

Contents at a Glance

| | |
|--------------------------------------------------------------------|------------|
| <i>Introduction</i> | 1 |
| <i>Part I: Getting Acquainted with Publisher 2007</i> | 9 |
| Chapter 1: Own the Printing Press | 11 |
| Chapter 2: Success by Design | 31 |
| Chapter 3: Basic Training | 41 |
| <i>Part II: Mark This Page</i> | 69 |
| Chapter 4: Working with Pages | 71 |
| Chapter 5: Objects and Frames | 99 |
| <i>Part III: 10,000 Words, One Maniac</i> | 133 |
| Chapter 6: Getting the Word | 135 |
| Chapter 7: Editors Are Bought, Not Born | 171 |
| Chapter 8: Vintage Type: The Corkscrew, Please | 203 |
| <i>Part IV: A Picture Is Worth \$6.95</i> | 219 |
| Chapter 9: You Ought to Be in Pictures | 221 |
| Chapter 10: Color by the Numbers | 251 |
| Chapter 11: Grappling with Graphics Manager | 263 |
| <i>Part V: Proof Positive</i> | 271 |
| Chapter 12: Final Checks | 273 |
| Chapter 13: Printing, Print Shops, and Paper | 287 |
| <i>Part VI: Publishing on the Internet</i> | 303 |
| Chapter 14: Weaving a Web Site | 305 |
| Chapter 15: Getting Published (On the Internet) | 319 |
| <i>Part VII: The Part of Tens</i> | 325 |
| Chapter 16: Ten Great Design Ideas | 327 |
| Chapter 17: Ten Design Blunders | 331 |
| Chapter 18: Not Quite Ten Things to Check before Printing | 335 |
| Chapter 19: Ten Questions for Your Print Service | 339 |
| Chapter 20: Ten Ways to Save on Printing Costs | 343 |
| <i>Index</i> | 347 |

Table of Contents

***Introduction*..... 1**

| | |
|------------------------------------------------------|---|
| About This Book..... | 2 |
| Conventions Used in This Book | 2 |
| Foolish Assumptions | 3 |
| How This Book Is Organized..... | 4 |
| Part I: Getting Acquainted with Publisher 2007 | 4 |
| Part II: Mark This Page..... | 5 |
| Part III: 10,000 Words, One Maniac..... | 5 |
| Part IV: A Picture Is Worth \$6.95 | 5 |
| Part V: Proof Positive..... | 5 |
| Part VI: Publishing on the Internet..... | 6 |
| Part VII: The Part of Tens | 6 |
| Icons Used in This Book..... | 6 |
| Where to Go from Here..... | 7 |

***Part I: Getting Acquainted with Publisher 2007*..... 9**

Chapter 1: Own the Printing Press 11

| | |
|--------------------------------------------------------------------------------|----|
| When Should You Use Microsoft Publisher 2007? | 11 |
| How Desktop Publishing Works | 12 |
| The Design Process..... | 15 |
| Storyboarding..... | 15 |
| Assembling a page..... | 17 |
| Printing a page..... | 18 |
| Getting Out of the Gate with Publisher | 18 |
| Just the fax, ma'am: Creating a fax cover sheet the quick and easy way..... | 20 |
| Fun facts about Publisher templates and the Publisher Tasks pane | 22 |
| Meet the publication types | 24 |
| Create your own templates..... | 29 |

Chapter 2: Success by Design 31

| | |
|-------------------------------------|----|
| Know Your Audience | 31 |
| Where Others Have Gone Before | 32 |
| The Keys to Design Success | 34 |
| Desktop Style Resources..... | 38 |
| Everything Costs Money..... | 38 |

| | |
|----------------------------------------------------------------|-----------|
| Chapter 3: Basic Training | 41 |
| Launch Time | 41 |
| What's All This on the Screen? | 42 |
| Options and More Options | 47 |
| Help Yourself..... | 52 |
| Finding a topic | 54 |
| Inch by inch; step by step | 55 |
| Things You Can Do with Files | 56 |
| Playing with files on the outside | 56 |
| Starting a publication..... | 57 |
| Opening remarks | 59 |
| Finding files | 60 |
| Saving your files means never having to say you're sorry | 61 |
| Canning templates..... | 65 |
| Nag me | 66 |
| Close calls..... | 66 |
| Shut Down without Crash-Landing | 67 |

Part II: Mark This Page

| | |
|--------------------------------------------|-----------|
| Chapter 4: Working with Pages | 71 |
| In the Beginning: The Page..... | 71 |
| Moving from page to page..... | 72 |
| Scrolling within a page..... | 73 |
| Changing What You See On-Screen..... | 73 |
| Two-page spreads..... | 74 |
| Whole Page and Page Width views | 74 |
| Zooming around | 76 |
| Lining Things Up | 77 |
| Margin and grid guides | 77 |
| Ruler guides | 80 |
| Snap to it!..... | 81 |
| Using Virtual Rulers | 82 |
| Creating Master Pages | 83 |
| Mastering the Master page..... | 84 |
| Working with multiple Master pages | 85 |
| Adding Master page objects | 87 |
| Suppressing Master page objects | 91 |
| Adding and Deleting Pages | 92 |
| Adding pages..... | 92 |
| Deleting pages..... | 94 |
| Modifying the Page Layout | 96 |

| | |
|--------------------------------------------|------------|
| Chapter 5: Objects and Frames | .99 |
| Being Framed Is a Good Thing..... | 100 |
| Creating frames..... | 100 |
| Selecting frames and objects | 105 |
| Editing frames | 108 |
| Filling frames..... | 110 |
| Moving and resizing frames | 110 |
| Adding In Your Business Info..... | 113 |
| Drawing Isn't Just for Preschoolers..... | 116 |
| Understanding object properties | 119 |
| Using the Format Painter..... | 123 |
| Aligning and positioning objects | 123 |
| Building layers on top of your layers..... | 125 |
| Wrapping Text around Objects | 126 |
| Creating regular text wraps..... | 126 |
| Fine-tuning text wraps | 128 |
| Grouping Objects | 130 |

Part III: 10,000 Words, One Maniac **133**

| | |
|-------------------------------------------------|-------------|
| Chapter 6: Getting the Word | .135 |
| Getting Into the Details of Text Boxes | 136 |
| Typing text | 136 |
| Pasting text from the Clipboard | 139 |
| Importing text | 140 |
| Exporting text | 142 |
| Word up | 143 |
| Let Me Tell You a Story..... | 145 |
| Forming, reforming, and deforming stories | 145 |
| Connecting text boxes | 146 |
| Moving among the story's frames..... | 148 |
| Autoflowing text | 149 |
| Rearranging chains..... | 150 |
| Deleting stories..... | 152 |
| Editing story text..... | 152 |
| Adding Continued notices..... | 153 |
| Aligning Your Text with Table Frames..... | 155 |
| Moving around in tables..... | 156 |
| Creating a table frame..... | 157 |
| Modifying tables | 158 |
| Working with table text..... | 163 |
| Using Excel tables | 167 |
| Accessing tables in Access | 169 |

Chapter 7: Editors Are Bought, Not Born171

| | |
|--------------------------------------|-----|
| Tricks of the Editing Meisters..... | 172 |
| Movin' and groovin' | 172 |
| Selection tricks | 174 |
| Drag and drop | 174 |
| Symbols | 175 |
| Tools of the Editing Meisters..... | 177 |
| Hide and seek: Find and Replace..... | 177 |
| Can you check my spelling?..... | 182 |
| Hyphenation..... | 184 |
| Text Formatting | 185 |
| The Formatting toolbar | 185 |
| Character formatting | 187 |
| Paragraph formatting..... | 191 |
| Text box formatting..... | 200 |

Chapter 8: Vintage Type: The Corkscrew, Please203

| | |
|-------------------------------------------|-----|
| About Type and Fonts | 203 |
| Font styles | 204 |
| A primer on buying fonts | 208 |
| Selecting fonts in your publication | 210 |
| Typography 101..... | 211 |
| WordArt | 214 |
| Other Special Text Effects | 216 |

Part IV: A Picture Is Worth \$6.95219**Chapter 9: You Ought to Be in Pictures221**

| | |
|----------------------------------------------|-----|
| Understanding More about Picture Frames..... | 221 |
| Getting Yours | 222 |
| Using the Clip Art task pane | 223 |
| Using the Clip Organizer..... | 225 |
| Inserting picture files | 228 |
| Scanning pictures | 229 |
| Modifying pictures | 230 |
| Working with Different Picture Types..... | 234 |
| Painted versus drawn graphics | 235 |
| Paint with Microsoft Paint..... | 236 |
| Draw with Publisher 2007..... | 238 |
| Say OLE! | 239 |
| Using the Design Gallery | 240 |
| Using the Content Gallery | 242 |
| Tracking Down Other Picture Sources | 244 |

| | |
|----------------------------------------------------------------------|----------------|
| Inserting PowerPoint Slides into Publisher | 245 |
| More on Scanning..... | 245 |
| Reviewing File Formats..... | 248 |
| Chapter 10: Color by the Numbers | 251 |
| Understanding How Color Improves Your Page..... | 251 |
| Defining Color | 252 |
| Color Models..... | 252 |
| Changing the Color Scheme..... | 256 |
| Printing in Color | 257 |
| Process color (full-color) printing..... | 258 |
| Spot color printing | 259 |
| Color Matching | 260 |
| Matching process color | 261 |
| Matching spot color | 261 |
| Chapter 11: Grappling with Graphics Manager | 263 |
| Summoning the Graphics Manager Task Pane | 264 |
| Pinpointing Your Pictures | 265 |
| Embedding and Linking Pictures | 266 |
| Changing the Way Pictures Appear in Your On-Screen Publication | 268 |
| Getting the Details..... | 269 |
| Part V: Proof Positive | 271 |
| Chapter 12: Final Checks | 273 |
| The Eyes Have It..... | 273 |
| The Design Checker | 274 |
| Word-Fitting Techniques | 276 |
| Copyfitting..... | 277 |
| Adjusting spacing in headlines..... | 277 |
| Getting words to fit in text boxes | 279 |
| Hyphenating and justifying text | 280 |
| Page Improvements | 281 |
| Special page elements..... | 281 |
| Drawn objects | 283 |
| Borders and shading..... | 283 |
| Special symbols | 284 |
| Chapter 13: Printing, Print Shops, and Paper | 287 |
| Printers and Output Quality | 287 |
| Selecting the Target Printer | 289 |

| | |
|--------------------------------------|-----|
| Printing Your Pages..... | 291 |
| The Print dialog box..... | 291 |
| The Print Setup dialog box..... | 293 |
| Tips for printing..... | 293 |
| Using Outside Printing Services..... | 293 |
| Working with an outside service..... | 294 |
| Avoiding problems..... | 297 |
| Setting Up for Outside Printing..... | 298 |
| Selecting paper..... | 299 |
| Using paper as a design element..... | 300 |
| More Printing Resources..... | 301 |

***Part VI: Publishing on the Internet*303**

Chapter 14: Weaving a Web Site305

| | |
|-------------------------------------------------|-----|
| Understanding What a Web Site Is..... | 305 |
| Using the Easy Web Wizard..... | 306 |
| Adding Color and Texture to the Background..... | 311 |
| Adding Text or Picture Objects..... | 315 |
| Adding text..... | 315 |
| Adding pictures..... | 315 |
| Adding and Removing Hyperlinks..... | 316 |
| Adding hyperlinks..... | 316 |
| Removing hyperlinks..... | 317 |

Chapter 15: Getting Published (On the Internet)319

| | |
|--------------------------------------------------------|-----|
| Previewing Your Web Site..... | 319 |
| Publishing Your Web Site..... | 320 |
| Publishing to a Web location..... | 321 |
| Publishing your Web site by using an FTP location..... | 322 |
| Publishing to a folder on your computer..... | 324 |

***Part VII: The Part of Tens*325**

Chapter 16: Ten Great Design Ideas327

| | |
|--------------------------------------------------------|-----|
| Borrow the Best Ideas of Others..... | 327 |
| Design the Publication with Your Audience in Mind..... | 327 |
| Use a Design Grid..... | 327 |
| Use Pictures Well..... | 328 |
| Check Out the Design Gallery..... | 328 |
| Use Master Pages..... | 328 |

| | |
|------------------------------------------------------------------------------|------------|
| Keep It Simple, Silly!..... | 328 |
| Create Templates and Use Them | 328 |
| Use Multicolumn Text Boxes | 329 |
| Live with Your Designs Awhile | 329 |
| Chapter 17: Ten Design Blunders | 331 |
| Not Designing Your Publication for the Right Audience | 331 |
| Not Communicating with Your Print Service Early in the Project | 331 |
| Using the Wrong Printer Driver | 332 |
| Using Too Little White Space..... | 332 |
| Making Your Publication Too Complicated | 332 |
| Making Your Pages Too Boring!..... | 332 |
| Printing Too Many or Too Few Copies | 332 |
| Designing a Publication That's Too Expensive..... | 333 |
| Violating Copyright Laws | 333 |
| Scanning Your Files at the Wrong Resolution..... | 333 |
| Chapter 18: Not Quite Ten Things to Check before Printing | 335 |
| Give Color Separations to Your Print Service | 335 |
| Show Your Publication Around | 335 |
| Use the Pack and Go Wizard..... | 336 |
| Give Your Print Service All Original Materials | 336 |
| Run the Design Checker | 336 |
| Specify the Correct Printer Driver | 336 |
| Use Printing Marks on Master Copies | 336 |
| Check for the End of the Story | 337 |
| Chapter 19: Ten Questions for Your Print Service | 339 |
| Do You Work with Microsoft Publisher 2007? | 339 |
| How Do You Want to Receive My Files? | 339 |
| What's Your Usual Turnaround Time?..... | 340 |
| What Kind of Imagesetter Do You Use? | 340 |
| Which Kind of Equipment Do You Have in Your Shop?..... | 340 |
| Do You Have the Fonts in My Publication? | 340 |
| Do You Have the Creator Applications for the EPS Graphics I Create? | 340 |
| How Much Do You Charge?..... | 341 |
| Can You Outsource the Work You Can't Do? | 341 |
| Can You Give Me Some References? | 341 |
| Chapter 20: Ten Ways to Save on Printing Costs | 343 |
| Talk to Your Print Service | 343 |
| Choose an Appropriate Print Service..... | 343 |
| Solicit Three Written Bids for a Print Job | 344 |
| Make a Careful Paper Selection..... | 344 |

| | |
|--------------------------------------------------------------------------|----------------|
| Provide Your Print Service with Everything It Needs..... | 344 |
| Ask for a Cash Discount | 344 |
| Don't Print Close to Your Deadline | 344 |
| Use Special Paper to Print in Color without Having to Print in Color ... | 345 |
| Use a Print Broker for Large or Expensive Print Jobs | 345 |
| Minimize the Amount of Setup Work Your Printer Must Do..... | 345 |
| <i>Index</i> | 347 |