

More Newsletter Tips

Design - Production - Photos



Elements of design

A hamburger, well presented, is better than a steak in the face. Put your information in an attractive, well-organized package. It is easier read, and the reader is more likely to grasp what is being presented.

Watch how these elements of design are used in magazines and other publications you read. Be aware of them as you prepare your own newsletters. (From [The Non-Designer's Design Book](#) by Robin Williams.)

- **Proximity** Group associated items together.
- **Alignment** Each item should have some visual relationship to other items on the page.
- **Repetition** Repetition of design elements give unified look and guides the reader's eye.
- **Contrast** Strong contrast makes items stand out, more likely to be noticed.

A good design will probably use no more than 2-3 fonts. Of course, there may be several sizes of the same font. Font style is the combination of font and size, so a publication may have a number of font styles but only use 2-3 fonts.

Newsletter production

Microsoft Word

This is a program we are relatively familiar with. However, it is notoriously difficult to use for newsletters. You spend hours getting it set up the way you want, add a photo or a screen shot from clipboard, and everything is rearranged. This can somewhat overcome by using Grids, Styles and Templates. The examples are what works for me in Word 2000. You may need to check Help if you have a different version.

Not everyone will be able to view emailed Word documents. Some just don't have the software. Others are very much against its use as a method of sending information, for valid reasons. ([Reasons for not using Word attachments](#))

Tame Word with Grids

You can gain some control over positioning objects by adding gridlines. Unlike Publisher, you have no choice over where gridlines are positioned. You can only choose the size of the grid and

whether objects snap to it. Still, this does help in maintaining a consistent alignment of margins, bullets, lettering, etc. Note that gridlines are only visible when Print Layout View is selected.

- Click the ▼ to the right of Draw in the lower left corner, click Grid, select 'Display gridlines on screen'. (If there is no Draw in the lower left corner, click View, Toolbars, Drawing.)
- Set grid size and snap options as desired.

Tame Word with Styles

Composing your newsletter can be done more efficiently if the Style List (click the ▼ in the block left of the font name) matches the styles used in your newsletter. By using the Style List, you can quickly change the style of a selected word or block of text. This can be a great help when you paste in a block of text that has the wrong font, or when you want to change the style of all the (sub-headings, for example) used in your publication at the same time. Procedures for updating the Style List vary, check your Help section. [Here is an excellent website on modifying styles.](#)

- Save the newsletter, with its updated Styles, as a template (see below).

Use Styles to gain absolute control of bulleted, numbered etc. paragraphs. (As well as headings, etc. This works with Word 2000, your procedure may vary.)

- Highlight, for example, a bulleted paragraph, which you want to repeat the same way throughout the publication.
- Click Format/Style/New
- Enter a distinctive name. Select both 'Add to template' and 'Automatically update'. Click OK, Apply.
- Now the name you gave will appear in the Style List, with a bullet and indented.
- Position your cursor at the far left, beneath a paragraph to which you want to add a bulleted sub-heading. Open the Style list and click on the style you just created. Your bulleted sub-heading appears, in the correct position.
- You can reposition existing sub-headings by highlighting, then clicking the appropriate Style List entry. For headings, choose Character style rather than Paragraph.
- This technique works with any paragraph or character style. If you get a "This already exists" warning, try changing the first word of the name.

Tame Word with Templates

Make a template of your newsletter and it will be easier to access. Open any of your saved templates from Word by clicking File/New/Template Tab. Templates make it easier to be consistent with design elements, fonts, styles, etc. (Yes, you could just open your last newsletter and modify it for the next one. Templates allow you to do that directly from word. Just modify your template, or create a new one with each newsletter.) With a newsletter open that you want to use as the basis for future newsletters, save it as a template by:

- Click File, Save As
- In the 'File name:' block, give it a distinctive name such as Newsletter_Template-1
- In the Save As window that opens, click the ▼ to the right of 'Save as type:'
- Select 'Document Template (*.dot)'
- Click the ▼ to the right of 'Save in:'
- Select the Microsoft Templates file folder in the 'Save in:' block.
 - 'Templates' may have automatically been selected in the 'Save In' block, with the path to the Microsoft / Templates file folder shown in the drop-down when you clicked the ▼.

- If Templates was not automatically selected, it is probably located in Documents and Settings, User Name, Application Data, Microsoft, Templates.
- Click 'Create a new folder'. Give it a name like Newsletter Templates. Save your template in this new folder.
- The next time you save a document as a template (select .dot in 'Save as type'), the correct path to the templates folder will be automatically selected.

Download additional newsletter templates from Microsoft. There are 26 additional templates for newsletters available for download on the Microsoft Office site.

- In the Internet Explorer browser, go to the [Template download page](#). (These Templates cannot be downloaded in alternative browsers such as Firefox.)
- In the 'Filter by Product' block, choose Word.
- Click on the newsletter you want to download. Click Download in the new screen. The template will open on your computer in your installed version of word.
- Save the downloaded template as a .dot in the Microsoft/Templates/Newsletter Templates folder you created above.
- Open it with File/New and modify it into your newsletter as desired.
- Save your modifications as a .dot file with a different name than the download. After that use either your previous newsletter or the .dot (File/New) as the template for the next. Update the .dot as necessary.

Desktop Software

Microsoft Publisher, Quark, and Page Maker

These are commercial desktop software programs. Publisher is the only one I will discuss here. It is the one I am familiar with and is the only one I know of being used by SW Region club members.

Desktop software is much easier to use than Word for composing publications like newsletters. Items stay where you put them. Guidelines can be placed wherever necessary to aid in the consistent placement of design elements. Publisher 2003 has 65 built-in templates for newsletters, which can be further modified by the user as desired. To access these templates, click New, Click the green 'Back' arrow just under 'Publication Designs', Click 'Publications for Print' and scroll down to 'Newsletters'. (See 'I can't find my Publisher templates' in Help)

Publisher can be purchased new for \$150. I got my copy of Publisher 2003 for \$75 on eBay. Download and install Service Pack 1 for Publisher 2003 through [Microsoft Update](#). Do not get Publisher 2000, you cannot move pages within a document.

Learn how to set up and use Master Pages in Publisher. They provide stability and continuity by containing the basic design elements of the page. Here are two good tutorials on Master Pages: [Tutorial 1](#) (This link worked for me through Firefox but not Internet Explorer) - [Tutorial 2](#). Microsoft has several excellent interactive [online training courses for Publisher](#) (only works through an Internet Explorer browser).

Working with photos

Getting photos into Publisher, Word and Power Point with: Drag and drop

- Open the folder with the photos you want to use
- Select thumbnail view if necessary
- With both Publisher and the folder on the screen, drag and drop the desired photo into Publisher (Click and hold the left mouse button on the photo to drag, release when it is in the position you want.)

Insert command

- In Publisher click Insert, Picture, From File
- Select thumbnail view if necessary
- Select file location (click ▼ in Look In), then select desired photo
- Click Insert

Format and position the photo as desired:

- Right click the photo, then click Format Picture
- In Layout, select Tight, then click OK
- To add a border, select Format Picture again, click the Colors and Lines tab
- Drag into desired position by holding the left mouse button down
 - Resize by dragging the corner circles
 - Rotate by dragging the green circle
 - Holding Alt while dragging will disregard guide and grid lines

Link a photo and caption so they will move together:

- Hold Ctrl, click the photo and text block to select both (corner circles will appear on both items)
- Release Ctrl, click the linking icon to link selected items. Click again to unlink.

Reducing email attachment size in Word, Publisher or Power Point

- Photos for Word, Publisher or Power Point need to be resized to keep the final file size as small as possible for email. I use a little utility called Photo Gadget, [free download here](#)
- . This gives you 'Photo Gadget Picture Resize' on your right click menu. You can then simply select all the photos and resize them all at once with a couple of clicks (first open the file you where the photos are located, and this is easiest in List view). Make sure that 'Overwrite Original Picture' is not checked.
 - For Word and Publisher publications that may be printed and/or emailed select 800x600, which will give a good photo in the printed version up to about 2.7"x2". If you need any to be larger than that in the document, it is simple enough to do another resize with Photo Gadget. It does not alter the original file.
 - For Power Point select 1024x768. If you want to get technical, the basic rule is this: For images that fill the slide, the image size (in pixels) should be equal to your computer screen's resolution (or the screen of the computer you will be using for the show). For example, if your screen resolution is set to 1024 × 768, that's the size you want your full-slide images to be. If the image occupies only half the width and

half the height of the slide, it should be 1024/2 or 512 pixels wide, and 768/2 or 384 pixels high. [What resolution should I make my images for PowerPoint slide shows? \(Microsoft\)](#)



Convert your newsletter to a pdf

Software to create pdf documents:

Pdf995(free) <http://www.pdf995.com/download.html>

Pdffactory (\$50) http://www.sofotex.com/pdfFactory-download_L59148.html

Adobe Acrobat Standard (\$300) <http://www.adobe.com/products/acrobat/>

I got my copy of Acrobat 6.0 Standard on eBay for \$56.

Software to open pdf documents:

Adobe Acrobat Reader <http://get.adobe.com/reader/otherversions/>

Full addresses for links in the text

(You can download a pdf version of this handout, with active links, from the FFDallas website)

(From page 1)

- The Non-Designer's Design Book by Robin Williams

http://www.amazon.com/Non-Designers-Design-Book-3rd-Designers/dp/0321534042/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1232823937&sr=8-1

-Reasons for not using Word attachments

<http://www.gnu.org/philosophy/no-word-attachments.html>

(From page 2)

Modifying styles website <http://www.shanakelly.com/word/styles/ModifyAStyle.html>

(From page 3)

-Microsoft Office – newsletter templates (for Word and Publisher, Microsoft, download through Internet Explorer browser)

<http://office.microsoft.com/en-us/templates/CT101043281033.aspx>

-Microsoft Update <http://update.microsoft.com/microsoftupdate/v6/default.aspx?ln=en-us>

-Publisher Master page tutorials

Tutorial 1 - <http://www.projectwoman.com/articles/16Publishermasters.htm>

(The above worked for me through Firefox but not Internet Explorer)

Tutorial 2 - <http://www.learnthat.com/tutorials/learn892.htm>

-Publisher 2003 free online training (interactive – Microsoft, only works through an Internet Explorer browser)

<http://office.microsoft.com/en-us/training/CR061832741033.aspx>

(From page 4)

-Photo Gadget, free download <http://www.xemico.com/photogadget/freeware.html>

(From page 5)

-What resolution should I make my images for PowerPoint slide shows? (Microsoft)

<http://office.microsoft.com/en-us/powerpoint/HA011163551033.aspx>

Contact Ken Walker for more information on subjects here.
817-403-3994, pkintheroad@hotmail.com, member of Dallas Friendship Force club