**Publisher Module 2 Vocabulary**

1. Brochure

|  |  |
| --- | --- |
| **Benefits and Advantages of Using the Brochure Medium** | |
| Exposure |  |
| Information |  |
| Audience |  |
| communication |  |

1. Page Size
2. Form options
3. Order form
4. Response form
5. Sign-up form
6. Office clipboard
7. Windows clipboard
8. Copying
9. Pasting

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Method** | **Copy** | **Cut** | **Paste** | **Delete** |
| Shortcut menu |  |  |  |  |
| Ribbon |  |  |  |  |
| keyboard |  |  |  |  |

1. Hard return
2. Formatting mark
3. Scratch area
4. Landscape
5. Portrait
6. Reset command
7. Picture styles
8. Grouped object
9. Stylistic sets
10. Glyph
11. Serif
12. San serif
13. Stylistic alternate
14. Typography
15. Caption
16. Design checker

|  |  |  |  |
| --- | --- | --- | --- |
| Consideration | Questions to Ask | Desktop option | Professional Options |
| Color |  |  |  |
| Convenience |  |  |  |
| Cost |  |  |  |
| Quality |  |  |  |
| Quantity |  |  |  |
| turnaround |  |  |  |

1. 20 lb. bond paper
2. Glossy paper
3. Linen paper
4. Blade coated paper
5. RGB
6. Spot color