

It! Series

*Lessons authored to work with
any version, any application.*

Third Edition

Desktop Publishing

Hands-on Desktop Publishing Lessons for Workplace Readiness



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The Development Team at B.E. Publishing

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It! Series
3rd Edition

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Hands-on Desktop Publishing Lessons for Workplace Readiness

It! Series, 3E: Desktop Publishing

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Author

The Development Team at B.E. Publishing

Editor-in-Chief

Kathleen Hicks

Editors

Alissa Cafferky

John DeCarli

Michael Gecawich

Elizabeth Kraushar

Diane Silvia

Joy Tavano

Graphic Design

Fernando Botelho

Mark Drake

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B.E. Publishing, Inc.
P.O. Box 8558
Warwick, RI 02888
U.S.A.

Tel: 888.781.6921

Fax: 401.781.7608

Email: permissions@bepublishing.com

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Introduction

Welcome to It! Series, 3E: Desktop Publishing

The **It! Series, 3E** is a comprehensive, skills-based program designed to help you use your computer applications skills to produce professional documents. With an emphasis on real-world scenarios and workplace readiness, the **It! Series, 3E** showcases a variety of practical uses for five key business computer applications: word processing, spreadsheets, presentations, desktop publishing, and databases.

It! Series, 3E: Desktop Publishing will show you how to apply your desktop publishing skills in your own lives. Across 25 all-new lessons, you will explore the power of desktop publishing as you develop professional documents like informational brochures and order forms, and encounter relevant topics like effective design technique and personal branding. From publication basics to creating promotional materials, **It! Series, 3E: Desktop Publishing** will give you the tools you need to make desktop publishing work for you.



New Skills

These hands-on lessons are organized into a hierarchical skill-level format. With few exceptions, most of the lessons in this book build upon skills practiced in previous lessons.

Prerequisite Skills

This book is recommended for students in grades 9–12. It is expected that students have a basic working knowledge of using any version of any desktop publishing application.

Materials Required

To use this textbook, students will need the following:

- Internet access
- Desktop or laptop computer
- Desktop publishing application
- Printer (optional)

Software Note

The instructions for all lessons are written in a generic format so they can be applied to any version of Microsoft Publisher, Google Drawings, or equivalent desktop publishing application.



Using the Companion Website

This textbook is designed to be used in conjunction with the Companion Website (www.MyCompanionSite.com). You may be required to download worksheets.

To download the necessary resources:

1. Go to **www.MyCompanionSite.com**.
2. Click on the **It! Series, 3E: Desktop Publishing** thumbnail.
3. Download and open the appropriate files.

Instructor Login & Resources

Instructors have access to a password-accessible instructor resource section via the Companion Website.

Resources include:

- Lesson Answer Keys
- Lesson Grading Rubrics
- Review Worksheets, Assessments, and Answer Keys

My
CompanionSite.com



File Management

Files can be stored within folders on hard drives, network drives, external drives (e.g. USB sticks), or in the cloud (e.g. Google Drive). Before you begin to create files for each lesson, establish and name an appropriate folder—such as “Desktop Publishing Lessons”—for saving and storing all your files.



Understanding the Format of This Textbook

The lessons in this textbook have been organized into an easy-to-read, self-guided, visual format where you practice new skills and learn by doing. This textbook is divided into an introductory section and two additional parts, each containing a set of individual lessons that focus on working with different aspects of desktop publishing.

Lesson 18
Formatting a Coupon Flyer
Lesson 18

LESSON NUMBER

LESSON TITLE

OVERVIEW

Lesson 18

Landscaping Coupon

Formatting a Coupon Flyer

Overview

For small businesses, offering promotions can be a smart way to attract new customers. Many consumers will be willing to try a new business if it offers discounts or coupons. Coupon flyers can be an effective way to advertise a promotion, but it is important to design them so that they are eye-catching and appealing. The terms of the coupon should also be clear and the design should reflect your company in a positive way.

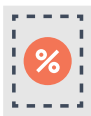
New Skills

There are no new skills being introduced in this reinforcement lesson.

Instructions

1. Create a new 8.5" x 11" desktop publishing document.
2. Save the publication as **COUPON**.
3. Draw a rectangle that measures 7.5" wide by 10" high and align with the page margins as shown in **Figure 18**. You will place the contents of your coupon flyer within this rectangle.
4. In the top left, insert an image that illustrates a landscaping company and position as shown.
5. In separate text boxes, type the text as shown in **Figure 18**.
6. Draw a rectangle that measures 6.5" wide by 2.5" high with a 3 point dashed outline. Position the rectangle as shown. You will place the contents of your promotional offer within this rectangle.
7. In the coupon, add the text of your promotional offer. Be sure to include the service being offered, the discount the customer will receive, the expiration date, and any other terms of the offer.
8. Add additional text and/or graphic elements to enhance the appearance of the coupon flyer.
9. Format the size, style, placement of text, and other elements in the document so that it projects a professional design.
10. Type your name and project name in the bottom corner of your publication.
11. Carefully proofread your work for accuracy.
12. Be sure any changes have been saved.
13. Print the publication if required by your instructor.

LESSON SYNOPSIS



In this lesson, you will create and design a coupon flyer for a landscaping business. You will decide on the offer you want to promote.

Figure 18

54 Part 3: Professional & Promotional Documents
Part 3: Professional & Promotional Documents 55

NEW SKILLS

INSTRUCTIONS

FIGURE

Curriculum Guide

LESSON

NEW SKILLS

Desktop Publishing

Part 1: Introduction to Desktop Publishing

Part 2: Publication Basics

1	Toy Drive	<i>Creating Your First Publication</i>	Creating a Blank Publication • Saving a Publication • Inserting and Moving Text Boxes
2	Toy Drive 2	<i>Formatting Text</i>	Opening an Existing Publication • Using Save As • Changing Font • Changing Font Size • Changing Font Color • Applying Bold, Italic, and Underline • Changing Case and Character Spacing • Changing Alignment • Resizing Text Boxes • Printing a Publication
3	Science Fair Tips	<i>Working with Lists</i>	Creating Numbered and Bulleted Lists • Changing Line Spacing • Using Find and Replace • Using Print Preview
4	House Floor Plan	<i>Working with Shapes</i>	Changing Page Orientation • Inserting Shapes • Changing Shape Size • Using Copy and Paste
5	Coffee Mug Design	<i>Working with Pictures</i>	Inserting, Resizing, and Cropping Pictures • Horizontally Flipping a Picture
6	Coffee Mug Design 2	<i>Enhancing Shapes</i>	Changing Shape Fill and Outline • Rotating a Shape • Using Horizontal Guides • Grouping Objects
7	What's in a Font?	<i>Working with Tables</i>	Inserting a Table • Changing Border Color and Weight • Changing Cell Fill
8	Employee Name Badge	<i>Working with WordArt</i>	Using WordArt • Changing WordArt Style
9	Phone Case	<i>Arranging Objects</i>	Aligning Objects • Distributing Objects

Part 3: Professional & Promotional Documents

10	Lunch Menu	<i>Importing Text</i>	Importing Text
11	Note Card	<i>More Formatting with Text and Borders</i>	Changing Text Direction • Inserting and Formatting a Picture Border • Setting Margins
12	Tent Card	<i>Working with Master Pages</i>	Changing Page Size • Using Master Pages • Inserting Pages • Deleting Pages
13	Design Tips for Beginners	<i>Using Customary Standards and Styles</i>	There are no new skills being introduced in this reinforcement lesson.
14	Doorknob Hanger	<i>Formatting a Doorknob Hanger</i>	There are no new skills being introduced in this reinforcement lesson.
15	Join the Club!	<i>Formatting a Brochure</i>	There are no new skills being introduced in this reinforcement lesson.
16	Sports Team Calendar	<i>Formatting a Calendar</i>	There are no new skills being introduced in this reinforcement lesson.
17	T-Shirt Order Form	<i>Formatting an Order Form</i>	There are no new skills being introduced in this reinforcement lesson.

Curriculum Guide

LESSON

NEW SKILLS

18	Landscaping Coupon	<i>Formatting a Coupon Flyer</i>	There are no new skills being introduced in this reinforcement lesson.
19	Concert Ticket	<i>Formatting an Admission Ticket</i>	There are no new skills being introduced in this reinforcement lesson.
20	Vacation Club	<i>Formatting a Postcard</i>	There are no new skills being introduced in this reinforcement lesson.
21	Restaurant Guide	<i>Enhancing Pictures</i>	Inserting Symbols • Inserting Date & Time • Using Picture Effects and Styles
22	Business Card	<i>Using Templates</i>	Applying Templates
23	Personal Stationery	<i>Using Custom Page Sizes</i>	Creating New Page Sizes • Changing Page Background • Duplicating Pages
24	Candy Bar Wrapper	<i>Formatting a Product Package</i>	There are no new skills being introduced in this reinforcement lesson.
25	Fall Festival Flyer	<i>Redesigning a Promotional Flyer</i>	There are no new skills being introduced in this reinforcement lesson.

Desktop Publishing



Part 1 Introduction to Desktop Publishing

Hands-on Lessons:

Part 2 Publication Basics

Lessons 1 – 9

Part 3 Professional & Promotional Documents

Lessons 10 – 25



What is Desktop Publishing?

Desktop publishing software enables users to create professional-looking print and digital documents such as flyers, brochures, posters, magazines, and books. Desktop publishing tools provide many ways to enhance the look of a document. A user can incorporate multiple font styles, create illustrations, insert and manipulate images, and much more. While some of these features are available with word processing software, desktop publishing applications provide more precise control of layout design, typography, and graphics.

Why Learn Desktop Publishing?

Large and small businesses, non-profit organizations, individuals, and students can all find a need for well-designed desktop publishing documents in either digital form or as hard copy prints. A business can create informational or advertising publications such as flyers, product catalogs, and direct mailers, while users at home can design everyday documents like personal calendars, invitations, and family newsletters. Even with simple desktop publishing tools and skills, students can enhance their school projects, including posters and reports.

Desktop publishing software is flexible and generally easy to use. It allows publications to be sent electronically, published online, or printed for distribution. With some basic familiarity of graphic design principles, such as page layout, typography, and graphic styles, users can easily create eye-catching publications regardless of their level of expertise.

Because so many businesses use some form of desktop publishing in their daily operations, possessing desktop publishing skills gives individuals a competitive edge as they enter the job market.

Types of Desktop Publishing Software

Individuals and businesses must take many factors into consideration when deciding which type of desktop publishing software to use, including cost and task. Adobe InDesign is an industry standard for graphic designers, but a web-based application such as Google Drawings is effective for personal projects, especially those that require collaboration with others in the creation of a publication. Whether desktop publishing software is used as a creative outlet or as a tool for producing documents necessary for a business, it is vital to choose the right software for the task at hand.

The Most Popular Desktop Publishing Software



Microsoft Publisher is a widely used desktop publishing software designed by Microsoft. Publisher is a component of the Microsoft Office Suite, but can be used as a stand-alone product. Publisher was initially launched in 1991, and is an easy-to-use software with a focus on the small business market. Publisher is available on Windows and Macintosh operating systems.



Adobe InDesign is a desktop publishing software that was developed by Adobe Systems. InDesign is used primarily by graphic designers and production artists, but has set the standard for other desktop publishing software. The first version of InDesign was released in 1999, and was Apple's first native desktop publishing software. Today, InDesign is available on Windows and Macintosh operating systems.



Google Drawings is a free web-based application in which users can collaborate and work together in real time to create and edit documents such as flowcharts, website wireframes, concept maps, and diagrams. These documents can be stored online, and files can be accessed from any computer with an Internet connection and a full-featured web browser. Google Drawings was released to the public in 2010 and is integrated with Google Drive.



Identifying Desktop Publishing Technologies

It is important for individuals and businesses to be able to identify the many technologies used with desktop publishing software. Desktop publishing encompasses all aspects of design, layout, and formatting before the publication goes to “press.” There are many tools and resources used in the production of desktop publishing publications. Some of these tools and resources are listed below.

Computers and Tablets

Today, most devices, including some smart phones, are more than adequate for creating desktop publishing publications. However, projects that require the use of large, high resolution images, large amounts of text, complex graphics, and multiple pages often require a computer or tablet with enough processing power to handle these tasks.

Displays

Having a high resolution computer monitor (or display) is extremely useful when creating desktop publishing publications because of the need to edit and preview designs in progress. In addition, desktop publishing publications are often created to be displayed on a screen such as a kiosk at the mall, a menu at a restaurant, or a digital billboard. It is important that users are aware of the type of display the presentation will be viewed on to ensure it appears professional and engaging.

Scanners and Cameras

Scanners are used to digitize and import flat art, pictures, and even text into a desktop publishing publication. With scanners, resolution and color depth are vital so that high quality images may be captured and reproduced with minimal changes. Professional grade “drum scanners” tend to deliver the best quality; however, high resolution flatbed scanners are typically the most popular choice. Additionally, photographs from digital cameras are easily incorporated into desktop publishing software. Photographs and scans can be edited, manipulated, and enhanced in desktop publishing applications or other software tools such as photo management software and online image editors.

Digital Drawing Tablets

Digital drawing tablets are a unique resource that have capabilities including freehand drawing with a stylus that acts as a “pen” or “brush” for different effects, giving users a great range of creativity. Many digital artists favor the pressure-sensitive abilities of a drawing tablet over a mouse because it gives them more control, simulating the real-life flow of a pencil, paint brush, or another traditional drawing tool. Additionally, drawing tablets offer many timesaving editing functions, such as the ability to select and control objects.

Image/Asset Libraries

High quality stock images are available from online resources and can enhance the professionalism of desktop publishing documents. There are many benefits to using stock image/asset libraries in desktop publishing. Users are able to find the exact image they need and use it with multiple designs. Additionally, stock images can be relatively inexpensive and are readily available from multiple image galleries including Getty Images, iStock, and Adobe Stock.

Printers

Printers are an important tool when using desktop publishing software. Most desktop publishing publications are intended to be distributed in a printed format, so businesses often require printers that can print good quality black and white and color documents. Desktop publishing printers specified for an office, home, or school environment often do the trick for projects on a smaller scale. For more professional-grade uses or large distribution quantities, such as magazine advertisements, brochures, and posters, high end printers (i.e. four-color, offset, or digital) are needed.

Media

In addition to printed documents, desktop publishing software can create digital publications that are meant to be viewed electronically. These electronic documents are typically intended to be seen on a screen, either via the Internet on a device such as a computer, tablet, or smart phone, or directly from CDs, flash cards, thumb drives, or other portable computer media. With the evolution of the Internet, digital media is becoming increasingly more common to audiences, and many businesses are taking advantage of digital advertising and technology.



Desktop Publishing Design Tips and Guidelines

The following desktop publishing design tips and guidelines will help you in the preparation of each document you will be designing and creating. By carefully planning and following the proposed guidelines, you will be inspired to create professional, attractive, and eye-catching documents.

The following is a checklist of items that will make a well-designed document stand out with professionalism and creativity:

- The document is attractive and pleasing to look at and read.
- The document is well-organized.
- The document is self-explanatory.
- The text and imagery are carefully linked to each other.
- The design and content are appropriate for the targeted audience.

Below are some fundamental desktop publishing design tips to follow as you produce each document. Following these tips and guidelines will help you create first-rate professional documents.

Know Your Audience

Determine the single most important message of your document by asking yourself: If my viewer carries away one idea, what do I want it to be? The answer will be the central theme that determines your entire document design.

White Space

White space is the area of a document not covered by text or images. The general rule of thumb when considering white space is to not have too much or the viewer's eye will wander, and to not have too little or you'll confuse and overwhelm your viewer. A guideline to follow is that if your page looks cluttered, eliminate the least important text and/or images from the page.

Working with Fonts and Styles

Take a look at your favorite magazine, shopping website, or social media website. It is likely that they contain no more than a total of two or three fonts. Too many fonts will make your document cluttered, unprofessional, and difficult to read. As a general rule, use no more than a total of two to three fonts per document.

Select one font that will serve as the primary font (used for areas that contain more than two or three sentences in one area) and one font to serve as your secondary font (used for headlines, headings, or subheadings).

Here are some general guidelines to follow when working with fonts:

- Fonts and font sizes for headlines, subheadings, and body text should be kept consistent within each document.
- When considering type styles, with the exception of titles, avoid using all capital letters.
- Avoid excessive use of underlines, italics, and bold text.
- Select a font that is appropriate to the document's subject.
- Be consistent with your font choices throughout each document. This will help to establish a consistent look, which will add to the professionalism of the document.

Keep the Document Design Symmetrical and Proportional

Creating balance and symmetry throughout a document is crucial to its final appearance. For example, if you are creating a document that contains three separate headings, keep the font size of the headings relatively similar. Otherwise, your document will look out of proportion, giving it an amateur look and feel.

These guidelines will help keep your documents looking balanced and in proportion:

- Use the same fonts throughout each document to give the document a crisp, clean, consistent look.
- When using columns, keep the width and distance between each column the same.
- Use the same style and size of images.
- Use the same font size for different headings and the same font size for the body of your document.

Margins and Spacing

All margins of a document should be straight and even. Don't overcrowd the space, and make sure to balance content from top to bottom and side-margin to side-margin.

Consider organizing your text into columns rather than stretching it across the page. This will make the document easier to read and more balanced in appearance.

Working with Images

You've heard it a million times: "a picture is worth a thousand words." This is especially true when it comes to document design. Select images that have the same look and style. This helps establish consistency throughout the document and gives it a polished, professional look.

Establish a Professional Identity

When businesses communicate through print, they rely heavily on the look and design of their documents to convey their intended image and identity to consumers.

To help establish a professional image, you should:

- Use the same fonts throughout your publications.
- Use the same color scheme (if using a color printer).
- Use the same style of objects and design elements.
- Use the same style of images.

Proofread for Spelling, Grammar, and Design

Nothing spoils a well-designed document more than a typo. When you are nearing the completion of a document, take time to proofread it for spelling, grammar, and design. Before submitting any document, ask yourself the following questions: Are there any misspelled words? Do the sentences make sense? Did you leave out any required text or design elements?

A great way to check your work is to give your document to one or two people and let them proofread the document. They may find an error or omission that you didn't see.

Revise, Revise, Revise

Desktop publishing design rarely comes out right the first time around. Look at your starting point as just that—a starting point. Print your document early on in the design phase and plan on making several revisions, additions, and deletions to attain a professional, well-designed final product.

When in Doubt, “KIS”

If you are spending precious time pondering over the use of one image over another or haggling over selecting a particular font, then “KIS.”

“KIS” is an acronym commonly used by designers. It stands for “Keep It Simple.” When faced with making a decision, always go with the simplest solution.

Have a Paper Plan

One of the worst habits a desktop publisher or graphic designer can establish is to start designing on a computer without first having a plan on paper. Good design starts on paper first! A sheet of paper, a pencil, and a ruler are the only tools you'll need to get your imagination and creativity going. It is much easier and faster to experiment with shapes, images, font styles, and borders on a piece of paper than on a computer.



Hardware Requirements for Desktop Publishing Applications

In this textbook, you will create a series of publications that require the use of desktop publishing software. As with all software applications, there are certain hardware requirements necessary to complete this task.

Hardware refers to the physical elements of a computer, so in this case, in order for you to use desktop publishing software, you will need some type of computer to run the software, such as a desktop computer, tablet, or mobile phone. Some input devices that you will need include a mouse and a keyboard, or a scanner if you plan on importing flat art or print images into your publications. Of course, if you are going to print any of your documents, you will need a printer. If the desktop publishing software requires access to the Internet, such as Google Drawings, then a router and Internet connection are required.

SOFTWARE NOTES

If you encounter a skill or feature that is not available in the software you are using, use an equivalent feature or adjust your document accordingly.

Unless otherwise stated, use the default font of the desktop publishing software being used. For example, the default font in Microsoft Publisher is Calibri, and Adobe InDesign is Minion Pro.

It is important to note that all of the desktop publishing lessons are written in a generic format and, in most cases, the skills required can be achieved using any type of desktop publishing software.

Due to the creative nature of desktop publishing software, your publications may vary in design from other students in your class.

Part 1 Review

1. Visit www.MyCompanionSite.com.
2. Download and complete the **Desktop Publishing Part 1 Review** worksheet.
3. Submit your completed worksheet to your instructor.

My
CompanionSiteSM



Toy Drive

Creating Your First Publication

Overview

One of the most powerful features of desktop publishing software is its ability to manipulate the design and layout of text by using text boxes. Since text boxes are created like other objects on the page, changing their position is as simple as selecting the outer edge of the text box and moving it to another location on the page. When text is segmented into multiple text boxes, users have the flexibility to format and position different sections of the text independently.



In this lesson, you will create an informational handout for the Student Council at Hamilton High School, who has volunteered to help market an upcoming Toy Drive at the local children's hospital.

New Skills

Creating a Blank Publication • Saving a Publication • Inserting and Moving Text Boxes

Instructions

1. If you have not done so already, create a folder on your storage drive (hard drive, network drive, web drive, etc.) where you will save all of your desktop publishing lessons.
2. Create a new 8.5" x 11" desktop publishing document.
3. Save the publication as **TOY DRIVE**.
4. Create a text box that measures approximately 7.5" wide by 1" high and position as shown in text box 1 in **Figure 1**.
5. Type the text in text box 1 as shown in **Figure 1**.
6. Create seven additional text boxes and type the remaining text as shown in **Figure 1**.
7. Position each text box as shown in **Figure 1**.
8. Carefully proofread your work for accuracy.
9. Be sure any changes have been saved.

Figure 1

1	Toy Drive for Kids
2	March 1 through March 31 Sponsored by the Student Council at Hamilton High School
3	Here is a categorized list of some of our most popular items:
4	Arts and Crafts Crayons, water-soluble markers, watercolor paints, coloring books and posters, drawing paper, arts and crafts kits, crochet hooks, yarn, and simple needlepoint kits
5	Music and Books Portable DVD and CD players, age-appropriate DVDs for children and teens, music CDs, new picture and chapter books for young readers, and new young adult books
6	Games and Toys Playing cards, dominoes, checkers and chess, board games for young children and teens, LEGOs, wooden blocks, snap-together model kits
7	Infants and Toddlers Board books, rattles, squeeze toys, busy boxes, stuffed animals, sound books, sorting and stacking toys
8	Donations are greatly appreciated!

Toy Drive 2

Formatting Text

Overview

Now that you have the basic text (also called copy) that needs to be included on the Toy Drive handout, it's time to make it more visually appealing. You decide to change the color, size, and alignment of the text so that the handout is more likely to grab the readers' attention and encourage them to donate to the cause.

New Skills

Opening an Existing Publication • Using Save As • Changing Font • Changing Font Size • Changing Font Color • Applying Bold, Italic, and Underline • Changing Case and Character Spacing • Changing Alignment • Resizing Text Boxes • Printing a Publication



In this lesson, you will open an existing publication and format the text to increase its visual appeal.

Instructions

1. Open the **TOY DRIVE** publication you previously created in **Lesson 1**.
2. Rename and save the publication as **TOY DRIVE 2**.
3. Make the following changes to the text in text box 1:
 - a. Change the font to Arial Black.
 - b. Change the font size to 36 point.
 - c. Change the font color to green.
 - d. Apply bold to the text.
 - e. Change the case to all caps.
 - f. Change the character spacing to loose.
 - g. Change the alignment to center align.
4. Change the font in each remaining text box to Arial Black.
5. Change the font size in text boxes 2 and 3 to 16 point.
6. Underline the text in text box 3.
7. Change the font size of the first line of text boxes 4, 5, 6, and 7 to 18 point and apply italic.

8. Resize the text boxes so that all text is visible.
9. Change the font size of the remaining text in text boxes 4, 5, 6, and 7 to 11 point.
10. Make the following font color changes:
 - a. In text box 4, change “Arts and Crafts” to blue and italicize.
 - b. In text box 5, change “Music and Books” to red and italicize.
 - c. In text box 6, change “Games and Toys” to orange and italicize.
 - d. In text box 7, change “Infants and Toddlers” to light blue and italicize.
11. Change the font size in text box 8 to 24 point and center align.
12. Position each text box as shown in **Figure 2**.
13. Type your name and project name in the bottom corner of your publication.
14. Carefully proofread your work for accuracy.
15. Be sure any changes have been saved. When complete, your publication should look similar to **Figure 2**.
16. Print the publication if required by your instructor.

Figure 2

1 **TOY DRIVE FOR KIDS**

2 **March 1 through March 31**

3 **Sponsored by the Student Council at Hamilton High School**

4 **Here is a categorized list of some of our most popular items:**

5 ***Arts and Crafts***

6 **Crayons, water-soluble markers, watercolor paints, coloring books and posters, drawing paper, arts and crafts kits, crochet hooks, yarn, and simple needlepoint kits**

7 ***Music and Books***

8 **Portable DVD and CD players, age-appropriate DVDs for children and teens, music CDs, new picture and chapter books for young readers, and new young adult books**

9 ***Games and Toys***

10 **Playing cards, dominoes, checkers and chess, board games for young children and teens, LEGOs, wooden blocks, snap-together model kits**

11 ***Infants and Toddlers***

12 **Board books, rattles, squeeze toys, busy boxes, stuffed animals, sound books, sorting and stacking toys**

13 **Donations are greatly appreciated!**

Science Fair Tips

Working with Lists

Overview

When creating documents with desktop publishing software, it is critical to make sure your work is readable and that the appropriate information is emphasized. One technique is to leave space before, within, or after lines of a text box to make the content more readable. You may also want to organize information with bulleted or numbered lists. When lists are ordered in sequence—either with numbers or letters—and content is organized by list level as in an outline, a designer can more easily highlight key pieces of information.



In this lesson, you will create a poster that offers students helpful hints on how to prepare for the upcoming science fair.

New Skills

Creating Numbered and Bulleted Lists • Changing Line Spacing • Using Find and Replace • Using Print Preview

Instructions

1. Create a new 8.5" x 11" desktop publishing document.
2. Save the publication as **SCIENCE FAIR**.
3. In separate text boxes, type the text as shown in **Figure 3**.
4. Resize and position each text box as shown.
5. Change the font in text box 1 to Arial Black, the font size to 36 point, the font color to dark red, and center align.
6. Change the font in text boxes 2 and 4 to Arial Black, the font size to 16 point, and the font color to dark red.
7. Using the bullet style of your choice, format the text in text box 3 as a bulleted list.
8. Format the text in text box 5 as a numbered list.
9. Change the line spacing of text boxes 3 and 5 to 1.5.
10. Change the font in text boxes 3 and 5 to Arial, and the font size to 14 point.
11. As needed, resize the text boxes so that all text is visible.
12. Using Find and Replace, replace the word "information" with the word "data."
HINT: When complete, you should have made three replacements.
13. Type your name and project name in the bottom corner of your publication.
14. Use Print Preview to preview your publication.
15. Carefully proofread your work for accuracy.
16. Be sure any changes have been saved.
17. Print the publication if required by your instructor.

Figure 3

1— Science Fair Tips

2— Steps in the Scientific Method

Ask a Question—About something you can observe and measure.

Research—Use the library and Internet to gather information related to your question.

Formulate a Hypothesis—Make an educated guess about your question, stated in a way that can be measured.

Test Your Hypothesis—Conduct a fair experiment that lets you test to see if your hypothesis is correct. Repeat the experiment several times.

Analyze the Information and Draw a Conclusion—Review the information you collected. Does it prove or disprove your hypothesis?

3— Report Your Results—Write a report on your findings and create a display (physical or digital) to share your results.

4— Science Fair Pointers

Avoid procrastinating—Give yourself plenty of time to conduct your experiment and prepare your report and display.

Keep careful records—Record all your notes in a lab notebook.

Conduct a fair test—This means you change just one variable and keep all other conditions the same.

5— Complete a scientific project—Scientists study how things work in nature and engineers create new things. Make sure your project qualifies for the Science Fair.

Lunch Menu

Importing Text

Overview

One of the many benefits of desktop publishing software is the ability to import text from a file. The file easily converts into the correct format, giving you the ability to enhance the appearance of the original text and create a professional design.

New Skills

Importing Text



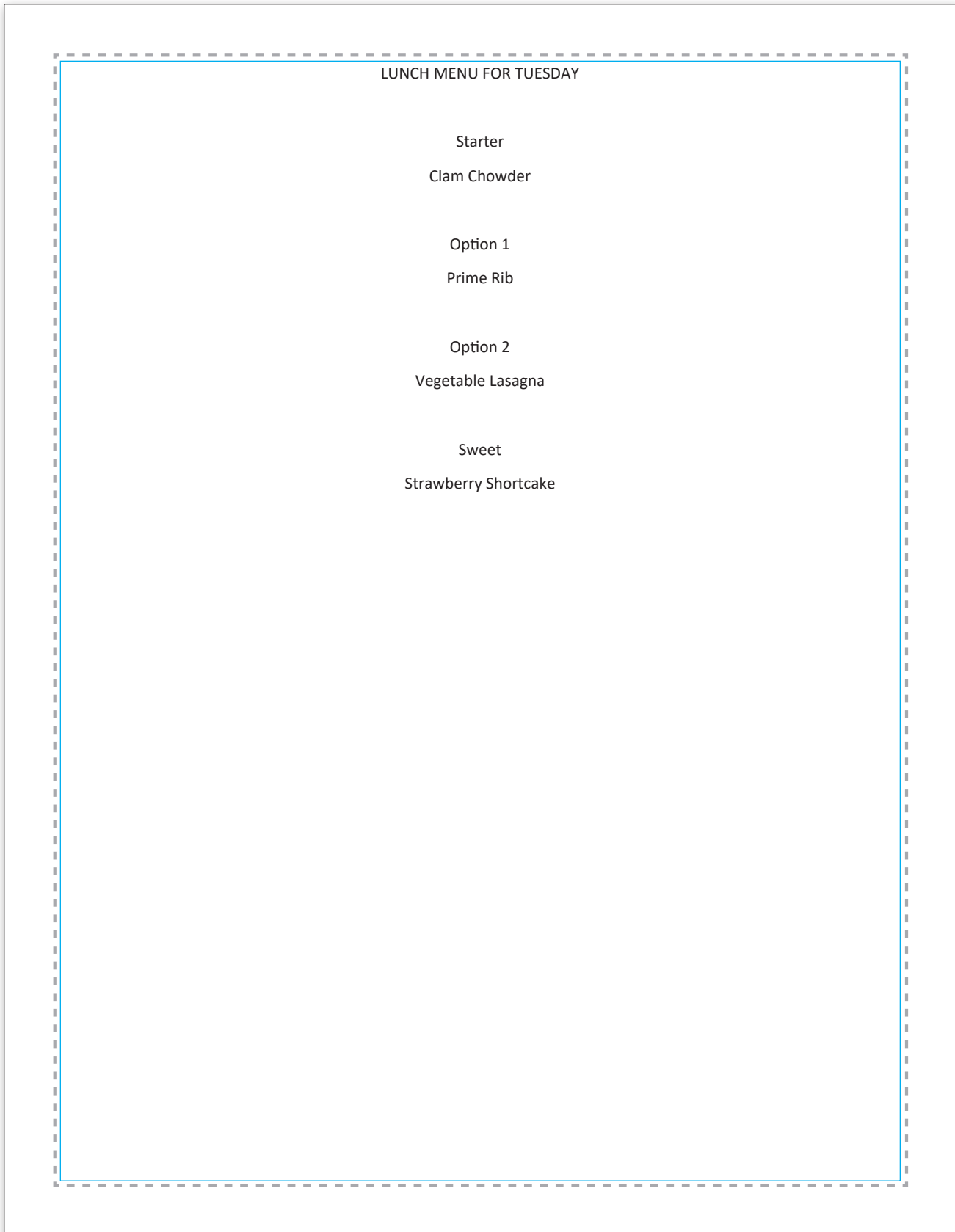
In this lesson, you will import text from a word processing document to create and design a visually appealing lunch menu.

Instructions

IMPORTANT NOTE BEFORE YOU BEGIN: To complete this lesson, you will first create a word processing document and then create a desktop publishing document. Be sure to use the appropriate software for each document and save the documents to the same folder.

1. Create a new word processing document.
2. Save the document as **MENU SOURCE**.
3. Type the text as shown in **Figure 10**.
HINT: Center align the text as shown.
4. Carefully proofread your work for accuracy.
5. Save and close the word processing document.
6. Create a new 8.5" by 11" desktop publishing document.
7. Save the publication as **MENU**.
8. Create a text box that measures 7.5" wide by 10" high and align with the margin guides as shown.
9. Import the text from the **MENU SOURCE** word processing file you just created.
10. Change the font and size of the text so that the lunch menu projects a professional design.
11. Insert images, shapes, and/or additional text to enhance the look and design of the lunch menu.
12. Type your name and project name in the bottom corner of your publication.
13. Carefully proofread your work for accuracy.
14. Be sure any changes have been saved.
15. Print the publication if required by your instructor.

Figure 10



Note Card

More Formatting with Text and Borders

Overview

In a world of social media posts, text messages, and emails, people seldom take the time to write and mail a personal note. But there are still occasions when a personal message is the best form of communication. Thank-you notes, thinking-of-you cards, and birthday wishes are an especially meaningful way to connect with a loved one. To format such publications from scratch, you may want to change page margins, add borders to pictures, and change the direction that text appears. When text is rotated and aligned in an interesting way, your publication becomes eye-catching and creative.



In this lesson, you will insert and format images and text in order to design a personalized note card.

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Changing Text Direction • Inserting and Formatting a Picture Border • Setting Margins

Instructions

1. Create a new 8.5" x 11" desktop publishing document.
2. Save the publication as **NOTE CARD**.
3. Set the margins to 0.25" on all sides.
4. Place vertical guides at 4", 4.25", and 4.5" as shown in **Figure 11**.
5. Place horizontal guides at 5.25", 5.5", and 5.75" as shown.
6. Include the following on the **front cover** of your note card:

HINT: Be sure to place the contents of the front cover in the *lower right* quadrant of the document.

 - a. A graphic image or photograph of people, places, or things that are important to you.
 - b. A border. Select a picture style border for the image that complements the front of the note card. Format the border color and weight so that it best enhances the image.
 - c. A short caption for the image you have selected.
7. Change the direction of the text and rotate the image so that both are 90 degrees to the left.

8. Include the following on the **interior** of your note card:

HINT: Be sure to place the contents of the interior in the *upper left* quadrant of the document.

- a. A graphic image related to the one you selected on the front cover.
- b. The text of your note. This may be a one-line personal motto or famous quote that represents you. Format the text to the font, size, color, and alignment of your choice.
- c. A border. Place a border around the text and change the border color and weight so that it enhances the design of the note card.

9. Change the direction of the text and rotate the image so that both are 90 degrees to the right.

10. Include the following on the **back cover** of your note card:

HINT: Be sure to place the contents of the back cover in the *lower left* quadrant of the document.

- a. The text “Designed by” followed by your name.

11. Change the direction of the text by rotating it 90 degrees to the right.

12. Add additional text and/or graphic elements to enhance the appearance of the note card.

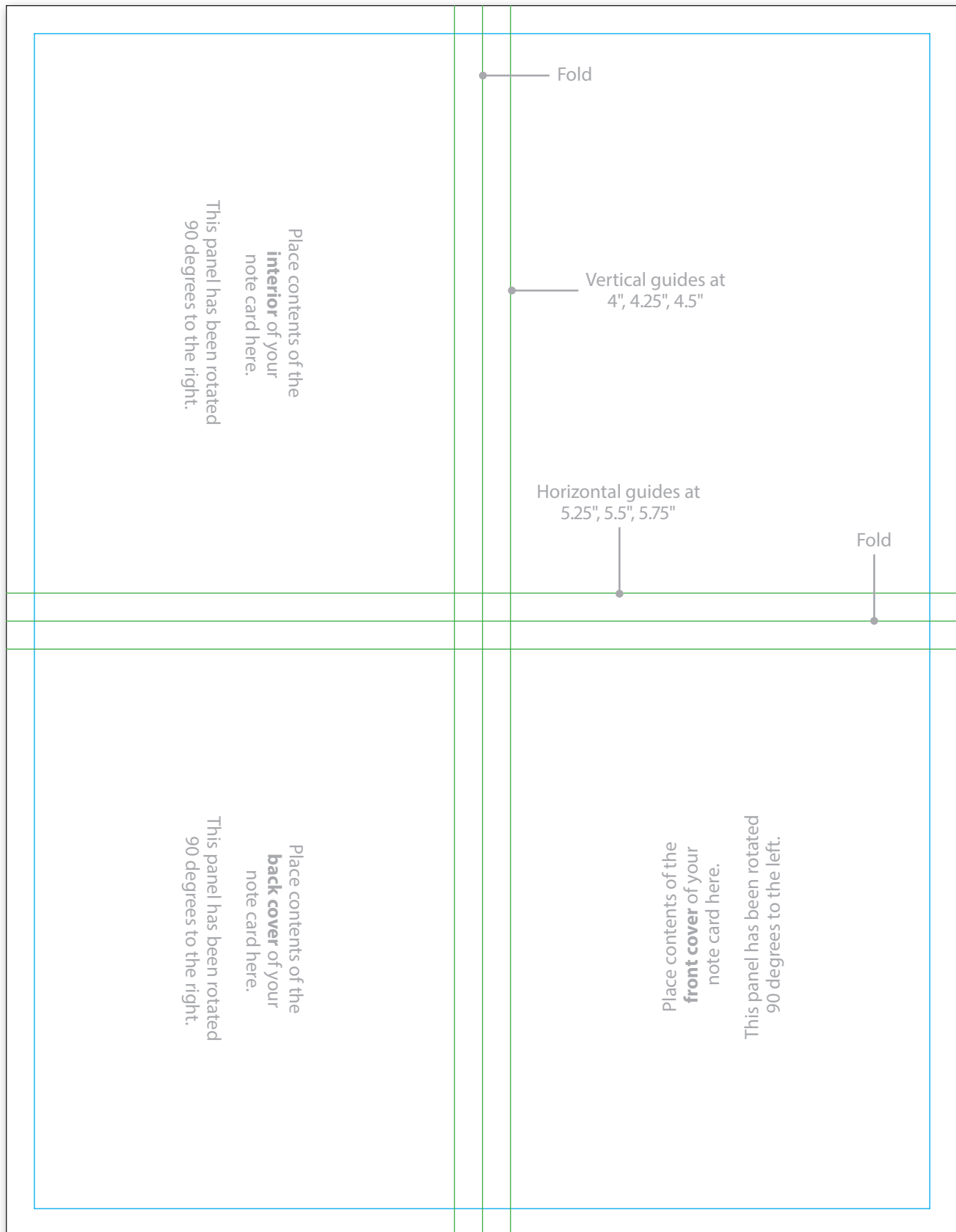
13. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

14. Carefully proofread your work for accuracy.

15. Be sure any changes have been saved.

16. Print the publication if required by your instructor. If so, fold the paper in half horizontally then vertically, making sure the front cover panel of the note card is facing outward.

Figure 11



Tent Card

Working with Master Pages

Overview

Master Pages contain elements that you want repeated on all pages in a publication. In most desktop publishing software, elements such as headers and footers can only be applied by editing Master Pages. You may also want to add page borders, watermarks, or any other piece of information or design you wish to appear on every page. Thoughtfully designed Master Pages can help give your publication a more uniform look.

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Changing Page Size • Using Master Pages • Inserting Pages • Deleting Pages



In this lesson, you will work with Master Pages to create folded tent cards to identify the judges at an annual entrepreneurship competition. Local professionals will come to your school to judge unique product pitch presentations from student entrepreneurs.

Instructions

1. Create a new 8.5" x 11" desktop publishing document.
2. Save the publication as **TENT**.
3. Change the size of your page to 5" wide by 8" high.
4. Edit the publication's Master Page as follows:
 - a. Draw a horizontal dashed line that measures 5" wide.
 - b. Position the line at 4" in the center of the page as shown in **Figure 12**.
 - c. In separate text boxes, type the text as shown in **Figure 12**.
 - d. Resize and position each text box as shown.
 - e. Change the font size in text box 1 to 18 point and center align.
 - f. Change the font size in text box 2 to 18 point.
 - g. Insert a bank-themed graphic image, resize, and position to the right of text box 2 as shown.
 - h. Draw a horizontal line that measures 4" wide with a line weight of .5 point.
 - i. Copy and paste the line, and position both lines as shown.
 - j. Close the Master Page.
5. Create a text box that measures approximately 4" wide by 1.4" high and type the text "Ms. Stevens." Format the text to an appropriate size, center align, and position as shown.

6. Insert four blank pages to the publication. You should have a total of five pages.
7. Copy the text box from page 1 and paste it on page 2.
8. On page 2, change the text from “Ms. Stevens” to “Mr. Rodríguez-Ortega.”
9. Resize the text so that it fits appropriately in the text box.
10. Copy and paste the text box onto pages 3 and 4, changing the names to “Ms. Jacobs” and “Mr. Evans.” Resize the text as needed.
11. Delete page 5.
12. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
13. Type your name and project name in the top corner of your publication.
14. Carefully proofread your work for accuracy.
15. Be sure any changes have been saved.
16. Print the publication if required by your instructor.

Figure 12

