

## UNIT 2

# APPLICATION SOFTWARE

### UNIT OUTCOME

#### Students will be able to:

- understand the application of word processing, and presentation software;
- apply word processing, and presentation software packages for different purposes;
- recognize the major features of desktop publishing;
- know how to organize, format and publish various types of publication.

*Software, or programs, consists of all the electronic instructions that tell the computer how to perform a task. The term software was coined by John Tukey. Application software is a set of programs designed for specific uses or applications such as word processing, graphics or spreadsheet analysis. These software are designed to satisfy a particular need of a particular environment. An application software, designed to satisfy one purpose may not be able to solve other purpose of the same user. For example, software for financial management cannot be used for designing two-dimensional graphics. Similarly, we have word processors for letter writing and presentation software for presentations. We cannot interchange the use of two application software with each other.*

Application software can be custom-made but are usually purchased from a software store. Some of the popular application packages are Word processors, Spreadsheets, Database system, Accounting packages, DTP packages, Graphic packages and Antivirus software. In this unit, we will study application software.

### 2.1 KEY FEATURES OF WORD PROCESSING

Word processing software allows you to create, edit, format, print, and store text material, among other things. Word processor is the most common application software. The well known word processing programs are Microsoft Word, Writer, Wordpad, Text Editor and Star Word.

The advantages of using a word processor to create documents over typed documents are given in Table 2.1.

**Table 2.1: Advantages of Word Processor**

<i>Typed Documents</i>	<i>Documents Created Using a Word Processor</i>
Slow creating process	Can be created quickly and easily
Difficulty in inserting pictures and images	Pictures and images can be inserted easily
Look messy after making corrections	Error correction is simple and neat.

## Microsoft Word—An Example of a Word Processing Software Package

Microsoft Word (MS-Word) is the most popularly used word processing application software that provides you with a number of useful and fabulous features to process the text. A word processor, in general, can be used to manipulate the text in a variety of ways. In addition to it, you can save your documents in a word processor and use them according to the need, whenever required. The features that are provided by any word processor (as editing, formatting text) are available in MS-Word, which also supports some additional and special features (e.g., mail merge).

### ● Revision

Let us revise some key features of Word Processing, which we have studied in Grade 9, *i.e.*, Opening a Word processing software, Creating new document, Saving a document, Closing a document, Editing a document and Formatting a document, etc.

### Importance of Word Processing

Word processing is by far the most widely used computer application because it is used for communication, our most common activity. Word processor is used to write, edit and format memos, letters, reports, manuscripts, contracts, and every imaginable type of documents. No matter what the information is, or what form it takes, the chances are it was initially composed and written using a word processing program.

A word processor is a software which provides a graphical user interface with better capabilities than a text editor does. The main advantage of a word processor is that it provides WYSIWYG (What You See Is What You Get) interface which helps you make changes quickly and easily. The main features of today's word processing packages are:

### Creating Documents

It means entering text using the keyboard. Word processing software has three features that affect this process—the *cursor*, *scrolling* and *word wrap*.

1. **Cursor:** The cursor is a movable symbol on the display screen (monitor) that shows us where we may next enter data or commands. It is often a blinking rectangle or an I-beam. We can move the cursor by using the keyboard's directional arrow keys or a mouse. The point where the cursor lies at a particular instant is known as the *insertion point*.
2. **Scrolling:** Scrolling means moving quickly upward, downward or sideways through the text or other screen display. A standard computer monitor displays only 20–22 lines of standard-size text at a time. Generally, the documents are longer than that. Using the directional arrow keys, or the mouse and scroll bars located at the side and bottom of the screen, we can move or “scroll” through the display screen and into the text above and below, and even sideways.
3. **Word Wrap:** Word wrap automatically continues text on to the next line when we reach the right margin, *i.e.*, the text “wraps around” to the next line. We do

not need to hit a “Carriage return key” or

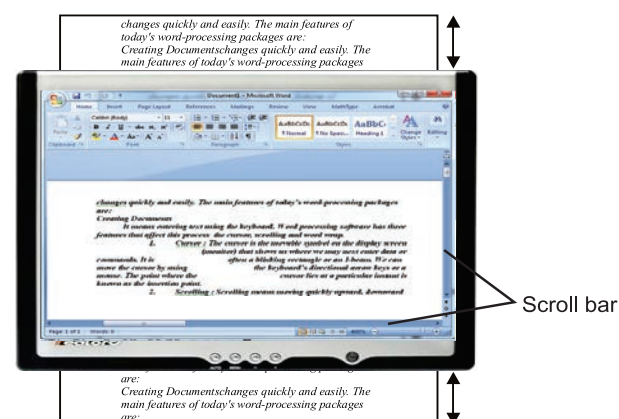
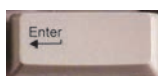
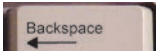




Fig. 2.1: Scrolling

(Enter) key, like in a typewriter.

## Editing Documents

When editing a document to correct mistakes, we can move the insertion point where we wish to enter new text and then just type it in. To delete characters, we press  (Backspace) or  (Delete) key.

Pressing *Backspace* key deletes characters to the left of the insertion point and pressing *Delete* key deletes those to the right. We can also drag the mouse to highlight any section of the text and then *copy/cut* and *paste* it to another file, or to some other place in the document being used or *cut* (delete) it all at once.

The *Undo* command allows us to change our mind and restore text that we have just deleted. *Inserting* is the act of adding to the document. The  (Insert) key plays an important role in the replacement of text and exiting from Insert mode.

In addition to the *insert and delete, cut/copy and paste* features of editing explained above, some other features of editing are:

1. **Find and Replace:** The *Find* or *Search*, command allows us to find any word, phrase or number that exists in our document being edited. It can be replaced automatically with something else with the help of *Replace* command.
2. **Spelling Checkers:** *Spelling checkers* compare all words in a document with a list of words in the program's dictionary. Words not available in the dictionary are highlighted and we can then decide whether to change them, leave them as such or add them to the dictionary. We must note that a highlighted word is not always necessarily mis-spelled. It just means that the word is not available in the dictionary. Any word that is added into the program's dictionary is not highlighted again (if found next time). Spelling checkers help users prepare accurate documents.
3. **Grammar Checkers:** Grammar checkers are programs that check the grammar incomplete sentences and awkward phrases. The grammar checker does not fix things automatically, but it will flag (perhaps with a different colour of squiggly line) possible incorrect word usage and sentence structure. Grammar checkers help users produce better-written documents.
4. **Thesaurus:** Thesaurus is a word processing feature that presents the user with the appropriate word or alternative words. The thesaurus feature helps users prepare well-written documents.

### Tip: Use Short Cut Keys

You do not always need to use the mouse to pull down menus to perform functions. These menus provide information about which short cut keys serve the same mouse-click function. Most commands have a short cut key, and common functions usually have the same short cut command in different programs. Some examples of shortcut keys in MS-Word are:

Short cut Key	Purpose
Ctrl + A	Select all the text
Ctrl + X	Cut the text
Ctrl + C	Copy the text
Ctrl + V	Paste the text
Ctrl + O	Open a file
Ctrl + S	Save a file

## Formatting Documents with the Help of Templates and Wizards

Formats are used to make a document both more attractive and easier to read. All word processing programs have built-in format settings known as defaults, which are designed so we can easily override them.

**Templates:** These are pre-formatted documents that provide basic tools for shaping a final document—the text, layout and style for a letter, for example.

**Wizards and Helpers:** These answer the user questions and use the answers to layout and format a document. In Word, we can use the Memo Wizard to create professional looking memos or the Resume Wizard to create a resume.

Following are a few aspects of formatting amongst many:

1. **Margins:** These are the white spaces on all four sides of the text block. They set off the text and make it more attractive visually.
2. **Headers and Footers:** These can be entered at the top or bottom of pages to identify sections or provide other useful information.
3. **Numbers:** These can be used to set off lists so when you insert or delete items, the numbers adjust automatically.
4. **Bullets:** We can use bullets to set off lists where the order is not important.
5. **Fonts:** These can be changed by selecting a new one from a list of those available on the system. We can then use *bold*, *italic*, *underline* formats to provide emphasis on the text.
6. **Tables:** These are used to present tabular materials.
7. **Indents:** These specify how much space the paragraph should be indented from the left and right margins.
8. **Page Numbers:** These can be positioned almost anywhere on the page and printed in either Roman numerals (*i*, *ii*, *iii* etc.) or Arabic numbers (1, 2, 3 etc.).

### Tip: When Several Word Documents are Open

You can write with several Word documents open simultaneously. To go (“toggle”) back and forth, hold down *Ctrl* and press *F6*. To go backward, press *Ctrl*, *Shift* and press *F6*. You can cut and paste text from one document to another.

## Printing, Faxing or E-Mailing Documents

We have several options for printing in most of the word processing software. For example, we can print *several copies* of a document, *individual pages* or a range of pages can also be printed. We can even preview a document before taking its hard copy or print out. Previewing (*print previewing*) means viewing a document on the screen to see what it will look like in the printed form before printing it. Whole pages are shown in reduced size.

We can also send out a document off to someone else by fax or as an e-mail attachment, if the computer has the appropriate communication link.





## Saving Documents

It means storing, or preserving, a document as an electronic file permanently—on floppy disk or hard disk (say). This feature is available in nearly all application softwares. The saved document can be retrieved and used when needed.

## Creating Document Using a Word Processor

As mentioned earlier, MS-Word is a member of the MS-Office family provided by Microsoft. It is a Windows based application. Let us assume that your computer has MS-Word 2007 installed on it. Remember that there are differences in MS-Word 2003 and MS-Word 2007.

## Starting Microsoft Word

To start MS-Word or Word:

1. Click the *Start* button on the task bar.

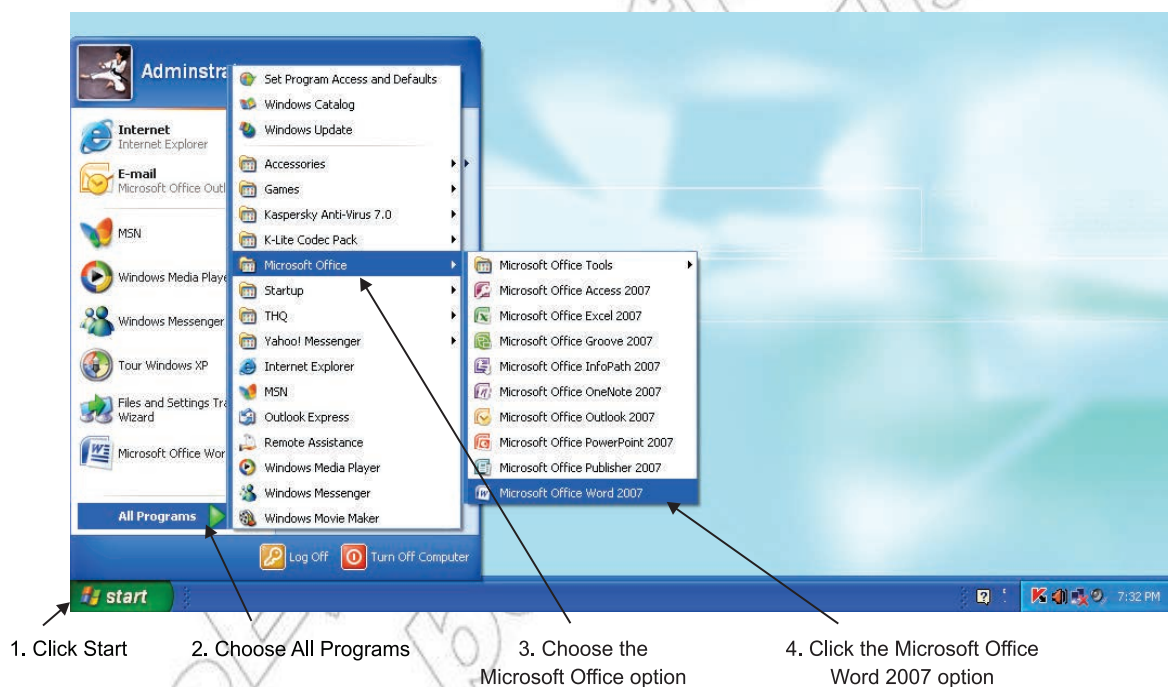


Fig. 2.2: Starting MS-Word 2007

2. Choose the *All Programs* option in the *Start* menu (see Fig. 2.2).
3. Click the *Microsoft Office* option from the *All Programs* menu.
4. Click the *Microsoft Office Word* option.

This opens a blank new document (see Fig. 2.3 on next page).

*Office Button* displays Microsoft Office logo and, when clicked, displays a list of options and most recently opened documents.

*Quick Access Toolbar* contains buttons for commonly used commands.

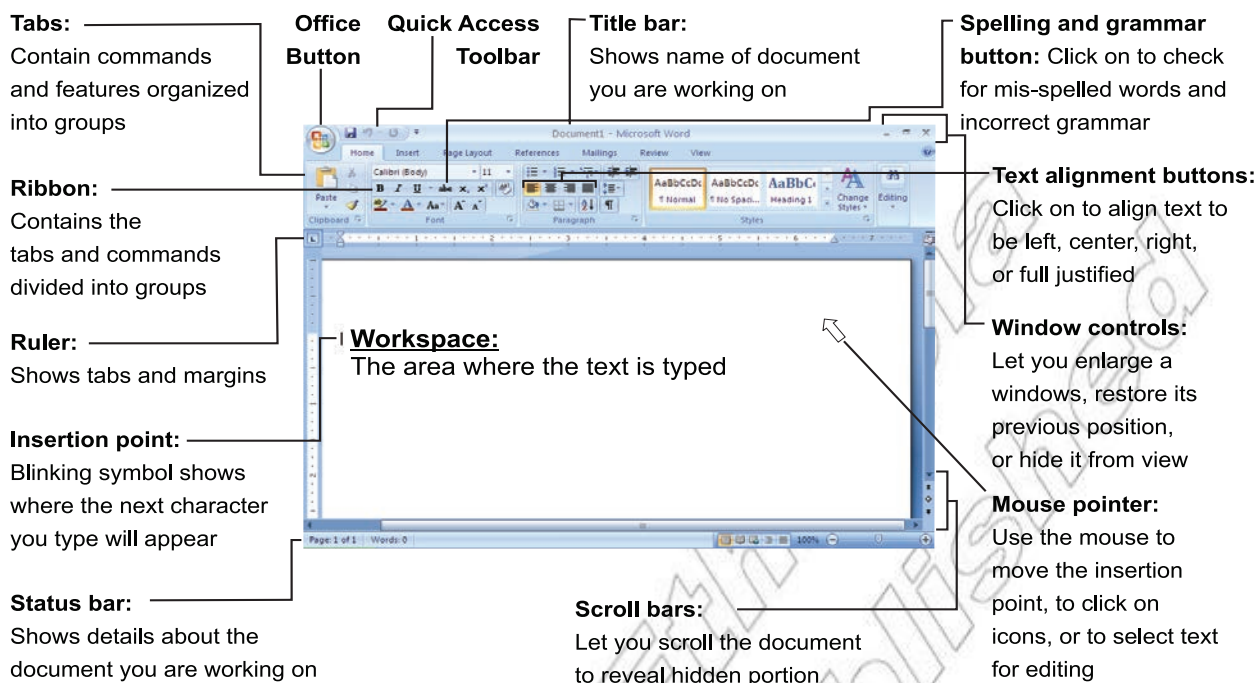


Fig. 2.3: Components of a Document window

### Creating a Document

When you start MS-Word, a blank document window appears. MS-Word, by convention, names newly created documents as DOCUMENT1, DOCUMENT2, DOCUMENT3, ... and so on. Thus, each new document, when created, is given a name DOCUMENT < serial number>. The various parts of that window are shown in Fig. 2.3.

The important features of MS-Word are:

1. **Outline features:** It enables you to view headings in your document.
2. **Cut-and-paste feature:** It enables you to move blocks of text.
3. **Formatting feature:** It enables you to change type font and size.



Microsoft Word 2007 is a word processing application software used to create documents such as memos, letters, reports, research papers, brochures, announcements, newsletters, envelopes, labels and much more.



## CASE STUDY

### PRODUCING A DESCRIPTIVE ARTICLE ON PHOTOSYNTHESIS

Let us revise and demonstrate the various tasks performed in MS-Word by producing a descriptive article on photosynthesis.

#### Creating a New Document

If you are already working in MS-Word and you want to create a new document, then:

1. Click the *Office* Button (see Fig. 2.4).

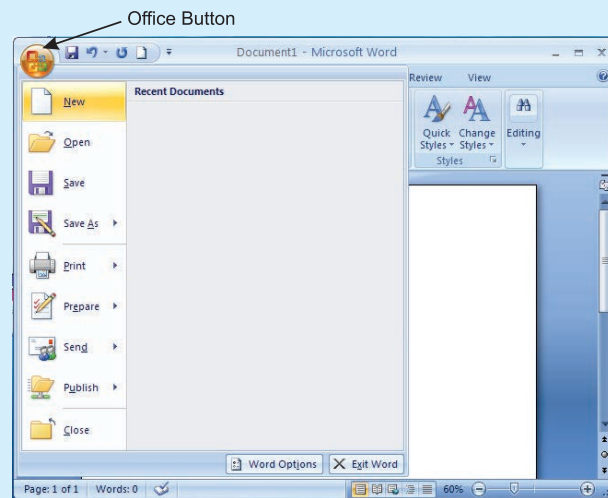


Fig. 2.4: Creating a new document

2. Click on the *New* option. It displays the following window (see Fig. 2.5).

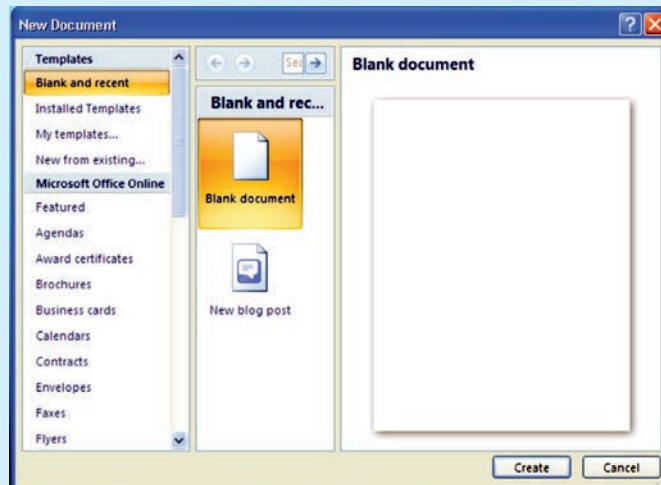


Fig. 2.5: On clicking the *New* option

3. Click on the *Create* button. It displays the newly created document (see Fig. 2.6).

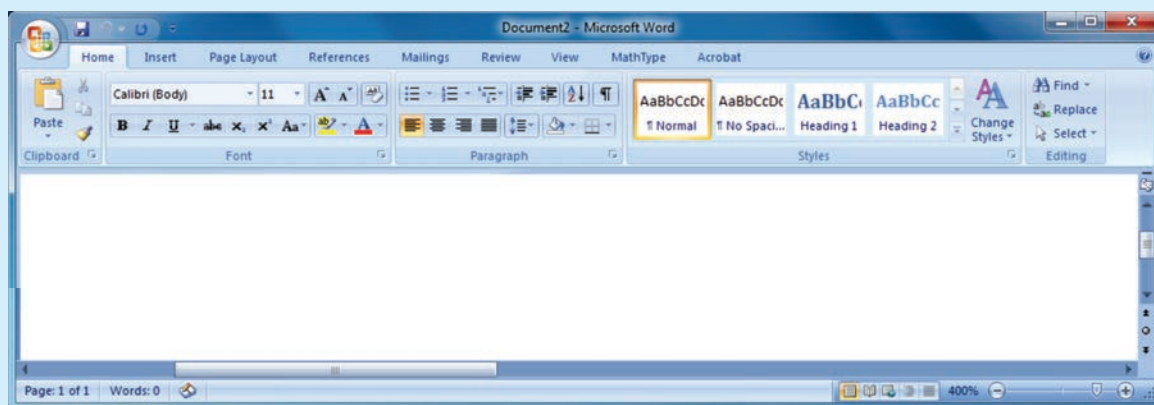


Fig. 2.6: Newly created Word document

## Typing a Passage Using MS-Word

To insert text in your document, place the cursor at the position where you want to enter the text and start typing.

To insert a paragraph you have to press the enter key and start typing.

When you type text, MS-Word automatically inserts the text in the document area.

Figure 2.7 shows a descriptive article on photosynthesis using MS-Word 2007.

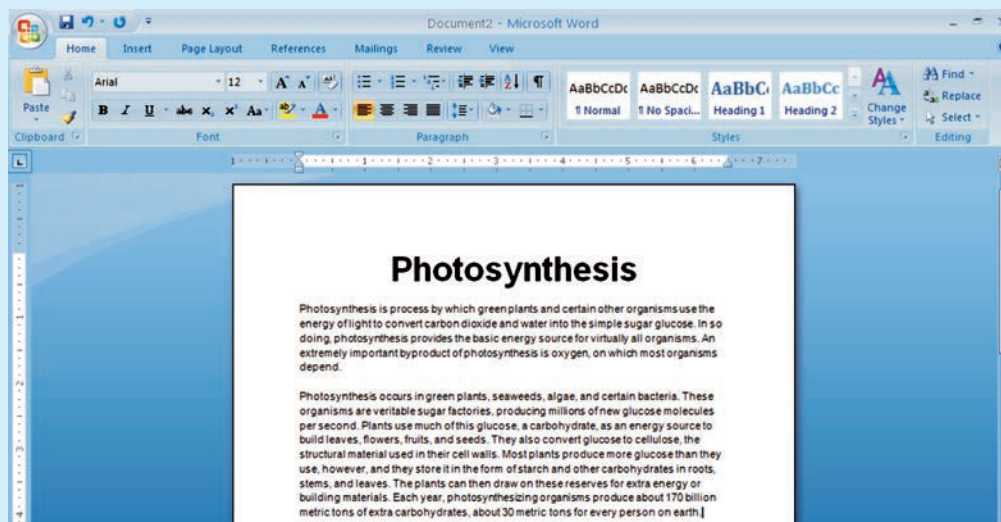


Fig. 2.7: Producing a descriptive article on Photosynthesis using MS-Word




### Useful Tips

#### When Several Word Documents are Open

You can write with several Word documents open simultaneously. To go (“toggle”) back and forth, held down *Ctrl* and press *F6*. To go backward, press *Ctrl*, *Shift* and press *F6*. To display several documents at once, go to the *Window* group in the *View* tab and select *Arrange All* button. You can copy/cut and paste text from one document to another.

#### Microsoft Word Help

*Word help* is an extensive on-line help application that provides useful “how to” and “what is” information on every aspect of the Word program. Word help can be easily accessed by clicking on *Word Help*  located in the upper right corner of the screen or pressing *F1*.

## Saving Document Using the ‘Save As’ Command

When you type in a document, the document is stored in the internal memory of the computer.

Once you have created a document, you have to save it for future use and you must save it on a disk. To save means to preserve the document safely for further use.

To save a word document:

1. Click the *Office Button*.
2. Click the *Save* option (see Fig. 2.8).







Fig. 2.8: Selecting the Save option

The 'Save As' dialog box is displayed as shown in Fig. 2.9.

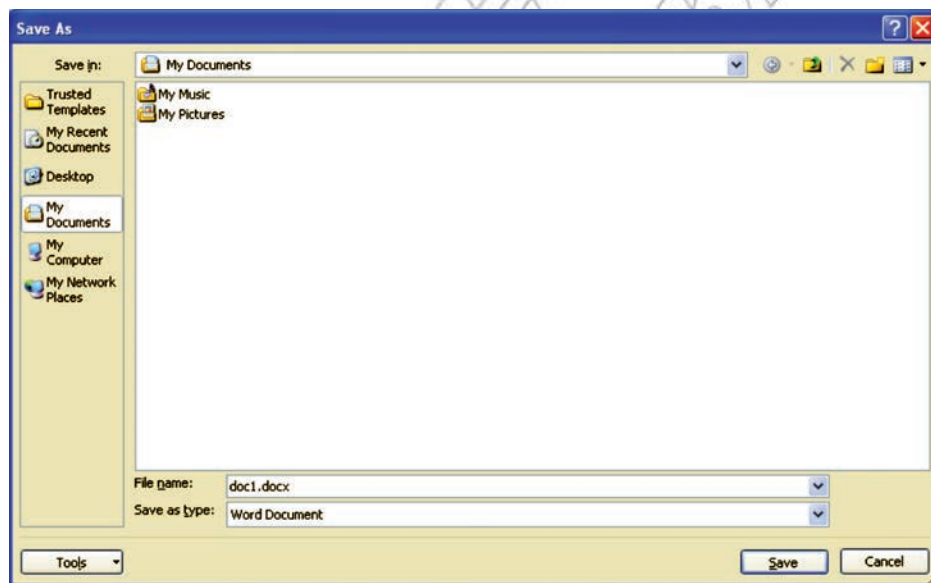


Fig. 2.9: The 'Save As' dialog box

The 'Save As' dialog box is displayed only under the following circumstances:

- (i) When you have clicked 'Save As'.
  - (ii) If you have clicked Save and you are saving the document for the first time.
3. Identify the location where you want to save. You must enter the name by which you want to save the document. Here, we have selected My Documents and given the file name doc1.docx.
  4. Click the *Save* button.



MS-Word, by default, saves all the documents in the folder 'My Documents' with extensions .docx. However, you can save them elsewhere by selecting the desired location, from the 'Save in:' drop-down list provided in the 'Save As' dialog box.



**Caution:** When you are using the 'Save As' option, make sure that you do not overwrite the existing copy of the file.

## Closing a Document

After your work is complete you need to close the document without exiting from the MS-Word.

To close a document without exiting the MS-Word,

1. Click the *Office Button*.
2. Click the *Close* option.

If you have not saved the document before closing, MS-Word gives you warning asking to save the document (see Fig. 2.10).

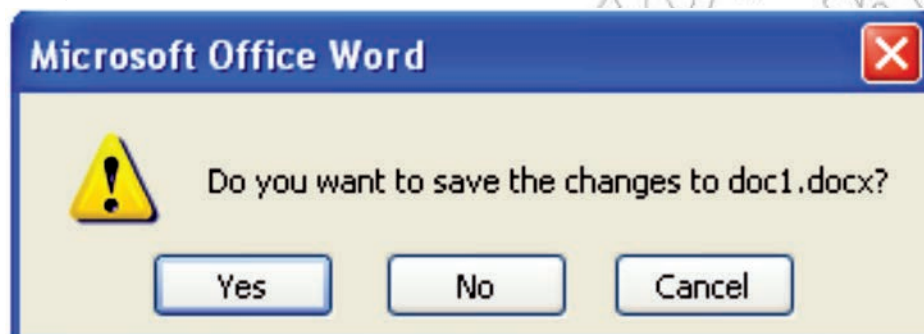


Fig. 2.10: The warning dialog box

From the above shown dialog box:

- (i) If you want to *Save* the document, click the *Yes* button.
- (ii) If you do not want to *Save* the document, click the *No* button.
- (iii) If you want to remove the message box, click the *Cancel* button.

## Exiting Microsoft Word

When the Word Processing work is over, you must exit properly from MS-Word.


To exit MS-word:

1. Click the *Office Button*.
2. Click the *Exit Word* button.

If you have not saved the document, Word prompts you to save changes before closing the application (see Fig. 2.10).



### Useful Tip

You can close the document using Close button  available in the Title bar.

## • Tables and Pictures in Word Processing

### Tables

MS-Word's Table feature is useful for displaying data in columns and rows. This data may be text, values, and/or formulas.

## Inserting or Creating a table

MS-Word offers a set of commands for creation, modification and formatting of tables.

The tables can be inserted in a word document in the following way:

1. Open the document.
2. Create the table.
3. Insert data in the table.
4. Identify the format of the table.
5. Change the format of the table.
6. Save the document.

Let us implement this in MS-Word 2007.

To insert a table in your document, follow these steps:

1. Open a document and enter some text in it.
2. Select the *Insert* tab.
3. Select the *Table* option from Tables panel.
4. On clicking the *Table* option, a list will be displayed. Select the desired table size by moving the cursor on the table cells (see Fig. 2.11). Here, we select 2 × 6 table.

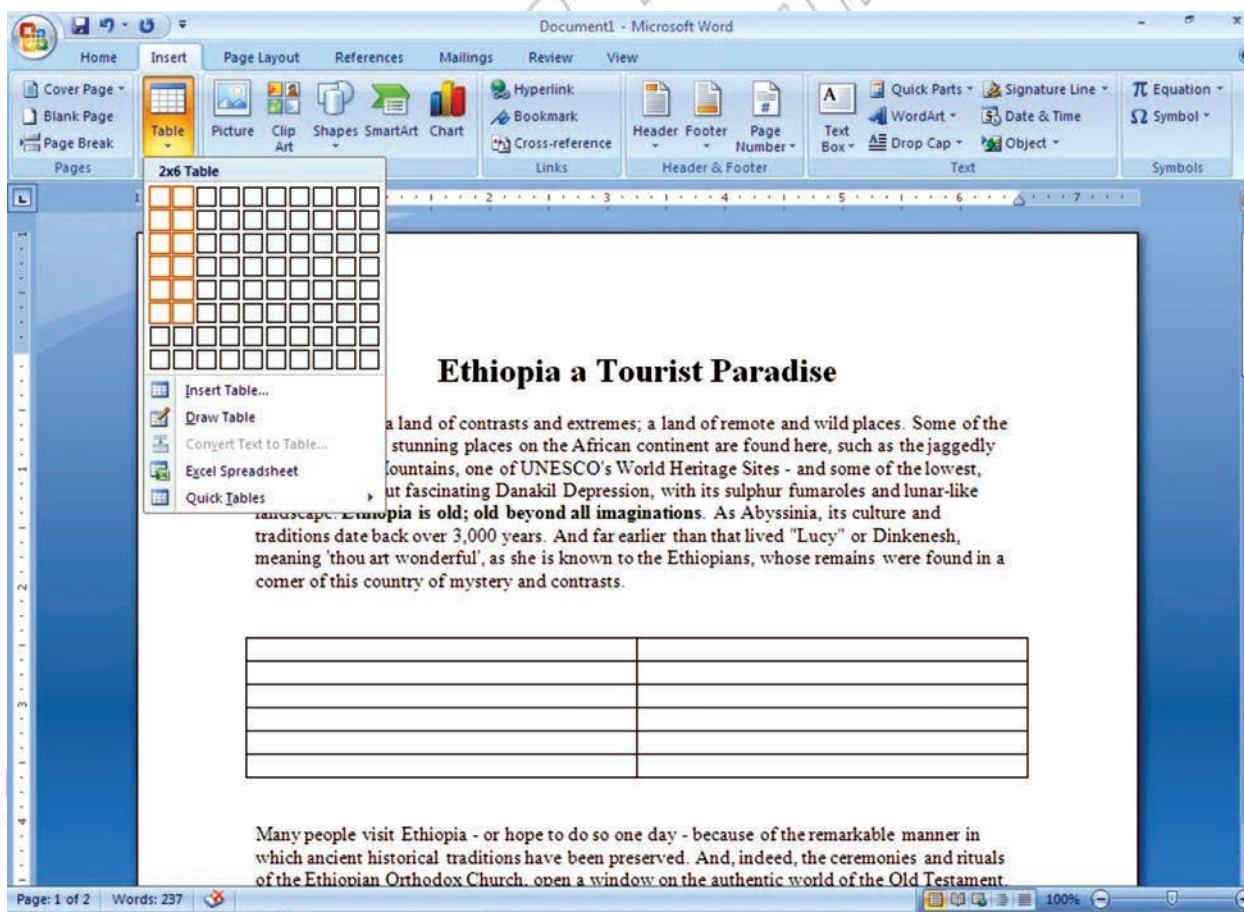


Fig. 2.11: Selecting the Table size



5. After clicking on the last cell of the selected table size, a table is inserted into the document at the insertion point below the text (see Fig. 2.12).

Now fill the table as per your requirement.

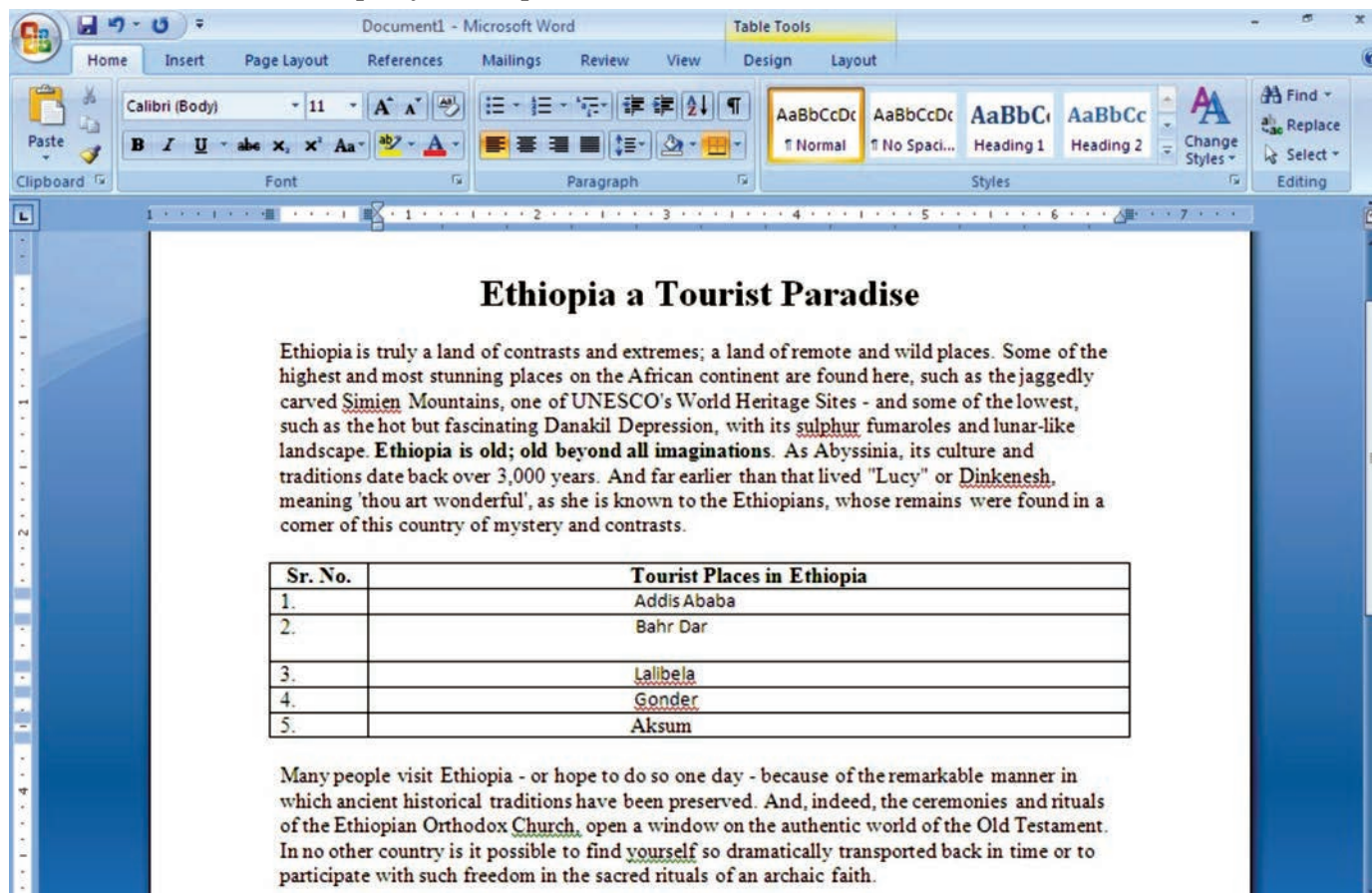


Fig. 2.12: A document after inserting data in table



You can also insert table using *Draw Table* option from Insert Table list, available in *Table* option of the Tables panel under Insert tab.

## Table Manipulation

It includes selection, insertion, deletion, adjustment etc. of the basic elements of a table.

### Selecting

To select cell, row, column or table, click the *Select* button in the Table Tools Layout tab (see Fig. 2.13). Now select the desired option.

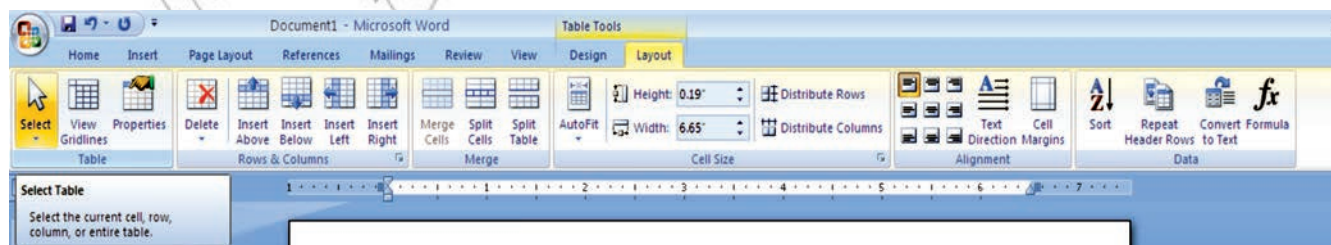


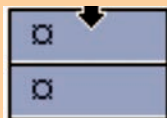


Fig. 2.13: Clicking Select button





Alternatively, you can select the item (cell, row or column) as:

To select	Do this	
A cell	Click the left edge of the cell.	
A row	Click to the left of the row.	
A column	Click the column's top gridline or top border.	

To select all cells in the table, click the table move handle that displays in the upper left corner of the table (square with a four-headed arrow inside).

Besides using the mouse, you can select cells using keyboard shortcuts as given in Table 2.2.

**Table 2.2: Selecting Cells Using the Keyboard**

Key(s)	To Select
Tab	The next cell's contents
Shift + Tab	The preceding cell's contents
Hold Shift key and then press the arrow key repeatedly	Adjacent cells
Position insertion point in top cell of column, hold down the Shift key, and then press Down Arrow key until column is selected	A column
Alt + 5 (on the numeric keypad with Num Lock off)	The entire table



Click anywhere outside the table to deselect the cells.

### Adding a cell

To add a cell in a table, perform the following steps:

1. Click in a cell that is to the right of or above where you want to insert a cell.
2. Under *Table Tools*, on the *Layout* tab, click the *Rows & Columns* Dialog Box Launcher.
3. Click one of the following options.

Click	To
Shift cells right	Insert a cell and move the selected cell and all other cells to the right of the selected cell in that row to the right.
Shift cells down	Insert a cell and move the selected cell and the existing cells below the selected cell down one row. A new row is added at the bottom of the table.
Insert entire row	Insert a row above the cell that you clicked in.
Insert entire column	Insert a column to the left of the cell that you clicked in.





Word does not insert a new column. Using the Shift cells right option may result in a row that has more cells than the other rows.

### Adding a row

To add a row in a table, perform the following steps:

1. Click in a cell above or below where you want to add a row.
2. Under *Table Tools*, on the *Layout* tab, do one of the following:
  - (i) To add a row above the cell, click *Insert Above* in the *Rows & Columns* group.
  - (ii) To add a row below the cell, click *Insert Below* in the *Rows & Columns* group.

### Adding a column

To add a column in a table, perform the following steps:

1. Click in a cell to the left or right of where you want to add a column.
2. Under *Table Tools*, on the *Layout* tab, do one of the following:
  - (i) To add a column to the left of the cell, click *Insert Left* in the *Rows & Columns* group.
  - (ii) To add a column to the right of the cell, click *Insert Right* in the *Rows & Columns* group.

### Deleting a cell

To delete a cell from a table, perform the following steps:

1. Select the cell that you want to delete by clicking its left edge.
2. Under *Table Tools*, click the *Layout* tab.
3. In the *Rows & Columns* group, click *Delete*, and then click *Delete Cells*.
4. Click one of the following options:



Click	To do this
Shift cells left	Delete a cell and shift all other cells to the right of the deleted cell in that row to the left.
Shift cells up	Delete a cell and move the remaining existing cells below the deleted cell in that column up one row each. A new, blank cell is added at the bottom of the column.
Delete entire row	Delete the entire row that contains the cell that you clicked in.
Delete entire column	Delete the entire column that contains the cell that you clicked in.

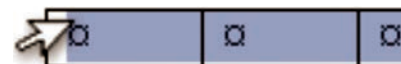


Word does not insert a new column. Using the Shift cells left option may result in a row that has fewer cells than the other rows.

### Deleting a row

To delete a row from a table, perform the following steps:

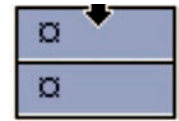
1. Select the row that you want to delete by clicking its left edge.
2. Under *Table Tools*, click the *Layout* tab.
3. In the *Rows & Columns* group, click *Delete*, and then click *Delete Rows*.



### Deleting a column

To delete a column from a table, perform the following steps:

1. Select the column that you want to delete by clicking its top gridline or top border.
2. Under *Table Tools*, click the *Layout* tab.
3. In the *Rows & Columns* group, click *Delete*, and then click *Delete Columns*.



### Deleting a table

To delete a table, perform the following steps:

1. Click in the table.
2. Under *Table Tools*, click the *Layout* tab.
3. In the *Rows & Columns* group, click *Delete*, and then click *Delete Table*.

### Merging cells

You can combine two or more table cells located in the same row or column into a single cell. For example, you can merge several cells horizontally to create a table heading that has several columns.

To merge cells in a table, perform the following steps:

1. Select the cells that you want to merge by clicking the left edge of a cell and then dragging across the other cells that you want.
2. Under *Table Tools*, on the *Layout* tab, in the *Merge* group, click *Merge Cells*.

### Splitting cells

To split cell(s) in a table, perform the following steps:

1. Click in a cell, or select multiple cells that you want to split.
2. Under *Table Tools*, on the *Layout* tab, in the *Merge* group, click *Split Cells*.
3. Enter the number of columns or rows that you want to split the selected cells into.

### Moving or copying items in a table

To move or copy items in a table, perform the following steps:

1. On the *Home* tab, in the *Paragraph* group, click *Show/Hide* (see Fig. 2.14).
2. Select the item (cell, row or column) that you want to move or copy.
3. Do one of the following:
  - (i) To move the selected item, drag it to the new location.
  - (ii) To copy the selected item, hold down *Ctrl* key while you drag it to the new location.



Fig. 2.14: Clicking *Show/Hide* in the *Paragraph* group

## Pictures

Pictures are bitmaps, scanned photographs or clipart images. In MS-Word documents, pictures are used to visually represent things, emotions, and objects.

## Inserting Pictures

Clipart or pictures are inserted to create effective documents. MS-Word supports many popular picture formats, for example .wmf (Window Meta Files). You can insert pictures from the disk as well as cliparts from the clipart gallery of MS OFFICE. You can also insert downloaded pictures or pictures taken by your web cam or digital camera, into your documents.

The pictures can be inserted in a word document in the following way:

1. Open the document.
2. Identify the pictures to be inserted in the document.
3. Insert pictures in the document.
4. Determine the appearance of the pictures.
5. Change the appearance of the graphics.
6. Save the document.

Let us implement this in MS-Word 2007.

The steps for inserting pictures are given below:

1. Open a document. Here, we are working in an already open document (refer to Fig. 2.12).
2. Click the *Insert* tab.
3. Select the *Picture* option from *Illustrations* panel (see Fig. 2.15).

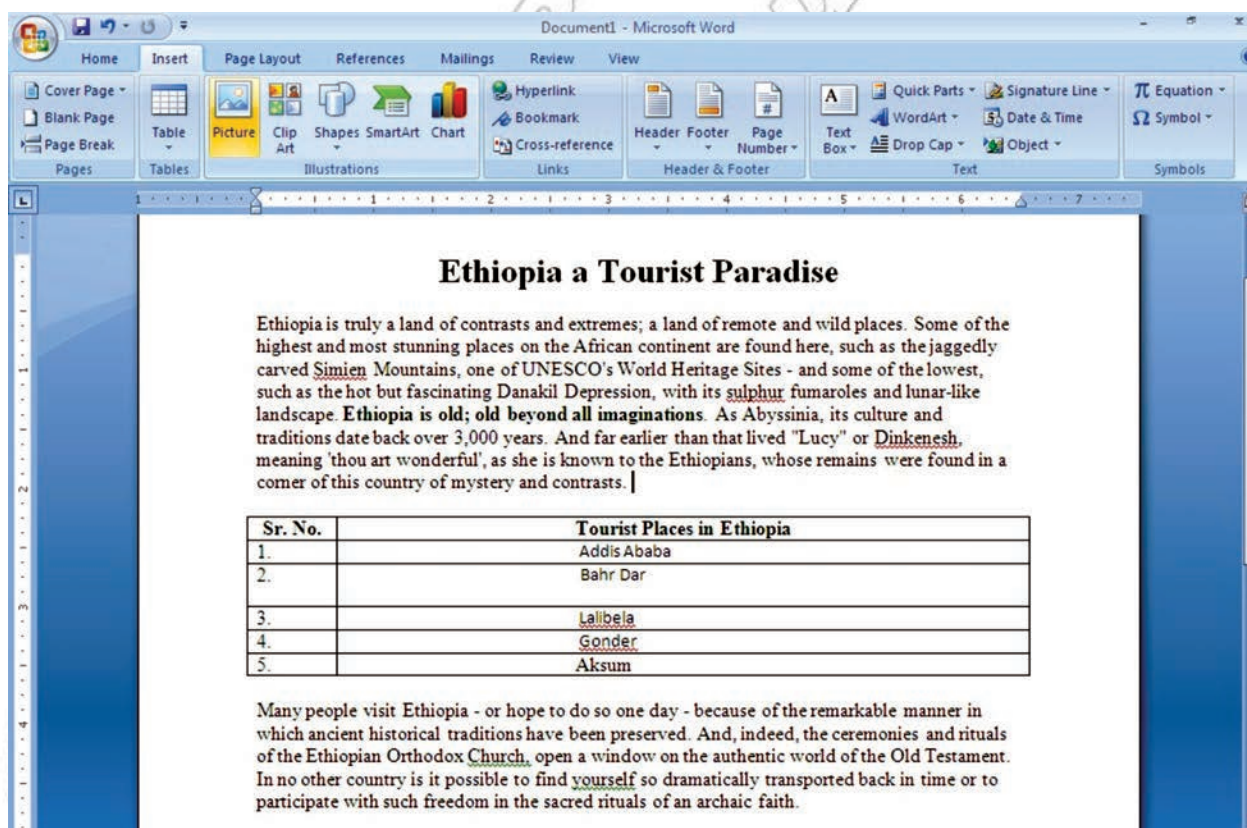


Fig. 2.15: Inserting picture

4. On clicking this button the *Insert Picture* dialog box will appear. Select the desired picture and click *Insert* button (see Fig. 2.16). Here, we have selected Ethiopian Treasures.



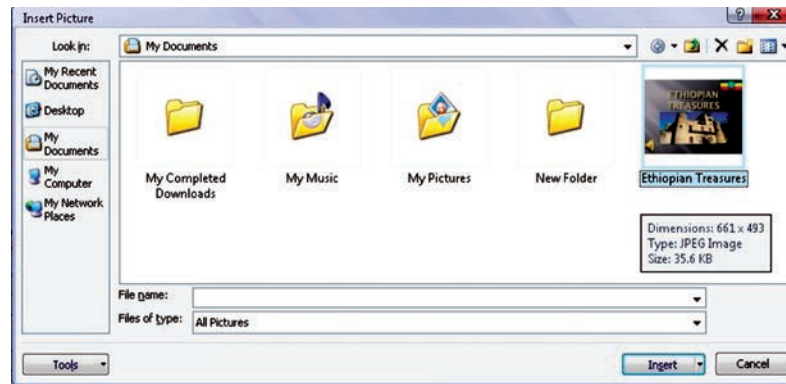


Fig. 2.16: Insert Picture dialog box

5. The selected picture will be inserted in the document at the insertion point (see Fig. 2.17)

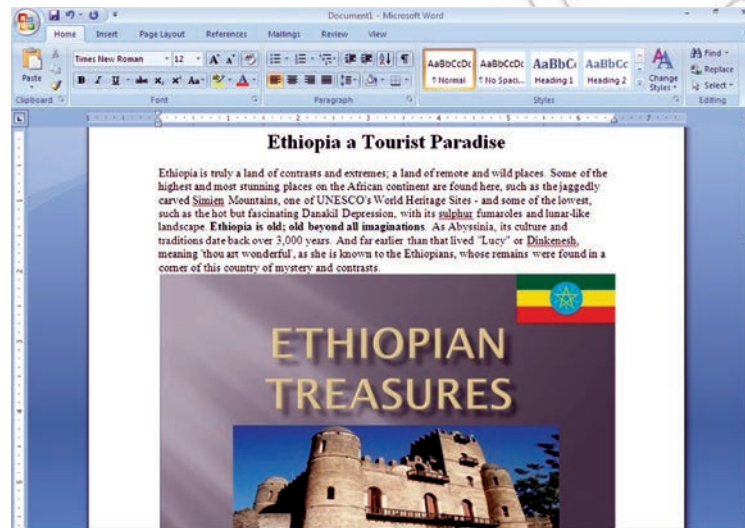


Fig. 2.17: A document after inserting a picture

6. Save and close the document.



The picture may not move properly in your document, unless you select a wrapping style. To resize a picture, always stretch them from corners. This will increase the height and width equally.

## • Word Processing Activities

As mentioned earlier, Microsoft Word 2007 is a word processing application software used to create documents such as letters, reports, memos, research papers, brochures, announcements, newsletters, envelopes, labels, and much more. It provides a wide variety of editing and formatting features as well as sophisticated visual elements.

While working in word, you can perform various word processing activities.

## ACTIVITY 2.1

### WRITING A PIECE ABOUT IRRIGATION AND WATER DISTRIBUTION IN ETHIOPIA

Students will perform the following steps for doing the activity:

1. Click the *Start* button on the Task bar.



2. Choose the *All Programs* option in the *Start* menu.
3. Click the *Microsoft Office* option from the *All Programs* menu.
4. Click the *Microsoft Office Word 2007* option. On starting MS-Word a blank document window appears. MS-Word by default, names the newly created document as Document1.
5. Figure 2.18 shows a piece about irrigation and water distribution in Ethiopia using MS-Word 2007.

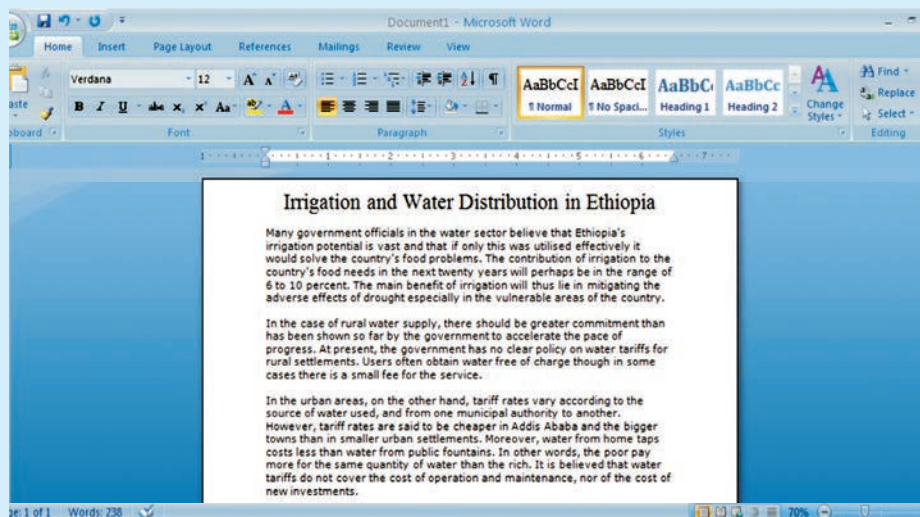


Fig. 2.18: A piece about irrigation and water distribution in Ethiopia

6. Save the document with the name you wish.



### KEY CONCEPTS

- Word processing is the most widely used computer application.
- When you are using the 'Save As' option, make sure that you do not overwrite the existing copy of the file.
- When you edit text, you change the text by either inserting text, deleting text or replacing text by using mouse or keyboard.
- Formatting text means changing the text appearance by changing the alignment, style, font and font colour. To format text, you need to use the Home tab.
- Tables provide you an easier and effective method of arranging the data in rows and columns.
- Pictures are inserted to create effective documents.



## ASSESSMENT 2.1

### Fill in the Blanks

1. .... is the most commonly used application software that creates text documents.
2. MS-Word's ..... feature is useful for displaying data in columns and rows.
3. In Word, ..... means changing the text appearance by modifying the alignment, style, font and font color.
4. Insert Panel has Illustrations option in Word 2007 which allows you to insert ..... into the text.



### State Whether True or False

1. MS-Word is not a member of MS-Office family provided by Microsoft.
2. You must keep on saving the document when working to avoid losing document when power goes off.
3. You can change the font styles to bold, italics and underline from the Font panel by clicking on the respective options.
4. A table cannot be inserted in a document using MS-Word.

### Answer the Following

1. What is the importance of Word Processing? Discuss.
2. Discuss the editing and saving of a Word document using the editing tools.
3. What are the steps to format a document?
4. How will you insert Tables and Pictures in Word Processing document?

### Suggested Activities

1. Creating a personal C.V.
2. Keeping a log of personal performance in physical education.
3. Writing a report on a chemical experiment.
4. Writing a report on a Physics experiment.

## 2.2 KEY FEATURES OF PRESENTATION SOFTWARE AND TECHNIQUES

Presentation is the process of presenting a topic to an audience, for example, presenting a lesson to Grade 10 students about global warming or soil erosion in Ethiopia. Many people make use of presentation software to support them when they have to give a presentation to others.

Presentation software is a tool used to display information, normally in the form of a slide show. It generally includes three major functions: an editor that allows text to be inserted and formatted, a method for inserting and manipulating graphic images and a slide-show system to display the contents.

Microsoft PowerPoint is a presentation software that allows users to create presentations and slide shows using a variety of media, including images, video and music. The user compiles information regarding his/her topic presentation in any or all of these media formats and then applies effects to enhance the presentation. PowerPoint is often used for business presentations, but many students deliver presentations for class assignments. PowerPoint is simple to use, and with a little practice, you can create professional presentations that will effectively get your ideas across to others.

### Features of Presentation Software

Following are some important key features of Presentation Software:

1. *Insert Slide Feature* allows you to insert slide anywhere in the presentation, at the beginning, middle or end.
2. *Deletion of Inserted slides:* Any slide of the presentation can be removed.
3. Allows copy/cut and paste slides in any order.
4. Allows animations and/or sounds manipulations on objects in the slide.
5. Simple Find and Replace, and text editor features.



6. *Good font specifications* allows you to change and use different font faces, styles, and effects.
7. Additional features for slide allows footnotes, cross references, advanced navigation system, headers, and footers.
8. *Good layout management system* presets or Customized layout designing.
9. Spell checkers and dictionary support.
10. Allows the slide show of the presentations.

In this sub-unit, we will revise the concepts of Presentation Software that we have learnt in Grade 9.

## ● Revision

As discussed in Grade 9, PowerPoint is a presentation graphics program you can use to organize and present information. With PowerPoint, you can create visual aids for a presentation and then print copies of the aids as well as run the presentation.

A presentation in PowerPoint generally follows a presentation cycle. The general steps of this cycle include opening PowerPoint, creating and editing slides; saving, printing, running and closing the presentation; and then closing PowerPoint.

Suppose you are having MS-PowerPoint 2007 installed on your computer.

To start using PowerPoint:

Click **Start** → **All Programs** → **Microsoft Office** → **Microsoft Office PowerPoint 2007** (see Fig. 2.19).

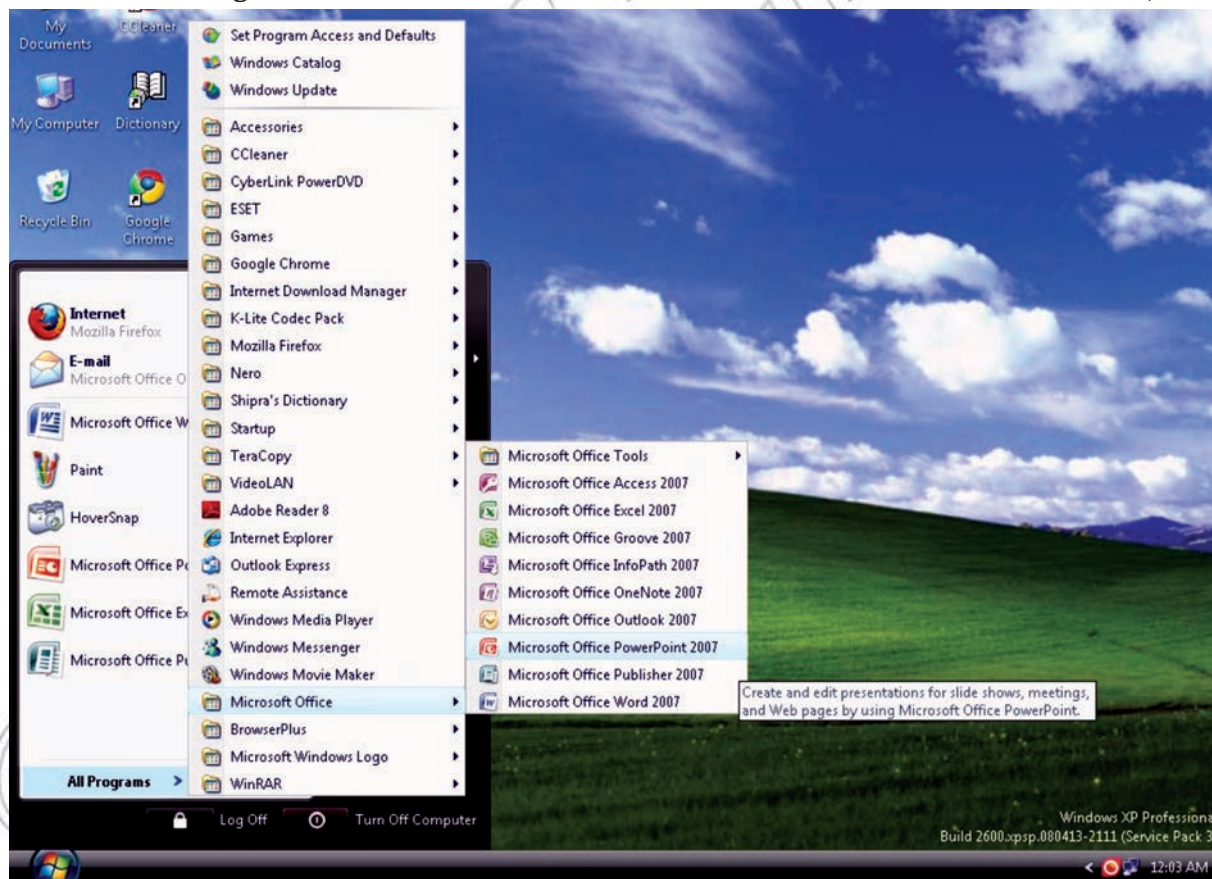


Fig. 2.19: Starting PowerPoint



Depending on your system configuration, the steps you perform to start PowerPoint may vary.





The PowerPoint window appears as shown in Fig. 2.20.

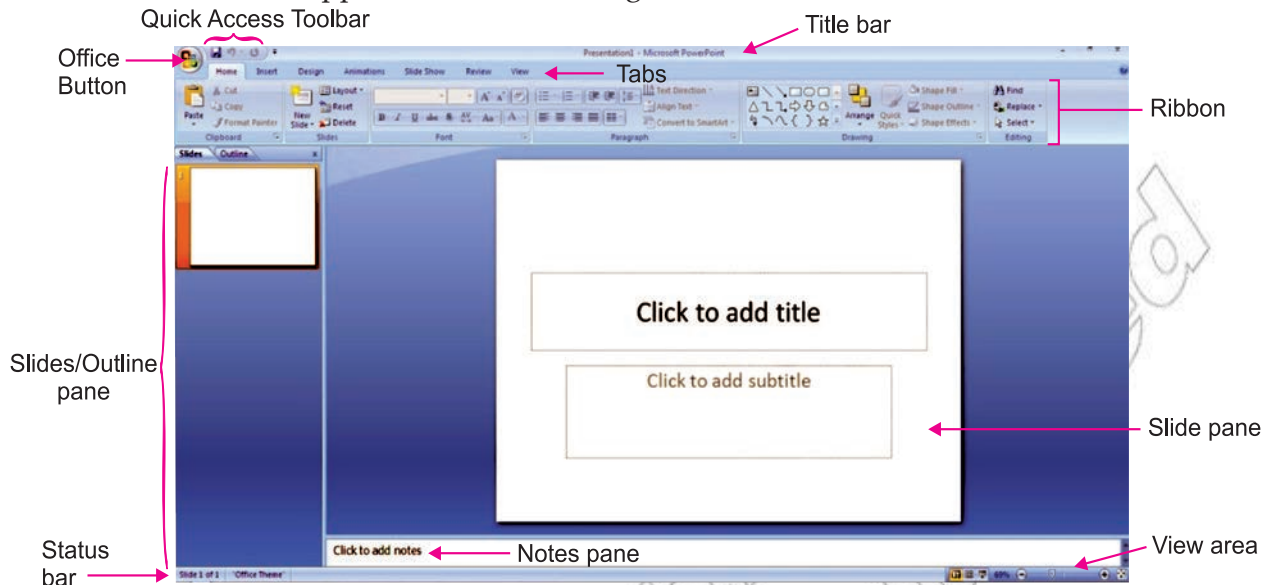


Fig. 2.20: PowerPoint window

### Steps for Creating Presentation

A presentation may contain a number of slides (a slide is a page that may have various objects like title, subtitle, lists, cliparts, charts and organization charts), which are arranged in a sequence. Various effects are applied on the slide objects and slides to improve the presentations. Generally creating a presentation involves the following steps:

1. Creation of slides of required types.
2. Typing the required text in the slides.
3. Arranging the slides in a proper sequence.
4. Applying different effects to the slide objects, for example, text and sound effects.
5. Applying slide transitions to slides.
6. Setup the show.
7. Presenting the slide show.

Let us revise the topics you have learned in Grade 9.

### Creating Slides Using Text and Images

You can create slides using text and images as explained below:

#### Adding Text

In order to add text, the text needs a “container” — a Text Box. Make a text box by clicking on the “Text Box” icon in the “Insert” tab (see Fig. 2.21). Choose horizontal or vertical as you wish.

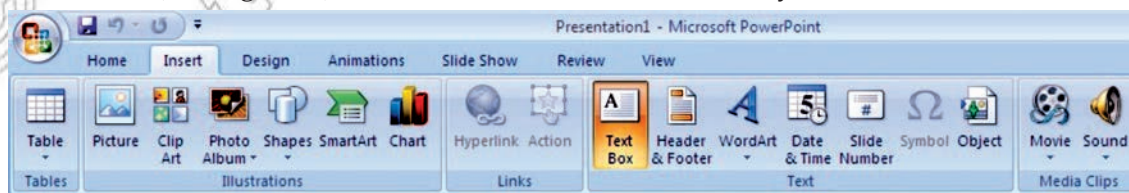


Fig. 2.21: Selecting Text Box for adding text

Click or click-and-drag where you want the text to be. You should see the rectangular shape of the Text Box. Type your text. The box will grow automatically as you type. To copy text from another program first make the text box then do copy and paste into the text box.

### Adding Images

The two ways to add images are with Insert Picture and with Copy and Paste. The Insert/Picture is the most common way of adding graphics to a PowerPoint document. If you have a file that is in one of several standard graphic formats (like JPEG or GIF), use the “Insert” tab and click the “Picture” icon to select and insert your picture (see Fig. 2.22).

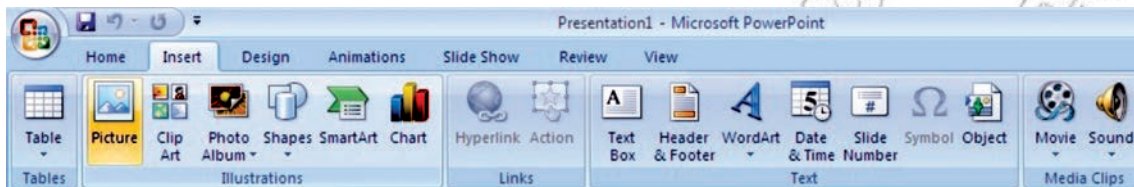


Fig. 2.22: Selecting Picture icon in Insert tab for adding image

The image will appear on your document with handles. Use one of the corner handles to re-size it. (The corner handles will keep the same aspect ratio; the side handles will not.) Click and drag in the middle of the graphic to move it. A Picture Tools tab automatically shows up when you insert the picture (see Fig. 2.23). You can edit the picture by clicking the icons for the numerous options in this tab.

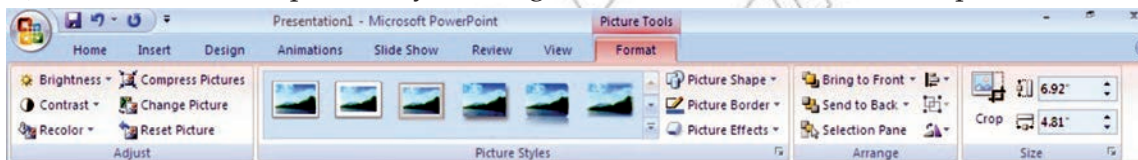


Fig. 2.23: Picture Tools tab for editing the picture

### Formatting Text and Background

You can format text and background as explained below:

#### Text Format

As in many programs, you can change the font and size by highlighting the text to be changed and then making the changes within the “Home” tab (see Fig. 2.24). A 100-point font is about an inch high.

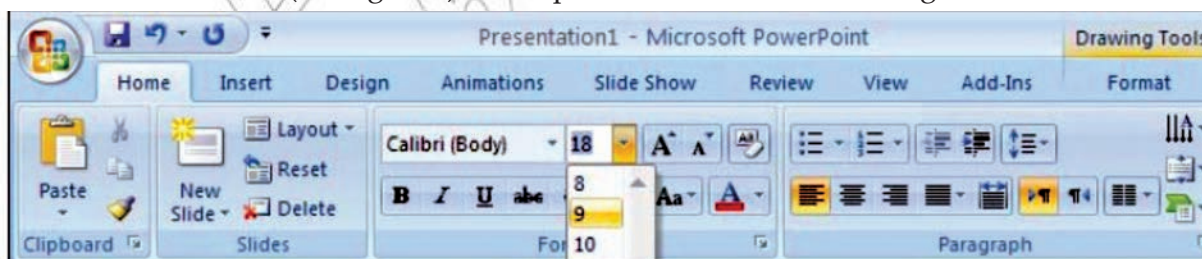


Fig. 2.24: Formatting text

If you do not see the size you want in the selection list, you can enter it in by hand. To move a Text Box, position your pointer over a part of the edge of the box that is not a handle. The pointer should become shaped like a plus sign with arrows. Click and drag the Text Box to the wanted position. You can change the color of the text, the edge, and the fill as well as other things with the options in the “Home” tab. Make a separate Text Box for each separate piece of text. “Separate text” means a portion of text that you want to be able to move independently from the others.

## Backgrounds

You can select a background by clicking the “Background Styles” icon in the “Design” tab (see Fig. 2.25).



Fig. 2.25: Formatting background

Click on the Format Background option within the dropdown menu and you can choose from even more color choices. If you choose Fill effects you have a choice of tabs and one is Gradient. A gradient background is a smooth transition from one color to another. The best gradients are very dark or very light so that the text can easily be read on top of it. If you want a picture background click on the Picture tab, then Select Picture to browse to your picture. Be careful of using too big image—large files can become cumbersome to work with.

## Inserting and Deleting Slides

You can insert and delete slides as explained below:

### Inserting a New Slide

Click on the *New Slide* button on the *Home* tab of the ribbon to add a new slide to your presentation (see Fig. 2.26).



Fig. 2.26: Inserting a new slide

### Deleting a Slide

On the *Slides* tab of the *Slides/Outline* task pane on the left of your screen, click on the thumbnail (a thumbnail describes a miniature version of a slide or picture) of the slide you wish to delete. Press the *Delete* key on your keyboard.

## Presenting a Slide Show

You can present a slide show as explained below:

Press F5 or on the *Slide Show* tab, in the *Start Slide Show* group, do one of the following:

- (i) To start with the first slide in the presentation, click *From Beginning*.
- (ii) To start with the slide that currently appears in the *Slide* pane, click *From Current Slide*.

The presentation opens in Slide Show view. Click the left mouse button to advance to the next slide.

Press **Esc** to return to Normal view at any time.

## Creating a Slide Show using Animation and Sound

You can create the most effective visual presentations using PowerPoint because a series of slides that contains only bulleted lists is not the most dynamic choice. Lack of visual variety can cause your audience's attention to drift. And many kinds of information are not most clearly expressed in a paragraph or a bulleted list.

MS-Office PowerPoint 2007 makes it possible to add many other kinds of audio and visual content, including tables, SmartArt graphics, clip art, shapes, charts, music, movies, sounds, and animations. You can add transitions between slides.



Professionally designed slide shows contain all these properties to grasp the attention of the audience.

### Applying Animation

To animate an individual object in a slide, use the options from the *Animate* button located in the *Animations* group in the *Animations* tab. You can also apply custom animation to selected objects in a slide by clicking the *Custom Animation* button in the *Animations* group in the *Animations* tab. This displays the Custom Animation task pane at the right side of the screen. Use options in this task pane to control the order in which objects appear on a slide, specify entrance and exit effects, choose animation direction and speed, and specify how objects will appear in the slide.

### Adding Sound

To add sound to a presentation, perform the following steps:

1. Select the slide.
2. Click *Insert* tab.
3. Click *Sound* button arrow.
4. Click *Sound from File* at the drop down list.
5. Navigate to desired folder.
6. Double-click desired sound clip file.

### Changing Slide Layout

You can change the slide layout as follows:

Click the *Layout* button on the Home ribbon. This will show a contextual menu of the nine different slide layout choices in PowerPoint 2007 (see Fig. 2.27).

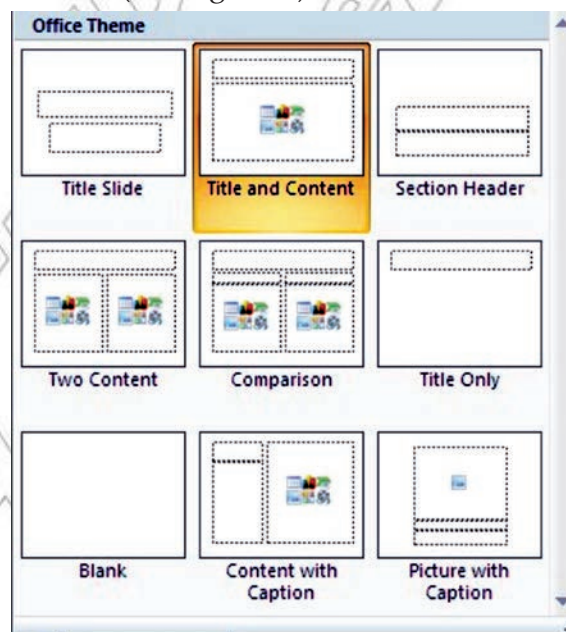


Fig. 2.27: Changing Slide Layout

The current slide layout will be highlighted. Hover your mouse over the new slide layout of your choice and that slide type will also be highlighted. When you click the mouse this new slide layout will be applied to the current slide.



## ● Presentation Software and Techniques Activities

Now, it is the turn of your IT teacher to liaise with other curriculum subject teachers to promote active learning in groups. For example, in geography, groups of students will prepare a presentation on a geographical topic such as global warming or land erosion in Ethiopia and present a slide show of the same.

Let us prepare in groups a presentation on “Global Warming” and present a slide show of it through an activity.



### ACTIVITY 2.2

#### PRESENTATING A SLIDE SHOW ON GLOBAL WARMING

Students in groups will perform the following steps:

1. Click Start → All Programs → Microsoft Office → Microsoft Office PowerPoint 2007.
2. Click on *Office Button* and select *New*.
3. Prepare a presentation on Global Warming and save it in a file.
4. Click the *Slide Show* tab.
5. Click the *From Beginning* icon in the *Start Slide Show* command group. PowerPoint displays the first slide of your presentation.
6. Click the left mouse button or press the SPACEBAR/ENTER key to view the next slide.

The slides in the presentation are shown in Fig. 2.28.



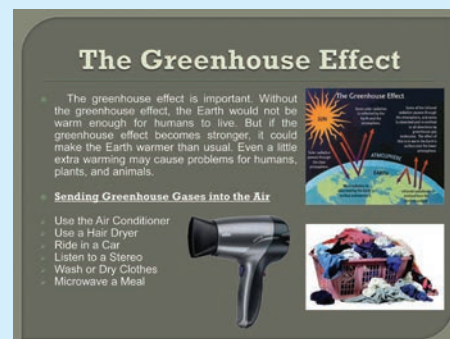
Slide 1



Slide 2

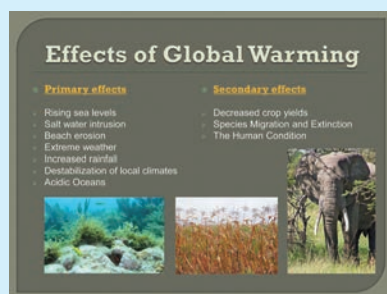


Slide 3



Slide 4





Slide 5



Slide 6




Slide 7



Slide 8

Fig. 2.28: Slide Show of presentation on Global Warming

7. Press  to exit the slide show.



## KEY CONCEPTS

- Presentation software uses graphics, animation, sound and data or information to make visual presentations.
- PowerPoint is a full-featured presentation software that provides a variety of editing and formatting features as well as sophisticated visual elements such as clipart, pictures, SmartArt, WordArt, and drawn objects.
- The PowerPoint Help feature is used to display information on PowerPoint.
- We can apply interesting transitions and sounds to a presentation. A transition is how one slide is removed from the screen during a presentation and the next slide is displayed.
- Presenting a slide show is the most useful view of PowerPoint. It is used to display the slides in a desired sequence.



## ASSESSMENT 2.2

### Fill in the Blanks

1. .... is used to create colourful and powerful presentations.
2. .... can include such functions as rearranging and deleting slides; cutting, copying and pasting text etc.
3. To display a blank PowerPoint presentation, we click the *Office button*, click ....., and then double-click the *Blank Presentation* option at the New Presentation dialog box.
4. A ..... is a location on a slide marked with a border that holds text or an object.



### State Whether True or False

1. Microsoft PowerPoint is not included in MS-Office suite.
2. When running a presentation, how one slide is removed from the screen and the next slide is displayed is called *transition*.
3. To run a slide show manually, we click the *Slide Show Tab* and then click the *From Beginning* button in the Start Slide Show group.
4. We cannot add a sound to a presentation.

### Answer the Following

1. What are the key features of presentation software?
2. Give the steps to create a presentation.
3. Give the steps to insert and delete slides using PowerPoint.
4. How will you prepare and present a slide show?

### Suggested Activities

1. Produce a time-line for important events in the History of Ethiopia. Prepare and present a slide show.
2. Prepare a presentation on land erosion in Ethiopia and present a slide show.

### Field Trip

Organize a field trip to various restaurants to get useful information about foods and present the slide show to the class.

## 2.3 DESKTOP PUBLISHING

Desktop Publishing (DTP) is an application software that involves mixing text and graphics to produce high-quality output for commercial printing, using a PC, scanner, laser or ink-jet printer, and DTP software. The most important feature of desktop publishing system is that it helps the user to see exactly how the design would appear when printed. This feature is called WYSIWYG, that is, “**What You See Is What You Get**”. Often the printer is used primarily to get an advance look before the completed job is sent to a typesetter for even higher-quality output. Offset printing is generally more expensive than laser printing.

Some professional DTP programs are QuarkXPress, Adobe InDesign and Adobe PageMaker. Microsoft Publisher is a “low-end”, consumer-oriented DTP package. Desktop publishing has the following characteristics:

1. Mix of text with graphics.
2. Varied type and layout styles.
3. Use of files from other programs.



DTP has reduced the number of steps, the time, and the money required to produce professional-looking printed projects.

### Who uses DTP?

The main users of DTP are:

1. **Newspapers and Magazines:** People working with newspapers and magazines use DTP to design the layouts to help them achieve a professional and eye catching design.





2. **Book Publishers:** They create book jackets by using images drawn by artists and then incorporate these with text using DTP software.
3. **Businesses or Charities:** They use DTP software to create leaflets, posters or flyers to advertise their business or to publicise an event. They also use DTP to create business cards, calendars and letterheads.
4. **Teachers:** They often use DTP software to produce worksheets or exercises for students.

## Features of Desktop Publishing

The major features of desktop publishing are:

### Templates

DTP packages have a wide range of templates to help the users make anything from brochures, business cards, flyers, calendars to party invitations.

### Wizard

Most of the DTP packages provide 'wizards' which make it easy for the user to customize the template he/she has chosen, that is, change the colour scheme, change the layout of the template and include personal or business details such as address and contact details.

### Text Frames

These are used to hold the text on the publication. Users must identify the features about the text frames in the DTP which make them useful and different. The text frames can be resized, rotated, easily placed on top of images, borders, and other text. Text can be 'flowed' from one frame to another.



Be careful about Text Frames, that is, do not call these 'text boxes' because text boxes are available in Word Processing packages, Spreadsheet packages and Presentation packages.

### Borders

DTP packages allow the users to make custom borders using an image of their own choice. They can choose the size of the border and the spacing of the image.



Like the Text Frames, do not just say borders. Look for the borders which are available in your DTP software which makes them particularly suitable.

### Page Tabs

If the user creates a document which has multiple pages, for example, a brochure or catalogue which needs to be folded, the DTP package allows him/her to access each individual page via a numbered tab. The page appears the 'right way up' whilst working on it. However, when he/she has finished, it will be printed in the correct order or orientation for that publication.

## ● Load Publisher and Starting New Document

Microsoft Office Publisher 2007 is the business publishing program that helps you create, design, and publish professional-looking marketing and communication materials. You can create materials for print, e-mail, and the Web with an intuitive, task-based environment that guides you from initial concept to final delivery in-house without professional design and production expertise.

Suppose you are having MS-Publisher 2007 installed on your computer.



To start Microsoft Office Publisher 2007, perform the following steps:

Click **Start** → **All Programs** → **Microsoft Office** → **Microsoft Office Publisher 2007** (see Fig. 2.29)

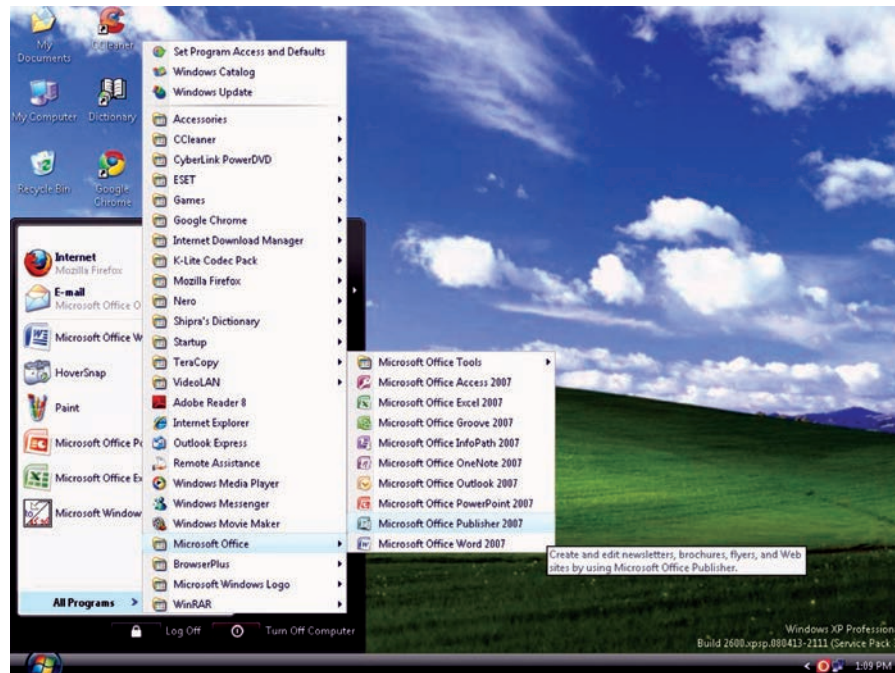


Fig. 2.29: Starting MS-Publisher

OR

Double click on the Microsoft Office Publisher 2007 icon on the desktop.

Publisher opens and the *Getting Started with Microsoft Office Publisher 2007* view appears, offering many pre-formatted designs to use in creating your publication (see Fig. 2.30).

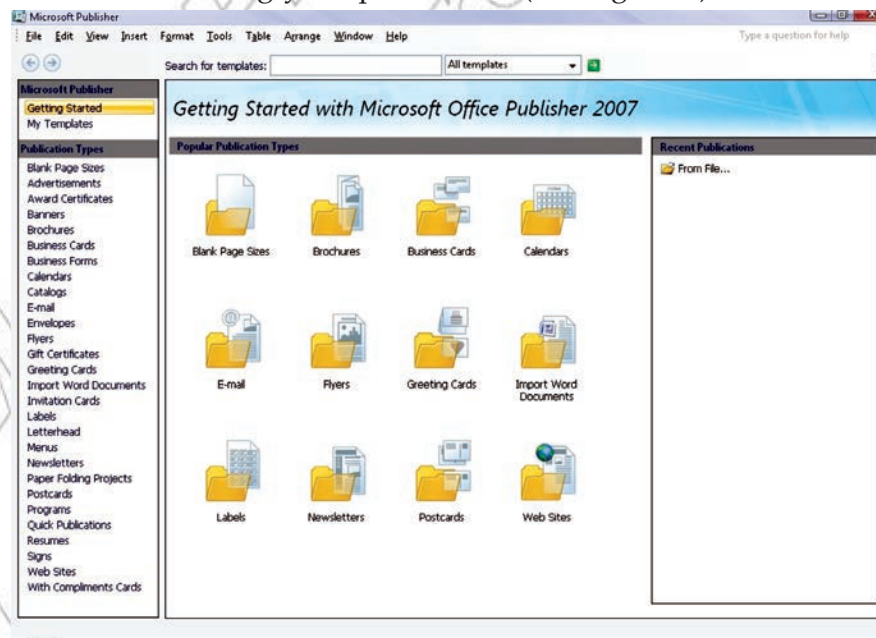


Fig. 2.30: Getting Started with Microsoft Office Publisher 2007 view

From this window you can start a new publication or open an existing one.

## Creating a New Document

MS-Publisher 2007 offers two options for creating a new document. The *Getting Started* task pane provides pre-formatted designs and is very useful when you need to quickly create an attractive publication. For a more original look, you may wish to start with a blank publication; however, this is more time consuming.

### Creating a New Document: New from a Design

The *Getting Started* task pane offers many pre-formatted designs to use in creating your publication.

To start a new document, perform the following steps:

1. From the *File* menu, select *New...* OR press <Ctrl + N>

The *Getting Started* task pane appears.

2. From the *Publication Types* pane, select a category of designs.

The available publication types within that category are displayed below the category heading.

3. Click a publication type. Available designs appear in the main window.
4. Click a design. The selected design opens.

### Creating a New Document: From a Blank Publication

To start a new document, perform the following steps:

1. From the *File* menu, select *New...* OR press <Ctrl + N>

The *Getting Started* task pane appears.

2. In the *Popular Publication Types* section, click *Blank Page Sizes*.

A selection of blank publication sizes appears.

3. Select the size document you want to work with.
4. Click *Create*.

## ● Exploring the Publisher Window

The MS-Publisher window contains many parts that work together for creating a document (see Fig. 2.31). Understanding of these elements will help you become comfortable in Publisher.

Let us explain the various screen elements of MS-Publisher:

**Formatting Toolbar:** This toolbar contains buttons for common text formats options in Publisher and throughout Microsoft Office (for example, font, text alignment, or line spacing).

**Objects Toolbar:** This toolbar allows you to insert text boxes, tables, and shapes to your workspace.

**Page Boundary:** Page boundaries represent the edges of the paper. Items outside or partially overlapping page boundaries will not appear in print.

**Page Icons:** These icons indicate which page is currently selected, how many pages the publication contains, and which pages are grouped into spreads. Selecting a page icon will make that page appear in the workspace.

**Page Margin:** Blue dotted lines represent page margins. As a general rule, all text and graphics ought to be placed within the page margins.



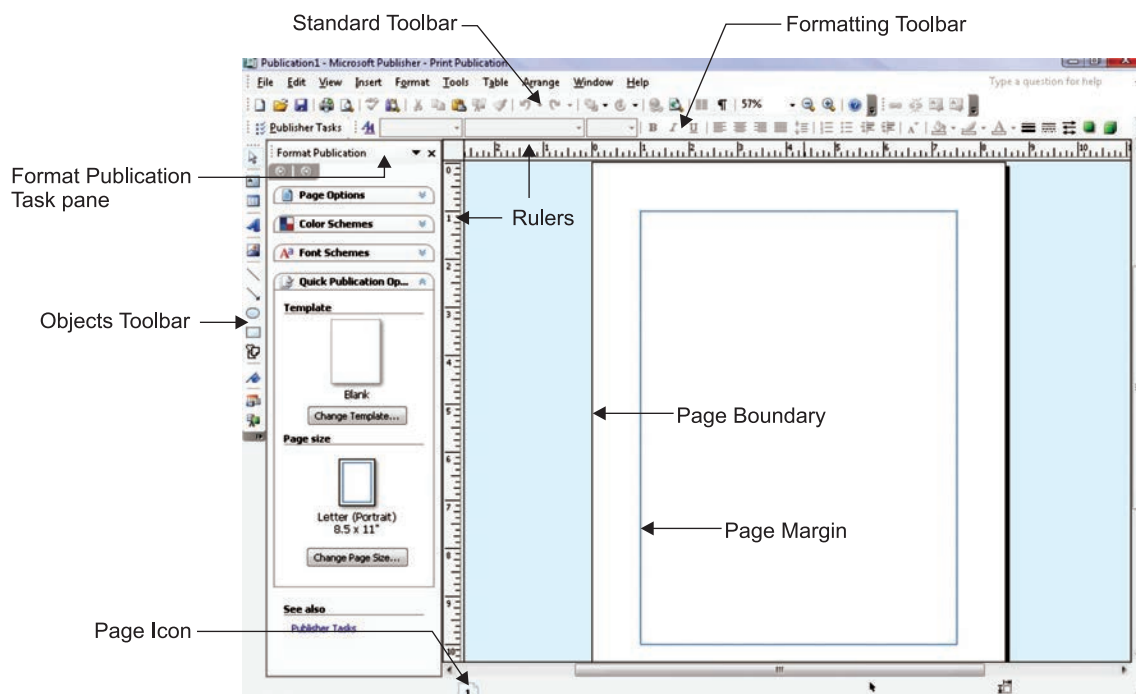


Fig. 2.31: Screen elements of MS-Publisher window

**Format Publication Task Pane:** This task pane provides quick access to many Publisher operations. To view a list of categories of operations, click the task pane's header (in Fig. 2.31, the header is titled *Format Publication*). To access the *Find and Replace* task pane, click the task pane's header and then select **Find and Replace**. The *Format Publication* task pane refreshes to become the *Find and Replace* task pane.

**Rulers:** Rulers help you measure the length of your text boxes, images, and other objects relative to how they will appear in print. You can change the unit of measure from the *Options* dialog box (from the *Tools* menu, select **Options**).

**Standard Toolbar:** The *Standard* toolbar contains buttons for common functions in Publisher and throughout Microsoft Office (for example, saving, undoing actions, or zooming).











*View* menu can be used to make any of the various tools and toolbars appear or disappear.

The Elements of Objects Toolbar are given in Table 2.3.

Table 2.3: Elements of Objects Toolbar

Button	Name	Purpose
	Select Objects	Selects lines, shapes, graphics, text boxes, and other objects for resizing, deleting, and other actions.
	Text Box	Creates text boxes.
	Insert Table	Creates tables.
	Insert WordArt	Adds WordArt to your publication.
	Picture Frame	Adds a picture frame or pictures from clip art, scanners, cameras, files.

	<b>Line</b>	Creates a line.
	<b>Arrow</b>	Creates an arrow.
	<b>Oval</b>	Creates circular and oval shapes.
	<b>Rectangle</b>	Creates rectangular shapes.
	<b>AutoShapes</b>	Creates a variety of unique shapes. For example, hearts, lightning bolts, callout boxes etc.
	<b>Bookmark</b>	Adds a bookmark to the location you desire. Bookmarks allow you to link or refer to a specific location in a publication.
	<b>Design Gallery Object</b>	Inserts a wide array of customizable objects from the <i>Microsoft Publisher Design Gallery</i> . For example, coupons, advertisements, logos, etc.
	<b>Item from Content Library</b>	Inserts an item from the <i>Content Library</i> . The <i>Content Library</i> is a storage area for items that you use frequently in your publications (for example, a logo, location information, contact information).



For adding items to your *Content Library*, right click the item and then select **Add to Content Library**. On the dialog box that appears, click **OK**.

## • Editing a Page

After adding text or other objects to MS-Publisher 2007 document, we can edit these. We can add, remove or change the text or objects. The font, size and style of the text can also be edited. In this section, you will learn how to edit in Publisher.

### Adding Text to a New Page

MS-Publisher text editing is different than the word-processing program. It takes a two-step process to add blocks of text to new documents in Publisher 2007. First, you must create a new text box for text storage, and then you have to enter the text into it. This allows you to place a customized text box wherever you would like on the page at any time. Also, you can change the border colors of each text box you create, you can divide text boxes into columns, and you can even connect text boxes so that text automatically flows from one box to another.

To add text to a new page, perform the following steps:

1. Select the *Text Box* icon on the *Object* toolbar (see Fig. 2.32).



Fig. 2.32: Selecting the Text Box icon



2. On the page, drag your cursor to create the custom text box (see Fig. 2.33).

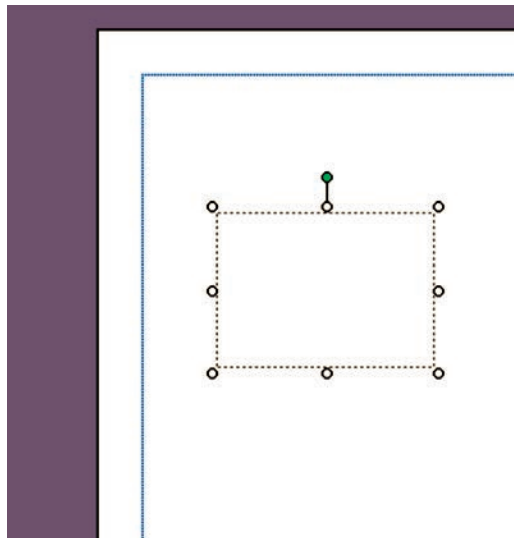


Fig. 2.33: Creating the custom text box

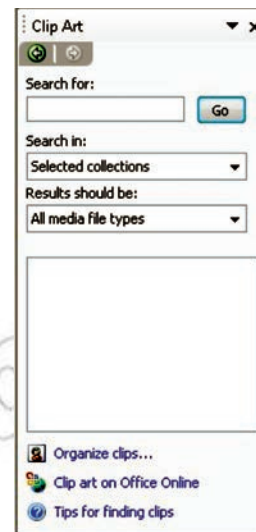


Fig. 2.34: Clip Art search interface

3. Now type in the text box you have created. If you need to zoom in, press F9 key.



1. To format the text, use the **Format** menu. You can change the font, the font size, the font color, and the font style. You can also change paragraph alignment, indentation, line spacing, and line/paragraph breaks, as well as bullets and numbering. To format any text box, simply click the text box and use the icons on the **Format** menu.
2. To copy a text box, hold down the **Ctrl** key while you drag it.

We can insert word art and edit style, insert picture, insert auto shapes and format objects on a page.

### Inserting Clip Art

To change the picture in an existing picture frame, perform the following steps:

1. Right click on the picture and select *Delete Object*.
2. Click **Insert** → **Picture** → **Clip Art**.
3. A Clip Art search interface will open in the task pane (see Fig. 2.34).
4. Enter a search term and click **Go**.
5. You can choose to limit the search to a particular collection or a particular media type.
6. Once you find the desired clip art, click on it to insert it.



The Clip Art has a drop down arrow next to it. If you click on the drop down arrow other options are available. You can click on *Find Similar Style* for clip art of similar design. You can click on *Preview/Properties* to view the original size of the clip art and what keywords were used to classify the picture.

Table 2.4 shows the shortcuts keys for editing text and objects in Microsoft Publisher 2007.

**Table 2.4: Shortcut Keys for Editing Text and Objects**

Function	Shortcut Keys
Copy formatting from text	Ctrl + Shift + C
Apply copied formatting to text	Ctrl + Shift + V



Copy the selected text or object	Ctrl + C
Cut the selected text or object	Ctrl + X
Paste text or an object	Ctrl + V
Delete the selected object	Delete
Undo the last action	Ctrl + Z
Redo the last action	Ctrl + Y
Nudge a selected object up, down, left, or right	Arrow keys
Bring object to the front	Alt + F6
Send object to back	Alt + Shift + F6
Select all objects on the page	Ctrl + A
Group selected objects or ungroup grouped objects	Ctrl + Shift + G
Clear the selection from text (if text is selected)	Esc
Clear the selection from an object (if an object is selected)	Esc
Switch between making an object transparent or opaque	Ctrl + T

## ● Brochure Building

A brochure is an effective means to provide information about your company's products and services. MS-Publisher's brochure feature allows you to design a customized brochure with text and graphics.

To create a brochure from a template, perform the following steps:

### Select Design

1. Start Publisher and click **Brochures** under **Popular Publication Types** (see Fig. 2.35).

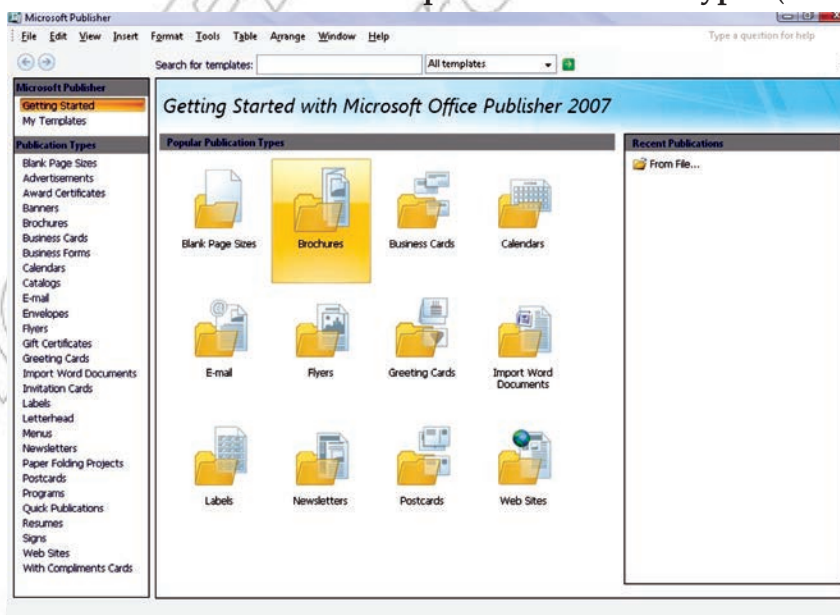


Fig. 2.35: Selecting Brochures

2. Now scroll down to *Classic Designs* and click *Blends* (see Fig. 2.36). This brings up some additional options.



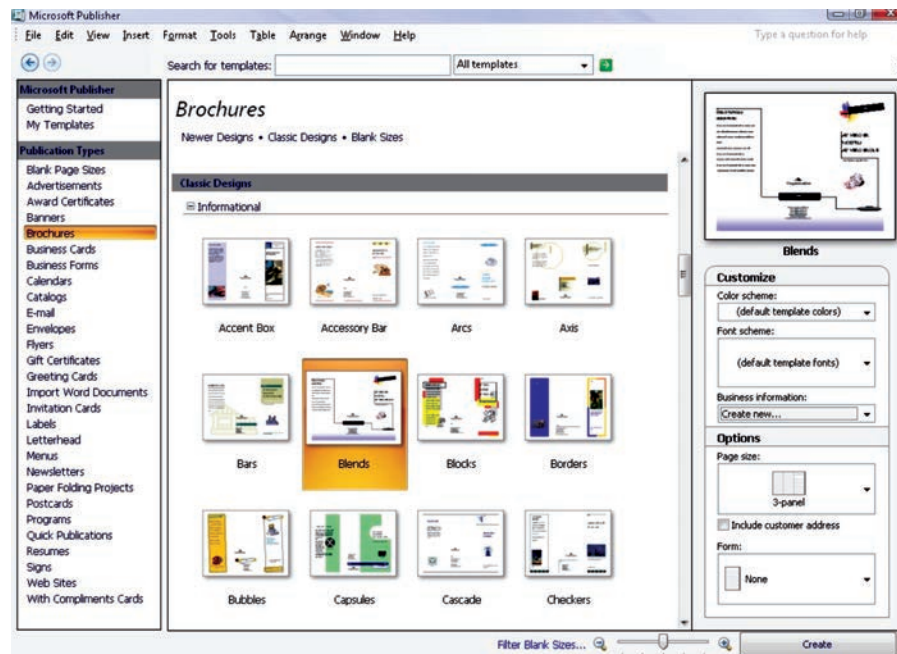


Fig. 2.36: Clicking Blends from Classic Designs

## Select Format

1. Under *Page size*, click the 4 panel option (see Fig. 2.37).

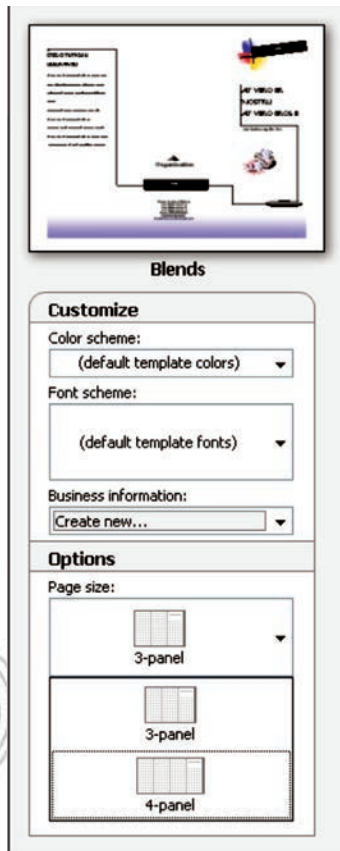


Fig. 2.37: Clicking the 4-panel option from Page size

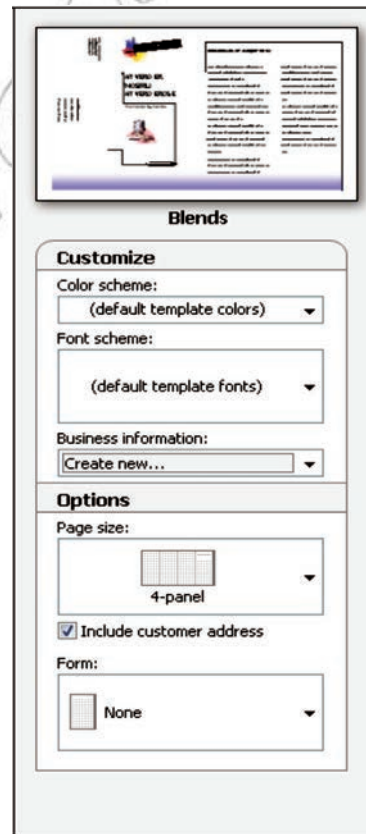
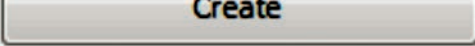


Fig. 2.38: Checking the Include customer address checkbox

2. Check the *Include customer address* checkbox (see Fig. 2.38).

3. Click the  button available at the bottom on right side. The brochure layout template should look as shown in Fig. 2.39:

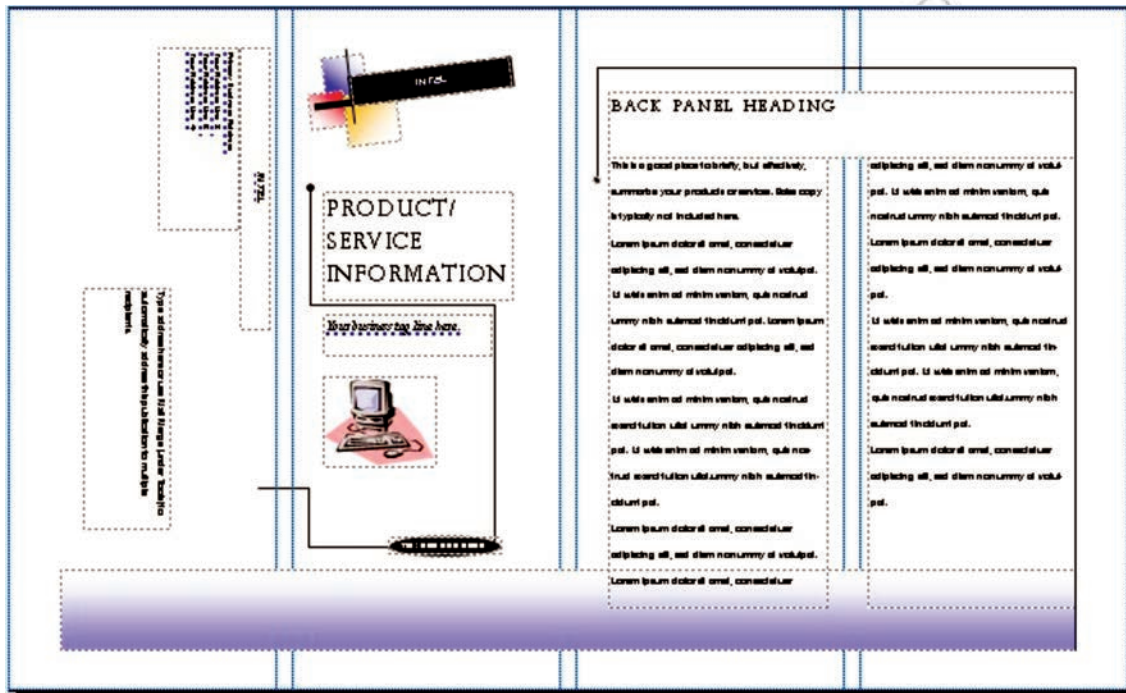


Fig. 2.39: Brochure layout template

The second page (back) of the brochure should look like as shown in Fig. 2.40:

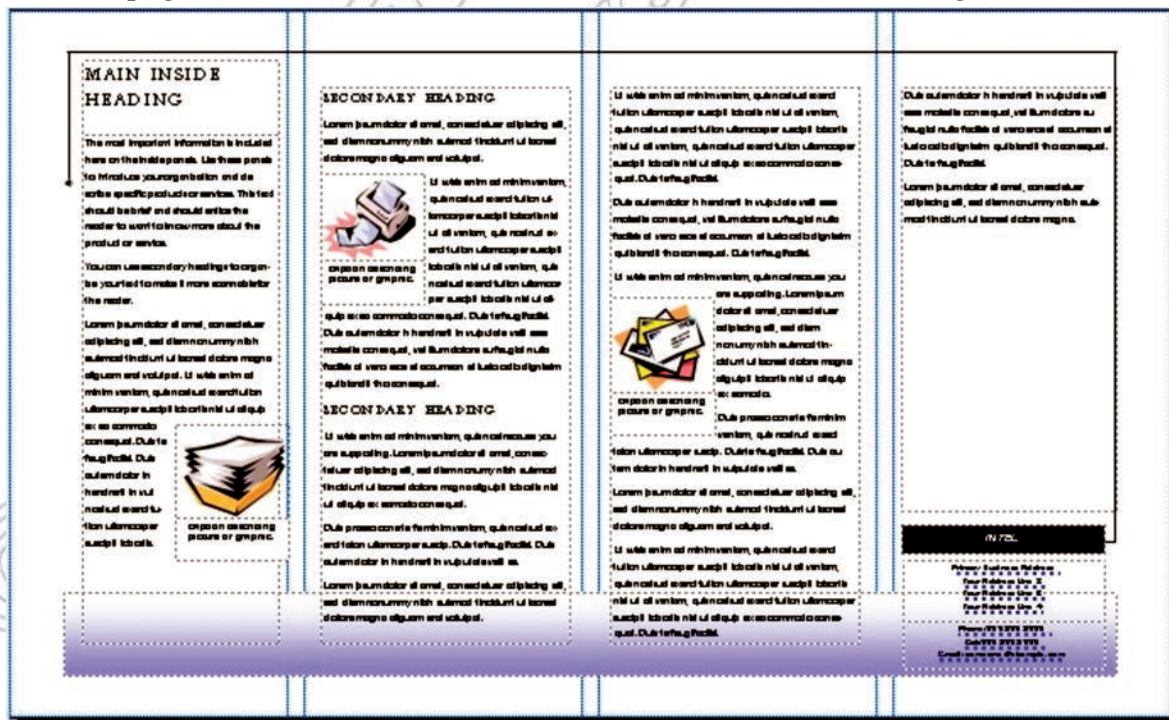


Fig. 2.40: Second page of brochure





4. Now make sure that *Brochure Options* is selected in the *Format Publication* pane (see Fig. 2.41).

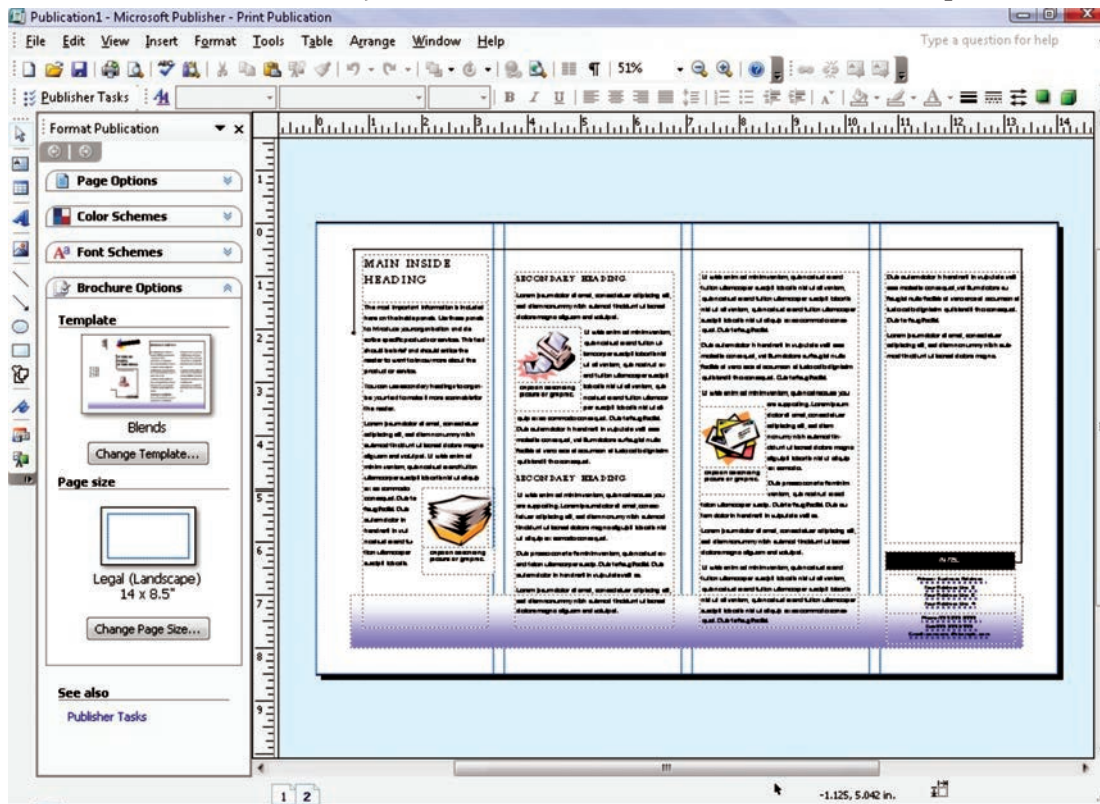


Fig. 2.41: Selecting Brochure Options in the Format Publication pane

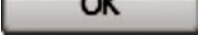
5. Click the **Change Template...** button.

6. Click *Order form* in the *Form* drop-down arrow under *Options* (see Fig. 2.42).



Fig. 2.42: Clicking Order form



7. Click the  button. This adds a mail-back form on the back of the brochure (see Fig. 2.43)

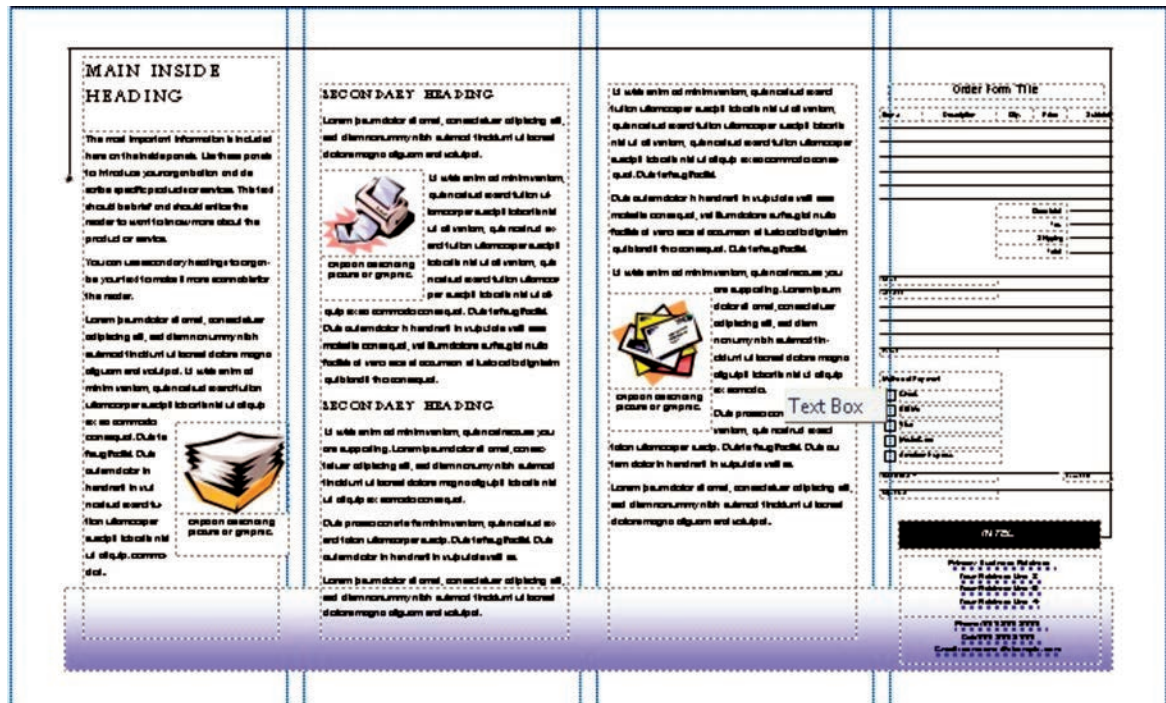


Fig. 2.43: Adding a mail-back form on the back of the brochure

8. Save the brochure as *My Brochure* in the *Practice Publisher Files* folder.
9. Close the brochure.

## ● Business Cards

Business cards are most commonly used for business advertising purpose. Business cards are used to identify a person related to a specific business. In addition to serving as a convenient reminder of your contact information, a business card introduces your company and reinforces your company's image. A business card is also invaluable in building and sustaining word-of-mouth marketing. The information on a business card needs to be clear and precise. The fonts should be clear and large enough to read.

Microsoft Office Publisher makes it easy to produce effective business cards, whether you create your own design or use one of the Publisher designs. You can use color schemes and font schemes to select the colors and fonts that reflect the company's image. You can further customize your business cards for specific market segments or locales, and you can add names and job titles for new employees as your business grows.

## Creating Business Cards

To create business cards, perform the following steps:

1. Start MS-Publisher 2007.
2. Click on *Business Cards* in the heading *Publication Types* on the *Getting Started with Microsoft Office Publisher*  page (see Fig. 2.44).



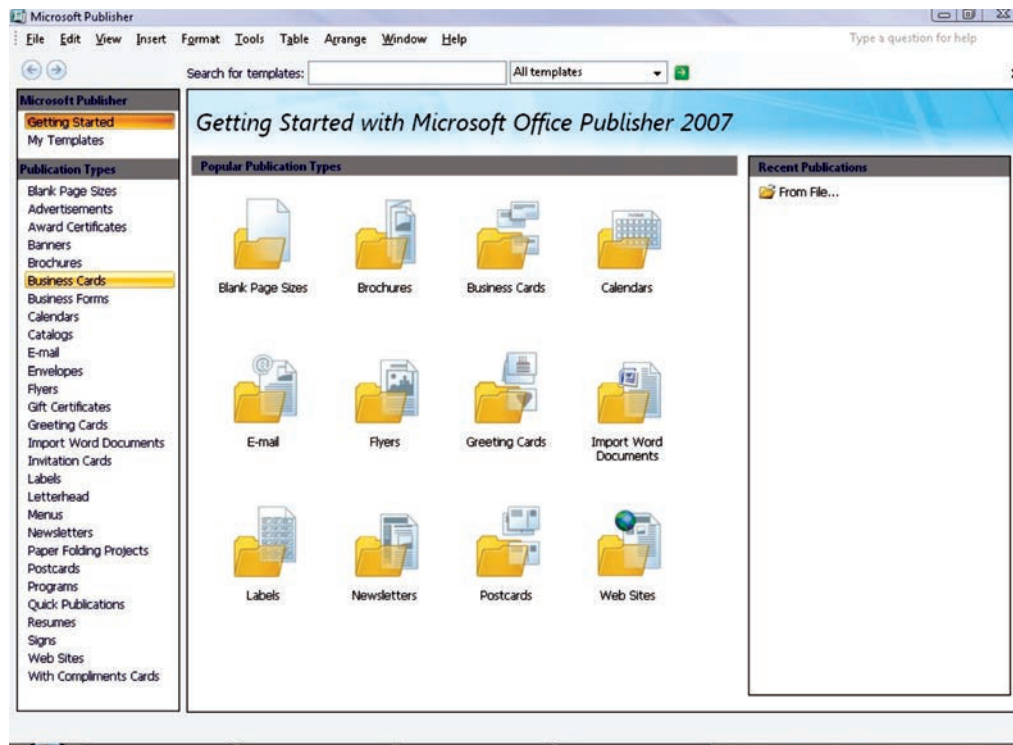


Fig. 2.44: Clicking Business Cards

3. The main part of the window displays a variety of designs for the business card. Have a good look at each, and select your favourite (see Fig. 2.45).

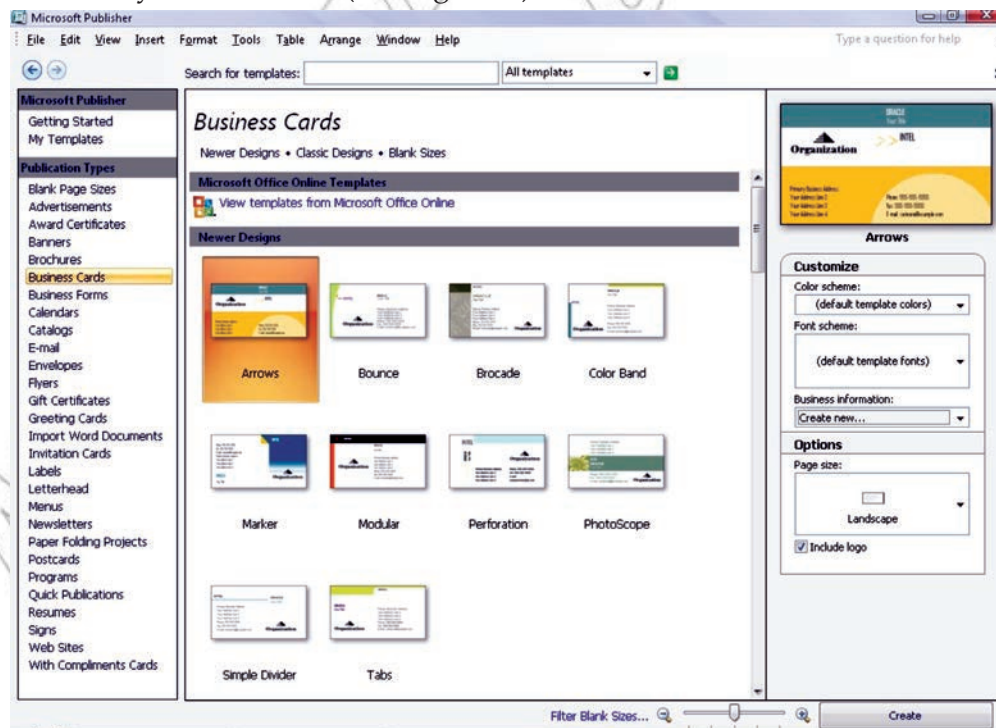


Fig. 2.45: Selecting design

4. The right hand column has a number of options for your business card (see Fig. 2.46). You can customize it with a different color scheme, and a different font scheme.



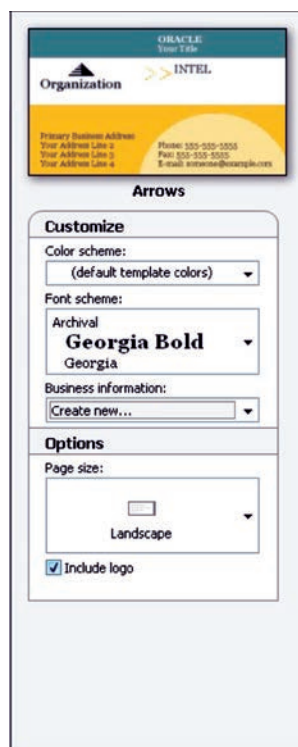


Fig. 2.46: Customize dialog box

5. Now look for the *Business information* drop down box. If this is the first time you have created a business card, your only option will be *Create new...*  
Select *Create new...* and a dialog box will appear for you to enter your business card information (see Fig. 2.47).

Fig. 2.47: Dialog box to enter business card information

6. Enter the details and click

Save

7. If you are satisfied with all your decisions, click

Create

in the bottom right hand corner of the screen.

### Printing the card in Appropriate Paper Size

To print a card, perform the following steps:

1. Open the business card document that you wish to print.
2. In the *Business Card Options* task pane, under *Copies per sheet*, click *One* or *Multiple*.
3. Load the printer with the paper that you wish to print on.
4. On the *File* menu, click *Print*. The *Print* dialog box appears (see Fig. 2.48).

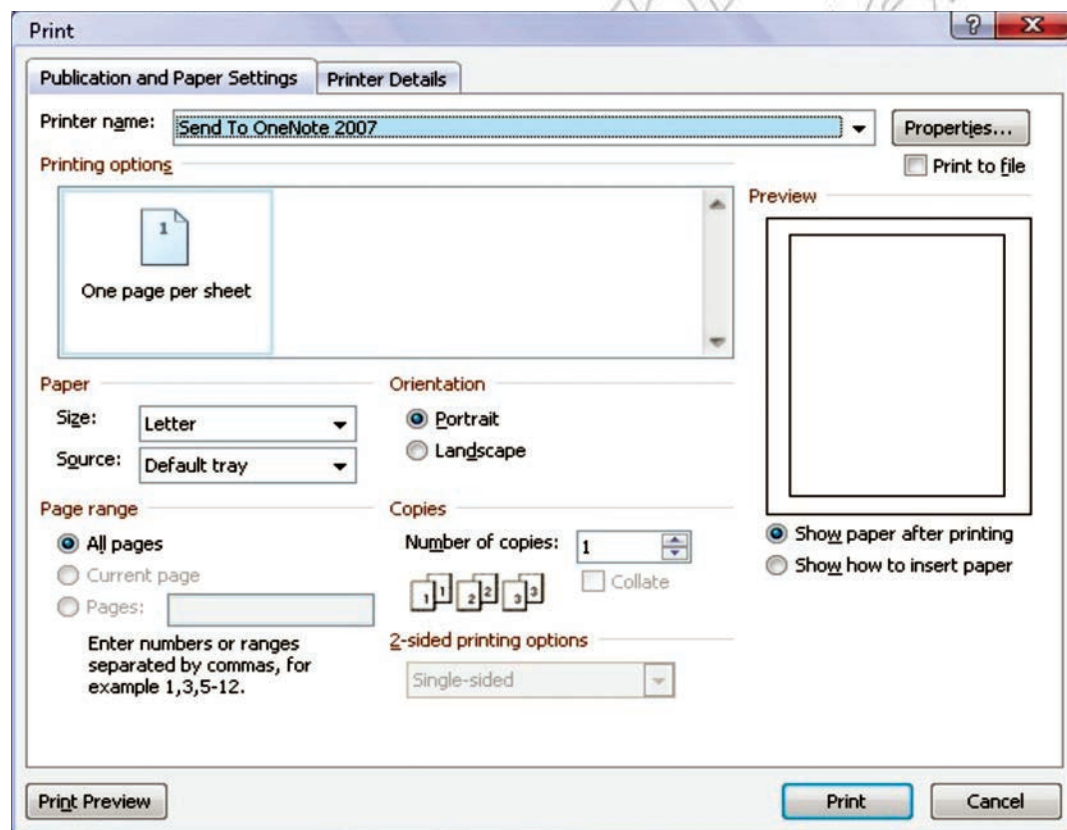


Fig. 2.48: Print dialog box

5. In the *Print* dialog box, choose the printer that you wish to print to. Make sure that the correct orientation and size are selected.
6. Click OK.



1. If you choose the **M**ultiple copies option, MS-Publisher will print 10 copies per sheet by default.
2. If your cards have portrait orientation, Publisher will automatically set them up to be printed correctly.
3. Unless you customize the size of your card, Publisher defaults to the standard business card size of 2 by 3.5 inches.



## ● Folded Card Publishing

The cards you buy from a shop are usually folded publications having text and graphic elements on all sides. You can print cards in MS-Publisher on both sides of the paper, or you can print the content on one side of the paper and then fold it in four. MS-Publisher has many templates for two types of folded cards: Greeting Cards and Invitation Cards. In addition, five tent-fold templates are also available in the Postcards category.

Using MS-Publisher 2007, you can quickly produce an invitation exactly as you want. To create folded cards, perform the following steps:

1. Start MS-Publisher, and then click *Invitation Cards* in the *Publication Types* list.
2. Under *Invitation Cards*, click a design theme, such as *Theme Party* (see Fig. 2.49).
3. Scroll through the predesigned invitation card publications. When you find one that you like, click it to see a larger image preview. If you do not see a design that you like, you can download from Microsoft Office Online.
4. On right side, under *Customize* and *Options*, you can modify many design elements before you open the publication, for example, the color scheme and font scheme, the business information set, the page size, and the layout (see Fig. 2.49).

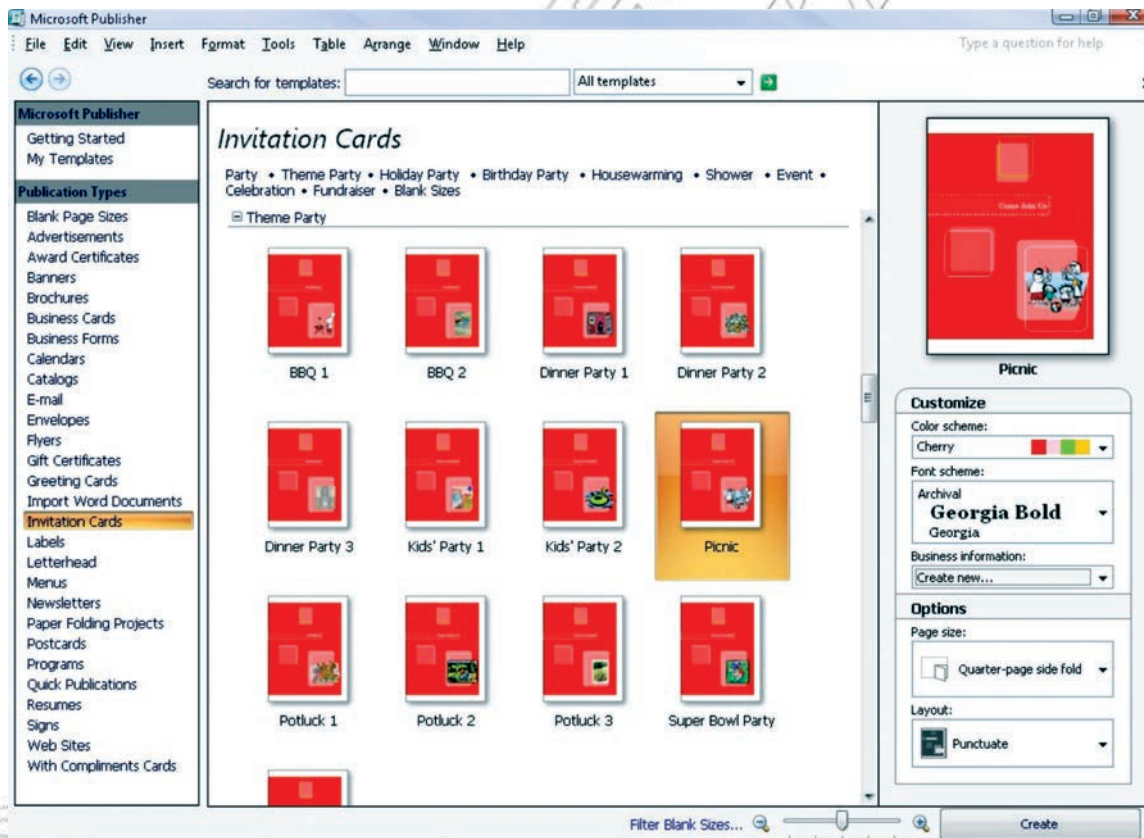
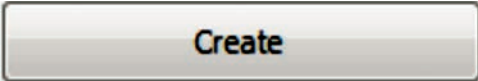


Fig. 2.49: Customizing an invitation card

1. If you use a template that you downloaded from Office Online, you cannot customize the design until you open the publication.
2. Some of the side-fold cards, such as the Party, Event, and Housewarming designs, are set up for only one layout option. If you choose one of these designs, alternate page size and layout options are not available.





5. Click the  button. A predesigned invitation is created (see Fig. 2.50).

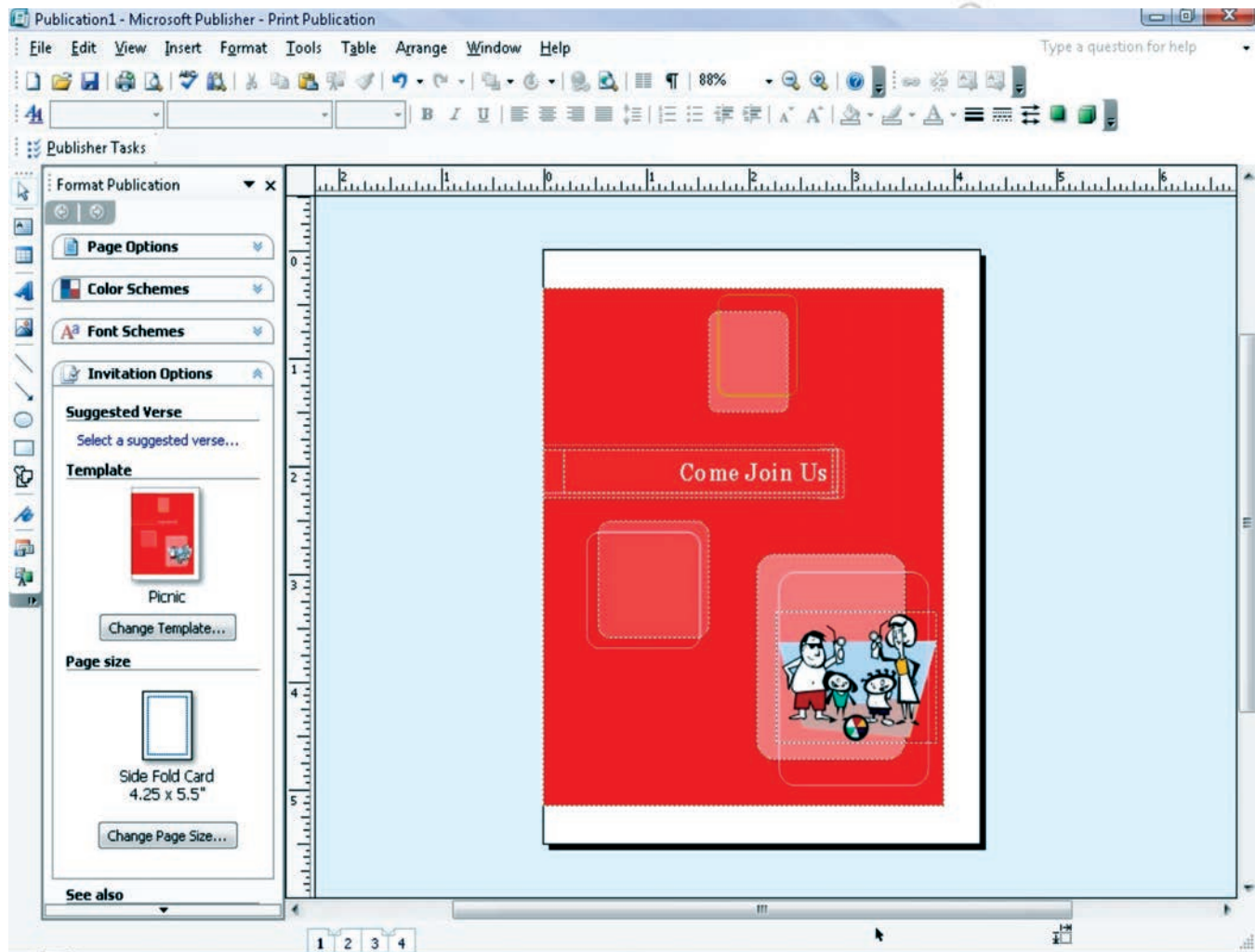



Fig. 2.50: Predesigned Invitation

6. After you create a predesigned invitation with your layout and fold style, you are ready to customize the invitation, *i.e.*, make global design changes, work with the pictures, and work with the text, etc.
7. When the invitation card looks the way that you want, save the file.
8. If you wish to print the card, then select *File* → *Print* and click the *Publication and Paper Settings* tab. Now, fill the various options as per your need. Click *Print Preview* to see how your publication will look on the printed page. Then you can make any necessary adjustments before you print it. Click the  button.



## ACTIVITY 2.3

### EXPLAIN AND DEMONSTRATE DESIGNING A GREETING CARD

Students will perform the following steps for doing the activity:

1. Open MS-Publisher 2007. Click on the *Greeting Cards* button in the middle of the *Available Templates* screen (see Fig. 2.51). Scroll through the available card templates, such as *Holidays*, *Birthday*, *Occasions and Events* and *Thank You*, or double-click a folder with more template options. Every card may be changed and customized to an occasion. Here, we select *Birthday*.

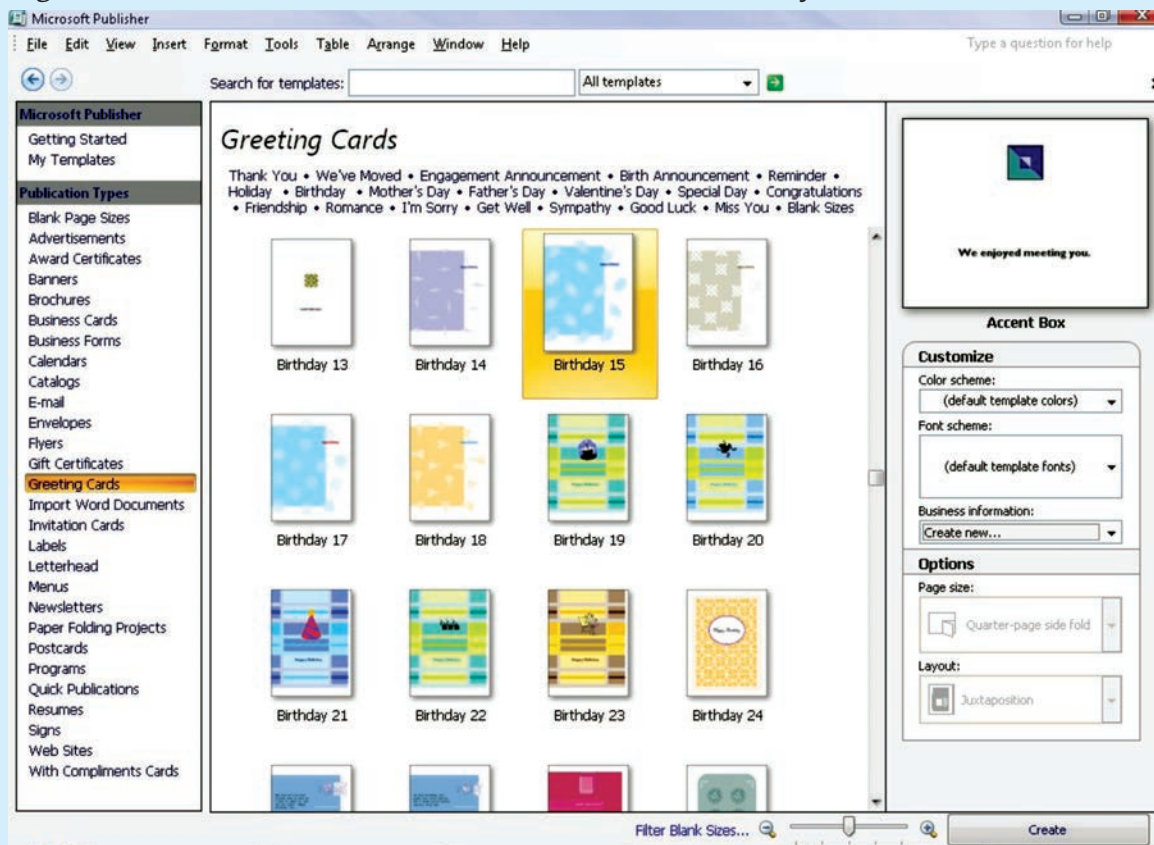


Fig. 2.51: Selecting Birthday greeting card

2. Double-click the selected card and within a few moments, the Publisher workspace will open. Scroll through the four pages of the card to get a feel for the text and design.
3. Click page one of the card and highlight the placeholder text, such as “Happy Birthday” and type over it with your own, such as *For the Best Son Shibru* (see Fig. 2.52). Highlight the new text, click the *Home* tab at the top of the screen and change the words’ appearance using the *Font* section of the toolbar or ribbon.
4. Repeat the text changes throughout the four pages of the card, including options such as the recipient’s name, a favorite song lyric and a *Made by* section on the back of the selected card.
5. Click once on a placeholder image on the card and click the *Delete* key to remove it. Click the *Insert* tab at the top of the screen and click the *Clip Art* button below it. Type a description related to the card, such as “moving,” “balloons,” “soldier” or “love” into the *Search for* box. Click *Go*, scroll through the



results and double-click an image, which will add it to the card (see Fig. 2.52). Repeat for the other pages on the card if desired.

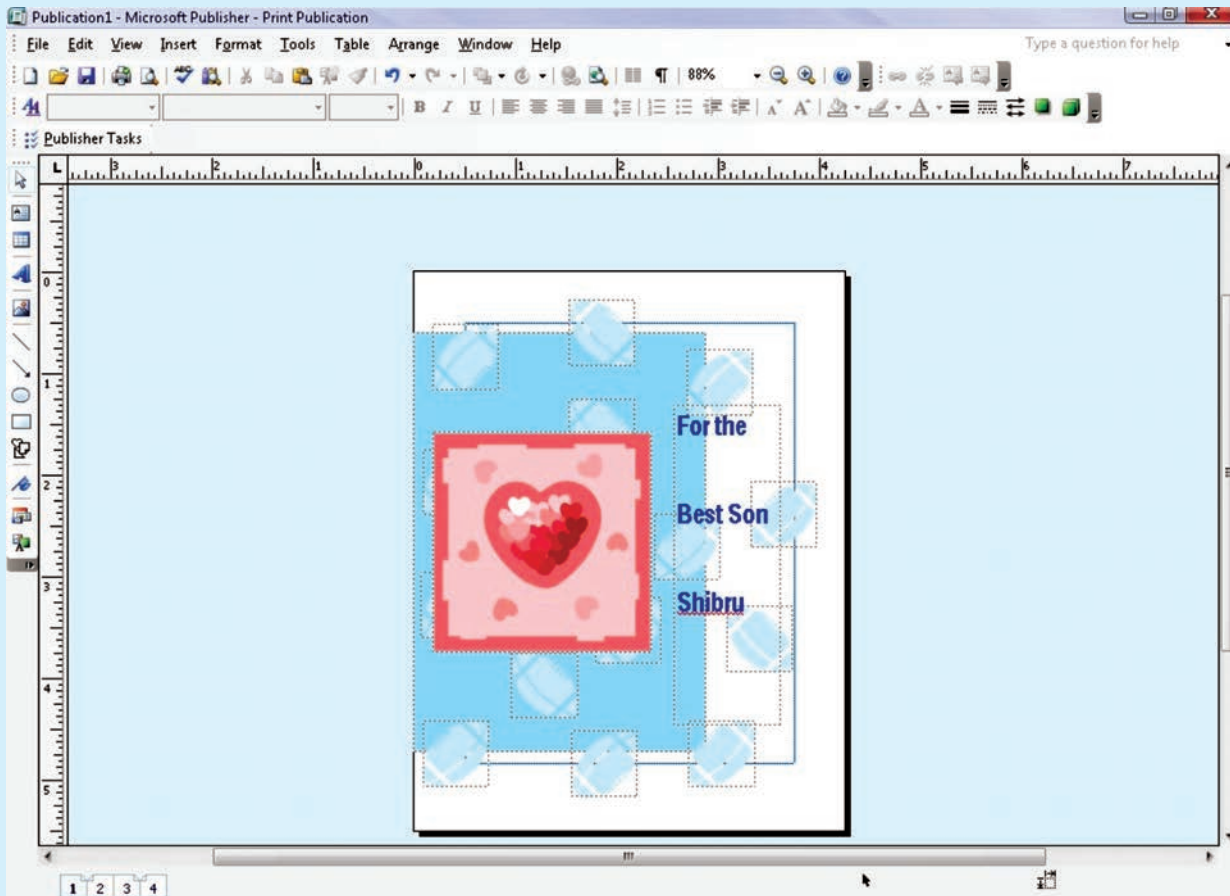


Fig. 2.52: Inserting picture on the card

6. Click the *Page Design* tab at the top of the screen. Hover the cursor, without clicking, over the groups of colored boxes in the *Schemes* section of the toolbar/ribbon. Watch how the card changes with the new color designs. Click a color group to apply the changes to the selected card.
7. Click the *File* tab at the top of the screen. Click “Save As,” type a name of your choice for the card and save it.



### KEY CONCEPTS

- Desktop Publishing (DTP) is an application software and hardware system that involves mixing text and graphics to produce high-quality output for commercial printing. Some professional DTP programs are QuarkXPress, Adobe InDesign, Adobe PageMaker and Microsoft Publisher.
- The major features of desktop publishing are: Templates, Wizard, Text Frames, Borders and Page Tabs.
- The various screen elements of MS-Publisher are: Formatting toolbar, Objects toolbar, Page boundary, Page icons, Page margin, Format Publication task pane, Rulers and Standard toolbar etc.
- A brochure is an effective means to provide information about your company’s products and services. MS-Publisher’s brochure feature allows you to design a customized brochure with text and graphics.
- A business card contains essential information. The information on a business card needs to be clear and precise. The fonts should be clear and large enough to read.





## REVIEW QUESTIONS

### Fill in the Blanks

- ..... has reduced the number of steps, the time, and the money required to produce professional-looking printed projects.
- From the ..... window, you can create a publication based on one of the many purpose-specific templates that come with Publisher.
- DTP packages have a wide range of ..... to help the users make anything from brochures, business cards, flyers, calendars to party invitations.
- In Publisher, the ..... toolbar allows you to insert text boxes, tables, and shapes to your workspace.

### State Whether True or False

- The most important feature of desktop publishing system is WYSIWYG.
- Teachers cannot use DTP software to produce worksheets or exercises for students.
- The *Getting Started with Microsoft Office Publisher* ▢ view offers many pre-formatted designs to use in creating your publication.
- A business card does not contain essential information.

### Multiple Choice Questions

- Which of the following is not an advantage of creating documents using Word Processor?
  - Slow creating process
  - Pictures and images can be inserted easily
  - Error correction is simple and neat
  - Thesaurus
- Which of the following is not correct about PowerPoint?
  - Adding Sound to a Presentation
  - Applying Transition to a Presentation
  - Cannot Run a Slide Show Automatically
  - Check Spelling in a Slide
- Which of the following is/are DTP program(s)?
  - Microsoft Publisher
  - Adobe InDesign
  - QuarkXPress
  - All of these
- Which of the following is not correct about MS-Publisher?
  - Can create Business Cards
  - Can create Flyers
  - Cannot create Brochures
  - Can create Greeting Cards

### Match the Following

#### Column A

- Ctrl + A
- Slide pane
- User of DTP
- Brochure

#### Column B

- Displays the slide and the slide contents
- Selects all the text
- Used to provide information about your company's products and services
- Book Publishers



### Answer the Following

1. Give the steps to open Publisher. Also identify the major features of desktop publishing.
2. How will you organize, format and publish various types of publication using DTP? Explain.
3. Give the steps to create and format a brochure effectively using DTP.
4. How will you create and print a business card effectively using DTP? Explain.

### Suggested Activities

1. Create textbox and edit content, insert word art and edit style, insert picture, insert auto shapes, and auto format objects in Publisher.
2. Explain the purpose of brochure and demonstrate the steps in designing an A5 size brochure with 4 sides of text/images.
3. Create or open brochure, add text, format text, insert picture and choose text flow around the picture. Copy, move, rotate, resize, fill with color, or delete an object. Insert and delete pages, create page border and print preview and print.
4. Explain and demonstrate how to create or open business card, add a Logo, and design a business card.
5. Explain and demonstrate designing Greetings and Invitation Cards.
6. Create or open the greeting card or invitation.

### Field Trip

Organize a field trip to various business houses around you to get useful information about Desktop Publishing packages being used currently and present it to the class.