

Welcome to Publisher, one of the most powerful and user-friendly applications available today for small business and home desktop publishing. Whether you have a specific need in mind or are just curious, this course is here to help.

This course is for Publisher beginners -- no experience required! This lesson introduces you to the Publisher concept and interface, and then you create a simple publication.

What's desktop publishing?

You've probably used word processing programs such as Microsoft Word before, right? Word processing programs focus on helping you type and edit text. Over the years, word processing programs have become very feature-rich, and are capable of producing sophisticated layouts with text and graphics. However, at its core, the primary purpose of a word processing program is to store and present text.

In contrast, Publisher 2003 is a desktop publishing application. **Desktop publishing** is the process of arranging text and graphics on a page to produce an attractive layout for a print publication. The word **desktop** refers to the fact that you're doing it yourself, rather than sending it out to a commercial layout and printing service, and the word **publishing** implies that you're creating an artistic layout rather than simply typing on a page (as with word processing).

Publisher 2003 goes beyond desktop publishing in several ways. For example, Publisher enables you to create not only print publications, but also Web sites and graphical e-mail. It also prints on every day computer printers, and enables you to prepare your publications for commercial printing services. These are advanced topics that are beyond the scope of this course, but if you take the Advanced Publisher 2003 course, you'll encounter them.

It's all about objects

The biggest difference between Publisher 2003 and a word processing program is the approach, rather than the final result. In a word processing program, you type directly onto the page. In Publisher, you place objects on the page. An **object** is a free-floating text or graphic box that can be individually moved and resized.

To understand the difference better, compare Figures 1-1 and 1-2. In Figure 1-1, a document appears in Word. Notice that the text sits directly on the plain white background. The graphic appears in its own separate frame, and the text wraps around it.

Free Publisher business templates from HP

HP offers a complete set of [marketing templates](#) that you can download for free and customize in Publisher. Use these templates to create coordinating sets of key marketing documents including:

- * Brochures and flyers
- * Shipping labels
- * Postcards

The software

Create marketing materials in-house quickly and efficiently with Publisher.



» [Microsoft Office Publisher 2003](#)



Figure 1-1: A simple document in Word with a picture.

In Figure 1-2, the same content appears in Publisher 2003. Notice in Figure 1-2 that the heading and the body text are each in separate text boxes. (This is not a necessity; all the text on the page can be in a single text box if you like.) Nothing in Publisher sits directly on the page; everything is in a frame of some type or another. Each frame is considered an object.

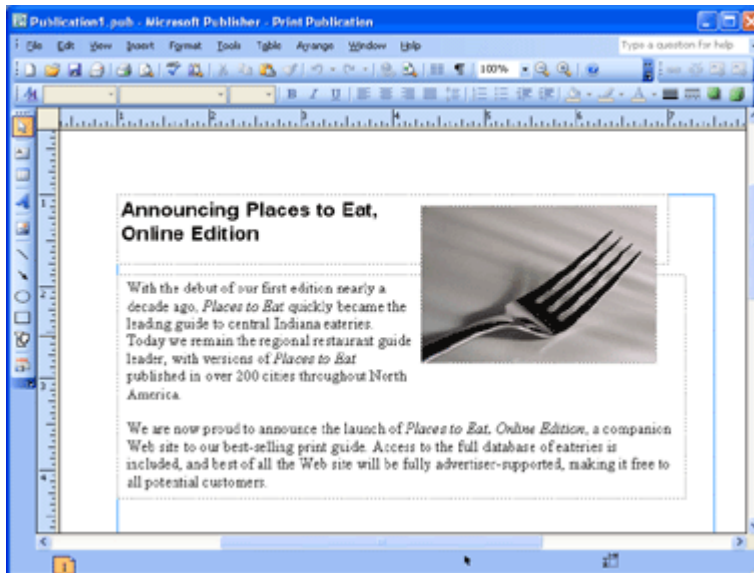


Figure 1-2: The same content as in Figure 1-1, but in Publisher.

Start a quick publication Page 2 of 5

One reason Publisher 2003 is so easy to use is that it comes with many templates for various types of publications. You select the publication type, the design for it, the color scheme, and then Publisher does the rest. All that remains is for you to insert your text into it.

You start by creating a publication using a template called **Quick Publication**. It's a very simple, one-page

publication that consists of a heading text box, a message text box, and a picture. There are various layouts to select from, and each layout arranges these differently. Some layouts even omit one or more of the objects.

To start publisher, select **Start > All Programs > Microsoft Office > Microsoft Office Publisher 2003**.

In this course, the assumption is that you're using a Microsoft Windows XP machine and have already installed Publisher 2003. However, if you're not using a Windows XP machine, you may have to adapt the processes accordingly.

When Publisher starts, the **task pane** immediately appears on the left. Task panes are separate panes from the main publication creation window; they provide controls for various program features. The task pane at startup is the New Publication task pane, shown in Figure 1-3.

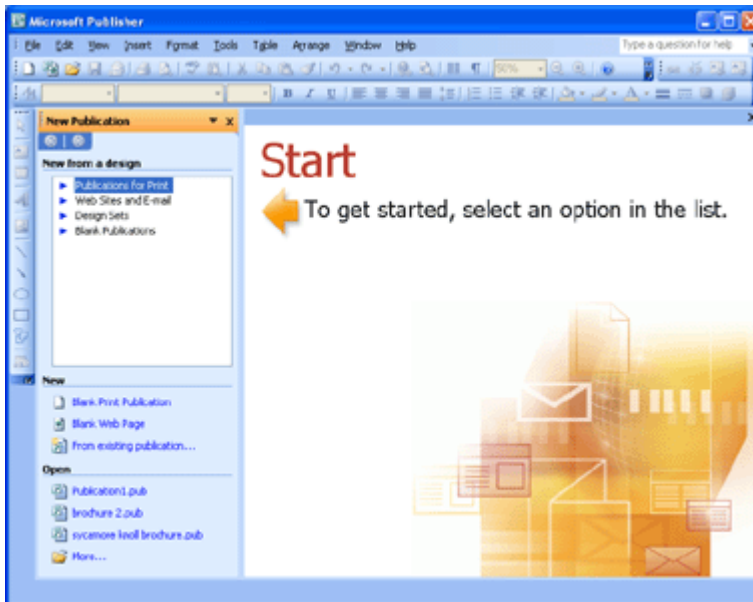


Figure 1-3: Publisher 2003 displays the New Publication task pane at startup.

View a [larger version](#) of this image.

TIP

You do not have to restart Publisher every time you want to create a new publication. You can redisplay the New Publication task pane at any time by selecting File > New.

Click **Publications for Print** in the task pane, and a list of categories expands, with Quick Publications preselected, as shown in Figure 1-4. Just click one of the designs to get started. (Don't spend too much time agonizing over your selection, because you'll see in a minute how to select a different design at any time.)

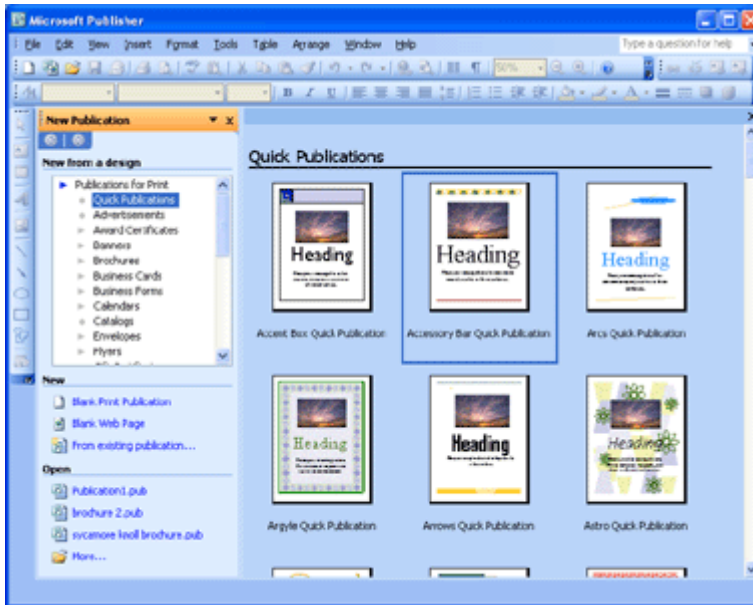


Figure 1-4: Select one of the Quick Publication designs.

View a [larger version](#) of this image.

Now the task pane changes to Quick Publication Options, as shown in Figure 1-5. Click one of the layouts in the task pane to change to that layout. Try several of them, and then end up with one that has all three elements: heading, message, and picture.

TIP

You can get back to Figure 1-5 to select a different layout at any time; just choose Format > Quick Publication Options. (That works for Quick Publications, but for other template types you may not have a choice of layouts.)

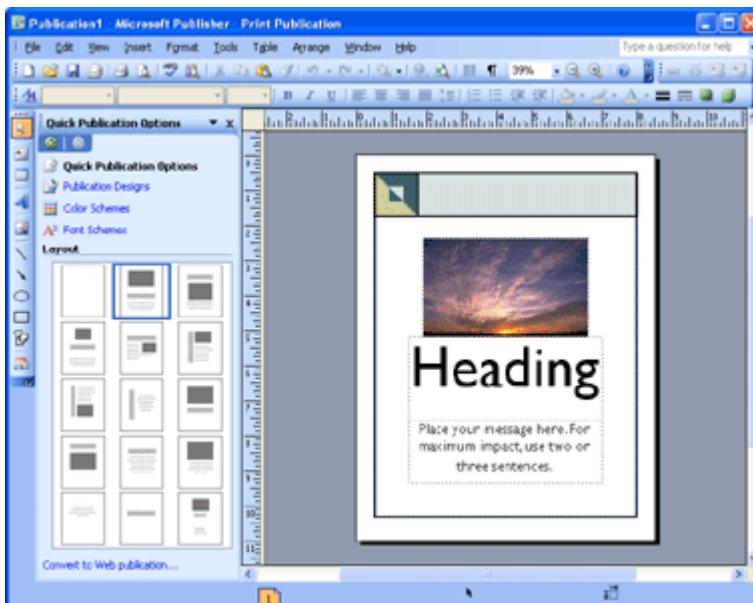


Figure 1-5: Select a layout for your Quick Publication.

View a [larger version](#) of this image.

Click in the **Heading** box and type your own heading, and then click in the Message box and type a message. You can type whatever you want. Figure 1-6 shows an example you can use if you can't think of anything better.

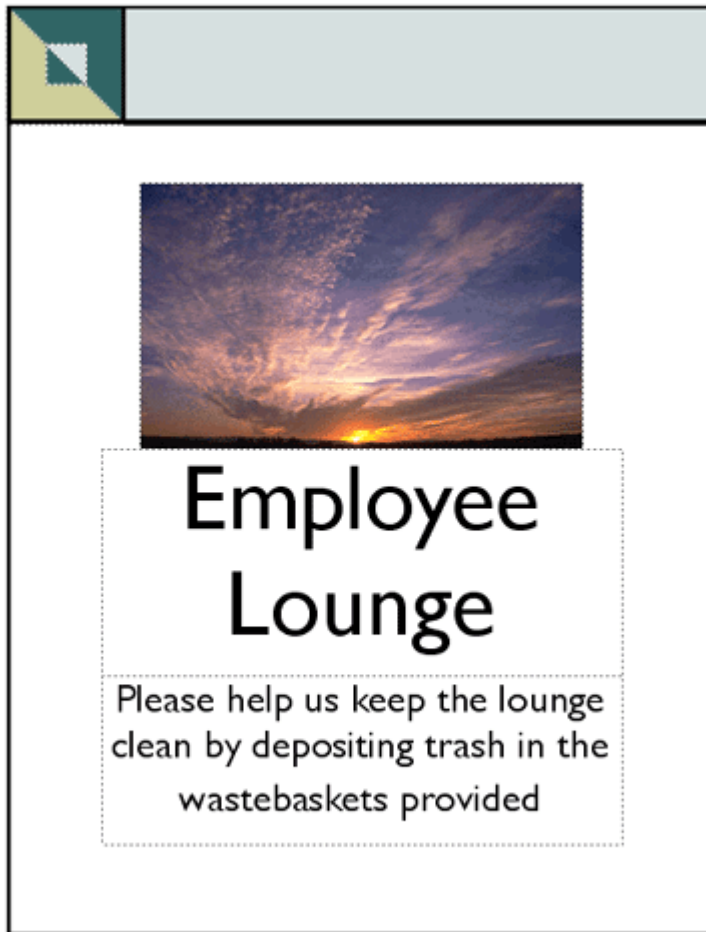


Figure 1-6: Enter your own text to replace the placeholder text.

After entering some text, try switching to a layout that doesn't include one or more of the text boxes. The text disappears, doesn't it? Now select a layout that does have the text boxes. The text comes back unharmed. It wasn't really deleted -- just hidden, which is an important lesson for later.

Now that you've got a publication started, let's take a step back and look at the Publisher interface. Some of the items will be familiar, such as menus and window controls; others may be brand new to you.

Task pane

You've already seen the task pane, and how it changes depending on what you're doing. Many of the menu commands activate different task panes as well, as you'll see later.

You can also change to a different task pane manually. Click the down-pointing triangle at the top of the task pane to open a menu of the various task panes available, and then click the one you want, as shown in Figure 1-7.

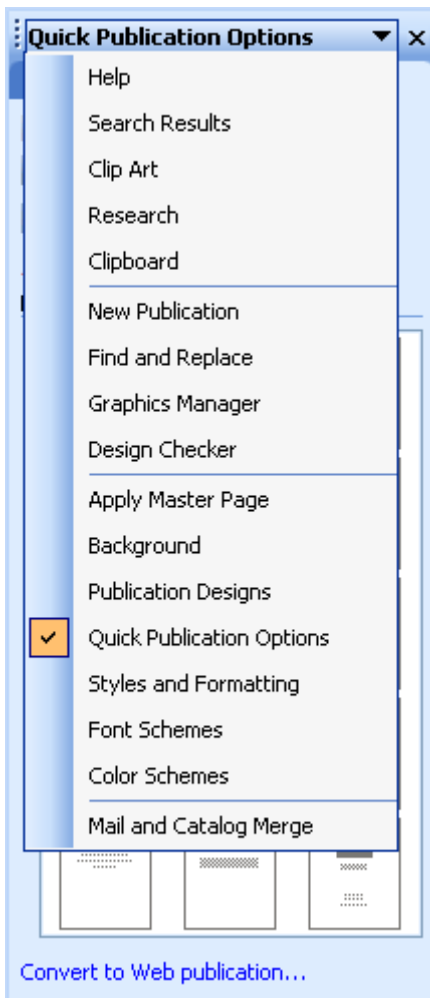


Figure 1-7: Change to a different task pane.

Objects toolbar

You've probably seen toolbars before, and Publisher has the ones you might expect such as Standard and Formatting, like in Word. Some of the buttons are different, and they're covered in this course as they come up. However, notice the Objects toolbar, which is the vertical toolbar along the left edge of the screen. It contains buttons for creating various types of objects in the publication, such as text boxes, tables, graphics, and so on, as shown in Figure 1-8.

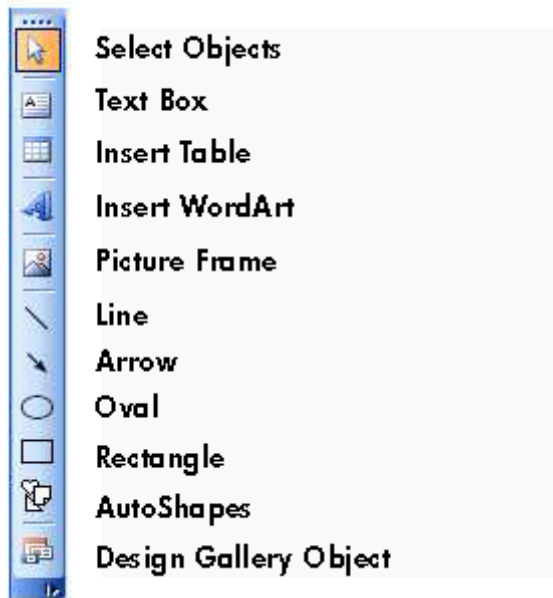


Figure 1-8: The Objects toolbar.

The Objects toolbar contains some of the buttons that you may be accustomed to seeing on the Drawing toolbar in other Microsoft Office applications such as Word, Microsoft Excel, and Microsoft PowerPoint. There's no Drawing toolbar in Publisher.

Zooming in and out

You can zoom in and out on the publication with the Zoom drop-down list, shown in Figure 1-9, on the Standard toolbar (that's the top one), or by clicking the Zoom In or Zoom Out button (the magnifying glass buttons next to the Zoom box). One of the most useful zoom settings is Whole Page; it sets the zoom so you see the entire page at once. Another good one is Page Width. You can also select an exact percentage, of course.

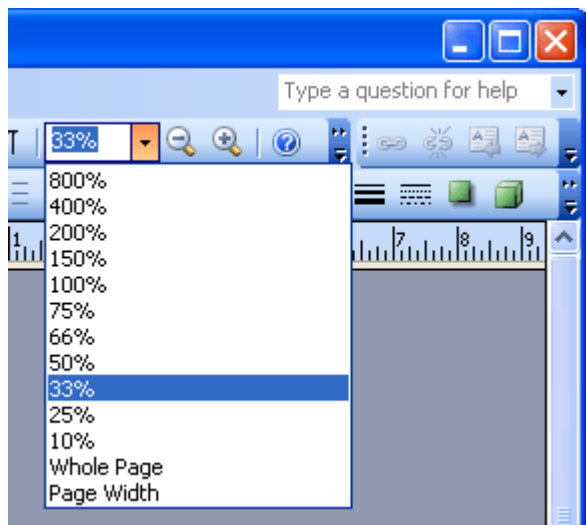


Figure 1-9: Zoom in and out on the publication here.

Help

The Help system in Publisher works just like in other Microsoft programs. Type your question in the Help box in the upper-right corner and press **Enter**, or make a selection from the Help menu.

TIP

If you just want to know what one of the toolbar buttons does, place your pointer over the button; a ScreenTip appears telling you its name.

Customize your publication Page 4 of 5

At this point, the Quick Publication Options task pane is probably still on your screen. Take a look at the top half of it: there are three blue hyperlinks there: **Publication Designs**, **Color Schemes**, and **Font Schemes**.

Select a different design

Click **Publication Designs**, and thumbnail images of the various publication designs appear, as shown in Figure 1-10. These are the same designs that you saw when you were creating the publication initially. Click the one you want. If you ever need to change the design again but the task pane isn't open, you can jump directly to Figure 1-10 by selecting **Format > Publication Designs**.

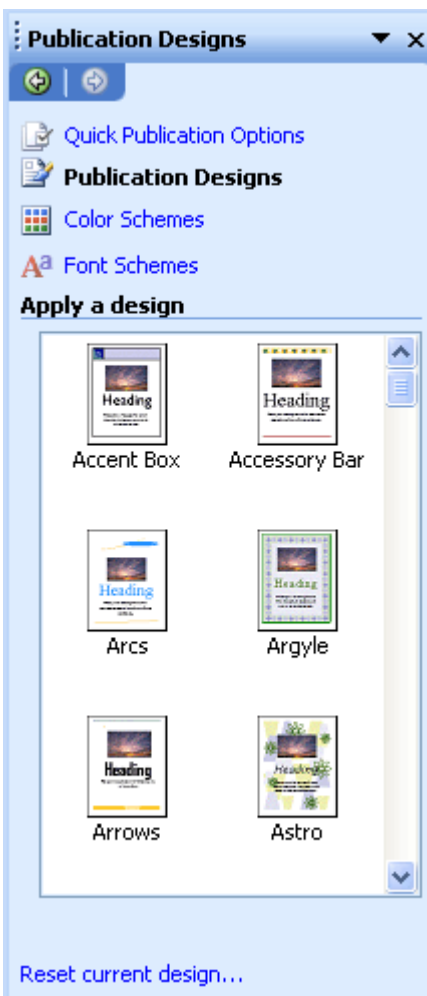


Figure 1-10: Publication Designs task pane.

WARNING

In later lessons, you'll learn how to move objects around on the publication. When you apply a new design, the placeholders go back to their original positions, negating any custom resizing or moving you have done for them. Therefore, it's better if you decide the design template before you do a lot of work on the publication.

Select a different color scheme

Click **Color Schemes**, and an assortment of color schemes appears, as shown in Figure 1-11. Experiment by clicking different ones until you find the one that looks best to you. You can change color schemes at any time without interfering with the publication content in any way. To get back here later if the task pane is not visible, select **Format > Color Schemes**.



Figure 1-11: Color Schemes task pane.

TIP

If you're ready for a greater challenge, try customizing a color scheme. Select a color scheme that's close to what you want, and then click the Custom color scheme link at the bottom of the task pane.

Select a different font scheme

them. To select a different font set, in the Quick Publication Options task pane, click **Font Schemes**, shown in Figure 1-12, and then click a font scheme.

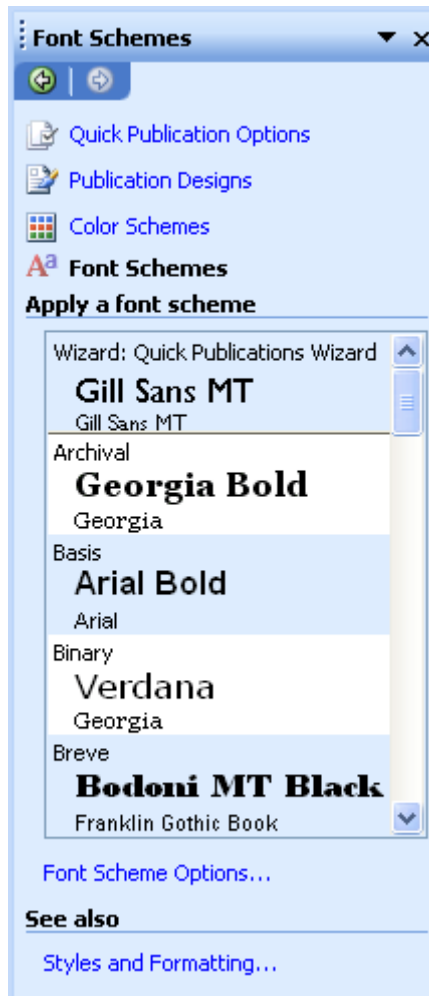


Figure 1-12: Font Schemes task pane.

Print your work Page 5 of 5

Printing is the final step in creating a publication. Even if you're not quite ready for that final version, though, printing can still be useful because it helps you see your publication as others will, and perhaps find a few areas for improvement.

Check your work with Print Preview

Print Preview is a great paper-saver because it enables you to see the publication on-screen exactly as it will appear when printed, as shown in Figure 1-13. To use it, click the Print Preview button on the Standard toolbar or select **File > Print Preview**.

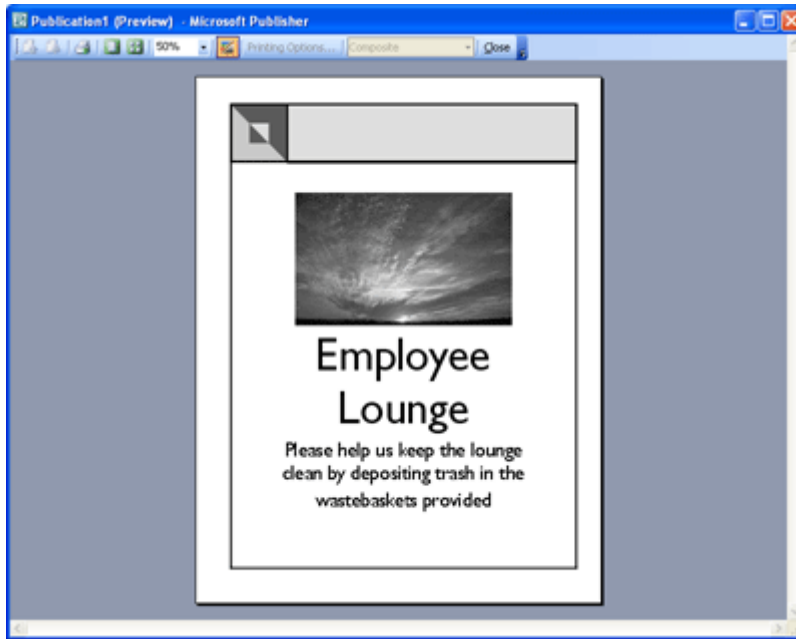


Figure 1-13: Print Preview.

Print Preview may show something slightly different for you, depending which printer is set up to print the publication. For example, if you have two printers, one black-and-white laser and one color inkjet, and the default printer is the laser, your preview will appear in grayscale, as shown in Figure 1-13. Publisher simulate what you'll see when you print on the black-and-white laser printer.

To change to a different printer for the publication so that Print Preview shows how it will look on that particular printer, select **File > Page Setup**. On the **Printer and Paper** tab, select a different printer from the **Name** list, as shown in Figure 1-14.

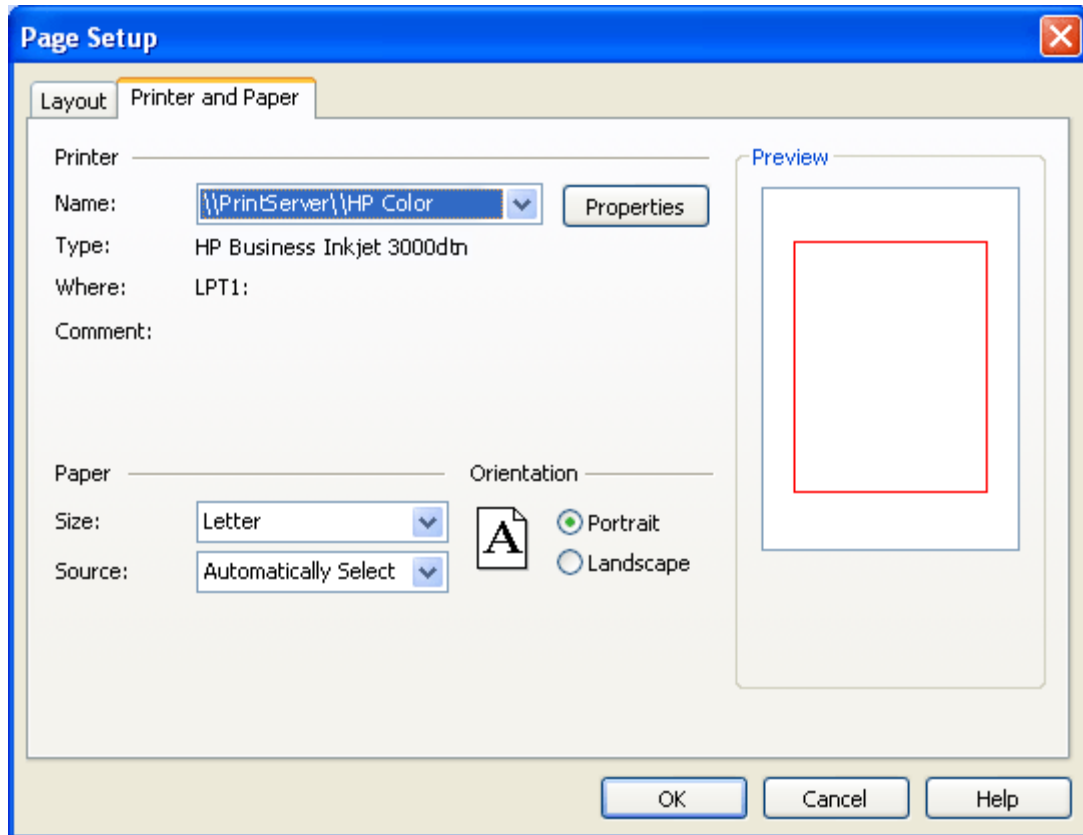


Figure 1-14: Printer and Paper tab of the Page Setup dialog box.

Print with the default settings

To print a single copy of the entire publication on the default printer (or the printer you selected) without the Print dialog box appearing, click the **Print** button on the Standard toolbar.

Print with the Print dialog box

To change the printer, the number of copies, the page range, or other options, select **File > Print**. The Print dialog box opens, as shown in Figure 1-15. From here you can make your selections of print options. The print options are much like in any other application, such as Word, Excel, or PowerPoint.

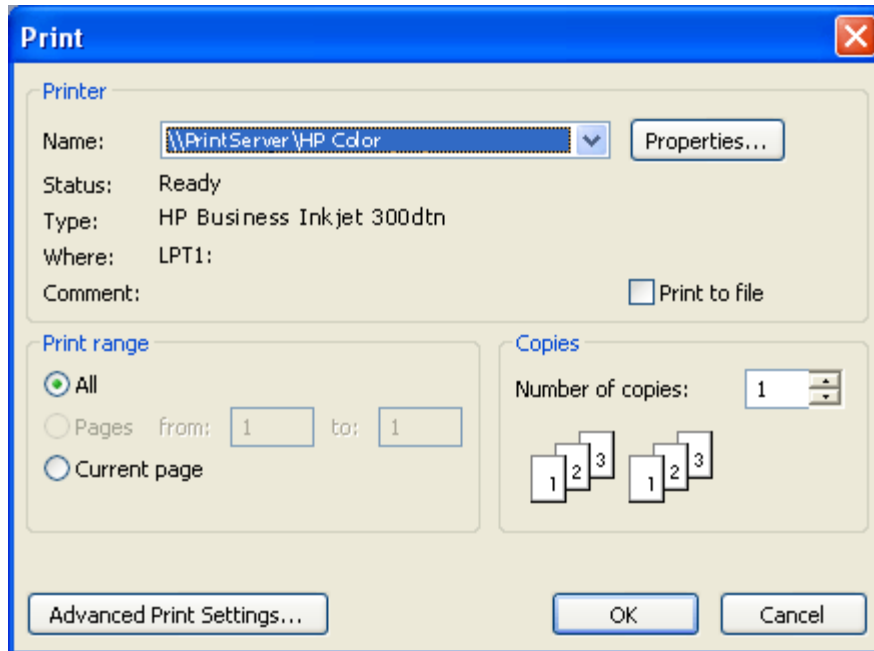


Figure 1-15: Print dialog box.

Advanced print settings

The advanced print settings are beyond the scope of this course, but you can click the **Advanced Print Settings** button in the Print dialog box (Figure 1-15) to display another dialog box that contains some less-common options for the printing process, such as color separations and crop marks.

You'll learn about these in the Advanced Microsoft Publisher 2003 course, if you decide to go on with your studies after you complete this course.

Moving on

Now that you have an overview of Microsoft Publisher 2003, complete the first assignment and quiz to test what you've learned. Also, be sure to drop by the course Message Board to find out what your instructor and fellow students are up to. If you're interested in creating a particular kind of publication with Publisher, share that with the rest of the class. Or, if you have a question about getting started with Publisher or some wisdom to share, be sure to post those as well.