

## **VISUAL COMMUNICATION**

### **WEEK 10**

#### **Creating Publications using Ms. Publisher**

##### Learning Outcomes



At end of this week lesson the students should be able to:

1. Show an understanding Ms. Publisher's basics
2. Create a publication in Ms. Publisher
3. Application of Ms. Publisher step-by-step

#### **What Is Microsoft Publisher Used For?**

According to Investintech (2024), Microsoft Publisher lets you work as easily as you do in Microsoft Word, but instead of using tools for text, you'll be using tools for editing page layouts and visual content. What are the things you can do in Microsoft Publisher?

The answer: almost anything you need to professionally design and publish your material. Some examples include:

- Personalized birthday cards
- Event posters
- Newsletters for small businesses and organizations
- Professional business cards
- Flyers and programs
- Postcards and brochures

#### **Why Create Publications using Ms. Publisher?**

Microsoft Publisher is a desktop publishing application developed by Microsoft Corporation. It is part of the Microsoft Office suite of productivity software and is designed for creating various types of publications, such as brochures, newsletters, flyers, posters, and business cards. Publisher provides users with a range of tools and templates to design and customize their publications, including text formatting options, graphic elements, layout tools, and pre-designed templates. Users can add images, shapes, tables, and other objects to their publications and manipulate them to create professional-looking designs. Publisher also offers features for

managing page layout, arranging text and images, and preparing documents for print or digital distribution. It is commonly used by small businesses, organizations, and individuals to create marketing materials, promotional materials, and other types of printed or digital publications.

### **Application of Ms. Publisher step-by-step**

According to wikiHow (2024), Microsoft Publisher is an Office application that allows you to create professional documents such as newsletters, postcards, flyers, invitations, brochures, and more using built-in templates. After selecting one of Publisher's built-in templates, you can add text and pictures as desired before saving and printing your document

In summary the process of using Microsoft Publisher typically involves several steps to create and customize a publication. Here's a general overview of the process:

1. **Open Microsoft Publisher:** Launch the Microsoft Publisher application on your computer. You can typically find it in the Microsoft Office folder or by searching for it in your computer's applications.
2. **Choose a Template or Blank Document:** Publisher offers a variety of pre-designed templates for different types of publications, such as brochures, flyers, newsletters, and business cards. You can select a template that closely matches your intended design or start with a blank document if you prefer to create your layout from scratch.
3. **Customize the Layout:** Once you have selected a template or opened a blank document, you can begin customizing the layout to suit your needs. This may involve adjusting the size and orientation of the page, adding or removing text boxes and graphic elements, and rearranging the placement of objects on the page.
4. **Add Text and Images:** Enter your text content into the appropriate text boxes in the publication. You can format the text using options such as font, size, color, alignment, and style. Additionally, you can insert images, shapes, icons, and other graphic elements into your publication to enhance its visual appeal.
5. **Modify Design Elements:** Customize the appearance of your publication by modifying design elements such as colors, fonts, backgrounds, borders, and effects. Publisher provides various tools and options for adjusting the visual style of your publication to achieve the desired look and feel.
6. **Review and Edit:** Review your publication to ensure that all text is correctly spelled and formatted, and that images and other elements are placed correctly. Make any necessary adjustments or edits to refine the design and layout of your publication.
7. **Save and Print or Export:** Once you are satisfied with your publication, save your work to your computer's hard drive or to a cloud storage service. You can then print your

publication directly from Publisher or export it to a PDF or other digital format for sharing or distribution.

8. **Finalize and Distribute:** After printing or exporting your publication, review it one last time to ensure that everything looks as intended. You can then distribute your publication by printing copies for physical distribution, sharing digital copies via email or online platforms, or uploading it to a website or social media.

Throughout the process, you can use Publisher's features and tools to experiment with different design options, preview your publication as you work, and make adjustments as needed to achieve the desired result.

## Selecting a Template

1. **Launch Microsoft Publisher.** Upon opening the application, the Catalog window will display on-screen. The Catalog window features a number of different publication types and templates you can use to design your document, including newsletters, brochures, signs, greeting cards, letterheads, envelopes, banners, advertisements, and more. To launch Microsoft Publisher, you can follow these steps depending on your operating system:

### Windows:

1. **Using the Start Menu:**

- Click on the Start button located at the bottom-left corner of your screen.
- Scroll through the list of installed applications or type "Publisher" into the search bar.
- Click on the Microsoft Publisher icon when it appears in the search results to launch the application.

2. **Using the Desktop Shortcut:**

- If you have a desktop shortcut for Publisher, simply double-click on the Microsoft Publisher icon on your desktop to launch the application.

### Mac:

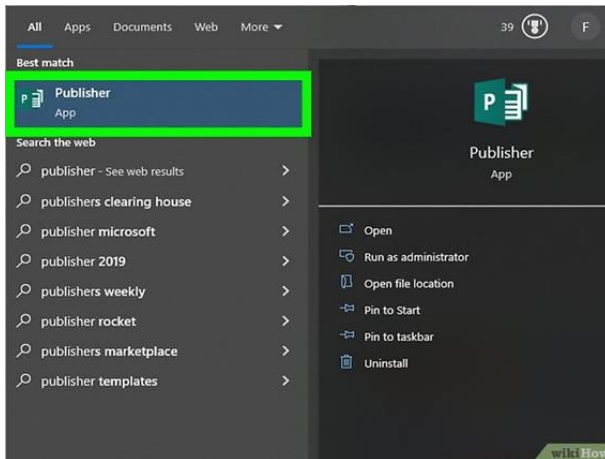
1. **Using Spotlight Search:**

- Click on the magnifying glass icon located in the top-right corner of your screen or press Command + Spacebar to open Spotlight Search.
- Type "Microsoft Publisher" into the search bar and press Enter.
- Click on the Microsoft Publisher icon when it appears in the search results to launch the application.

2. **Using Finder:**

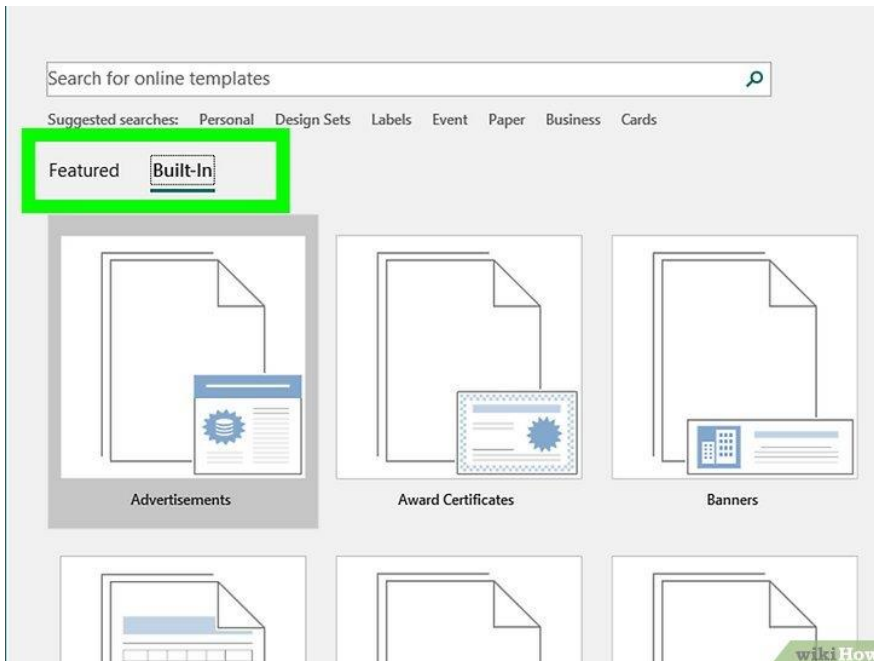
- Open Finder by clicking on its icon in the dock or by pressing Command + N.
- Navigate to the Applications folder.
- Scroll down or use the search bar to locate Microsoft Publisher.
- Double-click on the Microsoft Publisher icon to launch the application.

Once you've launched Microsoft Publisher, you can start creating or editing your publications using the tools and features available in the application.



Source: <https://www.wikihow.com/Use-Microsoft-Publisher#/Image:Use-Microsoft-Publisher-Step-1-Version-3.jpg>

2. Click on the publication type you want to create in the left column. A number of different templates for the chosen publication type will display in the pane on the right.



Source: <https://www.wikihow.com/Use-Microsoft-Publisher#/Image:Use-Microsoft-Publisher-Step-2-Version-3.jpg>

According to Stratvert (2020), if this is the first time that you have used the program you will be prompted by a dialog box that will ask for your personal or company information. Once this is filled out, Publisher will place this in any publication that you create. The information can be edited at a later time, so if you hit Cancel it will place an info box with generic information as a placeholder.

#### Take Note



Please take note that for you to practice with MS Publisher, you need to watch these recommended videos and any other related to these.

Sez IT, Simon (January 25, 2024) *Microsoft Publisher 365 for Beginners Training Tutorial* <https://www.youtube.com/watch?v=5ekdpZE-owg>

Stratvert, Kevin (August 24, 2020), *Microsoft Publisher Tutorial* [https://www.youtube.com/watch?v=-wICZMYq3X0&t=21s&ab\\_channel=KevinStratvert](https://www.youtube.com/watch?v=-wICZMYq3X0&t=21s&ab_channel=KevinStratvert)

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- If you have a desktop shortcut for Publisher, simply double-click on the **Microsoft Publisher** icon on your desktop to launch the application.

#### Mac:

## 1. Using Spotlight Search:

- Click on the **magnifying glass icon** located in the top-right corner of your screen or press **Command + Spacebar** to open Spotlight Search.
- Type "Microsoft Publisher" into the search bar and press **Enter**.
- Click on the **Microsoft Publisher** icon when it appears in the search results to launch the application.

## 2. Using Finder:

- Open **Finder** by clicking on its icon in the dock or by pressing **Command + N**.
- Navigate to the **Applications** folder.
- Scroll down or use the search bar to locate **Microsoft Publisher**.
- Double-click on the **Microsoft Publisher** icon to launch the application.

## Microsoft Publisher, the workspace layout

In Microsoft Publisher, the workspace layout refers to the arrangement of various tools, panels, and options within the application's interface. The workspace layout is designed to provide users with easy access to the tools and features they need to create and customize publications effectively. Here's an explanation of the typical workspace layout in MS Publisher:

1. **Ribbon:** The Ribbon is a prominent feature at the top of the Publisher window and contains tabs, groups, and commands organized by task or function. Each tab corresponds to a specific set of tools and features related to a particular aspect of publication design, such as Insert, Page Design, Arrange, and View. Within each tab, commands are grouped logically to streamline workflow and make it easier for users to find and use the tools they need.
2. **Quick Access Toolbar:** The Quick Access Toolbar is located above the Ribbon and provides one-click access to frequently used commands and functions. Users can customize the Quick Access Toolbar by adding or removing commands to suit their preferences and workflow. Common commands such as Save, Undo, Redo, and Print are often included by default, but users can customize it according to their needs.
3. **Page Navigation Pane:** The Page Navigation Pane is typically located on the left side of the Publisher window and displays thumbnails of all pages in the publication. Users can use the Page Navigation Pane to navigate between pages, rearrange page order, and manage page properties. It provides a visual overview of the publication's structure and layout, making it easy to manage multiple pages.

4. **Publication Area:** The central area of the Publisher window is reserved for creating and editing publications. It displays the current page or spread of the publication, allowing users to add and manipulate text, images, shapes, and other design elements. Users can interact directly with the publication area to make changes to their designs using various tools and options available in the Ribbon.
5. **Task Panes:** Task Panes are dynamic panels that provide access to specific tasks or features within Publisher. They can be docked to different areas of the workspace, such as the right side or bottom of the window, or floated freely for convenience. Task Panes display options, settings, and previews related to the current task, such as formatting options, color schemes, and object properties.
6. **Status Bar:** The Status Bar is located at the bottom of the Publisher window and provides information about the current document, such as page count, zoom level, and status indicators. It also includes shortcuts for adjusting the zoom level, switching between different views (e.g., Normal, Print Preview), and accessing additional options such as ruler and grid settings.

Overall, the workspace layout in Microsoft Publisher is designed to provide users with a user-friendly and efficient environment for creating and customizing publications. The layout organizes tools and features logically, making it easy for users to access and use the tools they need to design professional-looking publications.

### Create a publication in Publisher



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Publisher is a desktop publishing application that helps you create visually rich, professional-looking publications.

With Publisher on your PC, you can:

- Lay out content for a print or online publication in a variety of pre-designed templates.

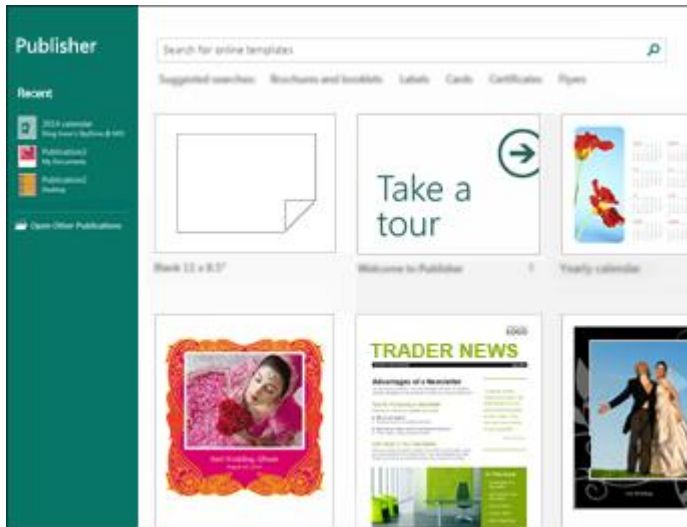
- Create simple items like greeting cards and labels.
- Create complex projects like yearbooks, catalogs, and professional email newsletters.

## Create with a template

1. Open Publisher.

If you're already in Publisher, select **File > New**.

2. Select or search for a template:
  - Select a **FEATURED** template.
  - Select **BUILT-IN** and select a template.
  - Search for a template using:
    - **Search for online templates** 🔍, or
    - One of the **Suggested searches**, or
    - View more [templates](#) online
3. Select **Create**.

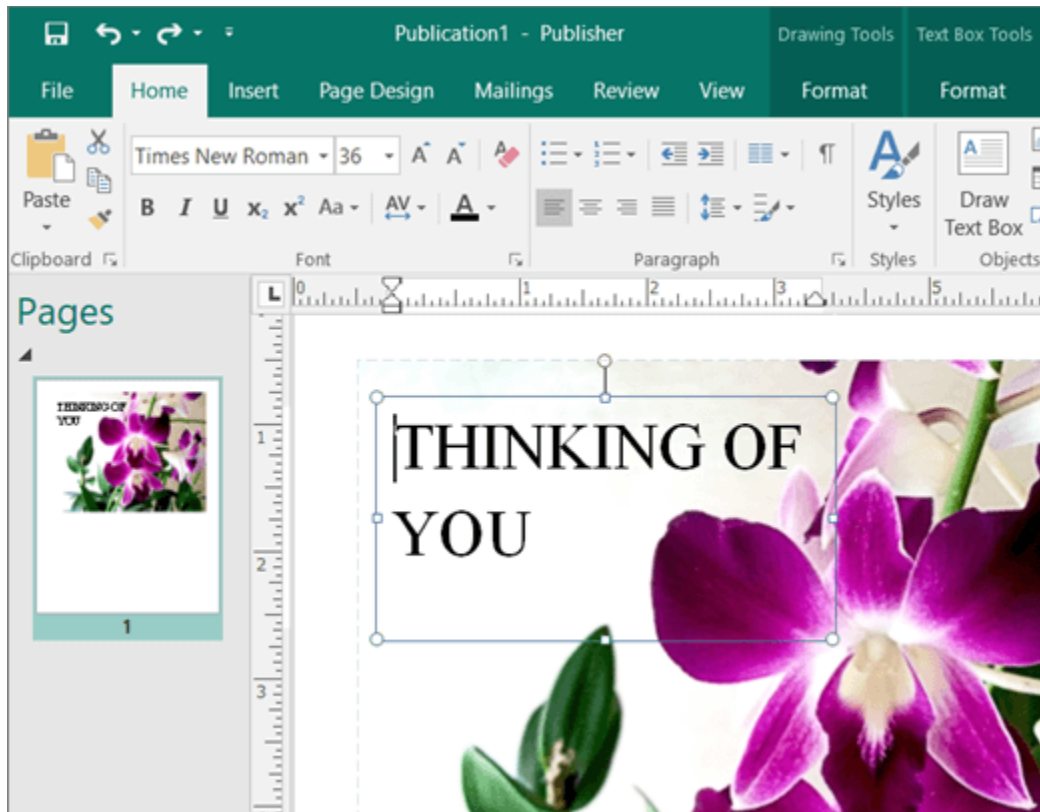


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## Add a text box

1. Select **Home > Draw Text Box**.
2. Drag the cross-shaped cursor to draw a box where you want to add text.
3. Type the text in the text box.

If the text doesn't fit in the text box, make the text box bigger, or link it to another text box.



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### **Insert a picture**

You can insert a picture from your computer, or insert an online picture from OneDrive or the web.

1. Select **Insert > Pictures** or

#### **Insert > Online Pictures.**

2. Find the picture you want and select it.
3. Select **Insert**.

Save in Publisher

<https://support.microsoft.com/en-gb/office/save-in-publisher-16381b2e-4808-498d-8155-2150eff509a6>

### **Save your business information to re-use**

Save your business information to pre-populate fields, save time, and ensure consistency.

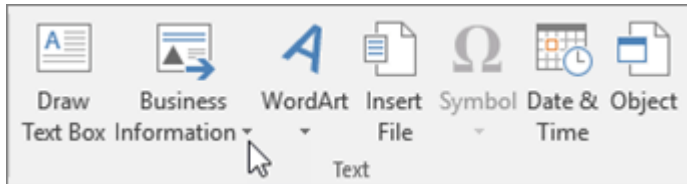
1. Select **Insert >Business Information**

> **Edit Business Information.**

2. Select **Add Logo** to add a logo or image. Browse to the logo, and select **Open**.

3. For **Business Information set name**, type a name like *Personal, School, or Company*.

4. Select **Save**.

A screenshot of the 'Create New Business Information Set' dialog box. The dialog has a title bar with a question mark and a close button. The main area is titled 'Business Information for this set' and contains several input fields: 'Individual name:' (with 'Windows User' entered), 'Job position or title:' (with 'Title' entered), 'Organization name:' (with 'Business Name' entered), 'Address:' (with 'Primary Business Address', 'Address Line 2', 'Address Line 3', and 'Address Line 4' listed), and 'Phone, fax, and e-mail:' (with 'Phone: 555-555-5555', 'Fax: 555-555-5555', and 'Email: someone@example.com' entered). There are also fields for 'Tagline or motto:' (with 'Business Tagline or Motto' entered) and 'Logo:' (with an 'Add Logo...' button). At the bottom, there is a 'Business Information set name:' field with 'Custom 1' entered. The dialog ends with 'Save' and 'Cancel' buttons.

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## Save your file

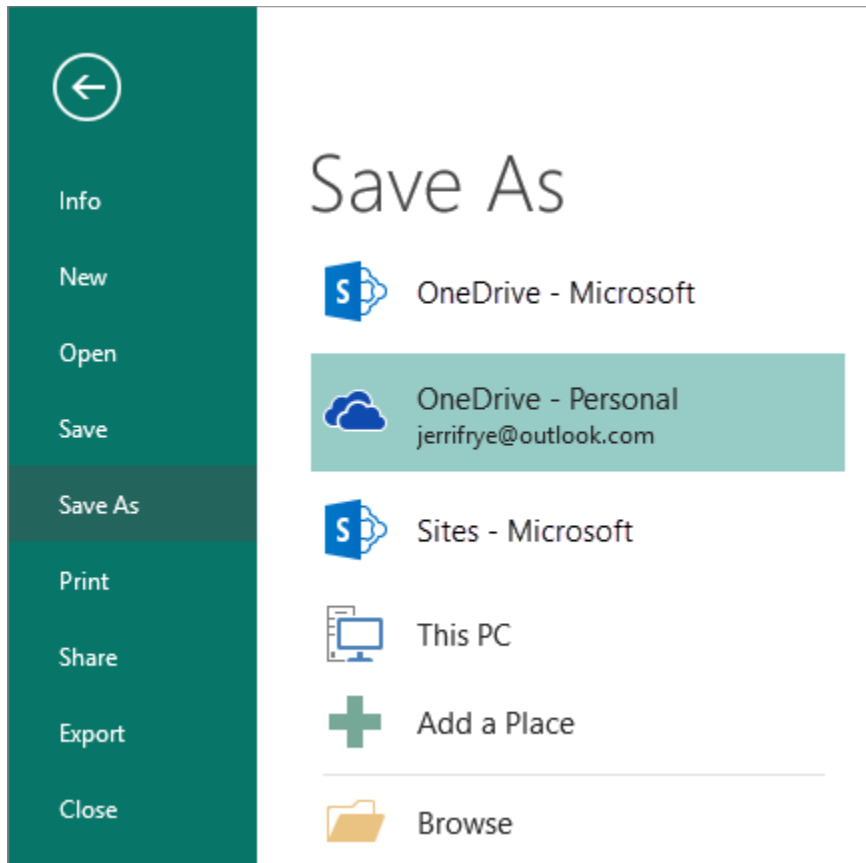
When you save your file to the cloud, you can share and collaborate with others, and get to your files on your computer, tablet, or phone.

1. Select **File > Save As**.

2. Select **OneDrive**.

Save personal files to **OneDrive - Personal**, and work files to your company OneDrive.

You can also save to another location in the list, or add a location.




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## Design in Publisher

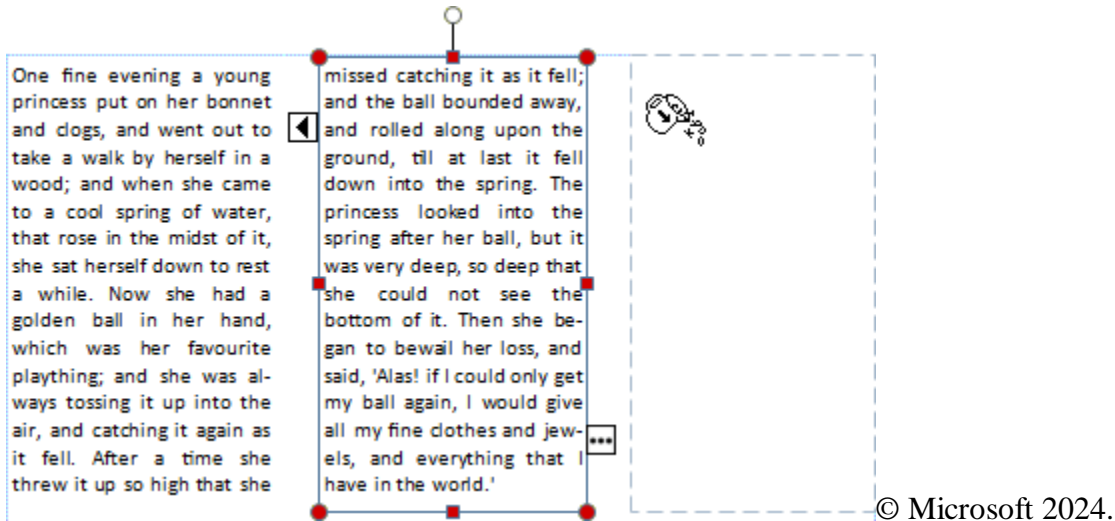
### Link text boxes

If you have too much text to fit in a text box, select or create another text box and link them.

1. Select the overflow button .

The cursor changes to a pitcher .

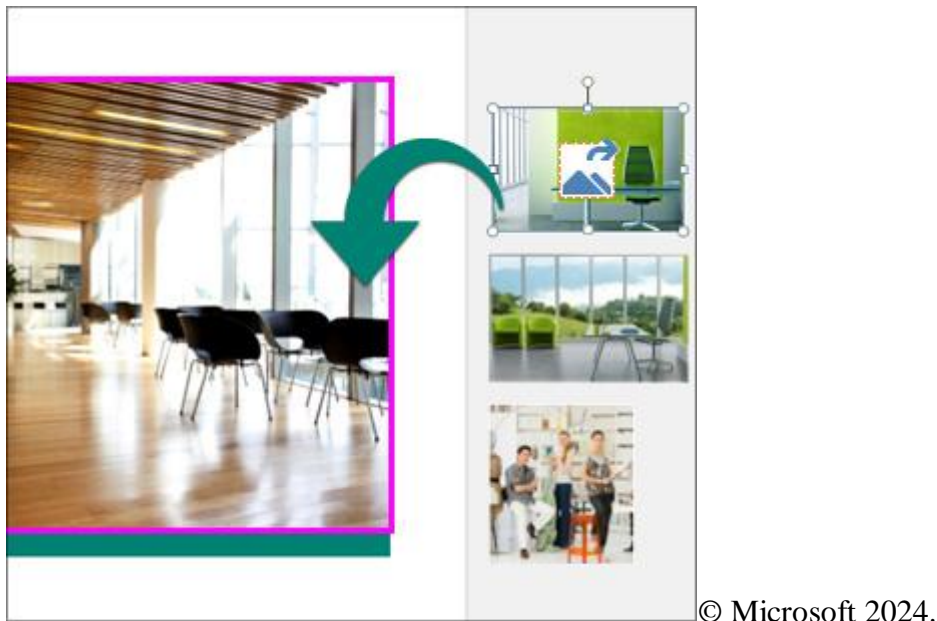
2. Select the text box you want the text to flow into, or click anywhere on the page to create a new text box for the overflow text.



### Swap pictures

Drag and swap pictures from the scratch area to your layout until you find the layout you like.

1. Select a picture.
2. Drag the picture by the mountain icon where you want it.
3. When the pink highlight appears around the picture, release the mouse button.



### Crop a picture

1. Select the picture.
2. Select **Picture Tools Format > Crop**.

3. Use the cropping handles to size the picture:
  - Drag a center handle to crop that side.
  - Hold Ctrl and drag a center handle to crop evenly on two sides.
  - Hold Ctrl+Shift and drag a corner handle to crop all four sides evenly.
4. Click outside the picture to crop.



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### Add effects to pictures

You can add effects like shadow, reflection, glow, soft edges, bevel, and 3-D rotation to pictures.

1. Select a picture.
2. Select **Picture Tools Format > Picture Effects**.
3. Select an effect: **Shadow, Reflection, Glow, Soft Edges, Bevel, or 3-D Rotation**.
4. Select the effect you want.



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## Add effects to text

You can add shadow, reflection, glow, and bevel effects to text.

1. Select the text you want to format.
2. Select **Text Box Tools Format > Text Effects**.
3. Select the type of effect: **Shadow, Reflection, Glow, or Bevel**.
4. Select the specific effect you want.



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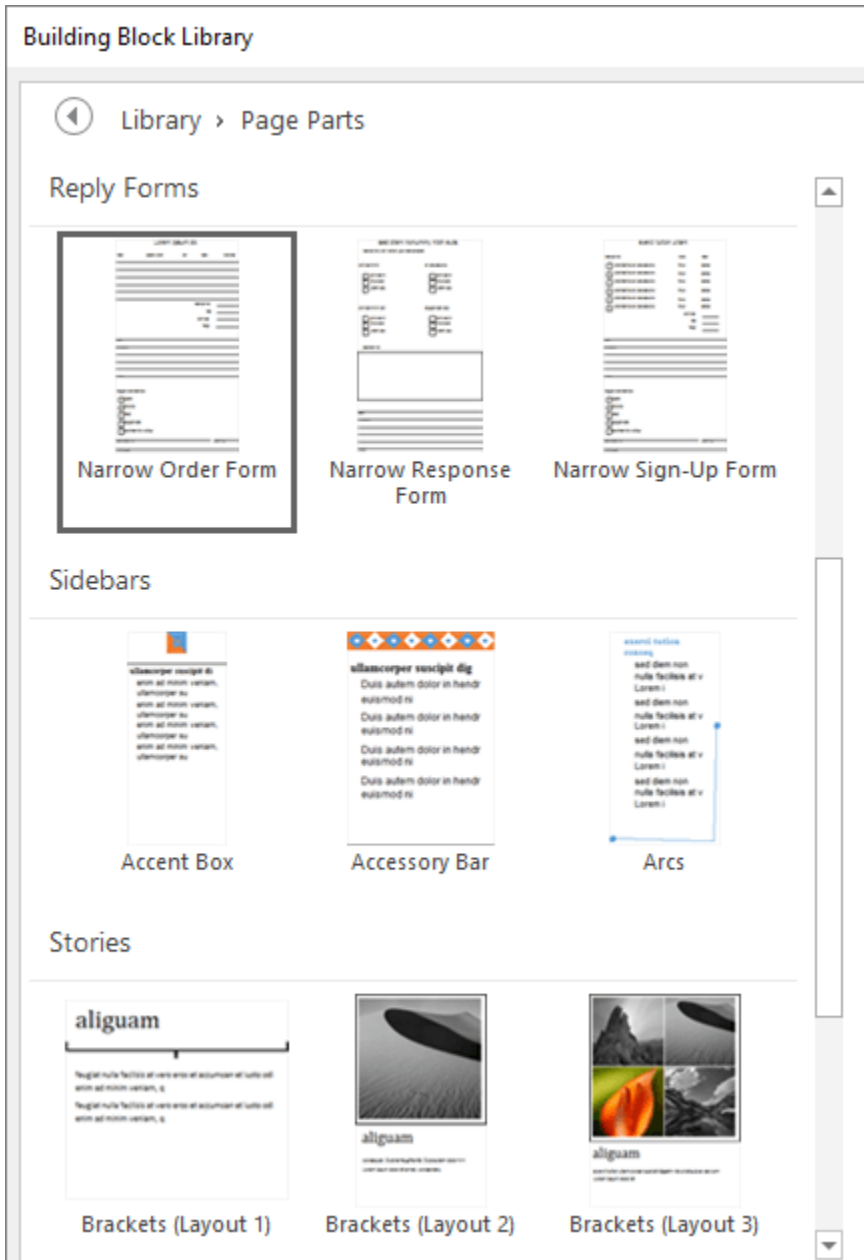
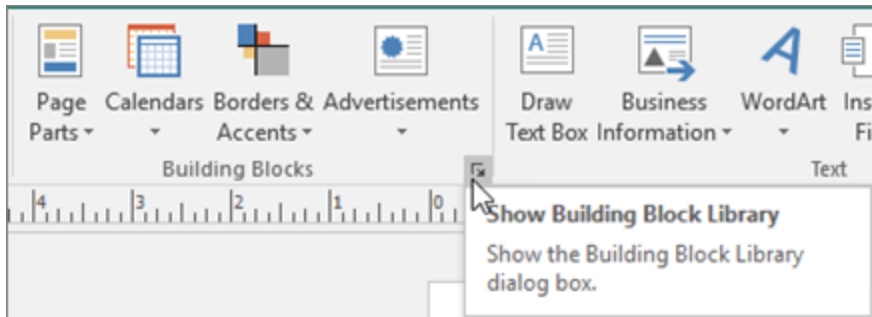
## **Add a building block**

Publisher offers hundreds of building blocks to use in your publications, like headings, calendars, borders, and advertisements.

1. Select the **Insert** tab.
2. Select a building block:
  - **Page Parts**
  - **Calendars**
  - **Borders & Accents**
  - **Advertisements**

## **See all building blocks**

- Select **Show Building Block Library** .
- Select a building block in the library, and then select **Insert**.



## Summary



Microsoft Publisher is an easy to use desktop publishing program which has elements of other popular Office applications such as MS Word, Excel, and PowerPoint. Many of the tools and options that users are familiar with are also used with Publisher, making this program much easier to learn the basics. Publisher not only offers users the ability to quickly create brochures, flyers, cards, calendars, etc., but you can use it for professional level projects such as newsletters, training guides, books, and more. Once the user understands the concept of objects and how they are used in Publisher, virtually any kind of desktop publication can be created.

Users can add images, shapes, tables, and other objects to their publications and manipulate them to create professional-looking designs. Publisher also offers features for managing page layout, arranging text and images, and preparing documents for print or digital distribution. It is commonly used by small businesses, organizations, and individuals to create marketing materials, promotional materials, and other types of printed or digital publications.

Microsoft Publisher is a desktop publishing application which allows you to professionally design and layout pages, whether they be for the Web, print publications, or both. It caters to all aspects of publishing, allowing you to create everything from business cards to brochures and posters. Traditionally aimed at entry-level users, it attempts to simplify much of the process at the expense of high-end functionality. (In other words, while beginners will be able to tackle the application with considerable success, advanced users may be hamstrung by the limited tools on offer.) It is still significantly underpowered when compared to the likes of Adobe InDesign or QuarkXPress.

## REFERENCES

Investintech (2024), *A Quick Beginner's Guide to Microsoft Publisher*

<https://www.investintech.com/resources/blog/archives/9269-microsoft-publisher-beginners-guide.html>

Microsoft (2024), *Create a publication in Publisher*, <https://support.microsoft.com/en-gb/office/create-a-publication-in-publisher-147caa5c-688d-45c7-91c5-6f20798fa829> , © Microsoft 2024.

Microsoft (2024), *Design in Publisher*, <https://support.microsoft.com/en-gb/office/design-in-publisher-1612997d-21d8-47be-b3e7-9d1de7e730b9> , © Microsoft 2024.

Sez IT, Simon (January 25, 2024) *Microsoft Publisher 365 for Beginners Training Tutorial*  
<https://www.youtube.com/watch?v=5ekdpZE-owg>

Stratvert, Kevin (August 24, 2020), *Microsoft Publisher Tutorial*  
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Technology for Teachers and Students ( Mar 26, 2018) *The Beginner's Guide to Microsoft Publisher*  
[https://www.youtube.com/watch?v=Cqo0PVhBFYI&t=20s&ab\\_channel=TechnologyforTeachersandStudents](https://www.youtube.com/watch?v=Cqo0PVhBFYI&t=20s&ab_channel=TechnologyforTeachersandStudents)

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