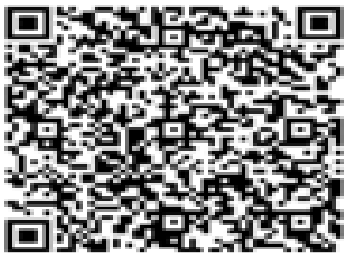


NTUZUSS E-SCHOOL PROJECT



FORM FOUR DESKTOP PUBLISHING ICS



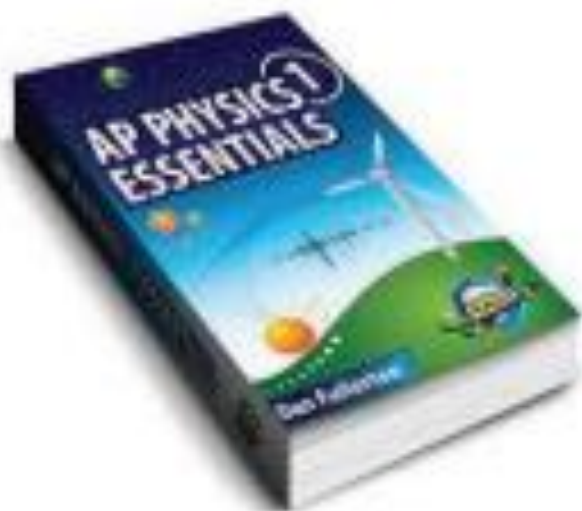
WELCOME
TO :DESKTOP PUBLISHING
FORM FOUR- 2025



Introduction

The world is full of art. Artworks facilitate translation of the imaginary world into reality. Artworks can be presented as text, pictures, and drawings to represent things such as buildings, furniture, and clothes. Created by hand or using different software, artworks can be presented and published on paper or other printing materials. Common works of art in our environment include birthday cards, billboards, hotel menu lists, calendars, posters, and brochures. In this chapter, you will learn how to use Desktop Publishing Software to develop and produce publications for different purposes. The competence developed in this chapter, will enable you to prepare different kinds of publication using Desktop Publishing Software.





A Book



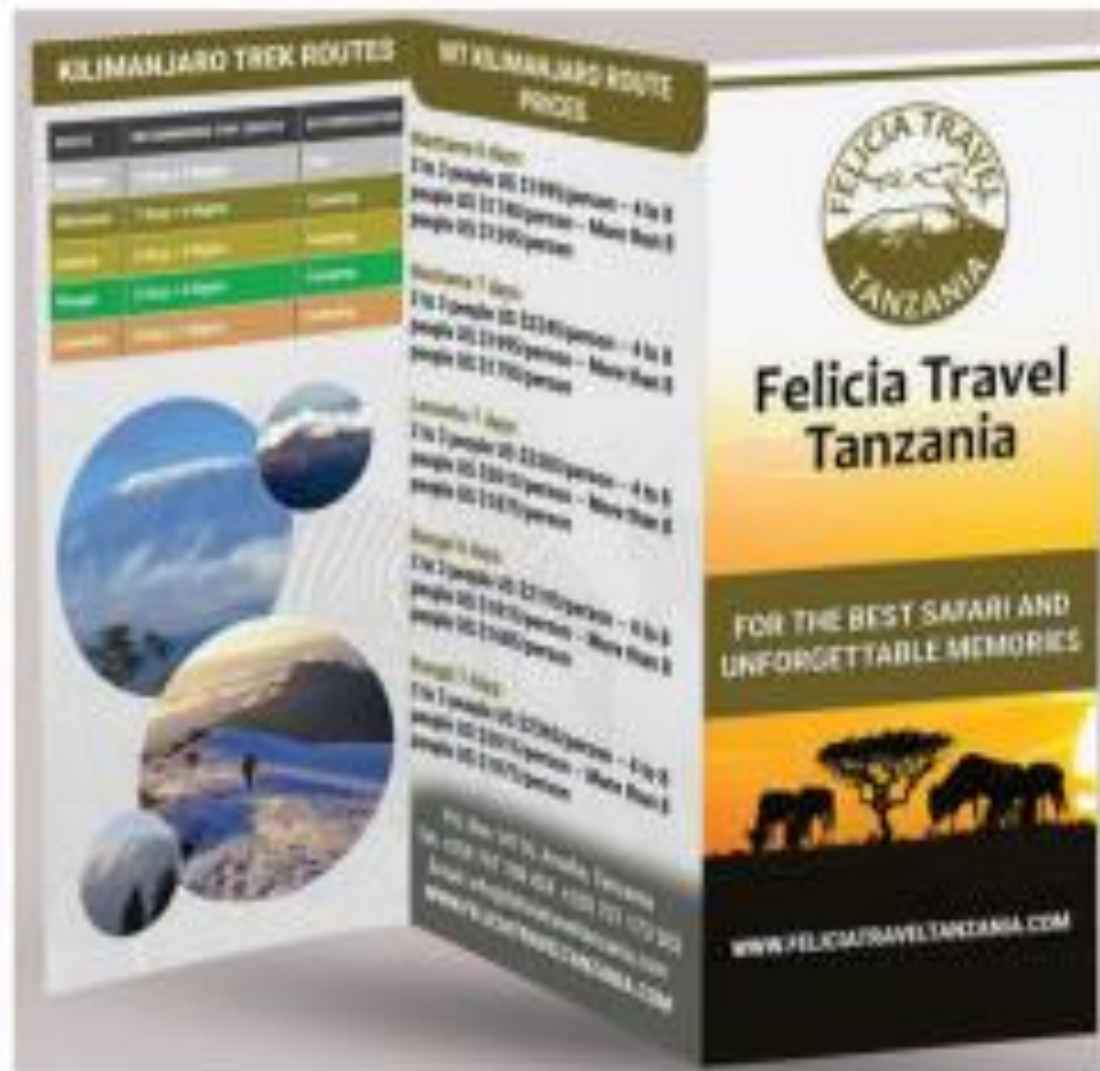
A Flyer



Greeting card



Calendars

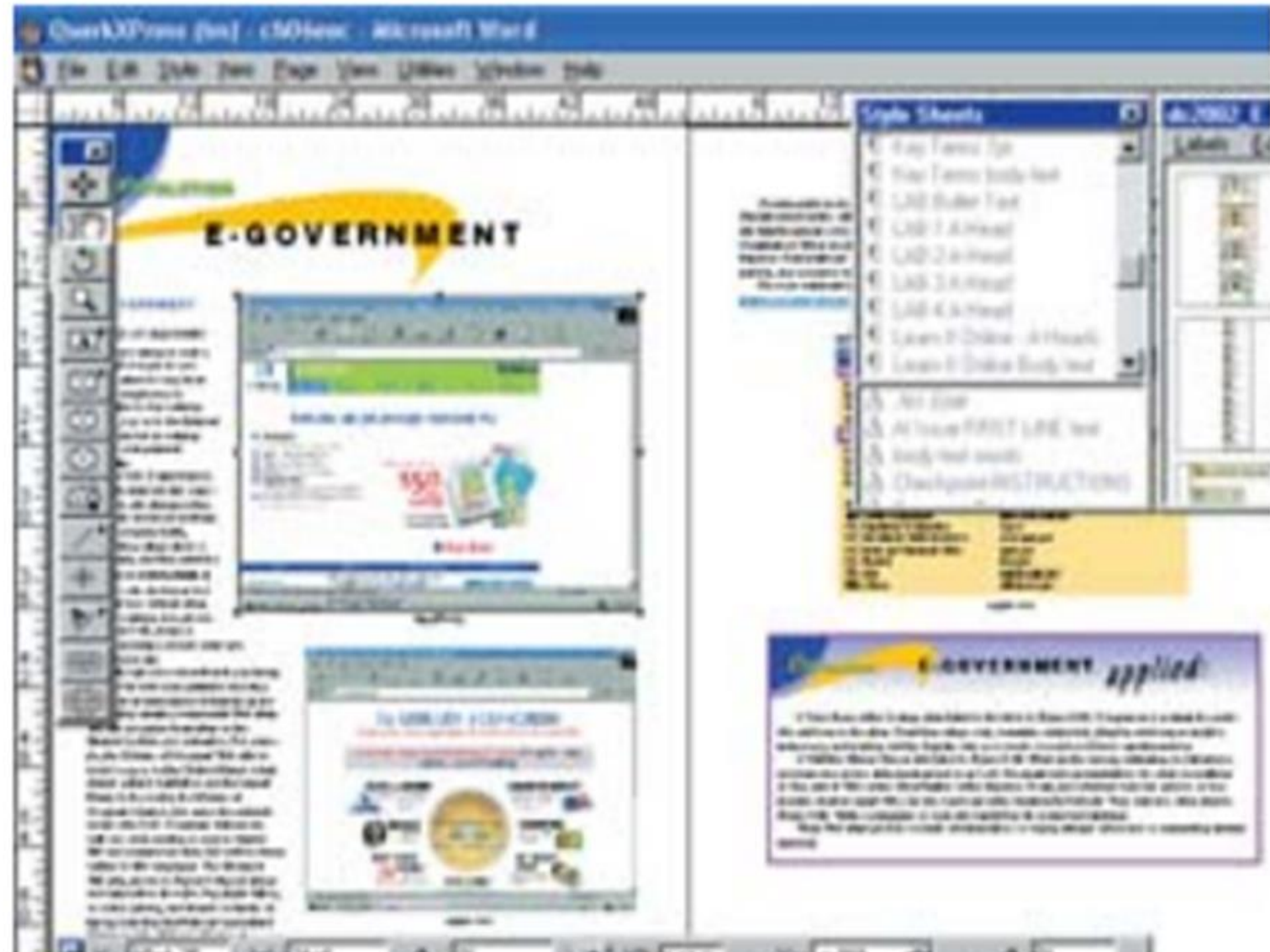


Brochures



What is desktop publishing software?

Enables you to design and produce sophisticated documents that contain text, graphics, and brilliant colors



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Desktop publishing software can generate layouts and produce typographic quality text and images comparable to traditional typography and printing. This technology allows individuals, businesses, and other organizations to self-publish a wide range of printed matter.

Desktop publishing (abbreviated DTP) is the creation of documents using page layout skills on a personal computer primarily for print. Or **Desktop publishing** is the use of the computer and software to create visual displays of ideas and information. **Desktop publishing** is a term coined after the development of a specific type of software.



DTP :refers to the use of a personal computer to create different kinds of publication materials.

A DTP software enables us to combine texts, *images* , *charts*, and other visual elements into a single document.

These documents can be published in two forms: *electronic* and *printed*.

Examples of electronic publications are e-newsletters,

Examples of printed publications are hardcopy of brochures and calendars.



Examples of DTP software available today on market

- (i) Microsoft (MS) Publisher,
- (ii) PageMaker
- (iii) Express Publisher
- (iv) Ventura Publisher
- (v) Adobe Creative Suite
- (vi) QuarkXPress.



Purpose of Desktop Publishing Software

(i) A *Desktop Publishing Software* allows the user to manage visual content of a publication, including *page layout* and *design*.

(ii) DTP creates high quality products, with an appearance that is better than that produced by word processing software. For example, professionals use DTP software to create documents such as *certificates, brochures, business cards, web pages, catalogues, annual reports, fliers, letterheads, newspapers, booklets, logos, posters, and magazines*.

(iii) DTP enables creativity in producing high quality materials by allowing the designer to easily try out various styles.



OTHER PURPOSE OF DTP SOFTWARE

1. Graphic Design.

- Professional graphic designers use DTP programs such as **QuarkXPress**, **Adobe PageMaker**, and **Adobe Photoshop** to create WebPages, the front pages of newspapers, and a variety of other visual documentation.

2. Education.

- In the education field, teachers and students use a variety of DTP programs to complete assignments and projects.

3. Business.

- Today, desktop publishing is pretty much used to handle all of the “paperwork” of a business. Examples of DTP use in businesses are **business cards**, **legal documentation**, and advertising materials.



Difference between word processing software and desktop publishing software

- **Word processing software** is used for working with text, while desktop publishing software involves production of documents that combine text with graphics.
- **Desktop publishing** software allows to work with more complicated page layouts than a word processing app. DTP software is perfect for making flyers, brochures, booklets. This type of software is usually more advanced than word processing apps.

A good example of a word processing app is **Microsoft Word** while desktop publishing app - **Microsoft Publisher**.



DTP-Terminologies

(i)**Publication:** *General publication* , refers to an act of making the content of some material available to the public.

*In this chapter: **Publication:*** refers to the process of making a document more attractive using a *DTP software*.

(ii)**Printing:** The act of producing a hard copy of a publication such as a letter, a book, a newspaper or other material using a printing machine (printer, plotter).



(iii) **Sharing:** sharing refers to a process of making a designed publication material available for others to access.

Sharing can be done via *online platforms* such as *websites* and *social media*.

(iv) **Graphics Design:** This refers to an act of combining ideas into a visual representation that can deliver a specific message. It involves designing objects , images, and pictures in different shapes and colours to suit the needs of users.



Types of DTP publication

Desktop publishing software can be classified in to two broad categories which are:

1. **Graphic - based:** These are specifically developed to edit and format graphic objects such as picture and victor drawings.

Graphic Design

Involves the creative process of coming up with the concept and ideas and arrangements for visually communicating a specific message. It involves designing of objects, images, pictures in the different shape and colors to suit the needs of users.

2. **Layout-based:** These are specifically developed to create different page layout designs for text and pictures.



The following are common types of Layout based publication.

(a) Newsletter

A newsletter: is a publication that is shared periodically, focusing on one main topic of interest to its subscribers that can be *institutions, business firms, and government agencies.*

(b) Brochure

A brochure: is a type of leaflet with brief information about an organization, a product, or a service.



(c)Flyer

A flyer (also called a circular, handbill, or leaflet): is a short publication with information for advertising an organization, an event, a service, or other aspects.

Flyers can be used by *institutions, individuals, or businesses* to promote their products and services. They are a form of mass marketing or small-scale community *communication*.

(d)Business card

A business card: is a card that shows business information about a company or an individual.

A business card typically includes the *bearer's name, company or institution (usually with a logo), qualifications, and contact information* such as *street addresses, telephone numbers, fax numbers, email addresses, and website links*.



(e)Postcard

A postcard: is a rectangular piece of thick paper or thin cardboard that is used to carry a specific message. It is usually used without an envelope.

(f)Book

A book :is an extensive publications often with many pages that are bound together. It consists of detailed information about a particular subject matter, for example the Information and Computer Studies (ICS) book.

(g)Calendar

A calendar: is a system of organising days and specifying different events. Calendars can be used to organise events for work, social, religious, commercial, or administrative purposes.



(h)Label

A label: is a piece of paper, polymer, cloth, metal, or other material affixed to a container or an article, on which specific information is printed. Information on a label could be about a *brand name, product ingredients, contacts.*

(i)Banner

A banner: is a form of advertisement that contains a symbol, logo, slogan, or other messages to be displayed to a specific audience or public.



(j)Advertisement

An advertisement: is a form of communication used to persuade an audience (*viewers, readers, or listeners*) to buy a certain *product* or *service*.

Advertisements relate consumer behaviour with commercial offerings, although *political* and *ideological advertisements* are also *common*.



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(k)Greeting card

A greeting card: is a publication that contains illustration, featuring

an expression of friendship or other social relationship.

Usually, a greeting card can be *folded* and *enclosed* in an *envelope*. Although greeting cards are usually given on special occasions such as *birthdays* and *holidays*, they can also be sent to express gratitude or other *feelings*.



(1) Invitation card

An invitation card: is a publication that is used to express an invitation to a special event such as a wedding, cocktail, or graduation ceremony



Common features of DTP Software

DTP software contain a variety of features which allow publications to appear in different *styles* and *colours* . A good DTP software also contains *ClipArt* for designing artworks.

No	Feature	Description
1.	Various Project Types	All DTP software can create a variety of projects. In other words, they allow flexibility depending on what a user needs
2.	Layout Tools	These tools help a user to plan and design a publication on a page
3.	Text Tools	Text manipulation tools help to transform text to get different artistic effects
4.	Graphics Tools	Graphics tools help to produce publications with high-quality graphic content
5	Printing and sharing	DTP software allows printing to produce hard copy and sharing of a document in various ways, such as online sharing via e-mails and cloud storage



Why DTP Software is important ?

- (i) DTP software make publications look good.
- (ii) Enhance visual communication, and streamline dissemination of information of all kinds.
- (iii) DTP make it possible to quickly and efficiently produce printed and electronic documents.



The following are some of the advantages of DTP software.

- (i) They are useful for preparing various kinds of publication.
- (ii) They are good at preparing attractive materials (teaching/learning, advertisements, and invitations) that contain graphical features such as pictures, colours, and layouts.
- (iii) They facilitate sharing of publication materials via physical and electronic channels.
- (iv) When used for commercial purposes, they are a source of income for small, medium, and large entrepreneurs.



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EXERCISE-1

1. Define DTP and describe its importance in your school.
2. Use examples to explain common publications that can be used in schools and businesses.
3. Describe four commonly used DTP software.
4. Why do people prefer to use a DTP software rather than a word processor in designing publications?
5. List any four common features of DTP software and explain the importance of each.



EXERCISE -2

Question

Match the descriptions of types of publication in Microsoft publisher in **List A** with their corresponding types of publications in **List B** by writing the letter of the correct answer below.

List A		List B
(i)	A piece of cloth bearing a symbol, logo, slogan, or other messages intended for a particular audience.	A Newsletter
(ii)	A rectangular piece of thick paper or cardboard intended for writing and mailing without an envelope.	B Brochure
(iii)	A piece of paper or other material affixed to a product container to display information such as brand name and ingredients.	C Flyer
(iv)	A short leaflet with information for advertising an organization, an event, a service, or other activities.	D Business card
(v)	A publication that is shared periodically focusing on one main topic for its subscribers.	E Label
(vi)	A folded leaflet with brief information about an institution such as a school.	F Banner
		G Advertisement
		H Calendar
		I Postcard



Plan for a Publication

Given below are some of the major decisions/actions that authors should take while creating a publication/designing project.

- (i) Decide the format of your paper
- (ii) Determine your design strategy
- (iii) Ensure that you meet all the requirements targeted for your design
- (iv) Take advantage of to clear all errors before print your design.



OUR STUDY SOFTWARE

Microsoft Publisher is a software application developed by Microsoft Corporation to help businesses create high-quality marketing and business material. A part of the Office product family, Publisher provides business users with design options for a variety of publications, such as newsletters, flyers, brochures, and Web pages.



Design Layout of the Publication

Create a publication by using one of the pre-designed publications

- (i) Creating a publication with a publication wizard**
- (ii) Creating a publication from a design set**
- (iii) Creating a publication based on an existing one**
- (iv) Creating a publication from a blank page**
- (v) Creating a publication from a template**



Launching MS publisher

Depending on the operating system and how the computer is configured.

A commonly used way to **start MS Publisher 2007,2010,2016,2021** is by clicking on the MS Publisher,2007,2010 2016,2021 icon on the shortcut found on the **taskbar** or on the desktop. Alternatively, you can use the **start button** to open MS Publisher.



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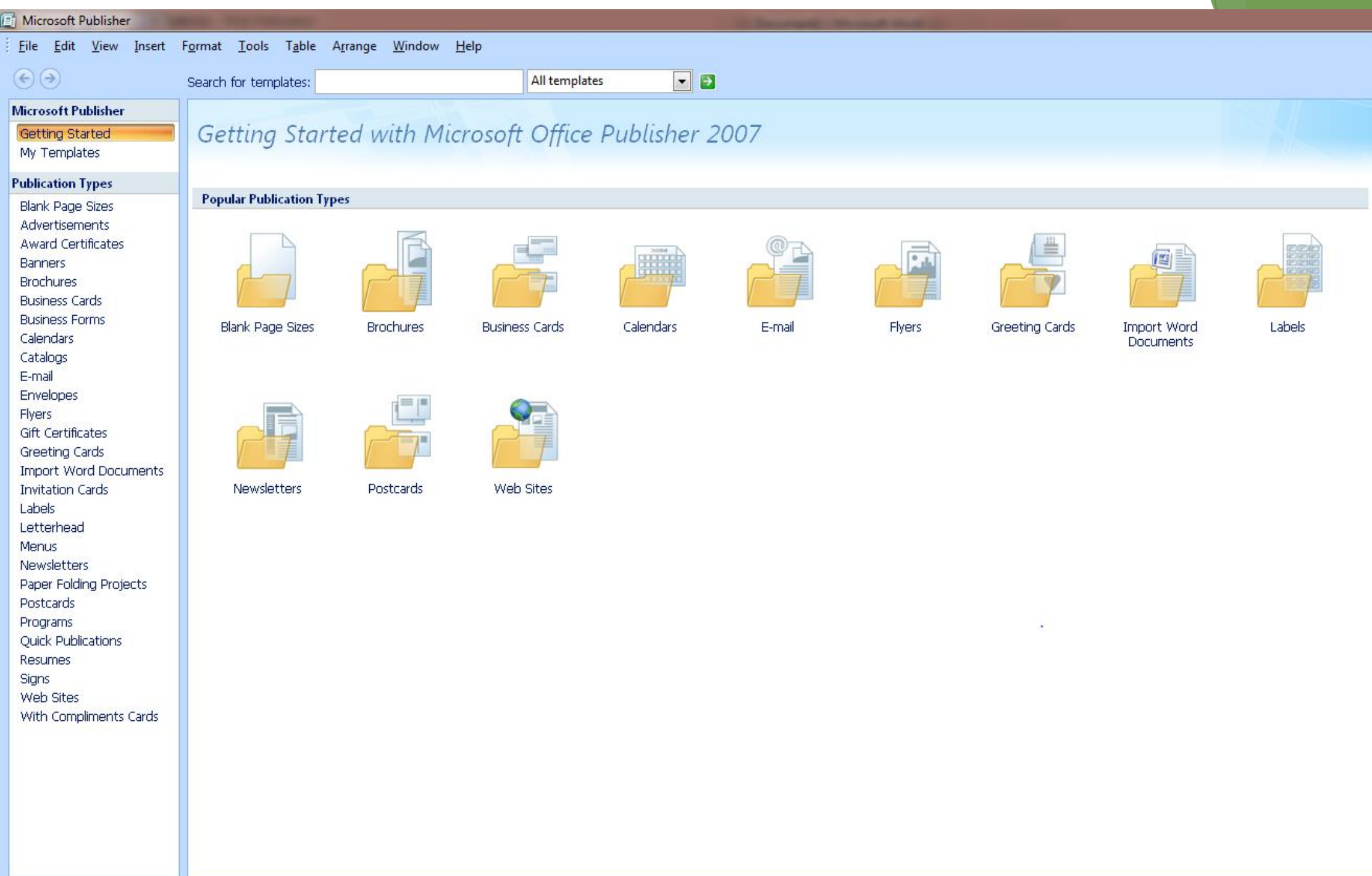


Key: 1 = Start button

2 = Shortcut for MS Publisher on the taskbar



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Info

New

Open

Save

Save As

Print

Share

Export

Close

Account

Options

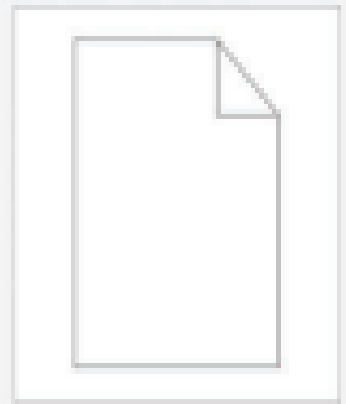
Publisher

1 - 8 X

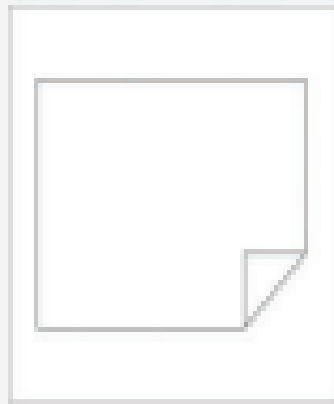
Sign in

New

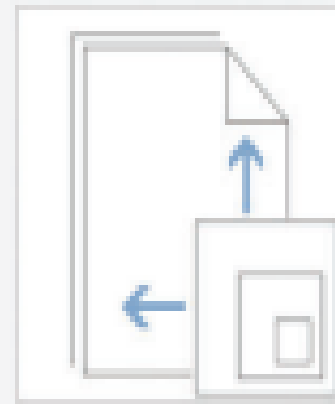
Search for online templates



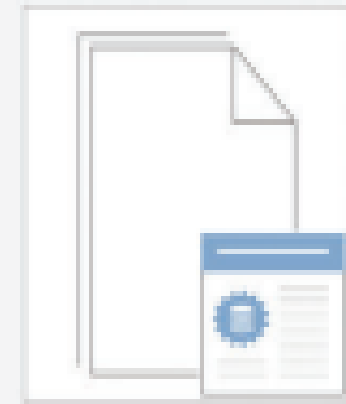
Blank A4 (Portrait)



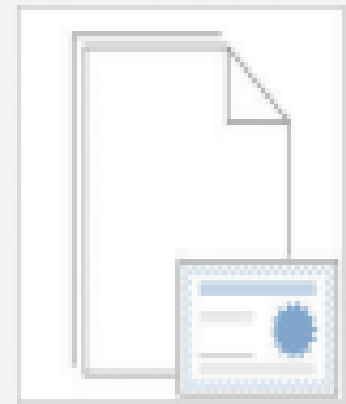
Blank A4 (Landscape)



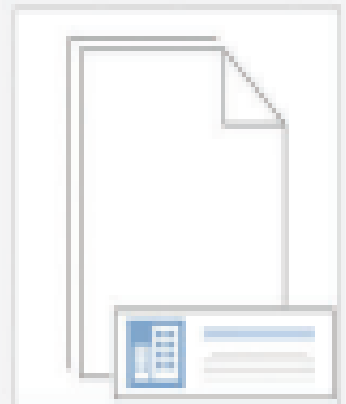
More Blank Page Sizes



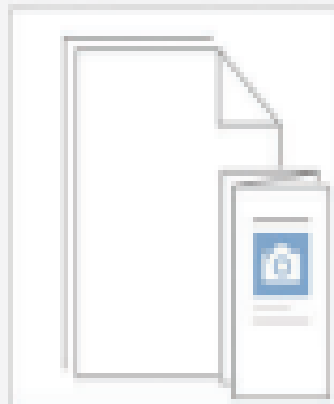
Advertisements



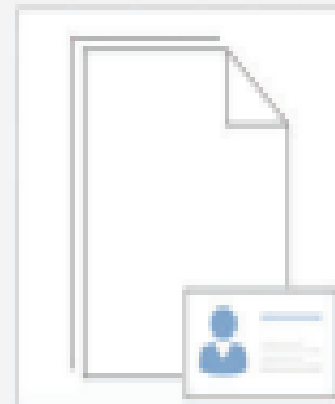
Award Certificates



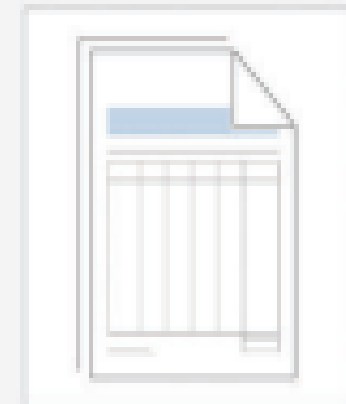
Business Cards



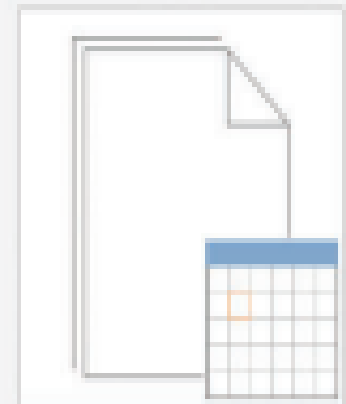
Business Cards



Business Cards



Business Forms

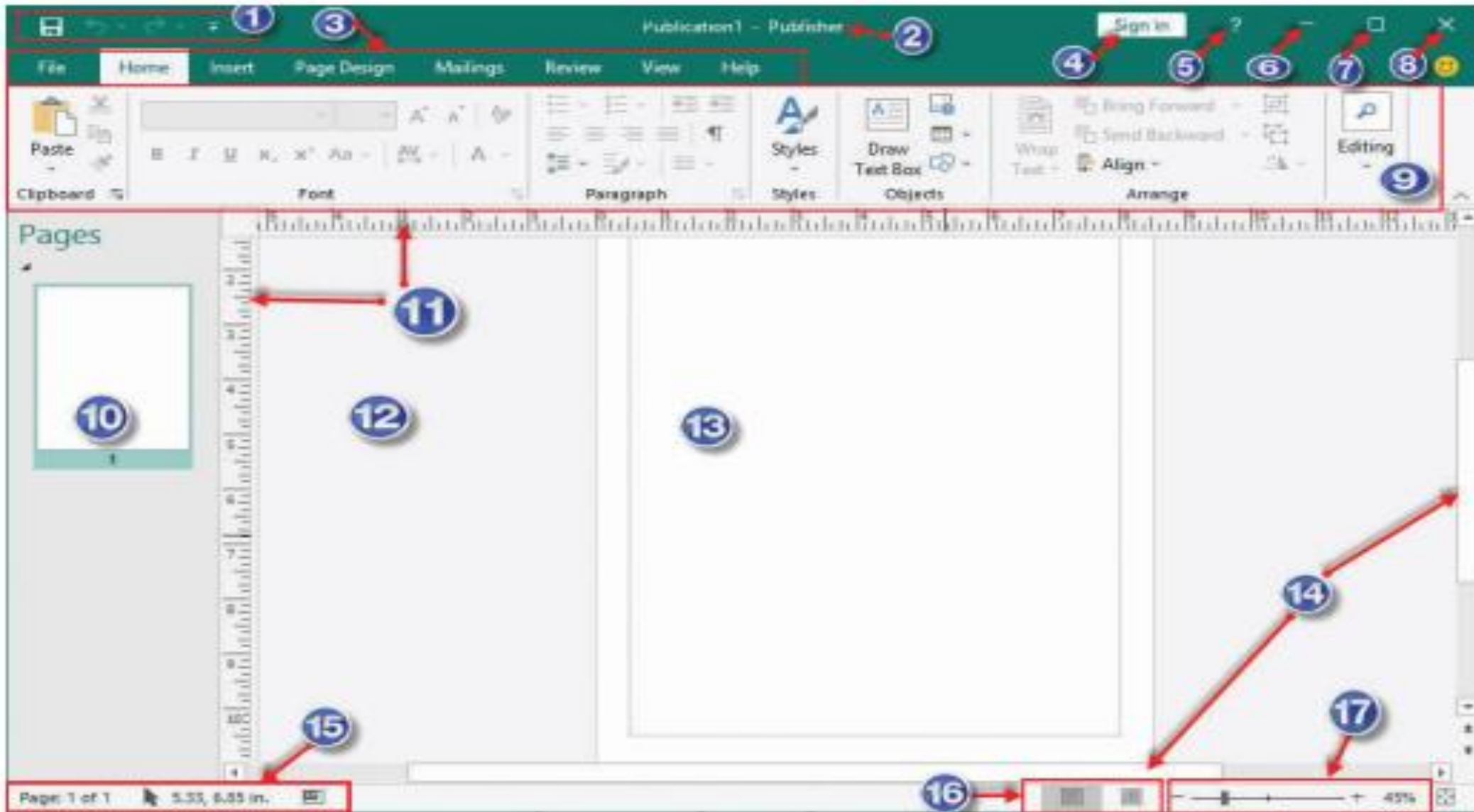


Calendars



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PARTS OF MS-PUBLISHER 2016



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Parts of the MS Publisher 2016

Key:

1 = Quick access toolbar

3 = Menu bar

5 = Help command

7 = Restore/Maximize button

9 = Ribbon

11 = Vertical & Horizontal rulers

13 = Publication area

15 = Status bar

17 = Zoom slider

2 = Title bar

4 = Sign in command

6 = Minimize button

8 = Close button

10 = Page navigation pane

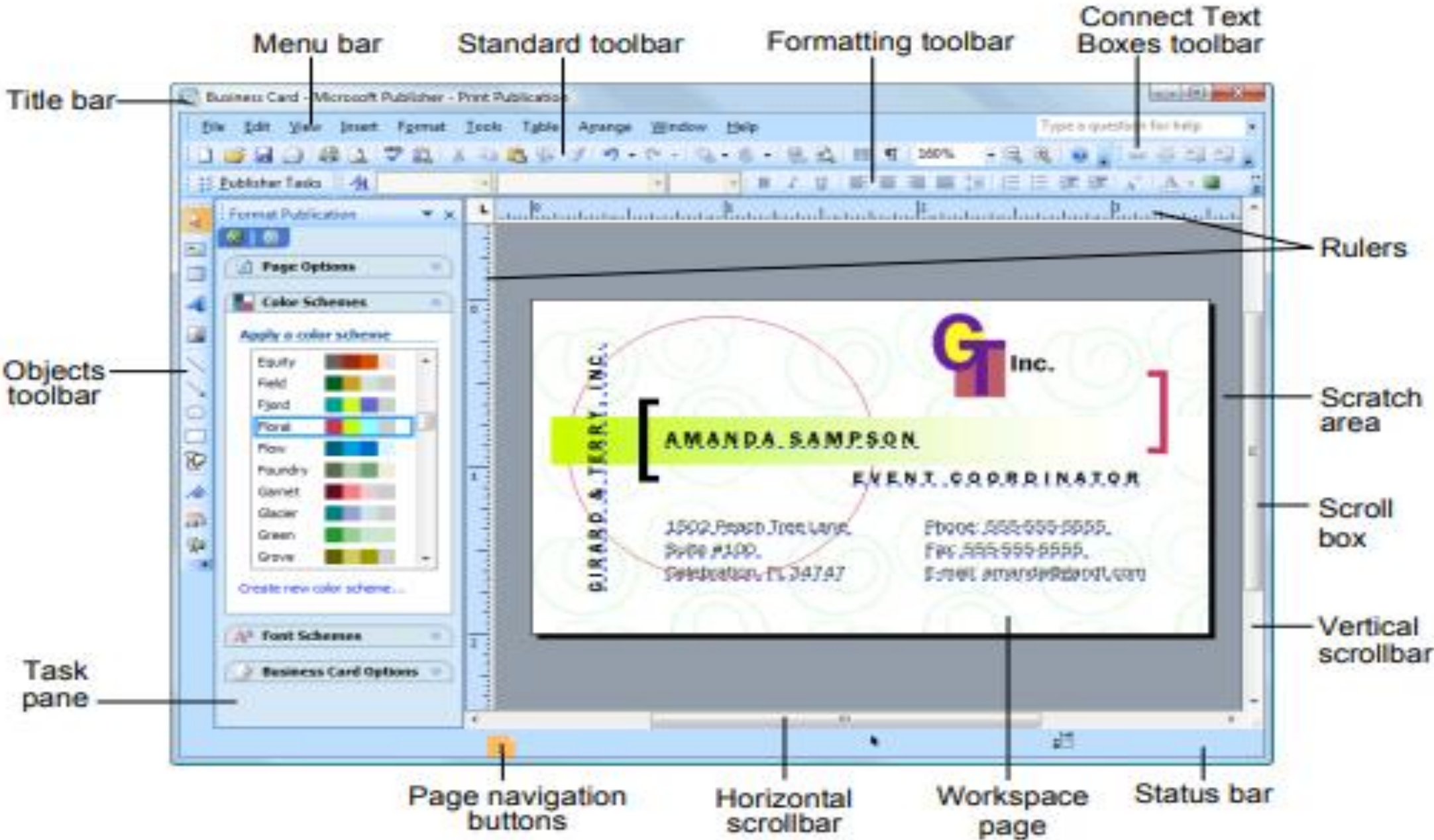
12 = Scratch area

14 = Vertical & Horizontal scroll bars

16 = View buttons



Publisher 2007 Screen



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Items found on different tabs, areas, and bars in MS Publisher

No	Features of MS Publisher	Items contained in a feature
1	Title bar	Quick access command, name of the program, name of the active publication, sign-in icon, help command icon, minimise command icon, maximise/restore command icon, and close command icon
2	Menu bar	File, Home, Insert, Page Design, Mailings, Review, and View tools
3	Ribbon	Contains commands for an active menu tab
4	Working area	Vertical and horizontal rulers, page navigation pane, scratch area, and publication page
5	Status bar	Status of a document, icons for view and zooming slider



Some of elements used to develop different publication in Ms-Publishers

(a)File name: Displays the document's name.

(b)Quick Access toolbar: It is located at the top left corner of the window. By default, it contains icons for *New, Save, Undo,* and *Redo* commands.

(c)File menu: Displays the backstage view that contains commands to *create, open, save, print,* and *share publications.*

(d)Navigation pane: It allows you to move between different parts of your publication, and enables you to *add* and *delete pages.*

(e)Publication area: It is an area used for *designing publications* or *workspace area.*



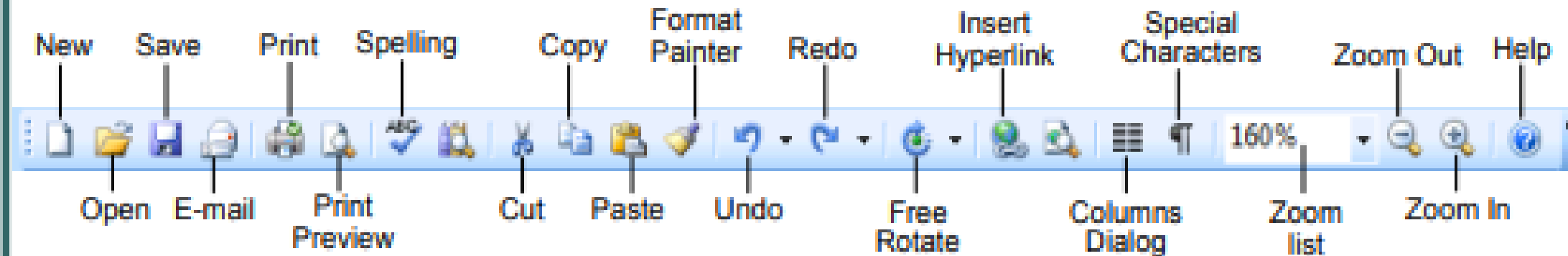
Groups and commands found on different tabs on a menu bar

Tab	Command	Groups
Home	Format painter, fonts and font formatting, paragraph formatting, Alignment, style, draw textbox, picture	Clipboard, Font, Paragraph, Styles, Objects, Arrange and Editing
Insert	Text boxes, pictures, tables, shapes, picture placeholder, page parts, calendars, borders and accents, page, WordArt, date and time, object, hyperlink, bookmark header and footer, and page number	Pages, Tables, Illustrations, Building Blocks, Text, Links, and Header & Footer
Page Design	Change template, margins, orientation, page size; page set up layout guides; apply Schemes; background, and find a master pages	Template, Page Setup, Layout, Pages, Schemes, and Page Background
Mailings	Mail and mail merge	Start, Write & Insert Fields, Preview Results, and Finish
Review	Check spelling, do online research, translate text, and set language	Proofing and Language
View	Normal/master page view, guides, rulers, and graphics manager	Views, Layout, Show, Zoom, and Window



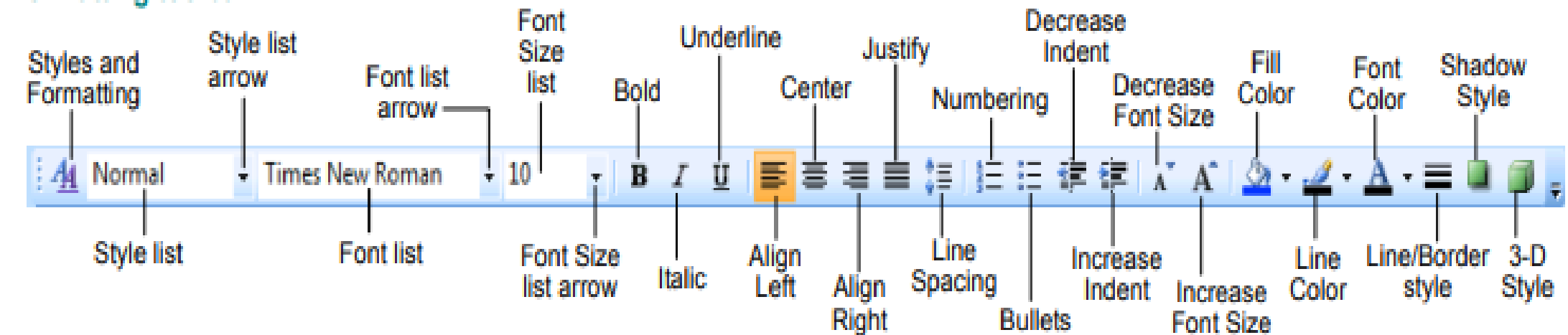
Tool bars used to create publication

Standard Toolbar



Formatting

Formatting toolbar

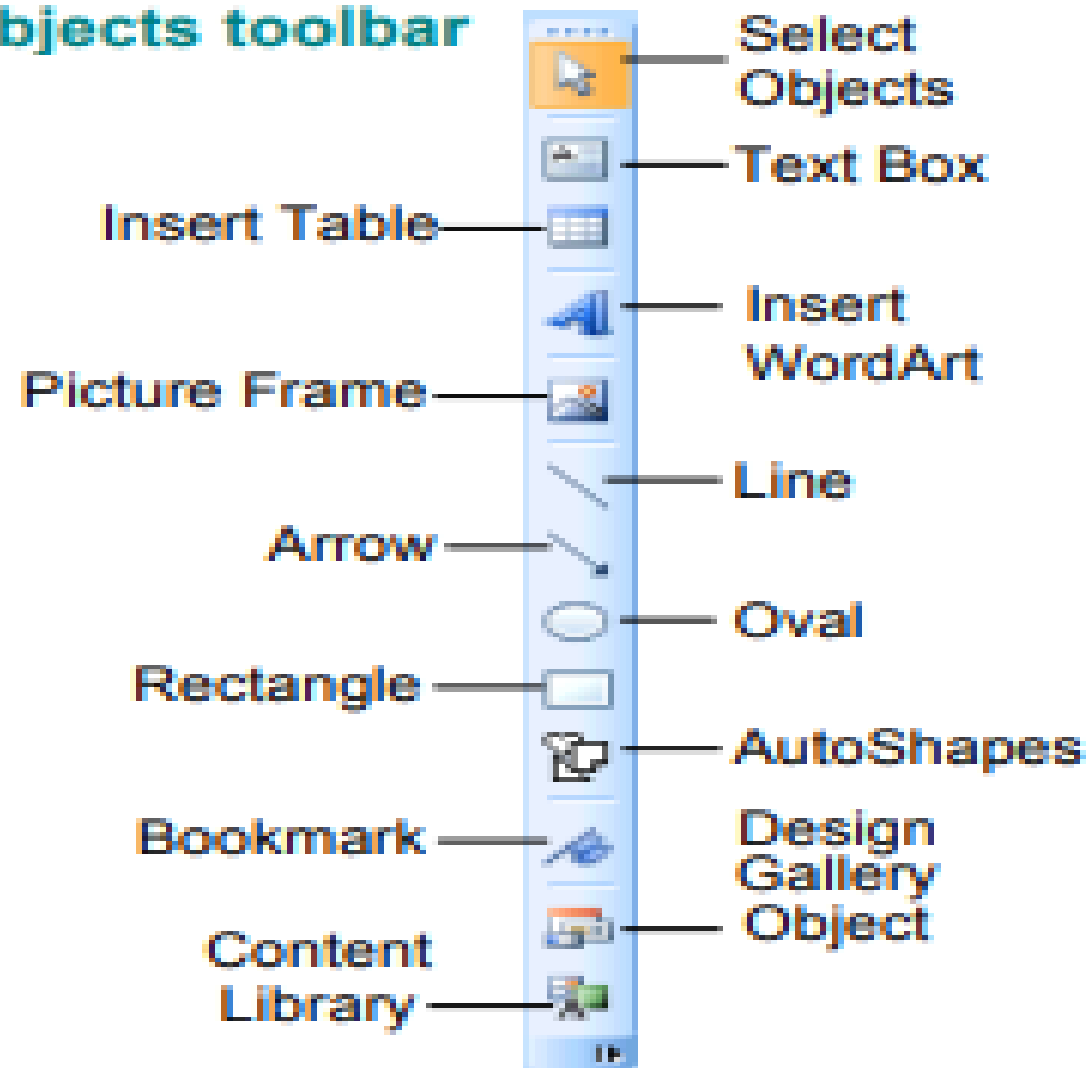


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Drawing and Graphics

- **To Insert a Clip Art Graphic:** Select **Insert** → **Picture** → **Clip Art** from the menu, locate an appropriate graphic, and click the graphic to insert it.
- **To Insert a Picture:** Select **Insert** → **Picture** → **From File** from the menu, select the file location and name, and click **Insert**.
- **To Adjust Text Wrapping:** Double-click the object, click the **Layout** tab, select a text wrapping option, and click **OK**.
- **To Draw an Object:** Click the appropriate button (**Line**, **Arrow**, **Oval**, **Rectangle**, or **AutoShapes**) on the Objects toolbar, click where you want to draw the object, and drag until the object reaches the desired size. Hold down the **<Shift>** key while you drag to draw a perfectly proportioned shape or straight line.

Objects toolbar



Creating a publication

Creating a publication from scratch (Blank page)

Creating a publication from scratch does not involve *reuse of existing templates*

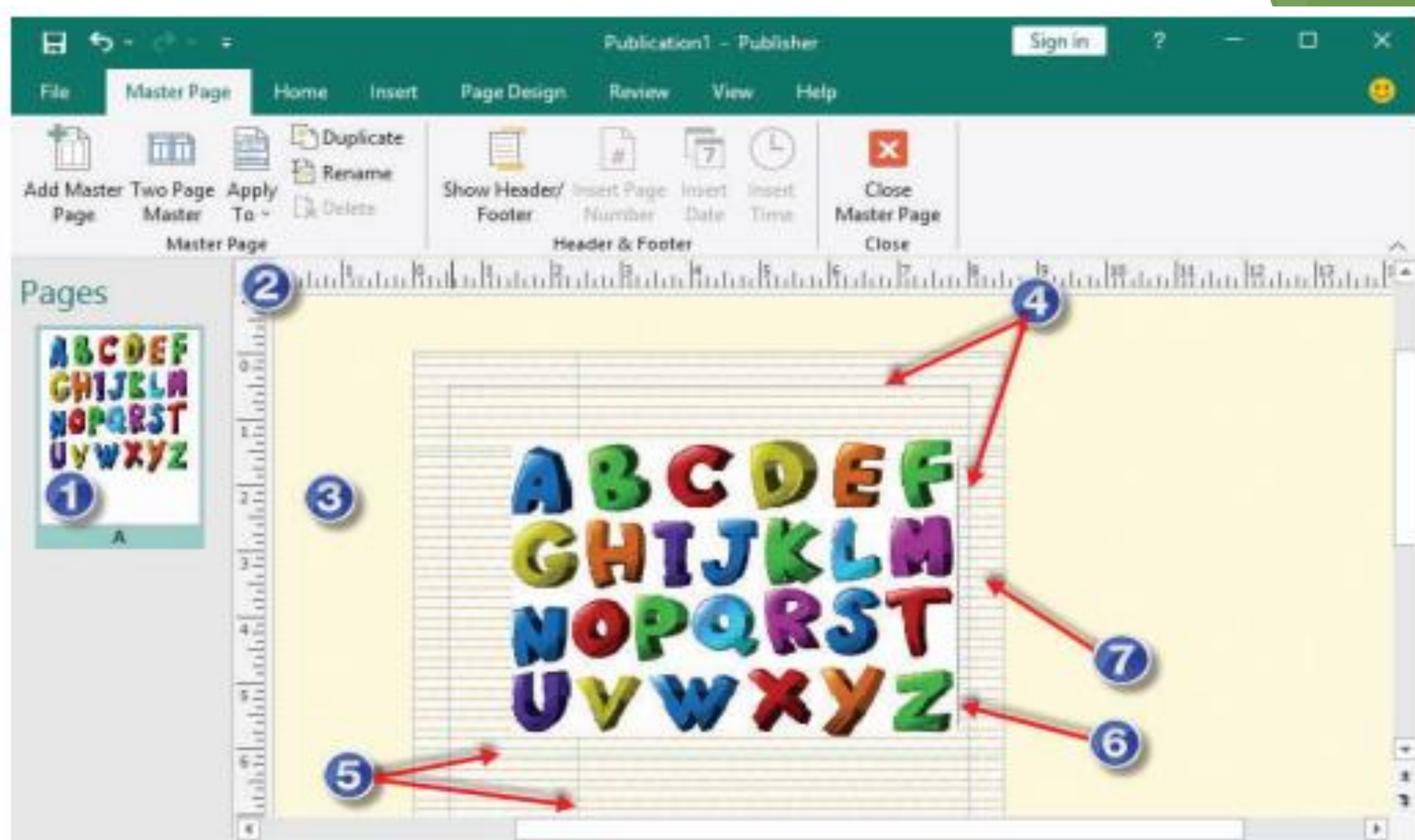
Layout organizing tools

There are several tools for organising layout

The basic ones are *baselines, boundaries, rulers, guides, page navigation* and *scratch area*.



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Publication layout organising tools

Key:

- | | | | |
|-----|---|-----|---|
| 1 = | Page Navigation | 2 = | Vertical and horizontal rulers |
| 3 = | Scratch Area | 4 = | Vertical and horizontal marginal guides |
| 5 = | Vertical and horizontal customisable guides | | |
| 6 = | Boundaries | | |
| 7 = | Baselines | | |



Descriptions

(a) Baselines: These are evenly spaced *horizontal lines* that can be used to order a *text*

(b) Boundaries: A Boundary is a **dark blue** dashed border that appears around objects. Boundaries help in aligning objects and text.

(c) Ruler: A tool that helps in *lining up* texts, *images*, and *other objects*. After selecting an object, a blank area will appear on the ruler to indicate the position of an object

(d) Customisable Guide: These are guides used to align objects. There are *vertical* and *horizontal customisable* guides, both of which are green in colour



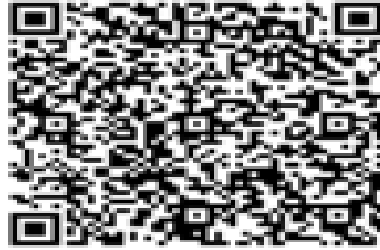
(e)Margin Guide: Margin guides mark the edges of the *printable area*, *horizontally* and *vertically*. A margin is blue in colour and is automatically shown when you start the program.

(f)Page Navigation: This is a pane located on the left of the working area.

(g)Scratch Area: This is the space *outside the page boundary*. Anything in the *scratch area* will not be printed when you print the page.

Sometimes, a scratch area can be used to plan your content before implementing it in the working area





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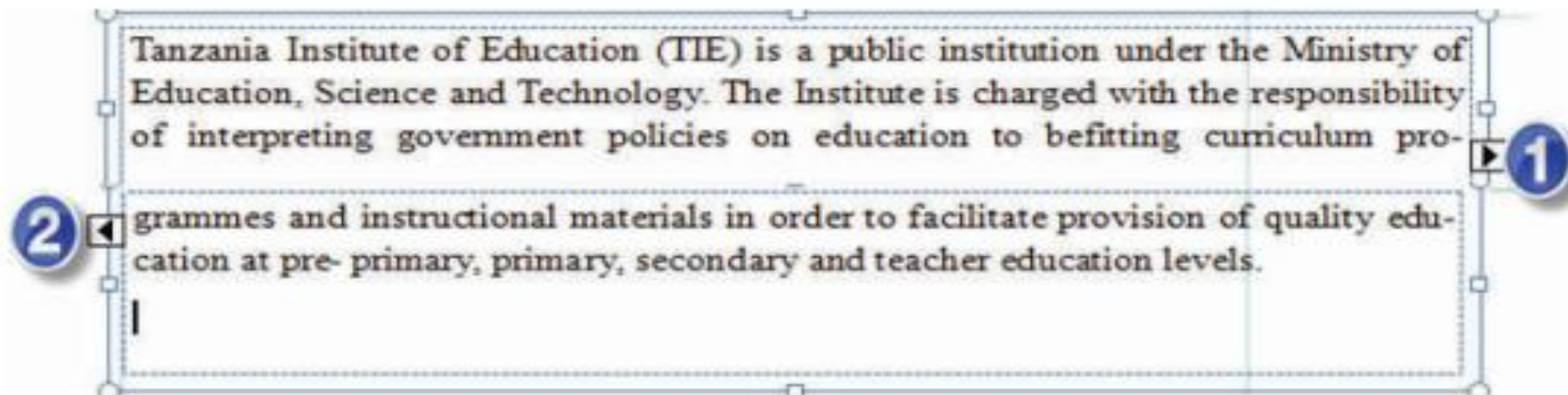
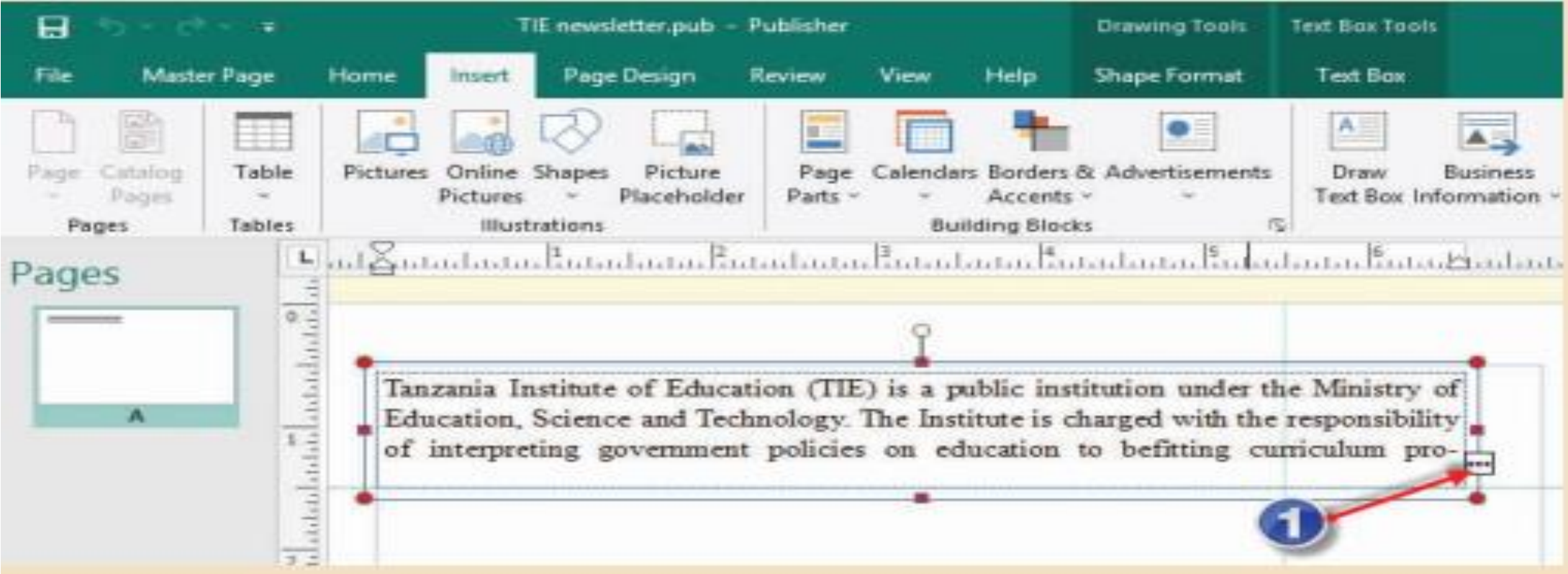
PRACTICALS ACTIVITIES

1.Adding text to a publication

ACTIVITY 1

- (i) Open a new publication,
- (ii) Click the **Insert** tab,
- (iii) On the Insert ribbon, in the Illustrations group, click the **Shapes** arrow,
- (iv) From the pop-up menu, choose the command for inserting a **text box**,
- (v) Set the text box by dragging it to an appropriate position,
- (vi) Click inside the text box,
- (vii) Type some text as shown 





Transferring text to a new position



ACTIVITY 2

(a) Repeat the same procedures from “*Activity 1*” do the following Activity.

(2) Adding objects to a publication

Procedures/Steps

(a) Click where you want to insert an image , for this case, place your cursor after the text

you have typed in *activity 1*.

(b) Click the Insert tab, On the Illustrations group of the Insert choose *Picture*

(c) Select file,

(d) Browse to find the file that contains your image,

(e) Select the image or picture,

(f) Click Insert,

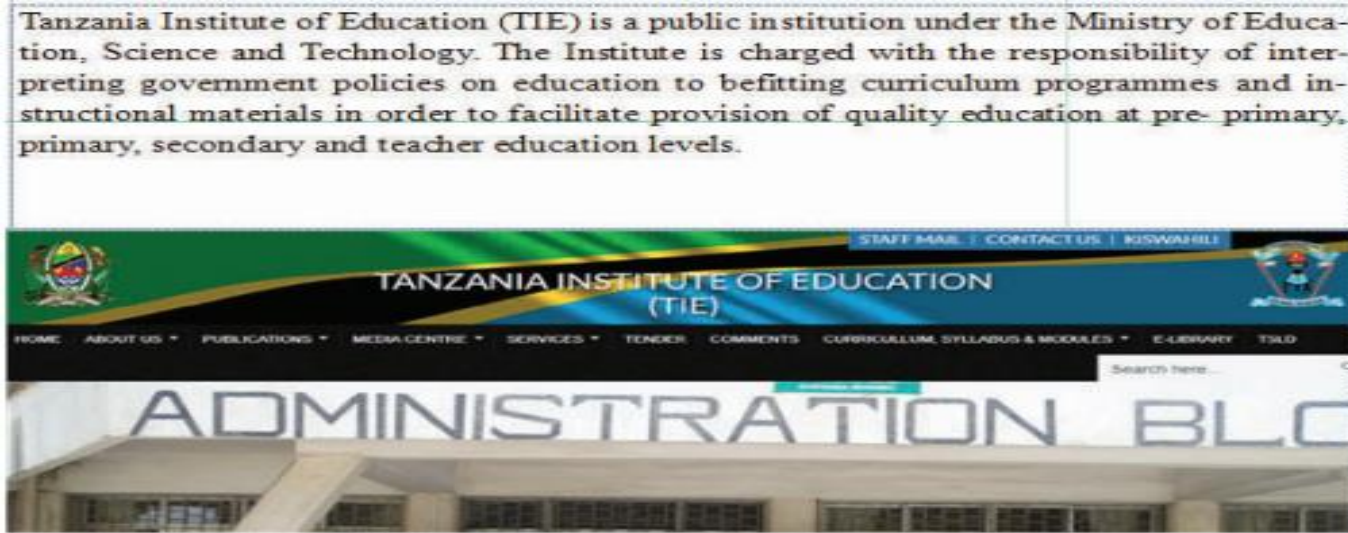
(g) Drag the placeholder to the desired position on a publication

(h) Make necessary adjustments, for example, resizing.

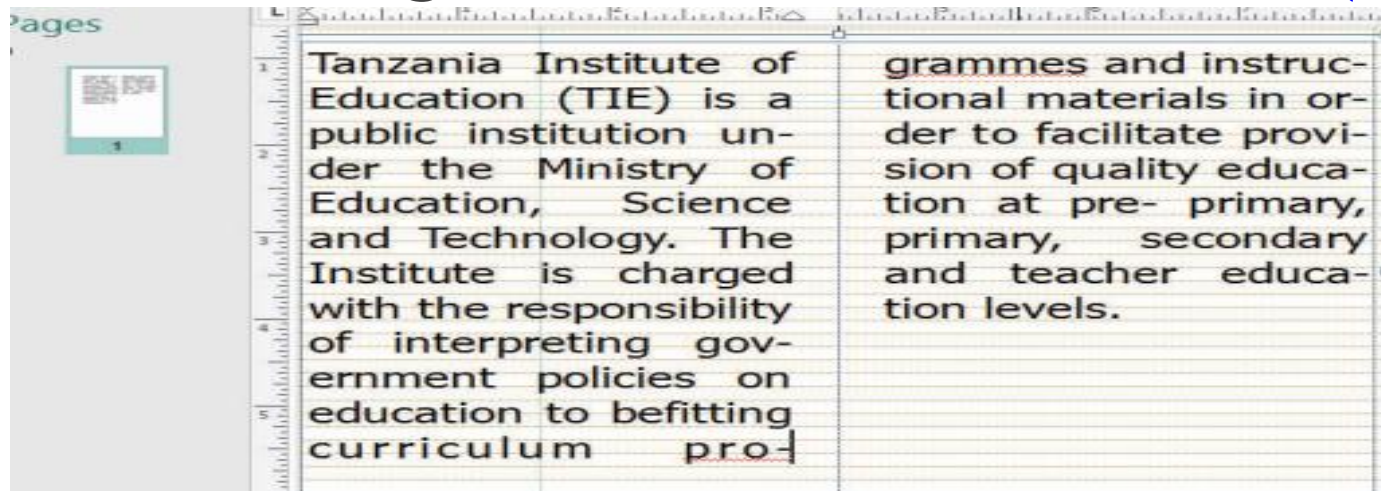


Perform the following activities

(3) Formatting text and other objects (Activity 3)



(4) Formatting a text into two columns (Activity 4)



(5).Changing the style of a picture (Activity5)



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PRACTICALS (EXERCISES) AND NECTA REVISION QUESTIONS



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EXERCISE-1

Using MS/Publisher create:

1. A nice Birthday card special for your best friend and then print your card. Hint:

- The card should contain (4) pages (use side fold card)
- The picture of your friend in a FrontPage
- Different font color and fill color

Steps;

- Open MS/Publisher
- Go to New publication
- Go to publication for print
- Click Birthday

Note that: to make (4) pages document:

- Click blank publication
- Select (double click) side fold card)



2. A magazine that has (4) written pages and at least one picture to each page Hint: the following effect must be shown;

- Shadow, Bullets & Numbering, Font color, fill color, Drop cap, WordArt Texts and Pictures,
- Use book fold.



EXRCISE-2

Study and create certificate the way it appear below offered by NGUVUMALI TRAINING COLLEGE in computer. save file name NGUVUMALI and type PNG format

NGUVUMALI TRAINING COLLEGE

P.O.BOX 6790 SWASWA MBALALI

Certificate in computer Application

This is to certify that

GUGUMALE MWAKAJOKA

Has studied and qualified the following package of MS Officeat NGUVUMALI TRAINING COLLEGE

FROM 3rd January 2018 to 16th October 2019

Have been awarded certificate in the following package of MS Office

- **Microsoft word processor**
- **Microsoft Excel**
- **Microsoft Access**
- **Microsoft powerpoint presentation and**
- **Microsoft Publisher**

Date of issue

On 10th October 2019

TRAINING DIRECTOR SIGNATURE

Tutor signature

CERTIFICATE NO: NGUTCO/7768/333



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NB: Use the hints below to accomplish your work

(i) The text font should be Times New Roman

(ii) The font size should be 14



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EXRCISE-3

Microsoft Publisher and Microsoft Word

- (a) Use Microsoft publisher to design a form four secondary school leaving certificate as given in the following snapshot

**FORM FOUR SECONDARY SHOOOL
LEAVING CERTIFICATE**

This is to certify that MASINDE P MAKUKE
has completed form four
at MKONO SECONDARY SCHOOL in November 2014.

HEADMASTER
.....

OFFICIAL SEAL



Certificate descriptions

- Set font face type Perpetua, font size 20 and font color black
 - Use any border of your choice.
- (i) Save your work with the name of certificate as a Publisher file and JPEG image.
- (ii) Print your work



(b)-Microsoft word program

(i) By using Microsoft Word program, type the texts as given below and answer the questions that follow (HINT: all numbering must be automatic).

1.0 Introduction

There always been a need to come up with better writing tools to improve on efficiency and legibility of the written work. These tools include manual typewriters, electronic typewriters and now electronic *word processors*.

2.0 Electronic word processors

Electronic word processor is application software that enables the user to create, edit and print text-rich documents. Examples of common word processors include:

- (a) Microsoft word
- (b) Corel WordPerfect
- (c) Apple



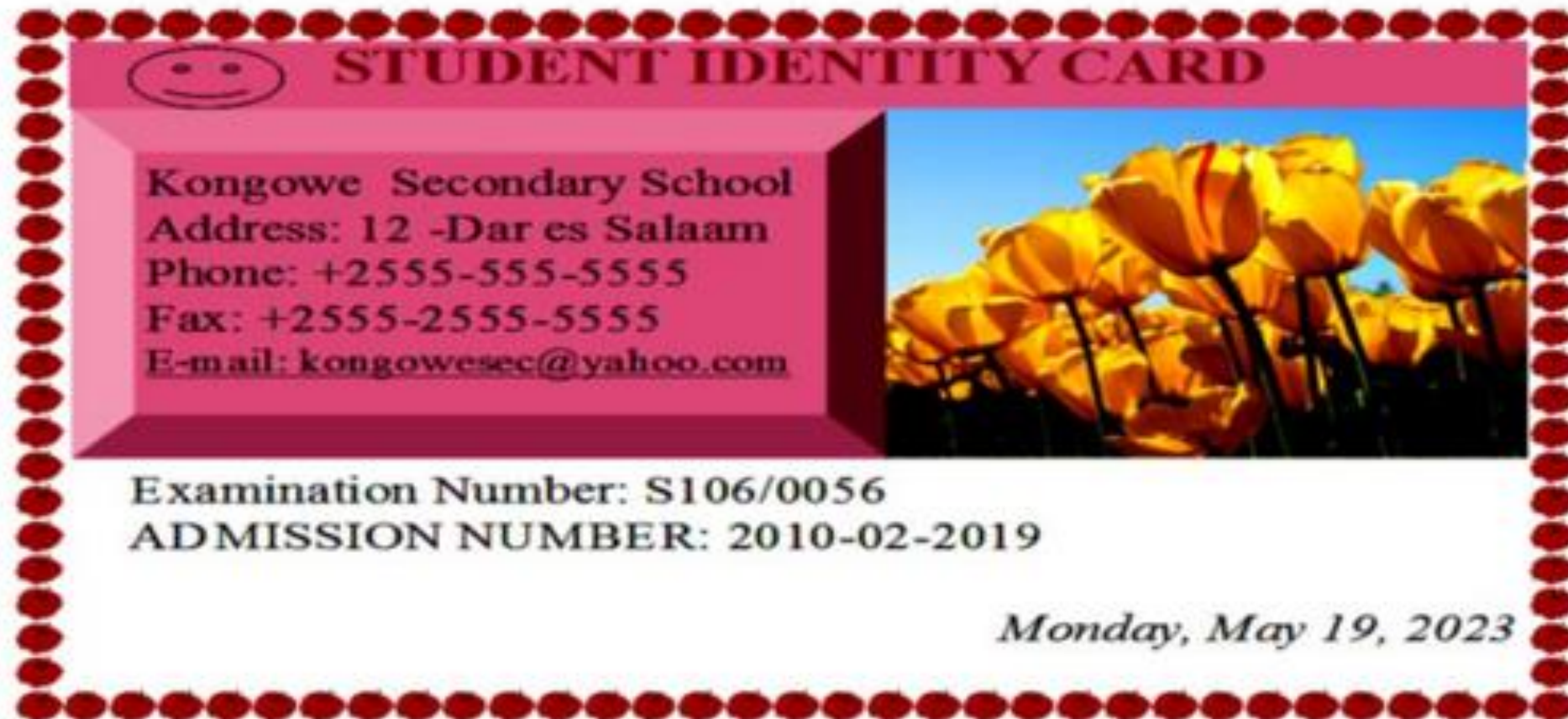
- (ii) Save your work as “Word Processor.
- (iii) Run the spelling checker and correct all mistakes.
- (iv) Change the line spacing of the whole document to 1.5.
- (v) Apply a hanging indentation to 2 inch mark in the introduction.
- (vi) Format all texts to font face **Comic Sans MS** with font size 11.5 pt.
- (vii) Apply a 6pt width page border setting to the document. The page border must be a Box type.
- (viii) Type your Examination Number by using font style Heading 2 as the heading of your document.
- (ix) Print your work.



EXERCISE-4

Desktop Publishing and Presentation

- (a) Use Microsoft office Publisher to design the following Student Identity Card:



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Identity card descriptions

- The number S106/0056 should be replaced by your Examination Number.
- The date must be the current.
- The background colour of the contact and heading should be Pink.
- You can use any border and picture from the picture library available in your computer.
- Your Identity Card must be grouped.



EXERCISE-5

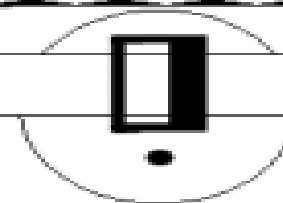
Desktop Publishing

High Pressure Jogging Club wants to add new members for their good health. As a secretary of the club, you are required to design a form and an ID card for the new members.

- (a) Use a Microsoft Publisher to create the following form. Save it as Jogging club.



HIGH PRESSURE JOGGING CLUB



MEMBERSHIP APPLICATION FORM

SURNAME

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

INITIALS

--	--	--	--

ADDRESS

TEL. No

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

SEX MALE/FEMALE
(Please delete)

DATE OF BIRTH

--	--	--	--	--	--	--	--	--	--



SUBSCRIPTION FEE

☐	YOUNG PEOPLE	£5
☐	ADULT	£20
☒	UNWAGED	£10
☐	HONORARY MEMBER	NONE
☐	LIFE MEMBERS	NONE

THE HP JOGGING CLUB

The HP jogging club has different classes of membership, ie. Young people, adult, unwaged, honorary members and life members. Each membership class pays an appropriate subscription fee.

SIGN _____

DATE _____



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Identity Card

- (b) Create the following Identity Card using the Microsoft Publisher. Save it as Smartcard.

	HIGH PRESSURE JOGGING CLUB
THE HP JOGGING CLUB	Membership Card
NAME _____	
MEMBERSHIP NUMBER _____	
DATE ISSUED _____	
	
Member's Signature _____	



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Form descriptions

- The font type and size of the heading “HIGH PRESSURE JOGGING CLUB” should be Arial and 18 respectively.
- The font type and size of the texts “MEMBERSHIP APPLICATION FORM” should be Franklin Gothic Heavy and 12 respectively.
- The font type and size of the texts “THE HP JOGGING CLUB” should be Cambria and 12 respectively.
- The font type and size of the texts “MALE/FEMALE” should be Freestyle Script and 16 respectively.
- The font type and size of other texts should be Franklin Gothic Book and 16 respectively.
- You can use any picture and border available in your computer.



EXERCISE-6

Question

Suppose you are IT Expert at *BMK USED CARS AND TRUCKS SALES* company, you are required to use Microsoft publisher to design a form that will be filled by customers for cars and trucks purchasing .



BMK USED CARS AND TRUCKS SALES

APPLICATION FORM

SURNAME

INITIAL

ADDRESS

TEL_NO

DATE OF BIRTH

SEX: MALE/FEMALE
(Please delete)

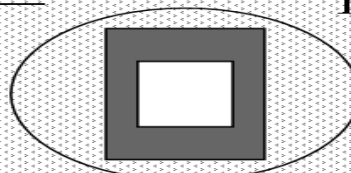
CARS AND PRICE

☐	PICKUP	£750
☐	LIMO	£2000
☐	WAGON	£1500
☐	MINIVAN	£2300
☐	CABRIOLET	£26750



SIGN : _____

DATE : _____



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Form descriptions

(a) The font type and size of the heading “*BMK USED CARS AND TRUCKS SALES* ” should be Arial and 28 font size respectively.

(b)The font type and size of text “*APPLICATION FORM*” should be Times New Roman and 24 size respectively.

(c)The font type and size of the text “*MALE /FEMALE*” should be freestyle scripts and 16 respectively.

(d)The font type and size of other text should be Arial and 16 respectively

(e)You can use any picture and border available in your computer

(f)After finishing creating your form save as in “*JPEG* or *PNG*” picture format.

