

Business Value of Microsoft® Publisher 2000 and PhotoDraw™ 2000

White Paper

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Introduction

This paper addresses the benefits of providing Microsoft® Publisher 2000 and Microsoft PhotoDraw™ 2000 business graphics software to internal teams and departments in medium and large organizations.

In today's business world, readers expect documents to be more graphical and colorful than in the past. Once reserved for entertainment, advertisements, and sales material, color and graphics are now integral to internal and business-to-business communications. Business users frequently add color graphics to enhance business documents, and they self-publish a range of materials, from newsletters to job-flow calendars.¹ Administration, human resources (HR), and training departments in medium-to-large organizations are producing an ever-increasing volume of communications. Newsletters, slide shows, brochures, fliers, and catalogs are common ways of dispensing information and building consensus between departments and across companies.

A recent study on graphics usage shows that 42 percent of Microsoft Office users are creating more graphics than they did a year ago.² When asked why, respondents named the need for publications to be more visual. This is due in part from the explosion of the Internet, which has created a new style of information presentation, which is more graphical than textual. As a result, users recognize that readers are more attuned to graphical presentations.

Users also attributed their increased use of graphics to the availability of easier tools, including more powerful PCs. As Dr. Alvy Ray Smith, a recognized graphic design expert, says, "Today's PCs are about 100 times more graphics-capable than they were only a decade ago." Meanwhile, the advent of digital imaging gives the average employee access to professional stock photography and millions of clip-art illustrations, as well as hundreds of design and graphics techniques previously available only to graphic design professionals. Corporate

communicators in all functional areas increasingly want to take advantage of these exciting communication changes. But they need to be able to have easy-to-learn tools that are able to produce professional-looking publications, presentations, and graphics quickly.

This document refers to *desktop publishing*, defined as producing printed publications for distribution inside or outside a business or organization. *Graphics* are defined as any illustration, photograph, drawing, or clip art used to enhance a printed publication or convey information.

Too many programs, too difficult to use

Most desktop publishing and nearly all graphics programs have been targeted toward professionals in graphic design. These professionals had the incentive to invest significant money and time in learning the programs. This is not feasible for the typical business user.

Most organizations have not standardized on a single graphics program. Many different graphics programs are being used throughout corporations, which has resulted in no file format standards, long ramp-up times and expensive support costs.

Furthermore, most graphic-editing tasks have required multiple applications to complete. Historically, these applications were either raster-based or vector-based, with little or no ability to communicate with each other. In addition to the cost and time involved in learning, users have had to perform multiple steps in both types of applications, losing the ability to edit images after they have been converted from one type to the other. The raster versus vector distinction is unnecessary for a business user who simply wants to add graphics to a presentation. This user doesn't need or want to make a distinction between a photo and a clip-art item. In addition, inconsistency among these products results in the following problems for information technology (IT) managers:

- High ramp-up times for complex programs, making them impractical for businesspeople
- Frequent help-desk interventions
- File-conversion and file-sharing problems
- Large files that slow networks and mail systems

The challenge for IT managers is to:

- Provide appropriate imaging, graphics, and publishing tools as needed
- Supply them in a cost-effective way
- Reduce the amount of help-desk and training time required to support them

Who should use Publisher and PhotoDraw?

Microsoft Publisher is designed for business communicators with no design experience who need to create employee newsletters, fliers, signs, brochures, catalogs, quarterly reports, and other publications.

Word processors such as Microsoft Word are designed primarily for text

editing and producing simpler publications including letters and long reports with minimal graphics. As a full-fledged desktop publishing program, Publisher is designed to automate the tasks required to handle graphics, multicolumn formats, and page frames. Publisher gives people who have no design experience the assistance they need to create professional-quality publications.

Publisher provides:

- A complete publishing solution—from original concept to print or Web
- Built-in, professionally designed, content-ready templates
- Extensive, high-quality photos, clip art, and designs
- Commercial printing support
- Automatic conversion of publications to Web sites for Internet or intranet publishing

Microsoft PhotoDraw is designed for business users who want to enhance their presentations, printed documents, and Web pages with professional-looking graphics.

Because many businesspeople have never used a graphics program and may not need to use one every day, they need a different kind of program than graphic professionals do. The process of working with graphics should be seamless, simple, consistent, and automatic. PhotoDraw is an integrated business graphics tool that lets people enhance any presentation, printed document, or Web page with professional-looking logos, photos, drawings, and illustrations. PhotoDraw provides:

- All-in-one drawing, painting, and imaging in a single product
- Special effects and tools that work on all kinds of graphics
- Customizable clip art
- Visual, intuitive user interface
- 3-D tools
- Intelligent publishing to Microsoft Office and the World Wide Web

Communicators need to show, not just tell

Today, it's not enough to create a document that is accurate and well written. Communications must be compelling. Instructors, administrators, and presenters recognize that static slides with bullet points are no longer adequate. A Microsoft PowerPoint® slide must look rich and interesting. A newsletter must grab the reader's eye. Even a spreadsheet can illustrate the human drama behind sales figures or the real-world implications of an expansion scenario. As Dr. Alvy Ray Smith points out, "Pictures captivate."

Corporate communicators who produce internal and external materials know they are competing for attention against hundreds of other visual and textual messages. The text-centered method is being replaced by an image-based presentation, in which, rather than being merely decorative, *the image contains and constitutes the message*. Explanatory text and relevant uniform resource locators (URLs), in turn, supplement the images. As intranet and Internet use becomes more widespread, users realize that graphically enhanced documents better enable them to engage and hold online readers.

A survey of Microsoft Office users shows that 40 percent add graphics to presentations, letters, reports, memos, and spreadsheets. The top five graphics they create are numeric charts, diagrams, fancy text, calendars, and flowcharts. A survey of PowerPoint presentation graphics program users shows that up to 91 percent add charts, clip art, or illustrations to slides. Clearly, today's businessperson understands the power of illustration. Small teams and individuals in the corporate environment know that they are judged not merely on the quality of their research or the clarity of their results. They are being judged, too, on the excellence of the graphical presentation. Yale University Professor Edward Tufte defines excellence in statistical graphics as *complex ideas communicated with clarity, precision, and efficiency*. "Graphics," writes Tufte, "reveal data."³

A Microsoft PowerPoint presentation enhanced with background graphics and graph created in PhotoDraw

PhotoDraw puts excellent graphic communications within reach of the typical business user. The user can easily create, assemble, manipulate, and customize any image—clip art, photos, scanned images, text blocks, graphics files, or his or her own drawings—to add graphical impact to documents and Web pages. The user can add textures, fills, custom edges, and other features, plus photo retouching, which includes brightness and contrast, tint correction, scratch and dust removal, and cloning.

Clip-art image before effect applied

Same image with Microsoft PhotoDraw brushstroke effect applied

Combined photo-editing and drawing tool

The typical businessperson uses both photos and drawing tools. Photos—typically scanned but increasingly downloaded from digital cameras—are used to illustrate newsletters, reports, brochures, and other material. Among Microsoft Office users, 44 percent use photos in business documents, and 21 percent of all graphics used in documents are photos. More than one-third of photographs used in business documents need to adjust brightness or color, or crop images, and nearly half say they resize or rotate an image at least once a month. High-end photo-editing products are not a good solution for these users because of their complexity, large learning curve, cost per box, and length of time required to perform simple tasks.

Microsoft PhotoDraw provides these benefits:

- *All-in-one imaging and drawing program.* PhotoDraw 2000 is an all-in-one drawing, painting, and imaging tool designed specifically for the business user. Most other graphics applications provide *either* photo imaging *or* vector-based drawing, requiring the user to own at least two and sometimes three packages, each with its own file type limitations. In fact, 69 percent of PowerPoint users surveyed use a dedicated draw-and-paint program.⁴ To work with photos, these users must own a separate image-editing program, requiring constant conversion of files. This method frequently prevents the user from editing an original image once it has been exported, delaying the user's work and increasing help-desk calls.
- *Full palette of tools and features.* PhotoDraw provides both basic and advanced

tools for drawing and color-filling logos and other graphics, as well a full complement of photo-editing techniques.

The need for easy-to-learn and easy-to-use tools

The days when employees send all publishable material to a central graphic design group are gone. In today's business world, any individual or team may need to create a training course for dealers, develop a brochure for a program, or do a PowerPoint presentation. The typical businessperson has no graphic design training and is unfamiliar with graphics and color technology jargon.⁵ He or she needs powerful tools, but a simple interface and lots of design guidance.

Microsoft Publisher and PhotoDraw offer these benefits:

- *No design expertise required.* Publisher helps novices and nonartists adhere to basic design principles by providing some 2,000 templates that allow the user to spend less time setting up projects and more time developing content. Meanwhile, Publisher has one of the highest customer satisfaction ratings and lowest support costs of any Microsoft product⁶. Built-in designs and templates help eliminate "white-space panic"—the tendency of novices to overfill and over decorate pages. Design Sets help users create a consistent look across all their materials, including Web pages. The Design Checker finds common design problems, like too many fonts, and offers solutions. Users can produce professional materials with no outside help.

Catalog, brochure, newsletter, and business card created using the Straight Edge Design Set in Microsoft Publisher. Photographs and graphics created in Microsoft PhotoDraw

- *Users can get up and running fast.* Unlike packages targeted at designers, Publisher has wizards to provide step-by-step guidance. Catalog Wizard, for example, enables an HR department to create a catalog of employee benefits, an administration team to show supplies available for order, or a training team to maintain a schedule of courses. Quick Publications provide predesigned layouts for common one-page documents like fliers, posters, and signs, which users can create in minutes.

PhotoDraw also includes over 450 wizards and templates such as Web banners and navigation buttons that enable users to create professional-looking graphics without starting from scratch.

- *Easy to experiment.* PhotoDraw tools and special effects can be applied to any type of image—photo, imported graphic, original drawing, or clip art. The user need never know the difference between raster and vector tools, nor ever encounter those terms. In addition, Publisher and PhotoDraw have multiple levels of Undo so that users can confidently make changes.
- *"What you see is what you get" (WYSIWYG) printing.* No more tracking down dozens of print drivers or being surprised by elements that printed on top of each other. With the WYSIWYG interface in Publisher, users can preview each page on screen and zoom in for a closer look. And because the typical corporate user prints to a black-and-white printer, Publisher 2000 is optimized so that no template relies on color to fulfill a design. Up to 256 gradients ensures that every document is compelling and powerful regardless of the print

method.

- *Easy Web publishing.* Any Publisher publication can be saved in hypertext markup language (HTML) using the Save As Web Page command, the same as all other Office 2000 publications. In addition, AutoConvert enables users to convert their newsletters and brochures to Web sites with a click of a button. Users need only enter content and design the document once, and they achieve an online look that is consistent with their printed publication.

PhotoDraw allows users to save any graphic in JPEG or GIF format for easy inclusion into Web documents.

- *Save For Use In.* Using a PhotoDraw wizard, users can automatically save a graphic for a variety of uses—such as in an Office document or on the Web—without having to memorize file-format names and extensions. This wizard also helps users understand how to keep file sizes to a minimum when using multiple graphics. The wizard allows users to make intelligent decisions on the size of their Web graphic based on download time versus resolution.

Consistency across media

The typical corporate community publisher is responsible for a variety of projects. Many of which require the use of the same graphic across multiple file types. PhotoDraw provides a simple solution for using graphics in multiple ways by providing a wizard for the user to save to the optimal format for it's use.

- Office 2000 includes *Shared Themes* design sets for use across applications. This way, a Word document, a PowerPoint presentation, and a Publisher brochure can share a consistent look, enhancing the professional appearance of an entire project and improving communication.

More photos, clip art, and designs to enhance productivity

With Publisher and PhotoDraw, you can:

- *Customize for creative and unique documents.* With Custom Color Schemes in Publisher, users can create and save their corporate color scheme for use in all their publications. Each Publisher template is customizable, so users can avoid a cookie-cutter look. Publisher also provides design help throughout the user's work on a project. The Design Gallery offers users business-appropriate headings, borders, and boxes to mix and match in any publication.
- *Access a wide variety of content for quick productivity.* The Microsoft Clip Art Gallery is a shared component in Microsoft Office 2000. Users can choose from 16,000 clip-art items in the Microsoft Clip Art Gallery, 1,700 photos, 200 fonts, and more than 1,000 backgrounds. In addition, PhotoDraw includes additional photos, backgrounds, and 200 special visual effects. In addition, thousands of additional items are available on the Clip Gallery Live site on the World Wide Web.

Short help-desk ramp-up times

Help-desk staff need not master a library of graphic-industry jargon to become experts in Publisher and PhotoDraw. The products feature:

- Intuitive interfaces
- Award-winning Help, including natural-language inquiries, user interface Help, design tips, and Answer Wizard
- Wizards for step-by-step learning
- An extensive interactive tutorial in PhotoDraw
- Printed manuals

In addition, both products are described in detail in Microsoft Press® and trade publisher books.

Familiar Office look

Publisher uses Office features like auto-bullets, auto-numbering, AutoFormat, Spell It, AutoFit Text, File Open, File Save, and the Clip Gallery. PhotoDraw looks and works like Office, including common toolbars, AutoShapes, and Answer Wizard, as well as familiar OfficeArt tools. Visual menus allow users to quickly select a tool named for the task it performs, rather than the technology underlying it.

The ease of use of PhotoDraw for nondesigners has garnered the attention of industry pundits. *PC Week* called PhotoDraw the "best user interface of all."⁷ This point is significant, because 73 percent of Office graphics users create new graphics alone, without collaborating, and more than one-third create new graphics from scratch.

Seamless file sharing and printing

Publisher and PhotoDraw help reduce support costs with these features:

- *File Open/Save.* Publisher 2000 can open files and save in any previous 32-bit version of Publisher, making upgrades easy. Publisher can also import any standard graphics type, word processor file, or spreadsheet, and users can drag and drop text and images across documents or applications. It is fully compatible with the Microsoft Word Address Book, the Microsoft Outlook® messaging and collaboration client, Microsoft Excel, and any standard database, enabling seamless mail merge.
- *Pack and Go Wizard.* More than a third of Office users send projects to an outside print shop, and they need to feel confident that their publication will print the same way at a professional printer as it did from their desktop. Pack and Go Wizard enables a user to pack a publication across multiple disks ensuring that fonts and images print properly on another printer or at a commercial print shop.
- *Full commercial printing support.* For users who send files to a commercial printer, Publisher supports four-color separation, spot color, the Pantone Color Model, font embedding, and trapping. As a result, users need to learn only one program, regardless of their publishing requirements. Because of Pack and Go Wizard, their commercial printer will have the tools for easy file conversions, saving time and money.
- *Easy importing.* The typical in-house newsletter editor collects text and images from a variety of sources, including a word processor, photo editing tools, and databases.⁸
 - Publisher supports any image format on the user's system, including BMP,

TIFF, JPEG, MIX (PhotoDraw and Picture It!® consumer photo-editing software), GIF, CGM, EPS, PICT, PNG, WMF, CorelDraw, WordPerfect, Kodak PhotoCD, Micrografx, FlashPix, AutoCAD, Targa, and Enhanced Metafile.

- PhotoDraw can import virtually any graphics file format. It ships with 22 different file import filters. In addition, PhotoDraw includes the Save For Use In command, which frees end users from time-consuming file conversions.
- A graphic created in PhotoDraw can be used in printed materials and presentations, and on a Web page. PhotoDraw files can be easily imported or pasted into Microsoft Publisher, Word, PowerPoint, the FrontPage® Web site creation and management tool or any Office application.

Deploying Publisher and PhotoDraw

Microsoft Office 2000 is designed to streamline installation for IT professionals without compromising the ability to customize and control Office for individuals and groups. Toward this end, Publisher 2000 supports self-repairing applications, install-on-demand, and unique user profiles. The built-in flexibility of Microsoft Windows® Installer allows IT staff to provide the Publisher executable file to teams and individuals on a case-by-case basis. Users whose jobs never require them to publish need not receive the application. Installation of PhotoDraw 2000 works the same as Office 97 installs. Publisher and PhotoDraw content is available on CD and can be made accessible over an internal network.

Publisher 2000 and PhotoDraw 2000 are included in Office 2000 Premium and can be deployed with the Office suite. Publisher also is included in Office 2000 Small Business and Professional. Both products are available by themselves.

Publisher and PhotoDraw provide multilanguage support. Publisher is available in 19 languages and PhotoDraw in 16, making it easy to standardize worldwide offices on the same Office suite.

Complete information on deployment can be found in the Microsoft Office Resource Kit (ORK) available at <http://www.microsoft.com/office/ork/>.

Conclusion

Microsoft Publisher 2000 and PhotoDraw 2000 provide the right graphics and publishing tools for individuals and teams in medium-to-large organizations. The tools integrate seamlessly with the Microsoft Office suite, can be deployed on a

¹ Microsoft studies on use of Publisher in large organizations and businesses

² Microsoft study of Office customers who use graphics (5/99)

³ *The Visual Display of Quantitative Information*, by Edward Rolf Tufte (Graphics Press: Cheshire, CT), 1983

⁴ From *Microsoft PhotoDraw 2000 for Windows Reviewers Guide*

⁵ Microsoft study of Office customers who use graphics (5/99)

⁶ For more information, see <http://www.microsoft.com/presspass/press/1999/mar99/pubsatpr.htm>

⁷ For more information, see <http://www.microsoft.com/office/photodraw/>

⁸ Microsoft study of Office customers who use graphics (5/99)

case-by-case basis, and are cost effective—through low initial investment and minimal ongoing support costs.

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



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