

This tutorial will show you the steps to create this simple Florist Flyer using Microsoft Word.

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For a larger image click the link below
[Flower Flyer \(400px by 566px\)](#)

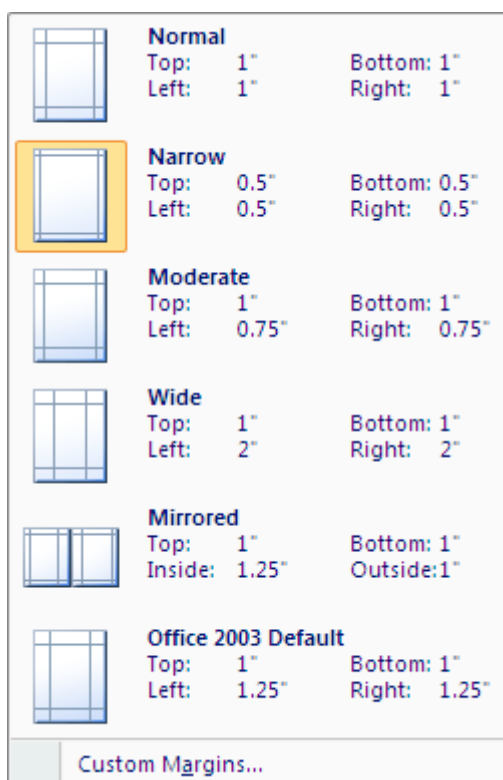
If there is anything that is unclear to you, or you spot any mistakes,
please send email to feedback@flyertutor.com Suggestions are always welcome.

Step 01: Document Setup



To begin, go to the **Ribbon** and select the **Page Layout Tab**.

Click on **Size** and select **Letter** from the drop down menu.

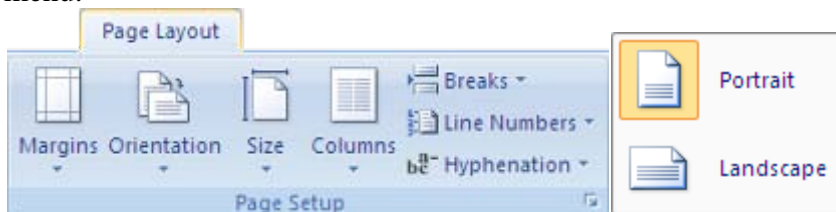


Step 02: Margins

Click on **Margins** and select **Narrow** from the drop down menu.

Step 03: Page Orientation

Go to the **Page Setup Group** and click on **Orientation**. Select **Portrait** from the drop down menu.

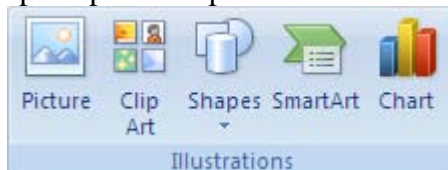


Step 04: Insert Rectangle

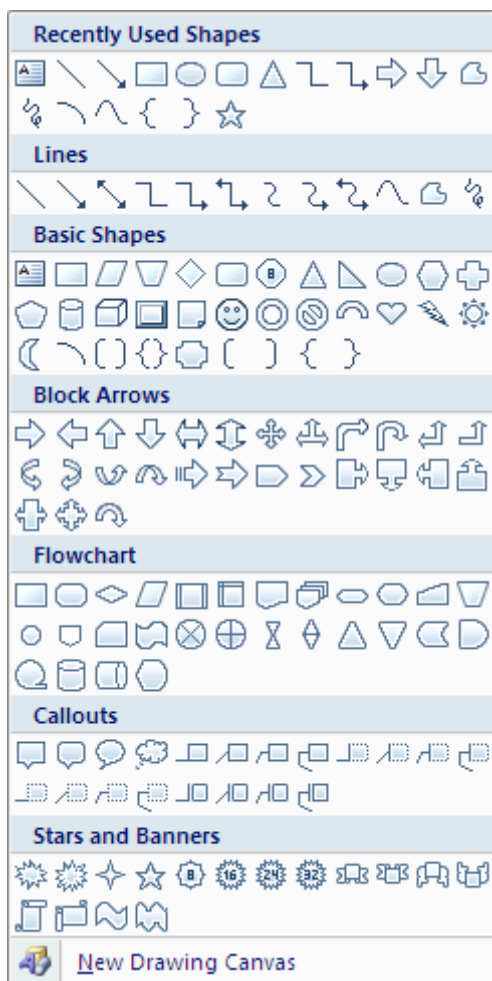
We will construct the colored background with 4 rectangles.

Go back to the **Ribbon** and select the **Insert Tab**.

Go to the **Illustrations Group**. Select **Shapes** to open up the Shapes window.

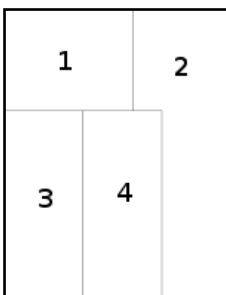


Select the Rectangle under **Recently Used Shapes**.

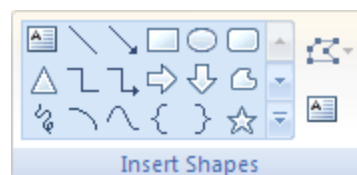


Step 05: Multiple Rectangles

Once you have drawn the first Rectangle, you will notice that the **Ribbon** has changed to the **Format Tab** which showcases the **Drawing Tools**. To continue drawing the remaining rectangles, just select the **Rectangle Tool** from the **Insert Shapes Group** on the **Format Tab**.

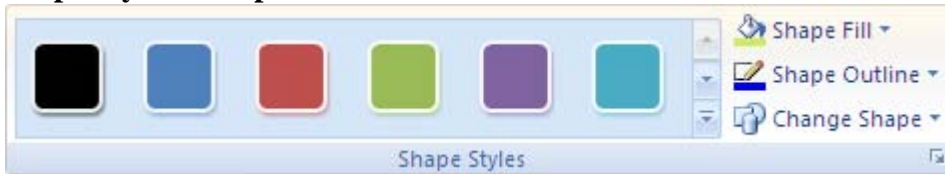


Draw the rectangles on the page so that they look like this:



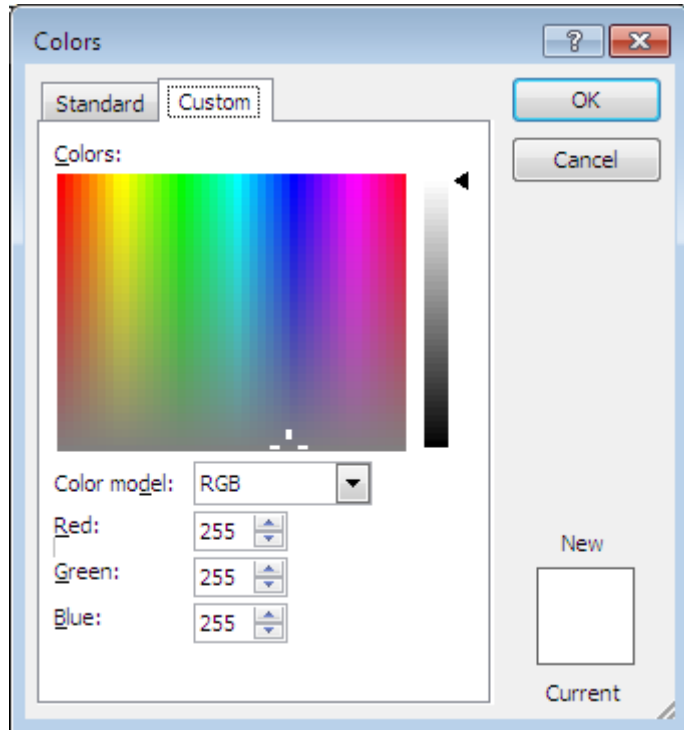
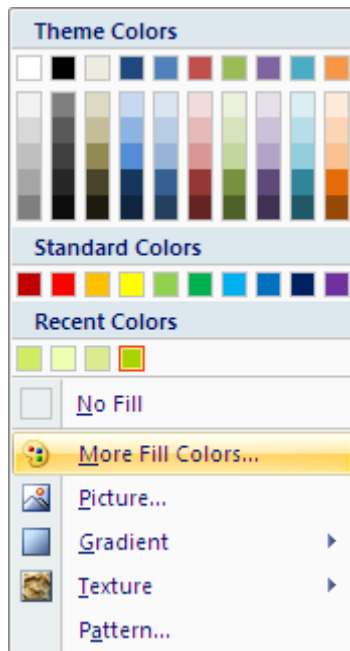
Step 06: Shape Fill

Now we will add color to the rectangles. Select Rectangle 1. Then select **Shape Fill** from the **Shape Styles Group** on the **Format Tab**.



Step 07: More Fill Colors

Select **More Fill Colors** from the **Colors Menu** that appears. Then select the **Custom Tab** in the **Colors Window**.



Step 08: Fill Rectangle 1

Set **R** to "170", **G** to "212" and **B** to "0". Click **OK**. Repeat steps for other Rectangles.



Step 09: Fill Rectangle 2

In Rectangle 2: Set **R** to "218", **G** to "236" and **B** to "143". Click **OK**.



Step 10: Fill Rectangle 3

In Rectangle 3: Set **R** to "239", **G** to "255" and **B** to "177". Click **OK**.

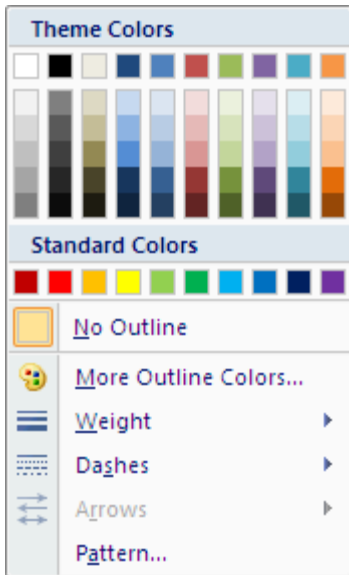


Step 11: Fill Rectangle 4

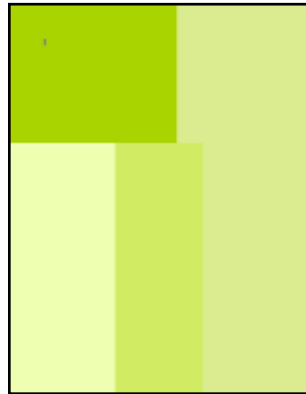
In Rectangle 4: Set **R** to "209", **G** to "236" and **B** to "99". Click **OK**.



Step 12: Remove Outlines



While holding down the "**Shift**" key select all 4 Rectangles. Then go back to the **Format Tab** and select **Shape Outline**. Then select **No Outline** from the menu that appears.



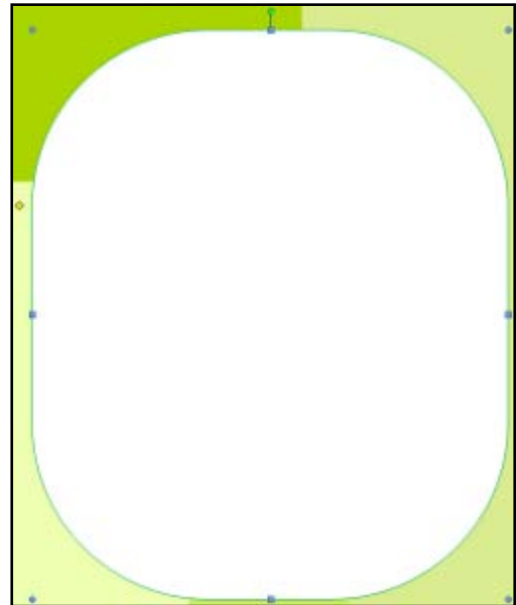
The new background should look like this:

Step 13: Rounded Rectangle

Go back to **Shapes** and select the 6th Icon in **Recently Used Shapes**.

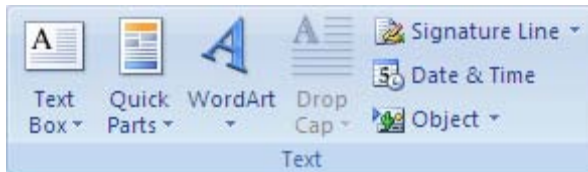
Draw the Rectangle. You will notice on the right side of it there is a **Yellow Diamond**. Click on it and drag to change the radius of the Rounded Corners. Release when you have the desired look.

Set the **Fill** to "White" and the **Stroke** to a "Dark Green".



Step 14: Add Text

Go back to the **Ribbon** and select the **Insert Tab**.



Then go to the **Text Group** and select **Text Box**.

Step 15: Insert Text Box

Choose **Simple Text Box** from the drop down menu which will put a ready made Text Box into your document, or select **Draw Text Box** to create your own.



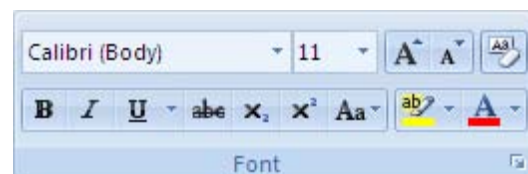
You will also notice that the **Ribbon** has changed to the **Format Tab** which showcases the **Text Box Tools**.

Start typing the Company Title which is: "Amaya's Flower Garden".

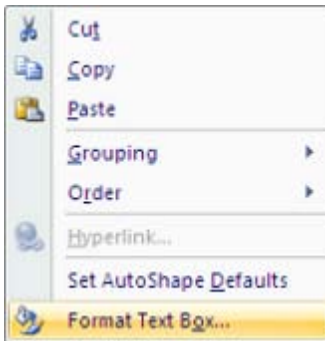
Step 16: Edit Font

Go back to the **Home Tab** and go to the **Font Group**. Select the down arrow next to "Calibri".

In this case the **Font Family** is "Harlow Solid Italic" and the **Font Size** is "48".

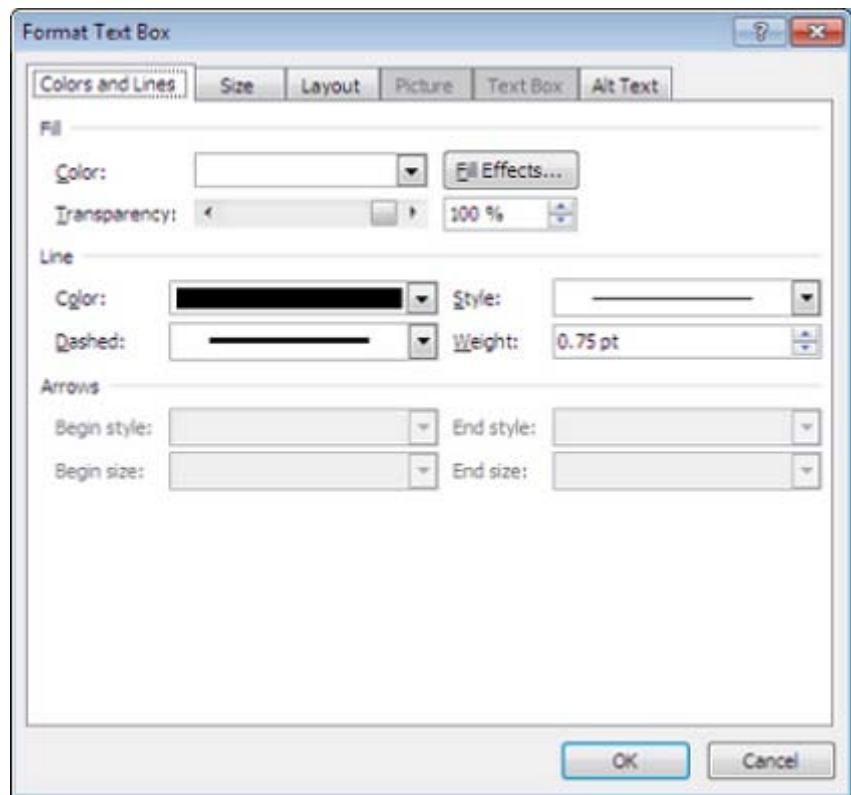


Step 17: Format Text Box



Select the **Text Box**.

While holding the mouse directly over the **Text Box Outline**, right click and select **Format Text Box** from the menu that appears.



This will open the **Format Text Box Window**.

Step 18: Text Box Transparency



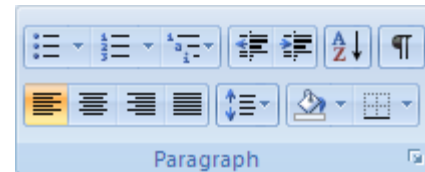
In the **Fill Section**, set **Transparency** to 100% and in the **Line Section** you can set **Color** to "No Color". Then click **OK**.

This is what the Flyer title would look like:

Step 19: Add New Text


Next add the company address -
"89 Adrienne Lane, Alyssatown, FL 34332, Tel.
555.111.2323, Fax 555.111.4434".

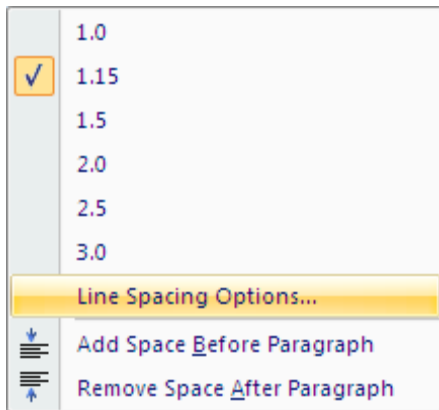
Create a new **Text Box** for each block of Text.



Use the **Font Family "Segoe Print"** which is a free font that was downloaded at www.FontFreak.com. **Style** is "Normal", **Size** is "16" and **Layout** is "Centered". Some of the text on the Flyer is made larger and bold for emphasis.

Step 20: Alignment

Go to the **Paragraph Group** and select the **Center Icon** .



Then select the **Line and Spacing Icon**  and choose "**Line Spacing Options**" from the drop down menu.

Step 21: Line Spacing

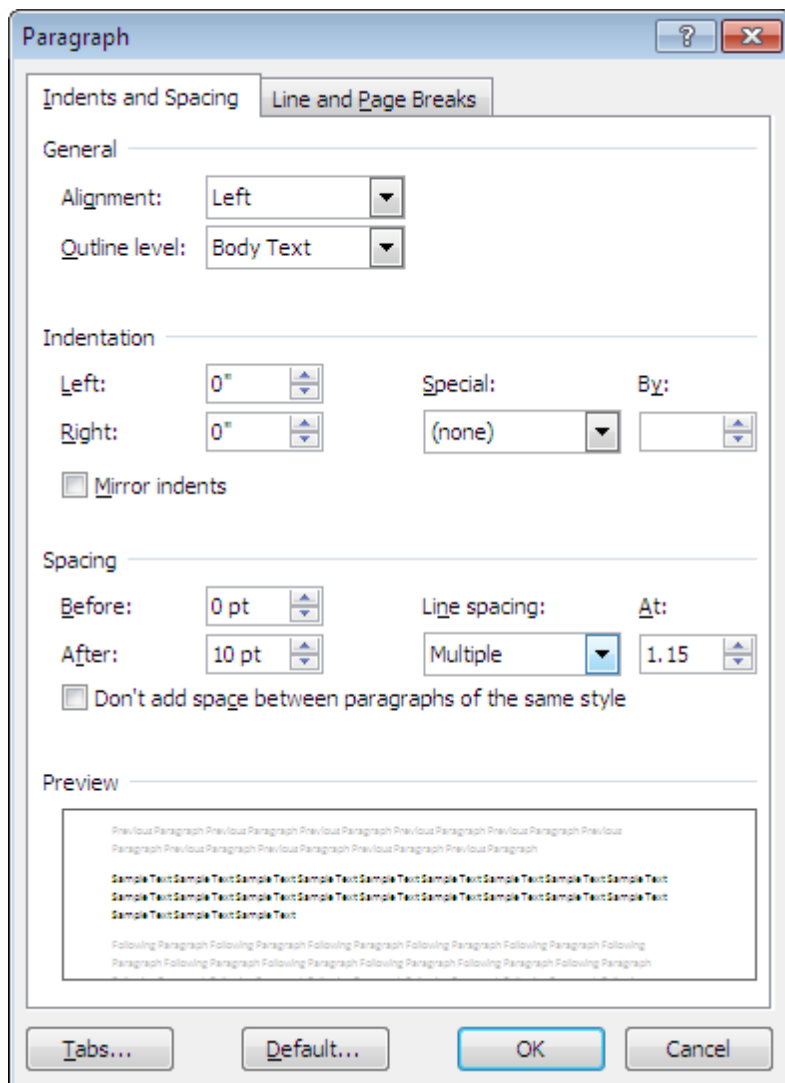
This will bring up the **Paragraph Window**.

Go to the **Spacing Section**, select the down arrow under **Line Spacing**, choose "**Exactly**".

Set "**At**" to 20pt.

Change "**After**" to "6pt".

Click **OK**.



Step 22: Repeat Transparency



Adjust the **Transparency** of all **Text Boxes** to "100%" and remove all **Text Box Outlines**.

This is what all the Text on the Flyer should look like.

Step 23: Add Images

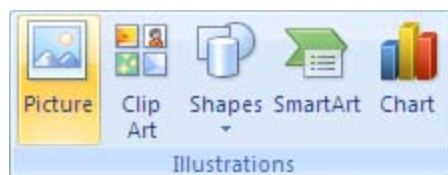
Here I downloaded the images of 3 flowers from www.Clker.com, which is a site where you can download Royalty Free Clipart. Visit www.Public-Domain-Image.com, and OpenClipArt.org as well.



In *Adobe Illustrator*, *Adobe Photoshop*, *OpenOffice Draw*, *Inkscape*, *Corel Draw* and *Microsoft Publisher*, you are able to freely move an Image anywhere on the canvas. This is also possible in *Microsoft*

Word as long as you first place the Image within a Text Box.

Place a **Text Box** on the page. Then go to the **Insert Tab** and click on the **Picture Icon** in the **Illustrations Group**.



Step 24: Insert From File

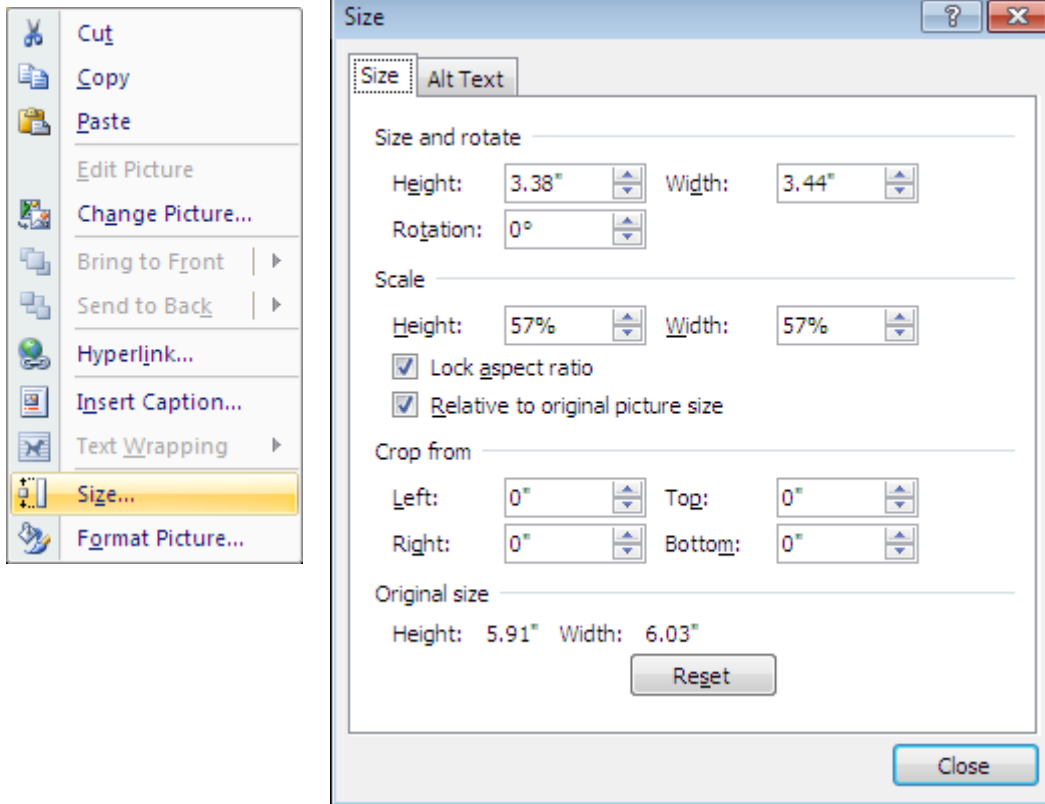
This allows you to insert a **Picture from File**. It opens up the **Insert Picture Window**, where you can select your file and then click **Insert**.

Be certain that your images are in a format that will be recognized by Microsoft Word.


These images are saved in **PNG (Portable Network Graphics)** format.

Step 25: Scale Image

Once the Yellow Flower has been inserted we will need to scale it. First select it, right click and select **Size** from the menu that appears. This opens up the **Size Window**.



Step 26: The Size Window

Another way to open up the **Size Window** is to go to the **Ribbon > Format Tab > Size Group >** .



In the **Scale Section** change both **Height** and **Weight** to "50%" and click **Close**.

Place in the desired spot on the flyer so that it looks like this:

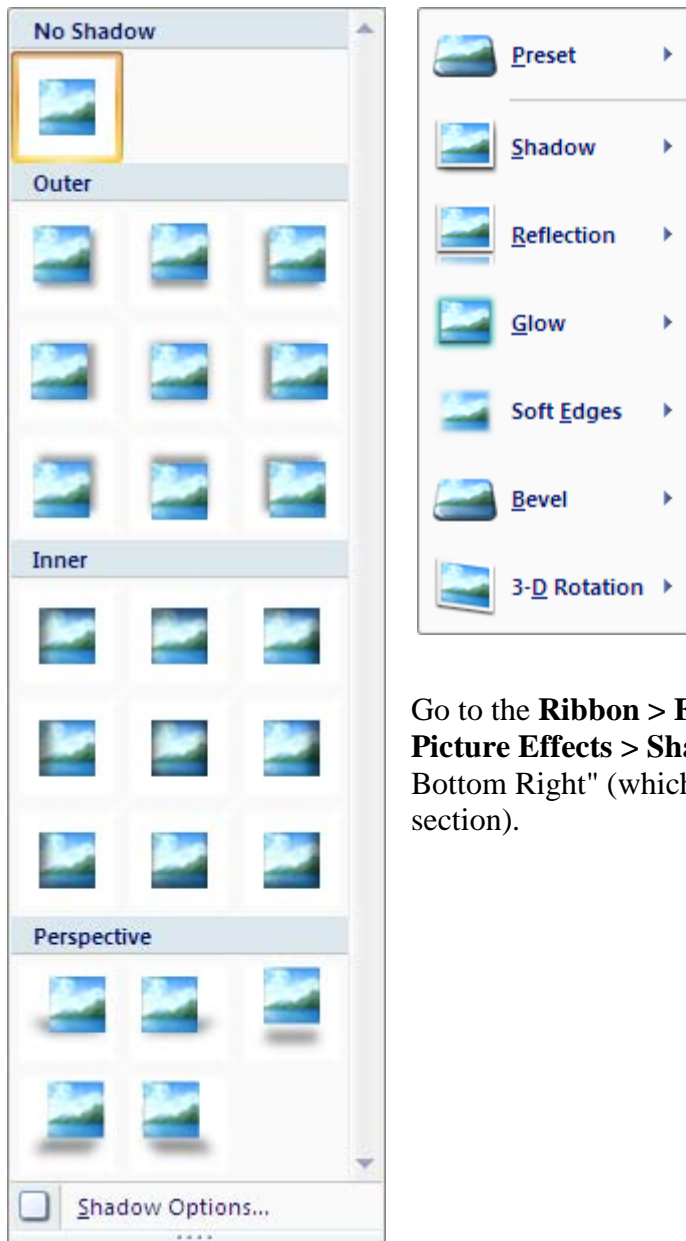
Step 27: Insert/Scale Images

Again set the **Text Box Transparency** to "100%" and remove the **Text Box Outline**. Repeat steps to insert the other 2 Flowers.

"Pink Flower" - **Scale** to "25%". "Red Flower" - **Scale** to "20%".

Step 28: Add Drop Shadow

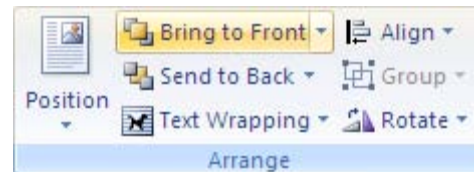
Next we need to add a Drop Shadow to the Pink Flower. Select the image.



Go to the **Ribbon > Format Tab > Picture Styles Group > Picture Effects > Shadow > Outer** - "Offset Diagonal Bottom Right" (which is the first Shadow option in the Outer section).

Step 29: Copy & Paste Image

Select the **Text Box** that holds the image of the Pink Flower, then **Copy** and **Paste** so that you have 2 Pink Flowers.



Step 30: Group Images

Next go through the steps to insert the **Red Flower**. **Scale** then add the **Drop Shadow**.

Then select the **Text Box** with the **Red Flower**, click on the **Format Tab** and click on the **Bring to Front Icon** in the **Arrange Group**.


The Images should look like this:

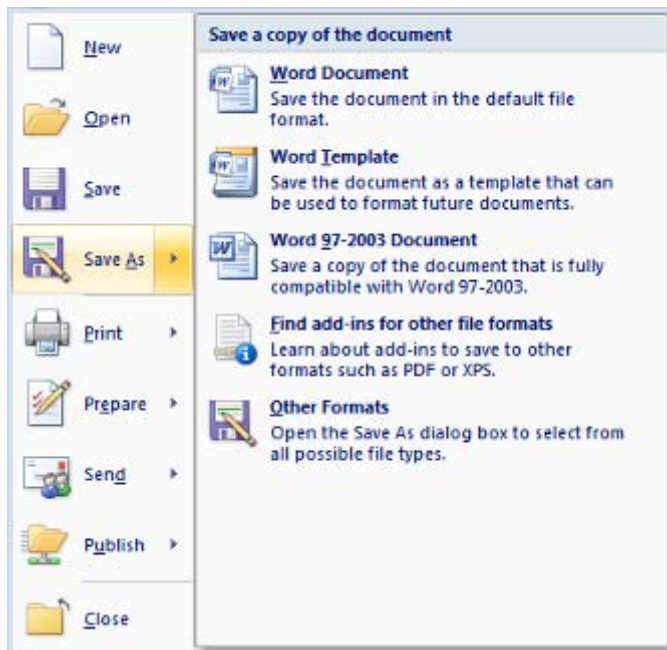


Place the grouped Image in the desired location on the flyer.

Step 31: Save File

All that's left to do is Save the document.

Click on the **Office Button**  (located in the top left corner of the screen), which will open up a drop down menu.



Go to **Save As > Word Document**.

In the **Save As Window** name your document and click the **Save** button.

Amaya's Flower Garden

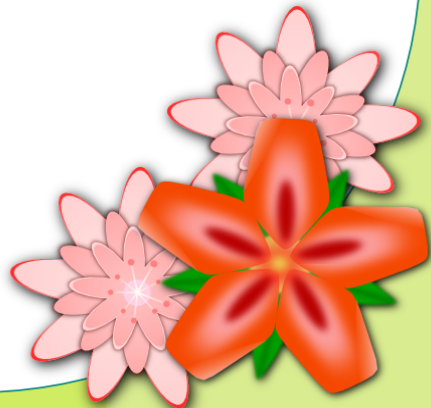


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