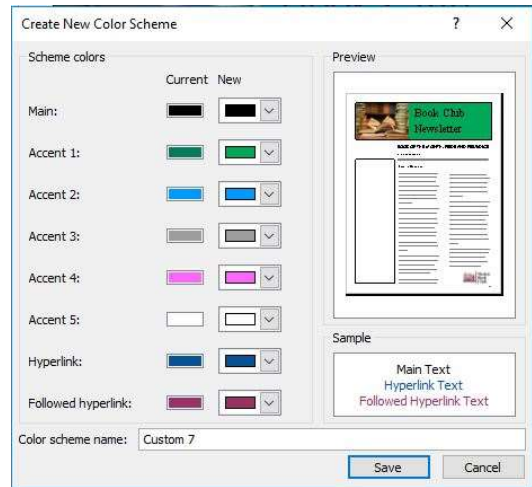


Microsoft Publisher 2016: Newsletters

February 23rd, 2018. 1:00 pm

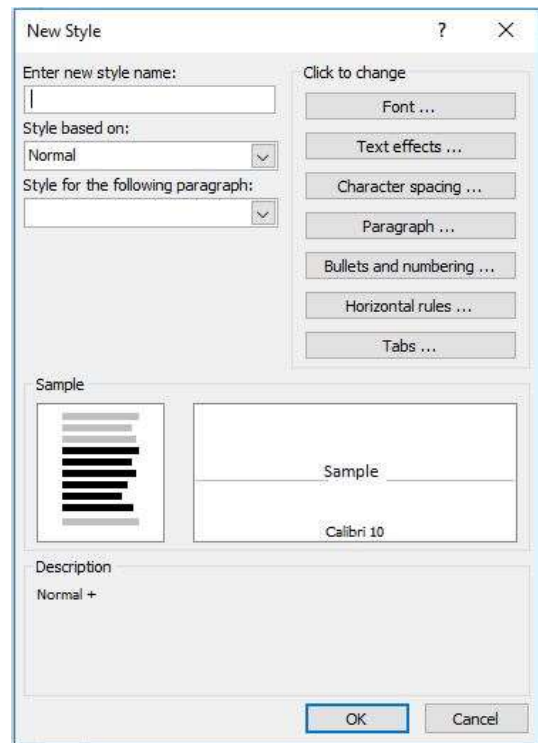
Create a Custom Color Scheme:

1. Find the **Schemes** group in the **Page Design** tab and click the drop down menu to view all color scheme options or create a new scheme.
2. Select one of the pre-set color schemes or click "**Create New Color Scheme...**" at the bottom of the menu.
3. In the **Create New Color Scheme** menu box, use the drop down menus to designate **main and accent colors**.
4. View a preview of the changes to your document in the pane on the right. Don't forget to **save!**



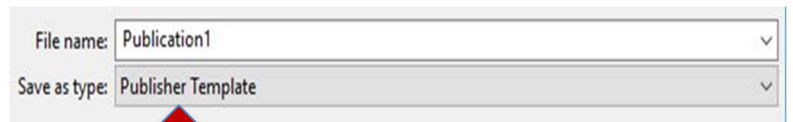
Create a Custom Text Style:

1. From the **Home** tab, find the **Styles** drop down menu and click on it.
2. Select a pre-set text style or choose "**New Style**" at the bottom of the menu.
3. From the **New Style** menu box, give the new font style a name
4. Click on the **Font** option from the **Click to Change** menus on the right.
5. From the drop down menus select a **font** for the style and set the **size, color, emphasis,** and **effects** from the Font menu.
6. Change **text effects, line spacing** and **paragraph** options from the respective **Click to Change** menus.
7. View a **preview** of the custom Style in the Sample section in the lower half of the New Style menu.



Save your newsletter as a Template:

1. From the **File** menu, select **Save As**.
2. Click on **Browse**. You can save a Publisher template anywhere, but it will often be automatically saved to the **Custom Office Templates** in your Documents folder.
3. Click on the **Save as type** drop down menu and select **Publisher Template** as the file type and **save**.
4. Find your saved template in the **Personal** templates the next time you create a new document.



Publisher Newsletter Resource List:

Publisher Resources:

- MS Office Website: <https://support.office.com/en-US/Publisher>
- Lynda.com (login via library website) search for: "Publisher 2016 Essential Training"
- Gale Courses (login via library website) search for: "Introduction to Microsoft Publisher 2013"
- GCF Lean Free tutorial: <https://www.gcflearnfree.org/publisher2010/>

Other lynda.com courses:

- "Designing a Newsletter" Nigel French—Tutorial uses Adobe InDesign, but gives good design tips.
- "Content Marketing: Newsletters" C. C. Chapman
- "Learning Graphic Design: Techniques" John McWade
- "Learning Graphic Design: Things Every Designer Should Know" John McWade

Other Graphic Design Tutorials:

- <https://www.canva.com/learn/design/tutorials/>
Create a free Canva account, learn from their tutorials, and use their free design tools.
- <https://www.gcflearnfree.org/beginning-graphic-design/>
A great introduction to the basics of graphic design!

Books on Newsletters, Marketing, and Graphic Design available at Skokie Public Library:

- *Creative Newsletters and Annual Reports* by Rita Street and Roberta Street
- *The Non-designers Design Book: Design and Topographic Principles for the Visual Novice* by Robin Williams
- *Guerrilla Marketing in 30 Days* by Jay Conrad Levinson
- *How to Understand and Use Design and Layout* by David Dabner