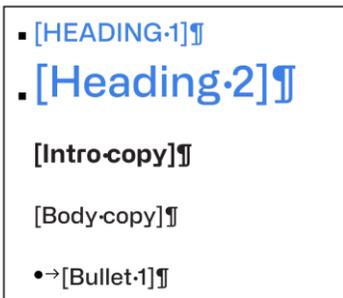


INSTRUCTIONS for working with Space Center Houston's Newsletter MS Word template

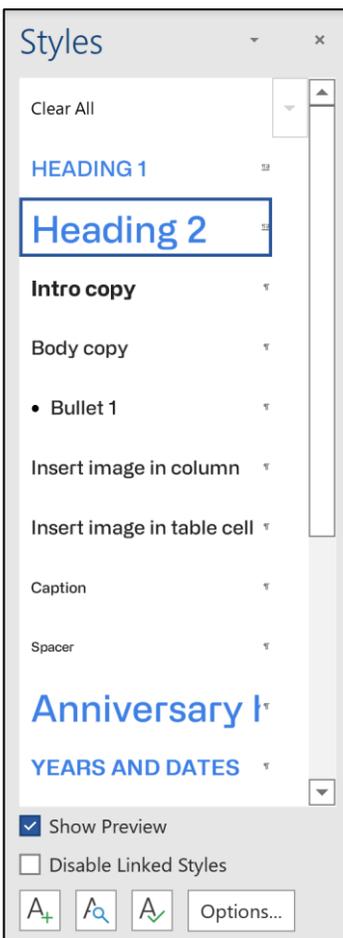
This is only a cursory overview of Word's various functions; if you are not familiar with something, or if something is not working as described, please turn to Microsoft Word's Help for more details. (These templates are not intended for use on a Mac.) It is crucial that this document be reviewed before using the templates. The descriptions are wordy, but the processes are actually pretty simple and straightforward once reviewed! And this information will help you every day, working in Word.



Placeholder fields demonstrating various styles. Also, non-printing characters as listed to the right.



Table handle, table gridlines, end-of-cell markers



Customized styles in STYLES panel.

A few things to start

Adjusting the following settings will make working in the document much easier.

Use Print Layout view—This should be the default setting, but in case it's not, go to the VIEW ribbon, VIEWS group and choose PRINT LAYOUT. This will present the document exactly as it will appear on the printed page. (You will see page edges.)

Work with non-printing characters displayed*—To display non-printing characters or “invisibles,” click the SHOW/HIDE button (¶), which is located on the HOME ribbon, PARAGRAPH group. You'll get used to these invisibles quickly: tabs (→), spaces (•), non-breaking spaces (°), paragraph returns (¶), manual line breaks (↵), keep-with-next markers (■ in left margin), table end-of-cell markers (⌵) and page and section breaks (¶ ==Section Break (Next Page)-==). They let you know exactly what's going on in the document—you'll find it's so much better than working “in the dark.”

Use View Gridlines*—On the first page, click on the “[Banner title]” placeholder, which will open the TABLE TOOLS menu. (The entire banner is built as a floating table.) Go to LAYOUT ribbon, TABLE group, and choose VIEW GRIDLINES. (Table gridline icon: ). Being able to see the gridlines will help clarify the system used to build all of the image placeholders and callouts, as well as ensure they aren't clicked on and dragged accidentally. Please keep these visible 99% of the time!

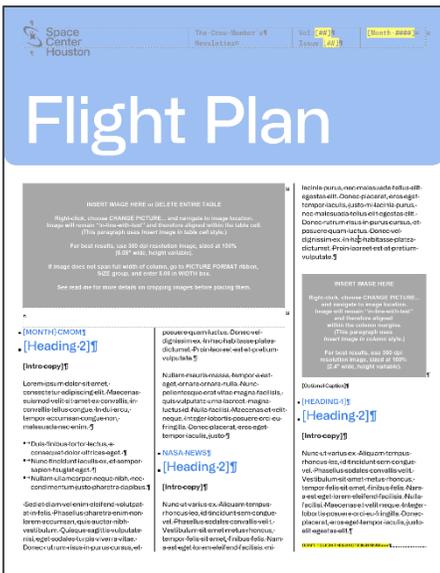
Activate table handle—While the table above is selected, please look for a small square at the top left corner, outside the table (⊕). This is a table handle that makes it easy to select the entire table with one click. Sadly, since Word 2013, the software default is to NOT show this table handle. To turn it on, you need to switch from “Touch mode” to “Mouse mode” by clicking the DROP-DOWN ARROW to the right of the Quick Access Toolbar (QAT), and selecting TOUCH/MOUSE MODE from the drop-down menu. (You may also see this icon: ) You'll only need to do this once on each system. **Now when you mouse over or click into a table, the handle will appear.**

***Add icons to the QAT**—The QAT mentioned above is the narrow row of small icons underneath the ribbons. Consider adding the SHOW/HIDE and VIEW TABLE GUIDELINES icons to your QAT, so they're easy to toggle on and off. To do so, click on the teeny down arrow at the far right of the existing QAT and choose MORE COMMANDS... (It's easiest to find what you're looking for in ALL COMMANDS.)

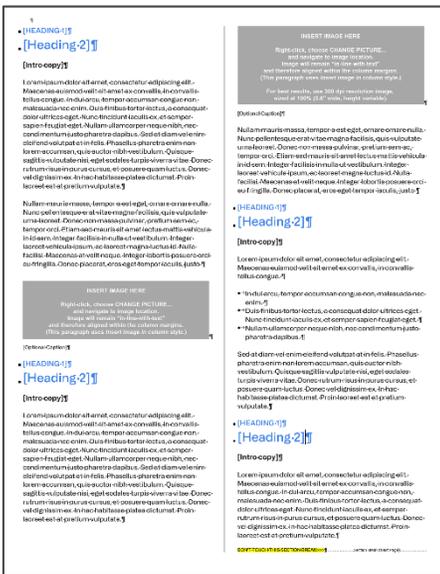
To view styles—The styles are available both on the HOME ribbon (those that are used most often) and in the STYLES panel (ALT+CTRL+SHIFT+S) with SHOW PREVIEW selected. I recommend you keep this STYLES panel open. You will have immediate access to a variety of customized styles, all of which have a description of their application and appear in the basic order of their use in the document. To determine which style is used for a certain paragraph or character, simply click on it and note which style is highlighted in the STYLES panel. Then click into the paragraph that needs styling and click on the style to apply it. **Always use an existing style, rather than applying custom formatting, to keep this document consistent with the other documents generated with this same template. Do not apply any other formatting (except bold and italic) and do not change the existing paragraph and character formatting in any way.** Again, if you are unfamiliar with using styles, please review this very powerful function using Microsoft Word's Help tutorials.

Bullets—Apply bullets using the STYLES panel, not the HOME ribbon.

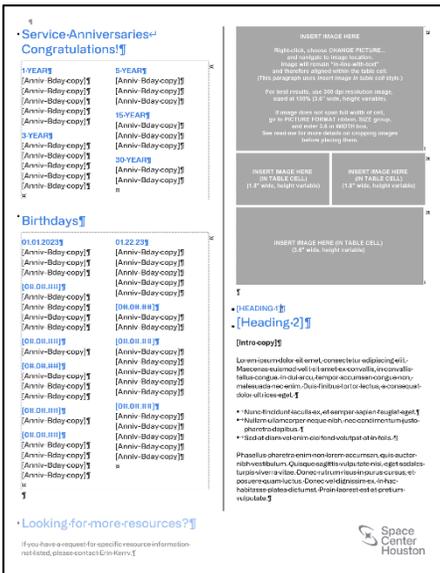
Masthead looks faded!—Please note that any items been placed on the header/footer layer will appear faded out while you're working. However, once printed to paper or saved to PDF, all of the colors will be fully saturated.



Cover page section sample.



Content section sample.



Sign-off section sample.

Using the template

First and foremost, **always start with a fresh template**, rather than using a previously-populated document based on this template, which will certainly result in degraded formatting, whether it's obvious to your particular eye or not.

Populating placeholders—Upon opening the templates, “placeholder fields” between brackets will be visible (e.g., [##], [Heading 2], [Intro copy]). Simply click and type.

Typing in copy and then using styles—In the main body of the template, placeholders are placed as visual examples of the customized styles available. After populating the existing placeholders, keep entering text as *Body copy*, and then go back and apply the styles you actually need from the STYLES panel.

Copying and pasting text from other documents—If it is preferred to copy text from another document, **only paste unformatted text into the new document**, otherwise inappropriate styles and formatting will get mixed in with the correct formatting. This is done by using EDIT, PASTE SPECIAL (CTRL+ALT+V), UNFORMATTED TEXT (U) to paste. It's recommended that this copy is pasted into a paragraph formatted as *Body copy*. Then apply the other styles as needed. **If and only if** there is **correctly** formatted copy in a previous document, based on this template, can it be copied and pasted directly into the new document; the style names and definitions are the same, so everything will stay consistent.

Populating the pages

The newsletter is built in three sections: cover page, contents, last page with sign-off in footer. It's crucial that the section breaks are not altered. There are yellow notes indicating where the section breaks are located.

Cover page section:

- Remains one page.
- The first image placeholder spans two columns and is placed in a table cell. The height of the placed image can vary from the placeholder, but the width needs to remain the same. There is a second table row to create space after the image and before the copy. If this image is not desired, be sure to highlight the entire table by clicking on the table handle. Don't leave the second row in the document accidentally.
- Populate all three columns with copy and images, but do not allow the third column to flow to the second page.
- The second image placeholder is formatted *in-line-with-text* and fits the narrower columns, so it only to be used on the cover page. Cut and paste the placeholder and the caption where desired.

Content section:

- As many pages as desired.
- The image placeholder is formatted *in-line-with-text* and fits this section's column width.
- Some text placeholders already exist in the template to get started. Type over them, delete them, type copy and then add styles—whatever is needed. Consider adding more or less images so that the last page of THIS section is rather full.

Last section including sign-off:

- Remains one page.
- This page has been designed to hold the *Anniversary* and *Birthday* lists, plus a multi-cell table of images. Plenty of image rows have been added, delete as appropriate. See below for details about cropping and resizing. If there's room remaining, there's no harm in adding a small blurb on this last page.

And know that you can always “UNDO” (CTRL+Z) if something’s gone wrong. UNDO will back up 10 to 20 keystrokes, depending on your settings.

Changing out images

First of all, it is recommended that the desired images be placed toward the end of the process of populating the document. In other words, populate the copy and place the other elements first, so it’s clear how much room is left for images. Important:

- Do not reduce the size of the photos until they’ve been placed, resized and cropped in Word. Shrinking them beforehand will greatly affect the final image quality. You will be instructed on how to compress the images after placing.
- It’s important that the images are not skewed proportionally to force them to fit their ultimate size. If there is a need to reduce or increase the size, only drag the corner handles! And make sure that the image fully fills the cell within which it’s been placed. This will make sure that the alignment is spot on. Note that the image should extend past the cell boundaries a bit to ensure this clean alignment. (See point 5 below.)
- Since there are multiple steps involved, save the final document before and after placing and editing each image. That way if something goes terribly wrong, you can simply close without saving and re-open.
- Of course, if you have access to Photoshop – that’s the best option!

Step-by-step to crop and resize images in Word

These steps can be accomplished within the final document, but a “safer” approach would be to do most of the resizing and cropping in a separate, empty Word doc. Once your image is close to right, copy and paste it into its final resting place, where you can still refine the sizing, etc. **Do not be intimidated! This can be fun!**



Step 2: Crop handles looking like little black bars



Step 2: Image in process of being cropped (in separate Word doc)



Step 5: Final image, extending a bit over the cell boundaries

- 1) **Preparing to edit the image:** INSERT your image into an empty Word document. Make sure the image is formatted as “in line with text” by selecting the image and going to PICTURE TOOLS/FORMAT ribbon, ARRANGE group, WRAP TEXT drop-down and choosing IN LINE WITH TEXT. (This is necessary for all the images, whether ultimately placed in columns or table cells.)
- 2) **Crop:** With the image still selected, go again to PICTURE TOOLS/FORMAT ribbon, SIZE group, and click on the CROP drop-down and then the CROP icon. Now, when you move your cursor over the image, you’ll see little black bars in addition to the square handles. You’ll also notice the cursor changes to a “cropping cursor” when hovering over these little black bars. Be patient to find that cursor for the first time. Drag the crop marks, up or down, left or right, to get the crop you need. Trial and error here is a good thing. We’re going for the general shape of the final image you desire, not the size. Click away from the image to get out of crop mode.
- 3) **Resize:** Now grab the lower-right corner handle (back to a square) and drag until the image feels like it’s about the right size as its final space. **But note, if you need to drag out too much**, you’re losing resolution and the final quality of the image will suffer.
- 4) **Move it:** COPY your new image. Go back to your final document and DELETE the placeholder image. Keeping the cursor where it is, PASTE the new image.
- 5) **Refine:** Using the skills you learned above, CROP and RESIZE a bit more if needed. Note that in the end, you should **enlarge the image so that it extends a bit past the right and bottom boundaries of the table cell**, so that the image edges align perfectly with the rest of the table.

Word and PDF file sizes

Depending on your Adobe product, you can probably reduce the file size in that program. **However, the reduction in resolution will affect type quality as well as image quality.** So I strongly suggest compressing the images only, in Word, before printing the PDF.

During this process, create different versions and name your files clearly. Tag the initial, full-res Word doc with “full-res” or “300 dpi.” Then duplicate that file. Tag the duplicate “150 dpi” or “96 dpi.” Then go back to the COMPRESS PICTURES dialogue box, unclick APPLY ONLY TO THIS PICTURE, confirm DELETE CROPPED AREAS OF PICTURE. Now choose SCREEN or E-MAIL. Once finished, print to PDF again, as directed above, and see how much smaller the file size is.

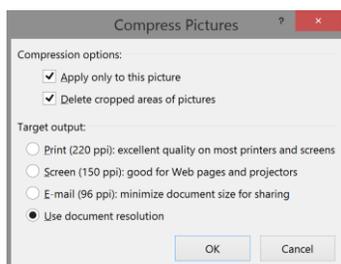


Image compression

BEST TYPOGRAPHICAL PRACTICES for the SCH newsletter template

Consistency is key!

- One space between sentences (no double spaces): The computer adjusts the spacing for us.
- One return after a paragraph (no double returns): Any spacing between paragraphs should be managed by the style definitions.
- Use *www.* or *https://* in all URLs so that the software will automatically generate a hyperlink when printing to PDF.
- For dates in *Birthday* section, always use two digits each for month, day and year. If there is only one digit (e.g., for January), type *01* instead of just *1*.
- Proper format for “for example” or “that is to say”: “e.g.,” or “i.e.,” (two periods and a comma).
- When using numbers in a sentence, write out the words *one* through *ten*, and use numerals for *11* and up.
- Only use page breaks on occasion: Most often, with the correct usage of KEEP WITH NEXT and PAGE BREAK BEFORE (already defined in the styles), columns and pages will break nicely automatically. Also using KEEP WITH NEXT for particular paragraphs is very helpful and will save a lot of time.
- Ampersands have a very specific use, although texting and short-cutting in general has them showing up everywhere! Please use “and” in most cases.