PUBLISHER AND OUTLOOK

SPRING 2011

WHAT IS PUBLISHER?

- It is the business publishing and marketing materials software.
- It helps you create, design, and publish professional marketing and communication materials.
- Users can create materials for print, e-mail, and the Web using the same familiar user interface in other programs in the Microsoft Office System.
- Some of its features are:
  - Expanded selection of publication designs and publication types to help users create polished, professional-looking publications for print, Web, and e-mail distribution.
  - Enhanced layout and graphics features to give users better control over how they design their publications.
  - Mail and Catalog Merge Wizard allows users to use information that is stored in a data source, such as a spreadsheet, table, or database, to create a wide range of publications.

WHAT IS PUBLISHER? (CONT.)

- Web Site builder creates professional-looking Web sites that are customized for the user needs.
  - Publisher provides new and enhanced features for creating, editing, publishing, and updating Web sites.
- Designs for publications that users can send as e-mail messages.
  - Users can create and send a wide variety of attractive, high-impact publications in e-mail.
- Improved commercial printing features to make it easier for users to get professional output of their publications.
- Enhances the publisher workspace by allowing users to complete common tasks such as re-arranging pages, finding and replacing text, and enhanced zooming.

CREATING A NEW PUBLICATION

- It is done easily through the use of publication designs.
- A publication design gives users the structure for creating brochures, calendars, etc.
- To create a publication you must:
  - Publication type
  - Design
  - Enter graphics and text
  - Customize it

CREATING A NEW PUBLICATION (CONT.)

- You can use different techniques to make a publication:
  1. ***Select a Publication Design***
     - Under **Publication Types**, there are many categories to choose from.
  2. ***Search for a publication design at Microsoft***
     - In the **Search for Templates** text box, you can search for a publication on the Microsoft Website.
  3. ***Use a template you created***
     - By clicking **My Templates**, you will see a list of your own previously made templates. They have to be saved as Templates
  4. ***Begin from another publication***
     - Create a publication by beginning from one you've already designed.

SELECT A PUBLICATION DESIGN

- Follow these steps:
  1. Under the **File** tab, click **<u>New</u>**. This will display different types of publication on the right side.

  2. Click on a publication type that you like. This will display the outer section of the publication. It gives you several options for publications such as:
     - Business Cards
     - Catalogs
     - Resumes
     - Etc.

PUB: PRACTICE #1

1. Create a brochure advertising your subject using the **Modular Informational Brochure** style.

CREATING A NEW PUBLICATION

3. In the **Page Size** section (under **Options**), select the desired page size.
   - The number of panels depends on the publication and subtype selected.
   - The page size will be adjusted according to the number of panels selected.
4. Put a checkmark in the **Customer Address** checkbox, if you want to include the customer address (Regardless, the business address will be displayed).
5. In the **Form** section (under **Options**), select whether the inner section of the brochure will contain forms to be filled out, or if they will be merely informational.
6. Click the **<u>Create</u>** button. This will create your publication and then you can start filling out the information by double-clicking in a section that has the sample text.

PUB: PRACTICE #2

1. Select the page size of 3 panels.
2. Fill out the primary business information for your school including school name, phone number, address, fax number, and e-mail address. You can use fictitious names, addresses and numbers.
3. Enter the following:
   - Benefits of your subject (its usefulness in real life). It should be in the ***Main Inside Heading section***.
   - Main topics to be covered during the semester with their importance (reasons why students require that knowledge). It should be in the ***Secondary Heading section***.

PUB: PRACTICE #2

- Number of hours per week, office hours, and a brief curriculum of the teacher in the ***Back panel Heading section***.
- In the ***Business Name*** *page* with the **Product/Service Information** textbox, enter the school name, your subject, any appropriate tagline and the school's phone number (if not previously entered).

4. Save your publication as **MySubjectBrochure**.

REDESIGNING A PUBLICATION

- In theory, you can change redesign a publication when you are well along in a project.
- However, in practice changing these designs can have unforeseen consequences.
  - For instance, changing to a new color scheme with the current design publication could render the text almost invisible.
- The following basic changes can be done to redesign a publication:
  - Using a different publication
  - Using a different color scheme
  - Using a different font scheme
  - Using a different [publication] options

REDESIGNING A PUBLICATION (CONT.)

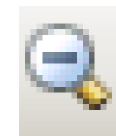
- ***Choosing a different design***
  - Refers to the way all the elements in a publication are put together.
    1. Click the **<u>Change Template</u>** button in the **Page Design** tab. The Change Template window appears.
    2. Click on the desired design.
- ***Choosing a color scheme***
  - Refers to the general way all the your desired colors are distributed in the publication.
    1. Select the **Schemes** group in the **Page Design** tab.
    2. Click on the desired color scheme.

REDESIGNING A PUBLICATION (CONT.)

- ***Choosing a font scheme***
  - Refers to the all fonts that will be used in the publication.
    1. Click **<u>Fonts</u>** in the **Page Design** tab, **Schemes** group.
    2. Click on the desired font scheme.
- ***Choosing a new page size***
  - Refers to how large or small the page will be. This will have a direct impact on how the headings, graphics, and text fit on the page.
    1. Click **<u>Size</u>** in the **Page Design** tab, **Page Setup** group.
    2. Click on the desired page size.

ZOOMING IN/OUT AND PAGE NAVIGATION

- ***Zooming in***
  
  - Move the zoom slider (located at the bottom right) to the right towards the plus sign.

- ***Zooming out***
  
  - Move the zoom slider (located at the bottom right) to the right towards the minus sign.

- ***Page Navigation***
  - When the publication has several pages, to move from page to page just click on the page slide located on the navigation pane (left side of the screen).

USING LAYOUT GUIDES

- There are several guides that can help users line up frames, graphics and lines of text.
  - *Margin guides:*
    - Blue lines that show where page margins begin and end.
      1. Click on the **View** tab.
      2. Click on **Boundaries** and also click on **Guides**.
         - This toggles on/off the margin guides.
  - *Baseline guides:*
    - Horizontal lines to help users aligning frames and objects.
      1. Click on the **View** tab.
      2. Click on **Baseline**.
         - This toggles on/off the baseline guides.

USING LAYOUT GUIDES (CONT.)

- *Ruler Guides:*
  - It can also help line up frames and objects and can be placed anywhere on the page.
    1. Click on the **<u>View</u>** tab.
    2. Click on **<u>Rulers</u>**.
       - This toggles on/off the ruler guides.

FITTING TEXT IN TEXT FRAMES

- One of the biggest challenges in a publication is making text fit in text frames.
  - For example, what happens if a headline inside a text box is too long to fit?
- Some possible alternatives are:
  - *Shrink the text automatically*
    - In the **Text Box Tools** tab, click **Text Fit**.
    - Click **Shrink Text on Overflow**.

FITTING TEXT IN TEXT FRAMES (CONT.)

- *Resizing a Frame*
  - Click on the desired frame.
  - Click and drag any of the white circles from the corners. This allows proportionate resizing.
  - Clicking on the left or right circles, resizes the frame horizontally. Clicking on the top or the bottom, circles resizes the frame vertically.

- *Moving a Frame*
  - Click on the desired frame.
  - Move the mouse pointer over any of the borders of the frame until the pointer changes to four arrows.
  - Click and drag the frame to a new location.

FITTING TEXT IN TEXT FRAMES (CONT.)

- *Resizing the Text Frame Margins*
  - These margins prevent the text from getting to close to the text frame's border.
  - Right-click the text frame and click **Format Text Box**.
  - Click the **Text Box** tab.
  - Change the size of the margins appropriately.
- *Making text jump from frame to frame*
  - Select the text frame with overflowing text.
  - Click the **Create Link** button on the **Text Box Tools** tab, **Linking** group.
  - Move the pointer over the box that you want the text to flow into.
  - Click in the target text box to make the text flow there. The text box must be empty for this technique to work.

FITTING TEXT IN TEXT FRAMES (CONT.)

- However, if there is little text to fit in a big frame, the following can be done besides editing the text:
  - *Choosing Best Fit*
    - In the **Text Box Tools** tab, click **Text Fit**.
    - Click **Best Fit**.
  - *Inserting Calendar*
    - Go to the location where to place the object.
    - On the Insert tab, click **Calendars**, then click **More Calendars**.
    - Select the desired month and year
    - Click the **Insert** button.

PUB: PRACTICE #3

1. For the pages that have the ***Main Inside Heading*** and ***Secondary Heading*** sections that experience text overflow, set the text to automatically shrink in that situation.

2. In the ***Back panel heading section***, move the picture frame so that its top border is at vertical position of 6.5.

3. Resize the textbox below the back panel heading textbox, so that its bottom border is at vertical position of 6.0.

4. Change the background color of the previous textbox to a different color while it's maintaining readability.

5. Try and increase the left text margins for the ***Product/Service*** textbox and observe if the change in appearance is useful for your brochure.

6. If there are any frames that have little text, make the text to have a best fit with its frame automatically.

7. Re-save your publication.

WRAPPING TEXT AROUND FRAMES OR GRAPHICS

- This can improve the layout of your publication.

- The text wrapping can follow the contours of a picture/frame or run flush with the picture's frame.
  - Double-click the item that the text is to wrap around.
  - In the **Picture Tools Format** tab, click **Wrap Text**.
  - Choose a wrapping option on the drop-down list.

REPLACING THE PLACEHOLDER GRAPHICS

- Publication designs contain generic clip art images and graphics.

- Generic graphics can be replaced (just as text) with your own.
  - Right-click the generic picture. A pop-up menu appears.
  - Click on **Change Picture**. It will open a window where you can browse for the picture that you want.
  - Click **Insert** when done.

PUB: PRACTICE #4

1. Change the text wrapping for all the pictures on the inside of the brochure to **Tight**.
2. Change all the pictures of your brochure with more meaningful pictures (including the logo).
3. Resize and move your pictures as you see fit.
4. Re-Save your publication.

INSERTING AND DELETING FRAMES ON PAGES

- Remember that publications are made of frames used in text, graphics, tables, Word Art, etc.
- To insert a new frame:
  - Select the desired type of frame (Text Box, Table, Picture, Word Art, etc.) by clicking one of them in the Insert tab.
  - Go to the area on the publication where it needs to be placed.
  - Click and drag the mouse to set a size to the frame (except for WordArt, and, Picture).
    - For these exceptions, click on these options and just follow the instructions.
  - Release the mouse button and follow the instructions.

INSERTING AND DELETING FRAMES ON PAGES

- To delete a frame:
  - Click the desired frame.
  - Press the **<u>Delete</u>** key (keyboard).

MAKING FRAMES OVERLAP

- Overlapping frames can create interesting effects (e.g. part of a picture can be in front of another picture).
- There are three options to try out when overlapping frames.
  - Sometimes only one of these options will be required.
  - Other times, more than one combination will be required to achieve the desired effect.
- The options are:
  - *Text Wrapping*:
    - It must be turned off for any frame to overlap.
    - Turn it off by choosing **<u>None</u>** under the **<u>Layout</u>** tab of the **Format [Object]** option.

MAKING FRAMES OVERLAP

- *Object and Frame order*
  - Tells Publisher which object goes on top of the other.
  - double-click on the object.
  - In the **Arrange group** of the **[Object] Tools** tab, click either **Bring to Front** or **Send to Back**.
- *Fill Color:*
  - Sometimes the fill colors from objects at the top can obscure other objects.
  - Right-click on the object and click **Format [Object]**.
  - Remove an object's fill color by selecting it from the **Colors and Lines** tab and then select **No Fill** in the Fill color section.

INSERTING, REMOVING AND MOVING PAGES

- *Inserting New Page:*
  - Click a page navigation button to move to the page where you want to insert.
  - Click **Page** on the **Insert** menu. The Insert page dialog box appears.
  - Enter the number of pages to be inserted.
  - Decide whether the new pages will be placed before or after the current page.
  - Decide whether to:
    - Insert a blank page
    - Create one textbox on each page
    - Duplicate all objects on page #

INSERTING, REMOVING AND MOVING PAGES

- *Removing a Page:*
  - On the Page Navigation pane, click the page to be deleted.
  - Right-click the offending page and then click **Delete**. If the page has content it will warn you before deleting it.

- *Moving a Page:*
  - On the navigation pane, just drag the desired page and drop it to a new location.

PUB: PRACTICE #5

1. Insert a new picture frame in the ***Business Name*** *page* with the **Organization Logo**. The picture must be a photo of a school.

2. In the ***Back panel heading section**,* insert a new picture that represents the school teacher's photo, in the area where the teacher's information is located.

3. Make any necessary adjustments to the previous picture.

4. In the ***Back panel heading section**,* remove the picture that is at the bottom of the page.

5. Re-save your publication.

DROP CAPS

- A drop cap is a large capital letter that drops into the text usually found in the first paragraph of an article.
- Follow these steps:

1. Click the paragraph that is to receive the drop cap.
2. Under **Text Box Tools Format** tab, click **Drop Cap**. You will see a selection of different styles
3. Select the desired drop cap style.

BACKGROUNDS FOR PAGES

- Place colors or gray-shade background on the page.
- Make sure to choose a light color or gray shade that makes good contrast with the text to maintain readability.
  - Click the **Page Design** tab.
  - Click on **Background**. The background task pane opens.
  - Click on a background and/or tint. It applies the background to the current page.

MASTER PAGE FOR PAGE BACKGROUNDS

- The master page contains the design and layout elements that you want to repeat on multiple pages in a publication.
- Using master pages for these common elements gives your publication a more consistent appearance.
- It also lets you create and update these elements in one place, rather than changing them on each publication page (company logo).
- Follow these steps:
  - Click the **View** tab.
  - Click on **Master Page**.
  - Insert any new frames or change any page settings.

RUNNING THE DESIGN CHECKER

- The Design Checker will list all of the design problems that are detected in your publication, such as design elements that are partially off the page, overflow text in a story, or a picture that is scaled disproportionately.

- In some cases, you will have the option of choosing an automatic fix for these problems.

- In other cases, you will have to fix the problem manually. Follow these steps:
  - Click the **File** tab, and make sure you are on the Info section.
  - Click on **Design Checker***.* The Design Checker task pane is activated. It displays the list of items that need your attention.
  - Fix the problems as you see fit.

COMMERCIALLY PRINTING A PUBLICATION

- Sending a publication to a commercial printer is different from clicking File and Print.
- Commercial printers either print with process colors (CMYK) or spot colors.
  - Process colors are made by mixing Cyan, Magenta, Yellow, and Black to make colors.
  - Spot colors are premixed before printing begins.
- Before sending your publication to a commercial printer, find out which color system that printer prefers.
- Follow these steps to convert the colors in your publication to the color system that the commercial printer prefers:
  - Click the **File** tab, and make sure you are on the **Info** section.
  - Click **Commercial Print Information**.
  - Click on **Color Models**. The Color Printing dialog box appears.
  - Select the option that suits best your publication.

COMMERCIALLY PRINTING A PUBLICATION

- Color Models:
  - **Any Color**: If you print by using a digital color printer (such as a color desktop printer), you use the RGB (Red, Green, Blue) color model. When you print a few copies, this is the least expensive color model to print.
  - **Single Color:** If you print by using one color, everything in your publication is printed as a tint of a single ink, which is usually black. This is the least expensive color model to print on an offset press.
  - **Spot Color:** If you print by using a spot color, everything in your publication is printed as a tint of a single ink — usually black — and a tint of one additional color, the spot color, which is usually used as an accent.

COMMERCIALLY PRINTING A PUBLICATION

- More Color Models:
  - **Process colors**: your publication is printed in full color by combining varying percentages of the process-color inks cyan, magenta, yellow, and black. Process-color printing always requires setting up the press with the four CMYK inks. It also requires skill on the part of the press operator to line up the impression of one ink with the others, which is called registration.
  - **Process Plus Spot Colors:** This color model is the most expensive to print because it combines process-color printing (four inks) with one or more spot-color inks. You use this color model only if you want both full color plus a highly saturated or metallic color that can't be produced by using CMYK.

CONVERTING A PUBLICATION INTO A WEB PUBLICATION

- You can convert a print publication to a Web publication, and vice versa.
- Follow these steps:
  - Open the print publication you want to convert to a Web publication.
  - On the **File** tab, on the **Save & Send** section click **Publish to HTML**.
  - Select which version you want a single file without additional supporting files (MHTML) or the standard webpage (HTML) with additional support files.
  - Click **Publish HTML**. Specify the location of your files and click **Save**.
- **NOTE:**
  - Before doing the conversion, it is advisable to create hyperlinks between pages if your publication has more than one in order to navigate within pages when viewing it through a Web browser.

PUB: PRACTICE #6

1. Change the background of your pages to the texture named **Parchment**.
2. Create a miniature frame of your logo picture and place it on the top of each section of the master page.
3. Run the Design Checker and fix any problems as you see fit.
4. In the ***Back panel heading section***, remove the picture that is at the bottom of the page.
5. Save your publication as **Web Brochure**.
6. Convert your brochure to a Web Publication with a navigation bar that would allow users to move back and forth.

OUTLOOK

- It is a personal information manager from Microsoft, and is part of the Microsoft Office suite.
- Although often used mainly as an e-mail application, it also provides features such as a calendar, task and contact management, note taking, appointments and meetings manager.

CREATING A CONTACT GROUP

- A **Contact Group** is a collection of contacts to whom you regularly send messages.

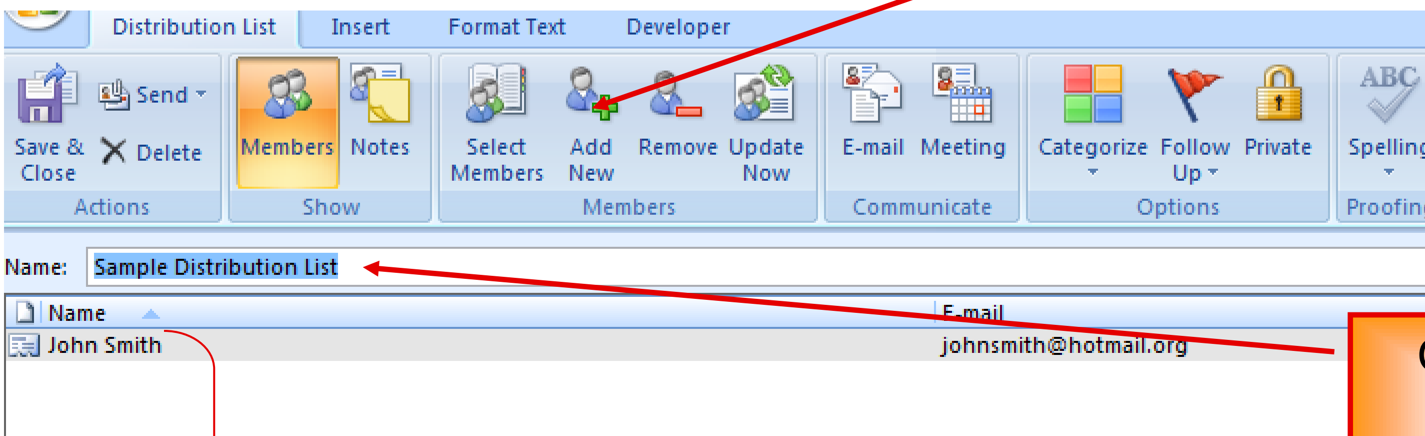
1. In the **Home** tab **Find** group, click the **Address Book** button. The Address Book Contacts window appear.
2. Click **New Entry** on the **File** menu.
3. Click **New Contact Group**.
4. Click **OK** to open the Untitled Distribution List window. The Distribution List form appears.
5. In the **Name** box, type the name for your Contact Group.

CREATING A CONTACT GROUP

6. Click the **Add New** button to create a new recipient to be added to the contact group.
   - If you have existing contacts, you select **from Address Book** and select the desired contacts to be added to the group.
   - If the contact does not exist in your address book, then click **New Email Contact**.
7. Repeat step **6** as many times as needed.
8. Click **Save and Close** button to close the Contact Group form.

CREATING A CONTACT GROUP

Add New button

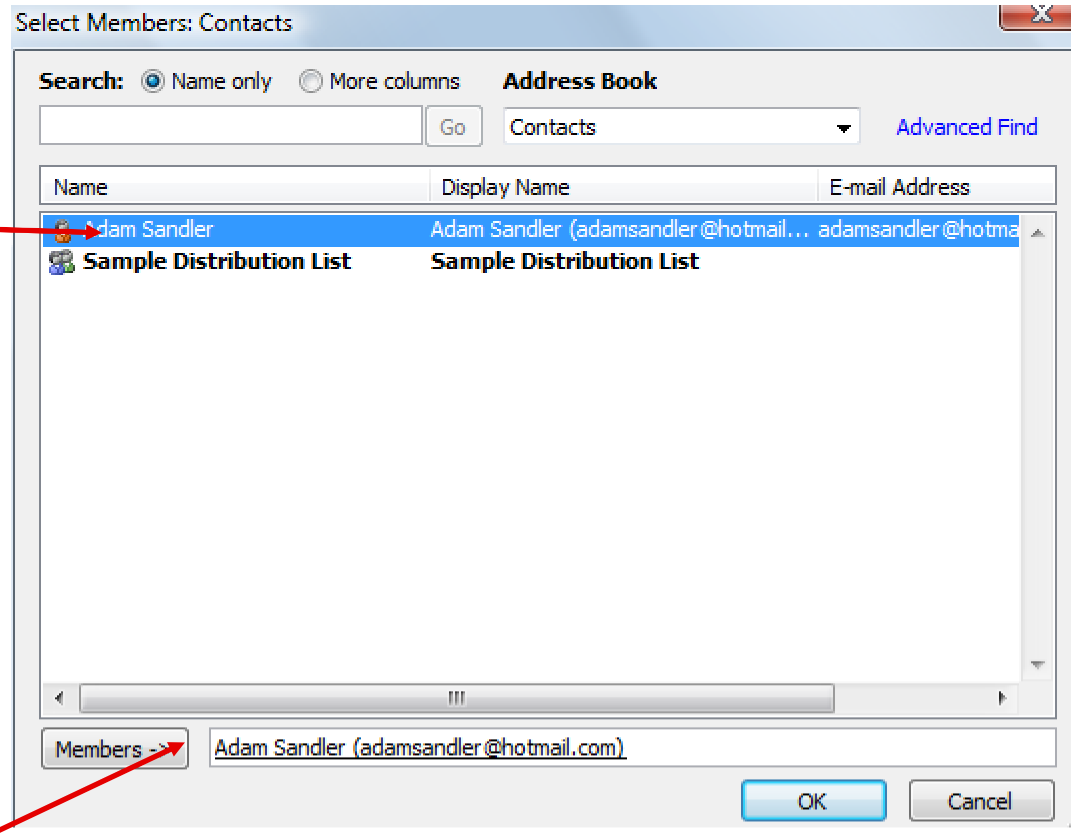


Contact Group name

Members appear here

CREATING A CONTACT GROUP

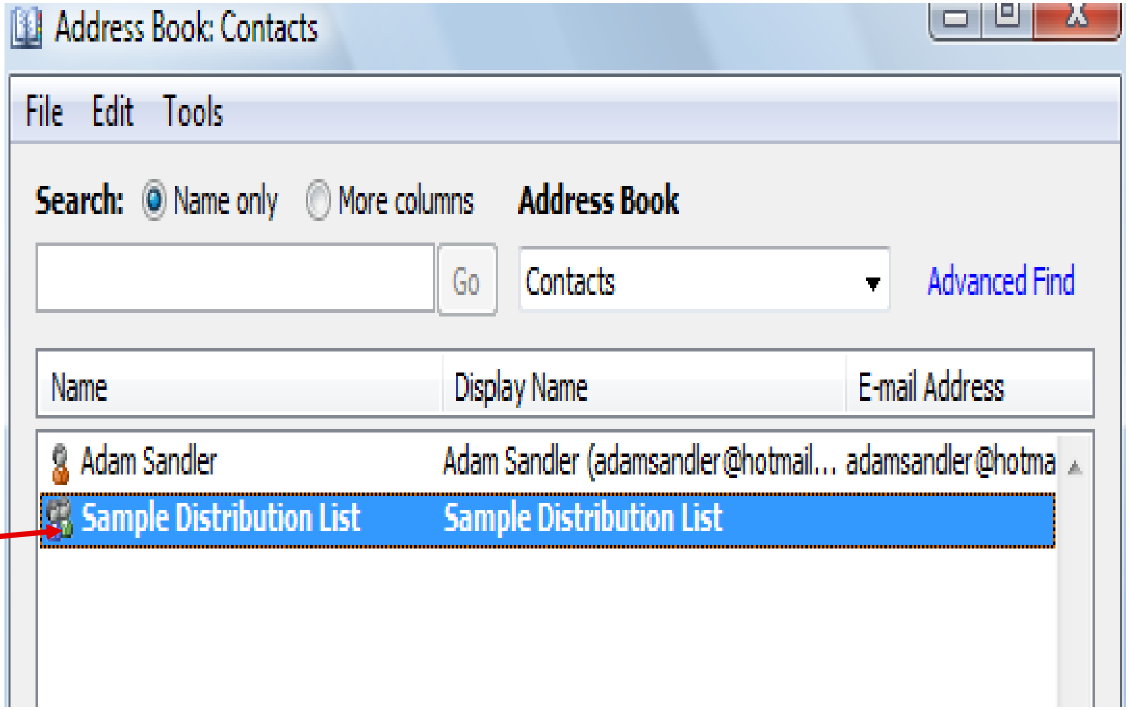
Current contacts



Click to add contacts as members

CREATING A CONTACT GROUP

CONTACT GROUP



OUT: PRACTICE #1

1. Create a contact group called **NJIT Teachers Group.**
2. Make yourself and two other people part of the contact group.
3. Make sure you save the group.

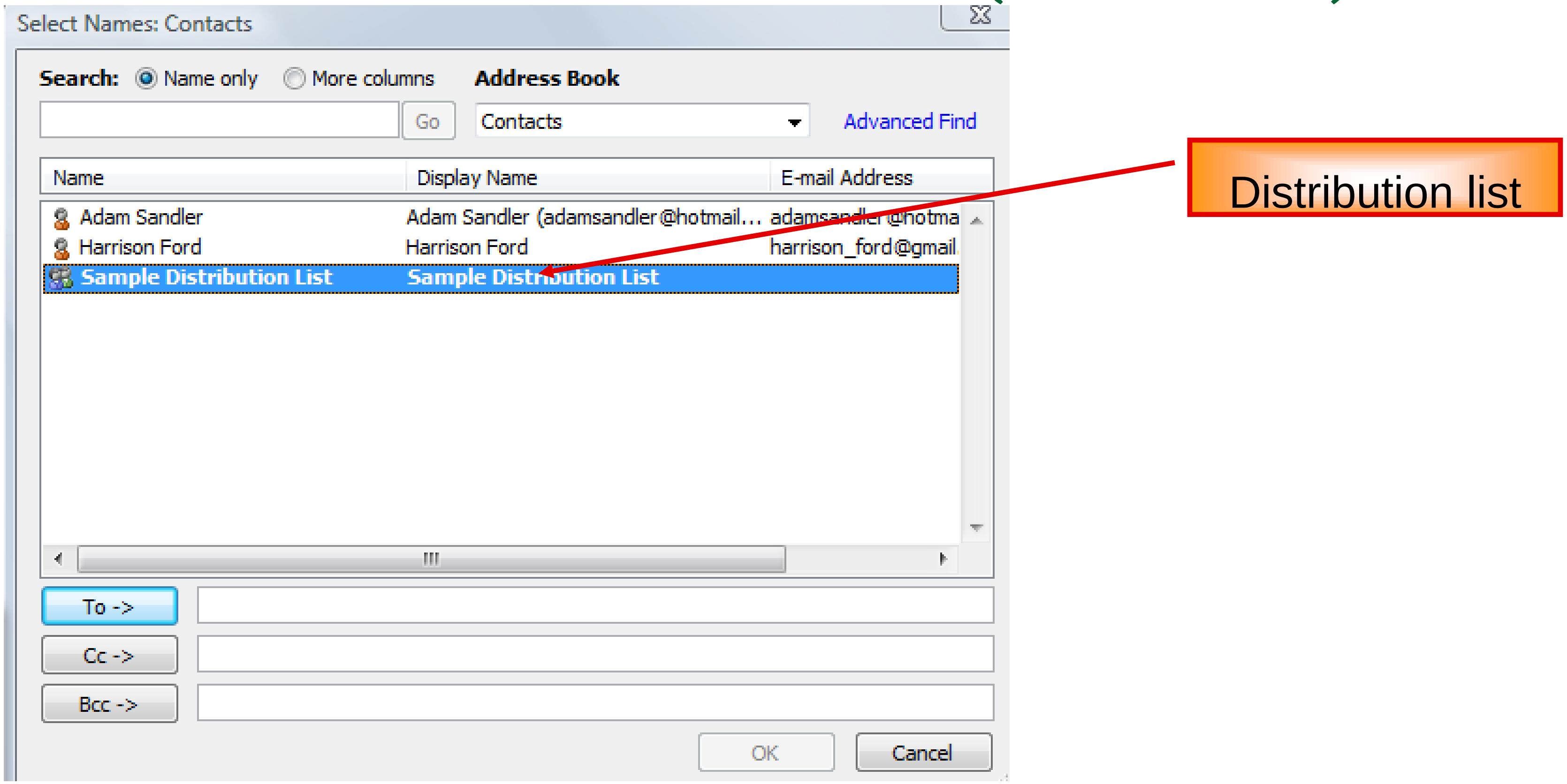
SENDING A MESSAGE TO A CONTACT GROUP

- Contact groups make it possible to send a message to the same group, without having to select each contact.
  - Add new members to the group.
  - Delete members from the group.
  - If you change information about a contact who is a part of a contact group…
  - …the contact group is updated automatically

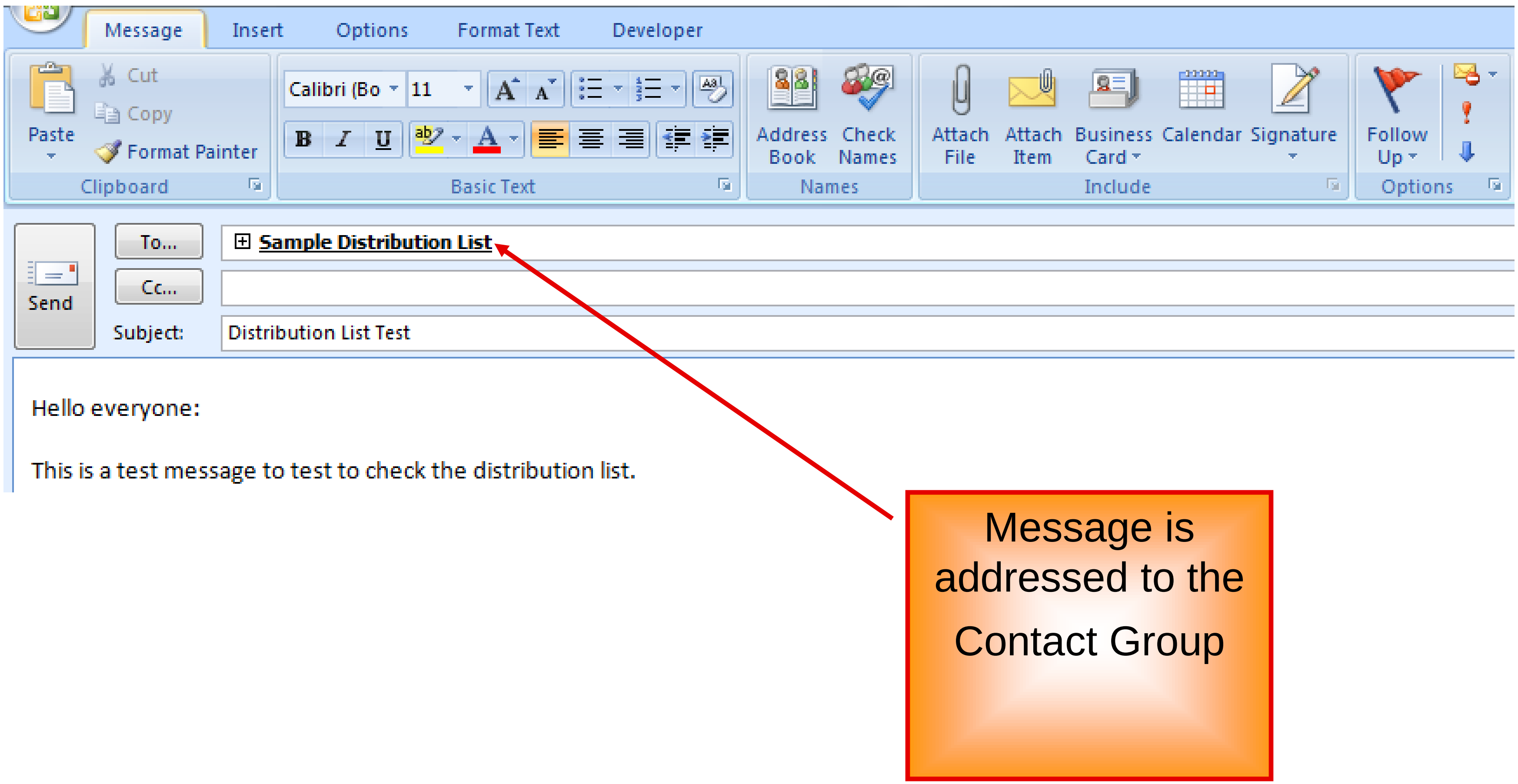
SENDING A MESSAGE TO A DISTRIBUTION LIST (CONT.)

1. On the toolbar, click the **New Mail Message** button. An untitled message appears.
2. Click the **To** icon to get to your contacts' list.
3. Select your desired distribution list.
4. Click the **To->** button.
5. Proceed with the rest of the steps as you normally would.
6. Click **Send** when finished.

SENDING A MESSAGE TO A DISTRIBUTION LIST (CONT.)



SENDING A MESSAGE TO A CONTACT GROUP (CONT.)



MANAGING YOUR APPOINTMENTS AND TASKS

- The Calendar and Tasks in Outlook provide a way to manage your appointments and tasks.
  - The **Calendar** is the electronic equivalent of your desk calendar.
  - A **Task** is an electronic to-do list is easy to maintain and track its progress.

CREATING TASKS

1. In the **Navigation Pane**, click the **Tasks** button. The contents of the task folder are displayed in the default To Do List view.
2. On the toolbar, click the **New Task** button. The task form appears.
3. In the **Subject** box, type the name of the task.
4. Click the down arrow to the right of the **Due Date** and select the due date.
5. Click the down arrow to the right of the **Start Date** and select the starting date.
6. Click the down arrow to the right of the **Priority** box and select its priority.

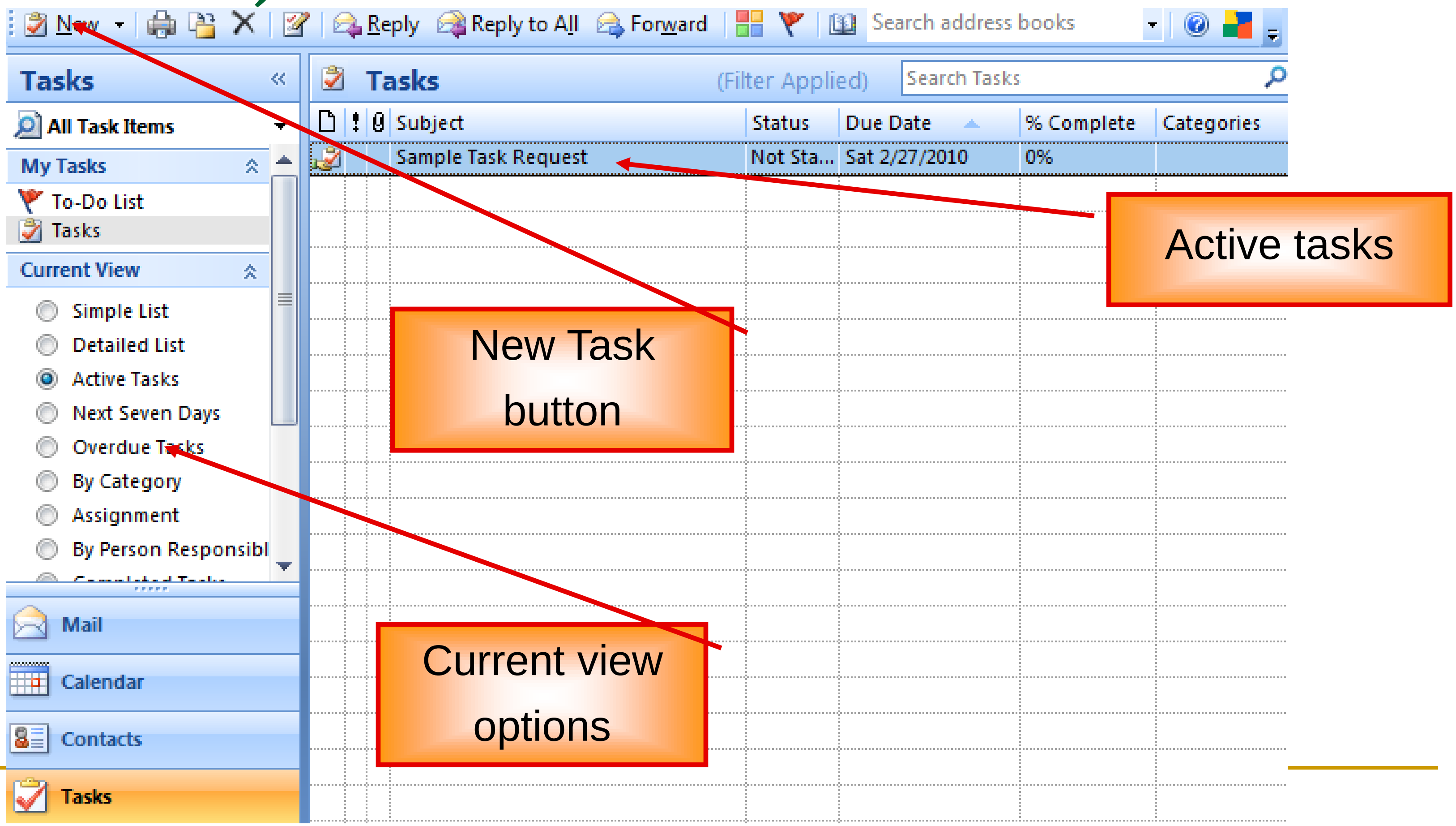
CREATING TASKS (CONT.)

7. If **Reminder** is selected, set its date and time.
8. In the comments area below, you may type more information about the task.
9. On the toolbar, click the **Recurrence** button. The Task Recurrence dialog box appears.
10. In the **Recurrence pattern** area, select how often the task should be done.
11. In the **Range of recurrence** area, select when should the recurrence end (if desired).
12. Click **<u>Save and Close</u>**.

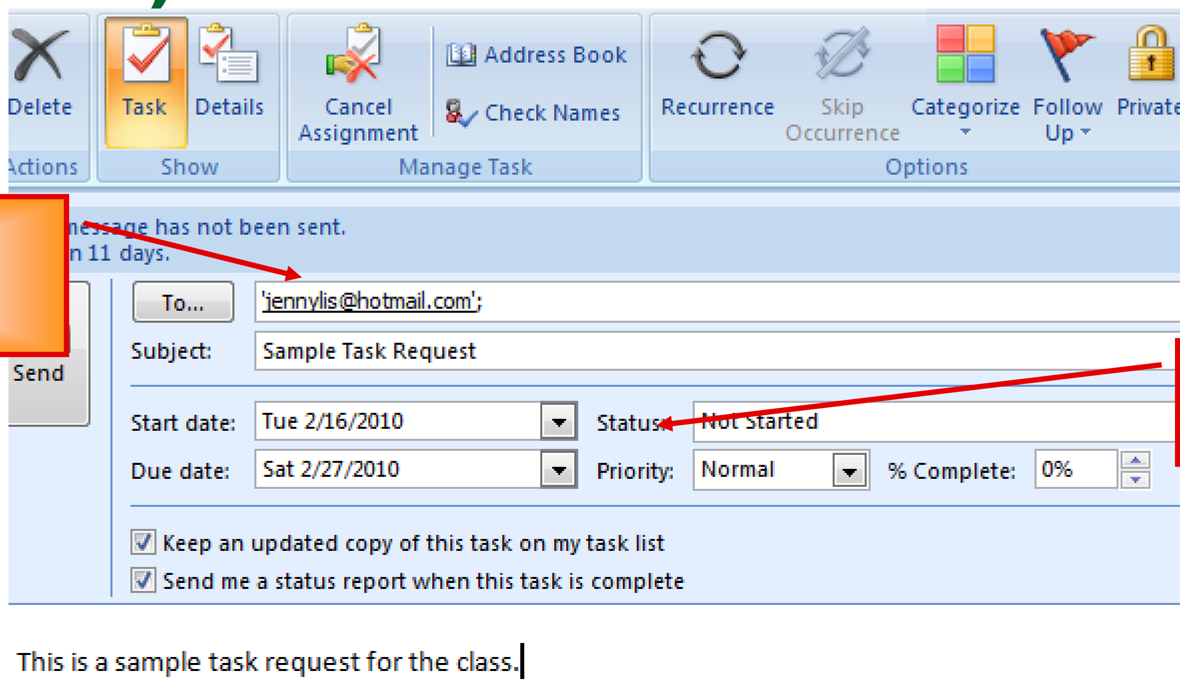
OUT: PRACTICE #2

1. Create a task called **Review Math Lesson Plan**
2. Set the due date to be today’s date at **1:00pm**
3. Set the start date to be today’s date at **10:00pm**
4. Set the reminder to be five minutes before due date.
5. Save your task.

MANAGING YOUR APPOINTMENTS AND TASKS (CONT.)



MANAGING YOUR APPOINTMENTS AND TASKS (CONT.)



New Task Recipient

Task status

Task Description

USING CATEGORIES

- A **category** is a keyword or phrase used to tag items such as contacts, appointments, tasks, and notes.
- Outlook provides a **Master Category List**
  - Business
  - Personal
  - Phone Calls
  - Hot Contacts
  - Etc.

USING CATEGORIES (CONT.)

1. Select a message that you want to assign a category to.
2. Right-click the message. A pop-up menu appears.
3. Point to **Categorize**. Click on a color coded category or click **All Categories…** The Color Categories dialog box appears.
4. You can assign an existing category, create a new one and rename it.
5. Click **OK**.

MANAGING YOUR APPOINTMENTS AND MEETINGS

- An **appointment** is an activity that does not involve inviting other people or scheduling resources.
- A **meeting** is an activity in which you invite people or reserve resources.
- An **event** is an activity that lasts 24 hours or longer.
  - You can specify the subject of any activity and its start and end times.
  - Outlook identifies conflicts in scheduled activities

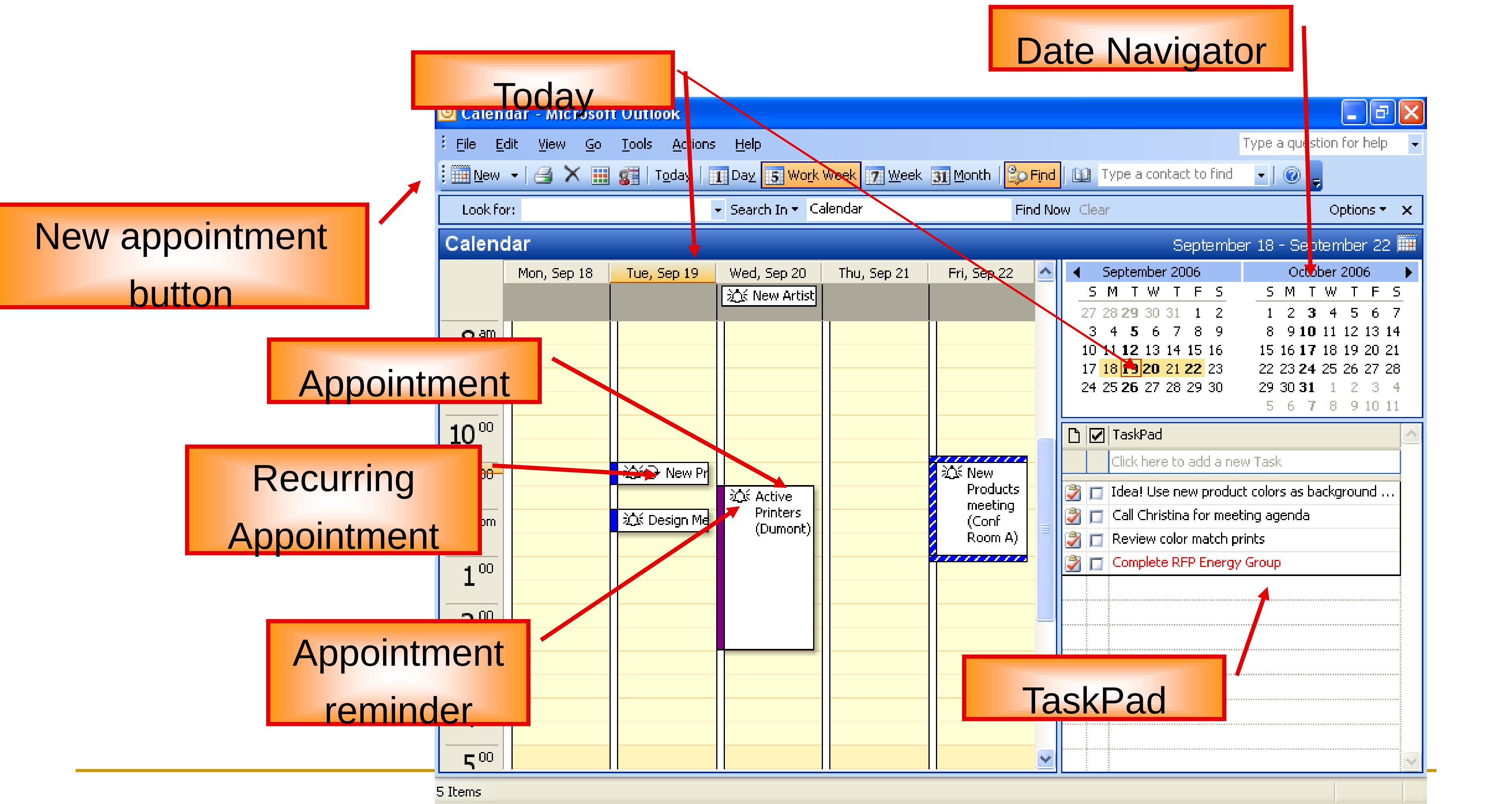
SCHEDULING APPOINTMENTS

1. In the Navigation Pane, click the **Calendar** icon. The calendar appears, showing today's schedule.
2. In the **Date Navigator**, click the date for the appointment.
3. Double-click a time slot. A new appointment form appears.
4. In the **Subject** box, type its purpose and press **Tab**.
5. In the **Location** box, type its location.
6. Specify the start and end times of the appointment.
7. If necessary select the **Reminder** check box to specify the time when you want to be reminded.
8. Clear the check box that says **All day event**.
9. Click the **Save and Close** button.

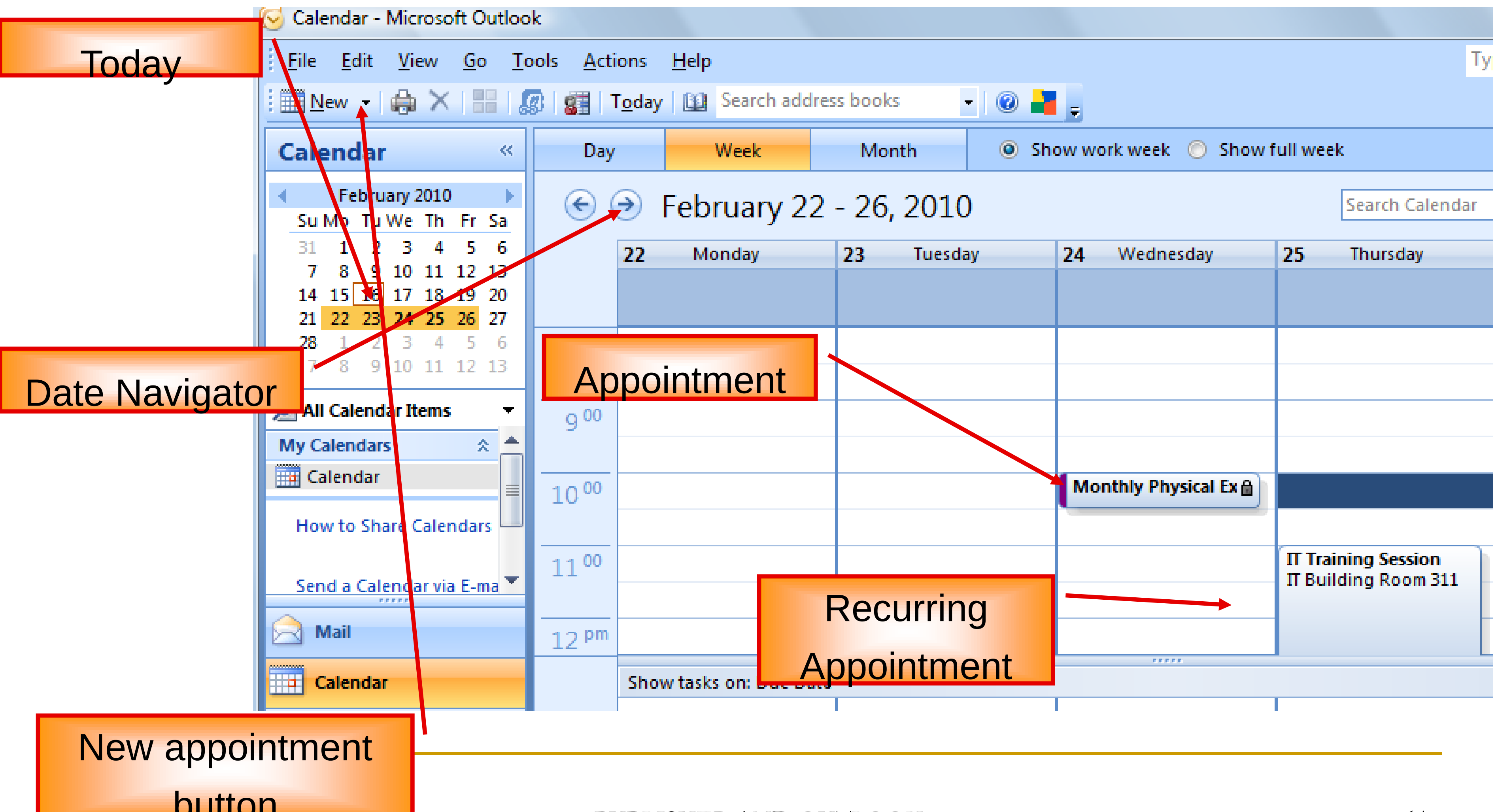
OUT: PRACTICE #3

1. Schedule an appointment with your physician.
2. Enter a date, time (both start and ending) and location of the appointment.
3. Set a reminder for 1 hour before the scheduled time.
4. Save your appointment.

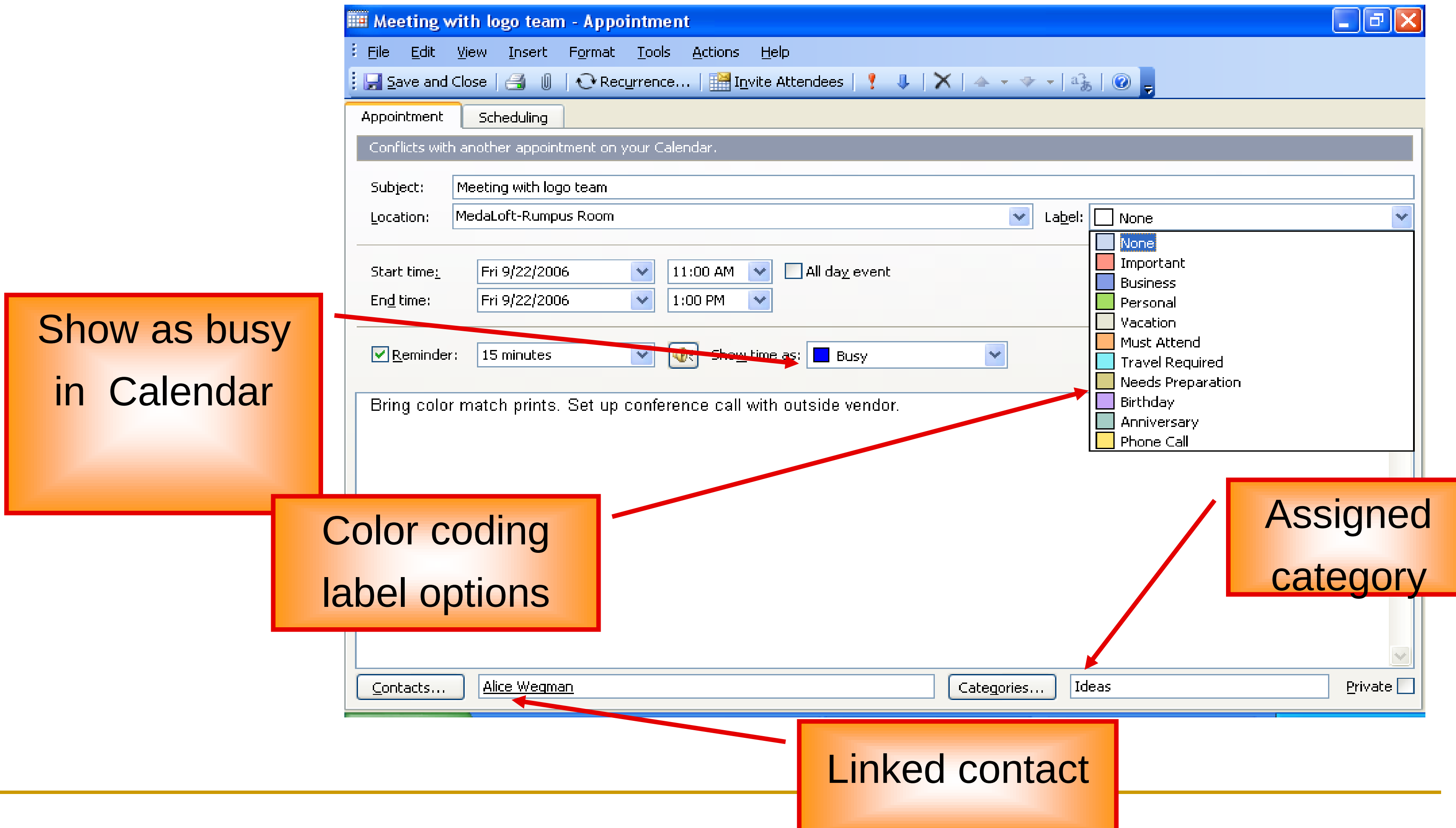
MANAGING YOUR APPOINTMENTS AND MEETINGS



MANAGING YOUR APPOINTMENTS AND MEETINGS



MANAGING YOUR APPOINTMENTS AND MEETINGS



SCHEDULING MEETINGS

1. In the Navigation Pane, click the **Calendar** icon. The calendar appears, showing today's schedule.
2. In the **Date Navigator**, click the date for the appointment.
3. Click the **New** button and then click **New Meeting.** The Meeting form appears.
4. In the **To** section, type the email address of the people you want to attend the meeting. Alternatively, you can click the **To** button to select attendees from your contacts.
5. In the drop-down list, click **Add from Address Book**. The Select Attendees and Resources dialog box appears.
6. Select a contact from the list.
7. Click the **Required** or **Optional** button to determine if the attended is required to attend or not.

SCHEDULING MEETINGS

8. In the **Subject** box, type the purpose of the meeting.
9. In the **Location** box, type the proper location for the meeting.
10. Select the **Reminder** check box, if necessary.
11. Specify subject for the meeting, location, and additional details.
12. Click the **Scheduling** button to view free/busy times to help you find the best time for the meeting.
13. Use the horizontal scroll bar in the **Free/Busy** area to view attendee availability for the selected date. This area shows whether attendees are free or not.
14. On the toolbar, click the **Send** button. The meeting request is sent.
15. In the Plan a Meeting button, click the **Close** button.