

REVIEW AND PRACTICE

OBJECTIVES

Upon completion of this lesson, you should be able to:

- Fill in the Personal Information.
- Design a logo.
- Design an advertisement.
- Design a letterhead.
- Design a price list using a table.
- Design a business card.
- Design a flyer.
- Design a postcard.
- Create labels.
- Design a brochure.
- Design a newsletter.
- Design a Web site.

Estimated time: 4 hours

The Scenario

Dr. Glen Parker, D.V.M has just graduated from veterinary college and is opening a veterinary clinic in Otter Creek, Wisconsin. The clinic will specialize in companion animal services such as services for dogs, cats, rabbits, ferrets, hamsters, gerbils, birds, and exotics. No large animals such as horses or cows will be serviced. The critical information for the office is as follows:

Parker Animal Clinic

9003 Jackson Boulevard

Otter Creek, WI 54999

Phone: 920-555-6886

Fax: 920-555-8713

E-mail: *Dr.Glen@parkeranimalclinic.com*

Since you are skilled in using Microsoft Publisher to prepare miscellaneous kinds of publications as well as using other office software, and you have terrific soft skills, you have been hired as office manager for the clinic. The desktop publishing work will be divided into projects. No specific instructions are included for the projects. You will be shown a possible solution for a job, but you should use your design skills when creating these publications. Try to use a certain “theme” throughout the projects to convey some consistency in design in the publications so customers grow accustomed to seeing certain objects that remind them of the clinic. Review the design tips presented at the beginning of the previous lessons to help you with your designing tasks. If prerecorded files are to be used, the names of those files will be listed. Print each of the completed projects, unless otherwise stated.

Job 1- Personal Information

Up to four sets of personal information about a person and/or organization can be saved in Publisher. These four sets of personal information include Primary business, Secondary Business, Other Organization, and Home/Family. The set that is selected is the one that determines what information is displayed. Each piece of information in each set is referred to as a component. These components will vary depending on which set you choose. The primary business set includes a personal name, job title, organization name, address, tag line, phone/fax/e-mail, logo, and color scheme. To initially enter the personal information, you must either start a wizard, which automatically opens the Personal Information dialog box, or you must choose Personal Information from the Edit menu. Personal information text can be inserted into a publication at any time by selecting Personal Information from the Insert menu and choosing the desired component. Each component you insert will be in its own text box.

Up to this point you have been instructed to cancel the Personal Information dialog box whenever it appeared when you started your publications using a wizard, because you have been doing projects for various organizations. Now that you are going to be creating publications for only one organization, you will use this feature.

STEP-BY-STEP 10.1

1. Start a blank publication.
2. From the **Edit** menu, choose **Personal Information**.

STEP-BY-STEP 10.1 Continued

- Key the information shown in Figure 10-1. Click **Update**.

FIGURE 10-1

Personal Information Dialog Box

- Try the components by choosing **Personal Information** from the **Insert** menu.
- Select **Personal Name**. Did Dr. Parker's name appear in a text box frame? Delete the frame.
- From the **File** menu, choose **New**. Choose any **Quick Publication** from the Start from a design task pane. Notice that the personal information appears in several text box frames.
- Close the publication without saving it. Continue with Job 2.

Job 2 - Logo

Dr. Parker has asked you to submit possible logo designs from which he may choose for the Parker Animal Clinic. Use any of the clip art resources available to you to design two or three logos that might be appropriate for a veterinary clinic. You will group the objects that make up your logo and save the grouped object as a *.jpg* file so that you can use the object in the rest of your publications. You may have to refer back to Lesson 4 to review how to do this. Some requirements for you to meet regarding the design of the logo appear in Step-by-Step 10.2. Figure 10-2 shows you a sample logo.

FIGURE 10-2
Sample Logo



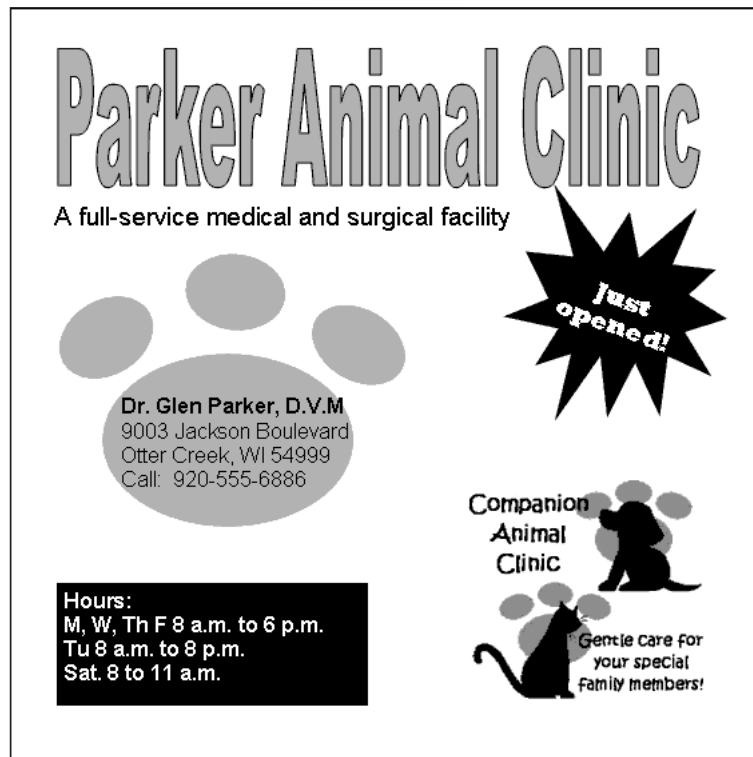
STEP-BY-STEP 10.2

1. Create a blank publication.
2. The logo does not have to contain the name of the clinic.
3. It should measure no more than 2 inches wide and 2 inches tall.
4. Group all objects into one object.
5. Save the *object* as a *.jpg* file (**xxxJob10-2.jpg** with your initials in place of **xxx**) and print it.
6. Do not save the Publisher file.

Job 3 - Advertisement

Dr. Parker would like you to create an advertisement for the local newspaper. The size of the ad should be five inches square. Figure 10-3 shows the information to be included in the ad and a possible format. Use your design skills to design an ad that is more attractive than the one in Figure 10-3. Since Dr. Parker likes all of the Clinic logos you created, you get to choose your favorite. While you are creating the advertisement, you will save your chosen logo in the personal information set to use in future publications. Then you'll add it to your advertisement to familiarize potential customers with the logo.

FIGURE 10-3
Sample Ad Copy for Job 3



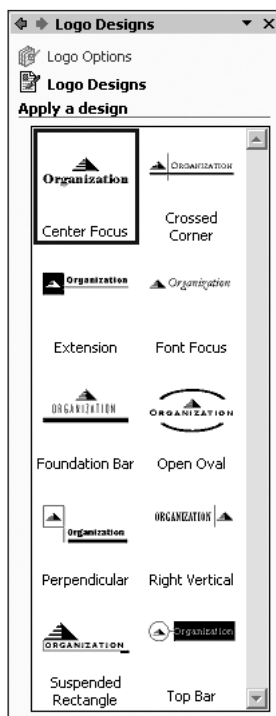
STEP-BY-STEP 10.3

1. Create a blank publication with page dimensions of 5 inches wide by 5 inches tall.
2. Set all four margins to 0 inches.
3. Use the Personal Information feature to insert the name of the clinic, the doctor's name, address, and phone.
4. Include the hours (M, W, Th F 8 a.m. to 6 p.m.; Tu 8 a.m. to 8 p.m.; Sat. 8 to 11 a.m.)
5. Include the following text: **A full-service medical and surgical facility.**

STEP-BY-STEP 10.3 Continued

6. Save the file as **xxxJob10-3**. Keep the file open.
7. From the **Insert** menu, choose **Personal Information**.
8. Choose **Logo**. A default picture will appear.
9. Click the wizard button that appears below the default picture. This opens the Logo Designs task pane. (See Figure 10-4.)

FIGURE 10-4
Logo Designs Task Pane

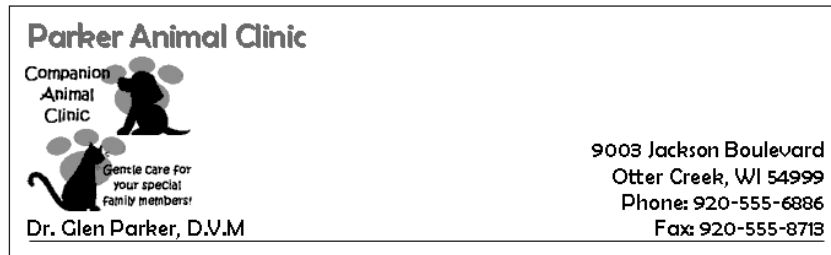


10. Click **Logo Options** and then click **Inserted picture**. This inserts another possible logo from the Design Gallery.
11. Click **Choose picture** and locate the logo you just saved in Job 2.
12. Click **Insert**. The logo replaces the sample one just inserted. You might need to resize it when you use it in a publication.
13. Click **Save**. You will get a prompt that reads as follows: "You have modified the logo to this publication. Do you want to save the new logo to the Primary business personal information set?" Click **Yes**.
14. Print **xxxJob10-3** and close it.

Job 4 - Letterhead

Since he frequently sends letters to distributors of equipment and supplies as well as the occasional letter to clients, Dr. Parker has decided that he needs an attractive letterhead. Figure 10-5 shows you a sample design.

FIGURE 10-5
Sample Letterhead Solution



STEP-BY-STEP 10.4

1. Create a blank publication that is letter size.
2. Using a design of your choice, use the Personal Information feature to insert the following information:
 - Dr. Parker's name and title.**
 - The name and address of the clinic.**
 - The telephone number and fax number.**
 - Company logo.**
3. Save the file as **xxxJob10-4** and print the file.

Job 5 - Price List

Customers have been having difficulty remembering the prices quoted for services often needed for cats and dogs. Dr. Parker has asked you to prepare a price list for dog and cat services. Figure 10-6 shows a sample price list.

FIGURE 10-6
Fee Information for Job 5

Services for Dogs		Services for Cats	
Description	Fee	Description	Fee
Office Visit	\$24	Office Visit	\$24
Dist-Hep-Lept-Pi-Parvo-Corn	\$10	Pan-Rhino-Chlamy-Caliciv	\$10
Heartworm Check	\$24	Deworm	\$18
Deworm	\$24	Feline Leukemia/FIV Test	\$28
Lyme Vaccination	\$30	Feline Leukemia Vaccination	\$10
Bordetella Vaccination	\$10	Feline Infectious Peritonitis Vaccination	\$10
Flea Prevention	\$10	Flea Protection	\$10
Fecal Exam	\$32	Fecal Exam	\$32
Neuter	\$99-\$179	Neuter	\$69
Spay	\$109-\$199	Spay	\$109
Rabies Vaccination	\$10	Rabies Vaccination	\$10
Heartworm Pills (per dose)	\$5	Heartworm Pills (per dose)	\$5
		Front Declaw	\$119
		Front & Back Declaw	\$174

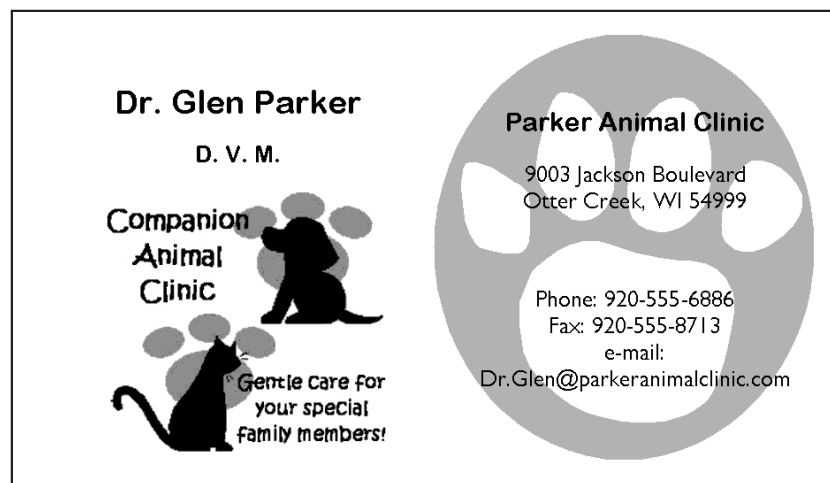
STEP-BY-STEP 10.5

1. Use the letterhead you prepared in Job 4 for the price list. Create a text box frame near the top of the page.
2. Insert the text file **Para.rtf**, which is found in your data files, as the introductory paragraph.
3. Using a design of your choice, include the information in Figure 10-6 for pricing. The design of the table does not have to match Figure 10-6. **Note:** The graphic with the row of paw prints illustrated in Figure 10-8 is named **pawtracks.gif** and is stored in the data files should you want to use it for any of the jobs.
4. Save the file as **xxxJob10-5** and print the file.

Job 6 - Business Card

Dr. Parker tells you that he would like business cards created that he can hand out to clients at the clinic as well as distribute to colleagues or customers when he is conducting business outside the office or attending various business functions. A business card is a publication that includes a person's name, title, company, business address, phone numbers, e-mail, and possibly, Web site address. It is generally 3½ inches wide and 2 inches tall and is printed on special stock paper that is heavier than bond paper. You have not created business cards before, but you should not have any problem with this task since you have already created so many publications using a wizard! Figure 10-7 shows you a sample design.

FIGURE 10-7
Sample Business Card



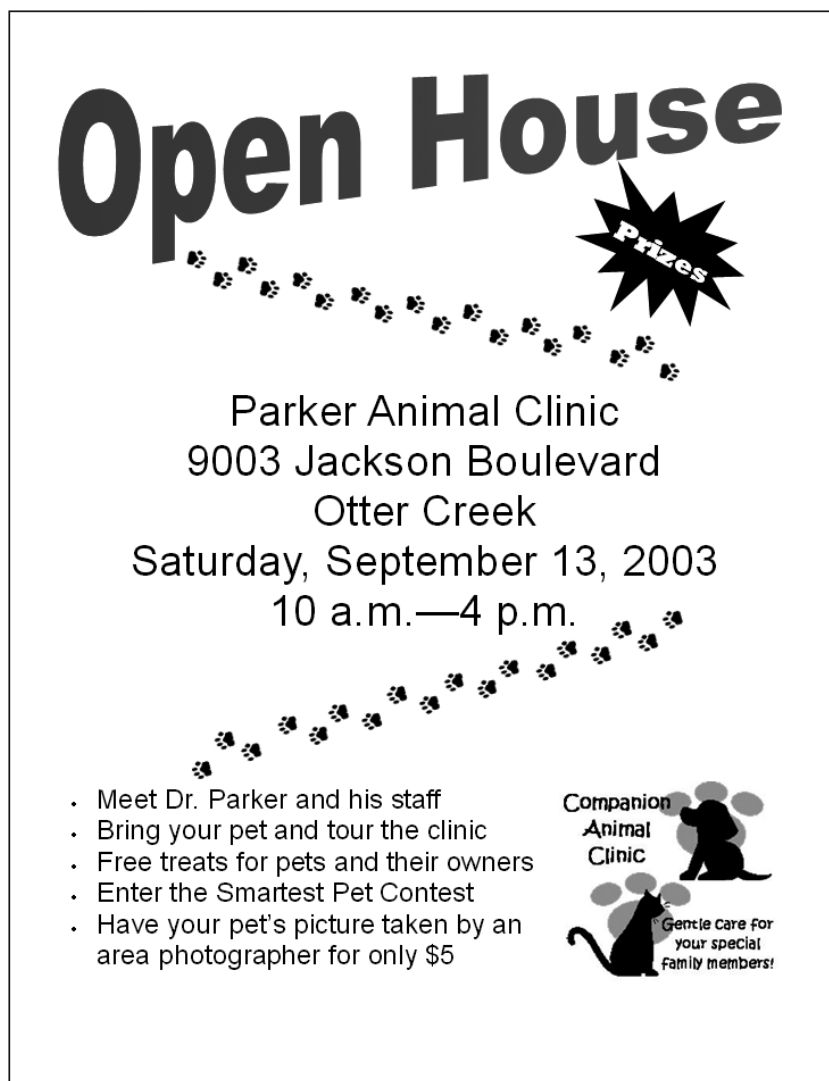
STEP-BY-STEP 10.6

1. Create a new publication choosing **Business Cards** in the Start from a design list.
2. Choose a design.
3. Because you are using a wizard, the personal information should automatically be filled in. Make any other design changes you feel are necessary.
4. Save the file as **xxxJob10-6** and print the file.

Job 7 - Flyer

The members of the staff at the Parkway Animal Clinic have decided to hold an open house to meet potential clients. You have agreed to put up flyers all around town to advertise the open house. Figure 10-8 illustrates a sample design.

FIGURE 10-8
Sample Flyer Design



STEP-BY-STEP 10.7

1. The flyer should be $8\frac{1}{2} \times 11$ inches.
2. The date will be Saturday, September 13, 2003 from 10 a.m. to 4 p.m.
3. Use the Personal Information feature to insert the name and address of the clinic.

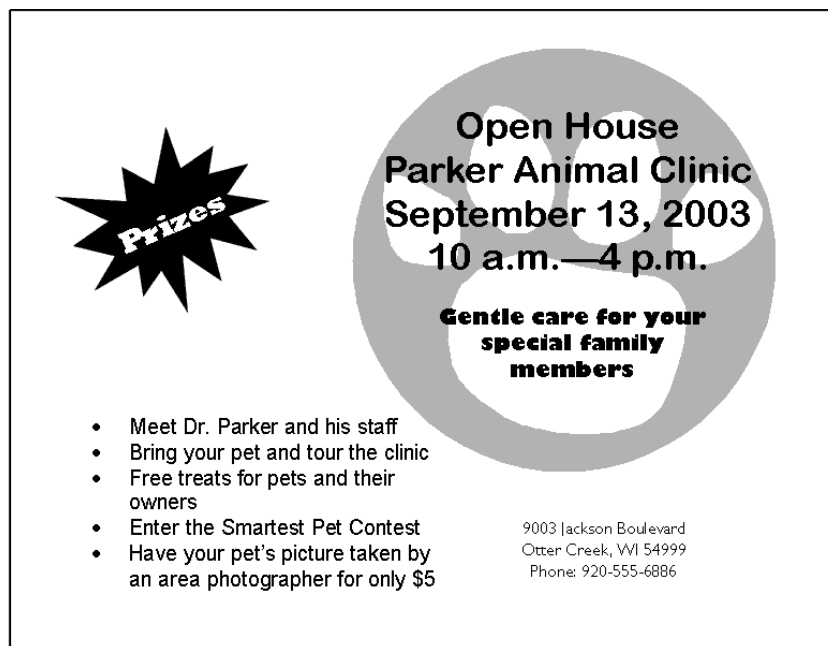
STEP-BY-STEP 10.7 Continued

4. Try to think of activities that would draw people into the open house. You may use the activities illustrated in Figure 10-8 if you can't think of any activities of your own.
5. Save the file as **xxxJob10-7** and print the file.

Job 8 - Postcard

The owner of a kennel near the clinic has provided you with a lengthy list of customers who frequent the kennel. Dr. Parker has decided that in addition to the flyers you are posting around town, it would be good to do some direct mail advertising for the open house. Figure 10-9 illustrates a sample design.

FIGURE 10-9
Sample Postcard



STEP-BY-STEP 10.8

1. Either use the postcard wizard or set up a blank publication as a postcard size.
2. Set the side margins to 0.5 inch each.
3. Include the important information from the flyer on the front side of the postcard.
4. Save the file as **xxxJob10-8**. Print the file.

Job 9 - Mailing Labels

You will prepare address labels for the postcards you prepared in Job 8. The client list that you received from the nearby kennel is complete except for Dr. Parker's three customers who are listed in Table 10-1.

STEP-BY-STEP 10.9

1. Start the Mail Merge procedure following the same procedure you used in Lesson 8.
2. Follow the normal procedure to begin with a stored list using the file **Client list.mdb**, which is in the data files.
3. When your client list appears, look at the information provided about the owners and their pets. Note that the last two fields contain an "x" for pets that receive grooming or boarding services at the Parker Animal Clinic.
4. Then position the highlight on the first entry. Choose **Edit**, choose **New Entry**, and add the customers in Table 10-1. Add your own record to the list, including a pet of your choice. Click **OK**.
5. Use **Avery Label 5160** for the main document. Use only the first six fields in the label.
6. Save the file as **xxxJob10-9** and print all of the labels.

TABLE 10-1

New Customers for Mailing List

First Name	Sylvester	Tigger	Lu-yin
Last Name	Katz	Woodland	Sheng
Address Line 1	983 Byrd Street	8231 Honey Street	74-B Otter Creek Avenue
City	Otter Creek	Otter Creek	Otter Creek
State	WI	WI	WI
ZIP Code	54999	54999	54999
Home Phone	(920) 555-2176	(920) 555-3013	(920) 555-3003
Pet type	Canary	poodle	pug
Birth date	8-99	5-96	4-97
Grooming		x	x
Boarding			x

Job 10 - Brochure

Create a trifold brochure for distribution to the customers of Parkway Animal Clinic. Be sure to use ruler guides to preserve the gutter space as you learned in Lesson 5. Figures 10-10 and 10-11 illustrate sample designs.

FIGURE 10-10

Sample Brochure Page 1

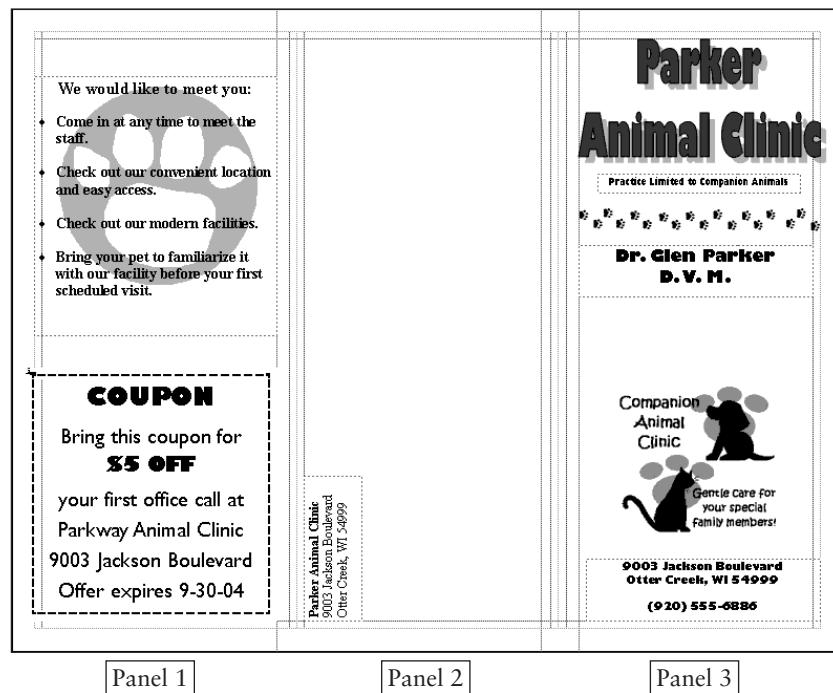
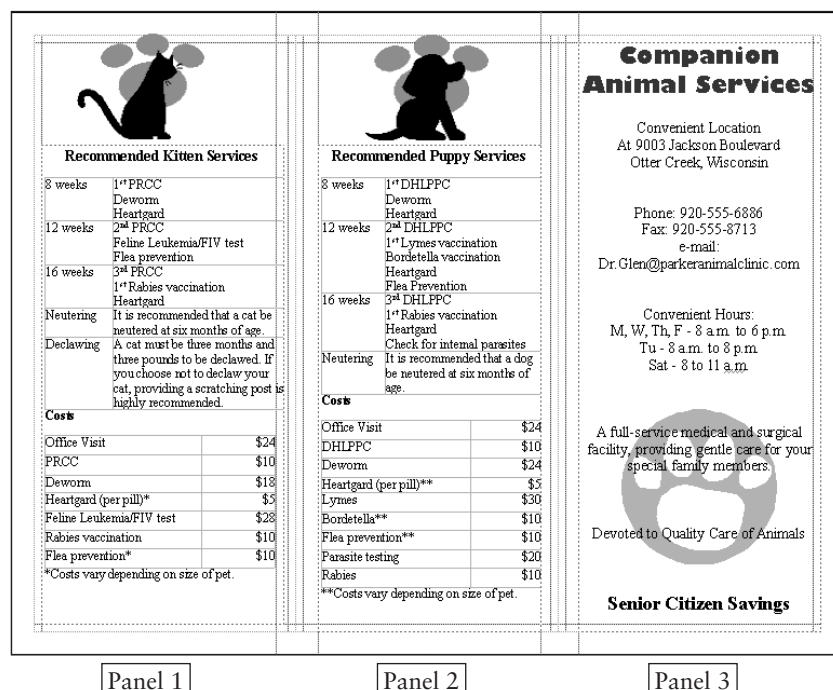


FIGURE 10-11

Sample Brochure Page 2



STEP-BY-STEP 10.10

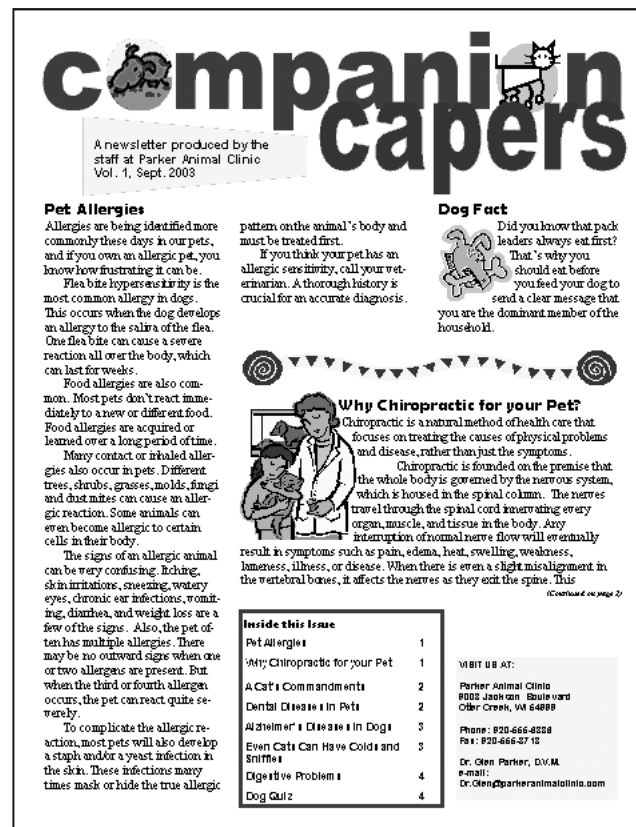
1. Include the following information about the clinic.
2. **Page 1, Panel 1:** This panel should contain invitation information. At the top of the panel, insert **meet.doc** and format the four items with bullets. At the bottom of the panel, create a coupon with a dashed border. The information for the coupon is stored in the data file folder as **coupon.doc**.
3. **Panel 2:** The only thing on this panel is the clinic return address in the lower-left corner. Rotate the text so it looks like the return address on an envelope. If Dr. Parker decides to mail brochures, the label will be affixed on this panel.
4. **Panel 3:** This is the cover of the brochure. In addition to the name of the clinic, the information in **front.doc** as well as the clinic logo should be included.
5. **Page 2, Panel 1:** Prices for kitten services. The text is stored as **Kitten Services.doc** in the data file folder. Arrange the text attractively and include a clip-art image of a cat or kitten of your choice.
6. **Panel 2:** Prices for puppy services. The text is stored as **Puppy Services.doc** in the data files. Again, include a clip-art image of a dog or puppy on the panel.
7. **Panel 3:** General clinic information. The text is stored as **panel 3.doc** in the data files. Make it pretty.
8. Save the file as **xxxJob10-10** and print and fold the brochure. Make sure no information falls into the folds between the panels. If it does, move the text objects out of the fold. Make sure the text objects are centered within each panel.

Job 11 - Newsletter

Dr. Parker would like you to create a four-page newsletter that can be handed out at the open house in September. He has written several articles that you can use along with some paid advertisements from which you can choose. Make sure you have ample white space on your

pages and be sure to intersperse graphics and/or small stories/ads to prevent having too much gray (text) on a page. Be sure to leave enough gutter space between columns. Figure 10-12 illustrates a sample design for the first page.

FIGURE 10-12
Sample Newsletter Page 1



STEP-BY-STEP 10.11

1. Create a blank publication that contains four pages.
2. Set up the number of columns you feel are necessary either on the master page or on each page individually.
3. You decide on the name of the newsletter.
4. Include a table of contents on the first page as well as the name and address and phone numbers of the clinic along with Dr. Parker's name and e-mail address somewhere on the first page. (Use the Personal Information feature to insert this information.)

STEP-BY-STEP 10.11 Continued

5. Include a header on pages 2, 3, and 4 that contains the name of the newsletter, the date, and the page number. These should appear on the master page, but should be ignored on page 1. (See Figure 10-13 for a sample.)

FIGURE 10-13

Sample Header for Newsletter

Companion Capers	Page 2	September, 2003
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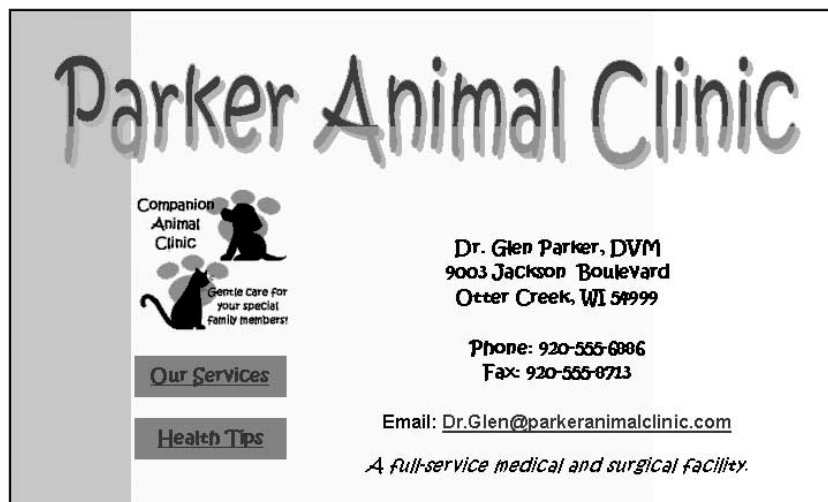
6. To provide consistency, you should create a text style for the article titles.
7. You choose which text files to use from the following list of data files. You DO NOT have to use them all.
- Alzheimer's Disease
 - Chiropractic
 - Commandments for a Cat
 - Dental Diseases in Pets
 - Digestive Problems
 - Dog Fact (small article)
 - Dog Quiz
 - Even Cats Can have Colds and Sniffles (small article)
 - Geriatric Dog Care
 - How to Make Your Dog Happy (small article)
 - Otter Creek Pet Sitters (small ad)
 - Pet Allergies
 - Training Ad (small ad)
 - Tubby Tabby
8. Make sure that any text box frames that contain articles that continue from one page to another contain the continuation statements that can be turned on in the Format Text Box dialog box.
9. You choose which, if any, graphics you want to include.
10. Save the file as **xxxJob10-11** and print the file.

Job 12 - Web Site

Your last job is to create a Web site for Parker Animal Clinic. Dr. Parker would like to start with three pages. The first page will be your home page, the second page will list the services and hours, and the third page will list health tips that can be changed from time to time. Add any graphics you think will add meaning to the information. You might even search for some animated graphics! Figure 10-14 shows a sample home page.

FIGURE 10-14

Sample Home Page



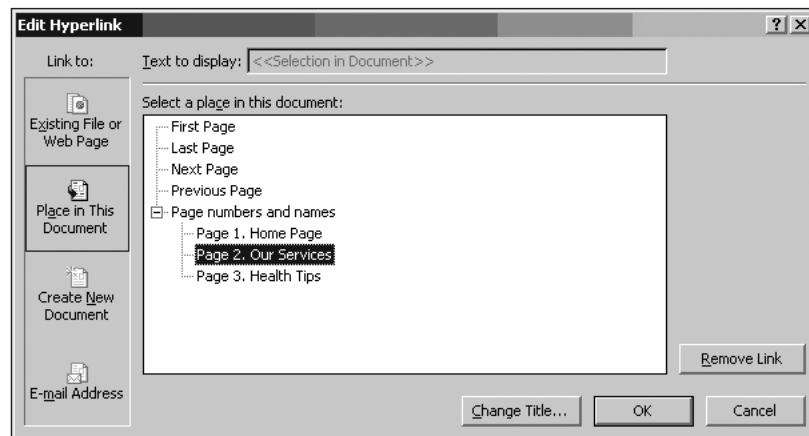
STEP-BY-STEP 10.12

1. Set up the Web site to contain three pages that are set up to the SVGA page size. Choose a suitable background and apply it to all three pages.
2. On the home page, include the following information:
 - Name of the clinic
 - Name of the owner
 - Address
 - Phone and fax numbers
 - E-mail contact
 - Company logo
 - Company slogan: **A full-service medical and surgical facility**
 - Hyperlinks to Our Services page and Health Tips page

STEP-BY-STEP 10.12 Continued

3. Make sure when you create the hyperlinks between the three pages that you change the titles of the Web pages in the Insert Hyperlink dialog box as shown in Figure 10-15.

FIGURE 10-15
Insert Hyperlink Dialog Box



4. On the second page (Our Services), include the following information:
 Name of the clinic
 Subtitle: **Our Services**
 Animated dog clip art
 Inserted text file: **Parker Animal Clinic Services**
 Hyperlinks to the Home page and Health Tips page.
5. On the third page (Health Tips), include the following information:
 Name of the clinic
 Subtitle: **Health Tips**
 Animated cat clip art (HINT: You may have to look online for one of these)
 Inserted text file: **Parker Animal Health Tips**
 Hyperlinks to the Home page and Our Services page.
6. Save the file as **xxxJob10-12** and test the links. Show the finished Web site to your instructor.

Job Well Done

You did it! You completed the review. You should feel much more familiar with the features of Microsoft Publisher as a result of completing these projects. Ask your instructor about putting these twelve projects in a portfolio to show prospective employers.

SUMMARY

In this lesson, you reviewed and practiced:

- Filling in Personal Information and using that stored information.
- Designing a logo and saving it as a picture to use in various publications.
- Designing an advertisement.
- Designing a letterhead to be used for future correspondence.
- Designing a price list using a table.
- Designing a business card using the Business Card wizard and editing the Personal Information where needed.
- Designing a flyer.
- Designing a postcard based on the information used in the flyer.
- Creating labels using the Mail Merge feature.
- Designing a six-panel brochure.
- Designing a four-page newsletter, using the background feature and connecting text box frames where needed.
- Designing a three-page Web site containing hyperlinks linking the three pages.

