

Objectives of this chapter:

- 8.1 Advertisements**
- 8.2 Business Cards**
- 8.3 Greeting Cards / Invitation Cards / Compliment Cards**
- 8.4 Award Certificates**
- 8.5 Envelops**
- 8.6 Labels**
- 8.7 Letterhead**
- 8.8 Calenders**
- 8.9 Resumes**
- 8.10 Menus**
- 8.11 Signs**
- 8.12 Paper folding projects**

8.1 Advertisements:

Advertising means how a company encourages people to buy their products, services or ideas. An advertisement or "ad" for short is anything that draws good attention towards these things. It is usually designed by an advertising agency. Ads appear on television, as well as radio, newspapers, magazines etc. Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses who wish to promote their products or services.

Advertising is communicated through various mass media, including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages. The actual presentation of the message in a media is referred to as an advertisement or "ad". Non-commercial advertisers include political parties, interest groups, religious organizations and governmental agencies. The following figure shows an example of an advertisement.

Hurry
good news

- Painting
- Dance
- Swimming
- Skating

Fun 4 all

Near mini
market
Tel: 555 555 5555

Summer
camp

Summer camp is
being organized in
these summer
holidays for all age
groups.
2 hrs daily morning or
evening as per your
choice

 fundooz

Fig 8.1

MS – Publisher offers templates and other tools to help us to create a variety of publications, including **brochures, newsletters, business cards, and menus.**

Various print media used for advertisement are:

- 8.1.1 Brochures
- 8.1.2 News letters
- 8.1.3 Banners
- 8.1.4 Catalogues
- 8.1.5 Flyers

8.1.1 Brochure:

A **brochure** is an informative paper document often used for advertising that can be folded into a template, pamphlet or leaflet. Brochures are promotional documents, primarily used to introduce a company, organization, products or services to the public. Brochures are distributed inside newspapers, handed out personally or placed in brochure racks in high traffic locations. They may be considered as grey literature.

Now day's brochures are also available in electronic format and are called e-brochures. They have the added benefit of having unlimited distribution and cost savings when compared to traditional paper brochures.

The most common types of single-sheet brochures are the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side).

Other brochure fold arrangements are also possible: the accordion or "z-fold" method, the "c-fold" method, etc. Larger sheets, such as those with detailed maps or expansive photo spreads, are folded into four, five, or six panels.

Booklet brochures are made of multiple sheets most often saddle stitched stapled on the creased edge, or perfect bound like a paperback book, and result in eight or more panels.

8.1.1.1 Creating Brochures using MS-Publisher:

Steps to create Brochures in Publisher:

1. Click on File Tab, then New, and then Brochures. There are many Templates related with brochures, which are already available in Install Templates. Select any one according to our choice. Now, we can see at right side of window, many options are available for customizing this selected brochure.

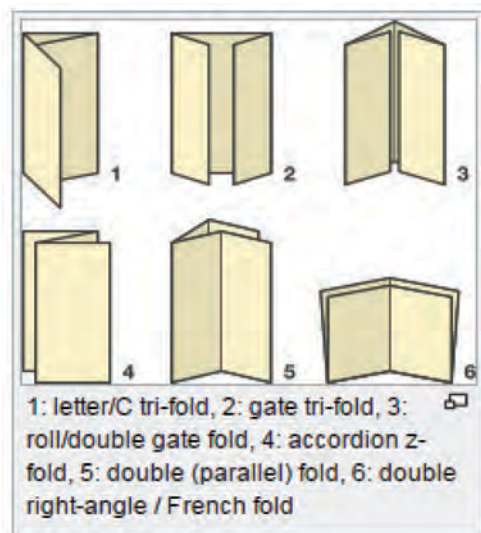


Fig 8.2

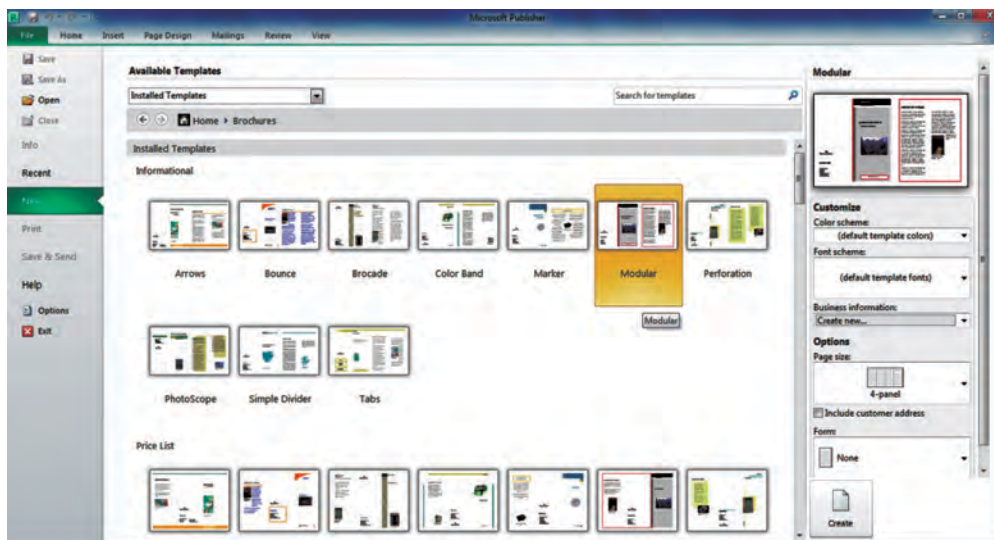


Fig 8.3

- Now, customize your brochure with the help of color scheme, font scheme, page size options and forms.

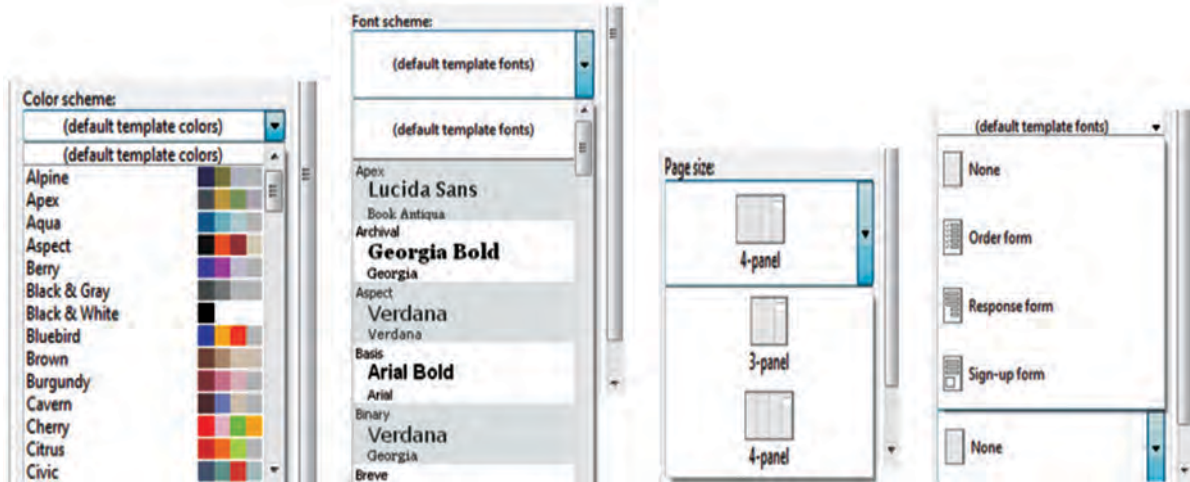


Fig 8.4

**Color Scheme
Form**

Font Scheme

Page Size

- After changing of color, fonts, size and forms of brochure, click on Create option.

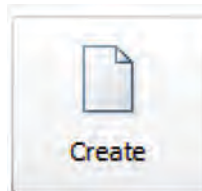


Fig 8.5

- We will see the brochure as shown in figure below.

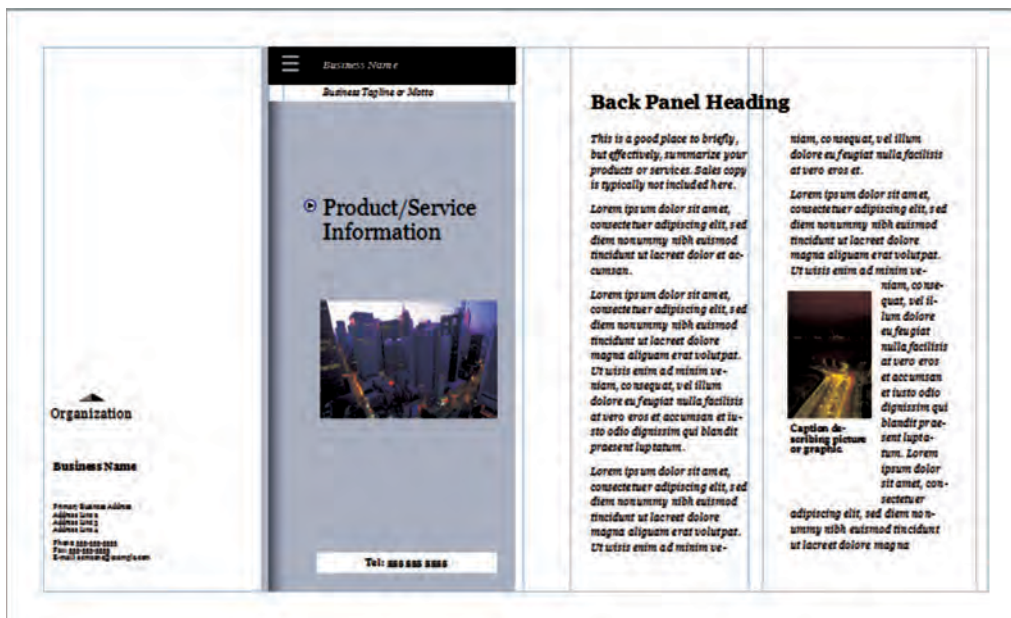


Fig 8.6

Now we can edit our brochure's details and save it as publication.

8.1.2 Newsletters:

A newsletter is a printed report containing news or information of the activities of a business or an organization that is sent by mail regularly to all its members, customers, employees or people, who are interested in. Newsletters generally contain one main topic of interest to its recipients. A newsletter may be considered grey literature.

E-newsletters are delivered electronically via e-mail and can be viewed as spamming if sent unsolicited.

8.1.2.1 Creating Newsletters using MS-Publisher:

Steps to create Newsletters in Publisher:

1. Click on File Tab, then New, and then Newsletters.



Fig 8.7

2. Select newsletter design from available Templates as per requirement and click on Create.

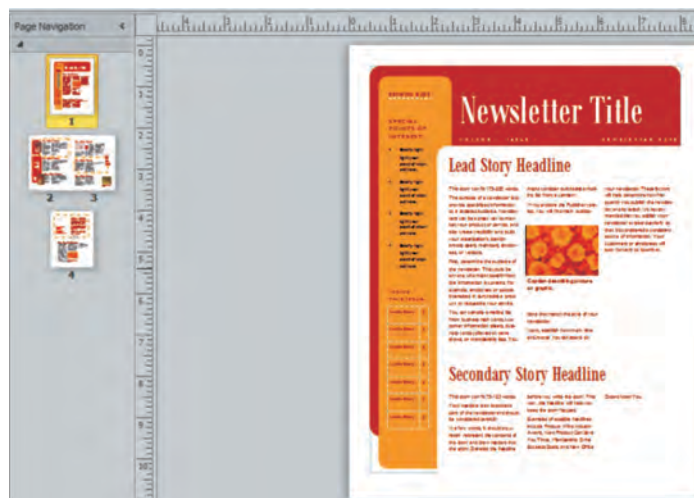


Fig 8.8

Now we can edit our newsletter's details and save it as a publication.

8.1.3 Banners:

A long strip of cloth bearing a slogan or design carried in a demonstration, procession or hung in a public place. Depending on how it is used, a banner can be a flag or other piece of cloth bearing a symbol, logo, slogan or other marketing message.

An online banner is either a graphic image that announces the name or identity of a site. An online banner is a typically rectangular advertisement placed on a Web site's main content and is linked to the advertiser's own Web site.

8.1.3.1 Creating Banners using MS-Publisher:

Steps to create Newsletters in Publisher:

1. Click on File Tab, then New, and then Banners.

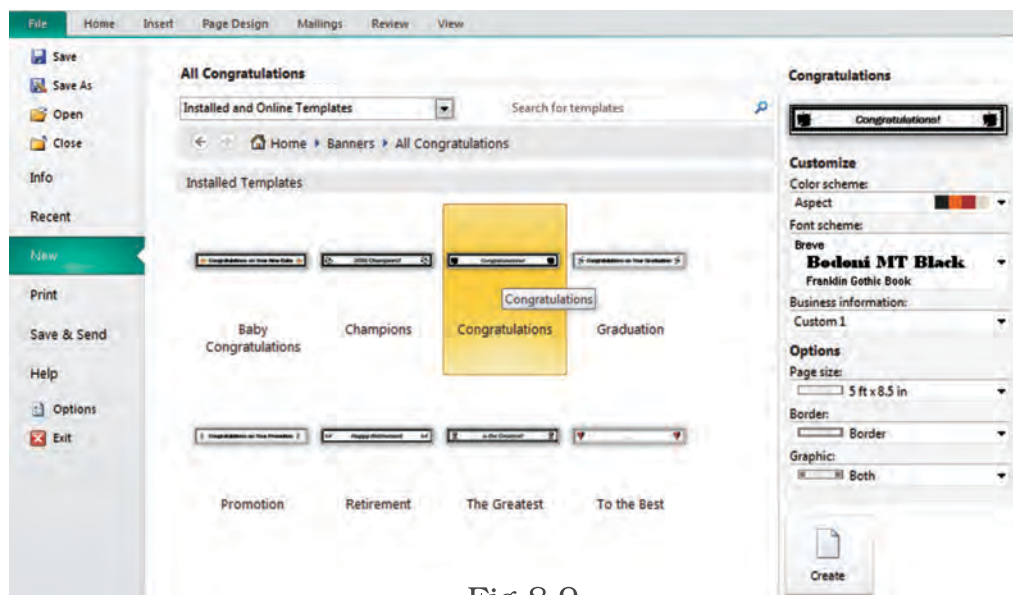


Fig 8.9

2. Select a newsletter design from Available Templates as per requirement, here we have three categories: Congratulations, Event and Get well.

3. Click on Create button.

Banner will be shown as in figure below:

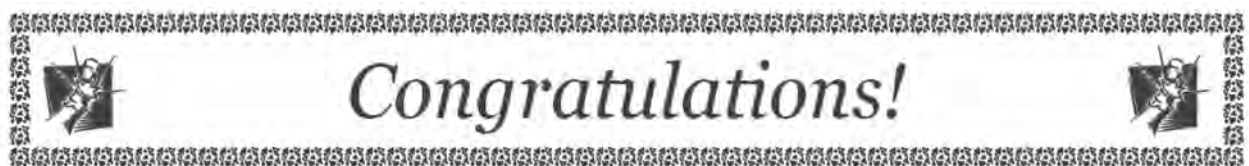


Fig 8.10

Now we can edit the banner and save it.

8.1.4 Flyers:

A flyer is a form of paper advertisement used for wide distribution, posted or distributed in a public place, handed out to individuals or sent through the mail. Flyers range from inexpensive photocopied leaflets to expensive, glossy, full-color circulars. Flyers may be used by anyone including individuals, businesses, not-for-profit organizations or governments for:

- a) Advertising an event such as a live concert, nightclub appearance, festival, or a rally
- b) Promotion of a business, discount store or a service business such as a restaurant or a gym.
- c) Persuading people about a social, religious, or political message, campaign activities on behalf of a political party or candidate during an election.
- d) Recruiting members for organizations or companies.

In Installed Templates, various flyers for different events and marketing are available in MS publisher. We can choose the flyers as per our requirement. After that we can edit the basic information to be displayed on it and save it as a publication. Example of a flyer is shown in the figure below:

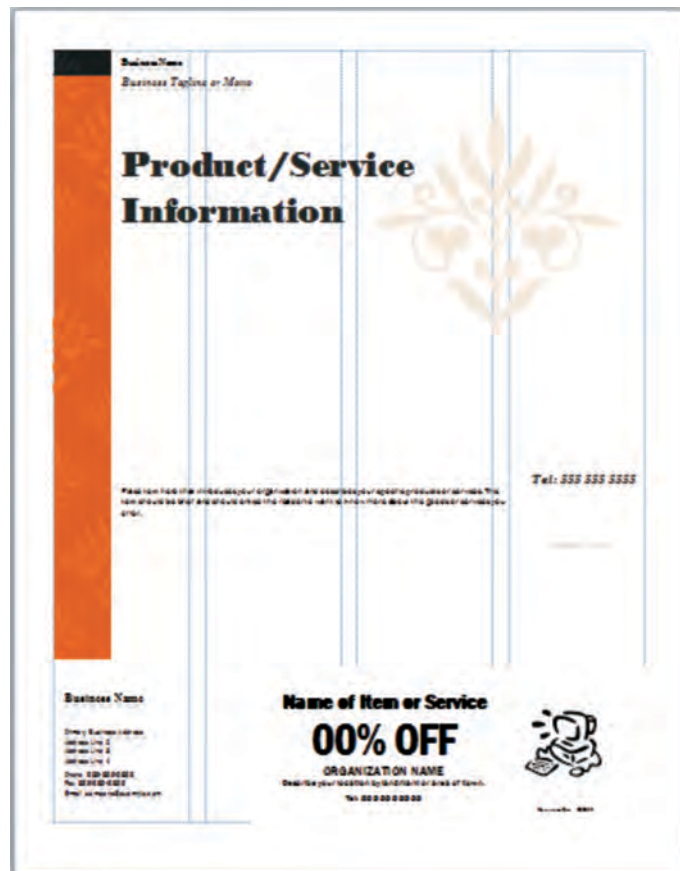


Fig 8.11

8.2 Business Cards: A small card printed with one's name, occupation, business address, etc. is called a business card.

Business cards are cards bearing business information about a company or individual. They are shared during formal introductions. A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number (s), fax number, e-mail addresses and website. In these days, business cards may also include social media addresses such as Facebook and Twitter. Traditionally many cards were simple black text on white stock; today a professional business card will sometimes include one or more visual design.

8.2.1 Creating Business Card in Publisher:

1. Click on File Tab, then New, and then Business Card.
There are so many Templates available in Install Templates related with Business Card. Select any one according to your choice. On right side of window, we can customize the selected Business Card with the help of color scheme, font scheme, business information, page size options and logo.
2. After changing of color, fonts scheme, business information and page size, click on Create button.



Fig 8.12

3. Now, we will see the Business Card as shown as below figure. The Business Card is designed successfully. Now we can change Business Name or Individual name also, Address, Contacts etc.



Fig 8.13

8.3 Greeting Card/ Invitation card/ compliment card:

A greeting card/ Invitation card/ compliment card is a piece of card of high quality paper expressing friendship or any other sentiment. Although these cards are usually given on special occasions such as Birthdays, Anniversary, Christmas, Diwali or other holidays, they are also sent to convey thanks or express other feelings. These cards are usually packaged with an envelope and come in a variety of styles. There are both mass-produced as well as handmade versions that are distributed by hundreds of companies.

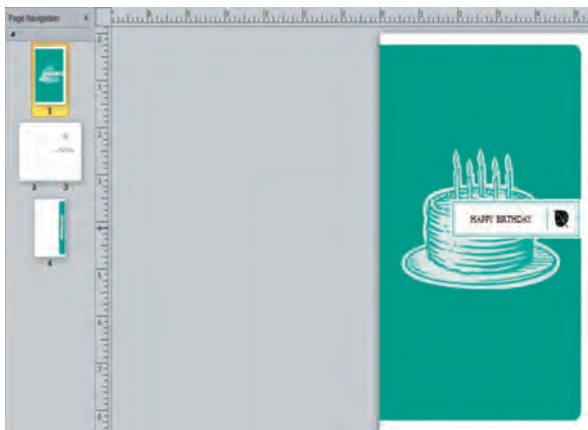


Fig 8.14 Greeting Card

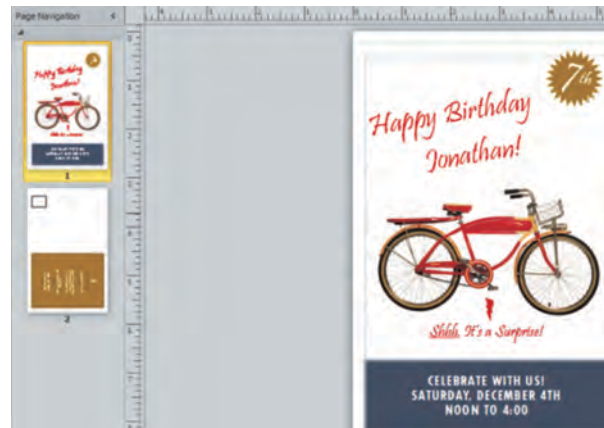


Fig 8.15 Invitation Cards



Fig 8.16 Compliment Cards

These can also be designed with the help of MS Publisher.

8.2 Award Certificates:

An award is something given to a person, a group of people, or an organization in recognition of their excellence in a certain field. An award may be accompanied by trophy, title, certificate, medal, badge, pin, or ribbon.

Certification refers to the confirmation of certain characteristics of an object, person, or organization. This confirmation is often, but not always, provided by some form of external review, education, assessment, or audit.

Certificates of achievement, merit, and honor can be powerful tools when used at the right time and presented in the right way. Receiving an award certificate gives a person the warm glow of knowing someone took the time to acknowledge them. And being the person who motivates others can be rewarding, too.

Award certificates may include: Community Service Award, Great Job, Good Behavior or Course Completion. MS Publisher provides many templates for creating Award Certificates. Figure shown below is an example of certificate of Appreciation created using MS publisher.



Fig 8.17

Various Templates in MS publisher as shown in figure below can be used to create this certificate.

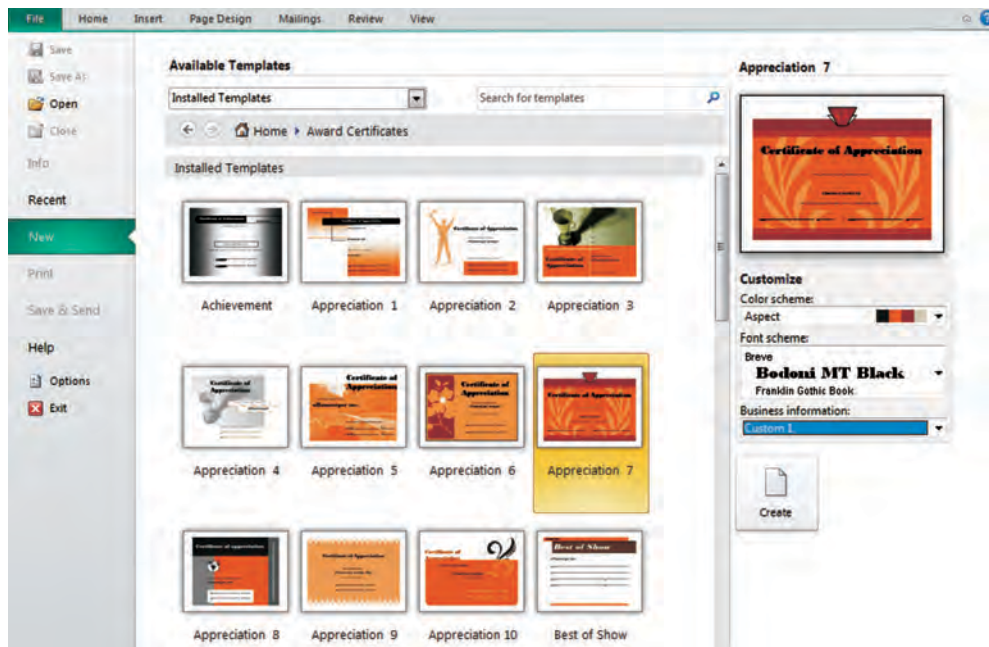


Fig 8.18

After selecting the required certificate design, edit the color scheme and click on Create button. Now we can edit the certificate information and save it as a publication.

8.5 Envelops:

An envelope is a common packaging item, usually made of thin flat material. It is a flat paper container with a sealable flap designed to enclose a flat object, such as a letter, card or document. Traditional envelopes are made from sheets of paper. They are most commonly used for enclosing and sending mail (letters) through a prepaid-postage postal system.

Envelope with mailer's address and recipient's address may look like the figure shown below.



Fig 8.19

We can create envelop with Various Templates in MS publisher. After selecting the required envelop design, edit the color scheme and click on Create button. Now we can edit the envelop information and save it as a publication.

8.6 Labels:

A label is a piece of paper, polymer, cloth, metal, or other material affixed to a container or product. Information printed directly on a container or item can also be considered labeling. Labels have many uses, including providing information on a product's origin, manufacturer (e.g., brand name), use, shelf-life and disposal etc. Many hazardous products such as poisons or flammable liquids must have a warning label.

Labels can be used for:

- **Products:** Permanent product labels need to remain secure throughout the life of the product. For example, a food label must be secure until the food has been used.
- **Packaging:** Packaging may have labeling attached to or integral with the package. These may carry pricing, barcodes, UPC (Universal Product Code) identification, usage guidance, addresses, advertising, recipes, and so on.
- **Assets:** In industrial or military environments, asset labeling is used to clearly identify assets for maintenance and operational purposes. Such labels are frequently made of engraved Trifoliolate or a similar material.
- **Textiles:** Garments normally carry separate care/treatment labels which typically indicate how the item should be washed for e.g. machine washed or dry cleaned. Textile labels may be woven into the garment or attached, and may be heat resistant, colorfast, washable. Printed labels are an alternative to woven labels.
- **Mailing:** Mailing labels identify the addressee, the sender and any other information which may be useful in transit.
- **Security labels:** They are used for authentication, theft reduction, and protection against counterfeit and are commonly used on ID cards, credit cards, packaging, and products from CDs to electronics to clothing.

Labels may be used for any combination of identification, information, and warning, instructions for use, environmental advice or advertising. They may be stickers, permanent or temporary labels or printed packaging.

8.6.1 Creating Labels in Publisher:

Here we are designing a label for a CD/DVD with the help of MS publisher. Follow the steps written below:

1. Click on File Tab, then New, and then Labels.
2. In category Media, select All Media. Here select the CD/DVD Labels. Select required template, edit the color scheme and click on Create button.

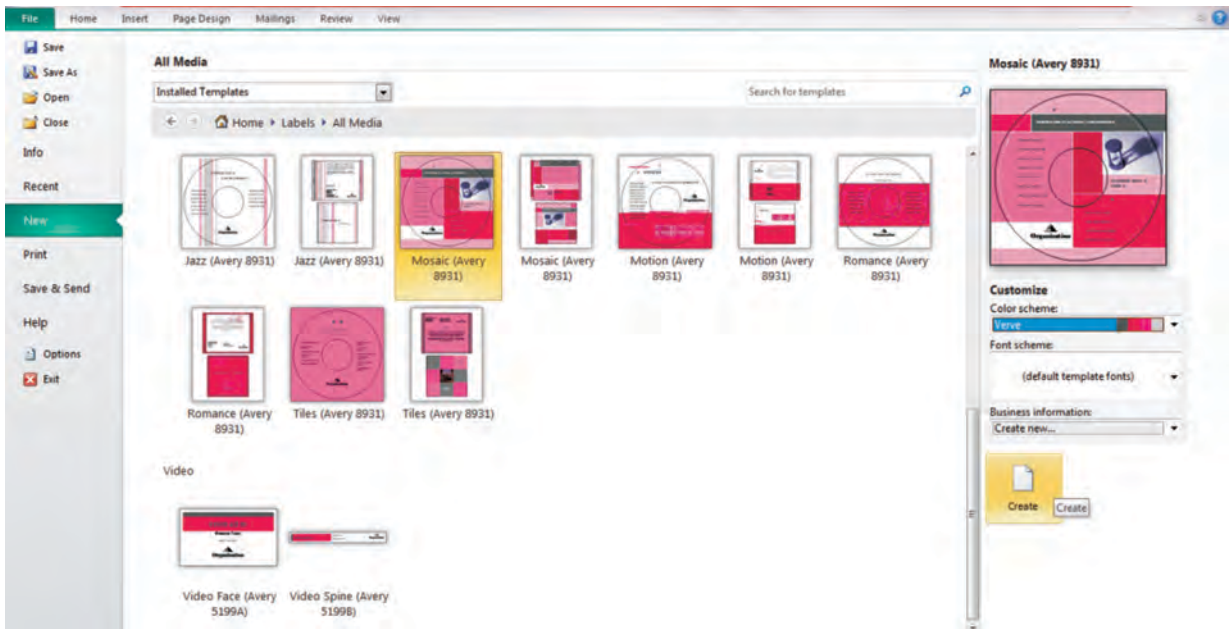


Fig 8.20

3. Here we can edit the information related CD/DVD which is to be shown on the label

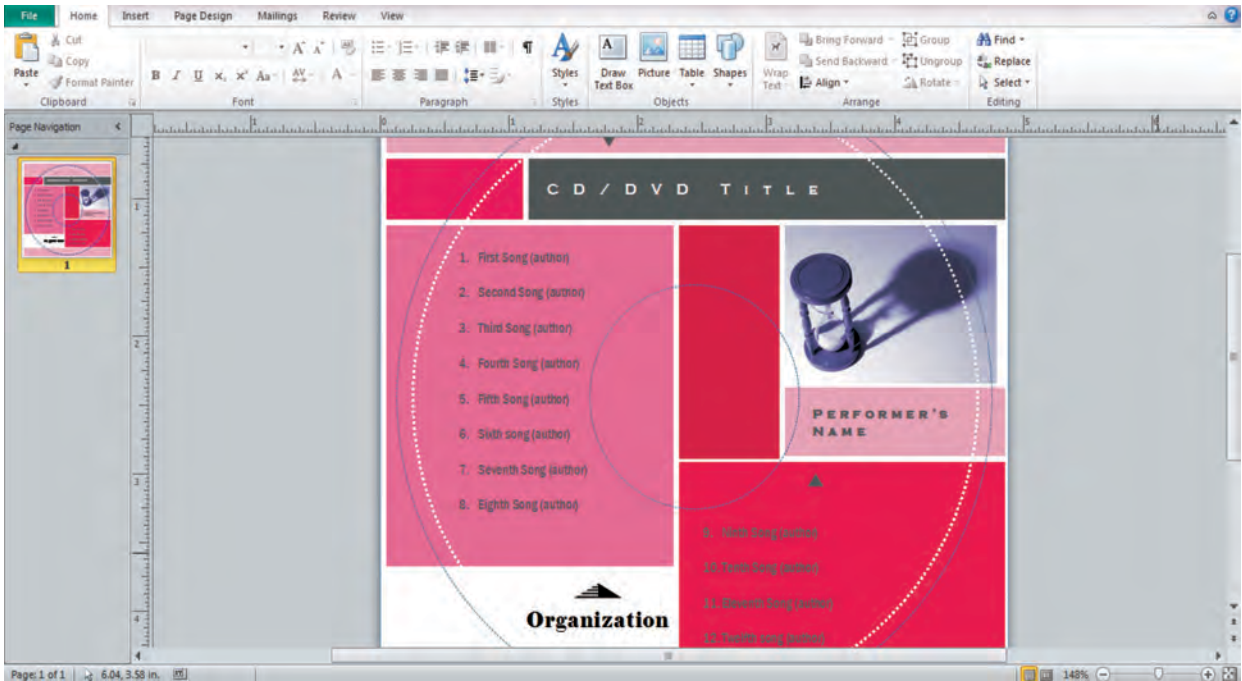


Fig 8.21

4. Save the label as a publication for future use. We can print these labels as per our requirement.

8.7 Letterhead:

It is stationery with a printed heading. The heading usually consists of a name and an address, a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery, but at lower cost. Letterhead can then be printed on stationery or plain paper as needed or sent electronically.

8.7.1 Creating Letterhead in Publisher:

Here we are creating a Letterhead for an organization using MS publisher. Follow the steps written below:

1. Click on File Tab, then New, and then Letterhead.

There are many Templates are available in Install Templates related with Letterhead. Select any one according to our choice. On right side of window, we can customize color scheme, font scheme, business information and logo.

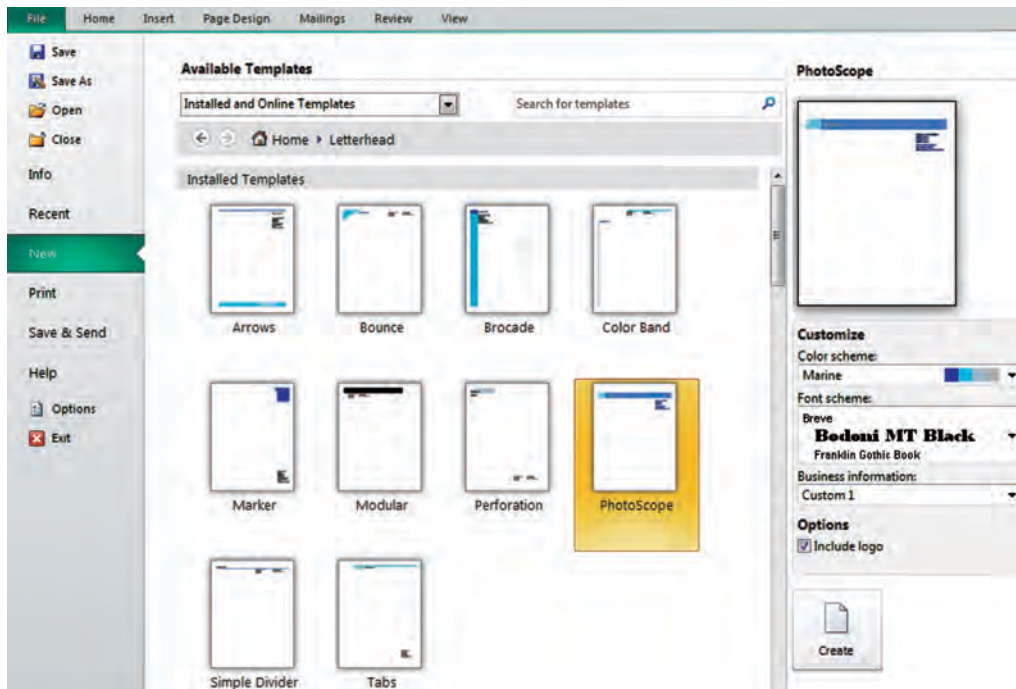


Fig 8.22

1. After changing of color, fonts, size and other information, click on **Create** option. The letterhead will be shown.
2. Now edit the necessary information as we can see in the figure below and save the changes.



Fig 8.23

8.8 Calendar:

A calendar is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically days, weeks, months and years. Calendars are also used to help people manage their personal schedules, time and activities.

Calendars are also used as part of a complete timekeeping system: date and time of day together to specify a moment in time.

8.8.1 Creating Calendars in MS Publisher:

To create Calendar in Publisher, follow these steps:

1. Click on File Tab, then New, and then Calendars.

From the Templates related to Calendars, available in install Templates, select any one according to our choice. Now, we can see at right side of window, there are many options available for customizing this selected Calendars.

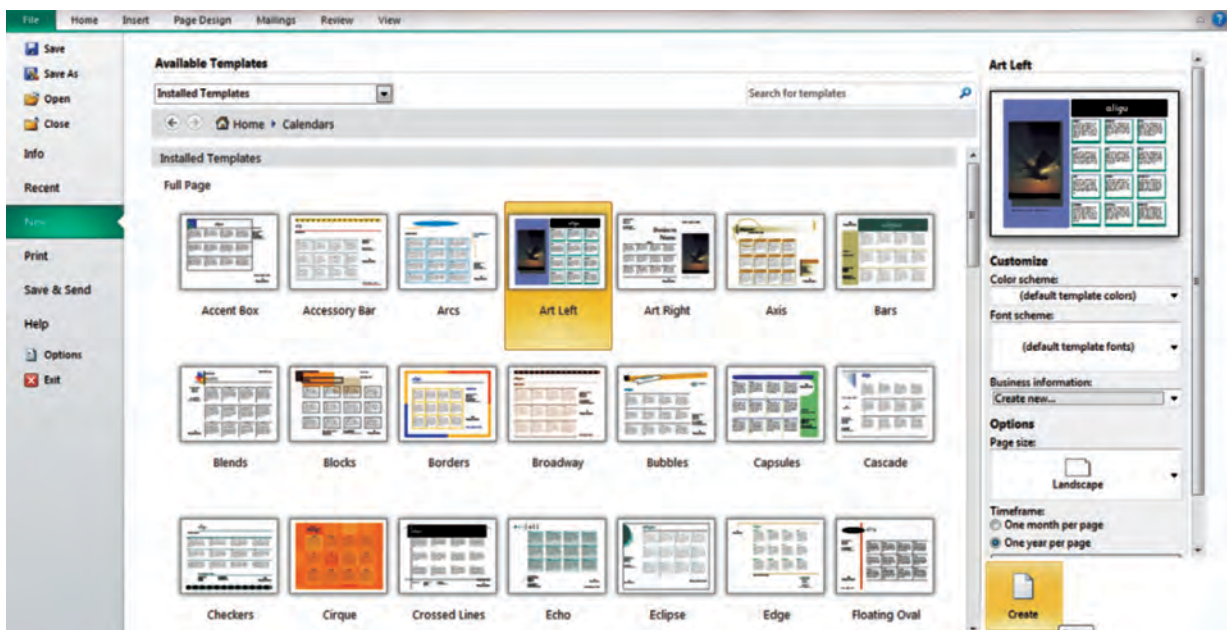


Fig 8.24

2. Now, customize our calendar with the help of color scheme, font scheme, Business information, page size options and specially Timeframe (One month per page or One year per page).
3. After customizing Calendars, click on Create option.
4. Now, we will see the Calendar as shown in figure below. If we want, we can edit the picture also and can save this calendar in publisher.



Fig 8.25

8.9 Resumes:

A resume provides a summary of our education, work history, credentials, and other accomplishments and skills. There are also optional sections, including a resume objective and career summary statement. Resumes are the most common document requested of applicants in job applications. A resume should be as concise as possible. Typically, a resume is one page long, although sometimes it can be as long as two pages. Often resumes include bulleted lists to keep information concise.

8.9.1 Creating Resumes in MS Publisher:

To create Resumes in Publisher, follow these steps:

1. Click on File Tab, then New, and then Resumes.
From the Templates related to Resumes, available in install Templates, select any one according to our choice. After customizing the selected Resume click on Create button.

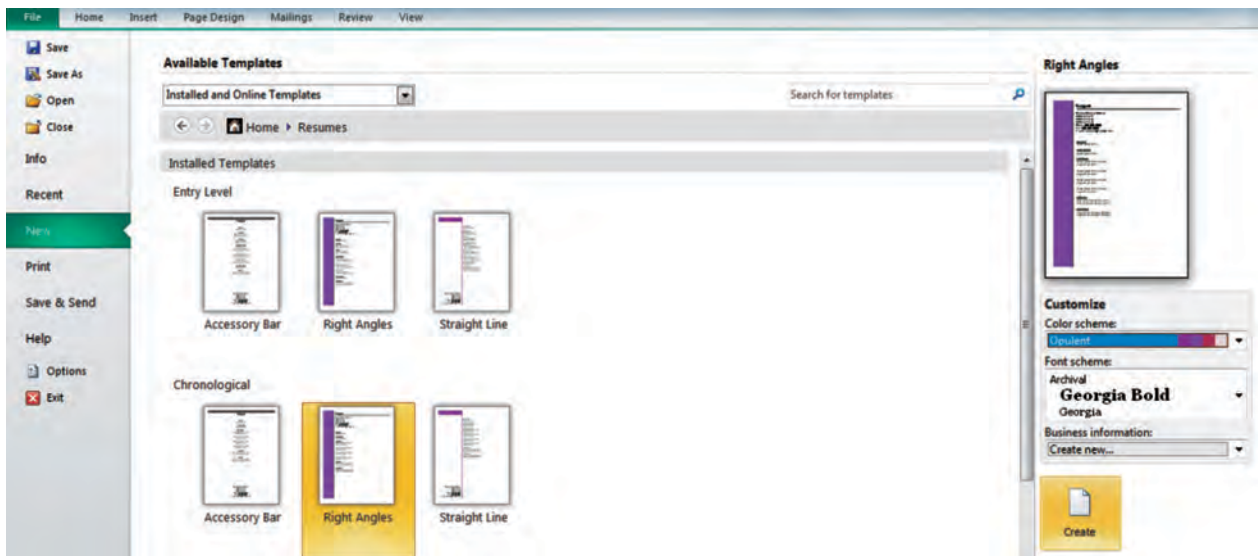


Fig 8.26

2. Now edit the necessary information in our resume and save the changes. The resume will be as figure shown below.

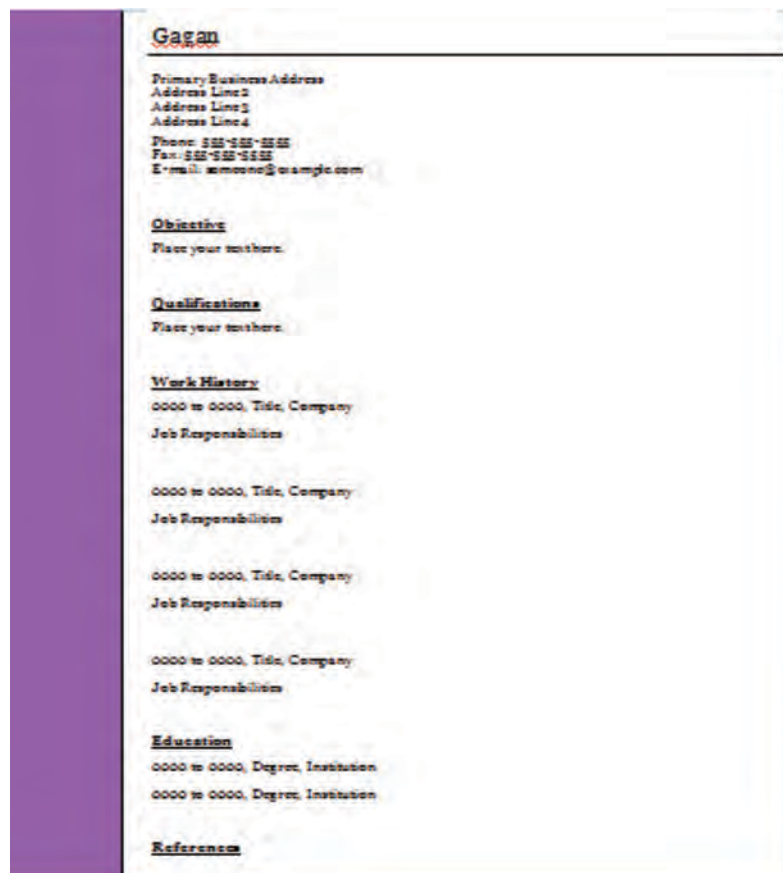


Fig 8.27

8.9.2 Curriculum vitae(CV):

Like resume, a curriculum vitae (CV) provides a summary of one's experience and skills. Typically, CVs are longer than resumes - at least two or three pages. CVs include information on one's academic background, including teaching experience, degrees, research, awards, publications, presentations, and other achievements. CVs are thus much longer than resumes, and include more information, particularly related to academic background.

We can create CVs with the help of MS Publisher in same way we have created Resumes above.

8.10 Menus:

In a restaurant, there is a menu of food and beverage offerings. A menu may be a list from which guests use to choose options available. Basically Menu is the main way to give or take order from guest. Guest may order properly to see the menu and be aware about our food and price. MS Publisher provides many templates for creating a Menu. Below figure shows the example Menu designed in MS Publisher.

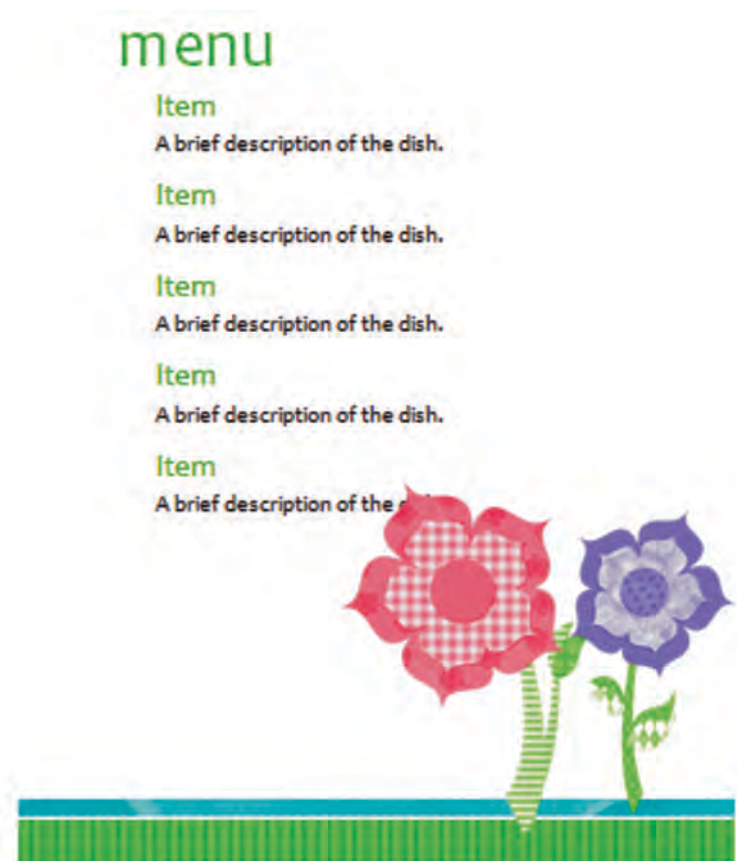


Fig 8.28

8.11 Signs:

A sign is a piece of paper, cloth, wood or any other material which is painted with pictures or words and which gives some information about a particular place, product, or event. MS Publisher provides us with many of these signs as shown in figure below. We can create any of these sign using publisher.

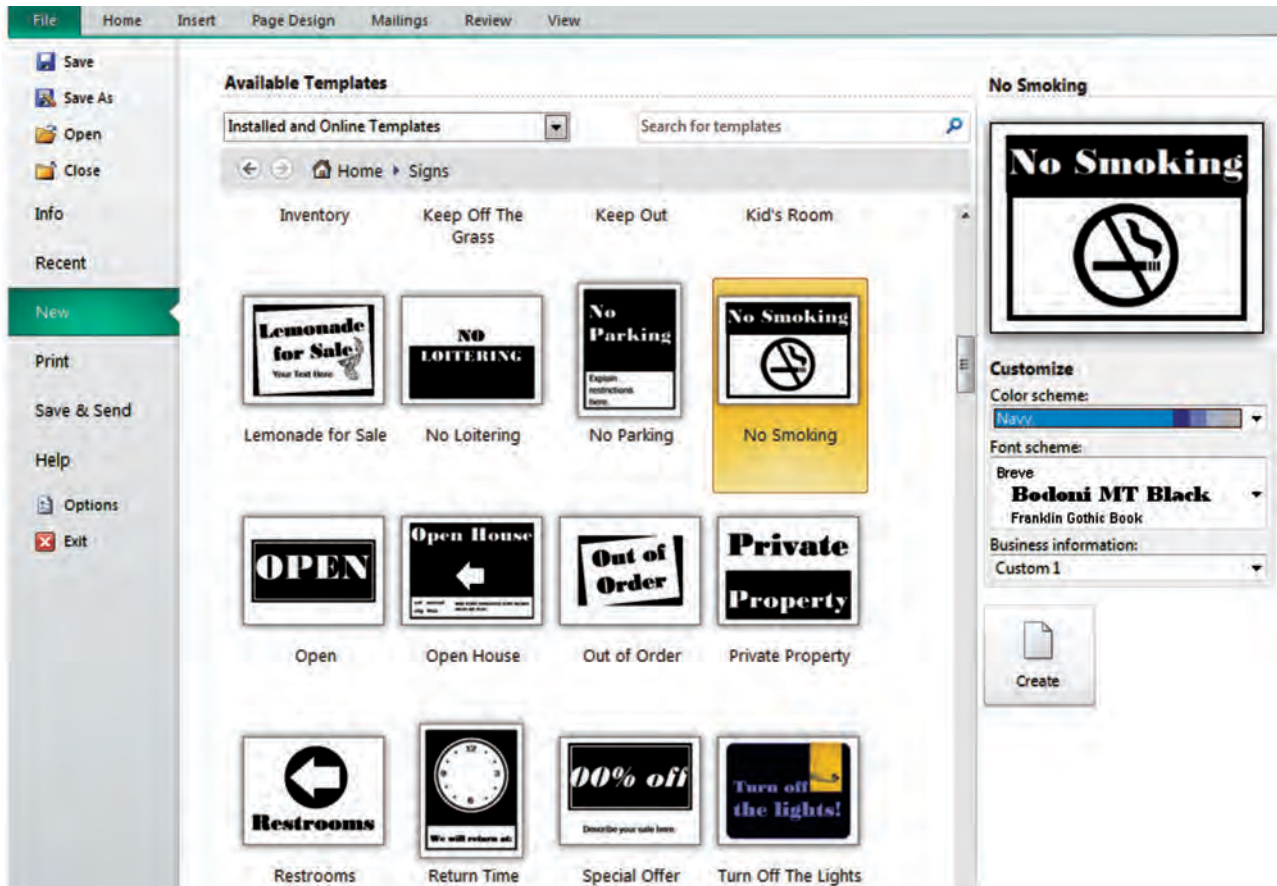


Fig 8.29

8.12 Paper Folding Projects:

The paper folding templates include patterns for paper airplanes and origami projects alike. They include pages (that may require trimming) with "fold-lines" and others with instructions to create our paper masterpieces. We can enjoy these Paper Folding Projects in our leisure time and can make some creative things.

Microsoft Publisher offers templates for kids. These templates consist of different paper folding projects like airplanes, boats, cups, and more.



Points to Remember

1. Advertising means how a company encourages people to buy their products, services or ideas.
2. MS - Publisher offers templates and other tools to help us create a variety of publications, including brochures, newsletters, business cards, and menus.
3. Brochures are promotional documents, primarily used to introduce a company, organization, products or services to the public.
4. Now day's brochures are also available in electronic format and are called e-brochures
5. A newsletter is a printed report containing news or information of the activities of a business or an organization.
6. A long strip of cloth bearing a slogan or design carried in a demonstration, procession or hung in a public place.
7. A flyer is a form of paper advertisement used for wide distribution, posted or distributed in a public place, handed out to individuals or sent through the mail.
8. Business Cards: A small card printed with one's name, occupation, business address, etc. is called a business card.
9. Business cards are cards bearing business information about a company or individual
10. A greeting card/ Invitation card/ compliment card is a piece of card or high quality paper expressing friendship or any other sentiment.
11. An award is something given to a person, a group of people, or an organization in recognition of their excellence in a certain field. An award may be accompanied by trophy, title, certificate, medal, badge, pin, or ribbon.
12. Certificates of achievement, merit, and honor can be powerful tools when used at the right time and presented in the right way.
13. An envelope is a common packaging item, usually made of thin flat material. It is a flat paper container with a sealable flap designed to enclose a flat object, such as a letter, card or

- document. Traditional envelopes are made from sheets of paper. They are most commonly used for enclosing and sending mail (letters) through a prepaid-postage postal system
14. A label is a piece of paper, polymer, cloth, metal, or other material affixed to a container or product.
 15. It is stationery with a printed heading. The heading usually consists of a name and an address, a logo or corporate design, and sometimes a background pattern.
 16. A calendar is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically days, weeks, months and years.
 17. A resume provides a summary of our education, work history, credentials, and other accomplishments and skills. There are also optional sections, including a resume objective and career summary statement.
 18. Resumes are the most common document requested of applicants in job applications. A resume should be as concise as possible.
 19. A curriculum vita (CV) provides a summary of one's experience and skills. Typically, CVs are longer than resumes - at least two or three pages. CVs include information on one's academic background, including teaching experience, degrees, research, awards, publications, presentations, and other achievements.
 20. Menu is the main way to give or take order from guest. Guest may order properly to see the menu and be aware about our food and price.
 21. A sign is a piece of paper, cloth, wood or any other material which is painted with pictures or words and which gives some information about a particular place, product, or event.
 22. We can enjoy these Paper Folding Projects in our leisure time and can make some creative things.
 23. Microsoft Publisher offers templates for kids. These templates consist of different paper folding projects like airplanes, boats, cups, and more.

Exercise

1. Multiple Choice Questions:

1. Now day's brochures are also available in electronic format and are called.....
a) e-brochures b) m-brochures
c) t-brochures d) k-brochures
2. A small card printed with one's name, occupation, business address, etc. is called
3. What is the most common document requested of applicants in job applications?
a) Banner b) Resume
c) Calendar d) Flyer
4. What are longer than resumes - at least two or three pages?
a) Curriculum vita (CV)
b) Banner
c) Invitation
d) Catalogue

2. Fill in the Blanks:

1. Advertising means how a company encourages people to buy their..... or ideas.
2. MS - Publisher offers templates and other tools to help us create a variety of publications, including brochures, newsletters,, and
3. Business cards are cards bearing business information about a or.....
4. A resume provides a summary of our,credentials, and other accomplishments and skills.

3. True or False:

1. A compliment card is a piece of card or high quality paper expressing friendship or any other sentiment.

2. Certificates of achievement, merit, and honor can be powerful tools.
3. Brochures are promotional documents, primarily never used to introduce a company, organization,

4. Very Short Answer type Questions:

1. What is a piece of paper, cloth, wood or any other material which is painted with pictures or words and which gives some information about a particular place, product, or event
2. What is a common packaging item, usually made of thin flat material?
3. What is something given to a person, a group of people, or an organization in recognition of their excellence in a certain field?
4. What is a form of paper advertisement used for wide distribution, posted or distributed in a public place, handed out to individuals or sent through the mail?
5. What is a printed report containing news or information of the activities of a business or an organization

5. Short Answer type Questions:

1. Explain Signs?
2. Explain Resumes?
3. What is Banner?
4. Explain Newsletters?
5. What are Menus?

‘ਸਮਾਜਿਕ ਨਿਆਂ, ਅਧਿਕਾਰਤਾ ਅਤੇ ਘੱਟ ਗਿਣਤੀ ਵਿਭਾਗ’ ਪੰਜਾਬ।

6. Long Answer type Questions:

1. What are Advertisements? Explain various print media used for advertisements?
2. What are Business Cards? Write steps for creating Business Card in Publisher?
3. What is Label? Where labels can be used for?
4. What is Letterhead? How to create Letterhead in Publisher?

Answers Key

Questions	Multiple Choice	Fill in the Blanks	True or False	Very Short Answer
1	e-brochures	Products and services	True	Sign
2	Business cards	Business cards and menus	True	Envelope
3	Resume	Company and Individual	False	Award
4	Curriculum vita (CV)	Education and work History		Flyer
5				Newsletter

