CHAPTER 6: DESKTOP PUBLISHING

Introduction to Desk Top Publishing

Desktop publishing (abbreviated **DTP**) is the creation of documents using page layout skills on a personal computer primarily for print. Desktop publishing software can generate layouts and produce typographic quality text and images comparable to traditional typography and printing.

The term *Desktop Publishing* (-or **DTP** for short) covers a broad range of activities. In it's widest sense, it can mean anything concerned with creating a printed document on a desktop PC.

Desktop Publishing [is] anything where you need *precise* control over the position of text and/or graphics on the printed page. DTP software is an enhanced combination of word processor and graphics software that allow manipulation of text, graphics and typefaces on screen before finally printing a design on paper

However, most simple documents can be handled by a Word Processor and do not require the more advanced facilities of a dedicated **DTP** application and so we normally refer to Desktop Publishing as anything where you need *precise control of the position of text and/or graphics on the printed page*. Typical DTP candidates include:

- Books containing diagrams
- Newsletters
- Advertising Flyers
- Leaflets
- Anything that requires multi-column output

Note: graphics falls into five major categories; photographs, illustrations, texture, line drawings and cartoon or caricature

A DTP package allows the different types of graphics be incorporated in a publication

Types of DTP software

DTP software may divide into two:

1. Layout based software – combines text and graphics to create publication. Single page artistic layouts or short documents that combines text and graphics requires a page layout tool that provides extensive typographic control and graphic loading capabilities which is a feature of layout based software. Typical projects for page layout tools include fliers, posters and business cards
   i.e. – MS Publisher, Page maker

2. Print and draw software – provides an environment for drawing and manipulating graphics. There are two main types of graphics packages
   a) Vector graphics – use/create vector image. Vector image are made up of individual, scalable objects defined by mathematical equations. Objects here consist of lines, curves and shapes with editable attributes as color, fill and outline.
      i.e. – Corel draw and Illustrator
   b) Bitmap graphics – use/create bitmap image. Bitmap image also called raster image are made up of pixels. Pixels are picture elements made up of tiny dots of individual color that make up/define an image.
      i.e. – Photoshop and MS paint

Microsoft Publisher

Microsoft Publisher is an entry-level **desktop publishing** application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing

Publisher is included in higher-end editions of Microsoft Office, reflecting Microsoft's emphasis on the application as an easy-to-use and less expensive alternative to the "heavyweights" with a focus on the small business market where firms do not have dedicated design professionals available to make marketing materials and other documents. However, it has a relatively small share of the desktop publishing market, which is dominated by Adobe Applications.

In Microsoft Office 2007, while most of Microsoft Office apps adopted ribbons in their user interface, Publisher retained its toolbars and did not adopt ribbons until the next version

Publisher Basics and Feature

Microsoft Publisher 2007 is a desktop publishing program that can be used to create a variety of publications. Using Publisher, you can easily create business cards, greeting cards, calendars, newsletters and much, much more.
Unlike the other programs in Microsoft Office 2007, Microsoft Publisher 2007 uses the Microsoft Office Toolbar and a Menu system in place of the Microsoft Office Ribbon.

Some Useful Definitions:

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.

Handles – When you click on a frame, small circles appear around the edge of the frame. These are called handles. You can click and drag on the handles to resize your frame.
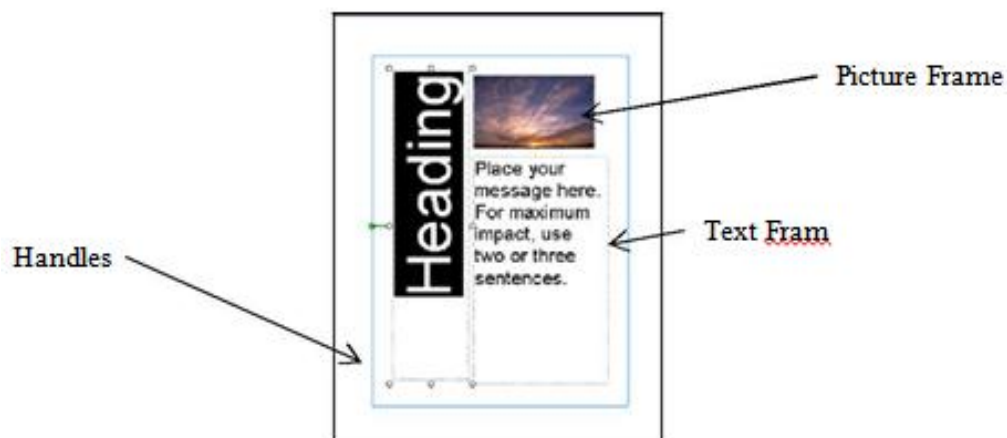
Template - A Template is a tool used in Publisher to help you easily create basic publications. The template has a set of pre-chosen design styles that you can use as it is or customize as you see fit.

Opening Publisher

To Open Publisher either:

Double click on the Microsoft Publisher Icon on your desktop, OR

-OR

Click on Start in the lower left hand corner of your desktop, move up to Programs, and then click on Microsoft Publisher

Creating New Publications with Publisher.
When you first open Publisher, Publisher offers you a number of different publication types to start with.

Click on one of the publication types in the main window or in the list on the left side of the main window to view a list of templates that will walk you through the process of making basic design choices for your publication. These choices include color schemes, font styles, and more.

Examples
To Create a Calendar:

1. **Open Microsoft Publisher** by double clicking the icon on the desktop or finding it under the start menu.

2. Click on **Calendars** from the main window or the list on the left. A selection of pre-designed templates appears for you to choose from.

3. Click on one of the pre-designed templates that you like. It will appear at the top of the area on the right side of the page.

4. You can either stick with the default design choices that are part of the template, or you can customize them by clicking the downward pointing arrow to the right of a design section and choosing any of the options provided by clicking on it.

5. Click on the **Set Calendar Dates** button and choose the period of time that you would like your calendar to cover.

6. Click on **Create** at the bottom to create your caledar.

Now that you have made your basic calendar selections, it is time to further customize the publication.

Creating a Business Card

1. Open **Microsoft Publisher** by double clicking the icon on the desktop or finding it under the start menu.

2. Click on **Publications for Print** then **Business Cards**, and finally **Accent Box Business Card**.

3. In the personal information form that opens, enter your own contact information and click on **OK**. (If you accidentally close your personal information and you want to edit it further, click on the **Edit** Menu and **Personal Information** to retrieve the form.)

4. In the task pane on the left side of the window, you are given different options you can adjust. As you click on the different steps at the top of the task pane, the options change on the lower part of the task pane.

5. Click on **Business Card Options**.

   a. Choose to **Include** a logo.

   b. Choose the traditional **Landscape** orientation

   c. Choose to have **Multiple** copies per sheet

6. Click on **Publication Designs**.

   a. Leave the selected **Accent Box**.

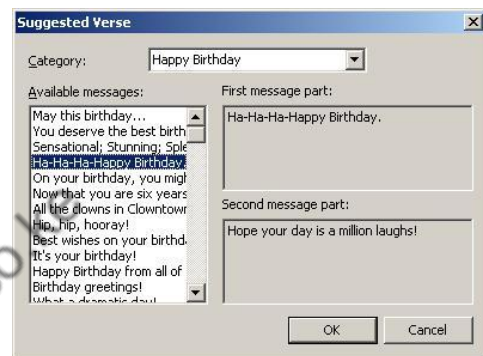   b. Click on **Color Schemes** and select the desired color scheme.
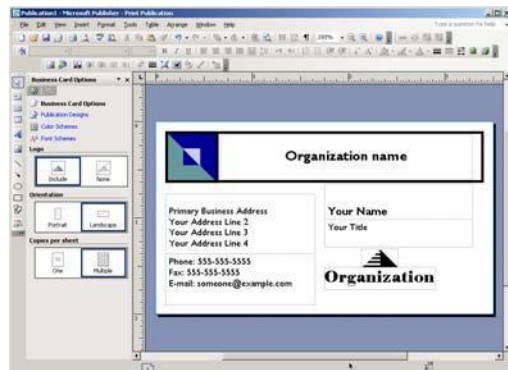
7. Click on **Font Schemes** and select the desired font scheme.

Now that you have completed the Business Card Wizard, you can customize the business card. Change the format or insert additional clip art, if you wish.

Creating a Personalized Greeting Card

1. **Open Publisher** by double clicking the icon on the desktop or finding it under the start menu.

2. Click on **Publications for Print** ☞ **Greeting Cards** ☞ **Birthday** ☞ **Birthday Card 72**

3. Click on **Greeting Card Options**

   a. Select **Greetings Bar.**

   b. Select **Full Verse**

   c. Click on **Select a suggested verse.** A dialog box will open click on a verse on the left side and on the right side it will show you the front message and the inside message. Select the verse you would like to use and click on **OK**.

   i.

• Click on **Page Options**

   Choose the **Quarter page side fold option**.

• Click on **Card Gallery**

   Leave **Birthday 72** selected.

• Click on **Color Schemes**

   Select the desired color scheme.

• Click on **Font Schemes**

   Select the desired font scheme.
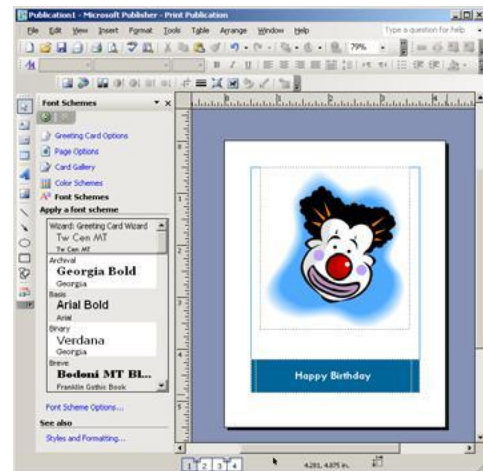
Now that you have completed the Greeting Card Wizard, you can customize the greeting card.

At the bottom of the screen are sheets with numbers on them (1, 2, 3, 4). Click on 1 to see the front of the card. Click on 2 or 3 to see the inside of the card. Click on 4 to see the back of the card.

## Customizing a Publication (Working with text and objects)
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 calendar to identify the different frames. Handles, little circles on the corners and sides of the frame will appear. The handles help show which frame you have selected. They are also used in resizing frames.

Moving Frames

To move a picture frame,

1. Click on the picture.

2. When your cursor turns into a four directional arrow, click and drag the picture frame to the desired location.
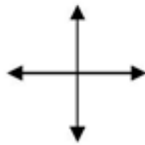
To move a text frame,

1. Click on the text frame.

2. Rest your cursor near the border of the text frame. When your cursor turns into a four directional arrow, click and drag the text frame to the desired location.
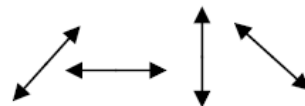
Resizing Frames

To resize a picture frame,

1. Click on the picture.

2. Rest your cursor on a corner handle. When your 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 you to keep the picture's proportions.

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

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

Formatting Text
1. Click in a text frame.
2. Begin typing.
3. Click and drag over the text you typed to select it for formatting changes.
4. Use the Formatting Toolbar or click on **Format** ☺ **Font** to make changes to the text's appearance

text's appearance.
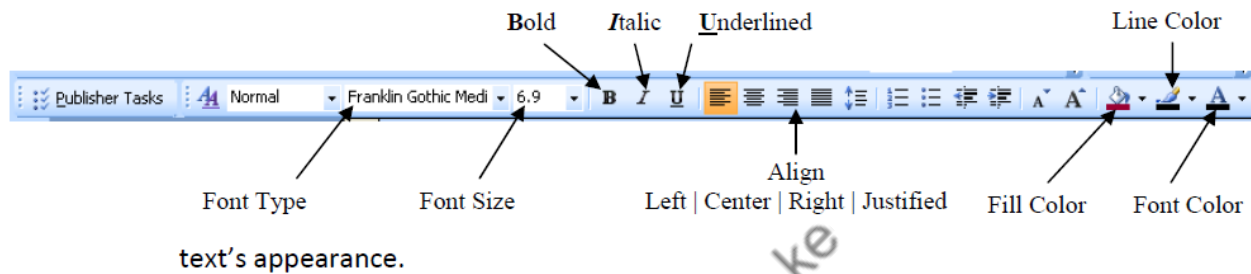
Undoing Changes

Creating a publication often involves trial and error. Unlike many of Microsoft Office's other applications, in Publisher you cannot preview what a change is going to look like until you apply it.

To undo actions, click on the undo button on the standard toolbar or click on **Undo** in the **Edit** Menu.

Inserting Additional Text Frames
1. Click on **Text box** from the **Insert** Menu
2. Click and drag over an area of the publication.
3. Type the text you want to appear.

Inserting Clip Art

If you want to change the picture in an existing picture frame,
1. Right click on the picture and select **Delete Object**.
2. Click on **Insert** ☺ **Picture** ☺ **Clip Art**.
3. A Clip Art search interface will open in the task pane.
4. Enter a search term and press **Go**.
5. You can choose to limit the search to a particular collection or a particular media type.
6. Once you discover the desired clip art, click on it to insert it.

Notice that the clip art has a drop down arrow next to it. If you click on the drop down arrow other options present themselves. You can click on Find Similar Style for clip art of similar design. You can click on Preview/Properties to view the original size of the clip art and what keywords were used to classify the picture.

Create a table

Create a table and type text into it

1. On the **Objects** toolbar, click **Insert Table** ▦.
2. Click inside your publication.

   The **Create Table** dialog box will appear.

3. Select the options you want, and then click **OK**.
4. Size your table.

   How?

   Select the table, position the mouse pointer over a selection handle until you see the **Resizer** icon, and then drag to resize the table.

5. In the table, click the cell where you want to add text, and then start typing.

   To add text to another cell, click inside that cell.

   Each cell expands to fit your text, unless you lock the table size by clearing the check mark next to **Grow to Fit Text** on the **Table** menu.

Create a table from existing Microsoft Publisher text

1. If the text is in a table, select the cells you want.

   If the text is in a text box, make sure there's a tab or comma between each entry in a row, and a paragraph mark at the end of each row.

2. Highlight the text.
3. Right-click the highlighted text, and then click **Copy**.
4. On the **Edit** menu, click **Paste Special**.
5. In the **As** list, click **New Table**.
6. Click **OK**.

Create a table by using text from another program

1. Open the program that contains the text you want.

   If the text isn't already in a table, press TAB between each entry within a row of text, and press ENTER at the end of each row.

2. Select the text, and then press CTRL+C to copy it.
3. Open your Publisher publication and go to the page you want to change.
4. On the **Edit** menu, click **Paste Special**.
5. In the **As** list, click **New Table**.
6. Click **OK**.

Note: Depending on how your text was formatted in the other program, you might want to reformat the text after it becomes a Publisher table.

Working with Color Schemes

A color scheme is a set of colors that you group together to use with your publication. You may want to create a color scheme for specific projects or simply to maintain and quickly access the colors you use most frequently. A color scheme can also be used to develop a consistent, polished look for your publication. Colors in a color scheme may be applied to any element of the publication. This document contains sections on the following topics:

- Creating a Custom Color Scheme
- Applying a Color Scheme
- Using the Colors of a Color Scheme

Creating a Custom Color Scheme

Your color scheme will most likely consist of colors that complement each other as well as some that provide contrast. You can create and save multiple schemes for use in a variety of publications.

1. Create or open a publication

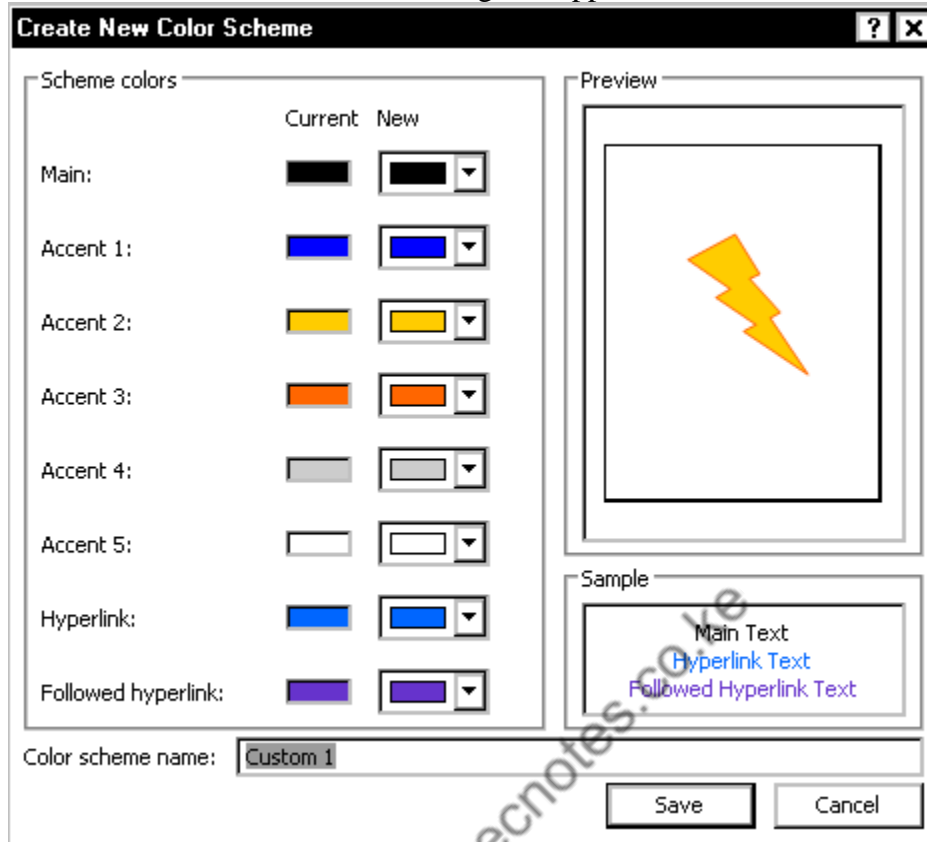2. On the Publisher task pane, click **COLOR SCHEMES** **Color Schemes**
   OR
   From the *Format* menu, select *Color Schemes...*
   The *Color Schemes* task pane appears.
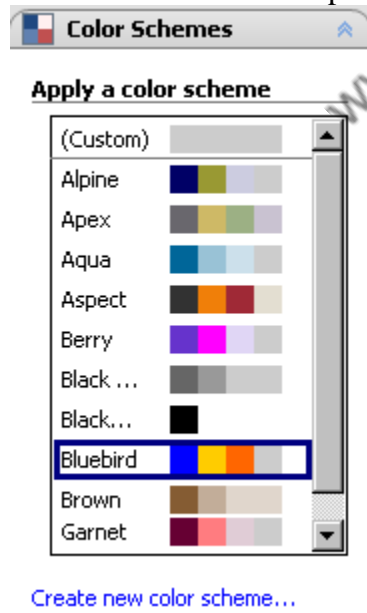
3. At the bottom of the task pane, click **CREATE NEW COLOR SCHEME...**
   The *Create New Color Scheme* dialog box appears.

4. In the *Scheme colors* section, from the *New* pull-down lists, select the desired colors
   HINTS:
   To see a larger selection of colors, click **MORE COLORS...**
   The *Preview* section to the right shows a dynamic preview of how your color changes
   will affect images and shapes in your document.
   The *Sample* section to the right shows a dynamic preview of how your color changes will
   affect text in your document.
5. In the *Color scheme name* text box, type a name for your color scheme
6. Click **SAVE**
   Your color scheme now appears as a choice in the *Apply a color scheme* scroll box.

Applying a Color Scheme

Publisher has a number of predefined color schemes. These color schemes affect text, images,
and shapes in your document. You can apply one of these or a custom scheme that you have
created. Custom color schemes appear in their own section in the list alphabetically according to
the name you assigned the color scheme.

1. Create or open a publication
2. On the Publisher task pane, click **Color Schemes**
   OR

From the *Format* menu, select **Color Schemes...**
The *Color Schemes* task pane appears.
3. From the *Color Schemes* list, select the desired color scheme
The color scheme is applied.

Using the Colors of a Color Scheme

Once you have applied a color scheme to your publication, the colors of the scheme are easily accessible from the FONT, LINE, or FILL COLOR buttons on the *Formatting* toolbar. The colors of the color scheme appear as the first row of colors in the color palette accessed from these buttons.

NOTES:
The FONT button does not appear unless text is highlighted.
You can apply separate colors to the border and to the inside of an object.

1. Select the object or text to which you want to apply color

2. To apply color to text, on the *Formatting* toolbar, click the ▾ next to FONT COLOR $\underline{A}$ ▾ » select a color

   To apply color to only the border of your object, click the ▾ next to LINE COLOR ▾ » select a color

   To apply color to only the inside of your object, click the ▾ next to FILL COLOR ▾ » select a color
   The color is now applied.

Saving Your Publication

There are two basic ways to save your publication

   Point and click on the save icon on your toolbar, or

   -OR
1. Click on the **File** Menu and **Save As**.

2. When the Save As Dialogue Box appears Click **Browse** and find the location on your computer where you would like the file saved.

3. Type the name of your publication in the File Name field.

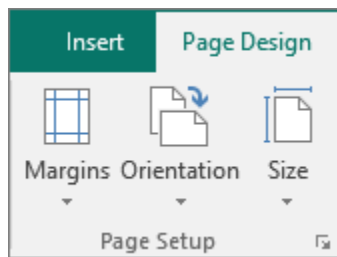4. Click on the **Save** button

Change page size, paper size, or page orientation

Page size refers to the area of your publication. Paper, or sheet, size is the size of the paper used for printing.

Orientation refers to the portrait (vertical) or landscape (horizontal) layout.

Choose a page size
1. Select the **Page Design** tab.

2. In the **Page Setup** group, select **Size** and click the icon that represents the page size that you want. For example, click **Letter (Portrait) 8.5 x 11"**. If you don't see the size you want, either click **More Preset Page Sizes** or click **Create New Page Size** to create a custom page size. For more information on creating new custom page sizes,

   Tip: Using Publisher 2007? Go to the **Format Publication** task pane, then click **Change Page Size**. In the **Page Setup** dialog box, click the icon that represents the page size that you want.

Create a custom page size
1. Select the **Page Design** tab.
2. In the **Page Setup** group, select **Size**, then **Create New Page Size**. Under **Page**, enter the width and height you want.

   Tip: Using Publisher 2007? Go to the **Format Publication** task pane, then click **Change Page Size**. In the **Page Setup** dialog box, under **Page**, enter the width and height you want. You can also select a publication type, such as **Posters**, click **Create custom page size**, and then enter the width and height that you want under **Page**. In the **Custom Page Size** dialog box, you can name your custom page size and specify the layout type and margins that you want.

Change the paper size
The printer that you use determines the paper sizes that you can print on. To check the range of paper sizes that your printer can print on, consult the manual for your printer, or view the paper sizes that are currently set for your printer in the **Print Setup** dialog box.

Tip: Using Publisher 2007? View the paper sizes that are currently set for your printer in the **Print Setup** dialog box.

To print your publication on sheets of paper that match the publication page size, be sure that the page size and the paper size are the same. If you want to print your publication on a different size of paper — for example, to create a bleed or to print multiple pages on one sheet — change only the paper size.

1. On the **File** menu, click **Print Setup**.
2. In the **Print Setup** dialog box, under **Paper**, select the size of paper that you want from the **Size** list.

Tip: Using Publisher 2007? On the **File** menu, click **Print Setup**. In the **Print Setup** dialog box, under **Paper**, select the size of paper that you want from the **Size** list.

Change the orientation of the page

You can change the orientation of your page to and from Portrait and Landscape.

1. Select the **Page Design** tab.
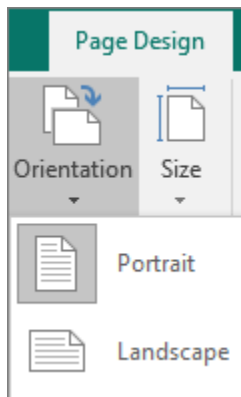
2. In the **Page Setup** group, select the **Orientation** drop-down menu and select either **Portrait** or **Landscape**.

Tip: Using Publisher 2007? In the **Format Publication** task pane, click **Change Page Size**. In the **Page Setup** dialog box, select the page size that has the orientation you want.

Change the ruler measurements

Need to measure your document in centimeters, not inches? You can change your ruler to centimeters, picas, points, or pixels, along with inches.

Click **File** > **Options** > **Advanced** and scroll to the **Display** settings. Look for **Show measurements in units of**, and change the units.
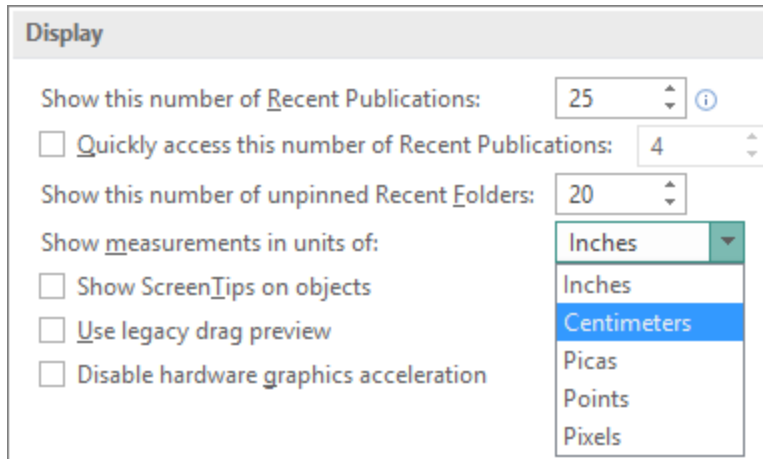
Tip: Using Publisher 2007? Click **Tools** > **Options** > **General** tab. Look for **Measurement units** and pick the units you want.

Printing Your Publication

There are two basic ways to print your publication:

Click on the print icon on your toolbar . This will print one copy of your 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 and choose any other printing options you want.

3. Click **OK**.

Import a Word document

You have a Word document, but you need to add graphics — and you want to take advantage of the superior graphics-handling capabilities of Publisher. Or you want to convert a report that you typed in Word into a publication so that it can be branded the same way as all your other business publications.

Fortunately, converting Word documents that were created in Microsoft Office Word into Publisher publications is easy. All you have to do is choose the publication design that you want and then locate the Word document that you want to convert.

1. Start Publisher.
2. In the **Publication Types** list, click **Import Word Documents**.

   To find this option: In Publisher 2007, look under **Popular Publication Types**.

3. Click the design that you want, and then click **Create**.

4. In the **Import Word Document** dialog box, locate and click the file that you want to import, and then click **OK**.
5. Review the publication to make sure that everything looks the way that you want, and then save the publication.

Insert a file
1. In your publication, create a text box (**Insert** > **Draw Text Box**) if you have not already done so.
2. In the text box, click where you want to paste the text.
3. On the **Insert** menu, click **Insert File** (in Publisher 2007, click **Text File**).
4. Locate and click the file that you want to import.
5. Click **OK**.

   Note: You may need to resize the text box to make the text fit the way you want.

Add, change, or remove a border in Publisher
You can add a line border of any color or thickness, a predesigned border, or a custom border to a page, text box, AutoShape, picture, or around a group of objects in your publication.

You can also use a picture that is designed to be a border. For example, you can insert a page border clip from Clip Art and Media on Microsoft Office Online, and then change the size to fit the page or object that you want to add a border to.

If the page, text box, AutoShape, picture, or group of items already has a border, you can change or remove it.

Add a border to a page
To add a border to a page, draw a rectangle around the page and then add the line or predesigned border you want. To add a border to all the pages in your publication, add the border to a master page, and then apply the master page to the pages in your publication.
Determine your desktop printer's nonprintable region
1. Open Microsoft WordPad.
   how
      o On the Windows taskbar, click the **Start** button, point to **All Programs**, point to **Accessories**, and then click **WordPad**.
2. On the **File** menu, click **Page Setup**.
3. Set the **Left**, **Right**, **Top**, and **Bottom** margin values to zero. The margins will be reset automatically to the minimum margin that is supported by the printer.
4. Note the minimum margins.

To make sure that all sides of the border will print, you can preview your publication by clicking **Print Preview** on the **File** menu.

Add a border to a page

1. Select the page that you want to add the border to.
2. On the **Objects** toolbar, click **Rectangle** ▢ , and then drag on the page to draw a rectangle the size that you want the page border, for example to the page margins.
3. Select the rectangle, and then click **AutoShape** on the **Format** menu.
4. Click the **Colors and Lines** tab.
5. Do one of the following:

   Add a line border of any color or width
   a. Under **Line**, choose the color and line options you want.
   b. To add the border equally to both the inside and the outside of the rectangle, rather than to the inside only, clear the **Draw border inside frame** check box. This helps to prevent the border from overlapping objects that are located inside of the rectangle.

   Add a predesigned pattern border
   c. Click **Border Art**.
   d. In the **Available Borders** list, click the border you want.

   Add a custom border
   You can create a custom border from clip art, a picture file, a scanned photograph or other bitmap, or a picture that you created in a drawing program. Your custom border will be stored with the Microsoft Office Publisher 2007 border art.

   Note: The picture file that you use for a custom border must be smaller then 64 kilobytes (KB) in size and must not include any text.

   e. Click **BorderArt**.
   f. In the **BorderArt** dialog box, click **Create Custom**.
   g. In the **Create Custom Border** dialog box, to add a picture from a file that is located on your computer's hard disk without adding it to the Microsoft Clip Organizer, clear the **Use Clip Organizer to select the picture** check box.
   h. Click **Select Picture**.
   i. In the **Insert Picture** dialog box, browse to the location that contains the picture you want, click the picture, and then click **Insert**.
   j. In the **Name Custom Border** dialog box, type a name for your custom border, and then click **OK**.

   If the file size of the picture that you select is too large (greater than 64 KB), or if the picture contains text, you may receive an error message, and the border may not be created. If this occurs, repeat step 2 through step 5 to select a picture that has a smaller file size.

<u>**Add a clip art border**</u>

You can quickly create a border with clip art.

1. Select the page that you want to add the border to.
2. On the **Insert** menu, point to **Picture**, and then click **Clip Art**.
3. In the **Clip Art** task pane, type **page borders** in the **Search for** box, and then click **Go**.
4. In the **Clip Art** task pane, click the border you want.
5. In your publication, position the mouse pointer over one of the sizing handles on the border, and then drag the handle to resize the border.
6. If the border has a solid fill that is covering the contents of your page, select the border, point to **Order** on the **Arrange** menu, and then click **Send to Back** so that the contents of your page show in front of the border fill.

<u>**Add a border to a text box, an AutoShape, a picture, or an object**</u>

You can add a line border to a text box, an AutoShape, a picture, or an object. You can also add a predesigned or custom border to a text box, a picture, or a rectangle (but not to other AutoShapes, such as a circle or an oval).

1. Select the text box, AutoShape, picture, or object that you want to add the border to.
2. On the **Format** menu, click **Text Box**, **AutoShape**, **Picture**, or **Object**.
3. Click the **Colors and Lines** tab.
4. Do one of the following:

   Add a line border of any color or width
   a. Under **Line**, choose the color and line style options you want.
   b. To add the border equally to both the inside and the outside of the rectangle, rather than to the inside only, clear the **Draw border inside frame** check box. This helps to prevent the border from overlapping objects that are located inside of the rectangle.

   Add a predesigned pattern border
   c. Click **BorderArt** (not available if you have selected an AutoShape other than a rectangle).
   d. In the **Available Borders** list, click the border you want.

   Add a custom border
   You can create a custom border from clip art, a picture file, a scanned photograph or other bitmap, or a picture that you created in a drawing program. Your custom border will be stored with the Office Publisher 2007 border art.

   Note: The picture file that you use for a custom border must be smaller then 64 KB in size and must not include any text.

   e. Click **BorderArt**.
   f. In the **BorderArt** dialog box, click **Create Custom**.

g. In the **Create Custom Border** dialog box, to add a picture from a file that is located on your computer's hard disk without adding it to the Microsoft Clip Organizer, clear the **Use Clip Organizer to select the picture** check box.

h. Click **Select Picture**.

i. In the **Insert Picture** dialog box, browse to the location that contains the picture you want, click the picture, and then click **Insert**.

j. In the **Name Custom Border** dialog box, type a name for your custom border, and then click **OK**.

If the file size of the picture that you select is too large (greater than 64 KB), or if the picture contains text, you may receive an error message, and the border may not be created. If this occurs, repeat step 2 through step 5 to select a picture that has a smaller file size.

Prepare, publish, and maintain your Publisher Web site

Note: Web publications are only available in Publisher 2007 and earlier.

After you plan and create a Web publication in Microsoft Office Publisher 2007, you can publish it to the web, a network server, or a shared folder on your own computer. Whatever the destination, Publisher creates filtered HTML files from the Web publication. You can open and read these HTML files in any Web browser, such as Windows Internet Explorer.
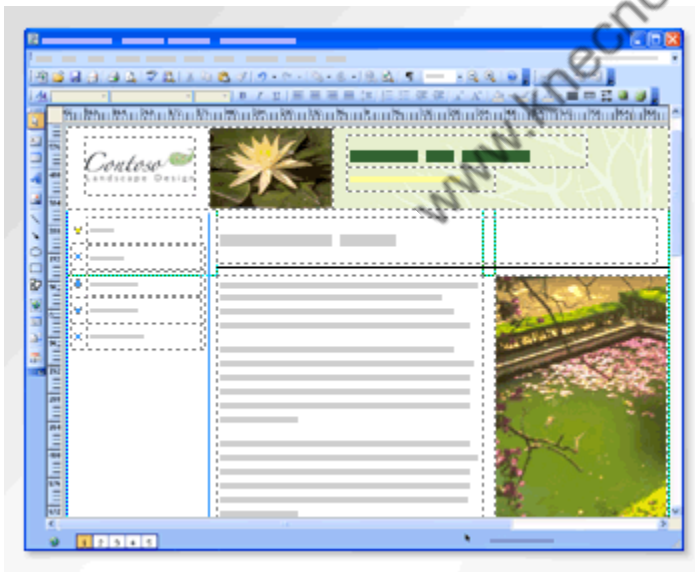
In this article

This article covers the procedures for creating and publishing your Web publication as HTML files and for updating your website by editing the Web publication and republishing it.

✓ Prepare your website
✓ Publish your website
✓ Maintain your website