

## MASTERING MARKETING DOCUMENTS: SKILLS FOR MANAGING BROCHURES, NEWSLETTERS AND CARDS IN WORD

Do you want to create documents that persuade, inform or inspire your audience? With so many messages competing for people's limited attentions, a simple black and white text document doesn't cut it any more. To be effective, business communication must not only read well, it must also be visually appealing.

This one-day workshop will introduce you to a largely unknown design studio inside Microsoft Word, one that will allow you to make everyday documents, such as brochures newsletter and cards more inviting, and ultimately more effective. You will learn design skills so that you can create publications that look like they were produced by a design studio.

**ID: 125 | LENGTH: 1 DAY | TIME: 9:00AM- 4PM | FEE:**

### WORKSHOP OUTLINE

#### Overview of word desktop publishing

- Introducing desktop publishing with Word
- Discover Word's desktop publishing tools

#### How to pick a layout

- Learn how to setup a page

#### How to use graphics

- Word's graphic types
- Learn how to edit and manipulate graphics

#### Formatting tools

- Editing fonts, tabs and paragraphs
- Working with columns
- Using borders and shading

#### Use tables for layout

- Learn to use tables to enhance your layout

#### Editing images

- Work with Photos and scanned documents
- Drawing in Word
- Handling Clip Art
- Managing WordArt

#### Make brochures legible

- Legibility and good style tips

#### Using color

- How and when to use color to enhance your design
- Understand how Word uses color

#### Brochure objects

- Using floating text
- Working with shapes
- Handling lines fills and orientation

#### Style sheets

- Learn how to use styles to modify your brochure
- Discover time saving tips to finish your brochure in less time

#### Understanding word layers

- Moving objects to the back of the page
- Moving objects in front of text

#### Printing your brochure

- Setting print options
- Preparing your brochure to be printed at a print shop

### WHO SHOULD ATTEND

This workshop is for intermediate to advanced Word users, and is appropriate for those who use Word to create rich multimedia documents.

**CALL NOW OR VISIT OUR WEBSITE TO REGISTER!**

Toronto (416) 929-8324 (Dial 1 For Customer Service)  
Toll Free 1800-654-3251  
Register Online <http://www.edtech.ca/course.asp?id=125>