CREATING BROCHURES, FLYERS AND NEWSLETTERS IN WORD 2013

At a Glance

FLYERS	BROCHURES	NEWSLETTERS
A flyer also called a circular, handbill or leaflet, is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place or through the mail. Flyers may be used by individuals, businesses, or organizations to: • Promote a good or service, such as a restaurant or nightclub. • Persuade or send a social, religious, or political message, as in evangelism or political campaign activities on behalf of apolitical party or candidate. • Advertise an event such as a concerts, parties, or house for sale, etc.	*Brochures* are small, usually folded documents used to inform, educate, or persuade the reader. They are commonly used to promote organizations, products, or events. Brochures attract attention through eye-catching design. Brochures must contain clear, concise, focused writing because they are so short. When writing and designing a brochure, incorporating the recommendations discussed below can contribute greatly to your document's overall effect.	A *newsletter* is a collection of stories and announcements that is sent on a regular basis to a particular group of people. Most professional organizations send newsletters to their members. A newsletter can be an easy way to keep members informed about your organization's activities. The newsletter also can be sent to specific people outside your organization to inform them of what you are doing.

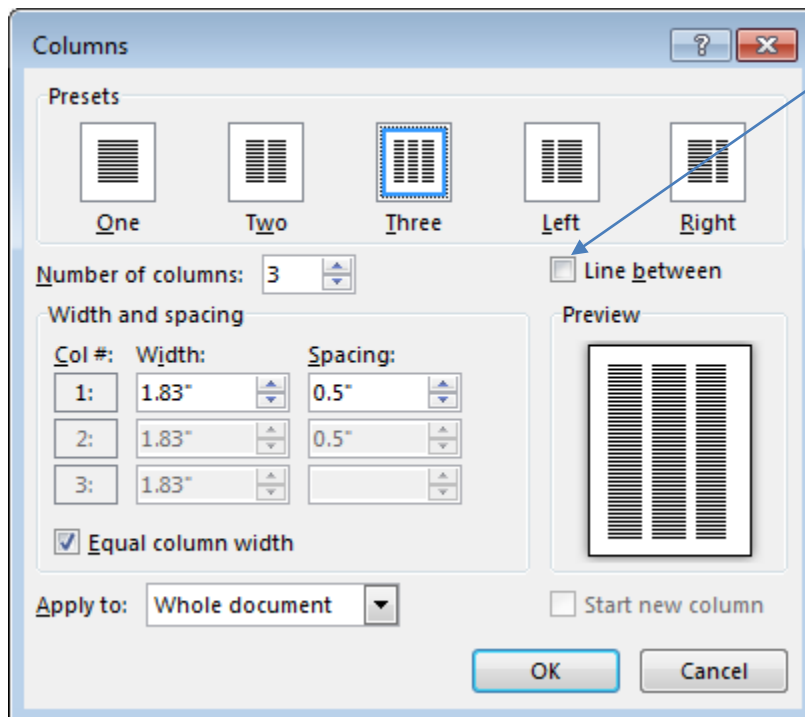# Creating a Brochure using Microsoft Word 2013 from scratch

1. Open **Microsoft Word**.

2. Click on **Page Layout tab.**

   In the **Page Setup group click on Orientation**

   Change the page orientation from **Portrait** to **Landscape**.

3. Click on **Columns (Located in the Page Layout tab in Page Setup group)**.

4. Click on More **Columns located at the bottom of the drop down list**.

5. In the Preset group **click on <u>Three</u>** (for a 3 column page).

If you wish to have Line between the column click in the check box.

Columns	?	X
Presets		

Presets

One	Two	Three	Left	Right

Number of columns: 3   ☐ Line between

Width and spacing   Preview

Col #:   Width: Spacing:

1:    1.83"   0.5"

2:    1.83"   0.5"

3:    1.83"

☑ Equal column width

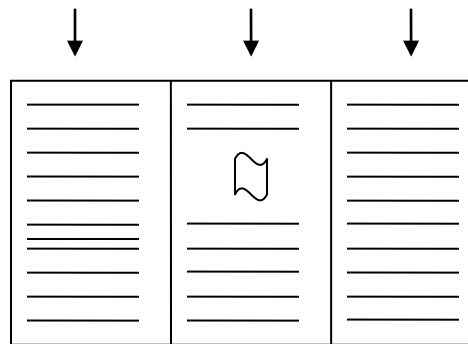Apply to: Whole document ▼   ☐ Start new column

OK   Cancel

5. Click on **Ok** once finished.

Note:

Your brochure is, in essence, a two-sided page.

The first page with its three columns will be the inside of your brochure.

There should be information in each column on this page.

The second page will contain the column that ends up being the front cover of your brochure.

Remember, on the second page, the far right column will be the front cover of your brochure.

The column to the far left will be the flap a person will see as soon as he opens your brochure.

The middle column will be the back part of the brochure. Keep this detail in mind when determining if you would like to put any pertinent information here.
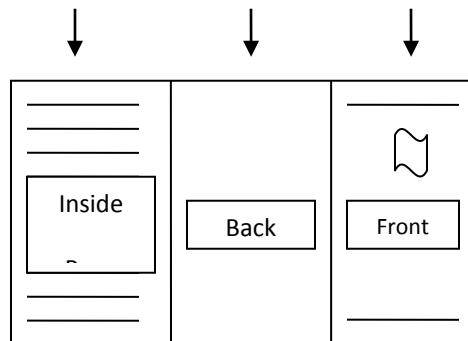
6. You can change the **font size** of your letters or change the width of your **margins** if you need to fit more information onto you brochure.

7. **Click on the Save icon** on top of Word's window and choose your desired document name and file format. For brochures intended for printing, the best choice is to save as PDF.

Creating a Brochure using a Template in Word 2013

1. Open **Microsoft Word**.

2. Click on **File.**

3. Click on **New.**
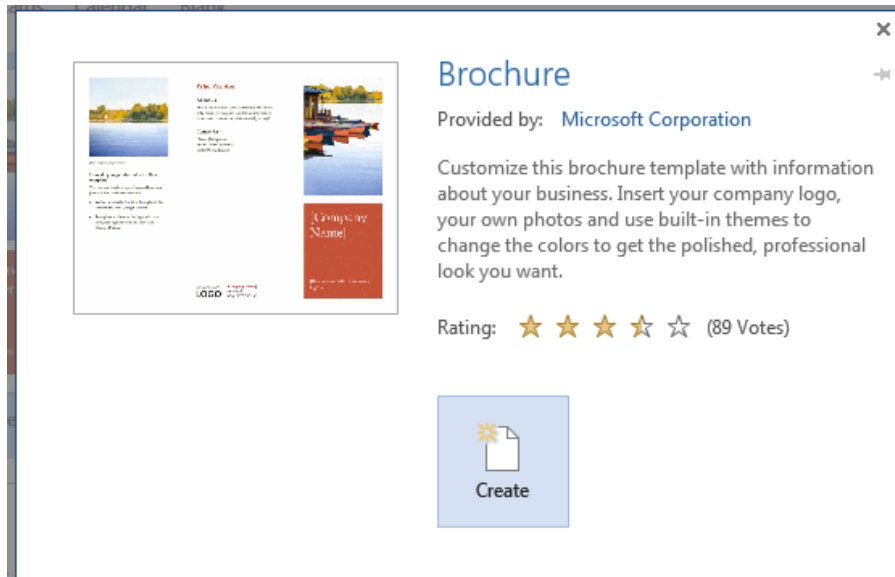
4. Scroll down and choose the brochure template.

Or if you wish to choose from a variety of brochures click in the search box and type brochures.

    4a)   Press the Enter key or click on the search icon.
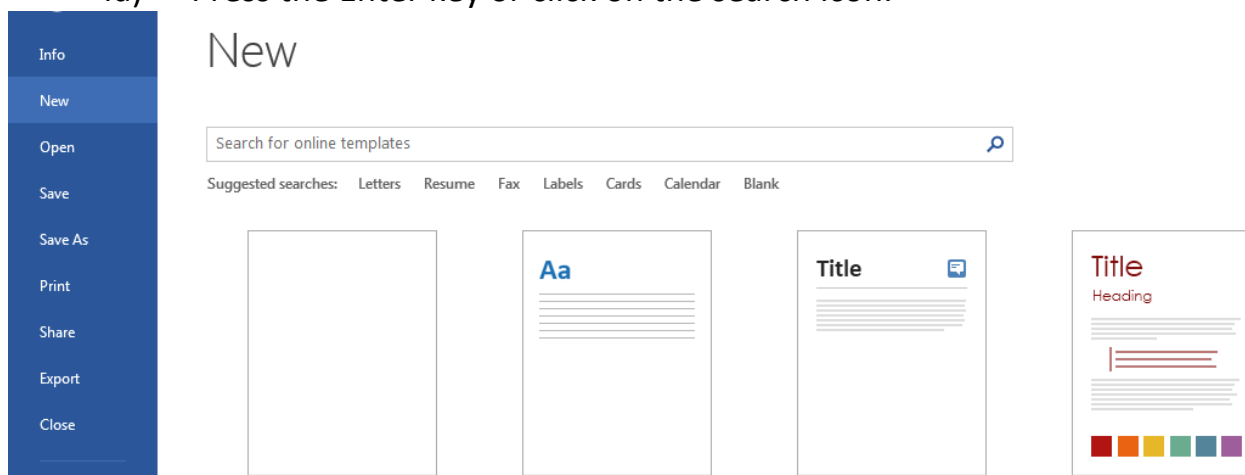
    4b)   Click on the Template of your choice (to open it in the edit window.)

5. Click on Create

The brochure template will have graphics in place, as well as generic templates text. If the images fit the theme of your brochure, you can leave them in.

If you have your own images to use, click the template images to select them, then hit the "**Delete**" key. This removes the template images and makes room for your images.

To insert an image

5a) Click on the **Insert tab**.

5b) Click on **Pictures**.

5c) **Go to the location** where the images are on your computer and **click on the image you want to insert** into your brochure.

To insert your own text

5d) Select the template text and press the "**Delete**" key to remove it.

5e)   Then type in your brochure text.

Note: The headings and body text will already have the font set. All you need to do is add your own words. You can change the font by selecting your text and using the drop-down font menu, but the template font will typically be optimized for brochure presentation.

6. **Click on the Save icon** on top of Word's window and choose your desired document name and file format. For brochures intended for printing, the best choice is to save as PDF.

Creating a Flyer using a Template in Word 2013

1. Open **Microsoft Word**.

2. Click on **File.**

3. Click on **New.**

4. Scroll down and choose the **Flyer** template.

Or if you wish to choose from a variety of Flyers click in the search box and type flyers.

4a)   Press the Enter key or click on the search icon.

4b)   Click on the Template of your choice (to open it in the edit window.)
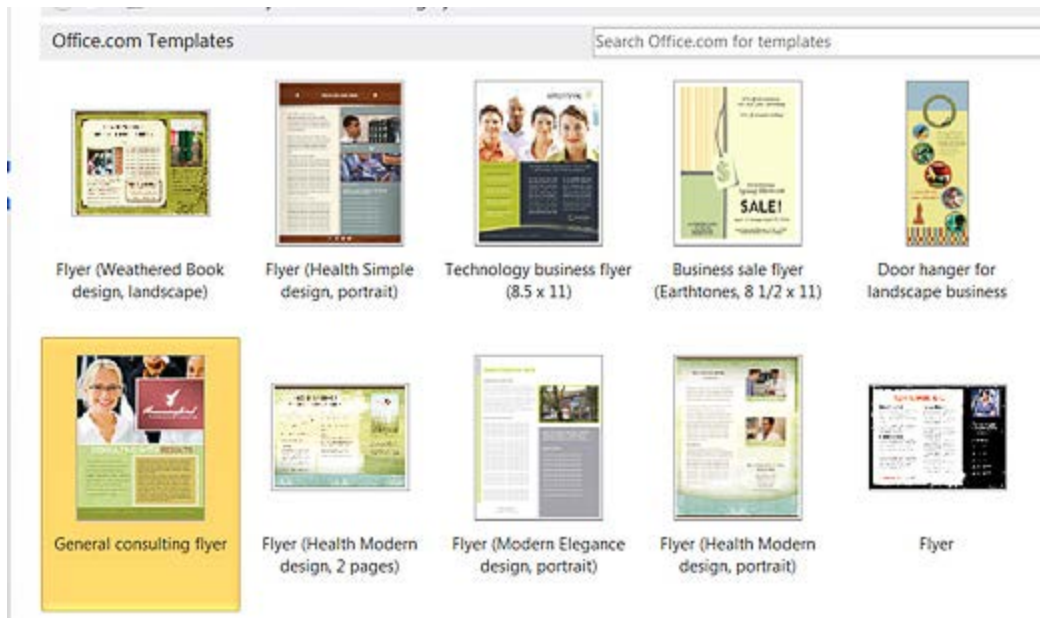
5. Click on **Create.**

Figure 1: Sample of Templates for Flyers

ENTERING CUSTOM TEXT

Click on the various text areas around the document and input your text. Change the font style by right clicking the mouse, and then select the desired options from the pop-up text editor.

ENTERING SHAPE AREAS

Every area of your document is a shape. By double clicking on each of these areas, you can change their outline and fill (add solid colors, gradients, patterns, pictures) or apply other effects (shadows, 3D effects) from the Format menu.

If you like, you can add new shapes or delete those you don't need by selecting them and hitting backspace.

ADDING IMAGES

To change the default picture/image, double click on it and select **Change Pictures** from the *Format menu* in the Adjust group or **right click** on picture/image a click on **Change Picture**. Go to the location where the picture/image is saved to select it.

Then place and resize your images to fit the flyer's layout. If you encounter troubles with positioning, try changing the way the text wraps around the images with "Wrap Text."

TIP: Photos and other graphics are the best way to make a flyer immediately eye-catching, but you should only choose high-quality images that are relevant to your project.

ADDING A LOGO

Select the sample logo by clicking on it and hit backspace to delete it, then Click on the **Insert tab** and then click on **Pictures** to add your own. Go to the location where the logo is saved to select it.

SAVING THE FLYER

Click on the Save icon on top of Word's window and choose your desired document name and file format. For flyers intended for printing, the best choice is to save as PDF.

**TIP**: Remember to save your work often to make sure that no important change is lost.

Creating a Newsletter using a Template in Word 2013

1. Open **Microsoft Word**.

2. Click on **File.**

3. Click on **New.**

4. Scroll down and choose the **Newsletter** template.

Or if you wish to choose from a variety of Newsletters click in the search box and type newsletters.

4a)   Press the Enter key or click on the search icon.

4b)   Click on the Template of your choice (to open it in the edit window.)

5. Click on **Create.**
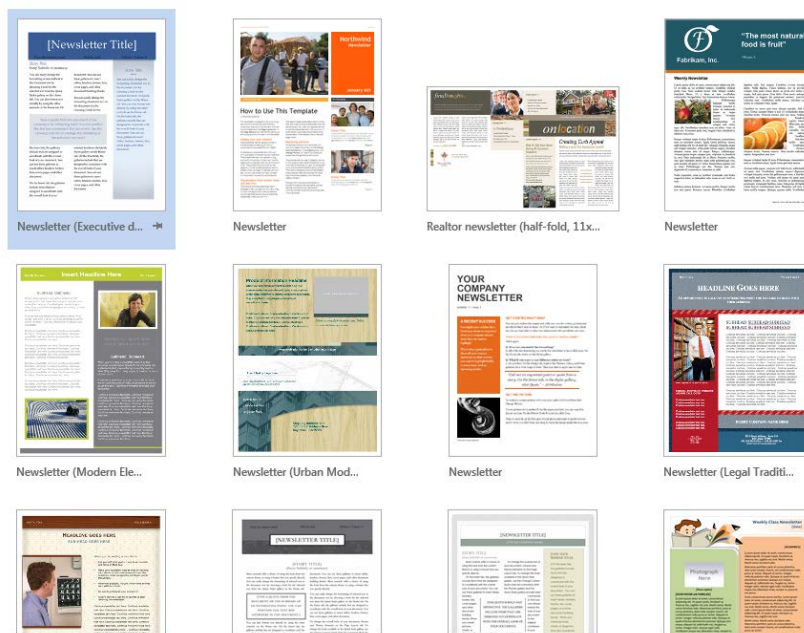
Edit the Heading Information

Start by typing in any of the text boxes you need or want to change. Highlight the text you wish to replace then begin typing in the new text.

Edit the Individual Text Boxes

Editing the columns works the same exact way as editing the heading, just click in the text box and begin typing the text you want. You can also copy and paste text into a text box from other documents.

The best way to do this and not lose the current format within the template is to **copy the text from whatever** document you are using and then paste it into the text box using the **Paste Special** feature. This button is located on the **Home tab** on the Ribbon.

To do this, select the **Paste button** from the Clipboard group, then selecting **Paste Special** and then select **Unformatted Text** in the *Paste Special As: dialog box*, then click **OK**.

Edit the Current Images or Pictures

Each newsletter template in Microsoft Word comes with pre-selected images already loaded in the newsletter.

You can make changes to the images by clicking on the current image. If you want to edit the image, such as change the borders, click on **Format** under **Picture Tools tab if not already visible.** In the **Picture Styles group** is where you can change the following Picture Border, Picture Effects, Picture Styles and Picture Layout.
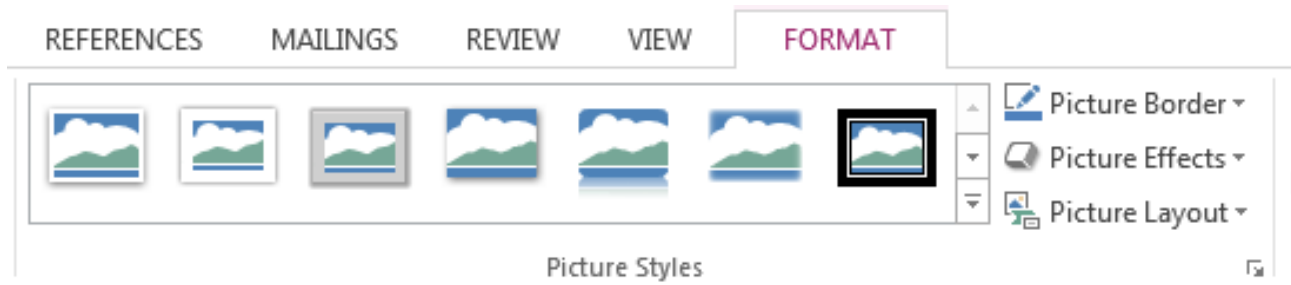
Change an Existing Images and Pictures

You can add something from clipart or your own picture by **right-clicking** on any picture in the template you want to change.

ADD CLIPART

Click on the **Insert tab**

Click on **Online Pictures** from the **Illustration group**.

In the **Office.com Clip Art search box** <u>type the clip art you want</u> and the click on the search icon or press the Enter key.

Then select the clip art you want and Word will insert it in place of the current image.

ADD A PICTURE FROM YOUR USB/COMPUTER

Click on the **Insert tab**

Click on **Pictures** from the **Illustration group**.

Scroll to the location where the picture is located.

Select the file, then click the **Insert** button.

SAVE YOUR NEWSLETTER

When you are finished with your design make sure to save it, print it or email.

Click on the Save icon on top of Word's window and choose your desired document name and file format. For Newsletters intended for printing, the best choice is to save as PDF.