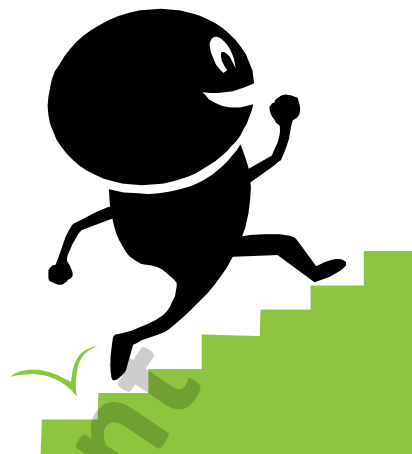


# Easy Way



***Teach yourself...***  
**Microsoft Publisher 2007**  
(Level 1)

- ☒ Easy to follow
- ☒ Step-by-step instructions

*By Cheryl Price*

## **Easy Way - Microsoft Publisher 2007** (Level 1)

This book is designed to teach beginner topics for learning Microsoft Publisher 2007. It contains simple step-by-step exercises to guide you through the learning process.

There are dozens of exercises including consolidation exercises, both theory and practical at the end of each section.

The process of consolidation and accumulation of learning is unique to the Cheryl Price books.

Retrievable exercise files are used with this book. These are available for free download from the Resources page of our web site at [www.cherylprice.co.nz](http://www.cherylprice.co.nz). Instructions for downloading are included on the next page.

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Cheryl Price  
T.Dip.WP, T.Dip.T

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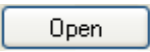




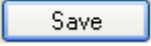
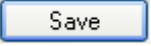
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### **Web address:**

[www.cherylprice.co.nz](http://www.cherylprice.co.nz)

# Downloading Exercise Files

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

1	In your web browser, type: <b>www.cherylprice.co.nz</b>
2	Press Enter on the keyboard to display the Cheryl Price website.
3	Click on the Resources tab as shown at the right. 
4	Click on <u>Easy Way – Microsoft Publisher 2007</u>
5	Click on the <u>Free download</u> hyperlink, ie <b>Publisher 2007, Level 1 <u>Free download</u></b> The File Download dialog box will display.
6	If you have Winzip use the following instructions otherwise move to step 7.
	a Click on  .
	b Click on the  of the  button.
	c If My Documents folder is not displayed click on <b>Set default unzip folder</b> 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.
7	Click on  and ensure My Documents folder is displayed. Click on 
8	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. You will need to double click on this folder to use the exercise files in this book.

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## 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
Motor homes	Type
Omaha Beach Golf Club Logo	VEGE1
Omaha Beach Golf Club-page 2	VEGE2
Omaha Beach Golf Club-page 4	



Section

**1**

## Theory

---

### 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.



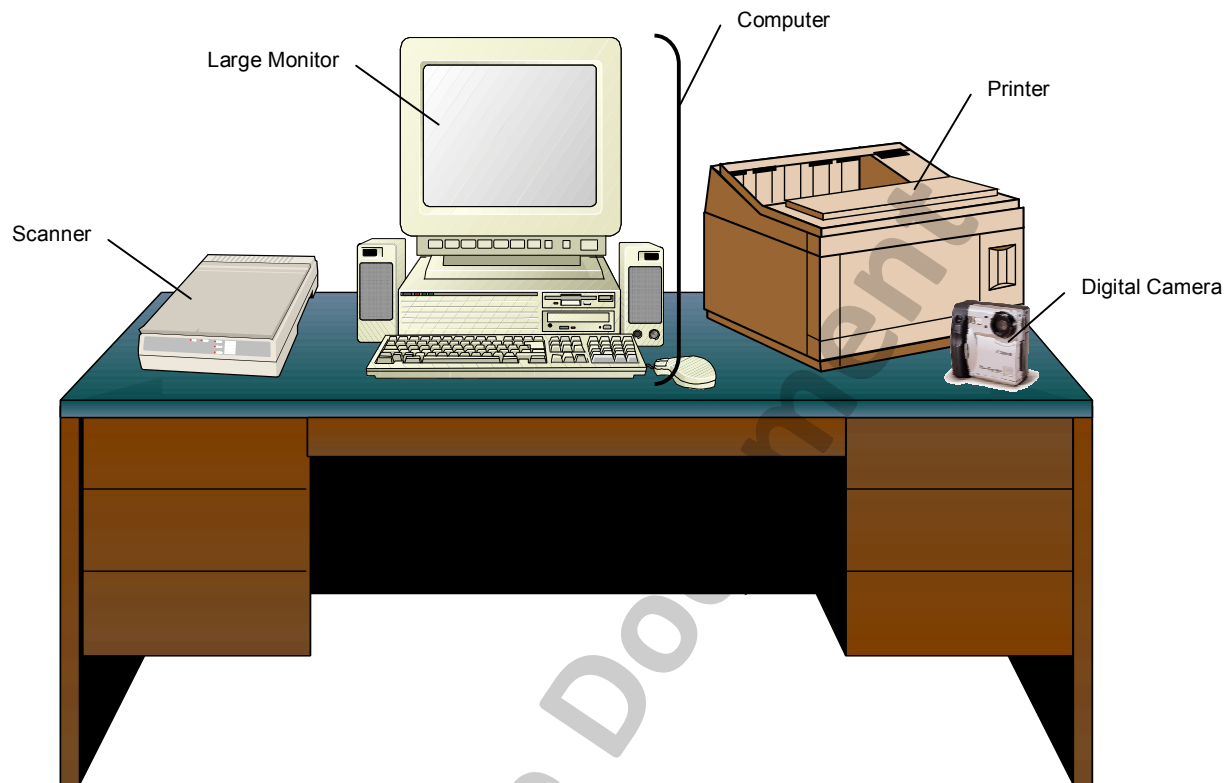
Desktop publishing programs currently in use include:

- 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 128Mb of RAM (Random Access Memory) and a large hard disk drive is required to store desktop publishing programs, together with graphics and publications. A zip drive or CD ROM/Writable drive can be used to store additional graphics and publications as required.

## Large Monitor

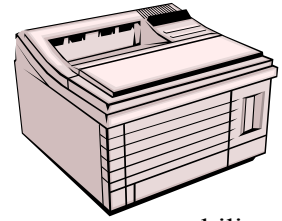
A large monitor can display an entire page of a publication without the user having to zoom in to view text/objects. This prevents headaches and eyestrain.

## 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. BubbleJet, 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. A laser printer will produce a better quality of print than a dot matrix printer.



## Scanner and Digital Camera

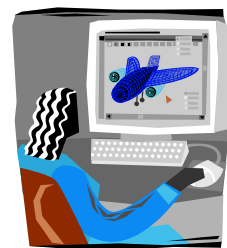
A scanner can take a copy of an image and place a copy of that image into your computer. It can be edited and adjusted as required, then positioned in a publication. The scanner shown at the right is called a “flat bed scanner” as it sits on a desk. You can also purchase scanners that can be held in 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 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

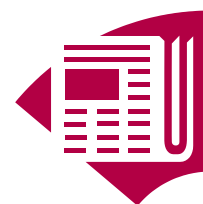
### *Use borders for visual identity*

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*

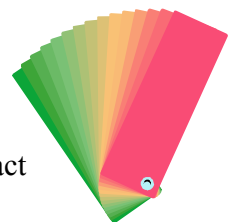
Subheadings lead readers from the headline into the body text and make it easy for readers to locate information. Subheadings are usually in bold.

## 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 Formatting toolbar OR from the [Format] 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	<b>This is Arial black 14 pt font</b>
Copperplate Gothic Bold	<b>THIS IS COPPERPLATE GOTHIC BOLD 14 PT FONT</b>
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	<b>This is Eras Bold ITC Bold 14 pt font</b>
Eras Demi ITC	<b>This is Eras Demi ITC 14 pt font</b>
Felix Titling	THIS IS FELIX TITLING 14 PT FONT
Forte	<b><i>This is Forte 14 pt font</i></b>
Franklin Gothic Demi	<b>This is Franklin Gothic Demi 14 pt font</b>
Franklin Gothic Demi Condensed	<b>This is Franklin Gothic Demi Condensed 14 pt font</b>
Franklin Gothic Heavy	<b>This is Franklin Gothic Heavy 14 pt font</b>
French Script	<i>This is French Script 14 pt font</i>
Haettenschweiler	<b>This is Haettenschweiler 14 pt font</b>
Impact	<b>This is Impact 14 pt font</b>
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	<b>This is Rockwell 14 pt font</b>
Rockwell Condensed	<b>This is Rockwell Condensed 14 pt font</b>
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**

Europe

1 *Gallery News*

## Header

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

*Gisborne City Art Gallery*

## 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

Gallery News 2

## 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 19<sup>th</sup> 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

**“Art is life, which  
lives within us all”**

## Bullets

Squares, dots etc used to mark paragraphs.

**Subheading**  
A smaller heading of an article

## Gutter

The distance between columns

## Sidebar

A small additional story relating to the main article

## Pull quote

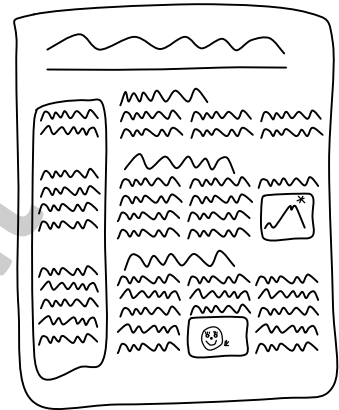
A small quote relating to the main body text

# Layout and Design

The first most important step in desktop publishing is to plan your publication. An eye-catching and appealing publication begins with planning and experimenting.

Start planning a publication by sketching out, on paper different layouts and ideas of the appearance you wish your publication to have. Bear in mind the following presentation principles of page layout:

- Balance** Text, white space, graphics are placed to produce an attractive page.
- Harmony** All items on the page work towards a common goal.
- Sequence** The eye flows easily between the items on the page.
- Proportion** Relative importance of each item is considered.



Also consider the following:

- Whom is this publication intended to attract?
- What is your message?
- What form is the publication going to take, eg book, brochure, flyer, magazine, etc
- Is the content and style appropriate for my audience?
- Am I consistent with my headings and text style?
- Is there enough contrast and white space to add interest?
- Have I made sure my publication is not crammed and hard to read?

When sketching out your publication look at other publications, magazines, flyers and brochures. Ideas can be generated from glancing through different publications. The most simple design can be the most effective and convey your message clearly and concisely.

Look at the two publications below. The publication on the left is an example of inferior design and the one on the right is attractive and appealing, using desktop publishing features.

