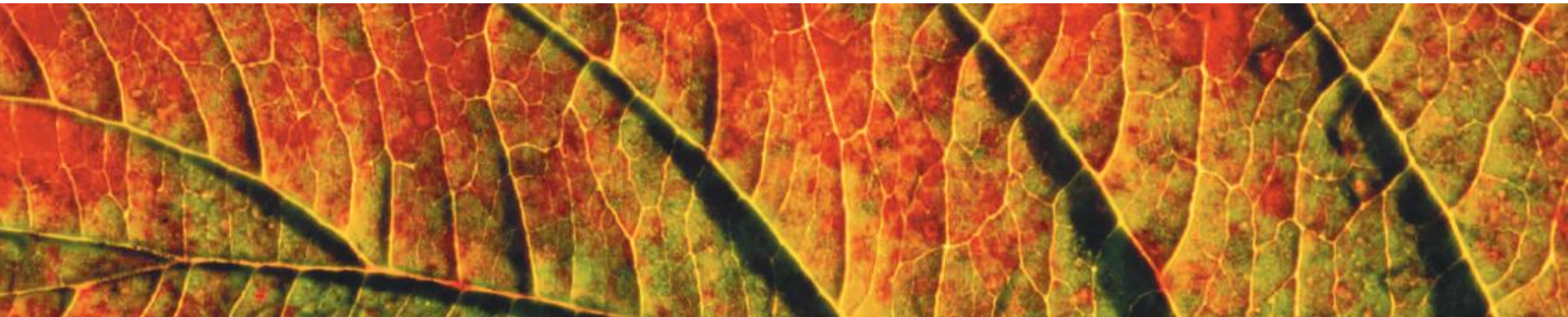


# **Word Tutorial 4**

## **Desktop Publishing and Mail Merge**

Microsoft<sup>®</sup> Office 2010



# Objectives

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- Identify desktop publishing features
- Format text in columns
- Insert drop caps
- Insert symbols and special characters
- Create WordArt
- Edit, resize, and move WordArt
- Align and wrap text around graphics

# Objectives

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- Add clip art to a document
- Edit clip art
- Edit a photograph
- Add a page border
- Balance columns
- Perform a mail merge

# Overview of Elements of Desktop Publishing

The screenshot shows the Microsoft Word 2010 interface with a document titled "Health Newsletter - Micro". The ribbon is set to the "Insert" tab, and the "Clip Art" button is highlighted. A green arrow points from a text box to the "Clip Art" button. The document content is a newsletter layout for "Shepherd Bay Medical Center" with the headline "Healthy Living!!". The layout features a two-column text arrangement, a large drop cap "D" for the first article "Preventing Type-II Diabetes", and a small image of an apple. A green arrow points from a text box to the apple image. Another green arrow points from a text box to the "Healthy Living!!" headline. A final green arrow points from a text box to the two-column text layout. The status bar at the bottom indicates "Page: 1 of 1" and "Words: 311".

The Clip Art button opens the Clip Art task pane.

The newsletter's headline is an example of WordArt.

A drop cap is a large letter at the beginning of a paragraph. Word treats a drop cap like a graphic, which means you can click it to select it, and then resize the drop cap by dragging its handles.

You can edit a photo to remove the background, leaving only a simple image, like this apple.

Desktop publishing is the process of preparing commercial-quality printed material, such as the newsletter shown here, using a desktop or laptop computer. Using Word, you can create documents that have elements of desktop publishing, such as special font treatments, graphics, and page layout options as well as design elements such as page borders.

In desktop-published documents, text is commonly arranged in two or more columns.

# Overview of Elements of Desktop Publishing

The screenshot displays the Microsoft Word 2010 interface with a document titled "Newsletter - Microsoft Word". The ribbon is set to the "Insert" tab, and the "Text" group is active. The "Clip Art" task pane is open on the right, showing a search for "doctor" with results. The document content is a newsletter layout with a header, body text, and a sidebar. A page border is visible around the main content area. A graphic of a doctor is placed within the text, demonstrating text wrap. The status bar at the bottom shows "50%".

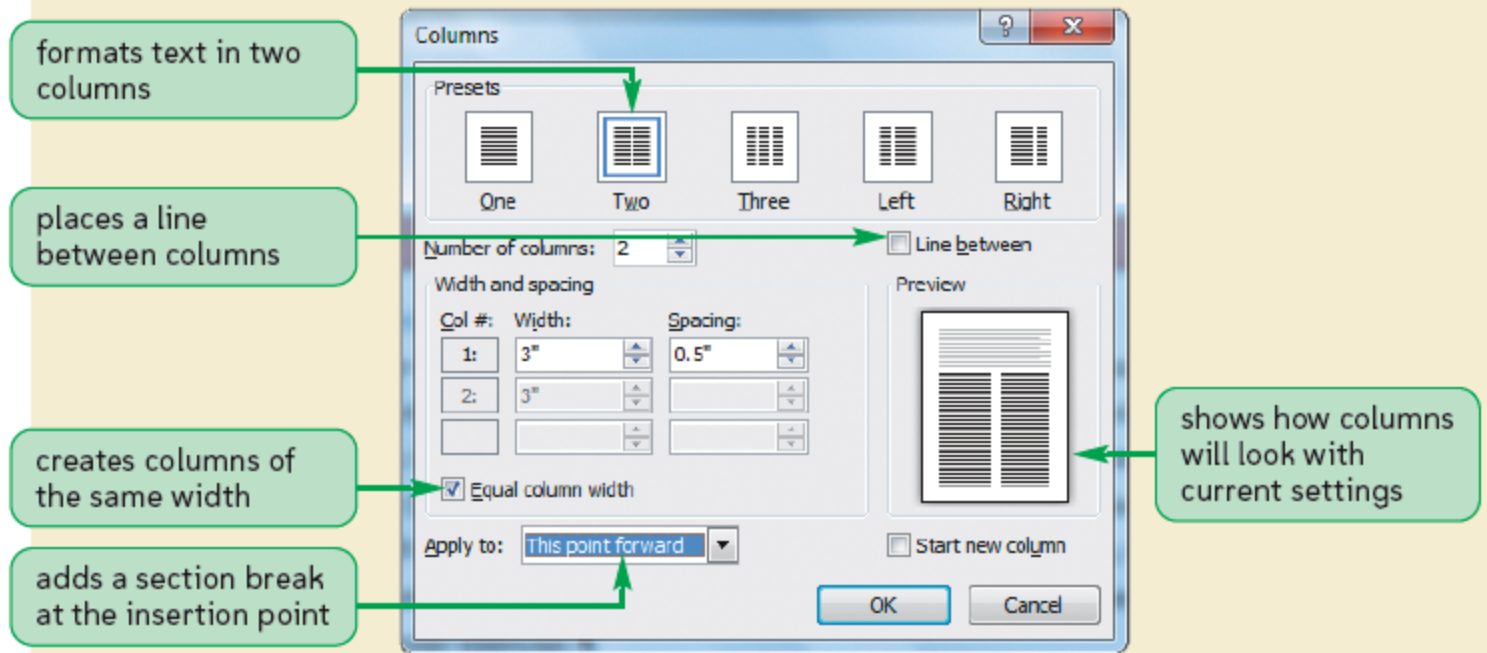
**Callouts:**

- To insert WordArt in a document, you use the WordArt button, which is located on the Insert tab in the Text group.
- You can use the Drop Cap button to format the first letter of a paragraph as a drop cap.
- You can use the Clip Art task pane to search for and insert clip art. A small collection of clip art illustrations is installed on your computer along with Word.
- This graphic is an example of clip art. Clip art can take the form of premade electronic illustrations, photographs, and other graphics. Audio and video clip art is also available.
- You can click this link to search for more clip art online.
- You need to adjust the way text flows, or wraps, around graphics. Here, the Tight text wrap option is used to make text flow as closely as possible around the edges of the clip art.
- A page border frames the contents of a single page.
- You can use a continuous section break to separate the part of the page that is formatted in columns from the part of the page that is not.

# Formatting Text in Columns

- In newspaper-style columns, a page is divided into two or more vertical blocks, or columns
- Click the Page Layout tab, and then, in the Page Setup group, click the Columns button

Figure 4-1 Columns dialog box



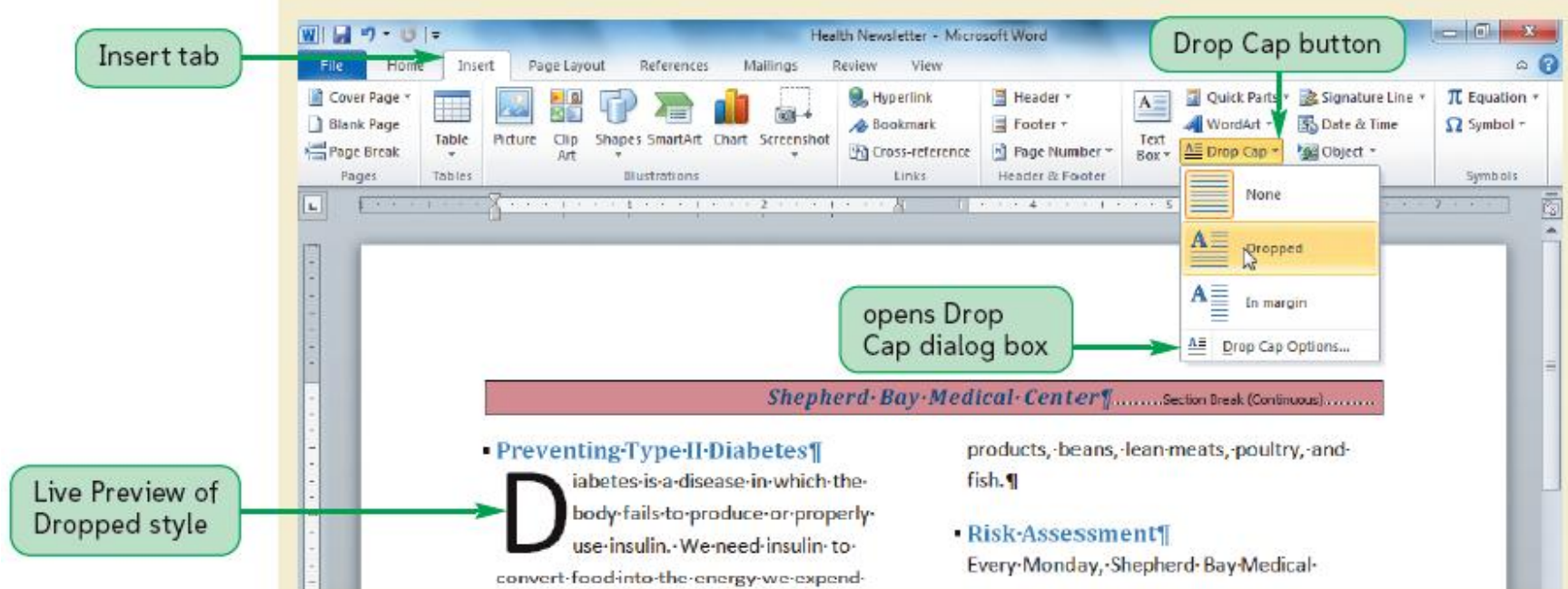


# Inserting Drop Caps

- A drop cap is a large, capital letter that begins the text of a paragraph, chapter, or some other document section
- To open the Drop Cap menu, click the Insert tab and then click the Drop Cap button in the Text group

Figure 4-3

Drop Cap menu



# Inserting Symbols and Special Characters

- In printed publications, it is customary to change some of the characters available on the standard keyboard into more polished-looking characters called **typographic characters**

**Figure 4-4** Common typographic characters

To insert this symbol or character	Type	After you press the spacebar, Word converts to
em dash	word--word	word—word
Smiley	:)	☺
Copyright symbol	(c)	©
Trademark symbol	(tm)	™
Registered trademark symbol	(m)	®
Ordinal numbers	1st, 2nd, 3rd, etc.	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , etc.
Fractions	1/2, 1/4	½, ¼
Arrows	<-- or -->	← or →



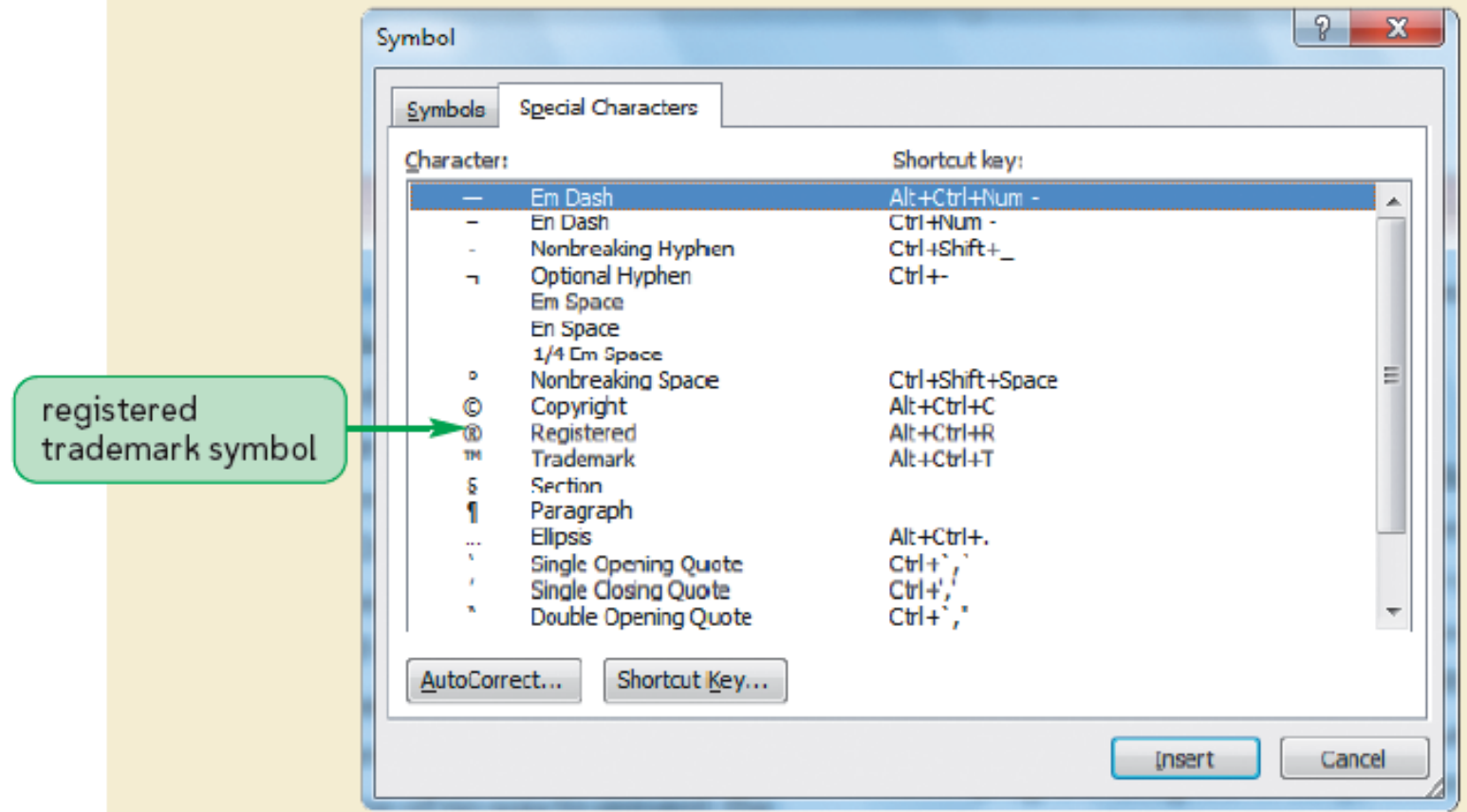
# Inserting Symbols and Special Characters

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- To insert a symbol or special character:
  - Move the insertion point to the location where you want to insert a particular symbol or special character
  - Click the Insert tab, and then, in the Symbols group, click the Symbol button
  - If you see the symbol or character you want in the Symbol gallery, click it (for a more extensive set of choices, click More Symbols to open the Symbol dialog box)
  - In the Symbol dialog box, locate the symbol or character you want on either the Symbols tab or the Special Characters tab
  - Click the symbol or special character you want, click the Insert button, and then click the Close button

# Inserting Symbols and Special Characters

Figure 4-5 Symbol dialog box



# Using WordArt to Create a Headline

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- **WordArt** is specially formatted, decorative text
- WordArt is considered an **object** (something that you can manipulate independently of the text)
- With WordArt you can use all of the ordinary text effects, plus you can add rounded, or **beveled**, edges to the individual letters, format the text in 3-D, and transform the text into waves, circles, and other shapes
- You can rotate WordArt
- The colors of WordArt text can be edited in two ways:
  - By changing the **fill** (the interior color)
  - By changing the **outline** (exterior color)
- You can also change the style of the outline

# Using WordArt to Create a Headline

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- To insert Word Art:
  - Click the Insert tab and then, in the Text group, click the WordArt button
  - In the WordArt gallery, click the style of text you want to insert
  - Type the text you want in the Edit WordArt Text dialog box
  - Click the Font and Size arrows to select the font and font size you want
  - Click the OK button
  - Use the tools on the WordArt Tools Format tab to format the WordArt
  - Drag any handle to resize and reshape the WordArt (to avoid altering the WordArt's proportions, press and hold down the Ctrl key while you drag a handle)

# Using WordArt to Create a Headline

Figure 4-6

WordArt gallery

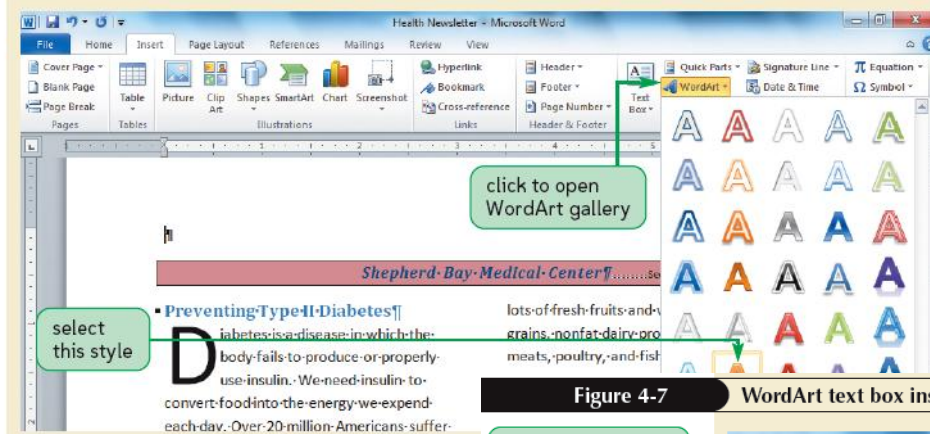


Figure 4-7

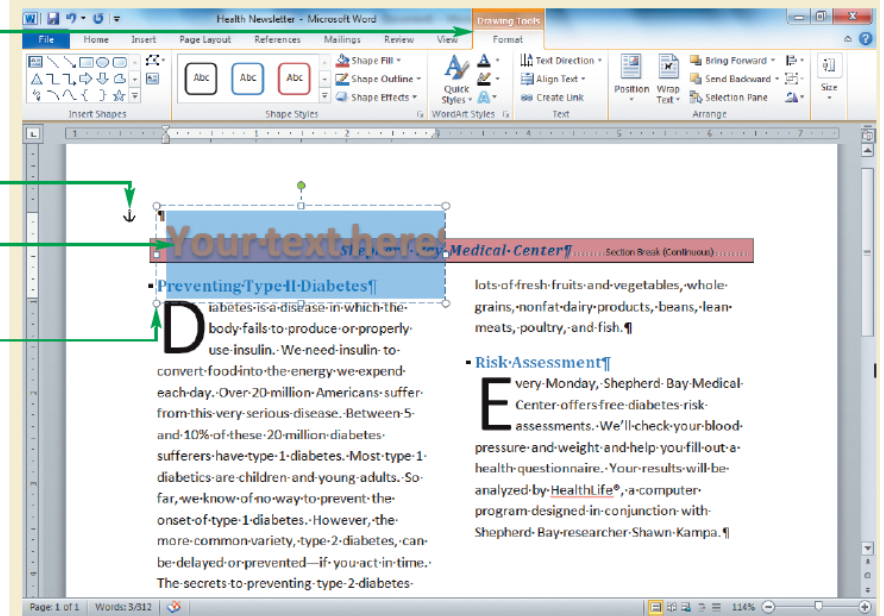
WordArt text box inserted in document

Drawing Tools  
Format tab

anchor icon

placeholder text

border and handles  
indicate the text box  
is selected



# Using WordArt to Create a Headline

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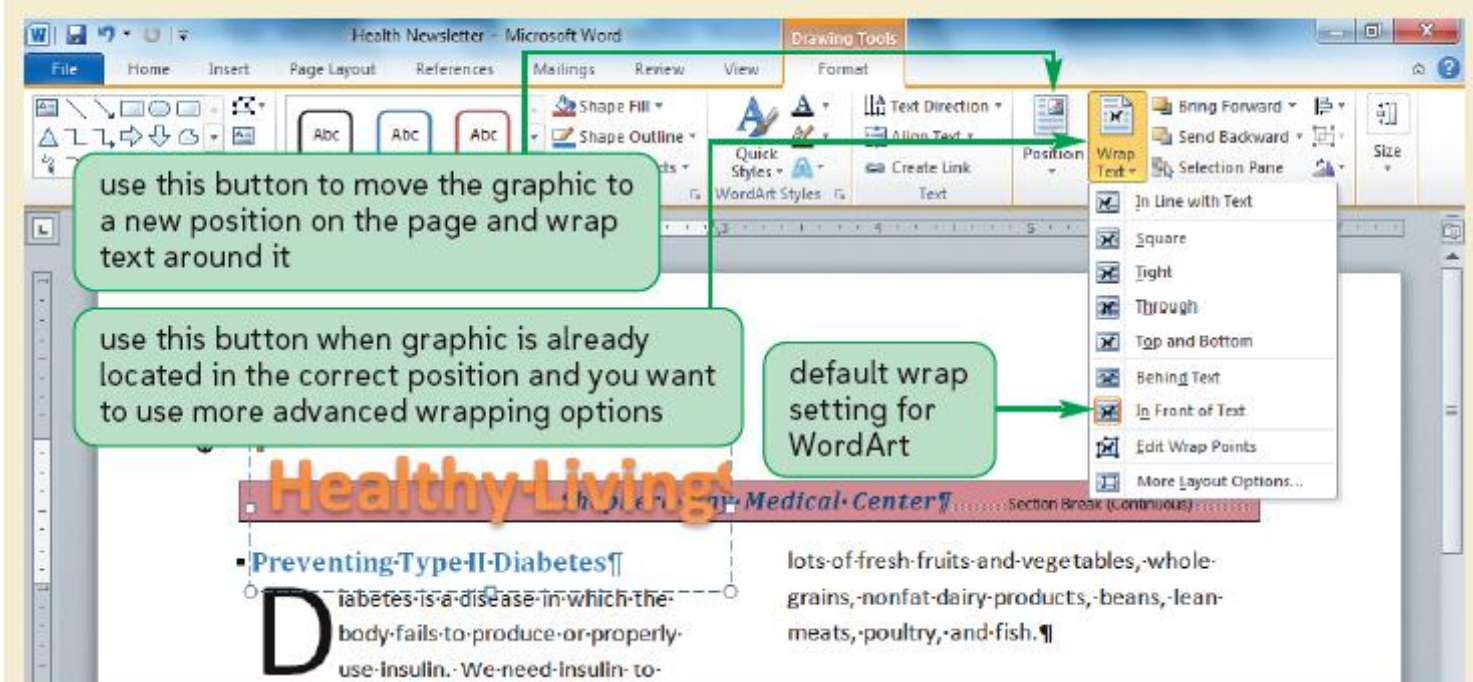
- Wrapping text around a graphic
  - WordArt is considered a **floating graphic**, meaning it is attached, or anchored, to a specific paragraph
  - An **inline graphic** differs from a floating graphic in that it is located in a specific position in a specific line of text in the document
  - When you move a floating graphic, its **text wrap setting** dictates how text will wrap around it in its new location
  - The default text wrap setting for WordArt is In Front of Text
  - The other wrap settings for graphics are Square, Tight, Through, Top and Bottom, Behind Text



# Using WordArt to Create a Headline

- To wrap text around a WordArt object, click the Drawing Tools Format tab, click the **Wrap Text** button in the Arrange group, and select the wrapping option

Figure 4-9 Wrap Text menu



# Using WordArt to Create a Headline

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- Resizing WordArt
  - When resizing, you need to consider both the font size and the size of the text box that contains the WordArt
  - You change the font size for WordArt text by selecting it and then choosing a new font size using the Font size box in the Font group on the Home tab
  - To resize a text box, you drag the text box's handles or, for more precise control, use the Size button on the Drawing Tools Format tab to specify an exact height and width
- Moving Word Art
  - Move a WordArt text box to a new location by dragging it

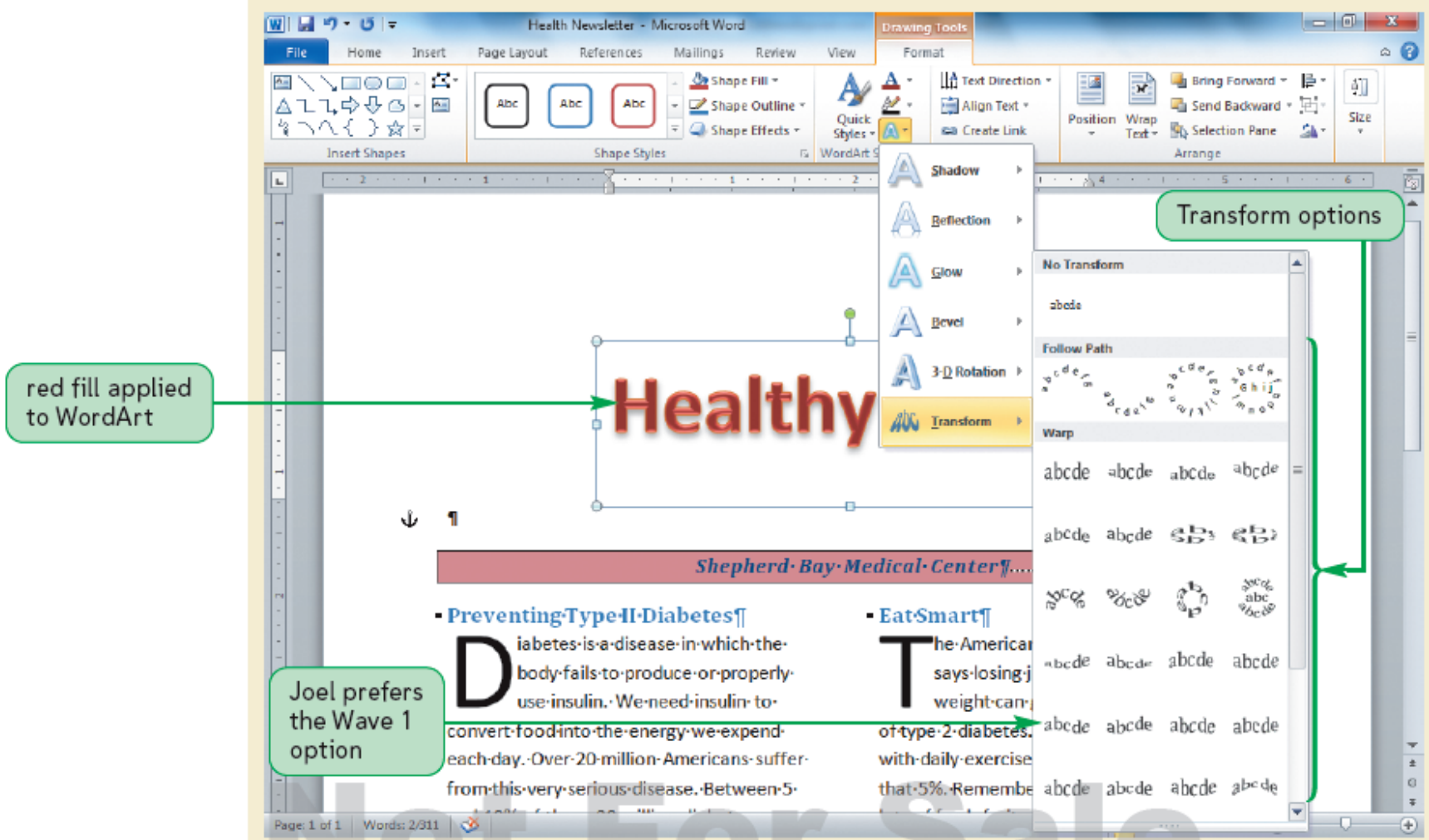
# Using WordArt to Create a Headline

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- Applying Word Art styles
  - The WordArt Styles group on the Drawing Tools Format tab includes four tools that allow you to alter the color, shape, and overall look of WordArt
  - You can select a new style using the Quick Styles button
  - To change the fill color, use the Text Fill button
  - To change the outline color, use the Text Outline button
  - To add special effects (including shadows, beveling, and 3-D rotation, and transforming the shape), use the Text Effects button
  - If your WordArt already includes some of these features, you can use the Text Effects button to fine tune the effects

# Using WordArt to Create a Headline

Figure 4-13 Transform effects



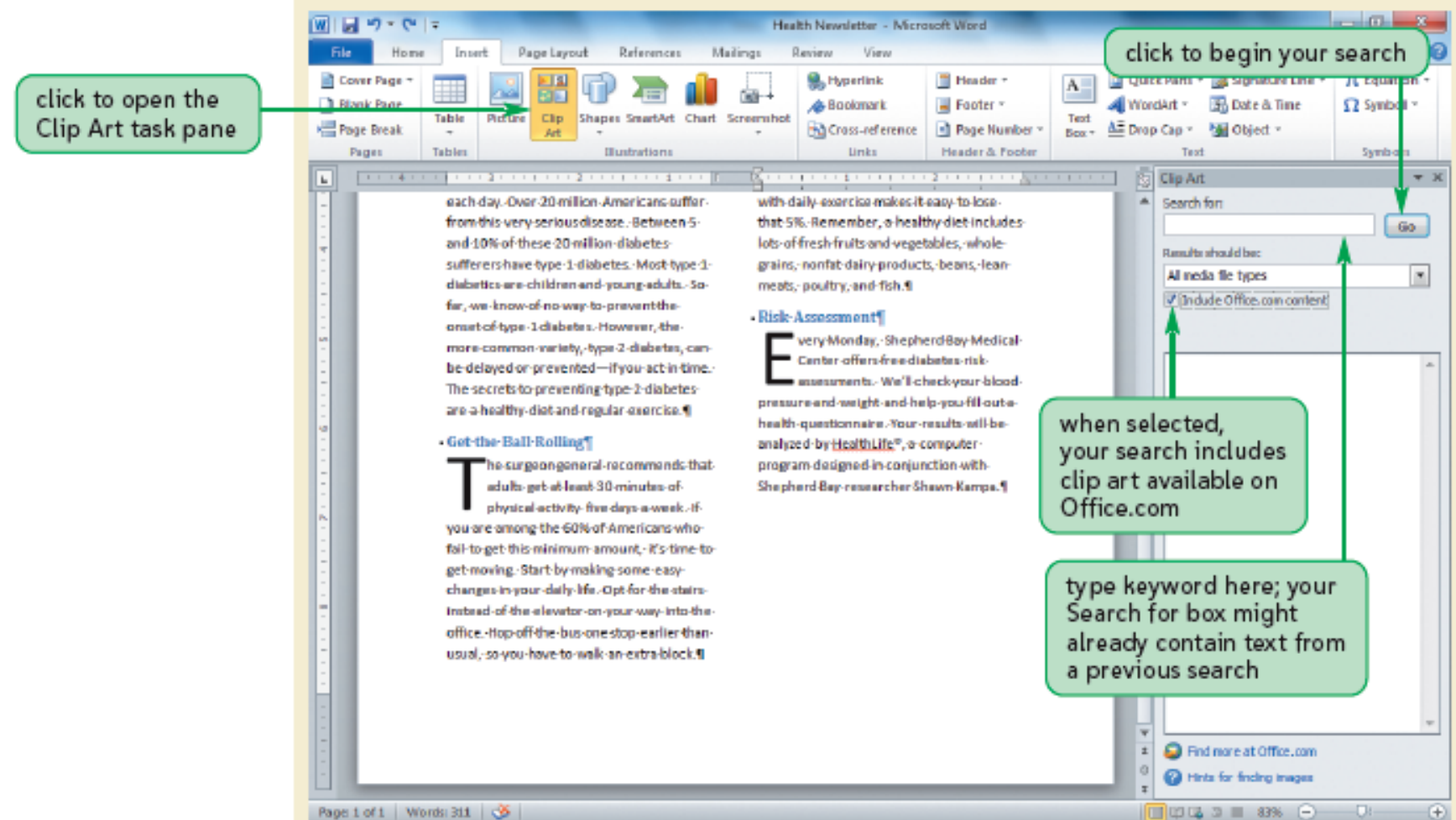
# Inserting Clip Art

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- Clip art comes in all forms of media, including video, audio, and photographs
  - A small collection of clip art comes with your installation of Word
  - You can also download more clip art from the Microsoft Web site Office.com
- To search for and then insert clip art in your document, you use the Clip Art task pane
  - In the Search for box in the Clip Art task pane, you enter words or phrases, known as **keywords**, that describe the image, sound, or video you need

# Inserting Clip Art

Figure 4-17 Clip Art task pane



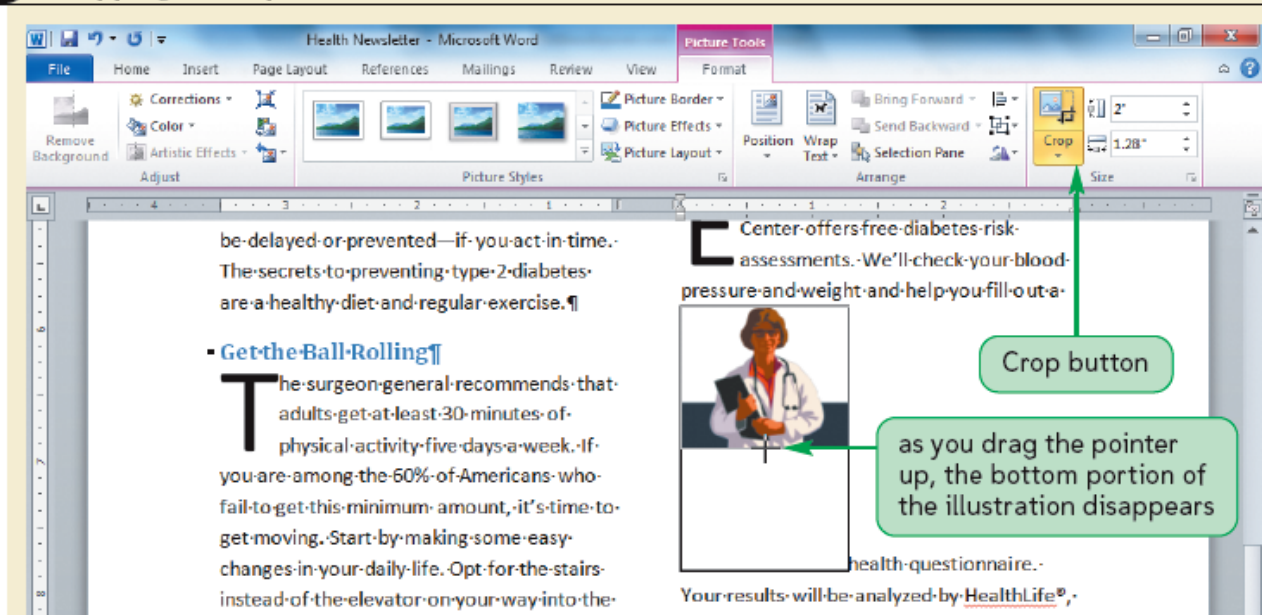


# Cropping a Graphic

- **Cropping a graphic** means cutting off part of the graphic (the part you crop is hidden from view but remains a part of the graphic in case you want to restore it)
- You can crop a graphic using the Crop button in the Size group on the Picture Tools Format tab

Figure 4-19

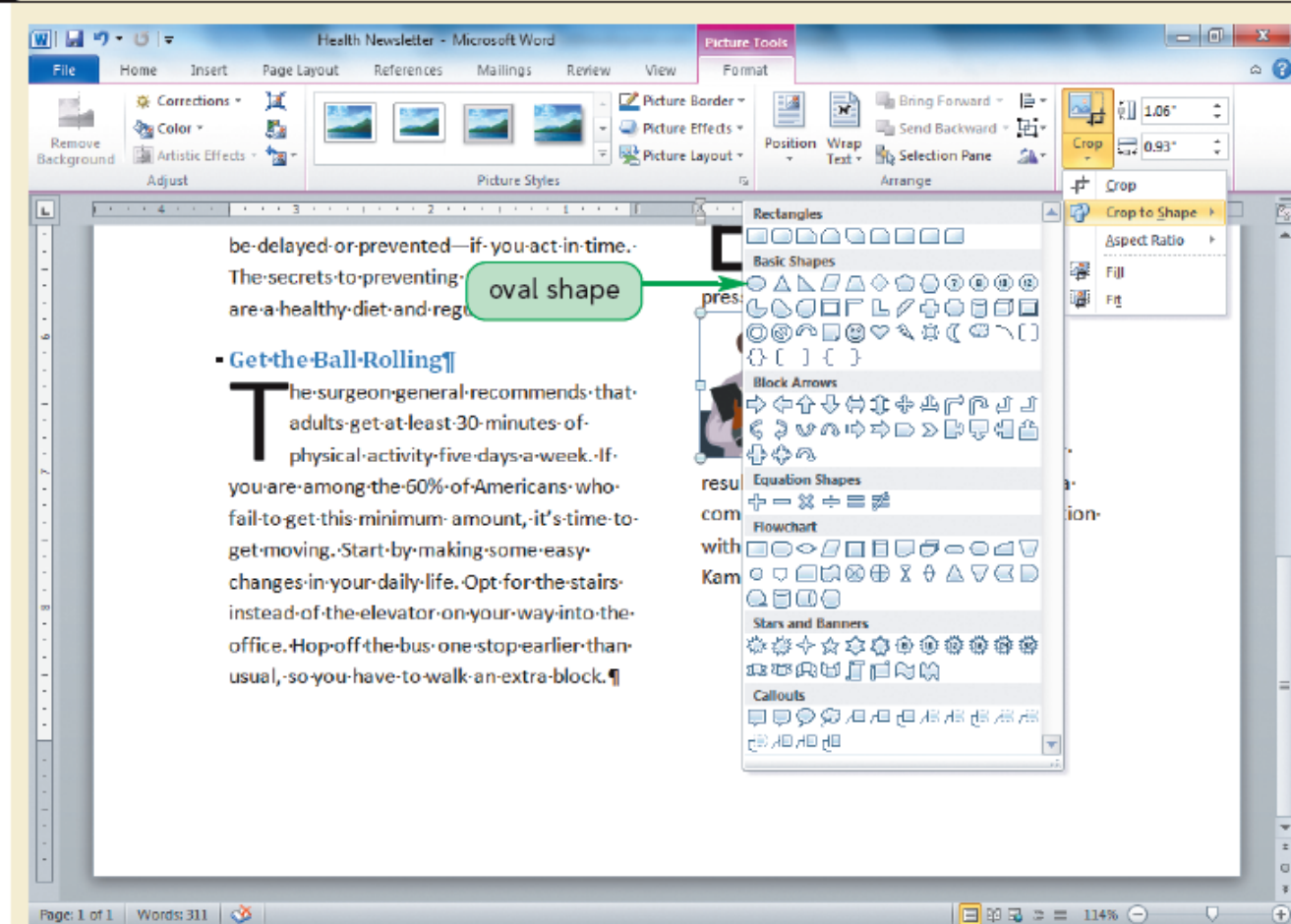
Cropping the clip art



# Cropping a Graphic

- Graphics can be cropped to shapes

Figure 4-21 Selecting a crop shape



# Moving and Aligning a Graphic

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- You can move a graphic by dragging it
- Like WordArt, a clip art graphic is anchored to a specific paragraph in a document
  - When you drag a graphic to a new paragraph, the anchor symbol moves to the beginning of that paragraph
  - When you drag a graphic to a new position within the same paragraph, the anchor symbol remains in its original position and only the graphic moves

# Overview of a Mail Merge

The screenshot shows the Microsoft Word 2010 interface with the Mailings tab selected. The Mail Merge task pane is open on the right, showing Step 3 of 6: 'Write your letter'. The main document contains a business letter template with merge fields like «AddressBlock» and «First\_Name». The task pane includes options for selecting recipients and navigating between steps. Annotations explain the process and the role of merge fields.

You can click the Start Mail Merge button, then click Step by Step Mail Merge Wizard to open the Mail Merge task pane, which takes you step-by-step through the mail merge process.

The options on the Mailings tab can also be used to perform a mail merge.

The Mail Merge task pane walks you through the six steps of performing a mail merge, which is the process of creating customized documents by combining information from two separate files referred to as the main document and the data source.

The merge fields insert customized information from the data source such as a name or an address. You can distinguish merge fields from the text of the main document because each merge field name is enclosed by pairs of angled brackets like this: << >>.

The main document contains text, such as the text of a business letter, placeholders called merge fields. During the mail merge, the merge fields instruct Word to retrieve information from the data source. For example, one merge field might retrieve a first name from the data source; another merge field might retrieve a street address.

The information at the bottom of the task pane indicates where you are in the mail merge process, and provides links for navigating to a previous step in the process, or moving ahead to the next step.

# Overview of a Mail Merge

The header row in the data source table contains the names of the merge fields.

A column in a data source is known as a field.

First-Name	Last-Name	Street-Address	City	State	ZIP
Rhoda	Carey	3545-Route-18	Brandon	MS	39875
Marley	Delisle	1234-E-Marinara-Lane	Jackson	MS	39204
Catherine	Larkey	36-Capers-Avenue	Jackson	MS	39211
Luca	Peters	3453-Round-Tree-Road	Richland	MS	39345
Daniel	Shorber	4533-Sinclair-Streets	Jackson	MS	39298

Each row in the table contains information about an individual client. In mail merge terminology, all of the information about one person or one object is called a record.

A data source contains data, such as the names and addresses of clients, that is inserted into the merge fields in the main document during a mail merge. This data source is a table in a Word document, but you can also use a Microsoft Excel or Microsoft Access file as a data source.

# Editing Photographs

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- A photograph is also a graphic object so it can be manipulated and edited like other graphics
- To insert a photograph, click the Insert tab, click the Picture button in the Illustrations group, browse for and select the picture from the Insert Picture dialog box
- You can rotate a photo by dragging the Rotation handle that appears on the photo's border when the photo is selected, or you can use the Rotate button in the Arrange group on the Picture Tools Format tab



# Editing Photographs

Figure 4-25 Dragging the Rotation handle

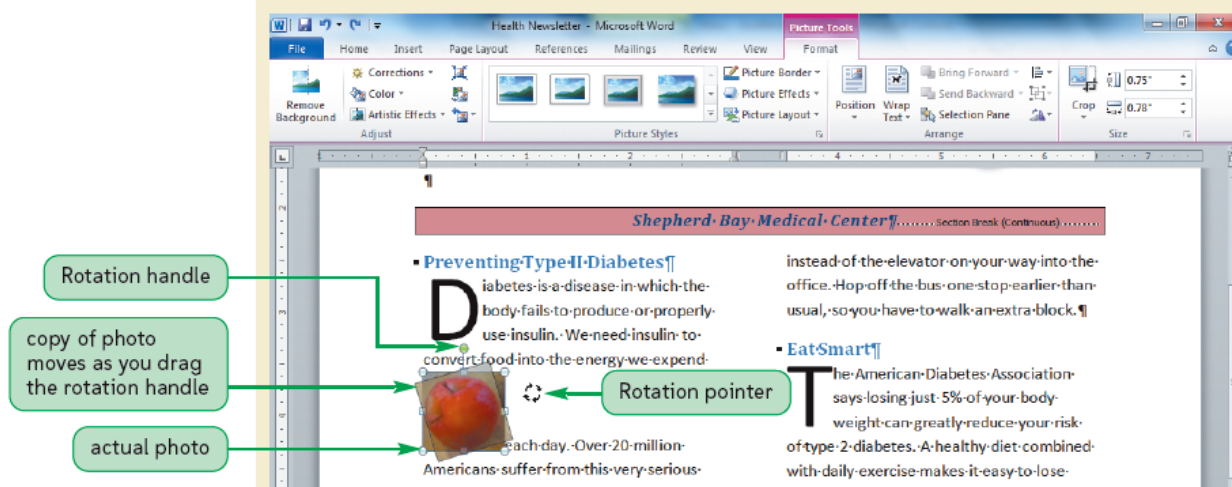
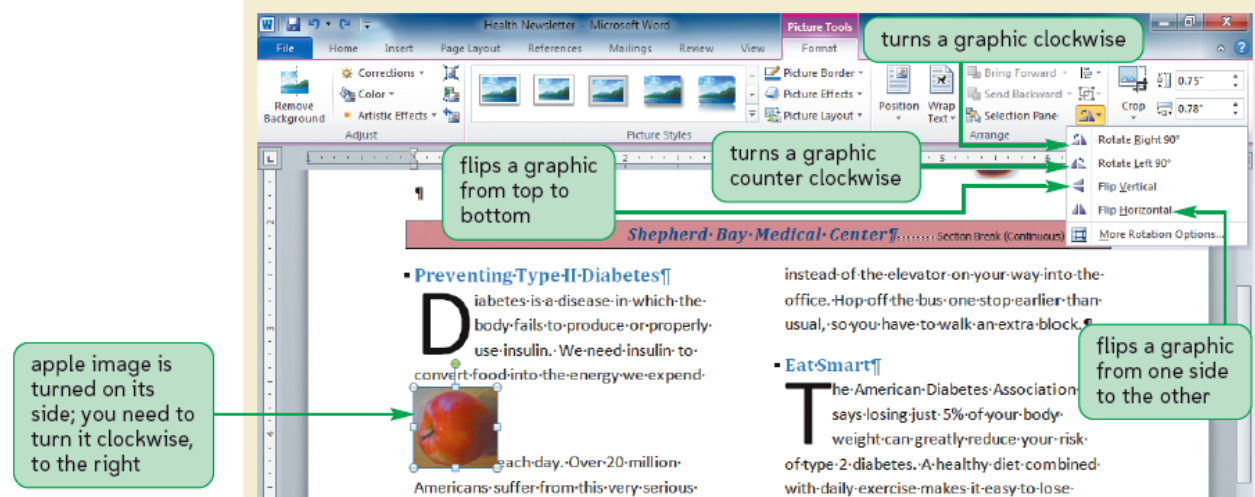


Figure 4-26 Rotate menu



# Editing Photographs

- To remove a photograph's background:

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  - Select the photo, and then click the Remove Background button in the Adjust group on the Picture Tools Format tab.
  - Drag the handles on the blue border as necessary to include parts of the photo that have been incorrectly marked for removal.
  - For marking specific areas to keep, click the Mark Areas to Keep button in the Refine group of the Background Removal tab, and then use the drawing pointer to select areas of the photo to keep.
  - For marking specific areas to remove, click the Mark Areas to Remove button in the Refine group of the Background Removal tab, and then use the drawing pointer to select areas of the photo to remove.
  - Click the Keep Changes button in the Close group.

# Editing Photographs

Figure 4-27 Removing a photo's background

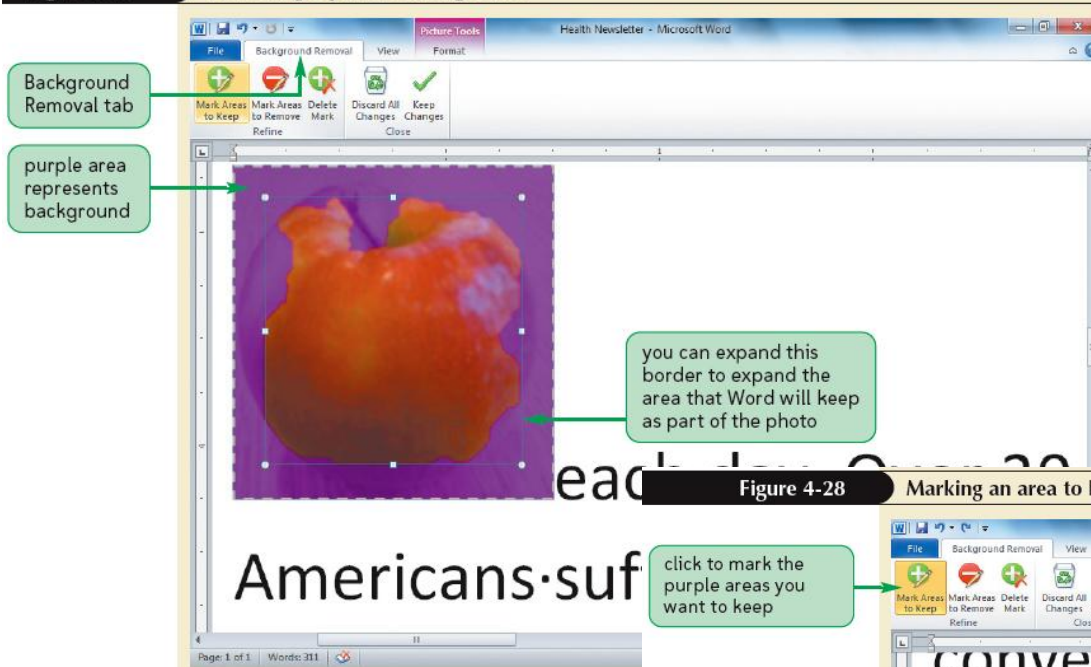
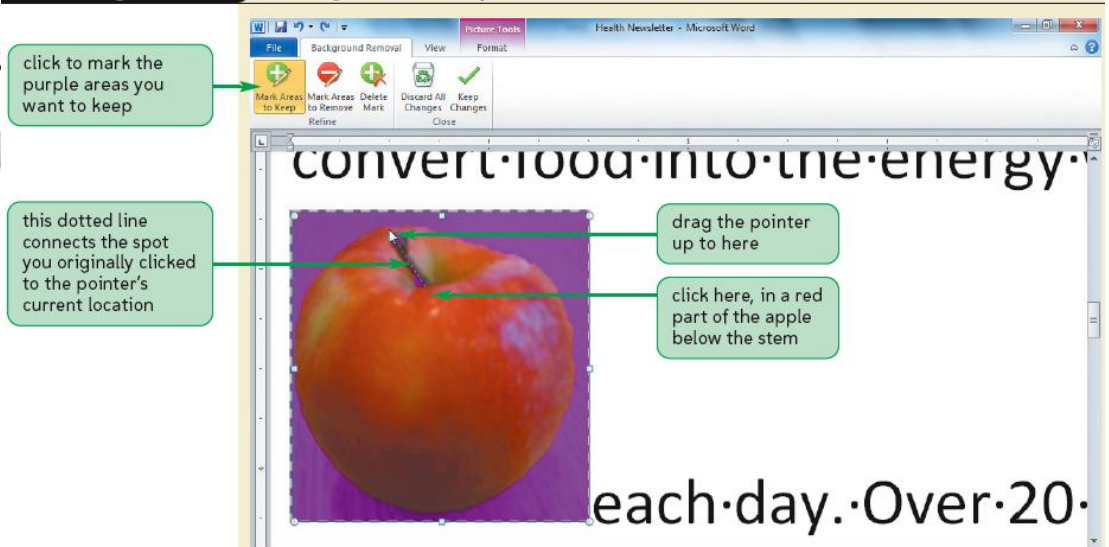


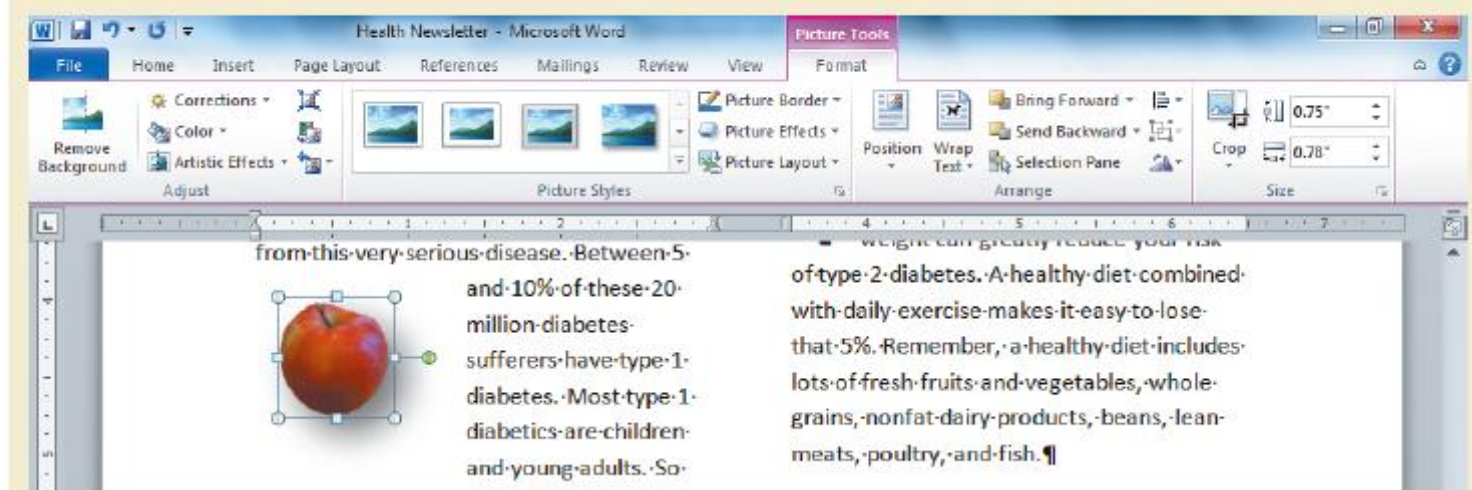
Figure 4-28 Marking an area to keep



# Editing Photographs

- You can change a graphic's look by selecting a **picture style** from the Picture Styles gallery on the Picture Tools Format tab

Figure 4-31 Photo formatted with a picture style



# Balancing the Columns

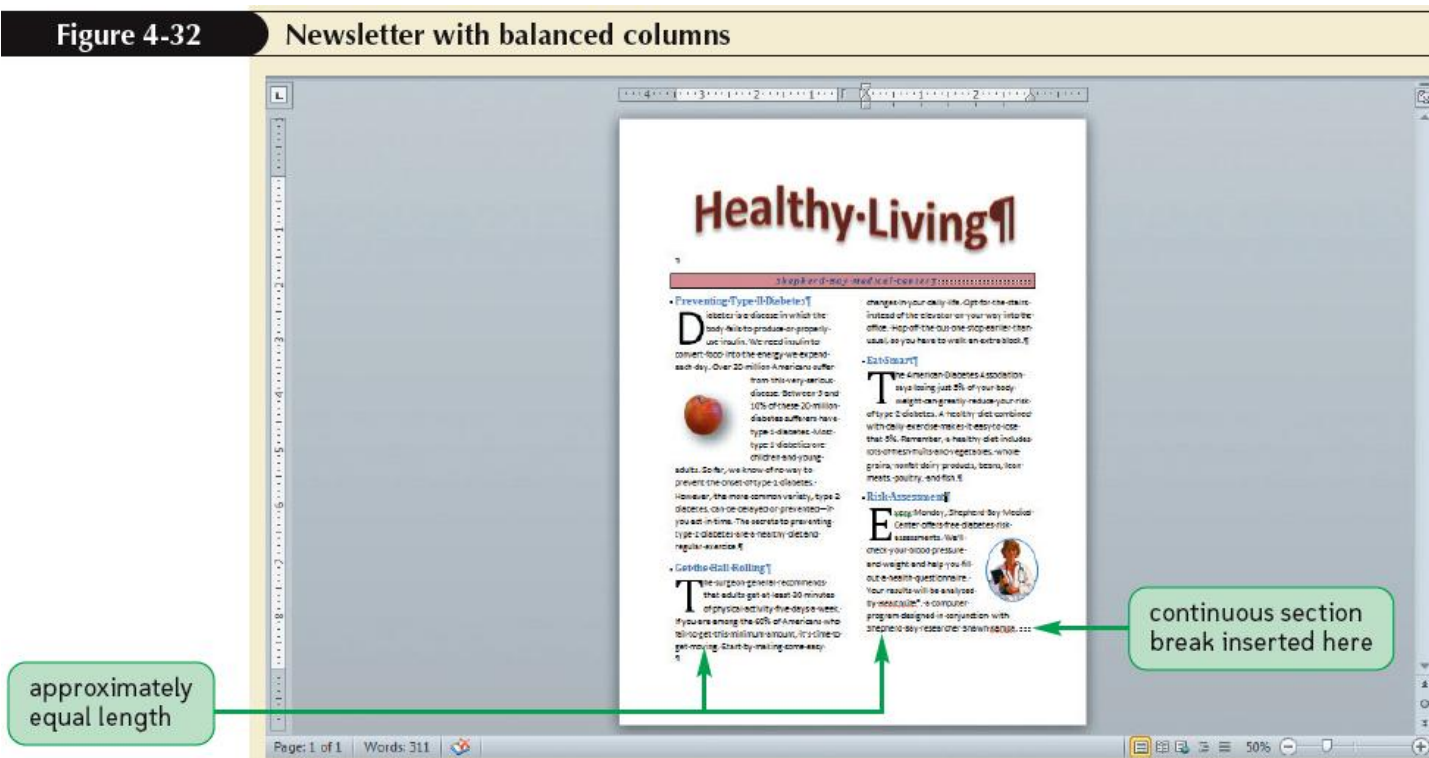
- For columns in a document to appear **balanced** on a page, meaning of equal length, you can insert a continuous section break at the end of the document
- With a continuous section break, Word adjusts the flow of content between the columns so they are of equal or near equal length
- The columns remain balanced no matter how much material you remove from either column later
- The columns also remain balanced if you add material that causes the columns to flow to a new page; the overflow will also be formatted in balanced columns.

# Balancing the Columns

- To insert a continuous section break, move the insertion point to the end of the text in the right column, click the Page Layout tab, in the Page Setup group, click the Breaks button, and below “Section Breaks,” click Continuous

Figure 4-32

Newsletter with balanced columns

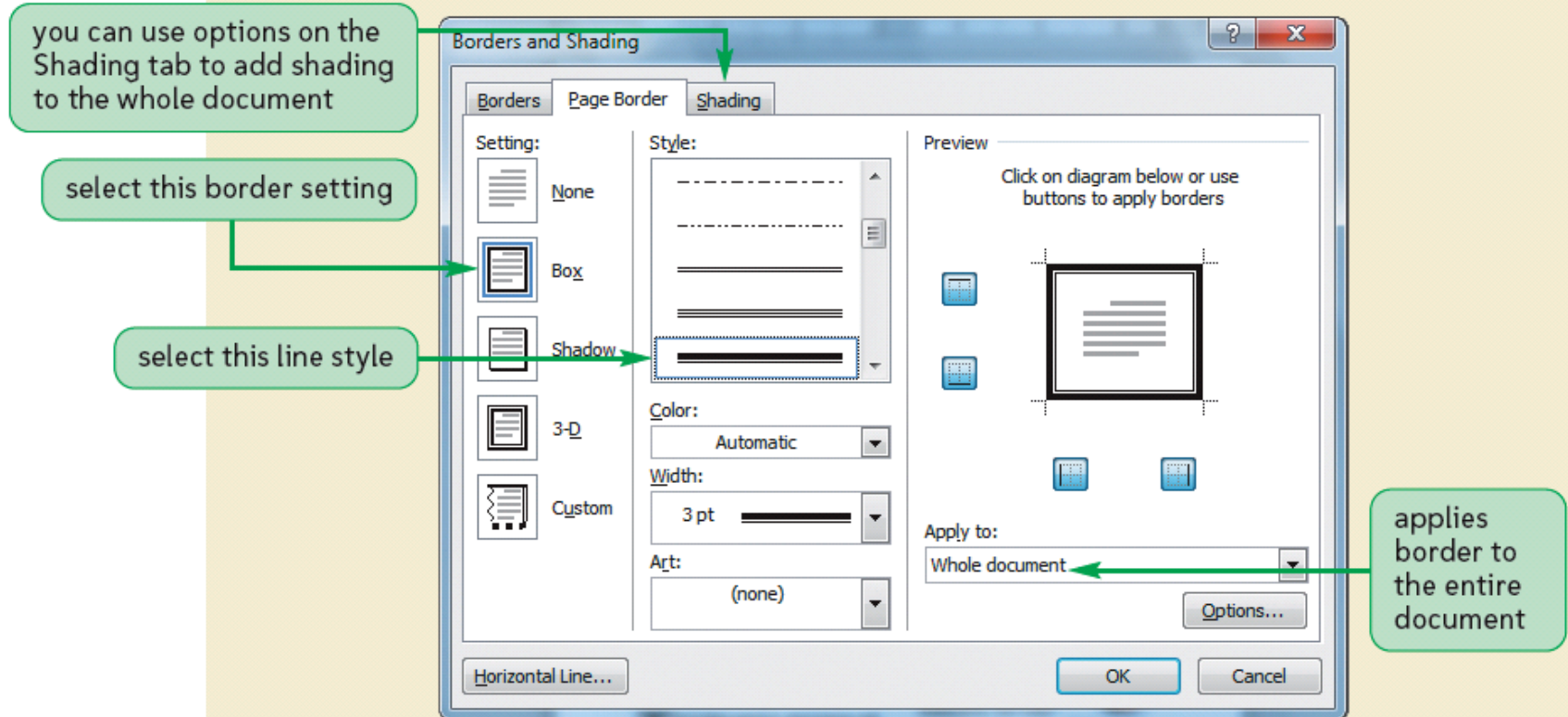




# Inserting a Border Around a Page

- Use the Page Borders button on the Page Layout tab to open the Borders and Shading dialog box

**Figure 4-33** Adding a border to the newsletter



# Performing a Simple Mail Merge

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- The term mail merge refers to the process of combining information from two separate documents to create many final documents, each containing customized information
  - A main document contains text and place holders called merge fields
  - Merge fields tell Word where to insert customized information
  - The content of the merge fields come from a data source (such as a table in a Word document, an Excel spreadsheet, or an Access database)

# Performing a Simple Mail Merge

Figure 4-37 Mail Merge task pane

The screenshot displays the Microsoft Word 2010 interface with the 'Mailings' ribbon selected. The 'Start Mail Merge' button in the 'Create' group is highlighted with a green arrow and a callout box that says 'click to open Start Mail Merge menu'. The 'Mail Merge' task pane is open on the right side of the window, showing the 'Select document type' section with 'Letters' selected. Below this, the 'Letters' section provides instructions: 'Send letters to a group of people. You can personalize the letter that each person receives. Click Next to continue.' A green arrow points from a callout box saying 'Mail Merge task pane' to the task pane. Another green arrow points from a callout box saying 'first task currently displayed' to the 'Next: Starting document' link at the bottom of the task pane. In the main document area, the date 'March 2, 2013' is followed by two merge fields: '[INSERT-ADDRESS-FIELDS]' and '[INSERT-FIRST-NAME-FIELD]'. A green arrow points from a callout box saying 'you will replace text in brackets with merge fields' to these fields. The document text continues with a paragraph about a newsletter and a signature 'Sincerely,'.

click to open Start Mail Merge menu

you will replace text in brackets with merge fields

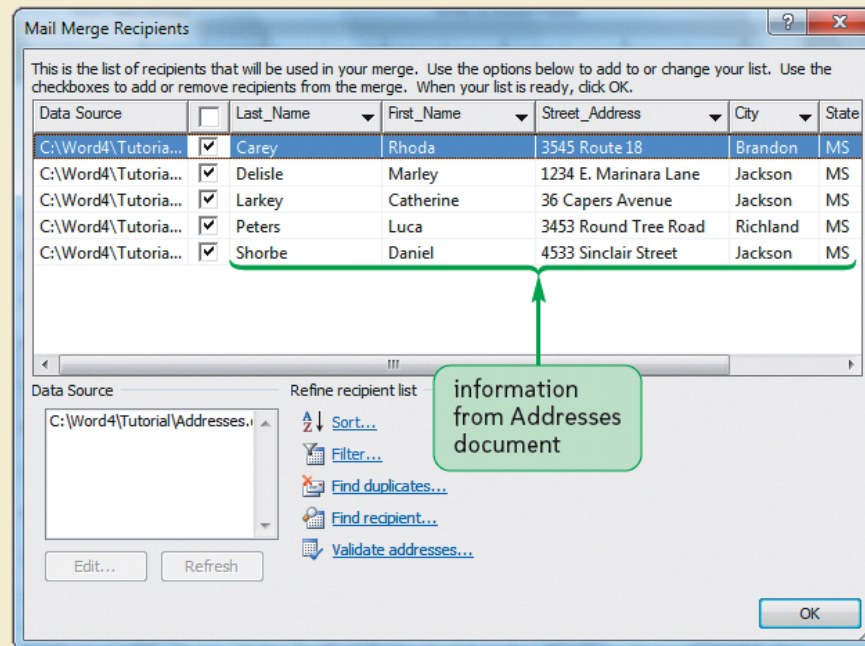
Mail Merge task pane

first task currently displayed

# Selecting a Data Source

- In the Mail Merge task pane, verify that the Use an existing list option button is selected
- Click Browse in the Mail Merge task pane
- Navigate to and open the desired data source

Figure 4-38 Mail Merge Recipients dialog box

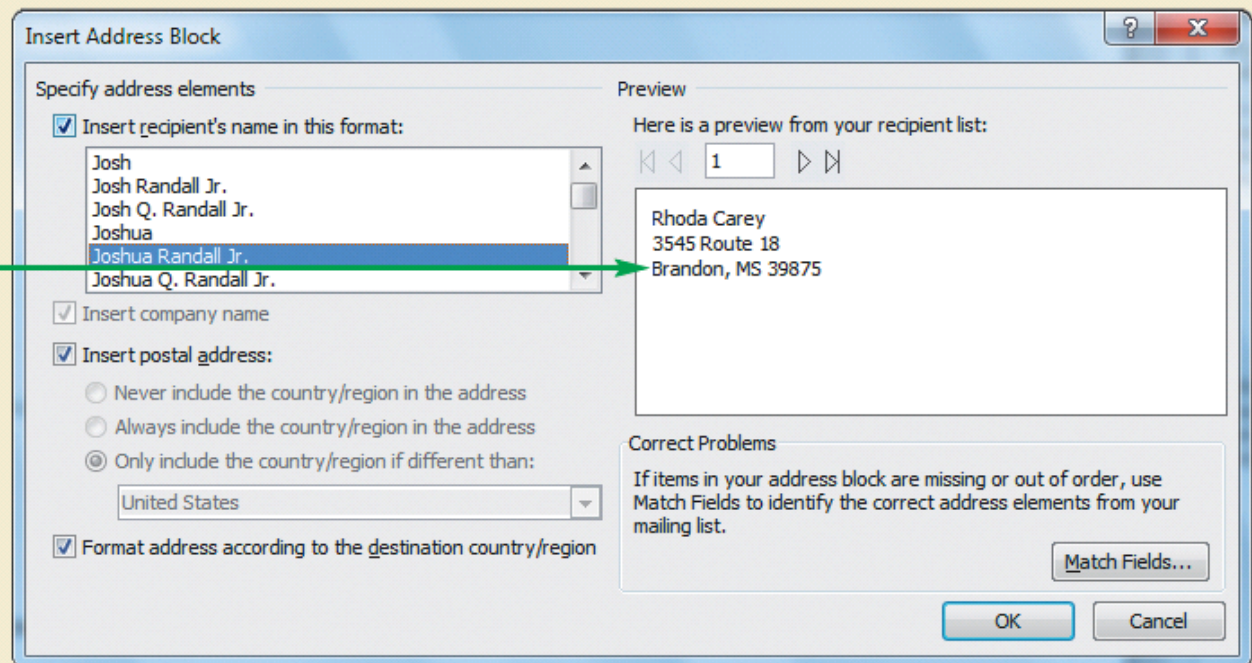


# Inserting Merge Fields

- You can insert individual merge fields to create an address
- Or you can use the **Address block** link in the Mail Merge task pane, which inserts a merge field for the entire address

Figure 4-39

Insert Address Block dialog box



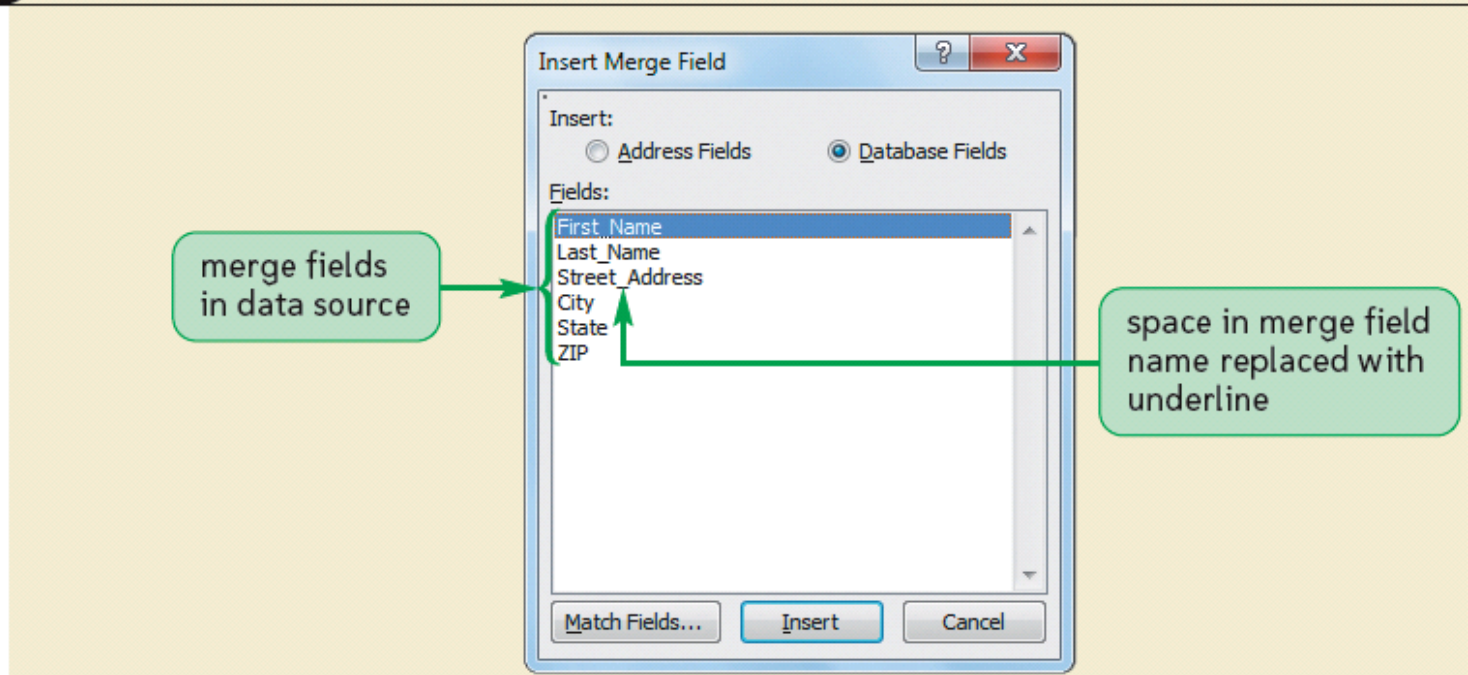
preview of how  
the address will  
look after the  
merge is complete



# Inserting Merge Fields

- You can insert merge fields to create a salutation, which may be, for example, a first name or a title and last name

**Figure 4-41** Insert Merge Field dialog box

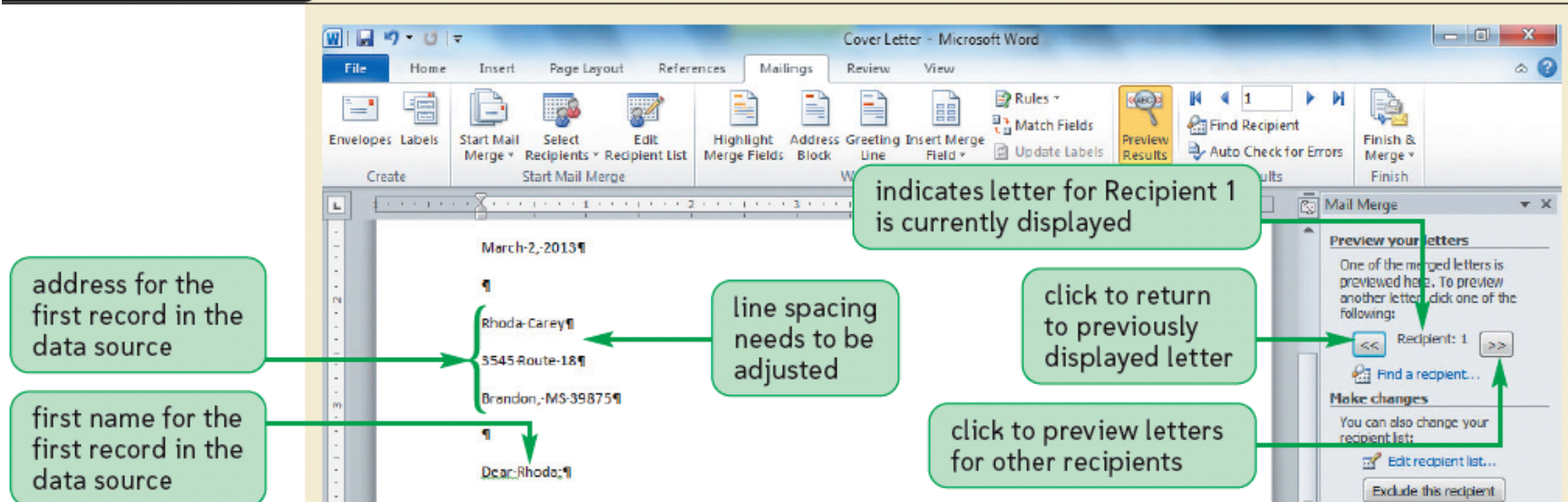


# Previewing the Merged Document

- When you preview the merged document, you see the main document with the customized information inserted in place of the merge fields
- In the Mail Merge task pane, click Next: Preview your letters

Figure 4-43

Previewing the merge document





# Merging the Main Document and Data Source

- In the Mail Merge task pane, click Next: Complete the merge
- Click Edit individual letters in the Mail Merge task pane
- Verify that the All option button is selected, click the OK button, and then scroll to display the entire first letter

Figure 4-44

Newly merged document with customized letters

