

PUBLISHER CARDS AND FLYERS

Getting to Know Microsoft Publisher

Microsoft Publisher is a desktop publishing program designed for individuals and small business users who do not have graphic design training and skills. The Publisher software is used to create publications such as newsletters, greeting cards, business cards, calendars, brochures, etc. The software comes with many templates to help in the design process. This class will focus on using Microsoft Publisher version 2007.

Publisher can be opened by Double-Clicking the **Microsoft Publisher** icon on the Desktop or by clicking the **Start** button followed by clicking **All Programs** and then **Microsoft Office** followed by **Microsoft Office Publisher 2007** from the menus that appear.



Figure 1: Publisher Icon

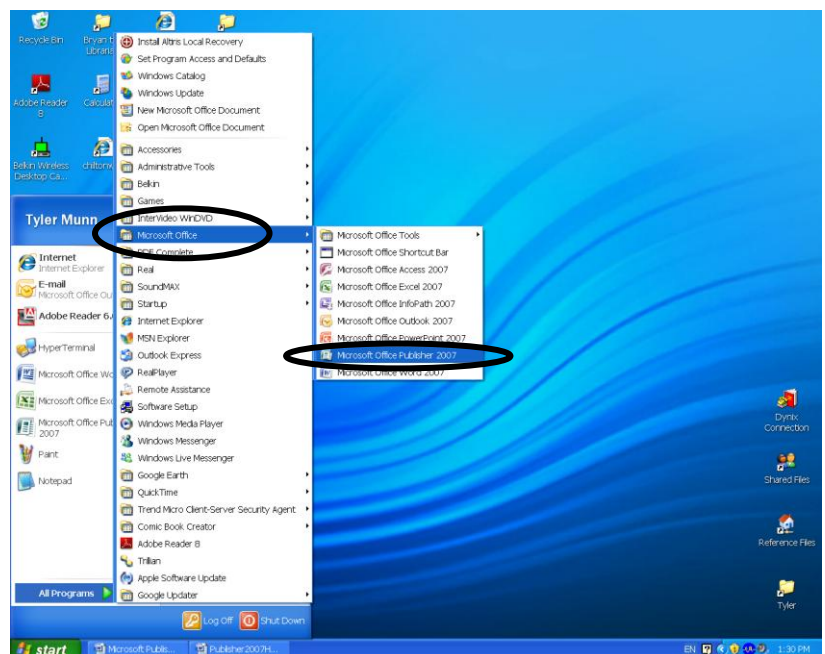


Figure 2: Publisher in the Start Menu

When Publisher is opened, the "Getting Started" screen appears.

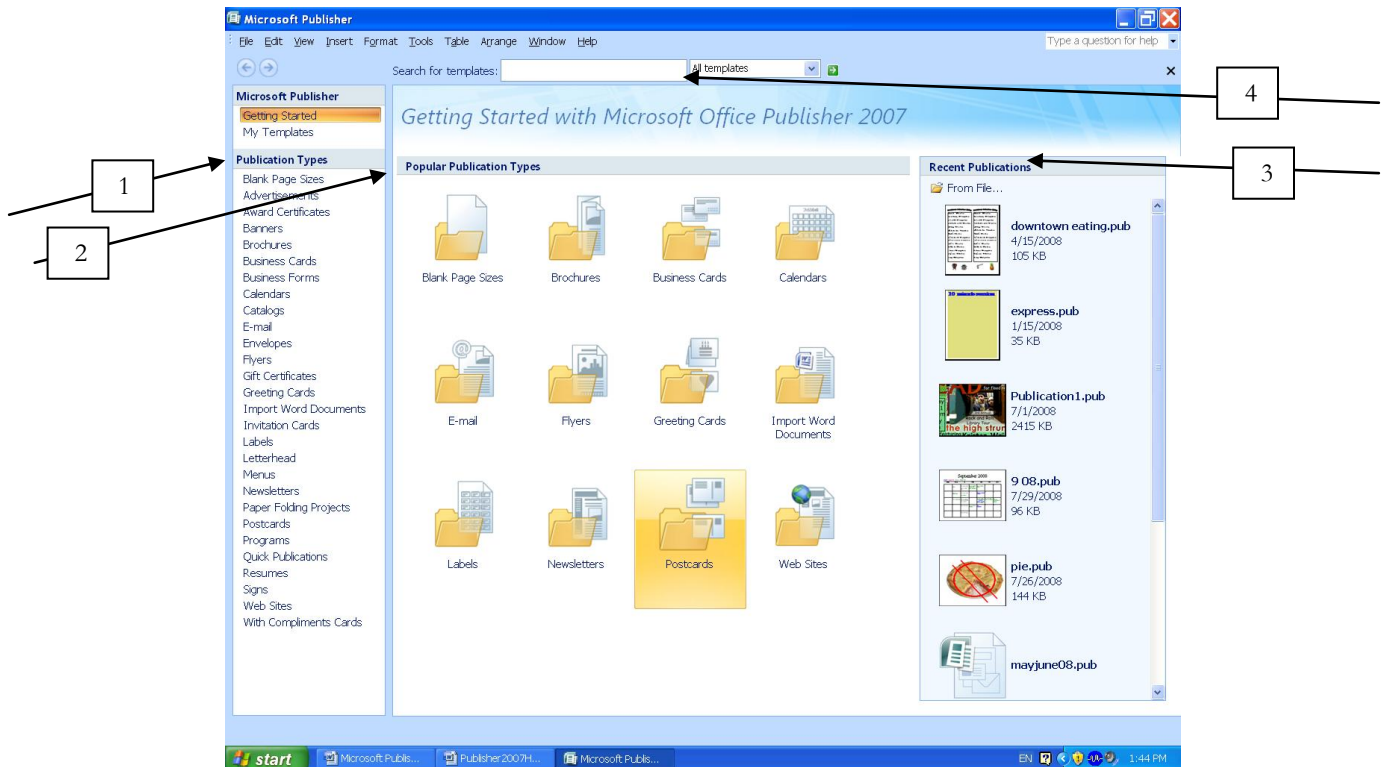


Figure 3: Getting Started

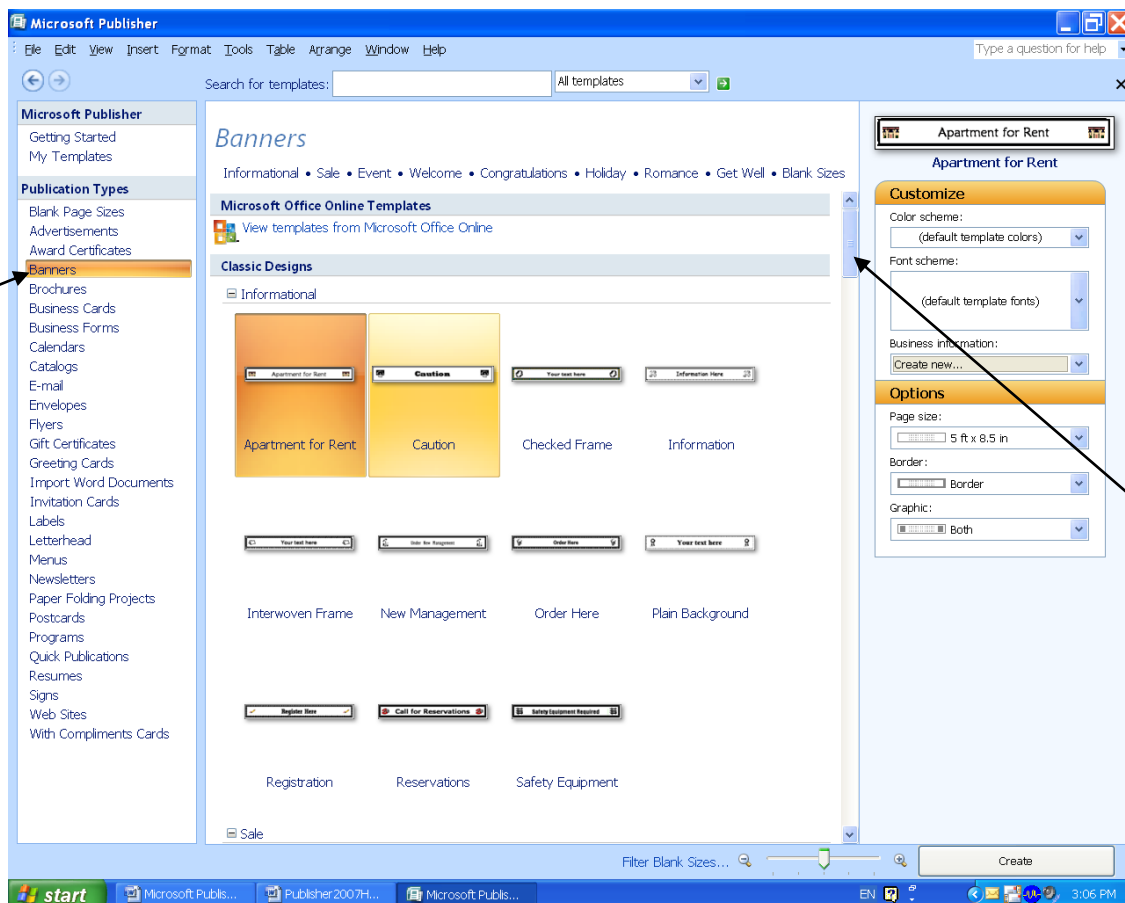
There are four places you should take note of on this page.

1. Here, you can easily see all publications that can be made with Publisher.
2. The most popular types of publications used with Publisher are shown in the center area of the screen with the pictures of the folders.
3. Here, you can also easily open recent files you may have used on Publisher by clicking on the file name in the right column.
4. Finally, if you're not completely sure what you're looking for, you can do a keyword search for the type of template you are looking for.

In general, the File/ Edit / View (etc.) menus at the top of the screen aren't of use until a specific publication type is selected.

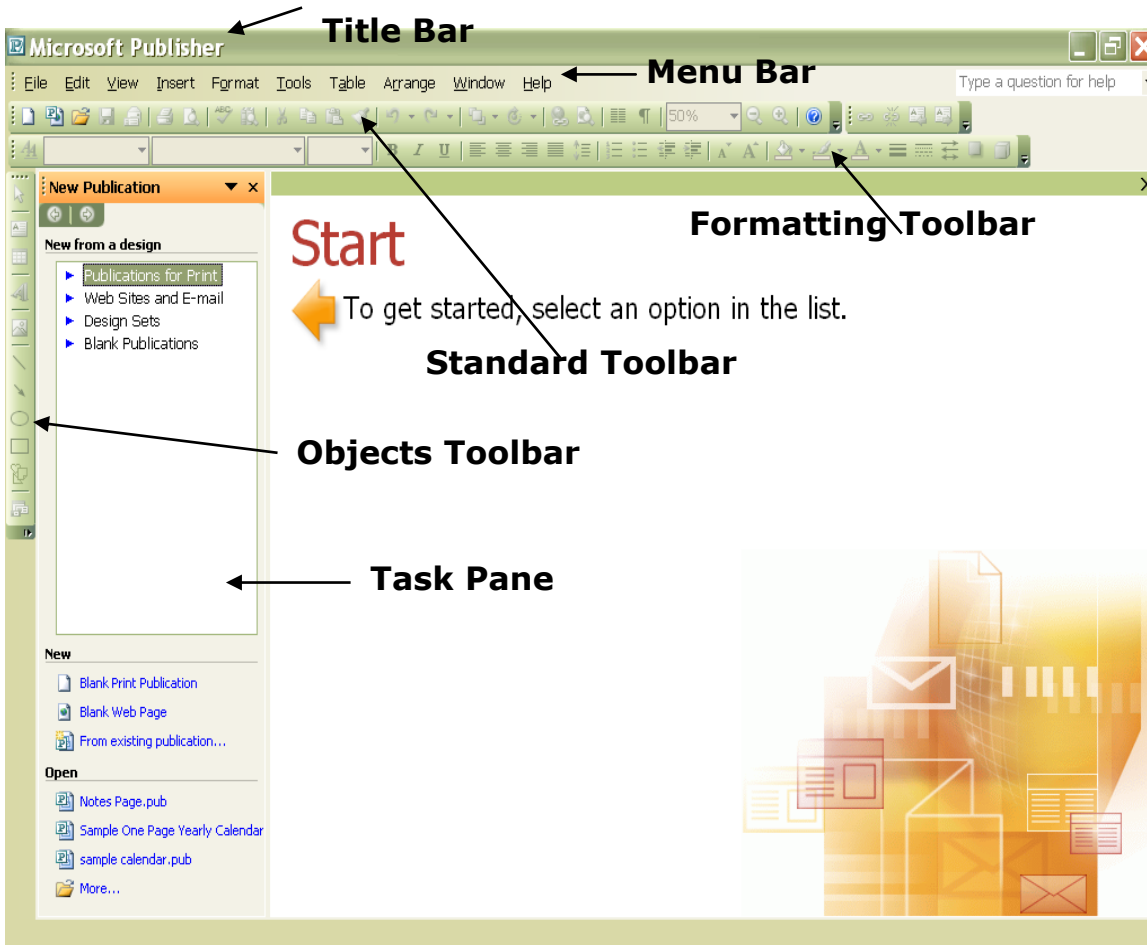
Starting a Publication

Once on the “Getting Started” screen, starting any type of publication is generally a two-click process. The **first** step is to locate and click on the type of publication you are wanting (greeting card, banner, advertisement, etc.) This could be done either by clicking in “Publication types” in the left column or clicking in “Popular types” in the center of the “Getting Started” screen. Once a type is selected, the center of the screen will open up different designs for that publication that you can select. Take “banners” for example.

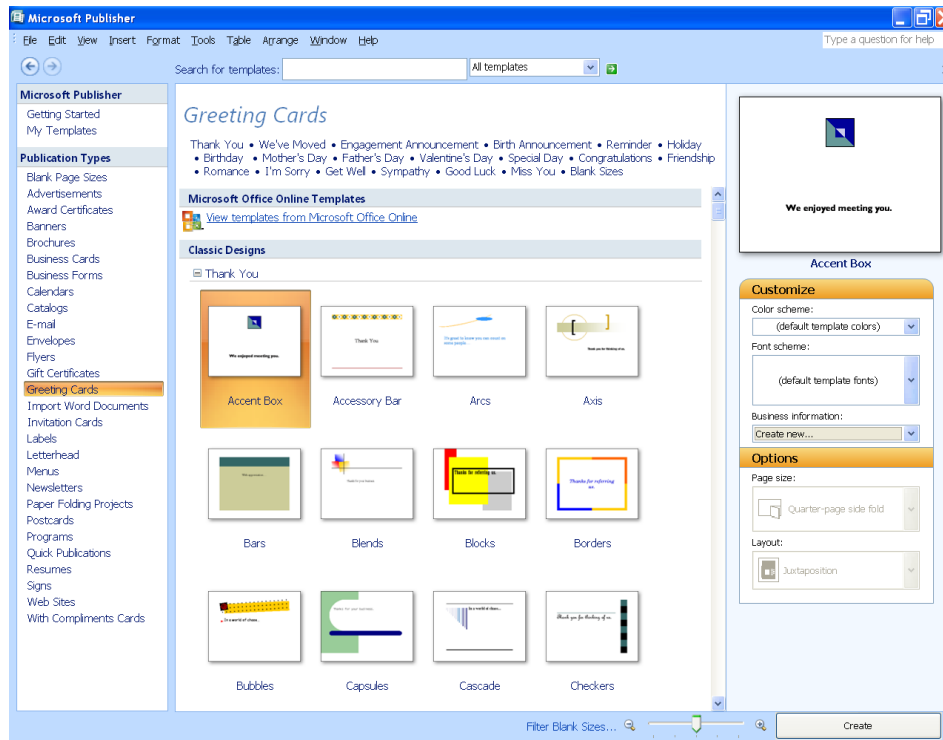



After I clicked on “Banners” in the Publication Types menu (see left arrow), the Banners design screen opens in the center. You can scroll down the screen (see right arrow) to view many classic banner design ideas. A double click on any design will open up that banner design in full screen to begin the editing process. This is the typical way to begin starting on any specific publication, including the types we will be working on in the following exercises.

In Publisher, once you have selected the type of document you will make, there are some toolbars and taskpanes you will notice. Here are their "official" names.



Exercise #1: Creating a Greeting Card



1. Open Publisher by double clicking the Publisher icon on the desktop or clicking the "Start" icon in the lower left corner of your screen followed by All Programs, Microsoft Office, Microsoft Publisher 2007.
2. Under "Popular Publication Types" click **once** on "Greeting Cards." The Greeting Cards designs screen should appear in the center of your screen.
3. At the top of the screen, under "Greeting Cards," you should see a list of all the types of greeting cards available. Explore all these different types. Then click on "Birthday."
4. Scroll down to a design called "Birthday 41." Double click on this icon. The birthday card should appear full-size on your screen.
5. Right Click the picture of the present. Choose Change Picture, followed by Clip Art from the menus that appear.
6. In the Search For: blank at the top left, type in *Birthday Cake* and press enter.
7. Locate the image to the right and click the image one time. 
8. Click the Down Arrow at the top of the Clip Art task pane and select "Format Publication."
9. Click on "Color Schemes" in the left column.

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10. Click on "Tidepool." This will change the background colors to better blend with the cake.
11. We are going to move those leaves on our card out of the way! Left click on any of the leaf squares and while holding the left button down, pull the leaves off of the greeting card.
12. We are going to add some words to this front page of the card. To do this, we will need to insert a text box. In the toolbar at the top of the screen, click on "Insert" then click on "Text Box."
13. Now, you should notice when you move the mouse over any part of the editing screen, it becomes a +. You can then press and hold the left mouse button and pull the mouse to create a text box of the size you'd like.
14. We are going to create a text box at the top of the greeting card. Move the cursor to anywhere in the top area of the card. Press and hold the left mouse button and drag it so you create a rectangular box. If you'd like use the ruler for estimation, make a text box about 2 inches wide.
15. In the formatting toolbar Click on the center alignment button in the formatting toolbar.
16. In the "Font Schemes" area of the task bar at the left of the screen, scroll down and click on Industrial.
17. Type in a message (ie. "Lordy Lordy, Look Who's 40!")
18. If needed, resize the text box or your text so that your message fits. This is done by pressing the left mouse button and holding on any of the white dots and pulling the text box in the desired direction.
19. Click on page 2 and 3 in the Status Bar at the bottom of the page. This will allow you to view the inside pages of your birthday card.
20. Select Greeting Card Options in the left task pane.
21. Choose "Select a Suggested Verse" in the task pane.
22. Scroll down to find *All The Clowns in Clowntown*. Click OK.
23. Right click on the small picture of the leaf, then left click on "Delete Object" to make the leaf disappear.
24. Click on Page 4 in the status bar at the bottom of your screen.

25. Move the picture of the present up to the center. Do this by "dragging" the picture (left clicking, holding the left button down, and pulling the picture up the center of the card.)
26. Increase the size of the picture. Do this by right clicking on the picture, then selecting "Format Picture" with a left click.
27. Click on the "Size" tab. Also, check the box that says "Lock Aspect Ratio."
28. Click the up arrow beside Size and Rotate "Height" five times. Press OK.
29. Finally, under the "Made Especially By" text, type in your name. (If there is already a name in this area, please first delete it.)
30. Explore the print preview option to view what your product would look like on a sheet of paper. Do this by selecting "File" from the menu bar, and clicking on print preview.
31. If we were printing, we would then click on the picture of the printer in the Print Preview, and confirming print options. Click "close" on the print preview screen to end this view.
32. Right click on the X in the top right to close out the project. Answer "no" to the question about saving.

Exercise #2: Creating a Flyer

Our greeting card exercise was done by using the publication wizard. Using the wizard allowed the Publisher program to automatically create certain parts of the card. Our next exercise will be done "from scratch."

1. Open Publisher by double clicking the Publisher icon on the desktop or clicking the "Start" icon in the lower left corner of your screen followed by All Programs, Microsoft Office, Microsoft Publisher 2007.
2. Under "Popular Publication Types," click **once** on Flyers.
3. Click once on "Blank Sizes" under the Flyers heading.
4. Double-click on "Letter (Portrait)" This is the standard size printer paper.
5. Click on "Format" in the menu bar and select "Background."
6. Background options will appear in the left side taskbar. If you move your cursor over any design, the design name will pop up. Click on "Texture Fill (Water Droplets)" This will fill the screen with the background.

7. We are going to add a border. Click on the picture of the rectangle in the objects toolbar on the extreme left side of the screen.
8. We are going to place the border so that it's the same dimensions as the blue dotted line border already on screen. (The dotted rectangle does not actually show up when printed, though. Our border we create will show up.) Move the mouse to any of the corners of the rectangle, and hold down on the left button, then stretch the rectangle to fit the correct dimensions, then let go.
9. Right-click on or inside the rectangle, and left-click the option "Format Auto-Shape." Under the "Colors and Lines" tab, select blue to change the line color of the border. Press OK.
10. Next, we are going to add a Word Art headline. Click on the "fancy A" in the left side object taskbar. Double click on the Blue/Red pattern (last column, 2nd one down.)
11. First, change text size to 60. Next, in place of "Your Text Here," type "Got a Leaky Roof?" and press OK. This will place the headline on the page. Drag the headline up to the top of the bordered area.
12. Next, we will insert a text box. Our text box will go from just under the "Leaky Roof?" headline to the bottom of the border. In the Menu Bar, click on "Insert" and then click on "Text Box." You can now drag and create a text box just like we did with the border. Move your mouse down to one of the bottom corners of the border, hold down the left mouse button and drag up so that the text box covers all area inside the border below the headline.
13. We are going to type some text for our flyer, but we want all of our text to be centered. Press the center alignment button. Also, change the text size to 36, and the text font to "Impact."
14. Type "We'll fix it right up!"
15. Press enter twice. Then type "We're your stop-gap solution!"
16. Press enter once. Click on Insert in the menu bar and select Picture and then select Clip Art.
17. In the "Search For" blank that appears in the left-side taskbar, type in "Leak" and select "Go." Find this picture, and double click on it. 
18. If your picture doesn't appear to be centered, left click on it and drag it to a centered position just below the previous line of text.

19. We now want to type below the picture. Left click in the area below the picture we inserted, or press enter multiple times to accomplish this.
20. Type "Call Leakbusters!!" Press enter.
21. Type "(555) 555-8219" Press enter twice.
22. Type "Or visit us at 123 Fake Street."
23. Select the address line by dragging and selecting it. Click on "Format" in the menu bar, select "font", then check the box beside "Shadow." Press OK.
24. Move back to the top phrase "We'll fix it right up!" Select this text by holding down the left mouse button and dragging it over the text. Then, click on "Format" in the menu bar, and select "Font." Change font style to "Bold." Change underline to "Words Only." Click OK. Left click the mouse so your text is no longer highlighted.
25. Click file, then "print preview" to see what the printout would look like.

Exercise #3: Creating a Business Card

1. Open Publisher by double clicking the Publisher icon on the desktop or clicking the "Start" icon in the lower left corner of your screen followed by All Programs, Microsoft Office, Microsoft Publisher 2007.
2. Under "Popular Publication Types" click once on "Business Cards." The Labels designs screen should appear in the center of your screen.
3. Explore the many different types available. Then, click once on "Photoscope."
4. On the right-side taskbar, you should see Customize options. Click on the arrow below "Business Information" and select "Create New."
5. A box should appear where you type in any information for your card.
6. Feel free to type in whatever information you'd like in these areas, keeping in mind that you should delete any "Your Address Line" place holders that aren't used, or else they will appear on the card.
7. When you've typed in all the information you'd like, click on "save" in the dialog box. This actually saves your business information so that in the future, you could easily insert this same information on another card, or flier, etc.
8. Click "OK" on the bottom right of the screen. You now have a nice business card created with your personal information. In the menu bar, click on file, then "print preview." This shows you that Publisher formats the sheet to fit as many business cards as possible.