

## Microsoft Word 2000 - Creating Brochures and Newsletters

Everyone has particular views regarding the layout, length, content, and design of newsletters and brochures. The goal of this handout is to provide some tips and techniques to make the process easier regardless of your views of how the newsletter should look or what it should contain.

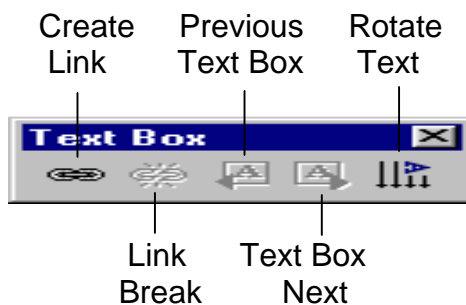
### Text Boxes

Text boxes allow great flexibility in placement of text. Text can be rotated only in a text box or WordArt.

### Basic Concepts of Text Boxes

1. A text box acts like a graphic object in Word.
2. Text can be rotated in a text box 90° or 270°.
3. Text boxes can be linked so that text that will not fit in one text box automatically flows into the next box.
4. Whenever a text box is selected, the Text Box Toolbar automatically appears.

### The Text Box Toolbar



### How do I insert a text box?

1. Click **Insert, Text box**
2. Move the mouse pointer (it will now be a crosshair pointer) to one corner where the text box should begin
3. Click and drag to draw a text box

(**Note:** Default values for a text box are a thin line, white fill, and none wrapping style.)

### How do I display the Text Box Toolbar?

Whenever a text box is selected, the Text Box Toolbar should appear automatically. If it does not, use the following steps to make it appear. Once these steps are taken, the toolbar should appear automatically when a text box is selected. Note: Do not close the toolbar. It will automatically disappear when the text box is deselected.

1. Select a text box
2. Click **View, Toolbars, Text Box**  
(Note: A text box must be selected when these steps are taken or the Txt Box option does not appear in the list of toolbars.)

### How do I enter text into a text box?

1. Click inside the text box (the blinking cursor will appear)
2. Type the text

### How do I move a text box?

1. Click inside the text box to delineate the edges of the box
2. Move the mouse pointer to the edge of the box until a four-headed arrow appears
3. Click and drag the box

### How do I size a text box?

1. Click inside the text box to delineate the edges of the box
2. Move the mouse pointer over one of the box handles
3. Click and drag in the desired direction

### How do I change the properties of a text box?

1. Click inside the text box to delineate the edges of the box
2. Move the mouse pointer to the edge of the box until a four-headed arrow appears
3. Right-click the box
4. Choose **Format text box** from the drop down menu
5. Set all options desired
6. Click **OK**

### How do I link two text boxes together?

1. Create two text boxes
2. Select the first text box
3. Click the **Create link button** on the Text Box Toolbar
4. Move the pointer (it is now a cup filled with letters) over the text box to be linked (the pointer will appear to pour the letters into the box) and click

### How do I break a link once it is made?

1. Select the text box that is linked
2. Click the **Break link button** on the Text Box Toolbar

### How do I rotate text in a text box?

1. Select the text box
2. Click the **Rotate text button** on the Text Box Toolbar  
(Clicking once will rotate text 90° to the right. Clicking twice will rotate text 270° to the right. Clicking three times will rotate text back to normal orientation.)

### Margins for Brochures

Before adding text, it is a good idea to set the margins for the page. The margins apply to the physical sheet of paper. I try to set these for the entire document. They certainly need to be set before columns are set. I use the following margins when I am creating brochures. Margins need to be set differently for laser and ink jet printers because the ink jet printers cannot print as close to the edge of the paper as the laser printers.

For a brochure where I need as much information as possible on a page (e.g. my quick references)

Laser Printer

.3 inches Top, Bottom, Left, and Right

Ink Jet Printers

.3 inches - Left and Right, .75 inches - Top and Bottom

For a brochure where I have plenty of room

Laser Printer

.5 inches Top, Bottom, Left, and Right

Ink Jet Printers

.5 Left and Right, .75 Top and Bottom

### Internal Margins (Distance Between Columns)

The distance between columns on a page sets the internal margin where the physical sheet of paper is folded. This distance normally should be twice the distance of the left and right margins. This gives the same internal margin when the page is folded. For example, in this quick reference, the left and right margins are set to .5 inches. The distance between columns is set to 1 inch so that when the sheet of paper is folded there is .5 inch between the text and the fold of the paper, the same as the outside margin.

### Columns

Use columns to differentiate a physical page of paper into two or more logical pages.

### General Concepts of Columns

1. Set the margins for the area BEFORE setting columns
2. If columns will be used only in a particular area, insert continuous breaks above and below that area before setting columns.
3. When setting columns, pay particular attention to the **Apply to:** setting.
4. It is possible to automatically draw a line between columns. Use the check box on Columns dialog box.

### What Information Goes Where

In developing brochures, especially multi-page brochures, it is difficult to know where to put which pages. Use the following techniques to determine which pages go where.

1. By pages, I mean logical pages of text, i.e., one column of text, not physical pages. One physical sheet of paper would have two pages of text.
2. Pages must be multiples of four, e.g. 4, 8, 12, 16, etc.
3. Set up the pages in columns before typing any text.
4. Type all the text in linear order (page 1, then page 2, then page 3, etc.) first in multi-page brochures.
5. Insert a column break at the end of each page. This defines the page and allows you to move the page as a whole. Be sure to add a column break at the end of the last page of the document.
6. Print the document and write the page number on each page for use later.
7. Determine the order of the pages after you know how many there will be. Use the following process to determine the order.
  - A. Determine the closest multiple of four. For example, a three page brochure goes to four, 6 pages goes to eight.
  - B. The first page always has the last page and the first page in that order.
  - C. Then the pages cascade diagonally down from the first page. For example, use the following example page setups for 8- or 12-page brochures.

#### 8-Page Brochure Page Order

Page 8	Page 1
Page 2	Page 7
Page 6	Page 3
Page 4	Page 5

#### 12-Page Brochure Page Order

Page 12	Page 1
Page 2	Page 11
Page 10	Page 3
Page 4	Page 9
Page 8	Page 5

8. Once the proper order has been determined, move the pages to the proper locations. Use the following process to move the pages.
  - A. Go to the location where the first page should be moved and set a bookmark (Click Insert, Bookmark, type a name for the bookmark, click the *Add button*)
  - B. Go to the page you want to move
  - C. Select the ENTIRE PAGE (including the column break) and cut it to the clipboard
  - D. Go to the bookmark set in step A
  - E. Paste the copied page from the clipboard  
(This moves the page to the appropriate location.)
  - F. Repeat Steps A through E until all the pages have been moved to the appropriate location.

### **Another Approach To Brochures**

Another approach to brochures is to put everything into text boxes and then move them to their appropriate locations. In this example, all you have to do is create one text box of the correct size. Then copy that text box as many times as needed. Enter the information into the boxes. Then move the text boxes into the appropriate locations for the brochure.

### **Use Master or Template Documents**

Using a master file is an excellent idea. In this idea, you create a master document with all appropriate settings and minimal content as an example. You then save this master document as a read-only document so you use it only as a master document. Use the following process as an example.

### **Creating The Master Four-Page Brochure**

1. Set the margins, page orientation, columns, tab settings, etc.
2. Go to the appropriate pages and enter general text such as Page 1, Page 2 Page 3, Page 4 or Front Cover, Inside Left, Inside Right, and Back Cover.
3. Set text boxes with page numbers if desired
4. Save the file
5. Close the document
6. Make the file a read-only file
  - A. Start Windows Explorer or My Computer
  - B. Locate the file and right-click the file name
  - C. Choose **Properties** from the drop down menu
  - D. Click the **General tab**
  - E. Check the **Read-only box**
  - F. Click **OK**
  - G. Exit Windows Explorer or My Computer

### **How do I use a master document once it is created?**

1. Open the Master Document
2. Save the file (An error message will appear stating the file is read-only and must be saved under another name. Click **OK**.)
3. Give the file a new name and new location (if desired) and click **Save**
4. Create the document as you normally would.

This leaves the master document unchanged and it can be used again later for the next brochure.)

### How to Print A Brochure

After you get all the pages in the correct order, you will want to print the pages in the correct order to see if it is right. Use the following process to do so.

1. Click **File, Print**
2. Print the ODD PAGES FIRST
  - A. Click the **Pages radio button**
  - B. Set the Odd Pages (1,3,etc.)
  - C. Click Print
3. After the odd pages have printed, pull out the paper tray
4. Take the pages in the same order, flip the on the long dimension and put them back in the paper tray.
  
5. Print the EVEN PAGES
  - A. Click the **Pages radio button**
  - B. Set the Even Pages (2,4,etc.)
  - C. Click Print