

PRACTICE EXERCISES

1 Engler, Guccione, & Partners

You are the Marketing Director for the Architect firm Engler, Guccione, & Partners. Lately, the firm has less work due to a reduction in construction spending. In order to bring in new business, you design a marketing plan to pursue new customers by advertising your ability to consult in legal cases. The plan is typed and in a raw form, so you use formatting features to enhance the document and impress the partners with your own skills. This exercise follows the same set of skills as used in Hands-On Exercises 1, 2, 3, and 4 in the chapter. Refer to Figure 2.40 as you complete this exercise.

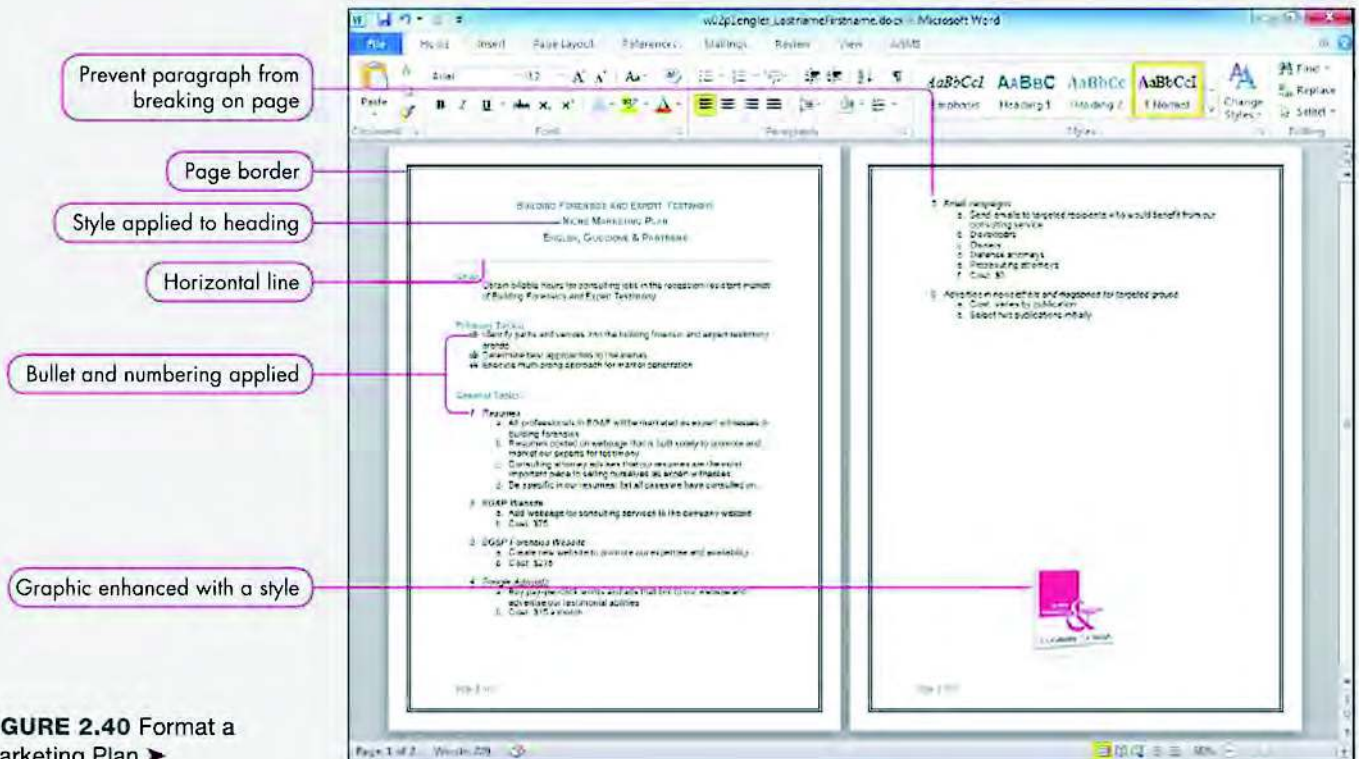


FIGURE 2.40 Format a Marketing Plan ►

- Open `w02p1engler` and save the document as `w02p1engler_LastnameFirstname`.
- Add a page border around the text by completing the following steps:
 - Click the **Home** tab, and then click the **Borders** arrow in the Paragraph group.
 - Select **Borders and Shading** to open the dialog box.
 - Click the **Page Border** tab, and then click **Box** in the *Setting* section.
 - Scroll down and select the **ninth** style—a double line border with a thick line outside and a thin line inside.
 - Click **OK** to close the Borders and Shading dialog box.
- Click **Ctrl+A** to select the whole document. Click the **Font** arrow in the Font group on the Home tab, and then select **Arial**.
- Select the first three lines, which make up the document title, and complete the following steps:
 - Click **Heading 1** in the Quick Styles gallery.
 - Right-click the **Heading 1** entry in the Quick styles pane, and then select **Modify**.
 - Change the alignment to **Center**.
 - Change the font to **Arial**.
 - Click **Format, Font**, and then click **Small caps**. Click **OK** to close the Font dialog box.
 - Click **Format, Paragraph**, and then click the **Indents and Spacing** tab, if necessary.
 - Reduce the **Spacing Before** to **0 pt**.
 - Increase **Spacing After** to **6 pt**.

- Click **OK** to close the Paragraph dialog box.
 - Click **OK** to close the Modify Style dialog box.
- e. Place the insertion point on the blank line that follows the third line of the title. Click the **Borders and Shading arrow**, and then click **Horizontal Line**.
 - f. Select the three lines under the *Primary Tasks*: paragraph heading, and then click the **Bullets arrow** in the Paragraph group. Click **Define New Bullet**, click **Symbol** to open the Symbol dialog box, and then select **Webdings** from the **Font list**. Select the symbol that resembles a computer network (character code 194) located in the third row, third column, and then click **OK**. Click **OK** to create the bullet list, and then close the Define New Bullet dialog box.
 - g. Create a numbered list for the General Tasks by completing the following steps:
 - Right-click the italicized word *Resumes* directly under *General Tasks*, point to *Styles* in the menu, and then click **Select Text with Similar Formatting** to select all italicized headings.
 - Click the **Numbering arrow**, and then select the format that displays lowercase alphabet numbering (*a., b., c.*).
 - Select the four sub-points for *Resumes*, and then click **Numbering** in the paragraph group. Click **Increase Indent** to display them as a multilevel list item.
 - Double-click the **Format Painter** in the Clipboard group. Select each set of sub-points in the remainder of the numbered list. Press **Esc** to turn off the format painter.
 - h. Make the bullet lists easier to read by completing the following steps:
 - Right-click the first General Task, *Resumes*. Point to *Styles* in the menu, and then click **Select Text with Similar Formatting** to select all italicized headings.
 - Click the **Paragraph Dialog Box Launcher**, and then click the **Spacing Before arrow** until *12 pt* displays.
 - Click **Don't add space between paragraphs of the same style** to remove the check mark from the check box. Click **OK**.
 - Select item number five, *Email campaigns*. Click the **Paragraph Dialog Box Launcher**, and then click the **Line and Page Breaks tab**. Click **Keep with next**, and then click **OK**.
 - Select the six sub-points for item five. Click the **Paragraph Dialog Box Launcher**, click **Keep with next**, click **Keep lines together**, and then click **OK**. This prevents the break, which enables one paragraph to split between two pages.
 - i. Press **Ctrl+End** to move the cursor to the end of the document. To insert a graphical image complete the following steps:
 - Click the **Insert tab**, click **Picture**, browse to the data files, and then double-click **englerlogo**.
 - Click the **Size Dialog Box Launcher**, and then reduce the Scale Height to **25%**. Click **OK**.
 - Click **Position**, and then click **Position in Bottom Center with Square Text Wrapping**.
 - Click the **More button** in the Picture Quick Styles group to display the entire Picture Styles gallery.
 - Click **Reflected Perspective Right** (fifth row, third column) to apply a border and reflective effects around the graphic.
 - Click **Compress Pictures** in the Adjust group, and then click **OK**.
 - j. Click the **Insert tab**, click **Page Number**, point to *Bottom of Page*, and select **Bold Numbers 1**. Click **Close Header and Footer**.
 - k. Press **Ctrl+Home**. Click the **Styles Dialog Box Launcher**. Click **Options**, and then click the **Select styles to show arrow**. Click **All styles**, and then click **OK**. Right-click the **Emphasis style** in the Styles gallery, and then select **Select All 3 Instance(s)**. Scroll down the Styles pane, and then select **Heading 2** to change all headings to a new style. Close the Style pane.
 - l. Place the insertion point on the left side of the paragraph under the *Goal*: heading. Press **Tab**. Press **Ctrl+T** to indent the whole paragraph the same distance as the tab setting.
 - m. Compare your work to Figure 2.40. Save and close the file, and submit based on your instructor's directions.

2 International Student Shopping List



You are the Program Director for an Executive MBA program at the local university and are responsible for making sure the incoming international students receive assistance in settling into their new apartments. One of your graduate assistants recommends that you generate a list of essential items

- h. Display the list of items in three columns, so you can print the list on one sheet of paper instead of two, by completing these steps:
- Select every item on the list, but do not select the paragraph markers above or below.
 - Click the **Page Layout** tab, click **Columns**, and then select **More Columns**.
 - Click **Three** in the *Presets* section in the Columns dialog box, and then select the **Line between** check box.
 - Click **OK** to close the Columns dialog box. The items now display in three columns, and the entire document fits on one page.
- i. Press **Ctrl+End** to move the insertion point to the end of the document. Press **Enter**, and then type **Don't forget the New Year Social, which will be held at the Student Union on Saturday, September 7, 2013.**
- j. Select the entire sentence you just typed, including the paragraph marker. Format this sentence by completing these steps:
- Click the **Home** tab. Click **Grow Font** in the Paragraph group twice.
 - Click **Center** in the Paragraph group.
 - Click the **Borders arrow** in the Paragraph group, and then click **Borders and Shading** to open the Borders and Shading dialog box.
 - Click the **Box setting**, click the **Width arrow**, and then click **2¼ pt**.
 - Click the **Shading tab**, click the **Fill arrow**, and then select **White, Background 1, Darker 25%** (fourth row, first column). Click **OK** to close the dialog box.
- k. Click **Show/Hide (¶)** to turn off formatting marks.
- l. Save and close the file, and submit based on your instructor's directions.