

Microsoft Publisher 2000

Product Overview

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Introduction

The development of Microsoft® Publisher was based on the strategy of giving people with no design experience the assistance they need to create professional-quality publications—ranging from newsletters and flyers to letterhead and invitations. Since its first release, Publisher has made a clear mark not only on the desktop publishing category, but also on the entire software industry with its introduction of wizard technology, which has continued to evolve and is now incorporated into virtually all software available today.

The area of visual design has undergone tremendous change in recent years, as people recognized the importance of effective design in business communications. In the past, large businesses with ample budgets hired professional graphic artists and typesetters to produce sophisticated four-color advertisements, magazines and newspapers. Businesses with less money and simpler design needs—such as for newsletters, flyers and brochures—have done without them or produced low-quality documents on their word processors.

Today, many businesses with high-end needs are buying professional desktop publishing packages and bringing both design and typesetting in-house. Smaller businesses and departments within medium- and large-sized organizations are now using business desktop publishing products that offer design help. With these products, businesses can easily and inexpensively produce the kinds of professional-quality publications that were previously only possible to attain through a professional designer.

Microsoft Publisher 2000 continues to lead the business desktop publishing category in technology. It includes over 2000 professionally designed publication templates, automated design expertise, and a flexible wizard model that enables users to utilize the power of the wizard at any time for more professional results. Publisher includes over 200 fonts, thousands of pieces of high-quality clip art, photographs, design gallery elements, plus Web sounds and backgrounds, all of which enable users to create professional-looking publications unique to their business needs. In addition, Publisher 2000 now provides users with a complete publishing solution—from printing to a desktop printer or local copy shop, to printing to a commercial printer. Publisher 2000 also makes it easy to create and publish Web sites. As a member of the Microsoft Office family of applications that look and work alike, Publisher combines its professional design expertise with the ease of use of Office.

The key focus areas for Publisher 2000 are:

- Ease of Use
- Professional results
- Complete publishing solution—from print to Web

Publisher 2000 Core Features

Easy to learn and use

The familiar menus and toolbars of Publisher offer users the ease of use of working in Microsoft Word. This is combined with an easy to use 2-D layout paradigm for creating great-looking print or Web publications, and the professional design guidance users need to create professional-looking publications.

Through user research we found that many users were creating marketing materials, such as newsletters and flyers, in Microsoft Word. Most felt very comfortable working in Word, and didn't know that an easier to use desktop publishing application such as Publisher existed. They were able to achieve good-looking, simple publications but often struggled when creating more complex publications. With autocorrect, autobulleted, background spelling checker and the same dictionary, shortcuts and toolbars as Word, typing in Publisher 2000 is now as easy as it is in Word. Publisher works like Office, whether it's opening or saving Publisher files and Web pages to the Office Web Server, asking questions of the Office Assistant, or using HTML help or the Office Clip Art Gallery. Users already familiar with Word and Office can feel right at home in Publisher—with no steep learning curve.

Automated professional design

The typical Publisher user lacks the expertise to develop a professionally designed publication, but nevertheless needs to convey a professional image across a wide variety of publications. Such users need that image to be unique to their business needs. They need a product that provides design assistance and automation to minimize the time they spend working on publication and to deliver professional results.

Publisher 2000 includes over 2000 professionally designed publication templates for newsletters and flyers, brochures, catalogs and Web sites, enabling users to get a head start on the design of any publication. The Publisher design sets enable users to carry a consistent look across all their publications.

Quick Publications are new to Publisher 2000, and provide users with quick and easy design and layout options for 1-page publications. Users can start in the Quick Publication Wizard or from a blank page and get the same great results—in a matter of minutes.

Publisher 2000 includes a flexible wizard model, which guides users step-by-step through the creation of any publication. The wizard remains available to users once their publications have been set up to their specifications, to allow them to make global changes such as changing the color scheme, size, and design at any time during the publication creation process. In addition, Publisher 2000 offers users additional design guidance and automation during every aspect of the design process by providing smart objects within each publication. For instance, if a user clicks on a design header in a catalog, a wizard wand appears to indicate that there are different design options for that header. If a user clicks on a logo placeholder, the Logo Creation Wizard helps the user to add an existing logo to the publication or to use some additional design help to create a good-looking professional logo. Likewise, when users click on a sidebar, they see additional sidebar designs to apply. All of this design help allows users to create unique, professionally designed publications.

To make it easy for users to create a consistent look across all their documents, many Publisher designs are now shared across the other Office applications, such as Word, the FrontPage® Web site creation and management tool, and the PowerPoint® presentation graphics program.

Publisher 2000 also saves users time by building personal profiles, including names, addresses, and phone and fax numbers for them when they set up their initial publications. This information is automatically applied to subsequent publications, allowing users to get right to work on their content.

A complete publishing solution—from print to Web

Publisher 2000 provides the complete publishing solution for a user's communication needs. While initial business desktop publishing use was limited to less professional publications, user expectations for quality and sophistication are growing. The use of images and color has continued to grow over the past few years with the influx of imaging software programs and color desktop printers. Users often have the need to print larger quantities and use higher quality materials, which can sometimes only be achieved through commercial printing solutions.

Publisher 2000 provides a fool-proof printing solution, enabling non-professionals to achieve high-quality results in only one trip to the printer—be it a copy shop or commercial printer. The Pack and Go Wizard enables a user to pack their publication across multiple disks for easy travel to a local copy shop or commercial printer. Using the Pack and Go Wizard ensures that all elements required to print a user's publication, such as images and fonts, are included. In this way, users get the results they need with no additional hassle. Publisher 2000 also offers design assistance and the Office Save as Web Page method for saving to a Web server or the World Wide Web. The Web Site Wizard offers design assistance to help users to create, quickly and easily, a multi-page Web site, including navigational links. In addition, Publisher 2000 provides users with the power to convert an existing newsletter or brochure to a Web site, or vice versa, with the click of a button. Publisher intelligently converts the layout and copy information to an attractive and well-organized Web site. Users can preview Publisher HTML pages in Microsoft Internet Explorer, or other compatible Web

browsers, to ensure that all links and graphics appear as they should before posting.

For more information: <http://www.microsoft.com/office/>



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