

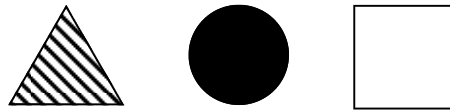
Introduction to Microsoft Publisher



Microsoft Publisher

ORDER

Most Microsoft Office applications do not explicitly use the notion of *layers*. However, most media software does (Photoshop, Flash, Audacity). Layers are the inherent mechanism for priority. For instance, if you create a triangle, a circle, and a square, one of them has to be in front of the other. This will not be an issue if there is no overlap between the two shapes.

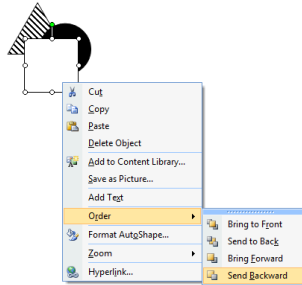


However, if the shapes happen to overlap, one of them has to take precedence. Microsoft Publisher will automatically promote newer objects to the front. In this example, since the circle was created second, it should be ahead of the triangle (which was created first), but behind the square (which is the newest object).

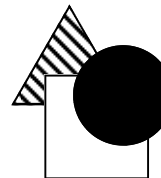


However, by right clicking on an object, it is possible to change the *order* (bring it forward or backward). There are two phenomena that a user needs to be aware of. The expression, “Send Backward” differs from “Send to Back”. “Send Backward” will send the object back *by one layer only*. Consider the following action:

Sending Backward

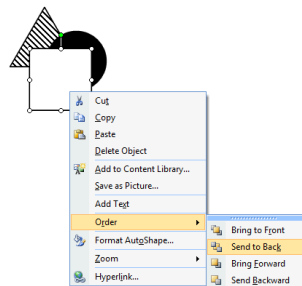


Makes this happen

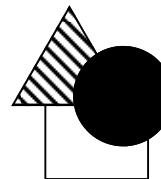


The square went backwards by one layer. The same effect could be replicated by right clicking on the circle and choosing “Bring Forward”.

Send to Back



Makes this happen

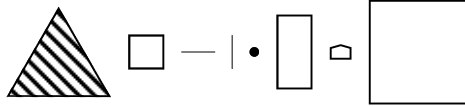


The square traveled all the way back and now has least priority. This effect could be achieved by right clicking on the triangle and selecting “Bring to Front” and then doing the same with the circle.

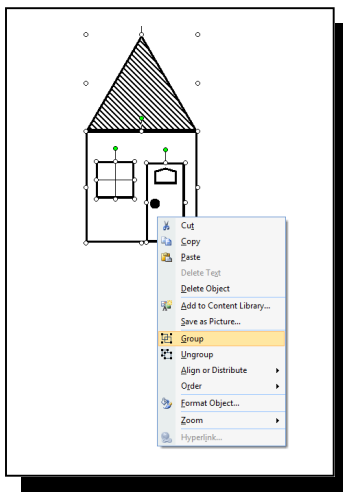
The hardest part of using layers is getting used to them. After using them for a while, the trick is to manage the layers (most publications have only a few layers where order is important). Layering objects is often used with the idea of *grouping* (in fact, sometimes objects are layered within a group, and then the group is layered with another group - but that comes later). Also, be aware that when graphic elements are placed in front of text, then the text will shift around that element. To avoid this, bring the text in front of the element.

GROUP

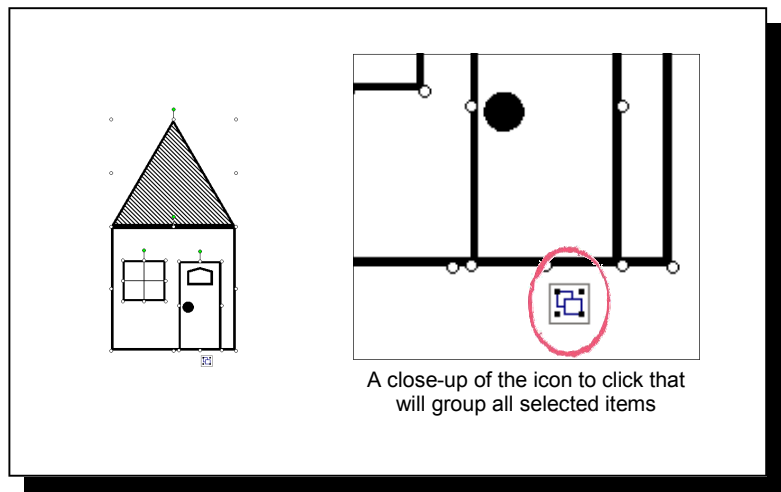
Grouping objects is another concept that is not used in most other Microsoft Office applications. PowerPoint allows the user to group objects together, and software such as Photoshop and Flash thrive on grouping. The idea is simple - it allows the user to take multiple objects and “glue” them together so it is one object. The entire object can be moved as one (no need to move each piece, one by one). In the following example, each component will be drawn separately.



To group multiple objects in Microsoft publisher, either use the arrow (pointer/selection) tool and drag a rectangle around all the objects that are to be grouped, or click on each one individually while holding the CTRL key. When multiple objects are selected, right click on one of them and choose “Group”. It is also possible to click on the tiny icon in the bottom right of any selection; this will automatically group them (and if the object is a group already, it will ungroup it).



METHOD I



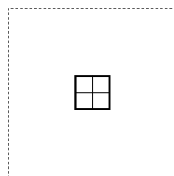
A close-up of the icon to click that will group all selected items

METHOD II

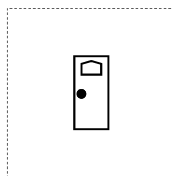
Grouping will be indicated by a dotted line around each group. In the following diagram, the triangle stands alone by itself (it was not grouped with anything). The vertical and horizontal lines were arranged in the small square, and then all three items were grouped. The rectangle, circle and flowchart symbol were grouped together to form a door. The large square did not have to be grouped with anything. The next step is to arrange all these groups together, and to group them into one group.



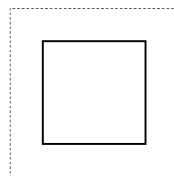
OBJECT



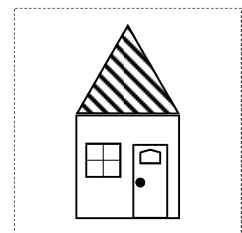
GROUP



GROUP



OBJECT



GROUP

The house is one big group now (consisting of the triangle object, the window group, the door group, and the square object). One benefit is that the house can now be moved all at once (as opposed to moving the door, moving the roof, moving the window, etc.). Additionally, it is much easier to manage multiple instances of this house (to create a neighborhood, merely copy and paste the house over and over again).

ALIGN

Also fairly unique in the Microsoft Office suite is the *align* feature. It is available in PowerPoint, but is rarely used. Aligning objects allows the user to line up (and space) objects precisely, thus making a more professional looking document. Consider the following two examples:




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In this example, all pictures and text boxes are lined up and evenly spaced



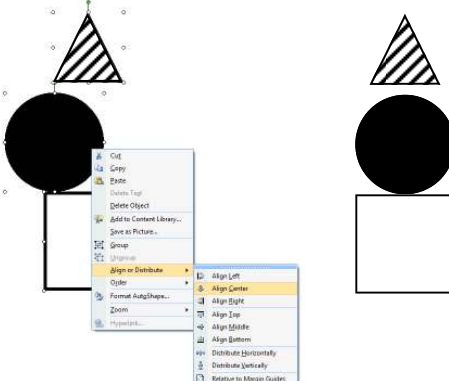
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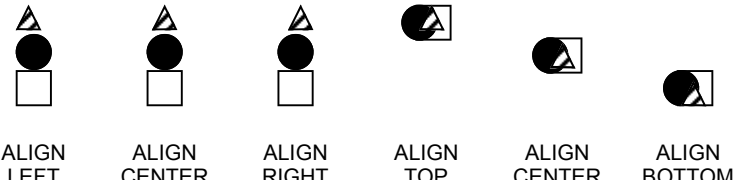
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Notice how the pictures and text aren't aligned or spaced consistently

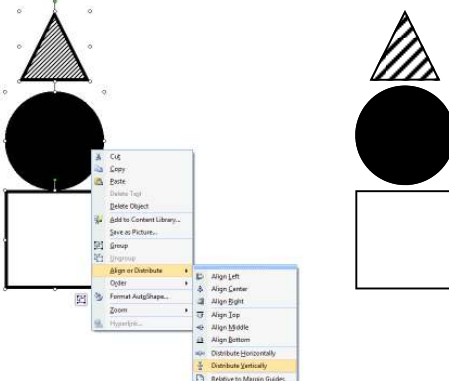
To *align* objects, select multiple objects and right click. Under the “ALIGN OR DISTRIBUTE” option, chose the desired alignment. Publisher will align them *relative to each other* by default. Alternatively, the objects can be aligned *relative to the document* if the “RELATIVE TO MARGIN GUIDE” is selected (which is a good way to ensure that an object is centered vertically or horizontally in the document).



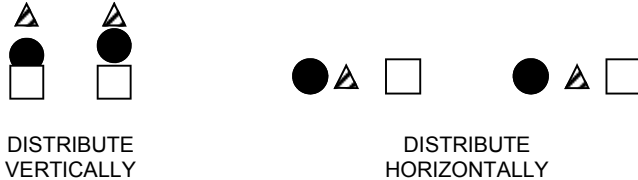
In this example, the three shapes are not aligned to the center, nor are they evenly spaced (distributed). To get them centered, select all three shapes, and right click on them. Choose “ALIGN OR DISTRIBUTE” and then “ALIGN CENTER”. Alternatively, “ALIGN LEFT” would place the left-most part of each item to the furthest left (circle), and “ALIGN RIGHT” would move all items to the right-most object (the square). It is also possible to align them to the TOP, CENTER, or BOTTOM.



ALIGN LEFT ALIGN CENTER ALIGN RIGHT ALIGN TOP ALIGN CENTER ALIGN BOTTOM



To space the shapes out evenly (“distribute”), use the DISTRIBUTE VERTICALLY or DISTRIBUTE HORIZONTALLY option. Consider the examples below:

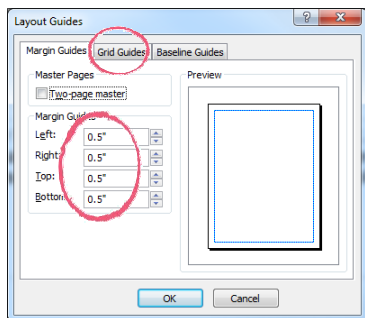


DISTRIBUTE VERTICALLY DISTRIBUTE HORIZONTALLY

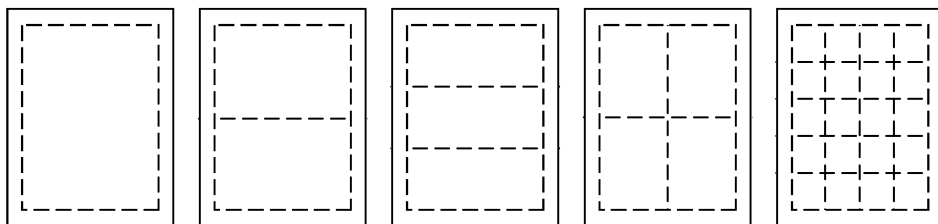
It is possible to mount the ALIGN AND DISTRIBUTE toolbar in the toolbar at the top of Publisher (which makes aligning much more convenient). Also, making use of the “RELATIVE TO MARGIN GUIDES” is useful when centering an object (or objects) in the center of the page.

GUIDES

Guides are a great way to make sure the document is visually even (objects “snap” to the guidelines). In Publisher, they appear as a blue line to indicate margins, and a sea-green line to indicate vertical or horizontal guides. To make the guides visible, go to “VIEW” and then “BOUNDARIES AND GUIDES “ (or use the shortcut CTRL+SHIFT+O). Every publication starts off with page margins of 1 inch on every side. By going to “ARRANGE” → “LAYOUT GUIDES”, they can be changed. Columns and rows can also be added by using the “GRID GUIDES” tab in the same menu. Although the guides are not visible on the printed version, dotted lines are used in this tutorial.

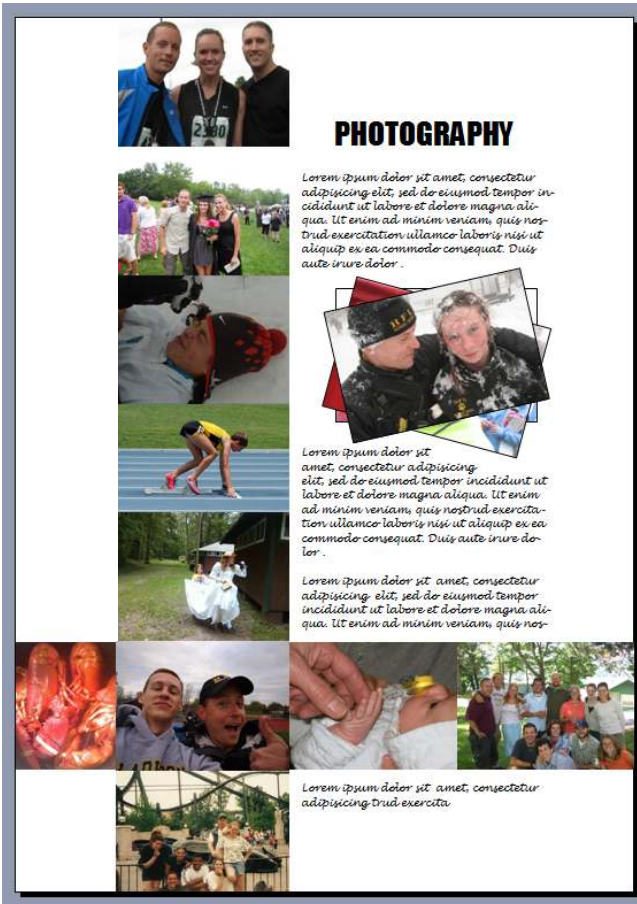
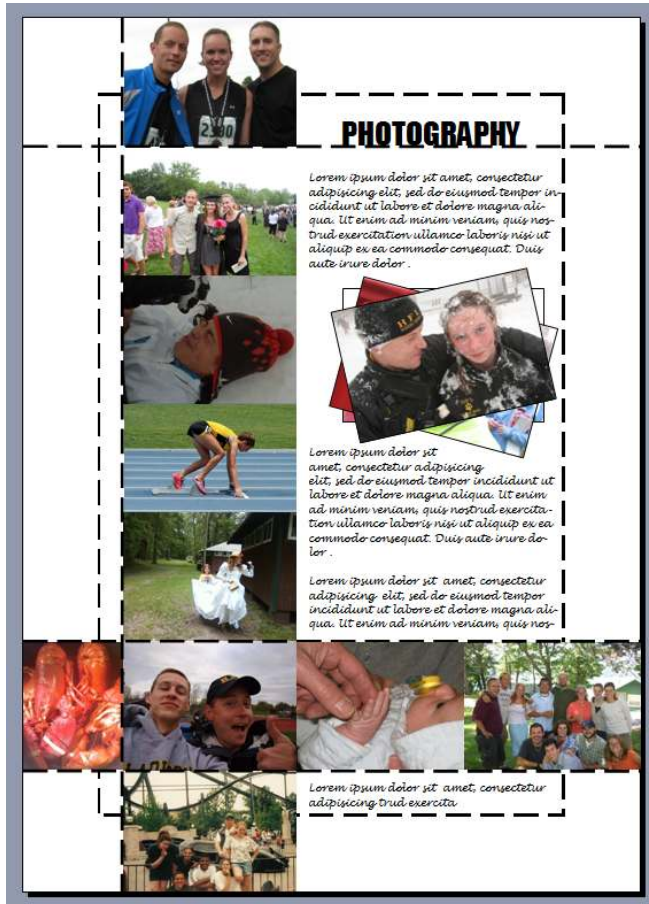


Margins changed to .5 inches. Notice the GRID GUIDELINES tab, too.



The first page demonstrates the default margins, and the four other thumbnails are examples of how columns and rows can be implemented.

It is very simple to add your own guide. Simply click inside the ruler (there is one at the top of the screen and left of the screen) . Keep the mouse button clicked, and drag the guide to where you want it. This will allow objects to be “snapped” to the guide. In the following examples, the page on the left shows the document with the guides visible, and the document on the right shows the document with the guides hidden.



design TIPS

1. Keep it simple, keep it consistent

- Keep design elements the same throughout the document - fonts, sizes, weights and color should be meaningful and the same for the entirety of the document

2. Choose a basic, simple font

- Never use more than two different fonts, but feel free to vary a font
- Do not mix serif and sans-serif fonts - there is a time and place for each
- Brush (or script or handwriting) fonts are typically considered hard to read for longer passages of text; try to reserve them for headers or logos
- Do not use all capital letters (except for titles and other special circumstances)

3. Nothing should be placed arbitrarily

- The overall design should be balanced - spread out the text and graphic elements
- For example, if there is a lot of text on the right side of the document, there should be an equal amount of graphic elements on the left side of the document
- Use white space (not necessarily white, but open space free from text or graphic elements)
- Group elements that go together in close proximity - use white space, borders or other barriers to keep related items together (and removed from unrelated objects)

4. Be mindful of images

- Use photos if you have them (and using them will not clutter the publication)
- Most photos look better with a hairline border
- Use clipart sparingly

5. Align objects

- Precise alignments create a sophisticated, clean look
- Use the margins and guides as a tool
- Align objects with each other, as well as within the margins
- Do not try to “eyeball” the placement

Design tips adapted from Ellen Gozik and
<http://knol.google.com/k/anonymous/basic-rules-in-desktop-publishing/1dzjl7u10qoad/4#>



The printing equipment at MCC is very sophisticated. As such, it is imperative that professional standards be applied when using color. Otherwise, it creates serious amounts of work for the printing staff and submitted work may not print properly.

There are two steps to use when implementing color.

1. When choosing the color, make sure that the PANTONE scheme is used.
2. Before submitting, go to **TOOLS COMMERCIAL PRINTING TOOLS** and then choose **COLOR PRINTING**. Make sure that the option of **SINGLE COLOR** is chosen. This will modify the coloring scheme in the publication.

Because of the complexity of color printing with Publisher, it is recommended that only black and white documents be sent to the printing lab. Any document designed in black and white will print fine without being altered, but printing in color (or converting to a PDF first) without defining the colors ahead of time will lead to problems.

Microsoft Publisher also has many templates that can be used. For instance, there are tri-fold brochures, CD covers, business cards, and many other premade publications that just require information to be plugged in.

One danger of these templates is that they are often too simple and do not adequately convey the "feel" of your publication. Try adding your own design elements to the publication.

Sometimes it is good to use the template to get started, and then delete most (or all) of the objects. This will keep the guides in place (for instance, using a tri-fold brochure template to get started will automatically insert the guides where the folds will be, allowing you to design appropriately).

