

Chapter 1

Own the Printing Press

In This Chapter

- ▶ Deciding when to use Microsoft Publisher 2007
 - ▶ Understanding desktop publishing
 - ▶ Exploring the design process
 - ▶ Using Publisher templates
-

Desktop publishing uses page layout software and a personal computer to combine text, type, drawings, and images on a page to create books, newsletters, marketing brochures, flyers, greeting cards, and Web sites, for example. Anything you can print on a page can be put into a page layout program. Microsoft Publisher 2007 lets you place elements on a page, precisely position them, modify them, and specify a print job by using techniques that commercial printers require. Whether you print to your inkjet or laser printer, run down the street to Quick Copy Shop, or send your files to a commercial printer, Microsoft Publisher 2007 helps you prepare your work for that level of quality.

When Should You Use Microsoft Publisher 2007?

Many programs let you design and print pages to various levels of sophistication. These programs include word processors such as Microsoft Word 2007 and Corel WordPerfect Office X3; graphics programs such as CorelDRAW and Adobe Illustrator; and even low-end integrated packages such as Microsoft Works and Broderbund ThinkFree Office 3. The program I use for writing, Microsoft Word 2007, enables me to type text, format text, import pictures, create drawings, and even work with images.

If you can do all that in Microsoft Word 2007, why do you need a desktop publishing or page layout program like Microsoft Publisher 2007? The short answer is control. Microsoft Publisher 2007 lets you control these elements with finer precision and also offers you many special tools.

What's new in Microsoft Publisher 2007?

If you've used a previous version of Microsoft Publisher you may be wondering why you should bother with this latest version. Well, here is a partial list of new features to be found in Microsoft Publisher 2007:

- ✔ **Apply your brand in one step:** Microsoft Publisher 2007 lets you easily apply and view logos, colors, fonts, and other information in one step.
- ✔ **Search templates:** It's easier than ever to find templates within Microsoft Publisher 2007, and now you can even preview templates online. Just point your Web browser to the Microsoft Office Online Web site to access hundreds of Microsoft Publisher templates — without ever having to leave Microsoft Publisher 2007!
- ✔ **Publisher Tasks:** The new Publisher Tasks pane in Microsoft Publisher 2007 provides help with common publication creation and distribution procedures.
- ✔ **Reuse design elements:** The Content Library lets you store and reuse text, graphics, and other design elements in any of your Microsoft Publisher publications.
- ✔ **Publish in PDF or XPS format:** Download a free add-in and you can save your Microsoft Publisher 2007 files in PDF or XPS format.
- ✔ **Create a new marketing campaign:** If you have Microsoft Outlook 2007 with Business Contact Manager, you can create and track your own marketing campaigns!

So, if you just want to stick your company's logo at the top of your letters and insert a copy of your scanned-in signature at the bottom, you don't need Publisher to do that. If you want to create a company logo by combining a couple of graphics from different sources, write some text, add some color, and then separate the output to give to a commercial print service to print, Publisher is a better choice. If you want to create high-quality marketing materials that will help you attract new customers and keep existing customers, Publisher is definitely the way to go. It does these things well.

How Desktop Publishing Works

Page layout software combines various parts into a single document, or *publication*. The following list briefly covers the parts you can meld. In Figure 1-1, you can see that I labeled a few sample elements.

Nearly all objects on a page are in frames or blocks that are created when you import or create the object:

- ✔ **Text:** Okay, I know that you know what text is. Text is the stuff you type: all those individual characters that form words, sentences, and paragraphs, for example.



✓ **Type:** Man/woman does not live by text alone. Type and typography are the various letter forms you can use to make your text more attractive. Publisher lets you access WordArt, a text manipulation program that lets you add fancy effects to your text.

✓ **Picture:** Computers make two kinds of pictures: drawn (*vector*, or object-oriented) and painted (*raster*, or bitmapped) images. You can import both types into a picture frame.

While Publisher doesn't ship with a ton of clip art, you can go to the Microsoft Office Web site to access a huge amount of clip art, including thousands of clip art images, photographs, Web-related graphics, animated GIFs (those cute pictures that seem to wiggle around on Web pages), and more! In fact the Microsoft Office Web site has more than 150,000 free images and sounds. Check it out at <http://office.microsoft.com/clipart>.

✓ **Drawn object:** Publisher isn't a drawing program, although some tools on its Objects toolbar enable you to create drawn images, such as lines, ovals and circles, rectangles and squares, and a whole bunch of custom shapes.

✓ **Table:** Although you can import tables from other programs as objects, as either drawings or Object Linking and Embedding (OLE) objects managed by other applications, Publisher has its own Table tool.

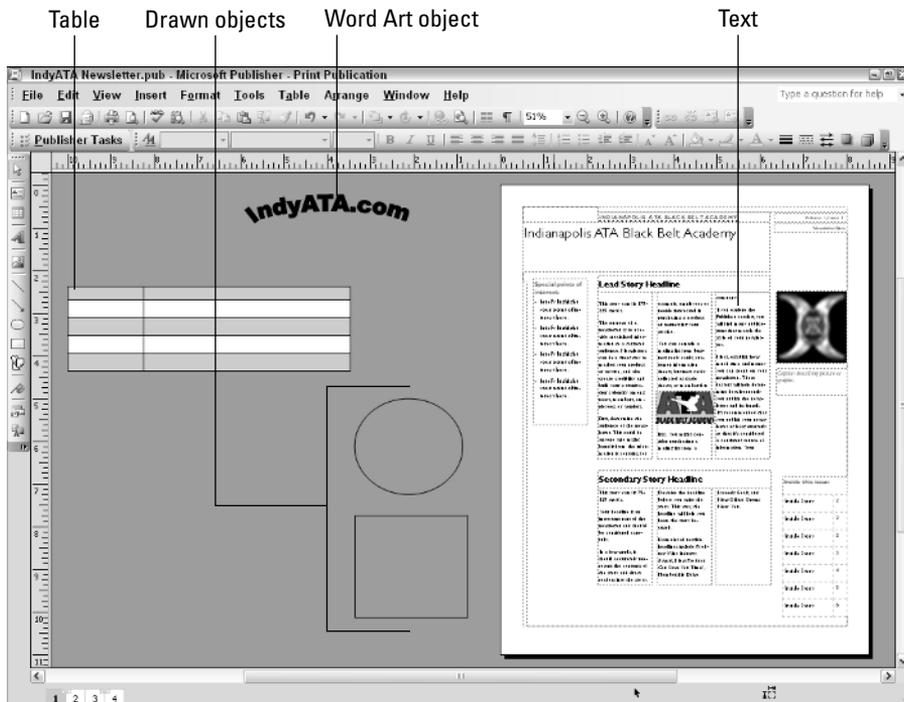


Figure 1-1:
A sample
publication
with labeled
objects.



You can use Publisher to create these elements from scratch, or you can use other programs to create the objects and then use Publisher to place them in your publication.

If you have used a previous version of Publisher or Microsoft Office, most things you see on the screen will seem familiar. However, if your first exposure to Publisher and/or Office is with version 2007, you might need a brief tour. The first thing you'll probably notice is that the user interface in Microsoft Publisher 2007 is quite a bit different from the rest of the Microsoft Office 2007 products. Microsoft Publisher 2007 utilizes the more traditional menu system found in Microsoft Office 2003 and earlier. The “other” Microsoft Office products use Microsoft's new Ribbon interface that is intended to make it easier and faster to find the commands and features when you need them.

Let's take a moment to get familiar with the Microsoft Publisher 2007 screen. Figure 1-2 shows you Publisher with an open publication. If you look closely, you'll find the following:

- **Title bar:** At the very top of the Publisher window, you'll find the Title bar. The Title bar shows you the name of the current publication and whether the publication is a Print Publication or a Web Publication.
- **Menu bar:** Just below the Title bar you'll find the Menu bar. The Menu bar contains, (yes, you guessed it!) the menus. The Menu bar gives you access to all the features and functions of Publisher. Everything from creating publications to specifying program settings to getting help.

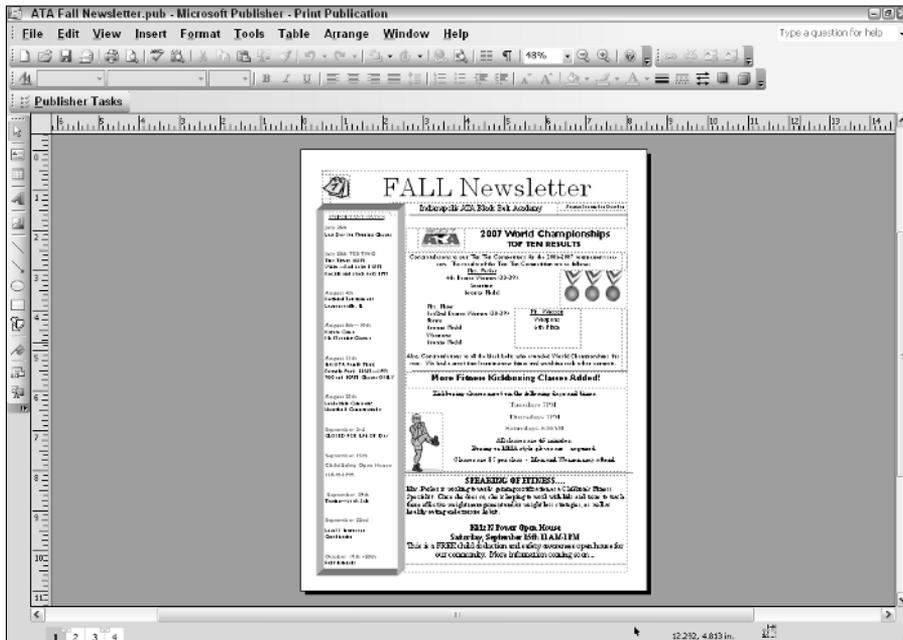


Figure 1-2:
The
Microsoft
Publisher
2007 screen.

- ✔ **Standard toolbar:** This toolbar is located right below the Menu bar. The Standard toolbar's main job is to let you control the appearance of the text in your publication.
- ✔ **Publisher Tasks pane:** This little guy likes to hang out on the left side of the screen just under the Standard toolbar. Although often hidden, it expands to provide links that guide you through the steps necessary to complete the design of your publication.
- ✔ **Objects toolbar:** This toolbar is located on the left side of the screen. It has the tools to help you create Text boxes, Tables, Pictures, and the like.
- ✔ **Publication workspace:** In the middle of the screen you'll see a large white box. The shape of this box varies with the type of publication you are creating. This white box represents the page upon which you create your publication.
- ✔ **Rulers:** The rulers located above and to the left of the publication workspace are provided to help you lay out and properly align objects on your page.
- ✔ **Scroll bars:** On the right and bottom of the screens you see scroll bars that let you scroll vertically and horizontally when your entire document doesn't fit on the screen.
- ✔ **Page Selection bar:** The Page Selection bar, located at the bottom left of the screen, lets you quickly go to any page in your publication. This may not seem like a big deal in a one-page flyer, but if you are working on a 300-page catalog, that feature comes in mighty handy.

The Design Process

Page design is an iterative process. You can always find a better way to make a point with design, to use type and color, or to refine a graphical image, for example. You can always return to a publication later and find something you could have done better. Like all creative endeavors, a well-designed publication can be improved by planning before the fact, experimenting, and offering thoughtful criticism at all stages. The sections that follow describe some methods that designers use to make their pages stand out from the crowd.

Storyboarding

To get a good start on the design process, you can block out the way you want your publication to look. One block-out method is storyboarding. *Storyboards*

are like block diagrams. Cartoonists use storyboards to show a story's progression. Movie designers use storyboards to illustrate key frames in a movie, which enables them to present the movie in a preproduction form that others can view and understand. You can use this same technique.

Many people like to mock up their design projects with pencil and paper. They create a dummy of their publication and, when the publication spans several pages, create storyboards. But this is all a matter of preference: The important thing is to plan your publication before you create it.

I find Publisher so easy to work with that I prefer to create my dummies inside the program. The tools for creating frames, lines, and boxes make these page elements easy to create and modify inside Publisher. I also find that working inside the program forces me to think, right from the start, about how I'll break apart a sample design and implement it.

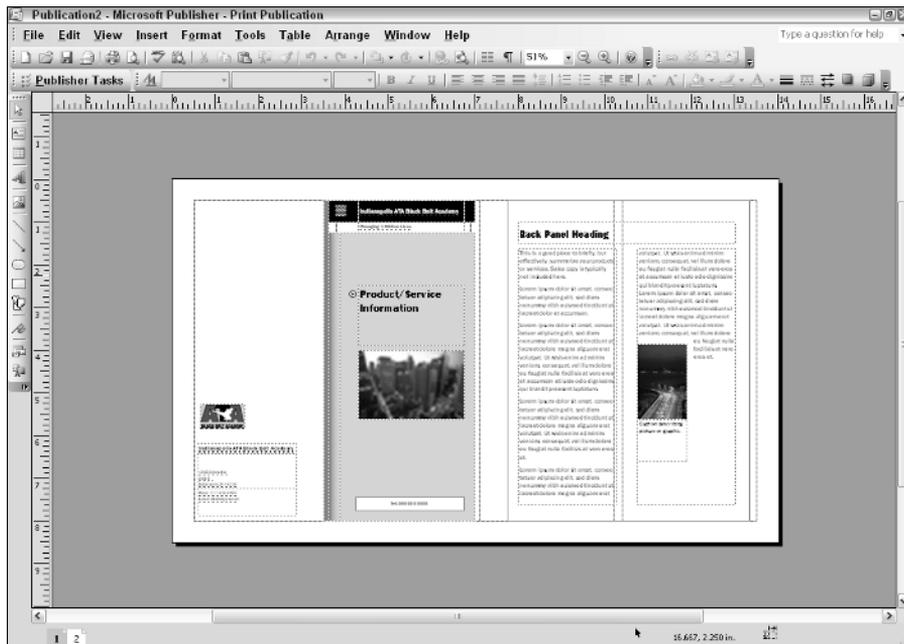
Publisher has a collection of templates that help you create professional-looking publications. When you first launch Publisher, you see the templates in the Catalog window as a collection of thumbnails showing sample documents you can create. The Publication Types pane on the left provides a list of the various types of publications that you can create with Publisher, while the center pane shows a list of the most popular types of publications. When you click on a type of publication in the Publication Types pane, the center pane changes to show a list of thumbnail images that show you what the various publications of that particular type will look like. (In other words, the list of available templates changes with the type of publication you choose in the Publication Types pane.)

In effect, storyboarding is what the templates do when they create a publication for you. When you create a document by using the Publisher templates, the result is a dummy of the document you're creating. Figure 1-3 shows a four-panel brochure created with one of the Brochures templates. The template helps generate a sample document with a headline, graphics blocks, and text frames with sample text. Each element on the page can be modified, but the document's overall look comes from using a particular Publisher template. Your dummies, or mock-ups, should show similar use of text, graphics, and overall design.



Try moving away from your design and looking at it from afar. (This trick works well for many people.) Better yet, try zooming out so that you can see the overall layout but cannot read the text. Choose **View**⇧**Zoom** from the main menu and choose 33% or 25% from the submenu that appears. Determine whether its purpose is obvious or whether clutter is obscuring its purpose. If you have too many page elements, try eliminating some.

Figure 1-3:
A template showing an overall design in Microsoft Publisher 2007.



Assembling a page

After you block out a page design, you can replace the dummy text, pictures, and other frames with the data you want to include on the page. This is the assembly stage of page composition. Depending on the type of object frame (Publisher-speak for a text box or picture frame) or tool selected, you can apply one of the Edit or Insert menu commands to bring the data into Publisher. The basics of importing text are covered in Chapter 6. You can find the related topic of importing tabular data also in Chapter 6. For details on bringing graphics into your publication, see Chapter 10.

Chances are great that after you compose and fill all the frames with real data, the page will require more tweaking. Publisher contains a number of specialized tools for repositioning, resizing, and fitting objects on a page. Chapter 12 details the final steps in the assembly process. You also find information about preparing a publication for output to an outside printer in Chapter 13.



Don't be surprised if the assembly process is largely composed of the tweaking phase of the project. Leave enough time to get this tweaking done the way you want it. (Think of the builder who says that the house is 90 percent done when only 50 percent of the allotted time is spent.)

Printing a page

After your page is composed the way you want it, you're ready to print. You can choose to print files to local printers and select from any of the print drivers that came with Windows XP or Windows Vista. Printing to a local printer is no different in Publisher than it is in most other Windows applications: You simply choose File⇨Print.

If you intend to have your publication printed by a commercial printer, you will probably want to send the entire Publisher file to the printer. The printer then has the most flexibility to print your publication correctly. If your commercial printer doesn't have Publisher, you can send your publication as a PDF file. The commercial printer can then extract and modify images but cannot make many other types of changes or corrections. See Chapter 13 for details on having close encounters with printers of the third kind (human ones, that is).

Getting Out of the Gate with Publisher

You start Microsoft Publisher 2007 in one of two ways:

- ✓ Double-click the icon for the program on the Windows desktop.
- ✓ Choose Start⇨Programs⇨Microsoft Office⇨Microsoft Office Publisher 2007, as shown in Figure 1-4. (Easy!)

Whichever way you start Publisher, you're greeted by the handy Catalog window you see in Figure 1-5. Your first glimpse of the Catalog window shows templates for the most popular publication types — business cards, brochures, and postcards, for example — but you can change the view by choosing other categories from the Publication Types pane, on the left. (Anyone for paper folding projects?)



If you're familiar with earlier versions of Microsoft Publisher, you may be wondering what happened to its wizards. They have been replaced by Publisher templates and the new Publisher Tasks pane.

Using a Publisher template is the easiest way to create a publication in Microsoft Publisher 2007. After you select a publication type and choose a template from the Catalog window, the Publisher Tasks pane appears, presenting you with a set of dialog boxes that leads you through the creation of a project based on selections you make.

Figure 1-4:
Opening
Microsoft
Publisher
2007 from
the Start
menu.

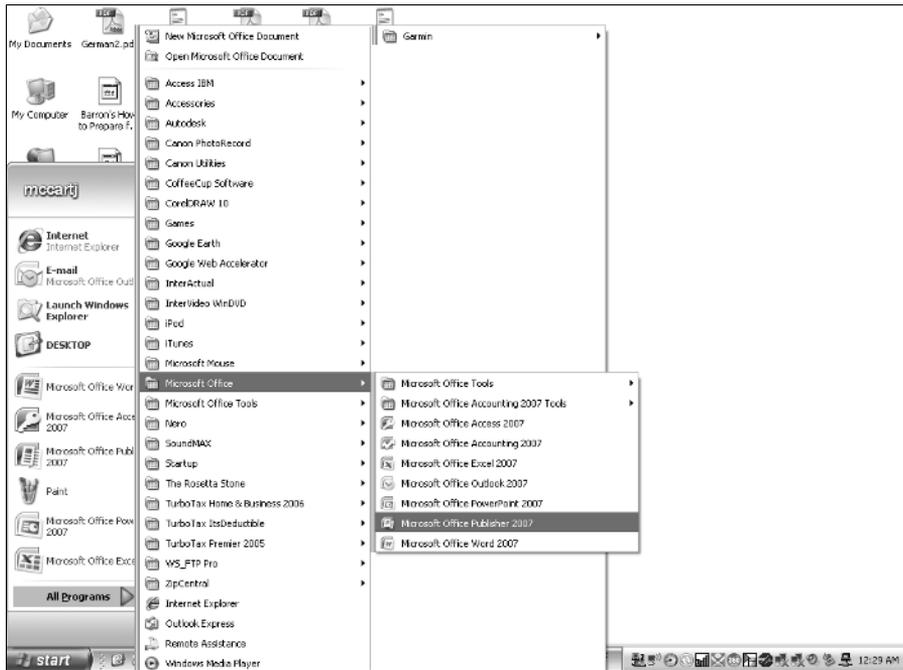


Figure 1-5:
Microsoft
Publisher
provides
hundreds of
templates in
more than
two dozen
publication
types.





If for some reason Publisher is already open and you're working somewhere else in the program, you can always return to the Catalog window by choosing File⇨New from the main menu.



The Catalog window is a *modal* dialog box, which means that you need to make a selection in it or dismiss it before you can go on. You can click and drag the Catalog window's title bar as you would drag any window's title bar.

I just made the assertion that using a Publisher template is the easiest way to create a publication in Microsoft Publisher. The next section is meant to show you just how right I am.

Just the fax, ma'am: Creating a fax cover sheet the quick and easy way

Microsoft Publisher 2007 has hundreds of templates for more than 25 types of publications; if you look back at Figure 1-5, you can see the (rather long) list of available publication types. Some of the more useful publications are in the Business Forms category, where you can find

- ✓ Expense reports
- ✓ Fax covers
- ✓ Inventory lists
- ✓ Invoices
- ✓ Purchase orders
- ✓ Quotes
- ✓ Refunds
- ✓ Statements
- ✓ Time billings
- ✓ Weekly records

The Fax Cover publication type provides a quick example of how to use a Publisher template to quickly create a useful business publication:

- 1. In the Publication Types pane (the listing on the left side of the Catalog window), click the Business Forms link.**

The center pane of the Catalog window updates to show the available Business Forms categories.

2. Scroll down to the Fax Cover section and then select one of the 35 Fax Cover examples.

The selected Fax Cover sheet is highlighted, and a larger sample version appears in the top-right portion of the screen.

3. Click the Create button located in the bottom-right portion of the screen.

Publisher creates (surprising, huh?) the Fax Cover for you and presents you with the Publisher Tasks pane visible to the right of the publication, as shown in Figure 1-6.

The Publisher Tasks pane stands ready to help you customize the publication. Its main features include the ones in this list:

- ✔ **The Page Options tab:** This tab is a bit of a chameleon. It changes depending on the type of publication you are working on. If you are working on a Fax Cover sheet, it might display a business logo that you can click and drag onto your publication. If you are working on a newsletter, it shows a Columns section that lets you change the layout of your publication by changing the number of columns.
- ✔ **The Options tab:** From this tab, you can quickly and easily select a different template to use and also change the paper size. (The name of this tab changes depending on whichever category you chose; in Figure 1-6, it appears as the Business Form Options tab because I chose the Business Form category.)
- ✔ **The Font Schemes tab:** Change the font scheme for the entire publication. *Font schemes* are collections of fonts that were created by armies of highly paid design consultants to be pleasing to the eye (the fonts, not the consultants). Selecting a font scheme instantly applies the new fonts to your publication. Of course, you have the option of creating your very own font scheme, too. Who's to say that Old English Text MT and Bauhaus 93 don't go well together?
- ✔ **The Color Schemes tab:** On this tab, you can change the — you guessed it — color scheme. Just don't go thinking that the same group of highly paid consultants who created the font schemes also created the color schemes. We're talking specialists here. As with the font schemes, you also have the option of creating your own color scheme. Of course, unless you and the person to whom you're sending the fax have one of those newfangled color fax machines, you're probably wasting your time customizing the color scheme on your fax cover.

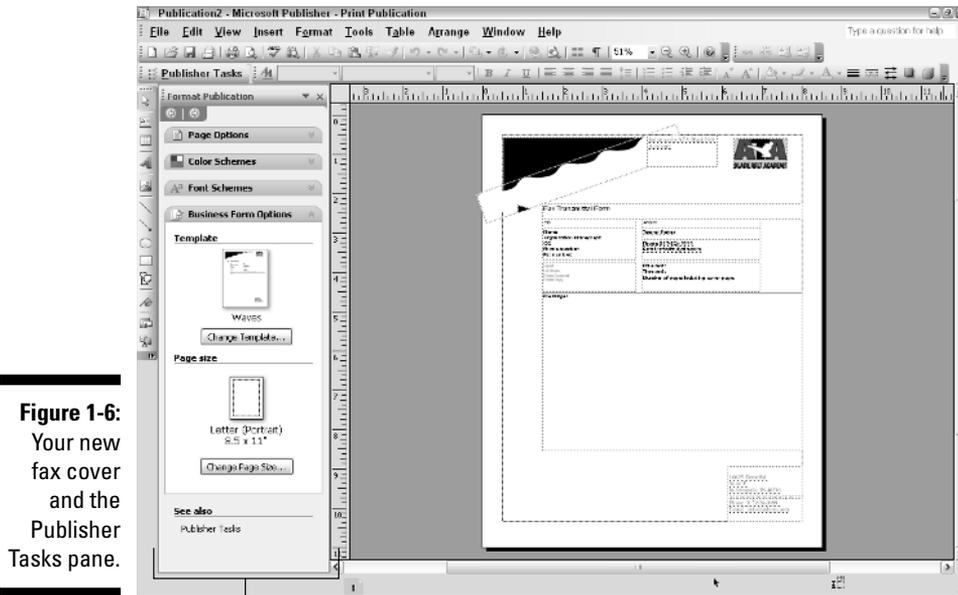


Figure 1-6:
Your new
fax cover
and the
Publisher
Tasks pane.

Tasks pane

Fun facts about Publisher templates and the Publisher Tasks pane

You need to know few important points about the Publisher templates and the Publisher Tasks pane; these tools are used to create new on-screen publications inside Publisher:

- ✔ **The Print Preview feature lets you see how your document will look when it is printed.** Print Preview shows you your publication without cluttering the screen with all those toolbars, menus, rulers, task panes, etc. It even lets you view multiple pages at once (click the Multiple pages button) or how the publication will look if printed on a monochrome printer (click the Color/Grayscale button). Figure 1-7 shows the fax cover through the “eyes” of Print Preview.
- ✔ **Publications created with Publisher templates are composed of many individual objects.** If you click any part of a publication, selection handles (little circles on the edges; see Figure 1-8) appear around the selected area. With the help of these little guys, you can manipulate the size, placement, color, and other properties of your publication’s parts.
- ✔ **As handy as templates are, if you’re using templates only to create documents in Publisher, you’re just scratching the surface of what you can do with the program.** I’m more than happy to present what’s under the surface as you read through this book.

Figure 1-7:
The fax cover in Print Preview mode.

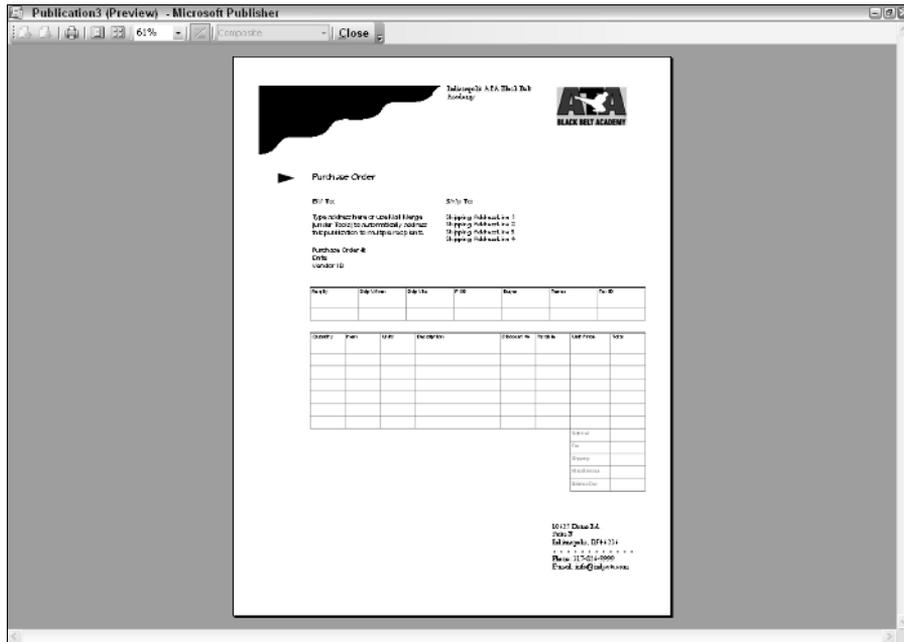
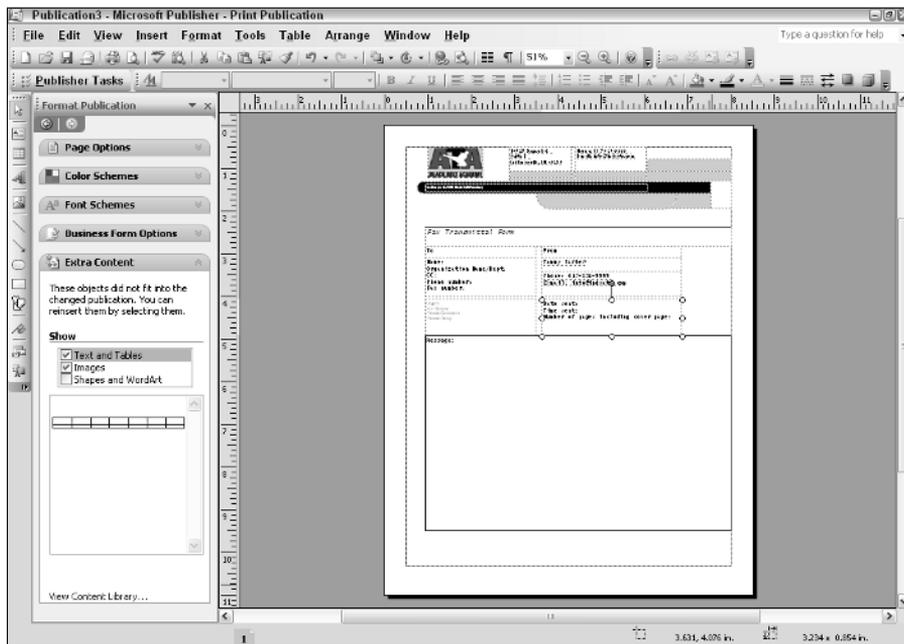


Figure 1-8:
Click an object, and selection handles appear.



Meet the publication types

Each publication type can generate several versions of publications of the same class, depending on the selections you make. Publisher has 27 publication types (28 if you count the Blank Page Sizes selection):

- ✔ **Blank Page Sizes:** Use these templates when you want to create a publication from scratch. You can choose the page size you want without Publisher adding any sample pictures or text. You start with a clean slate.
- ✔ **Advertisements:** Use these templates to create advertisements for your business. Figure 1-9 shows you the style affectionately referred to as The Works.
- ✔ **Award Certificates:** Choose from 22 different award certificates.
- ✔ **Banners:** This publication type offers eight types of banners: Informational, Sale, Event, Welcome, Congratulations, Holiday, Romance, and Get Well. You can set a height and width, and you can also decide whether you want to have graphics and borders on your banner.
- ✔ **Brochures:** Four different brochure styles are offered: Informational, Price List, Event, and Fund-raiser. Figure 1-10 shows previews of some Informational brochures.
- ✔ **Business Cards:** Choose from more than 50 styles of business cards.
- ✔ **Business Forms:** You have ten choices: Expense Report, Fax Cover, Inventory List, Invoice, Purchase Order, Quote, Refund, Statement, Time Billing, and Weekly Record. As you click each type of business form in the Publication Types pane, a picture of the default form appears on the right side of the screen. Figure 1-11 shows you an Invoice form that uses the Eclipse style.
- ✔ **Calendars:** Choose from 46 full-page and 3 wallet-size calendars.
- ✔ **Catalogs:** Create ten different kinds of catalogs to advertise your wares.
- ✔ **E-mail:** Use any of these ten e-mail templates to create targeted e-mail marketing campaigns.
- ✔ **Envelopes:** The Envelopes templates create more than 50 envelope styles that match the Letterheads and Business Cards styles. Publisher remembers the style you used and asks whether you want to base your next envelope on that style.
- ✔ **Flyers:** This publication type includes styles for Informational, Special Offer, Sale, Event, Fund-raiser, and Announcement.
- ✔ **Gift Certificates:** Forge — er, I mean, *create* — your own gift certificates! Choose from 35 gift certificate styles.

Figure 1-9:
Gimme the works! The Works advertise-ment.

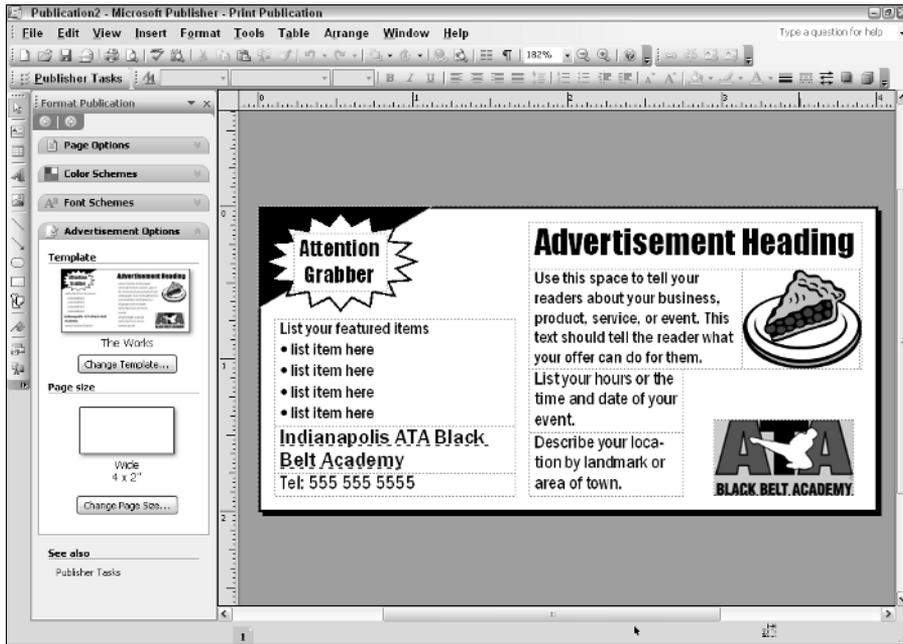
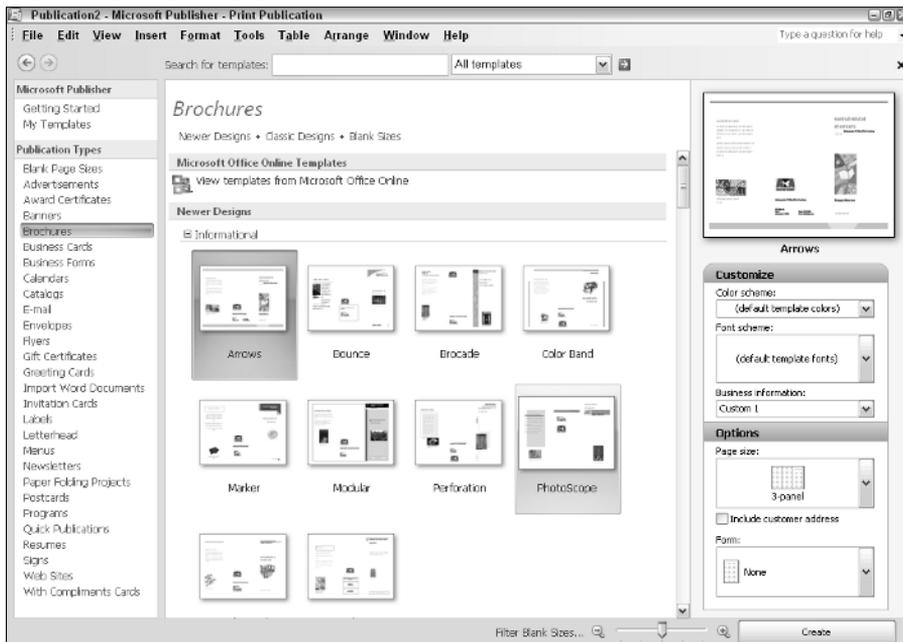


Figure 1-10:
Preview of ten Informational brochures.



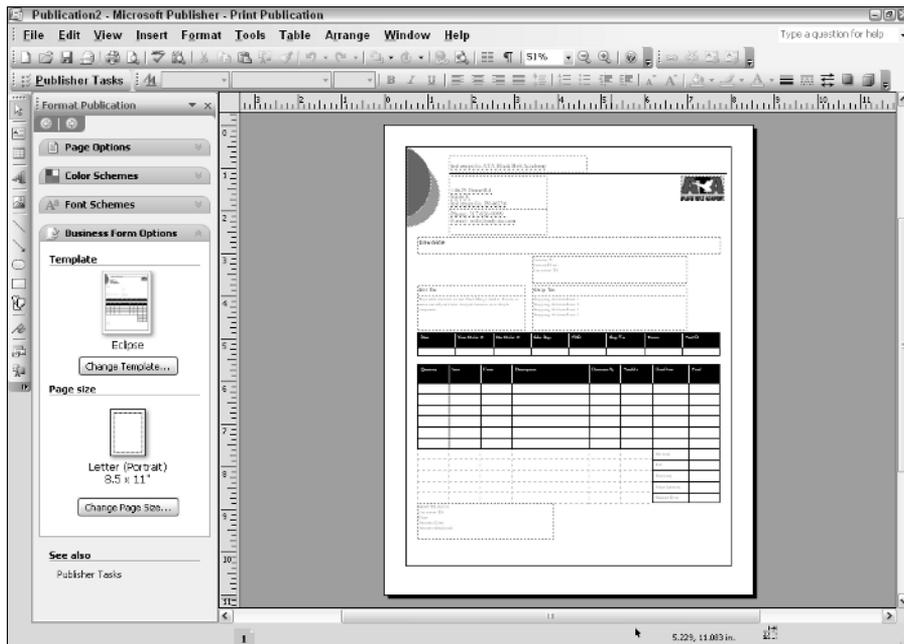
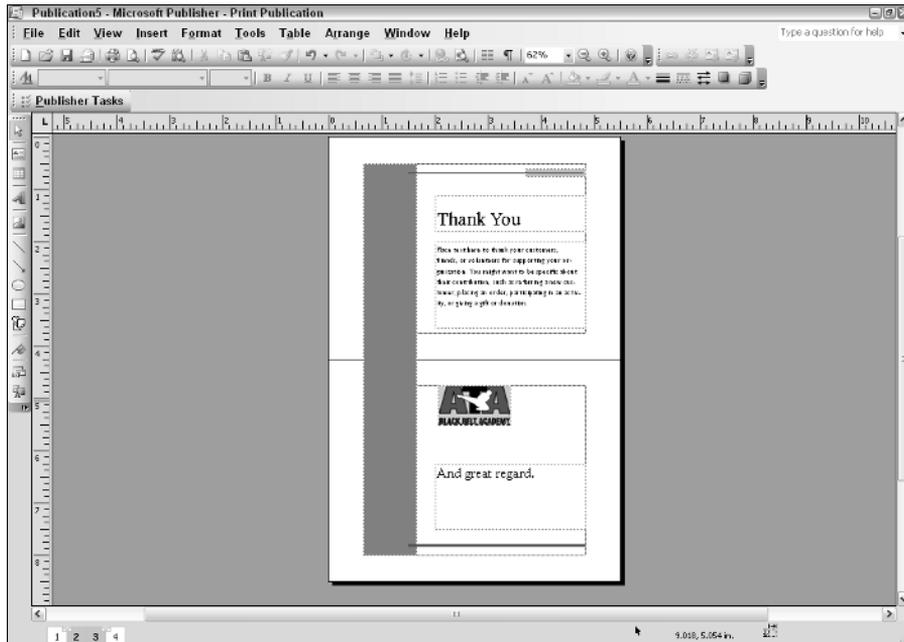


Figure 1-11:
An Invoice
form using
the Eclipse
style.

- ✔ **Greeting Cards:** Tired of paying \$5 for a greeting card? You'll love this publication type. It offers 20 categories of cards. Each of these categories offers you many choices. Figure 1-12 shows you an example of a professional-looking thank-you card that you can create and send to your clients.
- ✔ **Import Word Documents:** These templates let you gussy up text you created in Microsoft Word 2007. Select from 36 different styles. This is a great tool if you have a Microsoft Word document that you want to update so that it has the look and feel of other publications you have created in Publisher. Have a report that you created in Microsoft Word and you want it to look like that brochure you worked so hard to create? Use the Import Word Documents templates.
- ✔ **Invitation Cards:** Having a to-do? These templates help you create invitation cards for your party, theme party, holiday party, birthday party, housewarming, shower, event, celebration, or fund-raiser.
- ✔ **Labels:** You can create labels in any of the following 11 styles: Mailing Address, Shipping, Return Address, Computer Disk, Cassette, CD/DVD, Video, Jar/Product, Binder, Bookplate, and Identification. All these labels match standard Avery labels. The Avery number is provided after the label name.

Figure 1-12:
A thank-you
card
created with
the Layers
Greeting
Card
template.



- ✓ **Letterhead:** The Letterhead templates offer you more than 50 styles of letterhead that you can print. Figure 1-13 shows an example of a letterhead using the Modular style. After you create a letterhead for your business or personal use, Publisher remembers the style you used and asks whether you want to base your next letterhead on that style.
- ✓ **Menus:** If you have your own restaurant, the Menus templates let you create Regular, Take-Out, Daily Special, and Wine/Dessert menus in a variety of styles.
- ✓ **Newsletters:** Create almost 70 different styles of newsletters in a variety of sizes and layouts.
- ✓ **Paper Folding Projects:** Build your own paper tiger air force! Afraid to fly? Create origami (the Japanese art of creating paper figures). The four types range from easy to create (the Boat) to difficult (the Parrot). Still, these items are fun to give, and they're pretty when printed from a color printer or on colored paper.
- ✓ **Postcards:** These templates create 13 categories of postcards: Informational, Special Offer, Sale, Event, Invitation, Holiday Party Invitation, Holiday Greeting, Holiday Thank You, Thank You, We've Moved, Announcement, Reminder, and Tent Fold. Each category offers several types of postcards.

- ✓ **Programs:** Create Music, Religious Service, and Theater programs with a few clicks of the mouse.
- ✓ **Quick Publications:** Use these templates when you want to create single-page publications with a professional design and layout.
- ✓ **Resumes:** Choose from Entry Level, Chronological, or Curriculum Vitae résumés with style!
- ✓ **Signs:** Create 40 single-page signs — everything from Authorized Personnel Only to Lemonade for Sale to Wheelchair Access.
- ✓ **Web Sites:** Use these templates to create over 70 different multiple-page Web sites quickly and easily.
- ✓ **With Compliments Cards:** Choose from 35 styles of With Compliments cards. The cards come in handy when you have product samples and freebies to give away and you want to make sure that the recipient knows where they came from. Figure 1-14 shows a With Compliments card in the Marquee style.



You aren't limited to accepting whatever the templates give you. You can replace one font with another, one picture with another, or one border with another, for example. And, you can always use the Publisher Tasks pane to make changes to the design of your publication. If the Publisher Tasks pane is not visible, click the Publisher Tasks button on the Publisher Tasks toolbar to display it. Knowing Publisher well helps you quickly modify these templates' output and makes the result a document that you're proud to show to others.



Figure 1-13:
A sample
Letterhead
style.

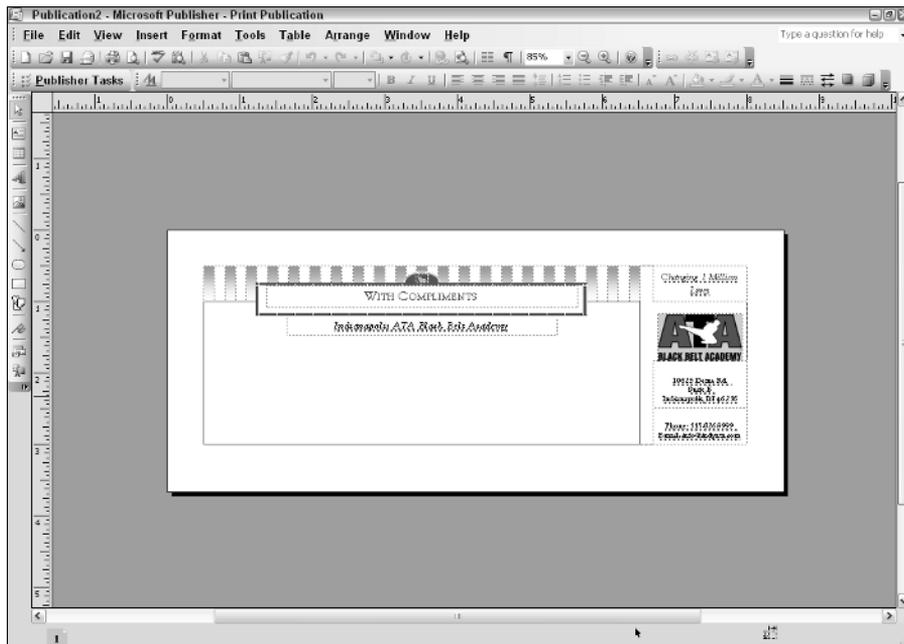


Figure 1-14:
With
Compliments
card in the
Marquee
style.

Create your own templates

If the hundreds of templates the preceding section introduces aren't enough for you, don't despair. You can always create templates of your very own. How do you perform such feats of wonder, you ask? Okay, maybe you didn't ask, but this stuff is handy, and I tell you how anyway. If you really don't want to know, please press the Pause button — now!

To create a template of your own, follow these steps:

1. Start by creating a publication.

You can create one from scratch or start with an existing template and customize it to your tastes.

2. Choose File→Save As from the main menu.

The Save As dialog box appears, as shown in Figure 1-15.

3. Type a name for your new template in the File Name text box.

4. In the Save As Type drop-down list box, select Publisher Template (*.pub).

Notice that Publisher automatically changes the Save In location to the Templates folder.

5. Click Save.

Your template is now available for use. Click the My Templates link — right there in the upper-left corner of the Catalog window — to see the list of templates you've created. Figure 1-16 shows the My Templates pane with two templates I created.

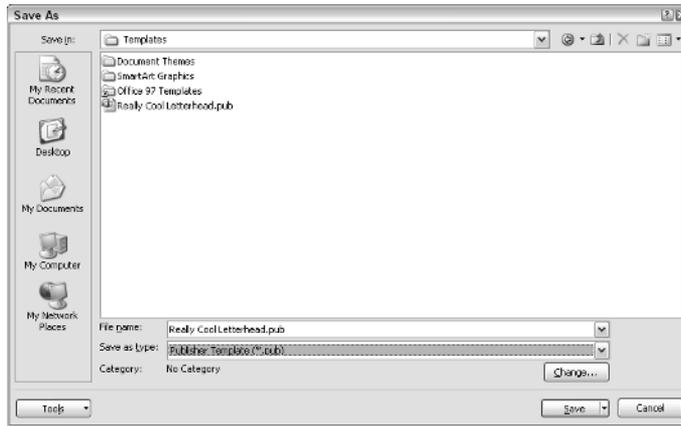


Figure 1-15:
The Save As dialog box.

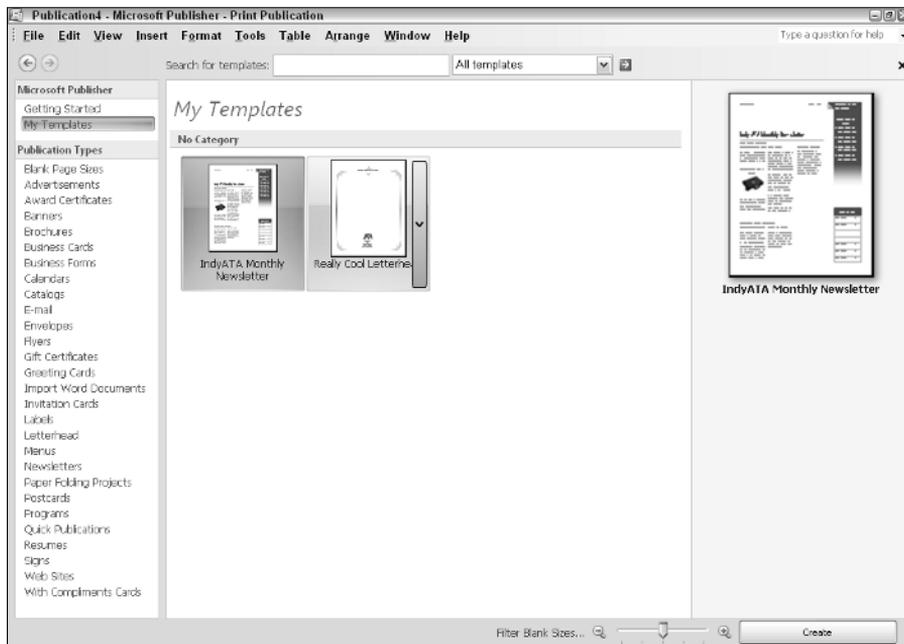


Figure 1-16:
Templates you create are accessible in My Templates.