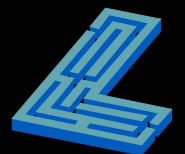


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Lesson 4: Creating a Promotional Brochure

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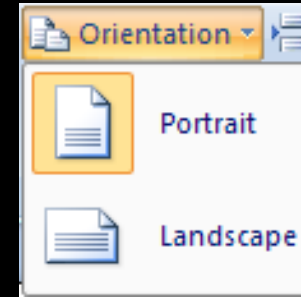


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Working with Page Orientation and Size

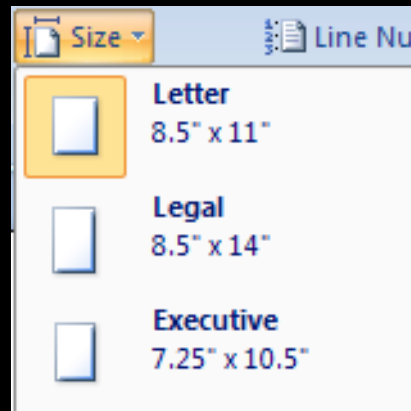
- **Setting the page orientation**

- ▲ Portrait (vertical) orientation
- ▲ Landscape (horizontal) orientation



- **Choosing the paper size**

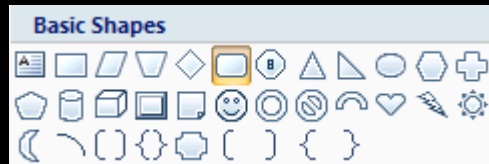
- ▲ The Size menu provides a variety of typical paper and envelope sizes



TIP  Use the Page Setup dialog box to create custom paper sizes.

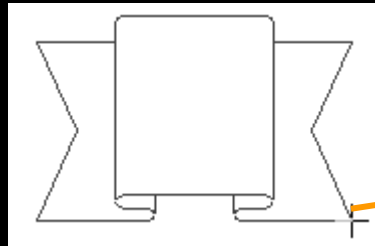
Working with Shapes

- Word provides a large gallery of shapes



...and more

- Draw shapes
 - ▲ Choose shape from gallery
 - ▲ Drag mouse pointer in document to draw shape



Mouse pointer
changes to a crosshair

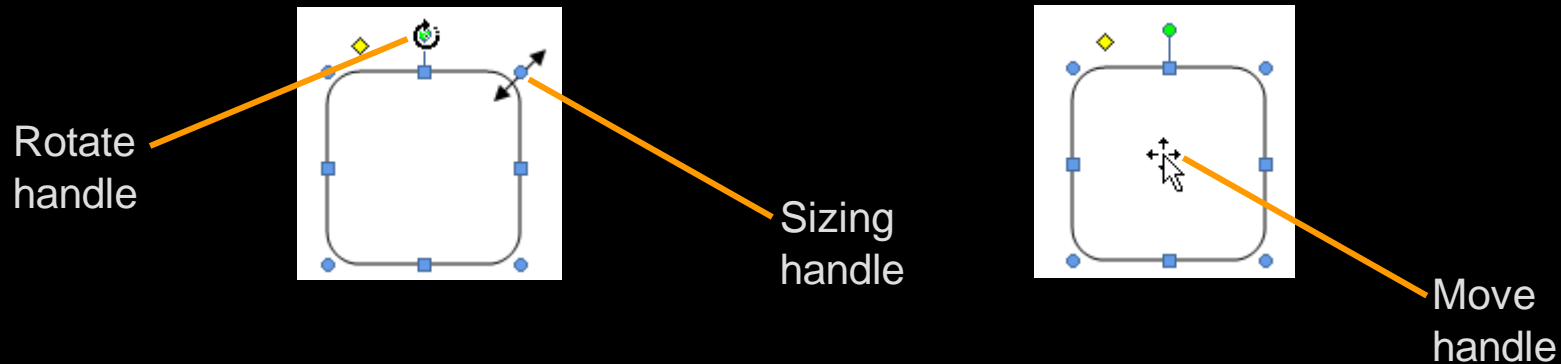


TIP *Press and hold the Shift key while dragging to maintain height to width ratio.*



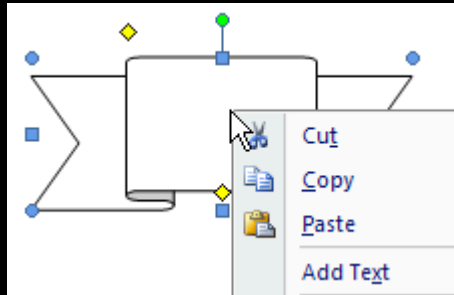
Working with Shapes

- **Rotate, resize, and move**
 - ▲ Click the shape to display its handles

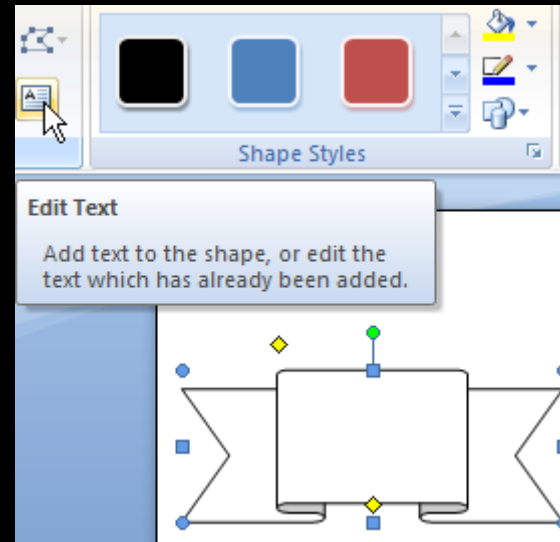


Working with Shapes

- Add text to a shape



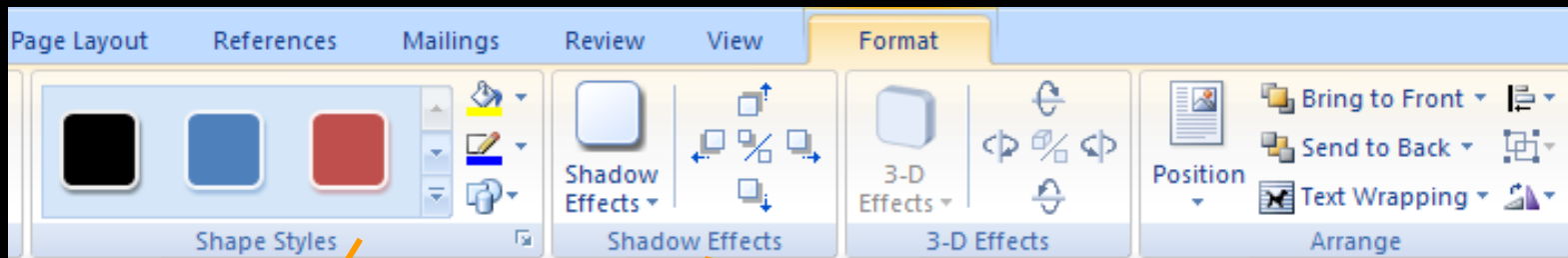
Choose Add Text from the popup menu...



...or choose Edit Text from the Ribbon

Working with Shapes

- Customize shapes via the contextual Format tab



The Shape Styles gallery offers many fill color variants

Shadow and 3-D effects add impact to your images


Performing Basic Picture Editing

- Adjust brightness and contrast



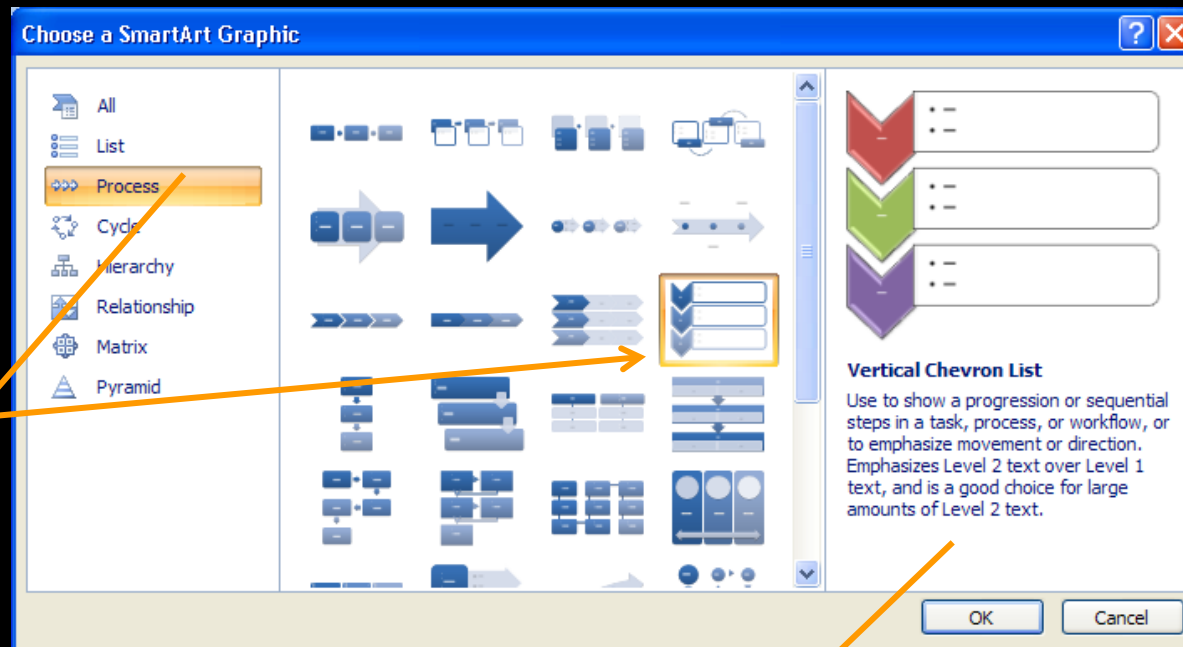
- Crop and rotate pictures



TIP  *The brightness and contrast settings adjust how the picture appears on the screen and in print.*

Working with SmartArt

- Convey concepts quickly with graphics



Images from the selected category display here

Suggestions for using the selected graphic appear here



Working with SmartArt

Text you type here appears here

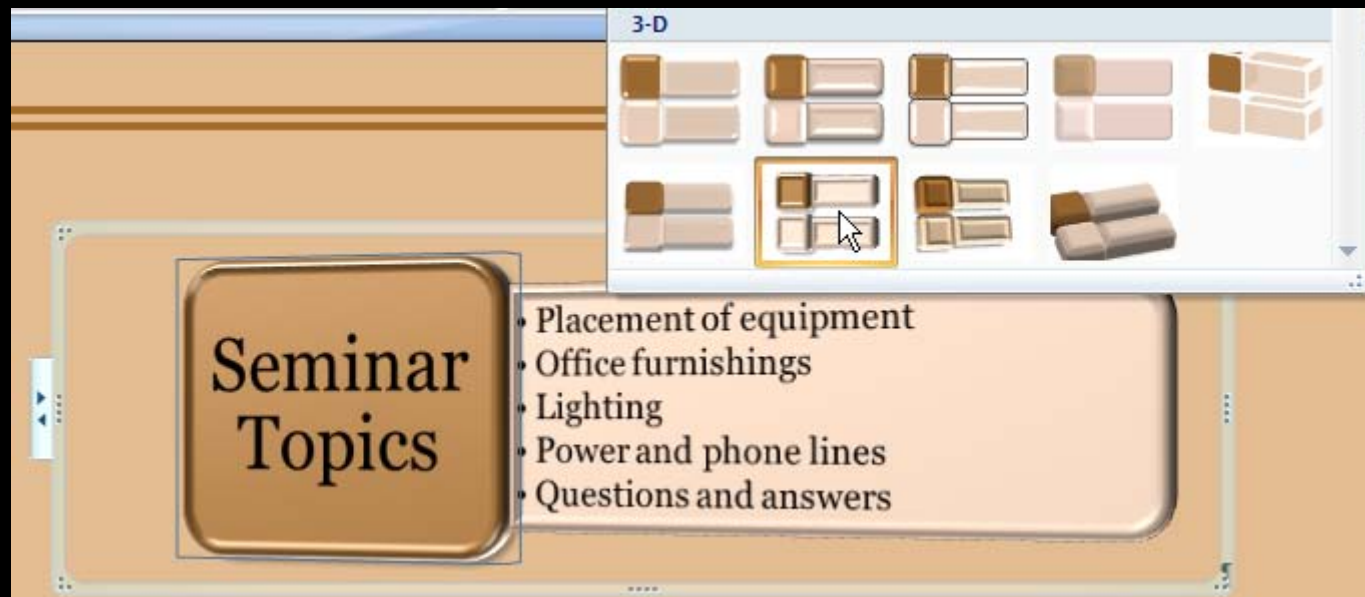


Select separate objects within the image to format them separately; notice the handles

Position the mouse pointer on the surrounding frame to display the move handle

Working with SmartArt

- Apply interesting design variations with SmartArt styles

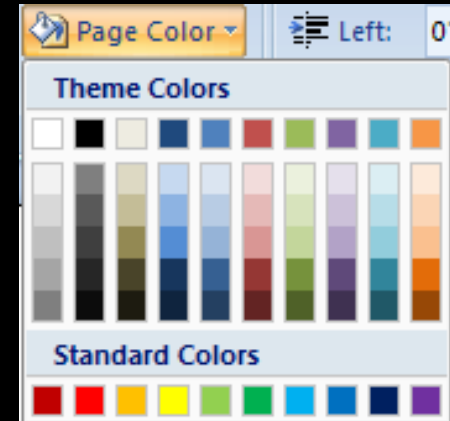


Quickly view SmartArt styles with Live Preview

Formatting the page background

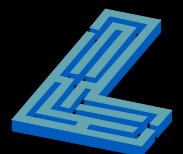
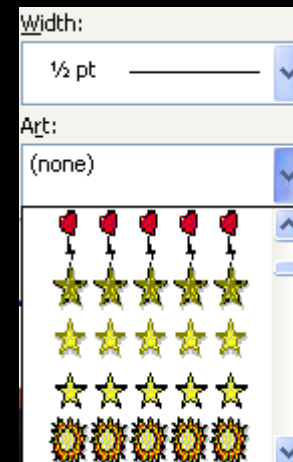
■ Add page color

- ▲ Choose from Theme Colors or Standard Colors
- ▲ Adds interest to online documents



■ Add page border

- ▲ Add a simple surrounding line
- ▲ or choose from a gallery of art borders

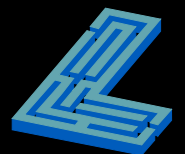


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