

Microsoft®

The Microsoft Office logo is positioned on the left side of the cover. It consists of five colored squares arranged in a 2x3 grid, with the bottom-right square missing. The colors are orange, blue, yellow, and green. The top-right square is a smaller, semi-transparent blue square.

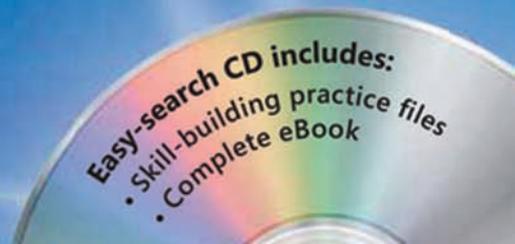
Step by Step

Microsoft®

Office Publisher 2007

Build *exactly* the skills you need.
Learn at the *pace you* want.

Joyce Cox and Joan Preppernau

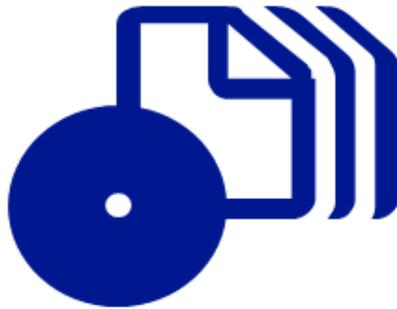
A partial view of a CD-ROM is shown in the bottom right corner of the cover. It has a rainbow-colored reflective surface.

Easy-search CD includes:

- Skill-building practice files
- Complete eBook



How to access your CD files



The print edition of this book includes a CD. To access the CD files, go to <http://aka.ms/622999/files>, and look for the Downloads tab.

Note: Use a desktop web browser, as files may not be accessible from all ereader devices.

Questions? Please contact: mspinput@microsoft.com

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The Team

Without the support of the hard-working members of the OTSI publishing team, this book would not exist. Barry Preppernau provided technical review services. Robert (RJ) Cadranell guided the production process. Lisa Van Every laid out the book using Adobe InDesign, and Jaime Odell provided quality control and editorial support. Susie Bayers, Marlene Lambert, and Jean Trenary tied up loose ends and, as always, did whatever was necessary to create an excellent product. Nancy Guenther created the index, and Rosemary Caperton provided invaluable support on behalf of Microsoft Press.

Online Training Solutions, Inc. (OTSI)



OTSI specializes in the design, creation, and production of Office and Windows training products for information workers and home computer users. For more information about OTSI, visit

www.otsi.com

Introducing Publisher 2007

Microsoft Office Publisher 2007 is a desktop publishing program with which you can create a wide variety of professional-looking publications intended for print or online presentation. Publisher provides well-thought-out templates to help you structure content within a publication (or you can start from scratch), and professionally designed color palettes that can quickly change an amateur publication into a masterpiece.

When designing multiple publications for an organization, you can automatically incorporate brand elements such as colors, fonts, and logos into business stationery, brochures, newsletters, cards, catalogs, and many other publications. After you create a publication, Publisher helps you to print it, package it for professional printing, distribute it by e-mail, or publish it to a Web site.

New Features

Publisher 2007 has a lot of neat new features that simplify the process of creating a classy publication. We don't indicate which features are new within the book, but we do list them here. To locate information about a specific feature, see the index at the back of this book.

If you're upgrading to Publisher 2007 from a previous version, you're probably more interested in the differences between the old and new versions and how they will affect you than you are in the basic functionality of Publisher. To help you identify the entire scope of change from the version of Publisher you're familiar with, we've listed here the new features introduced in Publisher 2007 and in Publisher 2003.

If You Are Upgrading from Publisher 2003

Use these new features to create high-quality branded publications and marketing collateral:

- **Apply your brand in one step** With Publisher 2007, you can easily apply and view elements from your brand—logo, colors, fonts, and business information—to all templates, in one step.
- **Template search** Quickly find just the right template within Publisher 2007 or on Microsoft Office Online. Preview Office Online templates within Publisher 2007.

- **Office Online templates preview** When connected to the Internet, you can access hundreds of Publisher templates available on Office Online right from within Publisher 2007.
- **Publisher Tasks** Use new Publisher Tasks in Publisher 2007 for help with common Publisher creation and distribution procedures.
- **Store frequently used design elements** Store and reuse text, graphics, and design elements across Publisher publications by using the Content Library.

Use these new features to create effective online marketing campaigns:

- **Personalized e-mail with E-Mail Merge** Create and send personalized marketing communications by e-mail using E-mail Merge.
- **Personalized hyperlinks** Personalize the display text and hyperlinks to further personalize your e-mail merge communications.
- **Improve navigation with bookmarks** Add bookmarks to help readers quickly browse publications and e-mail messages.
- **Apply an e-mail template to publications** Convert a multiple-page publication such as a newsletter, add bookmarks, and distribute it as an e-mail message.
- **Check your e-mail design** Identify and correct potential problems with e-mail publications, such as text converted to an image, with the enhanced Design Checker.

Use these new features to manage and personalize lists:

- **Combine lists within Publisher** Combine, edit, and save lists from multiple sources—including Microsoft Office Excel 2007, Microsoft Office Outlook 2007, and Microsoft Office Access 2007—within Publisher 2007 to create personalized print and e-mail materials or to build a publication by using Catalog Merge.
- **Personalized hyperlinks** Personalize the display text and hyperlinks to further personalize your e-mail merge communications.
- **Personalization tips with Publisher Tasks** Use Publisher Tasks to learn how to prepare a mailing list, and get tips for personalizing a mailing list, purchasing a mailing list, and using mailing services.

Use these new features to share, print, and publish publications:

- **Publish in PDF or XPS format** After installing a free add-in, you can save Publisher files in PDF or XPS file format for sharing, online viewing, and printing.
- **Create press-ready PDF files** For commercial printers using a PDF workflow, press-ready PDF files from Publisher 2007 means easier acceptance of Publisher files.

Use these new features to integrate Publisher with Microsoft Office Outlook 2007 with Business Contact Manager:

- **Create a new marketing campaign** Initiate a new marketing campaign using Outlook 2007 with Business Contact Manager from a new toolbar within Publisher. Identify lists of Business Contacts or Accounts to which to distribute publications.
- **Link to Business Contacts for tracking** Create a flyer, newsletter, e-mail message, or other publication, and indicate which Business Contacts, Accounts, Opportunities, or Business Projects within Outlook 2007 with Business Contact Manager are to receive your publication.
- **Search folders** With improved Mail Merge and E-mail Merge functionality, you can now choose Outlook contacts saved to Search Folders.

If You Are Upgrading from Publisher 2002

In addition to the features listed in the previous section, if you're upgrading from Publisher 2002 (part of the Microsoft Office XP program suite), you'll find the following:

- **Catalog Merge** Use Catalog Merge to build custom materials, such as datasheets or catalogs, by merging text and images from a database—for example, those in Access, Excel, or Outlook.
- **Baseline alignment and guides** Improve the appearance of text by aligning text across multiple columns and evenly spacing text in columns. You can also align text to a baseline guide.
- **Start your own template library** Easily save, categorize, and access your own branded templates in My Templates within Publisher 2007.
- **Save as picture** Group and save design elements as graphics, and specify the image format and resolution you want to use in other programs.
- **E-mail templates** Choose from dozens of e-mail publication templates for a quick start to your e-mail communications.
- **Incremental Web site upload** Upload only the changes to a publication that has already been posted to a Web server.
- **CMYK composite postscript** Create process-color (CMYK) composite postscript files, a feature highly requested by commercial printers that makes it easier for you to get your Publisher publications commercially printed.
- **Advanced print settings** Create separations directly from the Print dialog box, including converting spot colors to process colors.

Publisher Basics

As with all programs in the 2007 Microsoft Office release, the most common way to start Publisher is from the Start menu displayed when you click the Start button at the left end of the Windows taskbar.

When you are working in a publication, here are a few things to know about the contents of the Publisher program window:

- The *title bar* displays the name of the active document. At the right end of the title bar are the three familiar buttons that have the same function in all Windows programs. You can temporarily hide the Publisher window by clicking the Minimize button, adjust the size of the window with the Restore Down/Maximize button, and close the active document or quit Word with the Close button.
- Some button names are displayed and some aren't. Pausing the mouse pointer over any button for a few seconds (called *hovering*) displays a *ScreenTip* with not only the button's name but also its function.
- Some buttons have arrows, but not all arrows are alike. If you point to a button and both the button and its arrow are in the same box and are the same color, clicking the button will display options for refining the action of the button. If you point to a button and the button is in one box and its arrow is in a different box with a different shade, clicking the button will carry out that action with the button's current settings. If you want to change those settings, you need to click the arrow to see the available options.
- Across the bottom of the program window, the *status bar* gives you information about the current document.

Let's Get Started!

Publisher is a fun program to use, and after becoming familiar with the basic tools and techniques, there is practically no limit to the types of publications you can create. This book gives you straightforward instructions for using Publisher. It takes you from knowing little or nothing about Publisher—or, for that matter, about desktop publishing—to a level of expertise that will enable you to create professional-looking publications for printing or Web distribution. We look forward to showing you around Microsoft Office Publisher 2007.

Information for Readers Running Windows XP

The graphics and the operating system–related instructions in this book reflect the Windows Vista user interface. However, Windows Vista is not required; you can also use a computer running Windows XP.

Most of the differences you will encounter when working through the exercises in this book on a Windows XP computer center around appearance rather than functionality. For example, the Windows Vista Start button is round rather than rectangular and is not labeled with the word *Start*; window frames and window-management buttons look different; and if your system supports Windows Aero, the window frames might be transparent.

In this section, we provide steps for navigating to or through menus and dialog boxes in Windows XP that differ from those provided in the exercises in this book. For the most part, these differences are small enough that you will have no difficulty in completing the exercises.

Managing the Practice Files

The instructions given in the “Using the Book’s CD” section are specific to Windows Vista. The only differences when installing, using, uninstalling, and removing the practice files supplied on the companion CD are the default installation location and the uninstall process.

On a Windows Vista computer, the default installation location of the practice files is *Documents\Microsoft Press\SBS_Publisher2007*. On a Windows XP computer, the default installation location is *My Documents\Microsoft Press\SBS_Publisher2007*. If your computer is running Windows XP, whenever an exercise tells you to navigate to your *Documents* folder, you should instead go to your *My Documents* folder.

To uninstall the practice files from a Windows XP computer:



1. On the Windows taskbar, click the **Start** button, and then click **Control Panel**.
2. In **Control Panel**, click (or in Classic view, double-click) **Add or Remove Programs**.

3. In the **Add or Remove Programs** window, click **Microsoft Office Publisher 2007 Step by Step**, and then click **Remove**.
4. In the **Add or Remove Programs** message box asking you to confirm the deletion, click **Yes**.

Important If you need help installing or uninstalling the practice files, please see the “Getting Help” section later in this book. Microsoft Product Support Services does not provide support for this book or its companion CD.

Using the Start Menu

To start Microsoft Office Publisher 2007 on a Windows XP computer:

- Click the **Start** button, point to **All Programs**, click **Microsoft Office**, and then click **Microsoft Office Publisher 2007**.

Folders on the Windows Vista Start menu expand vertically. Folders on the Windows XP Start menu expand horizontally. However, the steps to access a command on the Start menu are identical on both systems.

Navigating Dialog Boxes

On a Windows XP computer, some of the dialog boxes you will work with in the exercises not only look different from the graphics shown in this book but also work differently. These dialog boxes are primarily those that act as an interface between Publisher and the operating system, including any dialog box in which you navigate to a specific location.

For example, to navigate to the *GettingStarted* folder in Windows XP:

- On the **Places** bar, click **My Documents**. Then in the folder content pane, double-click **Microsoft Press, SBS_Publisher2007**, and then **GettingStarted**.

To move back to the *SBS_Publisher2007* folder in Windows XP:

- On the toolbar, click the **Up One Level** button.



Up One Level

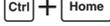
Features and Conventions of This Book

This book has been designed to lead you step by step through all the tasks you are most likely to want to perform in Microsoft Office Publisher 2007. If you start at the beginning and work your way through all the exercises, you will gain enough proficiency to be able to create quite elaborate publications with Publisher. However, each topic is self contained. If you have worked with a previous version of Publisher, or if you completed all the exercises and later need help remembering how to perform a procedure, the following features of this book will help you locate specific information:

- **Detailed table of contents.** A listing of the topics and sidebars within each chapter.
- **Chapter thumb tabs.** Easily locate the beginning of the chapter you want.
- **Topic-specific running heads.** Within a chapter, quickly locate the topic you want by looking at the running head of odd-numbered pages.
- **Quick Reference.** General instructions for each procedure covered in specific detail elsewhere in the book. Refresh your memory about a task while working with your own documents.
- **Detailed index.** Look up specific tasks and features and general concepts in the index, which has been carefully crafted with the reader in mind.
- **Companion CD.** Contains the practice files needed for the step-by-step exercises, as well as a fully searchable electronic version of this book and other useful resources.

In addition, we provide a glossary of terms for those times when you need to look up the meaning of a word or the definition of a concept.

You can save time when you use this book by understanding how the *Step by Step* series shows special instructions, keys to press, buttons to click, and so on.

Convention	Meaning
	This icon at the end of a chapter introduction indicates information about the practice files provided on the companion CD for use in the chapter.
USE	This paragraph preceding a step-by-step exercise indicates the practice files that you will use when working through the exercise.
BE SURE TO	This paragraph preceding or following an exercise indicates any requirements you should attend to before beginning the exercise or actions you should take to restore your system after completing the exercise.
OPEN	This paragraph preceding a step-by-step exercise indicates files that you should open before beginning the exercise.
CLOSE	This paragraph following a step-by-step exercise provides instructions for closing open files or programs before moving on to another topic.
1 2	Blue numbered steps guide you through step-by-step exercises and Quick Reference versions of procedures.
1 2	Black numbered steps guide you through procedures in sidebars and expository text.
→	An arrow indicates a procedure that has only one step.
See Also	These paragraphs direct you to more information about a given topic in this book or elsewhere.
Troubleshooting	These paragraphs explain how to fix a common problem that might prevent you from continuing with an exercise.
Tip	These paragraphs provide a helpful hint or shortcut that makes working through a task easier, or information about other available options.
Important	These paragraphs point out information that you need to know to complete a procedure.
	A plus sign (+) between two key names means that you must hold down the first key while you press the second key. For example, “press  +  ” means “hold down the  key while you press the  key.”
Program interface elements	In steps, the names of program elements, such as buttons, commands, and dialog boxes, are shown in black bold characters.
User input	Anything you are supposed to type appears in blue bold characters.
Glossary terms	Terms that are explained in the glossary at the end of the book are shown in blue italic characters.

Using the Book's CD

The companion CD included with this book contains the practice files you'll use as you work through the book's exercises, as well as other electronic resources that will help you learn how to use Microsoft Office Publisher 2007.

What's on the CD?

The following table lists the practice files supplied on the book's CD.

Chapter	Files
Chapter 1: Getting Started with Publisher 2007	<i>Importing.docx</i> <i>Logo.png</i> <i>Opening.pub</i> <i>Printing.pub</i>
Chapter 2: Creating Visual Interest	<i>Birthday at the Ritz.png</i> <i>Text.docx</i>
Chapter 3: Creating Colorful Cards and Calendars	<i>Arizona10.jpg</i> <i>DataSource.xlsx</i> <i>FoldedCard.pub</i> <i>Postcard.pub</i>
Chapter 4: Marketing Your Product, Service, or Organization	<i>Brochure.pub</i> <i>BusinessCard.pub</i> <i>Envelope.pub</i> <i>Flyer.pub</i> <i>Icon.png</i> <i>Invoice.pub</i> <i>Name.png</i>
Chapter 5: Creating Text-Based Publications	<i>ADatumNews.pub</i>
Chapter 6: Communicating Your Message Online	<i>BookSeries.pub</i> <i>WineTasting.pub</i>

In addition to the practice files, the CD contains some exciting resources that will really enhance your ability to get the most out of using this book and Publisher 2007, including the following eBooks:

- *Microsoft Office Publisher 2007 Step by Step*
- *Microsoft Computer Dictionary*, 5th ed.
- *First Look 2007 Microsoft Office System* (Katherine Murray, 2006)
- Sample chapter and poster from *Look Both Ways: Help Protect Your Family on the Internet* (Linda Criddle, 2007)
- Microsoft Office Fluent Ribbon Quick Reference
- Windows Vista Product Guide

Important The companion CD for this book does not contain the Publisher 2007 software. You should purchase and install that program before using this book.

Minimum System Requirements

2007 Microsoft Office System

The 2007 Microsoft Office system includes the following programs:

- Microsoft Office Access 2007
- Microsoft Office Communicator 2007
- Microsoft Office Excel 2007
- Microsoft Office Groove 2007
- Microsoft Office InfoPath 2007
- Microsoft Office OneNote 2007
- Microsoft Office Outlook 2007
- Microsoft Office Outlook 2007 with Business Contact Manager
- Microsoft Office PowerPoint 2007
- Microsoft Office Publisher 2007
- Microsoft Office Word 2007

No single edition of the 2007 Microsoft Office system installs all of the above programs. Specialty programs available separately include Microsoft Office Project 2007, Microsoft Office SharePoint Designer 2007, and Microsoft Office Visio 2007.

To run these programs, your computer needs to meet the following minimum requirements:

- 500 megahertz (MHz) processor
- 256 megabytes (MB) RAM
- CD or DVD drive
- 2 gigabyte (GB) hard disk space for installation; a portion of this disk space will be freed if you select the option to delete the installation files

Tip Hard disk requirements will vary depending on configuration; custom installation choices may require more or less hard disk space.

- Monitor with 800 × 600 screen resolution; 1024 × 768 or higher recommended
- Keyboard and mouse or compatible pointing device
- Internet connection, 128 kilobits per second (Kbps) or greater, for download and activation of products, accessing Microsoft Office Online and online Help topics, and any other Internet-dependent processes
- Windows Vista or later, Microsoft Windows XP with Service Pack 2 (SP2), or Microsoft Windows Server 2003 or later
- Windows Internet Explorer 7 or Microsoft Internet Explorer 6 with service packs

The 2007 Microsoft Office suites, including Office Basic 2007, Office Home & Student 2007, Office Standard 2007, Office Small Business 2007, Office Professional 2007, Office Ultimate 2007, Office Professional Plus 2007, and Office Enterprise 2007, all have similar requirements.

Step-by-Step Exercises

In addition to the hardware, software, and connections required to run the 2007 Microsoft Office system, you will need the following to successfully complete the exercises in this book:

- Publisher 2007, Word 2007, and Outlook 2007
- Access to a printer
- 4 MB of available hard disk space for the practice files

Installing the Practice Files

You need to install the practice files to a suitable location on your hard disk before you can use them in the exercises. Follow these steps:

1. Remove the companion CD from the envelope at the back of the book, and insert it into the CD drive of your computer.

The Step By Step Companion CD License Terms appear. Follow the on-screen directions. To use the practice files, you must accept the terms of the license agreement. After you accept the license agreement, a menu screen appears.

Important If the menu screen does not appear, click the Start button and then click Computer. Display the Folders list in the Navigation Pane, click the icon for your CD drive, and then in the right pane, double-click the StartCD executable file.

2. Click **Install Practice Files**.
3. Click **Next** on the first screen, and then click **Next** to accept the terms of the license agreement on the next screen.
4. If you want to install the practice files to a location other than the default folder (*Documents\Microsoft Press\SBS_Publisher2007*), click the **Change** button, select the new drive and path, and then click **OK**.

Important If you install the practice files to a location other than the default, you will need to substitute that path within the exercises.

5. Click **Next** on the **Choose Destination Location** screen, and then click **Install** on the **Ready to Install the Program** screen to install the selected practice files.
6. After the practice files have been installed, click **Finish**.
7. Close the **Step by Step Companion CD** window, remove the companion CD from the CD drive, and return it to the envelope at the back of the book.

Using the Practice Files

When you install the practice files from the companion CD that accompanies this book, the files are stored on your hard disk in *Documents\Microsoft Press\SBS_Publisher2007*. Each exercise is preceded by a paragraph that lists the files needed for that exercise and explains any preparations needed before you start working through the exercise. Here are examples:



USE the *Opening* publication. This practice file is located in the *Documents\Microsoft Press\SBS_Publisher2007\GettingStarted* folder.

BE SURE TO start your computer, but don't start Publisher before starting this exercise.

You can browse to the practice files in Windows Explorer by following these steps:



1. On the Windows taskbar, click the **Start** button, and then click **Documents**.
2. In your **Documents** folder, double-click **MSP**, double-click **SBS_Publisher2007**, and then double-click a specific chapter folder.

You can browse to the practice files from a Publisher 2007 Open Publication dialog box by following these steps:

1. In the **Favorite Links** pane in the dialog box, click **Documents**.
2. In your **Documents** folder, double-click **Microsoft Press**, double-click **SBS_Publisher2007**, and then double-click the specified chapter folder.

Removing and Uninstalling the Practice Files

After you finish working through this book, delete the practice documents, messages, and other items you created while working through the exercises, and then uninstall the practice files that were installed from the companion CD. Follow these steps:



1. On the Windows taskbar, click the **Start** button, and then click **Control Panel**.
2. In **Control Panel**, under **Programs**, click the **Uninstall a program** task.
3. In the **Programs and Features** window, click **Microsoft Office Publisher 2007 Step by Step**, and then on the toolbar at the top of the window, click the **Uninstall** button.
4. If the **Programs and Features** message box asking you to confirm the deletion appears, click **Yes**.

See Also If you need additional help installing or uninstalling the practice files, see [“Getting Help”](#) later in this book.

Important Microsoft Product Support Services does not provide support for this book or its companion CD.

Getting Help

Every effort has been made to ensure the accuracy of this book and the contents of its companion CD. If you do run into problems, please contact the sources listed below for assistance.

Getting Help with This Book and Its Companion CD

If your question or issue concerns the content of this book or its companion CD, please first search the online Microsoft Press Knowledge Base, which provides support information for known errors in or corrections to this book, at the following Web site:

www.microsoft.com/mspress/support/search.asp

If you do not find your answer in the online Knowledge Base, or if you experience a technical difficulty with the companion CD, send your comments or questions to Microsoft Press Technical Support at:

mspinput@microsoft.com

Getting Help with Publisher 2007

If your question is about Microsoft Office Publisher 2007, and not about the content of this Microsoft Press book, your first recourse is the Publisher Help system. This system is a combination of tools and files stored on your computer when you installed the 2007 Microsoft Office system and, if your computer is connected to the Internet, information available from Microsoft Office Online. There are several ways to find general or specific Help information:

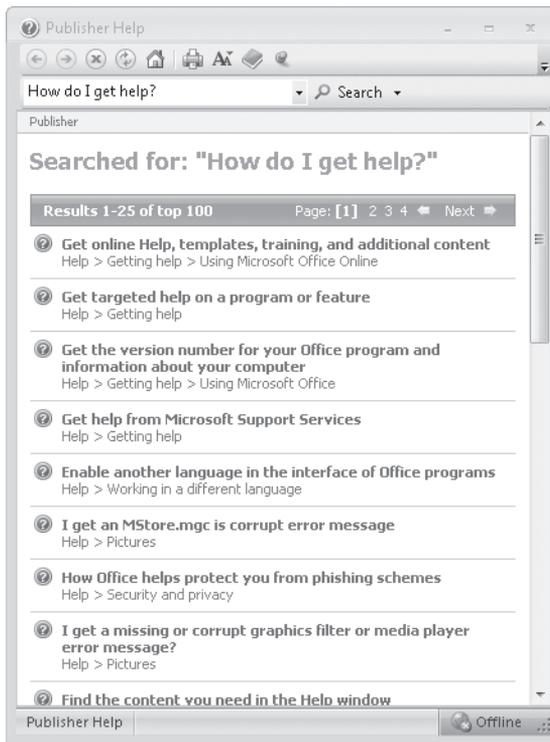
- To find out about an item on the screen, you can display a **ScreenTip**. For example, to display a ScreenTip for a button, point to the button without clicking it. The ScreenTip gives the button's name and the associated keyboard shortcut, if there is one.
- From the Publisher program window, you can display the Publisher Help window by clicking Microsoft Office Publisher Help on the Help menu.
- After opening a dialog box, you can click the Help button (also a question mark) at the right end of the dialog box title bar to display the Publisher Help window with topics related to the functions of that dialog box.

To practice getting help, you can work through the following exercise.

 **BE SURE TO** start Publisher before beginning this exercise.

1. At the right end of the menu bar, click the **Type a question for help** box.
2. Type **How do I get help?** and then press .

The Publisher Help window opens.



3. Click the **Get help from Microsoft Support Services** topic.
Read about getting product support from Microsoft.



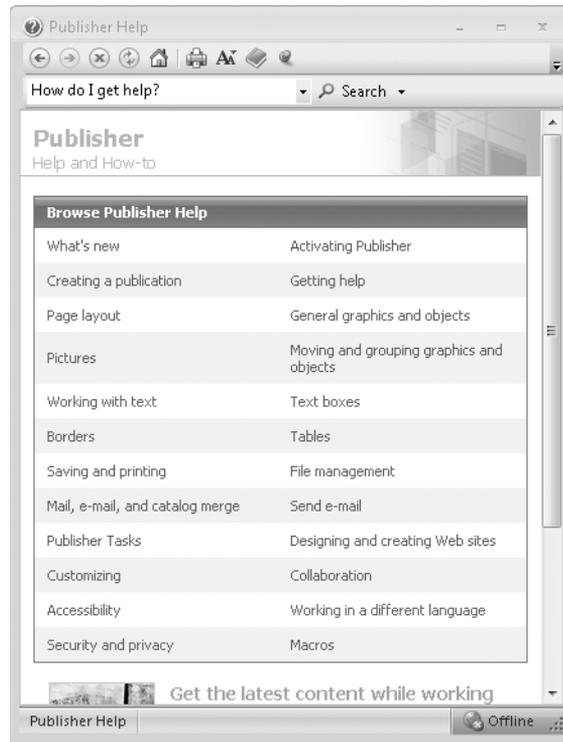
Back

4. Click the **Back** button
5. Scroll down and click **Print a Help topic**.
Read about printing a help topic so that you can save it for future reference.



Home

6. On the toolbar, click the **Home** button.
The main Publisher help window opens.

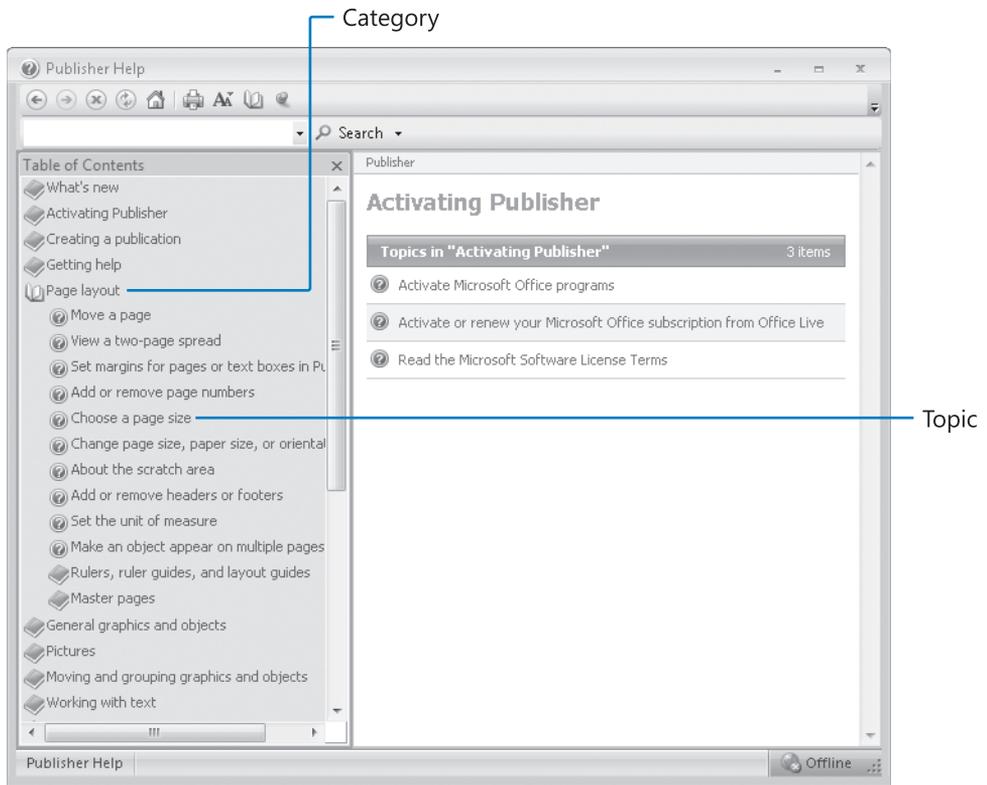


7. In the list of topics in the **Publisher Help** window, click **Activating Publisher**.
Publisher Help displays a list of topics related to activating Microsoft Office system programs. You can click any topic to display the corresponding information.



Show Table of Contents

8. On the toolbar, click the **Show Table of Contents** button.
The Table Of Contents appears in the left pane, organized by category, like the table of contents in a book.
Clicking any category (represented by a book icon) displays that category's topics (represented by help icons).



If you're connected to the Internet, Publisher displays categories, topics, and training available from the Office Online Web site as well as those stored on your computer.



Forward

- In the **Table of Contents**, click a few categories and topics, then click the **Back** and **Forward** buttons to move among the topics you have already viewed.



CLOSE the Publisher Help window.

More Information

If your question is about Microsoft Office Publisher 2007 or another Microsoft software product and you cannot find the answer in the product's Help system, please search the appropriate product solution center or the Microsoft Knowledge Base at:

support.microsoft.com

In the United States, Microsoft software product support issues not covered by the Microsoft Knowledge Base are addressed by Microsoft Product Support Services. Location-specific software support options are available from:

support.microsoft.com/gp/selfoverview/

Quick Reference

1 Getting Started with Publisher 2007

To start Publisher, page 4

- On the **Start** menu, click **All Programs**, click **Microsoft Office**, and then click **Microsoft Office Publisher 2007**.

To display the Getting Started window, page 4

- Close any open publications, or click **New** on the **File** menu.

To bypass the Getting Started window, page 4

1. On the **Tools** menu, click **Options**.
2. On the **General** tab of the **Options** dialog box, clear the **Show Publication Types when starting Publisher** check box, and then click **OK**.

To create a publication based on a ready-made Publisher template, page 4

1. In the **Publication Types** list, click the publication category you want.
2. In the center pane, click the thumbnail of the design you want.
3. In the right pane, set the publication options. Then click **Create**.

To change the template or type of an existing publication, page 7

1. In the **Format Publication** task pane, under *Publication Type Options*, click **Change Template**.
2. In the **Change Template** window, click the new layout or publication you want to use.

To import a Microsoft Office Word document, page 8

1. In the **Publication Types** list, click **Import Word Documents**. In the center pane, click the design template you want to apply to the imported document.
2. In the right pane, under **Customize**, select the **Color scheme**, **Font scheme**, and **Business information**.

3. Under **Options**, select the **Page size** and **Columns**, and if you want to include a title page, select that check box. Then click **Create**.
4. In the **Import Word Document** dialog box, select the file you want to import, and then click **OK**.

To save a publication in a new folder, page 13

1. On the **File** menu, click **Save As**.
2. On the toolbar of the **Save As** dialog box, click the **New Folder** button.
3. Type a name for the folder, press , name the file if necessary, and then click **Save**.

To save a publication as a template, page 14

1. On the **File** menu, click **Save As**.
2. In the **Save As** dialog box, enter a name for the template in the **File name** box.
3. Click the **Save as type** arrow, and then in the list, click **Publisher Template**.
4. If you want to assign the template to a specific category, click the **Change** button. Select the category from the list or select the current category and type the name of a new category. Then click **OK**.
5. Click **Save**.

To create a new publication based on a custom template, page 14

1. In the left pane of the Getting Started window, under **Microsoft Publisher**, click **My Templates**.
2. In the center pane, click the template you want. Then click **Create**.

To open an existing publication, page 17

1. In the **Recent Publications** pane of the Getting Started window, click **From File**.
2. In the **Open Publication** dialog box, browse to and select the file you want to open, and then click **Open**.

To move from page to page within a publication, page 17

- On the page sorter at the bottom of the window, click the page you want to display.

To change the zoom level of a publication, page 18

- On the **Standard** toolbar, click the **Zoom** arrow, and then select the **Zoom** level you want.

or

→ On the **Standard** toolbar, click the **Zoom In** or **Zoom Out** button.

To create an information set, page 20

→ In the **Publication Types** list, click any publication type. Then in the right pane, under **Customize**, in the **Business information** list, click **Create new**.

or

1. In an open publication, on the **Edit** menu, click **Business Information**.
2. In the **Create New Business Information Set** dialog box, enter information you want to save as part of the information set. If any information does not apply, delete it.
3. Below the **Logo** box, click **Remove** to clear the current logo, or click **Change** and then in the **Insert Picture** dialog box, browse to and select the logo you want to use, and click **Open**.
4. In the **Business Information set name** box, enter a name for the information set. Then click **Save**.

To preview a publication as it will appear when printed, page 24

→ On the **Standard** toolbar, click the **Print Preview** button.

To print a publication, page 25

1. On the **File** menu, click **Print**.
2. In the **Print** dialog box, change any settings that apply, and then click **OK**.

2 Creating Visual Interest

To create a blank publication, page 32

1. In the **Publication Types** list, click **Blank Page Sizes**. In the center pane, click the design you want.
2. In the right pane, under **Customize**, select the **Color scheme**, **Font scheme**, and **Business information**. Then click **Create**.

To add a text box, page 33

1. Click the **Text Box** button on the **Objects** toolbar, or click **Text Box** on the **Insert** menu.
2. Drag to draw a text box of the size you want.

To insert the contents of an external document into a text box, page 34

1. With the insertion point in the text box, click **Text File** on the **Insert** menu.
2. In the **Insert Text** dialog box, browse to and select the file you want, and click **OK**.

To format a text box, page 34

- Double-click the text box frame. Then in the **Format Text Box** dialog box, make the formatting changes you want, and click **OK**.

To format the text in a text box, page 35

- Select the text you want to format. Then use the commands on the **Format** menu or **Formatting** toolbar to make the changes you want.

To add a WordArt object to a publication, page 39

1. Click the **Insert WordArt** button on the **Objects** toolbar, or point to **Picture** on the **Insert** menu, and then click **WordArt**.
2. In the **WordArt Gallery**, click the style you want, and then click **OK**.
3. In the **Edit WordArt Text** dialog box, enter the text you want, and then click **OK**.

To modify the appearance of a WordArt object, page 40

1. Select the WordArt object. On the **WordArt** toolbar, click the **WordArt Shape** button, and then in the gallery, click the shape you want.
2. On the **WordArt** toolbar, click the **Format WordArt** button. In the **Format WordArt** dialog box, change any settings you want, and then click **OK**.

To add an image from a file to the Clip Organizer, page 44

1. At the bottom of the **Clip Art** task pane, click **Organize clips**.
2. In the **Collection List** pane of the Microsoft Clip Organizer window, under **My Collections**, click the **Favorites** folder.
3. On the window's **File** menu, point to **Add Clips to Organizer**, and then click **On My Own**.
4. In the **Add Clips to Organizer** dialog box, browse to and select the file you want to add, and then click **Add**.

To delete a clip art image from the Clip Organizer, page 44

- In the **Microsoft Clip Organizer** window, point to the image, click the arrow that appears, click **Delete From Clip Organizer**, and then click **OK** to confirm the deletion.

To add keywords to an image, page 44

1. In the **Microsoft Clip Organizer** window, point to the image, click the arrow that appears, and then click **Edit Keywords**.
2. In the **Keyword** box of the **Keywords** dialog box, type the word or words that you want to associate with this file (separating words and phrases with commas), and then click **Add**.

To insert a clip art image, page 46

1. Click the **Picture Frame** button on the **Objects** toolbar or point to **Picture** on the **Insert** menu, and then click **Clip Art**.
2. In the **Clip Art** task pane, do the following:
 - a. In the **Search for** box, enter a word or words describing the picture you want.
 - b. In the **Search in** list, select the collections you want to search.
 - c. In the **Results should be** list, select the file types you want the search to return.
 - d. Click **Go**.
3. In the results list, click the thumbnail you want to insert.
4. Drag the image frame sizing handles to size the image to fit the available space.

To insert an image from a file, page 49

1. Click the **Picture Frame** button on the **Objects** toolbar, and then click **Picture from File**; or point to **Picture** on the **Insert** menu, and then click **From File**.
2. In the **Insert Picture** dialog box, browse to and select the picture you want to insert, and then click **Insert**.

To display only a portion of an inserted image, page 50

1. Select the image. Then on the **Picture** toolbar, click the **Crop** button.
2. Drag the cropping handles to position the crop marks where you want them.

To delete the cropped area of an image or minimize the file size of an inserted image, page 51

1. Select the image. Then on the **Picture** toolbar, click the **Compress Pictures** button.
2. In the **Compress Pictures** dialog box, set the compression options, target output, and scope. Then click **Compress**.
3. If Publisher prompts you to do so, click **Yes** to apply picture optimization.

To insert a shape, page 54

1. Click the **AutoShapes** button on the **Objects** toolbar or point to **Picture** on the **Insert** menu, and then click **AutoShapes**.
2. On the detachable **AutoShapes** toolbar, point to the shape category you want, and then click the shape you want to insert.
3. Drag the pointer across the page to draw a shape of the size you want.

To format shapes, page 54

1. To change the shape's direction, on the **Arrange** menu, point to **Rotate or Flip**, and then click **Flip Vertical**.
2. Double-click the shape, and on the **Colors and Lines** tab of the **Format AutoShape** dialog box, change the **Color** setting under **Fill** to what you want, and change any other settings you want. Then select the **Apply settings to new AutoShapes** check box, and click **OK**.
3. On the **Objects** toolbar, click the button of the shape you want (such as the **Oval** button), hold down the key, and drag to create a shape.
4. Double-click the line (not its handle), and under **Line** on the **Colors and Lines** tab of the **Format AutoShape** dialog box, change the **Color** and **Weight** to what you want. Then click **OK**.

To connect shapes, and then format the connection line, page 55

1. Click the **AutoShapes** button on the **Objects** toolbar or point to **Picture** on the **Insert** menu, and then click **AutoShapes**.
2. On the detachable **AutoShapes** toolbar, point to **Connectors**, and then click the type of connector you want.
3. Point to the first shape you want to connect, and when blue handles appear, drag a line from the shape to another shape.

To group shapes or design elements, page 56

- Select the items you want to group by holding down the key as you click each one in turn. Then on the **Arrange** menu, click **Group**.

To ungroup shapes or design elements, page 56

- Click the grouped object, and then click the **Ungroup Objects** button that appears.

To insert a ready-made element from the Design Gallery into a publication, page 58

1. Click the **Design Gallery Object** button on the **Objects** toolbar, or click **Design Gallery Object** on the **Insert** menu.
2. In the left pane of the Design Gallery, click the category you want, and in the right pane, click the object you want. Then click **Insert Object**.

3 Creating Colorful Cards and Calendars

To create a folded card based on a layout template, page 69

1. In the **Publication Types** list, click **Invitation Cards**. In the center pane, click the design you want.
2. Under **Customize** in the right pane, select the **Color scheme**, **Font scheme**, and **Business information**.
3. Under **Options**, select the **Page size** and **Layout** (if these options are available for the selected card design). Then click **Create**.

To create a postcard, page 78

1. In the **Publication Types** list, click **Postcards**. In the center pane, click the design you want.
2. Under **Customize** in the right pane, select the **Color scheme**, **Font scheme**, and **Business information**.
3. Under **Options**, select the **Page size** and **Side 2 information**. Then click **Create**.

To merge a publication with a data source, page 79

1. In the open publication, on the **Tools** menu, point to **Mailings and Catalogs**, and click **Mail Merge**.
2. With the **Use an existing list** option selected under **Create recipient list**, click **Next: Create or connect to a recipient list** at the bottom of the task pane.
3. In the **Select Data Source** dialog box, navigate to the recipient list you want, and double-click it.
4. In the **Select Table** dialog box, select the data you want, and then click **OK**.
5. In the **Mail Merge Recipients** dialog box, change any settings you want or use the default settings, and then click **OK**.

6. By clicking the links under **More Items** in the task pane, insert the fields you want to include in the merged publication.
7. At the bottom of the **Mail Merge** task pane, click **Next: Create merged publication**.
8. In the task pane, click **Merge to a new publication**. Then on the page sorter, click each page in turn to see the results.

To create a calendar, page 88

1. In the **Publication Types** list, click **Calendars**. In the center pane, click the design you want.
2. In the right pane, under **Customize**, select the **Color scheme**, **Font scheme**, and **Business information**.
3. Under **Options**, select the **Page size** and **Timeframe**.
4. If you want to create a calendar for other than the current time period, click **Set Calendar Dates**, choose the time period, and then click **OK**.
5. If the **Include schedule of events** option is available and you want to create a smaller calendar that includes a text area for events or other information, select that check box.
6. Click **Create**.

To replace an image, page 89

1. Right-click the existing picture, point to **Change Picture**, and then click **From File**.
2. In the **Insert Picture** dialog box, browse to and select the picture you want, and then click **Insert**.

To switch between task panes, page 91

- On the task pane title bar, click the **Other Task Panes** button, and then click the task pane you want to display.

To apply a background to a publication, page 91

- In the **Background** task pane, select the background color and gradient you want.
or
- In the **Background** task pane, click **More backgrounds**, and then specify the gradient, texture, pattern, picture, and/or tint you want.

To install the Microsoft Save As PDF Or XPS add-in, page 93

1. Start your default Internet browser, and go to *office.microsoft.com/en-us/downloads/*.
2. In the left pane, under **By Version**, click **2007 Office System**, click **2007 Microsoft Office System**, and then click **Add-ins**.
3. In the list of add-ins, click **2007 Microsoft Office Add-in: Microsoft Save As PDF or XPS**.
4. On the installation page, click **Continue**. After the Genuine Advantage Tool confirms that you are running genuine, licensed software, click **Install** and follow the installation instructions given.
5. After the installation completes, navigate to the publication you want to submit to a printer, and then double-click it.

To create a CD or file package containing all the files necessary to submit a publication to a professional printer, page 94

1. On the **File** menu, point to **Pack and Go**, and then click **Take to a Commercial Printing Service**.
2. In the **Take to a Commercial Printing Service** task pane, click **Printing Options**.
3. In the **Print Options** dialog box, apply any settings necessary, and then click **OK**.
4. At the bottom of the task pane, click **Save**.
5. Insert a blank CD in your CD burner, and with **Burn to disc on D:** (or the equivalent drive on your computer) selected, click **Next**. If your computer does not have a CD burner, select the **Other Location** option instead, and then browse to the folder in which you want to store the package.
6. When the wizard announces that your publication is successfully packed, clear the **Print a composite proof** check box, and then click **OK**.

4 Marketing Your Product, Service, or Organization

To create an envelope, page 105

1. In the **Publication Types** list, click **Envelopes**. In the center pane, click the design you want.
2. In the right pane, under **Customize**, select the **Color scheme**, **Font scheme**, and **Business information**.
3. Under **Options**, select the **Page size** and whether to include a logo image. Then click **Create**.

To edit a logo and add it to the Content Library, page 106

1. On the **Objects** toolbar, click the **Design Gallery Object** button, and in the left pane of the **Design Gallery**, click **Logos**. If necessary, enlarge the gallery window by dragging its border so you can see the logos in the center pane.
2. In the center pane, click the style of logo you want to create, set any other options necessary, and then click **Insert Object**.
3. Drag the logo to the area of the publication you want.
4. On the **Arrange** menu, click **Ungroup**, and then click a blank area of the publication to release the selection and enable editing of the individual logo elements.
5. Make any edits and add any images you want to the logo. Then select the elements in the logo (hold down the **Shift** key as you click each one), and group them.

To add an object to the Content Library, page 107

1. Right-click the object, and then click **Add to Content Library**.
2. In the **Add Item to Content Library** dialog box, enter a name for the object in the **Title** box.
3. If you want to assign the object to a category that doesn't appear in the **Categories** list, click the **Edit Category List** button, add, delete, or rename categories, and then click **OK**.
4. In the **Categories** list, select the check box of any category you want to assign the object to. Then click **OK**.

To change the grid proportions, page 116

1. On the **Arrange** menu, click **Layout Guides**, and then in the **Layout Guides** dialog box, click the **Grid Guides** tab.
2. Under **Column Guides**, change the **Columns** setting, and under **Row Guides**, change the **Rows** setting to what you want. Then click **OK**.

To align objects, page 117

- Select the object or objects you want to align with each other or relative to the margin guides. Then on the **Arrange** menu, point to **Align or distribute**, and click the alignment or distribution option you want.

To change the stacking order of an object, page 117

- Select the object you want to change the position of. Then on the **Arrange** menu, point to **Order**, and click the change of position you want.

To create a text watermark, page 122

1. Insert a text box, size it to span the page, and then rotate it to the angle you want.
2. Enter the watermark text in the text box, select the text, and set the font and size so that the text fills the box.
3. On the **Formatting** toolbar, click the **Font Color** arrow, and then click **Fill Effects**.
4. In the **Fill Effects** dialog box, set the **Base color** to the color you want. Then click one of the three lightest **Tint/Shade** boxes (10%, 20%, or 30%), and click **OK**.

To create a graphic watermark, page 122

- Insert and size the graphic as usual. Then on the **Picture** toolbar, click the **Color** button, and in the list, click **Washout**.

To link text boxes to flow text from one to the other, page 128

1. Select the first text box you want to link. Then on the **Connect Text Boxes** toolbar, click the **Create Text Box Link** button.
2. Move the pointer over an empty text box, and when the pointer changes to a pouring pitcher, click the mouse button.

To unlink text boxes, page 128

- Select the text box that has the forward link you want to remove. Then on the **Connect Text Boxes** toolbar, click the **Break Forward Link** button.

To change the text wrapping style of a photograph, page 129

1. Click the photograph, and then on the **Picture** toolbar, click the **Format Picture** button.
2. On the **Layout** tab of the **Format Picture** dialog box, under **Wrapping Style**, click the style you want, and then click **OK**.

5 Creating Text-Based Publications

To replace placeholder text, page 138

- Click the placeholder text, and then enter the text you want.

To automatically size text to fit the text box in which it appears, page 139

- Select the text box. Then on the **Format** menu, point to **AutoFit Text**, and click **Shrink Text On Overflow**.

To add pages to a newsletter, page 141

- On the **Insert** menu, click **Duplicate Page** to insert a page with the same layout as the previous page.
or
- 1. On the **Insert** menu, click **Page**.
- 2. In the **Insert Newsletter Page** dialog box, in the **Available page types** list or in the **Left-hand page** and **Right-hand page** lists, click the page type you want to insert. Then click **OK**.
or
- 1. On the **Insert** menu, click **Page**. Then in the **Insert Newsletter Page** dialog box, click **More**.
- 2. In the **Insert Page** dialog box, select the number of pages to insert, the insertion location, and the page content. Then click **OK**.

To apply or reapply a font theme to an existing publication, page 143

- Display the **Font Schemes** section of the **Format Publication** task pane. Then in the **Apply a font scheme** list, click the font scheme you want.

To trace the continuation of a story in a newsletter, page 152

- Click the **Go to Previous Text Box** and **Go to Next Text Box** buttons.

To move pages in a newsletter, page 153

- To move a two-page spread, in **Two-Page Spread** view, on the page sorter, drag either page to the new location.
- To move one page, turn off **Two-Page Spread** view. Then on the page sorter, drag the page to the new location.

To insert or remove Continued notices, page 153

1. Select the text box. On the **Format** menu, click **Text Box**.
2. On the **Text Box** tab of the **Format Text Box** dialog box, clear or select the **Include "Continued on page..."** check box.

To format text in columns, page 154

- Click the **Columns** button. Then in the **Columns** dialog box, set the number of columns you want, and click **OK**.

To delete a page from a newsletter, page 157

- On the page sorter, right-click the page button of the page you want to delete, and click **Delete Page**. Then in the **Microsoft Office Publisher** message box, click **Yes** to confirm the deletion of the page, including the empty text box.

To create a publication from a Microsoft Office Online template, page 164

1. In the **Publication Types** list, click the publication type you want to search for.
2. In the center pane, under **Microsoft Office Online Templates**, click **View templates from Microsoft Office Online**.
3. Select a template you like, and then click **Create**.

To edit a story by using Microsoft Office Word, page 165

- Right-click the main placeholder text, point to **Change Text**, and then click **Edit Story in Microsoft Word**.

To check the spelling of a publication, page 166

1. On the **Tools** menu, point to **Spelling**, and then click **Spelling**.
2. In the **Check Spelling** dialog box, correct any errors that appear, by accepting the suggestion or entering any replacement text you want in the **Change to** box. Then click **Change** to effect the replacement and move to the next detected error.
3. In the **Microsoft Office Publisher** dialog box that appears when the spelling check is complete, click **OK**.

6 Communicating Your Message Online

To create an e-mail message from a template, page 172

1. In the **Publication Types** list, click **E-mail**. In the center pane, click the design you want.
2. Under **Customize** in the right pane, select the **Color scheme**, **Font scheme**, and **Business information**. Then click **Create**.

To select a group of objects, page 174

- On the **Objects** toolbar, click the **Select Objects** button. Then drag a box to encompass the objects you want to select.

To view the source code of an e-mail message, page 175

1. On the **File** menu, point to **Send E-mail**, and then click **E-mail Preview**.
2. Right-click the HTML page, and then click **View Source**. (If you're using a browser other than Windows Internet Explorer, click the equivalent command.)

To send a publication as an e-mail message, page 176

1. On the **File** menu, point to **Send E-mail**, and then click **Send as Message**.
2. If the **Send as Message** dialog box appears, click **Send all pages** or **Send current page only**, and then click **OK**.
3. If you have multiple e-mail accounts configured, select the account from which you want to send the message.
4. Address and send the message.

To merge an e-mail message with a data source, page 178

1. Open the e-mail publication. Then on the **Tools** menu, point to **Mailings and Catalogs**, and then click **E-mail Merge**.
2. In the **E-mail Merge** task pane, complete each of the following steps, clicking the **Next** link as you finish each step:
 - a. Creating or connecting to the recipient list
 - b. Preparing the publication
 - c. Sending the merged publication

To add a publication as a top-level page to a Web site, page 188

1. Open the publication in Publisher. On the **File** menu, click **Publish to the Web**.
2. In the **Publish to the Web** dialog box, browse to your Web site directory structure, name the file, and then click **Save** to save an HTML version of the file.
3. Open the site in Publisher. Click anywhere on the navigation bar, and then click the **Navigation Bar Options** button that appears.
4. In the **Navigation Bar Properties** dialog box, click **Add Link**.
5. In the **Add Link** dialog box, in the **Link to** list, click **Existing File or Web Page**. Then in the **Look in** pane, browse to the HTML version of the file.

6. In the **Text to display** box, enter the text you want to appear on the navigation link. Then click **OK**.
7. To change the position of the linked file within the navigation link structure, click the **Move Up** and **Move Down** buttons. When the navigation links appear in the order you want, click **OK** in the **Navigation Bar Properties** dialog box.

To create a Web site based on a template, page 189

1. In the **Publication Types** list, click **Web Sites**. In the center pane, click the design you want.
2. Under **Customize** in the right pane, select the **Color scheme**, **Font scheme**, and **Business information**.
3. Under **Options**, select the **Navigation bar** location. Then click **Create**.

To customize the navigation bar links, page 191

1. Click anywhere on the navigation bar, and then click the **Navigation Bar Options** button that appears.
2. In the **Navigation Bar Properties** dialog box, in the **Links** list, click the link you want to move, and then click **Move Down** or **Move Up** until it's in the position you want.

To configure a command button on a form, page 192

1. Right-click the button, and then click **Format Form Properties**.
2. In the **Command Button Properties** dialog box, accept or change the button text. Then click **Form Properties**.
3. In the **Form Properties** dialog box, select the data retrieval method and the information appropriate to that method. Then click **OK** in each of the two open dialog boxes.

Chapter at a Glance

Work with
text boxes,
page 30

WHAT IS FOURTH COFFEE?

Providing event-planning services for gatherings of any size, Fourth Coffee offers a complete menu of beverages, appetizers, main courses, and desserts. Whether you want hors d'oeuvres, a buffet lunch, or silver service, Fourth Coffee is your full-service catering company.

Work with shapes,
page 52

Work with pre-designed
visual elements,
page 58

2 for 1

Name of Item or Service

Organization Name

Describe your location by landmark or area of
town

Tel: 555 555 5555

Product Name

2 Creating Visual Interest

In this chapter, you will learn to:

- ✓ Work with text boxes.
 - ✓ Work with WordArt.
 - ✓ Work with graphics.
 - ✓ Work with shapes.
 - ✓ Work with pre-designed visual elements.
-

Microsoft Office Publisher 2007 is specifically designed to make it easy to create publications that contain a mixture of text and visual elements arranged in frames on the page. Knowing basic techniques for inserting and manipulating visual elements is the key to quickly assembling impressive publications.

The publications you create are most effective when you achieve the balance of text and graphics that best conveys your message. Some publications convey information through text and include visual elements only to catch the reader's eye or to reinforce or illustrate a point. At the other end of the scale, some publications include almost no text and instead rely on visual elements to carry the message.

In this chapter, you will first create a text object and see how to enhance the text with color and formatting. Then you will use WordArt to create fancy, stylized text for those occasions when regular formatting doesn't quite meet your needs. Next, you will insert clip art graphics and pictures, add borders, and change the size, color, and position of the images. You will draw, connect, and group shapes. Finally, you will insert ready-made design elements from the Design Gallery. The instructions in the exercises assume that you are working in a blank publication so that you can focus on the techniques you are learning. However, you can easily adapt the instructions to any type of publication.

See Also [Do you need only a quick refresher on the topics in this chapter? See the Quick Reference entries on pages xxvii–xli.](#)



Important Before you can use the practice files in this chapter, you need to install them from the book's companion CD to their default location. See "Using the Book's CD" on page xvii for more information.

Troubleshooting Graphics and operating system–related instructions in this book reflect the Windows Vista user interface. If your computer is running Windows XP and you experience trouble following the instructions as written, please refer to the "Information for Readers Running Windows XP" section at the beginning of this book.

Working with Text Boxes

When you create a document by using a word processing program such as Microsoft Office Word 2007, you enter text on the page in the area defined by the margins. When you create a publication by using Publisher, however, you enter each section of text in a *text box*. You can create text boxes or manipulate the text boxes that are part of a Publisher template. The text box is an *object* that can be sized to fit the text it contains. You can type text directly into the text box, paste text from another file, or insert the entire contents of another file.

In Publisher, the text in a text box is called a *story*. A story is any discrete block of text that occupies a single text box or a set of linked text boxes. It can be a single paragraph or multiple paragraphs.

See Also For information about linking text boxes, see "Solving Organization Problems" in Chapter 5, "Creating Text-Based Publications."

Manipulating a Text Box

After you create a text box, or when you click a text box to make it active, you can move it by dragging its *frame*.

Tip To copy a text box, hold down the Ctrl key while you drag it.

You can drag the *handles* of the frame to change the size or shape of the box. If you want a specific size or shape, you can change the settings on the Size page of the Format Text Box dialog box. In this dialog box, you can also specify the following:

- The background color of the text box, whether it has a border, and the color of the border.

- The position of the text box on the page, and how text in adjacent frames flows around this text box.
- The vertical text alignment, the margins, and whether Publisher can automatically adjust the size of the text box to fit the amount of text you insert in it.

When a text box is active, a green *rotating handle* is attached to its upper-middle handle. You can drag this handle to change the angle of the text box and the text within it.

Tip You can change the direction of text within the text box from horizontal to vertical by clicking the Rotate Text Within AutoShape By 90° option on the Text Box page of the Format Text Box dialog box. You can rotate the entire box by clicking Rotate Or Flip on the Arrange menu and then selecting one of the options.

Formatting Text for Visual Impact

Brief splashes of text, such as those on a postcard or in a flyer, need to have more visual impact than longer blocks of text, such as those in a newsletter. You can vary the look of text by changing the *character formatting*:

- All text is displayed in a particular *font* consisting of alphabetic characters, numbers, and symbols that share a common design.
- Almost every font comes in a range of *font sizes*, which are measured in *points* from the top of letters that have parts that stick up (ascenders), such as *h*, to the bottom of letters that have parts that drop down (descenders), such as *p*. A point is approximately 1/72 of an inch.
- Almost every font comes in a range of *font styles*. The most common are regular (or plain), italic, bold, and bold italic.
- Fonts can be enhanced by applying *font effects*, such as underlining, small capital letters (small caps), or shadows.
- A palette of harmonious *font colors* is available, and you can also specify custom colors.
- You can alter the *character spacing* by pushing characters apart or squeezing them together.

In this exercise, you will create a blank publication, add a text box, and then insert the contents of an existing Word document. You will then format the text box by filling it with color and format the text by changing its character formatting.

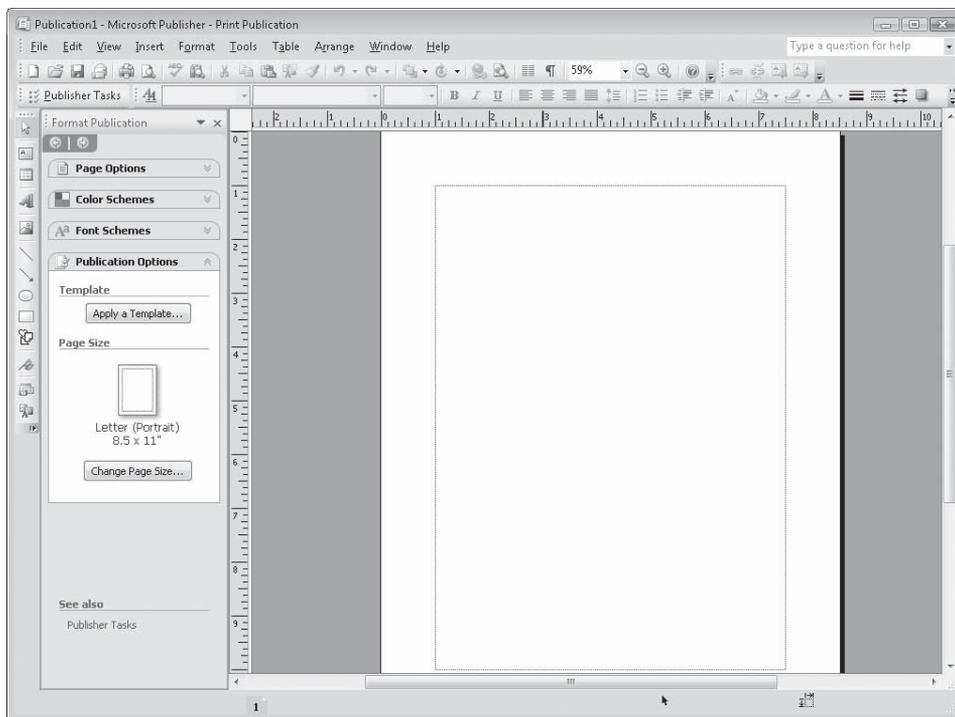


USE the *Text* document. This practice file is located in the *Documents\Microsoft Press\SBS_Publisher2007\VisualInterest* folder.

1. On the **Start** menu, click **All Programs**, click **Microsoft Office**, and then click **Microsoft Office Publisher 2007**.
2. In the **Publication Types** list, click **Blank Page Sizes**.
3. In the **Blank Page Sizes** pane, under **Standard**, click the **Letter (Portrait)** thumbnail. Then click **Create**.

Tip If a publication is open, you can create a new blank publication by clicking the **New** button on the **Standard** toolbar.

Publisher creates a blank publication of the selected size. Blue *margin guides* designate the margins of the publication, which by default are set to 1 inch on all sides. To the left is the **Format Publication** task pane, and docked on the left side of the window is the **Objects** toolbar.



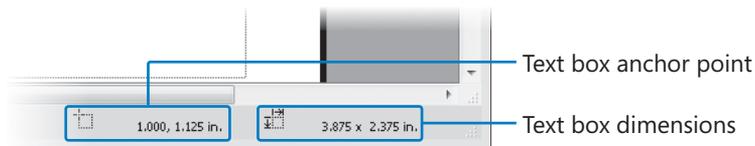
Tip Throughout this chapter, we work with letter-size publications, but you can choose any size you want. You might want to try a different size for each exercise to see some of the available options.



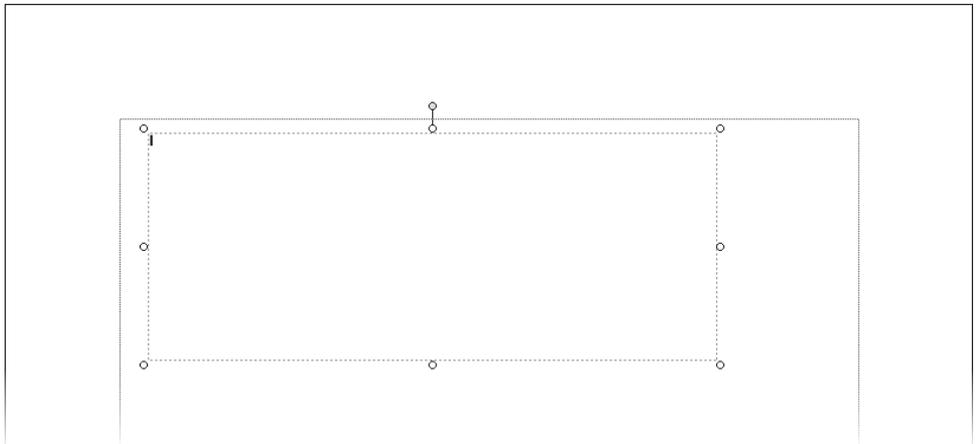
Text Box

4. Close the **Format Publication** task pane. Then on the **Objects** toolbar, click the **Text Box** button.
5. Move the cross-hair pointer over the blank page, and when the pointer is slightly to the right of the left margin guide and slightly below the top margin guide, hold down the mouse button, and drag to the right and down, without releasing the mouse button.

Notice as you drag that Publisher displays the exact *coordinates* of the upper-left corner (the anchor point) of the text box and its exact dimensions on the status bar. The anchor point coordinates are expressed in relation to the upper-left corner of the page.



6. Release the mouse button when the text box dimensions are **5.000 x 2.000 in.** A blinking insertion point in the text box shows where any text you type will appear.



- Without clicking anything else, on the **Insert** menu, click **Text File**.

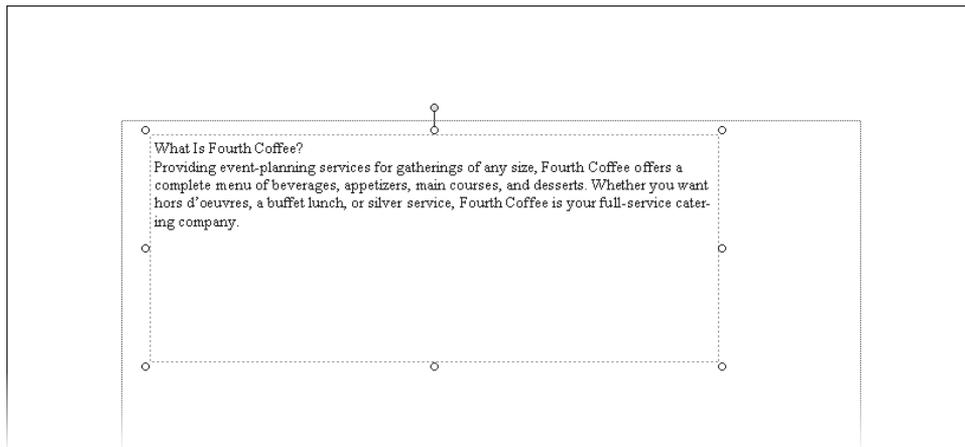
The Insert Text dialog box opens, displaying the contents of your *Documents* folder.

See Also For information about how to move around in dialog boxes such as this one, see “Saving and Closing Publications” in Chapter 1, “Getting Started with Publisher 2007.”

- Navigate to the *Documents\Microsoft Press\SBS_Publisher2007\VisualInterest* folder, and double-click the *Text* document.

Publisher inserts the contents of the document into the text box.

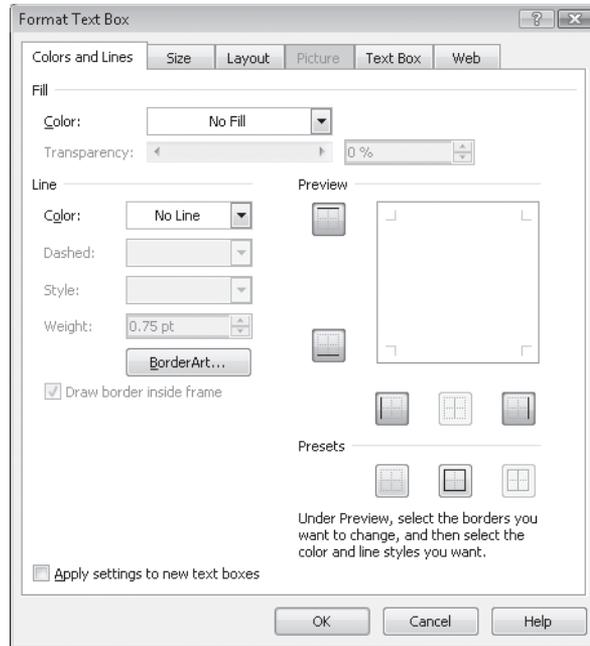
- On the **Standard** toolbar, click the **Zoom** arrow, and change the zoom level to **100%**.



- Point to the frame around the text box, and when the pointer changes to a four-headed arrow, drag the frame down and to the right, releasing the mouse button when the text box coordinates are **2.000, 2.000 in**.

Tip Publisher can display measurements in inches, centimeters, picas, points, or pixels. To change the unit of measure, click Options on the Tools menu, and then on the General tab of the Options dialog box, select the unit type you want in the Measurement Units list.

- Double-click the text box frame to open the **Format Text Box** dialog box.



- 12.** On the **Colors and Lines** tab, under **Fill**, click the **Color** arrow, and in the default color palette, click the orange square (**Accent 3**). Then click **OK**.

See Also For information about applying a different color scheme and using custom colors, see “Creating Folded Cards” in Chapter 3, “Creating Colorful Cards and Calendars.”

- 13.** On the **Edit** menu, click **Select All** to select all the text in the text box.

Tip You can also select all the content in a box by pressing Ctrl+A.

- 14.** On the **Formatting** toolbar, click the **Font** arrow, and then in the list, click **Verdana**.

See Also For information about using font schemes, see “Choosing a Font Scheme” in Chapter 4, “Marketing Your Product, Service, or Organization” and “Solving Organization Problems” in Chapter 5, “Creating Text-Based Publications.”

- 15.** On the **Formatting** toolbar, click the **Increase Font Size** button twice, to increase the font size to 12 points.

If the font is too big, you can click the **Decrease Font Size** button. You can select a specific point size by clicking the **Font Size** arrow and clicking the size in the list.



Increase Font Size



Font Color

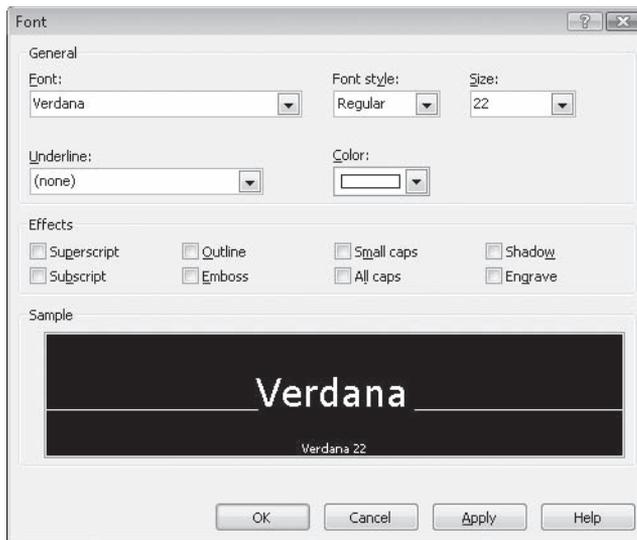
16. On the **Formatting** toolbar, click the **Font Color** arrow, and in the default color palette, click the white square (**Accent 5**). Then click anywhere in the text box to release the selection.

Tip To apply the color currently shown on the Font Color button, simply click the button (not its arrow).

17. Drag the bottom handle of the text box frame upward, releasing the mouse button when the dimensions shown on the status bar are **5.000 x 1.500 in.**

Troubleshooting If the dimensions don't change but the coordinates do, you missed the handle and moved the text box by dragging its frame instead of the handle. On the Standard toolbar, click the Undo button, and then try dragging the handle again.

18. Select the heading **What Is Fourth Coffee?** by dragging across or double-clicking it, and then click the **Increase Font Size** button five times to increase the font size to 22 points.
19. With the heading still selected, on the **Format** menu, click **Font** to open the **Font** dialog box.



The Sample box shows the formatting applied to the selection. As you make changes to the settings in the dialog box, the sample changes to show how the selection will look if you click Apply or OK. (Clicking Apply implements the current settings without closing the dialog box.)

20. Click the **Font style** arrow, and in the list, click **Bold**. Then under **Effects**, select the **Small caps** check box, and click **OK**.

You can click buttons on the formatting toolbar to change the font style of text, but to apply font effects, you have to use the Font dialog box. If you want to apply several attributes to the same text, it is often quicker to open the dialog box and apply them all from there.

21. On the **Format** menu, click **Character Spacing** to open the **Character Spacing** dialog box.



22. Under **Tracking**, click the arrow of the left box, and in the list, click **Very Loose**. Then click **OK**.

Tip To copy the formatting of one word or phrase to another, select the text whose formatting you want to copy, click the Format Painter button on the Standard toolbar, and then select the text onto which you want to “paint” the formatting.

23. Click outside the text box to release the selection and see the results.



CLOSE the publication without saving your changes.

Working with WordArt

If you want to add a fancy title to a publication, and you can't achieve the effect you want with regular text formatting, you can use **WordArt**. With WordArt, you can visually enhance text in ways that go far beyond changing a font or font effect, simply by choosing a style from a set of small **thumbnail** images arranged in a **gallery**.

Tip For the best results, use WordArt to emphasize short phrases, such as *Customer Service*, or a single word, such as *Welcome*. Overusing WordArt can clutter your publication and draw attention away from your message.

You add stylized text to a publication by clicking the WordArt button on the Objects toolbar. You then select a style from the WordArt gallery, enter your text, and apply any additional formatting. Publisher inserts the text in your publication as a WordArt object that you can size and move like any other object. You can also change the shape of the object to stretch and form the letters of the text in various ways.

In this exercise, you will add a WordArt object to a publication and then modify the appearance of the text. There is no practice file for this exercise.

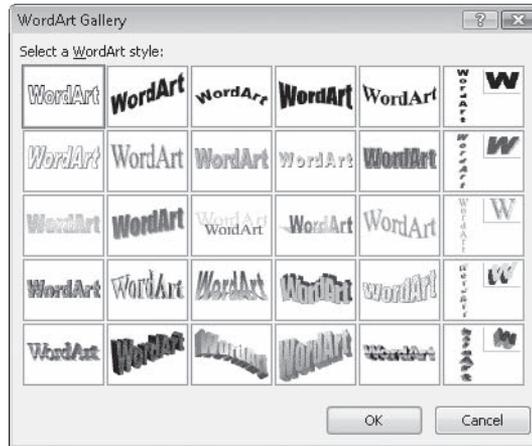
➔ **OPEN** a blank publication, and then close the Format Publication task pane.



Insert WordArt

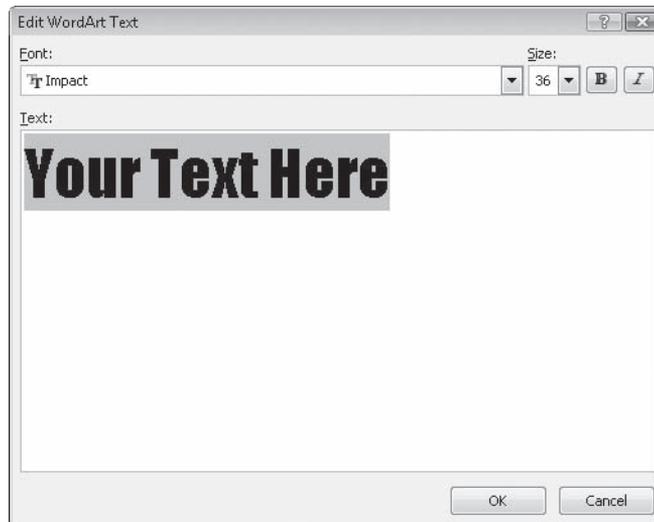
1. On the **Objects** toolbar, click the **Insert WordArt** button.

The WordArt Gallery opens, displaying the available styles.



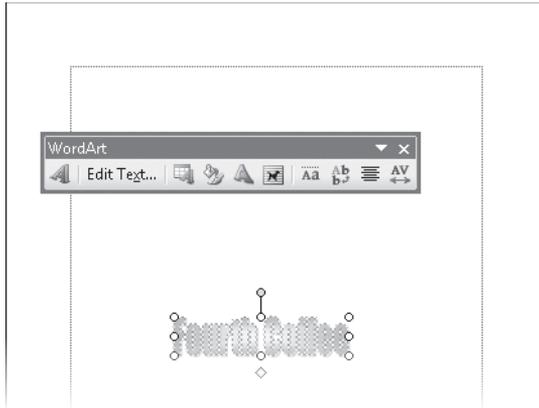
2. Click the first thumbnail in the third row (the orange and yellow sample), and then click **OK**.

The Edit WordArt Text dialog box opens so that you can enter the text you want to depict as WordArt.



3. With the placeholder text selected, type **Fourth Coffee**, and then click **OK**.

The formatted text appears as an object in the center of the page, and Publisher displays the WordArt toolbar.



Tip You can display the name of each button on the WordArt toolbar by pointing to it. The button names will give you some idea of the formatting you can apply to a WordArt object to get the effect you want.

4. If necessary, move the toolbar out of the way. Then move and resize the WordArt object until it spans the top of the page and is about 2 inches high.

Tip Notice that the pointer position is always shown on the horizontal and vertical rulers. When dragging an object's sizing handle, you can use the insertion point position to align the sizing handle with the ruler units.



WordArt Shape

5. On the **WordArt** toolbar, click the **WordArt Shape** button, and then in the gallery, click the third thumbnail in the first row (**Triangle Up**).

Troubleshooting If you click outside the WordArt object, it is no longer active, and the WordArt toolbar disappears. Click the WordArt object once to reactivate it and display the toolbar.



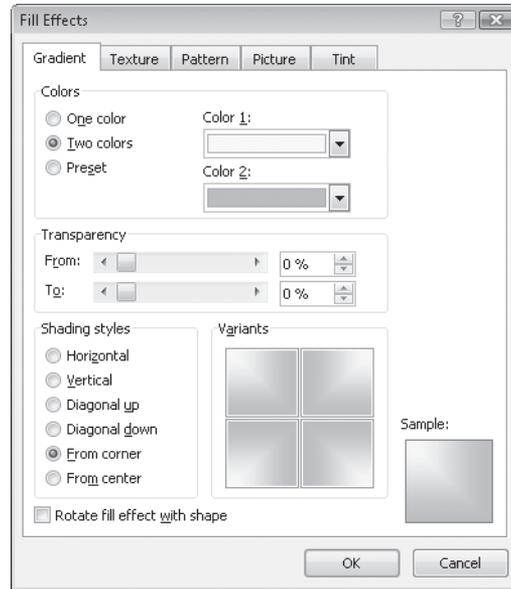
Format WordArt

6. On the **WordArt** toolbar, click the **Format WordArt** button.

The Format WordArt dialog box opens. This dialog box resembles the Format Text Box dialog box shown earlier in this chapter.

- Under **Fill** on the **Colors and Lines** tab, click the **Color** arrow, and then click **Fill Effects**.

The Fill Effects dialog box opens.



- With **Two colors** selected under **Colors** on the **Gradient** tab, click the **Color 1** arrow, and in the default palette, click the **Purple** box. Then in the **Color 2** list, click the **Gray** box.
- Under **Shading styles**, click **Horizontal**, and under **Variants**, click the lower-left option. Then click **OK** twice.
- Drag the yellow diamond handle to the left of the frame up until the dotted outline of the letters is aligned with about the half-inch mark on the vertical ruler.

Tip The handle moves only after you release the mouse button, not while you drag it.

The letters at the sides of the WordArt object stretch so that the triangle effect is less exaggerated.

11. Click away from the object to release the selection and see the results.



CLOSE the publication without saving your changes.

Working with Graphics

Publisher 2007 provides access to hundreds of professionally designed pieces of *clip art*—license-free graphics that often take the form of cartoons, sketches, or symbolic images, but can also include photographs, audio and video clips, and more sophisticated artwork. In a publication, you can use clip art to illustrate a point you are making or as eye-pleasing accompaniments to text. For example, you might insert an icon of an envelope to draw attention to an e-mail address, or a picture of mountains to set a “back to nature” tone.

To search for a clip art image, you display the Clip Art task pane and enter a keyword. You can search a specific Microsoft Clip Organizer collection, search for specific media types, such as photographs, and search for images on the Microsoft Office Online Web site.

See Also For information about creating collections of images, see the sidebar titled “Clip Organizer,” later in this chapter.

You can add illustrations created and saved in other programs or scanned photographs and illustrations to your publications. We refer to these types of graphics as *pictures*. Like clip art, pictures can be used to make your publications more attractive and visually interesting. However, pictures can also convey information in a way that words cannot. For example, you might display photographs of your company’s products in a catalog or brochure.

Graphic Formats

You can use a variety of graphic file formats in Publisher publications. Here are some of the more common formats:

- **BMP (bitmap).** Stores graphics as a series of dots, or pixels. The different types of BMP reflect the number of bits per pixel needed to store information about the graphic—the greater the number of colors, the greater the number of bits needed.
- **GIF (Graphics Interchange Format).** Common for images that appear on Web pages because they can be compressed with no loss of information and groups of them can be animated. GIFs work well for line drawings, pictures with blocks of solid color, and pictures with sharp boundaries between colors. GIFs store at most 8 bits per pixel, so they are limited to 256 colors.
- **JPEG (Joint Photographic Experts Group).** A compressed format that works well for complex graphics such as scanned photographs. Some information is lost in the compression process, but often the loss is imperceptible to the human eye. Color JPEG images store 24 bits per pixel, so they are capable of displaying more than 16 million colors. Grayscale JPEG images store 8 bits per pixel.
- **PNG (Portable Network Graphic).** Has the advantages of the GIF format but can store colors with 8, 24, or 48 bits per pixel and grayscales with 1, 2, 4, 8, or 16 bits per pixel. A PNG file can also specify whether each pixel blends with its background color and can contain color correction information so that images look accurate on a broad range of display devices. Graphics saved in this format are smaller, so the size of the publication file is also smaller.
- **TIFF (Tag Image File Format).** Stores compressed images with a flexible number of bits per pixel. Using tags, a single multi-page TIFF file can store several images, along with related information such as type of compression, orientation, and so on.
- **WMF (Windows Metafile).** A 16-bit vector graphic format commonly used in the 1990s but largely eclipsed by more modern formats suited to both print and Web applications.

Clip Organizer

To make clip art images and other media available no matter where they are actually stored, you can catalog them in the *Microsoft Clip Organizer*. With this useful tool, you can arrange clip art images, pictures, audio clips, and video clips that are stored in different locations. You can organize media installed with Microsoft Office programs, downloaded from the Web, or obtained from other sources into existing or new collections. You can access these collections from within any Microsoft Office program.

To add an image to the Clip Organizer:

1. At the bottom of the **Clip Art** task pane, click the **Organize clips** link.
The Favorites - Microsoft Clip Organizer window opens.
2. In the **Collection List** pane, under **My Collections**, click the **Favorites** folder.
3. On the window's **File** menu, point to **Add Clips to Organizer**, and then click **On My Own**.

The Favorites - Add Clips To Organizer dialog box opens.

4. Navigate to and select the file you want to add to the Favorites collection, and then click the **Add** button.

To place images in a collection other than the currently selected one, click the **Add To** button, and then in the **Import To Collection** dialog box, select or create the collection you want.

To add keywords to an image:

1. In the **Favorites – Microsoft Clip Organizer** window, point to the image, click the arrow that appears, and then click **Edit Keywords**.

The Keywords dialog box opens.

2. In the **Keyword** box, type the word or words that you want to associate with this file (separating words and phrases with commas), and then click **Add**.

Your keywords are added to the **Keywords For Current Clip** list, which already contains any previously associated keywords.

3. Click **OK** to close the **Keywords** dialog box.

To delete a clip art image from the Clip Organizer, in the *Microsoft Clip Organizer* window, point to the image, click the arrow that appears, click **Delete From Clip Organizer**, and then click **OK** to confirm the deletion.

Positioning and Sizing a Graphic

After you insert a graphic into a publication, you can move and size it just as you can any other object. You can also do the following:

- **Rotate** the graphic to any angle.
- **Crop** away the parts of the graphic that you don't want to show in the publication. (The graphic itself is not altered—parts of it are simply not shown.)
- **Compress** the image to minimize the file size.

Tip The file size of a publication that contains graphics can become quite large. You can shrink the size of a graphic file (without affecting the displayed graphic) by using the Compress Pictures feature. Depending on the resolution setting, you might lose some visual quality when you compress a picture. You choose the resolution you want for the pictures based on where or how the presentation will be viewed—for example, on the Web or printed. You can also set other options, such as deleting cropped areas of a picture, to achieve the best balance between quality and file size. This is especially important when you intend to distribute a publication electronically, because the file size affects how long it takes to transmit or download.

Modifying the Appearance of a Graphic

When a graphic object is selected, Publisher displays the Picture toolbar. You can use the buttons on this toolbar to modify the appearance of the selected graphic in various ways, including the following:

- Change the color.
- Change to shades of gray (called **grayscale**), black and white, or muted shades of its original colors (called **washout**).
- Adjust the contrast.
- Adjust the brightness.
- Change the color and style of the border.
- Make parts of the graphic transparent.

And if you decide you don't like the changes you have made to a graphic, you can restore the original settings by clicking the Reset Picture button.

In this exercise, you will insert and modify a clip art image, and then insert and crop a picture. Then you will decrease the file sizes of the two graphics by compressing them.



USE the *Birthday at the Ritz* picture file. This practice file is located in the *Documents\Microsoft Press\SBS_Publisher2007\VisualInterest* folder.

OPEN a blank publication.



Picture Frame

1. On the **Objects** toolbar, click the **Picture Frame** button, and then click **Clip Art**.

Tip If you are designing the layout of a publication and know you will want to insert some sort of graphic later, you can click **Empty Picture Frame** to insert a graphic placeholder.

The **Clip Art** task pane opens.

2. In the **Search for** box at the top of the task pane, type **birthday**. Click the **Search in** arrow, and select the **Everywhere** check box. Then click **Go**.

Thumbnails of clip art, photographs, movies, and sounds with the keyword *birthday* appear in the task pane.



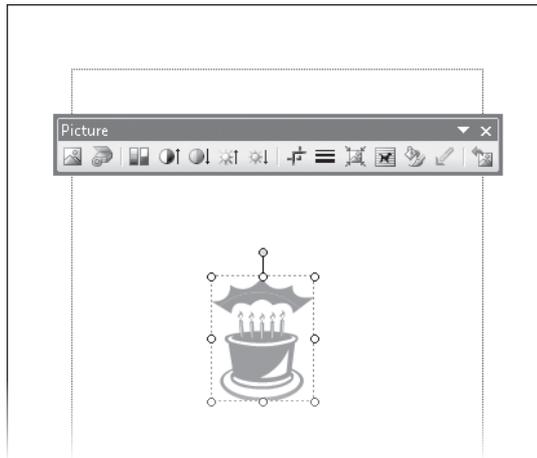
Troubleshooting Images sourced from Microsoft Office Online are indicated by an Internet icon in the lower-left corner of the image thumbnail. If you do not have an active Internet connection, you might not see all the clip art images shown here. In that case, pick any clip art image to follow the steps in this exercise.

3. Scroll the thumbnail list box, and point to any stylized drawing of a cake with candles.

A ScreenTip displays the beginning of the list of keywords associated with the image, its dimensions and file size, and its format.

See Also For information about common graphic formats, see the sidebar titled “Graphic Formats,” earlier in this chapter.

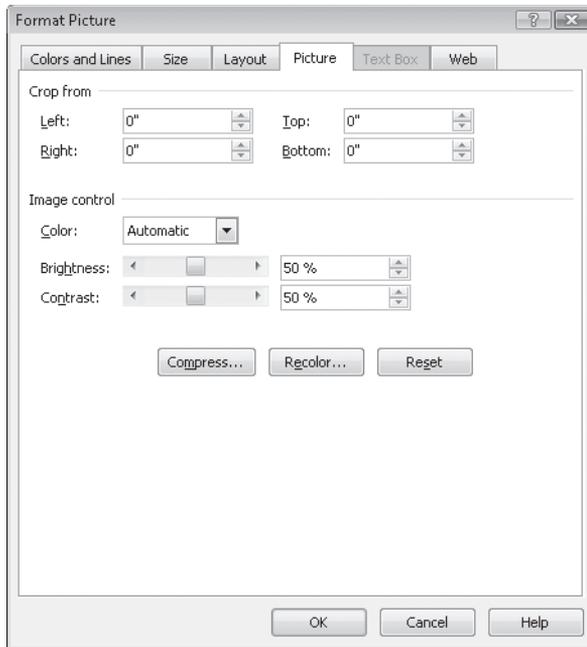
4. Toward the bottom of the list box, click one of the one-color cake silhouettes. Publisher inserts the image into the publication and displays the Picture toolbar.



Format Picture

5. With the clip art image still selected, on the **Picture** toolbar, click the **Format Picture** button.

The Format Picture dialog box opens.



Important The following formatting choices apply to the cake image we selected. If you selected a different image, you might want to choose different formatting options.

- Under **Image control** on the **Picture** tab, click the **Recolor** button.

Troubleshooting If you chose a more-complex graphic than the one shown in the example, you might not be able to recolor it.

- In the **Recolor Picture** dialog box, click the **Color** arrow, and in the default color palette, click the **Purple** box. Then click **OK**.
- In the **Format Picture** dialog box, change the **Brightness** setting to **25%** and the **Contrast** setting to **75%**.
- Click the **Colors and Lines** tab, and under **Fill**, click the **Color** arrow, and click the **Gray** box. Then under **Line**, click the **Color** arrow, and click the **Purple** box.
- Click the **Size** tab, and under **Scale**, change the **Height** setting to **75%**. Then click the **Width** box.

The Width setting changes to 75% because the aspect ratio of the graphic is locked. You can change the proportions of the image by clearing the Lock Aspect Ratio check box.

11. Click the **Layout** tab, and under **Position on page**, change the **Horizontal** setting to **1"** and the **Vertical** setting to **1"**. Then click **OK**.

The small graphic jumps to the upper-left corner of the page, displaying its new purple and gray color scheme. (If necessary, move the toolbar to see the image.)



12. Click a blank area of the page to release the selection, and then close the **Clip Art** task pane.
13. On the **Objects** toolbar, click the **Picture Frame** button, and then click **Picture from File**.

Troubleshooting If you don't release the selection before clicking the button, the new picture will replace the clip art image.

14. Move the pointer over the page below the clip art image, and drag to create a frame about 4 inches square. (Use the rulers or the size indicator on the status bar to guide you.)

When you release the mouse button, Publisher displays the Insert Picture dialog box.

See Also For information about how to move around in dialog boxes such as this one, see "Saving and Closing Publications" in Chapter 1, "Getting Started with Publisher 2007."

15. If the contents of the *VisualInterest* folder are not displayed, navigate to the *Documents\Microsoft Press\SBS_Publisher2007\VisualInterest* folder, and double-click the **Birthday at the Ritz** picture.

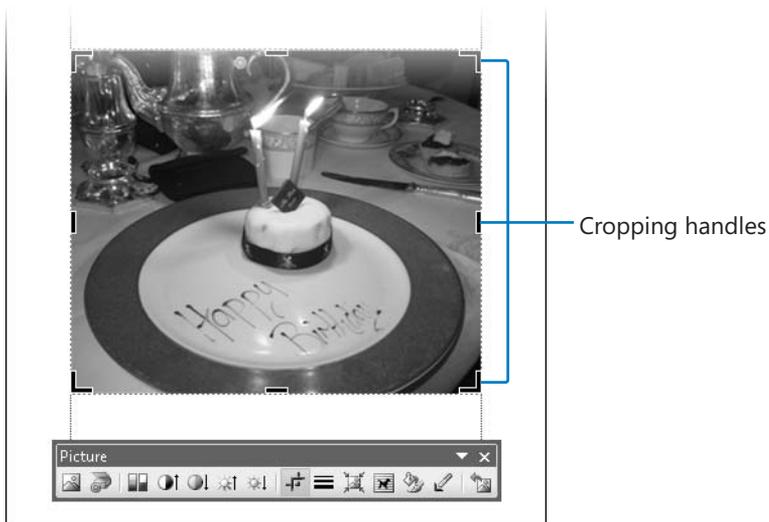
Publisher inserts the picture in the frame you drew on the page and displays the Picture toolbar.

16. If necessary, move the Picture toolbar out of the way. Then drag the lower-right handle of the frame down and to the right until the picture fills the width of the page.



Crop

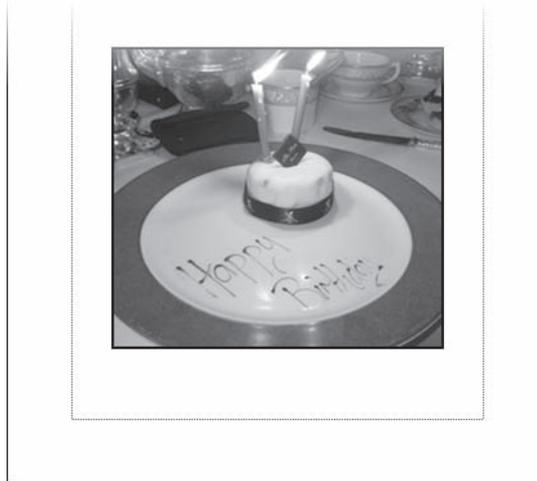
17. With the picture still selected, on the **Picture** toolbar, click the **Crop** button. Cropping handles appear in the corners and on the sides of the picture.



18. Drag the top cropping handle down to the top of the candle flames. Then drag the left and right cropping handles to tightly focus the picture on the plate and the little cake.
19. Click the **Crop** button to hide the cropping handles.
20. With the picture still selected, on the **Picture** toolbar, click the **Line/Border Style** button, and in the list, click the **3 pt** line. Then click a blank area of the page to see the results.



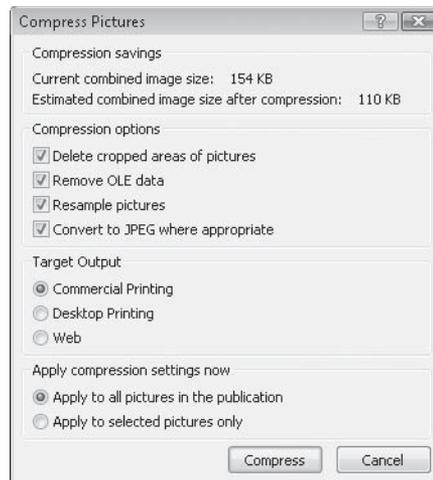
Line/Border Style



Compress Pictures

21. Click the picture, and then on the **Picture** toolbar, click the **Compress Pictures** button.

The Compress Pictures dialog box opens.



Notice the current size of the image files and the estimated size after compression using the default settings. Unless you select the Apply To Selected Pictures Only check box, Publisher will compress all the pictures in the publication, not only the selected picture.

- 22.** Under **Compression options**, leave all the check boxes selected. Under **Target Output**, click **Web**.

Notice that the estimated size after compression using the new settings is much smaller. The resolution for displaying graphics on the Web is much lower than the resolution for printing.

- 23.** Click **Compress**. Then click **Yes** to apply picture optimization.

Publisher compresses the pictures and deletes the cropped parts of the picture. If you were to save the file now, the compressed pictures would result in a smaller file size.



CLOSE the publication without saving your changes.

Working with Shapes

Publisher provides tools for creating several types of shapes, including lines, arrows, ovals, rectangles, stars, banners, and many more. With a little imagination, you will discover countless ways to create drawings by combining shapes.

To create a shape in Publisher, you click a shape button on the Objects toolbar and then drag the crosshair pointer across the page to define the size of the shape. After you draw the shape, it is surrounded by a set of handles, indicating that it is selected. (You can select a shape at any time by simply clicking it.)

Tip To draw a circle or square, click the Oval or Rectangle shape, and hold down the Shift key while you drag.

You can easily add text to a shape. Simply select the shape by clicking it, and start typing. You can then format the text by clicking buttons on the Formatting toolbar or by making selections in the Font dialog box.

Manipulating a Shape

To move a shape from one location to another on the same page, you simply point to the shape, and when the pointer becomes a four-headed arrow, drag the shape to its new location, using the coordinates shown on the status bar to position it precisely. (You can create a copy of a selected shape by dragging it while holding down the Ctrl key.) You can also reposition a shape by changing settings on the Layout tab of the Format AutoShape dialog box.

Tip If you hold down the Shift key while moving a shape, you can move it only horizontally or vertically in a straight line.

The handles around a selected shape serve the same sizing and rotating purposes as those around any other object. You can use the dimensions shown on the status bar to adjust the size precisely, or you can set the size of the shape on the Size tab of the Format AutoShape dialog box. You can rotate it by using the Rotate Or Flip command on the Arrange menu.

After drawing a shape, you can fill it with color by using the settings on the Colors And Lines tab of the Format AutoShape dialog box or by selecting a color from the palette displayed when you click the Fill Color arrow on the Formatting toolbar. You can change the color and width of the border on the Color And Lines tab of the Format AutoShape dialog box, or change only its width by clicking the Line/Border Style button on the Formatting toolbar.

Tip Having made changes to one shape, you can easily apply the same attributes to another shape by clicking the shape that has the desired attributes, clicking the Format Painter button on the Standard toolbar, and then clicking the shape to which you want to copy the attributes.

If you want to apply the attributes of a shape to all future shapes in the same publication (for example, if you want all shapes to be red), double-click the shape, and on the Colors And Lines tab of the Format AutoShape dialog box, select the Apply Settings To New AutoShapes check box.

Connecting and Grouping Shapes

To show a relationship between two shapes, you can connect them with a line by joining special handles called *connection points*. Moving a connected shape also moves the line, maintaining the relationship between the connected shapes.

When you create a drawing composed of multiple shapes, you can **group** them so that you can edit, copy, and move them as a unit. You can select an individual shape within the group and change its attributes—for example, its color or the weight of its border. You can **ungroup** the grouped shapes at any time and **regroup** them after making changes.

In this exercise, you will draw several shapes of the same color. Then you will connect two shapes and format the connection line. Finally, you will group and ungroup the shapes. There is no practice file for this exercise.

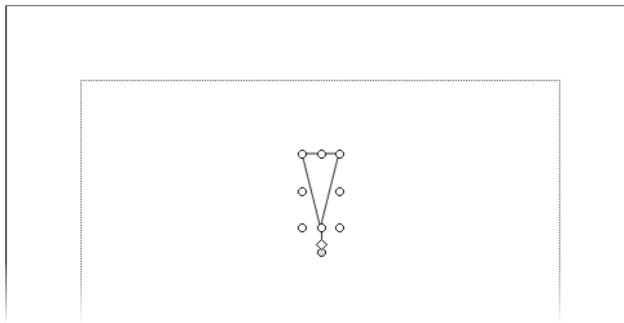
 **OPEN** a blank publication, and then close the Format Publication task pane.



AutoShapes

1. On the **Objects** toolbar, click the **AutoShapes** button, point to **Basic Shapes**, and then click the third shape in the second row (**Isosceles Triangle**).
2. Move the pointer over the page, and starting about 1 inch below the top margin guide, drag to draw a triangle about 1 inch tall and 1/2 inch wide.
3. On the **Arrange** menu, point to **Rotate or Flip**, and then click **Flip Vertical**.

The triangle is now upside down.



4. Double-click the shape, and on the **Colors and Lines** tab of the **Format AutoShape** dialog box, change the **Color** setting under **Fill** to **Orange**. Then select the **Apply settings to new AutoShapes** check box, and click **OK**.



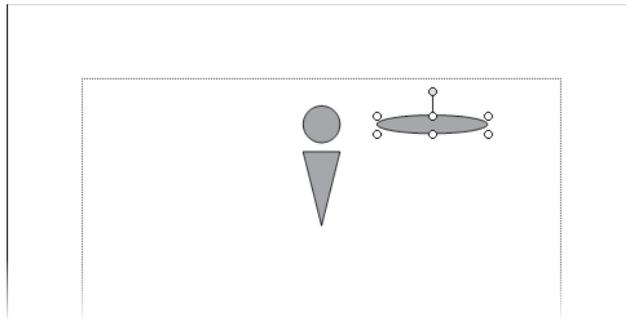
Oval

5. On the **Objects** toolbar, click the **Oval** button, hold down the **SHIFT** key, and drag a circle above the triangle with a diameter slightly smaller than the triangle's side.

When you release the mouse button, Publisher fills the circle with the orange color you specified for all shapes in this publication.

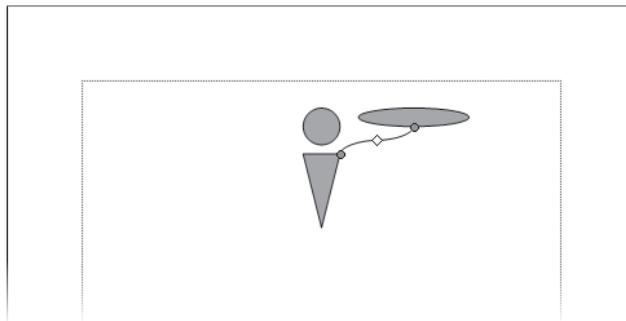
Tip If you click a shape button on the Objects toolbar and then change your mind about drawing the shape, you can release the shape by pressing the Esc key.

6. On the **Objects** toolbar, click the **Oval** button, and drag an oval about 1.5 inches wide to the right of the circle.



7. On the **Objects** toolbar, click the **AutoShapes** button, point to **Connectors**, and then click the first shape in the third row (**Curved Connector**).
8. Point to the triangle, and when blue handles appear, drag a line from the upper-right handle of the triangle to the bottom handle of the oval.

Publisher joins the two shapes with a curved connecting line. Red handles appear at each end of the line, indicating that the shapes are connected. A yellow diamond-shaped handle in the center of the line provides a means to adjust the curve of the line.



Troubleshooting The yellow handle appears only if the line is long enough to support it. If you do not see the yellow handle, drag the oval slightly up or to the right to lengthen the connector line.

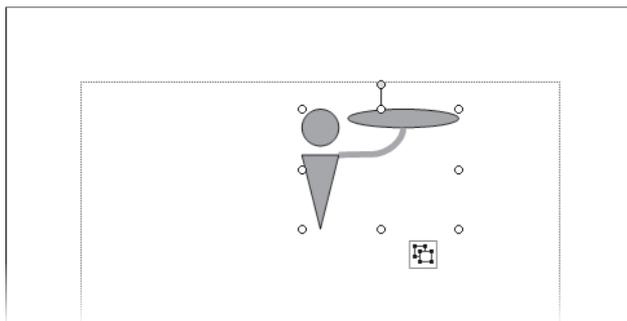
9. Double-click the line (not its handle), and under **Line** on the **Colors and Lines** tab of the **Format AutoShape** dialog box, change the **Color** to **Orange** and the **Weight** to **6 pt**. Then click **OK**.

10. Click the oval, and move it to the left, close to the circle.
Publisher adjusts the length and curve of the connecting line.
11. Click the line, and drag the yellow diamond handle down to create a smooth curve.
Then click a blank area of the page to see the results.



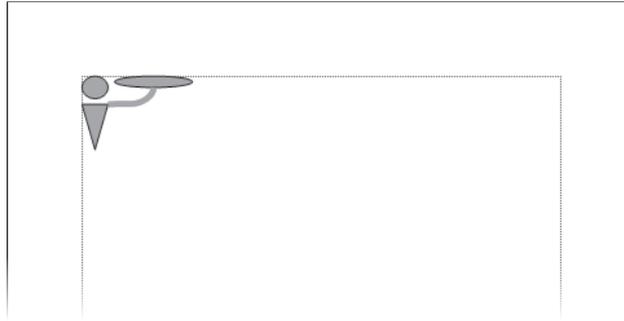
12. Select the four shapes by holding down the **Shift** key as you click each one in turn.
Notice that each shape has its own set of handles.
13. On the **Arrange** menu, click **Group**.

Publisher groups the shapes together with only one set of handles around the edge of the entire group. When the group is selected, the Ungroup Objects button appears below it so that you can ungroup the shapes at any time.



14. Point to any shape in the group, and when the pointer changes to a four-headed arrow, drag the grouped object to the upper-left corner of the page until the coordinates are **1,000, 1,000 in.**
The entire group moves.
15. Click away from the individual shape to release the selection, and then click the grouped shape to select it. Point to the lower-right handle and drag up and to the left until the dimensions of the grouped object are **1,500 x 1,000 in.**

16. Click a blank area of the page to see the results.



Ungroup Objects

17. Click the grouped shape to select it, and then click the **Ungroup Objects** button.

Publisher ungroups the object into individual shapes, which are all selected, and displays the Group Objects button. You can now adjust the size and position of individual shapes.



Group Objects

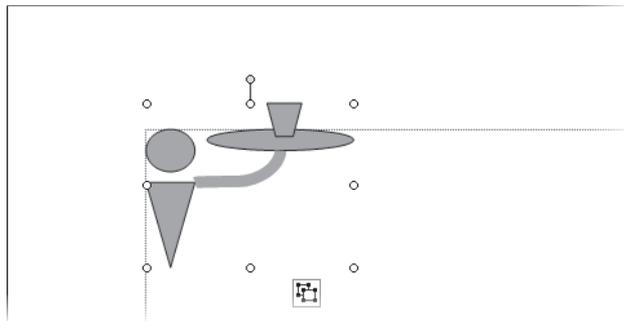
18. Click the **Group Objects** button.

Publisher regroups the shapes. Now suppose you want to add a shape to the group.

19. On the **Objects** toolbar, click the **AutoShape** button, point to **Basic Shapes**, and then click the third shape in the first row (**Trapezoid**).

20. Draw a tiny “cup” on top of the oval “tray,” hold down the **Shift** key, click any of the other shapes, and then click the **Group** button.

Publisher adds the cup shape to the group.



CLOSE the publication without saving your changes.

Working with Pre-Designed Visual Elements

Publisher excels at helping you create visually exciting publications. One of the ways it provides assistance is by offering hundreds of ready-made visual elements that you can insert in a publication with a couple of clicks.

To simplify the use of these visual elements, Publisher 2007 organizes them in categories in the Design Gallery. Many of the elements have a common design and color scheme to give your publications a consistent look. When you are more familiar with color schemes and themes, you will be able to customize the colors of these elements, but for now, we will show you how to use the default Design Gallery elements to add professional touches to your publications.

See Also For information about applying a different color scheme and using custom colors, see “Creating Folded Cards” in Chapter 3, “Creating Colorful Cards and Calendars.”

You cannot add a customized element to the Design Gallery, even if you originally inserted it in your publication from that gallery. If you want to reuse a customized Design Gallery element, or any other object, you can copy and paste it between publications or you can add it to the Content Library.

See Also For information about storing objects for use in other publications, see “Adding Items to the Content Library” in Chapter 4, “Marketing Your Product, Service, or Organization.”

In this exercise, you will insert ready-made elements from three categories of the Design Gallery into a publication. There is no practice file for this exercise.

 **OPEN** a blank publication, and then close the Format Publication task pane.

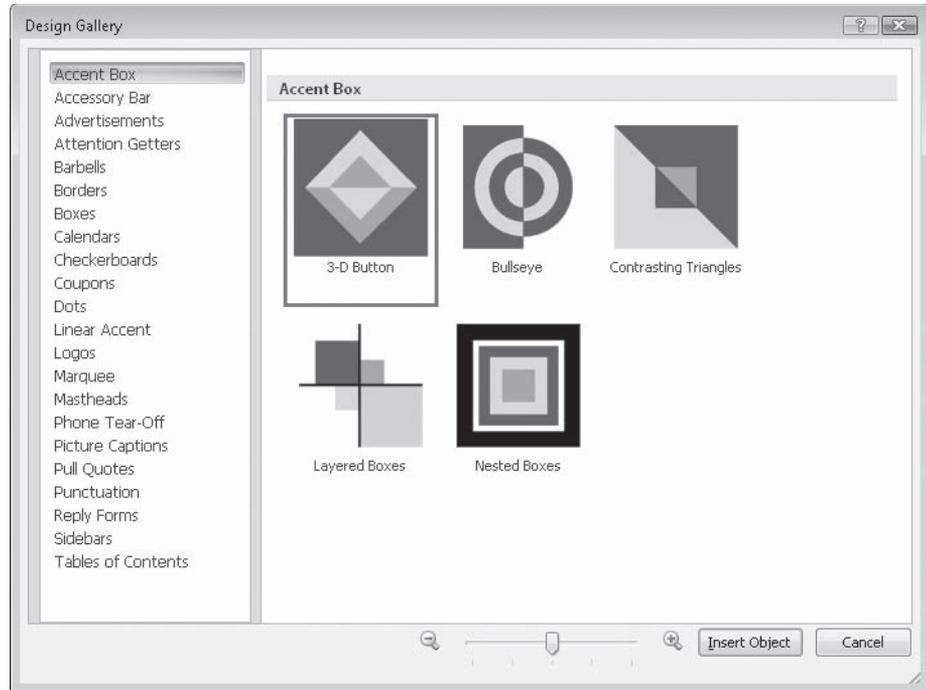


Design Gallery
Object

1. On the **Objects** toolbar, click the **Design Gallery Object** button.

The Design Gallery opens. The left pane displays a list of categories. Clicking a category in the left pane displays the available Design Gallery objects in the right pane.

Notice that the objects available in the Accent Box category are all depicted in the same color scheme.



2. In the left pane, click **Borders**. Then in the right pane, double-click **Stacked Corners**.

Publisher inserts an asymmetrical border around the perimeter of the page.



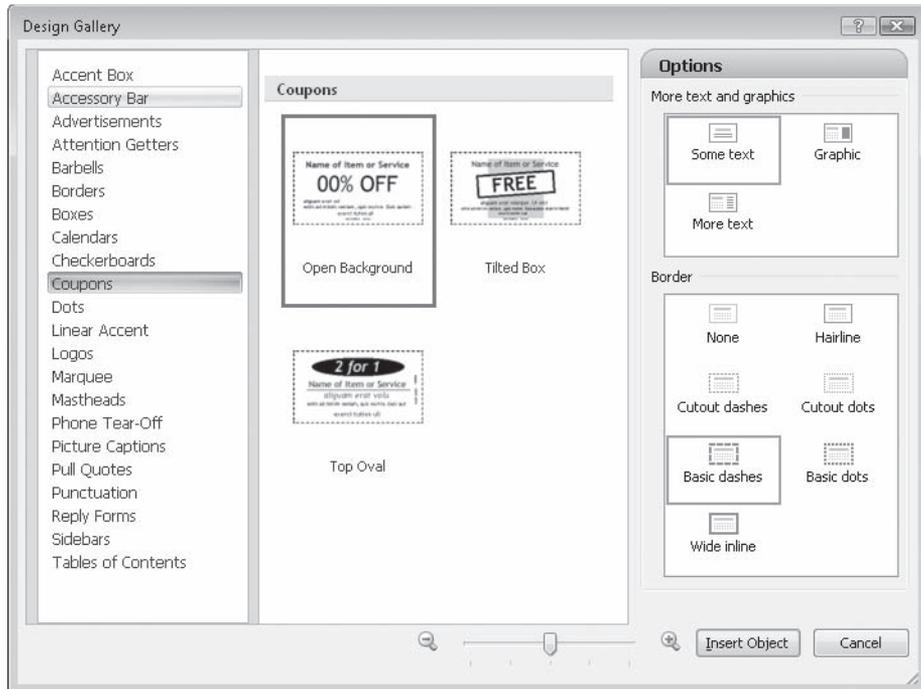
3. With the border selected, press the \rightarrow key and the \downarrow key repeatedly until the blue margin guides are approximately centered within the border.

The border consists of sets of overlapping rectangles. You can move the entire border because all of its components are grouped to form one object that can be treated as a single unit.

See Also For information about grouping objects, see “Connecting and Grouping Shapes,” earlier in this chapter.

4. Display the **Design Gallery** again, click **Dots** in the left pane, and then double-click **Diamond** in the right pane.
5. With the row of dots selected, point to one of the corner handles on the left, and drag until the row of diamonds extends to the blue margin guide on the left. Then repeat this step to extend the row to the blue margin guide on the right.
6. Display the **Design Gallery**, and in the left pane, click **Coupons**.

The Design Gallery displays the three available coupon designs, along with options for customizing them.



7. In the middle pane, click **Top Oval**. In the **Options** pane, under **Border**, click **Basic dots**. Then click **Insert Object**.
8. Drag the coupon to the area below the row of diamonds. Then use the corner handles to enlarge the coupon until it fills the available space.

By inserting the three ready-made objects from the Design Gallery, you have created this basic flyer:



You can customize the color and appearance of the placeholder text and graphic elements as you want.

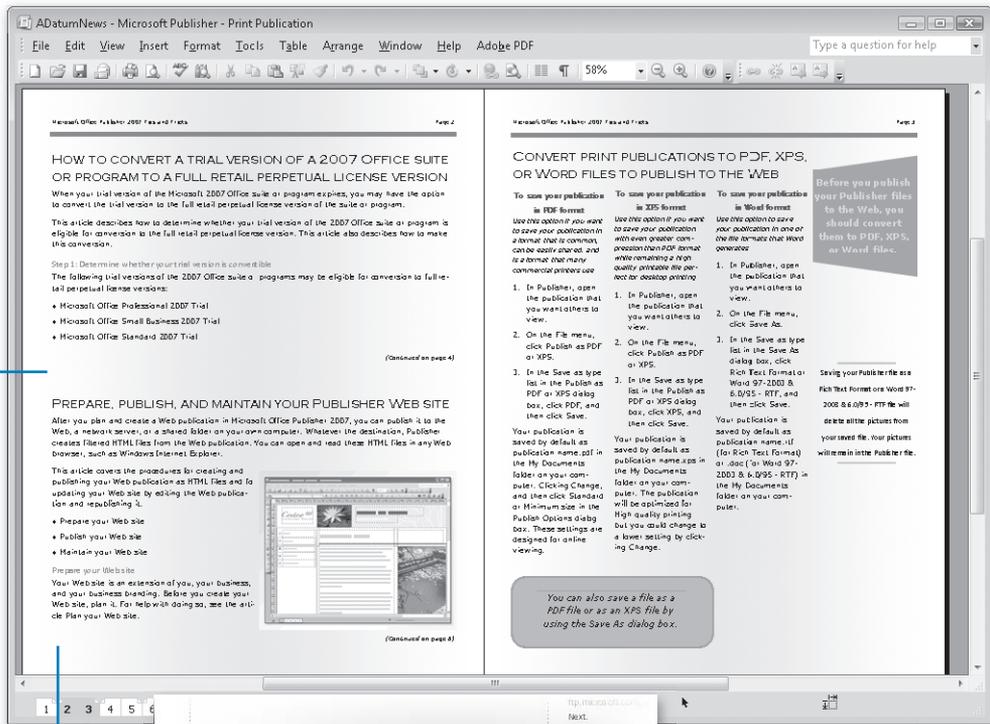


CLOSE the publication without saving your changes, and if you are not continuing directly on to the next chapter, quit Publisher.

Key Points

- Creating and manipulating visual elements is a basic Publisher skill that you will use when working in most publications.
- You can reposition most elements by dragging them, and you can resize elements by dragging their sizing handles.
- You can group elements together to manipulate them as a single unit.
- Before you spend time creating graphics, check for publicly available clip art and ready-made Design Gallery elements.

Chapter at a Glance



Plan longer publications, page 134

Create newsletters, page 136

Organize content, page 143

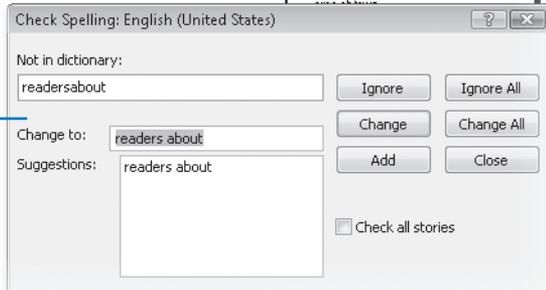
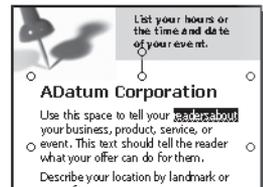
Edit and proof content, page 159

Before you can accept credit cards over the Web, you must do the following:

- Decide which credit cards to accept.
- Open a merchant account with a financial institution (you may be charged an application fee).
- Purchase the appropriate software (in some cases, you may also need hardware).
- Purchase software or a service to verify the credit card data.

Search the Web or your local library for resources. If you need this type of Web site, Publisher may not be the best authoring tool for you.

6. If you do not want to manually clear the Log, manually check box to in the User name box, click Next.
7. Type a name for the, and then click Next.
8. Click Finish.



5 Creating Text-Based Publications

In this chapter, you will learn to:

- ✓ Plan longer publications.
 - ✓ Create newsletters.
 - ✓ Organize content.
 - ✓ Edit and proof content.
-

Most publications contain text, even if it is just a heading or two. However, some types of publications rely mostly on text to convey information, with graphics and other elements playing only a supporting role. Text-based publications that are more than a couple of pages in length, especially those containing multiple stories, pose unique challenges, such as how to flow text logically across multiple pages, how to juggle pages containing different kinds of content, and how to efficiently edit the text and ensure that it is error-free.

In this chapter, you will first review design concepts that pertain to longer publications. Then you will create a multi-page newsletter; size text to fit the available space, and add pages. You will continue stories by linking and unlinking text boxes, insert and remove Continued notices, move and delete pages, and format text in columns. Finally, you will edit a publication in Microsoft Office Word and correct its spelling in Microsoft Office Publisher 2007.

See Also Do you need only a quick refresher on the topics in this chapter? See the [Quick Reference entries on pages xxvii–xli](#).



Important Before you can use the practice files in this chapter, you need to install them from the book's companion CD to their default location. See "Using the Book's CD" on page xvii for more information.

Troubleshooting Graphics and operating system–related instructions in this book reflect the Windows Vista user interface. If your computer is running Windows XP and you experience trouble following the instructions as written, please refer to the “Information for Readers Running Windows XP” section at the beginning of this book.

Planning Longer Publications

Most of the publications we’ve created in this book have been from one to four pages long, which is the length specified by most Publisher design and layout templates. However, you can create longer publications, either by inserting pages in a template-based publication or by creating a publication from scratch. You can create an 8-page menu, a 12-page newsletter, a 100-page report, a 1000-page book—the possibilities are limited only by your imagination and by printing practicalities.

When producing a publication that will contain a lot of content, you can save time by planning its design before you start creating it. Many of the decisions you will need to make for printed publications are based on the quantity you need to produce, the quality you want to achieve, and the amount of money you want to invest. For a printed publication, you will need to consider the following:

- **Color.** Will the printed publication be four-color (photographic quality), two-color (usually black plus an accent color), or monochromatic? Color is more expensive, regardless of the production method.
- **Physical size and format.** Approximately how many pages will the publication include? Will the format fit a standard paper size or require trimming? Do you plan to distribute the publication in a stapled, full-page format; in a loose-leaf ring binder; as a folded and stapled booklet; or as a bound document? Some binding methods can support up to a maximum number of pages; if you produce a 1000-page training manual, for example, stapling and tape binding are not viable options.
- **Production method.** How many copies of the publication will you produce? Will you print only one copy of the publication for reproduction, or one copy for each recipient? Will you print the publication on your own printer, at a copy shop, or through a professional printing service?

Other design considerations apply to all types of publications, whether intended for printing or for electronic distribution. For any publication, you will need to consider the following:

- **Basic layout.** Where will you start your publication design? Can you use an existing Publisher template? If you will create similar publications in the future, do you need to design a custom template? For a custom template, will it be easier to start with a Publisher design or layout template and then add and remove elements as necessary? Or should you start from a blank page, insert the specific design elements you need, and then save the publication as a template?

Important You don't have to create a template for a one-time publication. However, saving the publication as a template makes it available for use in the event that you create a second publication of the same type or of a similar type. It also makes it easier to start over if you encounter a problem with your first attempt.

- **Text design.** Can you use an existing font scheme and color scheme? Or do you need to create custom schemes? The font and font size you select can have a significant impact on the length of your publication.
See Also For more information about the impact of fonts on publication length, see “Solving Organization Problems,” later in this chapter.
- **Page types.** Will your publication include multiple page types, such as a cover page, a page for contributions from regular columnists or readers, an order form, and so on? If this is a periodic publication, you will want to place repeating features such as a letter from the editor or a contact list in the same location in each issue so that readers know where to find it.
- **Static information.** Will each issue of a periodic publication include static information, such as the title, return address, and logo, in the same places? You can save time by entering that information before saving the publication as a template.

If you do need to create a custom design, page layouts, a font scheme, or a color scheme, do this first so that when you flow content into the publication, it immediately appears in its final format. By laying the groundwork, you can quickly identify and handle content issues as they arise.

Tip To save a publication as a template, click Save As on the File menu, and then in the Save As Type list, click Publisher Template. Publisher saves all the content along with the design, layout, font scheme, and color scheme.

Non-Standard Sizes

Publisher comes with templates for a wide variety of publications. Most are appropriate for use by businesses and community organizations, many are useful for personal or family occasions, and a few are just for fun. Among the latter are the paper-folding templates from which you can create paper airplanes or origami models. (The airplane templates even include optional aerodynamic indicators.)

Most of the templates we work with in this book are designed for printing on standard-sized paper, but Publisher also provides for the non-standard publications you might need to complete your branding portfolio. You can create large items, such as banners and signs, and small items, such as advertisements and gift certificates, using the same resources and techniques you would for any other publication. Although these publications are not primarily text-based, they can present copyfitting challenges that you will be better equipped to meet after reading this chapter.

Creating Newsletters

A *newsletter* is a periodic publication containing information of interest to a specific group—for example, employees of a company or members of a club or other organization. Newsletter recipients are frequently subscribers you track in a mailing list, rather than people you don't know. Depending on the size of your subscription base and the amount and frequency of information in each newsletter, you might choose to deliver the content in a traditional printed format or in an electronic format, such as on a Web site or by e-mail.

See Also For information about electronic publications, see Chapter 6, “Communicating Your Message Online.”

Publisher 2007 includes over 60 preformatted newsletter designs. When creating a newsletter based on one of these templates, you can choose a one-page spread, appropriate for printing on separate sheets of paper, or a two-page spread, appropriate for a booklet-style publication. If you will distribute the newsletter by mail, you can designate a portion of the back page for mailing information. This area, which is designed to be visible when you fold the publication, includes areas for information about your organization, postage, and recipient details. To enter the recipient details, you can hand-write names and addresses, affix mailing labels, or merge the newsletter with a recipient list to create an individual publication for each recipient.

See Also For information about merging publications with a data source, see “Using Mail Merge” in Chapter 3, “Creating Colorful Cards and Calendars.”

Copyfitting Text

When you customize the placeholder text in a newsletter that is based on a Publisher template, you will often find that your text does not fit the ready-made text boxes as neatly as the placeholder text did. When this happens, you can change the size of the text box, manually format the text to make it fit, or have Publisher automatically *copyfit* the text.

When you insert more text in a text box than can fit, one of the following three things happens:

- If the text box is linked to another text box, the remaining text flows into the next text box.
- If the text box is not linked to another text box and automatic copyfitting is turned off, the Text In Overflow icon appears, and the text size does not change.
- If the text box is not linked to another text box and automatic copyfitting is turned on, the text size decreases until the text fits.

Copyfitting is turned on by default for some text boxes created as part of a Publisher design or layout template, such as those intended for headings. Copyfitting is turned off for general-use text boxes and those that you insert manually. You can turn copyfitting on or off for a selected text box by clicking an AutoFit Text option on the Format menu or by clicking the Text Autofitting option you want on the Text Box tab of the Format Text Box dialog box.

Inserting Pages

Newsletters are generally text-based but frequently contain other types of information. Publisher provides five standard newsletter page layouts: Story, Calendar, Order Form, Response Form, and Sign-Up Form. You can also insert a specified number of blank pages before or after the current page, or you can duplicate an existing page layout a specified number of times. (This option is particularly handy if you create your own page layouts.)

In this exercise, you will create a newsletter with a color scheme appropriate for photocopying. You will replace placeholder text, copyfit the text to the text boxes in which it appears, and add pages to accommodate the intended newsletter content. There is no practice file for this exercise.



BE SURE TO start Publisher and display the Getting Started window before beginning this exercise.

1. In the **Publication Types** list, click **Newsletters**.
2. Scroll the list in the center pane to see the available newsletter templates. Then in the **Classic Designs** category, click **Banded**.
3. Under **Customize** in the right pane, set the **Color** scheme to **Black & Gray** and the **Font** scheme to **Virtual**.
4. Under **Options**, set the **Page size** to **One-page spread**, and select the **Include customer address** check box. Then click **Create**.

Publisher creates a four-page newsletter with all design elements, other than placeholder graphics, rendered in shades of black and gray.

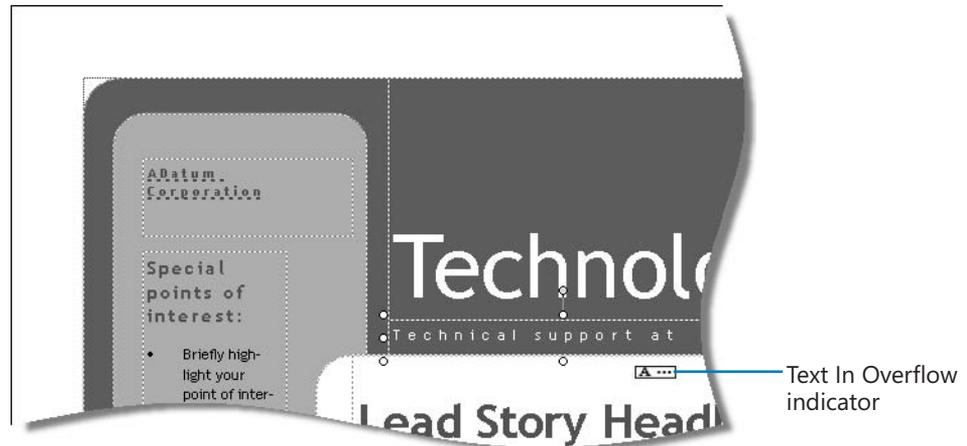
5. Close the **Format Publication** task pane, and then set the **Zoom** level to **Page Width**.
The organization name from the active information set appears in the upper-left corner of this front page. Generic placeholders indicate where to insert the newsletter title and edition-specific information.



6. Click **Newsletter Title**, and type **Technology Times**. Click **Newsletter Date**, and type **April 1, 2008**. Then click **Volume 1, Issue 1**, and type **Technical support at your fingertips!**

Troubleshooting As you type the word *your*, the text disappears. Keep typing, even though you can't see the result.

Publisher displays the Text In Overflow indicator to signal that more text is in the selected text box than is shown.



7. On the **Format** menu, point to **AutoFit Text**, and then click **Shrink Text On Overflow**. Publisher shrinks the text so that the entire slogan is now visible. However, it is very small.
8. Drag the right handle of the text box to the right until the text box overlaps the text box containing the date. Release the mouse button when the right edge of the selected text box is slightly to the left of the word *April*. Then click away from the box to see the results.



2

9. On the page sorter, click the **Page 2** button to display page 2. Then scroll the page to view the placeholder content.

Placeholder stories within each set of linked text boxes provide useful information about newsletter design and content. The newsletter title you entered in step 7 appears in a text box at the bottom of the page.

10. Display page 3, and scroll to the top of the page.

The slogan you entered in step 6 is only partially visible in the text box in the upper-left corner of the page, because the text box is not wide enough to accommodate it.

11. Click the text box that contains the slogan, and drag the right handle to the right so that the text box fills the available space to the left of the text box containing the page number. Then on the **Format** menu, point to **AutoFit Text**, and click **Best Fit**.

The font size of the slogan text increases to fit the wider text box.

At the beginning of each story is the approximate number of words that fits in the set of linked text boxes. This estimate is based on the default font scheme for this template, which you changed before creating the publication.

12. Click anywhere in the first story on page 3.

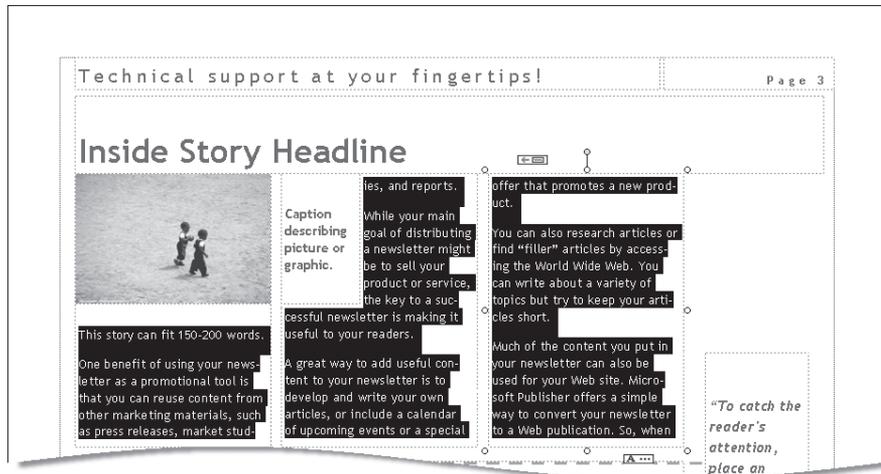
Publisher selects the first text box in the story and displays the Go To Next Text Box button.



Go to Next
Text Box

13. Click the **Go to Next Text Box** button.

Publisher selects the last text box in the story and displays the Go To Previous Text Box button and the Text In Overflow indicator. At the current font size, the placeholder text for this story does not fit in the space provided.



This newsletter will contain several lengthy stories, so you need to add pages to accommodate them.

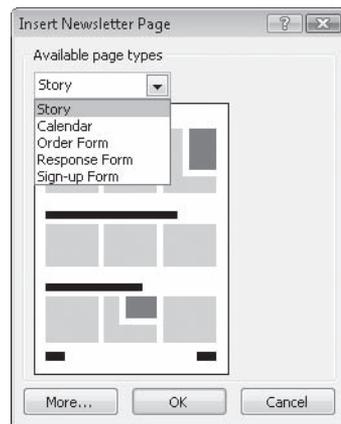
14. On the **Insert** menu, click **Duplicate Page**.

Publisher inserts a new page 4 with the same layout as page 3.

15. On the **Insert** menu, click **Page**.

The Insert Newsletter Page dialog box opens.

16. Click the **Available page types** arrow to display the types of pages you can insert.

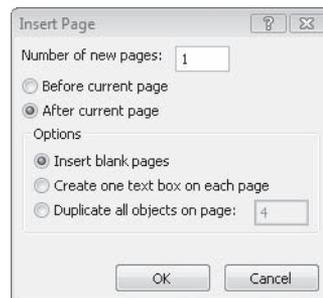


17. Click each type in turn to display a preview of the page layout.

Each page type includes at least one story area, giving you many options.

18. In the **Available page types** list, click **Story**. Then click **More**.

The Insert Page dialog box opens.



From this dialog box, you can insert multiple pages containing no design elements, one text box, or the same layout as the currently selected page.

19. In the **Number of new pages** box, enter **3**, and in the **Options** area, click **Duplicate all objects on page**. Then click **OK**.

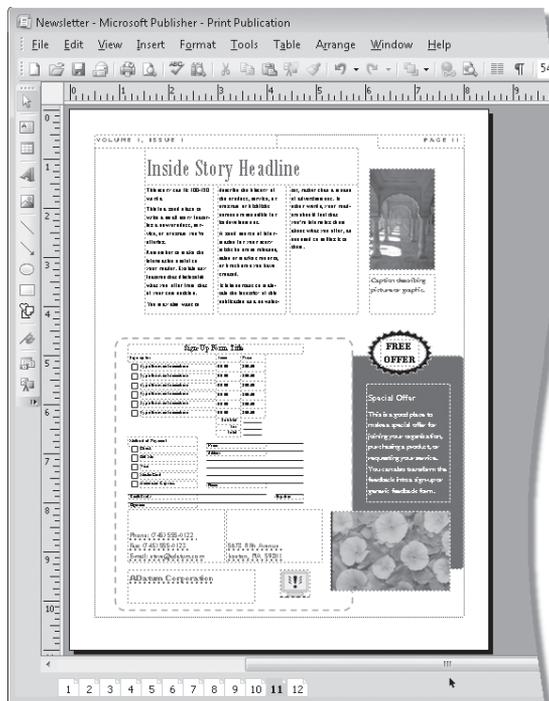
Publisher inserts three more identical pages.

20. Display page 7. On the **Insert** menu, click **Page**. In the **Insert Newsletter Page** dialog box, click **Calendar** in the **Available page types** list, and then click **OK**.

Publisher inserts a page containing a calendar with a schedule of events, space for one story, and one graphic with a caption. The Zoom level changes to display the whole page.

Troubleshooting The new calendar page uses a different font scheme than the one you selected when you created the newsletter. In fact, the font scheme for the entire publication has reverted back to the default for the template on which it is based to maintain consistency with the newly inserted page. Refer to step 22 for more information.

21. Repeat step 20 to insert an **Order Form**, a **Response Form**, and a **Sign-up Form**. The resulting publication includes 12 pages.



22. Display the **Font Schemes** section of the **Format Publication** task pane.
The Virtual font scheme appears to be selected, but in fact the publication has reverted to the default font scheme for the Banded newsletter template, which is at the top of the list.
23. In the font scheme list, click **Virtual** to reapply the font scheme to the publication.
24. Display page 12 to view the customer information section and other outside page content.



CLOSE the publication without saving your changes.

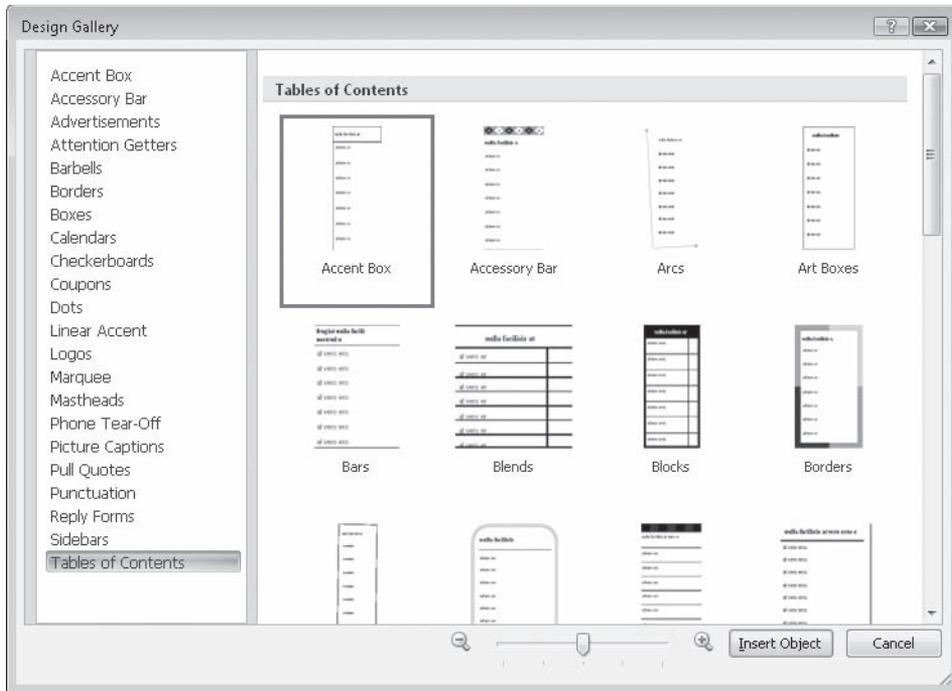
Organizing Content

Longer publications often include several independent stories that compete for the reader's attention. Before entering content into a newsletter or other long publication, it is wise to decide where to place each piece of content within the overall context of the publication. For example, in a newsletter, important stories should start on the first page but can continue inside the publication, most likely near the end. Some people think that stories that start on the right page of a two-page spread are more likely to be read than stories that start on the left page. In a publication that will be folded for mailing, place information that you definitely want the recipient to see on the first or last (outside) page.

Working with a Table of Contents

A longer publication can often benefit from a navigational aid such as a table of contents. When you create a publication such as a newsletter, Publisher inserts a table of contents object on the first page of the publication. You must then manually customize the object to reflect the publication's contents.

You can insert a table of contents object anywhere in a publication from the Design Gallery. You can choose from 34 designs, each color-coordinated with the current publication font scheme. If you know the name of the design or layout template the publication is based on, you might find a coordinating table of contents object.



See Also For information about inserting objects from the Design Gallery, see “Working with Pre-Designed Visual Elements” in Chapter 2, “Creating Visual Interest.”

Troubleshooting After inserting a table of contents object, you can’t change its design. However, changes you make to the publication font scheme or color scheme are applied to the table of contents object.

Each table of contents object includes graphic elements and a table containing placeholders for a header, article names, and page numbers. You must manually replace the text with your own. If you move information or add pages, Publisher will not automatically update the page number in the table of contents, so it’s a good idea to insert the information in the table of contents after you finalize the page layout.

To change the layout of a table of contents object—for example, to add or remove rows—right-click the table part of the object, click **Format Table**, and then format it as you would any other table.

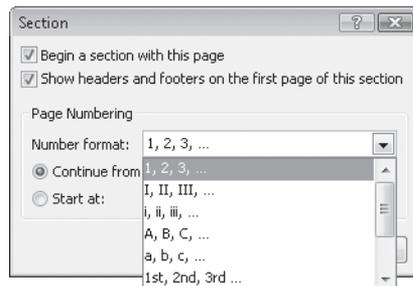
See Also For information about working with tables, see the sidebar titled “Presenting Information in Tables and Lists” in Chapter 6, “Communicating Your Message Online.”

Creating Sections

If the topics in a long publication fall logically into groups—for example, parts, subjects, or time periods—you can formally title these groups by assigning them to **sections**. You can then include only the sections—preceded by any **front matter** (such as an introduction) and followed by any **back matter** (such as a list of resources or a bibliography)—in the primary table of contents at the beginning of the publication, and include a list of topics in a secondary table of contents at the beginning of each section.

Tip You can insert another type of section break within a paragraph to cause its text to continue in the next linked text box. To insert a paragraph section break, press Ctrl+Enter.

To create a section, select the page that you want to designate as its beginning. (If your publication has two-page spreads, begin each section on a right page—called a **recto** page in the publishing world; the left page is called a **verso** page—so that the section title falls on the front side of the leaf and faces the reader.) Then click Section on the Insert menu. In the Section dialog box, select the Begin A Section With This Page check box, and then indicate whether you want the page to display headers and footers, and whether to restart the page numbering or continue from the previous section. You can choose from a variety of page-numbering formats and designate the beginning page number.



Tip You cannot automatically include the section number as part of the page-numbering format. As a workaround, you can manually insert it in the text box containing the page number.

In some types of publications, such as reports, you might want to draw attention to the starting point of each section by designing a special page called a **section opener**. If the last page of the previous section ends on a recto, you can insert a blank verso page to force the section opener onto a recto. If you use openers, you will want to clear the

Show Headers And Footers On the First Page Of This Section check box before clicking OK to close the Section dialog box. (You will need to manually remove the header and footer from a preceding blank page.)

Tip On the page sorter, a space appears between sections.

Moving Content

In Chapter 4, “Marketing Your Product, Service, or Organization,” we briefly discussed flowing information that doesn’t fit in one text box into another; this is called *continuing a story*. In many types of publications, each story appears on one page, whether as a full page of text, multiple columns within a text box, or multiple text boxes organized to fit the space. In some types of publications, however, you might need to continue a story elsewhere in the publication.

For example, in a newspaper the first few paragraphs of the most important story usually appear on the front page of the main section, while the first few paragraphs of a less important story might begin on the next spread. The remainder of each article appears further back. In a magazine, the first few pages of a long article might appear in one place and the final pages might be relegated to the back of the magazine. In Publisher layout terms, the stories would flow through one or more text boxes on one page to text boxes on later pages.

During the review process of a publication containing lengthy stories, you might find that due to changes, additions, or deletions, you need to change the flow of a story. You can move the text boxes and pages containing content in the following ways:

- To move a text box elsewhere on the same page, point to its outer border, and then when the pointer changes to a four-headed arrow, drag it to its new location.
- To move a text box to a location on another page, do one of these two things:
 - Drag the text box into the scratch area, display the destination page, and then drag the text box to the desired location.
 - Cut the text box to the Clipboard, display the destination page, paste the text box (it appears either on the page or in the scratch area) and then drag it to the desired location.
- To move a page to another location, drag the page icon in the page sorter. As you drag, a black arrow indicates the insertion location. Release the mouse button when the page is where you want it.

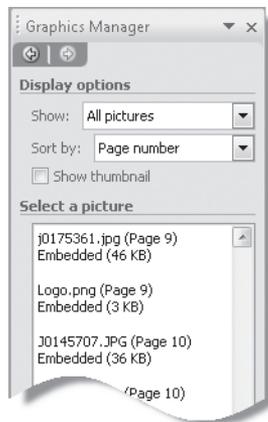
Troubleshooting When you move a text box, its content moves with it, and it retains any links to other text boxes. Moving a linked text box or a page containing linked text boxes could result in segments of a story appearing out of order.

Graphics Manager

In a multi-page publication that includes graphics, you can quickly view, locate, or replace graphics by using the Graphics Manager task pane. This task pane displays the file name and page number of all embedded or linked graphics in the publication, plus either the file size or a thumbnail of each graphic.

You can sort the graphics list by file name, file extension, file size, page number, and status (embedded or linked). If you work with linked graphics, the Graphics Manager task pane identifies any missing or modified images that need your attention.

To display the Graphics Manager task pane, click Graphics Manager on the Tools menu or in the task pane header list.



When you point to a graphic in the Select A Picture list, a ScreenTip displays the file name, file extension, file size, page number, and status of the graphic, and an arrow appears. Clicking the arrow displays a menu from which you can move to and select the image, convert an embedded image to a linked image or vice versa, replace the image, or display additional image properties including scaling, resolution, and color model.

Solving Organization Problems

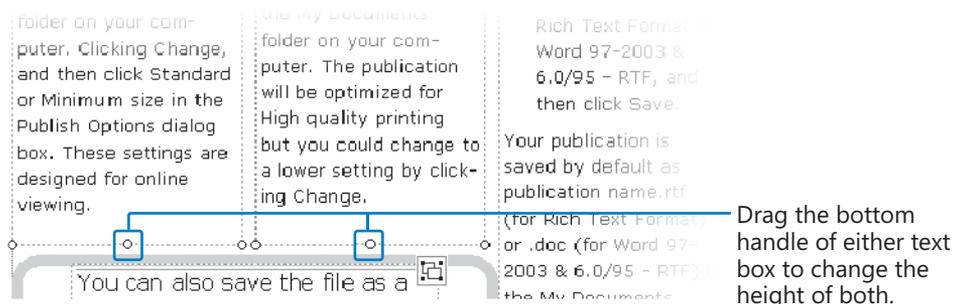
When you flow a story into one or more text boxes, the story might be too long or too short to conform to the allocated space. To address this type of problem, you can take one or more of the following actions:

- **Add or remove text.** If you have editorial control over the content, you can add or remove a word, sentence, or paragraph to fit the available space. Removing text is not necessarily a bad thing; just remember Mark Twain's famous quote, "If I had more time, I'd have written a shorter book."
- **Add, remove, or resize graphics.** A picture might not be worth 1000 words, but it can easily be made to occupy the space of 20, 50, or 100 words.
- **Add, remove, or link to text boxes.** Continue a long story into an additional text box on the same page or on another page. If a story does not require all the linked text boxes associated with it, you must manually break the forward links from the last occupied text box to the subsequent linked text boxes in the set.

Tip To cleanly disconnect multiple unused linked text boxes, move to the final linked text box in the set by pressing the Go To Next Text Box button at the bottom of each text box. From the final text box, press the Go To Previous Text Box button. Then on the Connect Text Boxes toolbar, click the Break Forward Link button. Continue this process until the last occupied text box is the final box in the set.

- **Resize text boxes.** This isn't quite as simple a solution as it might sound. To make one text box taller, shorter, wider, or narrower, you will probably have to resize others, either to make space, fill space, or balance the design.

To change the height of a set of identically sized text boxes simultaneously, select the first text box, press and hold the Shift key, and select the other text boxes. (The Group button will appear.) Then drag the top or bottom handle of any one of the selected text boxes to resize them all.



- **Change the layout of text within the text box or within the story.** You can change the amount of white space that appears around the text in a text box (increasing the margin decreases the text area), change the number of columns within a text box, or change the number of text boxes that contain the story. For example, changing from three narrow columns of justified paragraphs to two wider columns can be enough to shorten the content by a line or two.

Tip You can change the margins of a single text box from the Text Box tab of the Format Text Box dialog box. To automatically apply the modified text box settings to all new text boxes added to the publication, select the Apply Settings To New Text Boxes check box on the Colors And Lines tab.

- **Change the font or font size of the story.** If your design uses multiple fonts or sizes, you can apply one of the other available fonts or sizes to the story in a text box. However, changing to a font or size that is not used anywhere else in the publication can be distracting and look amateurish.

Tip You might be tempted to change the margins of a publication to try to change its *footprint*. You can relocate the blue margin guides by clicking Layout Guides on the Arrange menu and entering new top, bottom, left, and right margins on the Margin Guides tab. However, the layout of your publication does not change to reflect the new margin settings, so this adjustment essentially has no effect on the footprint.

In shorter publications such as flyers and tri-fold brochures, it is reasonably simple to rearrange text boxes and resize content to appropriately fill the available space. Longer publications present additional challenges: You might need to conform to a 16-page *signature* for an offset-printed publication, to a 4-page footprint for each *leaf* added to a folded publication, or to a 2-page footprint for each leaf of a loose leaf, double-sided publication. After you insert all the content you intend to use in a publication and adjust the size of each story's text boxes to fit its content, you might find that the publication is too long or too short to fit the intended footprint. You might be able to fix the problem by adding, removing, or changing individual stories, but if that is not possible, you can also solve the problem by making global changes to the publication.

One way to manage the length of your publication is through your choice of font scheme. Different fonts have different height-to-width relationships—for example, the letter *m* is narrower in 12-point Calibri than it is in 12-point Verdana. The difference may be slight on a letter-by-letter basis, but it can be significant when applied to an entire publication.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

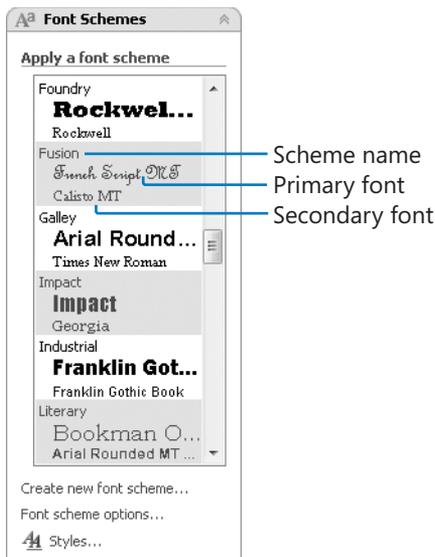
The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The Font Scheme list, both in the Getting Started window and in the Format Publication task pane, displays three pieces of information for each font scheme: the scheme name, the primary font, and the secondary font. The primary font is used for headings and titles, and the secondary font for body text. The names of the primary and secondary fonts are displayed in those fonts, providing a means by which you can gauge the effect each scheme will have on the length of your publication.



Tip You cannot make changes to the font schemes that come with Publisher, but you can create a custom font scheme, either from scratch or based on an existing scheme. You can change, rename, and delete custom font schemes.

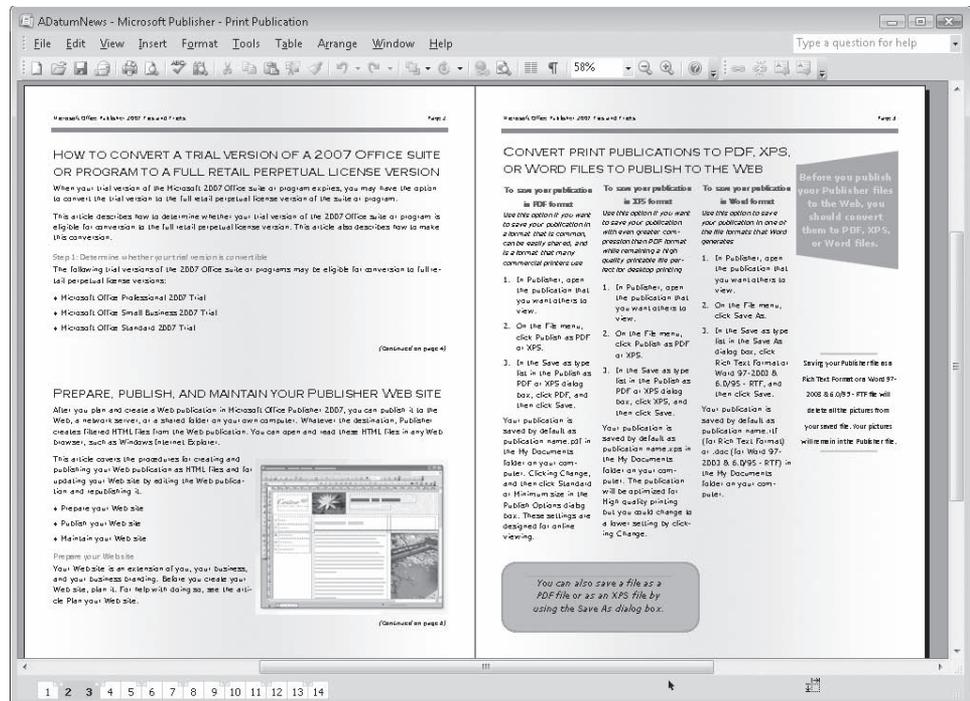
In this exercise, you will trace the continuation of a story; move, insert, and delete pages; insert and remove Continued notices; format text in columns; and connect and disconnect text boxes.

USE the *ADatumNews* publication. This practice file is located in the *Documents\Microsoft Press\SBS_Publisher2007\TextPublications* folder.

OPEN the *ADatumNews* publication, and close the Format Publication task pane.

1. If you have a printer available, print the publication (double-sided, if possible) to make it easier to follow along with the exercise.
2. On the **View** menu, select **Two-Page Spread** if it is not already selected. Then on the page sorter, click the **Page 2** button to display pages 2 and 3.

The publication contains five stories: Two start on page 1 and continue later in the publication, two start on page 2 and continue later in the publication, and one complete story appears on page 3.



3. On the page sorter, do the following:

- Click the **Page 4** button to display pages 4 and 5.

The first story beginning on page 2 continues on page 4 and ends halfway through page 5; the other half of the two-column text box on page 5 is empty.

Tip You can follow the stories by clicking the Go To Previous Text Box and Go To Next Text Box buttons.

- Display pages 6 and 7, then 8 and 9, and then 10 and 11.

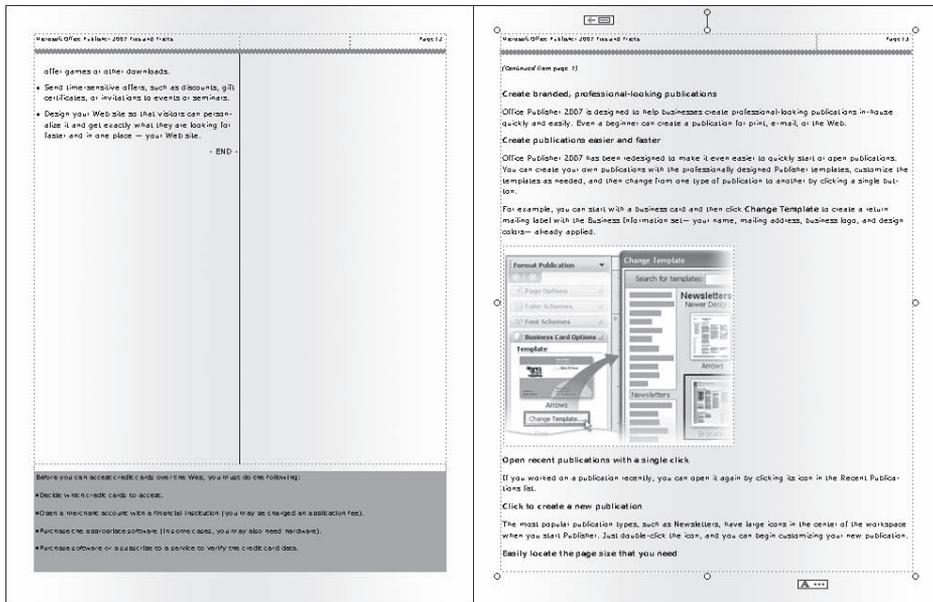
The second story beginning on page 2 continues on page 6 and runs through to page 10, ending partway down the left text box.

The second story beginning on page 1 continues in the right text box on page 10, runs through page 11, and ends near the top of the left text box on page 12.

- Display pages 12 and 13, and then click anywhere in the large text box on page 13.

On page 12, most of the left text box is empty, and the right text box is entirely empty. A sidebar relating to the story that ends at the top of the page spans the bottom of the page.

The first story beginning on page 1 continues on page 13. The Text In Overflow icon at the bottom of the page indicates that the story includes additional content that can't be shown in the allocated space.



- Display page 14.

The last page of the publication is self-contained and complete.



You need to reorganize the publication so that the stories continue in the order in which they begin.

- Return to page 1. Click in the text box containing the story titled *What's New in Publisher 2007?*, and then click the **Go to Next Text Box** button that appears below the text box.

Publisher moves to page 13. The story does not connect to additional text boxes, so you need to move only this page to follow page 3.

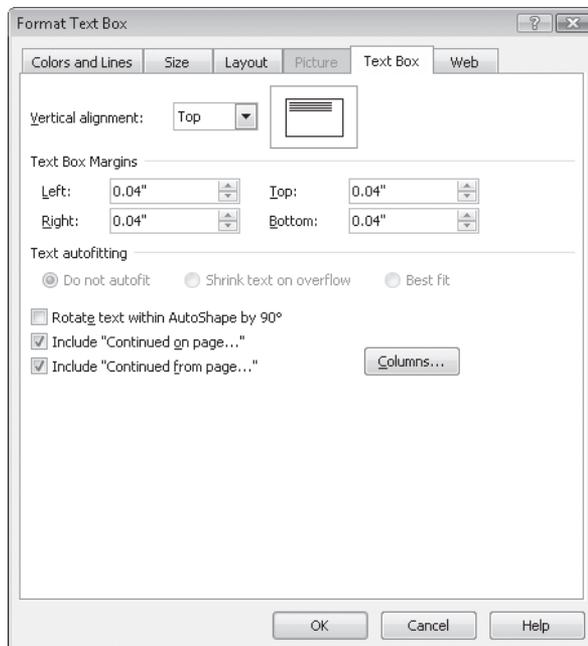
- On the **View** menu, click **Two-Page Spread** to turn off that view.

Tip In Two-Page Spread view, moving either page of a spread on the page sorter moves both pages.

- On the page sorter, drag page 13 after page 3, so that it becomes page 4.

You need to accommodate the part of the story that is not visible.

- Click in the text box. On the **Format** menu, click **Text Box**, and then in the **Format Text Box** dialog box, display the **Text Box** tab.



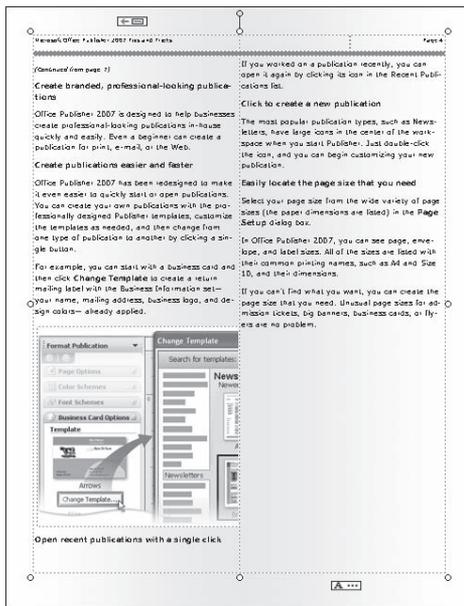
Tip The two Include “Continued” check boxes govern whether previous and next page numbers appear at the beginning and/or end of the selected text box. By default, you must manually select these check boxes for each text box in which you want the *Continued* text to appear. If you want one or both of these elements to appear by default, you can set your preferences here and then on the Colors And Lines tab, select the Apply Settings To New Text Boxes check box.

8. Clear the Include “Continued on page...” check box. Then click the **Columns** button.

The Columns dialog box opens.

9. Change **Number** to **2**, click **OK**, and then click **OK** in the **Format Text Box** dialog box.

The text box contents flow into two columns, leaving considerable empty space at the bottom of the right column. However, the Text In Overflow icon indicates that additional text exists.



10. In the left column, click the picture. Then drag its lower-right handle up and to the left until the right edge of the picture aligns with the right edge of the column. When you release the handle, additional text and a graphic appear in the right column.

11. Repeat step 10 to resize the graphic in the right column to fit the column. Then click in the text box.

The Text In Overflow icon still appears.

12. On the **Insert** menu, click **Duplicate Page** to insert a new page 5 containing an empty two-column text box.



13. Display page 4, click in the text box, and then on the **Connect Text Boxes** toolbar, click the **Create Text Box Link** button.

When you move the pointer back over the publication window, it changes to a pitcher.

14. Display page 5, and click in the text box.

Additional content fills page 5. The Text In Overflow Icon still appears.

15. Right-click the text box, click **Format Text Box**, and then click the **Text Box** tab. Clear the **Include "Continued from page..."** check box, and then click **OK**.

It is unnecessary to include continuation messages when a story appears on consecutive pages.

16. On the **Insert** menu, click **Page**, and in the **Insert Newsletter Pages** dialog box, click **More**.

The Insert Page dialog box opens.

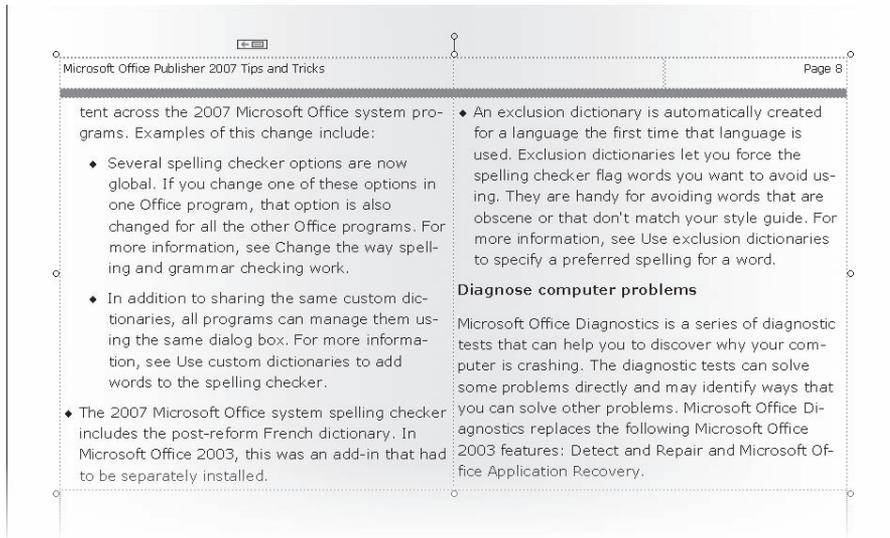
17. Set the **Number of new pages** to **3**, click the **Duplicate all objects on page** option, and then click **OK**.

Publisher inserts four new pages (6, 7, and 8) containing empty two-column text boxes. The publication now has 18 pages.

18. Display page 5, and click in the text box. Click the **Create Text Box Link** button, display page 6, and click in the text box to continue the story. Repeat the process two times to continue the story through to page 8. Then resize each graphic to the width of its column.

The story ends partway down the left column on page 8.

19. Click the text box, and then drag the bottom handle up to halfway through the content, releasing the mouse button when the content fills the two-column text box.



Troubleshooting Be sure to size the window as shown in this graphic, or later steps might not work as expected.

- 20.** Insert a copy of the text box at the bottom of the page, and size it to completely fill the available space. Using the skills you have learned, format the text box to include the “Continued from page” message when it contains text.

You will continue the second story from page 1 in this text box.

- 21.** Display page 1, click in the text box containing the story titled *Plan Your Web Site*, and then click the **Go to Next Text Box** button that appears.

Publisher moves to the second column on page 15.

- 22.** Return to the previous text box, and on the **Connect Text Boxes** toolbar, click the **Break Forward Link** button.

The Text In Overflow icon appears. On pages 15 through 17, the text boxes that previously held the continued story are now empty.

- 23.** Move page 16, which now contains an empty two-column text box, to become page 9. Then use the skills you have learned to continue the second story that begins on page 1 (*Plan Your Web Site*) in the lower text box on page 8 and then in the text box on page 9.

- 24.** Click the **Go to Next Text Box** button at the bottom of page 9.

Publisher moves to page 17, where the only content in the text box is the indicator of the end of the story (- END -).



Break Forward
Link

Troubleshooting If your page 17 contains additional content, the likelihood is that you didn't size the text boxes as we did on page 8 (see steps 19 and 20). You can correct this by returning to page 8 to decrease the height of the upper text box and increase the height of the lower text box.

25. Delete the end tag from the text box, and press the **Backspace** key to return the insertion point to the end of page 9. Then click the **Break Forward Link** button to end the continuation of the story.

The remaining two story continuations are in the correct order.

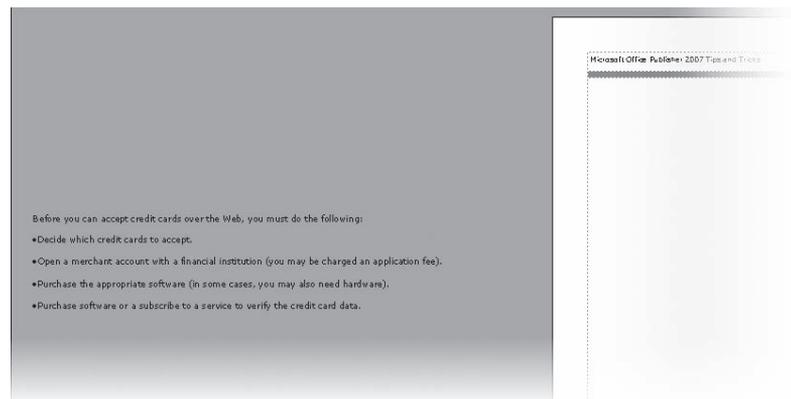
26. Use the skills you have learned to do the following:
- End the first story from page 2 (*How to convert a trial version*) in an evenly filled two-column text box on page 11.
 - Continue the second story from page 2 (*Prepare, publish, and maintain*) into a two-column text box at the bottom of page 11, through pages 12, 13, and 14, to end on page 15.

Tip The text boxes on pages 12–15 are already linked, so you need only link the text boxes on pages 2, 11, and 12.

27. On the page sorter, right-click the **Page 16** button, click **Delete Page**, and then in the **Microsoft Office Publisher** message box, click **Yes** to confirm the deletion of the page, including the empty text box.

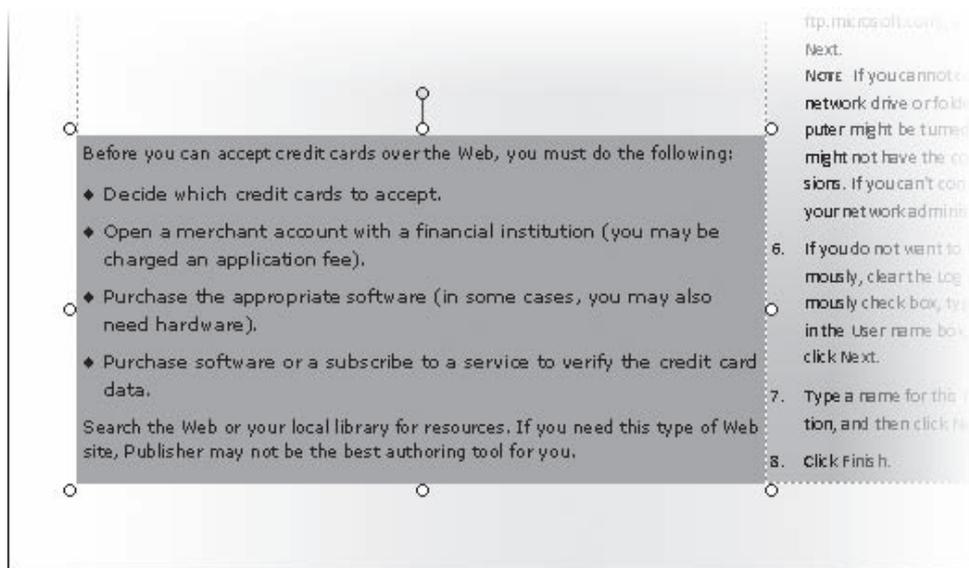
Page 16 now contains an empty two-column text box and a sidebar.

28. Drag the sidebar into the gray scratch area to the side of the page.



See Also For more information about the scratch area, see “Aligning and Stacking Objects” in Chapter 4, “Marketing Your Product, Service, or Organization.”

29. Delete page 16, and then display page 15. Drag the sidebar from the scratch area to the empty space in the lower-left part of the page, and then size it to fit the column width and display its contents.



30. Display the publication in **Two-Page Spread** view, and change the **Zoom** level to **Whole Page**. Review the 16-page publication to see the results of your work.

Tip Because this publication is double-sided, you must end with an even number of pages.

31. When you finish, update the page numbers in the table of contents on page 1 of the publication to reflect the final result.



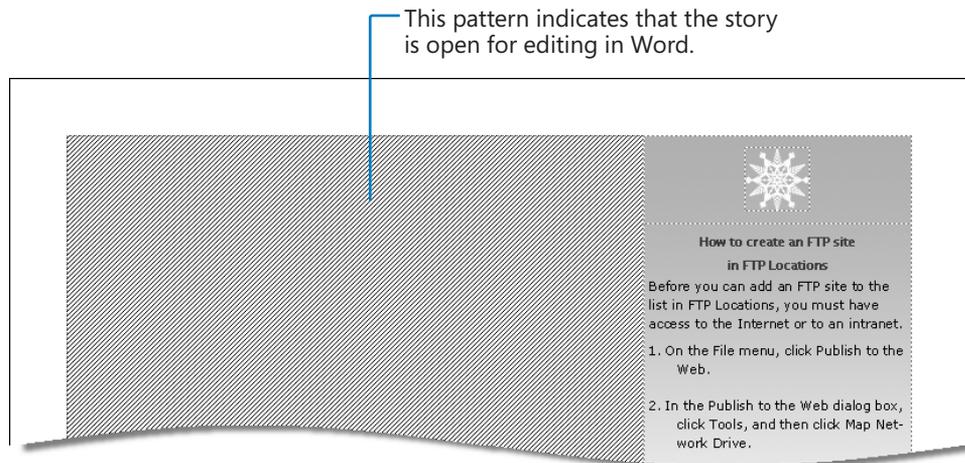
CLOSE the publication without saving your changes.

Editing and Proofing Content

For convenience, we have gathered together information about techniques for ensuring the accuracy of your text in the last topic of this chapter. However, editing and proofing are processes that are on-going throughout the development of a publication. The language you choose to convey your message should be polished, targeted to your audience, and error-free.

Editing Content in Word

If you are familiar with Microsoft Office Word, you might be more comfortable crafting text by using Word tools and techniques than within a publication. Provided you have Word installed on your computer, you can simply right-click any text in a publication, point to Change Text, and then click Edit Story In Microsoft Word. A Word document containing the formatted text of the story opens, and Publisher indicates with cross-hatching that the text box(es) containing the story are unavailable for editing.



You can make content and formatting changes within the Word document. All the usual Word functions, including spelling and grammar review and word count, are available. When you finish, you close the document to return to Publisher. There is no need to save the document. (In fact, you cannot actually save the document, only a copy of it.) Your changes are immediately visible in the publication.

Tip You can insert comments and track changes in the document within the current Word session. However, when you close the document, all changes are accepted and comments removed before the content reappears in Publisher.

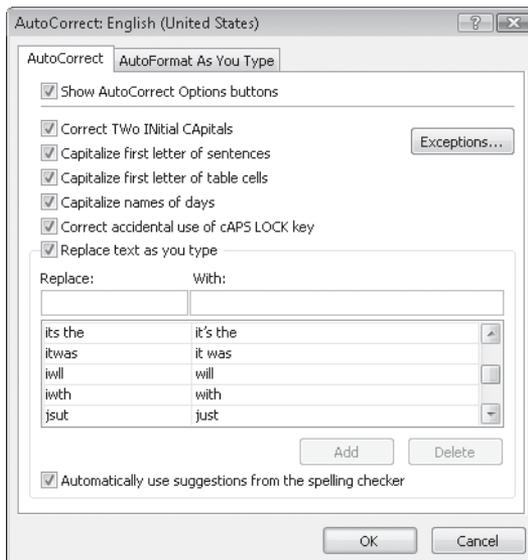
Correcting Spelling Errors

Before publishing a document, it is important to confirm that it contains no spelling errors. In this electronic age, there are few excuses for the spelling errors that frequently occur in professionally printed materials. (This seems to be a particularly prevalent issue with restaurant menus!) Even in a short publication—but much more so in a long publication—err on the safe side, and use the tools that the 2007 Microsoft Office system places at your disposal.

Publisher provides two tools to help you with the chore of eliminating spelling errors: the AutoCorrect and Spelling features. It doesn't include the grammar-checking feature available in Microsoft Office Word and Microsoft Office Outlook. However, if you display a story in Word as discussed earlier in this topic, you can run the full Spelling And Grammar feature. This is another great benefit of the easy interaction between Publisher and Word.

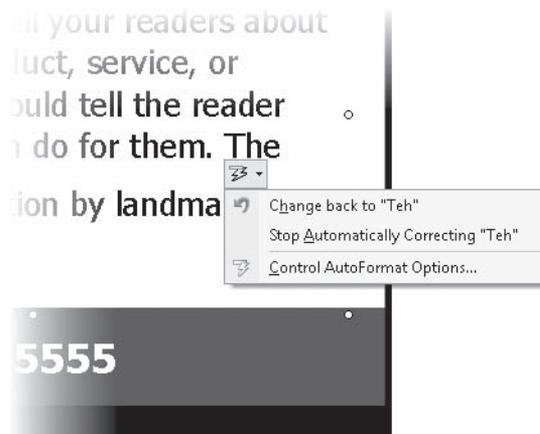
Have you noticed that Publisher automatically corrects some misspellings (such as *teh* to *the*) when you type them? This is the work of the AutoCorrect feature. AutoCorrect fixes common spelling and typing errors so that you don't have to. AutoCorrect comes with a long list of frequently mistyped words and their correct spellings.

Tip To open the AutoCorrect dialog box, click AutoCorrect Options on the Tools menu.



If you frequently mistype a word that AutoCorrect doesn't change, such as a difficult last name, you can add it to the list in the AutoCorrect dialog box.

If you deliberately mistype a word and don't want to accept the AutoCorrect change, you can undo the change by clicking the Undo button on the Standard toolbar or by pointing to the corrected word, clicking the AutoCorrect Options button that appears, and then clicking Change Back.



A great time-saving trick for longer publications is to use the AutoCorrect feature to avoid having to manually enter phrases that occur frequently in your publications. For example, if you work on a project in which you often have to type *For more information, see* followed by a topic or chapter reference, you can enter a short combination of letters that does not form a word, such as *fmi*, and the full phrase to the list in the AutoCorrect dialog box. Thereafter, when you type *fmi* and press the Spacebar, AutoCorrect replaces the letter combination with the full phrase.

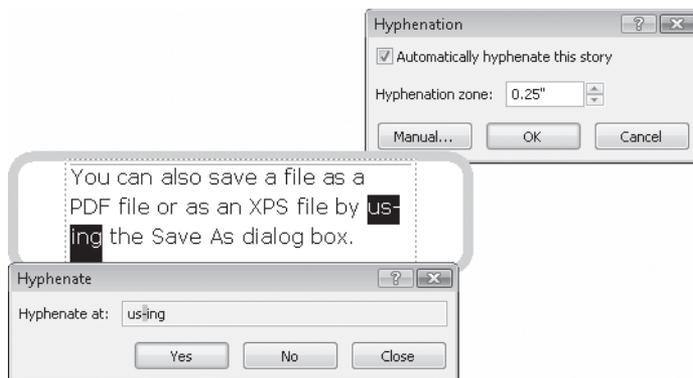
Although AutoCorrect ensures that your documents are free of common misspellings, it cannot detect random typographical errors. To help you detect this type of error, Publisher includes the same spell-checking feature found in other Office programs. By default, Publisher checks your spelling as you type and indicates suspected spelling errors with red wavy underlines. You can correct an individual error by right-clicking it and selecting a suggested alternative, or you can check the spelling of a single story or the entire publication by clicking Spelling on the Tools menu and correcting errors in the Check Spelling dialog box.

Over-reliance on spelling checkers has led to a modern-day misspelling epidemic. People seem to believe that just because a publication has passed a spell-check, it must be OK, but there are numerous common mistakes in word usage, for example using “their” instead of “there,” that will pass a spell-check. In critical publications, take the time to use the Word grammar checker, which will catch many of these. The grammar checker indicates questionable usage with a green wavy underline.

Controlling Hyphenation

Many Publisher templates use text boxes to emulate the kinds of skinny-column layouts used in newspapers and magazines. To avoid leaving ugly gaps at the ends of lines and to make more content fit in less vertical space, Publisher automatically hyphenates multi-syllable words that fall within 0.25 inches of the edge of the text box.

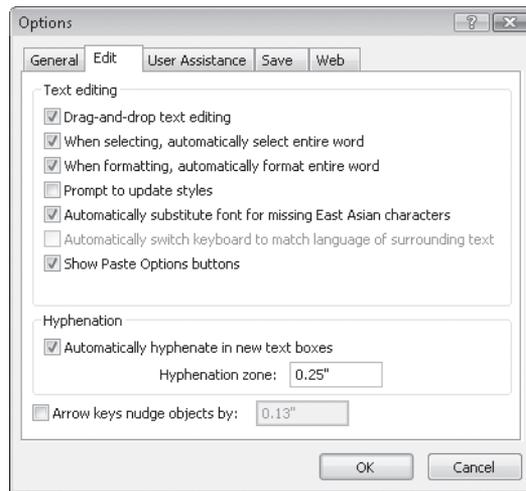
For each story, you can change the width of the default hyphenation zone, or you can turn off this feature entirely by right-clicking the story you want to change, pointing to Proofing Tools, and then clicking Hyphenation to display the Hyphenation dialog box.



Clicking Manual displays a dialog box that moves from one hyphenated word to the next, allowing you to specify which words you want to hyphenate and how you want to hyphenate them.

Tip If you are going to manually hyphenate a story, ensure that all editing, including spell-checking, is complete before you begin. It is a waste of time to fine-tune hyphenation if later changes might rewrap lines and necessitate another round of adjustments.

To check the hyphenation settings of a story, you can click Options on the Tools menu, and then in the Options dialog box, click the Edit tab.



Changing the settings under Hyphenation on this tab affects only new text boxes, not existing ones.

In this exercise, you will create an advertisement, edit its content in Word, and check the spelling of the advertisement text. There is no practice file for this exercise.

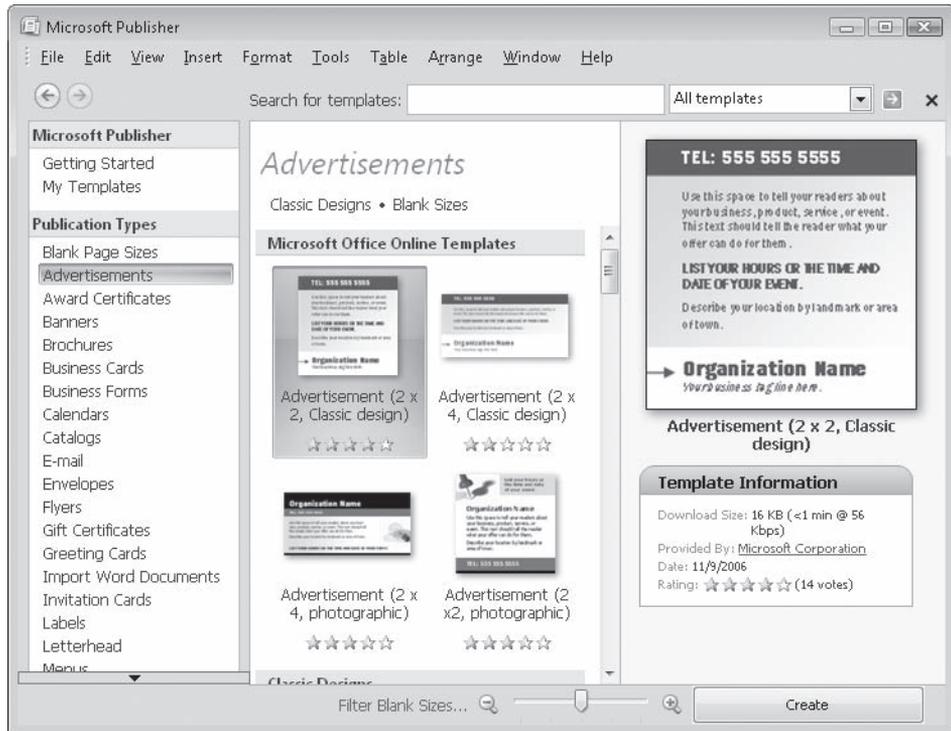
BE SURE TO start Publisher and close any open publications before beginning this exercise.

1. In the **Publication Types** list, click **Advertisements**.

Publisher offers six monochromatic designs, each available in square and rectangular versions. If the active information set includes a logo, the design previews display the logo as well as the company name.

2. Under **Microsoft Office Online Templates**, click **View templates from Microsoft Office Online**.

If you have an active Internet connection, additional color advertisement templates provided by Microsoft (and possibly others) appear. Each Internet template is of a fixed size, and has a rating based on feedback from Office Online visitors.



Troubleshooting If you don't have an active Internet connection, complete the exercise with any Publisher advertisement template.

3. Select a template you like, and then click **Create**.

Publisher creates the selected advertisement. Placeholder text suggests the type of information you might include in each area of the advertisement. Blue dashes indicate placeholders linked to the information set.



List your hours or the time and date of your event.

ADatum Corporation

Use this space to tell your readers about your business, product, service, or event. This text should tell the reader what your offer can do for them.

Describe your location by landmark or area of town.

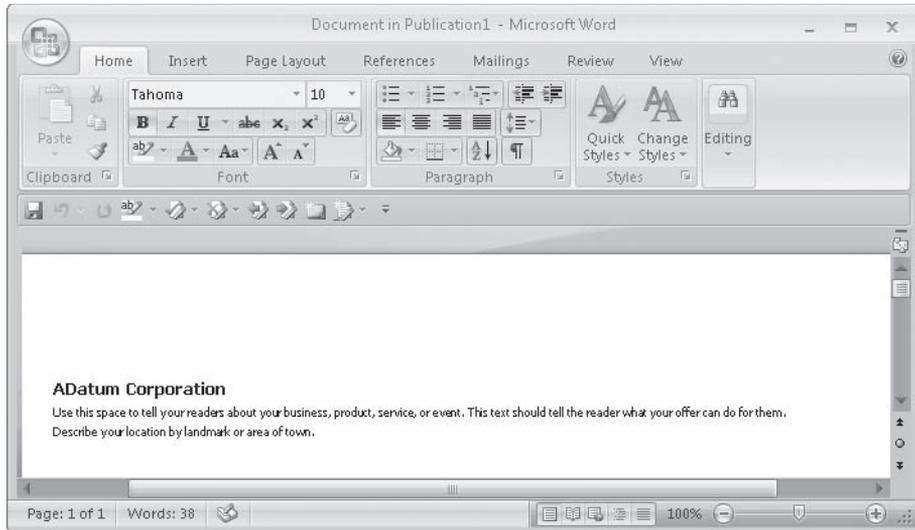
TEL: 555 555 5555

4. Right-click the main placeholder text, point to **Change Text**, and then click **Edit Story in Microsoft Word**.

Troubleshooting If Word is not installed on your computer, skip to step 5, and then follow along with the rest of this exercise in Publisher.

The text box becomes unavailable, and Word opens, displaying the placeholder text.

See Also For information about working in Word 2007, refer to our book *Microsoft Office Word 2007 Step by Step* (Microsoft Press, 2007).



Your Word window might look different than the one shown here, depending on your settings.

5. In the text displayed in the document, remove a space from between two words to create a spelling error.

Word immediately indicates the error with a red wavy underline.

6. Close the document to return to Publisher. After a short pause, the changed text appears in the advertisement.

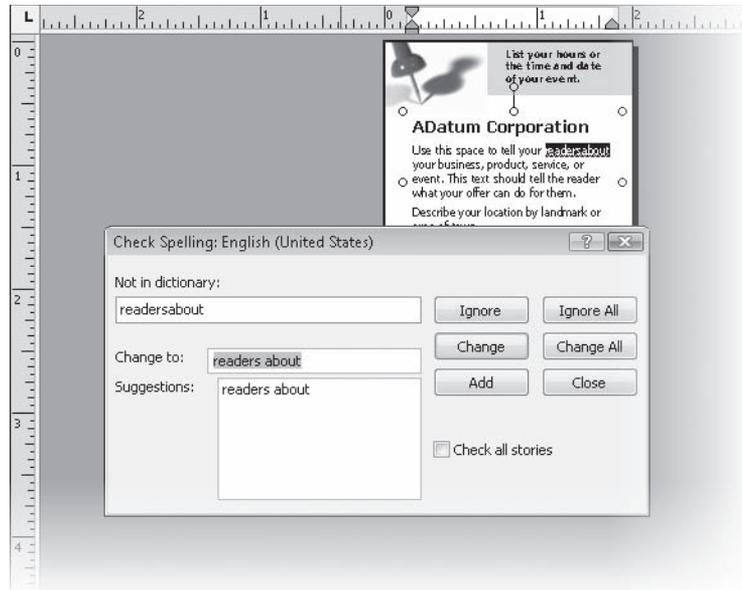
Publisher also indicates the misspelling with a red wavy underline.

Troubleshooting If you don't see the wavy underline, point to Spelling on the Tools menu, and then click Spelling Options. Under When Correcting Spelling In Publisher, select the Check Spelling As You Type check box, and then click OK.

7. On the **Tools** menu, point to **Spelling**, and then click **Spelling**.

The Check Spelling dialog box opens, prompting you to correct the error. Your publication is visible behind the dialog box so that you can easily locate the indicated error in context—not important in a small publication such as this one, but very helpful in a longer publication.

You can accept the suggested correction or enter any replacement text you want in the Change To box. Then click Change to effect the replacement and move to the next detected error in the story (if there is one). After checking the story, Publisher offers to check the remainder of the publication.



8. Finish checking the spelling of the publication content, and then in the **Microsoft Office Publisher** dialog box that appears when the spelling check is complete, click **OK**.



CLOSE the open publication without saving your changes, and if you are not continuing on to the next chapter, quit Publisher.

Key Points

- You can create a publication of any length by using Publisher. To save time, plan the design, content, and layout of the publication in advance.
- When text does not fit exactly in a text box, you have many options, including resizing the text and the text box. You can have Publisher automatically resize text to fit the available space.
- You can insert, delete, and move pages in a publication. Each page retains its content. Moving pages that contain continued stories might result in story sections being out of order.
- You can edit story content in Word. All the program functionality other than saving the file is available.
- Publisher includes tools for checking and correcting spelling and for controlling hyphenation.

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