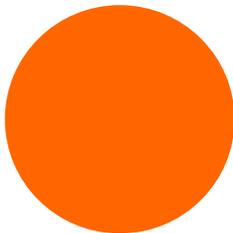
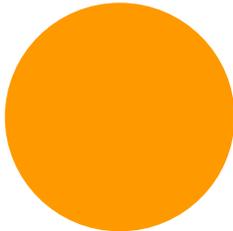
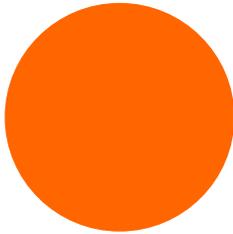




Newsletters and Brochures

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A Good Practice for Producing Newsletters

A newsletter is really a series of “draw” elements—lines, text boxes, and other graphics.

Newsletters can be very simple or complex.

When creating a newsletter, save yourself some heartache. This will sound like more work than you planned, but it really will make your job easier and it is a tremendous backup system. I’ve used it for newsletters for years.

- **Put all of your text in a plain word processing document first before you copy and paste it into a newsletter.**



- This lets you see the length of your “articles” to guess-timate the space needed.
- It’s much easier to edit and check spelling in a word document than in a newsletter.
- The larger the newsletter, the greater the likelihood that your computer will “freeze” or crash.

If you have a multi-page newsletter, include a small “table of contents” or highlight what’s inside that can even be hyperlinked to the sections.

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Working with Text Boxes

Continue a story with linked text boxes

If you anticipate many changes to your text, it is recommended that you make your changes before you copy the text into the empty linked text boxes. (This is why you do your stories in a word documents first.)

Switch to print layout view, go to View -> Toolbars ->, and click on the Textbox toolbar so that it is active on your screen.

1. On the **Insert** menu, click **Text Box**.
2. Click or drag in your document where you want to insert the first text box.
3. Repeat steps 2 and 3 to insert additional text boxes where you want the text to flow.
4. Click the first text box. To do this, move the pointer over the border of the text box until the pointer becomes a four-headed arrow, and then click

(continued on p. 2)



Captions are important to describe your pictures.

These text boxes are called “pull outs” and should be used to quickly highlight information.

Text boxes *(continued)*

the border.

5. On the **Text Box** toolbar, click **Create Text Box Link** 
6. Click in the empty text box that you want the text to flow to.
7. When you move the upright pitcher over a text box that can receive the link, the pitcher turns into a pouring pitcher. 
8. To link to additional text boxes, click the text box that you just created the link to, and then repeat steps 6 and 7 to create links.
9. In the first text box, type or paste the text that you want. As the text box fills, the text will flow into the other text boxes that you've linked.

Note

10. If you click **Create Text Box Link**,  and then decide you don't want to link to another text box, press ESC to cancel the linking process.

Look Carefully...

The first two text boxes of this story on page 1 did not have a border. The border was left on the third segment, but all three text boxes are linked.

Practice Text

You can do many things with text, and you might “borrow” a large body of text to practice with.

- Go to a web site that has a large body of word that you can copy.
- Try <http://www.wikipedia.org/> and choose a topic. Remember, this is just for practice purposes.
- Copy some text and paste it in a blank word processing document.
- Highlight all the text, and go to the Formatting toolbar.
- **Clear** the formatting if that is an option or change it to **Normal**.
- Make sure that the text is not in a table, as many Web pages are designed in table format. With the text still highlighted, go to Table--> Convert-->Table to Text. If that choice is not highlighted, you are probably okay to continue.
- Highlight a portion of text and go to Format-->Columns in the Menu Bar at the top. A new window will allow you to choose the number of columns, adjust the amount of space between the columns, and put a line between columns if you like. Practice with these options.



Drawing Tricks



When working with text boxes or other graphic elements, you can do many things to make the graphics look better.

One of the first problems is moving graphics so that the tops, sides, or bottoms are aligned. This can be done automatically using the Draw toolbar.

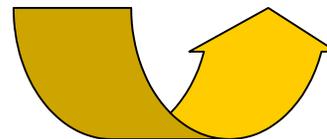
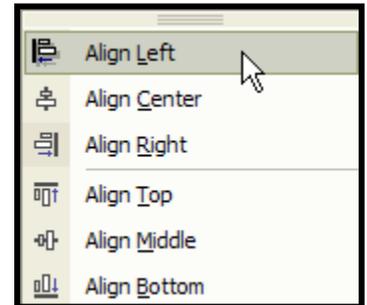
If this is not shown on your screen, go to View-->Toolbars-->Draw and make sure it is ✓-ed.

On a blank word document, draw two text boxes, rectangles, or AutoShapes. All of these options are found in the Draw toolbar (shown at the top of this section); just click on the button, click on your page, and

pull the mouse to draw.

Now, hold down the shift button and click on the two (or more) items that you want to align. You will know that you have chosen these items because little “handles” will appear along the outlines of each.

Click on the word “Draw” in the menu and a pop-up menu will appear. Click on “align” and choose how you want these items to be aligned—top, bottom, left, right, center, etc. Practice with this a few times.



The Draw Menu has many options that can be used for newsletters.

Word Art

Word Art gives you the option of making some very fancy text in about 3 seconds. Remember, Word Art is a graphic element, not really text.

Click on the  to choose Word Art from the Draw Menu, or use the Insert-->Picture-->Word Art from the top Menu Bar.

Enter the text that you want to display, and click away.

You can change the color of the Word Art by highlighting (clicking) the object. The Word Art toolbar should appear someplace on the screen. Holding the mouse over each button will tell you what that button does, but the bucket/paintbrush button will allow you to format the look—color, texture, etc.—of the graphic. Play with the Word Art options on a blank word document to get used to this.





Drop Caps

One neat graphic element that is often found in magazines is a Drop Cap—a large first letter on the first word of the article. This will not work in a text box, but can be used in any other text.

Go to your Canada text document and highlight the first letter of any paragraph.

Go to Format in the Menu Bar and Drop Cap. You will see a number of

options there that show just how the Drop Cap will look. Try them. This is the time to experiment.

Drop caps can draw attention to a body of text, but they should be used *very* sparingly.

Page Borders

You can put a page border on any MS Word Document and there are a number of options to do this. You would probably want to consider this for a “poster,” flyer, or certificate.

- Go to Format-->Borders and Shading.
- Choose the Page Borders tab at the top of the window
- Notice that you can choose Style, Color, Width, and Art. The Art borders are certainly the most “fun” of all the options.
- A word for the wise: once you have made your choices, click on the Options button on the lower right corner.
- Change the “Measure From” edge of page to Text.

● ● ●

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

● ● ●

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”



- Using the **Draw** toolbar, click on AutoShapes or use the **Insert** menu, position the pointer on **Picture**, and click **AutoShapes**.
- **Click** the button of the **category** of the shape you want, and a number of options will appear. **Choose the specific shape you want.**
- Click the area of the page where you want the shape to appear, and drag the object down diagonally to the size you want.



A Place to Get Quality Pictures

Develop a set of resource links that have quality pictures and graphics that you can use to enhance your newsletters.

Some of these might be stock photos, others might be royalty-free photos, and you can buy whole CD-ROMs that have photos for use in documents.

Microsoft Office Online
<http://office.microsoft.com/clipart/default.aspx?lc=en-us>

has a number of graphics and media clips that can be used with Microsoft products.

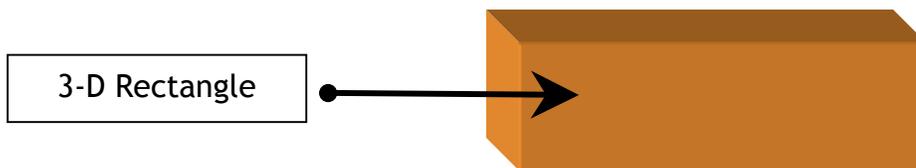
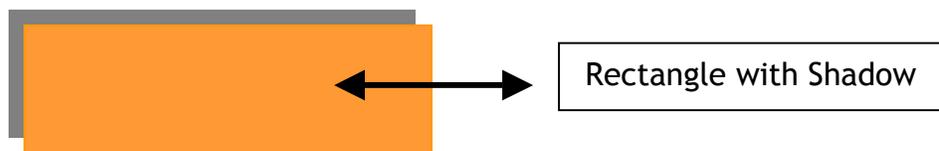
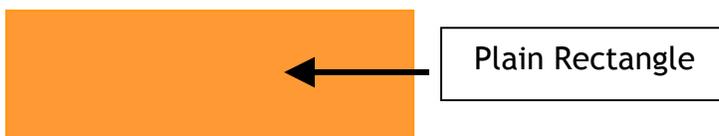
You can search the site for whatever you need.



All of these photos were downloaded from Microsoft Office Online.



Some Fun Draw Features



Using Newsletter Templates



Microsoft provides many templates for different purposes. Some of these are in Word, and others are in Microsoft Publisher, their desktop publishing application.

<http://office.microsoft.com/en-us/officeupdate/default.aspx>

Scroll to the middle of the page and look for the "Browse Downloads" line.

Spend some time looking through the templates available on the Microsoft site.

If you see something you want to save, follow the directions carefully.

Remember, when you are using a template that someone else created, you might be fighting against a great deal of formatting that is built into the work.

You can also create your own template.

Your template should have only those elements that you want to appear the same way on every newsletter.

When you are ready to save your template, be sure you save it in that format on the "Save as type" section at the very bottom of the window.

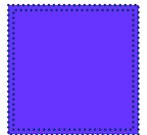
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