EXPLORE 14. Flip the photo horizontally.

15. Resize the photo so it is 1.5 inches tall, and then remove the green background, retaining only the image of the sunflower.

16. Apply Tight text wrapping, then position and align the photo in the middle of the paragraph, on the left margin.

EXPLORE 17. Use the Picture Effects button in the Picture Styles group on the Picture Tools Format tab to add an olive green glow to the sunflower.

18. Balance the columns.

19. Save your work, submit the finished documents to your instructor, either in printed or electronic form, as requested, and then close the files.

Expand your skills to create an employee newsletter.

CHALLENGE

Case Problem 2

Data Files needed for this Case Problem: Island.jpg, News.docx

Flannery Investments   You work in the Personnel Department for Flannery Investments, a national investment company with headquarters in Minneapolis, Minnesota. You've been assigned the task of preparing the monthly newsletter *Flannery News*, which provides news about employees of Flannery Investments. You will use text written by other employees for the body of the newsletter. Complete the following steps:

1. Open the file **News** located in the Word4\Case2 folder included with your Data Files, and then save it as **Flannery Newsletter** in the same folder.

2. Replace all instances of the name "Daniela" in the document with your first name. Then replace all instances of "Alford" with your last name.

3. At the top of the newsletter, create a **Flannery News** WordArt headline attached to a new, blank paragraph. Use the WordArt style in the bottom row, in the far right column.

4. Apply Top and Bottom text wrapping, change the font size to 45 points, and then center the WordArt at the top of the page 1inch from the top margin.

5. Format the body of the newsletter into three newspaper-style columns. Don't be concerned that the newsletter spans more than one page.

6. Insert a drop cap in the first paragraph after each Heading 2 heading.

7. In the paragraph below the heading "Win a Vacation Get-Away," insert the photo named **Island** from the Word4\Case2 folder included with your Data Files.

8. Crop about a third of the photo from the left and right sides, so that you only see the pier stretching out into the water, and the photo is about .5 inches wide.

9. Use the Position button to position and align the photo in the middle of the page, along the left margin.

10. Balance the columns on the first page of the newsletter.

11. In the left column on page 2, insert clip art of a golfer from the collection on your computer, resize it so it is 1 inch wide, apply Tight text wrapping, and then position and align it on the left margin, two lines below the drop cap.

EXPLORE 12. Flip the clip art horizontally, so the golfer is facing the middle of the page.

EXPLORE 13. Use the Color button in the Adjust group on the Picture Tools Format tab to change the color of the clip art to Green, Accent color 1 Light.

EXPLORE 14. Insert two column breaks on page 2 to create a total of three columns of approximately equal length.

EXPLORE 15. Add a page border of yellow stars to the entire document, and have the border measured from the text margins.

16. Save your work, submit the finished documents to your instructor, either in printed or electronic form, as requested, and then close any open files.

Explore new techniques as you create the two-sided brochure shown in Figure 4-45.
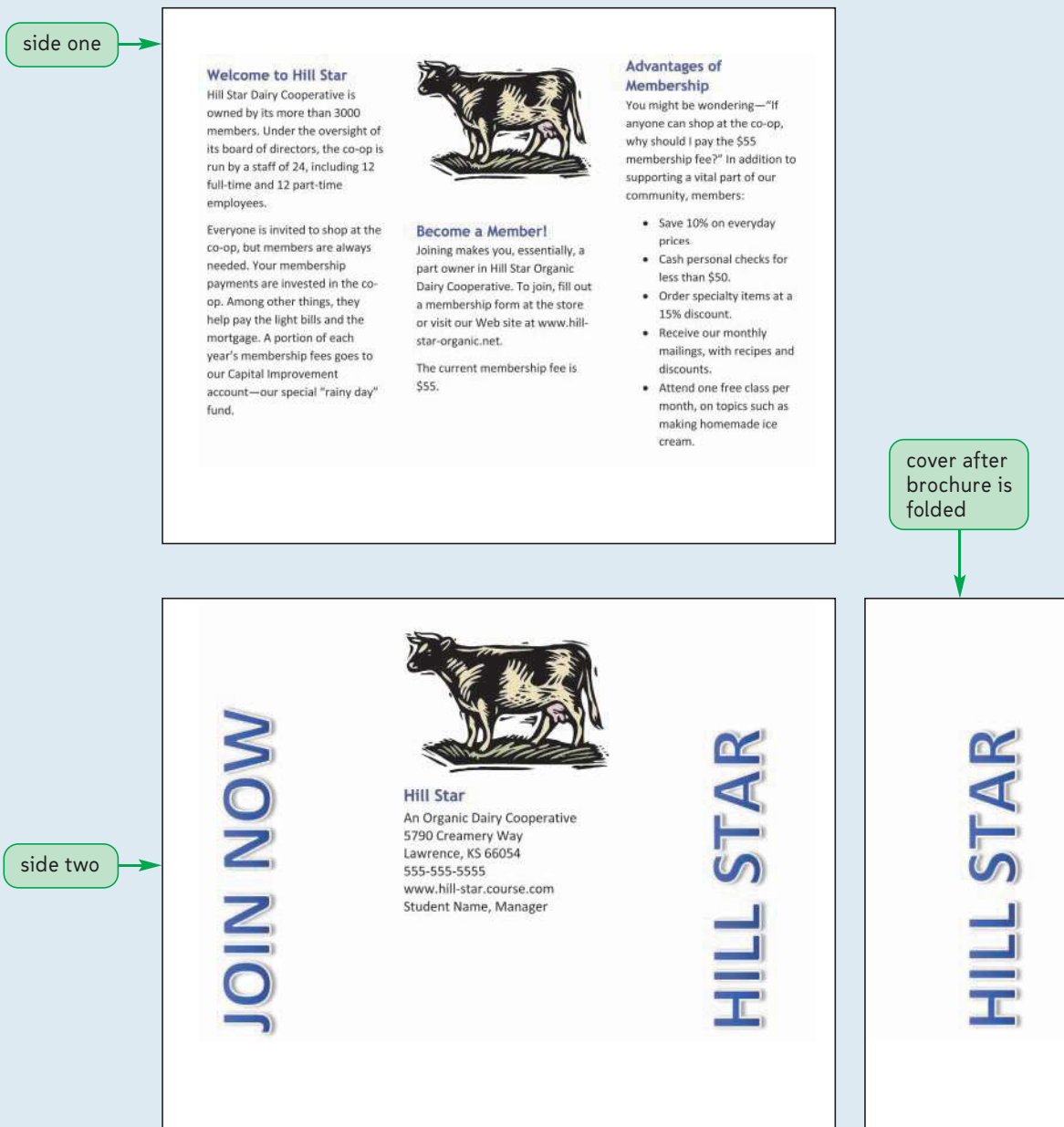
CHALLENGE

Case Problem 3

Data File needed for this Case Problem: Hill.docx

Hill Star Dairy Cooperative   Haley Meskin is the publicity director for Hill Star Dairy Cooperative in Lawrence, Kansas. Local residents pay a membership fee to join the co-op and then receive a 10 percent discount on purchases of organic dairy products. Many members don't realize that they can take advantage of other benefits, such as monthly mailings with recipe cards and coupons. To spread the word, Haley would like to create a brochure describing the benefits of joining the co-op. She has already written the text of the brochure. She would like the brochure to consist of one piece of paper folded in three parts, with text on both sides of the paper, as shown in Figure 4-45.

Figure 4-45   **Hill Star two-sided brochure**

side one

Welcome to Hill Star

Hill Star Dairy Cooperative is owned by its more than 3000 members. Under the oversight of its board of directors, the co-op is run by a staff of 24, including 12 full-time and 12 part-time employees.

Everyone is invited to shop at the co-op, but members are always needed. Your membership payments are invested in the co-op. Among other things, they help pay the light bills and the mortgage. A portion of each year's membership fees goes to our Capital Improvement account—our special "rainy day" fund.

Become a Member!

Joining makes you, essentially, a part owner in Hill Star Organic Dairy Cooperative. To join, fill out a membership form at the store or visit our Web site at www.hill-star-organic.net.

The current membership fee is $55.

Advantages of Membership

You might be wondering—"If anyone can shop at the co-op, why should I pay the $55 membership fee?" In addition to supporting a vital part of our community, members:

- Save 10% on everyday prices.
- Cash personal checks for less than $50.
- Order specialty items at a 15% discount.
- Receive our monthly mailings, with recipes and discounts.
- Attend one free class per month, on topics such as making homemade ice cream.

cover after brochure is folded

side two

JOIN NOW

Hill Star
An Organic Dairy Cooperative
5790 Creamery Way
Lawrence, KS 66054
555-555-5555
www.hill-star.course.com
Student Name, Manager

HILL STAR

HILL STAR

1. Open the file **Hill** located in the Word4\Case3 folder included with your Data Files, and then save it as **Hill Star Brochure** in the same folder. This document contains a graphic of a cow. Because no text wrapping has been applied, it is an inline graphic. You want it to remain an inline graphic, because you want it to move with text.

2. On the second page, replace "STUDENT NAME" with your first and last name.

3. Format the entire document in three columns of equal width. Do not include a vertical line between columns. Ignore the page break at the bottom of page 1.

EXPLORE

4. Insert a column break at the beginning of the heading "Become a Member!" Insert another column break before the heading "Advantages of Membership." On the second page, insert a column break in the first paragraph. When you are finished, the document should consist of two pages, with the cow graphic and the co-op address in the middle of the second page.

5. Copy the cow graphic to the Clipboard, and then paste it on page 1, just before the heading "Become a Member!" Insert two blank paragraphs before the "Become a Member!" heading to separate the heading from the cow graphic. The middle column of the first page now contains the cow graphic, with the heading "Become a Member!" below, followed by two paragraphs of text.

6. On page 2, create a WordArt headline that reads "JOIN NOW" (all upper case) using the WordArt style in the fourth row from the top, second column from the right (Gradient Fill – Indigo, Accent 1, Outline – White).

EXPLORE

7. In the Text group of the Drawing Tools Format tab, use the Text Direction button to arrange the WordArt so you have to start reading at the bottom of the WordArt text box.

8. Position the WordArt text box in the middle of the first column on page 2, change the text box height to 5.5 inches, change its width to 2 inches, and then change the font for the WordArt text to 72 points. Adjust the position of the WordArt text box as necessary to center it horizontally and vertically in the left column of page 2.

9. Copy the WordArt text box to the Clipboard, click anywhere on page 2, paste the WordArt text box at the insertion point, and then drag the text box to position it in the right column on page 2.

10. Select the newly pasted WordArt text, change the text to **HILL STAR**, then adjust the size and position of the WordArt text box so the WordArt text is centered in the right column. When you are finished, page 2 should consist of the JOIN NOW WordArt in the left column, the cow graphic and address information in the middle column, and the HILL STAR WordArt in the right column.

EXPLORE

11. Click the Page Layout tab, and then, in the Page Setup group, click the Dialog Box Launcher. In the Page Setup dialog box, click the Layout tab, click the Vertical alignment arrow, click Center, and then click the OK button. This centers the text vertically on the page (between the top and bottom margins) and ensures that the brochure will look right when folded. Save your work.

12. To print the brochure, you need to print the first page and then print the second page on the reverse side. "JOIN NOW" should print on the reverse side of the list of member benefits; likewise, "HILL STAR" should print on the reverse side of the "Welcome to Hill Star" text. Whether you should place the printed page upside down or right-side up depends on your printer. You may have to print a few test pages until you get it right. When you finish, you should be able to turn page 1 (the page with the heading "Welcome to Hill Star") face up, and then fold it inward in thirds, along the two column borders. Fold the brochure, so that the "HILL STAR" column lies on top.

13. Save your work, submit the finished documents to your instructor, either in printed or electronic form, as requested, and then close any open files.