

MS Word 2016: Creating Tri-Fold Brochures

Creating a balanced multi-panel page layout, like a tri-fold brochure, requires a great deal of attention to details. The good news is that Microsoft has created templates that do the detail work for us. New versions of the software will probably continue to offer new templates that make it easy to create complex designs.

You often also find brochures online using the MS Word format (.doc and .docx) which can be used as templates. Any example of an MS Word brochure and/or template can be modified to present information as you need.

Creating Tri-Fold Brochures

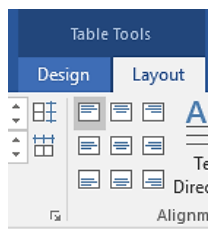
The challenge when creating these layouts is to understand:

1. The capabilities of your printer – especially how close to each edge of the page it can print on
2. The exact measurements that will place each part of your design accurately on the page
3. The alignment of each design element

This can be done in 3 ways, all using a landscape page orientation:

1. Each side of the brochure can be created as a table
2. Each element of the brochure can be created with textboxes, WordArt, and graphics
3. The document may be done with 3-columns. This is not recommended, as it becomes challenging to create a design where elements fit and the content flows from panel-to-panel in different ways.

It if was done with a table, you will see the TABLE TOOLS tab when you click on the different parts of the layout. If the design was created with textboxes and objects like WordArt and graphics, then each object, when it is selected, will have a tool tab.



Laying out brochures with columns is an “old school” method – probably editing and revising a tri-fold brochure template or document based on that will be a lot of work unless your design is very simple and exactly fits the layout of the file you start with.

Here’s what you need to consider to plan a tri-fold brochures

Layout: Tri-Fold Brochure Panels

Page 1

FIRST INSIDE	BACK PANEL	FRONT PANEL
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Page 2

LEFT INSIDE	CENTER INSIDE PANEL	RIGHT INSIDE PANEL
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Or

LEFT INSIDE	INSIDE (Center & Right Panel Combined)
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Or

LEFT INSIDE
INSIDE (Center & Right Panel Combined)

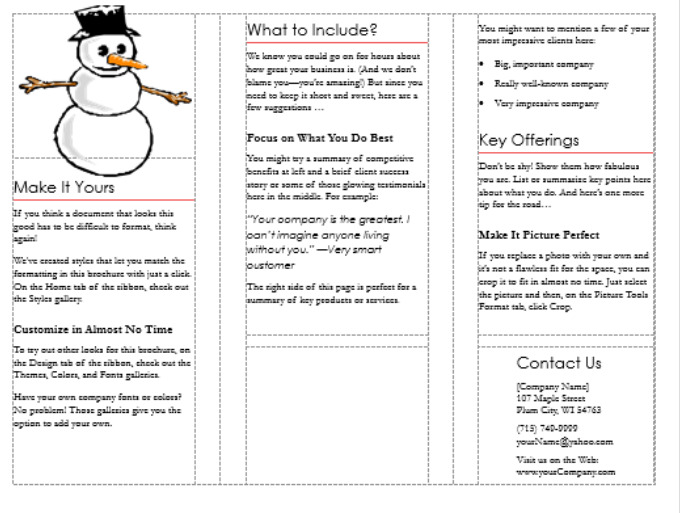
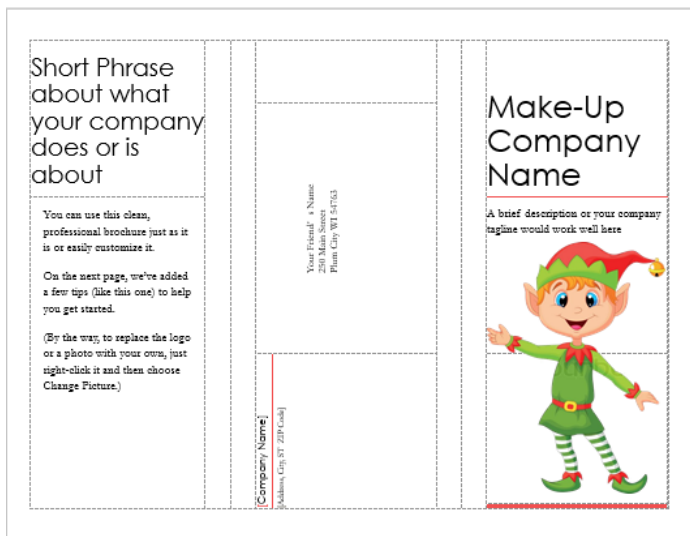
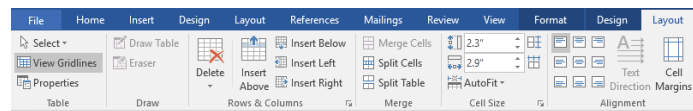
Tri-Fold w/Tables in MS Word

Designing multi-column layouts, and a trifold is a special example of this, is best-accomplished without using multi-columns. The problem with using MS Word's column feature is that you lose control over how text flows across the columns.

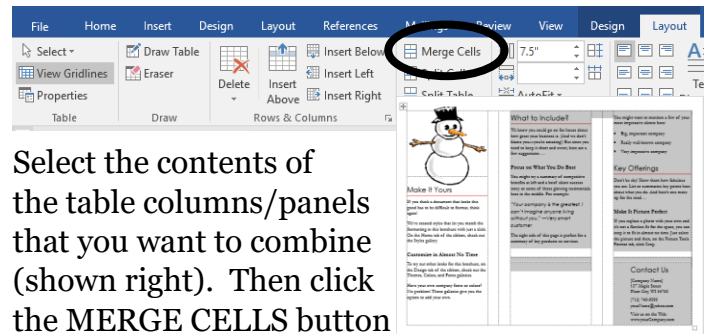
Professional desktop publishing software like Adobe In-Design and MS Publisher never uses columns. Instead, everything on the page needs a placeholder – a box that contains text or pictures. Multi-columns are created by using textboxes and picture frames (2 types of placeholders). Text boxes can be “linked” in any sequence, which means text automatically flows from one box to the next as the designer specifies.

While textboxes can be created and linked in MS Word too, usually we choose to use this software for simpler tasks. If you are going to carefully lay-out text and picture placeholders each element at a time, Adobe InDesign and MS Publisher have better tools to help precisely align these objects.

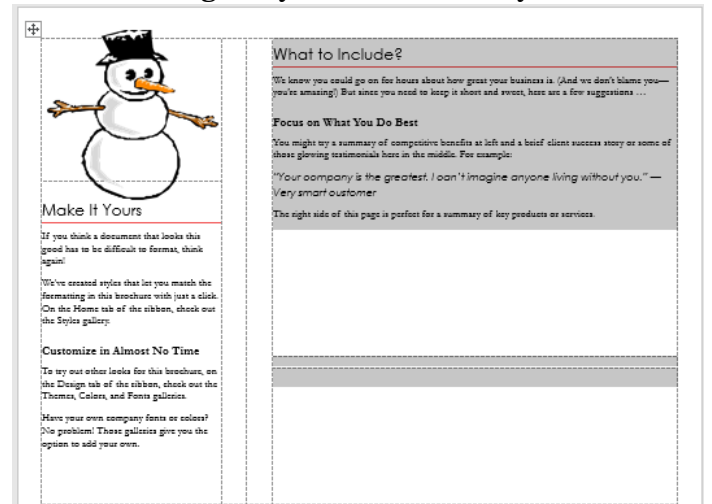
Below is an example of how an MS Word tri-fold template is created with a table. This design creates 3-panels (inside & out). While the template hides the gridlines, you can easily view them by clicking VIEW GRIDLINES on the LAYOUT tab:



The trifold table-based template can be quickly modified to create a DOUBLE INSIDE PANEL.



Select the contents of the table columns/panels that you want to combine (shown right). Then click the MERGE CELLS button on the TABLES TOOL LAYOUT TAB (shown above). This gives you a different layout:



To creating a panel with horizontal text instead, you need to merge table cells. This will need to be done both across and then up/down (it will take 2 steps). Once the 4 table cells are merged (DO NOT MERGE SPACER COLUMNS), use the TEXT DIRECTION button on the TABLE TOOLS tab to change the text orientation.

