PUBLISHER-WHAT IS IT?

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.

Item	Description
Publication	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.
Templates	This is a special feature that provides the design for a publication. Each element in the publication can be modified to meet individual needs.
Object	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.
Frame	The area where an object resides. Frame borders may be formatted, the colors of frames may be changed, and the frames may be manipulated.

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.