

Easy Steps



Unit 2788 (v7)

**Produce desktop published documents
to meet a set brief**

with

Microsoft Publisher 2010

- ☒ Easy to follow
- ☒ Step-by-step instructions
- ☒ Covers Unit Standard Criteria

A Cheryl Price Publication

Unit Standard 2788 (Version 7)

Produce desktop published documents to meet a set brief – Publisher 2010

This book covers the course outline for the following New Zealand Qualifications Authority Unit Standard:

Unit Standard 2788 - GENERIC COMPUTING (Level 2, Credit 5)
Produce desktop published documents to meet a set brief.

All topics in this Unit Standard are included in this book.

Retrievable exercise files are used with this book. These are available for free download from our web site at www.cherylprice.co.nz. Instructions for downloading are included on the next page.

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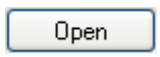

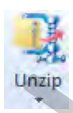

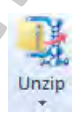
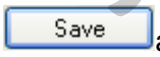
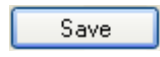
Web address:

www.cherylprice.co.nz

Published in New Zealand

Downloading Exercise Files

Exercise files can be downloaded from the Cheryl Price web site as follows:


1	In your web browser, type: www.cherylprice.co.nz
2	Press Enter on the keyboard to display the Cheryl Price website.
3	Click in the Product Search box and type the number of this unit standard, as shown at the right. <div data-bbox="1189 504 1484 683" data-label="Image"> </div>
4	Click on 
5	Click on US 2788
6	Under the Exercise Files heading click on the underlined blue hyperlink, ie Book Exercise Files – V7 Publisher 2010 Free Download The File Download dialog box will display.
7	If you have Winzip use the following instructions otherwise move to step 8.
	a Click on  .
	b Click on the  of the  button.
	c If My Documents folder is not displayed click on Set default unzip folder at the bottom of the list. Ensure My Documents is selected then click on Select Folder.
	d Click on the  of the  button and click on the My Documents folder. The files will be unzipped.
8	Click on  and ensure My Documents folder is displayed. Click on 
9	Click on Open Folder which will display My Documents folder. Right click on the zipped exercise file and select Extract All. Click on Extract. A folder will be created containing the exercise files.

Changing Defaults

Default settings may have already been changed in your Publisher 2010 program. You can check these and change them if necessary as follows. (You may wish to do this after you have become familiar with Publisher.)

Font and Font Size

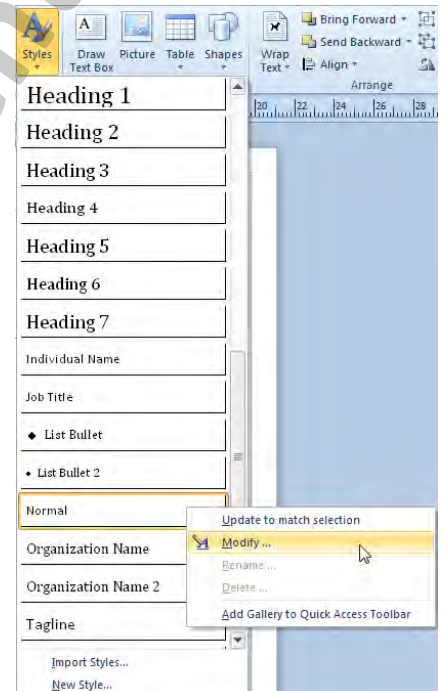
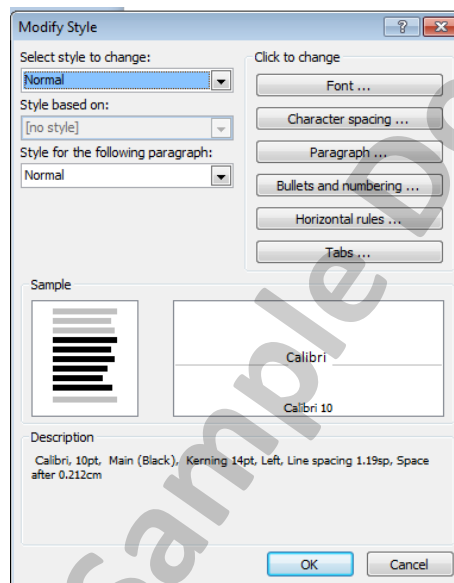
You can check if the font and font size have been changed by looking at the Font box on the Home tab. If it shows **Calibri (Body)** **10** then it has not been altered. Change the default font to Arial 12 pt (or another font, eg Times New Roman 12 pt) as follows:

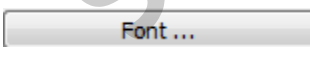
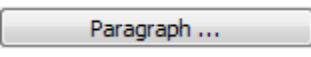
- 1 In a new publication click on the Insert tab and then on . Draw a text box in your publication.

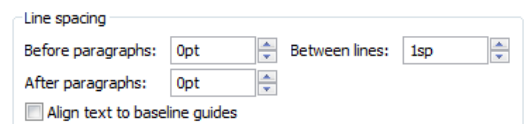
- 2 On the Home tab click on .

- 3 Scroll down the list of styles until you see Normal. Right-click and select Modify as shown at the right.

The Modify Style dialog box will be displayed as shown below.



- 4 Click on  and select Arial 12 pt (or font of your choice). Click on OK.
- 5 Click on . Change the Before paragraph: option to 0 pt and Between lines: to 1sp as shown at the right. Click on OK.



The defaults have now been changed for all text boxes in your *current* publication.

To change the default for *all* publications you need to save the publication as the Normal template. To do this click on the File tab and select Save As. You need to type the pathname of the location of your Publisher templates which usually default to C:\Users\User Name\AppData\Roaming\Microsoft\Office\normal.pub then click on the Save button.

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Unit Standard 2788 (Version 7)

Title	Produce desktop published documents to meet a set brief		
Level	2	Credits	5

Purpose	People credited with this unit standard are able to meet the requirements of a set brief by planning, producing, evaluating and printing a desktop published document.
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Classification	Computing > Generic Computing
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Available grade	Achieved
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Explanatory notes

- 1 Candidates must produce three desktop published documents, one from each of the following: multi-page, single page, and folded for example – small magazine, children’s book, brochures, Curriculum Vitae.
- 2 Images must retain original integrity (ie they should not be distorted and should be at the appropriate resolution for the intended output). In meeting the brief’s specifications, text and graphics used must be appropriate for and relevant to the purpose of the document.
- 3 **Range**
Principles of page layout include but are not limited to – composition of elements upon the page, text hierarchy, consistent typography, balance, harmony, proportion, sequence, contrast, repetition, alignment and proximity. These considerations must be applied consistently throughout the documents.
- 4 A *brief* is defined as a clear description of both the desirable outcomes sought and the constraints to be met by the solution. It contains requirements against which the success or otherwise of the desktop published document can be evaluated. The brief must be supplied either as part of the candidate’s employment (in the case of workplace assessment) or in response to a set task. Text, graphics, and specified page layout will be provided for the task.
- 5 A *plan* outlines how the requirements of the brief will be realised. For this unit standard, the plan may be informal, and it may be more appropriate to produce evidence of it during task completion rather than prior to starting the task or project. Evidence of planning may be oral, written, and/or graphic.

- 6 Definitions
Organisational requirements mean the documented policies and procedures or commonly accepted practices of a workplace, school or training provider. The candidate must be given access to these prior to being assessed against this unit standard.
Presentation means the documents produced must show consistent application of the principles of page layout, which may include but are not limited to – composition of elements upon the page, text hierarchy, consistent typography, balance, harmony, proportion, sequence, contrast repetition, alignment, and proximity.
- 7 Legislation relevant to this unit standard includes but is not limited to the: Health and Safety in Employment Act 1992, Copyright Act 1994, and their subsequent amendments.
- 8 An assessment resource to support computing unit standards (levels 1 to 4) can be found on the NZQA website at <http://www.nzqa.govt.nz/providers/resources/index.html>.
-

Outcomes and evidence requirements

Outcome 1

Plan simple desktop published documents from a set brief.

Evidence requirements

- 1.1 The plan identifies the purpose of each document, its intended audience, and its specifications.
- 1.2 The plan identifies the graphics and text to be used in each document.
- 1.3 The plan identifies the placement of graphics and text for each document.

Outcome 2

Produce the documents.

Evidence requirements

- 2.1 The text is placed in the documents and re-formatted to meet the specifications outlined in the plan.
- 2.2 Graphics are placed in documents to meet the specifications outlined in the plan.
- 2.3 The documents demonstrate consistent application of the principles of page layout.
- 2.4 The documents are saved according to organisational requirements.

Range may include but is not limited to – file type, file name, location.

Outcome 3

Evaluate and print the documents.

Evidence requirements

- 3.1 The documents are evaluated to ensure they communicate effectively in terms of their readability, legibility, presentation, and accuracy.
- 3.2 The documents are modified if required and compliance with the brief is confirmed.
- 3.3 Sources of text and graphic images used are referenced in accordance with copyright requirements.
- 3.4 The documents are successfully printed to meet the requirements of the brief.

Sample Document

Files used in this book

(Instructions are at the front of this book for downloading retrievable files from our web site.)

Files to be used	
Buying a Used Car	Omaha Golf Course-1
Cards	Omaha Golf Course-2
Charm logo	Omaha Map
Cook.pcx	Pacific Reef
DTP Evaluation	Painters
DTP Plan	Pyramid
Festivals Text	Rent a Car
Food	Rent-a-car logo
Four Seas	Rent-a-car text
Fruit	Spa
ITALY1	Sun
ITALY2	Swan Lake
Jamaica	TCM
Motorhomes1	Type
Omaha Beach Golf Club Logo	VEGE1
Omaha Beach Golf Club-page 2	VEGE2
Omaha Beach Golf Club-page 4	

Learning Outcomes

In this section you will learn -

- ☐ Desktop publishing information
- ☐ Basic design concepts
- ☐ To identify elements of a publication
- ☐ Desktop publishing terms

Sample Document

Desktop Publishing Information

Desktop publishing software enables the production of documents, magazines, newspaper pages, etc to be achieved using a computer and a high quality printer, eg laser printer. Various kinds of graphics can be printed on the same page and lines, boxes, shading and colour can be incorporated.



The printed output can be distributed as it is, photocopied or scanned, or it can be used as camera-ready copy for an offset printer.

The concept of producing a document using desktop publishing software is entirely different from that used in word processing programs. Desktop publishing techniques require the layout of a page to be planned in advance, to allocate areas for pictures, graphic displays, etc. Text and/or graphics can be imported from other programs.

Equipment required:

Computer with a hard disk and desktop publishing software.

Mouse - Use a mouse for drawing boxes, lines, moving graphics and text around the page. When using menus, a combination of shortcut keys and mouse can be used.

Printer - A good quality printer is essential, usually a laser or ink-jet.

Optional - Scanner for photographs, drawings, etc from other documents to be incorporated.
Digital camera.



Desktop publishing programs currently in use include:

- Microsoft Publisher 2010
- Microsoft Office Publisher 2007
- PageMaker 7.0
- Corel Ventura 10
- QuarkXpress 6

Desktop Publishing Tools

A desktop publisher uses specific tools to produce a publication - computer, monitor, keyboard, mouse, printer, scanner and sometimes a digital camera.

The basic set up for desktop publishing is shown below.



Computer

A computer used for desktop publishing needs to be powerful, as many publications will require additional memory. Complex graphics and lengthy publications use a large portion of the resources of a computer. A PC computer with at least 1 GB (Gigabyte) of RAM (Random Access Memory) and a large hard disk drive is required to store desktop publishing programs, together with graphics and publications. A USB drive or CD ROM/Writable drive can be used to store additional graphics and publications as required.

Large Monitor

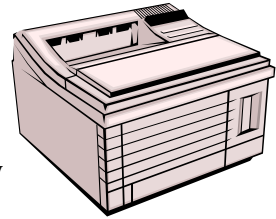
A large monitor can display an entire page of a publication without the user having to zoom in to view text/objects. This prevents headaches and eyestrain.

Printer

A high quality printer is necessary to print the final copy of a publication unless you are sending the file to a print service bureau. Your printer will need to have sufficient memory to interpret the publication/graphic.

The print speed can vary and is measured in PPM (Pages Per Minute). However the speed of the printer is not as important as quality and memory capability. DeskJet and Laser printers (sometimes with colour facilities) produce a high quality of print and are commonly used by desktop publishers.

The print quality will vary from printer brand to printer brand. DPI stands for Dots Per Inch - the higher the number of dpi the finer the printer - 600 dpi is finer than 300 dpi.



Scanner and Digital Camera

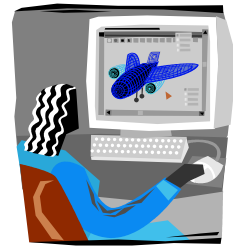
A scanner can take a copy of an image and place a copy of that image into your computer. It can be edited and adjusted as required, then positioned in a publication. The scanner shown at the right is called a “flat bed scanner” as it sits on a desk. You can also purchase scanners that can be held in the palm of your hand - called “hand held scanners”. These are not so easy to use and do not tend to produce good scanned images.



A digital camera allows you to take photos and then transfer the photos into your computer. The photos can be edited and adjusted as required, then used in a publication.

Basic Design Concepts

Graphic design gives you great challenges and opportunities, mainly because there are no universal rules for graphic design. However there are guidelines that can be adapted to most situations which provide a framework for your design approach, ensuring that the publication receives the kind of attention it needs to transmit its message effectively.



A Visual Glossary is included on pages 12 and 13. Some of the design concepts explained on the next few pages are shown in these illustrations.

Experimentation

Be willing to experiment

Design excellence is often the result of trial and error and professional graphic designers rarely solve design problems on their first attempt. Often they spend a considerable amount of time sketching out solutions that might work.

Desktop publishing software programs permit you to follow this same procedure - you can save your attempts with different file names until you arrive at the ideal layout. (It is however, preferable to initially use hand sketches.)

Appropriateness

Be flexible in applying the rules that follow

Success in graphic communications is based on appropriately relating the elements of graphic design to their surroundings. Appropriateness is based on proportion. The size of any graphic element should be based on the size of the page, the graphic elements that surround it, and the emphasis you want it to receive.

Appropriateness also relates to the content of the publication and the people who will be reading it - an advertisement for a clothing sale would have a totally different appearance than a company report.

Consistency

Be consistent

Be consistent in the layout of various elements of graphic design; also in each page, and across a publication, eg same margins throughout the publication; same size heading font sizes. Inconsistency can lead to confusion which will weaken a publication.

Balance

Avoid static balance

Balance can lead to boredom and interrupted eye movement. Unequal left/right or top/bottom balance helps provide movement and create interest to the reader.



Establish a Format

Planning

Start by creating a plan

Before creating a publication on screen you need to sketch out a plan based on a brief that has been given to you. You'll be taken through the planning process in Section 2 of this book.

Grid

Creating a grid

A grid is an essential part of layout and graphic design. A grid consists of a series of nonprinting horizontal and vertical lines which define the placement of the graphic elements that make up a printed page. Grids enable you to provide consistency in a publication.

Margins

Standardise Margins

Ensure that copy, headlines, chapter titles and page numbers are the same distance from the top, bottom, and sides of a page throughout a publication. A deep top margin can make it easy to locate and read these options. Wide inside margins are good if you are printing on both sides of each page.

Borders

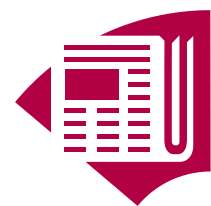
Use borders for visual identity

Lines and borders can strengthen the visual identity of a publication.

Columns

Organise body text into columns

Choose column widths appropriate to the size of type used. Columns do not have to be the same width. Always use hyphenation if you use justified columns and increase/reduce word spacing to create lines of equal length. Unjustified columns create a more informal, easy-to-read publication.



Rules

Use horizontal or vertical lines (called rules)

Rules can be thick or thin, depending on how they relate to the copy and white space on each page. Use vertical rules between columns; use horizontal rules to separate topics in a column.

Headers and Footers

Used to keep the reader informed

Headers and footers are information about a publication that are usually located in the top or bottom margin of each page (sometimes called “running heads”). Page numbers can be included.

Typography

Use type to create a personality for your publication

Type adds personality and expressiveness to a publication.

Some typefaces are formal:

The Grand Hotel

and others are informal;

Mr and Mrs R J Brown cordially invite

some are interesting;

Mid-winter Christmas Dinner

some are serious.

This is a good reading font.

There are two categories of type - **serif** and **sans serif**.

Serif type has “curly” parts at the top and bottom of characters: This is serif type

Sans serif type is plain and ideal for headlines and subheadings: This is sans serif type

Do not mix too many typefaces on a page or in a publication. Be consistent with the typefaces used for headlines, subheadings, body text and captions.

Mastheads

A masthead identifies the publication and gives it stability from issue to issue, for example, a monthly newsletter. Often a logo is included.

Headlines

Use strong, descriptive headlines

Design a headline so it will inform the reader of the focus of the page. Headlines should be large enough for easy reading and can be centred, left aligned, or right aligned.

Subheadings

Subheads are a transition from headline to body text

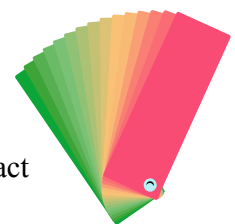
Subheadings lead readers from the headline into the body text and make it easy for readers to locate information. Subheadings are usually in bold.

Captions

Use captions in small type to describe photos, artwork, illustrations, etc.

Colour

Use colour to reflect the message you are communicating and to gain impact. Bright colours indicate excitement; subdued colours add dignity. Colour loses impact when it is overused.



Sample of Available Typefaces

Samples of fonts that may be available on your computer are displayed below. Fonts can be selected from the Font group on the Home tab or from the Font dialog box. Shortcut keys can be used to change the font and font size. Ensure that the fonts used are easy to read (readability).

Typeface	Sample
Arial Black	This is Arial black 14 pt font
Copperplate Gothic Bold	THIS IS COPPERPLATE GOTHIC BOLD 14 PT FONT
Copperplate Gothic Light	THIS IS COPPERPLATE GOTHIC LIGHT 14 PT FONT
Curlz MT	<i>This is Curlz MT 14 pt font</i>
Eras Bold ITC	This is Eras Bold ITC Bold 14 pt font
Eras Demi ITC	This is Eras Demi ITC 14 pt font
Felix Titling	THIS IS FELIX TITLING 14 PT FONT
Forte	<i>This is Forte 14 pt font</i>
Franklin Gothic Demi	This is Franklin Gothic Demi 14 pt font
Franklin Gothic Demi Condensed	This is Franklin Gothic Demi Condensed 14 pt font
Franklin Gothic Heavy	This is Franklin Gothic Heavy 14 pt font
French Script	<i>This is French Script 14 pt font</i>
Haettenschweiler	This is Haettenschweiler 14 pt font
Impact	This is Impact 14 pt font
Imprint MT Shadow	This is Imprint MT Shadow 14 pt font
Palace Script MT	<i>This is Palace Script MT 14 pt font</i>
Perpetua Titling MT	THIS IS PERPETUA TITLING MT 14 PT FONT
Rockwell	This is Rockwell 14 pt font
Rockwell Condensed	This is Rockwell Condensed 14 pt font
Wingdings	

Add Emphasis Where Needed

When changing type size, style, or using enhancements consider the importance of readability (easy to read and follow) and legibility (font size and type is appropriate and easy to follow).

Type Size

Use large type to emphasise important ideas

Type size should reflect the importance of the various parts of a publication. Headlines should be larger than subheads and subheads should be larger than body text. Body text should be larger than captions.

Type Style

Vary type styles to emphasise important ideas

Add emphasis to important ideas by setting headlines, subheads, and body text in variations of the typefaces usually used, eg if the body text is in Times New Roman font, use Arial font for headings. Avoid the over-use of full capitals.

- Use bold for emphasis
- Use italics to add emphasis in a less authoritative way
- Use bold-italics to give a sense of action.

White Space

Use white space to make design elements stand out

Use white space for easy reading. Avoid white space in the middle of a page but use it extensively to space out the publication, in the margin areas, and to surround headings.

Reverses

Use reverse type to emphasise elements of the page

Use reverse type (white letters on black background) to add emphasis to headlines and short blocks of copy.

This is Reverse Type

Avoid the use of small type; it is preferable to use a sans serif font, bold.

Shading and Boxes

Use boxes and shades of grey to attract attention

Shading can be used to add interest to pages without photographs or illustrations - you can use dark type against light shading, or reverse type. Plain boxes can also draw attention to elements for text and/or photographs and illustrations.

Artwork and Pull-Quotes

Photographs, illustrations, charts and graphs can be added to communicate important ideas. Pull-quotes are short quotations taken from publication text used to summarise surrounding material and draw attention to it. They can be in large type with lines, or boxed.

Add the Finishing Touches

Proofreading

Check for text and layout errors

Information entered into the document needs to be checked for accuracy. Use the spell check facility if available. Get someone else to review it. As well as proofreading text, check for graphic consistency - ensure that line elements are even, headings are in the correct font size, etc.



Leading

Adjust line spacing

Adjust the vertical line spacing where necessary.

Widows and Orphans

Avoid short lines of type at the tops or bottoms of columns

Ensure that a “widow” (a single word or short line of copy) does not occur at the bottom of a column (or page), and that an “orphan” is not carried to the top of a column or page to end a paragraph.

Kerning

Adjust letter spacing with kerning

Use kerning to improve the appearance and readability of headlines by increasing or decreasing letter spacing.

Hyphenation

Adjust word spacing with hyphens

Use the hyphenation facility to correct unnaturally large spaces that occur with, or at the ends of lines - especially in narrow columns.

Punctuation

Well-designed publications use curved open and close quotation marks and apostrophes, such as “widows” and “orphans”. Published documents usually use a single long stroke, called an em dash to indicate a dash. There is usually only one space left after a full stop.

- If you are intending to do desktop publishing work it is strongly recommended that you read books on layout and display, and observe layout. Such books can be purchased, or borrowed from a library.

Visual Glossary

Masthead - the title of the newspaper.

Tag Line
A second smaller heading

Initial Cap
A large initial character used to enhance the paragraph

Body Text
The main text

Continuation Notice
A line indicating where the rest of the story can be found

Callout
Descriptive text connected by a line to an object

Bleed Art
Picture that runs off the edge of the page

Caption
Text describing the picture

Border
A line that appears around text, graphics and other objects

Footer
A line of text that appears at the bottom of each page

GALLERY NEWS

Gisborne City Art Gallery - Quarterly News

REMBRANDT TO RENOIR

Over 300 years of European Masterpieces from The Fine Arts Museums of San Francisco.

The Rembrandt to Renoir Exhibition is a breathtaking selection of sixty-six masterpieces from one of the richest European art collections in the United States. Spanning three centuries, from 1600 to French Impressionism, Rembrandt to Renoir includes examples of Italian, Spanish, Dutch, Flemish, French and British painting. Highlights of the exhibition include El Greco's John the Baptist; Rembrandt van Rijn's outstanding portrait of Joris de Caullerij; Elisabeth Louise Vigée Le Brun's beguiling portrait of Hyacinthe Gabrielle Roland; and a fine Monet from the artist's popular Water Lilies series.

Continued on Page 2

EXHIBITION DETAILS

HOURS
Saturday-Wednesday 10 am - 4.50 pm
Late Nights
Thursday and Friday 10 am - 8.50 pm

Late admission and ticket sales 50 minutes before Gallery closing. Please allow for queuing time. Taking photographs is not permitted in the exhibition.

ADMISSION

Adults	\$10.00
Senior Citizens, Beneficiaries, Students	\$7.50
Friends of the Gallery, Children	\$5.00
Family (2 adults and up to three children)	\$25.00
Adult multi-visit pass (5 visits)	\$40.00

The Earth Today

1 *Gallery News*