

Book VII

Publisher

BUTTERFLY TIMES

"All the news about butterflies that's fit to print"



THE BIRDWING — COMING TO A GARDEN NEAR YOU

Birdwings are papilionid butterflies native to mainland and archipelagic Southeast Asia and Australia (with one Indian species) and are usually regarded as belonging to three genera: *Ornithoptera*, *Troides* and *Phoebis*. Some authorities include additional genera. The number of species ranges between 10 and 30 depending on the taxonomic treatment. Birdwings are named for their exceptionally large, angular wings, and distinctive flight.

Included among the birdwings are some of the largest butterflies in the world: the largest, Queen Alexandra's Birdwing (*Ornithoptera alexandrae*); the second largest, the Goliath Birdwing (*O. goliath*); and the largest Australian butterfly, the Cairns Birdwing (*O. euphorion*). Another well-known species is Rajah Brooke's Birdwing (*Troides brookiana*), a particularly attractive species named after Sir James Brooke, the first White Rajah of 19th century Sarawak.

With the exception of *O. alexandrae*, all birdwings are listed in Appendix II of CITES as either vulnerable or rare, and accordingly their trade is restricted in countries party to the CITES convention. Exemptions are made for captive-bred specimens.

WHERE ARE THEY?

Birdwings in both rainforests and adult are usually found along the forest floor (i.e. they are ground-dwellers). They are often seen in large, orange-yellow or cream-colored flowers of the forest canopy, as well as shrubs and flowers, such as antennae. They are strong flyers and seek out their food in flight to bask.

Breeding behavior is unclear. Males bathe in pools and remain close to females, possibly after fluttering from perch to perch while the male performs an elaborate courtship. Males have a wingspan of 20–50 cm. Adults live for 6–12 months. Immature stages begin to seek appropriate host plants, climbing vines of the genera *Anthurium* and *Psychotria* (both in the family Acanthaceae) are sought exclusively. The female has a spherical egg under the tip of the vine a week, one egg per visit.

The caterpillars are voracious eaters but move very little, a unique trait of caterpillars among the Lepidoptera. Caterpillars may resort to cannibalism. Feisty spine-like tubercles line the caterpillar's back, and their bodies are dark red to brown. Some species have tubercles of contrasting colors, or are "tadpole" markings, like other members of

Chapter 1: Introducing Publisher

In This Chapter

- ✓ Understanding frames
- ✓ Creating a new publication
- ✓ Designing your publication
- ✓ Entering your business information
- ✓ Changing your view of the Publisher window
- ✓ Putting grid guides on pages
- ✓ Drawing a ruler guide

Welcome to Publisher 2010. Not long ago, creating professional publications like the kind you can create with Publisher required sophisticated printing equipment and a background in graphic design. However, even a novice can now create professional-looking publications with Publisher. As long as you rely on a publication design — a template that comes with Publisher — most of the layout work is done for you. All you have to do is enter the text and the other particulars.

“A Print Shop in a Can”

Publisher has been called “a print shop in a can” because the program is great for creating prefabricated brochures, business cards, calendars, newsletters, résumés, posters, and the like. To make these publications without going to a great deal of trouble, however, you have to stick to the template. Each *template* provides you with a ready-made brochure, calendar, and so on.

Chances are you can find a suitable template for whatever kind of publication you want to create. Figure 1-1 shows examples of advertising templates. Templates include placeholders for graphics and text. To create a publication, you choose a template, choose a design, enter graphics and text in the publication where the placeholders are, and tweak the publication to your liking.

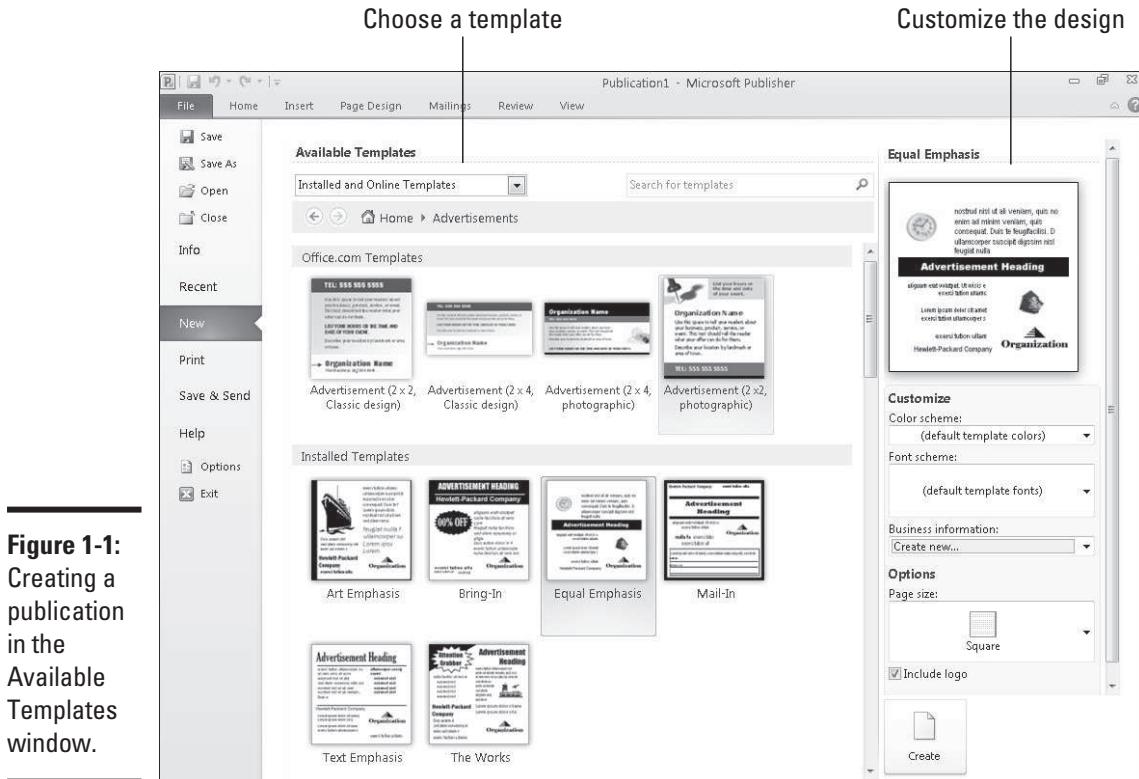


Figure 1-1:
Creating a publication in the Available Templates window.

Striking out on your own and designing publications like those in Figure 1-1 can be done, but you need a thorough knowledge of Publisher and a full head of hair. You need the hair because much of it will have been pulled out in frustration by the time you finish your design. I venture to say that the people who invented Publisher expect everyone to work from ready-made templates. Designing publications from scratch is simply too difficult. Don't be discouraged, however, because you can almost always find a publication design for whatever you want to communicate.

Introducing Frames

The publications that you make with Publisher are composed of frames. A *frame* is a placeholder for text, a graphic, or a table. Complex publications have dozens of frames; simple publications have only a few. Frames keep text and graphics from overlapping. They make sure that everything stays on the page where it should be. As you create a publication, you enter text or graphics in frames.

The publication in Figure 1-2 is made up of several frames that were stitched together to form a poster. On the left side of the figure, I selected the frames, and you can see the frame boundaries; the right side of the figure shows

what the poster looks like after it is printed. Frames make laying out publications easier. When you want to move text, a picture, a table, or an image, you simply drag its frame to a new location. After you select a frame, the commands you give apply to the text or graphic in the frame. Frames do not appear in the finished product — they are meant strictly to help with the laying out of text and graphics.

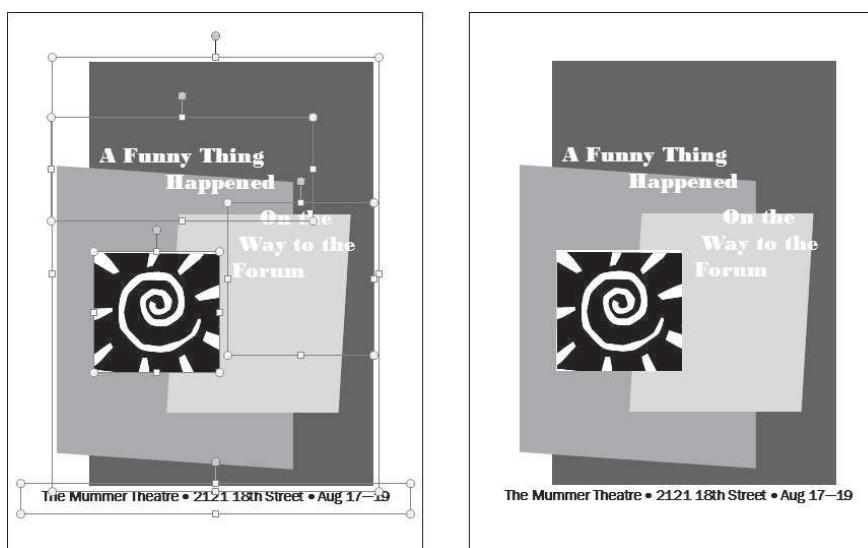


Figure 1-2:
A poster
with frames
showing
(left); the
poster as it
looks when
printed
(right).

Creating a Publication

File

To create a new publication, go to the File tab and choose New (or press Ctrl+N). You see the Available Templates window (refer to Figure 1-1). Starting here, you create a publication by selecting a template name and then clicking the Create button (if the template is stored on your computer) or the Download button (if you need to download the template from Office.com). As you search for a template, remember that you can click the Back, Forward, or Home button to retrace your search in the Available Templates window.

Use one of these techniques in the Available Templates window to create a publication:

- ◆ **Start from a template category:** Select the icon representing a category (Brochures, Business Cards, and so on). You see a dozen or more templates. Scroll through the list and select a template.
- ◆ **Search for a template:** In the Search for Templates text box, enter the name of a publication type and click the Search button (or press Enter). Then select a template.
- ◆ **Use a template you created:** Click the My Templates icon and then select your template.



After you select a template in the Available Templates window, you can choose a color scheme, font scheme for your publication, and other options on the right side of the Available Templates window. But I suggest waiting until you've created your publication before choosing colors and fonts. You can study your publication more closely after you create it. You can look through it and decide what you want it to look like. What's more, choosing new colors and fonts for a publication is as easy as pie, as I explain very shortly.

Redesigning a Publication



Make your design choices carefully. In theory, you can change publication designs, color schemes, and design options when you are well along in a project, but in practice, changing these designs can have unforeseen consequences. If you change the color of a headline, for example, and then choose a new color scheme, the headline might be swallowed or rendered invisible by a background color in the new scheme. If you enter a bunch of text, change the size of a few frames, and then choose a new template for your publication, you may turn your publication into corned-beef hash and have to start over.

To redesign a publication, go to the Page Design tab. As shown in Figure 1-3, this tab offers opportunities for changing templates, the orientation and size of pages, color schemes, and font schemes. If your publication has more than one page, click page thumbnails in the Page Navigation pane to visit different pages and see what they look like. (If you don't see the Page Navigation pane, go to the View tab and select the Page Navigation check box.)

Choosing a different template



Not happy with the template you chose when you created your publication? To exchange it for a new one, go to the Page Design tab and click the Change Template button. You return to the Available Templates window, where you can select a different template (refer to Figure 1-1).

Choosing a font scheme

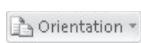
You will be glad to know that most of the text formats that are available in Word are also available in Publisher on the Home tab. To boldface text, select it and click the Bold button. To change font sizes, choose an option on the Font Size drop-down list.

Setting up your pages

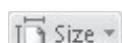
On the Page Design tab, visit the Page Setup group to determine the margin size, orientation, and page size of your publication:



- ◆ **Margins:** Click the Margins button and choose an option on the drop-down list or click Custom Margins to enter margin measurements in the Layout Guides dialog box.



- ◆ **Orientation:** Click the Orientation button and choose Portrait or Landscape on the drop-down list to stand your publication upright or turn it on its side.



- ◆ **Size:** Click the Size button and select a page size on the drop-down list. You can choose Create New Page Size on the menu to declare a page size of your own for your publication in the Create New Page Size dialog box. Decide right away which page size to use for your publication. How large or small the page is determines how the headings, graphics, and text fit on the pages.

Getting a Better View of Your Work

Because seeing the little details as well as the big picture matters so much in a publication, Publisher offers many tools for changing views of your work. Figure 1-4 shows what these tools are. They are described in the following pages.

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- ◆ **Make the page fit squarely in the window:** Click the Whole Page button (or press Ctrl+Shift+L) to make the entire page fit in the window. The lower-right corner of the window also offers a Whole Page button; you can click it when you're not working in the View tab.



- ◆ **Make the width of the page fit in the window:** Click the Page Width button.



- ◆ **Focus on objects:** Select an object (a text frame or graphic, for example) or a handful of objects and click the Selected Objects button to zoom in on what you selected. Being able to focus this way is very helpful when you're working on a publication that is crowded with words and images.



- ◆ **View your publication at its actual size:** Click the 100% button.



To help you identify pages, you can name them. When you move the pointer over a page thumbnail in the Page Navigation pane, the name appears in a pop-up box. To name a page, right-click its thumbnail in the Page Navigation pane and choose Rename on the shortcut menu. In the Rename Page dialog box, enter a descriptive name.

Understanding and Using the Layout Guides

Making frames, graphics, and lines of text line up squarely on the page is essential if your publication is to look smart and snappy. Readers tend to go cockeyed when they see side-by-side columns with the text in one column slightly askew of the text in the column beside it. A graphic or text frame that spills into the margin is a breach of etiquette punishable by death. A row of graphics has to be just that — a row, not a crooked line. To keep pages neat and tidy, Publisher offers several types of layout guides, as the following pages explain.



Making use of layout guides

As shown in Figure 1-5, Publisher offers margin guides, grid guides, ruler guides, and baselines to help you lay out frames, graphics, and other objects on the pages of your publications. Use these layout guides early and often.

To see margin guides, grid guides, and ruler guides on your publication, you must go to the View tab and select the Guides check box.

Figure 1-5:
Layout guides (left to right): margin guides, grid guides, ruler guides, and baselines.



Margin guides

Margin guides are blue lines that clearly show where page margins begin and end (refer to Figure 1-5). Use the margin guides to make sure that objects don't stray too far into the margin.

Chapter 2: Refining a Publication

In This Chapter

- ✓ Entering and editing text
- ✓ Making text fit in frames
- ✓ “Flowing” text from frame to frame
- ✓ Wrapping text around frames and graphics
- ✓ Putting graphics in a publication
- ✓ Manipulating frames

This chapter picks up where the previous chapter left off. In Chapter 1 of this mini-book, you discover how to create a publication, find your way around the screen, and use the different guides. In this chapter, you explore how to make a publication your own. This chapter offers speed techniques for entering and editing text. It explains how to handle frames, make text “flow” from frame to frame, and put graphics and other kinds of art in a publication. *Bon voyage!*

Entering Text on the Pages

The placeholder text that appears in publication designs has to go, of course. One of your first tasks is to replace the placeholder text with your own words. In the case of a story, you have a lot of writing and replacing to do (*story* is Publisher’s term for an article that reaches across several text frames). If you’re putting together a sign or greeting card, you have only a handful of words to write.

If you have to replace more than two dozen words, follow these steps to replace the placeholder text in a text frame with text of your own:

1. Read the first paragraph of the placeholder text to see how many words can fit in the text frames that hold the story.

Each placeholder story starts with a sentence describing roughly how many words are in the story. You can spare yourself a lot of time and trouble by making the replacement text roughly as many words as the placeholder text.

2. In Word, write the text and save the text in a file.

You can call on all the Word commands to edit the text. You can also copy text from elsewhere into the Word document. Later you will copy this file into Publisher. The status bar in Word tells you how many words are in a file. See if you can keep to the number of words that are in the placeholder text.



3. In Publisher, click in the placeholder text, go to the Home tab, click the Styles button, and note on the Styles drop-down list which style has been assigned to the placeholder text.

You can tell which style has been assigned to the text because it is selected on the Styles drop-down list. In Step 6, you will assign the style that is currently applied to the text to the replacement text you insert into the text frame.

4. If necessary, press Ctrl+A to select the text in the story, and with the text selected, right-click and choose Change Text→Text File.

You see the Insert Text dialog box. You can also open this dialog box by going to the Insert tab and clicking the Insert File button.

5. Select the Word file with the replacement text and click the OK button.

Replacement text from the Word file “flows” into the text frame or frames. If the replacement text doesn’t fit in the text frames allotted to the story, you see the Autoflow dialog box. You can click the Yes button to tell Publisher to flow the text into different text frames in the publication, but I recommend clicking No in the Autoflow dialog box. Later in this chapter, “Making text flow from frame to frame” explains how to decide on your own where to put overflow text from a story.

The replacement text maintains the styles assigned to it in the Word document. In the next step, you reassign a style to the text.



6. Press Ctrl+A to select the text in the story, go to the Home tab, click the Styles button, and choose the style that was assigned to the placeholder text.

In Step 2, you noted which style this was. Later in this chapter, “Formatting Text” explains how to format text with styles.

Making Text Fit in Text Frames

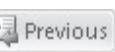
When text doesn’t fit in a text frame, red selection handles appear around the frame, and if the text frame holds a story, the Text In Overflow icon appears in the lower-right corner of the text frame, as shown in Figure 2-1.

Handling text frames in a story

As I mention earlier, text frames that are linked are known as a story in Publisher-speak. Here are techniques for handling text frames that are linked in a story:



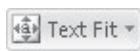
- ◆ **Going from text frame to text frame:** On the (Text Box) Formatting tab, click the Next or Previous button to go from frame to frame. You can also select a text frame and click its Go to Next Text Box or Go to Previous Text Box icon (refer to Figure 2-1).
- ◆ **Selecting the text in all the text frames:** Press Ctrl+A; or go to the Home tab, click the Select button, and choose Select All Text in Text Box on the drop-down list.
- ◆ **Breaking the link between frames:** Select the frame that you want to be the last one in the chain, and on the (Text Box Tools) Format tab, click the Break button.



In a crowded publication, it's easy to overlook a text frame with overflowing text. To find these text frames, go to the File tab, and on the Information page, click the Run Design Checker button. Then, in the Design Checker task pane, look for "Story with Text in Overflow Area."

Filling out a text frame

The opposite of an overflow problem is a text frame with too much blank space. Here are some techniques for handling semi-vacant text frames:



- ◆ **Use the Best Fit option:** On the (Text Box Tools) Format tab, click the Text Fit button and choose Best Fit on the drop-down list. This command enlarges the text so that it fills the frame. Sometimes, however, the command makes text too big.
- ◆ **Edit the text:** Add a word or sentence here or there. In the case of headings, write a subheading as well.
- ◆ **Insert a graphic, page part, or advertisement:** Placing a small graphic, page part, or advertisement on the page makes the page livelier and fills the dead space. Chapter 3 of this mini-book explains techniques for decorating dead space on pages.

Formatting Text

Use these techniques to format the text in a publication:

- ◆ **Home tab font and paragraph commands:** The commands on the Home tab for changing the look of text and paragraphs are nearly identical to the Home tab commands in Word and PowerPoint. Book I, Chapter 2 explains these commands.

618 Making Text Wrap around a Frame or Graphic

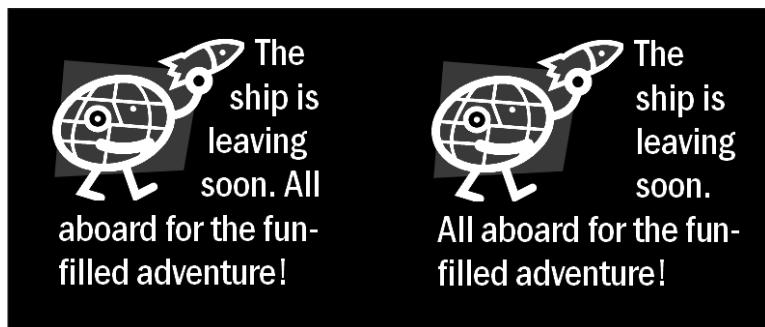


- ◆ **Styles:** Select text, and on the Home tab, click the Styles button and choose a style on the drop-down list to format text. Each template comes with many different styles. Beware, however, because you can get lost on the Style drop-down list. Be prepared to click the Undo button often as you experiment with styles.

Making Text Wrap around a Frame or Graphic

Wrap text around a frame, clip-art image, picture, or WordArt image and you get a very elegant layout. Figure 2-2 shows text that has been wrapped around a clip-art image. Looks nice, doesn't it? Wrapping text may be the easiest way to impress innocent bystanders with your layout prowess. As Figure 2-2 shows, text wrapped tightly follows the contours of the picture, whereas text wrapped squarely runs flush with the picture's frame.

Figure 2-2:
Text wrapped tightly (left) and squarely (right).



Here are shorthand instructions for wrapping text:

1. **Select the item that text is to wrap around.**

In Figure 2-2, you would select the clip-art image.

2. **On the Format tab, click the Wrap Text button and choose a wrapping option on the drop-down list.**

For Figure 2-2, I chose Tight for the picture on the left and Square for the picture on the right.

The Wrap Text commands are identical in Word and Publisher. Book II, Chapter 4 (about wrapping objects in Word) explains the wrapping commands in detail.



Replacing the Placeholder Pictures

As you must have noticed by now, publication designs are littered with generic clip-art images and graphics. Besides writing your own words where the placeholder ones are, replace the generic pictures with pictures of your own. Well, do it if you please. You are welcome to pass off the generic pictures as your own. I won't tell anybody.

Follow these steps to put a picture of your own where a placeholder picture is now:

1. Click the placeholder picture to select it.

You can also select a picture by clicking its name in the Graphics Manager. To use the Graphics Manager, go to the View tab and click the Graphics Manager check box. The Graphics Manager opens on the right side of the screen.

2. On the (Picture Tools) Format tab, click the Change Picture button and choose Change Picture on the drop-down list.

The Insert Picture dialog box appears. In the Graphics Manager, open the drop-down list on a picture name and choose Replace This Picture to open the Insert Picture dialog box.

3. Select a picture and click the Insert button.

Your replacement picture may require cropping or recoloring. Book VIII, Chapter 3 describes how to handle graphics in all the Office programs. You'll be delighted to discover that graphics are handled the same way, no matter which program you're toiling in.



You can postpone choosing a picture to replace a placeholder picture. Right-click the picture in question and choose Change Picture→Remove Picture on the drop-down list. Publisher places a picture icon in the frame to remind you to insert a picture later on. You can click this picture icon to open the Insert Picture dialog box.

The next topic in this chapter is how to put a graphic on the page without the benefit of a placeholder graphic.

Inserting Frames on the Pages

Publications are made of frames — text box frames, table frames, picture frames, or clip-art frames. Nothing appears on the pages of a publication unless it appears within the confines of a frame. These pages explain everything you need to know about frames. You can find out how to insert a new

Making Frames Overlap

When frames overlap, you have to tell Publisher which frame goes in front of the other. And you are hereby invited to overlap frames because overlapping frames are artful and look good on the page. Figure 2-3 shows a portion of a newsletter. If you look closely, you can see where frames overlap in the figure. Overlapping frames like these make for a sophisticated layout.

Figure 2-3:
Examples of
overlapping
frames.



Making frames overlap like the ones in Figure 2-3 requires a delicate balancing act, using these commands:



- ◆ **Text wrapping:** On the Format tab, click the Wrap Text button and choose None on the drop-down list.
- ◆ **Fill Color:** For frames and objects on the bottom of the stack to show through, the frames and objects above them cannot have a fill color that would obscure other objects. To remove the fill color, select the object, and on the Format tab, open the drop-down list on the Shape Fill button and choose No Fill.
- ◆ **Object and frame order:** To tell Publisher which object goes where in the stack, go to the Format tab and click the Bring Forward or Send Backward button as necessary. Book I, Chapter 8 explains all the techniques for handling overlapping objects.

Inserting, Removing, and Moving Pages

Suppose that you have too many pages or you need to add a page or two. On the Page Navigation pane (select the Page Navigation check box on the View tab), click a thumbnail to select the page where you want to insert, remove, or move pages. Then follow these instructions:



- ◆ **Inserting a new page:** On the Insert tab, click the Page button and choose an option on the drop-down list:
 - *Insert Blank Page:* Inserts an empty page.

Chapter 3: Putting on the Finishing Touches

In This Chapter

- ✓ Using horizontal rules and drop caps
- ✓ Decorating frames with borders and color backgrounds
- ✓ Putting a background on a page
- ✓ Putting objects and frames on the master page
- ✓ Preparing publications so that they can be printed commercially

This final chapter in Book VII is devoted to the Project to Beautify Publications, a joint effort of the Dummies Press and the author to try to make publications less bland and more original. The author has noticed, on the bulletin boards and lampposts in his neighborhood, that the rummage sale and lost pet notices look a little rough around the edges. The neighbors are using sophisticated software to produce their notices, but they're not using it well. They are relying solely on templates, which make the publications look alike. These pages explain a few simple tricks for making publications more sophisticated.

This chapter explores drop caps and horizontal rules, page backgrounds and borders, borders and backgrounds for frames, and how to place a logo in the same place on each page in a publication. It shows you Publisher's excellent Design Checker. Finally, this chapter offers advice for printing publications at a commercial print shop.

Decorating the Text

Herewith are a couple of tricks to amaze your friends and intimidate your enemies. These pages explain how horizontal rules and drop caps can make a publication a little livelier. Don't worry — horizontal rules have nothing to do with which side of the bed to sleep on, and drop caps don't explode when you unroll them on the sidewalk and strike them with a hammer.

7. Click OK.

To remove a horizontal rule from a frame, select the frame, open the Format dialog box, open the Color drop-down list, and choose No Line.

Dropping in a drop cap

A *drop cap* is a large capital letter that “drops” into the text. Drop caps are usually found in the first paragraph of an article or chapter. Pound for pound, considering how little effort is required, a drop cap yields the most reward for the least amount of work. Follow these steps to place a drop cap in a publication:

1. Click the paragraph that is to receive the drop cap.

2. On the (Text Box Tools) Format tab, click the Drop Cap button and choose a drop cap on the drop-down list or choose Custom Drop cap to open the Drop Cap dialog box.

Figure 3-2 shows the Drop Cap dialog box. From here, you can choose how far to drop the capital letter or select a font and color for the letter.

To remove a drop cap, click the Drop Cap button and choose No Drop Cap (the first option on the drop-down list).

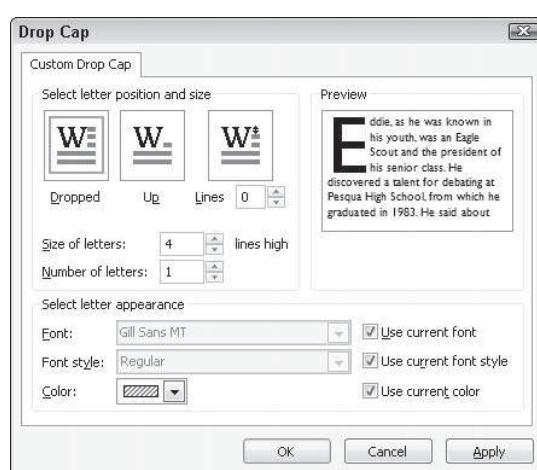


Figure 3-2:
Fashioning a drop cap.

Techniques for Decorating Pages

No one likes a dull publication. Following are some simple techniques to make pages a little bit livelier. Read on to find out how to put borders and color backgrounds on frames, and how to take advantage of page parts, borders, accents, and advertisements. You will also find instructions for painting an entire page with a background color or gray shade.

2. Move the pointer over the options on the drop-down list to “live-preview” the choices.

You can choose More Backgrounds on the drop-down list to open the Fill Effects dialog box and choose or create a page background there. The dialog box gives you the opportunity to use a gradient, texture, pattern, picture, or tint for a page background.

3. Apply your choice to a single page or all pages in your publication.

You have the option of changing the page background on one page or all the pages:

- *One page*: On the Background button drop-down list, right-click your choice and choose Apply to Current Page.
- *All pages*: On the Background button drop-down list, right-click your choice and choose Apply to All Pages.

To remove the background from a page, click the Background button and choose No Background on the drop-down list.



To apply a page background from the Fill Effects dialog box to all the pages in a publication, switch to Master Page view, go to the Page Design tab, click the Background button, and create or choose a page background in the Fill Effects dialog box. Because it is on the master page, your page background choice applies to all pages. Master pages is the next topic in this chapter.

Master Pages for Handling Page Backgrounds

In a publication with many pages, the same object sometimes goes on every page. A company logo on the corner of each page looks mighty elegant. Page numbers and copyright information are also found on all the pages of some publications. The good news is that you don't have to place the objects on each page individually. Instead, you can place the objects on the *master page*. Whatever is on the master page appears on all pages in a publication (unless you decide that the master page shouldn't apply to a particular page). Forthwith are instructions for handling master pages.

Switching to Master Page view

To change the appearance of the master page, place an object on the master page, or see precisely what is on the master page, start by switching to Master Page view:



- ◆ On the View tab, click the Master Page button.
- ◆ On the Page Design tab, click the Master Pages button and choose Edit Master Pages on the drop-down list.

Applying (or unapplying) a master page to publication pages

By default, the master page applies to all pages, but sometimes unapplying a master page is necessary because objects on the master page get in the way. And if you created more than one master page, you have to tell Publisher which master page to apply to which publication page.

Follow these instructions to unapply or apply master pages to pages in a publication:



- ◆ **Unapplying a master page:** In Normal view, go to the Page Design tab, display the page you want to unattach from the master page, click the Master Pages button, and choose None on the drop-down list.
- ◆ **Applying a different master page:** Use one of these techniques to apply a different master page to pages in your publication:
 - In Normal view, display a page, go to the Page Design tab, click the Master Pages button, and choose a different master page on the drop-down list.
 - In Master Page view, go to the Master Page tab, select a master page in the Navigation pane, and click the Apply To button. On the Apply To drop-down list, choose Apply to All Pages to apply a different master page to all the pages in your publication. Choose Apply Master Page on the drop-down list and enter page-range numbers in the Apply Master Page dialog box to apply the master page to a select group of pages.



Running the Design Checker

When at last your publication is ready for printing, be sure to run the Design Checker. This helpful tool can alert you to frames that fall on nonprinting parts of the page, stories that “overflow” without finding a text frame to go to, invisible objects, and a host of other problems.

File

On the File tab, choose Info, and click the Run Design Checker button to run the Design Checker. As shown in Figure 3-7, the Design Checker task pane opens and lists items that need your attention. Open an item’s drop-down list and choose Go to This Item to locate it in your publication. Sometimes the drop-down list offers a quick fix as well.



To see which design flaws the Design Checker looks for, click the Design Checker Options hyperlink in the Design Checker task pane. Then, in the Design Checker Options dialog box, select the Checks tab and read the list.

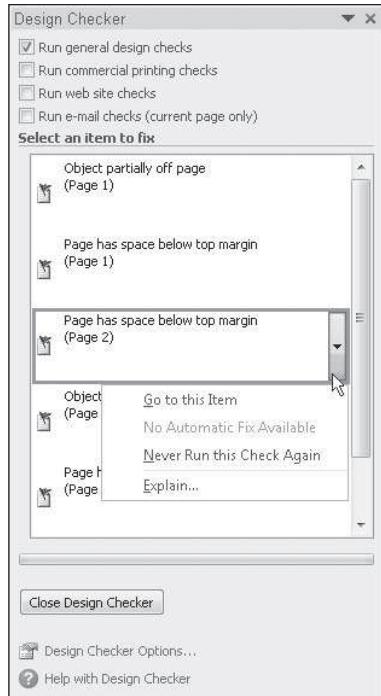


Figure 3-7:
Running
the Design
Checker.

Commercially Printing a Publication

You know the routine for printing a publication on your computer: Go to the File tab, choose Print, negotiate the Print window, and click the Print button. Sending a publication to a commercial printer is a different story. Publisher offers a number of commands for preparing a publication for printing in a print shop and packing up your publication before sending it to a printer.

Changing the commercial print settings

Commercial printers either print with process colors (also known as CMYK) or spot colors. To put it simply, process colors are made by mixing cyan, magenta, yellow, and black to make colors, whereas spot colors are premixed before printing begins. Before you hand over your publication to a commercial printer, find out which color system the printer prefers. It costs more to print with process colors than spot colors because process-color printing requires each color to be created on a different color plate. Process colors, however, produce color photographs much better than spot colors do.

Consult with the print shop where you intend to take your publication to find out which color model it prefers and take these steps before handing over your publication to the printer: