Microsoft Publisher 2010 Illustrated 10 By Reding Elizabeth Eisner Paperback 2011

Microsoft Publisher 2010 Illustrated: A Comprehensive Review of Eisner's Guide

For those seeking a comprehensive guide to mastering Microsoft Publisher 2010, Elizabeth Eisner's "Microsoft Publisher 2010 Illustrated: 10th Edition" remains a valuable resource. Published in 2011, this paperback offered a detailed walkthrough of the software's capabilities, catering to both beginners and those looking to refine their skills. This article delves into the book's features, highlighting its strengths and weaknesses, and considering its relevance in today's publishing landscape. We will explore its usefulness for various tasks, including **desktop publishing**, **brochure design**, and the creation of **marketing materials**.

Introduction: A Timeless Guide to Publisher 2010

Eisner's "Microsoft Publisher 2010 Illustrated" distinguished itself through its clear, step-by-step instructions and numerous illustrations. Unlike many technical manuals, this book prioritizes a user-friendly approach, making complex design concepts accessible to a broad audience. Its popularity stemmed from its comprehensive coverage, addressing a wide range of publishing needs, from simple flyers to more intricate multi-page publications. The book's visual nature made learning enjoyable and effective, a crucial element for mastering a visual design program like Publisher.

Key Features and Benefits of Eisner's Guide

The book's success stems from several key features:

- **Comprehensive Coverage:** Eisner meticulously covers virtually every

aspect of Publisher 2010. From basic tasks like creating a new publication and formatting text to advanced features such as working with images, creating custom publications, and managing colors and fonts, the guide leaves few stones unturned.

- **Step-by-Step Instructions:** The book's strength lies in its detailed, sequential instructions. Each step is clearly explained and accompanied by a visual representation, minimizing the learning curve. This approach is particularly beneficial for visual learners.
- **Abundant Illustrations:** The numerous screenshots and diagrams are invaluable. They serve as a constant visual reference, making it easier to follow along and understand the software's interface and functionalities. This visual learning approach is a cornerstone of the book's success.
- **Real-World Examples:** Eisner doesn't just explain theoretical concepts. She provides practical examples, demonstrating how to create different types of publications, including newsletters, brochures, flyers, and business cards. These examples showcase the software's versatility and inspire readers to create their own projects.
- **Focus on Practical Application:** The book isn't just about the theoretical aspects of desktop publishing. It emphasizes practical application, encouraging readers to experiment and learn by doing. This hands-on approach contributes significantly to the learning process.

Usage and Practical Applications

Eisner's guide proves useful in a variety of contexts:

- **Small Business Owners:** The book empowers small business owners to create professional-looking marketing materials, reducing their reliance on expensive design services. This includes designing brochures, flyers, and business cards.
- **Students:** Students can use Publisher 2010 and this guide to create presentations, reports, and other academic materials with engaging visual elements.
- **Home Users:** Individuals can use the guide to create personalized invitations, greeting cards, and other creative projects.
- **Non-profit Organizations:** Non-profits can leverage Publisher 2010 to create compelling marketing materials and fundraising materials.

Limitations and Considerations

While "Microsoft Publisher 2010 Illustrated" provides a comprehensive overview, its relevance is limited by the fact that it focuses on an older version of the software. Microsoft Publisher has undergone several updates since 2011.

While many core functionalities remain consistent, some features and the user interface may differ in later versions. For users working with newer Publisher versions, some sections may require adaptation.

Conclusion: A Valuable Resource for its Time

Despite its age, Elizabeth Eisner's "Microsoft Publisher 2010 Illustrated: 10th Edition" remains a valuable resource for understanding the fundamentals of desktop publishing using Microsoft Publisher. Its clear instructions, abundant illustrations, and focus on practical application make it an excellent learning tool. While users of newer Publisher versions will need to account for interface changes, the core principles of design and layout remain timeless. For those seeking a foundational understanding of Publisher's capabilities, or for those working with Publisher 2010, this book provides an excellent starting point.

FAQ

Q1: Is this book still relevant in 2024?

A1: While the book focuses on Publisher 2010, many of the core concepts and techniques remain relevant in newer versions of Publisher. The fundamentals of layout, design, and image manipulation are timeless. However, be aware that the interface and some specific features might differ, requiring some adaptation.

Q2: What are the key differences between Microsoft Publisher and other design software like Adobe InDesign?

A2: Publisher is a more user-friendly and accessible program, ideal for quick projects and less complex designs. InDesign, on the other hand, is a professional-grade application with more advanced features and capabilities for intricate layouts and large-scale publications. The choice depends on your needs and skill level.

Q3: Can I use this book to learn Publisher 2019 or 365?

A3: While not directly applicable, the fundamental principles of design and layout will still be relevant. The book will help you grasp the core concepts, but you will need to adapt to the newer interface and features.

Q4: What type of projects is Publisher 2010 best suited for?

A4: Publisher 2010 (and its later iterations) excels at creating marketing materials such as flyers, brochures, and newsletters. It is also suitable for

simpler publications like invitations, certificates, and calendars. It's less ideal for complex, multi-page documents requiring precise control over typography and layout.

Q5: Does the book cover advanced features like creating custom templates?

A5: Yes, Eisner's guide covers a wide range of features, including the creation of custom templates. It provides detailed instructions and examples to help readers master this aspect of Publisher 2010.

Q6: Is this book suitable for beginners?

A6: Absolutely. The book's step-by-step instructions and abundant illustrations make it ideal for beginners with little to no prior experience with desktop publishing software.

Q7: Where can I purchase a copy of this book?

A7: Due to its age, finding a new copy might be challenging. You might have better luck searching online marketplaces like eBay or Amazon for used copies.

Q8: Are there online resources that complement this book?

A8: Yes, Microsoft's official support website and numerous online tutorials offer supplementary information and support for Microsoft Publisher 2010 and later versions. These can help clarify specific points or address features not fully covered in the book.

Unlocking the Power of Desktop Publishing: A Deep Dive into "Microsoft Publisher 2010 Illustrated"

For those seeking to dominate the art of desktop publishing, Elizabeth Eisner's "Microsoft Publisher 2010 Illustrated: 10 straightforward steps" (2011) stands as a precious resource. This detailed guide serves as a reliable companion for both newcomers and moderately experienced users seeking to broaden their skills within the Microsoft Publisher 2010 program. While the software itself is no longer updated by Microsoft, the basic principles of design and layout taught within Eisner's book remain highly applicable to modern desktop publishing practices.

The book's distinctive advantage lies in its organized approach. Instead of overwhelming the reader with a massive amount of technical jargon, Eisner

breaks down the method of creating professional-looking publications into ten manageable steps. Each step builds upon the previous one, permitting users to grasp concepts progressively. This technique is particularly helpful for visual learners, as the book is heavily pictured with clear screenshots and real-world examples.

The ten steps cover a broad spectrum of fundamental topics, from creating a new publication and picking templates to adjusting text and images, and ultimately printing or sharing the final output. Eisner meticulously describes each feature in a succinct yet effective manner, sidestepping unnecessary intricacies. This makes the book understandable to individuals with varying levels of digital proficiency.

One of the book's greatest contributions is its emphasis on design principles. Eisner doesn't simply teach users how to employ the software; she also leads them towards creating aesthetically pleasing publications. She highlights the value of things like consistent typography, symmetrical layouts, and meaningful use of images. These design ideas are presented in a clear way, making them simple to understand and implement.

For example, the book provides comprehensive instructions on how to design a newsletter, a brochure, and a calendar. Each project functions as a applicable exercise that enables users to put into practice the methods learned in previous chapters. This hands-on approach strengthens understanding and builds confidence.

The book's power also lies in its simplicity. The language is clear, avoiding technical jargon wherever possible. The organization is logically structured, with numerous pictures and screenshots to enhance the text. The step-by-step instructions make the book simple to follow, even for users with limited knowledge in desktop publishing.

In conclusion, "Microsoft Publisher 2010 Illustrated: 10 straightforward steps" by Elizabeth Eisner continues a valuable resource for anyone desiring to learn the basics of desktop publishing. Its systematic approach, experiential exercises, and lucid writing style make it approachable to a wide range of users. While the software version is outdated, the fundamental design principles and techniques remain timeless, providing a solid foundation for any aspiring desktop publisher.

Frequently Asked Questions (FAQs):

1. **Q: Is this book still relevant even though Publisher 2010 is outdated?**

A: Yes, the core principles of design and layout taught in the book remain highly relevant. While specific features might differ in newer versions, the concepts of typography, layout, and image usage are timeless and transferable.

2. **Q: Is this book suitable for beginners?**

A: Absolutely. The book's step-by-step approach and clear explanations make it ideal for beginners with little to no prior experience in desktop publishing.

3. **Q: Does the book cover advanced techniques?**

A: No, the book focuses on fundamental techniques and concepts. It's a great starting point for beginners, but users seeking advanced features should explore more specialized resources.

4. **Q: What kind of projects can I create using the techniques in this book?**

A: The book provides examples of creating newsletters, brochures, and calendars. The skills learned can be applied to various other projects, including flyers, invitations, and simple marketing materials.

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