

Design with purpose and publish with precision in Desktop Publishing Essentials, a hands-on Microsoft Publisher course tailored for modern communicators, marketers, and small business professionals. This course empowers users to create high-impact print and digital publications—from business cards and newsletters to product catalogs and promotional flyers. You'll explore Publisher's powerful layout features, template system, and design workspace while learning to control every element on the page. With tools for text styling, object placement, brand consistency, mail merge, and print/export optimization, this course transforms Publisher into your go-to engine for polished, professional communication. Whether you're building for offset press, email, PDF, or in-house use, you'll leave knowing how to turn ideas into beautifully branded deliverables—fast.

INTERFACE CUSTOMIZATION & WORKSPACE NAVIGATION

- Collapse and expand the Ribbon for focus or speed
- Customize Quick Access Toolbar and Ribbon tabs
- Navigate multipage documents using Page Navigation and Zoom tools

PUBLICATION SETUP & PAGE MANAGEMENT

- Create new publications or use pre-built templates
- Set page sizes, orientations, and background color schemes
- Insert, delete, rename, and rearrange pages in the layout

TEXT ENTRY, FORMATTING & STYLES

- Create text boxes, apply formatting, and adjust spacing
- Use Paragraph and Character Styles to enforce consistency
- Leverage Format Painter and AutoFit tools for layout precision

ADVANCED TYPOGRAPHY & PROFESSIONAL TEXT FEATURES

- Use Drop Caps, Ligatures, Number Styles, and Stylistic Sets
- Control swashes, stylistic alternates, and spacing refinements
- Assign Alt Text for accessibility across digital formats

MASTER PAGES & BRANDED REUSABILITY

- Build Master Pages for headers, footers, logos, and watermarks
- Apply or remove masters selectively throughout publications
- Store templates for consistent design use across teams

OBJECT INSERTION, ALIGNMENT & LAYERING

- Insert and format shapes, WordArt, tables, and icons
- Use Arrange tools to layer, group, align, and position content
- Employ transparency and shadow effects for modern visual polish

GRAPHICS MANAGEMENT & IMAGE CONTROL

- Insert and format shapes, WordArt, tables, and icons
- Use Arrange tools to layer, group, align, and position content
- Employ transparency and shadow effects for modern visual polish

WORKING WITH BUILDING BLOCKS & BUSINESS INFO SETS

- Insert reusable Page Parts, Accents, and Calendars
- Link Business Info Sets for logos, contact info, and auto-fill fields
- Design once, reuse across multiple publications and campaigns

TEXT FLOW & LINKED TEXT BOXES

- Create linked text frames that flow across pages
- Navigate, edit, and remove linked containers with ease

CATALOGS, MAIL MERGE & DATA-DRIVEN CAMPAIGNS

- Use Mail Merge to personalize publications using Excel or Access data
- Create print or email campaigns with dynamic field insertion
- Build catalogs with auto-populating tables and page elements

PRINT PREP, EXPORTING & SHARING

- Add bleeds, crop marks, and resolution controls for press-ready files
- Export to PDF, XPS, or share online with embedded hyperlinks
- Use the Design Checker and spellcheck for final output review

TEMPLATES, REUSE & BRAND SYSTEMIZATION

- Customize and save templates with placeholder frames and styles
- Edit and update existing designs without starting from scratch
- Maintain brand consistency with reusable visual components