

TOPIC 11

Electronic Publishing (Microsoft Publisher)

Senior Three — ICT

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Connects to: Topics 4, 6 & 10

What You Should Already Know

Before starting this topic, make sure you have the following prior knowledge:

Word Processing

Experience formatting and designing documents (Topics 4 & 10)

Presentations

Ability to work with text, images, and layouts (Topic 6)

Visual Communication

Understanding how information is presented visually for an audience

MS Office Interface

Familiarity with saving, opening and navigating Office applications



If you are unsure about any of the above, review the earlier topics before proceeding.

What is Electronic Publishing?

Definition

Electronic Publishing (E-Publishing)

The process of creating, designing, and distributing publications using computer software rather than traditional printing methods. Output can be distributed digitally (email, website, USB) or printed in high quality.

Desktop Publishing (DTP)

A branch of e-publishing where specialised software is used to design page layouts that combine text and images into professional-looking print or digital publications.

Key Features of Electronic Publishing:

- Uses computer software instead of manual/traditional design methods
- Allows precise control over layout, fonts, colours, and images
- Output can be saved in multiple formats (PDF, .pub, image)
- Publications can be printed locally or distributed digitally

Examples of Electronic Publications



School Newsletter

Regular updates about school events, achievements and news



Event Flyers & Posters

Promoting upcoming events, sports days, concerts



Brochures & Catalogues

Product information, school prospectus, service guides



Business Cards

Personal/professional contact information cards



Greeting Cards

Birthday, thank-you, or invitation cards



Menus & Price Lists

Restaurant menus, price catalogues for businesses



Certificates

Award certificates, merit certificates, diplomas



Digital Reports

E-books, digital magazines, annual reports

Electronic Publishing Software

Comparison of Popular Software

Software	Developer	Key Use	Skill Level
Microsoft Publisher	Microsoft	Everyday publications, newsletters, flyers	Beginner–Intermediate
Adobe InDesign	Adobe	Professional magazine and book layout	Advanced
Canva	Canva (web-based)	Social media graphics, presentations, posters	Beginner
Scribus	Open Source	Free alternative to InDesign	Intermediate
Adobe Illustrator	Adobe	Vector graphics and logos	Advanced
QuarkXPress	Quark	Professional publishing and printing	Advanced

 In this topic we use Microsoft Publisher — it is readily available in the Microsoft Office suite and widely used.

Advantages & Disadvantages of Publishing Software



Advantages

- Enhanced professional appearance of documents
- Reduces printing and production costs
- Increases designer productivity
- Customisable ready-made templates save time
- Easy importation of text and graphics
- Publish to print AND digital formats



Disadvantages

- Limited compared to dedicated design software (Photoshop, Illustrator)
- Some versions do not support PDF export natively
- Lacks real-time collaboration tools
- Steep learning curve for complex software
- Automatic spell/grammar check has limited functionality
- Licence costs for professional software (InDesign, QuarkXPress)

Getting Started: Opening Microsoft Publisher

Method 1 — Start Menu

- Click the Windows button (bottom-left of screen)
- Look for Microsoft Office folder in the app list
- Click the drop-down arrow to reveal all Office applications
- Click Microsoft Publisher (any version — 2010, 2016, 2019, 365)

Method 2 — Search Box

- Click inside the 'Type here to search' box next to the Windows button
- Type 'Microsoft Publisher'
- All installed Publisher versions will appear — click to open

 *The examples in this topic use Publisher 2010, but the tools and features are available in all modern versions.*

The Microsoft Publisher Interface

Key Interface Components

Component	Description
Ribbon	Tabs with grouped tools: Home, Insert, Page Design, Mailings, Review, View
Page Navigation Panel	Left panel showing thumbnail previews of all pages in your publication
Scratch Area	Grey area around the canvas — objects placed here will NOT print
Rulers	Top and left rulers showing dimensions; drag from rulers to create guides
Page Canvas	The white working area where all your publication content goes
Status Bar	Bottom bar: shows current page number, zoom level, and view options
Title Bar	Shows file name and application name at the very top of the screen

 **REMEMBER:** Always work on the Page Canvas. The Scratch Area is only for temporarily storing objects.

Exploring and Using Templates

How to Browse Templates

- Open Publisher — the Start Screen displays template categories automatically
- Categories include: Blank Pages, Newsletters, Brochures, Business Cards, Calendars, Flyers...
- Click a category to view all available templates within it (e.g., Award Certificates)
- Click any template thumbnail to preview it on the right side of the screen

Customising a Template Before Opening

- Colour Scheme: Choose from the Built-In Colour Schemes panel on the right
- Font Scheme: Select preferred fonts from the Font Schemes panel
- Business Information: Add your school/organisation details
- Click CREATE to open the selected template for editing

Quick Task

1. Open Publisher and browse through at least 3 different template categories.
2. Select one template, change its colour scheme, and click Create.
3. Identify the Ribbon, Scratch Area, Ruler, and Page Canvas on the screen.

Creating a Publication: Certificate Task



School Scenario

Your school is preparing for its annual Prize Giving Ceremony. You have been assigned to design an Award Certificate for students who have excelled academically. The certificate must be professional and attractive.

Required Certificate Details:

- School Name: Greenfield Secondary School
- Title: Certificate of Excellence
- Student's Name — leave a clear space for insertion
- Statement: 'In recognition of outstanding academic performance'
- Date of Award | Signature section for the Head Teacher
- School Logo (if available) | Decorative border or background

Your Tasks in Publisher:

- 1. Choose a certificate template OR start with a blank publication
- 2. Design the layout including all required details above
- 3. Format text: choose suitable fonts, sizes, and styles
- 4. Insert shapes/images to enhance design | 5. Save as Award_Certificate.pub

Working with Objects

Essential Object Operations

Action	How To Do It
Move	Click and drag the object to a new position
Resize	Click to select → drag a corner handle (hold Shift to keep proportions)
Rotate	Click the circular green arrow handle at the top of the selected object
Layer (order)	Right-click → Order → Bring to Front / Send to Back
Align	Select multiple objects (hold Shift) → Home → Arrange → Align
Group	Select multiple objects → right-click → Group Shortcut: Ctrl+Shift+G
Delete	Select the object, then press the Delete key on the keyboard

 *TIP: Grouping objects locks them together so they move and resize as one unit. This is very useful for logos or complex designs.*

Working with Text

Adding a Text Box

- Method 1: Home tab → Objects group → Draw Text Box → drag on canvas
- Method 2: Insert tab → Illustrations group → Shapes → Text Box
- Click inside the text box and start typing
- If text is too long: resize the text box OR link it to another text box

Text Formatting Options (Home Tab → Font Group)

- Font Style: Bold, Italic — change the style of selected text
- Font Size: Specified in points (pt) — larger number = bigger text
- Font Colour: Change the colour of selected text
- Underline: Underline selected text and change the underline style
- Strikethrough: Draw a line through selected text
- Small Caps / All Caps: Change letter case formatting
- Superscript (x^2) / Subscript (H_2O): Raise or lower text above/below baseline

Text Wrapping & WordArt

Wrapping Text Around a Picture

- Select the picture → Format tab appears in the Ribbon → click Wrap Text
- Square: wraps text around the rectangular border of the image
- Tight: wraps text closely around the shape of an irregularly-shaped image
- Top and Bottom: places the image on its own line; text above and below only
- Through: text fills the negative/transparent space around the image

Creating WordArt (Decorative Text)

- Insert tab → Text group → click the WordArt dropdown
- Choose from Plain WordArt Styles or WordArt Transform Styles
- Type your text in the 'Edit WordArt Text' box — set font, size, bold/italic
- Click OK — the WordArt is inserted and the Format tab becomes active
- Use the Format tab to add Shadow Effects, 3D Effects, change size/colour



WordArt is great for titles and headings. Avoid overusing it — one or two WordArt elements per publication is ideal.

Working with Pictures

Inserting a Picture

- Insert tab → Illustrations group → click Picture
- Browse to the image file on your computer → click Insert
- The Format tab automatically appears in the Ribbon when the image is selected

Factors When Choosing Images for Publications

Relevant

Images must reinforce or clarify the key message of your publication

Consistent

Use images with a similar style or treatment throughout the publication

Human

People are drawn to portraits — images of people attract readers' eyes

Still/Calm

Avoid busy or distracting images that take focus away from the content

Picture Tools (Format Tab):

- Crop: Remove unwanted parts of the image — drag handles inward
- Fit: Resize the picture to fit the frame without distorting it
- Fill: Resize the picture to fill the frame completely

Working with Shapes

Inserting a Shape

- Insert tab → Illustrations group → click Shapes
- Categories: Basic Shapes, Lines, Block Arrows, Flowchart, Callouts, Stars & Banners
- Click your chosen shape then drag on the canvas to draw it
- Format tab appears — use it to customise fill, outline, effects, size, and arrangement

Common Shape Operations

Operation	How To Do It
Add text to a shape	Select shape → Drawing Tools Format tab → Insert Shapes group → Edit Text
Change a shape	Format tab → Insert Shape group → choose a different shape and draw it
Edit shape points	Format tab → Edit Shape → Edit Points → drag vertex handles
Add shadow effect	Format tab → Shadow Effects group → choose a shadow style
Add 3D effect	Format tab → 3-D Effects group → choose a 3D style

Layering, Grouping & Aligning Objects

Arranging Objects

Bring to Front

Format tab → Arrange group
→ Bring Forward → brings
object on top of all others

Send to Back

Format tab → Arrange group
→ Send Backward → puts
object behind all others

Group Objects

Select multiple objects (hold
Ctrl) → Format tab → Arrange
→ Group. Shortcut:
Ctrl+Shift+G

Ungroup

Select grouped object →
Format tab → Arrange →
Ungroup. Same shortcut:
Ctrl+Shift+G

Aligning Objects

- Select the objects to align (hold Ctrl while clicking each one)
- Format tab → Arrange group → click Align dropdown
- Options: Align Left, Align Center, Align Right, Align Top, Align Middle, Align Bottom
- Distribute Horizontally / Distribute Vertically: spaces objects evenly
- 'Relative to Margin Guides': aligns objects to the page margins

Backgrounds, Borders & Effective Space

Applying Backgrounds

- Page Design tab → Background → choose a built-in background style
- Click 'More Backgrounds' for custom options: fill colour, gradient, pattern, or picture
- Set transparency to ensure text remains readable over the background

Applying Borders

- Select the object/text box → Format tab → Shape Outline → choose colour, weight (thickness), dash style
- For a full PAGE border: Page Design tab → Page Background → Page Borders

Using Space Effectively (Design Principles)

- Use the Scratch Area to store objects you are not currently placing
- Use Guides: drag from the Ruler to create alignment guides on the canvas
- Set Margins: Page Design → Layout → Guides → Margin Guides
- Leave white space (breathing room) around text for readability
- Do NOT crowd text — short paragraphs and bullet points work better
- Group related objects so they move together as a unit

Working with Page Layout

Page Setup Options (Page Design Tab)

Setting	How To Change It
Page Size	Page Design tab → Page Setup group → Size → choose from list (A4, Letter, etc.)
Custom Page Size	Page Design → Size → Create New Page Size → enter your own Width and Height
Orientation	Page Design → Page Setup → Orientation → Portrait or Landscape
Ruler Units	File tab → Options → Advanced → Display → 'Show measurements in units of' → select Inches/Centimetres/Picas/Pixels
Change Template	File tab → New → select Blank, Most Popular, or More Templates

Layout Guides (for organising content into columns/rows)

- Page Design → Layout group → Guides → Grid and Baseline Guides
- Grid Guides tab: set number of Columns and Rows with spacing values
- Baseline Guides tab: align text across multiple text boxes
- Ruler Guides: drag from the horizontal ruler (horizontal guide) or vertical ruler (vertical guide)

Saving a Publication

Saving Options

Save as .pub

Ctrl+S or File → Save.
Publisher's native format —
retains all editing features

Save as PDF

File → Export → Create
PDF/XPS → click Publish. Best
for sharing/printing

Save as Word/.docx

File → Save As → change file
type to .docx (note: some
formatting may change)

Save as Image

File → Save As → change file
type to JPEG/PNG for single-
page publications

Important Tips When Saving

- Always save in the .pub format during editing to keep all design features
- Export as PDF before submitting or printing — PDFs look the same on any device
- Save to a USB drive, Documents folder, or school network as instructed
- Use Ctrl+S frequently to avoid losing your work



EXAM TIP: Questions often ask about file formats. .pub = Publisher native; .pdf = Portable Document Format for sharing.

Importing Text, Embedding & Linking Objects

Importing Text from Another File

- Method 1: Copy text from another application and Paste into a Publisher text box
- Method 2: Insert tab → Text group → Insert File → choose the file → click OK
- Method 3: On the Publisher Start Screen → More Templates → Import Word Document

Embedding an Object

- Insert tab → Text group → click Object
- Select 'Create From File' → click Browse → navigate to the file → click Insert
- Tick 'Display as Icon' if you want it to appear as a clickable icon → click OK
- An embedded object becomes PART of the Publisher file — no link to the original

Linking to a File

- Same process as embedding, but also tick 'Link to file' before clicking OK
- A linked object UPDATES automatically when the original file changes
- Useful for charts or data that may be edited in Excel and used in Publisher

Working with Building Blocks

Building blocks are reusable, pre-designed content elements stored in galleries that you can insert into any publication.

The Five Building Block Galleries

Gallery	Description
Page Parts	Pre-formatted structural elements: headings, sidebars, stories
Calendars	Pre-formatted monthly calendar layouts ready to insert
Borders & Accents	Graphic borders, emphasis frames, and decorative elements
Advertisements	Pre-formatted advertisement layouts including coupons
Business Information	Stores your school/organisation contact details for easy insertion

Inserting & Creating Building Blocks

- To insert: Insert tab → select the gallery → scroll to find a block → click to insert
- To create your own: right-click on an element → 'Save as Building Block'
- Give it a Title, Description, Gallery, Category, and Keywords for easy searching

Using Master Pages

Master pages allow you to place design elements that appear on EVERY page of your publication (e.g. logo, page number, header, footer), so you only have to create them once.

Why Use Master Pages?

- Gives your publication a consistent look across all pages
- Saves time — edit the master page once to update all pages automatically
- Ideal for multi-page publications like magazines, newsletters, or reports

Working with Master Pages

- View master pages: View tab → Master Page
- Create from scratch OR duplicate an existing master page and edit it
- Use single-page masters for single-page publications
- Use two-page masters if your publication uses two-page spread layouts
- Saving as a template: File → Save As → choose .pub extension → give it a name
- To use saved template: File → New → PERSONAL → choose your custom template
- Close master page view: View tab → Close Master Page

Working with Mail Merge

Mail Merge allows you to create a batch of personalised publications (letters, labels, certificates) from one template by linking it to a data source.

How Mail Merge Works — The 3 Parts

- 1. The Publication (template) — your designed Publisher document with merge fields
- 2. The Data Source — a file with names/addresses (Excel, Access, Outlook Contacts, Word table)
- 3. The Merged Output — personalised copies of the publication, one for each record

Step-by-Step Mail Merge Wizard

- Mailings tab → Start group → Mail Merge → Step by Step Mail Merge Wizard
- Select your data source: Use an existing list, Outlook Contacts, or Type a new list
- Click 'Next: Create or connect to a recipient list' and open/create your data file
- In Mail Merge Recipients: tick/untick names to include/exclude; filter or sort the list
- Insert fields: Address Block (formatted address), Greeting Line (Dear...)
- Preview recipients using the navigation arrows before completing the merge
- If field names don't match: click Match Fields to connect your data to Publisher's fields

Sample Publications You Can Create in Publisher

Publication Gallery

Publication Type	Key Design Features to Include
Newsletter (Fig 5)	Header with school name, columns, images with captions, page border
Brochure (Fig 1–2)	Tri-fold or multi-column layout, product/info sections, colour blocks
Business Card (Fig 3)	Name, title, contact details, logo — all in a small (85×54mm) format
Calendar (Fig 4)	Monthly grids, schedule of events, school branding, decorative border
Award Certificate (Fig 6)	Title, recipient name, statement, signatures, border, background
Event Flyer (Fig 7)	Bold headline, date/time/venue, image, contact info, eye-catching colour
Letterhead (Fig 8)	School/org logo, address details, professional formatting
Invitation Card (Fig 9)	Event details, decorative design, RSVP information
Menu (Fig 10)	Item names, prices, categories, header, footer, decorative border

Exercise 17 — School Newsletter



Task: Create a 2-Page School Newsletter

Use Microsoft Publisher to design a professional 2-page school newsletter that could be emailed or printed for parents and students.

Requirements Checklist:

- ☒ Use a newsletter template from the Publisher template library
- ☒ School name and logo (or placeholder graphic) at the top
- ☒ At least 3 different articles with clear, bold headlines
- ☒ At least 2 images with captions below them
- ☒ A 'Did You Know?' text box with a coloured background
- ☒ Page border on at least one page
- ☒ Consistent colour scheme used throughout both pages
- ☒ Measurement units set to centimetres (File → Options → Advanced)

Exercise 18 — Sports Day Event Flyer



Task: Design an A4 Flyer for Your School's Sports Day

Design a colourful, eye-catching A4 flyer to advertise the upcoming Sports Day. Use a BLANK page — do NOT use a template for this exercise.

Requirements Checklist:

- ☒ Start from a blank page — no template
- ☒ Bold, eye-catching title (use WordArt for the main heading)
- ☒ Event details: Date, Time, Venue, List of Activities
- ☒ At least one image or clipart relevant to sports
- ☒ Coloured background (use Page Design → Background)
- ☒ At least one shape (e.g., a ribbon/banner shape for the title area)
- ☒ Contact information or RSVP details at the bottom



Save as: SportsDayFlyer_YourName.pub

Homework Assignment 4 — Electronic Publishing Project

Choose ONE of the following options and create a professional publication in Microsoft Publisher:

Option A — School Magazine

4 pages: Contents page, 2 article pages with text and images, and a back cover

Option B — School Brochure

Tri-fold brochure about your school designed to welcome new students

Option C — Business Cards

A set of 5 business cards for a fictional company with consistent branding

All Options Must Include:

- Appropriate use of text, images, and shapes
- Borders and background applied
- Consistent colour scheme and fonts throughout
- Saved as .pub AND exported as PDF



Due: End of topic. Submit BOTH the .pub file and the .pdf file to your teacher.

Scenario Questions — Think & Discuss

Scenario 1

Your school wants to create a monthly newsletter emailed to parents. What software would you recommend and why? What elements should every newsletter include?

Scenario 2

You designed a beautiful Publisher flyer but the teacher wants it in Word format. What are your options for converting the file, and what formatting might be lost in the conversion?

Scenario 3

A student has placed too many images and text boxes on one page and the design looks cluttered and unprofessional. What principles of effective space usage would you advise them to follow?

Scenario 4

Compare Microsoft Publisher with Canva. What are the advantages and disadvantages of each for a school context? Which would you recommend to a fellow student and why?

Research Activity — Group Work

Research Task (Groups of 2)

1. Identify 3 publications produced by your school (e.g. notice boards, school magazine, timetable). For each: Who creates it? What software/tools are used? How is it distributed?
2. OR: Research how a local organisation (hospital, church, business) uses electronic publishing in their work.

Your Presentation Must Include:

- A 5-minute group presentation to the class
- At least one printed or digital example of the publication you researched
- A brief comparison: could the publication have been designed better using Publisher?
- Each group member must speak during the presentation

 *TIP: Take photographs of physical publications (notice boards, menus, posters) as evidence for your presentation.*

Topic 11 — Summary

What We Covered in This Topic

Section	Key Learning Points
E-Publishing Basics	Definition, examples of publications, software comparison table
Publisher Interface	Ribbon, Page Canvas, Scratch Area, Navigation Panel, Rulers
Creating Publications	Templates, blank pages, colour/font schemes, building from a scenario
Objects & Design	Text boxes, pictures, shapes, WordArt, building blocks, layering, grouping
Page Layout	Page size, orientation, margins, guides, master pages
Advanced Features	Mail merge, importing text, embedding/linking objects
Saving & Exporting	.pub format, export as PDF, save as Word/image

Final Revision Questions

1. What is the difference between electronic publishing and desktop publishing?
2. Name THREE types of publications you can create in Microsoft Publisher.
3. What is the purpose of the Scratch Area in Publisher?