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# *MS Publisher 2010*

## *Creating a brochure*

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### **Course Content**

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This session is a brief introduction to creating a brochure using Microsoft Publisher 2010 in the Waikato Management School student computer labs. These notes assume you are reasonably familiar with the Windows environment and Microsoft Word. It is also helpful to have a working knowledge of PowerPoint – arranging elements on a slide is similar to arranging objects in Publisher.

Please note that Microsoft Publisher is not fully supported within the Waikato Management School. Student lab assistants may not be able to assist you with complex Publisher questions.

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## Overview

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Publications such as flyers, newsletters and brochures can be a little difficult to create in a word processing program, especially if those publications have quite complex page layouts and formatting.

Microsoft Publisher gives you precise control over the positioning of text with images and other design elements. You get this level of control because Publisher is 'object-oriented' ie it treats a document as a collection of separate objects which can be moved, edited, or deleted, independently of other objects in the document. An object can be a block of text or an image.

Take some time to browse through the tabs and options in Publisher. As a general rule, to change something in Publisher, select it, then right-click it and choose from the options available.

## Getting started

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### In the Waikato Management School computer labs

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1. Click on **Start** button then **All programs, Microsoft Office, Microsoft Publisher 2010**
2. The program opens.
3. You should now be in the Microsoft Publisher 2010 "Available Templates" screen.

### Different ways to create a publication

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When you first start a publication, you can start with a blank page or you can use any of a number of pre-designed templates that are available.

Using a pre-designed template is usually the easiest and fastest way to create a publication. You can tailor the design to your own needs.

If you have your own design in mind, you can create a publication from scratch. Publisher provides a blank page. The rest is up to you.

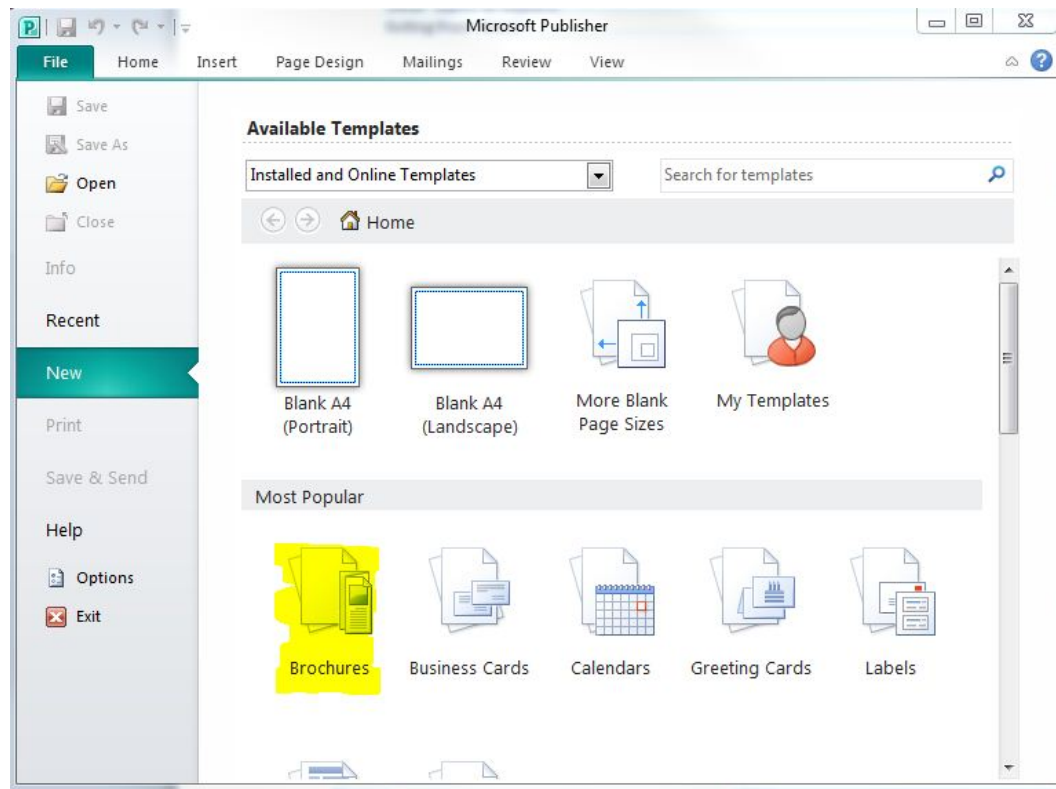
However, it may be easier to start with a template, and delete the elements that you don't want. To begin, we will concentrate on creating a brochure using a pre-designed template.

# Creating a brochure from a template

## Choosing a template

In the “Available Templates” screen:

1. Under the “Most Popular” heading, click on **Brochures**

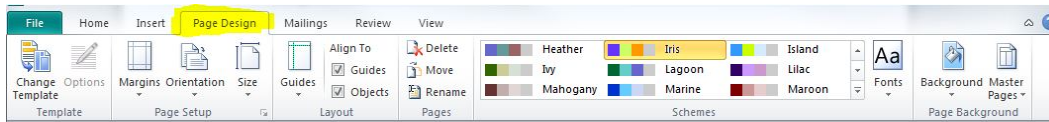


2. The middle part of the screen changes to show the variety of brochure styles available. On the right-hand side of the screen you can choose different options – we will leave these for now. Double-click on a brochure style to select it.
3. As soon as you double-click on a brochure style, the **Page Navigation** Task Pane appears on the left-hand side of the screen and your chosen brochure template shows in the main part of the screen. Notice that in the **Page Navigation** Task Pane there are symbols that indicate the “front” and “back” of the brochure. Page 1 is the outside, and Page 2 the inside of the brochure.



## Refining the template

The **Page Design** tab allows you to change the template, page setup, colour schemes, font schemes and other options.



## Changing the Colour Scheme

To change the colour scheme in the brochure:

1. Click-on the **Page Design** tab. Move to the **Schemes** group.
2. Click on the downward pointing arrow and try some different colour schemes. As you select the different colour schemes, you will notice that the brochure template on the right changes its colour scheme to the one you selected.

## Changing the Font Scheme

To change the font scheme in the brochure:

1. Click-on the **Page Design** tab. Move to the **Fonts** group.
2. Click on the downward pointing arrow and try some different font schemes. As you select the different font schemes, you will notice that the brochure template on the right changes its font combinations to the one you selected.

## Other

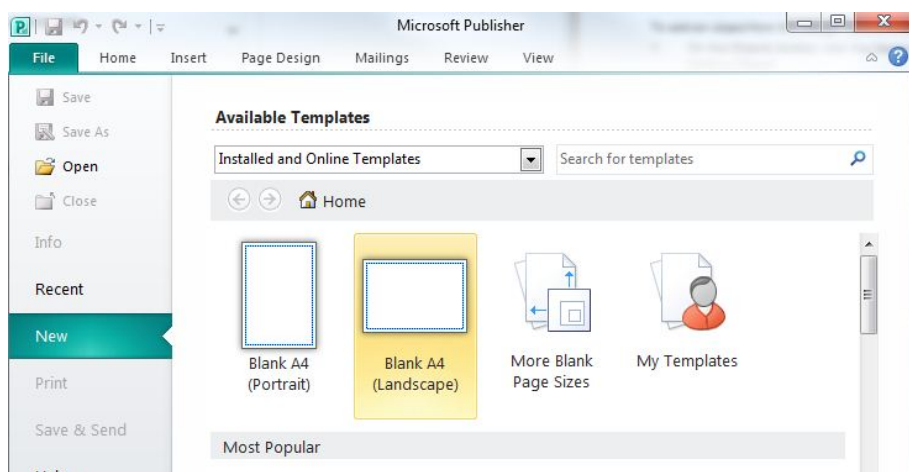
In the **Page Setup** group (under the **Page Design** tab) you can change the page size – make sure the page size is A4.

# Creating a brochure “from scratch”

To begin, open Publisher 2010. You should now be in the Microsoft Publisher 2010 “Available Templates” screen.

## Choosing a blank publication

1. Under the “Home” heading, click on Blank A4 Landscape



2. Save your file.

## Setting up the brochure

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### Setting the margins

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1. Go to the **Page Design** tab, and from the **Page Setup** group, choose **Margins, Custom Margins**
2. A “Layout Guides” dialog box appears.
3. Ensure the **Margin Guides** tab is selected.
4. Set all the margin guides to zero and click on **OK**

### Setting the grid guides

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1. Go to the **Page Design** tab, and from the **Page Setup** group, choose **Margins, Custom Margins**
2. Click on the **Grid Guides** tab.
3. Under **Column Guides and Columns**: enter **3** and click on **OK**

### Adding another page

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1. Go to the **Insert** tab, and from the **Pages** group, click on the lower half of the **Page** button.
2. Choose from the options available.
3. The new page or pages appear.

## Elements in the brochure - objects

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Your brochure in Publisher contains elements called objects. An object can be a block of text, or a graphic. In order to put an “object” into your publication, you must set a “Text block” or “Place holder”. “Objects” can be placed anywhere on the page that you wish by clicking and dragging, or cutting and pasting.

To edit an object:

1. Right-click the object you want to change, and choose click **Format <object type>**.
2. The “Format <object type>” dialog box appears.
3. Select the options you want, amend them, and click on **OK**

### To add an image:

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1. Go to the **Insert** tab, and from the **Illustrations** group choose **Picture**
  2. Move to an image file, choose it and click on **OK**
  3. You can move or resize the image. To change it:
    - a) Click the right-mouse button and choose **Format Picture**
    - b) A “Picture” dialog box appears.
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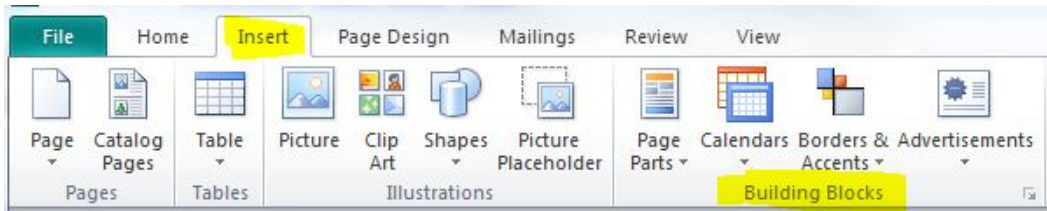
- c) Choose from the options and click on **OK**

## Building blocks

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From the **Insert** tab, in the **Building Blocks** group, you have a range of useful objects for your publications.

To add an object , just click and choose 😊



## Grouping and Ungrouping objects

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When you group objects, you combine them so you can work with them as though they were a single object.

To group objects:

1. Select the objects you want to group. You can drag over the objects if they are close to each other, or hold down the **Ctrl** key and click the objects you want to group.
2. Go to the **Drawing tools** (or whatever Tools show), **Format** tab and from the **Arrange** group, choose **Group**. The objects become “one”.
3. To ungroup the objects, choose **Ungroup**. The objects ungroup and you can edit them individually.

## Aligning objects

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You can arrange text boxes, pictures, shapes, and drawing objects so that they line up with a grid line or a ruler mark. Or you can line up objects relative to each other so that the placement of the objects is based on the placement of another object, group of objects, or the margins.

To align or distribute objects:

1. Select the objects you want to align. You can drag over the objects if they are close to each other, or hold down the **Ctrl** key and click the objects you want to align or distribute.
2. Go to the **Drawing tools** (or whatever Tools show), **Format** tab and from the **Arrange** group, choose **Align** and then select the option you want.

## Other features

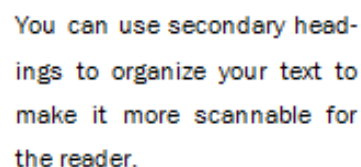
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### Working with text

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In Microsoft Publisher, you not only type text, you also position it on a page. You do this by creating a text box, typing your text into the box, and then, if necessary, moving or resizing the box. If you see a little box with three full stops on the text box, that indicates a “text overflow,” i.e. the text box is too small the text.

If your text won't fit within the box, Publisher can automatically fit the text by reducing the font size. To continue text elsewhere in the publication, you can also connect one box to another.



You can use secondary headings to organize your text to make it more scannable for the reader.

The diagram illustrates a text box with a text overflow icon (three dots) on its right side. A vertical line extends from the box, and a horizontal line connects it to another box, demonstrating how text can flow from one box to another.

Text in connected text boxes flows from one box to the next. You can add notices that guide your reader to the next section. A chain of connected boxes is called a story. We will go through text techniques in more detail when we create a newsletter.

To create a text box:

1. Go to the **Insert** tab, and from the **Text** group choose **Draw Text Box**
2. Click where you want a corner of the text box to start, then drag diagonally until you have the box size you want.

### Zoom-in and Zoom-out

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Use the zoom tools on the bottom right of the screen to get an overview or move in close up to aspects of your brochure.

## Printing your brochure

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### Draft copies

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When checking and proof-reading your brochure it is best to print out the file on the ordinary black and white laser printers in the Waikato Management School student labs. The file will automatically print double sided.

### Final copy

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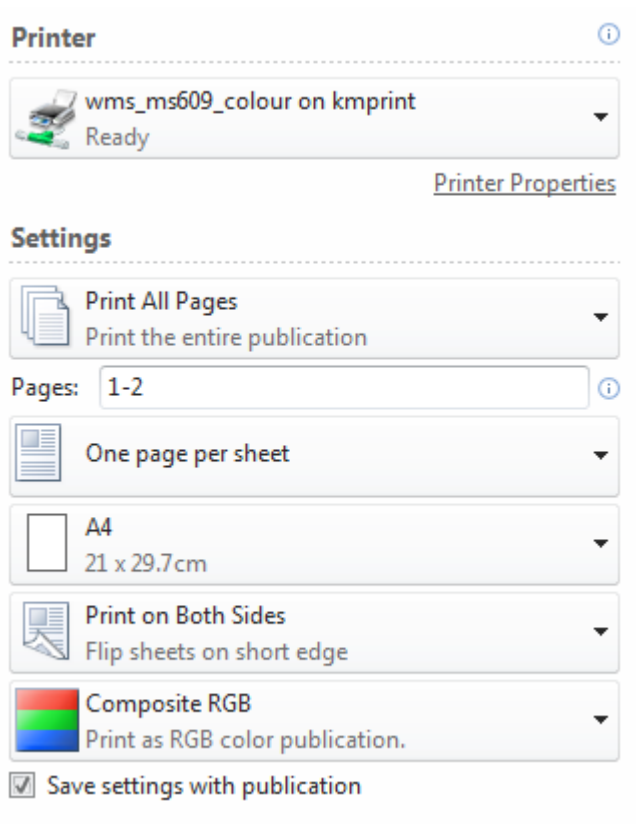
Printing can be time consuming and a little problematic. Make sure to allow plenty of time to print the final copy of your brochure. The print settings you need to use vary with each printer and each program you print from.

## Colour – use MS6 – print from Publisher

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The KM printer in MS6.09 can be used to print your brochure in colour. To print your Publisher brochure (as an A4 sheet of paper, landscape, flipped the right way) complete the following steps.

1. Go to the **File** tab and choose **Print**
2. You will see a “preview” of your brochure.
3. Choose the printer **wms\_ms609\_colour on kmprint**
4. Under Settings, choose **Print on Both Sides Flip Sheets on short edge**
5. Use the transparency slider to make sure your brochure will print correctly.
6. The setup should look similar to the following image.



7. Click on the **Print** button.

## Saving as a PDF file

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If you take your brochure file to a commercial printer to print, it is a good idea to bring the Publisher file and a PDF file. In the WMS student computer labs, to save your newsletter as a PDF file, complete the following steps.

1. In Publisher, go to the **File** tab and choose **Save As**
2. A “Save As” dialog box appears.
3. Choose the **PDF(\*.pdf)** option.
4. Name the file and click on **Save**
5. Open the PDF file (in Adobe Reader X) to check that it looks as it should.