

專題報告：  
Microsoft Publisher 排版軟體介紹

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## A. Starting desktop publishing

### i. Why DTP Softwares?

When creating sales and marketing materials that require a polished look, you will get the best results using a tool designed specifically for the task at hand. Word processors are essential for creating many types of documents, but they are not designed to easily create the graphically more complex publications required for professional business marketing and communication materials.

DTP Softwares gives you precise control over the positioning of text with images and other design elements. DTP Softwares can also help you because it is designed specifically to automate page layout tasks by providing publication-specific wizards (for creating newsletters, brochures, postcards, and catalogs), templates, and design guidance. In addition, publications created in DTP Softwares can be sent to commercial printers.

### ii. Which Software are available?

You will need three main types of software. **Pagelayout**, **Painting** and **Drawing** programs. Painting programs like Adobe Photoshop allow you to create or scan and modify Bitmap images (pictures). Drawing programs allow you to create complex outlined, and then coloured, objects using what are called "Vector"ised graphics (similar in methods to CADD programs). Pagelayout programs can be used to create multi page products like Newsletters, Magazines and Books, and Pagelayout programs accept objects from both Painting and Drawing programs onto the page plus include extensive layout controls for the inclusion of large amounts of text.

Again, most of the Yuppies will insist on your obtaining a Pagelayout program called **Quark Xpress**. Very expensive, it has some good controls that are not in another major program named **Adobe Pagemaker**. But PageMaker has some good controls that Quark does not. **Corel Venturer** now has excellent power also for general Pagelayout and large books, but can be perhaps a little more difficult to learn.

I note you mentioned basic DTP, so I could suggest a start on **MS Publisher**. With many automated features, very good pagelayout options are available to new and experienced users alike - very popular in the corporate office world.

When you arrive (if) at the high level of imagesetter output files for multi coloured printed works, then you would step up from MS Publisher to the other mentioned Pagelayout products very easily.

## **B. About Microsoft Publisher 2003**

Microsoft Publisher is a desktop publishing (DTP) programme for home and small business users who either don't have the time to master complex DTP programmes or choose not to pay for the services of a professional designer.

Microsoft Publisher has been designed for people who have no prior design experience who want to create a professional, consistent look across all marketing material. The programme comes complete with professionally designed templates and wizards to guide you through the creation of high-quality brochures, business cards, letterheads, newsletters, flyers and other business collateral like web pages, catalogues and calendars.

Once you've created your initial material, Publisher's powerful customisation tools help you tailor your marketing material to your own business image. For example, you can easily change your fonts using a font scheme, i.e. professionally paired headline and copy fonts. Otherwise, create a unique look by selecting a different colour scheme or designing a custom one for yourself.

With the latest versions of Publisher it couldn't be easier to create your own small website to reflect your company image. Publisher 2003 comes with improvements like Web Site Wizards to make it easy for you to build a marketing web site, and the new Email Wizard that helps you to create email marketing campaigns that will be read across a wide variety of email packages. Publisher comes with built-in support for more than 20 new web page types.

## **C. Using Microsoft Publisher 2003**

### **i \ Creating a publication**

To create a new publication, choose File --> New (or press Ctrl+N) to display the New Publication task pane (if necessary) and then choose the kind of publication you want, choose a color scheme, and choose design options. The details of making these all-important choices are explained in the sections that follow.



Make your design choices carefully. In theory, you can change publication designs, color schemes, and design options when you are well along in a project, but in practice, changing these designs can have unforeseen consequences. If you change the color of a headline, for example, and then choose a new color scheme, the headline might be swallowed or rendered invisible by a background color in the new scheme. If you enter a bunch of text, change the size of a few frames, and then choose a new publication design, you will likely turn your publication into corned-beef hash and have to start over.

You can create a new publication by starting from one you've already designed. In the New Publication task pane, click the From Existing Publication link. Then, in the Create New from Existing Publication dialog box, select the prototype publication and lick the Create New button.

### **ii \ Choosing a publication design**

In the New Publication task pane (press Ctrl+N to see it), choose the kind of publication you want, along with a publication type. Where a triangle appears beside a name, you can click the name and choose from specific kinds of publications. Click to select a publication design on the right side of the dialog box Publisher window (refer to Figure 1).

Not happy with the publication design you chose? To change it, choose Format --> Publication Designs. The Publication Designs task pane appears. Choose a new design there. The choices you see are the same ones that appear in the New Publication task pane (refer to Figure 1).



If you prefer not to see the New Publication task pane when you start Publisher, choose Tools --> Options, select the General tab in the Options dialog box, and uncheck the Use New Publication Task Pane at Startup check box.

### iii \ Choosing a color scheme

After choosing a publication design, the next step is to choose a color scheme. Figure 3 shows the Color Schemes task pane where you select a scheme for publications. Choose Format --> Color Schemes to display the Color Schemes task pane, and then select a scheme. If your document has more than one page, be sure to click page number buttons and examine the colors on all the pages before making a final choice.

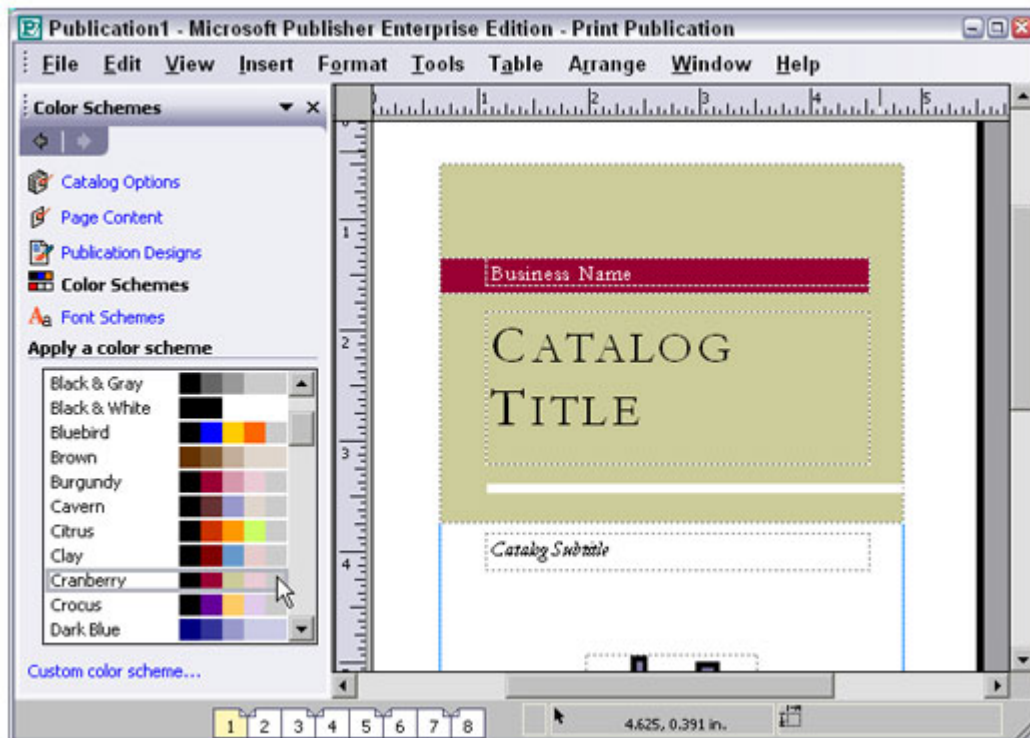


Figure 3: Selecting a color scheme.

### iv \ Choosing a font scheme

You will be glad to know that most of the text-formatting techniques that are available in Word are also available in Publisher on the Standard toolbar and Format menu. To boldface text, select it and click the Bold button. To change font sizes, choose an option from the Font

Size drop-down menu. To center or right-align a heading in a frame, click the Center or Align Right button.

To avoid going to the trouble of formatting text, you can choose a font scheme, an assortment of fonts for the body text, headings, and other text in a publication. Font schemes spare you the trouble of having to format the text on your own. The schemes were designed by people who know what they're doing. They look good.

Shrink your document to 50 percent or so to get a good look at all the text; then choose Format --> Font Schemes and select a scheme from the Font Schemes task pane. Experiment with different schemes until you find one that tickles your fancy.

#### **v · Choosing design options**

The last important step in creating a publication is to choose design options. These options vary depending on the kind of publication you are working on. When you're working on a brochure, for example, choose Format --> Brochure Options to decide how many panels the brochure needs and whether to include an order form or sign-up form. Choose Format --> Banner Options when you are working on a banner and you want to make the banner a certain height or width.