A Professional Approach

Publisher 2002

Includes Student Template Files CD-ROM

[redacted]

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PREFACE

Publisher 2002, covers the basic features of Publisher 2002. This tutorial and its ancillaries will help you become a knowledgeable, empowered end user. After you complete this tutorial, you will be able to create and modify Publisher publications and use Publisher 2002 to access and explore the World Wide Web, including creating and using hyperlinks and producing a Web site.

STRUCTURE AND FORMAT OF THE *PUBLISHER 2002* TUTORIAL

Publisher 2002 covers a range of functions and techniques and provides hands-on opportunities for you to practice and apply your skills. Each lesson in *Publisher 2002* includes the following:

- **Contents and Objectives.** The Contents and Objectives provide an overview of the Publisher features you will learn in the lesson.
- **Explanations of important concepts.** Each section of each lesson begins with a brief explanation of the concept or software feature covered in that lesson. The explanations help you understand "the big picture" as you learn each new Publisher 2002 feature.
- **Publisher in the Workplace.** This element appears in the margin and provides a brief overview of how the Publisher concepts presented in the lesson can help you succeed in the workplace.
- **New terms.** An important part of learning about computers is learning the terminology. Each new term in the tutorial appears in boldface and italic and is defined the first time it is used. As you encounter these words, read their definitions carefully. If you encounter the same word later and have forgotten the meaning, you can look up the word in the Glossary.
- **Hands On activities.** Because most of us learn best by doing, each explanation is followed by a hands-on activity that includes step-by-step instructions, which you complete at the computer. Integrated in the steps are notes and warnings to help you learn more about Publisher 2002.
- **Publisher Basics.** This element appears in the margin next to Hands On activities. Publisher Basics lists the general steps required to perform a particular task. Use the Publisher Basics as a reference to quickly and easily review the steps to perform a task.
- **Hints & Tips.** This element appears in the margin and provides tips for increasing your effectiveness while using the Publisher 2002 program.
- **Another Way.** This element appears in the margin and provides alternate ways to perform a given task.
- **Did You Know?** Read each Did You Know?, another element that appears in the margin, to learn additional facts related to the content of the lesson or other interesting facts about computers.
- **Illustrations.** Many figures point out features on the screen and illustrate what your screen should look like after you complete important steps.
- **Self Check exercises.** To check your knowledge of the concepts presented in the lesson, a self-check exercise is provided at the end of each lesson. After completing the exercise, refer to Appendix C: Answers to Self Check to verify your understanding of the lesson material.

- **On the Web.** At the end of each lesson, an On the Web section teaches you how to use Publisher to access the World Wide Web. Various activities show you how to insert a hyperlink into a Publisher Publication, navigate the Web, use the Search page, create a Web page, and more.
- **Summary.** At the end of each lesson, the Summary reviews the major topics covered in the lesson. You can use the Summary as a study guide.
- **Concepts Review.** At the end of each lesson, there are five types of objective questions: a true/false exercise, a matching exercise, a completion exercise, short-answer questions, and an identification exercise. When you complete these exercises, you can verify that you have learned all the concepts that have been covered in the lesson.
- **Skills Review.** The Skills Review section provides simple hands-on exercises to practice each skill you learned in the lesson.
- **Lesson Applications.** The Lesson Applications provide additional hands-on practice. These problems combine two or more skills learned in the lesson to modify Publisher 2002 publications.
- **Projects.** The Projects provide additional hands-on practice to apply your problem-solving skills. Each project allows you to create a new publication or modify an existing publication to incorporate one or more skills learned in the lesson. In each lesson, the Projects section contains an *On the Web* project, which reinforces the skills learned in the On the Web section, as well as a *Project in Progress* that builds from one lesson to the next.
- **Portfolio Builder, Toolbar and Command Summary, and Answers to Self Check.** These appendices provide a wealth of information. The Portfolio Builder gives an overview of portfolios and provides tips on creating your personal portfolio. The Toolbar and Command Summary reviews both mouse and keyboard techniques for completing Publisher 2002 tasks. Answers to Self Check exercises found throughout each lesson are provided in the last appendix.
- **Glossary and Index.** A Glossary and an Index appear at the back of the tutorial. Use the Glossary to look up terms that you don't understand and the Index to find specific information.
- **Publisher Data CD.** Attached to the inside back cover of this tutorial you will find the Publisher Data CD. This CD contains Publisher 2002 files for you to use as you complete the hands-on activities and the end-of-lesson activities. You will access files on the Publisher Data CD, but you will need to save the files you create to a folder on the hard drive or network drive, to a Zip disk, to a floppy disk, or to a CD-RW (a read-writable CD).

REVIEWERS

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COPYING FILES FROM YOUR PUBLISHER DATA CD

CD-ROMs can hold hundreds of megabytes of data. As their name implies (Compact Disc-*Read-Only* Memory), you cannot modify the data they contain. Hard and floppy disks are the media generally used as personal data storage devices. To complete the lessons in this tutorial, you may want to copy the files from the Publisher Data CD to a folder on the hard drive or on a network drive, or to a Zip disk.

1. **Turn on the computer you are using.**
2. **Insert the Publisher Data CD in the CD drive of your computer.**
3. **Click Start Start, point to Programs, and click Windows Explorer.**

The Exploring window opens.

4. **In the Folders panel of the Exploring window, find and select the drive icon that represents your CD drive.**

The contents of the Publisher Data CD will appear in the Contents panel.

5. **Click the Edit menu and click Select All.**
6. **Click Copy Copy.**
7. **Scroll up, if necessary, and click the appropriate drive icon (and folder, if necessary) where you want to store your Publisher files.**

Note *If you are copying the Publisher Data CD folders and files onto a Zip disk or a floppy disk, be sure to write* Publisher Student Data Disk *on the disk label and insert a blank, formatted disk into the appropriate disk drive. Go to step 8.*

Note *If you are copying the Publisher Data CD folders and files onto the hard drive or network drive, navigate to the drive and folder where you want to store the files. Then create a folder for the Publisher Data CD folders and files: click the drive icon, click the folder name if necessary, click the File menu, click New, and type* Publisher Student Data Disk. *Click this newly created folder in the Folders panel of the Exploring window, and go to step 8.*

8. **Click Paste Paste.**

A Copying box will appear on the screen to indicate the progress of the copying process.

To use and save changes to the files copied from the CD, you must change the attributes of the files. You must remove the read-only attribute and add the archive attribute to the Publisher Student Data Disk files.

9. **In the Folders panel of the Exploring window, click the appropriate drive icon and folder, if necessary, where the files are stored.**
10. **Click Edit and click Select All.**

11. Right-click one of the highlighted files in the Contents pane, and click **Properties** on the shortcut menu that appears.
12. Click the **General tab** of the Properties dialog box, if necessary.
13. In the Attributes area, click the **Read-only box** until the check mark disappears.
14. Click the **Archive box** until a check mark appears in the white box.
15. Click **OK**.
16. Close Windows Explorer.
17. Remove the disk from the drive, if necessary.

You are now ready to begin working with *Publisher 2002!*

BRIEF CONTENTS

Lesson 1: Publisher Basics 4

Lesson 2: Working with Text and Graphics 50

Lesson 3: Working with Longer Publications 92

Lesson 4: Starting with a Blank Publication 138

Lesson 5: Creating a Web Site 206

Lesson 6: Creating Business Forms, Business Cards, and Letterhead 274

Appendices 323

CONTENTS

Preface xi

Structure and Format of the *Publisher 2002* Tutorial xi

Reviewers xiii

Copying Files from Your Publisher Data CD xiv

Lesson 1:
Publisher Basics 4

Objectives 4

Introducing Microsoft Publisher 6

Using the Mouse 6

Starting Microsoft Publisher 8

- Launching Microsoft Publisher 8

Exploring the Publisher Window 10

- Identifying Menus and Commands 10
- Exploring Menus 12
- Identifying the Standard Toolbar and Buttons 12
- Displaying and Hiding Toolbars 14
- Identifying More Toolbars and Buttons 15
- Understanding Task Panes 18

Getting Help with Publisher 20

- Using the Ask a Question Box 21
- Using the Contents and Index Tabs and the Answer Wizard 22
- Using the Office Assistant 24

Personal Information Sets 24

- Creating a Personal Information Set 25

Creating Publications Using Design Templates 26

- Creating a Postcard from a Design Template 27
- Inserting a Logo from a CD 30
- Creating the Back of the Postcard 31

Saving Publications 33

- Naming and Saving a Publication 34

Printing a Publication 35

- Printing Selected Pages 35

Closing and Opening Publications 36
- Closing and Reopening a Document 36

Ending a Work Session 37
- Exiting Publisher 37

Self Check 37

On the Web: Accessing the Web through Publisher 38

Lesson Summary and Exercises 40
- Summary 40
- Concepts Review 41
- Skills Review 43
- Lesson Applications 46
- Projects 47

Lesson 2:
Working with Text and Graphics 50

Objectives 50

Selecting Text and Objects 52

The Tri-fold Brochure 53
- Using a Design Template to Create a Tri-fold Brochure 55

Customizing Design Templates 61
- Changing Pictures and Captions to Customize the Brochure 62

How Personal Information Sets Are Used by the Template 65
- Editing the Front (Outside Panels) of a Tri-fold Brochure 65

The Importance of Good Proofreading Skills 69
- Checking Spelling Using Publisher 69
- Using AutoCorrect 71

Enhancing the Appearance of Publications 72
- Changing Font Design and Size 72
- Changing Colors 73
- Proper Use of Hyphenation 74
- Using the Style Feature 74
- Changing Fonts and Using the Style Feature 74
- Adding Background Colors 77
- Changing Bullets 77

Self Check 79

On the Web: Searching the Web 80

Lesson Summary and Exercises 82
- Summary 82

Concepts Review 82
Skills Review 85
Lesson Applications 87
Projects 89

Lesson 3:
Working with Longer Publications 92

Objectives 92
Parts of a Newsletter 94
Arrangement of Text in a Newsletter 95
- Horizontal Alignment 95
- Line and Paragraph Spacing 95
- Using a Template to Create a Newsletter 96
- Inserting Word Files into a Newsletter 98
- Editing Text to Fit Text Boxes 104
- Creating Headlines and Tables of Contents 107

Enhancing a Publication Using Graphics 111
- Importing Graphics from the Clip Organizer 113
- Importing Graphics from a CD 115
- Importing Graphics from the Web 115

Using Graphics Effectively 116
- Editing and Formatting Graphics 117
- Editing Captions and Adding Pull Quotes 121
- Modifying the Mailing Panel 122

Self Check 125
On the Web: Getting Graphics from the Web 126
Lesson Summary and Exercises 128
- Summary 128
- Concepts Review 128
- Skills Review 131
- Lesson Applications 133
- Projects 134

Lesson 4:
Starting with a Blank Publication 138

Objectives 138
Planning a Publication 140
- Paper Size, Format, and Color 140
- Number of Colors 141

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- Creating a Newsletter from a Blank Publication 142

Exploring WordArt 148

- Creating a Logo Using WordArt 148
- Converting WordArt Logo to a Picture Format and Using Picture Format in Publication 155

Designing Mastheads and Datelines 160

- Creating a Masthead and Dateline 160

Adding Articles and Graphics to Newsletters 164

- Creating Text Boxes and Inserting and Formatting Text 165
- Inserting and Formatting Graphics 171

Using the Design Gallery 175

- Inserting Objects from Design Gallery 175

Evaluating the Design of a Newsletter 181

- Modifying the Newsletter 181

Using Design Checker 182

- Checking the Newsletter with Design Checker 182

Preparing Publications for Outside Printing 183

- Using Pack and Go 184

Self Check 185

On the Web: Saving a Publication as a Web Page 186

Lesson Summary and Exercises 192

- Summary 192
- Concepts Review 192
- Skills Review 195
- Lesson Applications 199
- Projects 202

Lesson 5:

Creating a Web Site 206

Objectives 206

Understanding the Basics of Publishing on the Web 208

Planning a Web Site 209

Creating Web Sites using Design Templates 210

- Choosing a Web Site Design and Creating a Web Site Layout 211

Web Site Home Pages 215

- Creating a Web Site Home Page 215

Additional Web Site Pages 223

- Creating a Story Page 224
- Creating a Calendar Page 229

Creating Pages 4–9 of the Web Site 232
Creating a Related Links Page 238
Linking to Other Files 241
Adding Links Between Pages 242

Background Sound on Web Pages 247

Adding Background Sound to a Web Page (Optional) 247

Checking a Completed Web Site for Design Problems 251

Using Design Checker 251

Viewing a Web Site in Explorer 252

Using Web Page Preview 252
Checking External Links 254

Correcting Formatting and Design Problems 254

Changing the Traveler Web Site 255

Self Check 257

On the Web: Publishing a Web Page 258

Lesson Summary and Exercises 260

Summary 260
Concepts Review 260
Skills Review 263
Lesson Applications 268
Projects 270

Lesson 6:

Creating Business Forms, Business Cards, and Letterhead 274

Objectives 274

Using Publisher Design Sets to Create Business Forms 276

Choosing and Modifying a Design Set 276

Creating Business Cards 279

Completing and Printing Business Cards 280

Creating Letterhead 284

Using Design Sets to Create Letterhead 285

Using Mail Merge 286

Creating and Merging Address Data onto Letterhead 287

Creating Fax Cover Sheets 292

Using a Design Set Template to Create a Fax Cover Sheet 293

Creating Business Forms with Tables 294

Creating a Purchase Order Form 294

Filling in Forms 296

- Filling in a Purchase Order Form 297

Creating a Table from Scratch 298

- Creating and Editing a Table 298
- Inserting Rows and Columns and Adjusting Column Widths 300
- Adding Borders and Shading to a Table 301

Self Check 303

On the Web: Creating Electronic Forms for Posting on the Web 304

Lesson Summary and Exercises 308

- Summary 308
- Concepts Review 308
- Skills Review 311
- Lesson Applications 316
- Projects 318

Appendices 323

Appendix A: Portfolio Builder 324

Appendix B: Toolbar and Command Summary 327

Appendix C: Answers to Self Check 337

Glossary 338

Index 345

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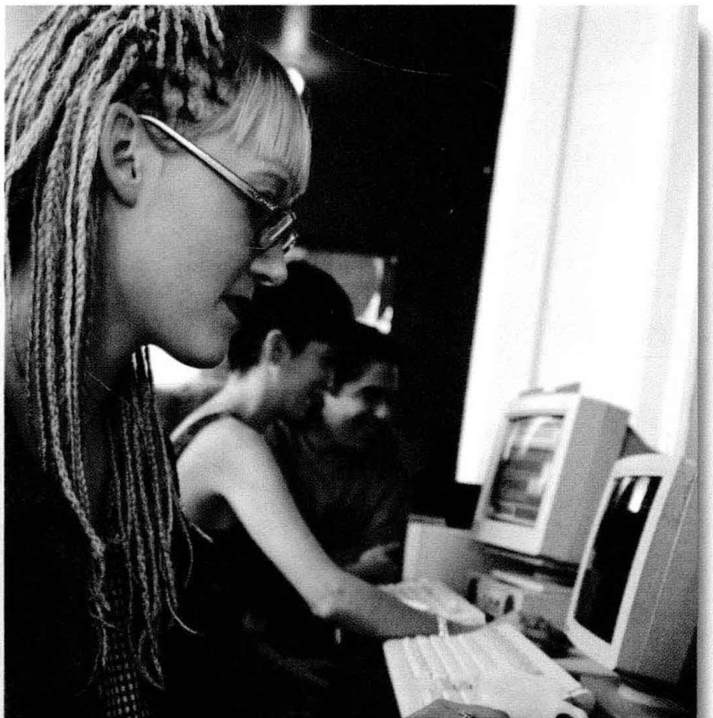
Communicating in Today's World

Print and online communications merge

In today's increasingly fast-paced business world, the ability to communicate your message clearly and quickly is paramount. Thousands of messages bombard people daily; most are not received or are quickly forgotten. As a publishing professional, your goal must be to get and keep the reader's attention. Software tools such as Publisher 2002 provide the resources you need to create professional print and online publications.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Advertisers, marketers, and public relations specialists use both print and online media to communicate with the public. Until recently, print publications were a primary medium of communication. These publications include newspapers, magazines, newsletters, brochures, and direct mail pieces. As the use of the Internet grows, so does the importance of planning communication for this medium. Communicators plan Web sites and use banner advertising to supplement, or sometimes to replace, traditional print communications. Communication professionals today consider ways to get people to visit Web sites, as well as ways to get people to read print publications.

The revolution in communication is largely the result of changes in technology. Software tools such as Publisher 2002 allow print pieces such as advertisements, newsletters, brochures, postcards, and flyers to be produced in a fraction of the time required just a few years ago. Software applications allow you to integrate text, graphics, and photographs into a single file. Tasks such as rotating text can be accomplished quickly and accurately by computer, rather than by hand. Changes to layouts and edits to text can be accomplished quickly and easily.

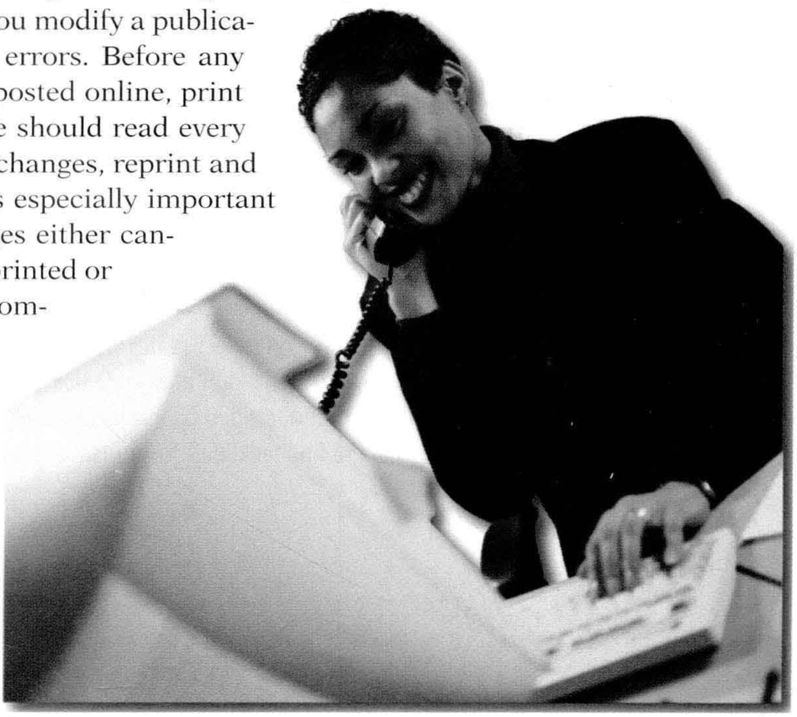
Until recently, print and online publications were planned and executed separately. Although both mediums often conveyed the same information, different software tools were needed to produce the publications. The new generation of software applications such as Publisher 2002 allows you to create dual-purpose publications or to convert print publications for viewing online. By saving a publication as a Web page, the software automatically applies all the special coding needed to create files that can be posted on the Web. Publisher 2002 also allows you to create publications specially designed for the Web. Typical features of online publications such as hyperlinks, sound, and animation can be added quickly and easily in Publisher 2002.

By producing both print and online publications using the same software applications, publishing professionals can maintain a consistent look and feel across all media. Readers more readily identify companies and products that maintain such consistency.

The benefits of improved technology do not come without risks. Layouts that once were crafted by design professionals can now be completed by anyone with the correct software application. However, non-design professionals often do not understand the importance of font selection, visual balance, and effective use of white space. Publisher 2002 provides numerous design templates and color schemes that have been created by design professionals. Nonprofessionals use these templates and color palettes to create professional-looking publications.

Accuracy is often sacrificed in the haste to get a publication to press. Common errors include misspellings, errors in grammar, and incorrect facts. Each time you modify a publication, you may introduce additional errors. Before any publication is sent to the printer or posted online, print and proofread it. At least two people should read every word of the final proof. If you make changes, reprint and re-proof the publication. This step is especially important for printed publications since changes either cannot be made after the publication is printed or are very expensive to make. Online communications can be updated, but an error-free publication should still be the goal.

Careful planning and execution result in professional communications that get and keep the reader's attention—the goal of all communication professionals.



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