

Objectives of this chapter:

- 7.1 What is Publisher?**
- 7.2 Microsoft Publisher 2010**
- 7.3 How to start publisher?**
- 7.4 Creating a Publication**
- 7.5 Frames**
- 7.6 Viewing Pages Templates**
- 7.7 Templates**
- 7.8 Saving Your Publication**
- 7.9 Printing Your Publication**

7.1 What is Publisher?

Publisher is an application used to design and produce attractive advertising and promotional material like pamphlets, letter heads, banners, posters, calendars, invitations, and newsletters and so on. This advertising and promotional material is called a publication.

Publisher enables us to produce quick publications by using wizards and a design gallery. A template is the predefined model of publication. We can view the publication on the monitor exactly the way it would appear when printed. Publisher also helps us keep track of the colors used in publications to produce high-quality color output. With the help of publisher, we can create quick web sites at a minimum cost with ease.

7.2 Microsoft Publisher 2010:

Publisher 2010 is a program that helps us design professional publications such as newsletters, websites, brochures, catalogs, flyers, signs, postcards, invitations, greeting and business cards, letterheads, envelopes, business forms, banners, calendars, certificates, and more. Microsoft Publisher 2010 helps us to create professional-looking publications quickly and easily. With Publisher, we can create, design, and publish professional

marketing and communication materials for print, and for e mail. Publisher 2010 allows us to apply built-in templates, to apply our own custom templates, and to search from a variety of templates available on Office.com. Office.com provides a wide selection of popular Publisher templates, including newsletters and flyers.

7.3 How to start publisher?

Follow the given steps to start Publisher:

On the Start menu, point to All Programs, point to Microsoft office, and then click Microsoft office publisher 2010.

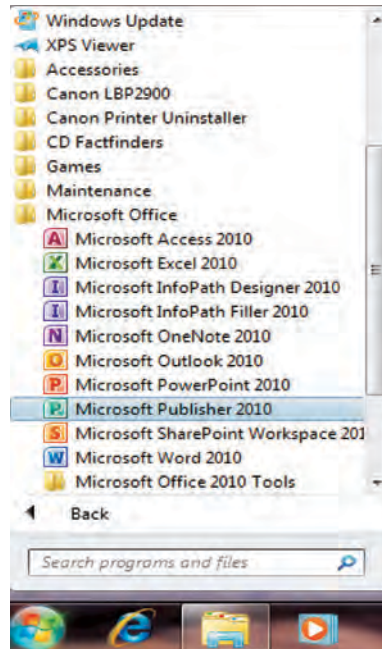


Fig 7.1

1. Click on the start button.
2. The search bar is shown in start menu for searching the programs and files.



Fig 7.2

3. Type "Publisher" or "Pub" in search bar and press enter button.

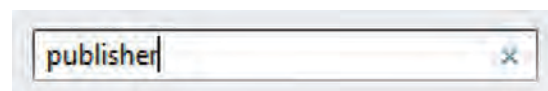


Fig 7.3 Search Bar

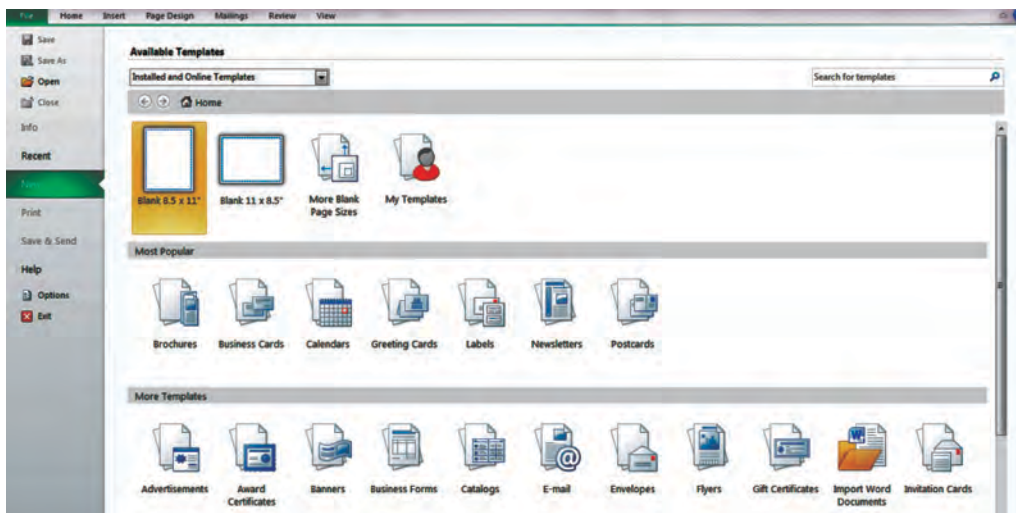


Fig 7.4 Publisher opening window

7.4 Creating a Publication

We can create new Publication by following methods:

1. By using Blank Layout.
2. By using Installed templates.
3. By using online templates.

7.4.1 Creating a publication using blank Layout:

Following are the steps to start with a blank publication.

1. Click the File Menu, and then click New.
2. Under Available Templates, click a blank publication template, and then click Create.

Note:

We can choose the desired size of blank template by clicking More Blank Page Sizes from the New Publication screen or even we can also customize the size as per our requirement. Here we have selected Blank 8.5 x 11 (either Landscape or Portrait).

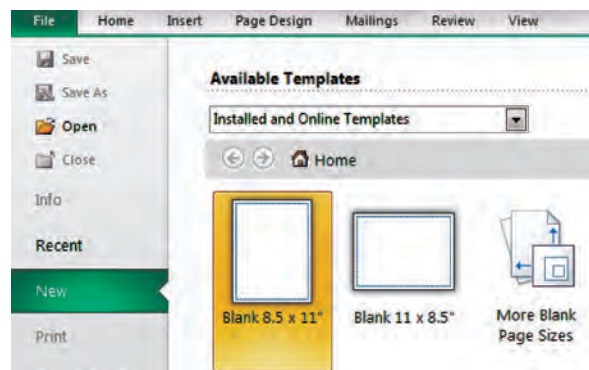


Fig 7.5

3. Now, we can create a publication with our own specifications in Publication. We can also add the objects to the blank Layout like text, picture, word art, and auto shapes etc. The blank layout window is shown as below:

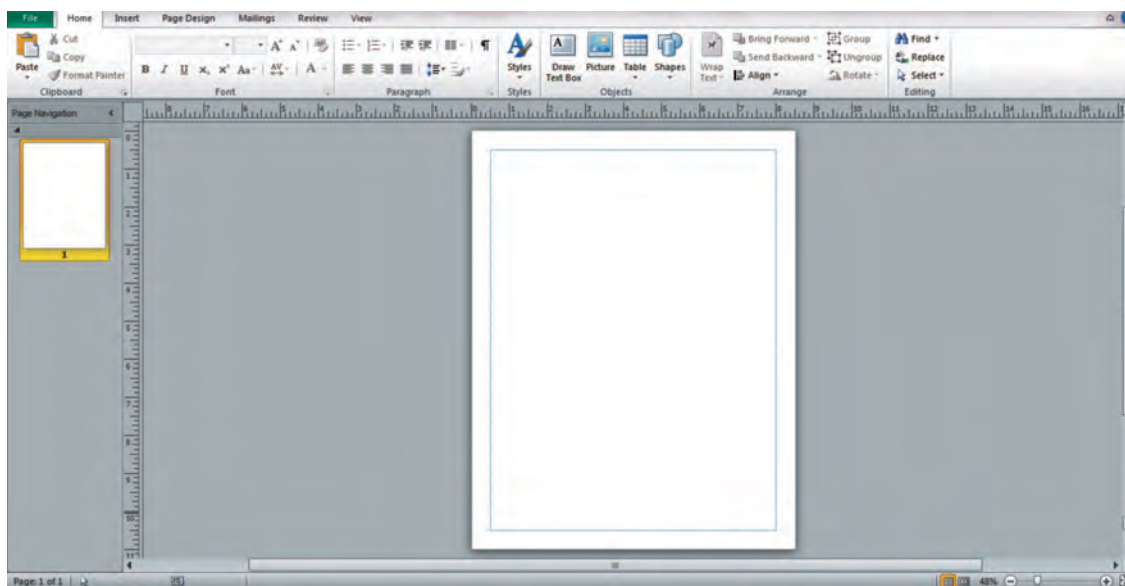


Fig 7.6 Blank Publication window

4. After creating publication, save the publication by clicking on save option in File Menu. The Save As dialog box appears. type a name for our publication, select the folder in which we want to save it, and then click save button. The publication is saved with a .pub extension.

5. Close the publication by clicking close button in File menu. A dialog box appears, if we want to save the changes, then click yes button, otherwise click no.

Before exiting Publisher, we should close all the publications, then Click Exit in File Menu or click cross button on title bar.

7.4.2 Components of publisher window

There are three most important components that we should remember as we work within Publisher 2010. These are:

- 7.4.2.1 The Quick Access Toolbar
- 7.4.2.2 The Ribbon
- 7.4.2.3 The File Window.

7.4.2.1 Quick Access Toolbar

The quick access toolbar is a customizable toolbar that contains commands that we may want to use. We can place the quick access toolbar above or below the ribbon. To change the location of the quick access toolbar,

click on the arrow at the end of the toolbar and click Show below the Ribbon. We can also add items to the quick access toolbar, simply click on any item and it will be added to our toolbar.

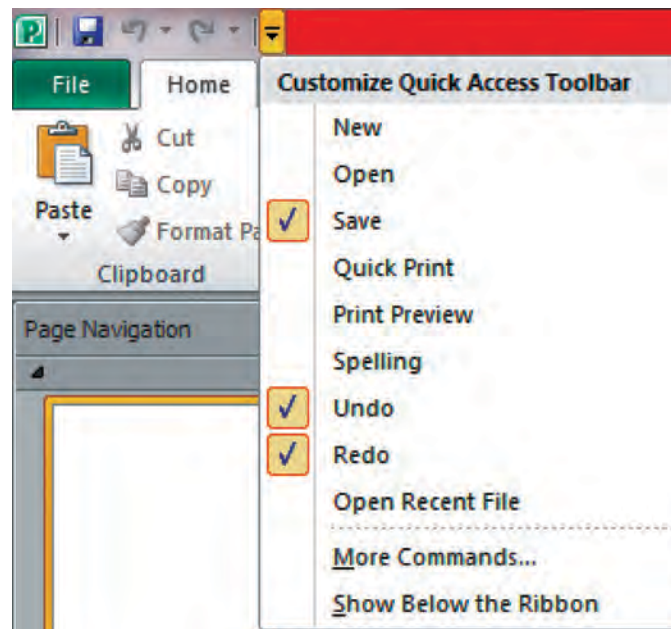


Fig. 7.7 Customize Quick Access Toolbar

7.4.2.2 Ribbon

The ribbon is the panel at the top portion of the document it has six tabs: Home, Insert, Page Design, Mailings, Review, and View. Each tab is divided into groups

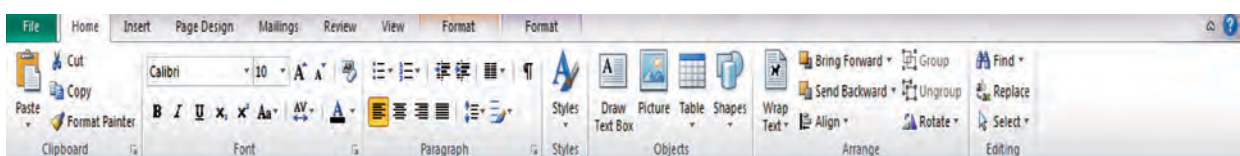


Fig 7.8 Ribbon of Publisher

7.4.2.3 File Window

When we click on the File Menu, we are brought to the Info screen. It looks like that our document is gone, but it is not. As we click on the options in the File Menu, the screen will change accordingly.

- Save: Save the file as a 2010 file
- Save As: Allows you to choose a different file type (i.e. PDF, Word)
- Open: used to open a publisher file
- Close: Closes the file but keeps Publisher running
- Info: Edit Business Information, use Design Checker, and set Commercial Print Information

- Recent: List of our recently used Publisher files
- New: New Publication Screen
- Print: Print Options
- Save & Send: Options for saving and e-mailing the file
- Help: Microsoft Help
- Options: Set default options
- Exit: Closes Publisher (file and program)

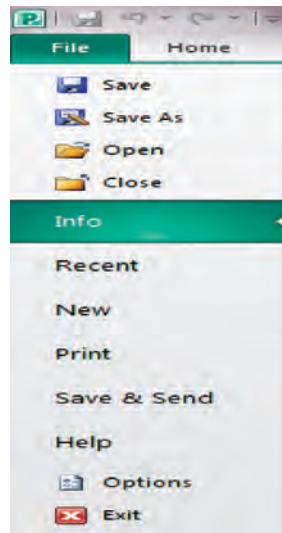


Fig 7.9 File Window

7.4.3 Working in publication:

7.4.3.1 Adding Text:

1. From the Home or Insert Tab, select Draw Text Box.
2. Place the cursor on the page where we want to draw a text box.
3. Click and drag the cursor across the page to the desired size. The size of the text box can be changed after we have drawn it.
4. When we let go of the left click on the mouse, we are brought to the format tab which gives us more options for the text box.
5. Type the text in text box.

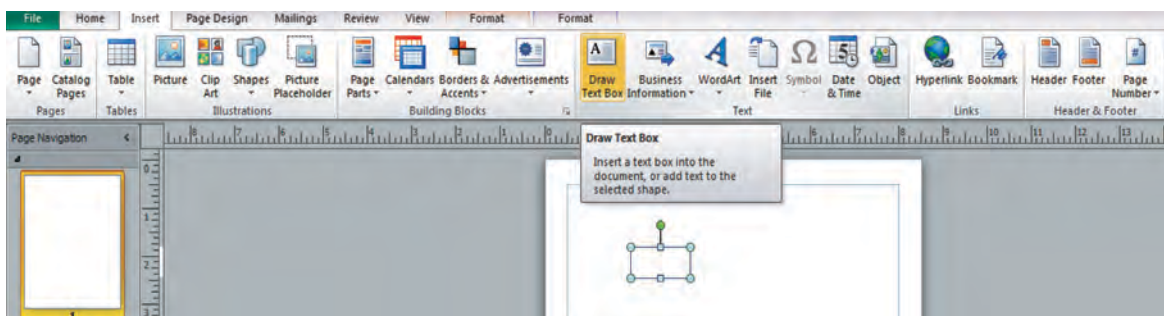


Fig. 7.10

7.4.3.2 Editing Text:

1. Highlight the text we want to edit.
2. If we are not brought to the Text Box Tools Format Tab, then select it.
3. Text Group Options:
 - a. **Text Fit** - Defines how the text will fit in the text box: Best Fit, Shrink Text on Overflow, Grow Text Box to Fit, Do Not Auto-Fit
 - b. **Text Direction** - Changes direction to horizontal or vertical
 - c. **Hyphenation** - Changes hyphenation behavior of selected text.
4. **Font Group Options:** Style, Font Size, Bold, Italics, Underline, Text Spacing, & Color
5. **Alignment Group Options:** Text Box Alignment, Columns, Margins
6. **Effects Group Options:** Shadow, Outline, Engrave, Emboss

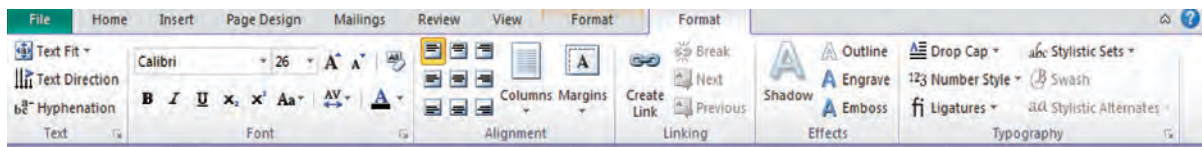


Fig. 7.11

7.4.3.1 Changing the Text Box Style: To change the text box style follow the steps:

1. Click on the text box.
2. Click on the Drawing Tools Format Tab.
3. Shape Styles Group Options: Style, Shape Fill, Shape Outline, Change Shape
4. Arrange Group Options: Wrap Text, Bring Forward or Backward, Rotate

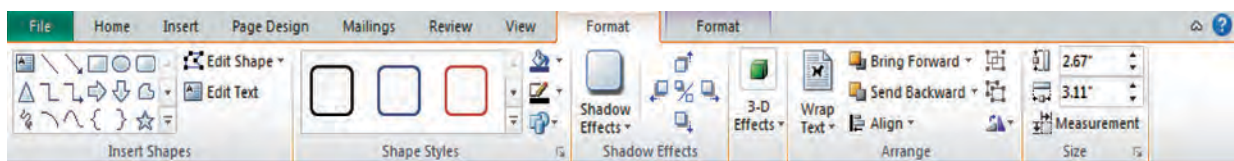


Fig. 7.12

7.4.3.4 Inserting Clip Art: To insert the clip Art follow the steps:

1. Click on the Insert Tab.
2. Click Clip Art. The Clip Art window appears on the right side of the screen.

3. Type in a keyword.
4. Click Go.
5. Browse through the results.
6. When we find clip Art, click on the thumbnail from the Clip Art Window.
7. The Clip Art image will then appear on our page.



Fig. 7.13

7.4.3.5 Inserting a Picture: To insert a picture follow the steps:

1. Click on the Home or Insert tab.
2. Click on Picture.
3. Browse to the location of the picture we have saved on our computer.
4. Select the picture and click Insert.



Fig. 7.14

7.4.3.6 Inserting Shapes: To insert a shape follow the steps:

1. Click on the Home or Insert tab.
2. Click on Shapes.
3. Select a shape from the drop down menu.
4. On the page, click and drag to create the shape.
5. The shape appears on the page, and we are brought to the Drawing Tools
6. Format tab. From this tab, we can edit the style, fill, outline, and more.



Fig. 7.15

7.4.3.7 Text Wrapping: Text wrapping is the way our object is set on the page in reference to the text. To do text wrapping following are the steps:

1. Select the Object.
2. Click on the Format tab (Text Box, Drawing, or Picture Format).
3. In the Arrange group, click on Wrap Text. This will determine how text will be arranged around the object.

Here are the Options: None, Top & Bottom, Square, Through, Tight, More Layout Options

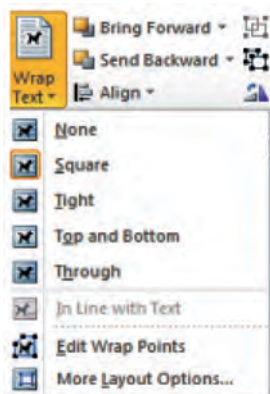


Fig. 7.16

7.4.3.8 Resizing Objects: Resizing enables us to resize our objects.

1. Click on the **object**.
2. Click and drag the **handles** to resize.
 - a. The corner handles will resize the object proportionally.
 - b. The handles centered on the lines of the box will stretch the object vertically and horizontally.

The green handle allows us to rotate the object.



Fig 7.17

7.4.3.9 Moving Objects:

1. Click on the object.
2. Place our cursor over the solid line so that we see the crosshairs.
3. Click and drag the object to the desired location.

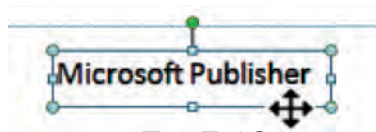


Fig 7.18

7.4.3.10 Deleting Objects: We can also delete any object, if do not require it in our publication.

1. Click on the object.
2. Press Delete button on the keyboard.

7.5 Frame -

Most publications are divided into several different areas called frames. A frame can contain a variety of objects such as graphics, tables, or text boxes. Frames can be resized, moved and manipulated to suit your needs.

7.5.1 Working with Frames

Each publication is composed of different frames, such as text frames, picture frames, table frames, and shape/object frames. Click on different areas of the publication to identify the different frames. Handles, little circles on the corners and sides of the frame will appear. The handles help us to show which frame we have selected. These are also used in resizing frames.

Handles - When we click on a frame, small circles appear around the edge of the frame. These are called handles. We can click and drag on the handles to resize our frame.

7.5.2 Moving Frames:

7.5.2.1 To move a picture frame,

1. Click on the picture.
2. When our cursor turns into a four directional arrow, click and drag the picture frame to the desired location.

7.5.2.2 To move a text frame:

1. Click on the text frame.
2. Rest our cursor near the border of the text frame. When our cursor turns into a four directional arrow, click and drag the text frame to the desired location.

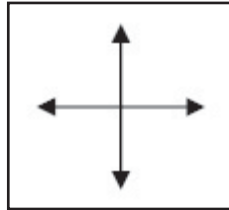


Fig. 7.19

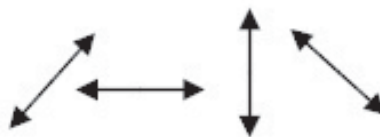
7.5.3 Resizing Frames:

7.5.3.1 To resize a picture frame:

1. Click on the picture.
2. Rest our cursor on a corner handle. When our cursor turns into a diagonal line with arrows on the ends, click and drag inwards at a diagonal to make it smaller or outwards at a diagonal to make it larger. Using corner handles to resize pictures allows us to keep the picture in proportion.

7.5.3.1 To resize a text frame:

1. Click on the text frame.
2. Rest your cursor on one of the handles. When your cursor turns into a line with arrows on the ends, click and drag inwards or outwards to resize the text area.



Resizing Arrows

Fig. 7.20

7.5.4 Deleting Frames:

1. Right click on the frame that we would like to delete.
2. Select **Delete Object** from the list of choices.

7.5.5 Inserting Additional Text Frames :

1. Click on **Text box** from the **Insert** Tab
2. Click and drag over an area of the publication.
3. Type the text we want to appear.

7.6 Viewing Pages in our Publication : There are three ways to view pages in a publication:

- Click on the thumbnails of the pages in the publication from the Page Navigation Window on the left hand side of the screen.

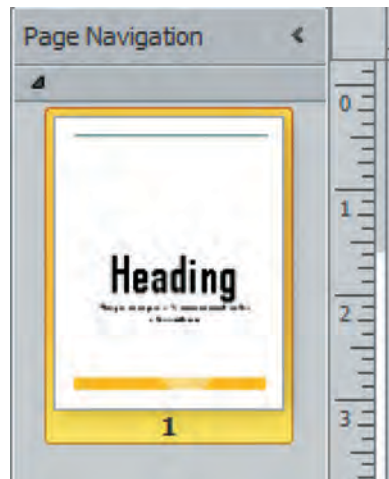


Fig 7.21 Page navigation view

- From the View tab, we can switch from single page to two-page spread view as well as choose other viewing options.

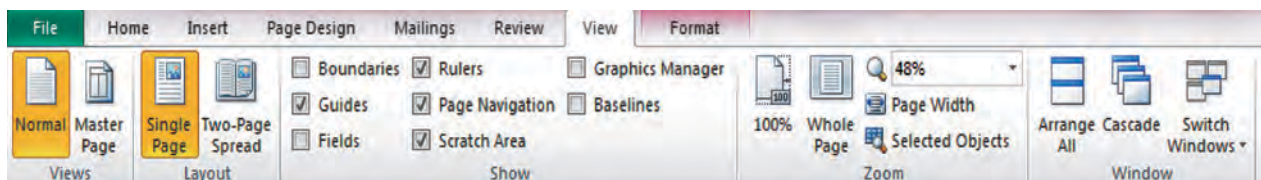


Fig 7.22

- On the bottom right corner of Publisher, we can change our view as well as zoom in and out using the slider.



Fig 7.23 Zoom in Zoom out slider

7.7 Template : A Template is a tool used in Publisher to help us to easily create basic publications. The template has a set of pre designed styles that we can use as it is or customize as we see fit.

7.7.1 Customizing the Template: Here we will learn how to customize a Template. Choose the publication type that we would like to use. The next screen will show us templates for the publication we have chosen.

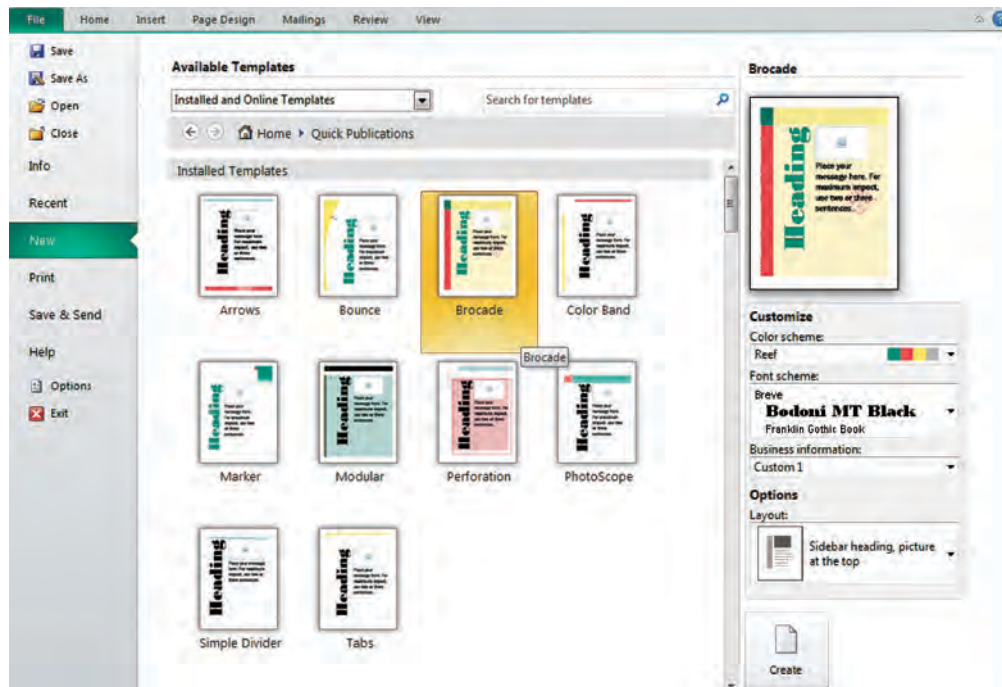


Fig 7.24 Templates

Each template is customizable. Click on a template from the center. On the right side of the screen, we can change the template colors, fonts, and more. Once we have found a template and customized it, click **Create**. After we click create, we can edit the text boxes, images, and shapes that have been set up by the template as needed.

7.7.1.1 Changing the Design of a Template: To change the design template follow steps:

1. Click on the Page Design tab.
2. To change the entire template, click Change Template.
 - Choose a template from the pop up window. If we are currently working in a template and changing to a different template, the information we have entered will conform to the new template.
3. To change the color scheme, browse through the color schemes available in the Schemes group.
 - Move the mouse over the color scheme to preview.
 - To select a color scheme, click on it.
4. To change the font scheme, click on Fonts in the Schemes group.
 - Browse through the available font schemes.
 - Move the mouse over the font scheme to preview.

- To select a font scheme, click on it.
- If we want to create our own font scheme, click on “New Print Scheme.”



Fig. 7.25

7.7.1 Page Design:

- Click the tab Page Design if needed, to change templates, adjust page margins, apply ruler guides, or apply built-in color schemes to the chosen template.
- We can use the Built-in Ruler Guide templates to help in aligning text boxes, pictures, or other objects. To apply a Built-in Ruler Guide template click on the command Guides in the group Layout, and then choose a template.
- To add a vertical or horizontal ruler guide repeat the above step, then click on Add Vertical or Horizontal Ruler Guide.
- To add additional guides, move the mouse pointer over the vertical or horizontal ruler; drag the guide in the desired direction when the pointer changes to a two headed arrow.

7.7.2 Creating a Publication with Templates:

We can create a publication in Publisher by using template.

Available Publication Types: Publisher 2010 allows us:

- To apply built-in templates,
 - To apply our own custom templates, and
 - To search from a variety of templates available on Office.com.
- Office.com provides a wide selection of popular Publisher templates, including newsletters and flyers. To find and apply a template in Publisher 2010, do the following:
1. On the File tab, click New.
 2. Under Available Templates, do one of the following:
- To use a template that we already have installed, click My Templates, click the template that we want, and then click Create.
 - To use one of the pre-built templates installed in Publisher, under Most Popular or More Templates, click the category that we want, click the template that we want, and then click Create.
 - To find and apply a template on Office.com, under Most Popular or More Templates, click the category that we want, click the template that we want, and then click Download.

Note:

We can also search for templates on Office.com from within Publisher. In the Search for templates box, type one or more search terms, and then click the arrow button to search

7.5.2.1 Creating publication with Installed templates:

We can create any publication easily with the help of the installed templates available in Publisher. We can use pre designed templates in publisher and create so many publications like Brochures, Business Cards, Calendars, Greeting Cards, Labels, Newsletters, Postcards, Advertisements, Award Certificates, Banners, Business Forms, Catalogues, E-mail, Envelops, Flyers, Gift certificates, Invitation cards, Letterhead, Menus, Resumes and so many quick publications.

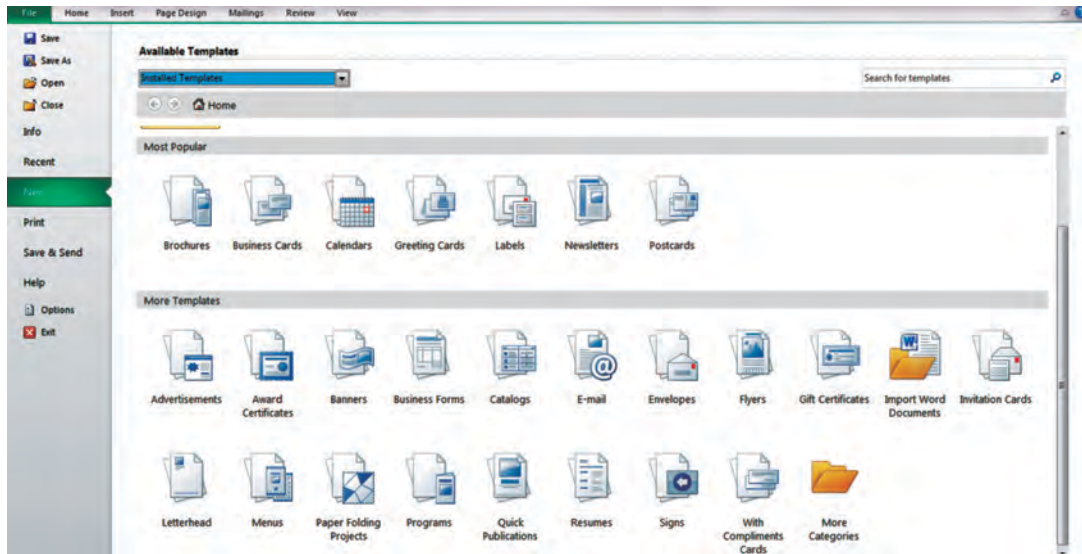


Fig. 7.26

7.7.2.2 Creating publication with online templates:

We can create any publication easily with the help of the internet, because we have also a option to create publication using online templates. For online templates, internet facility should be available in our system.

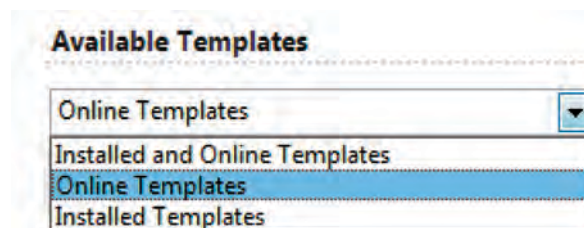


Fig. 7.27

To find and apply a template on online Templates, click the category that we want, click the template that we want, and then click Download, and then apply that template.

7.8 Saving Your Publication: There are two basic ways to save our publication.

First one is to Point and click on the save icon on our toolbar.

OR

Follow these steps:

1. Click on the File Menu and Save As.
2. When the Save As Dialogue Box appears Click Browse and find the location on computer where you want to save the file saved.
3. Type the name of our publication in the File Name field.
4. Click on the Save button.

7.9 Printing Your Publication: There are two basic ways to print your publication.

First one is to click on the print icon on toolbar. This will print one copy of our publication with the default print options.

OR

1. Click on the **File Menu** and click **Print**.
2. When the print window appears, select the desired **number of copies**.
3. Choose any other **Print Settings**:
 - All Pages, Selection, Current Page, or Custom Range
 - Manually enter page numbers we want to print
 - How many pages print per sheet of paper
 - Paper Size
 - 1-sided or 2-sided printing
4. Click **Print**.



Points to Remember

1. Publisher is an application used to design and produce attractive advertising and promotional material
2. A template is the predefined model of publication
3. Publisher enables us to produce quick publications by using wizards and a design gallery
4. To open the Microsoft publisher by keyboard, Type “Publisher” in search bar and press enter button

5. We can also add the objects to the blank Layout like text, picture, word art, and auto shapes etc.
6. After creating publication, save the publication by clicking on save option in File Tab
7. Close the publication by clicking close button in File menu
8. Before exiting Publisher, we should close all the publications
9. We can place the quick access toolbar above or below the ribbon
10. We can also add items to the quick access toolbar, simply click on any item
11. The ribbon is the panel at the top portion of the document it has six tabs
12. Each tab is divided into groups
13. To view additional features within each group, click the dialog box launcher (arrow) at the bottom right corner of each group.
14. Click and drag the handles to resize
15. The corner handles will resize the object proportionally
16. The handles centered on the lines of the box will stretch the object vertically and horizontally
17. The green handle allows you to rotate the object
18. Place our cursor over the solid line so that we see the crosshairs.
19. Click and drag the object to the desired location
20. Most publications are divided into several different areas called frames
21. When we click on a frame, small circles appear around the edge of the frame. These are called handles
22. We can click and drag on the handles to resize our frame.
23. A Template is a tool used in Publisher to help us easily create basic publications
24. In arrange group, the text will be arranged around the object by using Wrap Text
25. If we want to delete any objects which are not required in publication, click on the object and press Delete button from the keyboard.

Exercise

1. Multiple Choice Questions:

1. Choose an application used to design and produce attractive advertising and promotional material.
a) Document b) Spreadsheet
c) Publication d) Presentation
2. Publisher enables us to produce quick publications by using _____.
a) Manual b) Wizards
c) Customize d) All of these
3. To open the Microsoft publisher by keyboard, what we need to type in search bar?
a) WordPad b) Notepad
c) Access d) Publisher
4. Each tab is divided into _____.
a) Groups b) Blocks
c) Menus d) Parts
5. After creating publication, save the publication by clicking on save option in _____.
a) File b) Home
c) Insert d) View
6. Close the publication by clicking _____ button in File menu.
a) Open b) New
c) Print d) Close

2. Fill in the Blanks:

1. We can also add the objects to the blank Layout like _____, _____, word art, and auto shapes etc.
2. The handles centered on the lines of the box will stretch the object _____ and _____.

3. We can _____ and _____ on the handles to resize our frame.
4. To view additional features within each group, click the dialog box launcher (arrow) at the bottom _____ of each _____.
5. When we click on a _____, small circles appear around the edge of the frame. These are called _____.

3. True or False:

1. A Template is a tool used in Publisher to help us easily create basic publication.
2. Most publications are divided into several different areas called frames.
3. The corner handles will resize the object proportionally.
4. Before exiting Publisher, we should not close all the publications.
5. We cannot add items to the quick access toolbar by click on any item.

4. Very Short Answer type Questions:

1. Extension used to save a publication is?
2. To move objects which cursor is used?
3. Online Templates are available in?
4. List of our recently used Publisher files are in?
5. The text is arranged around the object by using which option?

5. Short Answer type Questions:

1. What is Publisher?
2. Write the steps for Moving Objects in publisher.
3. Define Templates?

6. Long Answer type Questions:

1. How to create a publication using blank Layout in publisher?

2. How to add text using text box and write the steps for editing

Answers Key

Questions	Multiple Choice	Fill in the Blanks	True or False	Very Short Answer
1	Publication	Text and Picture	True	.pub
2	Wizards	Vertically and horizontally	True	crosshairs
3	Publisher	Click and drag	True	Office.com
4	Groups	Right corner, group	False	Recent
5	File	Frame, handles	False	Wrap Text
6	Close	-	-	-