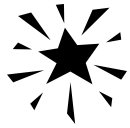


DESIGN and LAYOUT



Of course, the content of your brochure is the most important element, and you must carefully consider what you want to communicate.

However, it is the design of your brochure that is the first thing people will be looking at.

You need to have something that will catch people's attention.

Carefully choose:

colors,
design features,
print fonts and sizes,
the number and placement
of clip art or pictures,
the amount of space
between sections,
placement of
lead headings...

—all of these elements affect the appeal of, and interest in, your brochure.

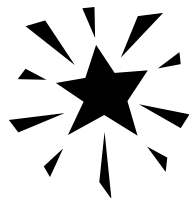
And after you type in all of your information and insert all of your pictures, if you don't like the look of your brochure

...REMEMBER...

you can change it without affecting all the work you have done up to that point!



The design and layout are significant considerations in the making a brochure. That's one of the many benefits of using a terrific program like Microsoft Publisher.



There are so many options to choose from to make a great brochure!

The Art of Making a Brochure

A Tutorial



Prepared by
Sadaf Ghafoori
Peggy Juarez

*Advanced Multimedia
Productions
Luther Jackson Middle School*

Using Microsoft Publisher

Microsoft Publisher is a great program. It will guide you through the process of creating a brochure.

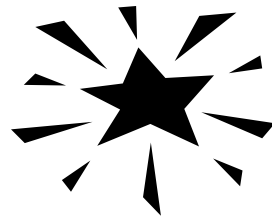
It's a very good idea to plan your brochure in advance of using the computer program. Designing a "mockup" layout of the brochure, panel by panel, will allow you to spend more time designing your brochure at the computer.

The Wizard is a useful Publisher tool. Use the Wizard to make your selections. A brochure is one of the many projects you can create using Microsoft Publisher.

Inserting Pictures

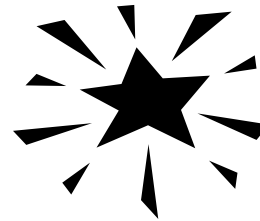
When inserting pictures from clip art, you must be aware of the type of brochure you are making.

If it is a professional brochure, it is not a good idea to insert clip art.



When inserting photos from a disk, go to Insert → Pictures → From File →

3 1/2 Floppy Disk and view your picture. Highlight your choice, click on Insert and Paste the photo into your document.. You may want to resize it.



Buttons

The buttons on Microsoft Publisher are basically the same as the buttons used for Microsoft Word.

To insert text, you click on the "A" button and a text box will appear.

On the toolbar, there are choices for font type, font size, bold font, *italic font*, or underlined font.

To copy and paste text, highlight the section, go to Edit on the menu bar, click "Copy", place your cursor where you want the text, click "Paste."