

Should I Consider Publisher for My Document?

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If you use Microsoft Office 2010 and you need to create documents such as newsletters or brochures, what program do you use? You might say Microsoft PowerPoint or Microsoft Word. But there's a good chance that, even if Microsoft Publisher is installed on your computer, Publisher wouldn't be your answer. And if that's the case, there's also a good chance that you'd be missing out on the simplest solution for the particular document you need.

For Mac Users

There is no Microsoft Publisher for Mac. However, you don't need it. Keep in mind that you have Publishing Layout view built-in to Microsoft Word for Mac 2011. See Chapter 10, "Managing Graphics," to learn about Publishing Layout view and creating publication-style documents in Word 2011.

I'll admit it—for years I installed Publisher as part of the Microsoft Office Professional suite but rarely even opened the program. But a couple of years ago, I was required to use Publisher for a project and learned something very important: there are cases in which Publisher is the best program for the task, and you'll be very glad that you have it.

So, in this article, I'll introduce you to some of my favorite features of Publisher 2010 that might simplify some types of document tasks. But I must warn you, it's possible that you'll be pleasantly surprised by what you see.

How to Try Publisher 2010

If you run the Standard, Professional, or Professional Plus edition of Office 2010, you already have Publisher 2010. (Note that 2010 is the first version of Microsoft Office for which Publisher is included in the Standard edition.)

If you run the Home & Business or Home & Student editions of Office 2010, you don't have Publisher. And if you visit the Publisher 2010 page on Office.com, you'll see that there is no option to just try Publisher. Instead, that page offers you the option to download a 60-day trial of Office 2010 Professional Edition.

As long as you have the installation media and product key for the Office 2010 edition you own, there is no harm in downloading and installing the full Office 2010 Professional trial. I recommend having access to that original media and product key in case you need to reinstall the Office 2010 edition that you own at the end of the trial period. To access the Office 2010 Professional trial, visit the Publisher 2010 home page at <http://office.com/publisher>.

Note that Publisher 2010 is available for standalone purchase. So if you already own an Office 2010 suite that doesn't include this program and decide after trying Publisher that you want to buy it, you don't have to buy the entire Professional edition of Office 2010 to get it.

Exploring What Publisher Has to Offer

In Chapter 4, "Planning Your Documents," we discuss using the best tool for the task. Each program in Microsoft Office has its strengths and, when you take advantage of those, you are almost certain to do less work and get better results every time.

For example, Word is the go-to place for most business documents—from letters and memos to complex reports and pitch books—you get tremendous power and flexibility and a strong set of tools to create exactly the document you need. Similarly, PowerPoint is of course the destination for on-screen presentations. And it's also a very good choice for many types of print documents—such as pitch books that you can also create in Word—when your content is compartmentalized by page.

But consider, for example, that you need a newsletter with a variety of multi-column layouts, text wrapping around images, and text that spans multiple pages. Sounds like a pretty typical newsletter, right? It is, but what application are you going to use to create it?

- PowerPoint is great at layout – so you can place floating objects easily and layer objects. But it's not ideal for a newsletter because your text can't span multiple pages

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automatically or wrap around objects as you might like.

- Word is great at documents where text runs to multiple pages. You can use text columns and your text will automatically snake in the columns as you add or edit it, newspaper-style. You can wrap multicolumn text around objects. But what about when you need a variety of changing page layouts, such as sidebars, multiple articles with varying column counts on the same page? You can definitely do it, but if you've tried it, there is a reasonable chance that the experience wasn't ideal.

Alternatively, you can use linked text boxes to create your Word newsletter, but then you lose some text wrap flexibility and you have to position and manage all of those floating objects. Again, you can do it—but managing floating objects has yet to become one of the many strengths of my beloved Word for Windows.

Finally, much as I regularly extol the benefits of tables and nesting tables and I'll shout from the rooftops about the glory of using tables to simplify complex page layouts—they really weren't made for multipage newsletters. You'll lose text wrap ability again and you lose multipage (even multicolumn) text flow.

This is where Publisher comes in. It's what Publisher was made for. This program provides simple layout tools such as drawing guides and masters. It's made for layout, so placing linked text boxes is easy. And you can wrap text in text boxes around objects without issue. So why not give it a try?

From newsletters to brochures, postcards, flyers, and other mailings, you might find benefits to exploring Publisher 2010 for your layout-based documents. To begin with, following are a few facts to pique your interest that you might not yet know about Publisher 2010:

- Publisher supports CMYK and Pantone color models. So, if you need to work with those types of colors, it's also a handy place to go to convert your colors to RGB values for use in other programs.
- As mentioned in Chapter 3, "Understanding Electronic Documents," Publisher includes a tremendous number of fonts. So, if you have an edition of Office 2010 that includes Publisher—or if you install Publisher 2010 in addition to an existing Office 2010 suite that doesn't automatically include it—you enormously increase the number of fonts available to you. In fact, if you use Office 2010 Standard, Professional, or Professional

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Plus, the majority of fonts that Office 2010 installs come from Publisher.

- Publisher includes tools designed to help you prepare your document for sending to a commercial print shop.
- Publisher offers layout tools specifically for creating two-page spreads and bleeds.
- As part of Office 2010, Publisher has a lot in common with the other applications in the suite—such as the Ribbon, Backstage view, and consistent behavior (such as keyboard shortcuts) for many common tasks such as those for document management and editing text and objects. In fact, because you use Word or PowerPoint, there's quite a bit you already know about working with Publisher. So, it won't take a big learning curve to get started.

Okay, then. Let's give it a try.

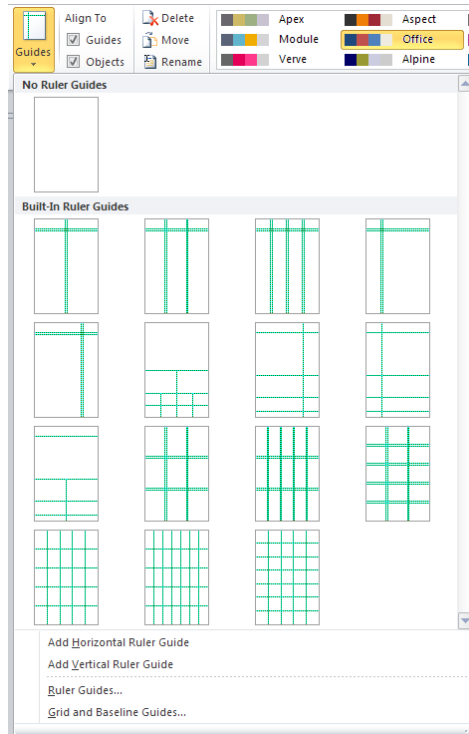
Setting Up Pages

Keep in mind that Publisher is about layout. It's designed to let you place objects independently wherever you need them on the page. With that in mind, following are a few features to help you get started with the right layout:

- **Guides.** You can drag from the horizontal or vertical ruler to add drawing guides to the page; hold the CTRL key and drag a guide to duplicate it; or set guide position precisely.

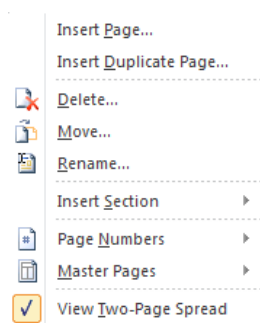
On the Page Design tab, in the Layout group, click Guides for a gallery of preset guide layouts for common page layout requirements as well as additional options.

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Additionally, you can right-click a guide for a shortcut menu with options to duplicate or delete the guide, as well as a Ruler Guides command that opens a dialog box through which you can set guides to a particular position, view the position of existing guides, and delete specific guides.

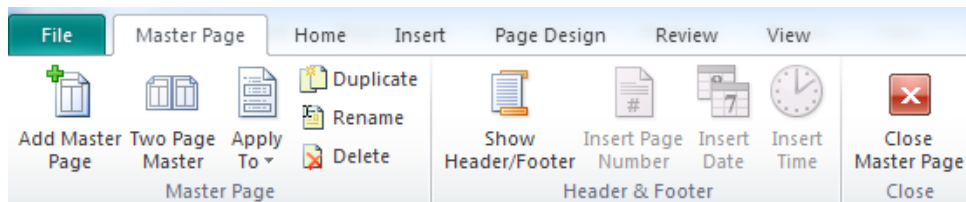
- **Page Navigation options.** The Page Navigation pane appears by default on the left side of the screen. You can drag the pane to widen it to increase the size of thumbnails and you can drag thumbnails within the pane to easily rearrange pages. In addition, when you right-click a page thumbnail, you get several useful options. All (or at least most) of the options available here are available elsewhere, but it's nice to manage so much from one spot.



The options to insert, duplicate, delete, and move pages are self-explanatory. But notice a few of the other options:

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- **Sections.** You don't need a new section for as many tasks as you do in Word. You also don't get some of the flexibility that Word sections give you (such as changing paper size by section). However, it's very easy to add and remove sections in Publisher, and you might want to do this to hide a header or footer for the first page of a section, or to restart page numbering by section. When you insert a section, the section break appears as a bar in the Navigation Pane, similar to the appearance of sections in the PowerPoint 2010 Slides pane when you use the new Slide Sections feature. Right-click a section break in the Page Navigation pane in Publisher for section options.
- **Master pages.** You can also access master pages from the Page Design tab, in the Page Background group. The beauty of master pages in Publisher is that you can just click to apply a different master to any page(s) in the publication. If you click the Master Pages command and then click Edit Master, you get the Master Pages tab shown here.



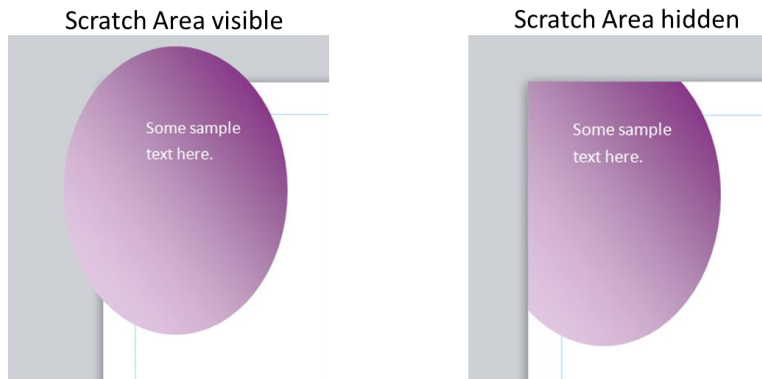
Notice the option to create a two-page master for two-page spread layouts.

Note Other than control of visibility of headers and footers on the first page of a section, note that headers and footers are tied to masters in Publisher, not to sections.

- **View Two-Page Spread.** It's easy to manage two-page spreads. When you enable this option, you can include content that spans the spread. On the Page Design tab, click Margins and then click Custom Margins for a dialog box where you can setup the margins for a two-page master (that is, use inside/outside margins instead of left/right).
- **Scratch area.** The scratch area is the area in the document window that surrounds the page. You can place objects in the scratch area while you're working to keep them handy. They won't show up when the document is printed but they do no harm by being there. (Just remember to remove them before sharing the document electronically.)

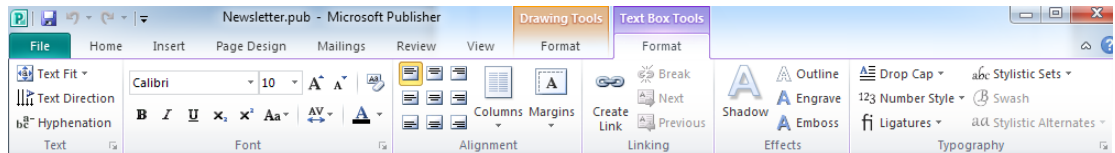
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In Publisher 2010, you have the improved option to show or hide the scratch area. To do this, on the **View** tab, in the **Show** group, click **Scratch Area**. This option is ideal for previewing pages with bleeds. For example, you can have an object that bleeds off the page and you see the entire object by default. When you hide the scratch area, you see the page with the bleed as it will appear when printed, as you see here.



Working with Text

All text in Publisher is in a text box or shape. That said, once you click inside that text box, you have a number of options for customizing the text formatting.



- **Columns.** Notice the Columns command in the Alignment group on the Text Box Tools Format tab. Multiple columns in a text box in Publisher is ideal for layouts such as newsletters. Text wraps automatically in columns (newspaper-style). And because you can link text boxes, it's very easy to continue content on multiple (even non-contiguous) pages, such as you might do with a newsletter.
- **Wrap text around objects.** Just drop or drag an object, such as a picture or shape, on top of text and text in text boxes dynamically wraps around the object.
- **Advanced typography support.** Similar to Word 2010, Publisher 2010 introduces support for several advanced typography features. Notice typography options (such as ligatures and stylistic sets) on the Text Box Tools Format tab. See Chapter 7, "Working with Text" to learn about new Office 2010 typography features.

Note Publisher supports a couple of typography features that Word 2010 does not, including the ability to add a swash to selected characters and to use stylistic alternates. As with all Office 2010 support for advanced typography features, keep in mind that using these features will only have an effect on your text if the active font contains definitions for those features. Learn more about how support for typography features works in Chapter 7.

For all the good of working with text, one pet peeve warrants a mention. You must click into a text box to access text formatting tools. That means you can't select multiple text boxes and format text across them. However, you can create and use text styles to save time applying consistent formatting, similar to working with paragraph styles in Word.

To access styles, on the Home tab, in the Styles group, click Styles. Note that the available list of built-in styles is only visible when a text box is active. At the bottom of the list, click New Style to create a style with familiar features such as base style and style for the following paragraph. You can also right-click an existing style in the list for the option to modify it.

Working with Pictures

Publisher 2010 doesn't have the full array of picture formatting and editing capabilities that you have in the Office 2010 versions of Word, PowerPoint, and Excel. However, Publisher does include some of this functionality and a couple of features of its own that can be very handy. Here are a few particularly useful options:

- **Crop.** Most of the new cropping functionality introduced to Word, PowerPoint, and Excel is available in Publisher as well. View the entire image in shadow as you crop and use shortcuts such as fit and fill to adjust the image to the space you choose to allot for it. See Chapter 5, "Doing More with Less Work: Key Cross-Program Features" to learn more about this tool.

Note In PowerPoint, Word, and Excel, the Picture Shape feature from earlier versions is now the Crop to Shape feature as an option under the Crop tool. In Publisher, this feature is still available as Picture Shape. Find it on the Picture Tools Format tab, in the Picture Styles group. Note, however, that its behavior is the same as in the other programs—when you select a shape, that shape is applied to your image and the crop tool is turned on.

- **Swap.** The ability to swap pictures on a page is my favorite picture tool in Publisher. Select two pictures on a page and then, on the Picture Tools Format tab, click Swap. The photos change places, taking on the size (proportionally), position, and formatting

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of the other image. Adjustments that you do to an image, such as recolor, travel with it when you use this feature.

You can also click the arrow below the Swap command for the option to Swap Formatting Only. When you do this, formatting adjustments made to the image itself swap and everything else (the images, frames, shapes, and positions) remain intact.

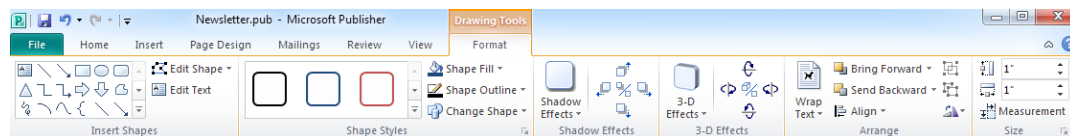
- **Captions.** On the Picture Tools Format tab, in the Picture Styles group, click Captions for a gallery of picture captions. Caption are just shapes containing text but can be nice timesavers. When you select a caption, it is grouped with your selected image. You can edit and customize the caption shapes and text, and ungroup the caption from the image if needed. If you leave the caption and image grouped, you can select a different caption and the caption will be swapped but your text will remain.

Note Pictures grouped with captions won't work with the swap tool mentioned earlier. Ungroup the image from the caption before using this feature.

- **Picture Placeholders.** When creating a template in Publisher, picture placeholders can be extremely handy. Find them on the Insert tab, in the Illustrations group. One particularly nice feature about picture placeholders is that when a picture is inserted into a placeholder, the crop tool automatically turns on.

Working with Drawing Objects

Drawing objects is included as a topic not because of favorite features but just to introduce you to capabilities and limitations. The current Office Art graphics engine discussed in Chapter 14, "Creating Professional Presentation Graphics," is not available in Publisher. Shape options in Publisher are very similar to those you might know from versions of Word prior to 2010 and versions of PowerPoint or Excel prior to 2007, as you see on the Drawing Tools Format tab.

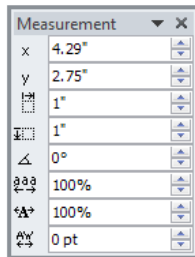


However, as you see here, there is a lot you can do with this familiar set of drawing tools. One unique feature that warrants a mention is the Measurement command that you see in the Size group on the Drawing Tools Format tab. This command opens a pane that you

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can leave open (drag the pane to an edge of the page to dock it, or move it to a convenient location on the scratch area).

In the Measurement pane, shown here, you see horizontal (x) and vertical (y) position on the page, width, height, and rotation angle. When text is active, you also see values for the last three items in this pane, tracking, text scaling, and kerning for text.

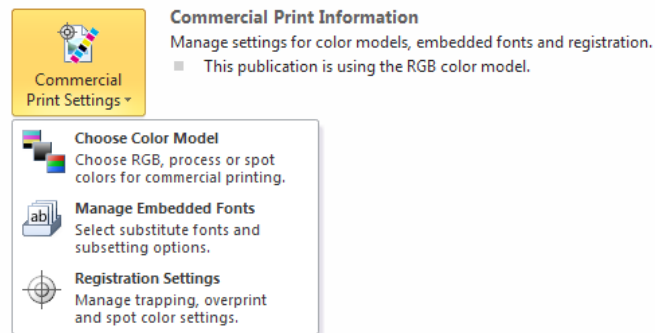


Caution! You can also use the Measurement pane with a selected picture. However, note that height and width will not resize proportionally when set from this pane.

Preparing for the Printer

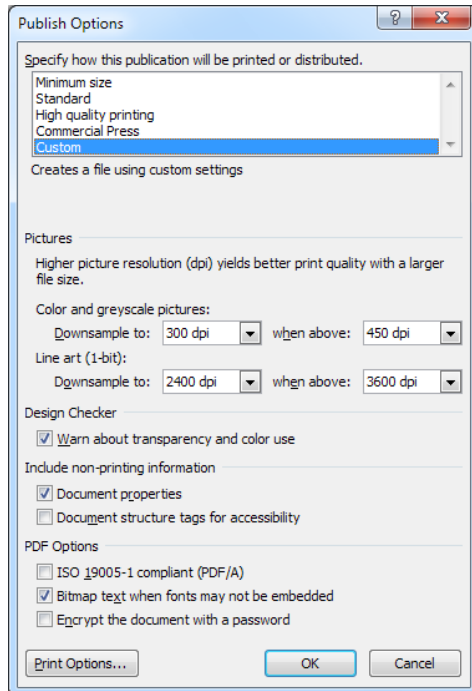
When you are creating a publication to send to a commercial printer, it's nice to have some guidance on what settings and specifications you might need to include.

- Click the File tab to open Backstage view and then click Info for Commercial Print Settings, as you see here.



- On the Save & Send tab in Backstage view, you can save the file for a commercial printer, which provides options such as controlling file size for the quality you need and packing all necessary files together for sharing. The Custom file size option available here opens the Publish Options dialog box that gives you fairly granular control over several aspects of print quality, as shown here.

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In addition to commercial print settings, the integrated print and print preview environment in Backstage view that you know from other Office 2010 programs offers a few special features in Publisher. For example, when you choose two-sided printing, you get a slider at the top-right of the preview page that lets you set a transparent preview to see through your page to view the page that will print on the reverse of that page.

Learn More about Publisher 2010

This article introduces you to some of the features that I find most helpful in Publisher 2010. Not all of these are new and they are certainly not all of the features available in this program.

To learn all about what's new in Publisher 2010 as well as to view a version comparison of the 2010, 2007, and 2003 versions, see the Publisher 2010 product guide. Download that guide from the Office 2010 Product Guides page on the Microsoft Download Center:

<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=e690baf0-9b9a-4c47-88da-3a84f3e9b247> .