

WORD 2016

Creating a Newsletter

A newsletter should be an essential part of every organization's communication plan. It's a great way to rally support for new programs or products and to maintain an ongoing relationship with your clients. In this chapter, you will create engaging newsletters using graphics and special text effects to add eye appeal. Finally, you will add a cover page to give a professional touch to your newsletter.

LEARNING OBJECTIVES

- Add graphic effects
- Use section breaks and columns
- Wrap text around a graphic image
- Insert a cover page
- Print part of a full document

CHAPTER TIMING

- Concepts/Develop Your Skills: 1 hr 30 min
- Self-Assessment: 20 mins
- Total: 1 hr 50 mins

PROJECT: CREATING A CLIENT NEWSLETTER

As a leading pediatric facility, Raritan Clinic East stays ahead of the curve by updating its protocols with the latest discoveries. It stays in regular contact with its patient population through a monthly newsletter. As an administrator for the clinic, you have been asked to publish this month's newsletter, which describes meningitis, its symptoms, where outbreaks are likely to occur, and its treatment. You will add interest to your newsletter by using graphics and special text formatting.

Six Tips for an Effective Newsletter

A newsletter is an effective way to keep in touch with clients. It adds a personal touch that can create a bond between your organization and the reader.

- Know your audience.
- Have a compelling opening line.
- Use a clean, simple layout with plenty of white space.
- Be informative and educational and provide true value.
- Use graphics but don't overdo it.
- Insert headings and subheadings to chunk your information into easy-to-read segments.

Adding Special Effects to Text

To add interest and dimension to newsletters, you can use graphic effects. For example, you can add WordArt for flair. You can create WordArt by adding your own text to a WordArt object, or you can apply a WordArt object to existing text. Either way, you have a full array of WordArt formatting tools available on the contextual Drawing Tools Format tab.

Font effects are interesting, special treatments of text. Options include strikethrough, superscript/subscript, small caps, and all caps.



☰ Insert→Text→WordArt 

☰ Home→Font→dialog box launcher 

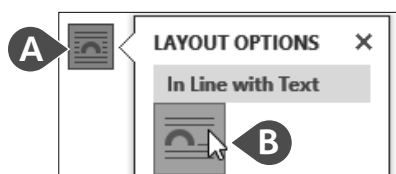
DEVELOP YOUR SKILLS: W2-D1

In this exercise, you will begin creating the newsletter for Raritan Clinic East. You will start with a WordArt heading, which you will format with a new fill color, font color, and text effects. Then you will use the Font dialog box to adjust the font style and size, and then you will add font effects.

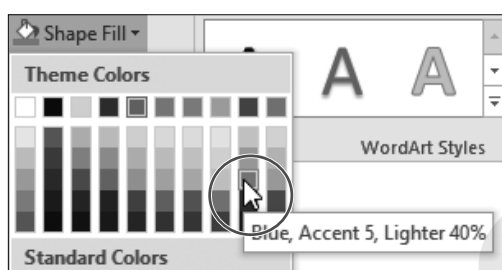
1. Start Word; open a new, blank document; and save it to your **Word Chapter 2** folder as **W2-D1-RaritanNews1tr**.
2. Display formatting marks and then type these heading lines at the top of the document:

Raritan Clinic East
The Children's Clinic
November, 2016
3. Tap  three times.
4. Select *Raritan Clinic East* but do not select the paragraph mark at the end of the line.
5. Choose **Insert→Text→WordArt**  and then choose **Fill – Blue, Accent 1, Shadow**.

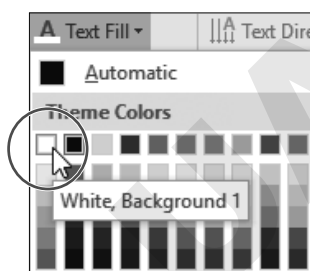
6. With the WordArt object selected, follow these steps to place it in line with the text:



- A** Click the **Layout Options** smart tag.
- B** Choose **In Line with Text** and then click in the document to close the gallery.
7. Click the border of the WordArt to select the entire object.
8. Choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Fill menu button** ▼ and then choose **Blue, Accent 5, Lighter 40%** from the gallery.

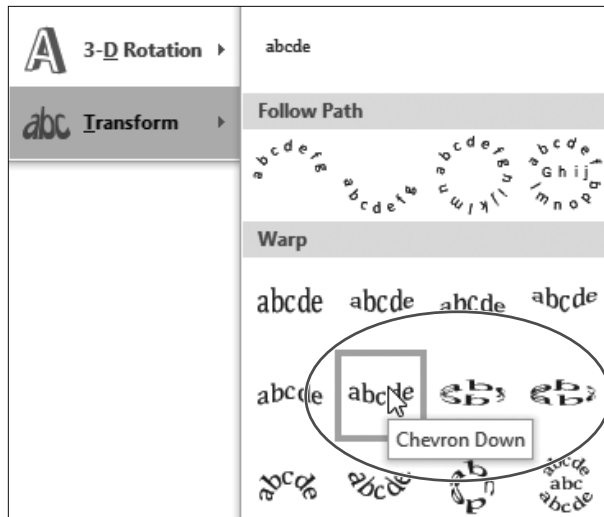




9. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Fill menu button** ▼ and then choose **White, Background 1**.

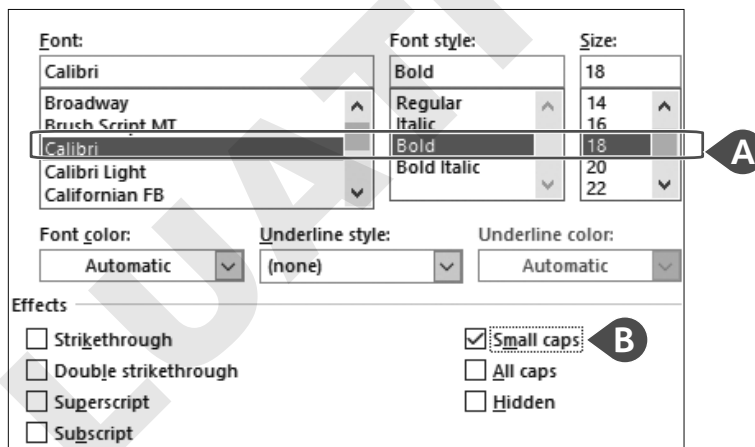


10. With the object selected, choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Effects** .

11. Drag the mouse pointer down to the Transform category and then choose **Chevron Down**.



12. Position the mouse pointer in the left margin area next to the WordArt object and then click and drag down to select the WordArt and the other two headings.
13. Choose **Home**→**Paragraph**→**Center** .
14. Select *The Children's Clinic* and then choose **Home**→**Font**→**dialog box launcher**  to display the Font dialog box.




- A** Choose **Calibri, Bold, 18 pt.**
- B** In the Effects area, check **Small Caps**.
- C** Click **OK**.

15. Save the file.

Inserting a Picture and Using Picture Effects





Including pictures in your documents can make them rich and colorful and enhance your message. In addition to accessing pictures online, you can also insert pictures directly from files. For example, you can insert a scanned picture or a picture taken with a digital camera and stored on your computer. And Word has great picture effects that you can add to your images, such as shadows, reflections, glows, soft edges, bevels, and 3-D rotations.

≡ Insert→Illustrations→Pictures 

≡ Picture Tools→Format→Picture Styles→Picture Effects 

DEVELOP YOUR SKILLS: W2-D2


In this exercise, you will insert and crop a graphic image. Then you will add a picture effect to the image.

1. Save your file as **W2-D2-RaritanNews1tr**.
 2. Position the insertion point on the blank line below the date.
 3. Choose **Insert→Illustrations→Pictures** .
 4. Navigate to your **Word Chapter 2** folder and double-click the **W2-D2-RaritanClinic.png** graphics file to insert it.
 5. With the picture selected, choose **Picture Tools→Format→Size→Crop** .
 6. Position the mouse pointer on the right-center cropping handle and drag left to crop off the words *Raritan Clinic East*.
 7. Position the mouse pointer on the bottom-center cropping handle and drag up to remove the words at the bottom of the image, and then click in the document to finish cropping.
 8. If necessary, choose **View→Show→Ruler** and then resize the image from a corner sizing handle, making it approximately 1½" wide.
 9. With the image selected, choose **Picture Tools→Format→Picture Styles→Picture Effects** .
 10. Drag the mouse pointer to the **Shadow** category, and in the Outer category choose **Offset Diagonal Bottom Right**.
 11. Choose **Home→Paragraph→Center** .
 12. Save the file.
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Inserting a Section Break and Setting Up Columns

Whenever you have a page-oriented formatting change that affects only part of a document, such as margins, page orientation, or columns, you need to set off that part with a section break. You use a Continuous break to start a new section within a page. You use a Next Page section break to start a new section on a new page, or, if your document is laid out in a book-like format, you can specify that the section break should start on an Even Page or Odd Page.





When you set a document or a section of a document in columns, you can choose preset formats or set up your own column width and spacing.

Layout→Page Setup→Breaks 

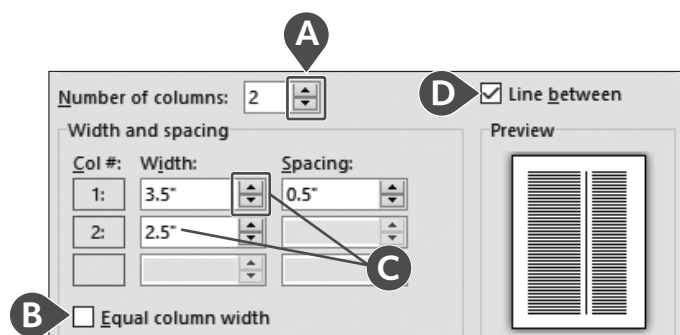
Layout→Page Setup→Columns 

DEVELOP YOUR SKILLS: W2-D3

In this exercise, you will insert a section break and lay out the newsletter in columns. Then you will customize the column layout.

1. Save your file as **W2-D3-RaritanNewsltr**.
2. Position the insertion point on the second blank line below the picture object.
3. Choose **Layout→Page Setup→Breaks**  → **Continuous**.
4. Position the insertion point anywhere above the section break.
5. Choose **Layout→Page Setup→Columns**  and notice that one column is highlighted.
6. Position the insertion point below the section break.
7. Choose **Insert→Text→Object**  menu button ▼ → **Text from File**.
8. Navigate to your **Word Chapter 2** folder and double-click **W2-D3-NewsltrTxt**.
9. Choose **Layout→Page Setup→Columns**  and then choose **More Columns** to open the Columns dialog box.

10. Follow these steps to customize the columns:



- A Use the spin box to change the number of columns to **2**.
 - B Remove the checkmark from this checkbox.
 - C Use the spin box to change the width of column 1 to **3.5"** and notice that column 2 resizes automatically.
 - D Place a checkmark in the **Line Between** box to add a line between your columns.
11. Click **OK** and then scroll through the document to see the effect.
12. Choose **Layout**→**Page Setup**→**Columns** →**More Columns**.
13. Click the **Equal Column Width** checkbox and click **OK**.
14. Scroll through the document to see how it looks.
15. Save the file.




Artistic Effects and Wrapping Text Around a Picture

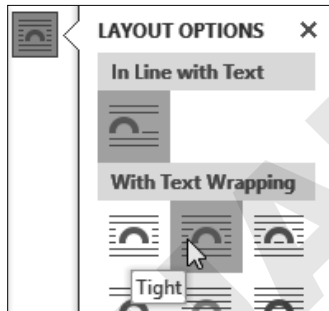
There are many tools on the contextual Format tab that allow you to customize images. Artistic effects can take your image styling to the next level. Some effects represent the image in pencil, paint, and various textures.


☰ **Picture Tools**→**Format**→**Adjust**→**Artistic Effects**

DEVELOP YOUR SKILLS: W2-D4

In this exercise, you will insert a picture and apply an artistic effect as well as a picture style to it. Then you will use the Layout Options smart tag to wrap text around the picture and you will balance the columns at the end of the newsletter.


1. Save your file as **W2-D4-RaritanNews1tr**.
2. Position the insertion point on page 2 to the left of the heading *The New Vaccine*.
3. Choose **Insert**→**Illustrations**→**Pictures** .
4. Navigate to your **Word Chapter 2** folder and double-click **W2-D4-VaccinePic.jpg** to insert the picture in the newsletter.
5. Resize the picture using a corner handle until it is about **1½" wide**.
6. With the picture selected, choose **Picture Tools**→**Format**→**Adjust**→**Artistic Effects**  and then choose **Crisscross Etching**.
7. Choose **Picture Tools**→**Format**→**Picture Styles**→**More**  button on the Picture Styles gallery.
8. Use Live Preview to sample various styles and then choose **Simple Frame, Black**.
9. With the picture selected, click the **Layout Options** smart tag and choose the **Tight** text wrapping option.



10. Click in the document to close the Layout Options gallery.
11. Position the insertion point after the period following *disease* at the end of page 2.
12. Choose **Layout**→**Page Setup**→**Breaks** →**Continuous**.
13. Save your file.


Inserting Cover Pages

A cover page catches a reader's eye as the first dynamic part of your document. You can easily add professional polish to a document by using a built-in cover page. There are a number of predesigned cover pages for you to choose from. And, if desired, you can modify the color and other design elements to achieve a cover page that best suits your needs.

 **Insert**→**Pages**→**Cover Page** 

DEVELOP YOUR SKILLS: W2-D5

In this exercise, you will add a cover page to your newsletter. Then you will add text to two text controls and delete text controls that you do not need.

1. Save your file as **W2-D5-RaritanNews1tr**.
2. Choose **Insert**→**Pages**→**Cover Page** , scroll through the gallery of available options, and choose **Banded**.
3. Click the **Document Title** control and type **Raritan Clinic East Newsletter**.
4. Scroll to the bottom of the page, click the **Author** control (it may contain a person's name), and type **November, 2016**.
5. Click the **COMPANY NAME** control, click the **Company** tab at the top to select the entire control, and then tap **Delete**.
6. Use the same technique to delete the **Company Address** control.
7. Save the file.

Printing Part of a Document

Sometimes you may want to print only part of a longer document—maybe a page or two or even just a couple of paragraphs. This can save both time and supplies. There are several techniques that make this an easy task, and they are found in the Print screen in Backstage view.

Custom Print options allow you to stipulate specific pages to print.

CUSTOM PRINT OPTIONS	
Print Consecutive Pages	Enter the page number of the first page to print, type a hyphen, and then type the page number of the last page to print.
Print Non-Consecutive Pages and Ranges	Enter the page numbers you want to print separated by commas (for example: 3,5,7,10-15).
Print a block of text	Select the text to print. Navigate to the Print screen in Backstage view. Choose Print Selection from the drop-down list.

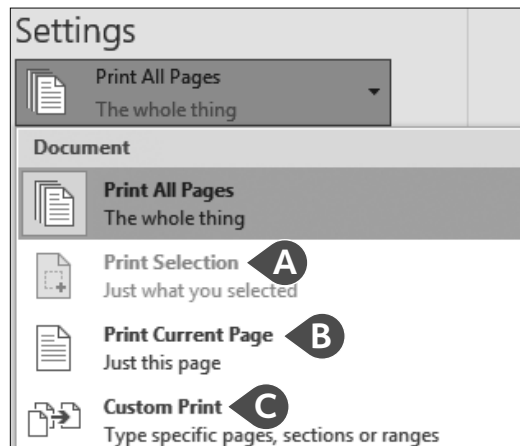
 **File**→**Print**


DEVELOP YOUR SKILLS: W2-D6

In this exercise, you will explore options for printing part of a document. You will see how to print consecutive and nonconsecutive pages as well as a block of selected text.

1. Choose **File**→**Print** to display the Print screen in Backstage view.
2. Click the drop-down arrow next to Print All Pages.

3. Follow these steps to review the printing options:



- A This option is available only when you select text prior to accessing the Print screen.
 - B This choice prints the page where the insertion point is located.
 - C This option allows you to specify printing only certain pages.
4. Click the drop-down arrow to close the menu.
5. If you want to stay green and not print, click the **Back**  button or print to PDF (you can make that choice in the Printer drop-down list).
6. Save the file and 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 use a Continuous section break to start a new section on a new page. True False
2. Inserting a Next Page section break at the end of columns that you want to balance is a quick trick for accomplishing the task. True False
3. Whenever text or images span with width of the page, between the margins, it is considered one column. True False
4. You can apply WordArt to existing text. True False
5. Whenever you have a page-oriented formatting change—such as margins, page orientation, or columns—within a document, you should separate that content with a section break. True False
6. You can insert scanned or other digital pictures into your documents. True False
7. In addition to preset column setups, you can set up your own column width and spacing. True False
8. When you insert a predesigned cover page, you cannot delete any of the built-in text controls. True False
9. The Columns dialog box provides an option to place a line between columns. True False
10. What would you specify in the Pages field of the Print screen to print only pages 3, 5, and 7 of a document?
 - A. Page 3, page 5, page 7
 - B. 357
 - C. 3, 5, 7
 - D. Sections 3, 5, 7
11. Which of the following statements is correct relative to the Columns feature?
 - A. Draft view provides an excellent way to see how your newsletter will look when printed.
 - B. You can use column breaks in place of section breaks.
 - C. The Columns feature provides the ability to vary column widths and spacing.
 - D. You need to set tabs on the ruler before using the Columns feature.