

# Make a Watermark in Word

By Lorrie Jackson

## WHY A TECHTORIAL?

### What will I learn today?

You will learn how to create a watermark in a Word document.

### What hardware and/or software does the techtorial apply to?

The techtorial applies to Microsoft Word.

### Which National Educational Technology Standards for Teachers does the techtorial address?

The techtorial will help teachers accomplish standard V.d. in particular.

The International Society for Technology in Education (ISTE) has developed a set of National Educational Technology Standards for Teachers. Standards or Performance Indicators are included for each techtorial to help teachers and administrators improve technology proficiency. For a complete description of the standards indicated, go to [NETS for Teachers](#).

## MAKE A STATIONERY WATERMARK IN WORD

What's a watermark?

A watermark simply is a graphic or text image that's transparent, covers a large section of a page, and lies behind the main text and other graphics. For example, in the cheerleading newsletter below,

## Junior Varsity Cheerleading Macon Valley HS

Ms. Heather Jones  
Faculty Advisor

Congratulations! You are MVHS's best and finest! I look forward to working with you this year. Mr. David Maguire is returning as our cheer coach, and he has some new ideas for our team having just returned from competition with his gym's squad in Florida.

Practice begins August 15<sup>th</sup> at 3:30 p.m. sharp in McAllen gym.

### Cookie Dough Sales

Don't forget our fund-raiser begins in two weeks. No door-to-door this year! Just talk with your family and friends about purchasing the cookie dough.

### Uniforms

We'll be voting on this year's replacements next Monday. Make sure you return the two catalogs to my office so others can see our choices.

"Go Dragons" is a watermark. It adds to the general design without preventing readers from seeing the text above it.

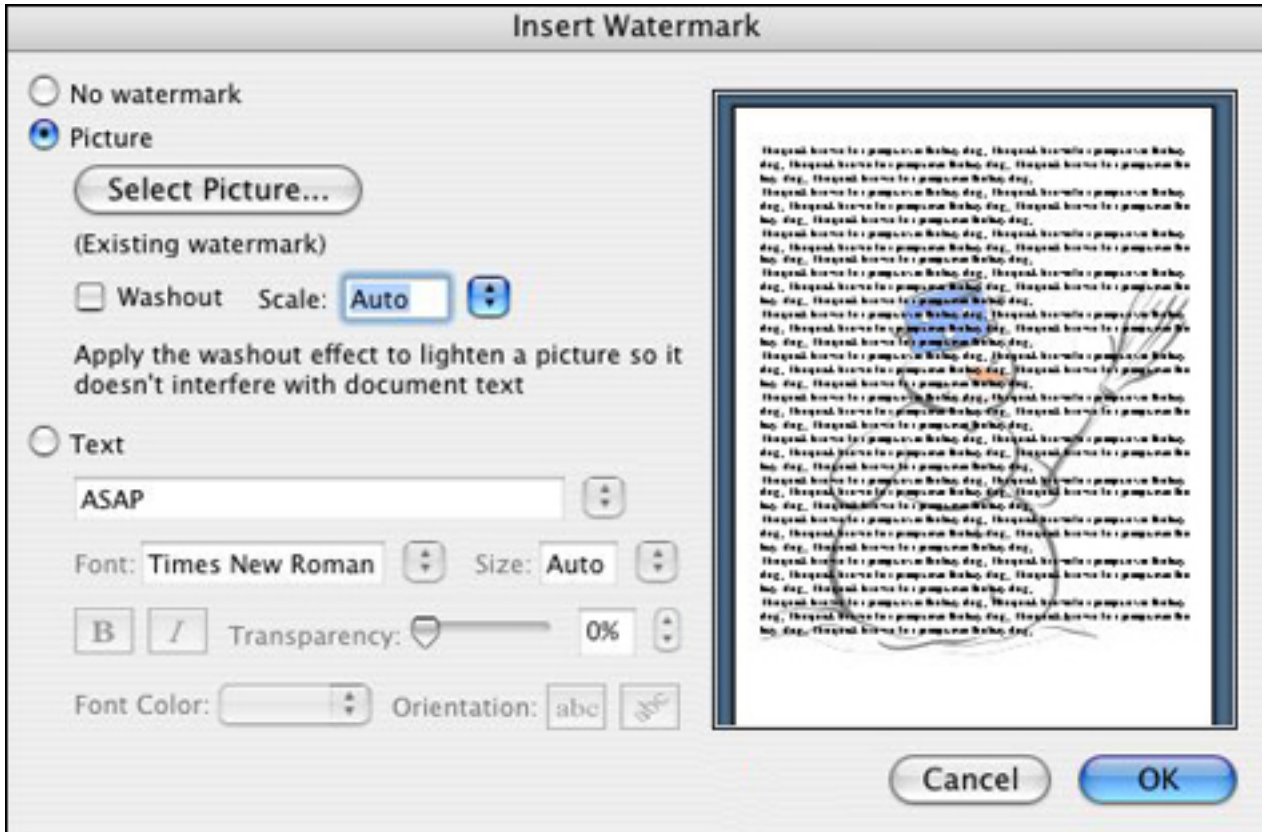
You can create a personalized watermark in a just a single step.

## INSERTING A GRAPHIC

To insert a graphic into a Word document as a watermark,

- Open Word.
- Click View > Page Layout (or View > Print Layout depending on your Office version and platform).
- On a PC (Word 2003 or later), click Format > Background > Watermark.
- On a Mac (Office X or later), click Insert > Watermark.
- Click the Picture button, and then click Select Picture. Word automatically will open the Clip Art folder, where you can browse the images and choose one for your watermark.
- Uncheck the box for "washout." Depending on the colors and darkness of your image, "washout" might make your image so transparent you can't see it.

- You now should see the image you selected in the Insert Watermark windowpane.
- Vary the scale of the watermark by changing the scale from Auto to 200 percent or 300 percent, or by typing in your own percentage.



- Click OK. You now should see the watermark in the Word document. Simply type the document over it. (You might want to follow the steps in the [Create a School Newsletter in Word](#) tutorial to create a holiday newsletter!).
- Save your work!

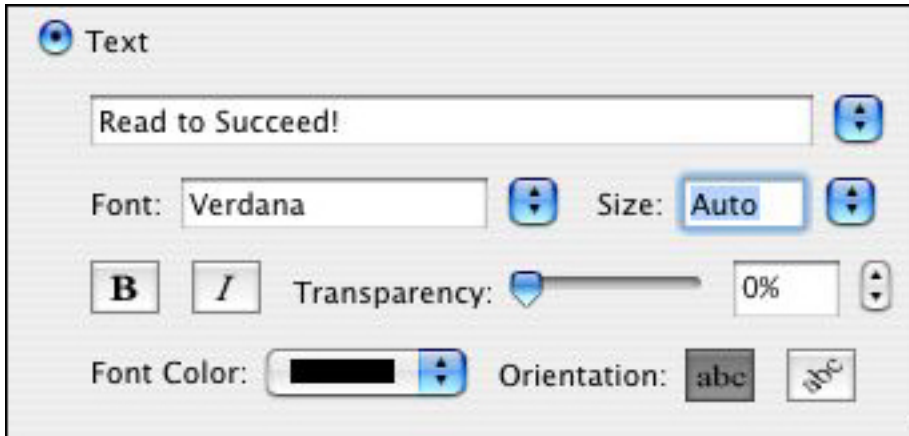
## ADDING A TEXT WATERMARK IN WORD

To insert text into a Word document as a watermark,

- Open Word.
- Click View > Page Layout (or View > Print Layout depending on your Office version and platform).
- On a PC (Word 2003 or later), click Format > Background > Watermark.
- On a Mac (Office X or later), click Insert > Watermark.
- Click the Text button and type the word or phrase you want to use as a watermark. Keep it short -- 3-4 words or less.
- Change font type, style, size, and color as desired. Note: If you're going to print the

document in black and white, keep the font color black as well. Other colors will translate lighter when printed and might not turn out as you want them to.

- Experiment with the percent of transparency. Notice that at 0 percent, the watermark is as dark as normal text. Move the toggle all the way to the right -- to 100 percent transparency -- and the watermark text is invisible! If the document overlaying the watermark will contain a great deal of text, choose a transparency of about 60 percent. If the document will contain a great deal of white space, choose a smaller percentage.



- Choose between horizontal and vertical orientation based on the amount of text in the document and how prominent you want the watermark to appear.
- Click OK.
- Save your work.

## FINAL TIPS AND TRICKS

### What's a good image to use?

A good image for a watermark should be simple and clear. A pumpkin, a snowman, and a soccer ball all are good choices. The more color and details in an image, the harder it will be to read the main text.

### Editing a watermark

You've created either a text or graphic watermark, have started to type the main document, and realize that you need to lighten or darken the watermark (or alter it in some other way). Click Format > Background > Watermark (or Insert > Watermark), make the changes, and then click OK.

### Adding photos as watermarks

In the Watermark windowpane, click the Picture button, click Select Picture, and browse the photos saved on your computer. Choose a photo with a simple composition; the more

complex the subject matter, the harder it will be to read the main document's text. Use PowerPoint (see Tell Me More on the next slide), iPhoto, or another graphic-editing software to change the photo to black and white if you have difficulty using a color picture.

### **Inserting images from the Web:**

Go online and find an image you want to use. Right-click the image. (On a Mac one-button mouse, hold CTRL and click.) Choose Save Image, Download Image, or something similar. Save the image to your desktop, and then follow the steps on the previous slide of this tutorial to insert the image into your page. (Hint: You can find lots of great black and white images at Discovery School's [Clip Art Gallery](#).)

## **TELL ME MORE!**

### **Where can I find more information?**

For adding watermarks with Publisher, PowerPoint, Excel, Visio, and other Microsoft programs, see [Create Watermarks and Backgrounds Easily With the Microsoft Office 2003 Editions](#)