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**AUSTRALIAN COLLEGE OF
PHYSICAL EDUCATION
Library**

**Creating a Brochure
in Publisher 2010**

ACPE Library
Updated March 2012

Brief Introduction

This document provides you with 'The Basics' on how to use Publisher 2010, which is a desk top publishing program mostly used for creating resumes, posters, greeting cards, catalogues, brochures, or any sort of branded marketing materials. Everything in a Publisher publication, including a block of text, is an independent element. You can place each element exactly where you want it, and you can control its size, shape, and appearance. Each block of text is located in a text box, and you build publications by arranging text boxes and images on your pages.

There are many pre-formatted brochure designs [templates] to choose from, or you can create your own publication. The easiest way to create a brochure using Publisher is to use a template. If you would like to customize your brochure, once a template is selected, you may delete any of the pre-placed objects and insert your own.

Planning

Before you begin your publication it is useful to consider the following:

1. **Your company identity**

Who are you? What image do you wish to convey? Think about your company contact details.

2. **Audience**

Who is your intended audience?

3. **Purpose**

Why are you developing this publication? What information will you need to convey?

4. **Images**

Will you use clip art? Will you include your own photos? Do you have a company logo?

To Access Publisher 2010

1. Start → All Programs → Microsoft Office → Microsoft Office Publisher 2010

Creating a Brochure Using Publisher Templates

2. When Publisher opens you will be presented with the choice to use a blank document or a template. The Brochure templates are under the heading **Most Popular** and then select **Brochures**
3. Publisher displays thumbnails of the available designs.

Scroll down to view the range of brochure designs.

Select from:

Installed Templates - Informational or Price List [template designs]

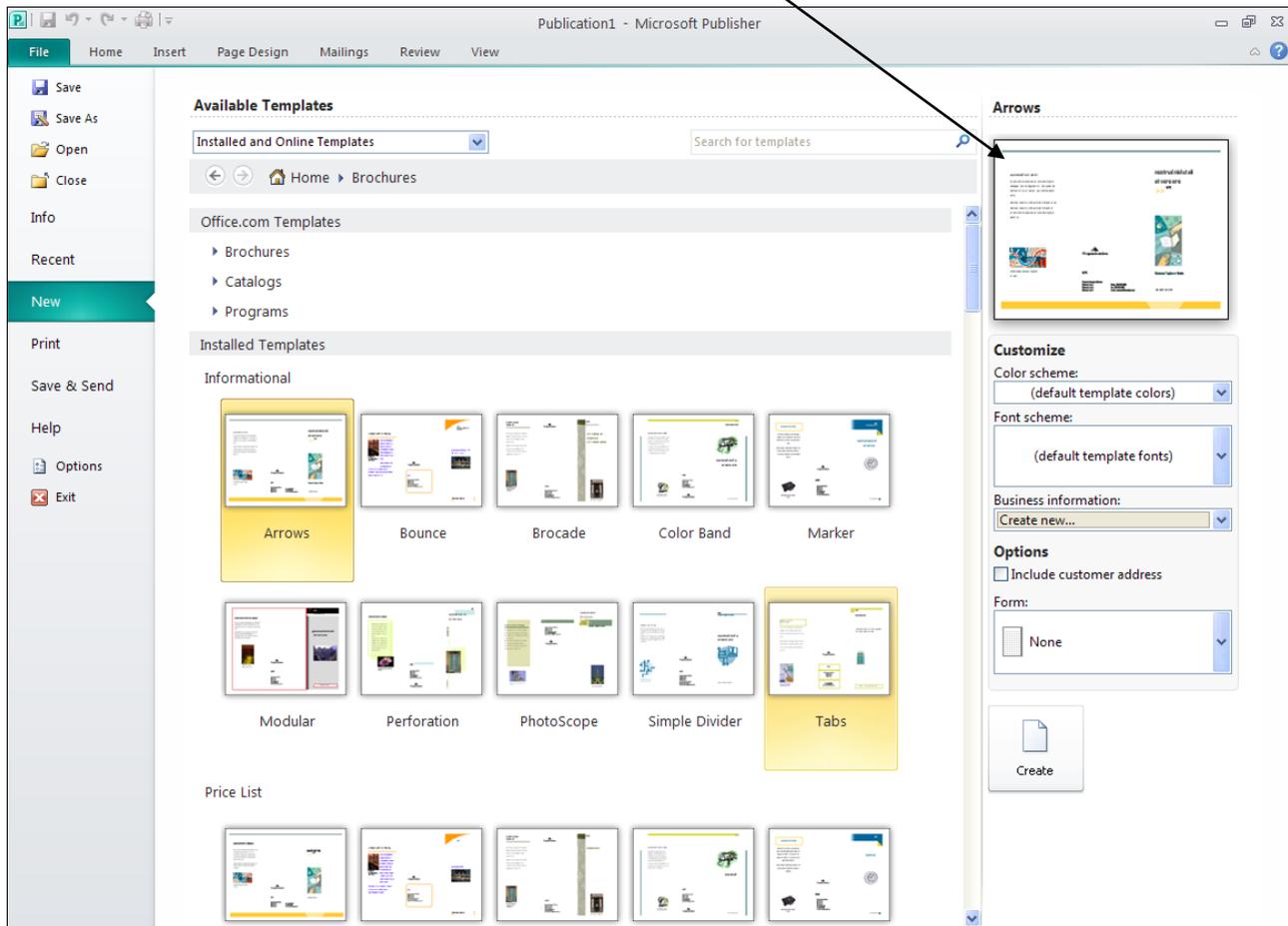
Installed Templates - Informational or Price List [template designs]

Event - Fundraiser [template designs]

Blank Sizes - A3, A4, or A5 as well as a range of other sizes [to create your own design].

Note: To access additional downloadable templates click one of the options at the top of the page under the **Office.com Templates**

4. Click on a design and it will preview in the top right pane.



5. Customizing Your Design

You can also change the color scheme and font scheme, delete or add elements, and make any other changes you want so the publication accurately represents your specific organization or activity.

Colour Scheme

Select a colour scheme from the drop down menu. A gallery of pre-selected colour combinations that can be applied to the brochure is provided.

Font Scheme

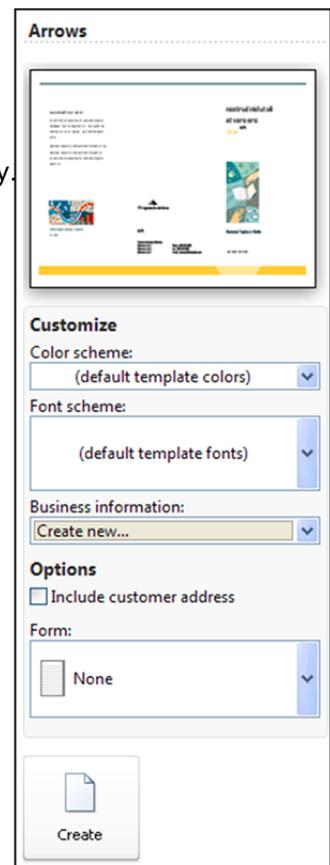
Provides a list of pre-selected font combinations that can be applied to the brochure.

Business Information

Allows you to enter contact information to be included on the brochure, or select previously entered information.

Form

Adds a pre-formatted form (e.g., an order form, response form or a sign up form) to the brochure.



6. Business Information

To add business or personal contact information to the brochure, from the *Business Information* pull-down list, select **Create New**.

The *Create New Business Information Set* dialog box appears. If you skip this step, you can edit the section of your brochure dedicated to contact information directly in the brochure, but the information will not be saved for use in future brochures. It is possible to add your **company logo** to your business information.

Complete the dialog box as appropriate. Then click **Save**. The new information is applied to your brochure and is saved for use in future brochures.

Create New Business Information Set

Business Information for this set

Individual name: Tagline or motto:

Job position or title: Logo:

Organization name:

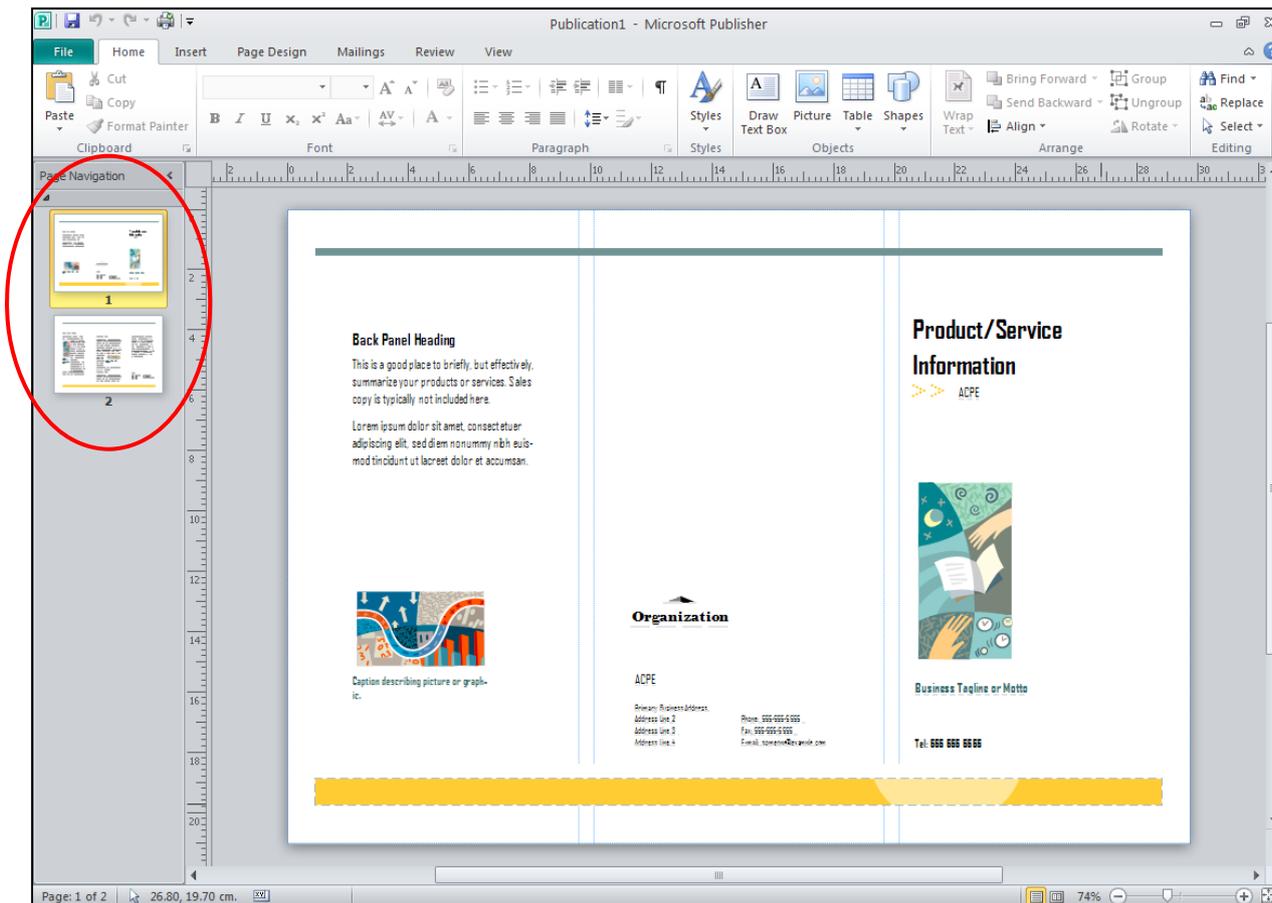
Address:

Phone, fax, and e-mail:

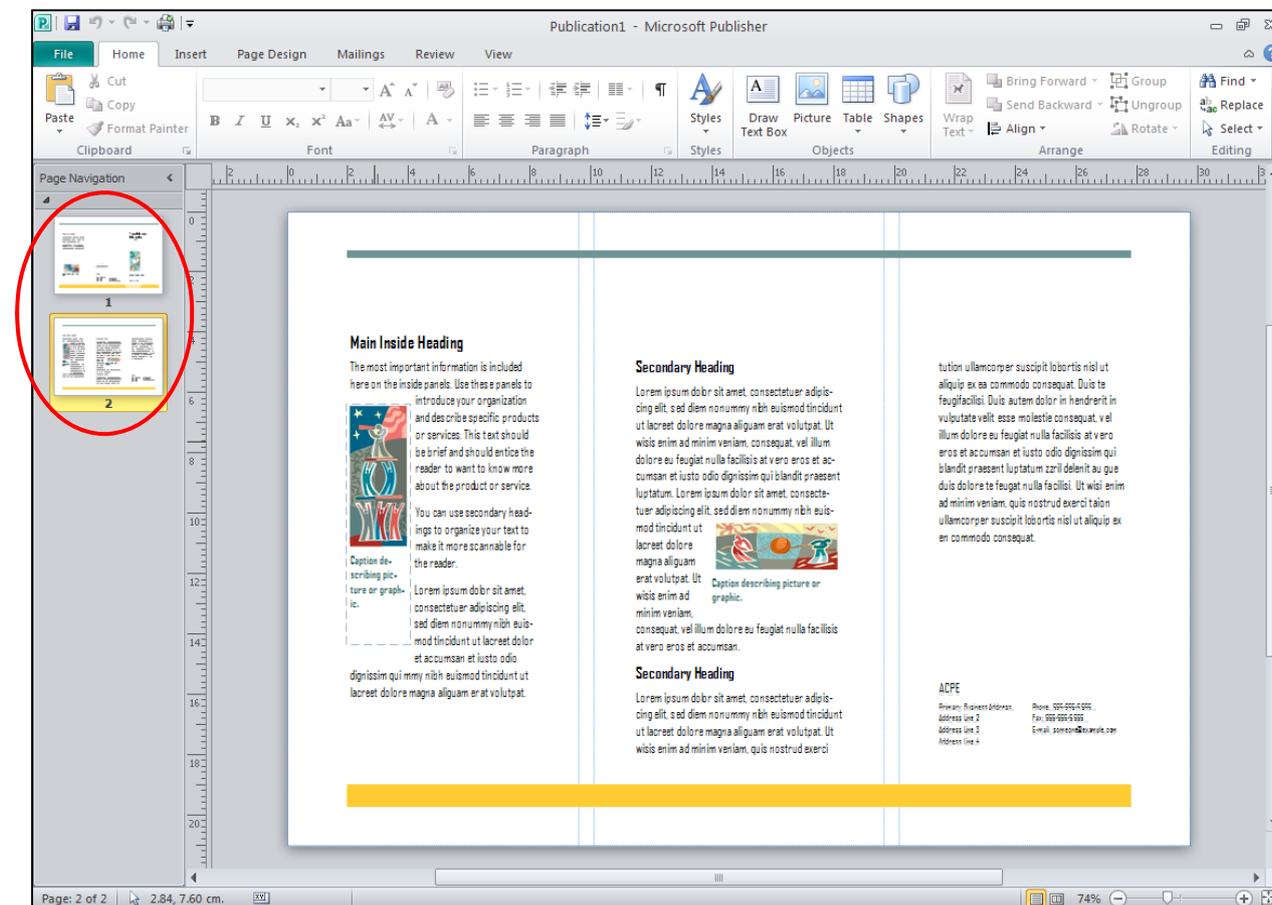
Business Information set name:

7. Click **Create** to load your design.

8. The 1st page will look like this [depending on your design].



9. The second page will look like this [depending on your design]...

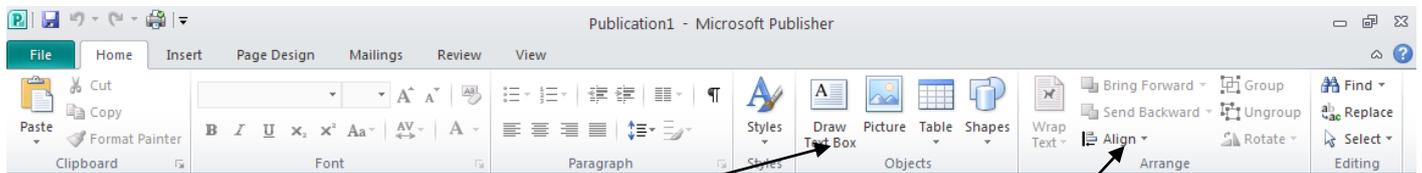


10. You can now type your customized text into any text box.

Customizing Your Brochure

The Home Tab has the following frequently used functions:

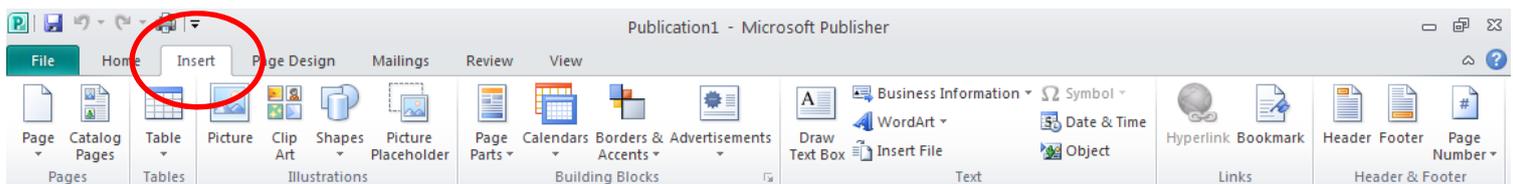
(Note: Some of these will not be available when certain elements of your brochure are being edited)



Insert Objects Group:
Text Boxes, Pictures, Tables
& Shapes

Arrange Group:
Manipulate Positioning of
Elements and Grouping
them together

You can get more Options on different things you can insert through the Insert Tab



11. Inserting Graphics

- Click on **Insert Tab** on the ribbon [as above]
- Select **Clip Art** and the **Clip Art** task pane appears.
- In the **Search for** text box, type keywords related to the **Clip Art** you require
- From the **Search in** pull-down list, select a location to search for **Clip Art**
- From the **Results should be** pull-down list, select the type of **Clip Art** you require
- Click **Go** and in the **Results** scroll box, a list of images appears.
- Click the required image to be inserted
The **Clip Art** is inserted into your document.



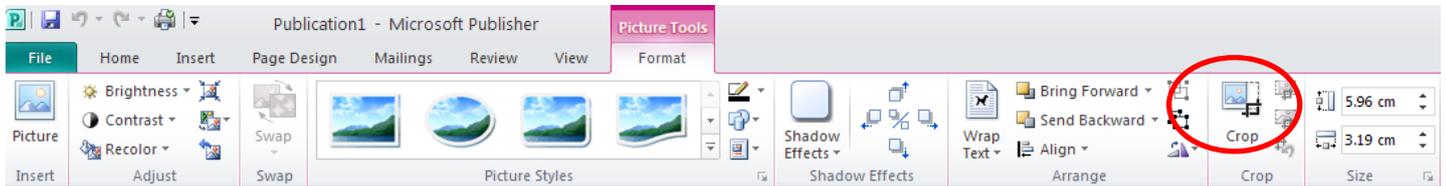
12. Resizing a Graphic

- Select the graphic to be resized and sizing handles appear on your graphic
- To change your image proportionately, click and drag one of the corner sizing handles until the graphic reaches the desired size
- To change your image in height or width, click and drag one of the top, bottom, or side sizing handles. The graphic is resized.

13. Cropping Graphics

a. Select the graphic to be cropped (cropped = reducing the size of the graphic by cutting off parts of the image along the edges)

b. Select the **Format Tab** that appears in the ribbon, click **CROP** 



c. Click and drag the black borders until the picture is the desired size

d. Release the mouse button and the graphic is cropped.

14. Moving Graphics

a. Select the graphic to be moved

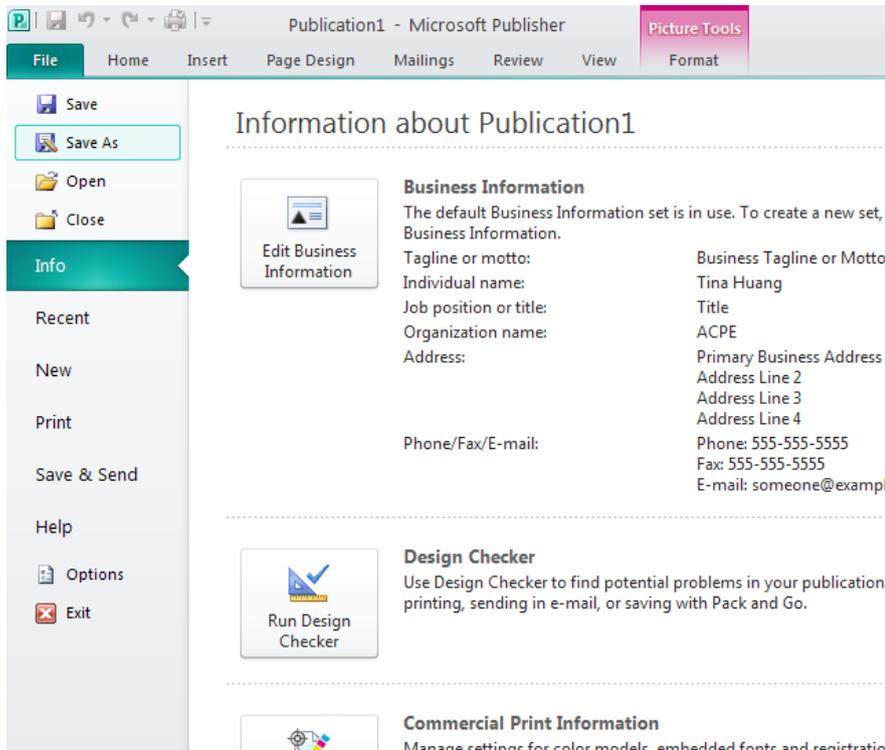
b. Position your mouse anywhere over the graphic until a four-headed arrow appears

c. Click and drag the graphic to the desired location

d. Release the mouse button and the graphic is moved to the new location.

To Save Changes to the Document,

a. From the **File Tab**, select **Save As...**



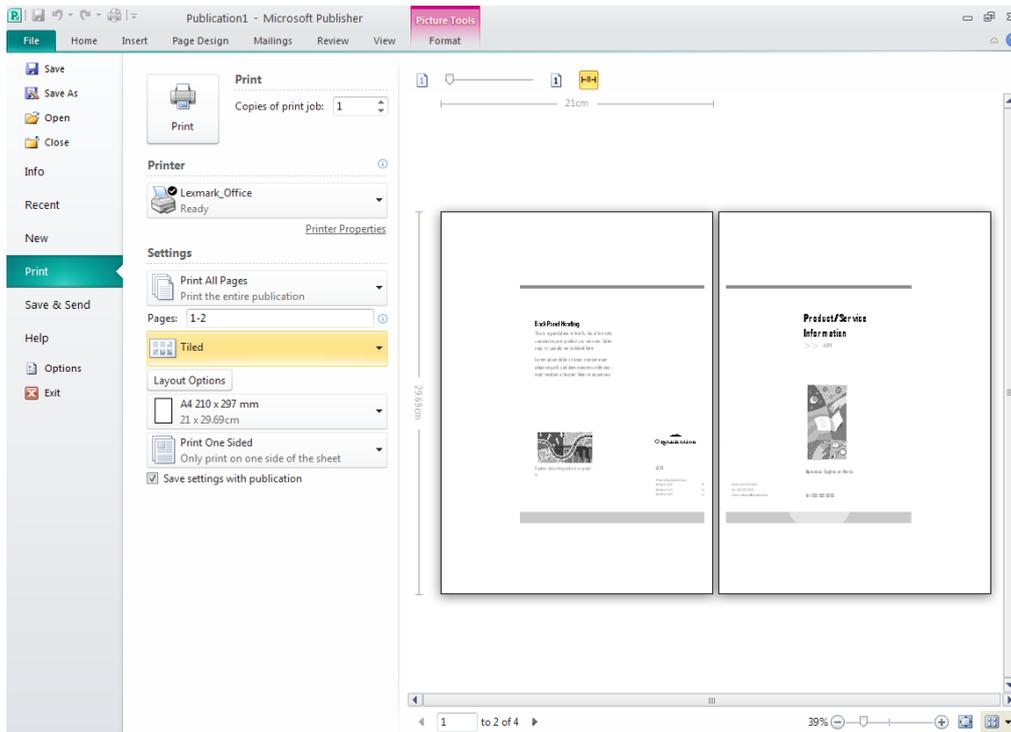
b. From the *Save in* pull-down list, select a saving location

c. In the *File name* text box, type a name for the document

Printing

Print Preview

To preview your publication before printing, go to **File Tab** and select **Print**. A preview of you document will appear to the right.



Note: Make sure you change the document from **Tiled** to **One page per sheet**. The change should now be reflected in the preview to the right.

Printing a brochure double sided in colour

1. Go to **File Tab** and select **Print**
2. In the **Printer name** box select **Library Colour** printer from the drop down menu [this is the only printer that prints in colour].

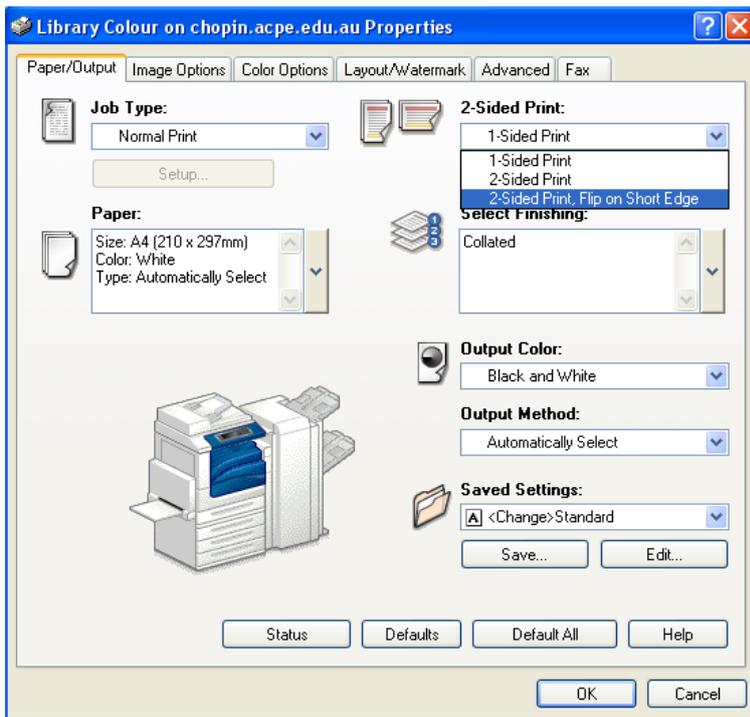
The screenshot displays a printing software interface. On the left, there is a sidebar with the following sections:

- Print**: Includes a printer icon and a 'Print' button.
- Printer**: Shows 'Copies of print job: 1' and a dropdown menu for 'Lexmark_Office' (Ready).
- Settings**: Includes 'Print All Pages' (Print the entire publication), 'Pages: 1-2', 'One page per sheet', 'A4 210 x 297 mm' (21 x 29.69cm), 'Print One Sided' (Only print on one side of the sheet), and a checked box for 'Save settings with publication'.

The main area shows a preview of a double-sided brochure. The top of the preview indicates a width of 29.69cm. The left side of the preview shows a 'Back Panel' with a heading, a paragraph of text, and a small image. The right side shows 'Product/Service Information' with a logo and a larger image. The bottom of the preview shows contact information for 'ACPE'.

At the bottom of the interface, there is a page indicator showing '1 of 2' and a zoom level of '55%'.

3. Click **Printer Properties**
4. Select **Color** from the drop down list and change the settings to **2-Sided Print, Flip on Short Edge**



5. Click **OK**
6. Click **Print**

[END OF TRAINING MATERIAL]

1. Any questions or comments?

- If you have any questions on the use of Publisher 2010, you can contact the library at library@acpe.edu.au or on (02) 9739 3364, and we can organize some one-on-one sessions for you. During library opening hours, you can also ask library staff on the Circulation Desk and Reference Desks who may be able to help you on the spot, and there are some excellent books on Publisher that are available in the library.

- Is there anything in this document that you think is missing and should have been covered? Do you have any other comments about this document? Then please contact the library during opening hours on (02) 9739 3364, or by email on library@acpe.edu.au