

Topic 12 ELECTRONIC PUBLICATION

Recommended Coverage Duration: 32 periods (5 $\frac{1}{3}$ weeks)

Guidance to the Teacher

- For each of the items to be developed in this topic, let the learners develop, make a presentation of their designed item for the rest of the class to comment and make improvements in the item. Where possible, get a third party to determine what they need in order to advertise a product.
- Discourage the learners from using inbuilt templates while designing each of the items.
- Train learners how to adjust the units of measurement from inches, to pixels and to centimetres for learners to develop this competence.
- You are advised to organise the teaching in form of a project to allow the learner develop specific skills at a time.
- As much as possible demonstrate to learners and allow them time to develop the skills of their own through the project work.

Suggested Competences for Assessment

- Assess the learners' ability to create and design an electronic publication in form of a flyer or banner to a level of advertising an item.

Background

Electronic publishing has a history of being used to describe the development of new forms of production, distribution, and user interaction in regard to computer-based production of text and other interactive media.

Electronic publishing enables professional designers to create sophisticated documents that contain text graphics and many colours. It is ideal for the production of high quality colour documents such as textbooks, corporate newsletters, marketing literature (adverts), product catalogues and annual reports, and being able to share them over the Internet.

Learning Outcome: The learner should be able to design a brochure, business card, flyer or banner for a given function.

12.1 Introduction to Electronic Publishing

Sub topic Objectives:

1. Meaning of electronic publishing
2. Examples of electronic publishing software
3. Features of electronic publishing software
4. Application areas, uses for electronic publishing

12.1.1 Meaning of electronic publishing

In this chapter, electronic publishing is used to mean 'desktop publishing' which refers to laying out text, graphics and pictures in order to produce a professional-looking print publication.

Desktop Publishing (DTP) Software applications provide special tools for fine-tuning the appearance of text and graphics in a document.

12.1.2 Examples of electronic publishing software

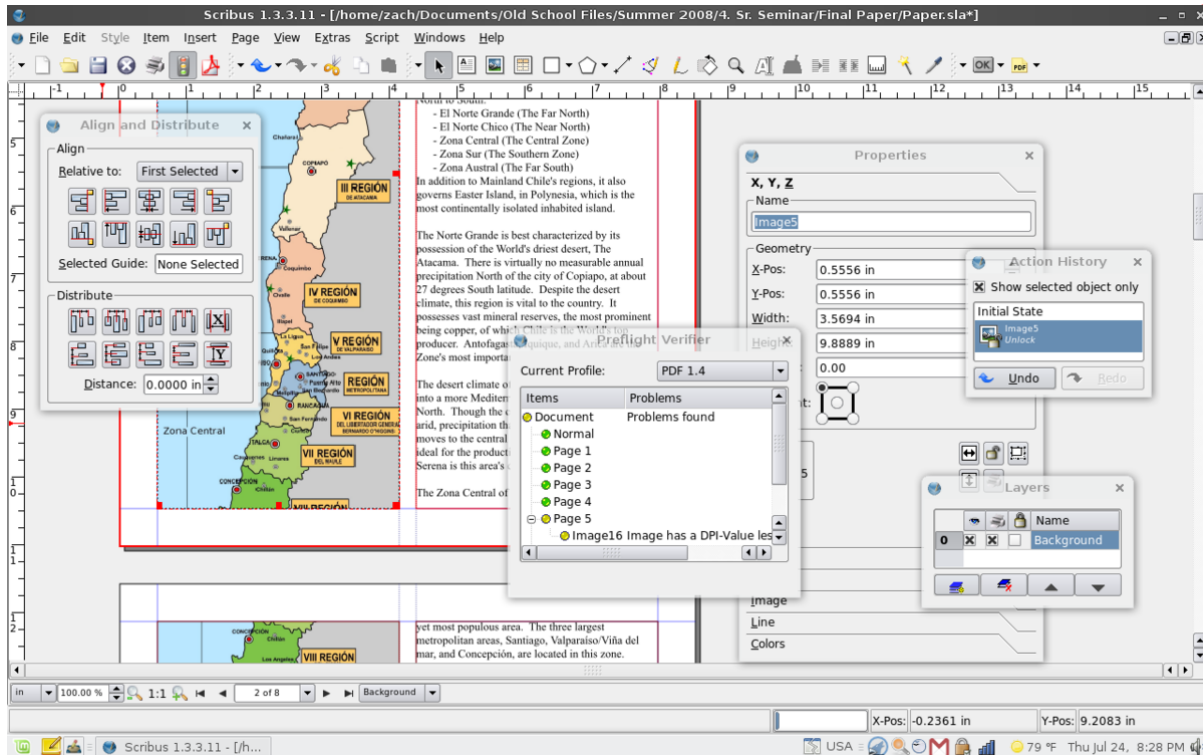


Figure 1 Scribus, an open source desktop publishing application.

The following is a list of major desktop publishing software. A wide range of related software tools exist in this field, including many plug-ins and tools related to the applications listed below.

- Microsoft Publisher
- Adobe Page Maker
- QuarkXPress
- Adobe InDesign
- Coreldraw
- Studio Publisher
- Scribus

Online Desktop Publishing Software

- Canva
- Fatpaint
- Lucidpress - Desktop publishing and page layout software that is collaborative

12.1.3 Features of electronic publishing software

Desktop Publishing and Word Processing have many similar features, and it may not be obvious which you should use to produce a document. The similarities are:

- Both deal with text, which can be formatted (font, size, colour, bold, italic, etc.)
- Both can contain pictures and tables
- Microsoft Word and Publisher have similar features, such as, WordArt, colour schemes, text boxes, etc.

Qn: List the key differences between word processing and desktop publishing.

Word Processor	Desktop Publishing
1. Word Processing programs are designed to focus on text.	1. Designed to focus more on the structure or display of a document.
2. WPs are generally more condensed than DTPs and so are better suited for transfers across the internet.	2. Large size and more complicated file formats, users usually convert them to portable document format (.pub) before transmission.
3. WPs only allow the simplest edits to graphic such as changing of its size inside a document.	3. DTP programs give the user the tools required to greatly edit a piece of graphic.
4. Contain a few simple templates for letters, memos, resumes, and reports.	4. Contain lots of advanced templates for brochures, business cards, certificates, calendars, newsletters, etc.
5. Many people have word processing skills because it is easier to learn, and so typists who only do word processing get lesser business jobs today.	5. People who know desktop publishing typically get much larger business jobs than people who only do word processing.
6. All designing is user created and this wastes time. For example: Formatting a newsletter in a word processor may take several hours for every issue while formatting a newsletter in a professional publishing program will take several hours the first time and only a fraction of the time for subsequent issues.	6. Desktop publishing uses software to aid designing and increase the amount of functions and increase the speed and transfer abilities in the document.

12.1.4 Application areas, uses for electronic publishing

Desktop publishing software can be used in a number of areas, for example, Microsoft Publisher can be used for creating Advertisements, Award Certificates, Banners, Brochures, Business Cards, Business Forms, Calendars, Catalogs, Envelopes, Flyers, Gift Certificates, Greeting Cards, Invitation Cards, Labels, Letterhead, Menus, Newsletters, Paper Folding Projects, Postcards, Resumes, and Signs.

12.2 Publishing Basics

Sub topic Objectives:

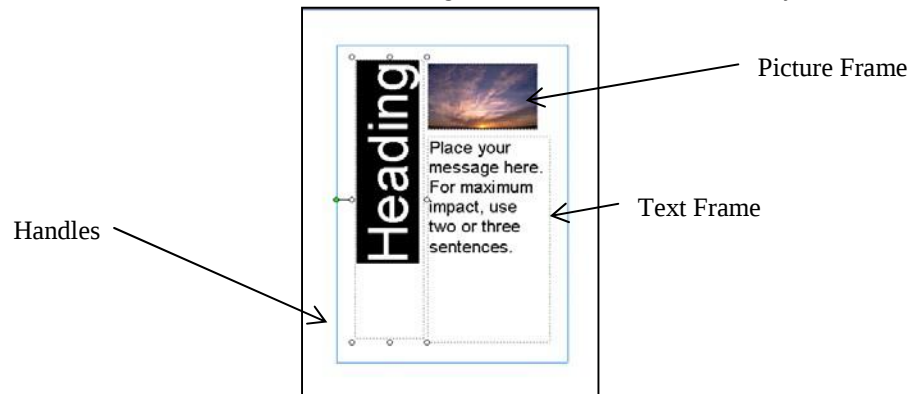
1. Creating and saving new documents.
2. Adjusting measurement units (inches, pixels, points, and centimetres).
3. Saving a new document
4. Typesetting text

Some Useful Definitions:

Frame - Most publications are divided into several different areas called frames.

A frame can contain a variety of objects such as graphics, tables, or text boxes. Frames can be resized, moved and manipulated to suit your needs.

Handles - When you click on a frame, small circles appear around the edge of the frame. These are called handles. You can click and drag on the handles to resize your frame.



Template - A Template is a tool used in Publisher to help you easily create basic publications. The template has a set of pre-chosen design styles that you can use as it is or customize as you see fit.

Opening Publisher

To Open Publisher either:

- Double click on the Microsoft Publisher Icon on your desktop, OR
- Click on Start in the lower left hand corner of your desktop, move up to Programs, and then click on Microsoft Publisher.

Creating New Publications with Publisher design templates.

- When you first open Publisher, Publisher offers you a number of different publication types to start with.
- Click on one of the publication types in the main window or in the list on the left side of the main window to view a list of templates that will walk you through the process of making basic design choices for your publication. These choices include color schemes, font styles, and more.

Text Boxes

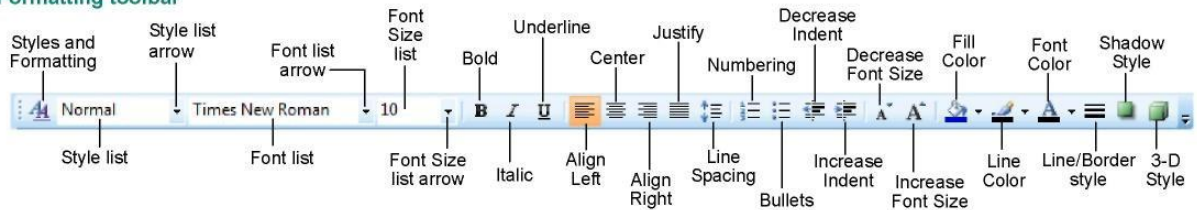
- **To Insert a Text Box:** Click the **Text Box button** on the Objects toolbar. Position the mouse pointer where you would like to insert the text box and click and drag until the text box reaches the desired size. Release the mouse button when you're finished and enter the text.
- **To Format a Text Box:** Right-click the text box you want to format and select **Format Text Box** from the shortcut menu. Make your selections in the Format Text Box dialog box and click **OK** when you're finished.
- **To Link Text Boxes:** Click the overflowing text box (marked with an overflow indicator) to select it. Click the **Create Text Box Link button** on the Connect Text Boxes toolbar. Click inside an empty text box with the pointer.
- **To Unlink Text Boxes:** Select the linked text box that comes *before* the text box(es) you want to unlink, and click the **Break Forward Link button** on the Connect Text Boxes toolbar.

- **To Move Between Text Boxes:** Click the **Go to Previous Text Box** or **Go to Next Text Box** buttons, or click the **Previous Text Box** or **Next Text Box** button on the Connect Text Boxes toolbar.
- **To Add Continued Notices:** Select **Format** → **Text Box** from the menu and click the **Text Box** tab. Click the **Include "Continued on/from page..."** check box and click **OK**.

Formatting Text

1. Click in a text frame.
2. Begin typing.
3. Click and drag over the text you typed to select it for formatting changes.
4. Use the Formatting Toolbar or click on **Format** → **Font** to make changes to the publication

Formatting toolbar



Undoing Changes

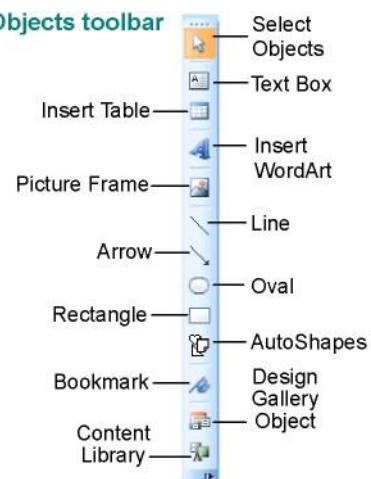
Creating a publication often involves trial and error. Unlike many of Microsoft Office's other applications, in Publisher you cannot preview what a change is going to look like until you apply it.

To undo actions, click on the undo button on the standard toolbar  or click on **Undo** in the **Edit** Menu.

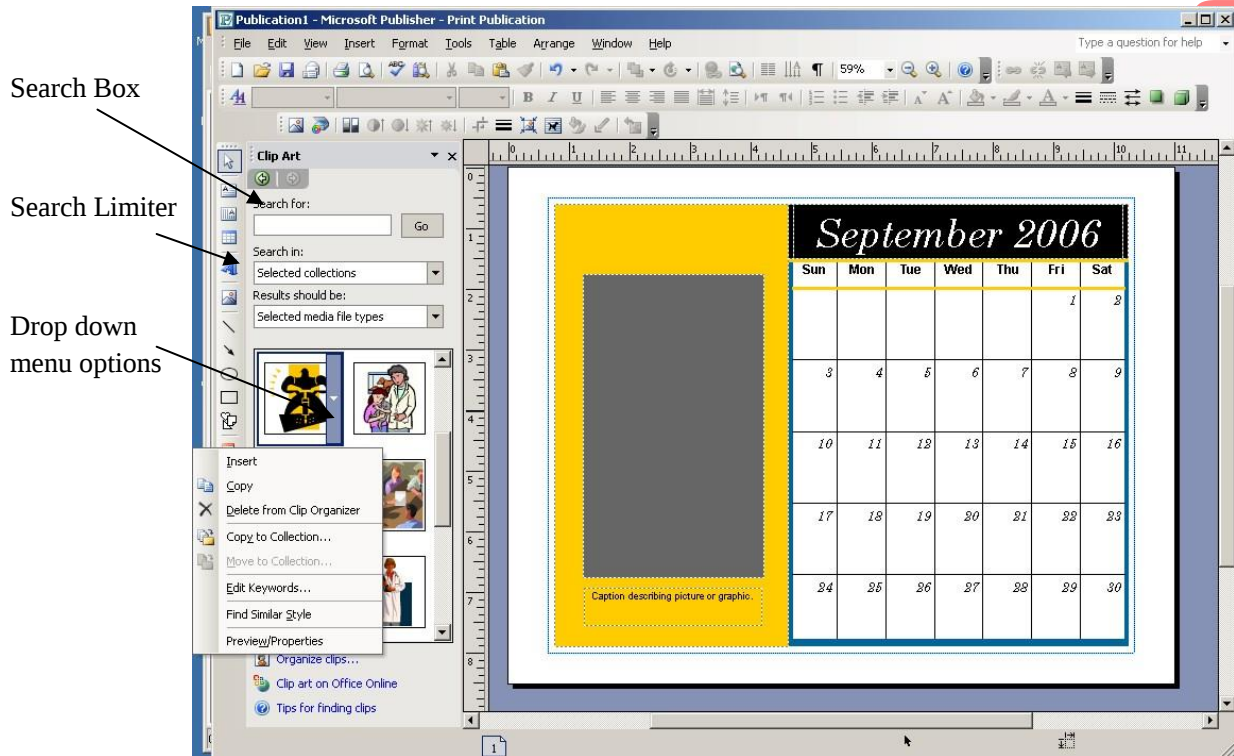
Drawing and Graphics

- **To Insert a Clip Art Graphic:** Select **Insert** → **Picture** → **Clip Art** from the menu, locate an appropriate graphic, and click the graphic to insert it.
- **To Insert a Picture:** Select **Insert** → **Picture** → **From File** from the menu, select the file location and name, and click **Insert**.
- **To Adjust Text Wrapping:** Double-click the object, click the **Layout** tab, select a text wrapping option, and click **OK**.
- **To Draw an Object:** Click the appropriate button (**Line**, **Arrow**, **Oval**, **Rectangle**, or **AutoShapes**) on the Objects toolbar, click where you want to draw the object, and drag until the object reaches the desired size. Hold down the **<Shift>** key while you drag to draw a perfectly proportioned shape or straight line.
- **To Move an Object:** Click the object and drag it to a new location. Release the mouse button when you're finished.
- **To Resize an Object:** Click the object to select it, click and drag one of its sizing handles and release the mouse button when the object reaches the desired size. Hold down the **<Shift>** key while dragging to maintain the object's proportions while resizing it.

Objects toolbar



- **To Delete an Object:** Select the object and press the <Delete> key.
- **To Format an Object:** Double-click the object.
- **To Insert a WordArt Object:** Select **Insert** → **Picture** → **WordArt** from the menu, select a design from the WordArt Gallery dialog box, and click **OK**. Enter the text you want WordArt to format and adjust the font type and size, if necessary. Click **OK**.
- **To Group Objects:** Select the objects you want to group and click the **Group Objects** button.
- **To Rotate an Object:** Select the object and click and drag its rotation handle. Release the mouse button when you're finished rotating.



Saving Your Publication

There are two basic ways to save your publication

Point and click on the save icon  on your toolbar, OR

1. Click on the **File** Menu and **Save As**.
2. When the Save As Dialogue Box appears Click **Browse** and find the location on your computer where you would like the file saved.
3. Type the name of your publication in the File Name field.
4. Click on the **Save** button

Printing Your Publication

There are two basic ways to print your publication: Click on the print icon on your toolbar . This will print one copy of your publication with the default print options. -OR

1. Click on the **File** Menu and click **Print**.
2. When the print window appears, select the desired number of copies and choose any other printing options you want.
3. Click **OK**.

12.3 Document Enhancement and Layout

Sub topic Objectives:

Document Enhancement:

1. Object properties: changing background colour.
2. inserting text boxes.
3. inserting graphics.
4. inserting page borders.
5. Formatting text.
6. Importing text.
7. Adding page numbers.
8. checking spelling.
9. changing spacing.

Document layout:

10. Aligning a document
11. Organizing text along objects.
12. customizing page size.

Creating a Calendar

To Create a Calendar:

1. **Open Microsoft Publisher** by double clicking the icon on the desktop or finding it under the start menu.
2. Click on **Calendars** from the main window or the list on the left. A selection of predesigned templates appears for you to choose from.
3. Click on one of the pre-designed templates that you like. It will appear at the top of the area on the right side of the page.
4. You can either stick with the default design choices that are part of the template, or you can customize them by clicking the downward pointing arrow to the right of a design section and choosing any of the options provided by clicking on it.
5. Click on the **Set Calendar Dates** button and choose the period of time that you would like your calendar to cover.
6. Click on **Create** at the bottom to create your calendar.

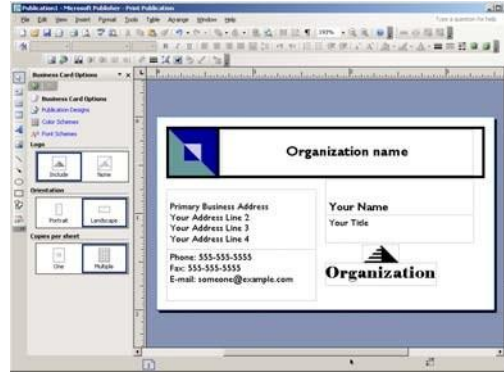
Now that you have made your basic calendar selections, it is time to further customize the publication.

Creating a Business Card

1. Open **Microsoft Publisher** by double clicking the icon on the desktop or finding it under the start menu.
2. Click on **Publications for Print** then **Business Cards**, and finally **Accent Box Business Card**.

3. In the personal information form that opens, enter your own contact information and click on **OK**. (If you accidentally close your personal information and you want to edit it further, click on the **Edit** Menu and **Personal Information** to retrieve the form.)

4. In the task pane on the left side of the different options click on the of the task change on the pane.



window, you are given you can adjust. As you different steps at the top pane, the options lower part of the task

5. Click on
 - a. Choose
 - b. Choose the traditional **Landscape** orientation
 - c. Choose to have **Multiple** copies per sheet
6. Click on **Publication Designs**.
 - a. Leave the selected **Accent Box**.
 - b. Click on **Color Schemes** and select the desired color scheme.

7. Click on **Font Schemes** and select the desired font scheme.

Now that you have completed the Business Card Wizard, you can customize the business card. Change the format or insert additional clip art, if you wish.

To adjust the logo,

- Double click on the picture portion and use the clip art gallery to find a different picture.
- Click in the text portion and type your organization's name.

Creating a Personalized Greeting Card

1. **Open Publisher** by double clicking the icon on the desktop or finding it under the start menu.
2. Click on **Publications for Print** ▢ **Greeting Cards** ▢ **Birthday** ▢ **Birthday Card 72**
3. Click on **Greeting Card Options**
 - a. Select **Greetings Bar**.
 - b. Select **Full Verse**
 - c. Click on **Select a suggested verse**. A dialog box will open click on a verse on the left side and on the right side it will show you the front message and the inside message. Select the verse you would like to use and click on **OK**.

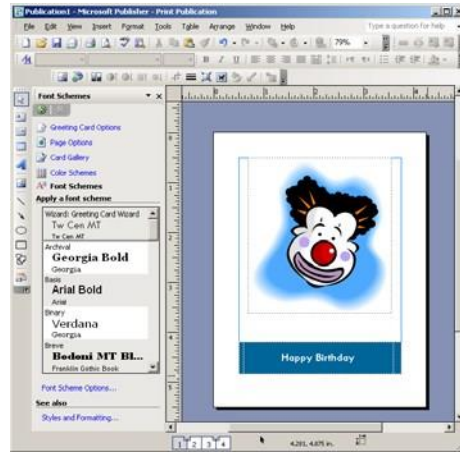


4. Click on **Page Options**

- a. Choose the **Quarter page side fold** option.
6. Click on **Card Gallery**
 - a. Leave **Birthday 72** selected.
7. Click on **Color Schemes**
 - a. Select the desired color scheme.
8. Click on **Font Schemes**
 - a. Select the desired font scheme.

Now that you have completed the Greeting Card Wizard, you can customize the greeting card.

At the bottom of the screen are sheets with numbers on them (1, 2, 3, 4). Click on 1 to see the front of the card. Click on 2 or 3 to see the inside of the card. Click on 4 to see the back of the card.



12.4 Publication projects for class presentation

This topic is best learnt through project based exercises. Students should practice by doing lots of exercises. Below are some exercises that can be done and presented in class.

Exercise 1

Using a suitable publishing software, design eight identical **business cards** tiled on A4 page size, 3.5" wide and 2" height

- (a) the cards' layout and spacing is as follows;
 - i) left and right margin should be 0.5".
 - ii) top and bottom margins 0.7.
 - iii) the vertical and horizontal gap between cards 0.6.
- (b) the details of the card are:
 - i) A logo of the company at the left hand side of the card. Provide the logo.
 - ii) a company name of your choice.
 - iii) Job title. E.g. Managing Director.
 - iv) your name e.g. Aisha Kainembabazi.
 - v) contact address, phone and e-mail.
- (c) include crop marks around each card
- (d) Save the publication as "my business card" and print your work.

Exercise 2

Using a desktop publishing application of your choice, you are required to design a **flier** about the annual MTN marathon. This year's marathon is dubbed, "Run for water", and its proceeds will be used to install piped water in rural hospitals. The marathon will take place on 30th December. The following are the specifications of the flier:

- a) Flier size 10cm x 28 cm, paper size A4.
- b) Should print two fliers per paper, with a horizontal gap of 0.5cm.
- c) A top margin of 0.9cm and a side margin of 0.25cm.
- d) Add a simple and suitable design layout.
- e) Design and Insert the MTN logo.

- f) Use text boxes to add the details such as the Title, Theme, Entry fees, Date, Starting location, End location, Telephone Contact of organizer and email. T shirts will be provided to all participants. NB: Invent the above details where not provided.
- g) Use at most three colors in your publication.
- h) Add your name as header and print your work.
- i) Save your work as **Water Marathon**.

Exercise 3

You have just got a job that you are going to do during your holidays. Your uncle in the village has established a dairy farm in the village and he is going to be supplying you with milk so that you can sell it in the township. However, your notice that there are many competitors doing the same business.

- (a). Suggest a suitable name for your business and design an **advert** for your business.
- (b). Adjust the page size to a width of 400 pixels and a height of 200 pixels.
- (c). Insert a relevant clip art near the left bottom corner of the advert. (02 mks)
- (d). Include details such as the location of your business, price per liter and any special offer or discounts offered.
- (e). Use auto shapes to create a logo to make your advert professional. Use two colors in your logo.
- (f) Add your name and phone number as footer.
- (g) Save your work **milk advert**.
- (g) Remove any visible crop marks in your print preview and print out four cards duplicated on one page.

Exercise 4

Use any desktop publishing software to design a **certificate** of excellence for Kiryamenvu Senior Secondary Senior six (S.6) candidates who have excelled in the following application packages: Ms word, Ms Excel, Ms Powerpoint, Ms Access and Ms Publisher. Provide space for the signatures of the head teacher and the head of ICT department. (10 mks)

- (a) Adjust the paper size to a width of 11 inches and a height of 8.5 inches.
- (b) Insert a clip art to represent the owner's photograph. (02 mks)
- (c) Use your name as the owner of the certificate. (02 mks)
- (d) Insert your name and personal number in the footer. (02 mks)
- (e) Save and print your publication. (02 mks)

Exercise 5

Use any desktop publishing software to design a one page **calendar** for Kampala Sports Academy for next year. Use a creative design template for this task. (5 mks)

- (a) Adjust the paper size to a width of 29.7cm and a height of 21 cm. (2 mks)
- (b) Use a hexagonal auto shape, and a text box to create the logo for Kampala Sports Academy (KSA) as shown below and insert it in the top right corner of the calendar. Format its outline and text color to blue and a yellow fill. (5 mks)
- (b) Insert some relevant clip art and graphics on your calendar. (02 mks)
- (c) Add a text box with the slogan, 'Sports for Life'. (02 mks)



(d) Insert your name and personal number in the footer.

(02 mks)

(e) Save and print your publication.

(02 mks)

Exercise 6

Alpha Restaurant is a newly established restaurant in Mukono. You have been asked to design a **menu card** for the restaurant with the following items.

No.	Item	Price
1	Q Cakes	1500/=
2	Chappatti	500/=
3	African Tea	1000/=
4	All food + Beans	3000/=
5	All food + Meat	4000/=
6	All food + fish	5000/=
7	All food + Chicken	7000/=
8	Mineral Water	1200/=
9	Soda	1000/=

Use a suitable desktop publishing application to:

- Create a card of width side 20cm and height 12.5cm.
- Apply settings such that two copies of the card are printed per A4 size sheet of paper.
- Insert the above table and position it on the right of the card.
- Insert a text box on the left of the card and add the text, "ALPHA RESTAURANT MUKONO".
- Insert a suitable clip art and a word art with the word 'MENU'.
- Apply a suitable background color and boarder.
- Save your work as Mukono Menu and Print out one sheet containing two cards.

Exercise 7

It is open day at your school and you have been tasked to design a two page **brochure** with information about the profile your school as follows:

- The brochure will be printed on two pages each page divided into 3 panels, i.e. a total of 6 panels (i-vi) as follows:
 - The outer top panel (third column on page 1) will be the title with the name of the school, the motto, the logo, the words, 'SCHOOL PROFILE'.
 - The second panel (first column on page 2) will have a Main Inside Heading; 'ABOUT THE SCHOOL'. Add the following content to this panel:
 - A clip art to represent the main building at the school.
 - SCHOOL VISION:** *To be an academic institution where provision of quality education for life in a dynamic world guides all activities.*
 - SCHOOL MISSION:** *To equip the youth with relevant knowledge, marketable skills, Christian values and right attitudes.*
 - CORE VALUES:** *Love, wholesomeness, timeliness and diligence.*

(iii) The third panel (second column on page 2) should have a bulleted list of subjects offered at O' level and A' level.

(iv) The fourth panel (third column on page 2) should have a list of co-curricular activities available at the school. Include a few related clip art graphics.

(v) The fifth panel (first column on page 1) Should have the school background as follows:

HISTORY: *The school was founded in 1946 as a junior school by the Mill Hill Missionary fathers. It became a government aided school and upgraded to secondary status (S.1 to S.4) in 1965. In 1981, the school was upgraded again to A' level status (S.1- S.6) offering Arts and Science subjects.*

STAFFING: *The school has a total of 57 teaching staff. The staff is very competent and committed. 52 teachers have at least a first university degree while 5 have diplomas in education; many of them have a teaching experience of above 10 years. The other staff are the administrative and support staff.*

(vi) The sixth panel (second column on page 1) should have the following:

LOCATION of the school, (e.g. Plot 12, Akira avenue, 2km from Town).

P. O. Box, 1343, Kampala., Telephone: 03925637289 and email: eg admin@gmail.com.

Exercise 8

You are the chairperson of the either the Christian association or the Islamic association at your school, and you are preparing for the handover party in which your cabinet will hand over to the new leaders in the 2014/2015 cabinet. However, you notice that you have not yet designed certificates for the members in your cabinet.

(a) Using a desktop publishing program of your choice, create a certificate of service with dimensions 28centimeters by 7.874 inches.

(b) Add suitable text phrases on the certificate describing the name of the association, nature of the certificate, name of recipient, year of service, and cabinet post of recipient.

(c) Use your name and post (chairperson) for the recipient details and add two signatories (the patron and the head teacher) at the bottom of the certificate.

(d) Apply a suitable boarder art around your certificate.

(e) Use auto shapes to add an appropriate religious symbol of your choice to the center of the master background page of your publication.

(f) Apply a fill color to the autoshape in (e) above and make it faint so that it does not interfere with the items in the foreground.

(g) Save your work as **2013_2014 Certificates** and printout a copy of your certificate.

Exercise 9

DOWNLOADED FROM shareability.mukalele.net

You are the graphics designer of Computer Solutions LTD and you have been requested to design staff **identity cards** in the following format:

**COMPUTER SOLUTIONS
UGANDA LTD**

STAFF IDENTITY CARD

Name:	NANKIGA JESSE
Designation:	DIRECTOR
Holder's Sign:	

Holder's Photo

ID No: CSU/001	DATE OF ISSUE: 01-JAN-2014	DATE OF EXPIRY: 31-DEC-2017
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- Set up the card width at 3.4 inches and height at 2.2 inches.
- Set the Side and Top margins at 0.5 inches and all margin guides at 0.1 inches.
- Choose a layout type of Multiple pages per sheet and add a horizontal gap of 0.5 and a vertical gap of 1.1 inches.
- Use a table, autosshapes, text boxes, and clip art to create the above card design use at least three colors in your design.
- Duplicate the above card to create 6 more identical cards and customize them with the following details:

Name	Designation	ID No:
NAKINGA JESSE	DIRECTOR	CSU/001
ABDUL MAJID NUR	GENERAL MANAGER	CSU/002
KISAAWE AHMED	SYSTEMS ADMINISTRATOR	CSU/003
<<YOUR NAME>>	GRAPHICS DESIGNER	CSU/004
MWESIGWA SAMUEL	TECHNICIAN	CSU/005
APIO JOAN	SECRETARY	CSU/006

- Printout all the 6 cards on one A4 size sheet of paper page.
- Save your work as CSU IDs.

Exercise 10

Use any publishing software of your choice, design a **greeting card** for a couple on their anniversary.

"Happy Anniversary"

"Happy Anniversary Ahmed and Shakira! We don't know why two people would get married and ruin a perfectly good relationship, but you two have been great examples of why marriage is wonderful. . (or) . You two have been married so long you probably cannot remember when you weren't married! Congratulations and happy memories. With love,
"Use your two Names"

Use:

- Appropriate font styles, graphics and colors.
- Insert a border of your choice and print your card.
- Save your card as 'Anniversary card.jpg'

d) Print your work.

NB: For more activities on the support files approach, practical questions, lab activities, and over twenty sets of standard full past papers and their support files, get a copy of the book entitled "[COMPUTER PRACTICAL APPLICATIONS LAB ACTIVITIES FOR UGANDA](#)" by [Mukalele Rogers](#)