

WORD

6

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

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.

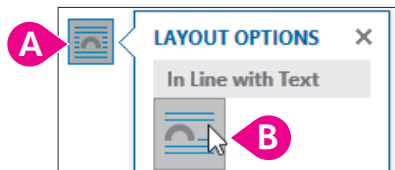
 Insert→Text→WordArt 

 Home→Font→dialog box launcher 

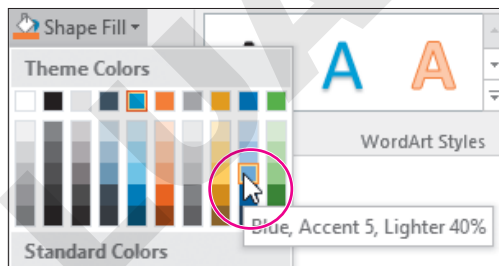
DEVELOP YOUR SKILLS: W6-D1

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.

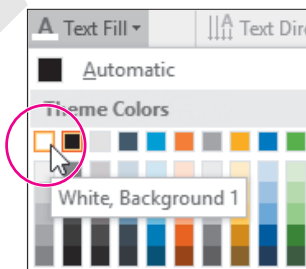
1. Start Word; open a new, blank document; and save it to your **Word Chapter 6** folder as **W6-D1-RaritanNewsltr**.
2. Display formatting marks and then type these heading lines at the top of the document:
Raritan Clinic East
The Children's Clinic
November, 2016
3. Tap **Enter** three times.
4. Select *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:




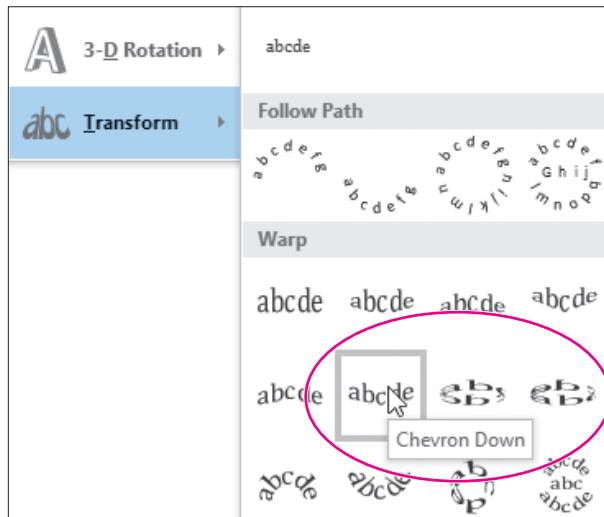
- A Click the **Layout Options** smart tag.
 - B Choose **In Line with Text** and then click in the document to close the gallery.
7. Click the border of the WordArt to select the entire object.
8. Choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Fill menu button** ▼ and then choose **Blue,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





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

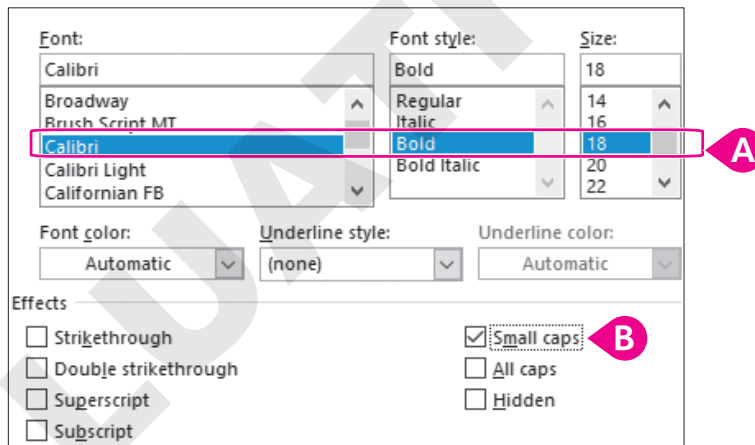


10. With the object selected, choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Effects** .
11. Drag the mouse pointer down to the Transform category and then choose **Chevron Down**.



Now you will center all headings and format one of the headings.

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: W6-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 **W6-D2-RaritanNewsltr**.
2. Position the insertion point on the blank line below the date.
3. Choose **Insert→Illustrations→Pictures** .
4. Navigate to your **Word Chapter 6** folder and double-click the **W6-D2-RaritanClinic.png** graphics file to insert it.
Next you will crop the words off of the image.
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.

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 

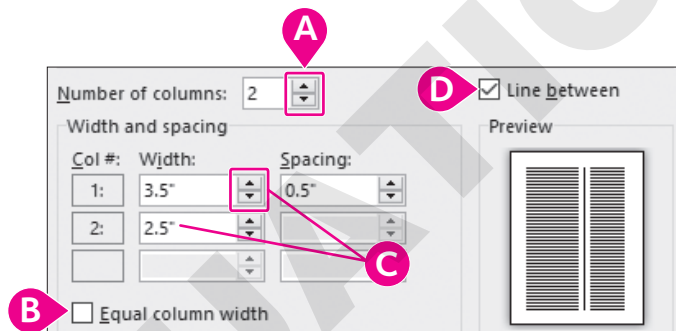
DEVELOP YOUR SKILLS: W6-D3


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 **W6-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.
Whenever text or images span the width of the page between the margins, it is considered one column.
6. Position the insertion point below the section break.

Add Newsletter Text and Customize Columns


7. Choose **Insert**→**Text**→**Object**  menu button ▼→**Text from File**.
8. Navigate to your **Word Chapter 6** folder and double-click **W6-D3-NewsltrText**.
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.
The columns don't really look good this way. While you could click Undo, if you were to change your mind at a later time, there is still a quick way to return the columns back to equal size.
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: W6-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.

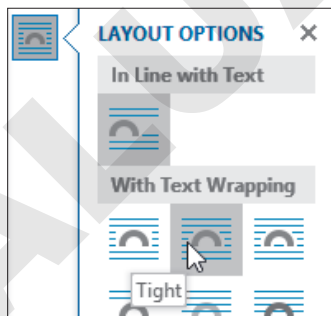
1. Save your file as **W6-D4-RaritanNewsltr**.
2. Position the insertion point on page 2 to the left of the heading *The New Vaccine*.
3. Choose **Insert→Illustrations→Pictures** .
4. Navigate to your **Word Chapter 6** folder and double-click **W6-D4-VaccinePic.jpg** to insert the picture in the newsletter.
5. Resize the picture using a corner handle until it is about **1½" wide**.

Apply an Artistic Effect and a Picture Style

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**.

Wrap Text Around a Picture


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.


Now you will balance the columns on page 2.

You don't have to insert column breaks and move text around to balance columns. Inserting a Continuous section break at the end of the columns you want to balance is a quick trick for accomplishing the task.

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: W6-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 **W6-D5-RaritanNewsltr**.
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**.
The text wraps automatically within the control.
Now you will repurpose one of the controls and delete controls you don't need.
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

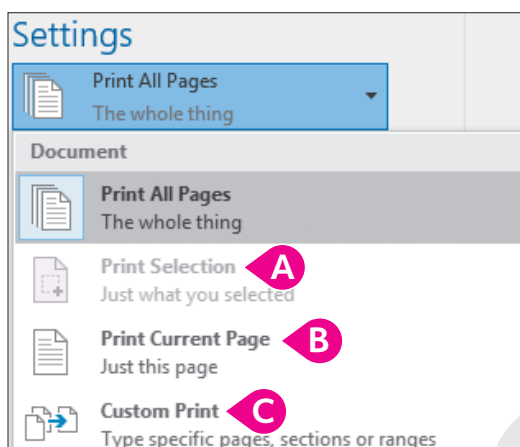
Print Consecutive Pages	Enter the page number of the first page to print, type a hyphen, and then type the page number of the last page to print.
Print Non-Consecutive Pages and Ranges	Enter the page numbers you want to print separated by commas (for example: 3,5,7,10-15).
Print a block of text	Select 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: W6-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.
In the Settings part of the screen, notice that Print All Pages is the default.
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.

Tip!

You can specify which custom pages to print in the Pages field without opening the menu. When you begin entering page numbers, the setting automatically switches to Custom Print.

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.

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: W6-R1

Publish a Schoolyard Habitat Newsletter

Children who live in cities often miss out on the joys of the countryside. Kids for Change is seeking volunteers to help set up schoolyard habitats where children can experience firsthand the fun of creating their own gardens. In this exercise, you will create a newsletter with a section break and columns, and you will work with graphic images.

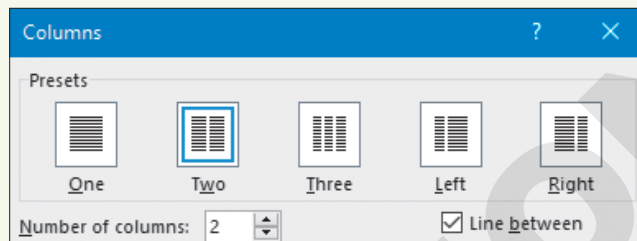
1. Start Word; create a new, blank document; and save it in your **Word Chapter 6** folder as **W6-R1-SchoolHabitat**.
2. If necessary, display formatting marks; then type these lines at the top of the document:
Schoolyard Habitat
Kids for Change
3. Tap **[Enter]** three times and then choose **Layout→Page Setup→Breaks**  **→Continuous**.
Next you will apply a WordArt format to Schoolyard Habitat.
4. Select the *Schoolyard Habitat* heading but not the paragraph symbol at the end of the line.
5. Choose **Insert→Text→WordArt**  and then choose **Fill – Blue, Accent 1, Shadow**.
Next you will use the Layout Options smart tag to position the second line below the WordArt image.
6. With the WordArt object selected, click the smart tag and choose **In Line with Text**.
7. If necessary, click the border of the image to select the entire image.
8. Choose **Drawing Tools→Format→WordArt Styles→Text Effects**  and then slide the mouse pointer down to **Glow**.
9. In the Glow Variations section, choose **Green, 11 pt Glow, Accent Color 6**.
10. Choose **Drawing Tools→Format→WordArt Styles→Text Fill menu button** ▼ and then choose **Green, Accent 6, Darker 25%**.
11. Position the mouse pointer in the margin area to the left of the WordArt image and drag down to select it and the *Kids for Change* line.
12. Choose **Home→Paragraph→Center**.
13. Format the text *Kids for Change* with **Comic Sans MS, Bold, 16 pt** font.
14. Position the insertion point on the paragraph symbol below the section break.
15. Choose **Insert→Text→Object**  **menu button** ▼ and choose **Text from File**.
16. Navigate to your **Word Chapter 6** folder and insert **W6-R1-HabitatContent**.
17. Position the insertion point on the second blank line below the text you just inserted.
18. Choose **Layout→Page Setup→Breaks→Continuous**.
19. Position the insertion point on the second blank line below the second section break.

Insert, Size, and Format a Picture


20. If necessary, choose **View**→**Show**→**Ruler**.
21. Choose **Insert**→**Illustrations**→**Pictures** and double-click the **W6-R1-Butterfly.jpg** picture to insert it.
22. With the picture selected, position the mouse pointer on the upper-right sizing handle and resize the picture to approximately **1" wide**.
23. Choose **Picture Tools**→**Format**→**Picture Styles**, click the **More**  button on the Picture Styles gallery, and then choose **Reflected Rounded Rectangle**.
24. Choose **Home**→**Paragraph**→**Center**.

Apply Columns

25. Position the insertion point anywhere in section 2.
26. Choose **Layout**→**Page Setup**→**Columns**→**More Columns**.
27. Choose **Two** in the Presets area, place a checkmark in the **Line Between** checkbox, and click **OK**.




The Habitat Team heading should be moved to the top of the second column.




28. Position the insertion point in front of the heading at the bottom of the first column.
29. Choose **Layout**→**Page Setup**→**Breaks**→**Column**.
30. Choose **File**→**Print** to preview the document and then click the **Back**  button to return to the Word screen.
31. Save and close the file.

REINFORCE YOUR SKILLS: W6-R2

Add Pizazz to a Wetlands Protection Newsletter

Kids for Change is starting a wetlands protection project. It is sending out a newsletter discussing the importance of wetlands and is seeking volunteers to become part of the project. In this exercise, you will insert a picture in the newsletter, apply artistic effects, and wrap text around the picture. You will add a cover page and print part of the newsletter.



1. Open **W6-R2-Wetlands** from your **Word Chapter 6** folder and save it as **W6-R2-WetlandsRevised**.
2. In the *Wetlands Are Busy Places* paragraph, position the insertion point at the beginning of the third sentence (begins with Wetlands).
3. Choose **Insert**→**Illustrations**→**Pictures** , navigate to your **Word Chapter 6** folder, and double-click **W6-R2-WetlandsPic.png**.

4. If necessary, turn on the ruler; then resize the picture from a corner handle until it is about **2" wide**.
5. Click the **Layout Options** smart tag, choose **Tight**, and then click in the document to close the gallery.
6. Click the picture border and choose **Picture Tools→Format→Adjust→Artistic Effects**  → **Plastic Wrap**.
Next, you will balance the columns.
7. Position the insertion point at the end of the right-hand column.
8. Choose **Layout→Page Setup→Breaks→Continuous**.
Now you will add a cover page to the newsletter and you will print only the second page of the document.
9. Choose **Insert→Pages→Cover Page**  → **Whisp**.
10. Click the **Document Title** control and type **Wetlands**.
11. If necessary, click the **Document Subtitle** control and type **Why They Are Important**.
12. Scroll to the bottom of the cover page, click the **Author Name** control, and type **Roger Washington**.
13. Click the **Company Name** control, click directly on the **Company** tab, and tap **Delete**.
14. Use the same technique to delete the **Date** control at the top of the cover page.
15. Choose **File→Print**; then click **Print All Pages** and choose **Print Current Page**.
16. Click the **Print** button, if desired, choosing to print to paper or PDF; otherwise, click the **Back**  button to return to the Word window.
17. Save and close the file.

REINFORCE YOUR SKILLS: W6-R3



Create a Newsletter to Fight Water Pollution

Kids for Change is starting a Protect Our Waterways project to fight water pollution. The supervisor for the project is using a newsletter as a means of getting the word out. In this exercise, you will set a document in newsletter columns and work with graphics.


1. Open **W6-R3-WaterPollution** from your **Word Chapter 6** folder and save it as **W6-R3-WaterPollutionRevised**.
2. If necessary, display formatting marks; then position the insertion point on the second paragraph symbol below the heading at the top of the document.
3. Choose **Layout→Page Setup→Breaks→Continuous**.
4. Select the heading at the top of the document but not the paragraph symbol at the end of the line.
5. Choose **Insert→Text→WordArt**  and then choose **Fill – Blue, Accent 5, Outline – Background 1, Hard Shadow – Accent 5**.
6. With the WordArt object selected, click the **Layout Options** smart tag and choose the **Top and Bottom** layout.
7. Click in the document to close the gallery and then click the border of the WordArt object.
8. Choose **Drawing Tools→Format→WordArt Styles→Text Effects**  and slide the mouse pointer down to **Transform**.

9. Choose **Square** in the Warp category.
10. Position the insertion point on the WordArt border and drag to the right to center the object between the margins.

Use Font Effects and Insert a Picture

11. Select the *Water Pollution* heading in the body of the document.
12. Choose **Home**→**Font**→**dialog box launcher**  and then check **Small Caps** in the Effects section and click **OK**.
13. Choose **Home**→**Clipboard** and double-click **Format Painter**.
Double-click the Format Painter when you want to copy a format to multiple text blocks.
14. Use the **Format Painter** to apply **Small Caps** to the other headings.
15. Click the **Format Painter** again to turn it off.
16. Position the insertion point on the second blank line below the last paragraph.
17. Choose **Insert**→**Illustrations**→**Pictures**, navigate to your **Word Chapter 6** folder, and double-click **W6-R3-FishingPic.jpg**.
18. If necessary, turn on the ruler; then resize the picture from a corner handle until it is about **2½" wide**.
19. Choose **Picture Tools**→**Format**→**Picture Effects** →**Soft Edges** and then choose **10 Point**.

Apply and Balance Columns

20. Click the insertion point in the body of the document.
21. Choose **Layout**→**Page Setup**→**Columns** →**More Columns**.
22. Choose **Two** in the Presets area, check the **Line Between** checkbox, and then click **OK**.
23. Delete the paragraph symbol at the top of the left-hand column.
24. Position the insertion point on the last paragraph symbol at the bottom of the right-hand column.
25. Choose **Layout**→**Page Setup**→**Breaks**→**Continuous**.
26. Select the picture and choose **Home**→**Paragraph**→**Center**.

Add a Cover Page

27. Choose **Insert**→**Pages**→**Cover Page** and choose **Grid**.
28. Click the **Document Title** control and type **Let's Fight Water Pollution**, and the text will automatically wrap.
29. Delete the other text controls on the page.
30. Save and close the file.

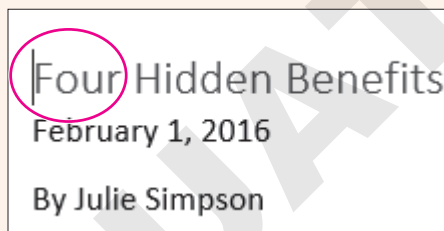
Apply Your Skills

APPLY YOUR SKILLS: W6-A1

Publish a Travel Newsletter

Universal Corporate Events keeps its clients informed about the latest travel industry news by publishing a monthly newsletter. In this exercise, you will create a newsletter in column format and with graphic images.

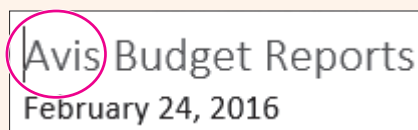
1. Open **W6-A1-CorpTravel** from your **Word Chapter 6** folder and save it as **W6-A1-CorpTravelRevised**.
2. If necessary, display formatting marks; then position the insertion point on the second blank line below the *Meeting and Event Planning Services* heading and insert a **Continuous** section break.
3. Select the first heading (Universal Corporate Events) but not the paragraph symbol at the end of the line.
4. Apply **WordArt** to the first line heading using **Fill – Gray-50%, Accent 3, Sharp Bevel**.
5. Use the **Layout Options** smart tag to apply **Top and Bottom** text wrapping.
6. Apply the **Square** text effect in the Warp section of the **Transform** category to the WordArt object.
7. Choose **Drawing Tools→Format→WordArt Styles→Text Fill menu button ▼** and then choose **Blue, Accent 5, Lighter 40%**.
8. Format the second heading line, *Meeting and Event Planning Services*, with **Tahoma 14 pt** font.
9. Center both heading lines. (Drag the WordArt object to center it.)
10. Position the insertion point at the beginning of the first subheading.



11. Tap **Enter** and then position the insertion point on the blank line.

Insert and Format Pictures

12. Insert the **W6-A1-HappyPic.png** and resize it to **1" wide**.
13. With the image selected, choose **Picture Tools→Format→Picture Styles→Picture Effects→Glow** and then choose **Gold, 8 pt glow, Accent color 4**.
14. Position the insertion point at the beginning of the *Avis Budget Reports* heading on page 2.



15. Tap **Enter** and then position the insertion point on the blank line.
16. Insert **W6-A1-RentalPic.jpg** and resize it to **2" wide**.
17. Open the **Picture Styles** gallery and choose **Soft Edge Oval**.

18. Position the insertion point in the body of the document; format the document in an equal-width, two-column layout, with a line between the columns.
The Better Direction heading at the bottom of the right-hand column on page 1 would look better at the top of the next column.
19. Position the insertion point in front of the 4 and then choose **Layout→Page Setup→Breaks→Column**.
*There are two lines flowing onto the last page, and it would look better if they were on page 2.
Resizing the rental picture might solve the issue.*
20. Resize the picture to **1½"** or the size needed to make the lines flow to page 2.
21. Save and close the file.

APPLY YOUR SKILLS: W6-A2

Create a Bleisure Newsletter

This month's Universal Corporate Events newsletter focuses on the latest "bleisure" (a blend of business and leisure) travel trend. In this exercise, you will create a two-column newsletter, with a cover page and images, that is designed to keep clients' travel agents updated with the latest developments in the travel industry.

1. Open **W6-A2-BleisureTravel** from your **Word Chapter 6** folder and save it as **W6-A2-BleisureTravelRevised**.
2. If necessary, display formatting marks; then position the insertion point at the end of the heading, *The Bleisure Trend*, and tap **Enter** twice.
3. With the insertion point on the second blank line, insert a **Continuous** section break.
4. Select the heading, *The Bleisure Trend*, but not the paragraph symbol and apply the WordArt style **Fill – Blue, Accent 1, Shadow**.
5. Open the **Layout Options** smart tag and apply **Top and Bottom** wrapping.
6. Select the WordArt object, choose **Drawing Tools→Format→WordArt Styles→Text Effects→Shadow**, and from the Outer category, apply the **Offset Diagonal Top Right** style.
7. Drag the WordArt to the right to center it between the margins.
8. Using the Font dialog box, format the *Introduction* heading with **14 pt** font size and **Small Caps**.
9. Use the **Format Painter** to apply the same format to the other headings in the document.
10. With the insertion point in the body of the document, format the section with two equal-width columns and a line between the columns.

Add a Picture and a Cover Page

11. Position the insertion point in front of the paragraph beginning, *In fact*, on page 1.

In fact, according to a Hospitality report, 60 reported having taken

12. Insert the picture file **W6-A2-BleisurePic.jpg** and then resize it to **1½" wide**.
13. Click the **Layout Options** smart tag and choose **Tight** wrapping.
14. Delete the extra paragraph symbol at the top of the left-hand column.
There are just a few lines flowing onto the second page. Next, you will narrow the margins to make the document fit on one page.
15. Choose **Layout**→**Page Setup**→**Margins** and then choose the preset **Narrow** option.
Now you will finish off the newsletter with a cover page.
16. Insert a cover page using the **Slice (Dark)** option.
17. Click the **Document Title** control and type **Universal Corporate Events**.
18. Click the **Document Subtitle** and type **Bleisure Travel**.
19. Save and close the file.

APPLY YOUR SKILLS: W6-A3

Create a Travel Tips Newsletter

Universal Corporate Events shares travel tips with its clients' travel agents in this month's newsletter. In this exercise, you will publish a two-column travel tips newsletter incorporating WordArt, a picture, and a cover page.

1. Open **W6-A3-TravelTips** from your **Word Chapter 6** folder and save it as **W6-A3-TravelTipsRevised**.
2. Select *Universal Corporate Events* at the top of the document but not the paragraph symbol at the end of the line.
3. Apply the WordArt style **Fill, White – Outline – Accent 1, Glow – Accent 1**.
4. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**Text Effects**, and in the **Reflection** category, choose **Tight Reflection, Touching**.
5. Open the **Layout Options** smart tag, choose **Top and Bottom**, and then drag the WordArt object to the right to center it between the margins.
6. Position the insertion point on the second paragraph symbol below the WordArt heading and insert a **Continuous** section break.
7. Position the insertion point in the body of the document and format the text in two columns.
8. Delete the paragraph symbol at the top of the left-hand column.
9. Position the insertion point at the end of the right-hand column, tap **[Enter]**, and insert the picture **W6-A3-AirportPic.png**.
10. Resize the picture so it is even with the bottom of the left-hand column.
11. Choose **Picture Tools**→**Format**→**Picture Styles**→**Picture Border** menu button ▼ and then choose **Blue, Accent 5, Lighter 40%**.
12. Click the **Picture Border** menu button ▼ again, choose **3 pt** from the **Weight** menu, and then center the image within the column.
13. Insert the **Slice (Light)** cover page.

14. Edit the controls as indicated:
 - Document Title control: **Travel Tips**
 - Document Subtitle control: **Universal Corporate Events**
15. Click the **School** control at the bottom of the page and notice the School and Course Title controls are inside a rectangle shape.
16. Click the border of the rectangle to select everything inside it and tap Delete.
17. 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.

W6-E1 That's the Way I See It

As a small-business owner, you want to keep your customers interested in what you're doing, so you decide to send out monthly newsletters. Determine the type of business you own and then place a WordArt object with your company's name at the top of a new document. The object should span the margins (one column). Conduct online research related to your type of business to find information you think will be of interest to your customers. Pull the information into your document, remembering to cite your sources. Lay out the document in newsletter-style columns. Insert an image that relates to the content and use a style from the Picture Styles gallery to enhance the image. Place headings within the newsletter and format them with Small Caps along with a font and font size of your choice. Add a cover page that blends well with your newsletter. Save your newsletter as **W6-E1-MyBiz**.

W6-E2 Be Your Own Boss

As the owner of Blue Jean Landscaping, you decide to keep in touch with customers by distributing a newsletter. Start a new document and save it as **W6-E2-Landscape**.

Place the company name at the top of the newsletter using a WordArt style. Insert a continuous section break after the WordArt. Search online for decorative plants and shrubs that can be used for landscaping. Pull in the results of your research as the primary content for the newsletter, ensuring you cite your sources. Format the text in newsletter-style columns. Insert a picture that reflects the newsletter content and apply a Picture Effect. Then insert headings in the document body and apply Small Caps and the font and point size of your choice. Add a cover page of your choice.

W6-E3 Demonstrate Proficiency

Stormy BBQ keeps its customers engaged through a monthly newsletter. This month's newsletter will describe the benefits of local farm-raised pork and beef. Conduct online research to gather the primary content for your newsletter, ensuring you cite your sources. Place the name of the business at the top of the newsletter formatting it with WordArt and then apply the Text Fill of your choice. Insert a section break to separate the WordArt from the main article. Format the newsletter in columns with a line between. Insert at least two pictures that enhance your message. Add headings within the newsletter, add the text effect of Small Caps or All Caps, and then apply the font and font size of your choice. Add a cover page that blends well with the newsletter. Save your file as **W6-E3-FarmRaised**.