

Word 2010: Document Design

Learning Guide

Designing Documents in Word 2010

While you may think that good document design isn't necessary for your documents, think again! A well-designed document is much easier to read and much more attractive than one that's poorly designed. Readability and attractiveness give your document a much greater impact than it otherwise might have – even for an audience within your work group or your department. This guide will help you learn to use Word 2007's design tools so that all of your documents will be both attractive and readable.

Design Concepts

The Goal

When creating any document, use page design and text styles to make the document clean and readable by:

- Enhancing and **emphasizing your content**
- **Creating contrast** between the sections of your document: *page titles, body text, section headers, bulleted lists*

The Tools

Well-chosen **font combinations** and **font styles** are the main tools used to create contrast and emphasis in your documents. However, you should use no more than two font families (like *Times New Roman* or *Garamond*) in your document. If you want to create contrast within text of a single font family, use text styles like **bolding** and *italicizing*.

The Guidelines

- **Do not** use too many fonts or styles.
- Unless your audience demands radical design, be conservative.
- **Let your design assist your content**, not overwhelm it.
- **Only create a design element that has a purpose.** Do not simply create one because it looks cool.
- Know when to break the guidelines.

Font Basics

Most documents will use these two kinds of fonts in combination:

- A **serif font**, like *Times New Roman* (shown below), can be used for the various kinds of text in your document. Serif fonts have accents at the edges of each character and are highly readable over long blocks of text. They can be overpowering at large sizes.

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Common serif fonts are: Times New Roman, Garamond, and Cambria

- A **sans serif font**, like *Tahoma* (shown below), are often used for your **titles** and **headers**. Sans serif fonts have no accents at the edges of each character, and are **very readable at large sizes**. They rapidly become unreadable over long blocks of text.

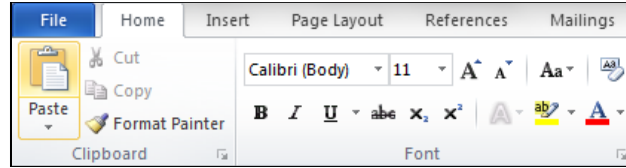
a

Common sans serif fonts are: Tahoma, Arial, and Verdana

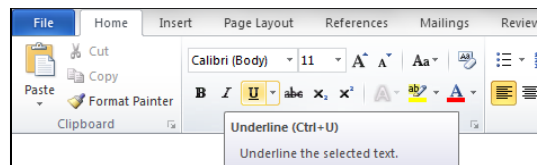
Changing Character Font, Scale and Spacing

Changing the Font

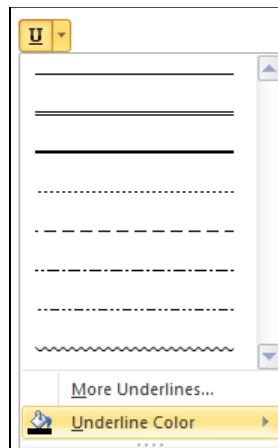
- Select the text that you wish to format.
- From the **Home Ribbon**, navigate to the **Font** tab.




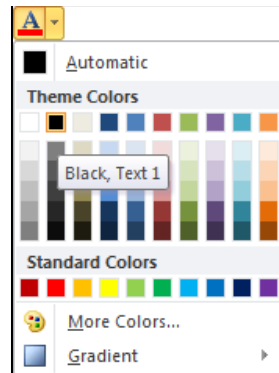
- To browse new fonts, click on the drop-down arrow to the right of the box with the label of the font. To apply a new font, click on the font's name from the menu.
- To change the size of your text, click on the drop-down arrow to the right of the box with a number, to the right of the Font Selection box. Choose a text size you prefer from the drop-down menu.
 - You can also click into the text size box and type in your own preferred size, which can include decimals (i.e. 11.5).
- To change the style of your text, choose from any of the buttons on the second row of the **Font** tab. To know what each button does, place your cursor on the button. A window will soon open and provide a description of its function.




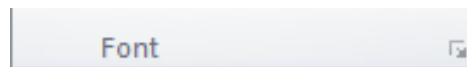
- In addition to providing different underling styles, the drop-down menu of the **U** button allows you to adjust the color of the underline by choosing from the **Underline color** submenu.



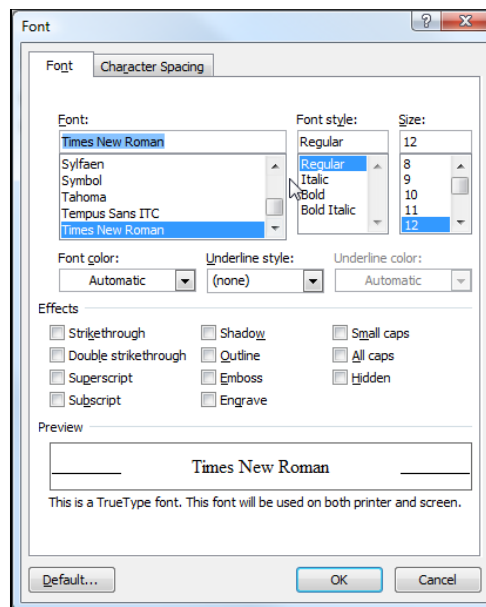
- To change the color of your text, click on the down-facing arrow next to the  button, from the **Font** tab of the **Home** ribbon. From the menu that appears, choose the text color you prefer.



- If you prefer to see the Font preferences laid out in a more conventional manner, click on the  button at the bottom-right corner of the **Font** tab.



- This leads to the **Font** window, which summarizes all font settings.



Changing character scale and spacing

Increasing the scale and spacing of your text can be useful when you are creating headings for your document. Using scaled and spaced text can set your heading apart from the rest of the text in its section. At the same time, you can preserve the similarities that connect your header to the content in its section.

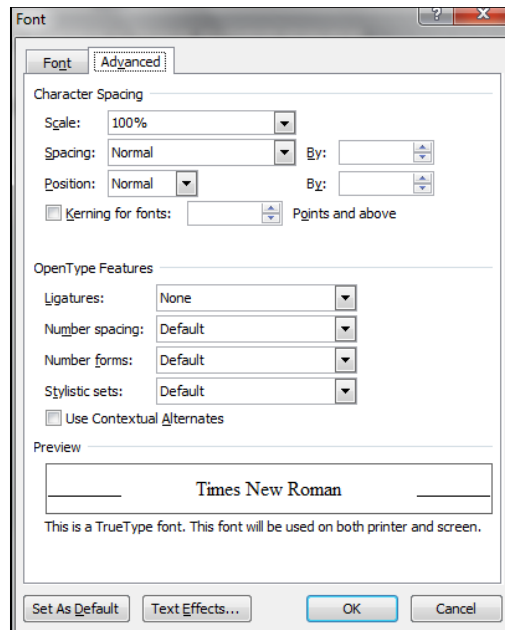
Sample of text with a heading that has increased scale and spacing between characters:

Heading

The heading of this paragraph has a scale of 115% and the spacing between characters has been expanded by .7pts.

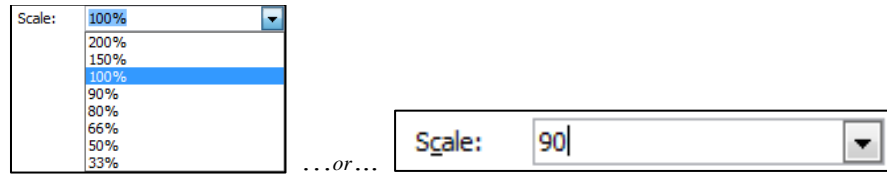
To change character scale and spacing:

- Select the text you want to format.
- From the **Home Ribbon**, click on the bottom-right icon of the **Font** tab to bring up the **Font** window
- At the top of the **Font** window, click on the **Advanced** tab.



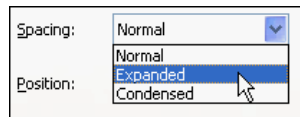
- To change the horizontal scale of your text, click on the down-facing arrow to the right of the **Scale:** label.

- From this menu, select the scale that you wish to use. Alternatively, you can type a custom value into the **Scale** box.

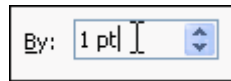


- To change the spacing between letters in your text, click on the down-facing arrow next to the box labeled **Spacing**.
- To expand the space between letters, first select **Expanded** from the **Spacing** menu. Then, click in the **By** box and enter the amount of space to be inserted between each pair of characters.

This value is measured in points, a typographical measurement unit.



- To condense the space between letters, select **Condensed** from the **Spacing** menu. Then, click in the **By** box and enter the amount of space to be removed from between each pair of characters.



- As you apply scale and spacing formatting, the **Font** area on the task pane adjusts to reflect the changes you made.

Formatting paragraph indents


Indents in your document can be especially helpful when you need to emphasize some of your content by setting it apart from the rest of your text.

Sample of text with indenting:

This text does not contain any indenting. It is the introduction that prefaces the text that is indented below:

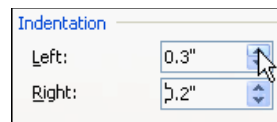
This line is indented by 0.5 pt (points).
So is this line.

To change a paragraph's indentation:

- Select the paragraph (or paragraphs) that you wish to indent.
- From the **Home Ribbon**, click the  button in the bottom-right corner of the **Paragraph** tab. This will bring up the **Paragraph** window.

Left and Right Indents

- To indent the left edge of a paragraph, click in the box labeled **Left** and enter the distance (in inches) by which you want to indent your paragraph.




Sample of text indented from the left by 0.25\" (inches):

All the bulleted-text in this document has been indented from the left by 0.25\".

- To indent the right edge of a paragraph, enter the indent distance in the box labeled **Right**.

Sample of text indented from the right by 0.75\":

Compared to the sample of text above, this sample of text has a much larger right margin.

- You can also use the  buttons from the **Paragraph** tab of the **Home** ribbon to increase or decrease your selection by 0.5\".

First line indents

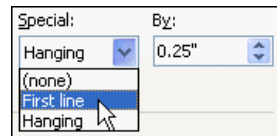
To mark the beginning of a new paragraph, you will often want to indent its first line.

Sample of a paragraph whose first line is indented by 0.25":

This paragraph has its first line indented by 0.25". Notice that the rest of the lines in this paragraph have no indentation.

To indent the first line of a paragraph:

- From the **Indentation** section in the **Paragraph** window, click on the down-facing arrow next to the box labeled **Special** and select **First Line** from the drop-down menu that appears.
- In the box labeled **By**, enter the indent distance for the paragraph's first line.



- Alternatively, you can click at the beginning of your selection and hit the **Tab** button to get a standard first-line indent of 0.5".

Hanging Indents

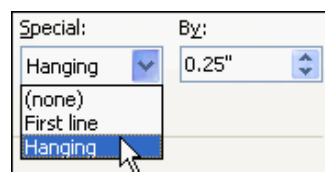
When you are creating a document which has terminology and definitions, or one that contains bibliographic information, hanging indents can help make your content more readable. When you apply a hanging indent to a paragraph, you'll indent every line of text in that paragraph but the first one.

Sample of a paragraph that has a hanging indent of 0.25":

This paragraph has a hanging indent of 0.25". Notice that the first line has no indent, but all the subsequent lines do.

To create a hanging indent:

- From the **Indentation** section in the **Paragraph** window, click on the down-facing arrow next to the box labeled **Special** and select **Hanging** from the drop-down menu that appears.
- In the box labeled **By**, enter the indent distance.



Saving the indentation formatting

- Once you are finished making adjustments to the indentation of your paragraph, click **OK**.
- The **Paragraph** area of the task pane will reflect any changes you made to the paragraph's indentation.

Formatting spacing between paragraphs


Although many people use the return character to create spaces between their paragraphs, Word's paragraph spacing controls make it easier to consistently create white space between paragraphs.

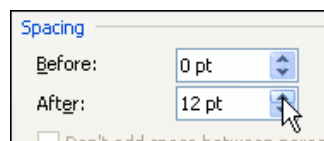
Sample of a paragraph that has 12pt of white space after it:

This paragraph has 12 points of white space after it.

Remember when you want to create consistent white space, use Word's spacing controls.

Adding spacing

- Select the paragraphs that will receive the new spacing.
- From the **Home Ribbon**, click the  button in the bottom-right corner of the **Paragraph** tab. This will bring up the **Paragraph** window.
- When the paragraph window appears, click on the **Indents and Spacing** tab.
 - To increase the spacing after each paragraph that you have selected, click on the up-facing arrow next to the **After** box.
Each increment of 12 points represents one line of spacing after your paragraph.



- When you are finished, click **OK** to apply the new spacing to your selected paragraphs.

Tip: *To create consistent spacing between all of the paragraphs in your document, choose **Select all** from the **Edit** menu before changing the paragraph spacing.*

Tip: Adding spacing before paragraphs

*In some situations, you'll want to add spacing before paragraphs instead of after them. In those cases, use the up arrow next to the **Before** box to add spacing before the paragraphs you selected.*

Reducing spacing

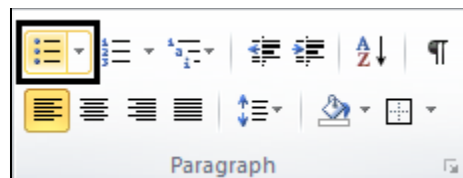
- Select the paragraphs that have too much white space between them.
- Return to the **Paragraph** window and from the **Spacing** area, use the down arrows next to the **After** box or the **Before** box to decrease the amount of spacing for the paragraphs you selected.




Creating Bulleted Lists

Word allows you to easily create a list of items. Bulleted lists are easy to read, and can efficiently convey your content to your audience. Selecting a custom bullet for your list items can make your list even more distinctive.

Inserting standard bullets

- To create a list using Word's default bullets, first compose the lines of text that you'd like to bullet and highlight them.
- From the **Home Ribbon**, look at the first group of buttons on the **Paragraph** tab.

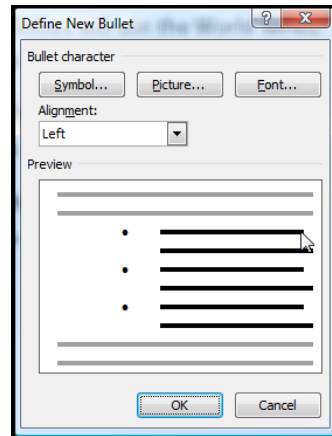


- Click the first button  to automatically bullet your list using the default bullet style. To change bullet style, click on the drop-down arrow next to this button and select the desired style.
- The  button allows you to format your bulleted list by using numbers or letters. Clicking on this button defaults to using numbers, but you can choose from different options by exploring the drop-down menu.
- The  button provides formatting options on how to address subheadings of each item on your list.

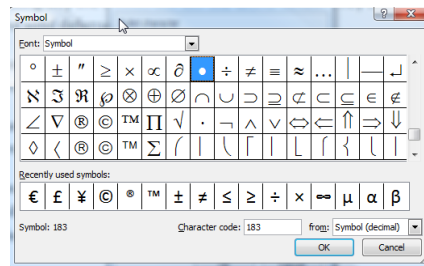
Inserting custom bullets

Sometimes, Word's default bullets won't permit you to format your list the way that you'd like. In these situations, you can choose a character from any font installed on your computer to serve as a bullet. To create & insert custom bullets in your list:

- Compose the lines of text that you'd like to bullet and select your text.
- From the **Paragraph** tab, click the drop-down menu on the first button and click on **Define New Bullet...**

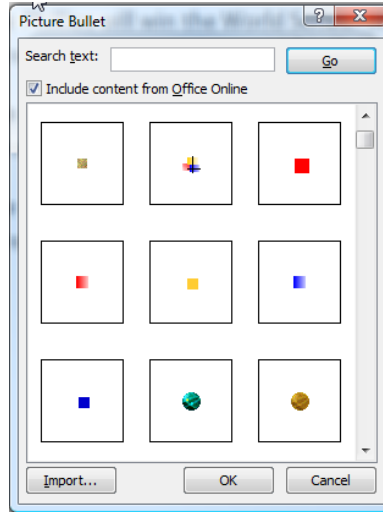


- In the **Define New Bullet Symbol** window, you can choose from a list of Symbols or Pictures.
 - To use a symbol, click on the **Symbol...** button.



- From here you can choose which Font to take symbols. Once you've made your selection, click **OK** and then **OK** in the previous window to apply your custom button

- To use a picture, click on the **Picture...** button.



- Word produces a menu of clip art to choose from. Click on the desired selection and click **OK**.
 - If you wish to use a custom picture from a file on disk, click on **Import...** and browse to the file. This image will now appear at the top of the clip art menu. Select this image and click **OK**.
- Click **OK** from the previous window to apply your bullet.

Tip: Customizing existing bullets

If you already have bulleted text in your document, and you want to customize or change the format of those bullets:

- *Select the bulleted text.*
- *Follow the process above for customizing your bullets.*
 - *You can also right-click on the selected bulleted text and the first two buttons of the bulleting group will be available.*

Formatting borders and shading

Adding borders and shading to a document can be useful when you want to draw a reader's eye to an area of a document. Borders and shading can be very effective when used with headers and footers. Shading can also be used to draw attention to important content.

Sample of a paragraph that has black border and gray shading:


This paragraph uses borders and shading to set examples of formatting changes apart from the rest of the text.

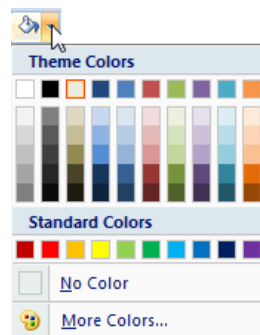
Sample of a heading that has shading, but no border:

Important



Text with shading makes the text stand out from the rest of the document.

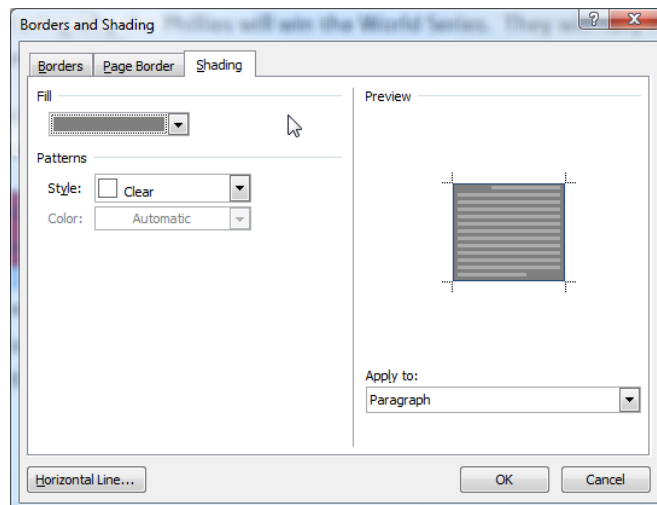
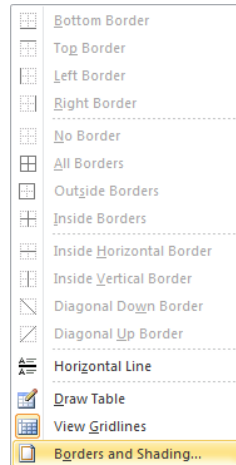
Add shading to your text

- Select your text and click the drop-down arrow on the shading button () of the **Paragraph** tab to reveal the options for shading.

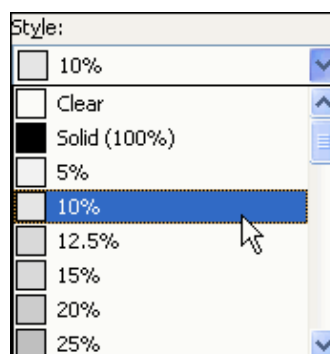


- Click on the desired color to shade your text.



- To alter the style of your shading, click on the drop-down arrow on the **Border** button  of the **Paragraph** tab. At the bottom of the resulting menu, click the **Borders and Shading...** button () and from the **Borders and Shading** window click on the **Shading** tab.

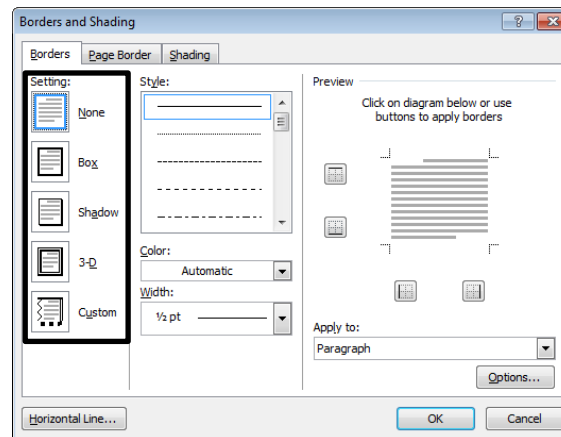


- From the **Style** drop-down menu, you can alter the shade of the color you are using.

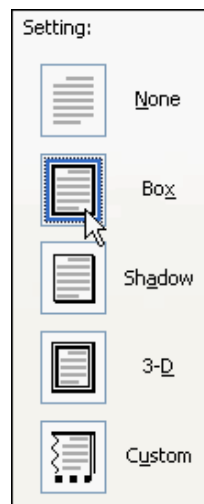


Add a border to your text

- Select the paragraph that will receive the new border.
- From the **Paragraph** tab, click on the drop-down arrow of the  button to reveal the options for borders.
- If none of the standard options appeal to you, click directly on the  button. This will bring up the **Borders and Shading** window.



- To apply a predefined border, click on a sample border in the **Setting** area that contains a border style you like.

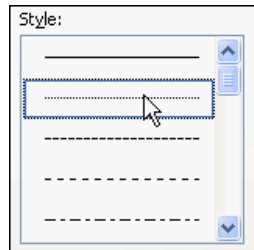


- Click **OK** to apply the border to your text.

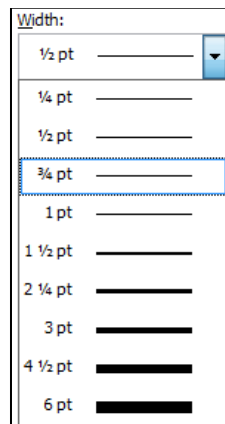
Creating custom borders

To apply a custom border, use the menus in the center of the window. Begin by selecting the line style, weight and color for your border.

- To select a line style for your border, use the list box labeled **Style**.
Use the scroll bar to scroll up and down in the Style box.
- Click on the line style you want to apply.

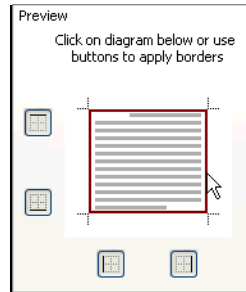


- To select the color of the border, click on the down-facing arrow next to the box labeled **Color**.
- Click on the color you want to apply.
- Select the weight of the border by clicking on the down-facing arrow in the box labeled **Width**.
- Click on the line width you want to apply.



To apply the border to the text:

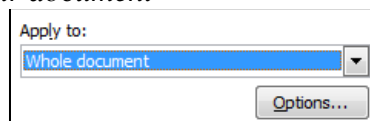
- In the **Preview** area, on the right side of the **Borders and Shading** window, click on any edge of the sample paragraph to apply your border to that edge.
 - *Once you have applied a border to an edge of the paragraph, clicking again on that edge will remove the border from the paragraph.*
- Click on each edge of the paragraph to which you wish to apply your border.



- Once you're happy with the border formatting that you've specified, click **OK** to apply your border to your text.

Tip: To apply a border to a page or to multiple pages:

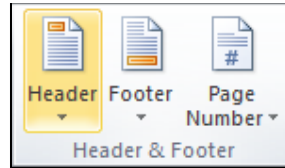
- In the **Borders and Shading** window, click on the **Page Borders** tab.
- Create a page border using the techniques for creating paragraph borders.
- Below the **Preview** pane, decide how this page border is applied in your document



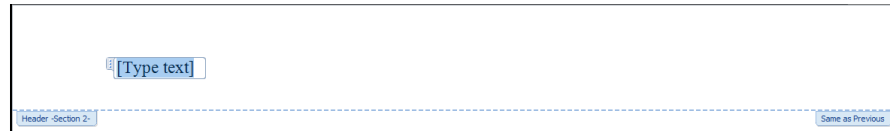
- The **Options...** button allows you to specify details about your page border like margin size. Most likely the default settings are the most appropriate for your page border.

Creating headers & footers

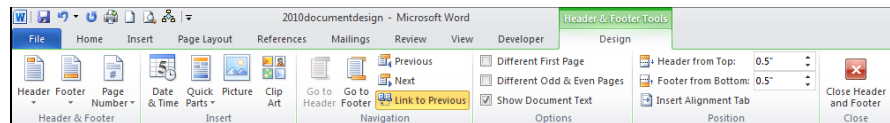
- To create a header and footer, go to the **Insert Ribbon** by clicking on **Insert** (located to the right of **Home**).
- Click on **Header** in the **Header & Footer** tab.



- Word will display a list of templates for your header. Choose a header that suits your needs (most likely the first one will suffice) and click on it.



- Type your header in the provided space. You can also insert AutoText such as the **Page Number**, **Date & Time**, and **Pictures** by using the buttons on the **Design Ribbon** (Word defaults to this ribbon once you begin editing text in a header or footer).



- To switch between the header box and the footer box, click on the **Go to Footer** button on the **Navigation** tab. Go through the same process to create a footer.

Creating different headers and footers in your document

Word allows you to create separate headers and footers for odd and even pages of your document as well as a completely separate header and footer for the first page of your document.

To create separate headers and footers for odd and even pages:

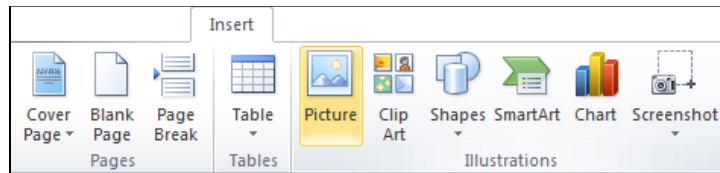
- From the **Design Ribbon**, go to the **Options** tab. Check the **Different Odd & Even Pages** checkbox.

To create a separate header and footer for the first page:

- From the **Design Ribbon**, go to the **Options** tab. Check the **Different First Page** checkbox.

Inserting images

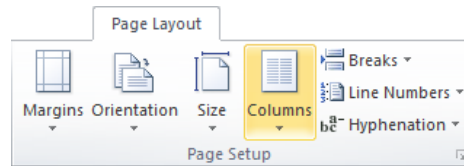
- Click in your document at the location where you want to insert your image.
- From the **Insert Ribbon**, go to the **Illustrations** tab and click on the **Picture** button.



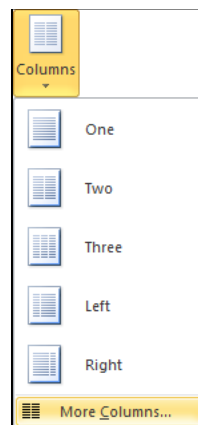
- From the **Insert Picture** window, navigate to the folder containing your image. Click on the image, and click **Insert**.
- Word will insert your image in your document at the location you chose.

Creating a multi-column layout

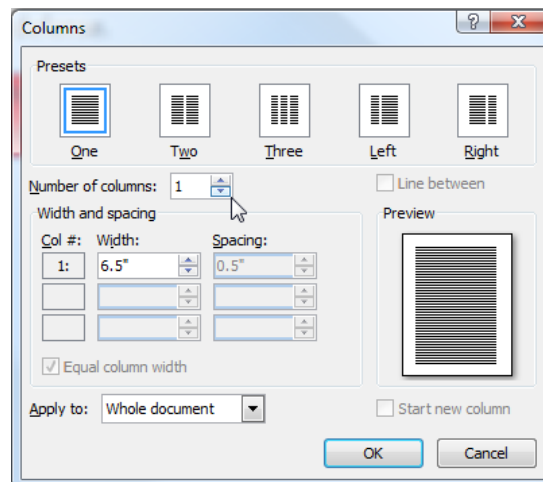
- From the **Page Layout** ribbon, go to the **Page Setup** tab and click on the **Columns** button.



- From the drop-down menu, click on the number of column you wish to have in your document.
- To create a custom multi-column layout, click on the **Columns** button and at the end of the drop-down menu click on **More Columns...**



- From the **Columns** window, you can specify the number of columns in the **Presets** box or in the textbox next to **Number of columns:**.



- Enter the width for your columns in the first row's **Width** box. Enter the distance between columns in the **Spacing** box.

- To create a layout with multiple columns of unequal width, uncheck the **Equal column width** box. Next, enter the **Width** and **Spacing** for each column.

- Once you have configured your columns, look at the **Preview** area in the window's lower right corner to see how the layout will look before you apply it to your document. If necessary, make changes to your column configuration.
- When you are satisfied with layout, click **OK** to apply it to your document.

Tip: Creating a multi-column layout for part of a document

- To create multiple columns for part of a document, select the text to be formatted in columns and click on the **More Columns** button at the bottom of the **Columns** menu.
- In the **Columns** window, the value of the **Apply to:** textbox should be "Selected text". Configure your multi-column layout using the process noted above and click **OK** to apply to your selected text.