

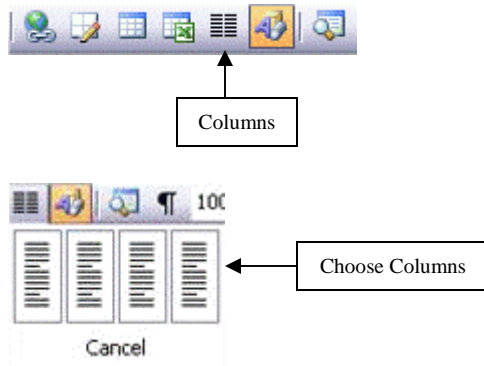
# MS Word: Newsletters and Flyers

## Columns

In MS Word columns offer an efficient way to modify the layout of text in documents. Columns can facilitate the text layout of newsletters, newspapers, brochures, and other such materials.

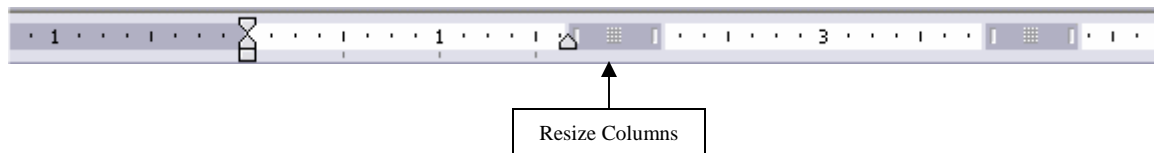
## Creating Columns

To create columns open a fresh word document and click on the *Columns* icon on the standard tool bar. This will open a small menu that will allow you to choose up to four columns for your document.

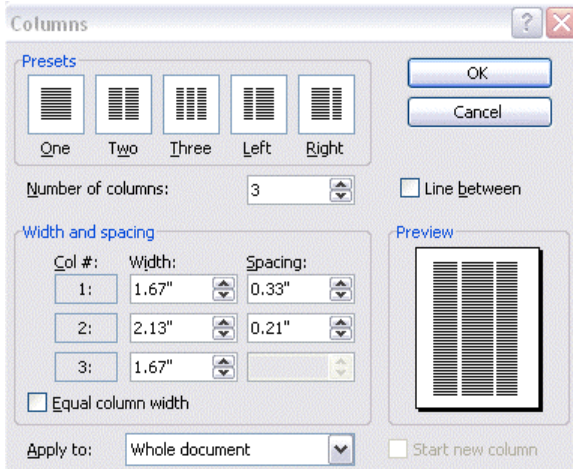


## Sizing Columns

Once you create your columns you can size them manually using the ruler. The margin areas between the columns are indicated in gray and to make these margins larger or smaller click on the edge of the grayed area and drag it accordingly. This will drag the margins of your column to the desired width.

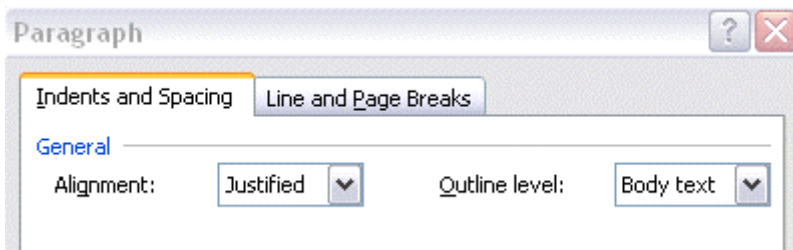


You can also size columns by going to the *Format* menu and choosing the *Columns* option. Notice that you will have a width and spacing field for each of your columns that you can use to specify the exact dimensions of your columns.



### Column Alignment

To align the text within columns you can select the areas you wish to re-align and use the alignment tabs on the format toolbar. However, if you wish to use more than simply the left, center, right alignment options select all of your text within your columns and select *Format-Paragraph*. The *Paragraph* panel will offer the alignment options available on the format toolbar as well as the option to "justify" your alignment. To give your text the look of professional newspapers choose justify. This will make your text align up evenly on both the left and right margins.

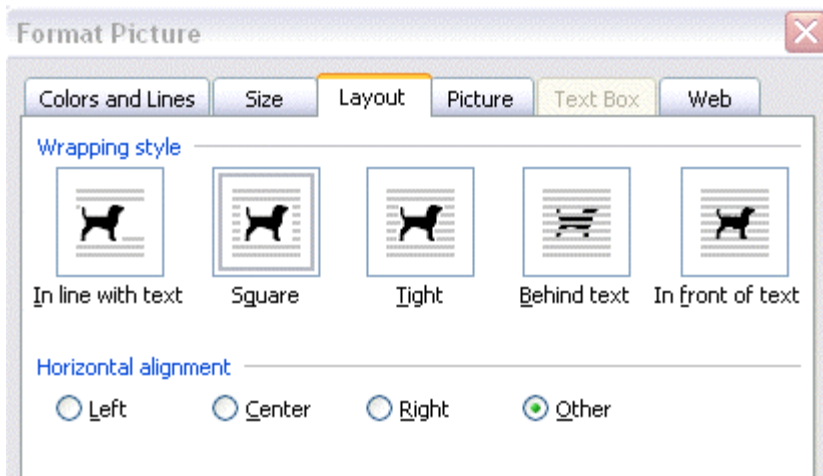


### Images in Columns

You can place images within columns as well. To insert an image into a column place your cursor where you wish to insert it and select *Insert-Picture-From File*. This will allow you to browse for the image you wish to insert. You will most likely have to re-size your image so that it fits correctly into your column.

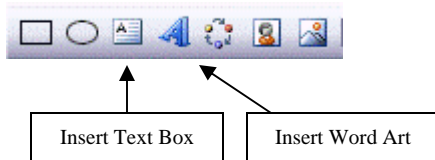
### Text Rapping

After you place an image into a column you may wish to surround it with your text so that it fits into the scheme of your document better. This is called text-rapping. To do this, double-click on the picture that you have inserted and the *Format Picture* panel will appear. You can now choose the layout tab and the *Square* option will surround your picture with text.



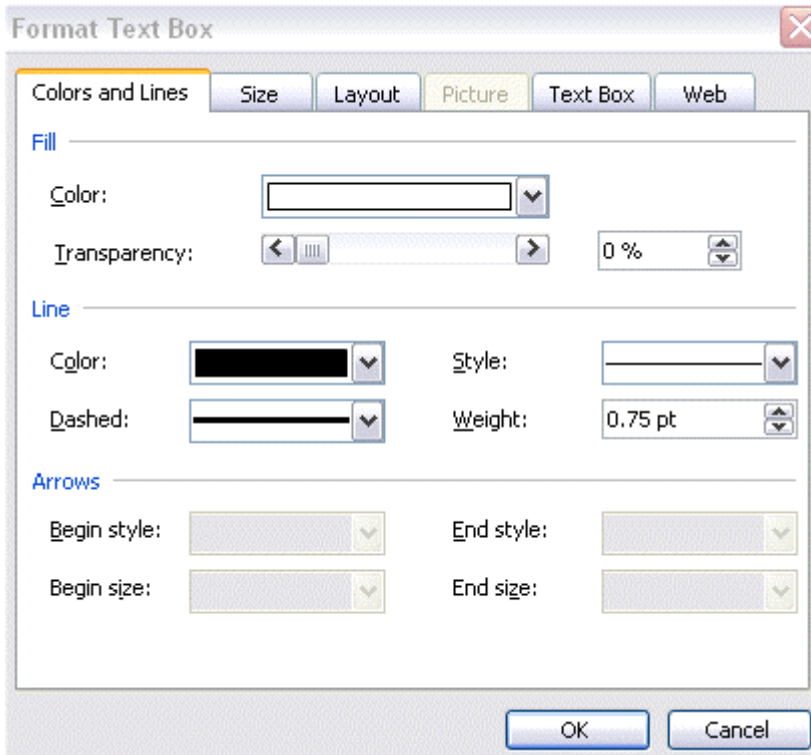
### Text Boxes

A great way to specify the exact layout of text within flyers is to use text boxes. To insert a text box expose your *Drawing* toolbar and click on the textbox icon. You will see that a box indicating *Create Your Drawing Here* will appear. You can place your cursor within this space or simply hit your delete key to remove the drawing box. If you delete the drawing box you will still be ready to insert your text box. You will notice that your cursor is a crosshairs and to create your text box simply click your mouse button and, while holding the button down, drag your box to the size you wish it to be. At any time you can resize the box by clicking on the borders of it and using the drag handles. You can also click on and drag the entire text box and place it specifically where you wish.



### Formatting Text Boxes

To format the text within a text box select the text and use the format options on your format toolbar. You can further customize the box by double clicking on it and the *Format Text Box* panel will appear. The panel will allow you to greatly customize your text box including options for box color, borders, margin, and wrapping style if you insert images into the box.



### Using Word Art

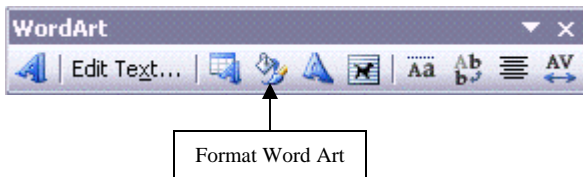
When creating flyers it is essential to have text objects that stand out and grab attention. A great way to do this is to use word art. Word art is essentially text elements that can be decorated with various styles, shapes, and colors. To insert word art click on the *Insert Word Art* icon on the drawing toolbar. This will pull up the word art panel which will show numerous design styles to choose from for your word art. Choose one of these styles.



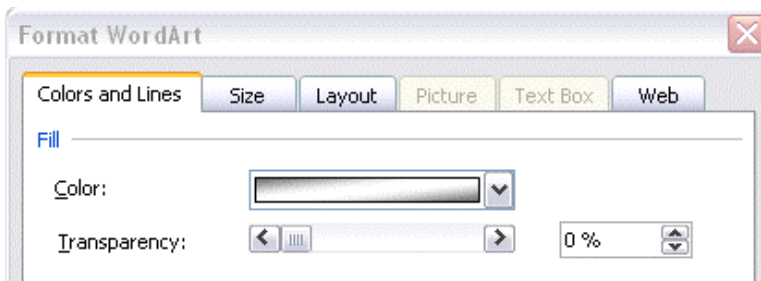
You will now see a panel that asks you to type your text. You can specify the text size and style set, or stick with the default set that the template offers.



After you have inserted one of these styles into your document you can further customize it. By double clicking on you word art object you will open the *Word Art* toolbar.



By clicking on the *Format Word Art* icon you will pull up the *Format Word Art* panel. This panel will allow you to change your colors, formatting, and layout styles of your word art.



To customize the color and fill effects of your word art select the Color dropdown menu under the Colors and Lines option and select the *Fill Effects* option. This will open a panel that will allow you to select gradients, patterns, and textures that you can apply to your word art.

