



Chapter 3: Creating a Promotional Brochure



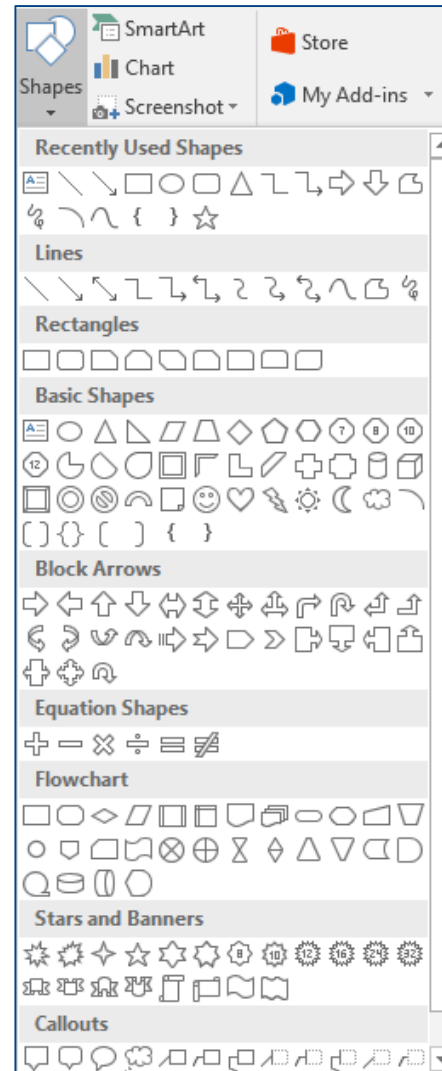
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LEARNING™

Learning Objectives

- After studying this chapter, you will be able to:
 - ▲ Create an eye-catching brochure
 - ▲ Insert shapes in a document
 - ▲ Add pictures, text boxes, and WordArt to a document
 - ▲ Choose page setup features
 - ▲ Communicate information with SmartArt
 - ▲ Format the page background

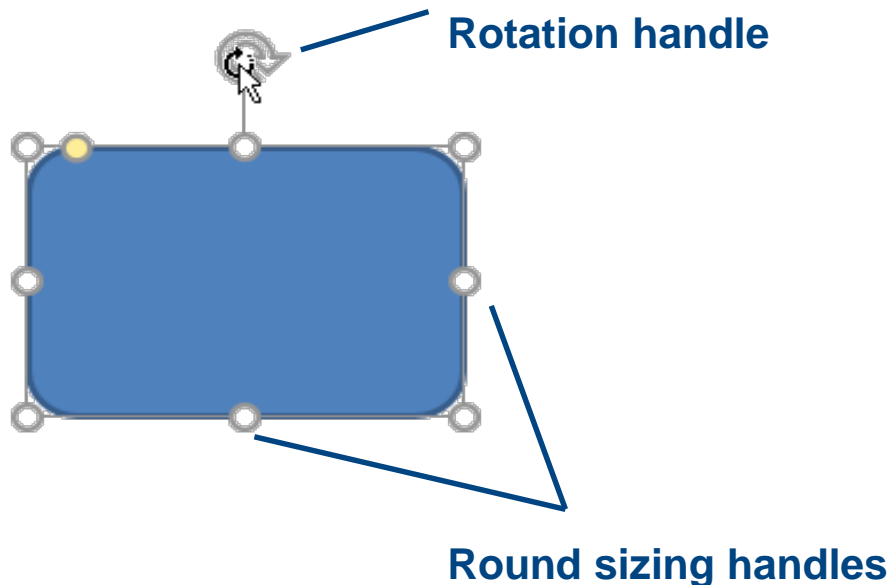
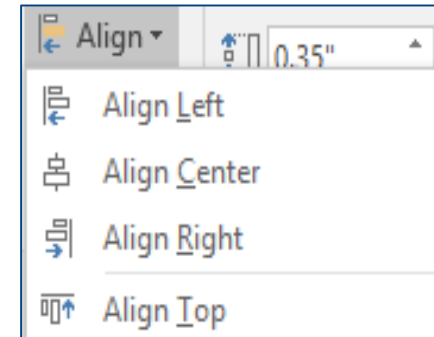
Working with Shapes

- Word includes a gallery of graphic shapes
- Shapes include:
 - ▲ Lines
 - ▲ Text boxes
 - ▲ Basic shapes such as rectangles and ovals
 - ▲ Special shapes such as banners, arrows, stars, and callouts
- Type text into most shapes



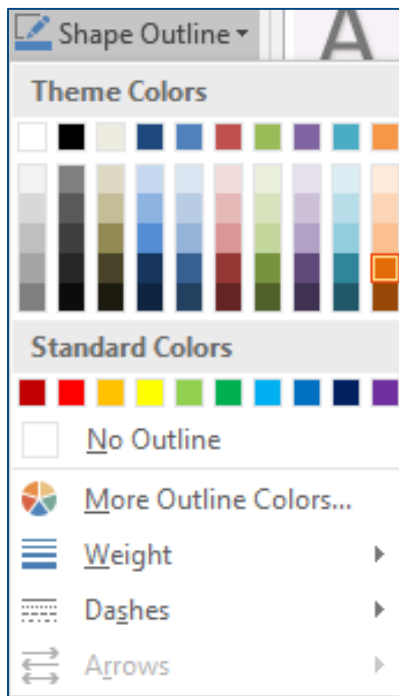
Working with Shapes

- Align multiple shapes or text boxes
- Rotating and sizing handles display on selected shapes or text boxes

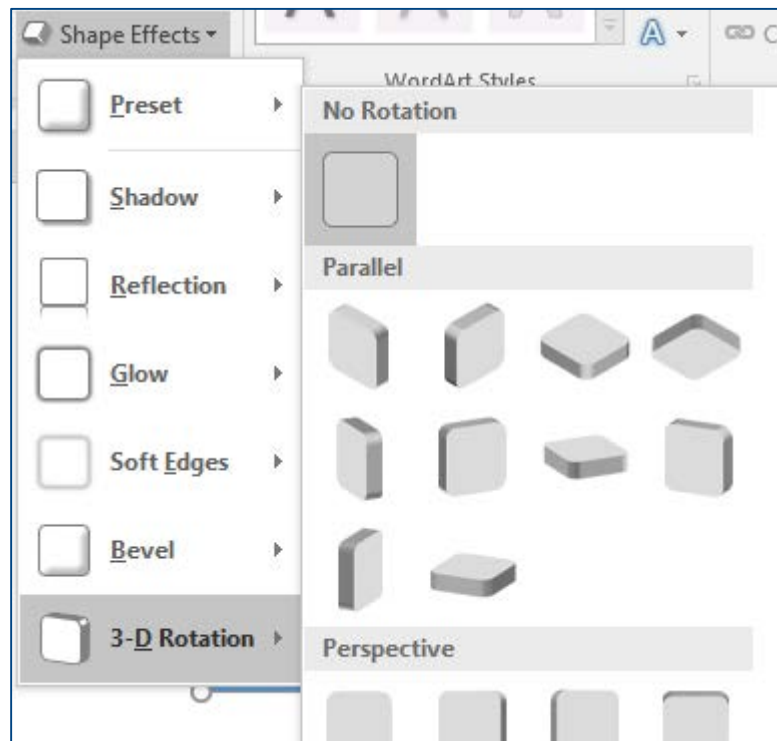


Adding Text and Formatting Shapes

- Begin typing in a selected shape or text box
 - ▲ Wraps and centers within the shape
- Use tools on the contextual Format tab to add pizzazz



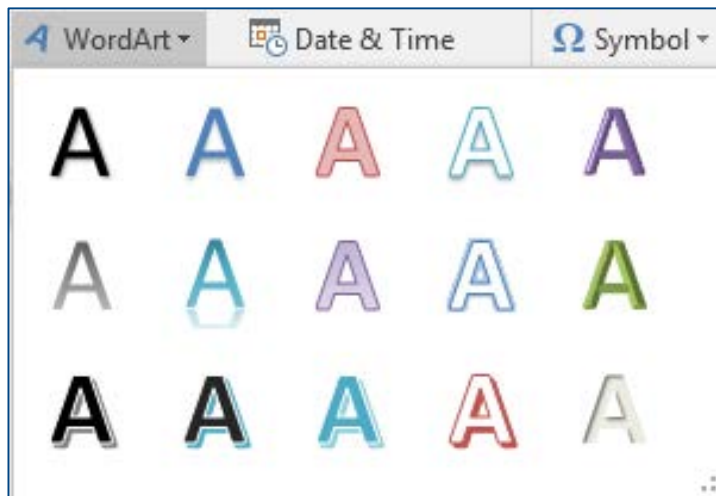
Add colors and lines.



Add special effects.

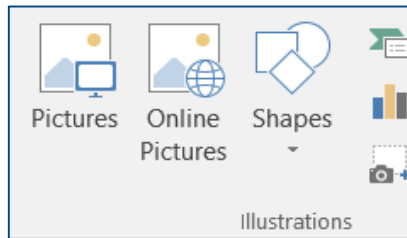
Using WordArt and Inserting Pictures

- WordArt creates text objects
 - ▲ Add special effects for logos, brochures, flyers
 - ▲ Use built-in designs or customize them

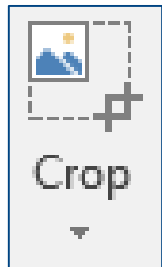


Using WordArt and Inserting Pictures

- Add pictures and other images stored on your computer or find them online



- Crop a picture to make part of it transparent



- Like shapes, WordArt and pictures can be rotated, resized and moved

Aligning Objects

- Drag and drop to align
- Use Align Objects command

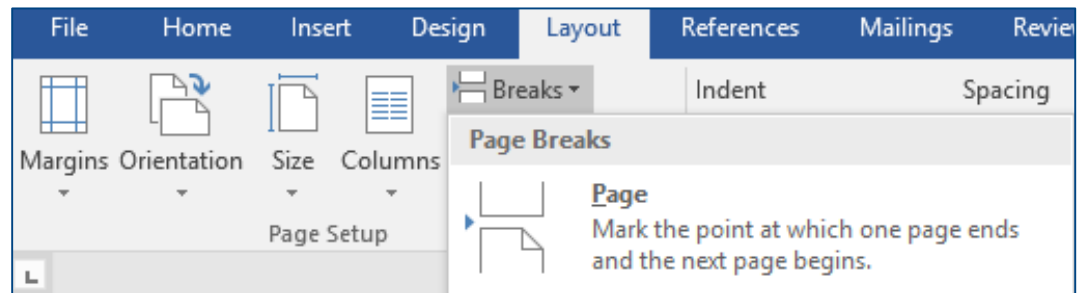
Using Text Boxes and Page Setup Options

■ Text boxes

- ▲ Do not contain built-in formatting as with shapes
- ▲ Can be moved, resized, or rotated

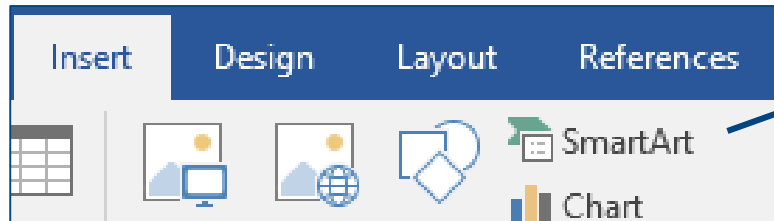
■ Page Setup options on Layout tab

- ▲ Page breaks
- ▲ Margins
- ▲ Page orientation
- ▲ Paper size



Working with SmartArt

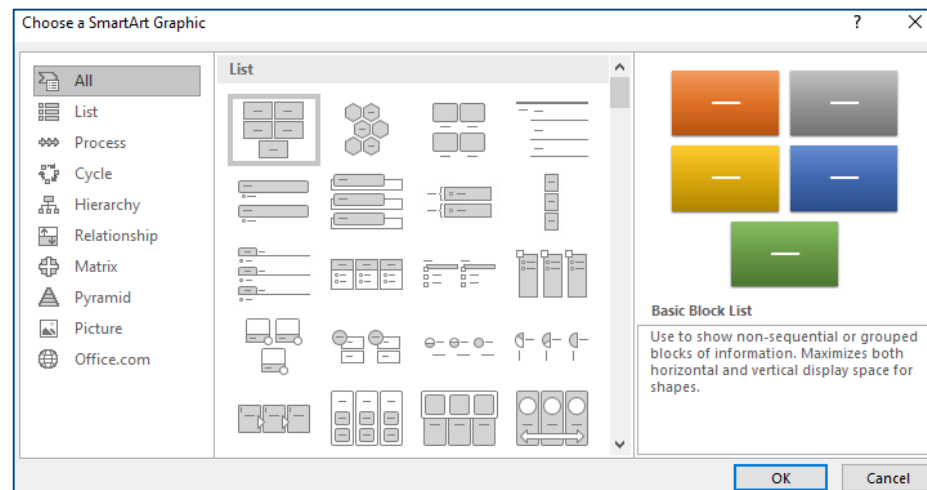
■ Insert tab



Opens SmartArt gallery

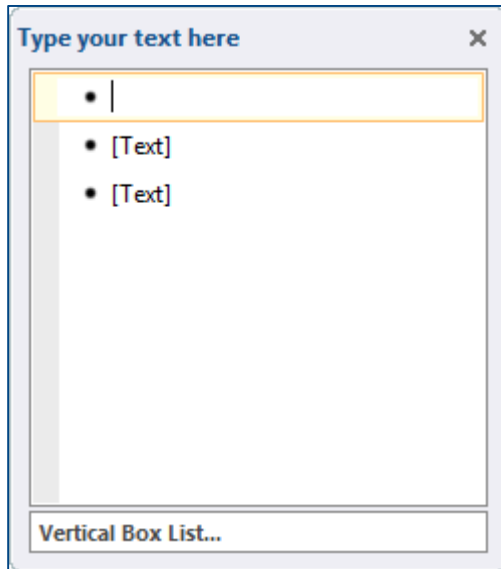
■ Templates for presentation graphics

- ▲ Lists
- ▲ Relationship charts
- ▲ Hierarchies
- ▲ More



Inserting SmartArt & Modifying an Image

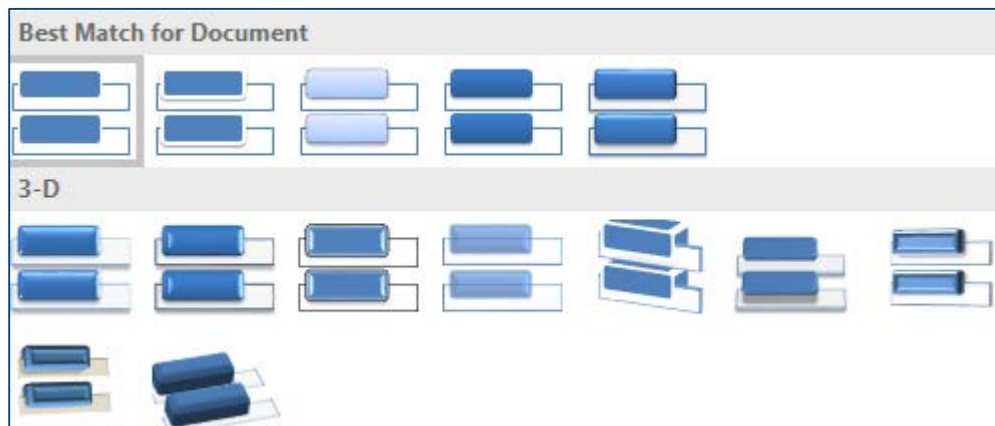
- Use the SmartArt text pane to add text



- Modify the SmartArt image
 - ▲ Add or delete shapes within the graphic
 - ▲ Rotate, resize, or move like other shapes

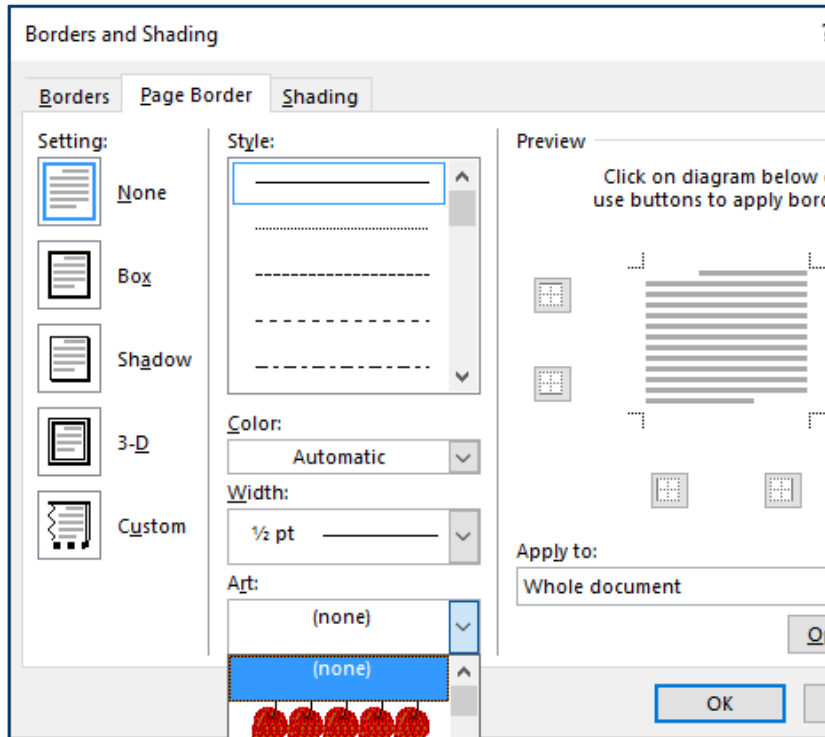
Changing a SmartArt Style

- SmartArt Tools contextual Design tab displays options
- SmartArt Styles gallery shows samples before applying

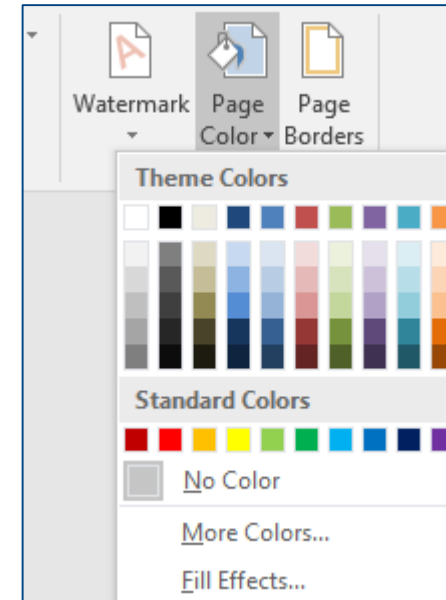


Adding Page Colors and Page Borders

- Add a background color
- Display a page border around each page



Add a page border.



**Choose a page background
Color.**