

Easy Steps



Unit 2789 (v7)

**Produce desktop published documents
for organisation use**

with

Microsoft Publisher 2010

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

A Cheryl Price Publication

Unit Standard 2789 (Version 7)

Produce desktop published documents for organisation use application - Publisher 2010

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

Unit Standard 2789 - GENERIC COMPUTING (Level 3, Credit 6)

Produce desktop published documents for organisation use (version 6).

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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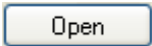





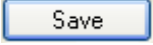
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Downloading Exercise Files

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="1077 465 1380 645" data-label="Image"> </div>
4	Click on 
5	Click on US 2789
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  Save as then click on the Documents folder shown at the right. Click on  <div data-bbox="1042 1608 1345 1731" data-label="Image"> </div>
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.

Files used in this book

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

Files for Retrieval	
Baker	Heli-Skiing
Bee Logo	Heli-Snowboarding
Bee Pollen	Herbal
Biloba	Herbal1
Cellulite	Herbal2
Cellulite Formula	Home Lighting
City	Honey Soap
Coconut	Honey Soap (picture)
Coconut Soap	Jug
Companion Planting	Lifestyle Logo
Cruise	Light1
Cup	Light2
Desktop Published Documents	Light3
FAQ-1	Light4
FAQ-2	Manuka
Fashion	Morton Wines
Festivals Text	Nutrients
Flower Show Text	Pres Report
Food	Rafting
Garden Planner	Relieved
Gardening Headers and Footers	Roses
Gardening Info 2	Shopping
Gingko	Venom
Golf News	Wellpark Logo
Growing Camellias	Wine Bottles

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Unit Standard 2789 (Version 7)

Title	Produce desktop published documents for organisation use		
Level	3	Credits	6

Purpose	People credited with this unit standard are able to: plan desktop published documents for organisation use; produce the documents in according to the specifications of a brief; and evaluate and print the documents.
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Classification	Computing > Generic Computing
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Available grade	Achieved
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Entry information	
Recommended skills and knowledge	Unit 2788, <i>Produce desktop published documents to meet a set brief</i> , or demonstrate equivalent knowledge and skills.

Explanatory notes

- 1 Candidates must create a minimum of three different documents of which at least one must be multi-page. A different scenario must be given for each of the three documents, from which the candidate must decide the type of document that best meets the requirements of the scenarios. The final documents must be suitable for an organisation to use commercially.
- 2 Images must retain original integrity (i.e. they should not be distorted and should be at the correct resolution for the intended output). In meeting brief specifications, text and graphics used must be appropriate for and relevant to the purpose of the document.
- 3 **Range**
Principles of page layout 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. 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 specifications against which the success or otherwise of the desktop published documents can be evaluated. The brief can be created either as part of the candidates employment (in the case of a workplace assessment) or in response to a set task.

- 5 A *plan* outlines how the requirements of the brief will be realised. Evidence of planning may be oral, written, and/or graphic. Depending on the assessment context, the plan may include:
- key milestone outcomes;
 - how resources such as time, expertise, and materials (and finance, if appropriate) will be used to achieve the outcomes of each milestone;
 - how consultation with stakeholders will be carried out to ensure that all constraints and requirements are met.
- 6 Definitions
- Conceptual design* is a representation clearly indicative of the final product.
- Organisation* describes the context the desktop published documents are designed for (e.g. businesses, not-for-profit organisations). It does not define or limit the situations in which the assessment evidence may be gathered.
- 7 Legislation relevant to this unit standard includes but is not limited to the:
- Copyright Act 1994;
Copyright (New Technologies) Amendment Act 2008;
Health and Safety in Employment Act 1992;
and any subsequent amendments.
- 8 An assessment resource to support computing unit standards (levels 1 to 4) can be found on the NZQA website at www.nzqa.govt.nz/asm.
'The Computing Process - a clarification document' contains further information and can be found on the NZQA website.

Outcomes and evidence requirements

Outcome 1

Plan desktop published documents for organisation use.

Evidence requirements

- 1.1 A brief is developed that identifies the requirements for the documents to realise their purpose.
- Range may include but is not limited to – target audience, specifications (including constraints).
- 1.2 A plan is developed to realise the brief.
- Range milestones, resources, stakeholder consultations.
- 1.3 Conceptual designs are produced in accordance with the specifications of the brief.

Outcome 2

Produce the documents according to the specifications of the brief.

Evidence requirements

- 2.1 Text is formatted according to the brief's specifications.
- 2.2 Graphics are placed in the documents to meet the specifications.
- 2.3 The documents demonstrate the consistent application of the principles of page layout.
- 2.4 The documents are saved according to current conventions.

Range may include but are 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 draft documents are proofed and edited to ensure that the brief is met.
- 3.3 Sources of text and graphic images used are referenced in accordance with recognised copyright requirements.
- 3.4 The edited documents are printed, reproducing text and graphics accurately and clearly, and in accordance with the brief.

Planned review date	31 December 2016
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	30 September 1994	31 December 2013
Review	2	24 September 1997	31 December 2013
Revision	3	28 July 1998	31 December 2013
Review	4	30 July 2002	31 December 2013
Revision	5	16 July 2004	31 December 2013
Review	6	22 May 2009	31 December 2015
Rollover and Revision	7	19 September 2013	N/A

Consent and Moderation Requirements (CMR) reference	0226
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Learning Outcomes

In this section you will learn -

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

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, or photocopied, or it can be used as a 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.



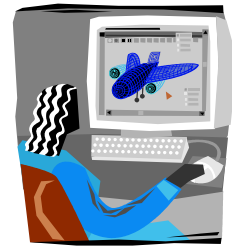
Desktop publishing programs currently in use include:

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

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 10 and 11. 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

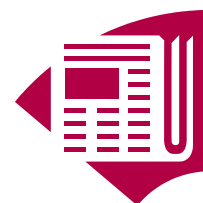
Use borders for visual identity

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

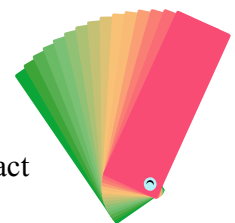
Subheadings lead readers from the headline into the body text and make it easy for readers to locate information. Subheadings are usually in bold.

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, the Font dialog box or the Mini Toolbar. Shortcut keys can be used to change the font and font size. Ensure appropriate fonts are used.

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

Headline - The title

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

Masthead - name of the newsletter

GALLERY NEWS

Gisborne City Art Gallery - Quarterly News

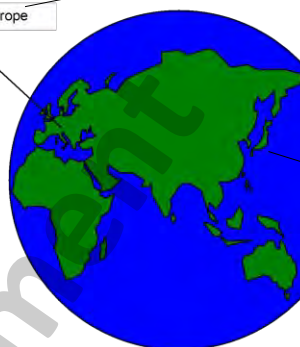
REMBRANDT TO RENOIR

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

Europe



The Earth Today

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

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

1 Gallery News

Footer

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

Border

A line that appears around text, graphics and other objects

Header

A line of text that appears at the top of each page

Gisborne City Art Gallery

Gutter

The distance between columns

Sidebar

A small additional story relating to the main article

Pull quote

A small quote relating to the main body text

Public Program

Open Late Lecture Series

Thursdays at 6 pm in the Auditorium

17 June

Corot's View of Rome

Dr Michael Durin, Head of Art History
University of Melbourne

24 June

The Legacy of Cardvaggio

Dr Hugh McGuire, Art History Dept,
University of Sydney

1 July

*French Words from the 19th Century:
A Social & Political context*

Danielle Jamieson, Senior Lecturer in
French, University of Melbourne

22 July

*Low-life and landscapes in Rembrandt to
Renoir*

Peter Shand, University of Auckland

29 July

Madonna or Eve:

Images of Women in the Exhibition
Robin Woodward, University of Auckland

ADVANCE TICKET PURCHASES

Available thru all BASS outlets (plus booking fee). Express entry to the exhibition is provided for all pre-purchase and group ticket holders.

EDUCATION

Groups must be booked in advance. Phone 307 7728. School groups concession: \$2 per person. Non education group visits are welcome and organisers are advised to purchase tickets in advance through BASS.



RECORDED TOURS

Recorded tours of the exhibition provide an informative commentary on key paintings and can be hired. Exhibition tours run from 11 am - 4 pm daily. The Docents will provide guided tours as well as talks on single works in the exhibition.

FRIENDS OF THE GALLERY MEMBERS

Can enter the exhibition for half the adult price. Discounts at the Bookshop. For further information phone 307 7707.

EXHIBITION SHOP

The Rembrandt to Renoir Exhibition Shop (in the Gallery foyer) offers a wide range of high quality exhibition merchandise including cards, reproductions and posters and the official exhibition catalogue. The Rembrandt to Renoir souvenir catalogue (\$39.95) features full-colour reproductions of paintings in the exhibition, with detailed and up-to-date information about each artist and their work.

The Gallery Cafe serves excellent snacks and light meals. Open from 10am until 30 mins before Gallery closing time. Parking within each walking distance.

Gisborne City Art Gallery

Corner West and Cross Streets

TELEPHONES

- Office (05) 9567 6730
- Exhibition Details (05) 9567 6731
- Recorded Information (05) 9567 6732

Subheading

A smaller heading of an article

**"Art is life, which
lives within us all"**

Gallery News 2

Bullets

Squares, dots etc used to mark paragraphs.

Publisher Publications

Publisher publications for general office use can be divided into categories, eg

Single page One page flyers, advertisements, notices, short newsletters, cover pages, business forms, etc.

Multi-page Newsletters, reports, magazines and books.

Folded Brochures which are usually created on a single landscape page, folded in half for an A5 brochure, or into thirds for a 3-fold brochure.

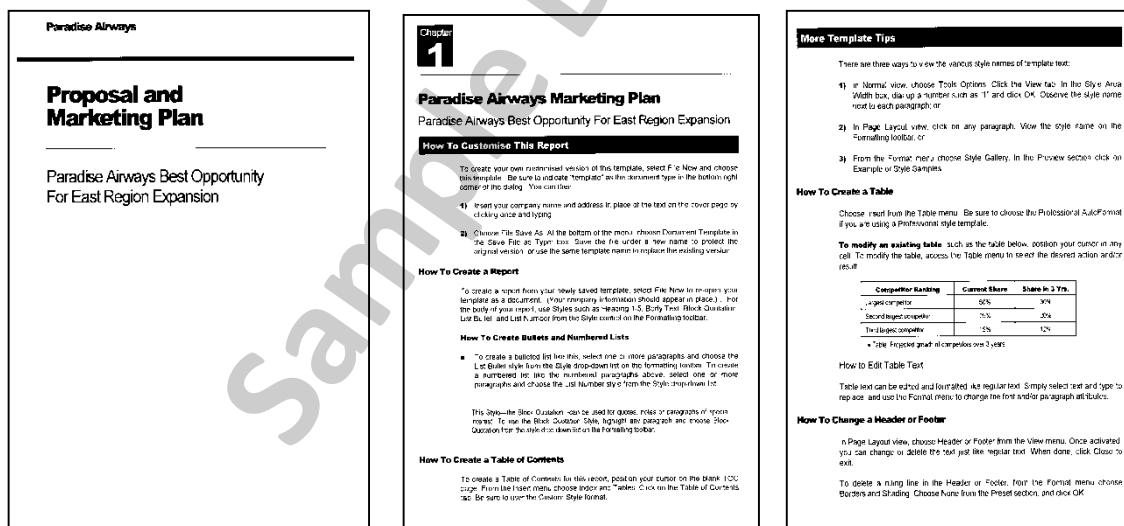
Publisher contains templates which can be used to set up publications automatically - from office-type publications to personal and home/fun types of publications, eg CVs, birthday cards, postcards, invitations, origami, etc. You can even create your own web site.

The following pages describe the layout and content with a design checklist of the most commonly used office publications.

Reports

Layout

The layout of a report can vary from single column to multi column. Reports require consistency and continuity throughout and this must reflect in the layout. An example of a report is displayed below.



Exercise 1

- Collect a report. On a piece of paper sketch out the layout that has been used for the report.