

**BBT ( Broad Based Technology )**

**Leo Hayes High School  
Fredericton, NB**

# Table of Contents

---

**Welcome to Publisher**

**Publisher – Interface Basics**

**Starting up Publisher**

**Module Activities**

**Business Card**

**Banner**

**Advertisement**

**Award Certificate**

**Flyer**

**Brochure**

**Menu**

**Invitation**

**Greeting Card**

**Special Paper**

**Resume**

**Order Form**

**Signs**

**4. Challenge Activities**

# Microsoft Publisher – Publishing Software

## **Module Overview**

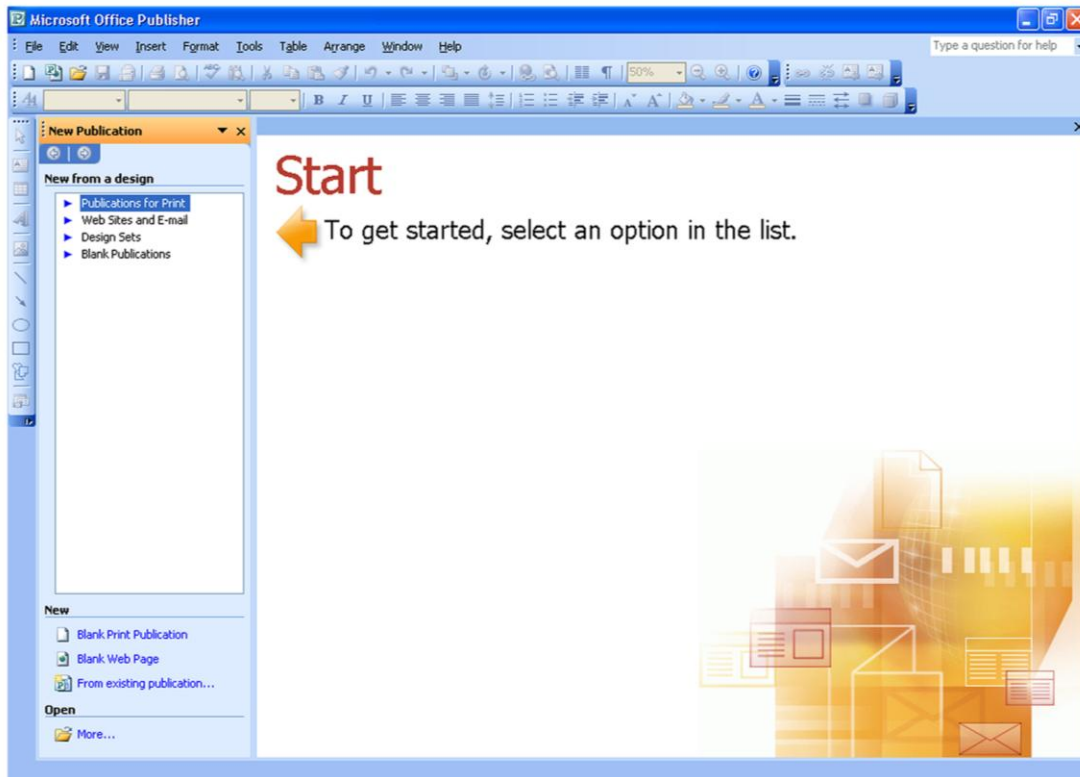
This is a module that will allow students to become familiar with one of the many programs that is used to create printed as well as electronic based publications, which are used by businesses to do a variety of tasks include advertising, basic communication, and also to inform potential customers for any number of businesses or service industries.

## **This module will enable students to:**

1. Use the PUBLISHER software environment/tools to create effective printed materials.
2. Learn how to edit pre-established templates to suit a given scenario or request.
3. Combine other skills from BBT to reach their goals.

## PUBLISHER – INTERFACE BASICS

The following information gives you the basics of where different tools and panels are located within the PUBLISHER interface, and should serve as one of the references that can be used while completing the module activities.



This is the main window that opens when you start up Publisher, and contains the “new publication wizard” which helps in getting you started with the templates that come packaged with the program.

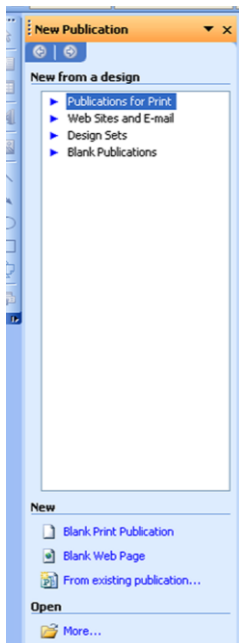


This part of the main window of Publisher contains the “main menu”( the text only part), as well as the “main toolbars” which will be used to do things like make text bold, zoom in/out, and create new publications.



This is the “main(drawing) toolbox” for Publisher, and it contains most of the tools that you will need to create, edit, and revise publications. It has tools that allow you to create a new text box, draw shapes, and add pictures or word art.

Many of the functions in this toolbox act in a very similar manner to Microsoft Word.



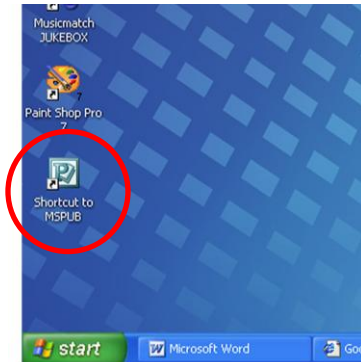
This part of the main screen that opens up is the publication wizard, and will allow you to get started quickly in creating many types of publication templates for such things as business cards, menus, flyers, catalogs, banners, etc.

It will also help you in choosing basic design motifs for a publication, which help to make your work look professional and well thought out.

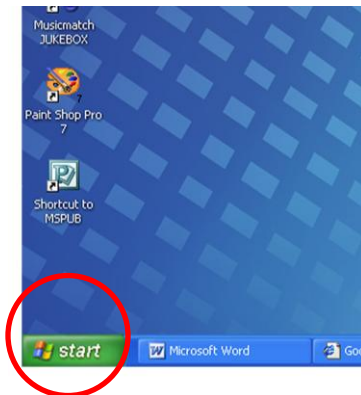
## Starting up "PUBLISHER"

The following explanation is of the two different ways that you can start up the "PUBLISHER" software on your computer:

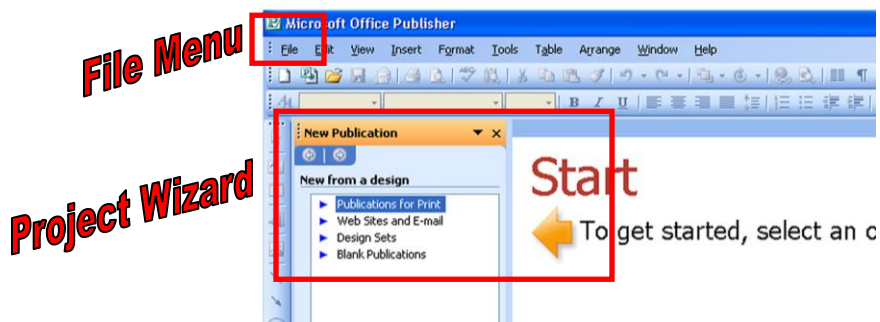
1. Click the "PUBLISHER " program shortcut on the screen if it is available.



2. Go to the Start Menu > Programs > Microsoft Office> Publisher.



3. Once the program has started up, you can then choose to start a project from **from either the " File " menu, or select the appropriate item from the " Project Wizard ".**



## ACTIVITY INSTRUCTIONS



The following activities will be based on an imaginary business, group, or activity that you own or participate in.

**\*\*You must complete All activities in the left list and any of the remaining activities for a total of at least 12 ACTIVITIES!**

### Module Activities

**Business Card**

**Banner**

**Advertisement**

**Award certificate**

**Flyer**

**Brochure**

**Letterhead**

**Program**

**Resume**

**Invitation**

**Newsletter**

**Order Form**

**Gift Certificate**

**Sign**

**Menu**

**Greeting Card**

You will need to make up the following information that you will use throughout your projects:

**Name (Name of Business, Group or Activity)**

**Street address**

**City, Province**

**Country**

**postal code**

**e-mail address**

**phone number**

**\*Logo / Image ( could create from scratch or use something from the internet with permission/referenced).**

In some of the activities you will also need to either pull information from the internet, or create it from scratch. You will likely need to find such things as product photos (t-shirt, car, coffee mug, etc.), as well as other clipart / photos that will enhance your project.


Consider choosing a business that is similar in type to the one that you might like to run in the future.



All the activities should be consistently formatted for the single purpose of promoting that business, group, or activity. Take some time to consider what the business or activity is, what does it do (sell, service, promote), then come up with a plan to promote using colour schemes, images, symbols etc. (You are experts in advertising so be creative)

### Module Marking Rubric

Each activity will be evaluated on the following criteria:

	1.5-2 Excellent	.5-1 Acceptable	0-.5 Unacceptable
Text	Modified from template, easily seen, good use of contrast and space. Message is direct	Modified from template, easily read, good message	Text is unmodified, too crowded, or too sparse, difficult to read, message is vague
	Modified from Template, good use of complimentary colours that appeals to the eye and aids with message.	Modified from template and uses complimentary colours. (colour schemes)	Unmodified from template, does not use complimentary colours, makes message difficult to read.
Background	Modified from Template, good use of complimentary colours that appeals to the eye and aids with message.	Modified from template and uses complimentary colours. (colour schemes)	Unmodified from template, does not use complimentary colours, makes message difficult to read
Clipart/images	Adds to the message, is complimentary with colour scheme, and look of the publication.	Good size and colour, connection with message could be better  (not clear)	Image is too large or too small, does not aid or compliment the message.
Logo/Message	Logo is directly related to the product or service, is clearly related to colours and images	Logo is related to product or service and the rest of the publication	Logo is unrelated or vague. Little or no connection to colours, images and



	used. Logo 'feels' like it was always part of the message.		message.
--	---	--	----------

**Final Project:** all publications look and feel like they work together by sharing the same message: promote the same product or service through consistent messaging: See above rubric – all publications should have the same (similar or related) colour scheme, logos, images, backgrounds etc.

**\* IMPORTANT \***

**Read This!**

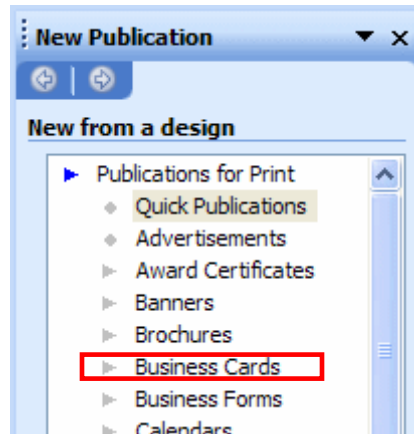
*Several of the ways that you edit pictures, shapes, text boxes, etc., are very similar in Publisher as they are to Word.*

*Most of the editing for any one item such as pictures/clipart, can be done by right-clicking on the chosen item, and then selecting the "Format \_\_\_\_\_" from the pop-up menu that you see.*

### Activity 1 - Business Card

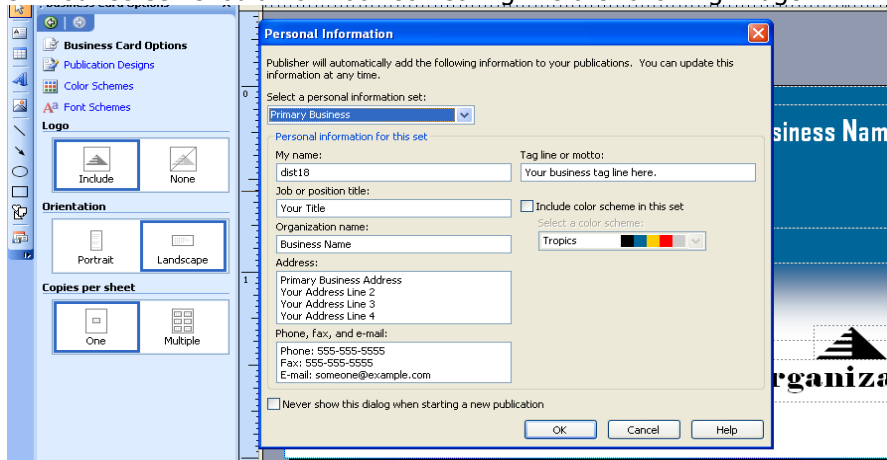
Follow the instructions below to get started in creating your business card with Publisher.

1. Choose "publications for print > business cards "



2. Select a design from the business card templates that exist and then "click OK."

3. Your screen should now look something like the following image.



4. After you have chosen a design that you like, you have to modify all of the relevant information such as name, address, phone number, to suit your imaginary business that you set up before beginning these activities.

You may also want to change the default colour scheme, which can be done on the right hand side of the window.

It is much easier to enter it now and modify/adjust it later.

5. The basic layout of the card, depending on the style that you have chosen, should look something like this.

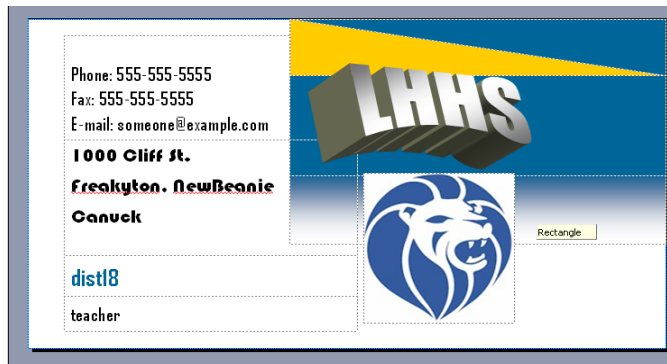


6. Replace the logo/picture by right-clicking on it, and then choose "change picture > from file" from the pop-up menu.

**You may have to left click the image and then go to the Insert menu and import picture from file.**

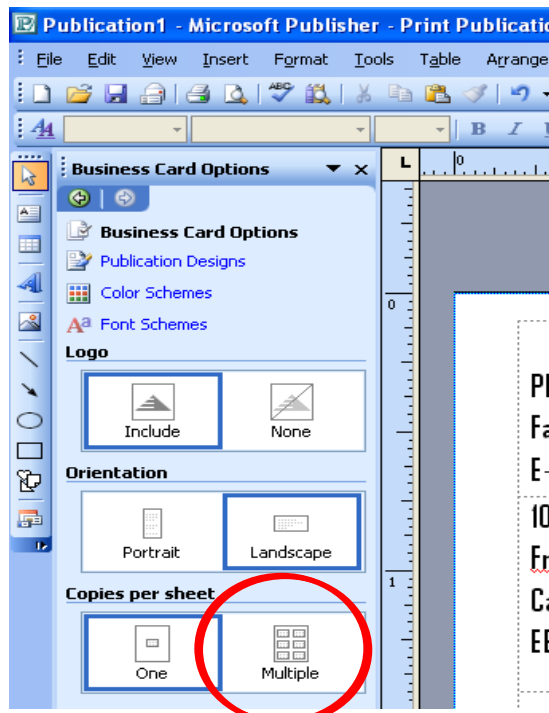
In the window that pops up, go to the shared drive '**SD18.nbed.nb.ca\SD18\2640-Leo Hayes High 2640\_stu' (R:)** and select the "**LHHS images**" folder and select the file "logo" from the list. **If you want to use another logo for this assignment, go and find one on the internet and save it to your folder on the "U:/ " network drive.**

7. You now need to edit at least three other items on the business card to make it your personal design. Things you may want to consider editing are shapes, fonts, or maybe even adding items such as word art or lines/shapes.  
You also need to create a card for each partner (different cards).
8. If you have created drawings or graphics using other programs you may incorporate them here as part of your logo or background.
9. When you are finished, your final product might look something like this.



10. From the task pane on the left of the screen, select “ multiple “ from the “Copies per page” area, and then save your work to your network folder.

( see circled item in the following image)

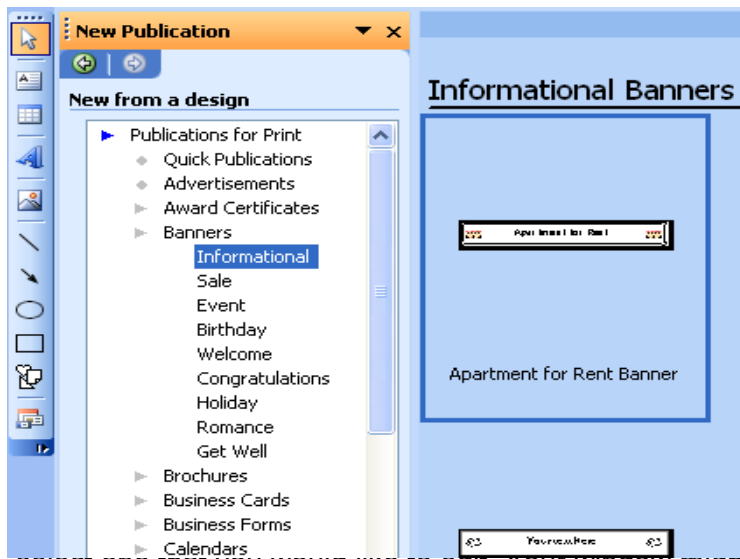


When you have finished this, Save your Business card as My Bus Card, and save your Partner's as Part Card. or ask to have the instructor come over and mark it / they are on while on the screen.

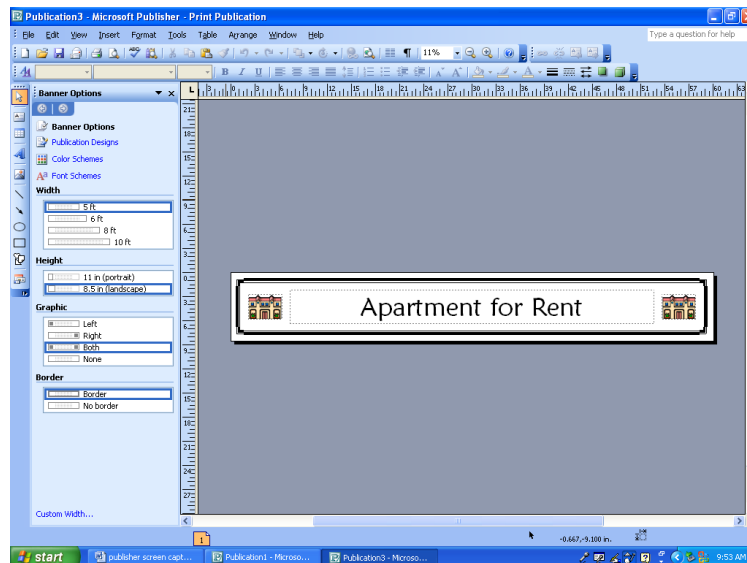
## Activity 2 - Banner

Follow the instructions below to get started in creating your banner with Publisher.

1. Choose “publications for print > banners” if the new publication window is still open. **(If not, click on File and New for the New Publication window to appear. Click on Publications for Print)**



2. select one that you would like to edit. Your window might look something like the following image.



3. For this activity you will have to replace / add a copy of “leo lion logo”, which is available from the shared drive “(R:)” or use the same logo/image that you used in the business card exercise.

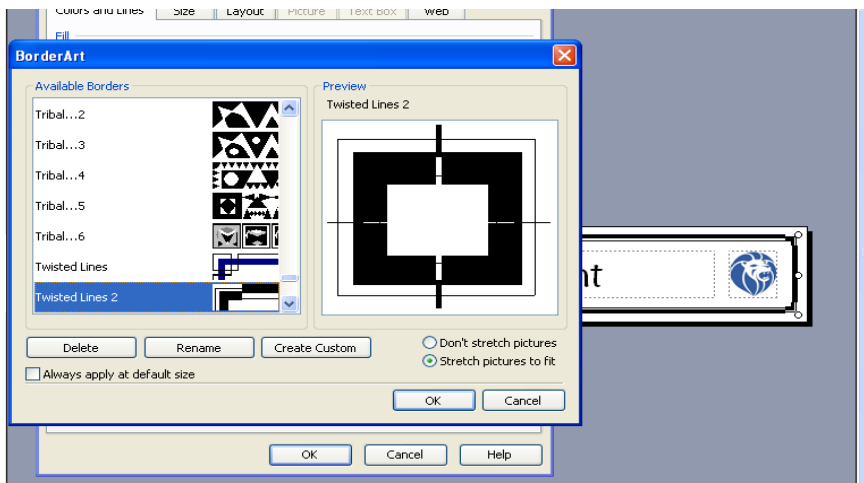
***If you have chosen to start with this activity, go and read “step6” from the business card activity.***

You will also need to edit any of the type that appears, as well as any other items, such as the border that appears in the sample banner.

To edit the border:

You select it, then right-click it then choose “format autoshape” and then look for the “border art” option in the line style menu. This allows you to change to a different type of border.

***Note: It is possible to create your own border, which you can use on everything. Perhaps you would like to spend some time creating your own unique border for your organization.***



**Remember to select the item that you want to edit, then “right click” on it and choose the “format” option from the pop-up menu.**

4. When you are finished, your banner might look something like the following sample.

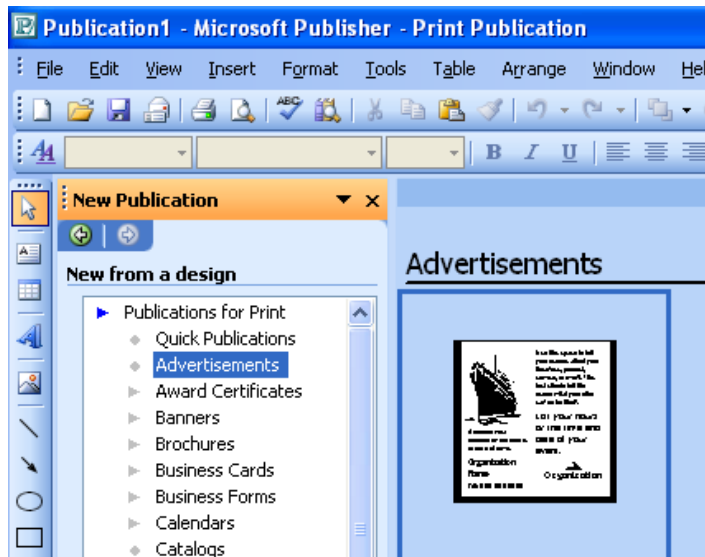


5. When you are finished, save your work to your network folder. Save as “Banner”, and then have your teacher come over and mark it. DO NOT TRY TO PRINT YOUR BANNER OUT.!!

### Activity 3 - Advertisement

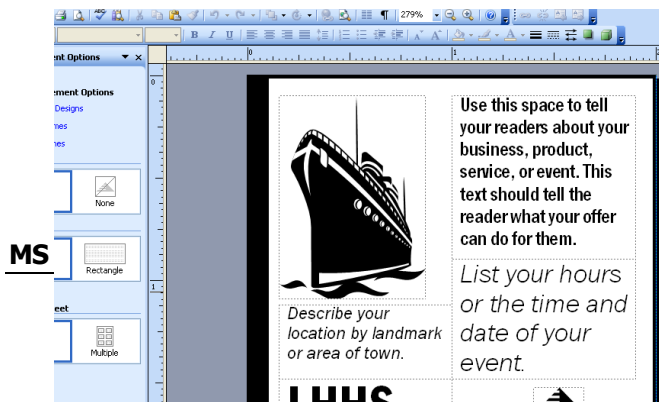
Follow the instructions bellow to get started in creating your advertisement with Publisher. Refer to the beginning of activity 2 if your publication window is not open

1. Choose “publications for print > advertisements ”



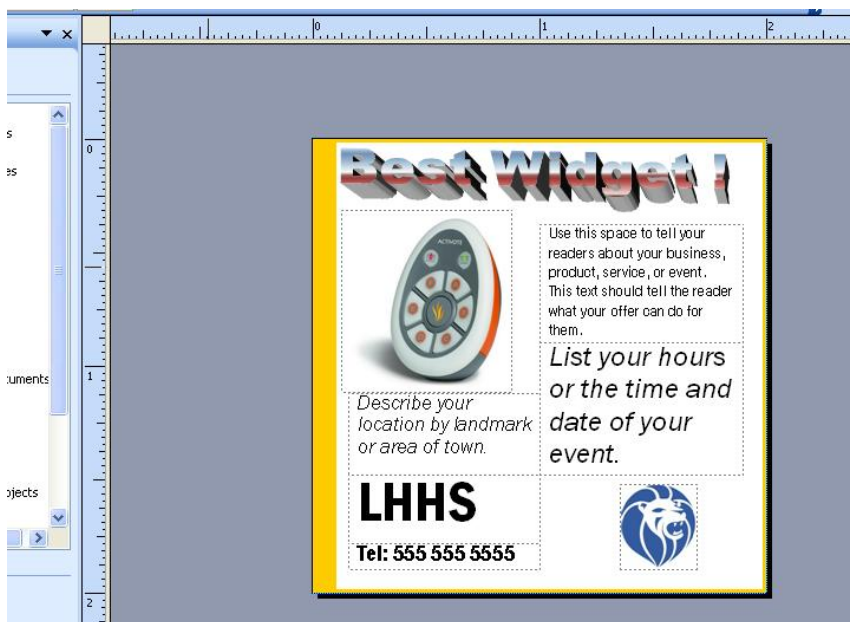
2. Have a look through the different types of advertisement templates that are available, and select one that you would like to edit. Your window might look something like the following image.

***Remember that which ever advertisement you choose, it must advertise your business, group, or activity. It must also compliment all your other creations in this module in terms of message content, colour, and images.***



3. Now you have to edit all of the items to suit the ad you want to create, this includes items such as text , image, shapes, and make sure to think of the theme of the business that you chose before you started.
4. You must also change the content in the text boxes, so that they contain relevant information about what your company is trying to advertise.

Once you are done, your advertisement should look something like the following sample, but with the default text changed to suit the advertisement.



5. When you are satisfied with the changes that you have made, save your work to your network folder "U:/ ". Save as "Advertisement". You may also want to call your instructor over and have him/her check your work.

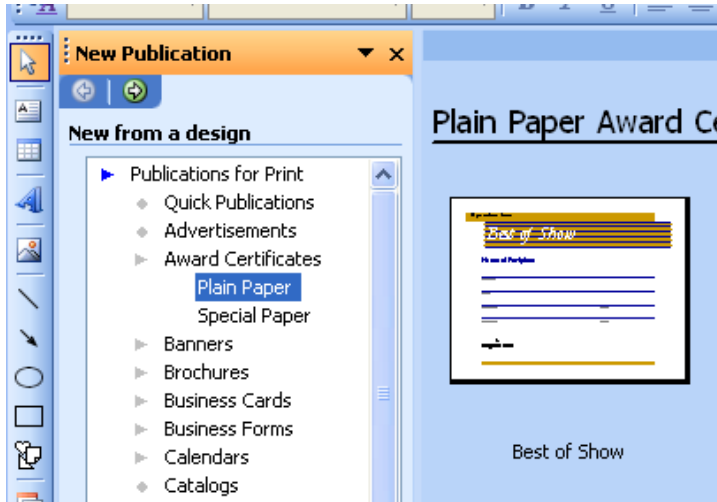
#### Activity 4 - Certificate

Follow the instructions bellow to get started in creating your award certificate with Publisher.

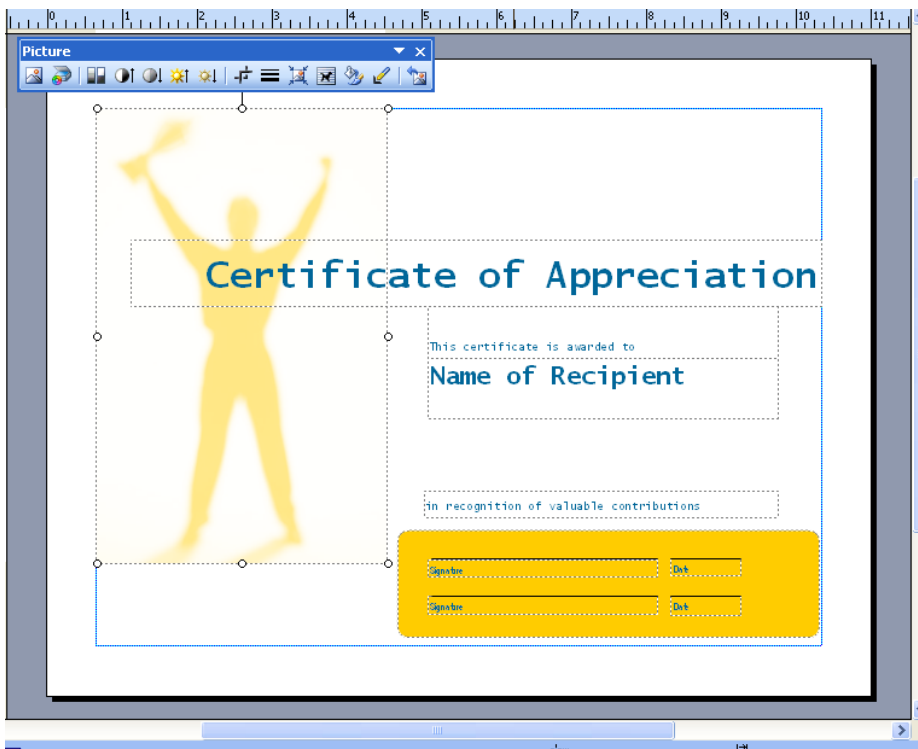
## Important

**The following activity will show you how to edit and / or change a background image in Publisher. This is very useful for several different templates that are found in Publisher.**

1. Choose “publications for print > award certificates” from the task pane.



2. Have a look through the different types of certificate templates that are available, and select one that you would like to edit. Once you have made your decision, your screen should look something like this.



3. Click on the image and selecting “change picture” from the pop-up menu.



4. You can now select either “from file” or “clip art”. For this example I chose the “clip art” option and decided to replace the picture with one that had more people in it.

You could have chosen the “from file” option and inserted a picture that pertains to your company/event that you might be giving the certificate out for.

5. Similar to previous exercises, you can now continue editing the award certificate to suit your needs. Remember to keep with a similar colour scheme to your previous activities.

You will need to modify the following items for the flyer, in addition to the background image to complete this activity:

- the fonts
  - the type of “auto shapes” – change at least 1
  - change the colour of 1 or more shapes/boxes
  - add your company logo.
6. Once you are done, your award certificate should look something like the following sample, but with changes in colour and other items that suit your company and occasion.

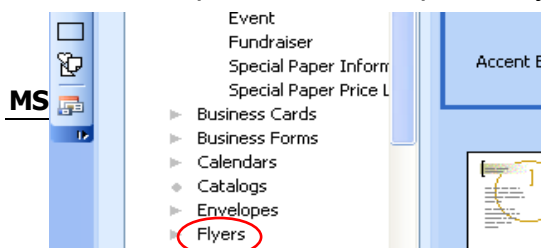


5. When you are satisfied with the changes that you have made, save your work to your network folder “U:/ “. Save as “Certificate”. You may also want to call your instructor over and have him/her check your work.

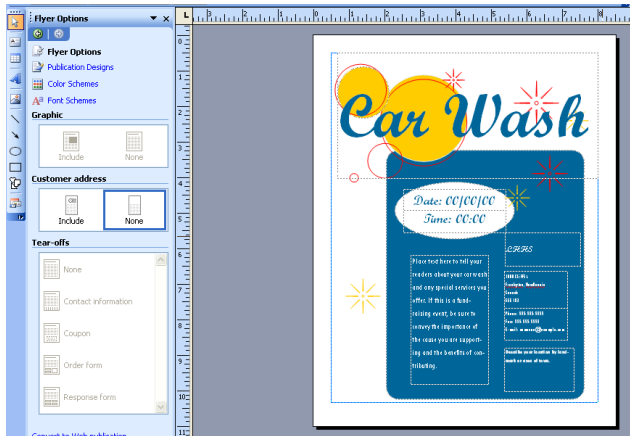
### Activity 5- Flyer

Follow the instructions bellow to get started in creating your flyer with Publisher.

1. Choose “publications for print > flyer ” from the task pane.



7. Have a look through the different types of flyer templates that are available, and select one that you would like to edit. Once you have made your decision, your screen should look something like this.



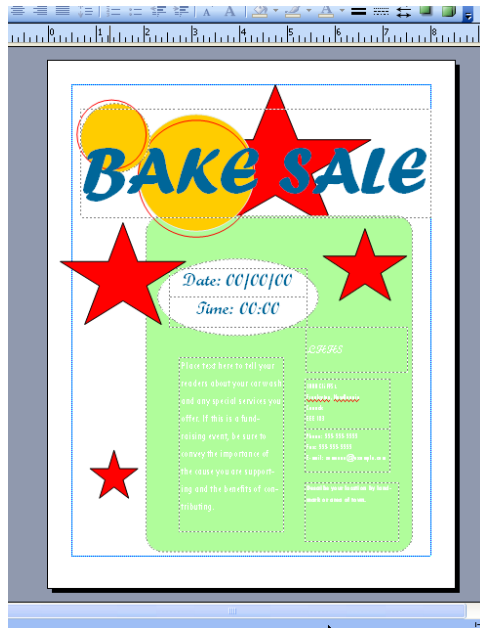
8. Similar to previous exercises, you can now begin by editing the flyer to suit your needs. Remember to keep with a similar colour scheme to your previous activities.

***Remember that you can create things like “autoshares” by using the tools in the “drawing” toolbox, or try to edit the items by first selecting them and then right-clicking on them to change their format.***

You will need to modify the following items for the flyer to complete this activity:

- the title font
- the type of “auto shapes” – create at least 2 new ones
- the colour of 1 or more background shapes/boxes
- add your company logo.

- Once you have finished modifying the items from the previous steps, your flyer may look something like the following:



- When you are satisfied with the changes that you have made, save your work to your network folder "U:/ ". You may also want to call your instructor over and have him/her check your work.

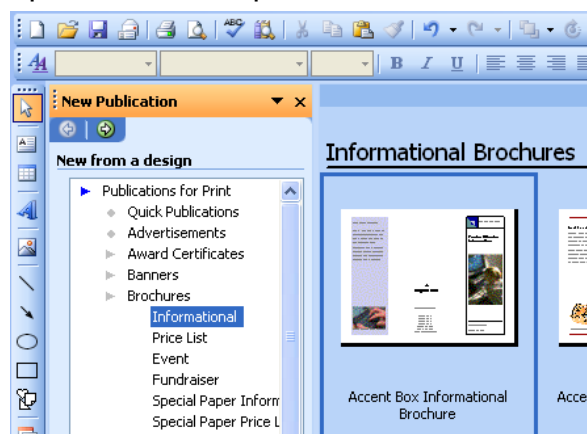
## Activity 6 - Brochure

Follow the instructions below to get started in creating your flyer with Publisher.

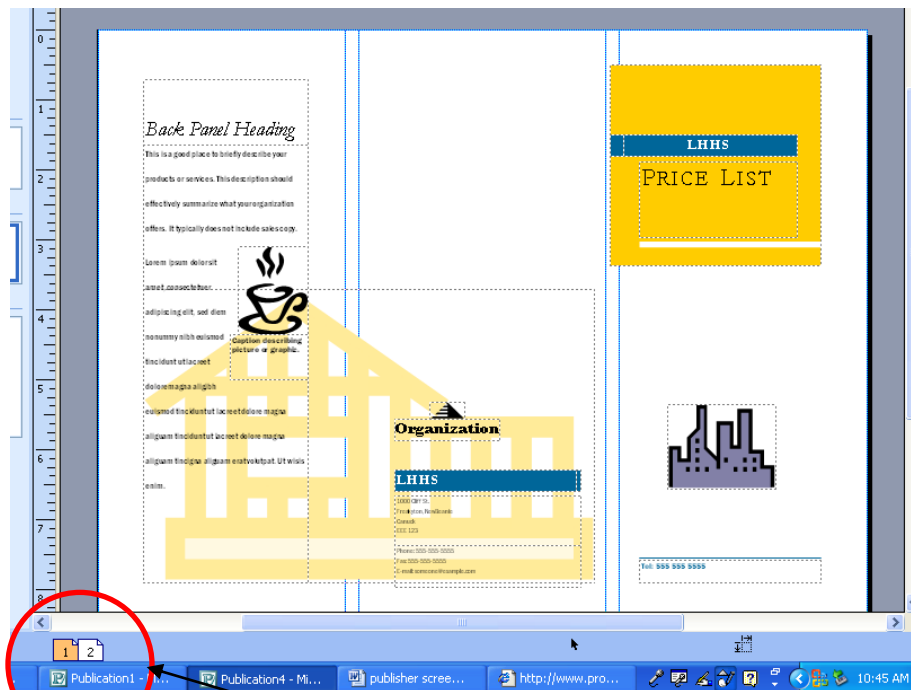
### ***Important***

***The following activity introduces you to the concept of "multi-page" document editing, so you will need to pay close attention to each step.***

- Choose "publications for print > brochure " from the task pane.



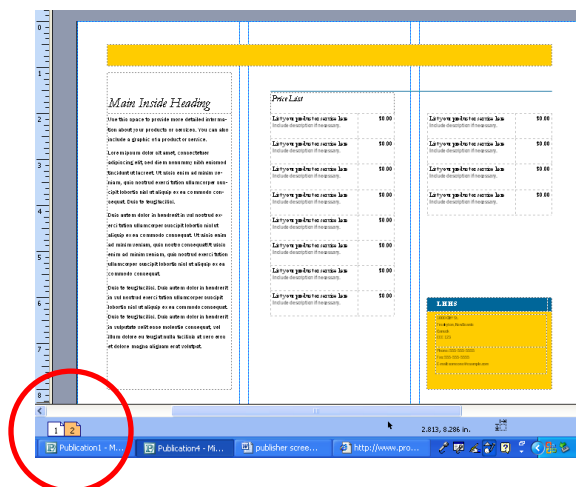
2. Select one template that you would like to edit. Once you have made your decision, your screen should look something like this.



## IMPORTANT

***In the bottom left hand corner of the screen that shows up, you should see a group of two or more little page icons stuck together. These little icons are what you will use to navigate between the outside and the inside of your brochure design. It also applies to other multiple page documents you will work with.***

Just click with your cursor on the 2<sup>nd</sup> page, and your screen will show you the inside of your brochure, and you can click back on 1<sup>st</sup> page and get back to the outside of your brochure.



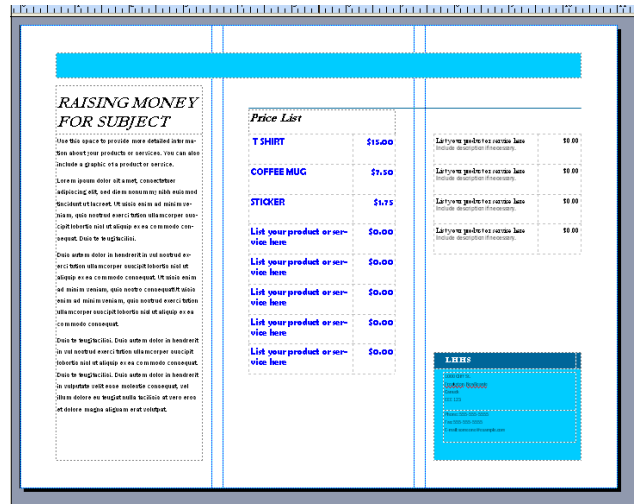
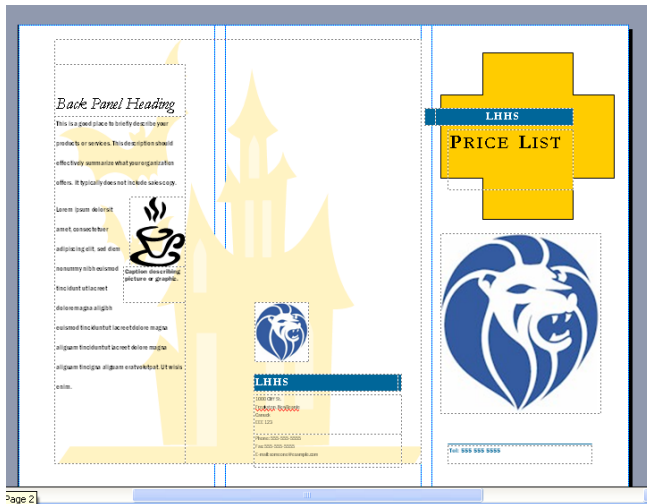
- In a similar manner to previous exercises, you can now begin by editing the brochure to suit your needs. Remember to keep with a similar colour scheme to your previous activities.

You will need to modify the following items for the flyer to complete this activity:

- the title font
- at least one background image ( like the building in the example brochure )
- the content of the flyer ( all major text boxes )
- the colour of 1 or more background shapes/boxes
- add your company logo.
- add 4 or more pieces of clip-art that relate to your subject
- **MAKE SURE TO CHANGE CONTACT/BUSINESS INFO. TO THE SAME INFORMATION THAT YOU CREATED / THOUGHT-UP FOR YOUR BUSINESS CARD.**

**Remember that when you edit the brochure for this activity, you can use imaginary products or services or create a brochure complete with text to advertise your business, group, or activity.**

- When you are finished editing your brochure, it might look something like this, but with colours and a theme that matches the rest of your activities.

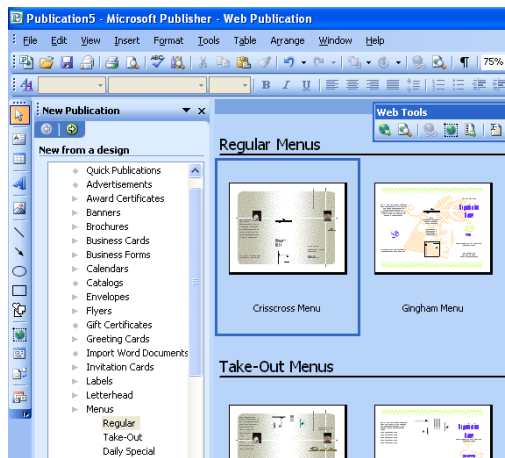


- When you are satisfied with the changes that you have made, save your work to your network folder "U:/ ". Save as "Brochure". You may also want to call your instructor over and have him/her check your work.

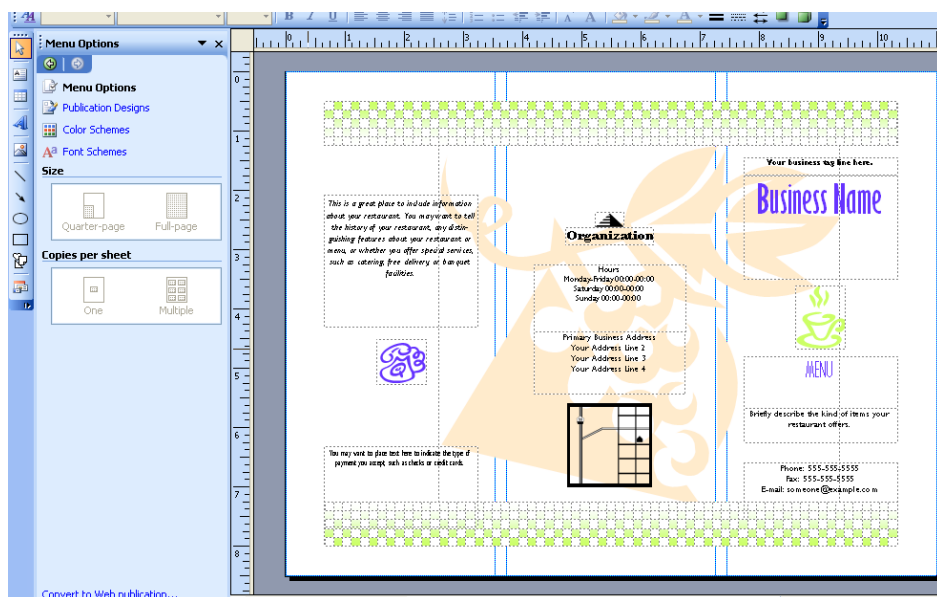
## Activity 7 - Menu

Follow the instructions below to get started in creating your menu with Publisher.

1. Choose “publications for print > menus > regular menus ” from the task pane. \* We will be working with regular menus for this activity, as the other menus are like the other activities that you would have already done.



2. Select one template that you would like to edit. Once you have made your decision, your screen should look something like this.

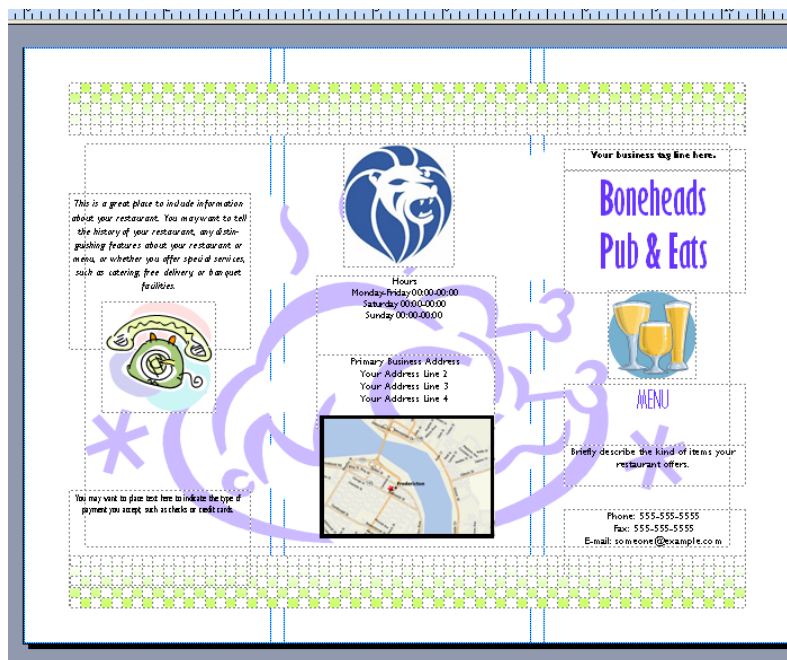


3. The menu is very similar to the brochure exercise, so you can now begin by editing the brochure to suit your needs. Remember to keep with a similar colour scheme to your previous activities.

You will need to modify the following items for the flyer to complete this activity:

- the title font
- at least one background image
- the text for the menu items
- the colour of 1 or more background shapes/boxes
- add your company logo.
- add 4 or more pieces of clip-art that relate to your subject
- change the contact information to suit your business.
- add / change a street map from the internet, or draw one .

4. After you have finished editing your menu, both the first and second page, your menu may look something like this.



5. When you are satisfied with the changes that you have made, save your work to your network folder "U:/", and then print one copy out on regular size paper and put it in your folder. You may also want to call your instructor over and have him/her check your work.

## Challenge Activities

The following are the two projects that you have to choose from:

1. ***Product Catalog***
2. ***Website***

In either case, you must edit the following list of items that pertains to the project that you choose. You should also feel free to experiment and add one or more things that were not required.

Product Catalog	Website
<ul style="list-style-type: none"> <li>• Add or change logo</li> <li>• Add or change at least 5 pictures</li> <li>• Add or change at least 5 autoshapes</li> <li>• Modify Title font</li> <li>• Add 2 or more pieces of word art</li> <li>• Change contact information (name,ph#,etc.)</li> <li>• Find and add a location map from the internet.</li> <li>• Take and add in a digital picture of the business owner(s).</li> <li>• OTHER CHANGES – make some other changes to the catalog, and list on a separate sheet of paper.</li> </ul>	<ul style="list-style-type: none"> <li>• Add or change logo</li> <li>• Create a fake website address</li> <li>• Add or change at least 10 pictures</li> <li>• Change title or add welcome banner to homepage</li> <li>• Add 2 or more pieces of word art</li> <li>• Change contact information (name,ph#,e-mail, etc.)</li> <li>• Take and add in a digital picture of the business owner(s).</li> <li>• Edit at least 3 separate pages other than the homepage.</li> <li>• Add a references/bibliography page.</li> <li>• Add at least 5 outside links to other websites.</li> </ul>



--	--

***IMPORTANT***

***Your will also need to edit any of the content in the text boxes to fit with the subject matter that you choose. Make sure that you proof read your work!  
You may be asked to print some of your project for evaluation.***

## Publisher Activity Sheet

The following activities will be based on an imaginary business, group, or activity that you own or maybe want to create or supervise.

**YOU MUST COMPLETE AT LEAST 12 OF THE FOLLOWING ACTIVITIES** (3 pts ea)



**Do not print any of your work.** Show your teacher and have them sign your sheets in the space provided below.

**Business Card** \_\_\_\_\_  
**Banner** \_\_\_\_\_  
**Flyer** \_\_\_\_\_  
**Newsletter** \_\_\_\_\_  
**Award certificate** \_\_\_\_\_  
**Brochure** \_\_\_\_\_  
**Advertisement** \_\_\_\_\_  
**Letterhead** \_\_\_\_\_  
**Menu** \_\_\_\_\_  
**Sign** \_\_\_\_\_  
**Program** \_\_\_\_\_

**Greeting Card** \_\_\_\_\_  
**Gift Certificate** \_\_\_\_\_  
**Resume** \_\_\_\_\_  
**Order Form** \_\_\_\_\_  
**Special Paper** \_\_\_\_\_

12 activities X 3 ea = \_\_\_\_\_ / 36

Points for originality and  
consistency of design idea. \_\_\_\_\_ / 4

\_\_\_\_\_ / 40

**Project Work:** For the following activity, you may want to think of a store which can provide stay at home people a chance to shop either online or using catalogs. Using the template for a website or catalog, create an example of products which could be purchased through your company. Using the wizards and as many of the tools you learned, make sure your work will be eye catching and interesting to the audience. (20 Pts)

**Web site or Catalog should contain no less than 5 pages as a sample!**

- **Product Catalog** \_\_\_\_\_
- **Web Site** \_\_\_\_\_

**Project** \_\_\_\_\_ / 20

**Teacher Comments:**

---

---

---

**Final Activity Score:** \_\_\_\_\_ / 60