

Presentation Skills



Presentation Skills



Creating a 'House Style'

Text in Publisher



Presentation Skills



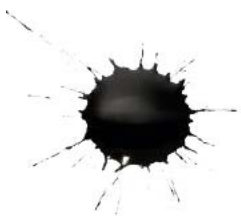
What is a house style and a visual identity?

Within a company, a 'house style' sets out how they phrase, punctuate, spell and capitalise words and phrases that often arise in communications or publicity. This is applied by all staff, writers, editors, designers and web builders, to keep their communications consistent and clear.

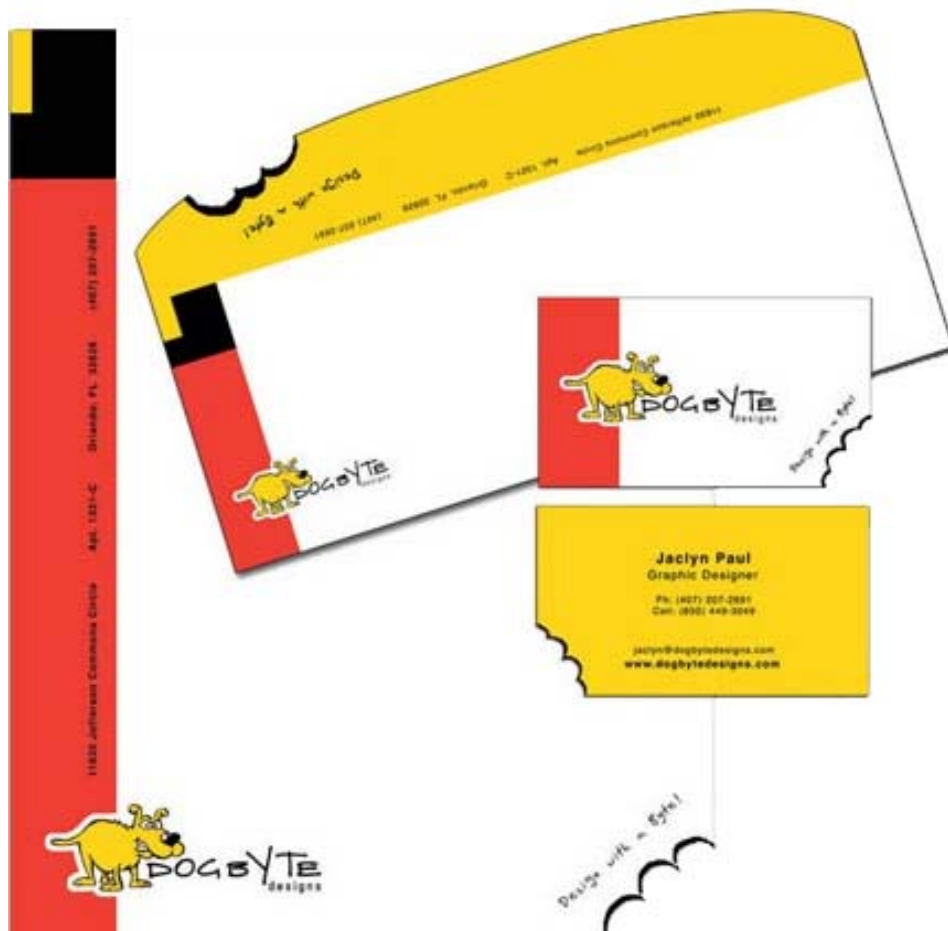
A visual identity is made up of different elements such as logos, certain use of imagery, typefaces and colour.



Presentation Skills



corporate identity

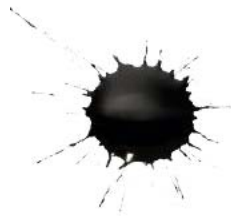


redhed



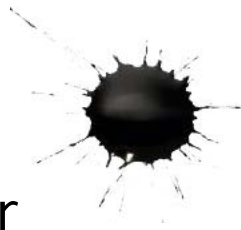
Presentation Skills

corporate identity



Presentation Skills

Using publisher



Open publisher

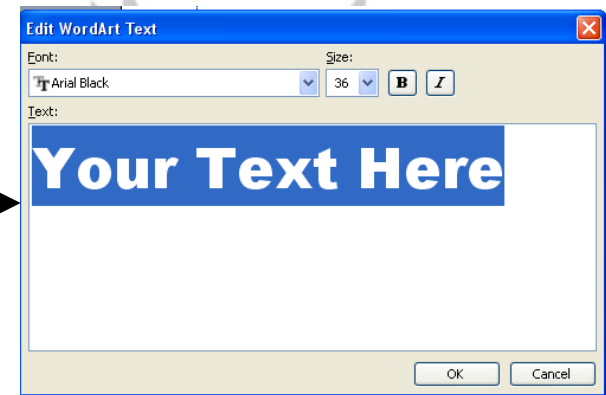
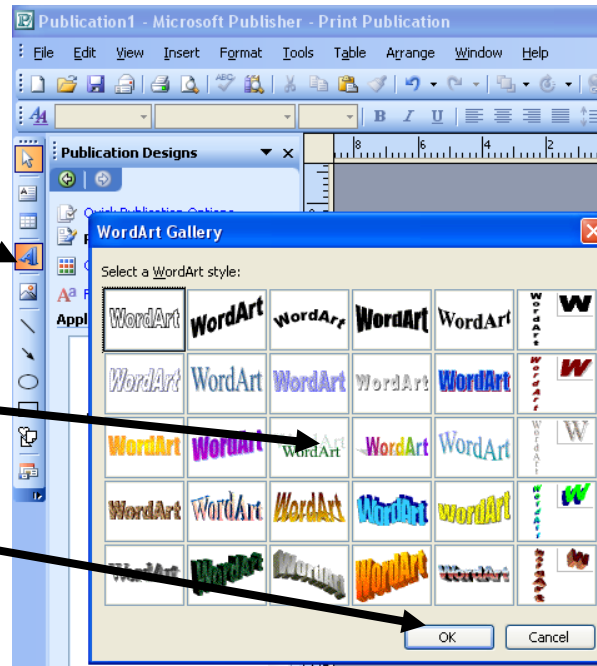
Open Blank Publication

Set page set up from file menu

Click on word art icon

Select style from gallery

Click ok



Presentation Skills

Using publisher

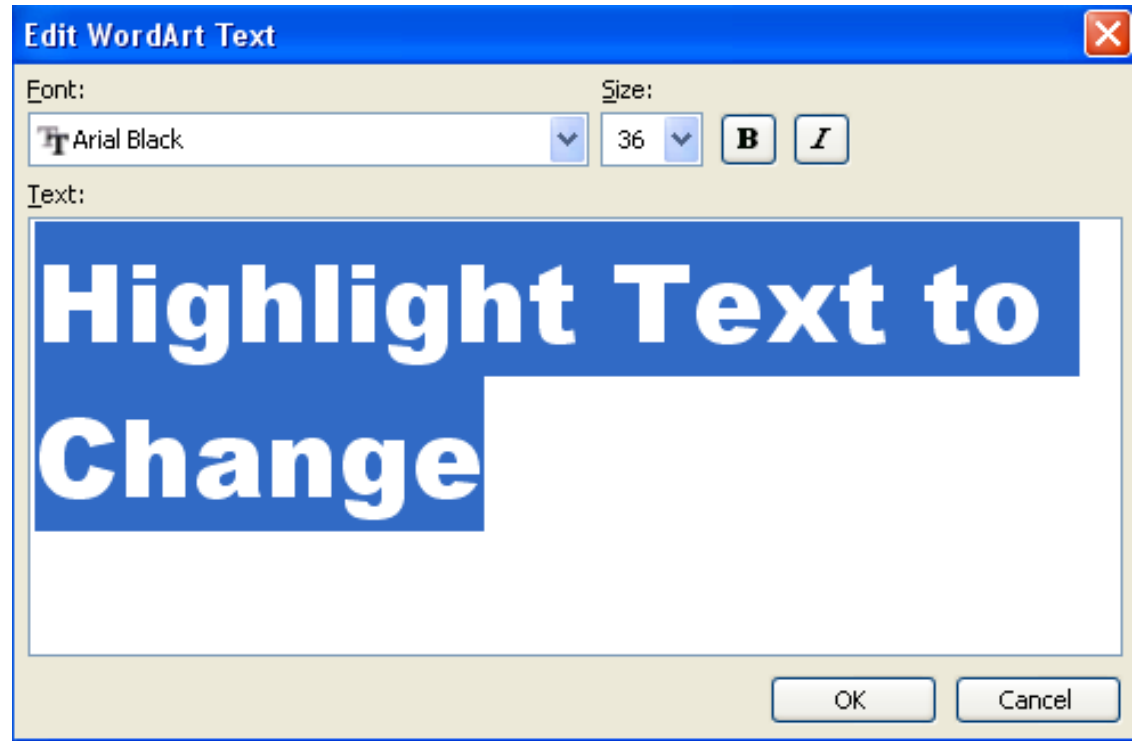


 Open publisher

 Select font

 Select size

 Click ok



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Using publisher

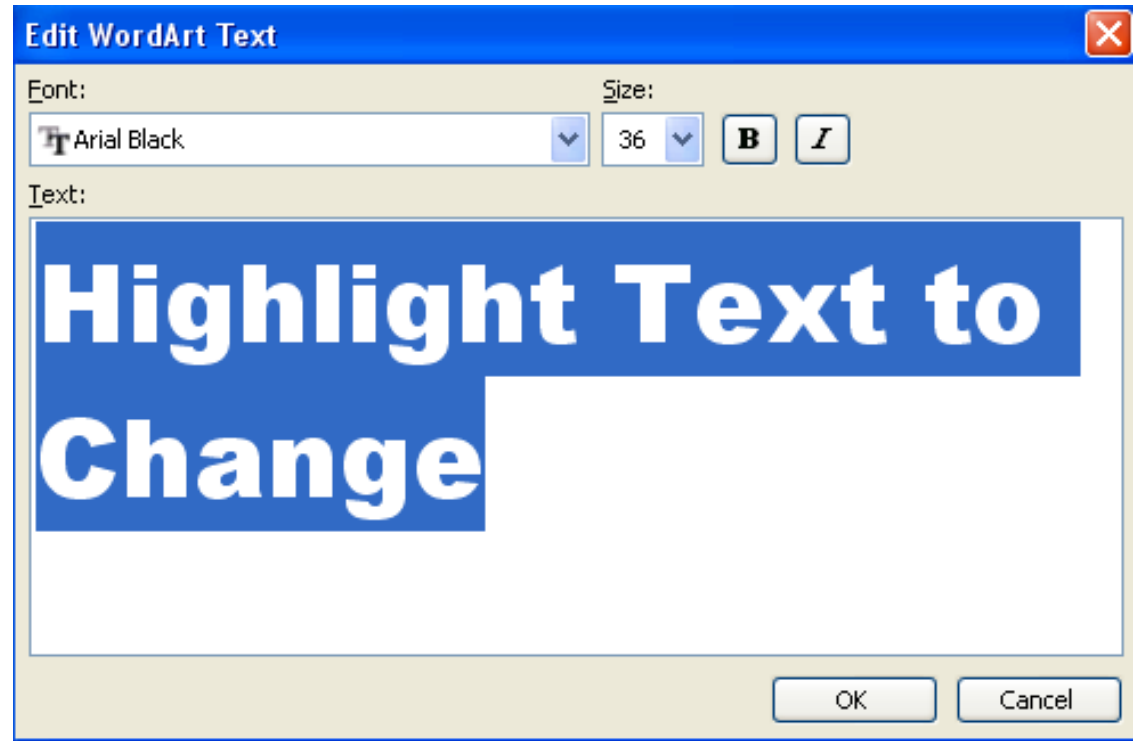


 Open publisher

 Select font

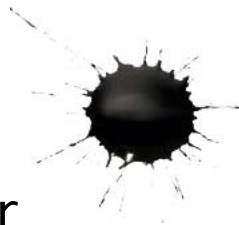
 Select size

 Click ok



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Using publisher



Click format icon



Click colour



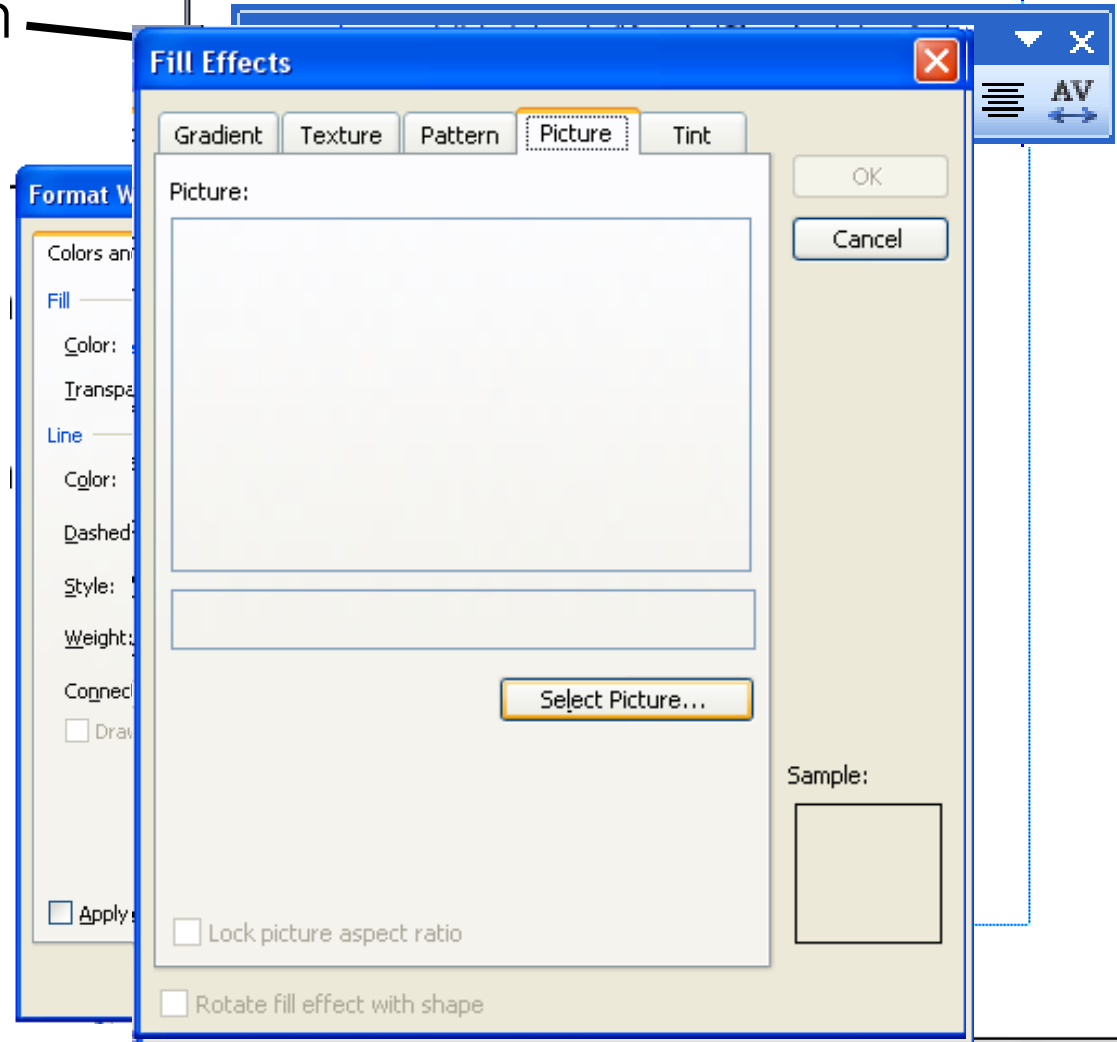
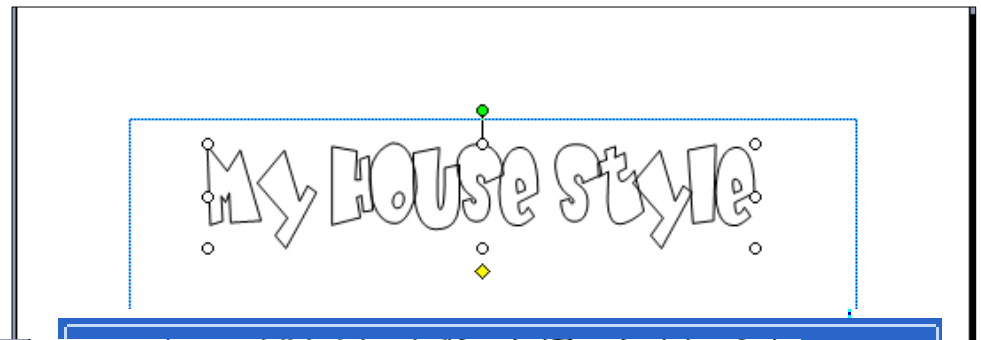
Click fill effects



Click picture



Follow prompts



Presentation Skills

Using publisher

Select both elements

Click 'arrange'

Select 'group'

The image is now 'one'

CTRL C = copy
CTRL V = paste



MY HOUSE STYLE

Presentation Skills

Using publisher

 Copy and Paste

 Edit Titles

 Group/Ungroup as needed to edit

introduction

project brief

initial ideas

visual research

primary source photos

analysis

concept one

Presentation Skills

Sketchbook with a House Style



introduction

project brief

initial ideas

visual research

