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DTP

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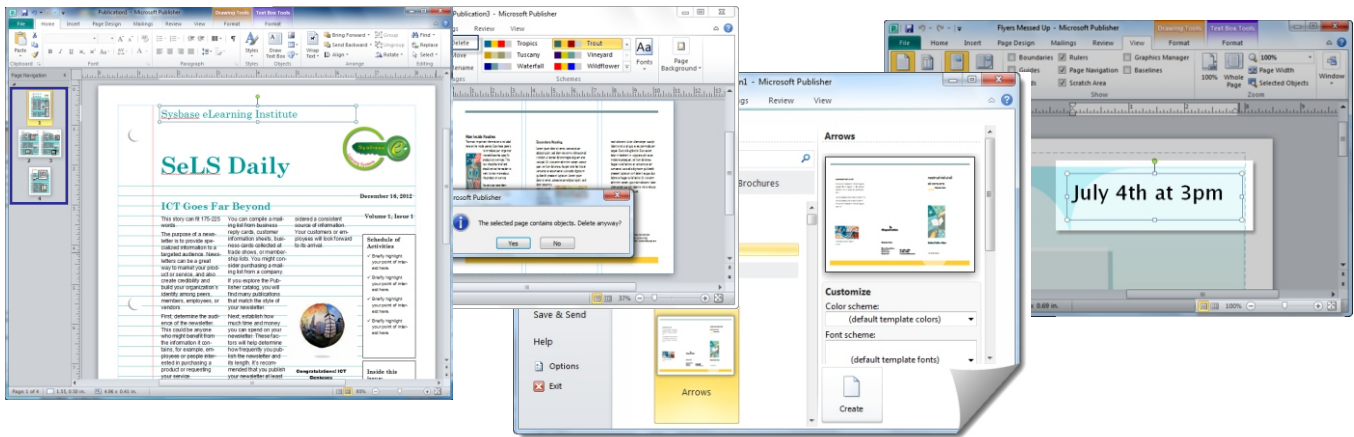
Desktop Publishing

Microsoft Publisher

Word Watch

- Publication
- brochures
- Rulers
- Page Navigation
- flyers

- brochures
- newsletters
- templates

DTP and Publisher Basics

Learning Objectives

After completing this lesson, you should be able to:

- explore MS Publisher workspace;
- identify the different objects in MS Publisher;
- design a new publication from a template;
- create & save publication;
- add & delete page(s) in a publication;
- set margins in a publication;
- create a master page; and
- zoom in and out your publication.

Desktop Publishing and Microsoft Publisher Basics

Microsoft Publisher is an entry-level desktop publishing application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing.

Microsoft Publisher is a desktop publishing software that is designed for people who are not design professionals but who need to produce professional looking publications. The typical user is routinely called upon to create publications quickly without the support of art designers or a production studio who are experienced in page layout and technique. To make it easier for the user, Publisher has several automated tools, templates and wizards. Why use Publisher over Word? Both Publisher and Word have templates offering similar types of publications. However, Publisher gives a wider variety of templates and more control over the page design. Plus Publisher contains hundreds of sample layouts that you can easily modify.

Microsoft Publisher allows you to easily and professionally create: Newsletters, Signs, Brochures, Invitations, Catalogs, Flyers, Letterhead, Postcards, Envelopes, Business Cards, Business Forms, Greeting Cards, Banners, Calendars, Advertisements, Award Certificates, Labels, Gift Certificates, Programs and More.
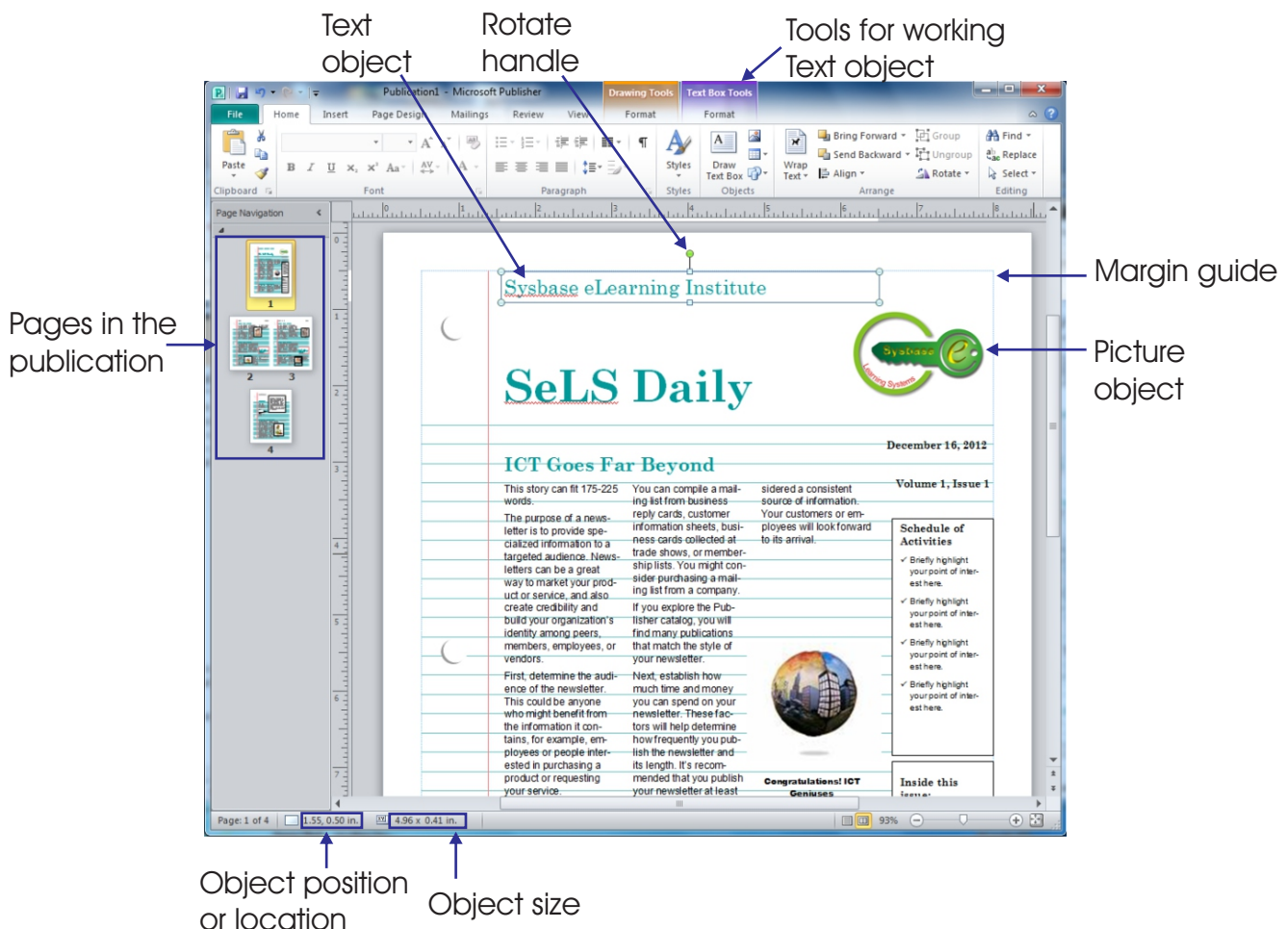
Exploring Publisher 2010 Window

Publisher 2010 has now a different look and feel. It looks like it is already part of the Office family, thanks to the addition of the ribbon interface in the Publisher window.

Obviously, when starting with Publisher, you quickly recognize the familiar ribbon across the top of the page. The tabs are organized according to the task you are likely wanted to complete. You will recognize the similarity with other programs you've already used, like Word and PowerPoint 2010.

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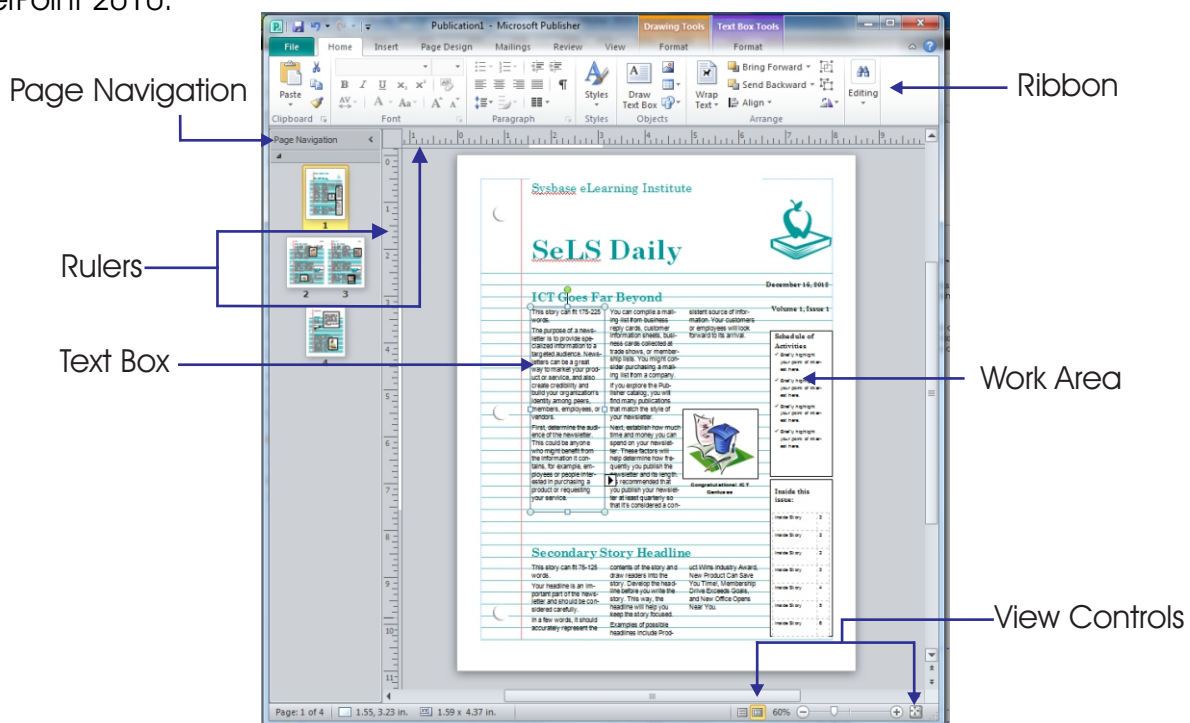
Objects in Publisher

Creating a publication in Publisher is different in creating a document in Word. In Word, when you add text and pictures to a page, you simply place the content on the page, and it all flows together to the succeeding pages, or as you specify. When you add text and pictures like headings, quotes, body text, logos, and illustrations to your pages in Publisher, the application (Publisher) adds them to the page as objects. This enables you to move text blocks around easily, position headings wherever you want them, and even layer elements and customize the content flow by arranging the objects as you like on the page.

Text object

Rotate handle

Tools for working Text object

Margin guide

Pages in the publication

Picture object

Object position or location

Object size

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Creating a New Publication from Template

Publisher is an application the can create all kinds of publications, such as brochures, flyers, newsletters, and letterhead stationery. It installs with a wide variety of publication types, including preset designs, or templates, that control the layout and formatting of the publication.

Create a New Publication

① Click the File tab.

② Click New.

③ Click a publication category from the list of available templates.

> You can use the scroll bar to scroll through the available publications in the category you choose.
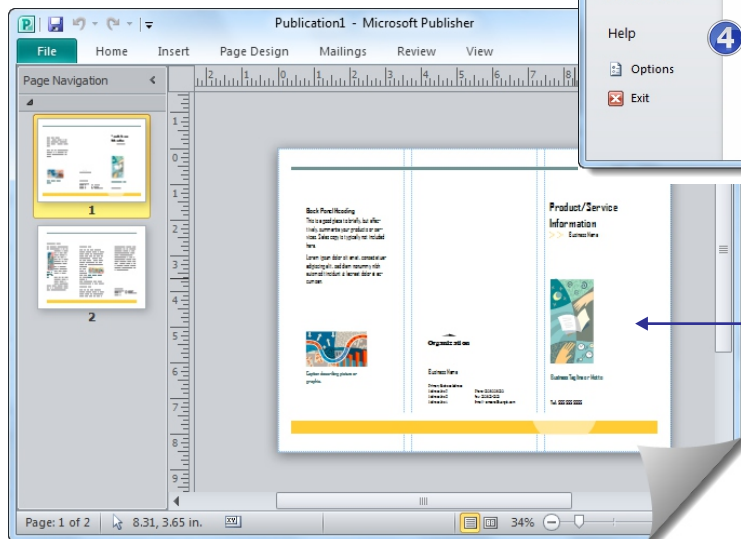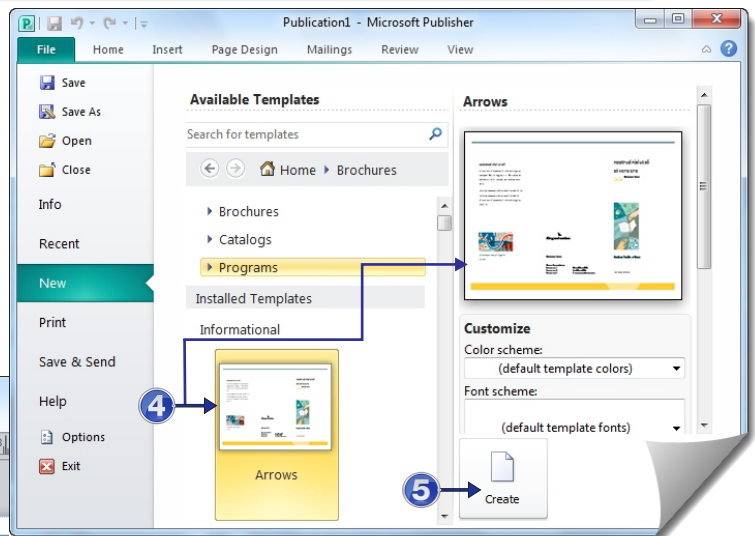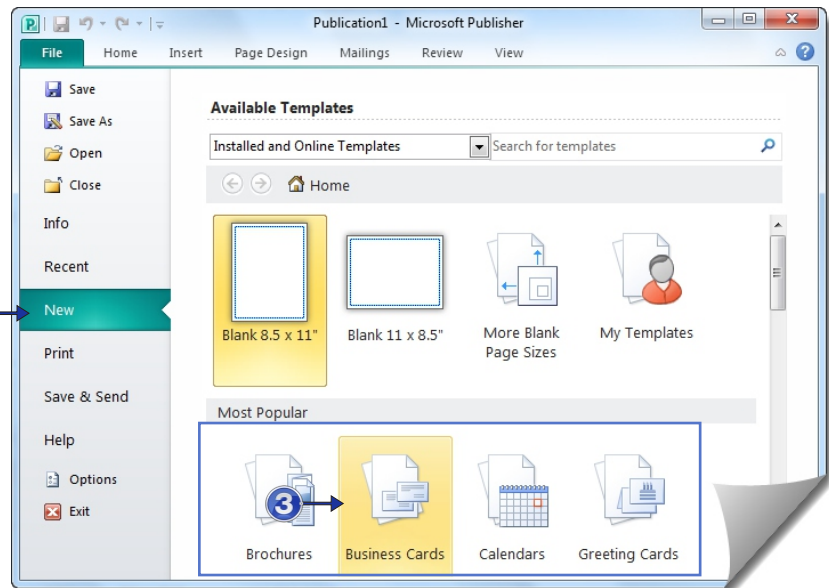
④ Choose and click a publication design.

> Publisher displays a preview of the selected design.

> You can customize a design's color scheme or fonts using these options.

⑤ Click Create or Download.

> The download button will be visible if you choose a template that is available only in the internet.

Publisher creates the publication.

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Creating a Blank Publication from Scratch

When Publisher's pre-designed publication templates do not suit your needs, you can create a blank publication, populate it with your own text boxes, and design a layout to suit your project. For example, you want to create your own brochure or invitation and customize it by adding your own text boxes and art objects. If you particularly like a publication you create on your own, you can turn it into a Publisher template, which you can reuse everytime you are using the program.

Create a Blank Publication from Scratch

1 Click the File tab.

2 Click New.

If you want to create an 8.5 by 11 publication, click the vertical or horizontal 8.5 by 11 option.

3 Click More Blank Page Sizes.

You can use the scroll bar to scroll through the available page sizes.

4 Click a page size.

Publisher displays the selected size here.

You can customize the color scheme or fonts using these options.

You can click the Business information (☐) and choose Create New to create a business set, which contains your business's name, address, and other information. After you create a business set, you can select it from the Business

Information list to apply it to a publication.

5 Click Create.

Publisher creates and opens the blank publication. You can now add your own text boxes and pictures to the publication.
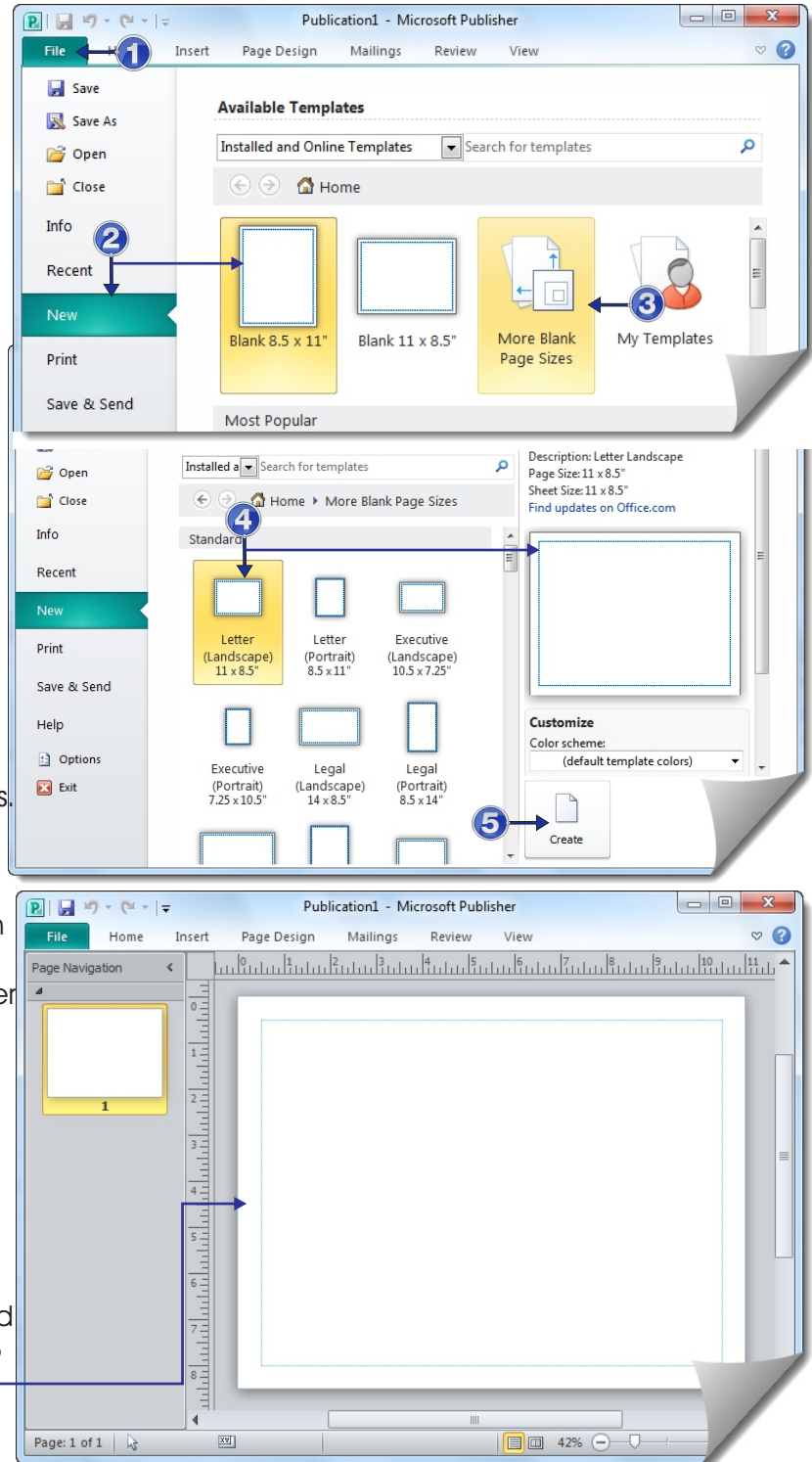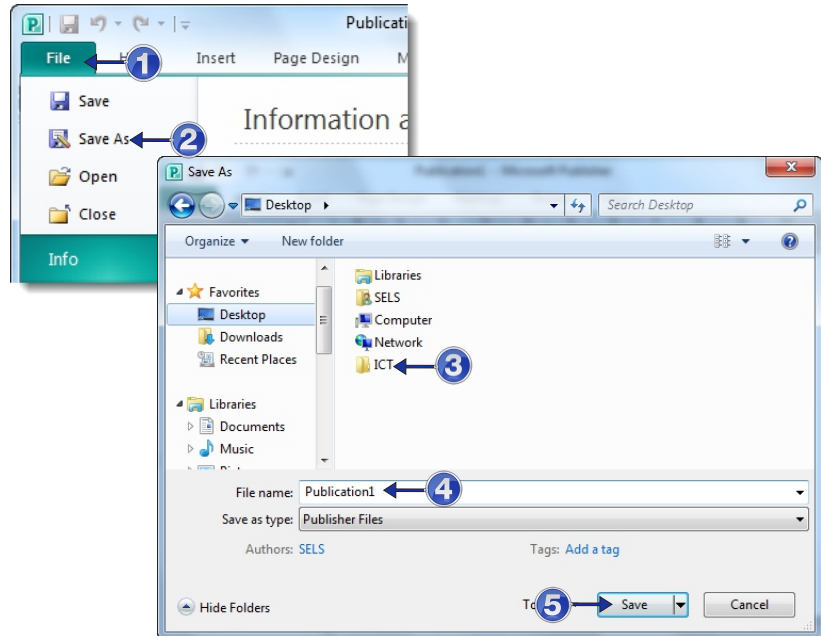
Saving a Publication

One of the most important tasks to complete your publication is to save it in a storage device like the hard drive of your computer or to any storage devices. Saving the Publication enables you to use it for printing and for future as well. You can save the publication in a standard publisher format, save it as a template, an older version or as PDF.

Save a Publication

1. Click the File Tab.

2. Choose Save As.

3. Choose the location where you want to save your publication.

4. Type the name of the publication and choose the type of the file.

5. Click Save.

Adding and Deleting a Page in Publication

When you add or delete pages, you will need to be working on the foreground of your publication. If you're not, click the Close Master Page button on the Master Page tab before using the following procedures.

Add a Page in Publication

1. In your open publication, turn to the page that will come before or after the pages you want to add.

2. On the Insert tab, select the Page button.

3. Select either:

   * Insert blank page to insert a new blank page after the currently selected page.

     Note: If you're in two-page spread view, two pages will be inserted.

   * Insert duplicate page to insert a new page containing the same content as the currently selected page.

   * Insert page to bring up the Insert Page dialog box. Select the options that you want and click OK.
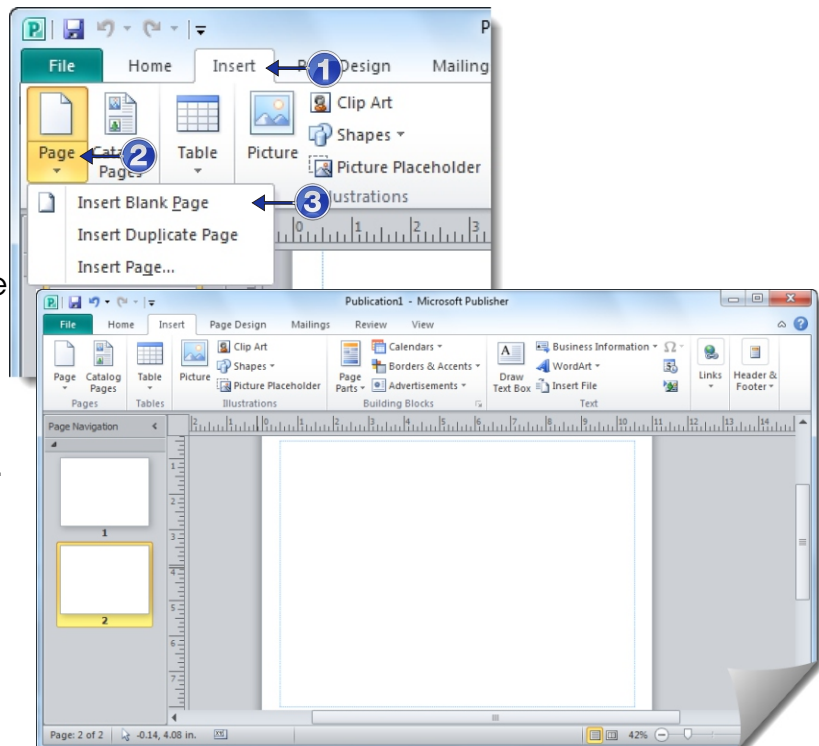
Delete a Page in Publication

When you delete a page, only text and objects specific to that page are deleted along with the page. For example, if the page contains text from a chain of connected frames, the text will simply move to an adjacent page.

① In your open publication, turn to the page that you want to delete.

② In the Page Navigation pane, select the page to delete.

③ On the Page Design tab, in the Pages group, click Delete.

If you're in two-page spread view, the Delete Page dialog box will appear. Select the option that you want, and click OK.

Tip: To avoid turning the current right-hand pages into left-hand pages, delete an even number of pages.
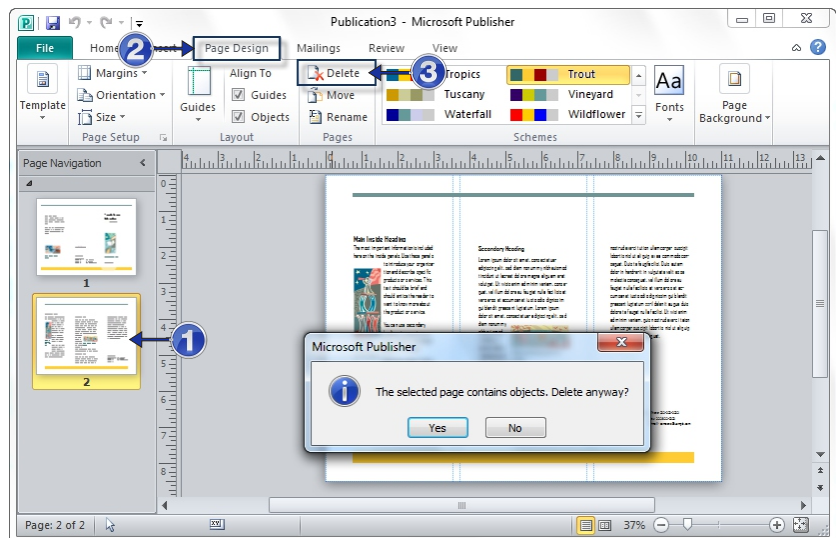
Setting Margins in Publication

Normally desktop printers have a nonprintable region around the edge of the paper that is between 0.17 and 0.5 inches wide. Nothing within that region will print. If you want to set the page margins for your publication to match the minimum margin that is supported by your printer, you must determine first the size of your printer's nonprintable region.

① Click the File button, and then Print to open the print page in the Backstage View.

② Choose the printer that you want to use.

③ On the right-hand edge of the Printer heading there is a small information icon, hover over this icon and information about your printer's status will be shown, including, the Printable Region section and its minimum margin values.
Note: You will need to use these margin values when you set the page margins in your publication.

Set Margins

④ On the Page Design tab, click Margins, and then click the Custom Margins.

⑤ Under Margin Guides, type the minimum margin values that you noted earlier for Left, Right, Top, and Bottom.

⑥ Click OK if you are finish.

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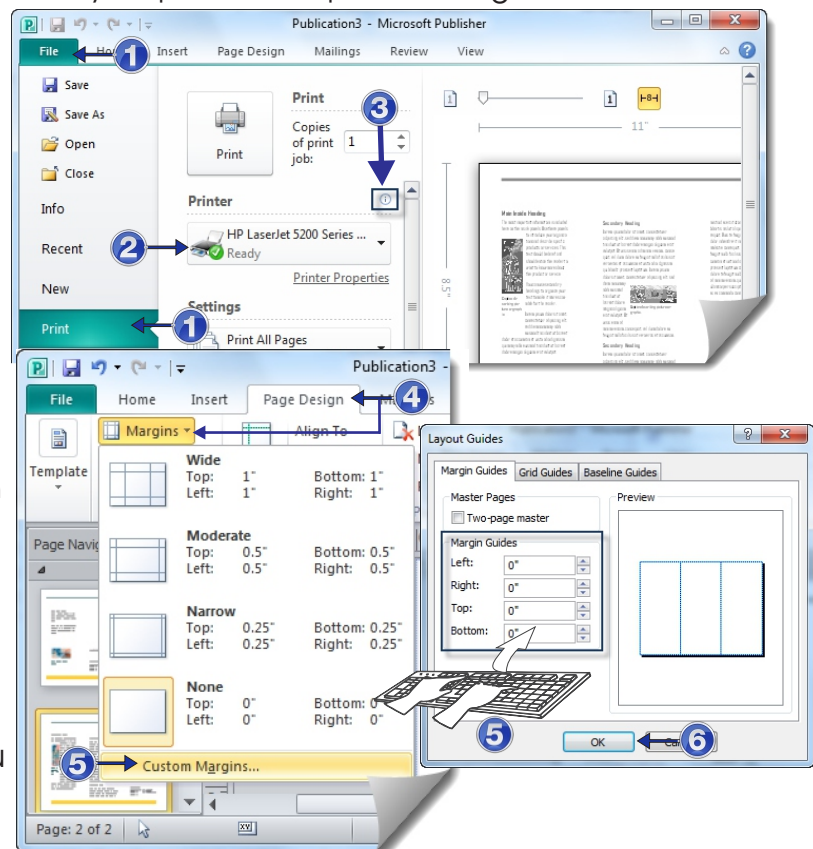
# Creating a Master Page (Repeating Objects on Every Page)

If you want certain design objects to repeat on every page of your publication. For example, a picture, a logo, a background pattern, and so on—you can place the object on a master page. Then, whenever you create a new page, the material on the master page will appear on the new page .

1 With your publication open in Publisher, click the Page Design tab and click Master Pages in the Page Background group.

2 Click Edit Master Pages.

3 Add the object or objects that you want to be repeated on every page.
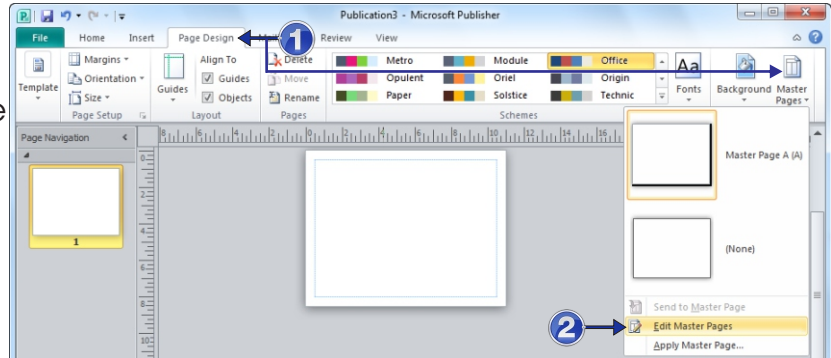
Click the Add Master Page button if you want an additional master page so that you can create a different layout in part of the publication, and place on that second master page the objects that you want to be repeated.

4 Click Two Page Master if you want to add elements to the master pages for right and left pages in your document.

5 Click Apply To, and choose whether you want to apply the master page elements to all pages in the document, to the current page, or to pages you select.

6 Click the Close Master Page button to return to your publication's Normal view.

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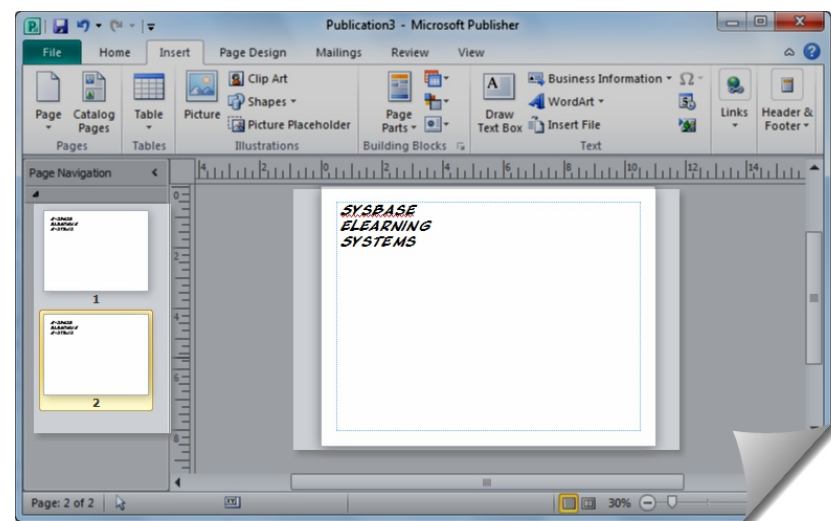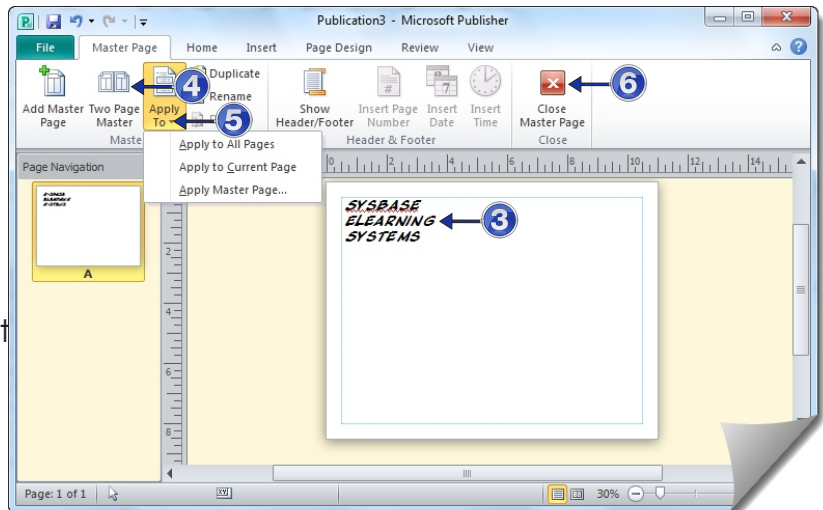
Zooming In and Out

You can use Publisher's Zoom feature to control the magnification of your publication. By default, Publisher displays your document in a zoomed-out view so that you can see all the elements on a page. When you begin working with the publication, adding text and formatting, you can zoom in to better see what you are doing. There are few ways to zoom in and out of your publication. One is to use the Zoom settings on the View tab. Another is to use the Zoom buttons and third is to use your keyboard. You will learn how to use all these three techniques in this section.

Specify a Magnification

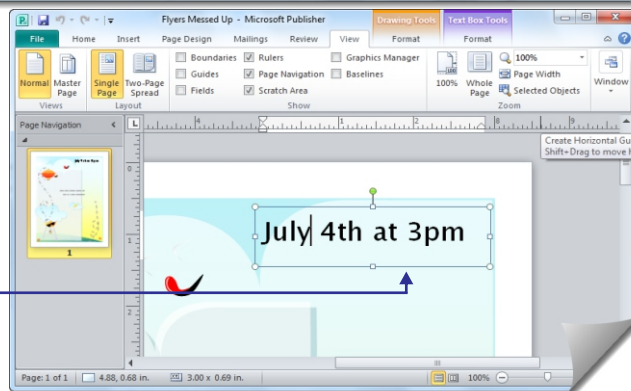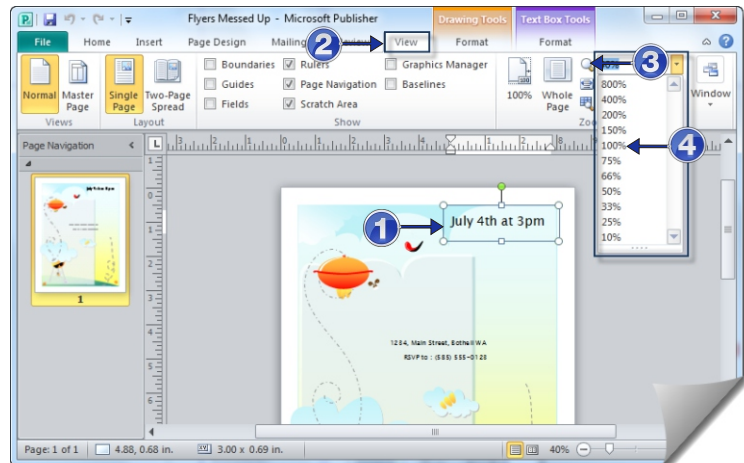1. Click the area of the publication where you want to change the zoom magnification.

   When you click an object on the page, Publisher surrounds it with selection handles.

2. Click the View tab.

3. Click the Zoom .

4. Click a percentage.

   You can also type a value in the Zoom field.

   Note: To quickly zoom to 100 percent, you can click the 100% button in the View tab's Zoom group. To quickly view the whole page, click the Whole Page button.

   Publisher changes the magnification setting for your publication.

Use Zoom Buttons

1. Click the area of the publication where you want to change the zoom.

2. Click the Zoom Out (⊟) or Zoom In (⊞) button.

   You can click the Zoom buttons multiple times to change the level of magnification.

   You can also click and drag the slider to change the zoom.

   Publisher changes the magnification setting for your publication.
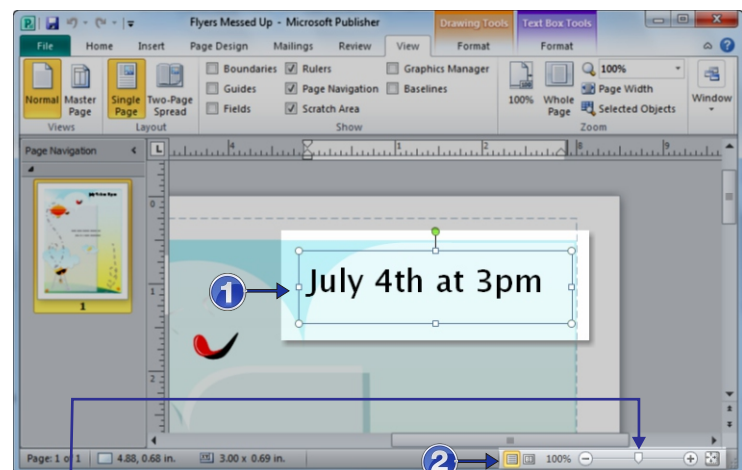
   In this example, the publication is zoomed out.

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