simply by changing the font using the font icon on the toolbar.

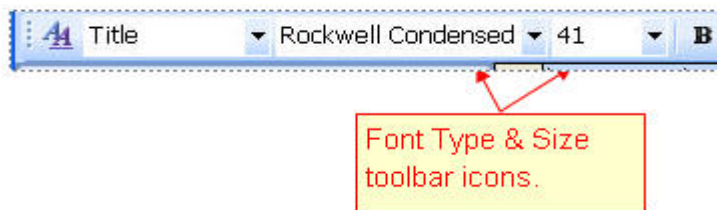
Editing Headers and Headlines

When starting a new publication using a flyer template, entering text is literally a matter of replacing the placeholder text that Publisher provides on the page.

1. **Select the object containing text** on the flyer page. Notice how Publisher selects the objects by placing little circles (selection indicators) around the object.



2. **Select inside the text object.**
3. Press **Delete** or **Backspace** to delete the current text and add your own text.
4. **Change the Font Size or Type** by selecting these icons on the formatting toolbar.



3 BASIC GUIDELINES FOR GOOD DESIGN

To head off trouble in a potentially good design, let these three words guide you in laying out your publication:

1. **Simplicity**
2. **Consistency**
3. **Contrast**

Keep it Simple

Using an uncomplicated yet distinctive design is an effective way to establish a recognizable identity.

1. **Limit the number of elements** on each page
2. **Give your ideas some breathing room** by surrounding your text and graphics with white space. This will help the information stand out.
3. **Align elements** in the publication to create a visual connection among the items.

Make it Consistent

Consistency unifies a publication. It helps guide readers smoothly through the text.

1. **Spacing** - Keep spacing regular throughout publications. This includes:
 - Consistent margin widths
 - Use the same amount of space between each heading and its body text or between pictures and captions.
2. **Fonts** - Use a consistent logic for your fonts.
3. **Alignment** - Use one alignment for a publication or set of publications.
4. **Repetition** - Repeat design elements in the publication.
 - If your logo contains a star, use five stars in place of bullets in a list.
 - Do not go overboard
5. **Color** - Use color uniformly.
6. **Style** - Use the same style for decorative elements. Decorative elements should fit and enhance the theme of your publication, not compete with your message for attention.

Add Contrast

Contrast pulls the reader's eye to what's important. Use areas with dark contrast to pull the reader's eye in.

1. **Distinction** - Make different elements look really different.
2. **Boldness** - Place a dominant element on each page. Big bold type or an interesting graphic can be a visual oasis on a page heavy with text.

As you work with Publisher, you'll soon become adept at tailoring the designs to serve your own needs. Knowing how to apply the principles and elements of design will help you use Publisher to full advantage in producing publications with a professional look.

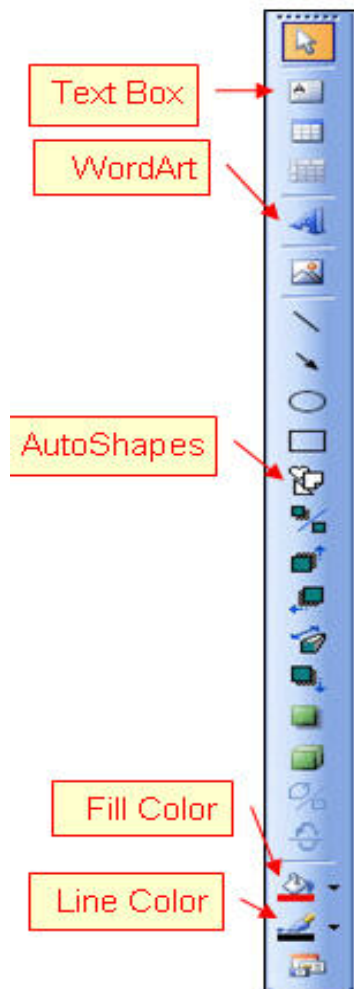
INSERTING TEXT BOXES & OBJECTS

The publisher design template is just that, a template. All templates can be changed and adjusted to meet your needs.

The Objects Toolbar

The Objects toolbar has many customizing features to utilize.

- **Text Box** Icon - Used to insert a text box
 1. Select icon
 2. Mouse pointer changes to a plus +
 3. Hold left mouse button down and drag to size the text box.
- **WordArt** Icon - Using the WordArt Gallery, insert any of the preformatted WordArt.
 1. Select Icon
 2. Double click on a WordArt Choice
 3. Type your text in the “Edit WordArt Text” dialog box
 4. Select OK
- **AutoShapes** Icon - Using Autoshapes, select a menu item and shape from the sub-menu
 1. Select Icon
 2. Hold left mouse button down and drag shape onto page.
 3. Release mouse button
- **Fill Color** Icon - Use Fill Color to color the background of the selected area. Select a color from the color palette by:
 1. Select the black down arrow next to the paint bucket.
 2. Select the color from the color palette
- **Line Color** Icon - Use Line Color to color the Lines or borders of the selected area. Select a color from the color palette by:
 1. Select the black down arrow next to the paintbrush icon
 2. Select the color of choice.

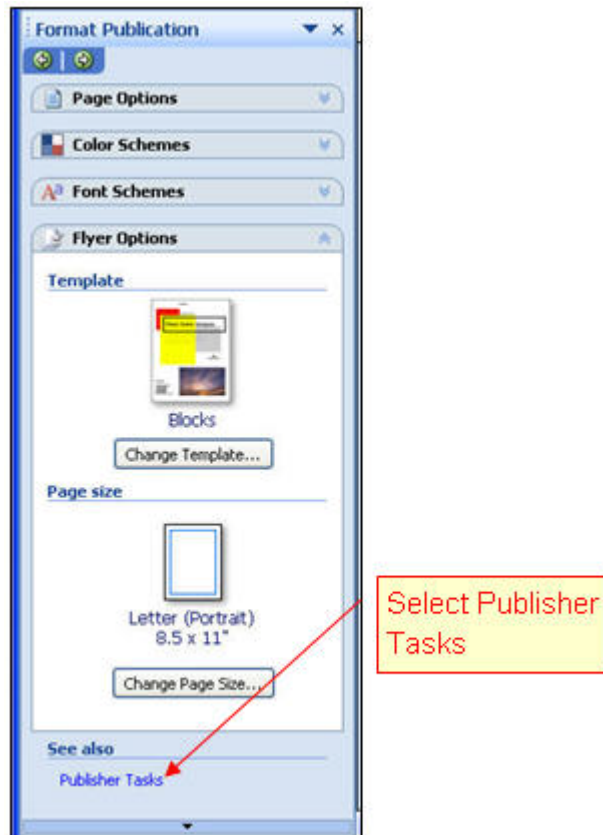


CHOOSING A DIFFERENT TYPE OF PUBLICATION

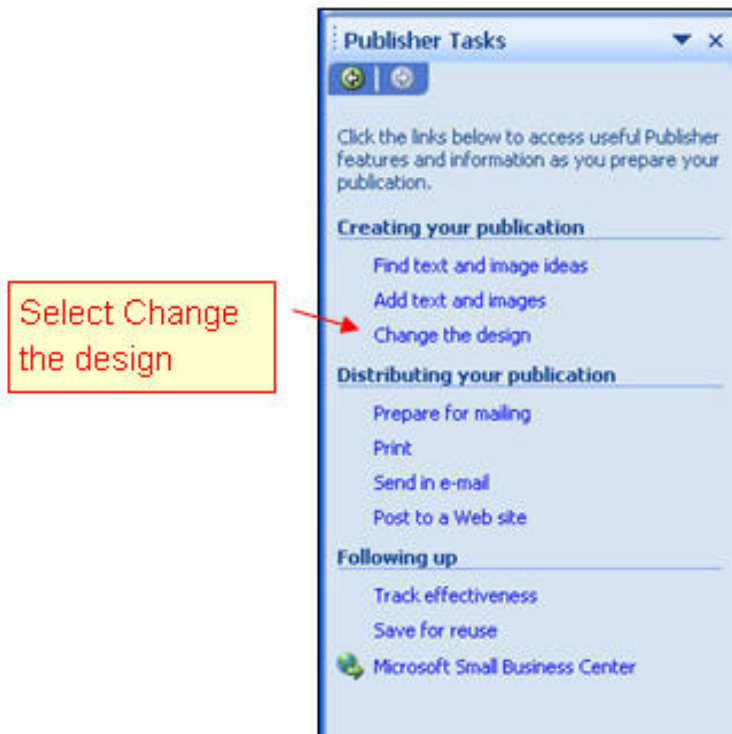
There are many types of publications available to you in Publisher. Publisher has hundreds of different templates set up to make it easy for you to create professional looking brochures, catalogs, banners, cards etc.

To find out what templates are available:

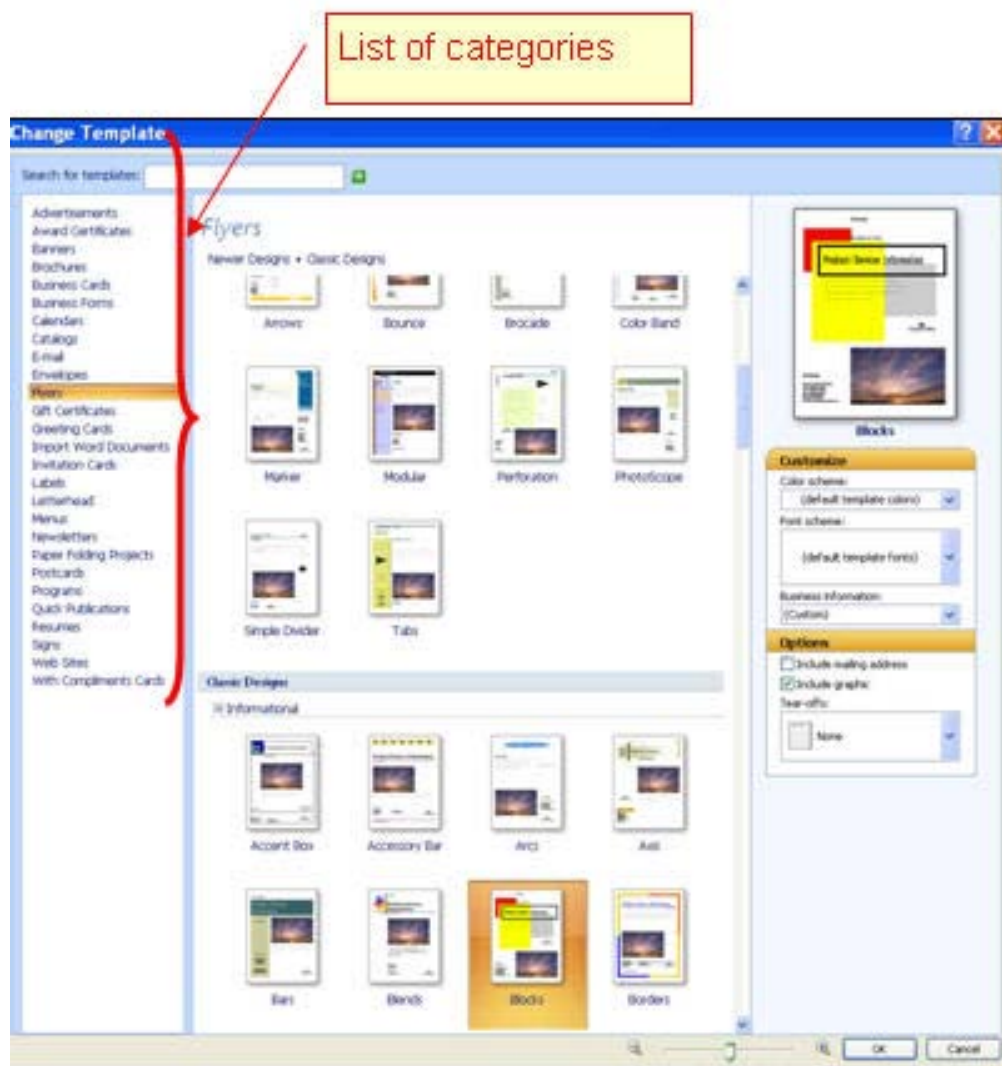
1. From the **task pane navigation menu** select **Publisher Tasks**, See figure below.



2. Select **Change the design** link in the **Creating Your Publication** section.



3. Select **Choose a different design** from the **Change the Design** section.
4. The **Change Template** window appears. Choose a new publication type from the left navigation menu. A list of 25 different categories will display.



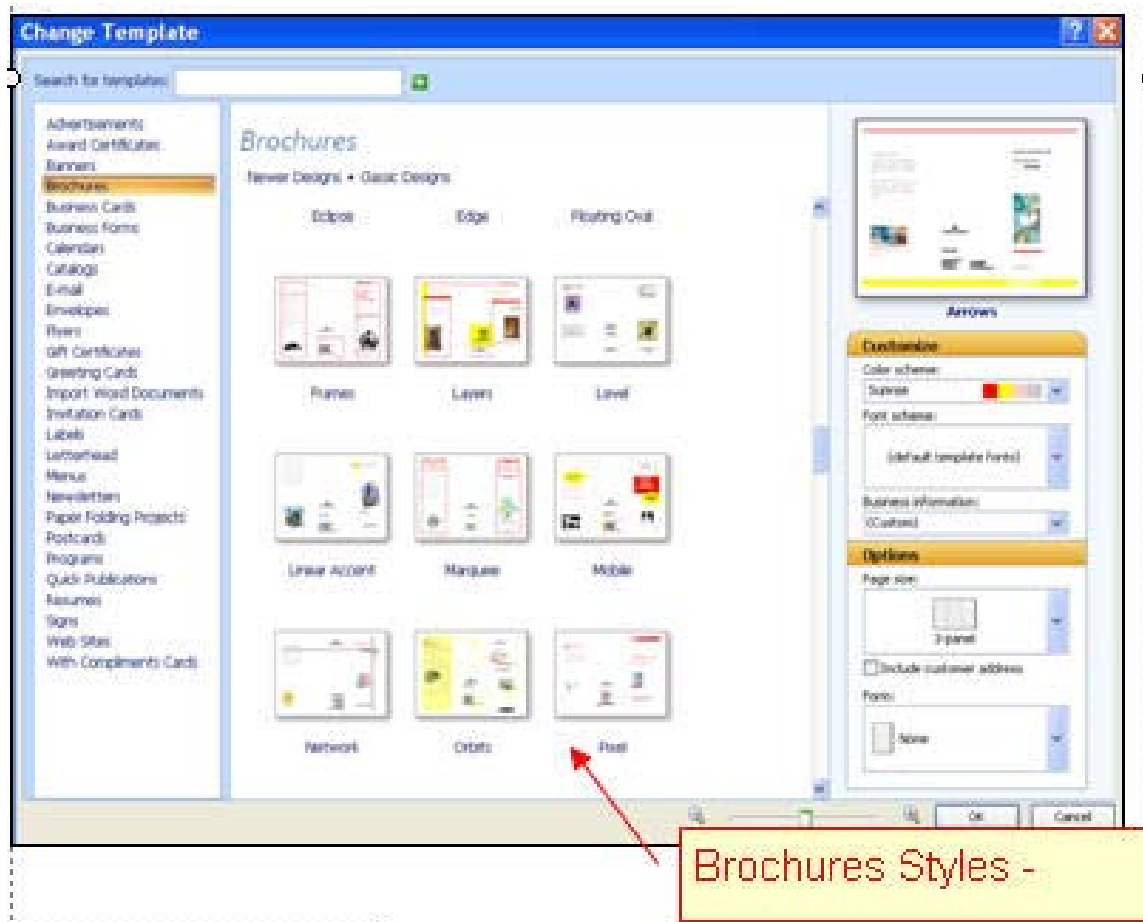
5. . Select the appropriate category to see further options within the category.

CREATING A PROFESSIONAL 3-FOLD BROCHURE

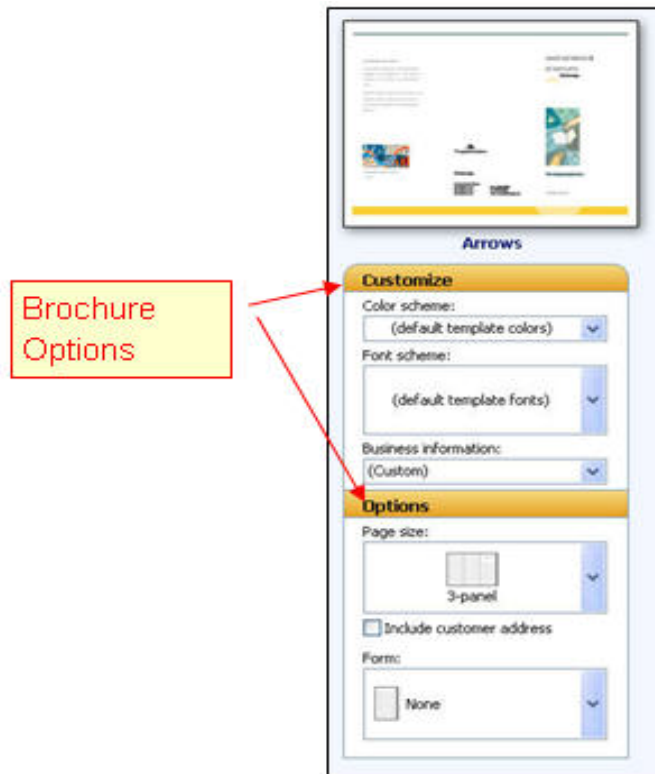
1. From the **standard toolbar** select the **New** icon.



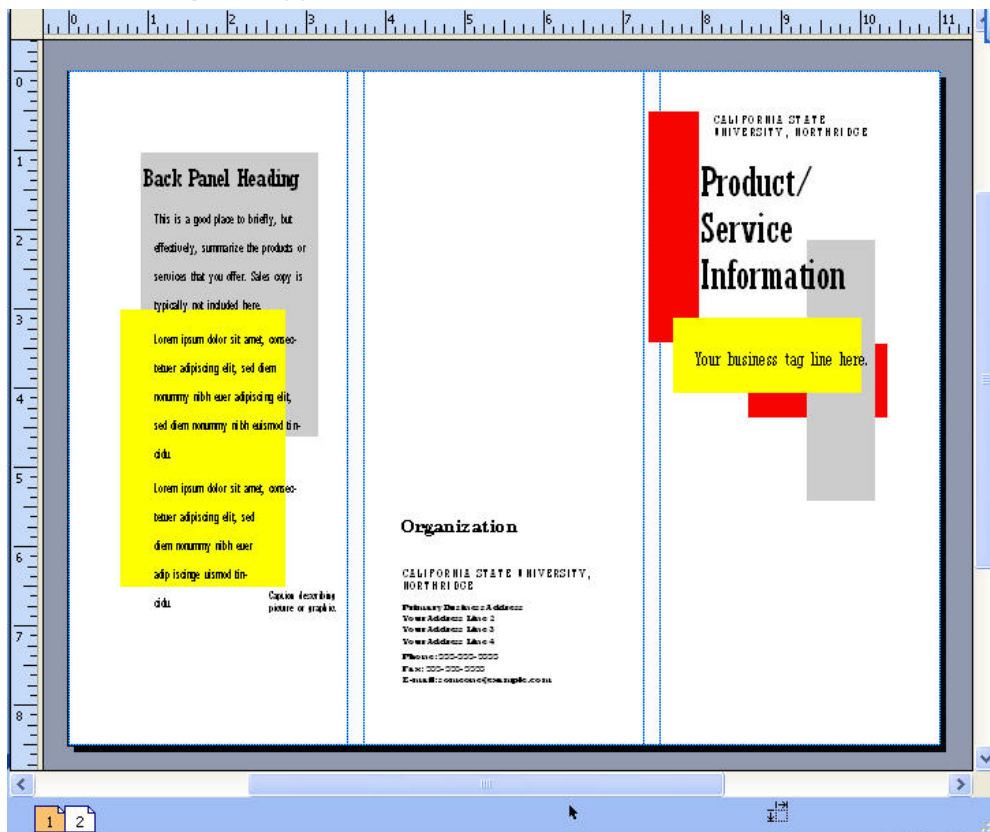
2. From the Quick Publication Options, Select **Change Template** button.
3. **Select Brochures** from the category menu listing. See Figure below.



4. From the styles template display in the center , **select the Blocks Informational Brochure**.
5. From the right hand **task pane**, the **brochure options appear**. Here you can choose color & font schemes, page size and form.



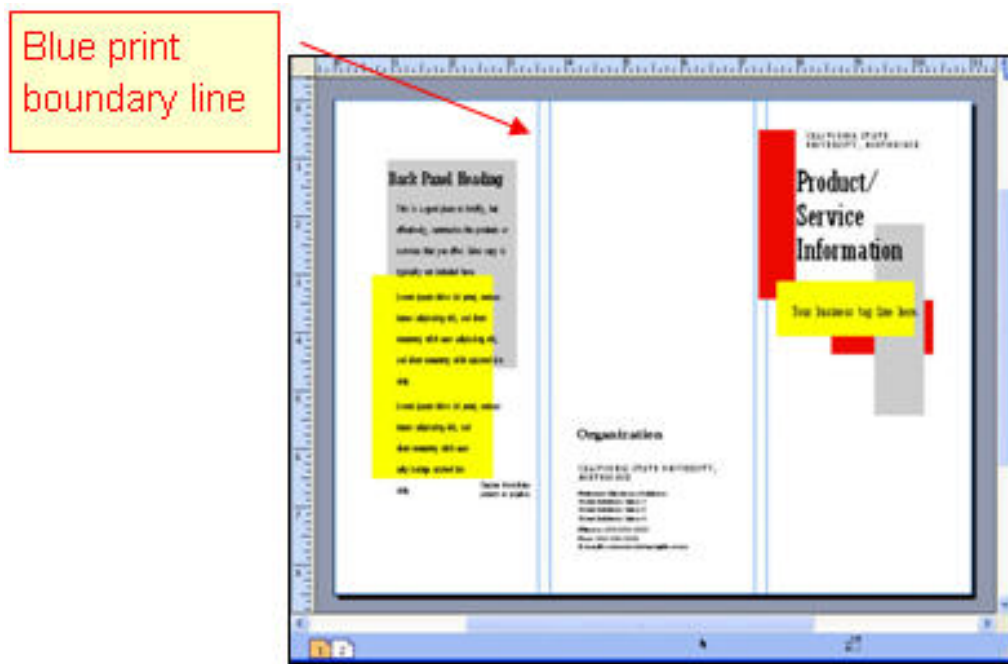
6. From the Publisher window in the center of the window, the **Blocks informational brochure template** appears..



The Brochure template contains various text boxes and design elements that can be customized to your specifications.

Template Boundaries

The brochure template opens with the design features of that selected template. However, **all publisher templates will show the printable page boundaries** as a solid **blue line**. This line is your guide. The design elements of your flyer or brochure should remain within the blue line boundary to assure proper printing.



ENHANCING A PUBLICATION WITH GRAPHICS

When planning graphics for your publication, think about ways you can use the various types of graphics available. **Graphics are a powerful tool that can support or obscure your intentions.** Make sure your selection and use of graphics is consistent with your design strategy and your other design decisions

For the most effective use of graphics, consider these elements and factors:

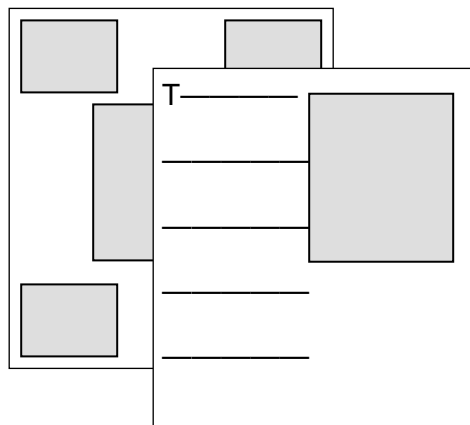
- **Photographs** - These pictures offer true-to-life representation. Use photos to display products.
- **Illustrations** - A drawing can be more “real” than a photograph. It can provide a detailed or instructive perspective.
- **Charts, diagrams and maps** - These graphics can simplify a complex subject.
- **Clip art** - These pictures can be extremely versatile.



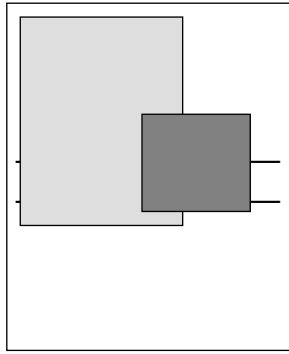
1. Photographs included among the message
2. Artistic borders frame an important part of the publication.
3. Evoke a feeling using clip art or other pictures shown here as decorative flourishes.

Layout

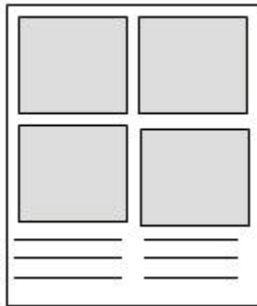
The subject or content of pictures is just part of what the reader sees. The size, number, and placement of pictures on a page give other nonverbal cues, which can support or undermine your intended message.



1. Use restraint. Pictures lose their impact if you use too many.
2. **A picture's size should reflect its importance.** Use a smaller picture to reinforce a main, larger picture.



3. If all pictures are equally important, make them the same size and group them.



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Troubleshooting and Support

If you experience problems getting started with Office 2007 contact the Help Center at x1400 or

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