

Design Professional Advertisements with Publisher

Session Length: 2 hours

What is Microsoft Publisher?

Microsoft Publisher 2010 helps you create, personalize, and share a wide range of professional-quality publications and marketing materials with ease.

When to use

Many marketing experts say that acquiring a new customer costs six to seven times more than retaining an existing customer. Keep in touch with your customers by sending a newsletter, and your customers may think of your business first when they want to make another purchase or offer a friend a recommendation.

By using Microsoft Publisher, you can produce exactly the newsletter you want and give your customers the information they need.

Who should attend

Anyone with a basic understanding of Microsoft Windows and Microsoft Word who need to learn how to use Microsoft® Publisher 2010 to create, layout, and edit publications.

Prerequisites

Students should be familiar with using personal computers and have used a mouse and keyboard (basic typing skills are recommended). They should be comfortable in the Windows environment and be able to use Windows to manage information on their computers. Specifically, they should be able to launch and close programs; navigate to information stored on the computer; and manage files and folders. To ensure success, we recommend that students first take a Windows XP or Windows 7 introductory (level 1) course, or have equivalent knowledge and skills.

Overview

- The Publisher advantage
- Predesigned publications
- Independent, movable parts

Practice

Test yourself

- The power of a text box
- Adopt a text box mentality
- Create a text box
- Format a text box
- Fine-tune text formatting
- Divide a text box into columns
- Continue a story in another text box
- Continue a story in another text box (continued)



Practice

Test yourself

- The power of a picture frame
- Add a new picture
- Move, resize, or crop a picture
- Give your pictures power on the page
- Control how text wraps around a picture

Test yourself

