

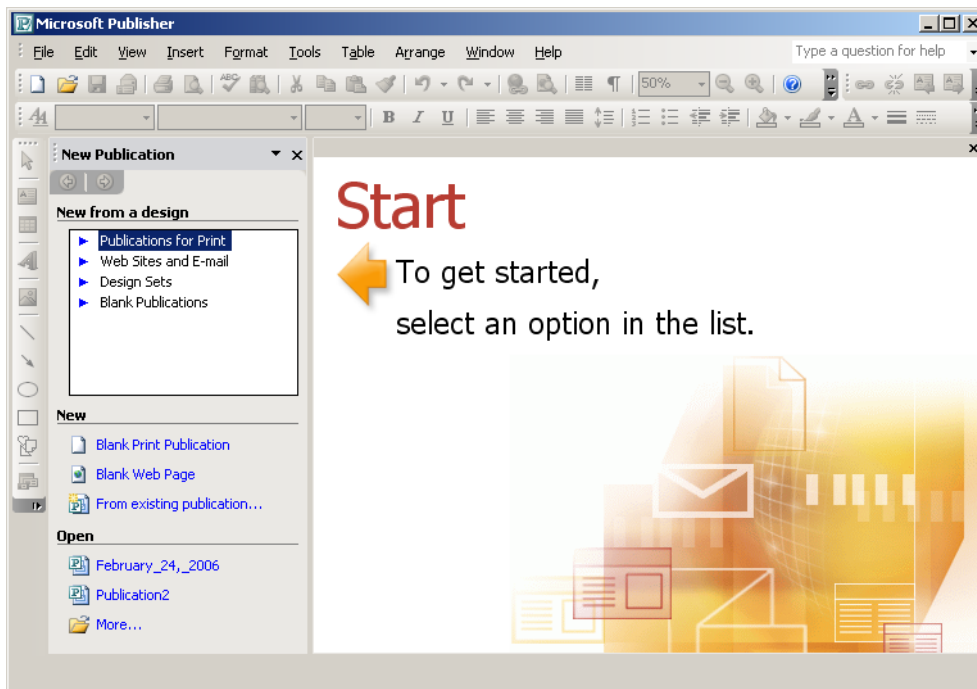
# Flyers and Cards in Publisher

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## Introduction

This class will cover the basic skills involved in creating or modifying small publications like flyers and various folding cards. This will include creating text boxes and word art, inserting pictures, using templates, editing borders, and much more.

## Getting Started



In the 2003 version of Publisher you will see this choice upon starting. This is a rewording of the same choices available in the 2000/2002 versions:

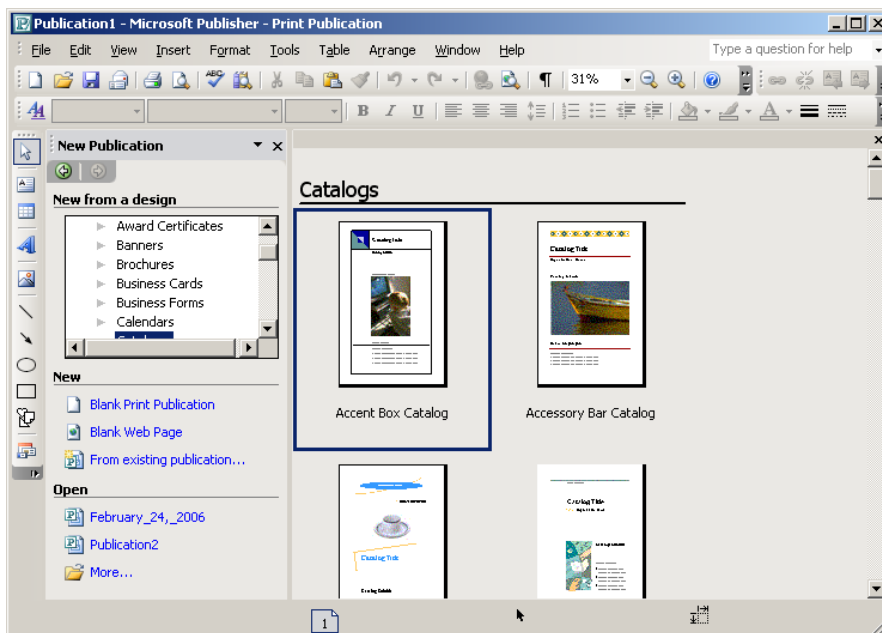
*Publications for Print = Wizards*

*Design Sets = Templates*

Everything else is worded the same. Upon clicking on any of the 4 choices available a sub-menu will open up. This will help choose a specific design to best fit the task at hand. Let's look at the 4 main choices:

### Publications for Print / Wizards

Left-clicking this option opens a long list of sub-choices, each one creating a list of possible individual designs to choose from on the right side (showing here)



Double-clicking any of the individual choices on the right will open a pre-designed and formatted document just waiting for content (words, picture selections, etc.) to be entered in. This is timesaving but it can make it more difficult to adjust to exactly the layout desired.

### Web Sites & Email

This falls outside of the scope of this class but these options are designed to be used to create customized Email messages and web pages.

## Design Sets / Templates

These are similar to Publications for Print (Wizards) in that they have pre-set design standards and content. The difference is Design Sets are less controlled than the Publications and contain less pre-designed content. The successful use of either Design Sets or Publications for Print requires experimenting with each choice to find choices appropriate for each task.

## Blank Publications

These choices will create no content and make no changes to the formatting, creating a blank slate to work on. The only difference determined by the selection is the size of the page and the printing style employed. Skills used on blank publications will also apply to all other choices, for this reason, and for clarity's sake, this class focuses on blank publications.

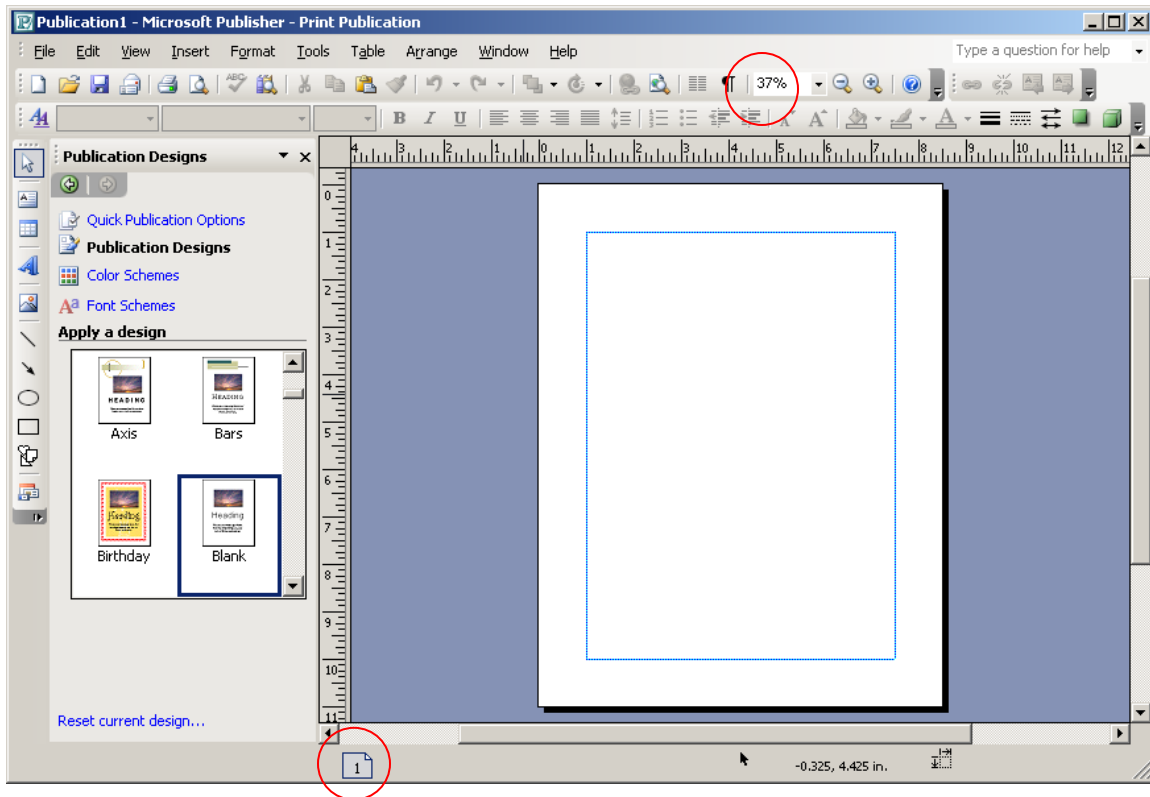
## **Entering Content**

### Full Page

Beginning with a basic, 8.5"/11" full page flyer, examine the blank screen as shown. A couple points to notice in the picture below (circled in red):

-“37%”: This is referring to the size on the screen being 37% of the size of the actual printed product. This is done to make it easier to see an overview of how the publication will look but if greater detail is needed the zoom can be adjusted to see clearer.

-“1”: This is the page number. For the most part Publisher is best suited to small documents but some formats (folding cards/posters) will have multiple “pages”



When entering content Publisher requires first selecting the item to be added (e.g. left-clicking the icon for “Text-Box”), then indicating where the item ought to go (e.g. clicking and dragging the text box into place on the screen on the right hand side. After these two steps are completed the content selected should appear where indicated and it’s time to edit the details (type in text, select WordArt options, color boxes or arrows, browse to picture file, etc.). The basic content commonly used includes:

- Text Box: Used in the creation of paragraph or sentence areas. Essentially creating a small box in which MS Word is operating, all formatting tricks will perform as if in the word processor.

-Word Art: When creating more artful text, usually for a small number of words or letters, Word Art is ideal as it allows the user to curve, color, and manipulate the letters in many different ways.

-Pictures: Whether inserting clip art or an image saved on the computer (whether through digital cameras, scanners, the internet, or another source is inconsequential) images can be made a part of the publication and adjusted in various ways using the “picture toolbar”.

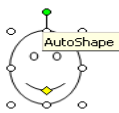
-Lines, Arrows, Ovals, Rectangles, and Auto shapes: These are pre-made images that can be inserted whenever useful to the creation of the publication – they can be colored, sized and aligned however best suits the situation (see red circles on page 4 for an example).

### Using the Ruler



This can be used to both to line up items and to size them accurately. Be aware of the moving line on both the horizontal and vertical rulers which indicates the current location of the mouse (showing here between 3.5” and 3.75”).

### Using the Rotator

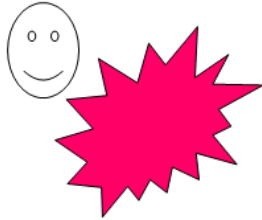


Notice the green circle above the picture to the left. That can be used (by clicking and dragging) to rotate any object in a document.

Whether the goal is to have text run up the side of the card or to flip an image 90 degrees, the rotator *[sic]* can be used as a quick way of solving the problem.


## Layering

When working in Publisher multiple items frequently overlap, sometimes this is done intentionally to create a certain effect. When this situation arises the proper layering can change something like this:



To something like this:



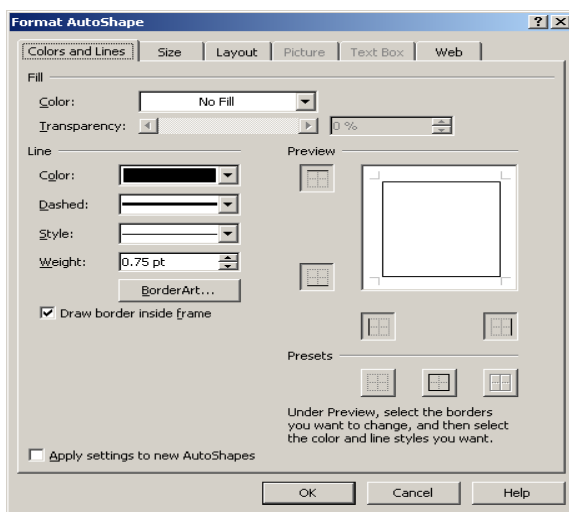
To control the layering left-click on this () button and select either Bring Forward, Send Back, Bring to Front, or Send to Back; depending on the desired layering effect.

## Adding Borders

Adding a border around a document created in Publisher is straightforward if the steps are followed properly. People usually get into trouble by forgetting the key principle of creating borders – they have to be part of another object in the publication. What this means is a user can't simply say "make a border around my

flyer” they need to first create a text box the size of the flyer, then make a border around the text box (or picture, or word art, or basic shape, etc.) Publisher recommends using the rectangle object. Once the rectangle has been created creating a border requires the following steps:

1. Select the rectangle, and then click **AutoShape** on the **Format** menu.
2. Click the **Colors and Lines** tab



3. Either adjust the line color, dashed, style, and weight properties or click the BorderArt... button

4. Make sure the entire border is within the printable area

### Side Fold Card

There are several different card options available; all follow the same basic principles. The piece of paper is divided into 4 distinct “pages”. These pages are designed to appear at the appropriate angle and location once the card is correctly folded. In all other respects this functions the same as the full page option.

