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Publisher 365

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IN THIS CHAPTER

- » Understanding frames
- » Creating and designing a publication
- » Changing your view of the Publisher window
- » Putting grid guides and rulers on pages

Chapter 1

Introducing Publisher

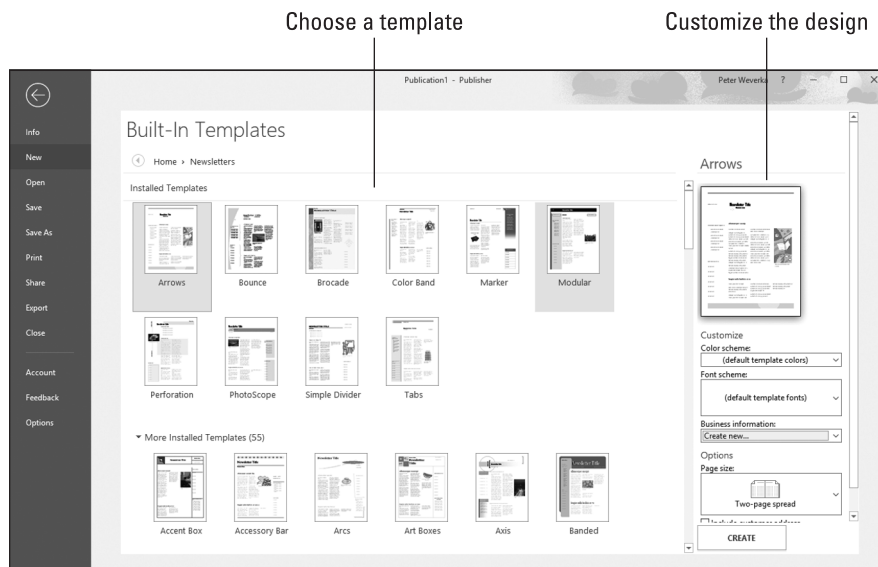
Welcome to Publisher 365. Not long ago, creating professional publications like the kind you can create with Publisher required sophisticated printing equipment and a background in graphic design. However, even a novice can now create professional-looking publications with Publisher. As long as you rely on a publication design — a template that comes with Publisher — most of the layout work is done for you. All you have to do is enter the text and the other particulars.

“A Print Shop in a Can”

Publisher has been called “a print shop in a can” because the program is great for creating prefabricated brochures, business cards, calendars, newsletters, resumes, posters, and the like. To make these publications without going to a great deal of trouble, however, you have to stick to the template. Each *template* provides you with a ready-made brochure, calendar, and so on.

Chances are, you can find a suitable template for whatever kind of publication you want to create. Figure 1-1 shows examples of newsletter templates. Templates include placeholders for graphics and text. To create a publication, you choose a template, choose a design, enter graphics and text in the publication where the placeholders are, and tweak the publication to your liking.

FIGURE 1-1:
Creating a publication
in the Built-In
Templates window.



Striking out on your own and designing publications like those in Figure 1-1 can be done, but you need a thorough knowledge of Publisher and a full head of hair. You need the hair because much of it will have been pulled out in frustration by the time you finish your design. I venture to say that the people who invented Publisher expect everyone to work from ready-made templates. Designing publications from scratch is simply too difficult. Don't be discouraged, however, because you can almost always find a publication design for whatever you want to communicate.

Introducing Frames

The publications that you make with Publisher are composed of frames. A *frame* is a placeholder for text, a graphic, or a table. Complex publications have dozens of frames; simple publications have only a few. Frames keep text and graphics from overlapping. They make sure that everything stays on the page where it should be. As you create a publication, you enter text or graphics in frames.

The publication in Figure 1-2 is made up of several frames that were stitched together to form a poster. On the left side of the figure, I selected the frames, and you can see the frame boundaries; the right side of the figure shows what the poster looks like after it is printed. Frames make laying out publications easier. When you want to move text, a picture, a table, or an image, you simply drag its frame to a new location. After you select a frame, the commands you give apply to the text or graphic in the frame. Frames do not appear in the finished product; they are meant strictly to help with laying out text and graphics.

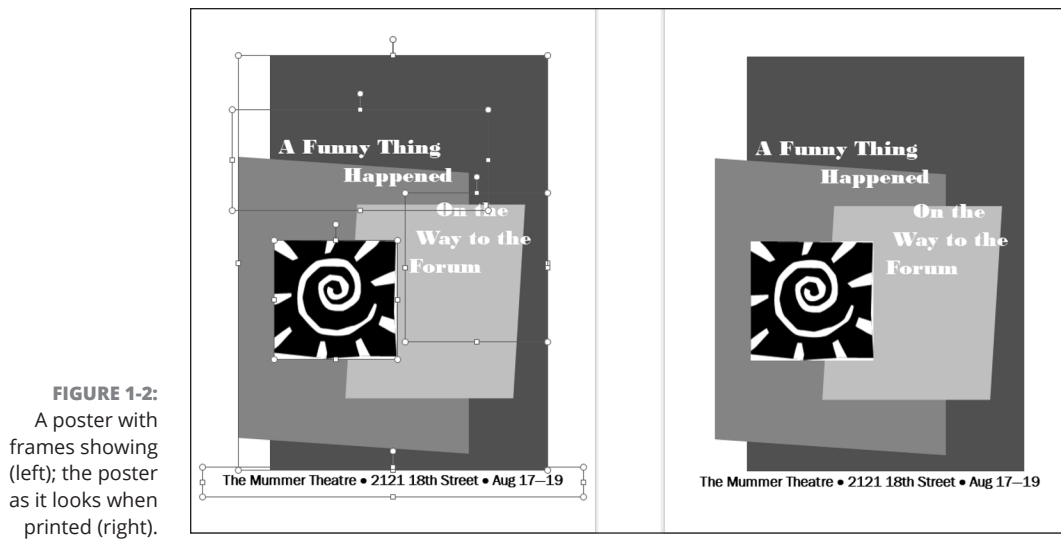


FIGURE 1-2:
A poster with frames showing (left); the poster as it looks when printed (right).

Creating a Publication

To create a new publication, go to the File tab and choose New (or press Ctrl+N). You see the New window, where you create a publication with any of these techniques:

- » **Search online for a template:** In the Search for Online Templates text box, enter the name of a publication type and click the Start Searching button (or press Enter). Select a category and click a template to examine it in a preview screen. Click the Create button to create a publication.
- » **Choose a featured template:** On the Featured tab, select a template. A preview screen opens so that you can examine the template. Click Create to create a publication.
- » **Choose a built-in template:** On the Built-In tab (refer to Figure 1-1), select the icon representing a category (Brochures, Business Cards, and so on). You see a dozen or more templates. Scroll through the list, select a template, and click Create.



REMEMBER



TIP

As you search for a template, you can click the Back or Home button to retrace your search in the New window.

After you select a built-in template in the New window, you can choose a color scheme, font scheme for your publication, and other options on the right side of the window. But I suggest waiting until you've created your publication before choosing colors and fonts. You can study your publication more closely after you create it. You can look through it and decide what you want it to look like. What's more, choosing new colors and fonts for a publication isn't as hard as all that, as I explain shortly.

Redesigning a Publication



WARNING

Make your design choices carefully. In theory, you can change publication designs, color schemes, and design options when you are well along in a project, but in practice, changing these designs can have unforeseen consequences. If you change the color of a headline, for example, and then choose a new color scheme, the headline might be swallowed or rendered invisible by a background color in the new scheme. If you enter a bunch of text, change the size of a few frames, and then choose a new template for your publication, you may turn your publication into corned-beef hash and have to start over.

To redesign a publication, go to the Page Design tab. As shown in Figure 1-3, this tab offers opportunities for changing templates, the orientation and size of pages, color schemes, and font schemes. If your publication has more than one page, click page thumbnails in the Pages pane to visit different pages and see what they look like. (If you don't see the Pages pane, go to the View tab and select the Page Navigation check box.)

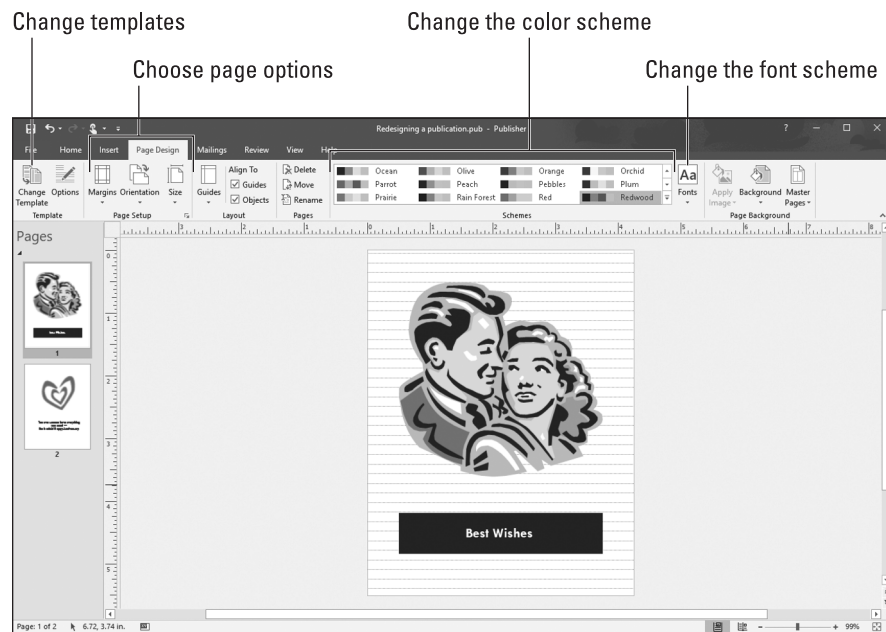


FIGURE 1-3: Go to the Page Design tab to change templates, color schemes, font schemes, color schemes, and page options.

Choosing a different template

Not happy with the template you chose when you created your publication? To exchange it for a new one, go to the Page Design tab and click the Change Template

button. You see the Change Template window, where you can select a different template (refer to Figure 1-1).

Choosing a color scheme

To choose a different color scheme for your publication, go to the Page Design tab and select a scheme in the Schemes gallery (refer to Figure 1-3). If you're daring, choose Create New Color Scheme at the bottom of the gallery and fashion your own color scheme in the Create New Color Scheme dialog box.

Choosing a font scheme

You will be glad to know that most of the text formats that are available in Word are also available in Publisher on the Home tab. To boldface text, select it and click the Bold button. To change font sizes, choose an option on the Font Size drop-down list.

To avoid going to the trouble of formatting text, you can choose a *font scheme*, a pair of fonts for the headings and body text in a publication. Font schemes spare you the trouble of having to format the text on your own. The schemes were designed by people who know what they're doing. They look good.

To choose a font scheme, go to the Page Design tab, click the Fonts button, and select a scheme on the drop-down list. If you really know what you're doing, you can choose Create New Font Scheme on the drop-down list and select fonts for heading text and body text in the dialog box that appears.

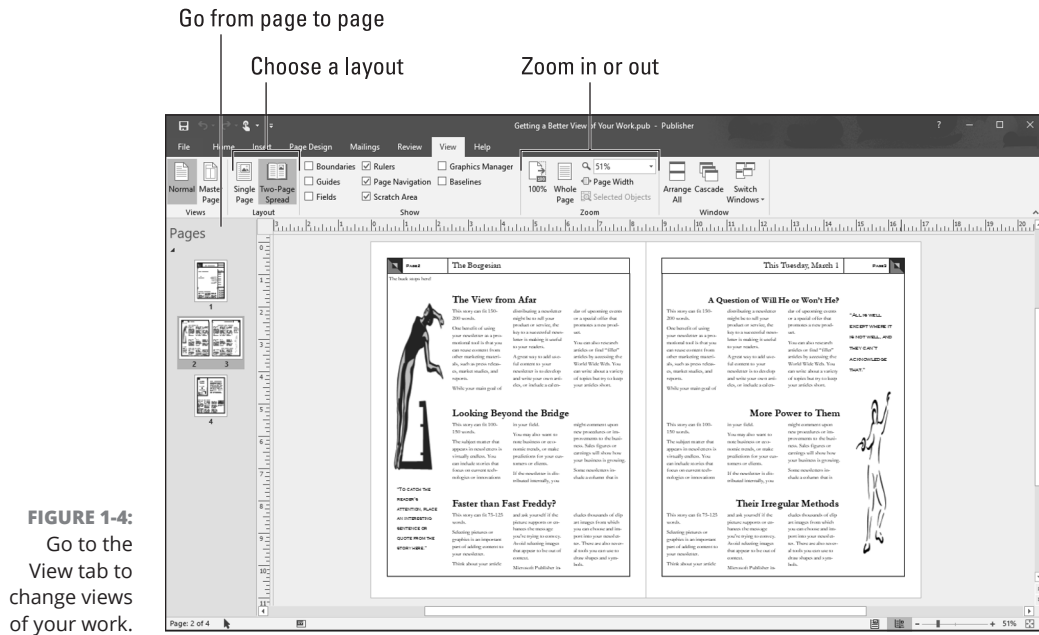
Setting up your pages

On the Page Design tab, visit the Page Setup group to determine the margin size, orientation, and page size of your publication:

- » **Margins:** Click the Margins button and choose an option on the drop-down list or click Custom Margins to enter margin measurements in the Layout Guides dialog box.
- » **Orientation:** Click the Orientation button and choose Portrait or Landscape on the drop-down list to stand your publication upright or turn it on its side.
- » **Size:** Click the Size button and select a page size on the drop-down list. You can choose Create New Page Size in the list to open the Create New Page Size dialog box and declare a page size of your own. Decide right away which page size to use for your publication. How large or small the page is determines how the headings, graphics, and text fit on the pages.

Getting a Better View of Your Work

Because seeing the little details as well as the big picture matters so much in a publication, Publisher offers many tools for changing views of your work. Figure 1-4 shows what these tools are. They are described in the following pages.



Zooming in and out

Apart from the standard Zoom controls found in most Office programs (Book 1, Chapter 3 describes the Zoom controls that appear in the lower-right corner of the screen), Publisher offers a handful of other commands for zooming in or out. Go to the View tab and take advantage of these techniques as you refine your publication:

- » **Make the page fit squarely in the window:** Click the Whole Page button (or press Ctrl+Shift+L) to make the entire page fit in the window. The lower-right corner of the window also offers a Whole Page button; you can click it when you're not working in the View tab.
- » **Make the width of the page fit in the window:** Click the Page Width button.

- » **Focus on objects:** Select an object (a text frame or graphic, for example) or a handful of objects and click the Selected Objects button to zoom in on what you selected. Being able to focus this way is very helpful when you're working on a publication that is crowded with words and images.
- » **View your publication at its actual size:** Click the 100% button.

Viewing single pages and two-page spreads

On the View tab, click the Two-Page Spread button to see facing pages in newsletters, brochures, and other publications with more than one page (refer to Figure 1-4). Choose this command early and often. It permits you to see what readers of your publication will see when they view facing pages. Click the Single Page button to see a single page in the window.

Going from page to page

Use these techniques to get from page to page in a publication:

- » **Pages pane:** In a publication with more than one page, go from page to page by clicking thumbnail pages in the Pages pane (refer to Figure 1-4). To display this pane, visit the View tab and select the Page Navigation check box.
- » **The Go To Page dialog box:** On the Home tab, open the drop-down list on the Find button and choose Go To Page (or press Ctrl+G). Then enter a page number in the Go To Page dialog box.



TIP

To help you identify pages, you can name them. When you move the pointer over a page thumbnail in the Pages pane, the name appears in a pop-up box. To name a page, right-click its thumbnail in the Pages pane and choose Rename on the shortcut menu. In the Rename Page dialog box, enter a descriptive name.

Understanding and Using the Layout Guides

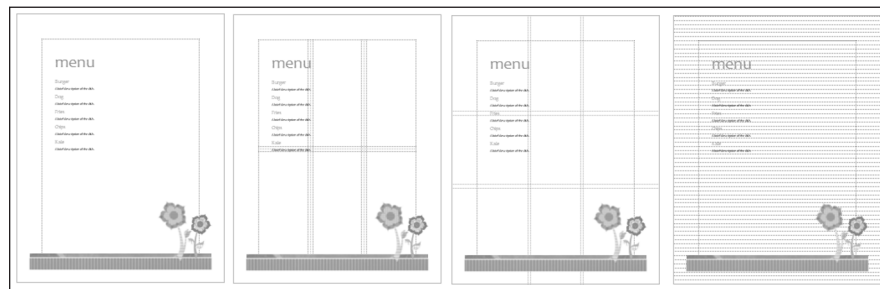
Making frames, graphics, and lines of text line up squarely on the page is essential if your publication is to look smart and snappy. Readers tend to go cockeyed when they see side-by-side columns with the text in one column slightly askew of the text in the column beside it. A graphic or text frame that spills into the margin is a

breach of etiquette punishable by death. A row of graphics has to be just that — a row, not a crooked line. To keep pages neat and tidy, Publisher offers several types of layout guides, as the following pages explain.

Making use of layout guides

As shown in Figure 1-5, Publisher offers margin guides, grid guides, ruler guides, and baselines to help you lay out frames, graphics, and other objects on the pages of your publications. Use these layout guides early and often.

FIGURE 1-5: Layout guides (left to right): margin guides, grid guides, ruler guides, and baselines.



Margin guides

Margin guides are blue lines that clearly show where page margins begin and end (refer to Figure 1-5). Use the margin guides to make sure that objects don't stray too far into the margin.

Margin guides appear on the page as long as the Guides check box on the View tab is selected. Where the margin guides appear depends on the Margin setting you chose for your publication. (On the Page Design tab, click the Margins button and select a setting.)

Grid guides

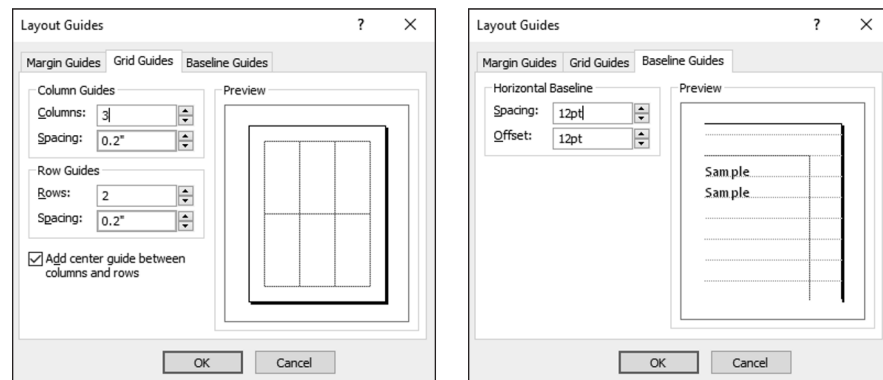
Grid guides are blue lines that appear in grid form across the page (refer to Figure 1-5). Frames and objects can be made to “snap to the grid” (see “Snapping objects to ruler and grid lines,” later in this chapter). Because the objects snap, you're spared the trouble of aligning them because they line up on grid guides.

To determine where gridlines are and display them on pages, go to the Page Design tab, click the Guides button, and choose Grid and Baseline Guides on the

drop-down list. You see the Grid Guides tab of the Layout Guides dialog box, as shown in Figure 1-6. Do the following and click OK:

- » Enter numbers to determine how many rows and columns form the grid.
- » Enter Spacing measurements to determine how close objects can come to grid guides. Think carefully about entering a number less than .2 in the Spacing boxes. If you enter 0, for example, objects and frames will touch each other when they snap to the grid.
- » Select the Add Center Guide between Columns and Rows check box if you want to draw a line between the lines formed by columns and rows in the grid.

FIGURE 1-6:
Creating grid
guides and
baselines in the
Layout Guides
dialog box.



To remove grid guides, return to the Grid Guides tab of the Layout Guides dialog box and enter 1 in the Columns text box and 1 in the Rows text box. You can also go to the View tab and deselect the Guides check box to temporarily remove grid guides.

Ruler guides

Ruler guides are green horizontal and vertical lines that you can place on the page for assistance in aligning frames and objects (refer to Figure 1-5). You can draw ruler guides where you need them and remove the guides very easily when they get in the way. Whereas grid guides appear on every page in a publication, ruler guides appear on one page. You can, however, place the same ruler guides on every page by drawing the ruler guides on the master page. (Chapter 3 of this minibook describes master pages.)

Go to the Page Design tab and use one of these techniques to place ruler guides on a page:

- » **Built-in ruler guides:** Click the Guides button and choose a built-in ruler guide option on the drop-down list to place many ruler guides on a page.
- » **Drawn ruler guides:** Click the Guides button and choose Add Horizontal Ruler Guide or Add Vertical Ruler Guide. A ruler guide appears horizontally or vertically across the center of the page. Click and drag the ruler guide across the page to a new location.
- » **Ruler Guides dialog box:** Click the Guides button and choose Ruler Guides. You see the Ruler Guides dialog box. Enter horizontal or vertical measurements for the guides and click OK.



TIP

You can also place a ruler guide on a page by copying a ruler guide that is already there. Hold down the Ctrl key and drag an existing ruler guide to create a new guide.

To remove ruler guides from a page, go to the Page Design tab, click the Guides button, and choose No Ruler Guides on the drop-down list. You can temporarily remove ruler guides by deselecting the Guides check box on the View tab.

Baselines

Baselines are brown, dotted, horizontal lines that appear on the page to help with aligning frames, objects, and lines of text (refer to Figure 1-5). To make baselines appear, go to the View tab and select the Baselines check box.

To decide the frequency of baselines, go to the Page Design tab, click the Guides button, and choose Grid and Baseline Guides on the drop-down list. The Layout Guides dialog box appears. On the Baseline Guides tab, enter Spacing measurements to determine how tight or loose the lines are, and enter Offset measurements to determine how far off the margin settings the lines are. Figure 1-6 shows the Baseline Guides tab of the Layout Guides dialog box.

Snapping objects to ruler and grid lines

On the Page Design tab, the commands in the Layout group make frames and objects snap to ruler guides or grid guides. Snapping helps to make objects line up squarely. On the Page Design tab, select the Guides check box to make objects snap to the guides; select the Objects check box to make objects snap to other objects on the page.

HANDLING THE RULERS

Rulers, when they aren't coming in very handy, get in the way. To display or hide rulers, go to the View tab and select or deselect the Rulers check box.

For precision work, you can drag a ruler into the middle of the window and use it as an aid for lining up frames and other objects. Hold down the Shift key, click a ruler, and drag it into the middle of the window. To move it back to where it came from, Shift+drag all over again.



IN THIS CHAPTER

- » Entering and editing text
- » Making text fit in frames
- » Wrapping text around frames and graphics
- » Putting graphics in a publication

Chapter 2

Refining a Publication

This chapter picks up where the previous chapter left off. In Chapter 1 of this minibook, you discover how to create a publication, find your way around the screen, and use the different guides. In this chapter, you explore how to make a publication your own. This chapter offers speed techniques for entering and editing text. It explains how to handle frames, make text “flow” from frame to frame, and put graphics and other kinds of art in a publication. *Bon voyage!*

Entering Text on the Pages

The placeholder text that appears in publication designs has to go, of course. One of your first tasks is to replace the placeholder text with your own words. If you’re putting together a sign or greeting card, you have only a handful of words to write, and you can write them in Publisher. But if you’re working on a story (*story* is Publisher’s term for an article that reaches across several text frames), the easiest way to handle the text is to write it in Word and import it.

If you have to replace more than two dozen words, follow these steps to replace the placeholder text in a text frame with text from a Word document:

- 1. In Word, write the text and save the text in a file.**

You can call on all the Word commands to edit the text. Book 2 covers Word.

- 2. In Publisher, click in the placeholder text, go to the Home tab, click the Styles button, and note on the Styles drop-down list which style has been assigned to the placeholder text.**

You can tell which style has been assigned to the text because it is selected on the Styles drop-down list. In Step 6, you assign the style that is currently applied to the text to the replacement text you insert into the text frame.

- 3. If necessary, press Ctrl+A to select the text in the story.**
- 4. On the Insert tab, click the Insert File button.**

You see the Insert Text dialog box. You can also open this dialog box by right-clicking and choosing Change Text ⇄ Text File.

- 5. Select the Word file with the replacement text and click the OK button.**

Replacement text from the Word file “flows” into the text frame or frames. If the replacement text doesn’t fit in the text frames allotted to the story, you see the Autoflow dialog box. You can click the Yes button to tell Publisher to flow the text into different text frames in the publication, but I recommend clicking No in the Autoflow dialog box. Later in this chapter, “Making text flow from frame to frame” explains how to decide on your own where to put overflow text from a story.



WARNING

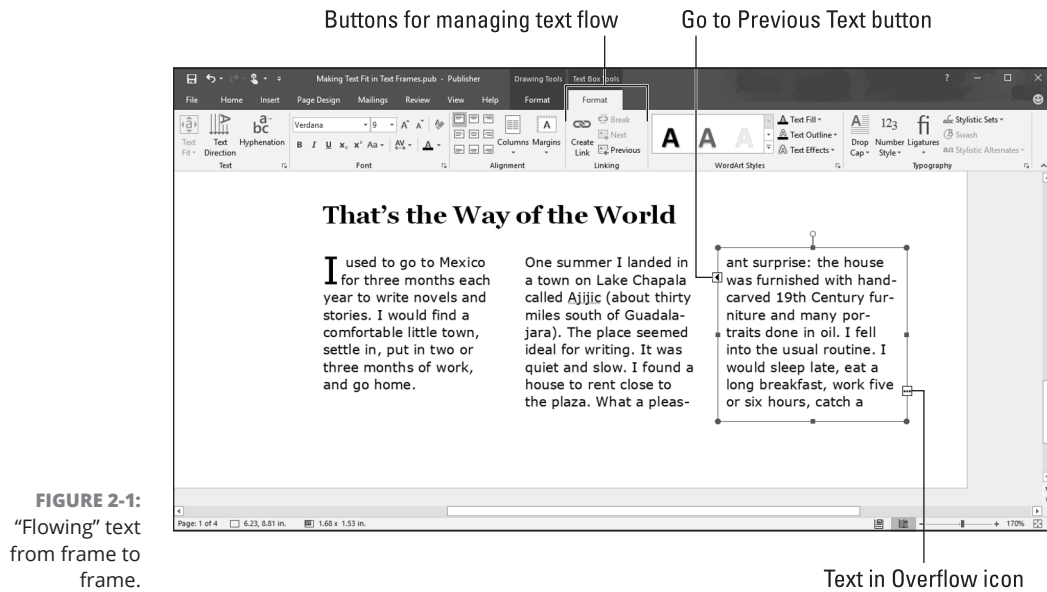
The replacement text maintains the styles assigned to it in the Word document. In the next step, you reassign a style to the text.

- 6. Press Ctrl+A to select the text in the story, go to the Home tab, click the Styles button, and choose the style that was assigned to the placeholder text.**

In Step 2, you noted which style this was.

Making Text Fit in Text Frames

When text doesn’t fit in a text frame, red selection handles appear around the frame, and if the text frame holds a story, the Text in Overflow icon appears in the lower-right corner of the text frame, as shown in Figure 2-1. When you see this icon and the red selection handles, it means that you must make decisions about how to fit stray text into text frames. You can either fit the text into an existing frame, or, if you’re dealing with a story, flow the text to other frames. These pages explain strategies for handling text that doesn’t fit in text frames.



Fitting overflow text in a single frame

To fit a heading or paragraph into a single text frame, try one of these techniques:

- » **Shrink the text automatically:** On the (Text Box Tools) Format tab, click the Text Fit button and choose Shrink Text On Overflow on the drop-down list. This command shrinks the point size of text so that all text fits in the frame. Sometimes, however, shrinking the text this way makes the heading or paragraph hard to read.
- » **Edit the text:** Snip out a word or sentence here and there to make the text fit. Have you ever wondered why magazine articles always fill the page and never end in the middle? That’s because skillful editors and typesetters remove and add words here and there to make the story fit the page.
- » **Make the text frame larger:** Click the frame to display the selection handles; then, drag a handle.
- » **Make the text frame margins smaller:** Like a page, text frames have internal margins to keep text from getting too close to the frame border. To shrink these margins and make more room for text, go to the (Text Box Tools) Format tab, click the Margins button, and choose Narrow on the drop-down list. You can also choose Custom Margins, and on the Text Box tab of the Format Text Box dialog box, enter smaller measurements for the text box margins.

Making text flow from frame to frame

As shown in Figure 2-1, the Text in Overflow icon and red selection handles appear when story text overflows a text frame. How do you flow story text from frame to frame and handle a story that is spread across several frames? Better keep reading.

Flowing text to another frame

If necessary, create a new text box for the overflow text and follow these steps to direct text from one frame to another in your publication:

1. Select the text frame with overflowing text.

You can tell when text is overflowing because the Text in Overflow icon appears in the lower-right corner of the frame (refer to Figure 2-1).

2. On the (Text Box) Format tab, click the Create Link button.

The pointer turns into an overflowing pitcher (or is that a beer stein?) after you click the button.

3. Move the pointer over the box that you want the text to flow into.

You may have to click a page navigation button to go to another page.

4. Click in the target text box to make the text flow there.

Handling text frames in a story

As I mention earlier, text frames that are linked are known as a story in Publisher-speak. Here are techniques for handling text frames that are linked in a story:

» **Going from text frame to text frame:** On the (Text Box Tools) Format tab, click the Next or Previous button to go from frame to frame. You can also select a text frame and click its Go to Next Text Box or Go to Previous Text Box icon.

» **Selecting the text in all the text frames:** Press Ctrl+A; or go to the Home tab, click the Select button, and choose Select All Text in Text Box on the drop-down list.

» **Breaking the link between frames:** Select the frame that you want to be the last one in the chain, and on the (Text Box Tools) Format tab, click the Break button.

CONTINUATION SLUGS

A *continuation slug* is a notice that tells the reader where to turn to continue reading an article or where an article is continued from. Publisher offers a nifty command for entering continuation slugs at the bottom or top of text frames:

1. **Right-click the text frame that needs a slug and choose Format Text Box.**
2. **On the Text Box tab of the Format Text Box dialog box, select the Include “Continued on Page” or Include “Continued from Page” check box and click OK.**



TIP

In a crowded publication, you can easily overlook a text frame with overflowing text. To find these text frames, go to the File tab, and on the Info page, click the Run Design Checker button. Then, in the Design Checker task pane, look for “Story with Text in Overflow Area.”

Filling out a text frame

The opposite of an overflow problem is a text frame with too much blank space. Here are some techniques for handling semivacant text frames:

- » **Use the Best Fit option:** On the (Text Box Tools) Format tab, click the Text Fit button and choose Best Fit on the drop-down list. This command enlarges the text so that it fills the frame. Sometimes, however, the command makes text too big.
- » **Edit the text:** Add a word or sentence here or there. In the case of headings, write a subheading as well.
- » **Insert a graphic, page part, or advertisement:** Placing a small graphic, page part, or advertisement on the page makes the page livelier and fills the dead space. Chapter 3 of this minibook explains techniques for decorating dead space on pages.

Formatting Text

Use these techniques to format the text in a publication:

- » **Home tab font and paragraph commands:** The commands on the Home tab for changing the look of text and paragraphs are nearly identical to the

Home tab commands in Word and PowerPoint. Book 1, Chapter 2 explains these commands.

- » **Styles:** Select text, and on the Home tab, click the Styles button and choose a style on the drop-down list to format text. Each template comes with many different styles. Beware, however, because you can get lost on the Style drop-down list. Be prepared to click the Undo button often as you experiment with styles.

Making Text Wrap around a Frame or Graphic

Wrap text around a frame, an image, a picture, or a WordArt image and you get a very elegant layout. Figure 2-2 shows text that has been wrapped around an image. Looks nice, doesn't it? Wrapping text may be the easiest way to impress innocent bystanders with your layout prowess. As Figure 2-2 shows, text wrapped tightly follows the contours of the picture, whereas text wrapped squarely runs flush with the picture's frame.

FIGURE 2-2: Text wrapped tightly (left) and squarely (right).



TIP

Here are shorthand instructions for wrapping text:

- 1. Select the item that text is to wrap around.**
In Figure 2-2, you would select the image.
- 2. On the Format tab, click the Wrap Text button and choose a wrapping option on the drop-down list.**

For Figure 2-2, I chose Tight for the picture on the left and Square for the picture on the right.

The Wrap Text commands are identical in Word and Publisher. Book 2, Chapter 6 (about wrapping objects in Word) explains the wrapping commands in detail.

Replacing the Placeholder Pictures

As you must have noticed by now, publication designs are littered with generic pictures and graphics. Besides writing your own words where the placeholder ones are, replace the generic pictures with pictures of your own. Well, do it if you please. You are welcome to pass off the generic pictures as your own. I won't tell anybody.

Follow these steps to put a picture of your own where a placeholder picture is now:

1. Click the placeholder picture to select it.



TIP

You can also select a picture by clicking its name in the Graphics Manager. To use the Graphics Manager, go to the View tab and select the Graphics Manager check box. The Graphics Manager opens on the right side of the screen.

2. On the (Picture Tools) Format tab, click the Change Picture button and choose Change Picture on the drop-down list.

The Insert Pictures dialog box appears.

3. Select a picture and click the Insert button.

Book 8, Chapter 3 describes the Insert Pictures dialog box and how to handle graphics in all the Office programs. You'll be delighted to discover that graphics are handled the same way, no matter which program you're toiling in.



TIP

You can postpone choosing a picture to replace a placeholder picture. Right-click the picture in question and choose Change Picture ⇄ Remove Picture on the drop-down list. Publisher places a picture icon in the frame to remind you to insert a picture later on. You can click this picture icon to open the Insert Pictures dialog box.

Inserting Frames on the Pages

Publications are made of frames — text box frames, table frames, picture frames, or clip art frames. Nothing appears on the pages of a publication unless it appears within the confines of a frame. These pages explain everything you need to know about frames. You can find out how to insert a new frame, adjust the size of a frame, align frames, and place borders around frames. You can also see how to make frames and the words or images inside them overlap.

Inserting a new frame

How you insert a new frame depends on what you want to insert: a text box, table, picture, clip-art image, or WordArt image. Start by clicking the page roughly where you want the frame to go. Then insert the new frame by using the techniques described here. (See “Making Text Wrap around a Frame or Graphic,” earlier in this chapter, for information about wrapping text around a frame. See “Changing the size and position of frames,” later in this chapter, to find out how to change a frame’s shape.)

To delete a frame, all you have to do is select it and press the Delete key or right-click and choose Delete Object. You can tell when a frame is selected because selection handles appear on the corners and sides.

Inserting a text-box frame

To insert a text-box frame, go to the Insert or Home tab and click the Draw Text Box button. Then click the page and drag to create the text box. Book 8, Chapter 4 explains how to change the background color and border of a text box.

Inserting a table

To insert a table, go to the Insert or Home tab and use one of these techniques:

- » Click the Table button and move the pointer in the drop-down list to the number of columns and rows you want, click, and let go of the mouse button.
- » Click the Table button and choose Insert Table on the drop-down list. The Create Table dialog box appears. Enter the number of rows and columns you want and click OK.

Inserting a picture

Follow these steps to insert a picture:

- 1. On the Insert tab, click the Picture Placeholder button.**
A picture placeholder frame appears.
- 2. As best you can, make the frame the size you want your picture to be.**
The next section in this chapter, “Changing the size and position of frames,” describes how to do this.
- 3. Click the picture icon in the placeholder frame.**
You see the Insert Pictures dialog box.

4. **Select a picture and click the Insert button.**

Book 8, Chapter 3 explains all there is to know about the Insert Pictures dialog box.
5. **On the (Picture Tools) Format tab, click the Fit button to make a picture that is too large for the frame fit inside the frame, or click the Fill button to make a picture that is too small for the frame fill the frame.**

Changing the size and position of frames

After you click a frame and see the selection handles, you're ready to change the size of the frame or adjust its position on the page. Use these standard techniques for resizing and moving frames:

- » **Changing the size of a frame:** Move the pointer over a selection handle and start dragging. If you're dealing with anything but a text frame, be careful about dragging a selection handle on the side of the frame. Dragging a side handle changes the frame's size as well as its proportions. Images can blur or become distorted when you change their proportions.
- » **Changing the position of a frame:** Move the pointer onto the frame (or the perimeter of a frame, if you're dealing with a text box), and click and drag when you see the four-headed arrow. To move more than one frame simultaneously, Ctrl+click the frames you want to move.

As explain in Chapter 1 of this minibook, frames snap to the grid as you move them, but you can hold down the Alt key as you drag to adjust frames with precision. You can also press an arrow key to move them ever so slightly.

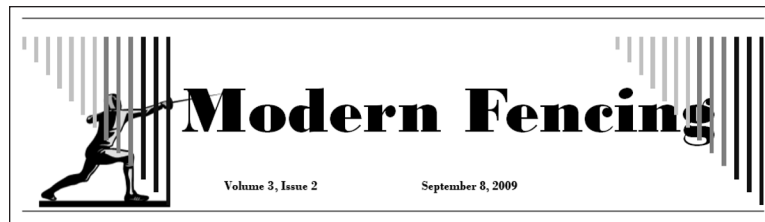
Making Frames Overlap

When frames overlap, you have to tell Publisher which frame goes in front of the other. And you are hereby invited to overlap frames because overlapping frames are artful and look good on the page. Figure 2-3 shows a portion of a newsletter. If you look closely, you can see where frames overlap in the figure. Overlapping frames like these make for a sophisticated layout.

Making frames overlap like the ones in Figure 2-3 requires a delicate balancing act using these commands:

- » **Text wrapping:** On the Format tab, click the Wrap Text button and choose None on the drop-down list.

FIGURE 2-3:
Examples of
overlapping
frames.



- » **Fill Color:** For frames and objects on the bottom of the stack to show through, the frames and objects above them cannot have a fill color that would obscure other objects. To remove the fill color, select the object, and on the Format tab, open the drop-down list on the Shape Fill button and choose No Fill.
- » **Object and frame order:** To tell Publisher which object goes where in the stack, go to the Format tab and click the Bring Forward or Send Backward button as necessary. Book 8, Chapter 4 explains all the techniques for handling overlapping objects.

Inserting, Removing, and Moving Pages

Suppose that you have too many pages or you need to add a page or two. On the Pages pane (select the Page Navigation check box on the View tab), click a thumbnail to select the page where you want to insert, remove, or move pages. Then follow these instructions:

- » **Inserting a new page:** On the Insert tab, click the Page button and choose an option on the drop-down list:
 - **Insert Blank Page:** Inserts an empty page.
 - **Insert Duplicate Page:** Inserts a page identical to the thumbnail page you selected.
 - **Insert Page:** Opens the Insert Pages dialog box, shown in Figure 2-4, where you can enter the number of pages you want to insert and click the More button to put the new pages before or after the page you selected. You can also tell Publisher what to put on the new page or pages.

- » **Removing a page:** On the Page Design tab, click the Delete button. You can also right-click a page thumbnail and choose Delete.
- » **Moving a page:** On the Page Design tab, click the Move button. Give instructions for moving the page in the Move Page dialog box and click OK.



FIGURE 2-4:
Inserting a new page.

IN THIS CHAPTER

- » Using horizontal rules and drop caps
- » Putting a background on a page
- » Putting objects and frames on the master page
- » Preparing publications so that they can be printed commercially

Chapter **3**

Putting on the Finishing Touches

This final chapter in Book 7 is devoted to the Project to Beautify Publications, a joint effort of the publisher and the author to try to make publications less bland and more original. The author has noticed, on the bulletin boards and lampposts in his neighborhood, that the rummage sale and lost-pet notices look a little rough around the edges. The neighbors are using sophisticated software to produce their notices, but they're not using it well. They are relying solely on templates, which make the publications look alike. These pages explain a few simple tricks for making publications more sophisticated.

This chapter explores drop caps and horizontal rules, page backgrounds and borders, borders and backgrounds for frames, and how to place a logo in the same place on each page in a publication. It shows you Publisher's excellent Design Checker. Finally, this chapter offers advice for printing publications at a commercial print shop.

Decorating the Text

Here are a couple of tricks to amaze your friends and intimidate your enemies. These pages explain how horizontal rules and drop caps can make a publication a little livelier. Don't worry — horizontal rules have nothing to do with which side

of the bed to sleep on, and drop caps don't explode when you unroll them on the sidewalk and strike them with a hammer.

Drawing a horizontal rule on a frame

A *horizontal rule* is a horizontal line that divides one part of a page from another and directs the reader's eye on the page. There are two horizontal rules in Figure 3-1. By varying the width of the lines and placing lines in strategic places, you can make a publication look more elegant and graceful.



FIGURE 3-1:
Examples of
horizontal rules.



TIP

Usually where horizontal rules come in pairs, the bottommost rule is thicker than its twin. The thicker bottom line encourages the reader's eye to move down the page and find an article to read.

Select the frame and follow these steps to draw a horizontal rule on a frame:

- 1. On the Format tab, click the Text or Size group button.**

You can also select the frame, right-click it, and choose Format (the Format command has different names depending on what type of frame or object you're working with). You see the Format dialog box (refer to Figure 3-1).

- 2. Visit the Color and Lines tab.**

- 3. In the Preview box, click the top of the box to draw a rule above the frame or the bottom of the box to draw a rule below.**

By clicking part of the Preview box, you tell Publisher where you want to draw the rule.

- 4. On the Width menu, enter how wide you want the line to be in points.**

Watch the Preview box to see how wide the line is.

5. On the Compound Type menu, choose the kind of line you want.

If you want a dashed line, select it from the Dashed drop-down list. You can adjust the thickness of the line in the Weight text box.

6. To draw a second rule on the frame, click again in the Preview box and repeat Steps 4 and 5.

7. Click OK.

To remove a horizontal rule from a frame, select the frame, open the Format dialog box, open the Color drop-down list, and choose No Line.

Dropping in a drop cap

A *drop cap* is a large capital letter that “drops” into the text. Drop caps are usually found in the first paragraph of an article or chapter. Pound for pound, considering how little effort is required, a drop cap yields the most reward for the least amount of work. Follow these steps to place a drop cap in a publication:

- 1. Click the paragraph that is to receive the drop cap.**
- 2. On the (Text Box Tools) Format tab, click the Drop Cap button and choose a drop cap on the drop-down list or choose Custom Drop cap to open the Drop Cap dialog box.**

Figure 3-2 shows the Drop Cap dialog box. From here, you can choose how far to drop the capital letter or select a font and color for the letter.

To remove a drop cap, click the Drop Cap button and choose No Drop Cap (the first option on the drop-down list).

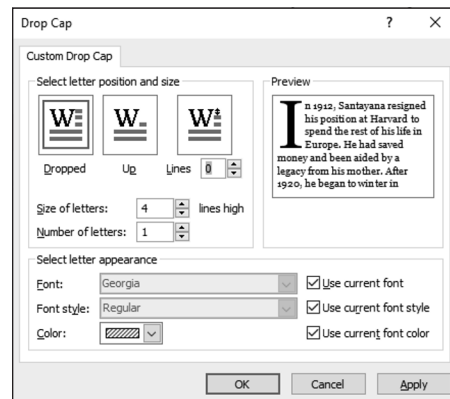


FIGURE 3-2:
Fashioning a
drop cap.

Techniques for Decorating Pages

No one likes a dull publication. Following are some simple techniques to make pages a little bit livelier. Read on to find out how to take advantage of page parts, borders, accents, and advertisements. You also find instructions for painting an entire page with a background color or gray shade.

Plugging in a page part

“Page part” is Publisher’s word for a page element that you can quickly plug into a page. Use a page part to fill in empty space on a page or get a head start in formatting part of a page. As shown in Figure 3-3, page parts include the following:

- » **Headings:** A ready-made title for a page or story. Headings often include a subheading.
- » **Pull quotes:** A preformatted text-box frame for displaying a quotation from a story.
- » **Sidebars:** A preformatted text-box frame for a companion story. Sidebars usually appear on a side of the page in a smaller font.
- » **Stories:** A preformatted story, including a heading and a subheading.

Follow these steps to put a page part on a page:

1. **On the Insert tab, click the Page Parts button.**
2. **Choose a heading, pull quote, sidebar, or story on the drop-down list.**

Choose More Page Parts to open the Building Block Library and choose from many more page parts.

After the element lands on the page, you can change its size or shift its position by using the same techniques you use with other objects. (Book 8, Chapter 4 explains how to manipulate objects.)

Experimenting with borders and accents

Publisher offers what it calls “borders and accents” to make pages a little livelier. Borders and accents are page decorations that also serve a purpose:

- » **Bars:** Decorative patterns for filling empty page space
- » **Emphasis:** Two-sided text-box frames to make text boxes stand out on the page

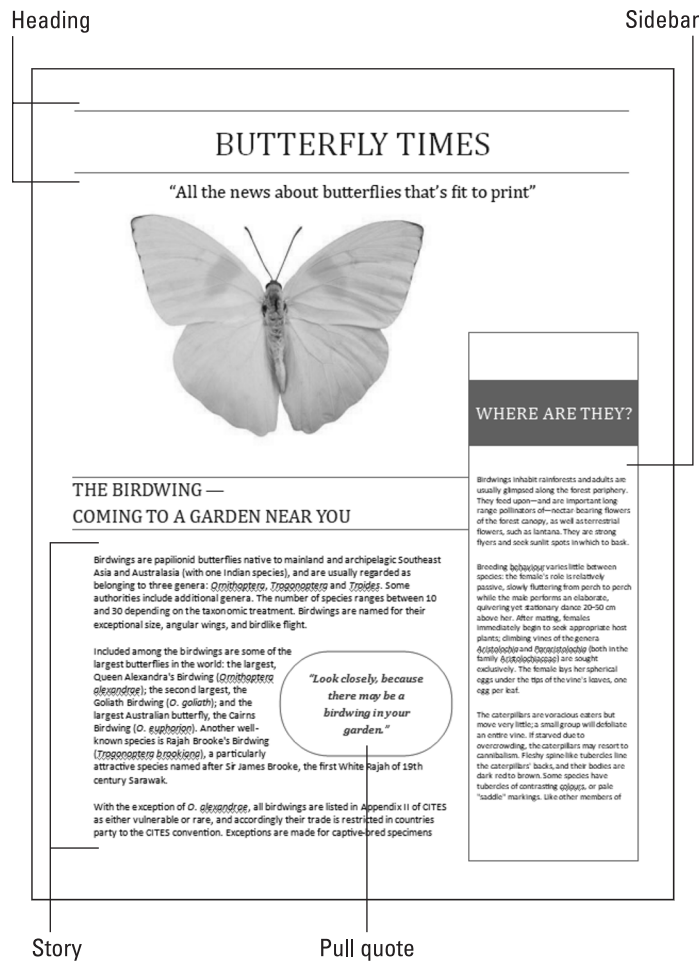


FIGURE 3-3:
Examples of
page parts.

- » **Frames:** Four-sided text-box frames to make text boxes stand out
- » **Lines:** Unusual lines
- » **Patterns:** Checkerboard and other patterns for filling empty page space

Follow these steps to place a border or accent on a publication page:

1. **On the Insert tab, click the Borders & Accents button.**
2. **Choose a border or accent on the drop-down list.**

Choose More Borders and Accents and make a selection in the Building Block Library if you want to place a line or pattern on a page.

The border or accent lands on the page. (Book 8, Chapter 4 explains how to manipulate objects such as borders and accents.)

Taking advantage of attention getters

If your goal in Publisher is to create an advertisement, you can get a head start on the task by sprinkling an “attention getter” or advertisement in your publication. Figure 3-4 shows examples of attention getters.



FIGURE 3-4:
Examples of
“attention
getters.”

To use an attention getter or advertisement in your publication, go to the Insert tab, click the Advertisements button, and choose an ad or attention getter on the drop-down list. Choose More Advertisements on the drop-down list to open a dialog box with many, many advertisements and attention getters. (Book 8, Chapter 4 explains how to change the size and position of objects such as advertisements and attention getters.)

Backgrounds for pages

Yet another nifty trick is to put a color, gray-shade, or other type of background on the page. Be sure to choose a background that doesn’t get in the way of your publication or render it impossible to read. Shrink the publication to 40 percent so

that you can see what backgrounds really look like; then follow these steps to give a page or all the pages in your publication a background:

1. On the Page Design tab, click the Background button.

A drop-down list opens.

2. Move the pointer over the options on the drop-down list to “live-preview” the choices.

You can choose More Backgrounds on the drop-down list to open the Format Background dialog box and choose or create a page background there. The dialog box gives you the opportunity to use a gradient, texture, pattern, or picture for a page background.

3. Apply your choice to a single page or all pages in your publication.

You have the option of changing the page background on one page or all the pages:

- **One page:** On the Background button drop-down list, right-click your choice and choose Apply to Current Page.
- **All pages:** On the Background button drop-down list, right-click your choice and choose Apply to All Pages.

To remove the background from a page, click the Background button and choose No Background on the drop-down list.



TIP

To apply a page background from the Format Background dialog box to all the pages in a publication, switch to Master Page view, go to the Page Design tab, click the Background button, and create or choose a page background in the Format Background dialog box. Because it is on the master page, your page background choice applies to all pages. Master pages is the next topic in this chapter.

Master Pages for Handling Page Backgrounds

In a publication with many pages, the same object sometimes goes on every page. A company logo on the corner of each page looks mighty elegant. Page numbers and copyright information are also found on all the pages of some publications. The good news is that you don't have to place the objects on each page

individually. Instead, you can place the objects on the *master page*. Whatever is on the master page appears on all pages in a publication (unless you decide that the master page shouldn't apply to a particular page). Forthwith are instructions for handling master pages.

Switching to Master Page view

To change the appearance of the master page, place an object on the master page, or see precisely what is on the master page, start by switching to Master Page view:

- » On the View tab, click the Master Page button.
- » On the Page Design tab, click the Master Pages button and choose Edit Master Pages on the drop-down list.



REMEMBER

You can tell when you're looking at a master page because you see the Master Page tab on the Ribbon, and the page thumbnails in the Pages pane show letters instead of numbers.

To leave Master Page view, go to the Master Page tab and click the Close Master Page button.

Changing the look of a master page

All commands for changing the look of run-of-the-mill pages also apply to master pages. Place objects and frames on the master page as if you were putting them on run-of-the-mill pages. Change the page background as if you were changing the background of a normal page.

To edit a master page, switch to Master Page, select the master page you want to work with in the Pages pane (if you've created more than one master page), and get to work.

Applying (or unapplying) a master page to publication pages

By default, the master page applies to all pages, but sometimes unapplying a master page is necessary because objects on the master page get in the way. And if you

created more than one master page, you have to tell Publisher which master page to apply to which publication page.

Follow these instructions to unapply or apply master pages to pages in a publication:

» **Unapplying a master page:** In Normal view, go to the Page Design tab, display the page you want to unattach from the master page, click the Master Pages button, and choose None on the drop-down list.

» **Applying a different master page:** Use one of these techniques to apply a different master page to pages in your publication:

- In Normal view, display a page, go to the Page Design tab, click the Master Pages button, and choose a different master page on the drop-down list.
- In Master Page view, go to the Master Page tab, select a master page in the Pages pane, and click the Apply To button. On the Apply To drop-down list, choose Apply to All Pages to apply a different master page to all the pages in your publication. Choose Apply Master Page on the drop-down list and enter page-range numbers in the Apply Master Page dialog box to apply the master page to a select group of pages.

Running the Design Checker

When at last your publication is ready for printing, be sure to run the Design Checker. This helpful tool can alert you to frames that fall on nonprinting parts of the page, stories that “overflow” without finding a text frame to go to, invisible objects, and a host of other problems.

On the File tab, choose Info, and click the Run Design Checker button to run the Design Checker. As shown in Figure 3-5, the Design Checker task pane opens and lists items that need your attention. Open an item’s drop-down list and choose Go to This Item to locate it in your publication. Sometimes the drop-down list offers a quick fix as well.



TIP

To see which design flaws the Design Checker looks for, click the Design Checker Options hyperlink in the Design Checker task pane. Then, in the Design Checker Options dialog box, select the Checks tab and read the list.

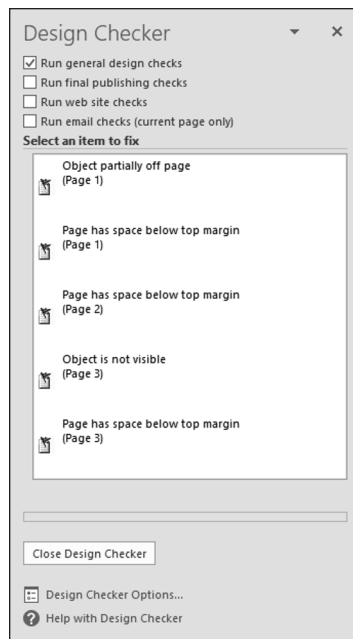


FIGURE 3-5:
Running the
Design Checker.

Commercially Printing a Publication

You know the routine for printing a publication on your computer: Go to the File tab, choose Print, negotiate the Print window, and click the Print button. To print a publication with a commercial printer, Publisher offers the Save for a Commercial Printer command. This command creates a PDF file for use by print shops. PDF is now the standard file format for print shops.

Follow these steps to save your publication as a PDF that you can hand off to a printer:

- 1. On the File tab, choose Export.**
The Export window opens.
- 2. Choose Save for a Commercial Printer.**
- 3. On the first drop-down list, choose Commercial Press.**
- 4. On the second drop-down list, choose Both PDF and Publisher .pub Files.**
- 5. Click the Pack and Go Wizard button.**
The Pack and Go Wizard dialog box opens.
- 6. Choose a location for your publication file or choose to burn it to a CD.**
- 7. Click Next and follow the instructions for creating the PDF and .pub file.**