

## Working with Pictures in Word

### Liven Up Your Word Documents with Images and Create Stylish Effects

#### This article shows you how to:

- Include pictures in a Microsoft Word document
- Resize, position and rotate images
- Apply professional styles, effects and watermarks

Almost any word processor allows you to include pictures in the documents you write, and to choose their size and position. In most programs, the options don't go much further than that, but Microsoft Word provides an amazing collection of picture styles and formatting options that can turn even the duller of images into an eye-catching design that liven up a document. In this article, I'll explain everything you need to know about using pictures in Word and producing professional-looking effects in just a few quick clicks.



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## The Basics: Add a Picture to a Word Document

*Experiment in a blank document*

If you haven't used pictures in Word before, it's a good idea to begin by simply experimenting in a blank document. This allows you to get a feel for the options available and play around with them without the risk of messing up an important document. As you'll discover in this article, there are a lot of options to play with, so by using a 'dummy document' you can relax and enjoy experimenting as you get familiar with them!

Now let's run through the steps for adding a picture to a Word document:



*Add some dummy text*

1. Start Microsoft Word if it isn't already running, and choose **Blank document** at the Start screen. (If Word is already running, save the document you're working on by pressing **Ctrl+S**, close the document by pressing **Ctrl+W**, then create a new blank document by pressing **Ctrl+N**.)

2. Now we'll add some dummy text to this document in order to see how pictures and text can be combined. You can type a couple of short paragraphs yourself, but Word gives us a quicker way. Just type this line at the top of your document and press **Enter**:

**=rand(2,4)**

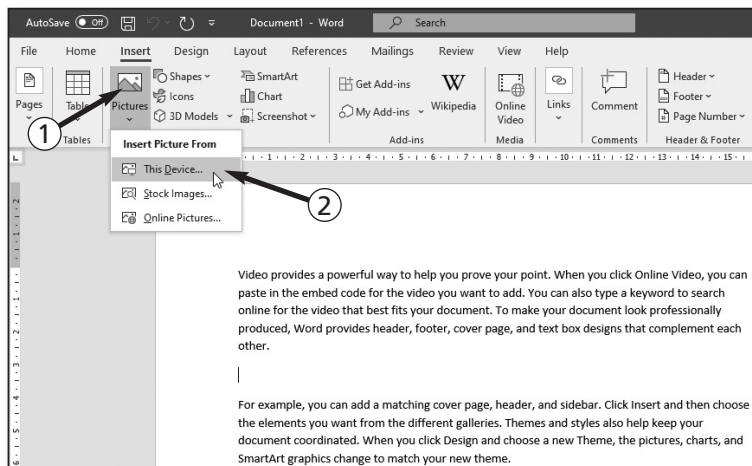
This gives us two paragraphs of text, each containing four sentences.

*Place a line between paragraphs*

3. Now move to the end of the first paragraph and press **Enter** to create a blank line. The cursor should now be flashing in that blank space between the two paragraphs as shown in the following screenshot. This is where we'll add the picture.

*Insert a picture*

4. Switch to the **Insert** tab on the Ribbon, click the **Pictures** button ① and choose **This Device** ②.



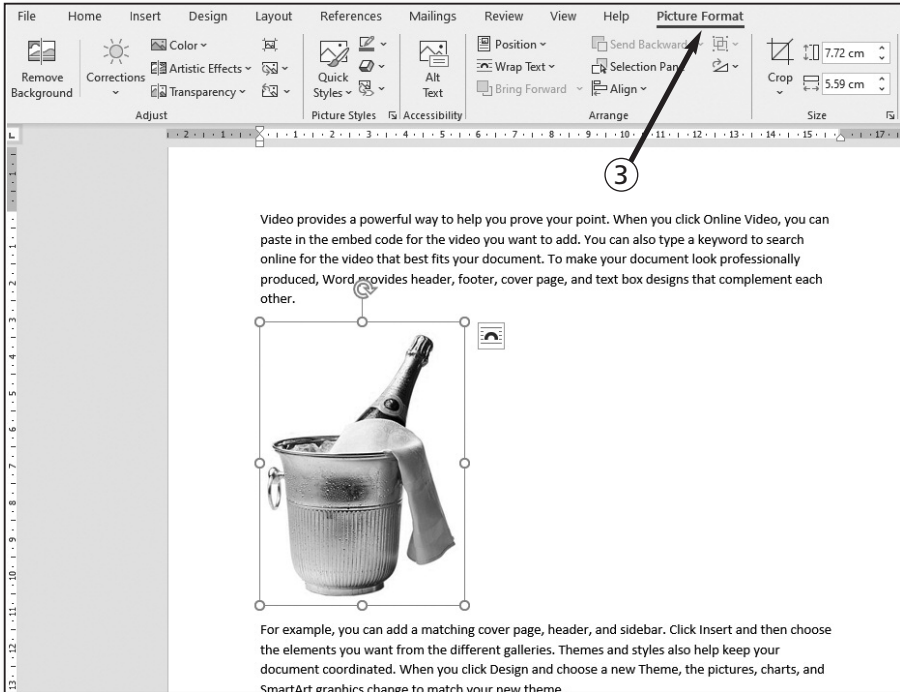
5. In the Insert Picture dialog that opens, navigate to the folder containing the picture you want to use, click it once to select it and click the **Insert** button.

In steps 4 and 5 above, I'm assuming you want to use a picture from your own hard drive. If you don't, there's another option: with Word's help, you can find a picture to use from the Web. After clicking the **Pictures** button, choose **Online Pictures** and you'll be able to search for pictures using keywords and insert your chosen picture from the results by clicking it. You can find out more about this 'Online Pictures' option in article **W525 – Word: Liven Up Your Document with Clip Art** in update 2/20.



6. The picture will appear in your document looking much like the next screenshot. Around it you'll see a thin border containing circular blobs: these indicate that the picture is currently selected. If you look at the Ribbon, you'll see that a new tab labelled **Picture Format** has appeared ③: this contains all the tools you can use to adjust the picture, which we'll investigate later.

*The picture appears in your document*



If you click somewhere outside your document, the picture's border and blobs will disappear, and so will the Picture Format tab on the Ribbon. When you click the picture again, the border and blobs reappear, as does the Picture Format tab, and you can click that tab to see all the picture tools again.

## How to Resize, Stretch or Rotate the Picture

*Wrong size?* If the picture is too large or too small, it's a quick job to resize it. Move the mouse pointer to a circular blob in one of the corners – any corner – and drag that blob diagonally, outwards to enlarge the picture or inwards to make it smaller.

You'll generally ignore the blobs in the centre of each edge. Those are for stretching the picture in one dimension, which you'll rarely want to do. For instance, if you drag the blob on the bottom edge upwards, the picture will get shorter while remaining the same width.

One other thing you can do in a similar way is to rotate the picture. A little way above the top border you'll see a circular arrow on a stalk; move the mouse onto this, hold the left button down and then drag the mouse as if you were drawing a circle with it. As you move the mouse around, the picture turns in the same direction.

*Rotate the picture*

If you make a mistake, there's a simple way to undo it: just press **Ctrl+Z** and the last change you made will be reversed. You can keep pressing **Ctrl+Z** to undo previous changes in the same way. Alternatively, if it's all gone horribly wrong, click your picture to select it, press **Delete** to remove it from the page and you can start again from scratch.



## Position the Picture Where You Want it On the Page

At the moment there's very little you can do to adjust the picture's position. If you've tried dragging it left or right, you've probably found that it doesn't move at all; if you drag it up or down, it will land either above or below a paragraph, or be stuck in the middle of a paragraph and breaking up the text.

We inserted the picture into a blank line on the page, and Word currently treats it like a paragraph of text: with the picture selected, you can click the **Align Left/Centre/Right** buttons in the Paragraph section of the Ribbon's **Home** tab to move the picture horizontally on the page, but that's all. Of course, one of these may be exactly what you want!

*Align the picture to the left, centre or right*

If you'd like more freedom in positioning, here's what to do:



Click **Wrap Text...**

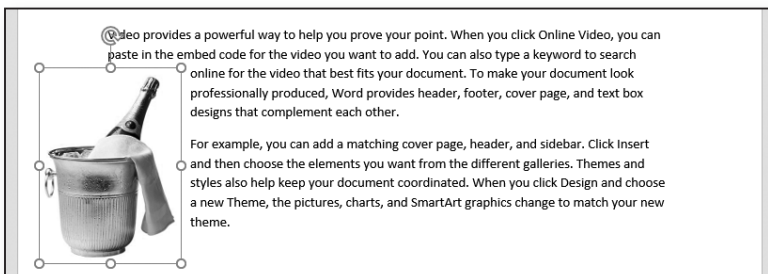
1. Make sure the picture is selected so that its border and bords are visible.
2. Switch to the **Picture Format** tab on the Ribbon.
3. In the 'Arrange' group, click the **Wrap Text** button. Here you'll find a variety of options, but I'll just run through the three most useful:

- **Behind Text:** this places the picture behind the text in the document, making the text run over the top. This can be used for some stylish effects as I'll explain in 'How To Place a Picture Behind Your Text' on page 12.
- **In Front of Text:** the picture is placed over the top of your text, partially covering it. It's rather a strange thing to do, but you might use for effect if the text isn't actually supposed to be read.
- **Through:** if you're treating this as a tutorial, this is the option to choose. It allows you to place the picture anywhere you like, and any nearby text will jump out of the way.

... then **Through**

*Move the picture freely on the page*

4. After choosing **Through**, try dragging your picture around the page to see what happens. For best results, move the picture to the left or right of your text, perhaps a little way into the margin, as shown below.



## No More Square Edges: Mould Text Around Your Picture


There's no escaping the fact that pictures are rectangular, and as your text flows around your picture it will have square edges. If you'd like something a little more stylish, here are two options you can use to great effect:

### Method 1

With your picture selected, go to the **Picture Format** tab on the Ribbon, click **Picture Effects**, move the mouse down to **Soft Edges** and choose an option from the list such as **25 Point**. This gives your picture 'washed-out' circular edges around which the text moulds itself. It doesn't work very well with the champagne-bucket image I used above due to its white background, but with a landscape photo the results can be superb, as the next screenshot illustrates.

*Blur the edges to change the shape*

On the Insert tab, the galleries include items that are designed to coordinate with the overall look of your document. You can use these galleries to insert tables, headers, footers, lists, cover pages, and other document building blocks. When you create pictures, charts, or diagrams, they also coordinate with your current document look. You can easily change the formatting of selected text in the document text by choosing a look for the selected text from the Quick Styles gallery on the Home tab.



You can also format text directly by using the other controls on the Home tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly. To change the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command.

If the method above doesn't produce the result you're hoping for, you can find an alternative among the 'Picture Styles' (which we'll meet in more detail on page 10). First, remove the soft edges you just added and didn't like, by returning to **Picture Effects > Soft Edges** and choosing **No Soft Edges**. Afterwards, open the Picture Styles list and choose the style named **Soft Edge Oval**.



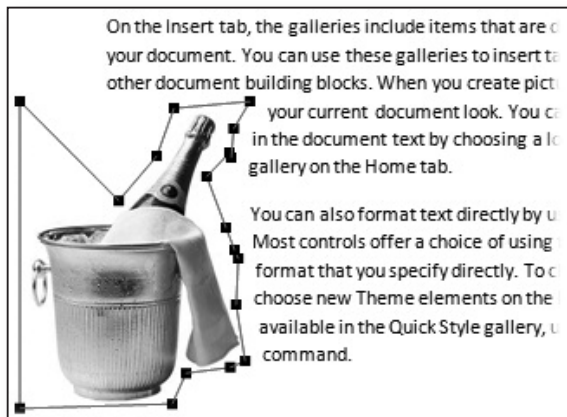
## Method 2

*Contour the outline by hand*

This method takes more work, but it's more effective with images that have a strong focal point like the champagne-bucket in my examples: you can choose for yourself how the text wraps around the picture. Here's what to do:



1. With the picture selected, click the **Wrap Text** button on the **Picture Format** tab and choose **Edit Wrap Points**.
2. A red border appears around your picture.
3. The border is currently a square, but by clicking-and-dragging anywhere on the border, you can drag it inwards or outwards to make it follow the contours of your picture. In the next screenshot, you can see the result: each little black blob indicates somewhere I've clicked and dragged, and the text follows the new shape.



4. When you click outside the picture to get a better view of the result, the red border disappears. To see it again and refine its shape further, click the picture and go back to step 1.



There's no quick way to remove the contours you've added: you have to repeatedly press **Ctrl+Z** until the black blobs have all gone, and then once more to remove the red outline and return to the familiar thin grey edge with the circular blobs. If you're treating this article as a tutorial, do that now to return to the usual square-edged picture.



## Professional Results Instantly with Picture Styles and Effects

Word can create picture effects in a couple of clicks that would take hours (and talent!) to produce in a photo-editing program. You can insert the dullest of pictures into a document, choose a built-in style or effect, and you'll instantly have a professional-looking result.

Let's begin with the 'Picture Effects':

1. With your picture selected, go to the **Picture Format** tab on the Ribbon and click **Picture Effects** in the 'Picture Styles' group.
2. A large menu appears with options including 'Shadow', 'Reflection' and 'Glow'. Each of these leads to a submenu from which you can pick different types of each effect. You can combine different effects too: pick one of the Shadow effects, for example, and then click Picture Effects again and add one of the Reflection effects, and so on.
3. As an alternative, you can go to the 'Preset' submenu and choose one of the built-in combinations of effects. These don't really do justice to the amazing effects found elsewhere on the menu, but there may be something among them you'll like. The screenshot below shows the result of applying 'Preset 10' to my champagne-bucket picture.



*Combine different effects...*

*... or use preset combinations*

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You can also format text directly by using the other controls on the Home tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly. To change the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command.



If you apply effects or styles to your picture and don't like the result, the usual Ctrl+Z key combination can undo the change. A simpler option (particularly if you've worked on other things in your document since, and don't want to undo those in the process) is a one-click method of returning to a plain image: on the **Picture Format** tab, in the 'Adjust' group at the left, click the **Reset Picture** button and choose **Reset Picture** from the menu.

### *Use the built-in picture styles*



Picture styles are even more exotic: they consist of over 20 built-in styles that combine borders, reflections, shadows, perspectives and shapes. To experiment with styles, make sure your picture is selected and follow these steps:

1. First, if you haven't already, I recommend maximising the Microsoft Word window to fill your screen, so that you can easily see and find the Picture Styles we're about to use.
2. On the **Picture Format** tab of the Ribbon, look at the 'Picture Styles' group and you'll see a box containing a row of small pictures. Click the arrow button at the bottom-right of this box to open it.



3. A large panel opens showing previews of each of the 28 styles. Click a style to apply it to your picture. If you're not happy with the result, click the arrow button again and choose a different style to replace it. (As mentioned in the tip above, if you decide you don't want to use any of the styles, click **Reset Picture** in the 'Adjust' group to remove the current style.)

*Apply (or remove) a picture style*

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Even after applying effects or styles to your picture, you can still make basic changes to it such as moving it around, resizing it or rotating it.

## How to Place a Picture Behind Your Text

A few pages earlier in this article, I mentioned that you could position a picture behind your text by clicking **Wrap Text** followed by **Behind Text**. If you've tried that, you've probably run into a couple of problems:

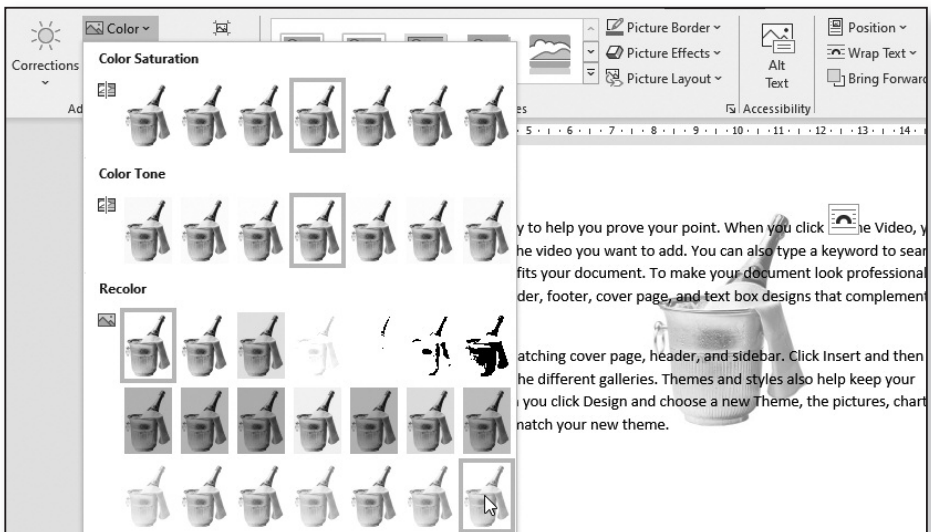
- First, when the picture sits behind your text, it's very difficult to select it! Unless you can find a piece of picture to click which has no text over the top, you'll

*Select a picture that's behind the text*

find you're just clicking the text instead. The solution is to go to the **Home** tab of the Ribbon, and in the 'Editing' group click **Select** followed by **Select Objects**. The mouse pointer will turn into a four-pointed arrow shape. Now click anywhere over your picture, and Word will select the picture for you, ignoring any text that's covering it.

*Make the text readable over the picture*

- Second, unless the picture is particularly bright, it may be difficult to read the text where it intersects with the picture. The solutions are found in the 'Adjust' section of the **Picture Format** tab. One option is to click the **Corrections** button and experiment with the lighter items in the **Brightness/Contrast** section. (You don't have to click each in turn to audition it – just hover the mouse over one and Word will temporarily apply it to your picture.) The other option is to click the **Color** button and experiment with some of the likely-looking items in the **Recolor** section (which you can try out by hovering over them in the same way).



## Add a Touch of Class with a Watermark

A popular effect with text documents is to use an image as a ‘watermark’ – a barely-visible picture behind the text. Microsoft Word is certainly capable of doing this, and it’s not especially difficult, but it pays to do things in a certain order. In particular, it’s best to add the watermark after you’ve written the text.

*Add your watermark as a last step*

Here’s how to create a watermark:

1. Go to **Insert > Pictures** and follow the usual steps to insert the picture you want to use into your document, then click the **Wrap Text** button on the **Picture Format** tab and choose **Through** so that you’ll be able to move the picture around freely.
2. Ignore the way the picture’s arrival has messed up your document’s neat layout – that will correct itself later! For now, move the picture to wherever you want it on the page and adjust its size as desired. (For a full-page watermark, move the picture into the top-left corner of the page and drag its bottom-right blob to the bottom-right corner of the page, again ignoring what this has done to your text.)
3. In the ‘Adjust’ group of the Picture Format tab, click the **Color** button and, in the **Recolor** section, choose the ‘Washout’ item (the fourth of the Recolor items). This gives your picture the pale colouring it needs to be a watermark.
4. If you’re creating a full-page watermark, ignore this step. If you’re not, click the **Position** button in the ‘Arrange’ group of the Format tab: in the lower section of the menu that appears, click the option that matches the position in which you want your watermark to appear on the page.
5. Finally, click the **Wrap Text** button and select **Behind Text**. Your previously-written text should now snap



*Give the picture a washed-out appearance*

*Choose the picture’s position on the page*

*Move it behind the text*

back to its original position, and your watermark picture will be behind it.

### Globe Communications

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## A Clever Trick to Create Exotic Picture Shapes

*Shapes filled with a picture*

Let's finish with an unusual trick – a way to create pictures in unusual shapes, like the one shown on the opposite page. To do this, we don't actually start with a picture, so if you're treating this as a tutorial, begin by deleting any pictures you've added to your document and leaving just the dummy text we added at the beginning.

Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other.

For example, you can add a matching cover page, header, and then choose the elements you want from the different galleries. Themes and styles also help keep your document coordinated. When you click Theme, the pictures, charts, and SmartArt graphics change to match your new theme.



Now follow these steps:

1. Switch to the **Insert** tab on the Ribbon, click the **Shapes** button and click the shape you'd like for your picture. In the example above, I've chosen the 'Thought Bubble: Cloud' shape from the 'Callouts' section near the bottom of the menu.



2. Somewhere in your document (it doesn't matter if it's over the text), press and hold the left mouse button and drag diagonally down-and-right, and the shape you've chosen will be drawn into your document. The further you drag, the larger it will be. However, as with pictures you insert, the shape is surrounded by a border and little circular blobs, and at any time now or later you can drag a blob in one of its corners to resize it.

*'Draw' the shape into your document*

3. Now that you've drawn a shape into your document, you'll see that a **Shape Format** tab has appeared on the Ribbon: switch to that tab.

4. We want to be able to position this shape freely in the document, so in the 'Arrange' group, click the

*Make the shape freely movable*

**Wrap Text** button and choose **Through**. Now (or whenever you like) you can drag this shape by its border to put it anywhere you like and the text skips out of the way.

*Select a picture to fill the shape*

5. Now comes the clever part. At the moment, your shape is probably filled with a solid colour, but we're about to change that. In the 'Shape Styles' group on the **Shape Format** tab, click the **Shape Fill** button and choose **Picture**. In the dialog that appears, choose **From a File** (assuming you want to pick a picture from your hard drive, or **Online Pictures** if you'd like to search for one online) and select the picture you want to use.
6. Done! The picture you chose is now being used to fill your shape. If you've chosen the wrong picture, you can repeat step 5 to pick a different one. (Sadly, though, if you now feel you chose the wrong shape, all you can do is delete this shape from your document and start again.)
7. Finally, in the 'Shape Styles' group of the **Shape Format** tab, there are a couple more things you may like to change about your shape:

*You can change the outline style...*

- The shape probably has a border around it at the moment. By clicking the **Shape Outline** button, you can choose **No Outline** to remove it, or use the other options on the menu to change the style of border, the border colour and its thickness.

*... and apply effects*

- If you click the **Shape Effects** button, you'll find all the same effects we were able to add to ordinary pictures on page 9. If nothing else, you may like to add one of the 'Shadow' effects to the shape to make it stand out from the page a little, but feel free to experiment with the others, combining the different effects in any way you like.