



Microsoft Publisher 2003

Publication Design

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=Shortcut =Advice =Caution

Design Steps

When you create a publication, it is crucial to first identify important issues involved. Changes in publication design can affect the cost and time involved in accomplishing your goal.

1. Plan the publication.
2. Decide on the printing device and paper size.
3. Determine the orientation and layout.
4. Develop a grid to work with.
5. Select a color scheme.
6. Establish text styles.
7. Position consistent portions of the publication in the background.
8. Place text and graphics.

Planning

In the first phase of the design process you need to iron out the basics. Consider the following questions:

- What is the purpose or goal of the publication?
- What text and graphics do you want to include (just a rough idea is necessary)?
- How much money and time do you have to complete it?

Printing Decisions

In the second step of the design process, you must determine options for the publication imposed by printer, cost, and quality involved. Consider the following questions:

- Does the printer require a printed original, or will they accept a copy of the publication on disk? Or will they need both?
- If you are providing a disk, what fonts do they have?
- What size paper is best for the publication?
- Will there be additional trimming costs or paper waste?
- If the publication will be mailed:
 - What type of labels do you need to provide based on machine limitations and time constraints? (Some labels may need to be applied manually, increasing the overall cost.)
 - Is the publication being sent off-campus or on-campus? How much postage is required?
 - What paper color is appropriate? Try to choose a color that will be easy to coordinate with Publisher color schemes.

Summary

The Design Process

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2. Using a Wizard
3. Customizing

Getting Started

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2. Publisher Screen
3. Page Setup
4. Layout Guides
5. Frames
6. Spell Check
7. Views

Graphics

1. Resizing

Orientation and Page Layout

These decisions will determine the number of pages required to print the publication. Using a booklet layout you may add blank pages at the end of the publication, and small sizes may require trimming or special paper.

Develop Grid

Structure is very important. Graphic designers often use a grid to aid in aligning objects such as pictures and text, on the page. Typically, a grid is based on the smallest common denominator of the objects involved. For example, if you are going to include pictures that are either $\frac{1}{4}$ of the page or $\frac{1}{8}$ of the page in size, dividing the page with 8 grid lines will help you line up and resize all of the pictures.

Color Schemes

The color variations that you include in the publication help attract attention and keep it interesting. Consider the following questions:

- Are the colors selected pleasing to the eye?
- Do they present too much contrast? Some contrast is good, but there is such a thing as too much contrast as well.
- Does the text stand out against the background? Avoid using just dark shades or just light shades for both the background and the text, since the text will then be difficult to read.
- Will you use the color scheme as a tool for consistency of headings or section breaks?
- Is the color displayed in Publisher close enough to the color when printed? Some colors appear fantastic on the screen, but when the printing device tries to replicate the color, it fails miserably.
- Who is the audience—a print or Web audience, or both? If you are going to distribute the publication electronically, the resolution at which it is viewed can have a significant impact on how the colors appear.
- Will there be photographs in the publication, and if so, will they be grayscale or color?
- If you are sending your publication to a professional printer: Will there be more than four colors in the publication? The four-color printing process, necessary for photographs and some other illustration types, is more expensive than “spot color,” a single color applied to certain spots in the publication.



There is a tradeoff between color and design. Simple designs can tolerate stronger color choices, whereas busy design schemes benefit from simple, familiar colors, and color combinations.

Font Styles

Since the appearance of the text has a significant effect on how easy it is to read a publication and how long the publication is, understanding typeface styles and evaluating them are essential.

Consider the following:

- TrueType fonts can usually be printed regardless of the printer you use. If you use a font specific to your current printer then you reduce printing flexibility.
- Which fonts are you going to use? There are three main categories of fonts to consider when making this decision.

Type/ Example	Description
Serif Fonts Garamond	Curves and small lines used at the ends of each stroke. This is commonly used for the body text of a publication. Research has shown that serifs make reading easier.
Sans Serif Fonts Arial	Straighter lines used. No curves or small lines at the ends of each stroke. Used primarily for headings and titles.
Ornamental Fonts French Script	More decorative, artistic letter shapes. Can be used for titles or headings for more informal publications. <i>කිසිදු වැදගත්කමක් නොමැතිව, මෙහි පිටුපසට පමණක් භාවිතය විය යුතුය.</i>

- Does the font contain lowercase characters that extend above or below the main body?

Font structure also has an impact on legibility. Fonts whose lowercase and uppercase letters are almost the same height tend to be legible at small point sizes, while fonts with a large difference can be employed if you need to decrease the amount of space text takes up. Compare the fonts used on the same phrase, at the same point size, in the following example:

Font Name	x-height	Example
Goudy Old Style	Xx	big dog
Times New Roman	Xx	big dog
Broadway	Xx	big dog

- What weight and width should you use?

Some fonts come with a variety of options. Weight refers to the thickness of the lines used to construct the letter. Various weights you may see within a single typeface include light, demi, heavy, and bold. Condensed fonts will take up less room on the line, while expanded may be easier to read. Consider the following examples:

Font Name	Example
Gill Sans MT	big dog
Gill Sans MT Condensed	big dog
Gill Sans MT Extra Condensed	big dog

Font Name	Example
Eras Light ITC	big dog
Eras Demi ITC	big dog
Eras Bold ITC	big dog

- What font combinations are you going to use?

Try to use only 2 different font families. Research shows readers tend to lose interest and comprehension when there are more than 3 different fonts. Arial, Arial Bold, and Arial Italic are all in the same family.

Apply attributes such as bold and italic within a font family for emphasis and variety.

Vary weights and widths to energize a publication.



- Try not to use two fonts from the same category, like Arial and Franklin Gothic Book, which are both Sans Serif fonts.

Background Components

For consistency it is helpful to place common features in the background of a publication. We discuss the background in greater detail on a later page. Information you might include:

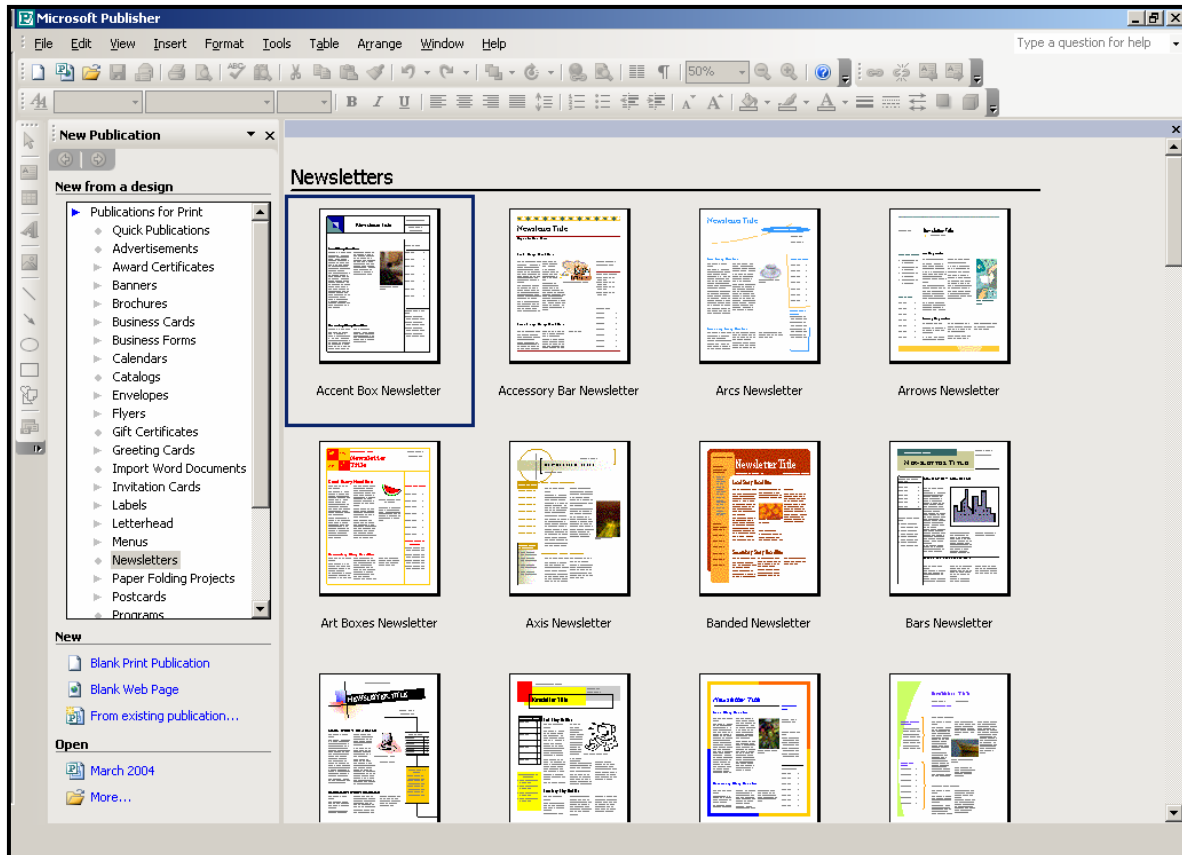
- Headers:
Logos, Graphics, Titles
- Rules/Lines:
Borders for uniform formatting or to help separate sections of the page.
- Page Margins:
Unvarying placement of text frames to structure the page.
- Footers:
Page numbers, date, version, lesson or chapter number
Use generic shapes when determining placement of information. This way you have a better idea of the space available for each section.

Finishing Touches

Once the majority of the publication is completed, you can add finishing touches by fixing problems that were not anticipated, adding additional formats, or modifying the graphics.

Getting Started Using a Wizard

Publisher has a tremendous selection of wizards for you to work with. Wizards walk you through the steps of designing a publication. By choosing a publication, you determine the paper size, layout, as well as text and graphic placement. The wizard then helps you include specific information and choose a color scheme for consistency. Alternatively, you may choose a design scheme and select the type of layout. There are over 1,000 different items to choose from!



Once the wizard is started you will be directed to make choices about the publication. In the following steps you will see the questions presented when a newsletter publication is selected.

1. From the **New Publication** drop down arrow, choose **Publications for Print**.
2. Choose your publication type, template design, and actual template. Choose a **Newsletters template**.
3. Click on **Page Content** located in the task pane on the left and choose the number of columns.
4. By choosing **Publication Designs**, a new template can be used.
5. Click on **Color Scheme** and select one. Do the same for **Font Scheme**.



The wizard will apply the first color as the main color and the remaining colors as accents.

You are now ready to add your text and customize the publication.

Customizing

After you use the wizard to get started, it is time to add your own text and customize objects that the wizard included.

- Click in an area that has a text placeholder. If the text is selected, whatever you type will replace the information already there. If not, click once on the text or click and drag to select it.
- Click on an object you would like to modify. If you see the wizard button, you can click on it and Publisher will provide you with additional choices for customization.

Select what you need from the wizard and close the window.

- Check **File**, **Page Setup** to determine what the wizard selected for Layout, Paper Size, and Orientation.
- Create guides to enable quick alignment.

Starting from Scratch

Once you have an understanding of how your publication should appear, you may want to start from a blank page and customize it to meet your specific needs.

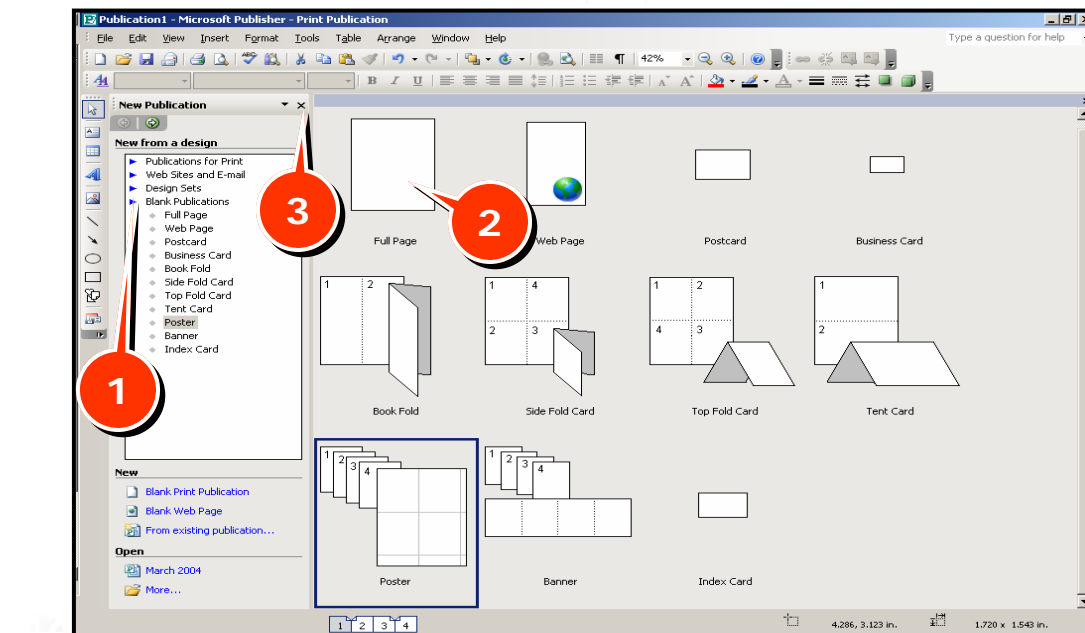
1. From the **File** menu choose **New**.
2. Click on **Blank Publications** under the **New from a design** category on the left task pane (**Figure 1, 1**).
3. Select the type of publication, (**Full Page** for this exercise), and double-click it to open (**Figure 1, 2**).
4. From the task pane on the left, select **Publication Design**. Then click on a specific design to see the effect.
5. Choose **Color Scheme** from the list and then select the scheme that will work best.
6. Choose a **Font Scheme** according to the style you had in mind.
7. If you are going to include personal information about the organization, go to **Edit > Personal Information**. This provides a quick way to include preset addresses, etc.
8. Click on the **X** to close the task pane to provide more room on the screen (**Figure 1, 3**).



Publisher can only have one file open at a time. If you have another file open, you will be prompted to save changes to the previous document before closing it.

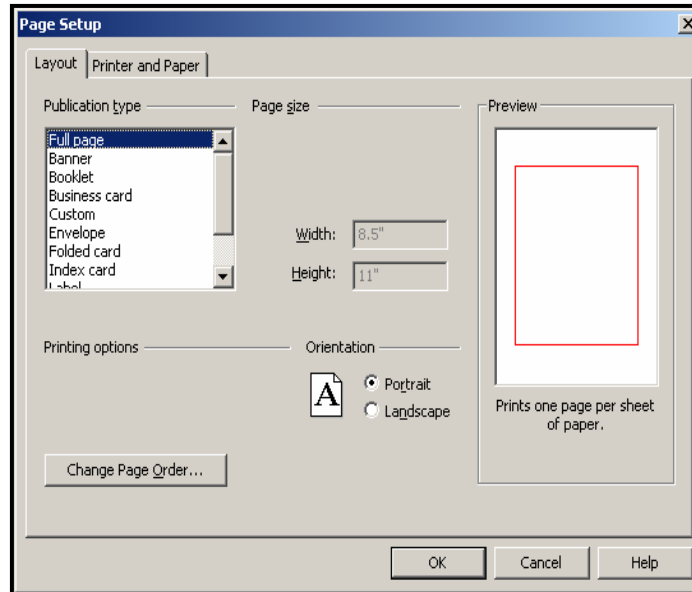
The Publisher Screen

Figure 1



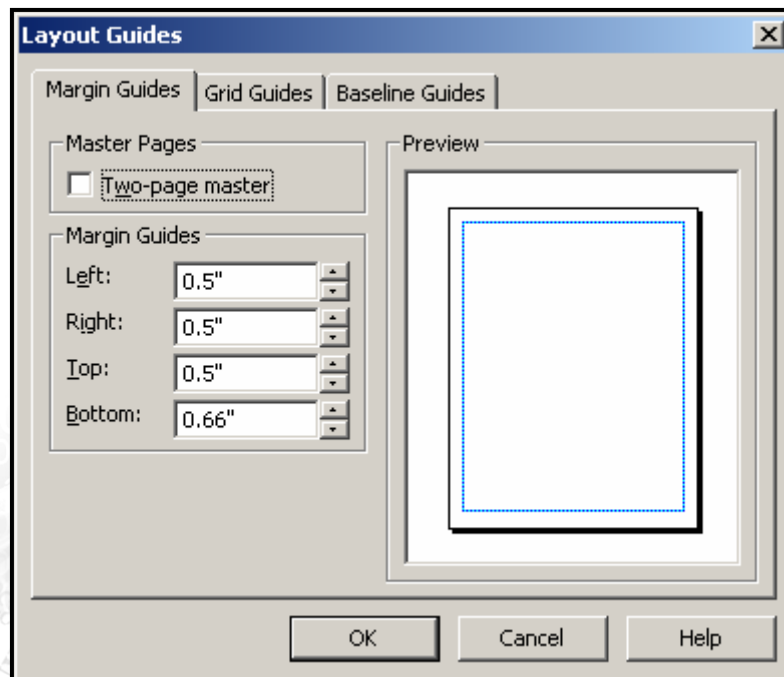
Page Setup

If you need to specify a special page size, go to **File > Page Setup**. Publisher considers each file a publication. A publication is composed of pages. The size of a page depends on the settings in Page Setup. For many publications, the paper size is the same as a page in Publisher; however, if you are creating a special publication like a booklet or banner, one page of the publication can be a small portion of a piece of paper or several sheets.



Layout Guides

1. Go to the **A**rrange menu and select **L**ayout Guides.
2. Determine the Margin Guides which will be indicated by the blue lines. Determine how many columns and rows you need to divide the page into under the Grid Guides tab and type in the corresponding values.
3. Click **OK**.



Additional Guides

You can also place guides anywhere on the page. These guides help you align other objects.

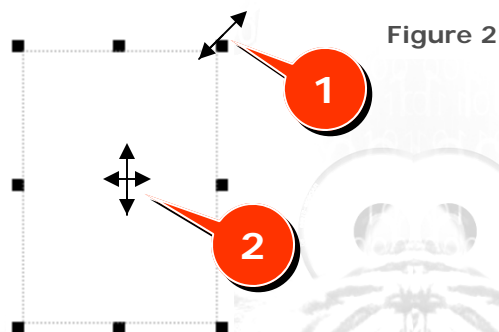
	<ol style="list-style-type: none"> 1. Move your mouse over the horizontal or vertical ruler. 2. Click and drag toward the center of the page. The guide appears as a green line.
Move Guides	Click and drag the green guide and move it to the desired location.
Delete Guides	Drag the line off the publication.
Frames	Objects in a publication are often in a frame. This makes positioning items on a page much more flexible.
Text Frames	Add text to your publication using text box frames. Publisher refers to a contiguous section of text as a story. A story can be contained in a single text frame or a series of connected frames.

1. From the **I**nsert menu, choose **T**ext **B**ox.
2. Move the cursor into the page.
3. Click and drag to create a text frame the size you want.
4. Type in your text.

The overflow symbol indicates a text frame is too small to display all of the text it contains.

Resizing Text Frames

When you create a text frame, you may not know what size will work best. You can change the size at any time.



1. Click on the text frame.
2. Move the cursor over one of the resize handles.
3. Click and drag with the **R**esize cursor (**Figure 2, 1**).

Moving Text Frames

As you place graphics and other text on a page, you may need to adjust the placement of existing text frames.

1. Click on the text frame.
2. Move the cursor over the edge of the frame. (Make sure the cursor is not on a resize handle).
3. Click and drag with the **Moving** cursor (**Figure 2, 1**).

Hyphenation

By default, Publisher automatically hyphenates text. As you resize text boxes, this feature will hyphenate words to fill the text box frame as evenly as possible. This can lead to “ladders”. If you would like to turn this feature off, go to the **Tools** menu and select **Language, Hyphenation**. When the hyphenation dialog box appears, remove the checkmark next to **Automatically Hyphenate This Story**.

Deleting Text Frames

Removing text frames is not as simple as just pressing the Delete key on the keyboard. You must right-click inside of the text frame and select Delete Object.

Creating Text Box Links

If you need to arrange text so that it is in columns or continues on another page, you can designate text flow. You don't need to type small portions of text in each box because text in a story can flow to any other text frame in the publication.

1. Make sure that you have at least two text frames in the publication, one of which is empty. Click in the frame containing the overflow text.
2. Click on the **Create Text Box** link icon on the toolbar.



★ If you don't see the Create Text Box Link button, you can select **Connect Text Boxes** from the **View > Toolbars** menu and the button should be available.

3. The cursor should change to look like a pitcher. Move the cursor to the frame that should contain the overflow of text and click when the pitcher cursor looks like it is being poured.

Switching Between Connected Frames

While editing the text of a publication you may need to switch quickly between connected frames to view and edit text.

1. Click in one of the text frames.
2. Click on the **PREVIOUS** or **NEXT FRAME** icons on the Connect Text Boxes toolbar (**Figure 3, 1**).
3. To Delete a Link between text boxes use the **Break Link** icon (**Figure 3, 2**).

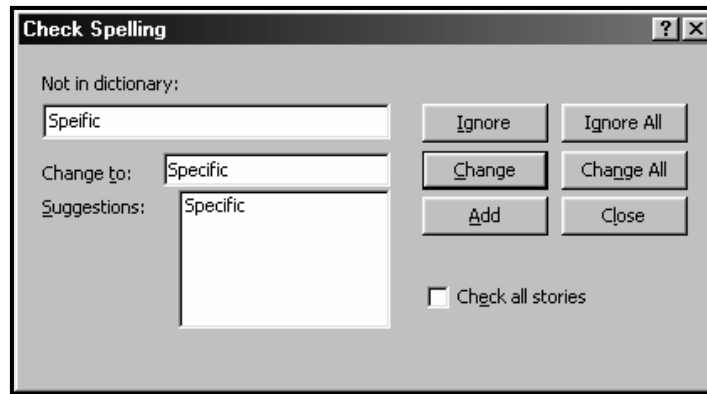
Figure 3



Spell Check

Checking for typos and misspelled words is extremely important. Grammatical and spelling errors seriously detract from the content and credibility of a publication. There are two main methods you can employ:

- Check an entire story and the entire publication. From the **Tools Menu**, select **Spelling, Check Spelling**



- Check a single misspelled word. Publisher, like Word, underlines words it does not recognize in red.
- Right-click on that word to see a list of suggestions to choose from.

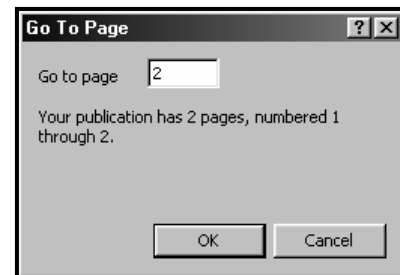
★ Publisher's custom dictionary is *not* the same one used by MS Office 2003! Be prepared to save words you may think you saved in Office 2003's custom dictionary.

Managing Multiple Pages

Many publications consist of several pages. You may need to move from page to page, add pages, or delete them.

Moving From Page to Page

1. Select **Go to Page** from the **Edit** menu.
2. Type in the number of the page you would like to go to.
3. Click on **OK**.



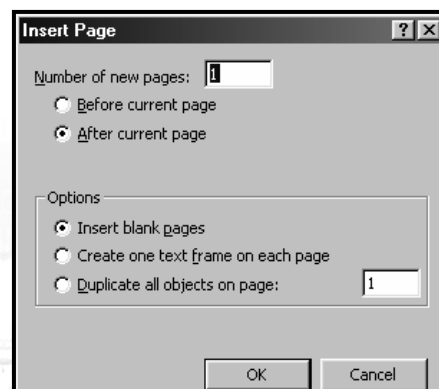
⚡ To quickly move between pages of your publication you can also use the Page Navigation tabs located in the bottom left corner of the screen. Simply click on the page that you need to view.

Deleting Pages

1. View the page that you want to remove.
2. Select **Delete Page** from the **Edit Menu**.

New Pages

1. Select **Page** from the **Insert Menu**.



2. By clicking the dropdown arrow and scrolling down, more options are displayed. Click the **More** button for additional options.
3. In the More options menu, indicate the number of pages you need to add. Select **Before** or **After Current Page** to determine the position of the new pages. Choose whether the new page should be blank, have a text frame, or contain all of the objects the current page has.
4. Click **OK**.

Changing the View

You can change the view of your publication to see more than one page at a time or to zoom in closely on a specific page.

Two Page View

Once the publication contains three or more pages, you can change the view to display two pages at the same time. Go to the **View Menu** and select **Two Page Spread**. You can turn this off by selecting it again.

Background

Objects you wish to appear on every page, such as automatic page numbers, headers or footers, logos, or watermarks, should be placed on the background of the publication.

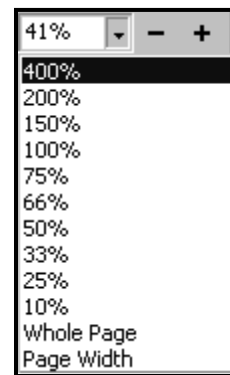
1. Click on **View**, **Master Page** on the menu bar (Control+m).
2. Place the desired frames in the appropriate locations on the background.
3. When finished, click **Ignore Master page**.

Graphics

Pictures truly enhance the appearance of publications by supplementing the text. You can use graphics to demonstrate a key point, or simply to add visual interest to the layout by breaking up sections of the design.

The Clip Art Screen

From the **Insert Menu**, select **Picture**, **Clip Art**. The following dialog box will appear:

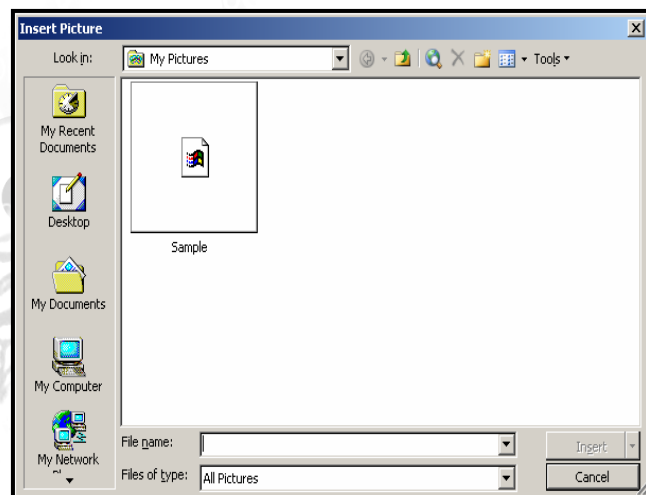


Format	Extension
Windows Bitmap *	.bmp
CorelDRAW!	.cdr
CGM graphics	.cgm
Windows Enhanced Metafile	.emf
Encapsulated PostScript	.eps
Graphics Interchange Format (CompuServe format) *	.gif
Joint Photographics Expert Group *	.jpeg or .jpg
Kodak Photo CD and Pro Photo CD *	.pcd
PC Paintbrush *	.pcx
Macintosh Picture	.pict or .pct
Portable Network Graphics *	.png
TIFF, Tagged Image File Format *	.tif
Windows Metafile	.wmf
WordPerfect Graphics	.wpg

Inserting Graphics

1. From the **Insert menu** select **Picture, From File**.
2. Navigate to the location where the picture is stored and select it.

Click on **INSERT** or press Enter on the keyboard.



Inserting Graphic Frames

Frames provide flexibility and control when inserting graphics. Often, you will need to place the graphic in a space that is larger or smaller than the original picture size. You can draw a frame of any size with the appropriate tool and then place the picture in it. If the graphic doesn't fit in the frame automatically, Publisher will adjust it for the "Best Fit" without distorting it.

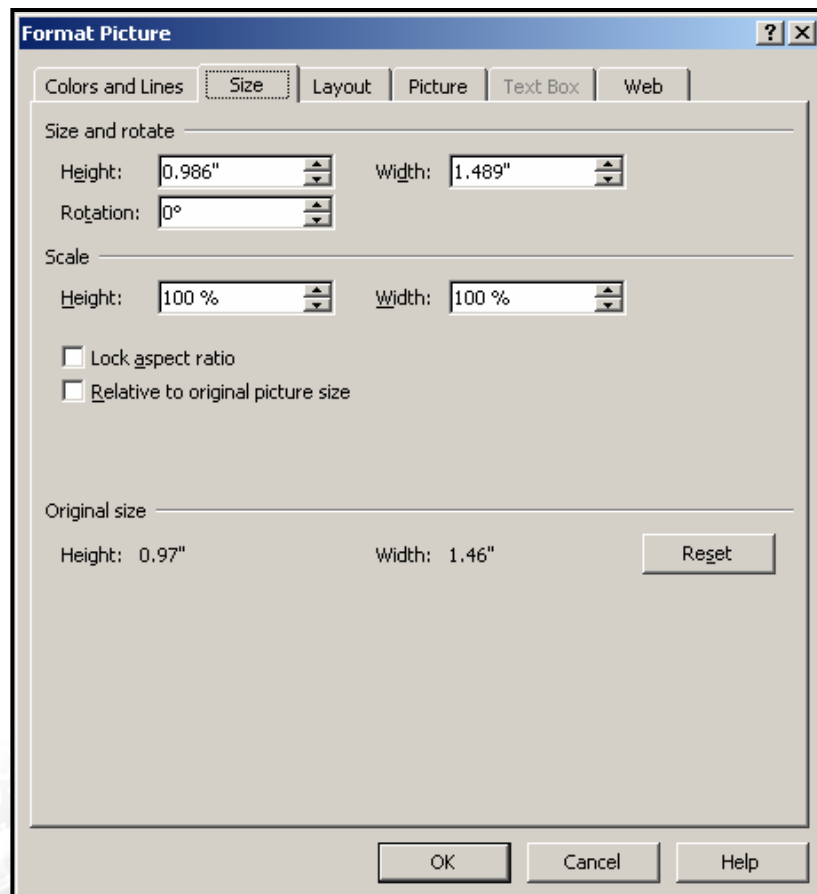
1. Click on the **PICTURE FRAME TOOL** found on the Objects toolbar.
2. Move the cursor into the page and click and drag to create the correct size frame.

If the frame is created for ClipArt, the Clip Gallery will appear automatically. If the frame is created for a special graphic, then double-click to activate the **Insert Picture From File** options.

Resizing

You can resize graphics using the mouse, just like text frames. If you use one of the corner resize handles, the picture will stay proportional. There are two additional methods that you can use to resize a frame:

- If you want to enter the exact size in inches, you can select the image and then go to the **Format Menu** and choose **Picture, Select tab size**.
- You can also modify the size by changing the percentage. Select the image then click on **Format, Picture, and Select tab size**.



Border Art

For eye-catching publications, you can add fancy borders to any frame or the entire page!

1. Click on a graphic and be sure it is **highlighted**.
2. Click the **Line/Border** button and select **More Lines**.
3. Click on the **BorderArt** button.
4. Select the border you need and click **OK**.

