

WORD 2016

# Creating a Promotional Brochure

In this chapter, you will add graphic elements, such as WordArt, to a brochure. SmartArt graphics provide a gallery of predesigned diagrams such as lists, processes, cycles, hierarchies, and relationships that help you communicate ideas clearly and vividly. Borders and page color add a polished look to your brochure. Live preview galleries allow you to quickly test many choices while deciding what looks best for your brochure. All these and more help you create materials that are both dynamic and informative.

## LEARNING OBJECTIVES

- Create an eye-catching brochure
- Insert shapes in a document
- Add pictures, text boxes, and WordArt to a document
- Choose page setup features
- Communicate information with SmartArt
- Format the page background

## CHAPTER TIMING

- Concepts/Develop Your Skills: 1 hr 45 mins
- Self-Assessment: 20 mins
- Total: 2 hrs 5 mins

## PROJECT: PROMOTING AN ERGONOMICS SEMINAR

As the owner of Ergonomic Office Solutions, you have decided to create a presentation about the benefits of an ergonomic office. Your friend, Tommy Choi, owner of Green Clean, has provided you with his customer database. Knowing Tommy's customers are already interested in the environment, you believe they would be interested in your products. (You are already beginning the process of understanding who your audience is.) You decide to create a brochure to mail to local businesses promoting a seminar. You will use product pictures as well as shapes, WordArt, and SmartArt to create a brochure that is both informative and visually appealing.

## Designing an Engaging Brochure

Knowing your audience is the path to successful communication. This principal applies to almost everything you write. The readers want to know what’s in it for them. Analyze them; walk in their shoes. What interests them? What would they want from you? What can you do for them? How can you engage them?

Design is critical. Use photos, shapes, and graphics that grab the audience’s attention. And be sure to incorporate blank space. Without it, your page will look cluttered and hard to read. Space provides balance and symmetry. Don’t get complicated. People tend to skim, so keep it simple. Your message should be clear, crisp, and concise. Decide which points are priorities and use bullets to focus the reader’s attention. Limit the number of fonts to two or three and use fonts that are clean and easy to read.

Color is significant. Use a color scheme that reflects your photos and graphics. Color also conveys feeling and mood. Direct the reader’s eye by highlighting important elements with prominent placement and distinctive colors. Take time to think about the colors you use; you may want to conduct an Internet search of the *psychology of color*.

Branding is important. Express your brand with a consistent logo, tagline, and color scheme that complement your company’s other brand assets, such as packaging, your website, and media campaigns.

## Working with Shapes

There is a large gallery of graphic shapes available to you, including lines, text boxes, rectangles, ovals, and many others. They can add interest to documents, such as flyers and brochures, and you can type text in most shapes. You can also rotate, resize, and move shapes. Holding down the **Shift** key while drawing maintains the proportional relationship between the shape’s width and height. You insert shapes from the Shapes gallery. When a shape is selected (displays round handles), the contextual Drawing Tools and Format tabs appear, where you can choose many styles and designs for your shape.



View the video “Using Shapes.”




View the video “Adding Text to and Formatting Shapes.”

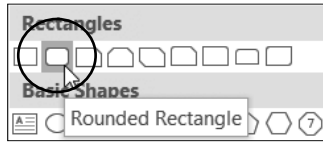
☰ Insert→Illustrations→Shapes  | Drawing Tools→Format→Insert Shapes


### DEVELOP YOUR SKILLS: W3-D1

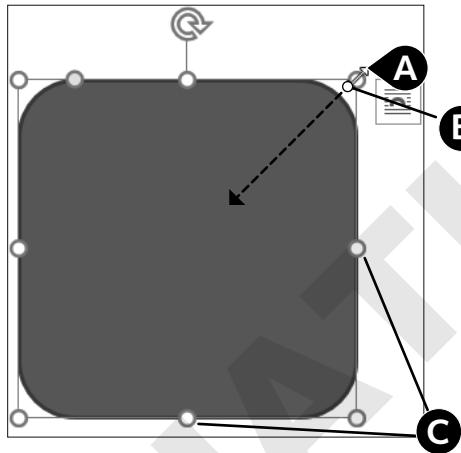
*In this exercise, you will draw, size, and move shapes. You’ll maintain a shape’s proportions with the **Shift** key when resizing, and you’ll see how the mouse pointer changes appearance based on various ways you work with shapes.*

1. Open **W3-D1-Brochure** and save it as **W3-D1-BrochureRevised** in your **Word Chapter 3** folder.

2. If necessary, turn on formatting marks.
3. Choose **Insert**→**Illustrations**→**Shapes**  to display the Shapes gallery.
4. Choose the **Rounded Rectangle** from the Rectangles category.

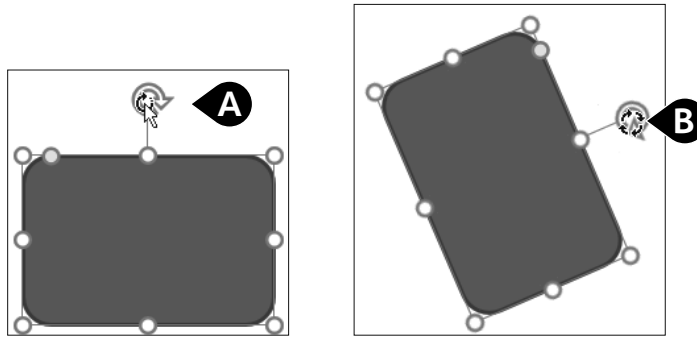


5. Click and drag anywhere in the document to draw a rounded rectangle.
6. Choose **Insert**→**Illustrations**→**Shapes**  and then choose the **Rounded Rectangle** again.
7. Hold the **[Shift]** key and drag to draw another rounded rectangle.
8. With the square shape selected (displaying round handles), follow these steps to resize the shape:

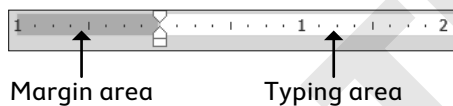



- A** Position the mouse pointer on the top-right corner sizing handle.
- B** Hold **[Shift]** and drag diagonally toward the center of the shape to resize while maintaining proportions.
- C** Drag from a side handle to change only the height or width of the object.

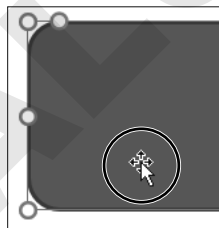
9. Follow these steps to rotate the shape:



- A** Position the mouse pointer on the rotation handle; the mouse pointer appears as a circular arrow.
- B** Click and drag to the right about 45 degrees; the mouse pointer appears as four small arrows when rotating.
10. If necessary, click one of the shapes to display the handles and then hold **[Shift]** and click the other shape. Holding **[Shift]** allows you to select multiple shapes at once, which allows you to delete, move, or format them all at the same time.
11. Tap **[Delete]** to remove both shapes.
12. If necessary, choose **View**→**Show**→**Ruler**.



13. Choose **Insert**→**Illustrations**→**Shapes**  and choose **Rounded Rectangle** again.
14. Starting about 1" from the top of the page and about 1" from the left-hand margin, draw a 1" tall rectangle that spans across the page but remains within the margins.
15. Position the mouse pointer on the shape until the pointer appears as a four-headed arrow.



16. Practice dragging the shape to move it and then return it to its original position.
17. Save the file.

## Adding Text and Formatting Shapes

You can add text to shapes you draw. This is handy if, for example, you want to create a flyer announcing an event. Just select the shape and begin typing the announcement. Text is automatically centered horizontally and vertically, and it wraps within a shape as you type.

The contextual Format tab contains many tools you can use to add pizzazz to a shape, including Shape Styles, Shadow effects, and 3-D effects. The contextual Format tab also has its own Shapes gallery in the Insert Shapes group. It contains the same shapes as the Shapes gallery located in the Illustrations group on the Insert tab.

☰ Drawing Tools→Format→Shape Styles

### DEVELOP YOUR SKILLS: W3-D2

*In this exercise, you will add text to a shape and format the text. Then you will format the shape using the Shape Styles gallery.*

1. Save your file as **W3-D2-BrochureRevised**.
2. If necessary, select the rectangle shape at the top of the page by clicking anywhere on it.
3. Tap **[Caps Lock]**, type **ERGONOMIC OFFICE SOLUTIONS**, tap **[Enter]**, and type **PRESENTS**. Tap **[Caps Lock]** once more to turn it off.
4. Click the border of the shape, taking care not to drag. Selecting a shape by clicking the border selects everything inside of the shape, so even though the text might not appear highlighted, the text is indeed selected.
5. Choose **Home→Font→Font menu button ▼→Tahoma**.
6. Keep the shape selected and apply **Bold 22 pt** font.
7. If your shape is not big enough for the larger text, drag a sizing handle to enlarge it.
8. Make sure the object is selected so the contextual Format tab is available and then choose **Drawing Tools→Format→Shape Styles**.
9. Click the **More** button on the Shape Styles gallery to open the gallery.



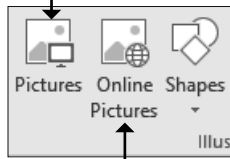
10. Choose **Subtle Effect – Blue, Accent 1**.
11. Save the file.

# Using WordArt and Inserting Pictures

WordArt is great for creating smart-looking text objects. It's wonderful for creating special effects such as logos and headings in newsletters, flyers, and brochures. You can use the built-in designs as they are, or you can customize them.

You can browse through your computer, or other computers, to locate pictures and other images for your document, or you can search online.

Search for pictures saved as files on a computer.



Search online for pictures and other images.

WordArt and pictures can be rotated, resized, and moved like other objects. The cropping tool can be used to remove any unwanted parts of a picture making portions of the image transparent, allowing anything under it to show through.



View the video “Enhancing Pictures.”

☰ Insert→Text→WordArt

☰ Insert→Illustrations→Pictures or Online Pictures

## Aligning Objects



You can manually drag and drop objects to align them, but using the Align feature on the contextual Format tab is more precise. Select the objects you want to align and then choose the desired alignment.

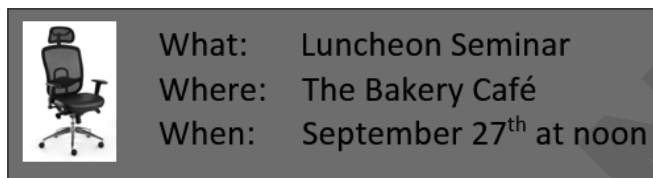
☰ Drawing Tools→Format→Arrange→Align


### DEVELOP YOUR SKILLS: W3-D3

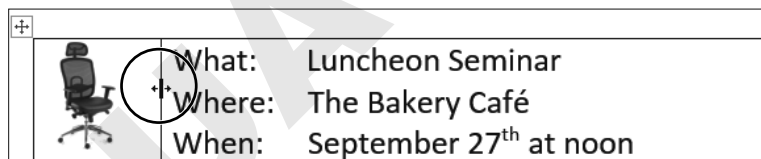
*In this exercise, you will add a WordArt object and align it with a shape. You will insert and resize a picture and make its background transparent. Then you will format and move the table.*




1. Save your file as **W3-D3-BrochureRevised**.
2. Click in the document below the rectangle.
3. Choose **Insert→Text→WordArt** .
4. Choose **Fill – Black, Text 1, Outline – Background 1, Hard Shadow – Accent1** from the menu that appears and then type **The Ergonomically Challenged Office**.

5. Place the mouse pointer on the border of the WordArt object and then drag to position it about 1" below the rectangle.
6. With the WordArt object still selected, hold down **Shift** and click the rounded rectangle above it that you created earlier.
7. Choose **Drawing Tools**→**Format**→**Arrange**→**Align** →**Align Center**.
8. If necessary, drag the selected objects so they are centered between the margins.
9. Scroll down and position the insertion point in the left cell of the table.
10. Choose **Insert**→**Illustrations**→**Pictures** .
11. Navigate to your **Word Chapter 3** folder and double-click **ErgoChair.jpg** to insert it.
12. Hold the **Shift** key and resize the picture using a corner handle until it matches the height of the text on the right. Note that the picture has a white background.



13. With the chair image selected, choose **Picture Tools**→**Format**→**Adjust**→**Color** .
14. Choose **Set Transparent Color** at the bottom of the menu.
15. Click in the white background of the image.
16. Click anywhere to deselect the image. Then position the mouse pointer on the line between the two cells and double-click to resize the cell.



17. Select the table using the move handle and then choose **Home**→**Paragraph**→**Center** .
18. With the table still selected, choose **Home**→**Paragraph**→**Borders**  menu button ▼.
19. Choose **No Border** to complete the page.
20. If gridlines appear in the table (although they won't print), follow these steps to remove them:
  - Make sure the table is selected.
  - Choose **Table Tools**→**Layout**→**Table**→**View Gridlines** .
21. Save your file.

# Using Text Boxes and Page Setup Options

A text box is a special type of shape designed for inserting text or graphics. You may wonder how inserting a text box is different from drawing a shape and adding text inside it. It's because of the formatting. All documents are based on a theme, which contains a set of theme colors and theme fonts. The default theme for a new blank document is Office. When you originally created the rounded rectangles, they used a blue fill color that was the default fill color for *shapes*. Text boxes do not contain those formatting characteristics. You can format all of the text by selecting the text box itself or format only a portion of the text by selecting the part you want to change. The techniques for rotating, sizing, and moving are the same for text boxes as for other graphics.



View the video “Creating a Text Box.”

☰ Insert→Illustrations→Shapes →Text Box | Insert→Text→Text Box

## Page Setup Options

Commonly used page setup options include page breaks, margins, page orientation, and paper size. All of these are located in the Page Setup group on the Layout tab. You can use **[Ctrl] + [Enter]** to quickly insert a manual page break. Some page setup options also appear in the Print screen in Backstage view.



View the video “Page Setup Options.”

☰ Layout→Page Setup


### DEVELOP YOUR SKILLS: W3-D4

*In this exercise, you will insert a text box, align it with other objects, and format the text box border and the text within it. Then you will insert a page break to create a second page for your brochure.*

1. Save your file as **W3-D4-BrochureRevised**.
2. Choose **Insert**→**Illustrations**→**Shapes** and then choose **Text Box** from the Basic Shapes category in the Shapes gallery.
3. Position the mouse pointer below the WordArt object you created previously and then drag to draw a text box about **2" wide** and **½" tall**.
4. Type this text and size the box so the text wrapping is the same as shown:
 









Email EOS@Yahoo.com or call  
712-555-0123 to register.
5. If the email address appears as a hyperlink, right-click it and choose **Remove Hyperlink**.
6. Make sure the text box is selected and then choose **Home**→**Paragraph**→**Center** .
7. Choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Outline** menu button ▼ and choose **Blue, Accent 1, Lighter 40%**.
8. With the text box still selected, hold down **[Shift]** and select the two objects above it.
9. Choose **Drawing Tools**→**Format**→**Arrange**→**Align** and choose **Align Center**.
10. Click to deselect. If necessary, move the text box so it is well balanced on the page.





11. Position the insertion point at the bottom of the page.
12. Choose **Layout**→**Page Setup**→**Breaks** →**Page**.
13. If necessary, display formatting marks and notice the page break symbol and the new second page.
14. Position the insertion point in front of the page break symbol and tap **Delete**.
15. Press **Ctrl** + **Enter** to insert another page break.
16. Save your file.

## Working with SmartArt

It is often easier to grasp concepts if information is presented graphically rather than textually. The SmartArt gallery provides a large variety of graphics that you can add to documents. They make it easy to combine predesigned graphics with text to create sophisticated figures. SmartArt images are divided into the following categories.

Category	Purpose
 List	Shows nonsequential data
 Process	Use to show a progression, a timeline, or sequential steps in a task, process, or workflow.
 Cycle	Shows a continual process
 Hierarchy	Creates a hierarchical structure or shows a decision tree
 Relationship	Illustrates associations
 Matrix	Shows how parts relate to a whole
 Pyramid	Shows proportional relationships
 Picture	Used when you want to convey your message with or without explanatory text, or when you want to use pictures to complement a list or process

 **Insert**→**Illustrations**→**SmartArt** 

### Inserting SmartArt Text and Modifying an Image

You can use the SmartArt text pane to add text to your image. Text placeholders in the image are replaced with text as you enter in the SmartArt text pane. The font size adjusts based on the amount of information you type. If you prefer, you can type directly in the text placeholders in the image.

If you cannot find the exact image you want, you can modify, add, and delete shapes within the graphic. SmartArt objects are formatted the same way as other graphic shapes.





View the video “SmartArt Text and Bullets.”

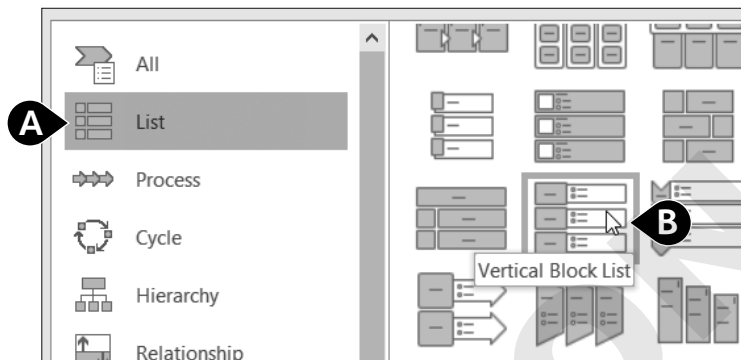


View the video “Modifying SmartArt.”

## DEVELOP YOUR SKILLS: W3-D5

In this exercise, you will create two SmartArt graphics: one to list the seminar topics and one to list ergonomic products. Then, you will customize and resize the graphics.

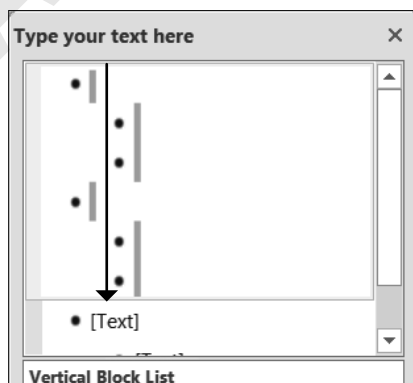
1. Save your file as **W3-D5-BrochureRevised**.
2. If necessary, move the insertion point to the top of page 2.
3. Choose **Home**→**Paragraph**→**Center** .
4. Choose **Insert**→**Illustrations**→**SmartArt** .
5. Follow these steps to insert a SmartArt graphic:



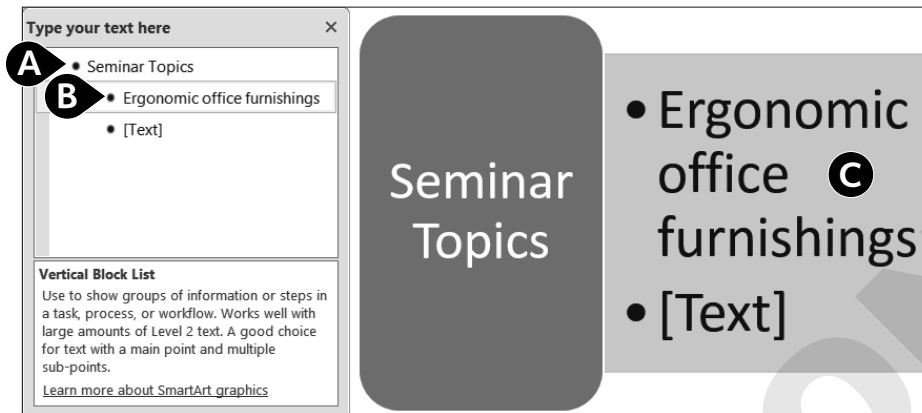
- A Choose the **List** category.
  - B Scroll down and choose **Vertical Block List**.
6. Read the description in the bottom-right corner of the dialog box and then click **OK**.
7. If the text pane is not visible, click the tab.



8. Position the mouse pointer to the left of the first major bullet and then drag down to select the first six bullets.



9. Tap **Delete** to remove the bullets.
10. Follow these steps to begin entering the seminar topics:



- A Position the insertion point to the right of the first bullet and type **Seminar Topics**.
  - B Tap **↓** and type **Ergonomic office furnishings**.
  - C Notice that the text appears in the graphic as you type.
11. Tap **↓** to go to the next line and type **Mobile workstations**.
12. Tap **Enter** to generate the next bullet and then type **Technology support**.
13. Tap **Enter** as needed and then type the following items to complete the list:
  - **Personal lighting options**
  - **Q&A**
14. Click **Close** **×** in the upper-right corner of the text pane.
15. Click the outside border frame to make sure the *entire* SmartArt image is selected.
16. Drag the bottom-center sizing handle up until the image is approximately half as tall as the original image.
17. Save your file.


## Changing a SmartArt Style



The SmartArt Styles gallery allows you to apply interesting variations of the original graphic. Live Preview lets you sample the effect of the various styles without actually applying them.

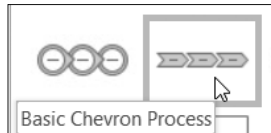
☰ SmartArt Tools → Design → SmartArt Styles

### DEVELOP YOUR SKILLS: W3-D6

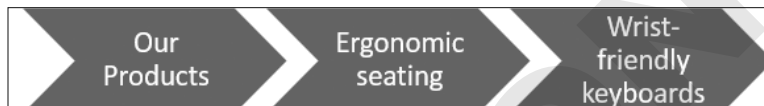
*In this exercise, you will customize SmartArt graphics by applying colors and styles.*

1. Save your file as **W3-D6-BrochureRevised**.
2. Make sure the outside border of the seminar topics image is selected.
3. Choose **SmartArt Tools** → **Design** → **SmartArt Styles** → **Change Colors** .

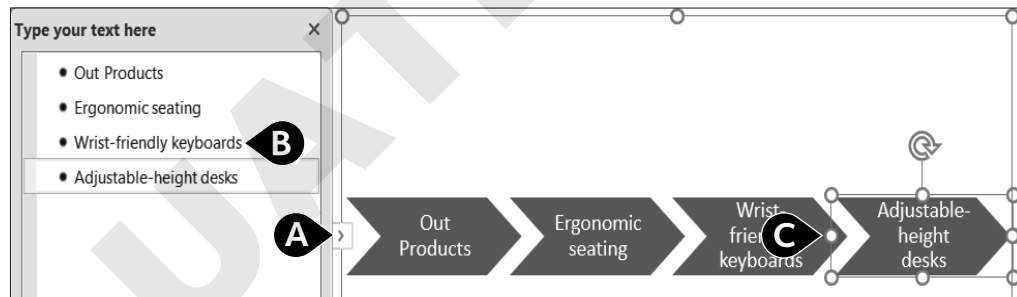
4. In the Accent 1 category, choose **Gradient Loop – Accent 1**.
5. Choose **SmartArt Tools**→**Design**→**SmartArt Styles**→**More**  to display the SmartArt Styles gallery.
6. In the 3-D category, choose **Metallic Scene**.
7. Press **Ctrl** + **End** to move to the end of the document and then tap **Enter** twice.
8. Choose **Insert**→**Illustrations**→**SmartArt** .
9. Choose the **Process** category, then choose **Basic Chevron Process**, and then click **OK**.





10. Click the **[Text]** placeholder in the first arrow on the left and type **Our Products**.
11. Click in each **[Text]** placeholder and enter the text as shown:

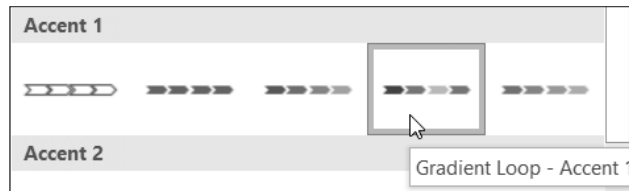




12. Click the outside border of the image and then follow these steps to add an arrow to the graphic:



- A Click the tab to open the text pane.
  - B Position the insertion point after the word *keyboards* and tap **Enter**.
  - C Type **Adjustable-height desks** in the new arrow.
13. Close  the text pane.
14. Click the outside border of the shape.
15. Choose **SmartArt Tools**→**Design**→**SmartArt Styles**→**Change Colors** .

16. Choose the fourth item in the Accent 1 category, **Gradient Loop – Accent 1**.



17. Click the **More**  button on the SmartArt Styles gallery, and in the 3-D category, choose **Cartoon**.
18. Choose **SmartArt Tools**→**Format**→**Align**→**Align Center** →**Align Center**.
19. Save your file.

## Formatting the Page Background

Page background formats add color and visual variety to your documents. Page colors and borders provide the finishing touches that add professional polish. For example, you can add colors from a gallery specifically designed to blend with a document's theme. Border colors are also designed to tastefully complement page colors.

### Adding Page Colors and Page Borders


The Page Colors gallery is similar to other galleries you have worked with. The colors that appear in the Theme Colors section of the gallery, as the name implies, are based on the theme currently in effect in the document.

Page borders surround the outer edges of the entire page. You can adjust the color (again, based on the current theme), line thickness, and other features of the border.

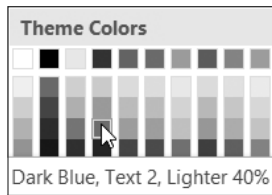
 **Design**→**Page Background**→**Page Color**  or **Page Borders** 


### DEVELOP YOUR SKILLS: W3-D7

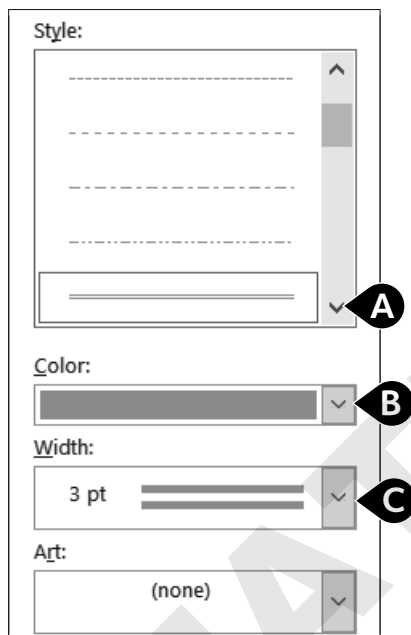
*In this exercise, you will sample background colors using Live Preview. Then you will add a background color to your brochure and a border surrounding the pages.*

1. Save your file as **W3-D7-BrochureRevised**.
2. Choose **Design**→**Page Background**→**Page Color** .
3. Hover the mouse pointer over several colors in the Theme Colors area of the gallery.

4. Choose **Dark Blue, Text 2, Lighter 40%**.



5. Choose **Design**→**Page Background**→**Page Borders** .
6. Choose **Box** from the Setting area in the left-hand panel.
7. Follow these steps to format the page border:



- A** Choose the **double-line** Style.
- B** Choose **Blue, Accent 1, Lighter 40%**.
- C** Choose a Width of **3 pt** and then click **OK**.
8. Save and then close your file; exit Word.
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# Self-Assessment

Check your knowledge of this chapter's key concepts and skills by completing the Self-Assessment. The answers to these questions can be found at the back of this book.

1. You can insert a perfect square or circle by holding **[Shift]** while drawing the shape. True False
2. The techniques for rotating, sizing, and moving are the same for text boxes as for other graphics. True False
3. If you want to add text in a SmartArt graphic, you must type directly in the graphic image itself. True False
4. You must superimpose a text box on a shape in order to type in it. True False
5. You can use **[Ctrl] + [Enter]** to quickly insert a page break. True False
6. You can search online for pictures and images to use in your documents. True False
7. The white areas on the rulers represent the margins. True False
8. Clicking the mouse pointer on a shape as shown selects everything inside the shape. True False



9. You can manually drag objects to align them, but the Align feature on the contextual Format tab is more precise. True False
10. You can crop out unwanted parts of a picture. True False
11. Which SmartArt graphic category should you use if you want to show sequential steps in a task?
  - A. Matrix
  - B. Hierarchy
  - C. Process
  - D. Pyramid
12. If you are working with a SmartArt graphic, how do you display the text pane?
  - A. Choose SmartArt tools→Format→Text→Text Pane
  - B. Double-click the SmartArt graphic
  - C. Click the tab that appears on the left side of the image, when selected
  - D. Double-click the SmartArt graphic frame
13. When you are rotating an image, how does the mouse pointer appear?
  - A. As a circular arrow
  - B. As a down-pointing black arrow
  - C. As four small arrows
  - D. As a white arrow

(continued)

14. If you want to select two or more shapes at the same time, what key do you need to hold down when making the selection?
- A.  Shift
  - B.  Spacebar
  - C.  Tab
  - D.  Alt

EVALUATION ONLY