

## WORD

## 3

# Creating a Promotional Brochure



**I**n 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

## 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. 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.

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



View the video "Using Shapes."

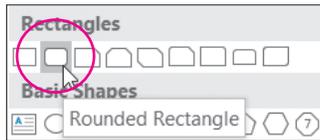


View the video "Adding Text to and Formatting Shapes."

## 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.  
*Notice that a number of paragraph symbols are already in the document. It can be easier to work with graphics if some spacing is already set up.*
3. Choose **Insert**→**Illustrations**→**Shapes**  to display the Shapes gallery.
4. Choose the **Rounded Rectangle** from the Rectangles category.



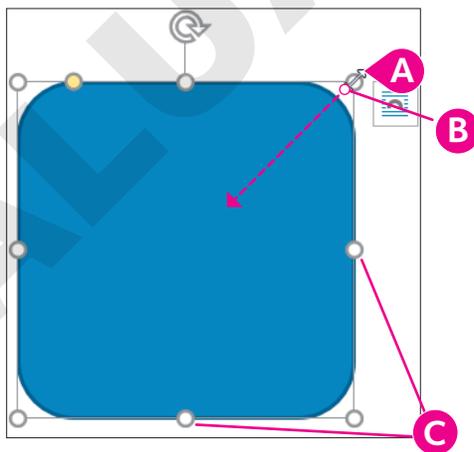
After you choose a shape, the mouse pointer changes to a crosshair icon resembling a plus sign (+), which you click or drag in the document to create the shape.

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.

This time you drew a perfect square with rounded corners instead of an elongated rectangle, even though you started with the same shape. Holding down the **Shift** key while drawing maintains the proportional relationship between the shape's width and height.

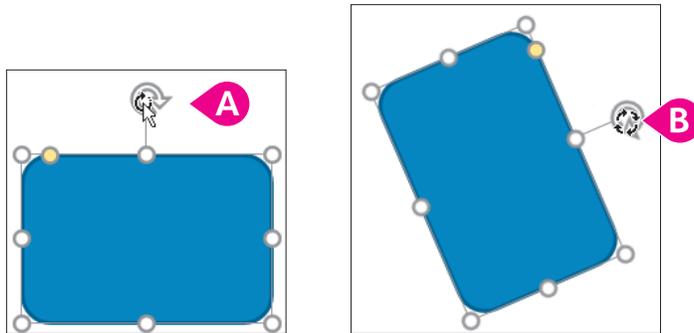
## Resize and Rotate Shapes

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.

**Tip!** Holding **Shift** allows you to select multiple shapes at once. Then you can delete, move, or format them all at once.

10. If necessary, click one of the shapes to display the handles and then hold **Shift** and click the other shape.

11. Tap **Delete** to remove both shapes.

*You can use the ruler to help align and size shapes and other graphic images. It may or may not be visible on your screen.*

12. If necessary, choose **View**→**Show**→**Ruler**.

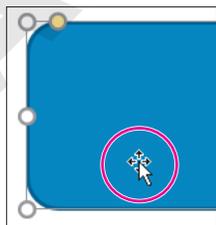
*Notice that there are two rulers: one at the top and one at the side of the screen. The margin areas (1" by default) are the gray areas at the left, right, top, or bottom ends of the rulers. The typing areas are white.*



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.  
*Notice that the text was automatically centered in the shape.*
4. Click the border of the shape, taking care not to drag.

**Tip!**

*Selecting a shape by clicking the border selects everything inside the shape. Thus, the text in the shape is selected, although it is not highlighted.*

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.  
*Next, you will use the Shape Styles gallery to format the shape.*
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.



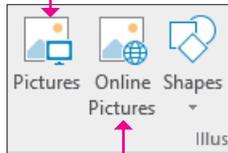
10. Choose **Subtle Effect – Blue, Accent 1**.
11. Save the file.

# 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.

**Tip!**

The terms *object* and *image* are both used when referring to graphical elements such as shapes, WordArt, and pictures.

≡ 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** .

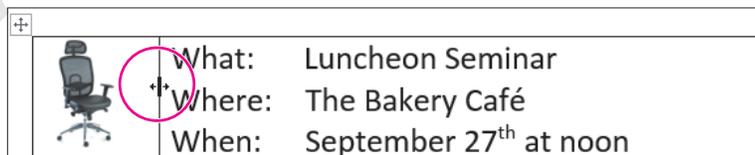
4. Choose **Fill – Black, Text 1, Outline – Background 1, Hard Shadow – Accent1** from the menu that appears and then type **The Ergonomically Challenged Office**.
5. Place the mouse pointer on the border of the WordArt object and then drag to position it about 1" below the rectangle.  
*Don't worry about centering it below the shape; you will center-align the objects in the next steps.*
6. With the WordArt object still selected, hold down **Shift** and click the rounded rectangle above it that you created earlier.  
*Both objects should be selected—handles appear on both.*
7. Choose **Drawing Tools→Format→Arrange→Align**  **→Align Center**.  
*This center-aligns the objects with each other.*
8. If necessary, drag the selected objects so they are centered between the margins.

## Insert a Picture

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** and resize the picture using a corner handle until it matches the height of the text on the right.  
*This picture has a white background. Later, you will add background color to your brochure and the picture's white background won't blend with the background color. Your chair would look like this when the background color is applied. Therefore, you will make it transparent, allowing the brochure's background color to show through.*



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.  
*This makes the white background transparent, so when you add the page color to the brochure, the color will show through the picture's transparent background.*
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.

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



View the video "Creating a 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. Some page setup options also appear in the Print screen in Backstage view.

 Layout→Page Setup



You can use **Ctrl**+**Enter** to quickly insert a **manual page break**.



View the video "Page Setup Options."

### 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](mailto: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.  
*Your brochure will be two pages in length, so you will now insert a page break to create a second page.*
11. Position the insertion point at the bottom of the page.
12. Choose **Layout**→**Page Setup**→**Breaks** →**Page**.  
*Notice the other Page Setup options, including Margins, Orientation, and Size.*
13. If necessary, display formatting marks and notice the page break symbol and the new second page.  
*Now you will delete the page break and use keystrokes to re-insert a page break.*
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.”



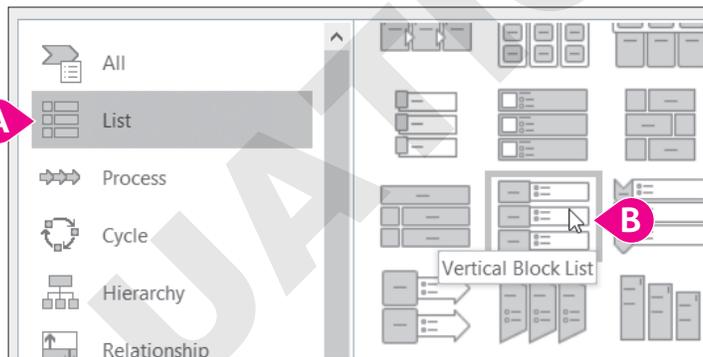
View the video “Modifying SmartArt.”

### 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** .
 

*This will center the SmartArt image that will be inserted next on the page.*
4. Choose **Insert**→**Illustrations**→**SmartArt** .
5. Follow these steps to insert a SmartArt graphic:



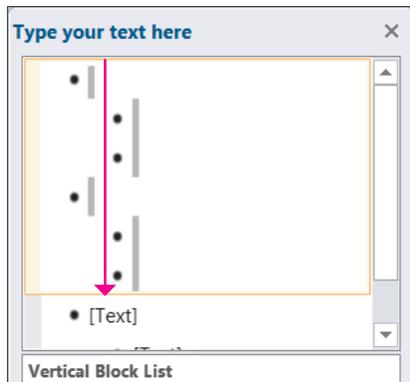
6. Choose the **List** category.
7. Scroll down and choose **Vertical Block List**.
6. Read the description in the bottom-right corner of the dialog box and then click **OK**.
7. If the text pane is not visible, click the tab.



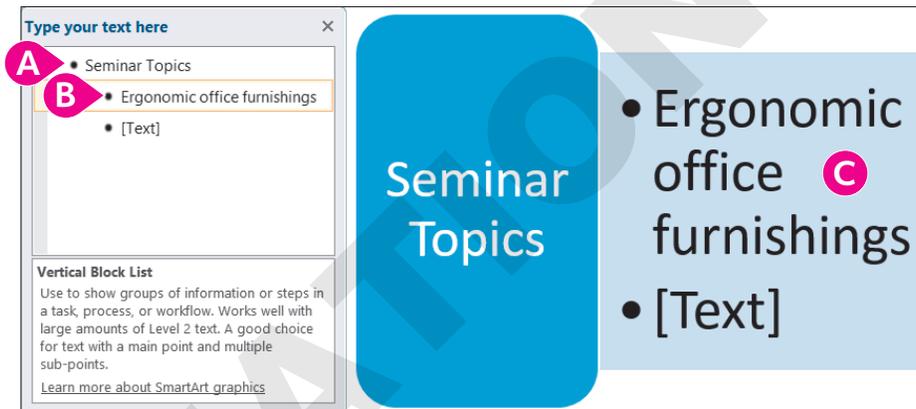
## Customize the Image

This image has three major text objects, but you will use only one.

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



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



- Position the insertion point to the right of the first bullet and type **Seminar Topics**.
  - Tap **↓** and type **Ergonomic office furnishings**.
  - Notice that the text appears in the graphic as you type.
- Tap **↓** to go to the next line and type **Mobile workstations**.
  - Tap **Enter** to generate the next bullet and then type **Technology support**.
  - Tap **Enter** as needed and then type the following items to complete the list:
    - Personal lighting options**
    - Q&A**
  - Click **Close** **✕** in the upper-right corner of the text pane.
  - Click the outside border frame to make sure the *entire* SmartArt image is selected.
 

*You will resize the SmartArt object next. If an object within the main frame is selected, you could accidentally resize only a part of the SmartArt object. Clicking the outside border frame prevents that.*
  - Drag the bottom-center sizing handle up until the image is approximately half as tall as the original image.
  - 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

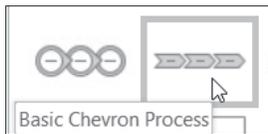
### DEVELOP YOUR SKILLS: W3-D6

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**.

Next, you will add another SmartArt image.

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**.

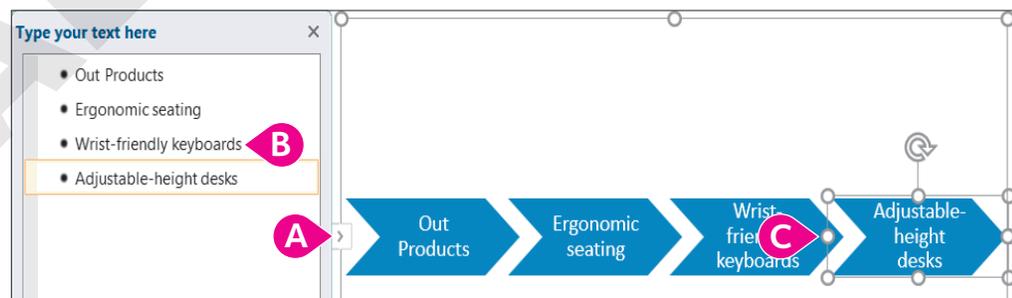


You can type directly in the image without opening the text pane.

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:



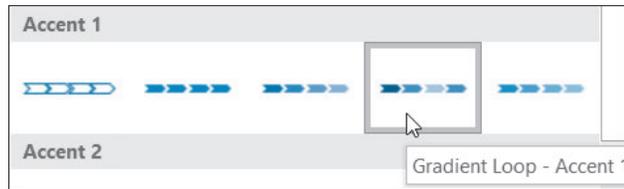
12. Click the outside border of the image and then follow these steps to add an arrow to the graphic:



- 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.

## Format the Image

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.

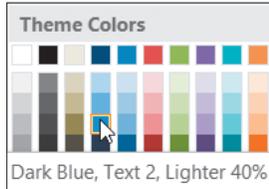
 **Design**→**Page Background**→**Page Color**  or **Page Borders** 

### 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.*

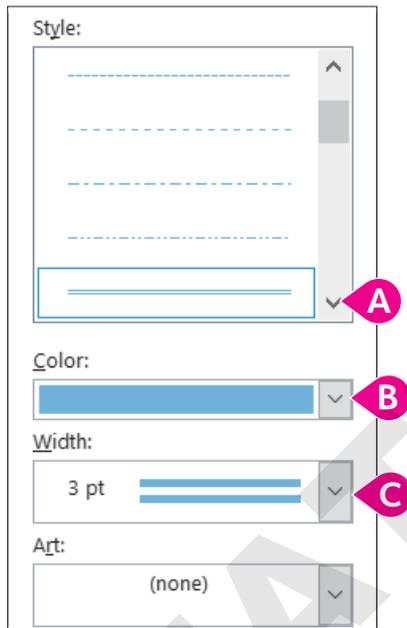
1. Save your file as **W3-D7-BrochureRevised**.
2. Choose **Design**→**Page Background**→**Page Color** .
3. Hover the mouse pointer over several colors in the Theme Colors area of the gallery.  
*Live Preview displays the effects of the different colors.*

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



Now you'll add a page border.

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.

## Self-Assessment



Check your knowledge of this chapter's key concepts and skills using the Self-Assessment in your ebook or eLab course.

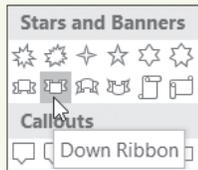
# Reinforce Your Skills

## REINFORCE YOUR SKILLS: W3-R1

### Create a Flyer Recognizing an Outstanding Volunteer

*Kids for Change has a volunteer program, and the person who volunteers the most hours in a quarter is recognized for his or her service. In this exercise, you will create a flyer announcing Janisha Robinson as the winner for this quarter. You will work with shapes, WordArt, pictures, and text boxes.*

1. Start Word and create a new file based on the **Blank Document** template. Save it as **W3-R1-JanishaFlyer**.
2. Display formatting marks and tap **[Enter]** 20 times.  
*It can be easier to work with graphics if some spacing is already set up.*
3. If necessary, choose **View**→**Show**→**Ruler** to display the ruler.
4. Choose **Insert**→**Illustrations**→**Shapes** , and in the Stars and Banners category, choose **Down Ribbon**.



5. Position the crosshair mouse pointer next to the paragraph symbol at the top of the page.
6. Press and hold the mouse button and drag until the image is about **6½" wide** and **1½" tall**.
7. Type **Outstanding Member** in the image, then click the border to select the entire shape.
8. Choose **Home**→**Font**→**Font menu button** ▼→**Comic Sans MS** and then apply **28 pt, Bold** **B**.
9. Choose **Home**→**Font**→**Font Color**  menu button ▼ and choose **Red** in the Standard Colors category.

### Insert and Crop a Picture

10. Position the insertion point a little below the graphic.
11. Choose **Insert**→**Illustrations**→**Pictures**, navigate to your **Word Chapter 3** folder, and double-click **Janisha.jpg**.  
*Now you will resize the picture.*
12. Press and hold **[Shift]** and then position the mouse pointer on the handle in the upper-right corner of the picture.
13. Drag diagonally toward the center until the picture is about **3" wide**.  
*Next you will crop off the left side of the picture.*
14. Make sure the picture is selected and then choose **Picture Tools**→**Format**→**Size**→**Crop** .

15. Follow these steps to crop the picture:



- A** Position the mouse pointer on the left-center cropping handle.  
**B** Drag to the right to Janisha's right hand and then click in the document to deselect.

*Next you will place a border on the picture to give it a finished look.*

16. Select the picture, then choose **Picture Tools**→**Format**→**Picture Styles**→**Picture Border**  **menu button** ▼ and pick a shade of blue that you think will blend well.

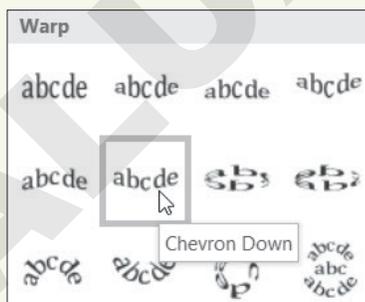
*Now you will choose a layout option that will allow you to freely move the picture on the page.*

17. Click the **Layout Options**  smart tag at the upper-right side of the picture and choose **In Front of Text** (bottom-right).

18. Drag the picture to the center of the page.

## Use WordArt

19. Position the insertion point a little below the picture.  
 20. Choose **Insert**→**Text**→**WordArt**  and choose **Fill – Blue, Accent 1, Outline – Background 1, Hard Shadow – Accent 1**.  
 21. Type **Janisha Robinson** in the image and then click the outside border to select the entire image.  
 22. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Effects** →**Transform**.  
 23. In the Warp category, choose **Chevron Down**.



24. Center the WordArt on the page.

## Add a Text Box

25. Choose **Insert**→**Illustrations**→**Shapes** →**Text Box**.  
 26. Below Janisha's name, draw a text box that is approximately **4" wide** and **2½" tall** and then type the following text:

**Kids Helping Communities**  
 • **After-school tutor**

- **Schoolyard cleanup**
  - **Meals for shut-ins**
  - **Emergency relief food collection**
27. Click the border of the text box, choose **Home**→**Font**→**Font menu button** ▼→**Comic Sans MS**, and apply **20 pt** font size; resize the text box if needed.
  28. Hold down **[Shift]** and select all the images.
  29. Choose **Drawing Tools**→**Format**→**Arrange**→**Align** →**Align Center**.  
*This center-aligns the images with each other.*
  30. Use the zoom control in the bottom-right corner of the screen to zoom out until you see the entire page.
  31. If necessary, adjust the position of the images so they are well balanced on the page and then zoom back to **100%**.
  32. Save and close the file.

## REINFORCE YOUR SKILLS: W3-R2

### Create a Flyer for Charity

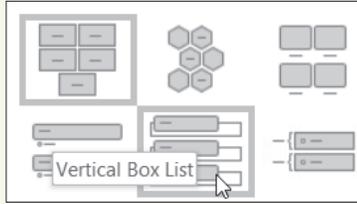
*Kids for Change is partnering with a local charity to collect clothing and household products for people with developmental disabilities. You have been asked to create a flyer to help in the collection process. In this exercise, you will change page orientation, work with graphic images, and add page color and a page border to the flyer.*

1. Start a new document based on the **Blank Document** template and save it as **W3-R2-DonationsFlyer**.
2. If necessary, choose **View**→**Show**→**Ruler**.
3. Choose **Layout**→**Page Setup**→**Orientation** →**Landscape**.
4. Tap **[Enter]** 15 times to set up some spacing in advance and then position the insertion point at the top of the page.
5. Choose **Insert**→**Illustrations**→**Pictures**  and then navigate to your **Word Chapter 3** folder and double-click **Donations.png**.  
*Now you will use a text-wrapping layout option so you can easily move the image.*
6. Make sure the image is selected, then click the **Layout Options**  smart tag at the upper-right corner of the image and choose **In Front of Text** (bottom-right).
7. Drag the image to center it between the margins.
8. Position the insertion point below the picture.

### Add WordArt and SmartArt

9. Choose **Insert**→**Text**→**WordArt**  and choose **Fill – Gray – 50%, Accent 3, Sharp Bevel**.
10. Type the following text in the WordArt image:  
**We need clothing, furniture, appliances, and household items.**
11. Click outside the image to deselect.
12. Position the insertion point below the WordArt image.

13. Choose **Insert**→**Illustrations**→**SmartArt** : then click the **List** category, choose **Vertical Box List**, and click **OK**.



Now you will resize the SmartArt image so it fits on the first page.

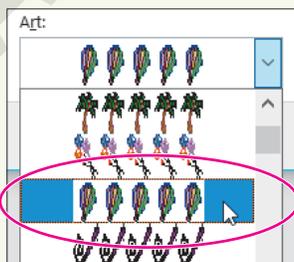
14. Press and hold **[Shift]** and then position the mouse pointer on the handle in the upper-right corner of the image.
15. Drag diagonally toward the center of the image until it is about **3" wide**.  
*It should now be positioned on the first page.*
16. Click the **Layout Options**  smart tag to the right of the image and choose **In Front of Text**.  
*Now you can move the image freely on the page.*
17. Center the image between the margins.

## Recolor the Image

18. Click the outside border to select the entire image.
19. Choose **SmartArt Tools**→**Design**→**Change Colors**  and choose **Colored Fill – Accent 3**.
20. Type the following in the three **[Text]** areas:  
**Place boxes or bags by 8 a.m.**  
**Donations will be picked up by dark.**  
**Thank you for your contributions!**
21. Click outside the image to deselect.

## Change the Page Color and Add a Page Border

22. Choose **Design**→**Page Background**→**Page Color**  and then choose **White, Background 1, Darker 25%**.  
*Instead of using lines for the border, you will use an art border.*
23. Choose **Design**→**Page Background**→**Page Borders** .
24. Click the drop-down arrow in the **Art** field at the bottom of the dialog box and choose the **hot air balloons**.



25. Click **OK** and turn off formatting marks.
26. Use the zoom controls at the bottom right of the screen to zoom out and see the entire page.

27. If necessary, adjust the position of the images so they are well balanced on the page and then zoom back to **100%**.
28. Save and close the file.

## REINFORCE YOUR SKILLS: W3-R3

### Create a Recycling Flyer

*Kids for Change held a recycling campaign last month. Your cousin, Ingrid, is enjoying a semester studying at the Sorbonne in Paris. She saw the flyer you created, and she would like to implement a recycling program at the university. She asks that you create a copy of your flyer on standard European-size paper, A4. In this exercise, you will recreate the flyer using graphic images, a picture, a text box, as well as a page background and border.*

1. Start a new document using the **Blank Document** template; save it as **W3-R3-RecycleFlyer**.
2. Choose **Layout**→**Page Setup**→**Size** →**A4**.
3. Display the formatting marks and ruler, if necessary.
4. Tap **Enter** about twenty-five times to set up spacing in your flyer and then position the insertion point at the top of the page.
5. Choose **Insert**→**Text**→**WordArt**  and choose **Fill – Gray – 25%, Background 2, Inner Shadow**.
6. Type **Reduce, Reuse, Recycle** in the WordArt image and then click the outside border.
7. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Fill**  menu button ▼→**Green, Accent 6**.
8. Choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Effects** →**Shadow**.
9. In the Outer category, choose **Offset Diagonal Top Left**.
10. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Effects** →**Transform**.
11. In the Warp category, choose **Chevron Up**.
12. If necessary, drag the WordArt to center it between the margins, then position the insertion point a little below it.

### Add a Picture to the Flyer

13. Choose **Insert**→**Illustrations**→**Pictures** , navigate to your **Word Chapter 3** folder, and double-click **World.jpg**.
14. Hold down **Shift** and resize the picture until it's about **3" wide**.
15. Click the **Layout Options** smart tag and choose **In Front of Text** and then drag the picture to center it on the page.  
*Now you will place a border on the picture.*
16. With the picture selected, choose **Picture Tools**→**Format**→**Picture Styles**→**Picture Border**  menu button ▼→**Weight**→**3 pt**.
17. Choose **Picture Tools**→**Format**→**Picture Styles**→**Picture Border** menu button ▼→**Green, Accent 6, Darker 25%**.

## Add a Text Box

18. Choose **Insert**→**Illustrations**→**Shapes** →**Text Box**.
19. Draw a text box a little below the picture about **3½" wide** and **2" tall** and then type the following text in the text box:
  - **Separate your trash**
  - **Always look for recycle bins**
  - **Reuse shopping bags**
  - **If it's broken, fix it**
  - **Buy recycled products**
20. Click the border of the text box and choose **Home**→**Font**→**18 pt**.
21. Resize your text box if needed; don't allow the text to wrap.
22. Click the border to select the object.
23. Choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Outline**  menu button ▼→**No Outline**.
24. Choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Fill**  menu button ▼ and choose **Green, Accent 6, Lighter 60%**.

## Use a Shape

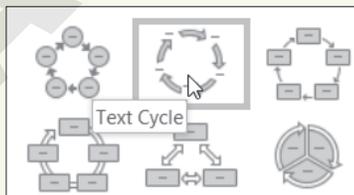
25. Choose **Insert**→**Illustrations**→**Shapes** , and in the Stars and Banners category, choose **6-Point Star**.
26. While holding down **[Shift]**, draw a star about **2½" wide** below the text box and on the left side of the page.
27. Choose **Drawing Tools**→**Format**→**Shape Styles** and from the Shape Styles gallery choose **Colored Fill – Green, Accent 6**.
28. Type the following in the star:
 

**Be a star!**

**Do your part!**

## Insert SmartArt

29. Position the insertion point a little below the text box.
30. Choose **Insert**→**Illustrations**→**SmartArt** ; then click the **Cycle** category, choose **Text Cycle**, and click **OK**.



31. Type the following items in the [Text] boxes in any order:

**Paper**

**Metal**

**Plastic**

**Hazardous Waste**

**Glass**

32. Hold down **Shift** and resize the image until it's about **3½" wide**, then click the **Layout Options** smart tag and choose **In Front of Text**.

33. Arrange the star and SmartArt as needed so the star is on the left below the text box and the SmartArt is on the right below the text box.

34. Click the outside border of the SmartArt.

*This image has an inside frame and an outside frame.*

35. Click one of the arrows in the image, and you'll see both frames.

36. With both frames selected, choose **SmartArt Tools**→**Format**→**Shape Styles**; in the Shape Styles gallery, choose **Colored Fill – Green, Accent 6**.

*This recolors that arrow that you originally clicked to display both frames. Also, notice that the Shape Styles gallery is now displaying the color you chose.*

37. Click the next arrow (you won't see handles on the arrow) and click the green color that's visible in the gallery.

38. Continue until all arrows are recolored and then deselect the image.

39. Use the zoom controls to zoom out until you see the entire page.

40. If needed, rearrange the objects so they are balanced on the page to your satisfaction and zoom back to **100%**.

### Add Page Color and a Page Border

41. Choose **Design**→**Page Background**→**Page Color** →**Green, Accent 6, Lighter 60%**.

42. Choose **Design**→**Page Background**→**Page Borders**  and choose a line style, color, and width of your choice; click **OK**.

43. Save and close the file.

## Apply Your Skills

### APPLY YOUR SKILLS: W3-A1

#### Create a Services Flyer

The Universal Corporate Events marketing manager asked you to create a flyer highlighting services that Universal Corporate Events offers. You will use a picture and graphics to add zing to your flyer.

1. Start a new document using the **Blank Document** template and save it as **W3-A1-Services**.
2. Tap **Enter** enough times to position the insertion point close to the bottom margin and then move the insertion point to the top of the page.
3. Insert the **Horizontal Scroll** shape from the Stars and Banners category.
4. Drag in the document until the scroll is about **6½" wide** and **1" tall**.
5. Type **Take Off with Universal Corporate Events** and then change the font size to **24 pt**.
6. Resize the shape, if necessary, and then position the insertion point a bit below the shape.
7. Insert the **Plane.jpg** picture located in your **Word Chapter 3** folder.
8. Click the **Layout Options** smart tag and choose **In Front of Text**.
9. While maintaining the height/width proportions, resize the picture to about **3" wide**, then position the picture just below the Shapes image and center it between the margins.  
*Now you'll add a border to the picture.*
10. Choose **Picture Tools**→**Format**→**Picture Styles**→**Picture Border menu button** ▼→**Weight** →**3 pt**.
11. Change the picture border color to **Blue, Accent 1, Darker 25%**.

#### Add WordArt and a Text Box

12. Position the insertion point below the picture and insert a WordArt graphic using **Fill – Blue, Accent 1, Shadow**.
13. Type **Services We Offer**; center the graphic on the page.
14. Format the WordArt image by using the **Text Effects, Bevel** category, and choosing the **Circle**.
15. Then in the Text Effects, Transform category, choose **Arch Up** (first form in the Follow Path category).
16. Insert a text box shape below the WordArt image that is about **4" wide** and **1½" tall**.
17. Enter the following in the text box:
  - **Online itinerary**
  - **Online flight tracking**
  - **Travel insurance**
  - **Visa and passport services**
18. Remove the outline border from the text box.
19. Change the text to **22 pt** and then resize the text box if needed.

## Align Images

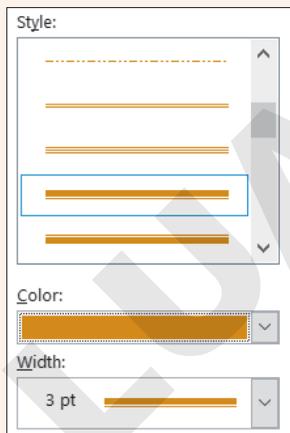
20. Hold the **Shift** key and select all four images.
21. Use the **Align** feature to center-align the images with each other.
22. If necessary, drag the selected images to center them between the margins.
23. Zoom out to **Full Page View** and adjust the placement of the images as you deem necessary for the flyer to appear well balanced; then zoom back to **100%**.
24. Save and close the file.

### APPLY YOUR SKILLS: W3-A2

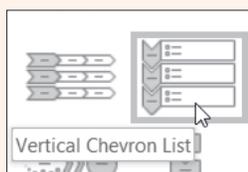
## Create a European Tours Flyer

A Universal Corporate Events sales rep has asked you to create a flyer for a corporate client who is planning an employee rewards plan. The client will be choosing among three options for the reward tour. In this exercise, you will change the page orientation, format the page background, and use SmartArt to highlight the details of the recommended tours.

1. Start a new file based on the **Blank Document** template and save it as **W3-A2-CorpTours**.
2. Use landscape orientation for the flyer, tap **Enter** until the insertion point is close to the bottom margin and then position the insertion point at the top of the page.
3. Apply the Page Color **Gold, Accent 4, Lighter 60%**.
4. Add a page border, making the formatting choices as shown. (Color is Gold, Accent 4, Darker 25%).



5. Use a WordArt image of your choice to add a **Universal Corporate Events** heading to the flyer; use a Text Fill color that blends well with the background color and a Text Effect of your choice.
6. Position the insertion point about 1" below the heading and insert the SmartArt graphic **Vertical Chevron List**, which is in the Process category.



7. Resize the graphic, maintaining its proportions, to about **3" wide** and **3½" tall**.
8. Click the **Layout Options** smart tag and choose **In Front of Text**.
9. In the first blue [Text] box, type **London**; type **Berlin** and **Rome** in the next two blue [Text] boxes.
10. In the bulleted list to the right of *London*, enter **Stonehenge, Windsor Castle, and Tate Gallery**.
11. Enter **Dresden, Potsdam, and Rothenburg** for Berlin and **Pompeii, Tuscany, and Capri** for Rome.

## Format the WordArt Graphic

12. Change the SmartArt color using the first color option in the Colorful category.
13. Select the white rectangle next to *London* and change the **Shape Fill** color to a color that you feel complements the London object.
14. Use the same technique to color the *Berlin* and *Rome* rectangles.
15. Arrange and size the objects in a balanced manner on the page.
16. Save and close the file.

## APPLY YOUR SKILLS: W3-A3

### Create a Mileage Awards Flyer

*Universal Corporate Events provides car rentals for travelers, and the company is currently offering mileage awards. In this exercise, you will create a flyer highlighting the award offerings. You will use graphics for interest and format the flyer background for a polished, professional look.*

1. Start a new document using the **Blank Document** template and name it **W3-A3-CarRental**.
2. Tap **Enter** until the insertion point is close to the bottom margin and then move the insertion point to the top of the page.  
*Next you will use WordArt to create a heading for the flyer.*
3. Insert a new **WordArt** image, using the design in the third row, fifth column.
4. Enter the following text: **Universal Corporate Events**.

### Add a Text Box and a Picture

5. Insert a text box below the WordArt about **3½" wide** and **1" tall** and then type the following lines in the text box.  
**Get behind the wheel!**  
**Get more reward travel!**
6. Change the font size to **22 pt**; resize the text box if necessary.
7. Change the font color to **Gray – 25%, Background 2, Darker 50%**.  
*Later you will add page color, and removing the text box's white fill background and its outline will make the text box blend in better.*
8. Change the Shape Fill to **No Fill** and change the Shape Outline to **No Outline**.

9. Position the insertion point a bit below the text box; then, insert the **Driver.jpg** file from your **Word Chapter 3** folder.
10. While maintaining the picture's proportions, resize the picture to about **2½" wide**.
11. Click the **Layout Options** smart tag and choose **In Front of Text**. Then center the picture between the margins.
12. With the picture selected, insert the **Center Shadow Rectangle** from the Picture Styles gallery.
13. Position the insertion point just below the picture and insert **Wave** in the Stars and Banners category of the Shapes gallery.
14. Draw the shape about **4½" wide** and **1" tall**, type **Book Now!** in the shape, and change the font size to **36 pt**.
15. With the shape selected, choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Fill**→**Gray – 25%, Background 2, Darker 25%**.
16. Change the shape outline to **white**.
17. Position the insertion point a bit below the shape.
18. Choose **Insert**→**Illustrations**→**SmartArt**, and in the List category, choose **Vertical Box List**.



19. While maintaining its proportions, resize the shape to about **3" wide**.
20. Click the **Layout Options** smart tag, choose **In Front of Text** and then select all three **blue shapes**.
21. Choose **SmartArt Tools**→**Format**→**Shape Styles**→**Shape Fill** and then choose **Gray – 25%, Background 2, Darker 25%**.
22. Select all three white rectangles and then choose the same color for the **Shape Outline** .
23. Center the SmartArt between the margins at the bottom of the page and then type the following in the three **[Text]** areas:
  - 100 award miles per day
  - 125 bonus miles per day
  - 150 miles for booking with us
24. Click to deselect, then zoom out to a full page view and, if needed, arrange the objects so they are well balanced on the page and then zoom back to **100%**.

### Add a Page Color and a Page Border

25. Add the page color **Gray – 25%, Background 2, Darker 10%**.
26. Choose **Design**→**Page Background**→**Page Borders** and choose a line style that you prefer; then apply a **white** color and **3 pt** width.
 

*There is more white in the bottom half of the flyer. It may look better if the SmartArt heading were white.*
27. Change the SmartArt Text Fill to **white**.
28. Save and close the file; exit Word.

## Extend Your Skills

*These exercises challenge you to think critically and apply your new skills. You will be evaluated on your ability to follow directions, completeness, creativity, and the use of proper grammar and mechanics. Save files to your chapter folder. Submit assignments as directed.*

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### W3-E1 That's the Way I See It

You just completed your training as a dietician, and now you are ready to advertise your services by distributing a brochure throughout the area. Start a new document and save it as **W3-E1-GoodDiet**. Design a brochure using WordArt, a picture, and a text box and use page color and a page border to give your brochure a polished look. Create a tagline for your business and explain the services you offer and the benefits of eating well. Also include a suggestion that the reader schedule an appointment today.

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### W3-E2 Be Your Own Boss

As the owner of Blue Jean Landscaping, a Georgia company, you hope to increase sales as your customers get ready to spruce up their gardens with spring plants. Start a new document and save it as **W3-E2-Spring**. Create a flyer using landscape orientation and include graphics of your choice and a picture. Describe the services you provide and use upbeat verbiage about spring gardening in Georgia. Suggest plants that are appropriate for Georgia's climate. If needed, conduct an Internet search for information about plants that grow well in Georgia in the spring. Give your flyer a finished look by adding page color and a page border.

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### W3-E3 Demonstrate Proficiency

Stormy BBQ is expanding to include a catering department! You have been asked to create a brochure announcing this new venture. Start a new document and save it as **W3-E3-Catering**. Include pictures of food that would normally be found in a BBQ restaurant, formatting and cropping them as necessary. Use a SmartArt graphic to list the types of events that you provide catering for and format the image to blend well with the pictures you have chosen. Use one or more text boxes containing testimonials from test customers who have already enjoyed your catering services. Add page color and a page border to your brochure.