Supplement to SOS Workshop No. 2
Stylizing Documents with Microsoft® Office Publisher

OMSE
Office of Medical Student Education
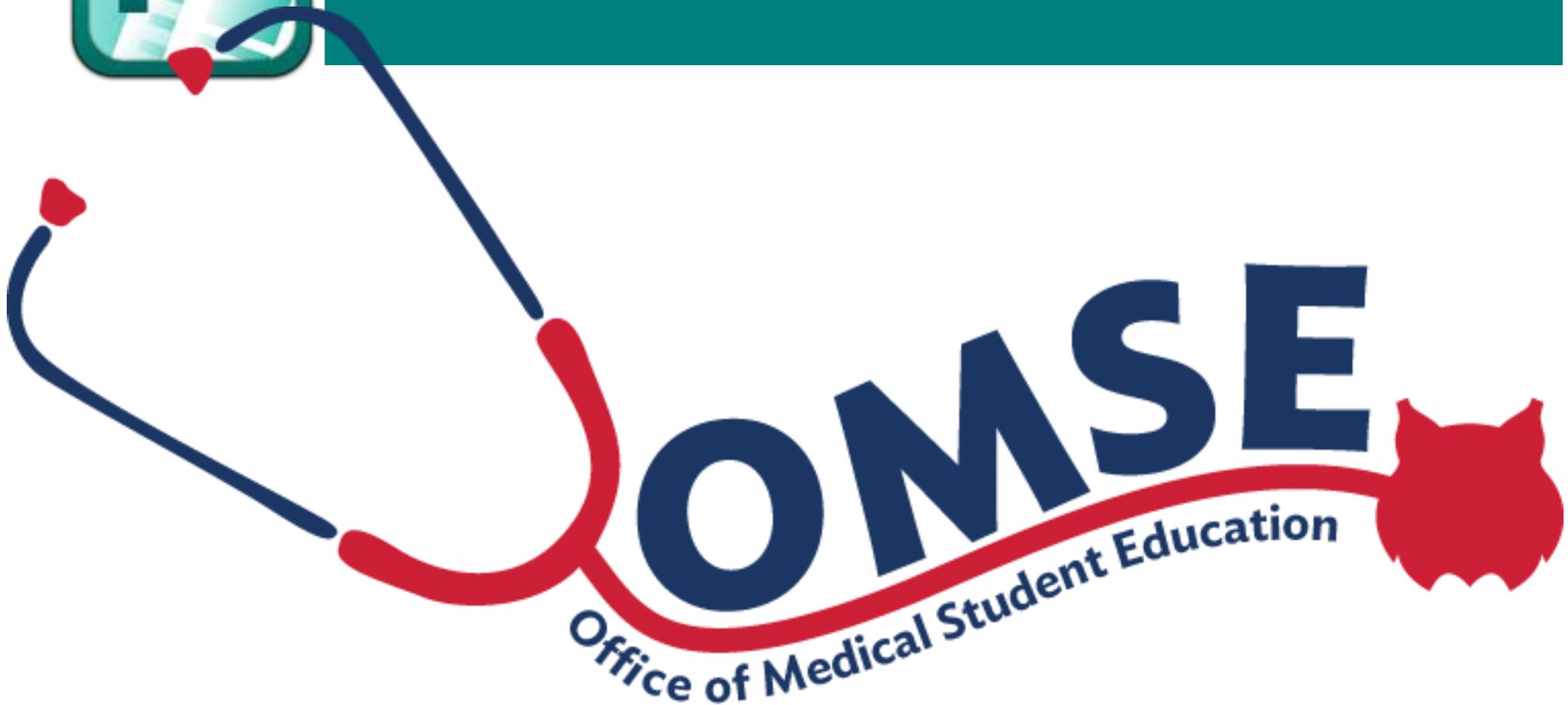
Prepared by Karen Spear Ellinwood, PhD, JD

Office of Medical Student Education Faculty instructional development

Updated 29 March 2014

Microsoft® Office Trademark Guidelines

Word icon from Softicon.com

P | Publcation2 - Microsoft Publisher

| File | Home | Insert | Page Design | Mailings | Review | View |

Save
Save As
Open
Close
Info
Recent
New
Print
Save & Send
Help
Options
Exit

Available Templates

Installed and Online Templates

← → 🏠 Home

Blank 8.5 x 11"   Blank 11 x 8.5"   More Blank Page Sizes   My Templates

Most Popular

Brochures   Business Cards   Calendars   Greeting Cards   Labels   Newsletters   Postcards
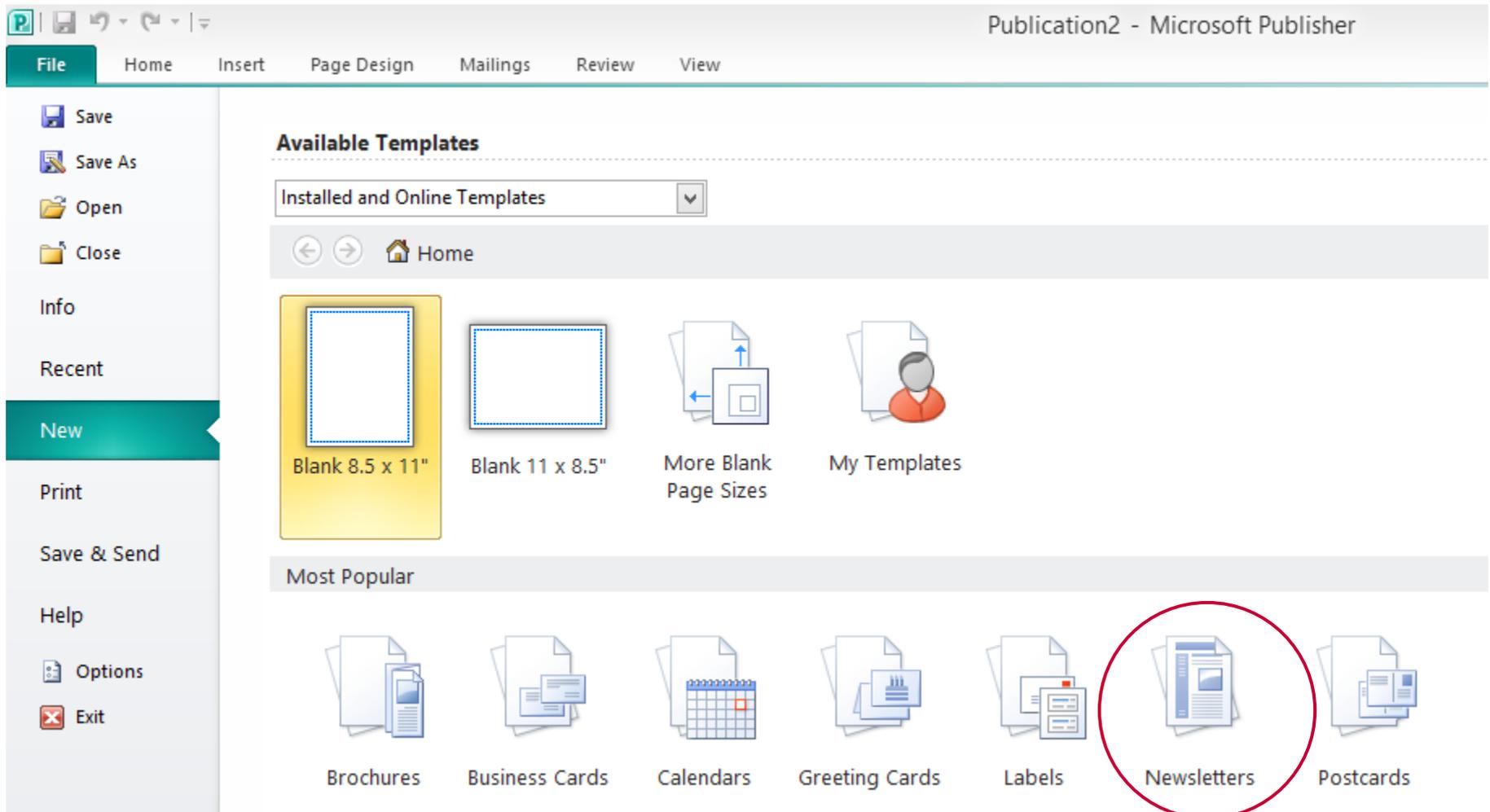
Newsletters are the most popular Publisher templates. However, brochures may be appropriate to presenting residency program information, and flyers or postcards may serve as announcements.

Select the template that has the look and feel you want, or something close to it.

Publication2 - Microsoft Publisher

File   Home   Insert   Page Design   Mailings   Review   View

Save
Save As
Open
Close
Info
Recent
New
Print
Save & Send
Help
Options
Exit

Available Templates

Installed and Online Templates

Search for templates

← → Home ▶ Newsletters

Office.com Templates

Professional services newsletter mailer

Newsletter (Expert, 2-pp., design 1)

Real estate newsletter (Contemporary, 4-...

Real estate newsletter (Estate, 4-pp., mailer)

Real estate newsletter with calendar (Estate, 4-...

Real estate newsletter (Bold, 2-pp., mailer)

Real estate newsletter with articles (Estate, 4-p...

Newsletter (Antique, 2-pp., design 1)

Newsletter (Parcel, 2-pp., design 1)

Newsletter (Scroll, 2-pp., design 1)

▶ More Office.com Templates (31)

Every Newsletter template has multiple stories laid out in text box frames.

- The feature or <u>lead</u> story is prominently placed on page 1.

- A <u>secondary story</u> may begin on page 1.

- INSIDE STORIES start on page 2 or after.

- A back page story and organization information appears on the final page.

Newsletter Title

Organization Name

Newsletter Date | Volume 1, Issue 1

Inside this issue:

Inside Story	2
Inside Story	2
Inside Story	2
Inside Story	3
Inside Story	4
Inside Story	5
Inside Story	6

Lead Story Headline

Caption describing picture or graphic.

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build awareness of you and the services you provide.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains. For example, current clients, prospects, fellow realtors, brokers,

colleagues, and members of organizations that you belong to.

You can assemble a mailing list from business cards collected at open houses, or you might consider purchasing a mailing list from a company.

If you explore the Publisher catalog you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It is recommended that you publish your newsletter at least quarterly so that it is considered a consistent source of information. Your clients and prospects will look forward to its arrival.

Special points of interest:

- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.

Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

curately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused. Examples of possible headlines include

Selling Your Home and New Office Opens Near You.

Organization Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Mobile: 555-555-5555
Fax: 555-555-5555
Email: someone@example.com

Agent's Name — Credentials

We're on the Web!
example.microsoft.com

June 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

YOUR BUSINESS TAG L

Page 2

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional

tor is making it useful to your readers.

A great way to add useful content to your newsletter is

write topic cle Muc

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and

ing a home.

If space is available, thi

The thing to remember about Publisher is EVERYTHING is an OBJECT.

New Page · Pictures · Online Pictures · Chart · CAD Drawing · Container · Callout · Connector · Hyperlink · Text Box · ScreenTip · Object & Time · Field · Symbol

Pages   Illustrations   Diagram Parts   Links   Text
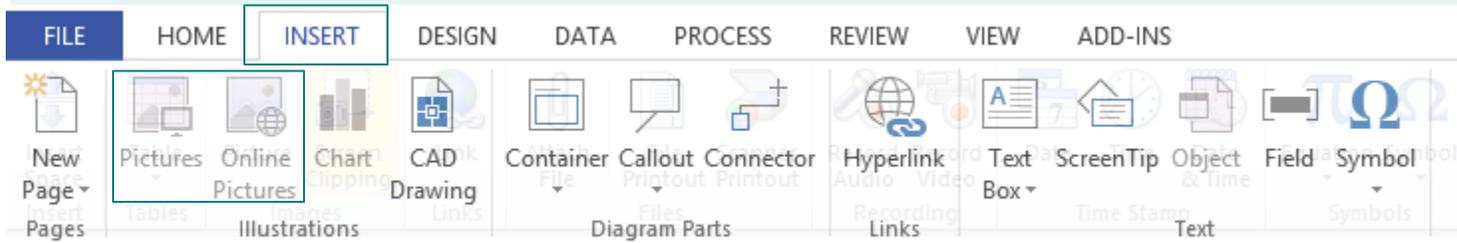
- This means that to type text, you must first create or insert your cursor on an existing TEXT BOX.

- Images and graphs or graphics are objects as in any other Microsoft Application. To place an image on the page:

  - REPLACE an existing template image by RIGHT CLICKING on the picture and selecting CHANGE PICTURE. Change in this application does not mean, modify. It means REPLACE.

  - Insert a NEW image by clicking on PICTURES on the INSERT menu above.

  - If you have made an error in resizing the picture, click RESET PICTURE.

- Note that the UA license for Visio is 2013, not 2010. So, you will see a direct link to pictures online on the INSERT menu.

- The benefit of this object-based application is that when you send it to someone else or you save as a PDF, the objects do NOT move around. They remain exactly where you placed them. This avoids the problem we often have with Word documents.
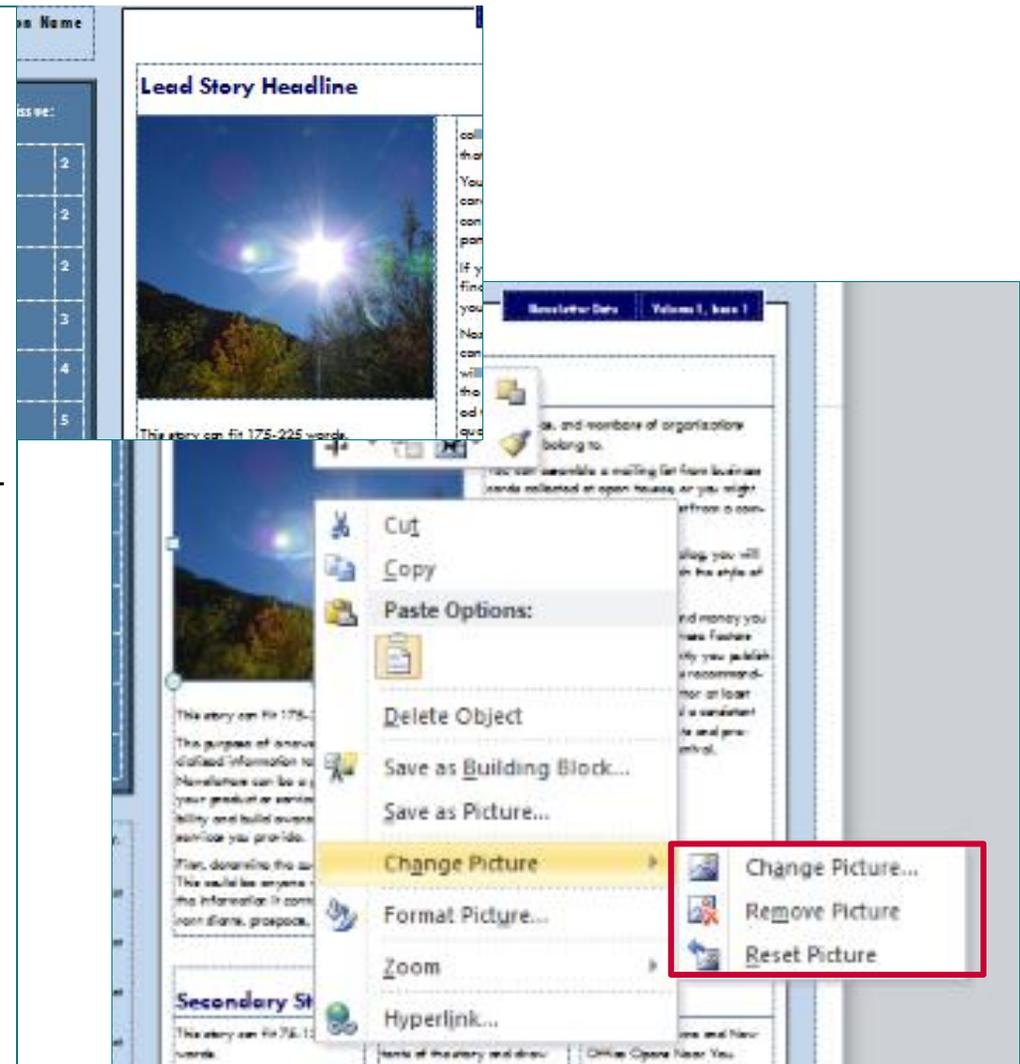
Formatting pictures is easy.
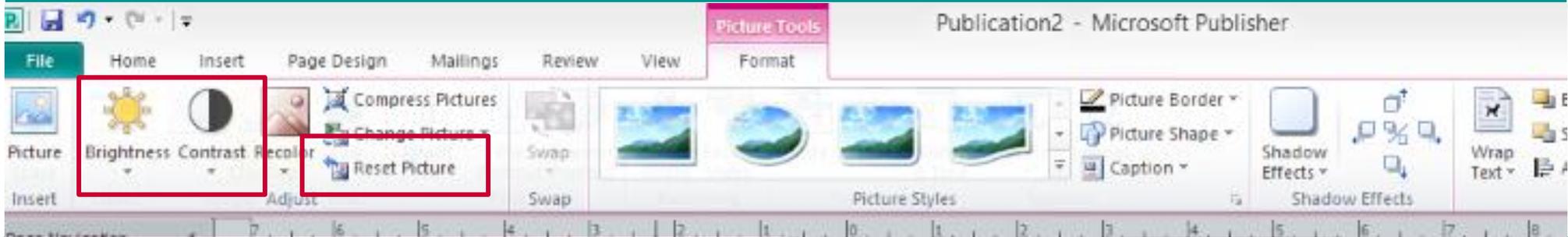
There are two ways to format a picture. Both of these menus have BRIGHTNESS and CONTRAST controls and allow you to recolor the picture, add a border, etc. Both include a Reset button.

1) Select the picture with your mouse and RIGHT CLICK; then, select FORMAT PICTURE.

The window at right will pop up and you can change the width and COOR and style of LINES surrounding the picture, the size of the picture, the LAYOUT on the page and its relationship to other objects. Press OK when you're done and this pop-up disappears and the picture now has the new formatting attributes you selected.

2) Select the picture with your mouse and notice the color highlighted MENU TAB – FORMAT PICTURE.

   Click on that tab, and then select the features or attributes you want to change.
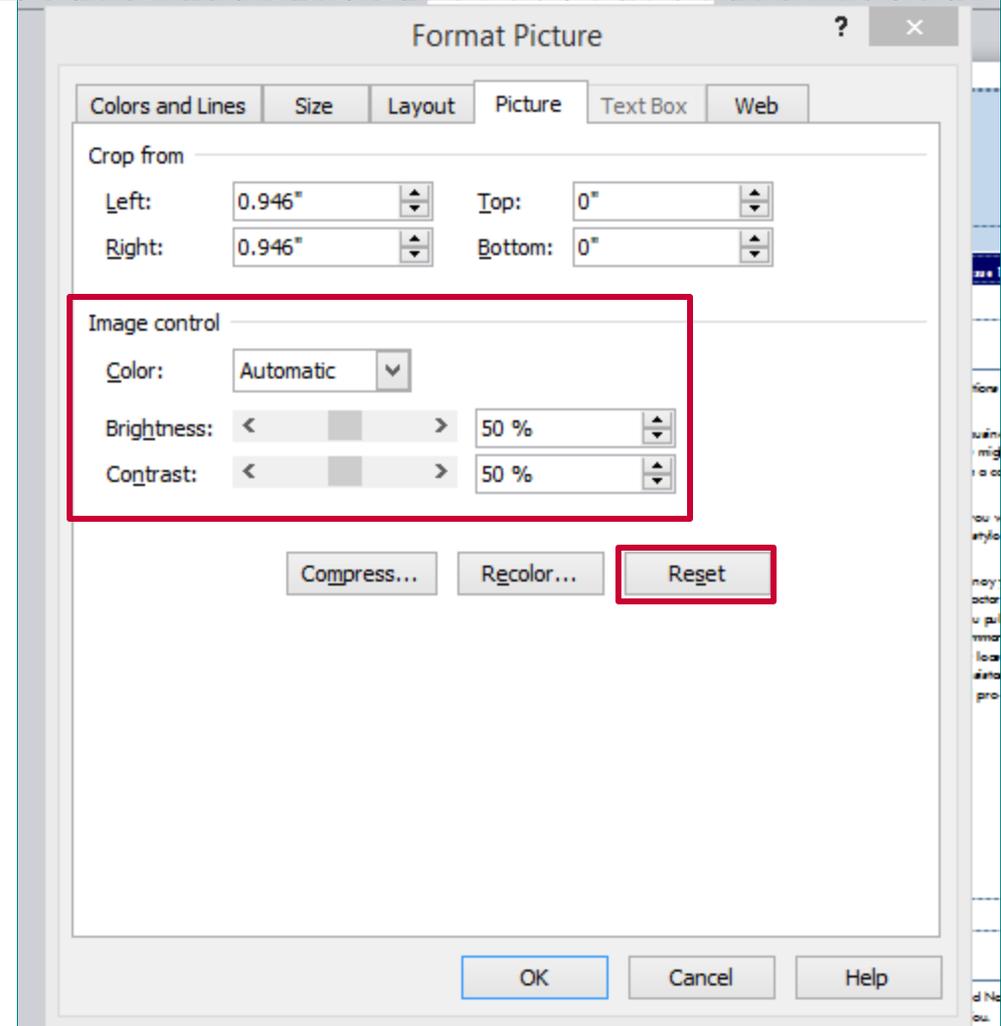
Making sure the size of the picture maintains proportions.

Picture Tools
Format

Publication2 - Microsoft Publisher

Picture Border ▾
Picture Shape ▾
Caption ▾
Picture Styles

Shadow Effects ▾
Shadow Effects

Wrap Text ▾

Bring Forward ▾
Send Backward ▾
Align ▾
Group
Ungroup
Rotate ▾
Arrange

Crop
Fit
Fill
Clear Crop
Crop

2.51"
2.63"
Size
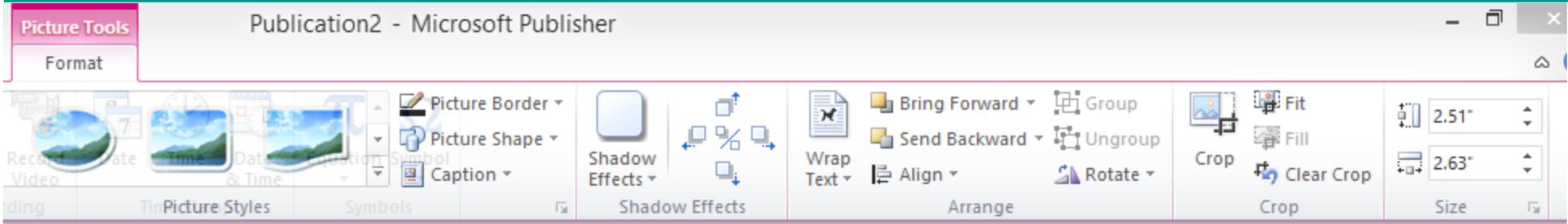
1) Note the original size of the image is at the bottom, next to the "Reset" button.

2) You can maintain the proportion of an image to avoid distortion by clicking the "Lock aspect ratio" box.

- You can resize the image in proportion to its original size by clicking the "Relative to original picture" box. This means that you simply select the percentage of height and width to "scale" the image upward or downward.

- In the example at right, the picture has been scaled down to 37% of its height and 37% of its width.

3) This translates to an actual size of 2.505" x 2.632".

4) If you want to return to the original size and proportions, simply click the "**Reset**" button at bottom right of the window.

Format Picture

Colors and Lines | Size | Layout | Picture | Text Box | Web

Size and rotate

Height: 2.505"   Width: 2.632"

Rotation: 0°

Scale

Height: 37 %   Width: 37 %

☑ Lock aspect ratio
☑ Relative to original picture size

Original size

Height: 6.7"   Width: 8.93"   Reset
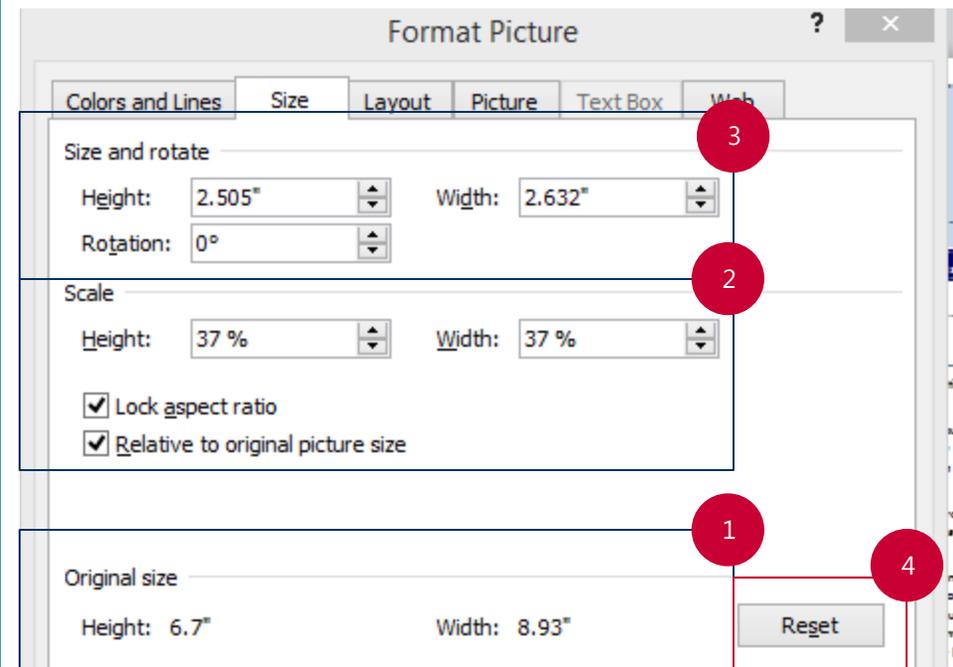
Recolor pictures or create transparency

BEFORE

AFTER

RE-COLORED

Picture Tools
Format

Page Design   Mailings   Review   View

Compress Pictures
Change Picture
Reset Picture

Recolor   Swap

No Recolor

Color Modes

Dark Variations

Light Variations

More Variations...

Set Transparent Color

Set Transparent Color

Make a color in the current picture transparent.

When you click a pixel in the current graphic, all pixels of that specific color become transparent.

NOTE: This functionality also appears in Microsoft® Office PowerPoint and to some extent in Microsoft® Office Publisher.

Create placeholders for images or insert images into placeholder

File **Home** **Insert** **Page Design** **Mailings**

Page Space | Catalog Pages | Table | Picture Clipping | Clip Art | Shapes | Picture Placeholder

Pages | Tables | Illustrations | Files

- Go to the INSERT menu. Click on Picture Placeholder. Resize and position where you would like the image to appear.
- If this is a template, then leave the placeholder as is.
- If you want to insert an image in the placeholder, click the center picture icon and the window showing images on your computer will appear. Select the image you want, then click INSERT.

Insert Picture

« Windows (C:) ▶ Users ▶ JB ▶ Pictures ▶ DesertScapes

Search DesertScapes

Organize   New folder

- Desktop
- Homegroup
  - Karen
- This PC
  - Desktop
  - Documents
  - Downloads
  - jbstearns1885@li
  - Music
  - Pictures
  - ree@yourbestdef
  - Videos
  - Windows (C:)
  - Recovery Image (

100_1551   100_1563

Sabino_Raza_Girls (66)   Sabino_Raza_Girls (68)

Sabino_Raza_Girls (72)   Sabino2013 (37)

Select a file to preview.

File name: All Pictures

Tools   Insert   Cancel

Insert calendars to highlight upcoming event dates

Organization information can be entered automatically (INSERT menu)

- You should enter your organization name _ College of Medicine, Department of _____ or Office of _____ using the INSERT menu.

- Click on the Business Information tab.

- If you've never entered this information before, all of the fields will be blank.

- Fields include the individual's name (perhaps yours or your director's name), the position or title, organization name (College of Medicine), address, phone/fax/email, and a tagline (example, "Academic medicine is smart medicine.")

- You can also add a logo.

- Click on Edit business information and provide the info above.

- Then, RIGHT CLICK to see the menu choices for inserting the information. à

What do those arrows on the outline of my text box mean?

1) The left-facing arrow tells you the story did not begin in that text box. It began in another text box that is positioned before this one. The previous text box could be next to the text box you've selected, OR it could be on a previous page of the document.

- The right-facing arrow tells you the story does not end in the text box you've selected. It continues on in another text box, which could be next to the one you've selected or on the same or subsequent page in the document.

- If you click on one of these arrows, your cursor will "land" on the previous or subsequent text box, depending on whether you clicked on the left-facing or right-facing arrow.

2) You can also direct your story to continue in a subsequent text box.

- If you fill the text box with text, to the point where it is full and you can no longer see the text you are typing, the corners and midpoints on the border of the box will become red dots and an ellipses (…) will appear near the bottom, right corner.

- Click the ellipses and it turns into a steaming coffee cup, filled to the brim.

3) Then go to the place where you want the story to continue and click the coffee cup – set it down on the page. A new text box will automatically appear and it will contain the remaining text from the original text box.

Interface with other applications

You can insert charts that you have created in Excel.

You can SAVE Microsoft® Office Publisher documents as PDFs. This makes it easier to share or upload online for others to access.

You can create graphics in Microsoft® Office PowerPoint, including copy ClipArt or SmartArt or other images or objects and paste them into Publisher, or Save them as pictures (jpg's or png's) and insert them as pictures.

You can create graphics, organizational charts, flow charts, etc., in Microsoft® Office Visio 2013, and save these as higher resolution graphics. Then insert them as pictures in Publisher.

You can write text in Microsoft® Office Word or copy text from an existing document and paste it into a text box in Publisher. This helps save time by not requiring you to retype the text. It might require that you create a continuing text box (see preceding page) to accommodate longer documents.

Interface with Scribd

- Scribd is a FREE, online host of electronic books, newsletters and magazines.
- I use this to host my Med/Ed eNews – a newsletter that carries articles on educational strategies for faculty and residents and summarizes the presentations given in the FID Series, as well as links faculty to social media or online support for teaching.
- You create a FREE account. Then, upload the PDF of the Publisher newsletter or other document.
- Scribd will provide you a code to embed it in your website (1).

Or you can distribute the e-newsletter by sharing the link in an announcement, email or Mail Chimp campaign.

Interface with mobile devices

To get you started with thinking about the interface between Microsoft Word and other applications, check out the following:

- **Haiku Deck** allows you to locate royalty free and most of the time FREE photographs that you can use to enhance your document. Using these images avoids copyright issues because Haiku Deck pulls these from users and Copyright Commons. This requires membership, but membership is FREE. You can use Haiku Deck to create presentations as well. The application can be used online from your desktop computer as well as from your iPad or iPhone.

- **One Note** allows you to take screen clippings of the screen and insert these into WORD by using the CNTRL + V function. (Word also has this feature, but you can't take a screen clipping of WORD with WORD.)

- **Mobile Apps for iPad & iPhones** There are many applications (apps) for iPad and iPhones that are compatible with Word and other office applications. If you are in a meeting and need to continue working on a document, you can send it to your Dropbox or Box.com and access the document on your mobile device. You can view it there, if that's all you need to do; or you can open it in an editing app such as Pages or Docs.

GO!

Go to Haiku Deck on the web

FREE   **$$$**

Go to App Store to find Apps

Documents

Pages

Notability

$2.99 Buy

Free

This app is designed for both iPhone and iPad
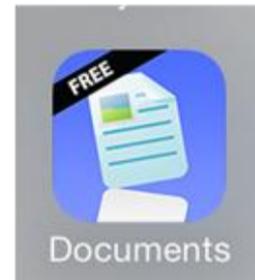
Interface with mobile applications

For example: Apps that are designed for:

- Producing documents of different types

- Creating drawings or graphics

- Calendaring appointments, creating reminders

The thing about the App Store is that you don't have to search for individual apps.

You can search by CATEGORY, that is, you can look for collections of apps that do certain things.

Don't forget that the basic NOTEPAD on your iPhone or iPad allows you to take notes
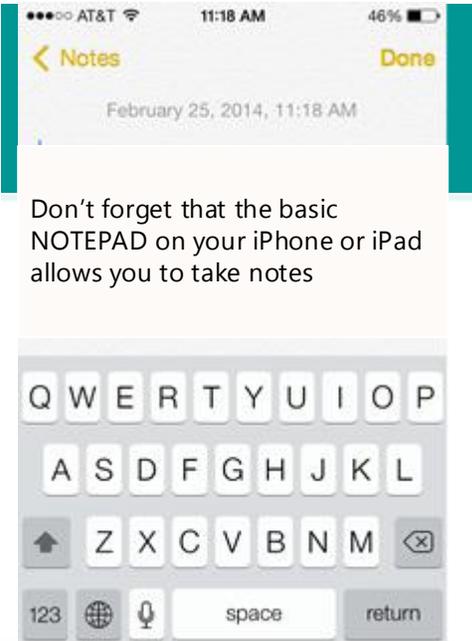
App Store › Productivity › Work Smarter

Work Smarter

IFTTT
Productivity
Free

Launch Center Pro
Productivity
$4.99

Quip
Productivity
Free

Business Card Reader Pro
Business
$6.99

Scanner Pro by Readdle
Business
$2.99

Gneo
Productivity
$9.99

Notability
Productivity
$2.99

PDFpen Scan+ with OCR, PDF...
Business
$4.99

Mileage Log+
Business
$9.99

Soulver - the notepad...
Productivity
$1.99

Don't forget to look at iTunes Collections!

GET STUFF DONE

APPS FOR PRODUCTIVE PEOPLE