

# FIRST LOOK OFFICE 2010

Microsoft®

## Chapter 10

### Create Effective Marketing Materials with Publisher 2010 . . . 129

Starting Out with Publisher 2010 . . . . .	129
Collapse and Expand Page Navigation Panel . . . . .	130
Use the Mini Toolbar . . . . .	131
Creating and Using Templates and Building Blocks . . . . .	131
Creating Precise Layouts . . . . .	135
Enhancing Typography with OpenType Features . . . . .	135
Working with the Improved Color Palette . . . . .	137
Previewing and Printing Publications . . . . .	138
Preparing for Commercial Printing . . . . .	139
Sharing Publisher Files . . . . .	140



*Katherine Murray*

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# Table of Contents

Acknowledgments .....	ix
Introduction .....	xi

## Part I **Envision the Possibilities**

<b>1 Welcome to Office 2010 .....</b>	<b>3</b>
Features that Fit Your Work Style .....	3
Changes in Office 2010 .....	4
Let Your Ideas Soar .....	5
Collaborate Easily and Naturally .....	5
Work Anywhere—and Everywhere .....	6
Exploring the Ribbon .....	7
A Quick Look at the Ribbon .....	8
Contextual Tabs .....	9
New Backstage View .....	9
Managing Files in Backstage View .....	10
Streamlined Printing .....	11
Languages and Accessibility .....	11
Coming Next .....	12
<b>2 Express Yourself Effectively and Efficiently .....</b>	<b>13</b>
Understanding Your Audience .....	14
How Visuals Help .....	15
Adding Text Effects .....	16
Adding Artistry to Your Images .....	17
Correcting and Recoloring Pictures .....	18
Working Font Magic in Word 2010 and Publisher 2010 .....	21
Creating Data Visualizations in Excel 2010 .....	23
Editing Video in PowerPoint 2010 .....	24
Communicating Visually in Access 2010 .....	25
Enhancing and Streamlining Communications in Outlook 2010 .....	26
Coming Next .....	28

### **3 Collaborate in the Office and Around the World. . . . . 29**

It's All About the Teamwork. . . . .	29
What Teams Look Like Today. . . . .	30
Team Tasks and Methods . . . . .	30
Benefits of Office 2010 Collaboration. . . . .	32
Stay in Touch with Your Team . . . . .	32
Share Files in the Workspace . . . . .	33
Share Files and Folders . . . . .	34
Co-Author Files Across Applications. . . . .	34
Connect via Presence . . . . .	36
Using Office Web Apps. . . . .	37
Sharing on the Road with Office Mobile . . . . .	38
Coming Next. . . . .	38

## **Part II Hit the Ground Running**

### **4 Create and Share Compelling Documents with Word 2010. . . . 41**

Start Out with Word 2010. . . . .	41
Get Familiar with the Word Ribbon . . . . .	42
Find What You Need Easily with the Navigation Pane . . . . .	43
Print and Preview in a Single View . . . . .	45
Format Your Text . . . . .	45
Apply Text-Formatting Effects. . . . .	47
Preserve Your Format Using Paste with Live Preview . . . . .	48
Illustrate Your Ideas . . . . .	49
Apply Artistic Effects. . . . .	50
Insert Screen Shots . . . . .	51
Improve Your Text . . . . .	52
Catch More Than Typos with a Contextual Spell Check . . . . .	52
Use Language Tools, and Translate on the Fly . . . . .	53
Co-Author and Share Documents. . . . .	55
Working with Shared Documents. . . . .	57
Access Your Documents Anywhere. . . . .	58
Use Word Web 2010 . . . . .	59
Check Your Document with Word Mobile 2010. . . . .	60

<b>5</b>	<b>Create Smart Data Insights with Excel 2010</b>	<b>61</b>
	Start Out with Excel 2010	61
	Summarize Your Data Easily	63
	Illustrate Information Effectively	65
	Call Attention to Your Data with Icon Sets	66
	Data Bar Improvements	68
	New SmartArt Enhancements	70
	Use Slicers to Show Data Your Way	70
	Work Anywhere with Excel 2010	72
	Excel 2010 Web App	72
<b>6</b>	<b>Manage Rich Communications with Outlook 2010</b>	<b>75</b>
	Starting Out with Outlook 2010	76
	Using the Outlook 2010 Ribbon	77
	Setting Preferences with Backstage View	77
	Managing Your Conversations	78
	Cleaning Up Your Messages	80
	Streamlining E-mail Tasks	81
	Working with Presence and Social Media	83
	Coordinating Calendars	84
	Viewing Group Schedules	84
	Create a Calendar Group	85
	Improving the Look of Your Messages	86
	Keeping in Touch with Outlook Mobile	88
<b>7</b>	<b>Produce Dynamic Presentations with PowerPoint 2010</b>	<b>89</b>
	Starting Out with PowerPoint 2010	89
	Editing and Formatting Video	91
	Creating and Working with Animations	94
	Enhancing Your Presentation with Transitions and Themes	95
	Adding Sections to Your Presentation	97
	Managing and Sharing Your Presentation	98
	Merging Presentations	98
	Broadcasting Your Presentation	99
	Printing Presentation Notes	101

Save Your Presentation as a Video . . . . .	102
Work with the PowerPoint 2010 Web App . . . . .	103
Using PowerPoint Mobile 2010 . . . . .	103
<b>8 Organize, Store, and Share Ideas with OneNote 2010 . . . . .</b>	<b>105</b>
Starting Out with OneNote 2010 . . . . .	106
Capturing Notes Easily . . . . .	107
Using OneNote as You Work . . . . .	107
Create Notes Anywhere . . . . .	108
Working with Linked Notes and Task Notes . . . . .	110
Finding Just the Notes You Need . . . . .	112
Sharing Ideas Effectively . . . . .	113
Creating a Shared Notebook . . . . .	113
Finding Entries by Author . . . . .	114
Working with Page Versions . . . . .	114
Accessing Your Notes Anywhere . . . . .	115
<b>9 Collaborate Effectively with SharePoint Workspace 2010 . . . .</b>	<b>117</b>
What Can You Do with SharePoint Workspace 2010? . . . . .	118
Starting Out with SharePoint Workspace 2010 . . . . .	119
What About Groove? . . . . .	120
Setting Workspace Preferences . . . . .	122
Accessing Your Files Seamlessly . . . . .	123
Simplified Searching . . . . .	124
Checking Files In and Out . . . . .	125
Connecting with Your Team Instantly . . . . .	126
SharePoint with InfoPath and SharePoint Business Connectivity Services . . . .	128
Using SharePoint Workspace on the Go . . . . .	128
<b>10 Create Effective Marketing Materials with Publisher 2010 . . . .</b>	<b>129</b>
Starting Out with Publisher 2010 . . . . .	129
Collapse and Expand Page Navigation Panel . . . . .	130
Use the Mini Toolbar . . . . .	131
Creating and Using Templates and Building Blocks . . . . .	131

Creating Precise Layouts . . . . .	135
Enhancing Typography with OpenType Features . . . . .	135
Working with the Improved Color Palette . . . . .	137
Previewing and Printing Publications . . . . .	138
Preparing for Commercial Printing . . . . .	139
Sharing Publisher Files . . . . .	140
<b>11 Make Sense of Your Data with Access 2010 . . . . .</b>	<b>141</b>
Starting Out with Access 2010 . . . . .	141
Using Application Parts . . . . .	143
Applying Office Themes . . . . .	144
Adding New Fields . . . . .	146
Adding Quick Start Fields . . . . .	146
Inserting Calculated Fields . . . . .	148
Showing Data Bars and Conditional Formatting . . . . .	149
Creating Navigation Forms . . . . .	150
Designing Access 2010 Macros . . . . .	150
Working with Access 2010 and the Web . . . . .	151
Adding Web Controls . . . . .	152
Using Access 2010 with SharePoint . . . . .	153
<b>Part III Next Steps with Office 2010</b>	
<b>12 Putting It All Together . . . . .</b>	<b>157</b>
Using Excel 2010 Data with Word 2010 . . . . .	157
Sharing SmartArt Among Office 2010 Applications . . . . .	159
Dragging Word 2010 Content to PowerPoint 2010 . . . . .	160
Mail Merging Word 2010 Documents in Outlook 2010 . . . . .	161
Sharing Access 2010 Data with Other Applications . . . . .	162
Scheduling a Meeting from a Shared Document . . . . .	163
<b>13 Security in Office 2010 . . . . .</b>	<b>165</b>
Understanding Security in Office 2010 . . . . .	165
Opening Files Safely . . . . .	166
Working with Protected View . . . . .	168

- Password Protecting a File .....169
- Limiting File Changes. ....170
- Setting Role-Based Permissions. ....171
- Recovering Unsaved Versions .....172
- Working with the Trust Center. ....173
- 14 Training Made Easy. .... 177**
  - Getting Help in Office 2010 .....177
  - Finding What You Need on Office Online.....180
  - Take Your Learning to the Next Level with Microsoft eLearning.....182
  - Continue Learning with Microsoft Press Books .....183



## Chapter 10

# Create Effective Marketing Materials with Publisher 2010

### In this chapter:

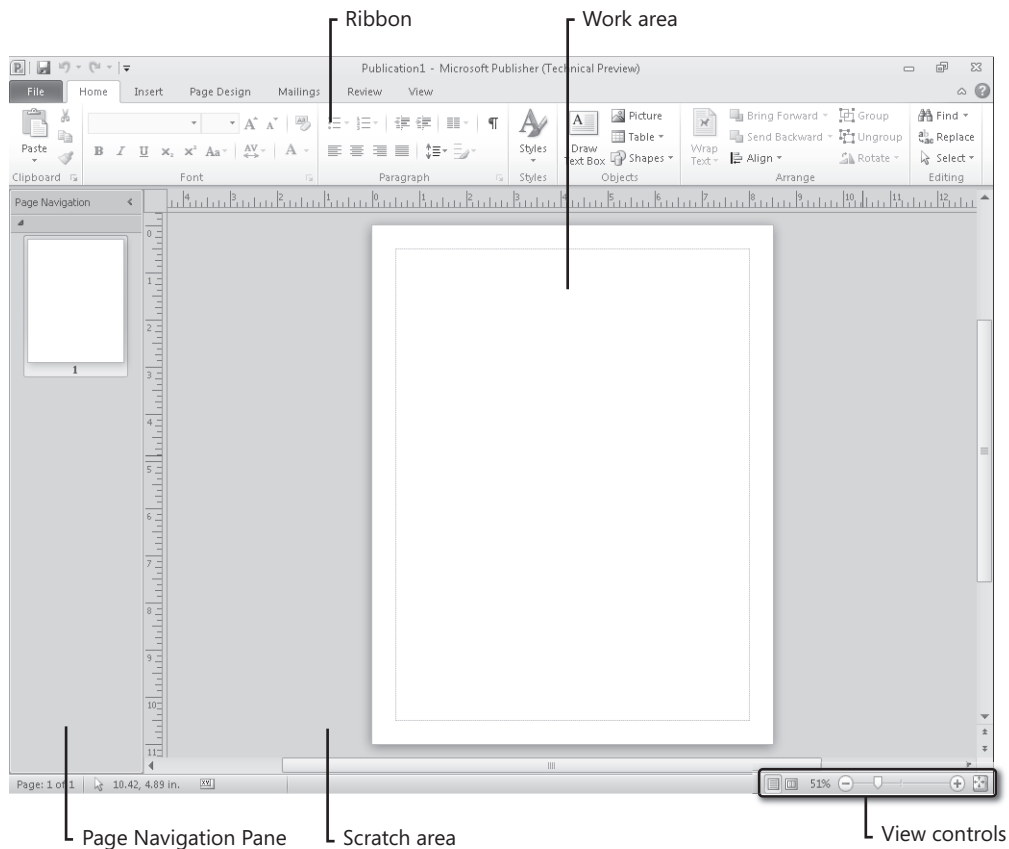
- Starting Out with Publisher 2010
- Creating and Using Templates and Building Blocks
- Creating Precise Layouts
- Enhancing Typography with OpenType Features
- Working with the Improved Color Palette
- Previewing and Printing Publications
- Preparing for Commercial Printing
- Sharing Publisher Files

How do you create your marketing materials today? If you are spending a big portion of your budget outsourcing four-color postcards, brochures, newsletters, and more, you can do the job closer to home with Publisher 2010 and save money, time, and effort. What's more, you can create and save reusable content—called building blocks—that you can insert in future materials, which helps you ensure that your messaging stays consistent no matter what kinds of materials you create.

Improvements in Publisher 2010 make it easier than ever to create new files using both built-in and community-submitted templates. New layout tools help you align objects, place captions, and position elements on the page in accurate and aesthetically pleasing ways. You can also spruce up your photos with artistic effects, improved editing tools, and support for OpenType features such as ligatures and stylistic sets.

## Starting Out with Publisher 2010

The Microsoft Publisher 2010 window gives you plenty of room to work on screen, while keeping the tools you need within reach. (See Figure 10-1.) The Ribbon includes seven tabs—File, Home, Insert, Page Design, Mailings, Review, and View—and each tab contains groups of tools related to the tab topic. On the Insert tab, for example, you'll find Picture in the Illustrations group, enabling you to add pictures to the current page with just a few clicks of the mouse.



**FIGURE 10-1** The Publisher 2010 window includes the Ribbon and the Page Navigation pane.

The Publisher window also includes a scratch area surrounding the entire publication. The scratch area enables you to place objects partially off the page so that you can create bleeds (photos, backgrounds, or other graphical elements that print all the way to the edge of the page). In Publisher 2010, you can choose to hide or display the scratch area so that you can see the overall design, including bleeds, as well as the page as it will appear when printed.

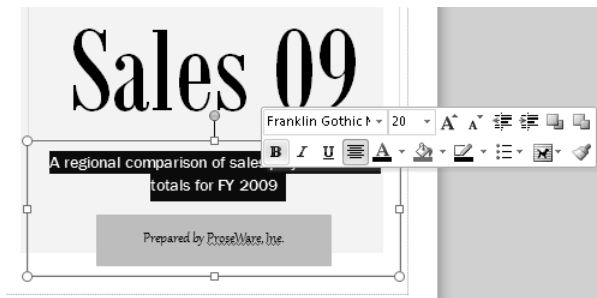
## Collapse and Expand Page Navigation Pane

The Page Navigation pane along the left side of the window displays thumbnails of the pages in the current document, which enables you to get a sense of the document flow and overall layout at a glance. You can use the Page Navigation pane to scroll through the different pages in your document, checking text flow, placement of illustrations, format of headings, and other parts of the design.

If you want to increase the amount of space available for the current page, you can collapse the Page Navigation pane, which reduces the size of the displayed thumbnails. To expand the pane, simply click the Expand button at its upper-right corner.

## Use the Mini Toolbar

Now Publisher 2010 also includes the Mini Toolbar, a set of text-formatting tools that appears when you select text in your document. When the Mini Toolbar first appears, it is transparent; when you point to the toolbar it becomes solid, as Figure 10-2 shows. If you move the mouse pointer away from the toolbar, it disappears altogether. In this way, the tools are within reach if you need them, but they fade away if you don't.



**FIGURE 10-2** The Mini Toolbar displays formatting tools when you select text.

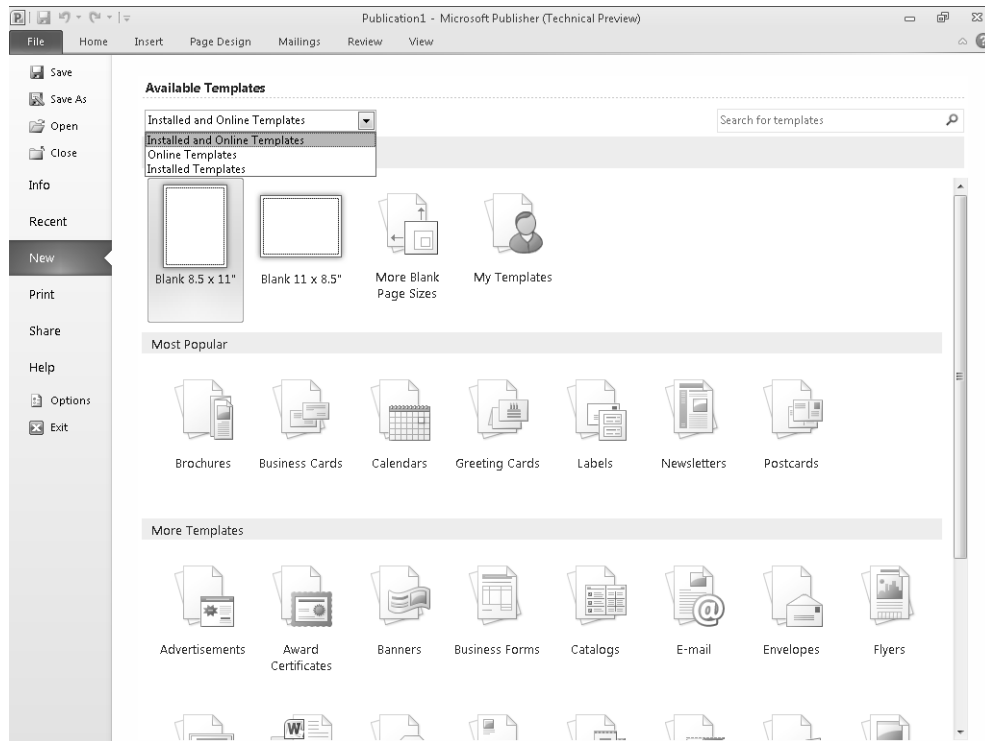


**Tip** If the Mini Toolbar doesn't appear automatically when you select text in your document, you can turn the feature on by clicking File and choosing Options. On the General tab, click the Enable The Mini Toolbar option.

## Creating and Using Templates and Building Blocks

Publisher 2010 offers dozens of built-in templates you can use to create letters, newsletters, brochures, business cards, calendars, labels, and much more. When you choose to create a new publication based on a template, you can use one of the templates installed with the software or access templates available online in the Publisher community. (See Figure 10-3.)

In addition to using templates to start your publication, you can add predesigned elements to your pages by choosing from a gallery of page parts, known as building blocks. Building blocks are available in the Page Parts tool in the Building Blocks group of the Insert tab. (See Figure 10-4.)

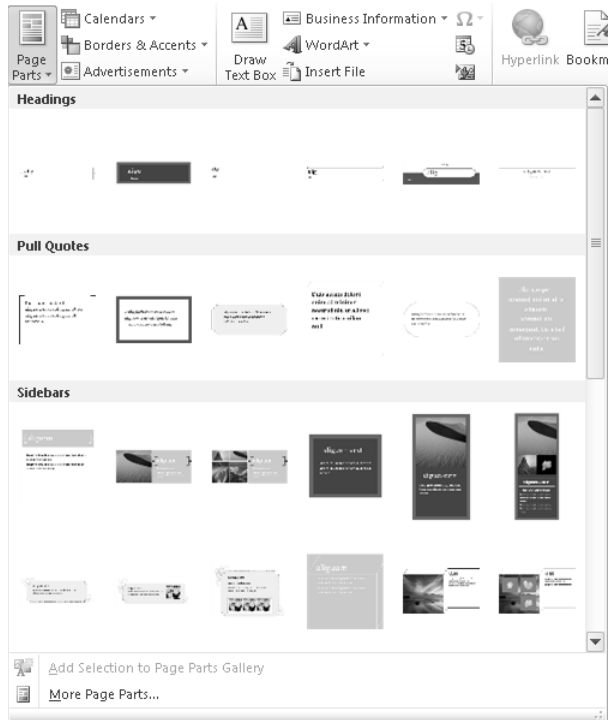


**FIGURE 10-3** You can choose to begin a new publication based on an installed or online template or create your own design on a blank page.



**Tip** A *building block* is a part of a page that you might want to use regularly in your publications.

By default, Publisher includes headings, pull quotes, sidebars, and stories in the Page Parts gallery of the Building Blocks group on the Insert tab. You can insert the building blocks as they are and then customize them to fit your publication, or you can create your own Page Part and then save it as a building block. Either way, the building blocks feature can save you time and effort and help you provide a consistent look and feel among the various publications you create.

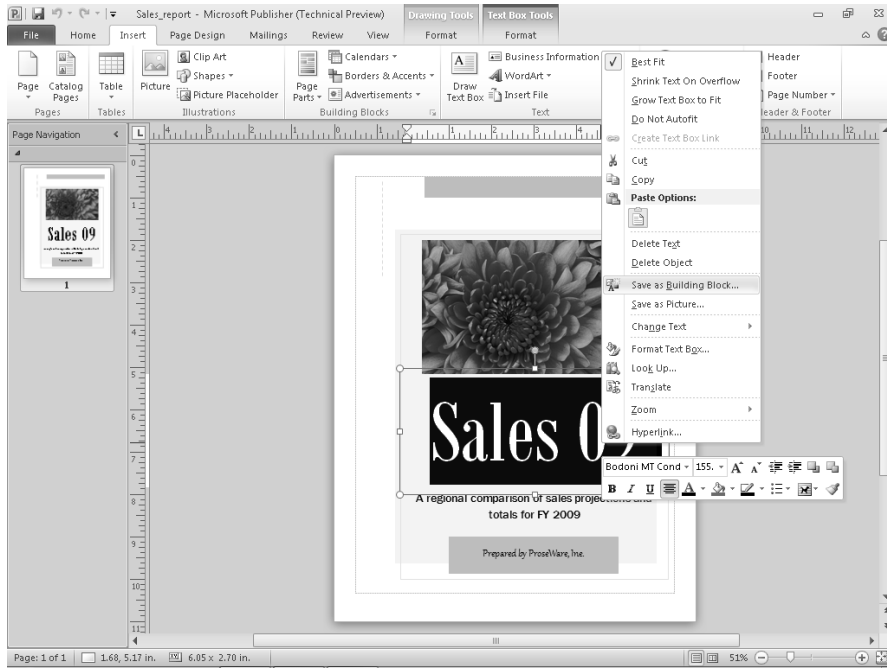


**FIGURE 10-4** Page Parts can save you time and add a professional touch to your page design.

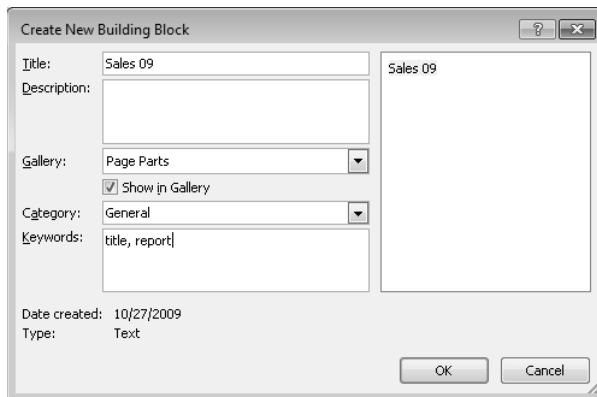
### Step by Step: Creating a Building Block

Here's how to create a new building block in Publisher 2010:

1. Open the Publisher document you want to use.
2. Create and select the element you want to save as a building block. *Hint:* You might want to save a page heading, report title, pull quote, table, or other often-used element.
3. Right-click the element you selected and choose Save As Building Block.



4. In the Create New Building Block dialog box, shown here, enter a title and description.

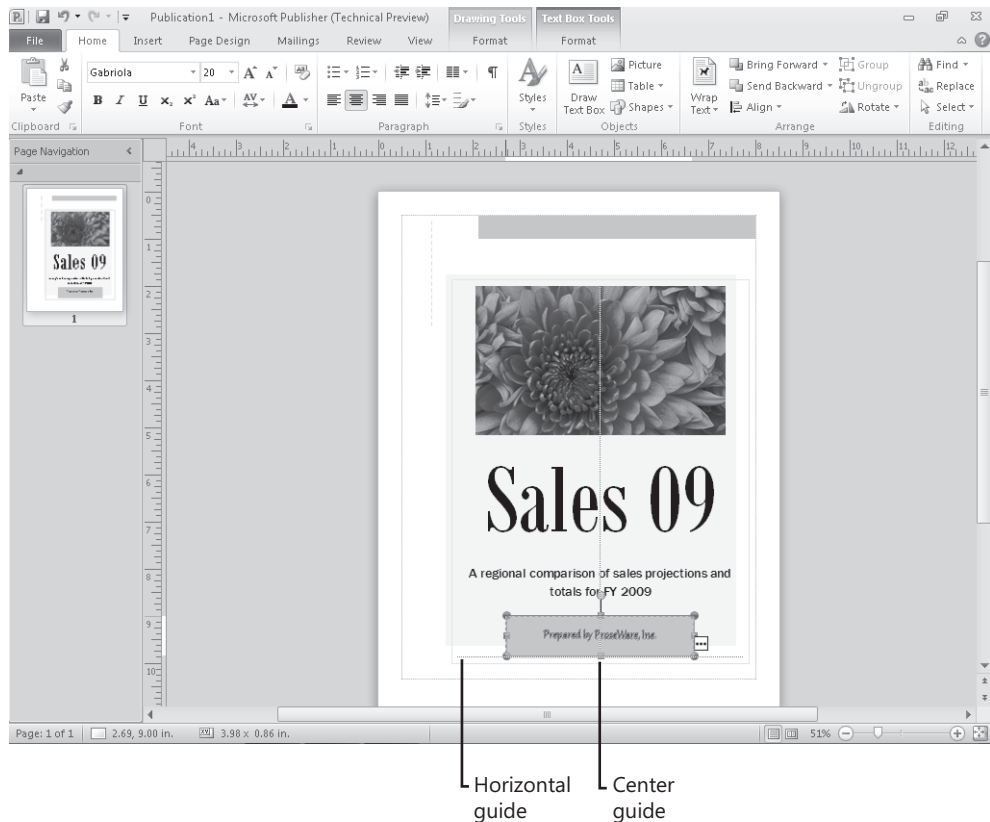


5. Click the Category arrow, and choose the category that best applies to the type of element you've created.
6. Click OK to save the building block.

## Creating Precise Layouts

Publisher 2010 also includes dynamic layout guides to help you position elements precisely on the page. Guides appear automatically as you drag an object—text, picture, or shape—on the page. Turn on the display of guides by clicking Guides in the Show group of the View tab.

Vertical and horizontal guides help you ensure you're positioning elements so that they align with other objects on the page. Guides appear and disappear as you drag the object so that they take up space on-screen only in the areas where you need to use them. (See Figure 10-5.)



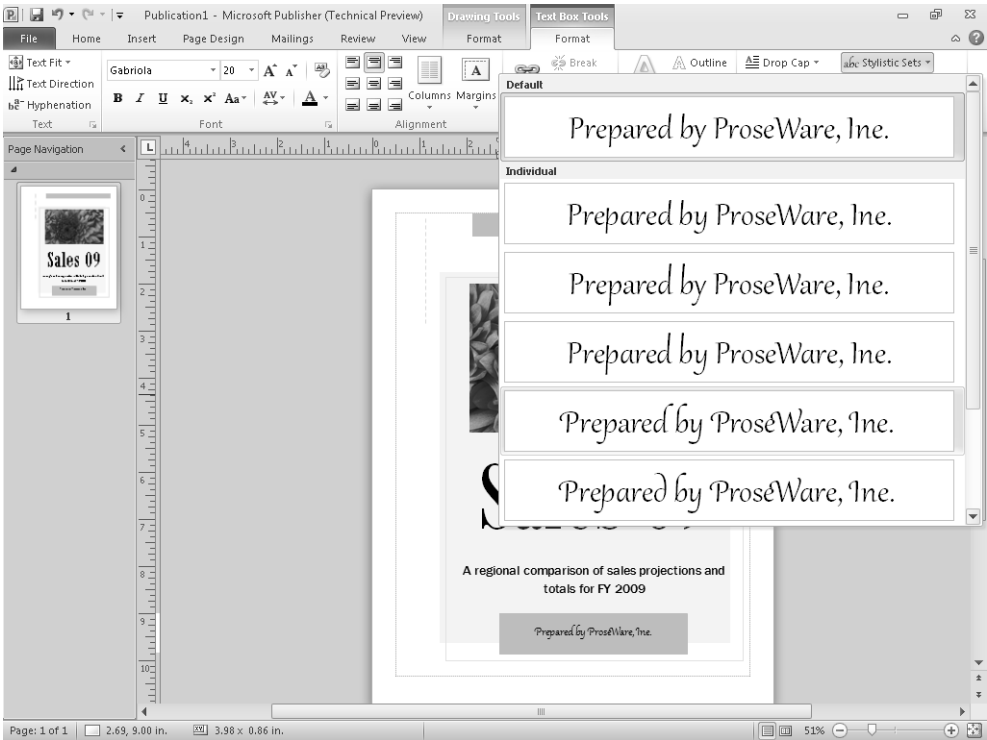
**FIGURE 10-5** Publisher 2010 provides dynamic guides that help you place objects on the page.

## Enhancing Typography with OpenType Features

Both Publisher 2010 and Word 2010 are now able to make use of OpenType features such as ligatures and stylistic sets in the fonts that offer them. *Ligatures* are a combination of two letters shown typographically as a single character in some fonts. For example, the letters

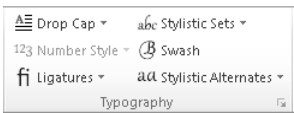
*fi* in some typefaces are placed close together and shown as a single character. This type of text control is used most often in high-quality typography work.

Similarly, stylistic sets offer a variety of appearances in the selected font. The Typography tools are found on the Text Box Tools Format tab, which appears when a text box is selected in your Publisher document. Figure 10-6 shows some of the stylistic sets available for the Gabriola font.



**FIGURE 10-6** Publisher 2010 enables you to take advantage of professional typography features available with some OpenType fonts.

In addition to ligatures and stylistic sets, Publisher 2010 also supports number styles, stylistic alternates, and swash features. Figure 10-7 shows the primary Typography tools, and Table 10-1 provides a description of each one.



**FIGURE 10-7** Publisher 2010 offers different OpenType features you can apply to fonts that support them.



TABLE 10-1 Typography features in Publisher 2010

Tool	Description
Ligatures	Enables you to choose whether to use ligatures in the document (and, if so, what kind)
Number Style	Sets the appearance of numerals in the selected font in the current document
Stylistic Alternates	Offers alternate characters you can use in the text in your document
Stylistic Sets	Displays a gallery so that you can choose the format style of the selected font
Swash	Works as a toggle, and turns on or off decorative text elements



**Tip** Publisher 2010 also includes Paste with Live Preview, which enables you to preview the way an object will look before you paste it in your Publisher document.

## Working with the Improved Color Palette

Publisher 2010 updated its color palette to include elements that help you keep a consistent look and feel throughout the materials you create. Now you can stay true to the color scheme you selected and apply a variety of tints, shades, and gradients to the text and shapes on your pages. You'll find the new palette on all border and fill tools—for example, Figure 10-8 shows the color palette that appears when you click the Shape Fill tool in the Shape Styles group of the Drawing Tools Format tab.

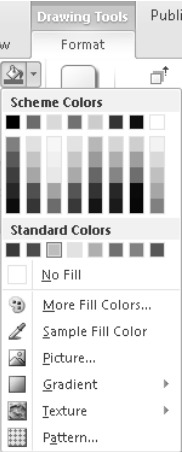
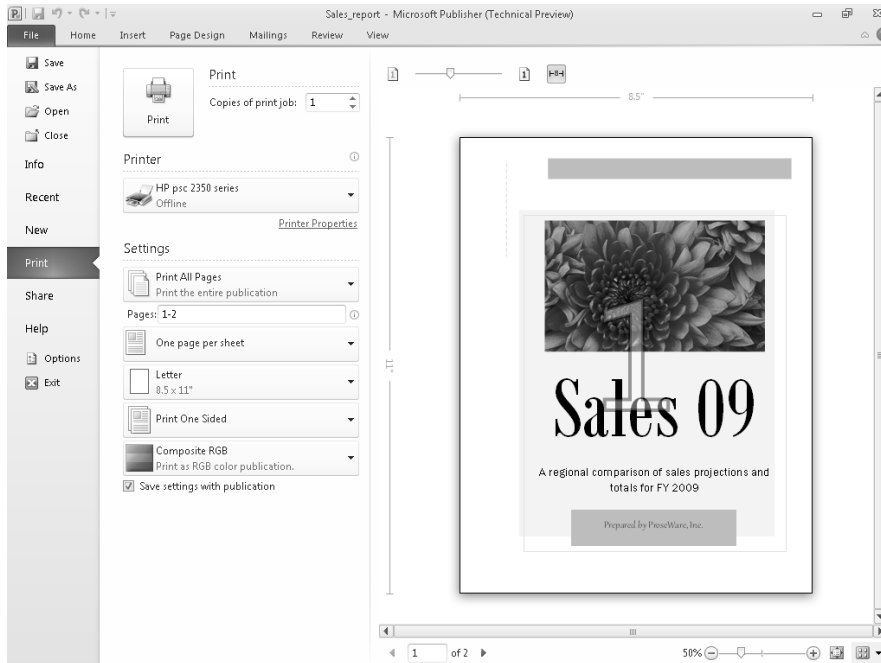


FIGURE 10-8 The improved color palette now displays color scheme selections and expanded color choices.

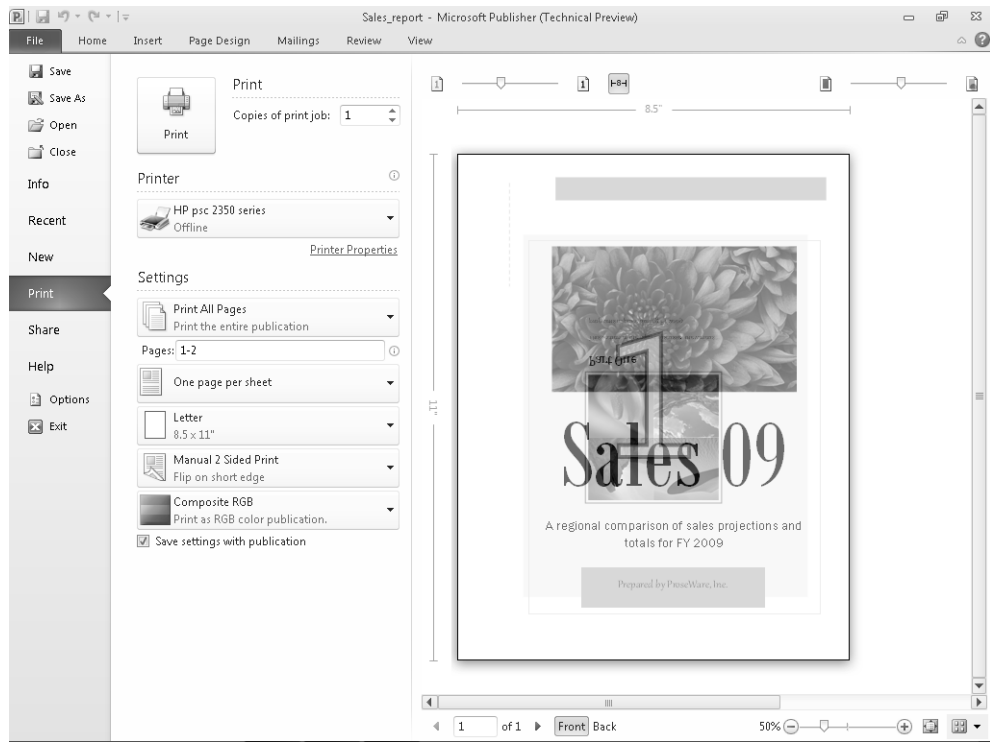
## Previewing and Printing Publications

The Print feature in Publisher 2010 now enables you to preview, adjust, and print all in the same screen in Backstage view. (See Figure 10-9.) When you click the File tab and click Print, you see the current page of your open publication, complete with the page margins, headers and footers, and more. You can easily choose the print options you need—for example, select the printer you want to use, choose the print layout and paper style, and select whether you want to print as an RGB color publication or a composite black and white.



**FIGURE 10-9** The Preview And Print interface in Publisher 2010 enables you to make last-minute changes and print, all from the same screen.

Have you ever printed a double-sided report only to find out that the image on the back of the page made the text on the front hard to read? Publisher 2010 includes a backlight feature that enables you to see through the page on double-sided publications so that you can avoid that kind of situation in the future. When you choose two-sided printing in the print options, the Decrease Transparent View and Increase Transparent View tools appear at the upper-right corner of the preview window. (See Figure 10-10.) To change the transparency and display the back of the page while you're looking at the front, drag the Transparency slider to the right. You can also turn the page and view the transparency from another perspective using the Front and Back tools at the bottom of the preview area.



**FIGURE 10-10** The Transparency tools become available when you choose two-sided printing.

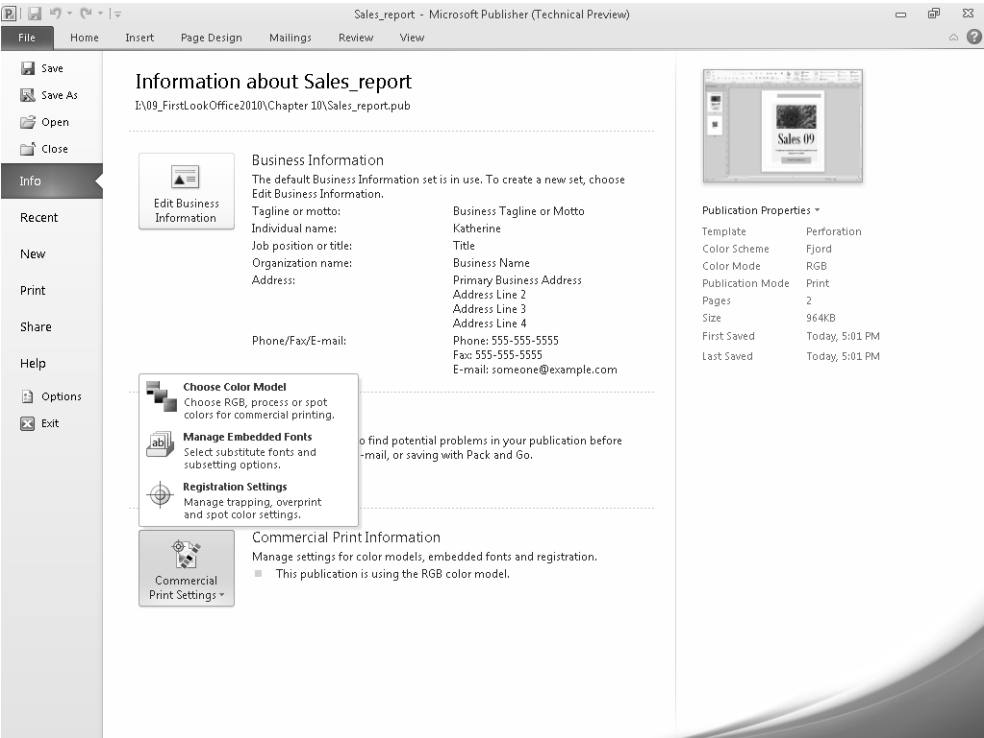


**Tip** Before you finalize your design, be sure to run the Design Checker to identify and correct design problems in the publication. You'll find the Design Checker on the Info tab of Backstage view.

## Preparing for Commercial Printing

Publisher 2010 includes expanded support for the four-color process and spot color printing, including CMYK composite postscript and Pantone colors (both PMS and the new Pantone GOE color system). You'll find the tools you need to prepare a file for commercial printing by clicking the File tab to display Backstage view. Click Info, and click Commercial Print Settings.

Commercial Print Settings enables you to choose the color model you want to use, work with the embedded fonts in your publication, and manage the registration of the document. (See Figure 10-11.) When you're ready to finalize the file, click File and in Backstage view, click Share and choose Save For A Commercial Printer.



**FIGURE 10-11** Commercial Print Settings enable you to prepare your publication for professional printing.

# Sharing Publisher Files

You can share the files you create in Publisher 2010 in various ways. You can e-mail pages from within Publisher, create a PDF/XPS document, publish the document as HTML, save the piece for a commercial printer, or save the publication for another computer. You'll find these options in the Share tab of Backstage view.



**Tip** Before you send your Publisher document by e-mail, you can preview it by clicking File to display Backstage view and choosing Share. Click E-mail Preview to display a version of the document as it will appear to the recipient.

# More Resources For Office 2010

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