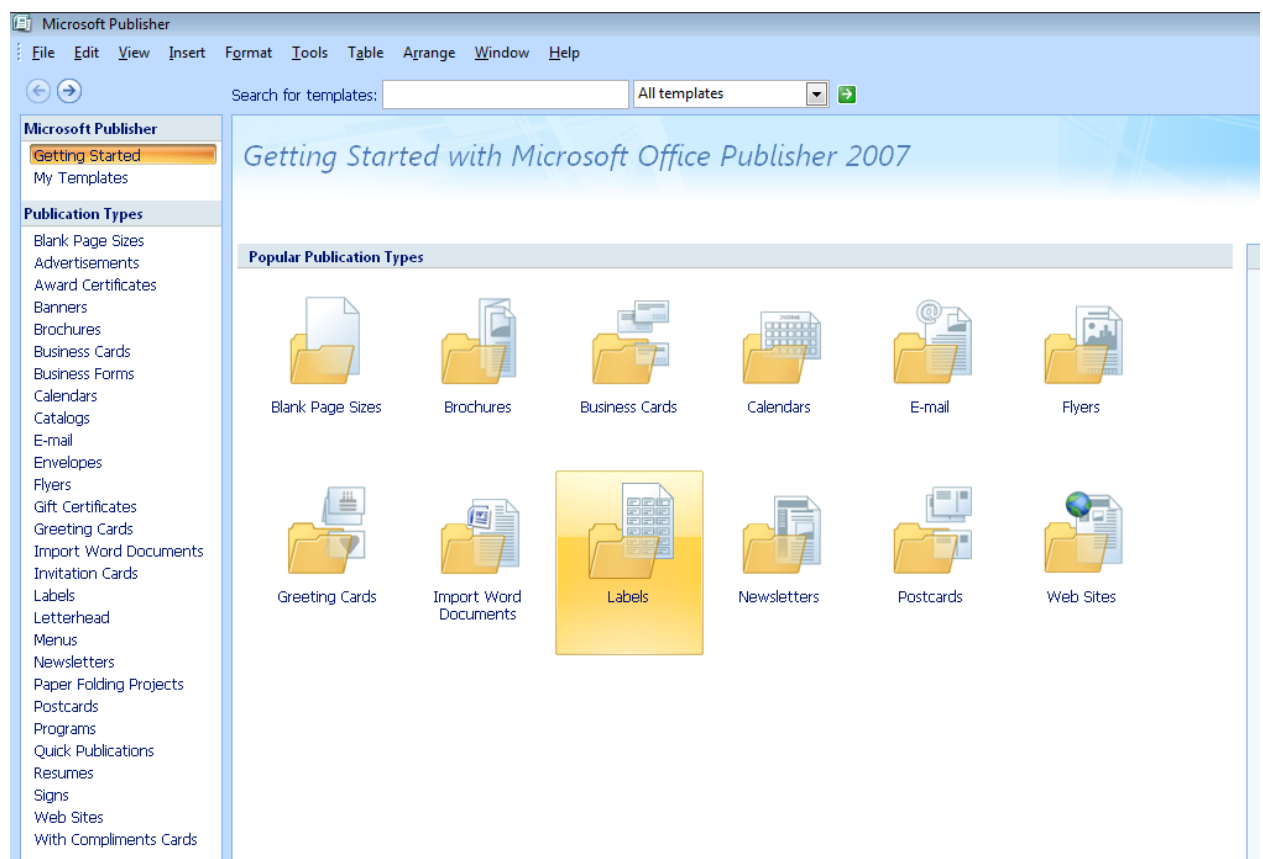## What is Publisher 2007?

Microsoft Office Publisher 2007 is a publishing program that helps you create, design, and publish professional-looking marketing and communication materials. The program is relies heavily on the use of preformatted templates and is menu driven. The user selects the type of publication, the graphic design and color scheme. Each of these elements has multiple choices with artistically designed graphics and color schemes.   After the choices are made the user then enters his or her personal information.

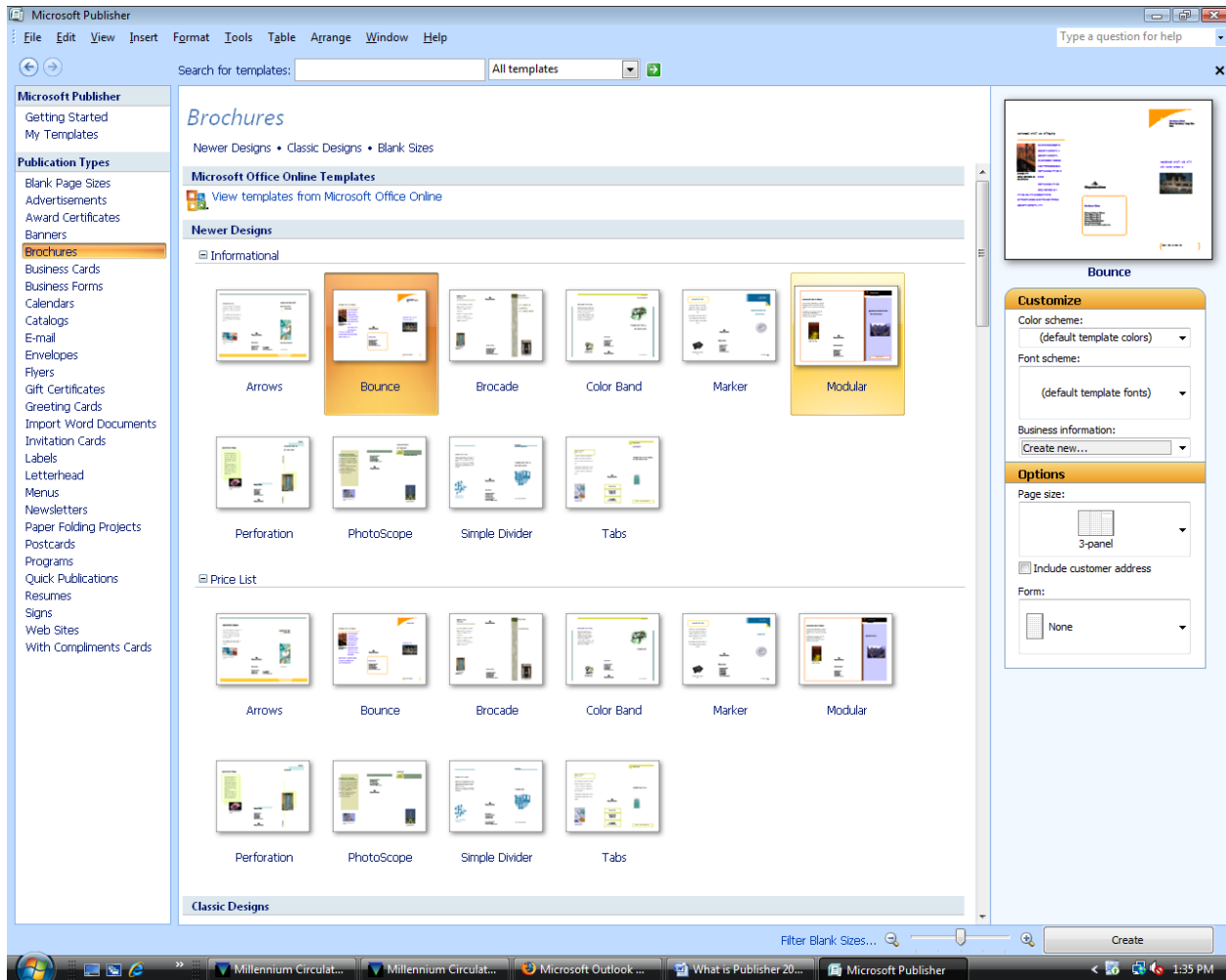## STEP A- Design/Select the template for your publication

You begin, the same way as Microsoft word, by clicking on file and select "New". The Getting Started page will appear. As you can see there are about 25 types of publications

1. Select
   the

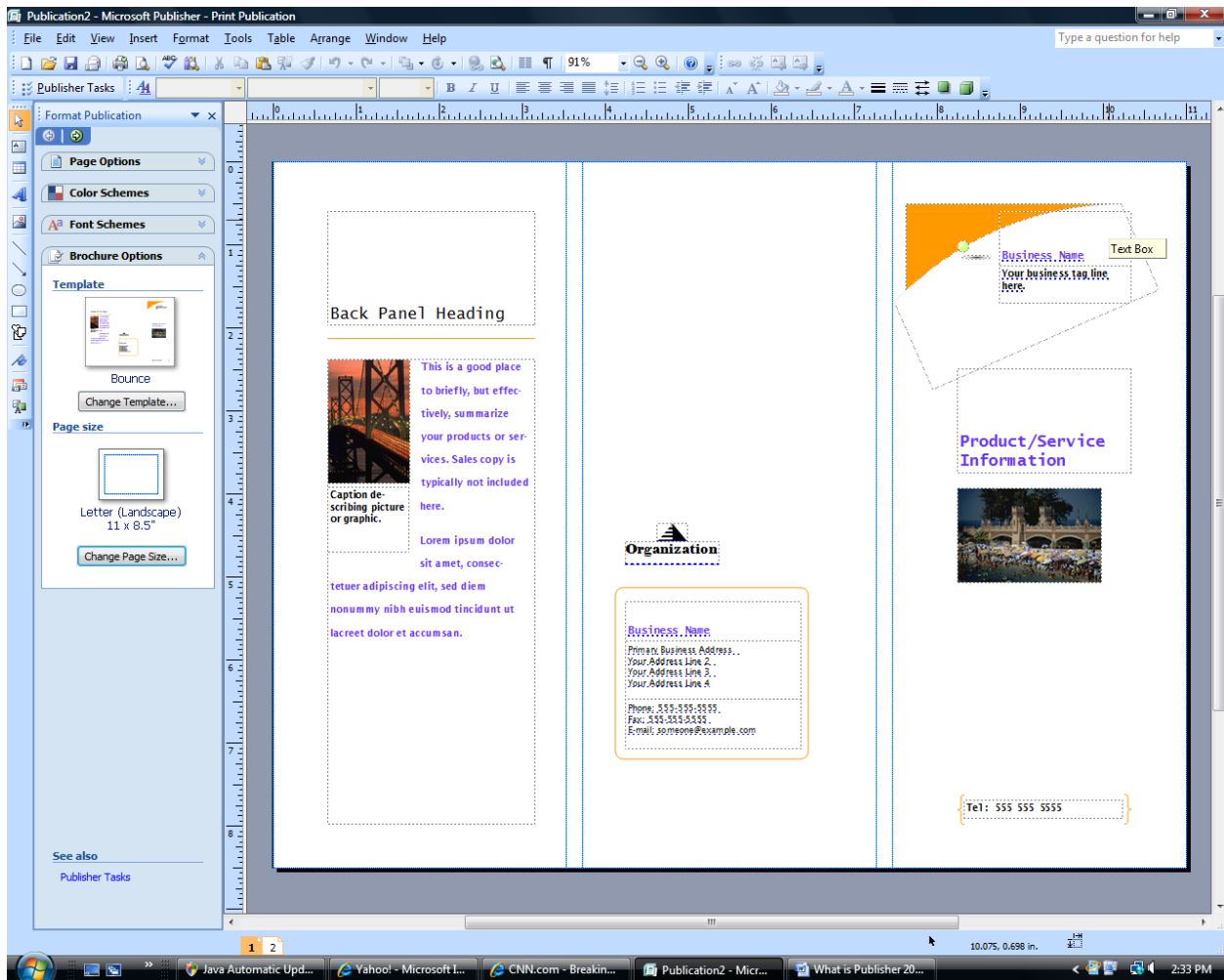   type of publication by clicking on it once.

2. For each publication type there is a catalog of templates to select from. For example, if you click on Brochures, this is what the catalog looks like.
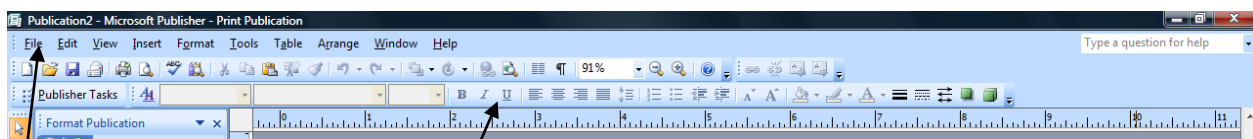

The above shot is only a small portion of the catalog (for Brochures) which includes Newer and Classic designs, subdivided into several categories. Simply click on template you want and it will appear on a working screen. You can also choose a Blank Size page and create your design. You are ready for the next step.

STEP B- Select the Color Scheme and Graphic Design

This is what the working screen looks like:
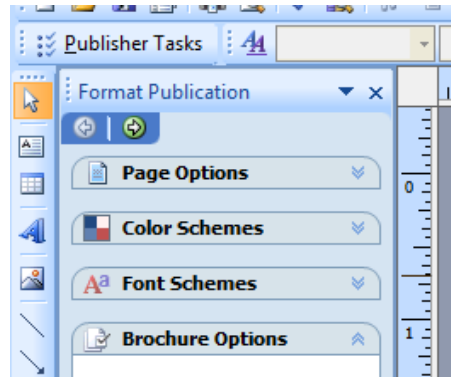

1. **The tool bar** across the top is the typical Microsoft format.
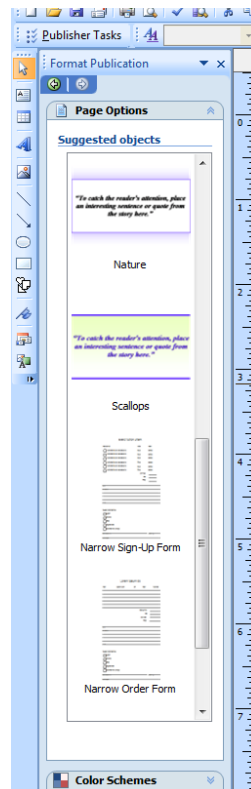

File edit etc.   Print options such bold, italics, underline, alignment and spacing etc.

2.   <u>**Format Publication**</u> to the left of the screen has the tools
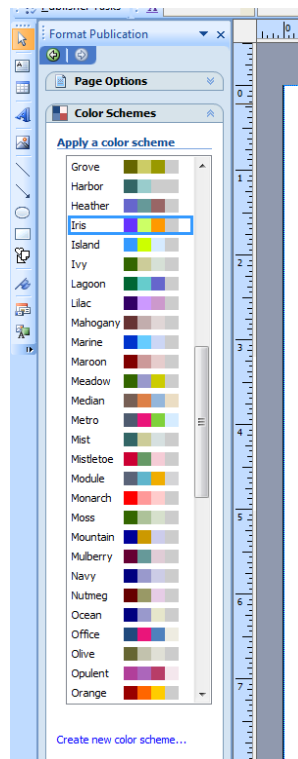needed to create your publication.

Format Publication is a menu which can be opened or closed (if it's closed you get a full screen view of your publication) and includes:
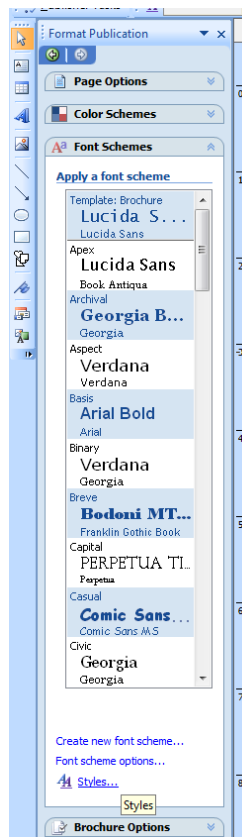
- **Page Options** allows you to insert some graphic information or an order form, sign-up form or response form. See the screen shot below
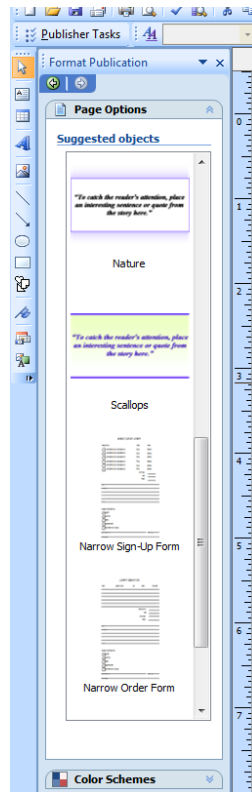
- **Color Schemes** is a menu of various color schemes available. See screen shot below

- **Font Schemes** is a menu of the various fonts available. See screen shot below
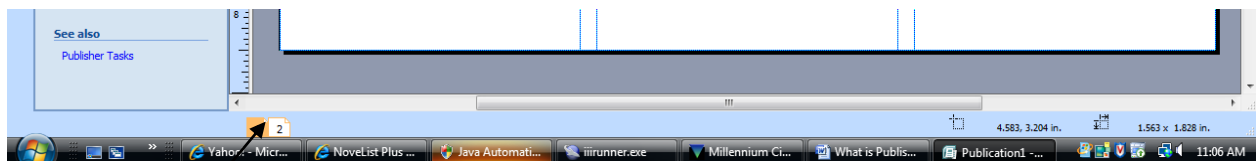
- **Brochure Options** allows you to change the template, page size and orientation. See Screen shot below

At any point in the creation of your publication, you can easily change the color scheme, font or template.   Also if you are creating multiple types of publications such as a brochure, business card and flyer, they can all be coordinated, using the same colors, graphics and font.

Page Selection At the bottom left hand side of the screen are 2 small boxes labeled 1, 2
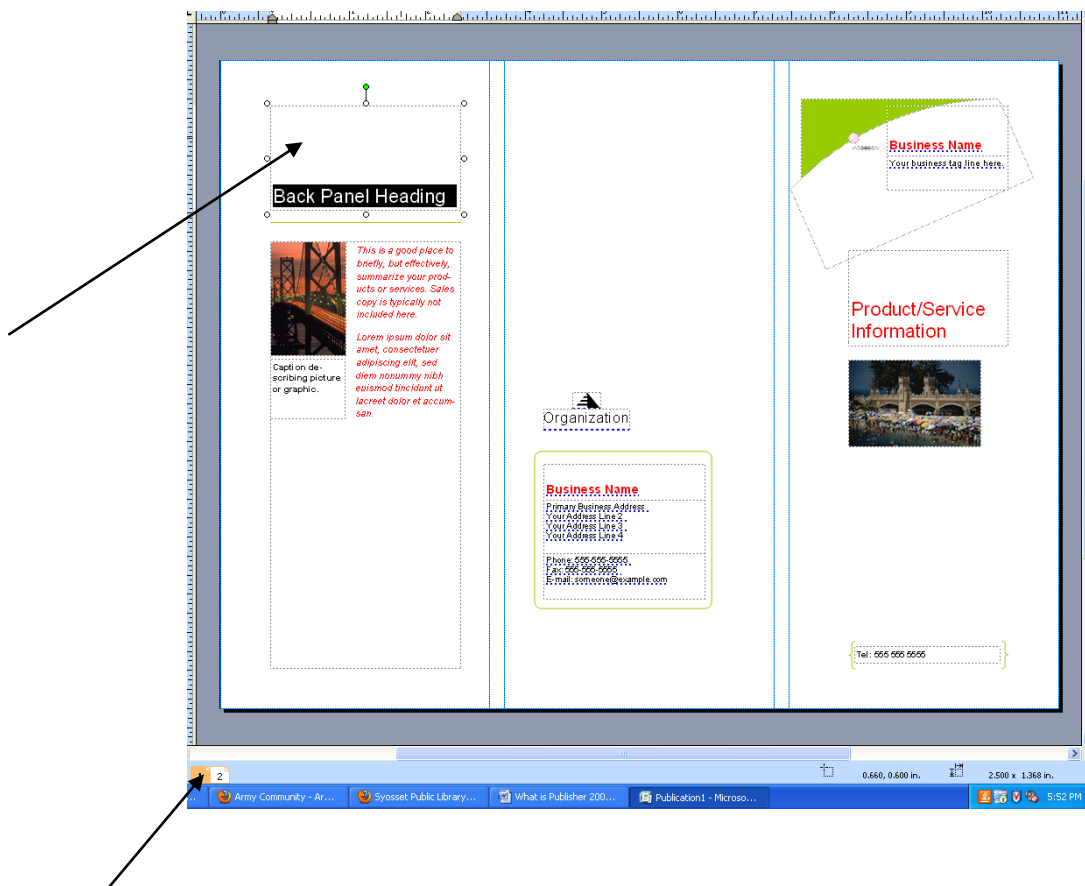
Since the brochure is a double sided printed publication, you must select which side you're working on. Press 1 and side 1 will be displayed on the screen which is the back and front cover. Press 2 and side 2 will be displayed on the screen which contains the print information with some graphics.

Once you have selected all your options to create the publication, the next step is to enter your personal information.
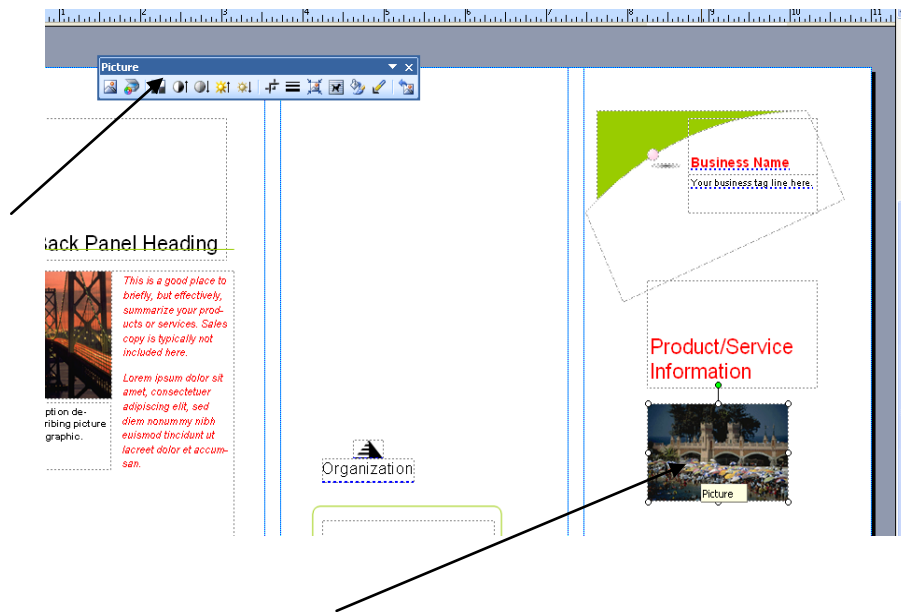
STEP C- Enter Your Personal Information

To start entering your personal information in the publication, go to the working screen and click on the area where you want information to appear. Note the area will change after you click on it. It will get little circles on the outside perimeter. This will allow you to manipulate the size and shape of the area. The text will be highlighted in black. This is where the text will appear.
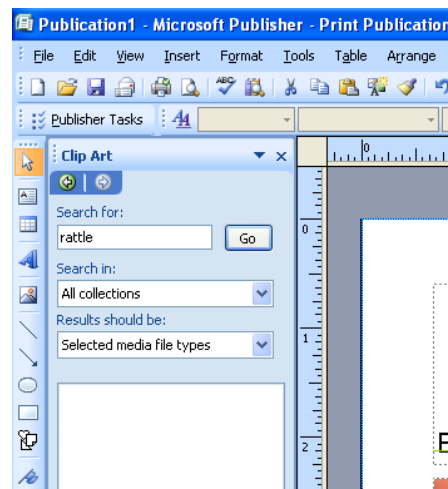
See the screen shot below. This is side 1 (note arrow pointing to small boxes labeled1.2).

You repeat this process for each text area and for each graphic area. When you click on a graphic area, a new tool bar will appear which allows you to insert a picture from
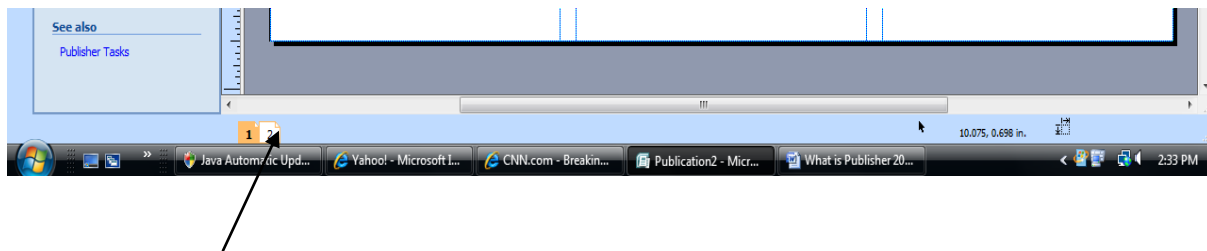

the hard drive, or a scanner. If your organization has its own logo you can insert where appropriate. Also on the far left of the screen a bar will appear which will allow you to download clip art from the internet.
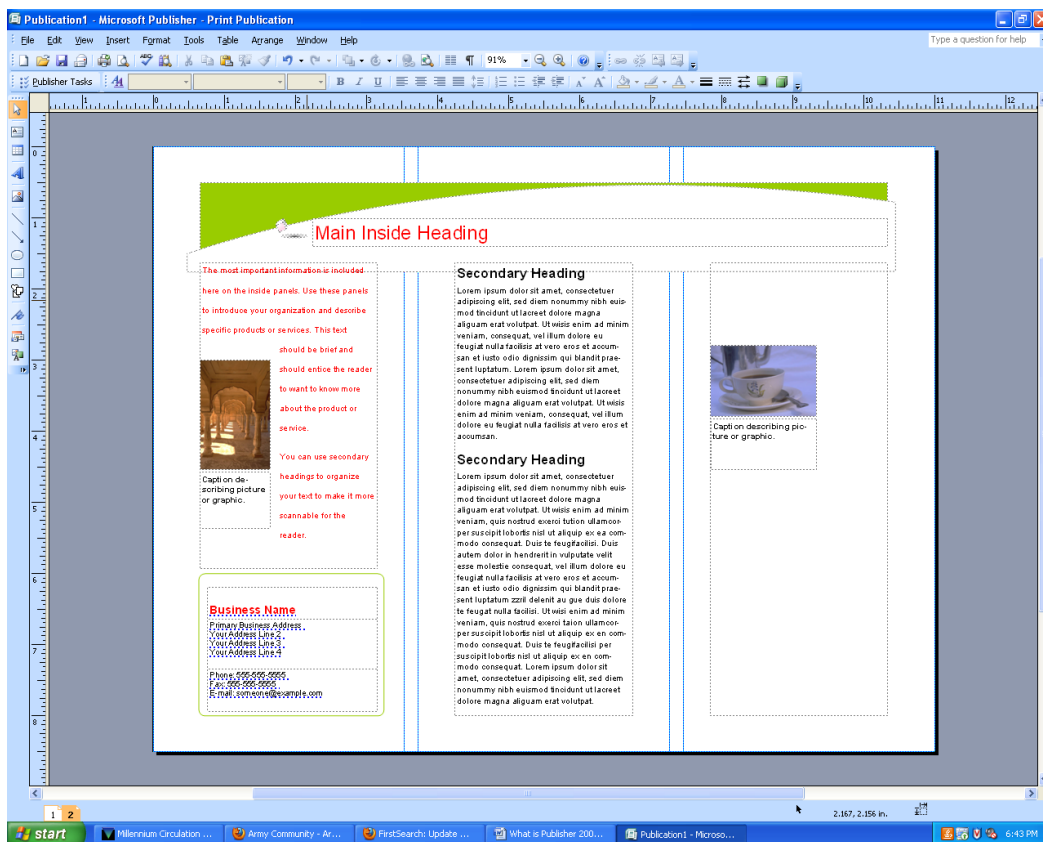

As with the text boxes, the graphic boxes when highlighted allow you to manipulate shape and size of the box.

After you have finished side 1 which is back and front cover. You click on box labeled 2 on the bottom left of the working screen.

You will get another working screen which is the inside of the brochure. Once again click on an area and enter the appropriate information. Publisher also prompts you with what information is appropriate in each area, such where to put main ideas versus secondary ideas or themes.
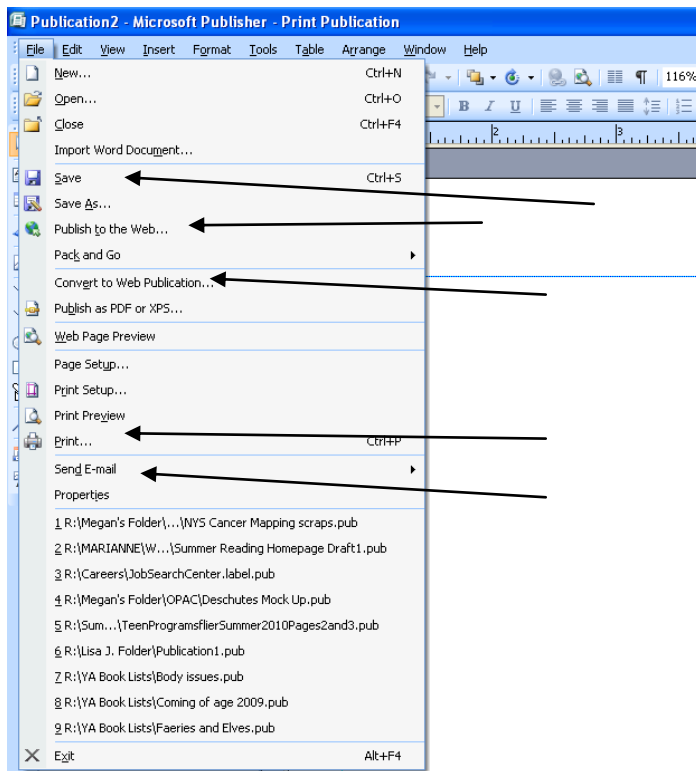

For the purpose of illustration we used the brochure publication, but the same techniques and skills are used for any of the available publications. You can choose a blank page if you like.

STEP D- Publishing your Publication

Now that you have entered all the information, selected the text and graphics, color scheme, font and template, you are ready to publish your document(s).

Click on file button

Your Publishing options are:

- Save and Save as
- Publish to the web
- Convert to Web publication
- Print –Publisher allows for 2 sided printing, but printer must have that capability
- Send as an e-mail.