Microsoft Publisher is a desktop publishing program that can be used to combine text, graphics, and original drawings with sophisticated formatting. Publisher makes it easy to create sophisticated and professional-looking personal and business publications, such as greeting cards, business cards, brochures, flyers, nametags, and newsletters. The program combines the fundamental power of a word processor and the creativity of a graphics package in a program that is flexible and easy to use. Some of the items that are used to create publications are listed in the table below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication</td>
<td>The end product of work done in Publisher. It is possible to create any number of business or personal documents with special looks and layouts.</td>
</tr>
<tr>
<td>Templates</td>
<td>This is a special feature that provides the design for a publication. Each element in the publication can be modified to meet individual needs.</td>
</tr>
<tr>
<td>Object</td>
<td>Any item that can be placed on the publication. This can be a picture, text box, or drawn item. Publisher provides a good deal of help when it comes time to place objects in the publication.</td>
</tr>
<tr>
<td>Frame</td>
<td>The area where an object resides. Frame borders may be formatted, the colors of frames may be changed, and the frames may be manipulated.</td>
</tr>
</tbody>
</table>

**Planning Your Publication**

Even though Publisher provides many different ways to create a professional looking publication, there are a few questions that you may want to ask before starting the publication.

- **What is the purpose of the publication?**
  - Is the publication of a personal nature, such as a greeting card?
  - Is the publication for business purposes, such as business cards?
  - The look and feel of the publication will be different depending on its purpose.

- **Do I have any examples of publications that I really like?**
  - There are many times that we are handed business cards or brochures that we really like.
  - These can be used as examples for publications that are being created.

- **Is this publication going to be part of a family of publications?**
  - Are you in the process of creating a publication, which is the first of many that need to be created for a business?
  - It might be important to take advantage of Publisher’s design sets to create an entire family of publications that have the same look and feel.

- **Does my publication involve special papers?**
  - Several different sizes of paper can be specified for a publication. If a paper size is not available from the selection, a custom size may be specified.
  - When using special paper for the publication, make sure the color scheme and design elements work well with any pre-existing design elements or colors on the special paper.

- **How can I print the completed publication?**
  - Gauge the use of colors and overlapping design elements based on the quality that will be available during the printing process.
  - Sometimes it may be wise to design the publication in house and then send it to an outside agency for printing.