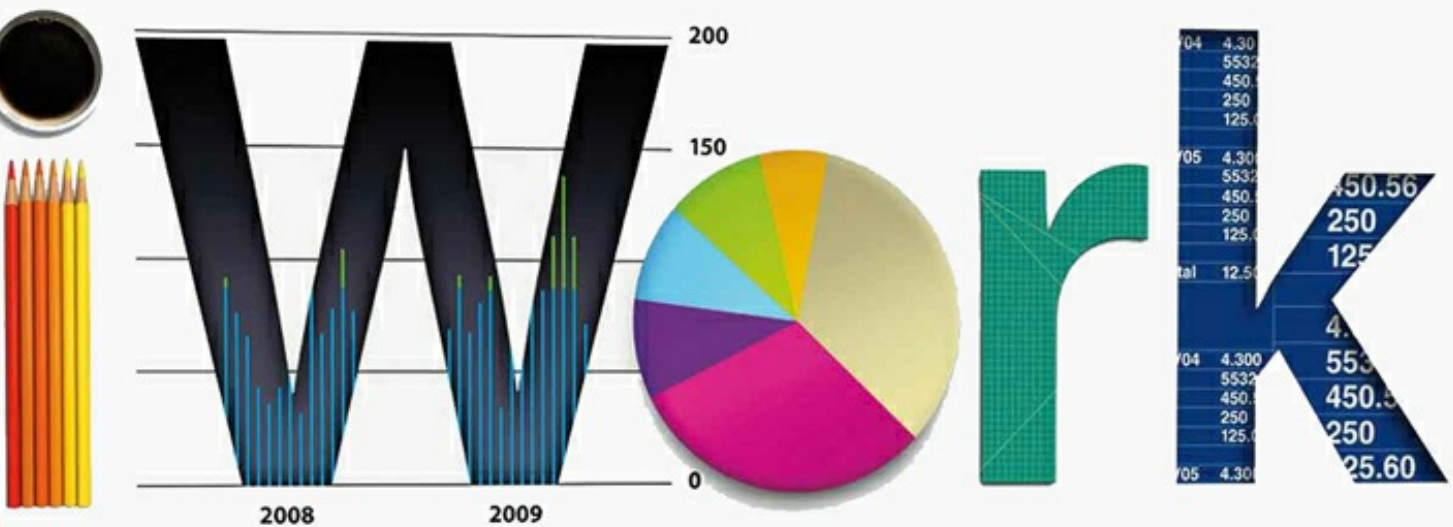


iWork – Keynote

Mark Wood



Keynote

Mark Wood

iWork – Keynote

iWork – Keynote

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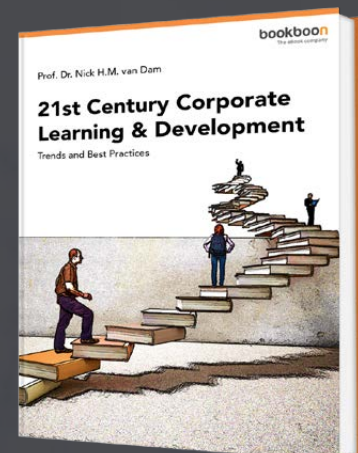


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About The Author

I am a printmaker, twenty years into my professional creative practice. I use iWork daily as part of my business administration, to write articles and create teaching materials.

I enjoy the process of concept and design, providing solutions to problems both technical and creative. In my series of books on iWork I illustrate many of the features of these excellent software applications. If you are new to iWork please note that Apple provide excellent resources on their web pages. These include videos on many key features. I heartily recommend viewing these before reading through this book.

My creative practice centres on photography and the graphic arts. I combine personal work with commerce – often teaching others about the creative and technical aspects of digital imaging.

My clients include: Apple, Elephorm, Nik Software, and Oxford University Computer Services. I have also contributed articles to The British Journal Of Photography and Macworld Magazine several times.

Mark Wood BA (Hons), MA

Apple Certified Trainer

Introduction

This guide explains the processes used to make Keynote documents. Keynote is Apple Inc.'s equivalent to Microsoft's Powerpoint. Keynote's strength is its ease of use and its ability to handle a variety of media types, including HD Video.

This guide to Keynote is one of three books I have written for Bookboon on iWork. My books on Pages and Numbers complement this one, with some areas of repetition, each guide is designed to stand alone.


A great way to learn is to experiment and play. Use this guide to focus your learning on specific areas of Keynote before taking a broad view of the myriad of possibilities for this software.

This guide describes ways to assemble and edit content. It does not seek to give advice on presentation methodology, too often business presentations suffer from densely packed slides, with too much text and statistical information squeezed into them; information that is best left for a report. Rather than cram the contents of a report onto a handful of slides, judicious planning will make for compelling presentations. Keynote is not a place to copy and paste all the text of a report. It is far better to highlight and illustrate important points using Keynote's excellent graphic and animation capabilities. That said, animation and graphic elements should be used sparingly to aid the communication, and not as a distraction to it.

Keynote can be used to create dynamic and engaging presentations. Text, images and charts can be arranged with ease. Keynote makes it easy to add audio and video, add transitions between slides, animate data, and then share presentations in a variety of ways.

The guide describes software functions and outlines generic examples of the software in use. Further information can be found on Apple's web pages, or via Apple's Certified Training Scheme.

Regarding keyboard shortcuts. The keyboard shortcuts mentioned in this book will work on International English QWERTY keyboards. For US keyboards the only difference is that Alt key (⌘) is called Option (⌘). For AZERTY and other language keyboards please try the shortcuts, they will probably work.

For seasoned Mac users please note that the Apple key is now referred to as the Command key. It is labelled cmd ⌘, not .

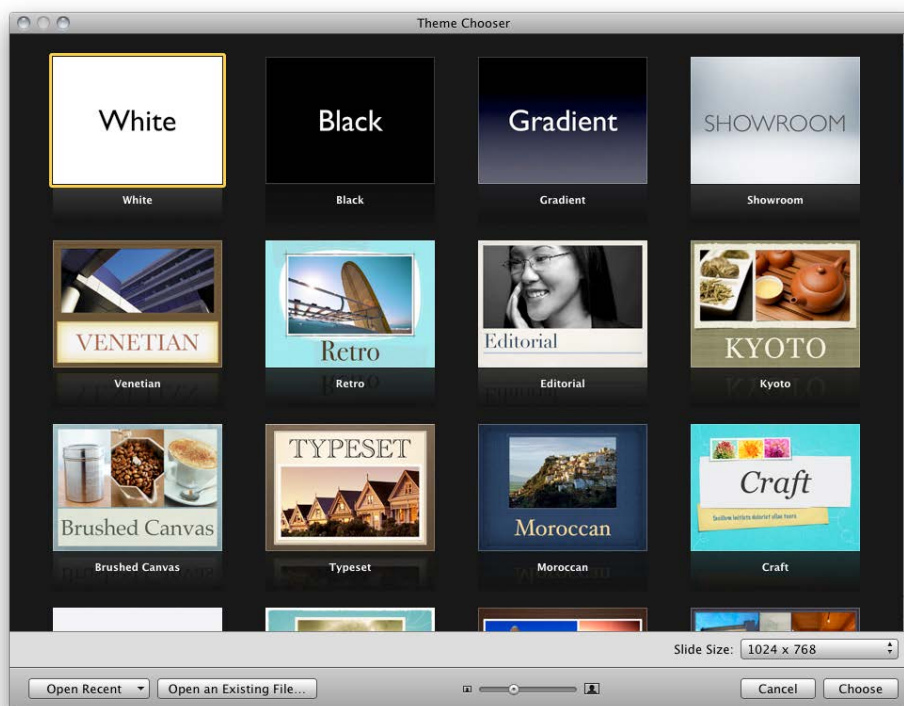


1 Opening Keynote

There are three ways to launch Keynote.

- Go to your Applications folder. In Finder choose Go > Applications. Open the iWork '09 folder and double-click the Keynote icon. (Unless you have done a customized iWork installation the iWork folder will be in the Application folder found in the root of your primary hard drive.)
- In the Dock, click the Keynote icon. (In Apple's latest operating system named Lion, a Keynote icon will appear in Launchpad.)
- Double-click any Keynote document.

Every time you launch Keynote or try to create a new document, Keynote's Template Chooser appears. The Template Chooser contains Apple designed templates and any Templates created by you. Apple's Templates can be customized to suit your tastes or to comply with a business's graphic identity. There will be more on Themes later. The White and Black Themes are good options to experiment with.



2 Overview of the Keynote Interface

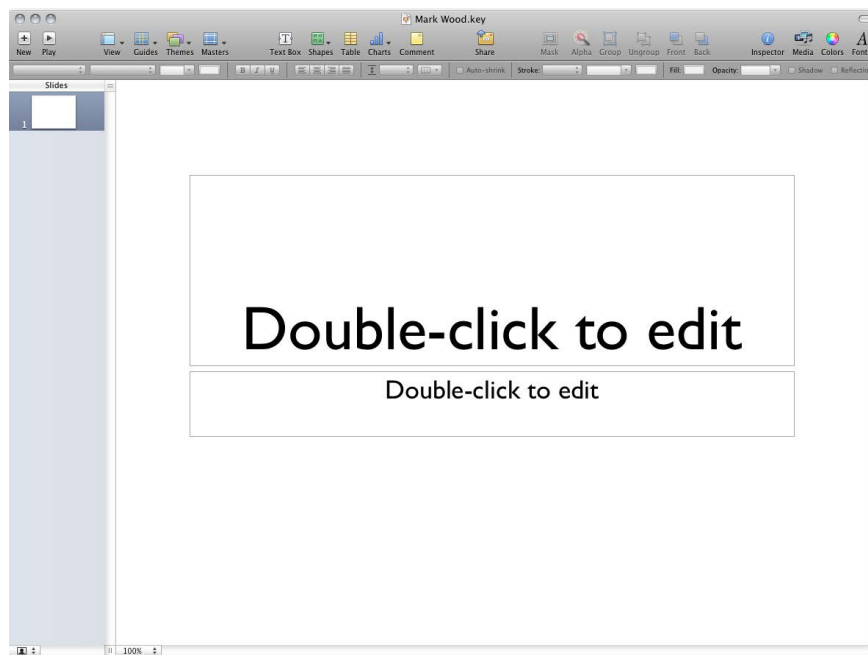
Keynote has features that are shared with, or are similar to, features found in other Apple applications such as Numbers and Pages. This section lists these features. Understanding features including Inspectors and the Media Browser are essential when learning about any Apple software.

To explore the features described in Section 1, launch Keynote and open any Template. When launching Keynote the following message may appear.



Choose an option.

2.1 Keynote's Interface



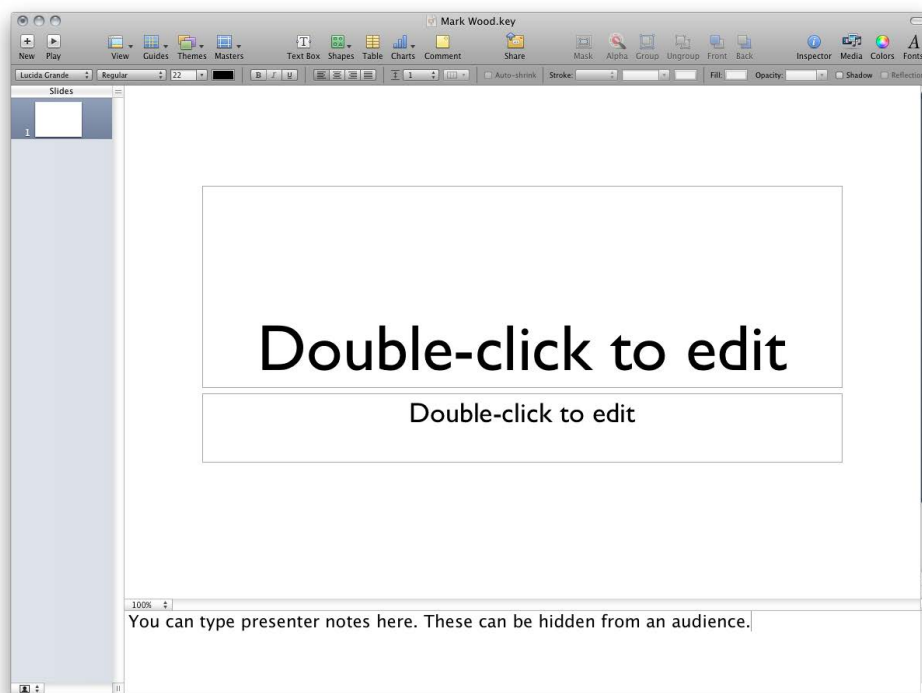
By default Keynote's window contains a customizable Tool Bar, a Format Bar, a Slides Pane, and the Slide Canvas. Other panes may be opened, including Master Slides Pane, and Presenter Notes Pane.

2.2 The Tool Bar

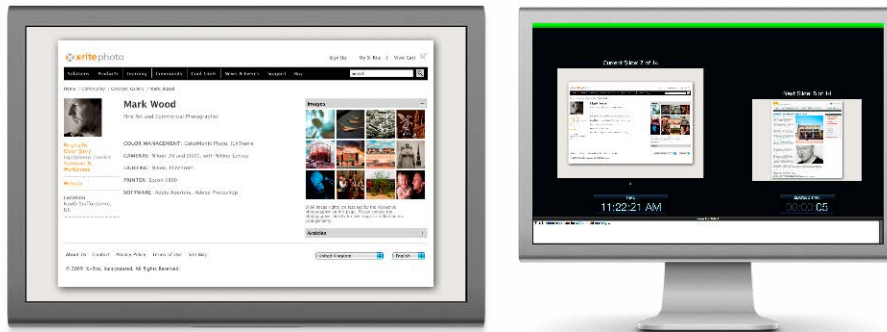
The Tool Bar contains several icons. These control common functions and will be described later. Note that some Tool Bar Icons are greyed-out meaning they cannot be used. They become active once an Object is selected. Also note that the Tool Bar can be customized to display buttons for commands based on user preference. From left to right:

- New – This adds a new slide. The keyboard shortcut is Command – Shift – N.
- Play – This starts the presentation in Slideshow, at the selected slide, the keyboard shortcut is Command–Alt–P. To start a Slideshow from the first slide hold down the Alt key and click the Play button in the Tool Bar.
- View – changes the View Mode. Options include Navigator, Outline, Slide Only and Light Table. Of these Navigator and Light Table are the most useful when constructing documents. Outline Mode will be discussed further in Section 5.4. View also controls the display of Rulers, Format Bar, Presenter Notes and Master Slides.

When developing a presentation to support a speech or lecture using Presenter Notes can prove a great aid to memory.



Keynote can be configured to display on two displays simultaneously, one showing slides to an audience and a comprehensive display of Presenter Notes, Next Slide and Time Elapsed or Remaining on the other.



Comments can be temporarily hidden from the View Menu. Comments are like virtual sticky notes and can be found in all the iWork applications.

- Guides – By default Keynote displays alignment guides to help layout. These appear as yellow lines that indicate whether an object is aligned to the top, bottom, centre or side of another object, or where it is in relation to the canvas. Choosing all four options from Show Guides at Object Center to Show Relative Sizes will give maximum layout feedback help.

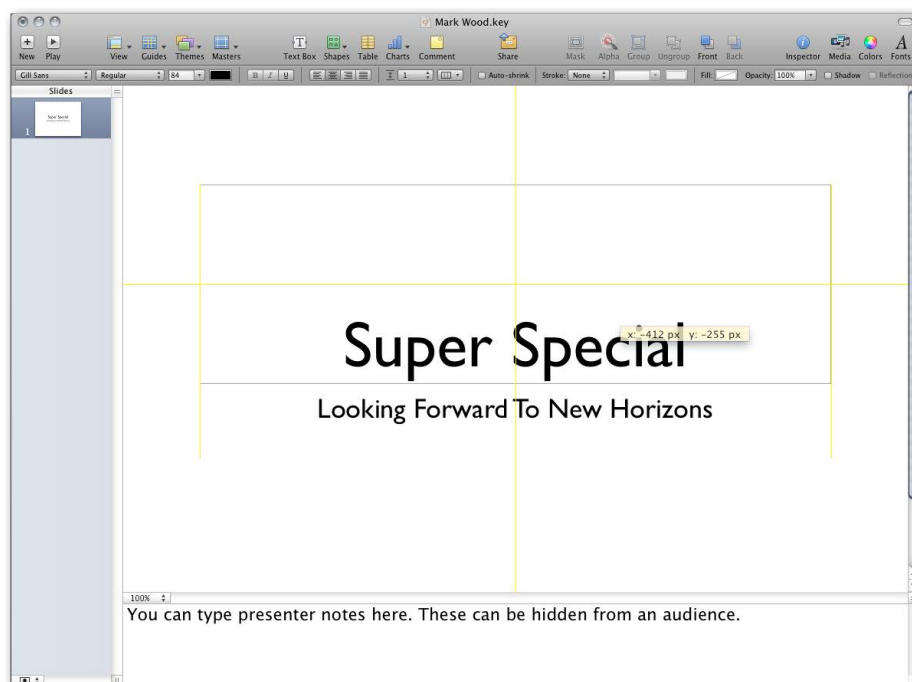
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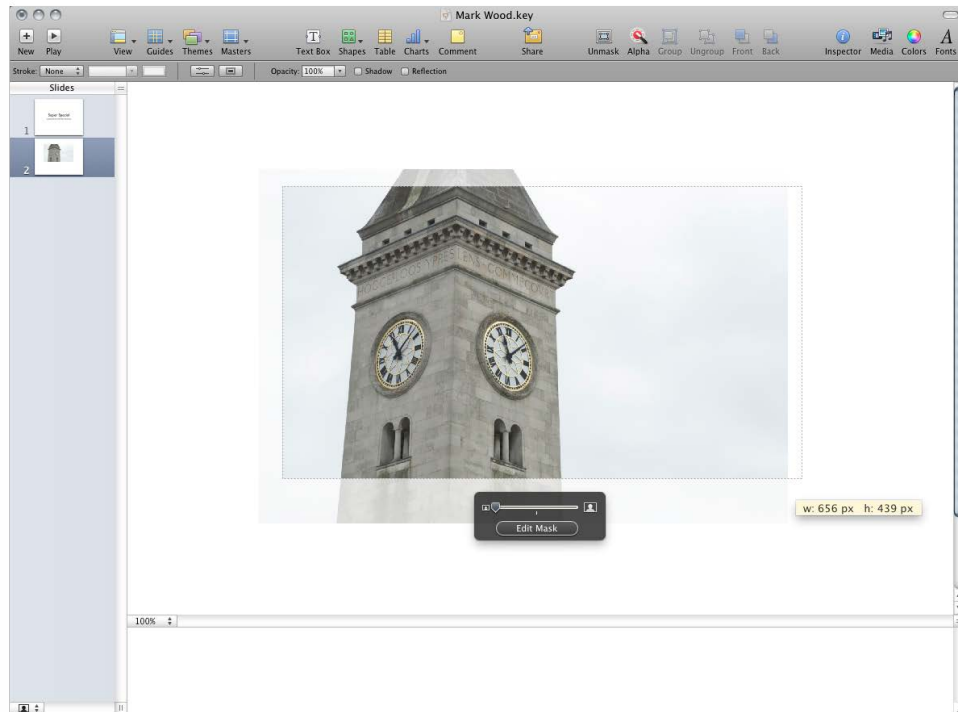
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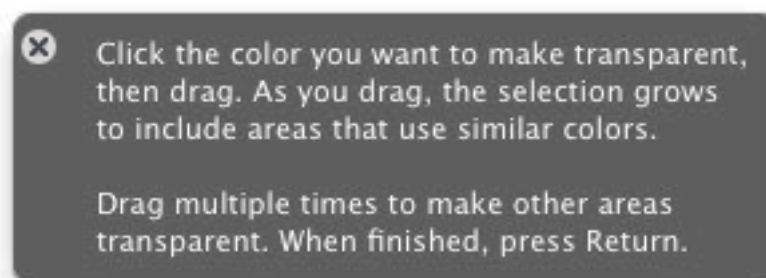


- Themes – On launching Keynote a Theme Chooser appears. Users can create their own Themes. Having a Theme button in the Tool Bar allows Themes to be swapped in an open document. This function is useful for companies wishing to update presentations to meet their latest visual identity guidelines. A presentation using their properly applied 2008 theme can be updated to their 2012 theme in a single click.
- Masters – Themes contain several Master Slides; Title & Subtitle, Title & Bullets, Title & Bullets – 2 Column... et cetera. Use this menu to change slides to different Masters.
- Text Box – This adds a simple text box to the slide canvas. It is better to use a slide Master with a Text Box and modify it. This makes the Theme change function work speedily. It isn't wrong, nor does it expose weaknesses in the Keynote software, to add Text Boxes. Additional Text Boxes cannot be automatically changed when changing Themes.
- Shape – This adds simple primitive shapes, arrows, stars and speech bubbles. These can be resized by click-dragging their corners or sides.
- Table – This adds a simple Table to a slide. The Table can be controlled from the Tables Inspector. It is better to create Tables and Charts in iWork's Numbers and copy and paste them into Keynote, because Numbers has more Table formatting parameters and function control than Keynote.
- Charts – This will add one of nineteen chart types into Keynote, although just like Tables it is generally better to generate Charts in Numbers and copy and paste the Chart into Keynote. Keynote's Chart Inspector contains all the controls needed to change the look and feel of a Chart to suit the visual style of a presentation.
- Comment – Use this to add virtual sticky notes to a Keynote document. This is ideal when expressing ideas in collaborative projects.
- Share – This is used to upload files to iWork.com Public Beta. iWork.com is a convenient way to share work online with anyone. Because it is web-based, iWork files can be shared from Macs or iPads simply and securely.

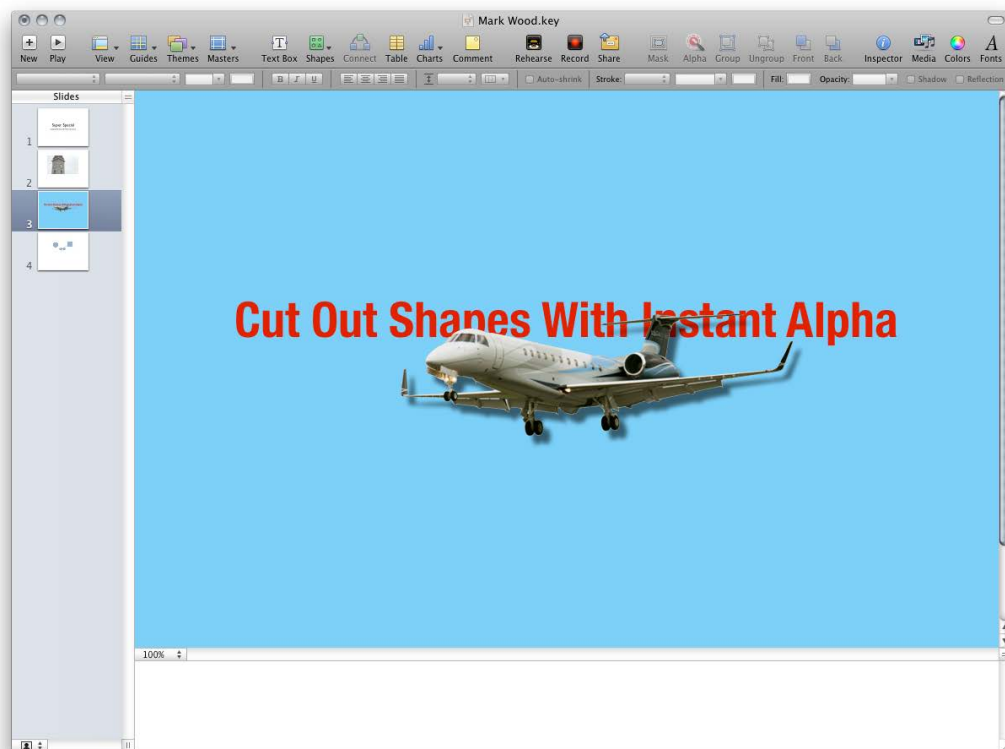
- Mask – This works only on imported pictures. Adding a Mask allows parts of images to be cropped. There are two parts to a Mask; the Mask itself which can be resized and the content of the Mask which can also be resized.



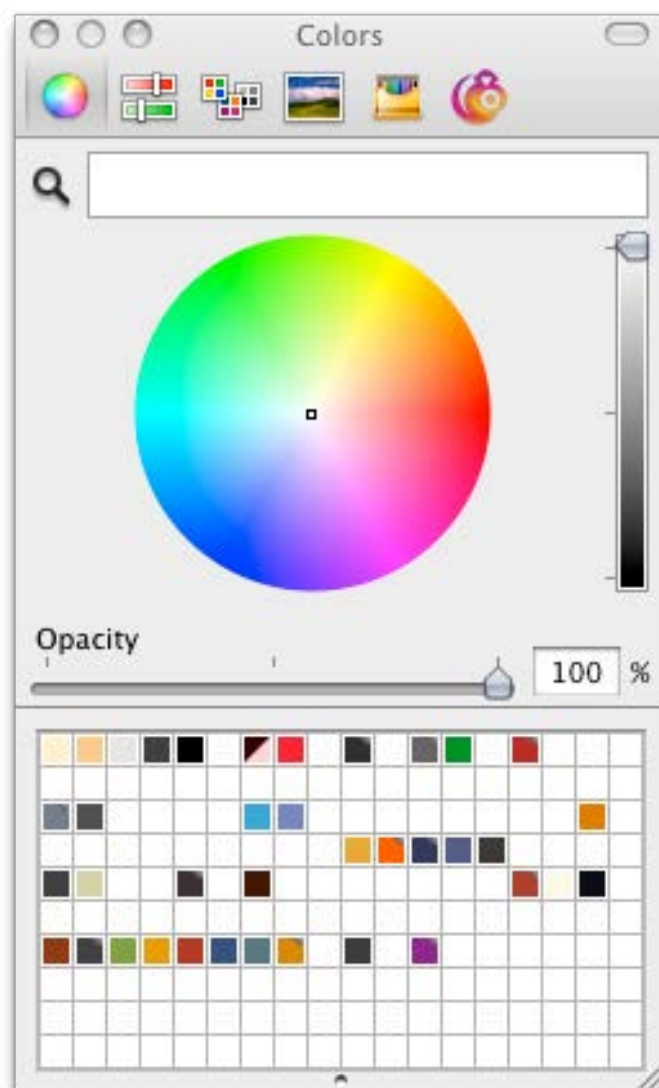
- Alpha – This icon remains greyed-out until a picture is selected. Pictures, most likely photographs, can be imported into Keynote. Alpha or, as it is listed in the Format Menu, Instant Alpha makes parts of photographs or pictures transparent. When Alpha is active instructions appear on screen as to how to use its functions.



With practise images can be turned in to cut-outs with relative ease.



- Group – This will only group Shapes or Pictures together that have not already had Connection Lines applied. Only Text Boxes added using the Text Box button can be grouped.
- Ungroup – This ungroups objects!
- Front – Note that objects added to a slide are layered. The first object will be at the bottom of the stack, and the last object added will be at the top. To change this stacking order use the Front or the Back buttons. The menu commands for this are found in the Arrange Menu. This menu also includes Bring Forward and Send Backward.
- Back – This complements the Front command.
- Inspector – This opens and closes the Inspector panel. A full description of the Inspector can be found in Section 2.8
- Media – This icon opens and closes the Media Browser. A full description of the Media Browser can be found in Section 3
- Colors – This opens and closes the Color Window. The Color Window works across the Mac's operating system meaning it can be accessed from most Apple applications.



To sample a colour from any part of the computer screen select the magnifying glass found in the Color Window and hover over the colour to be sampled. Click to sample.

The colour wheel, tone slider and Opacity sliders can be used to modify a sampled colour, or used to create new one.

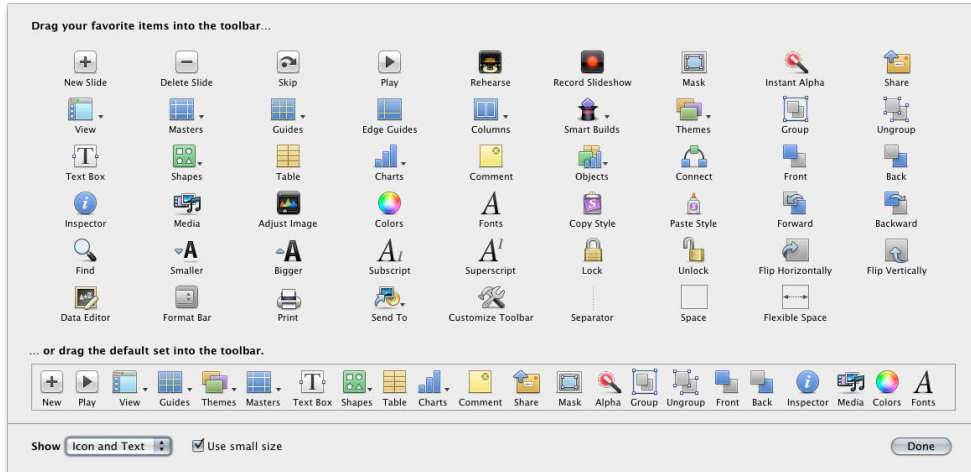
At the bottom of the Color Window is a colour well. If it is not visible double-click the dot on the bottom centre of the Colour Window. The colour currently displayed at the top of the Color Window can be dragged down to the colour well to save it for future use. Colours saved in this way are available in any application that supports the colour wheel. This means custom colours generated in Keynote can be used in Pages or iMovie et cetera.

- Fonts – This opens and closes the Fonts Panel. Like the Color Picker, the Fonts Panel is system wide. Meaning it too can be accessed from most Apple applications.

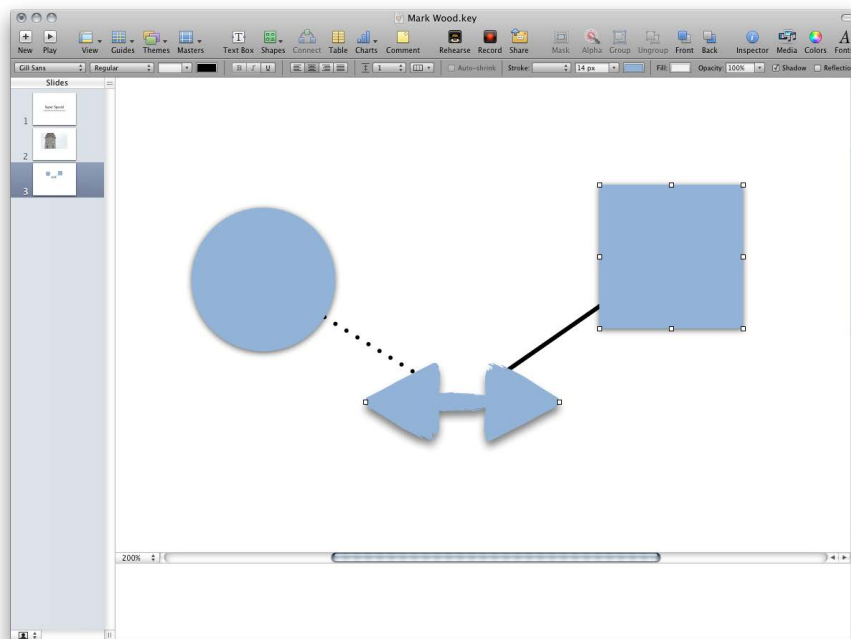


2.3 Customising the Tool Bar

Adding extra buttons can be a great way to speed up working or to remember seldom used commands. To customise the Tool Bar right-click or Control Click the Tool Bar and choose the Customize Toolbar... option. Drag the desired icons to available spaces on the Tool Bar. Suggestions for three useful additions to the Tool Bar follow. Note the Tool Bar can be customized in this way in several Apple applications.

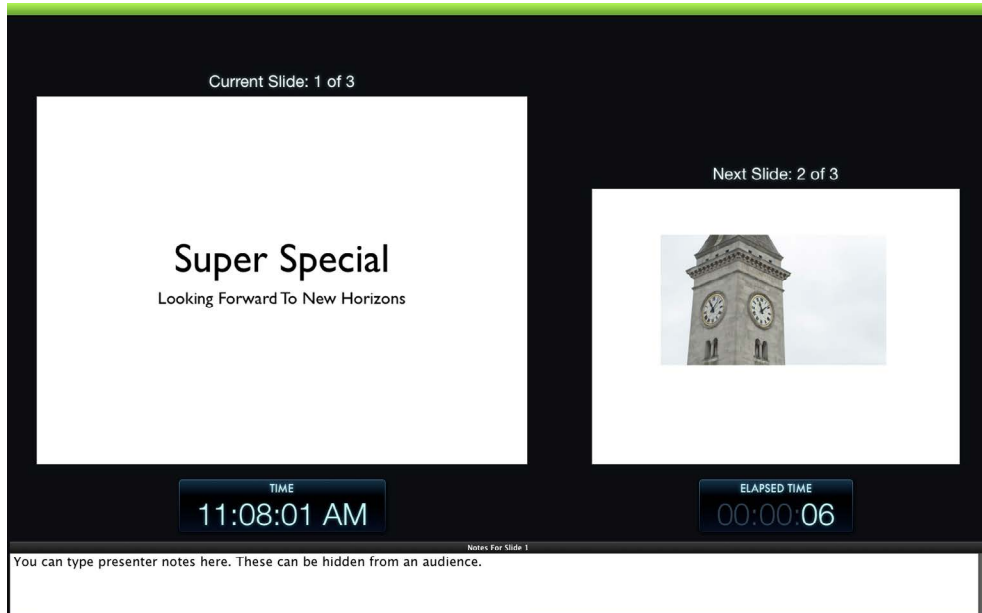


- Connect – By selecting two objects, either Shapes or Photos, at a time, the Connect command will draw a line between the two shapes.



In the illustration a circle, square and double-arrow heads are connected. If one of the objects is moved around the slide, the line will remain connected. Multiple objects can be Connected. The menu command is Insert > Connection Line. Once rendered lines can be modified, changing line style, colour, and weight. Arrows heads can also be added.

- Rehearsal – This is a mode ideal for checking timings for presenting speeches or lectures. This mode displays lots of useful feedback including which slide is next and whether it has loaded into memory. The Green Bar at the top of the screen indicates the next slide is loaded into memory. When a large movie is being loaded into memory the bar will display as red until it is safe to advance to the next slide. A large movie file might take a few seconds to load. It can feel uncomfortable moving to a slide that appears blank or broken. So it is better to linger on the preceding slide until the indicators goes green.



An advertisement for bookboon.com. At the top left is the logo 'bookboon.com'. The main heading is 'Corporate eLibrary' in a large, bold, black font. Below it is the text 'See our Business Solutions for employee learning'. A large, rounded blue button with the text 'Click here' is centered. Below the button is a pyramid of colorful rectangular blocks representing various business solutions: 'Management' (green), 'Time Management' (orange), 'Problem solving' (red), 'Self-Confidence' (grey), 'Effectiveness' (green), 'Project Management' (green), 'Goal setting' (maroon), 'Motivation' (yellow), and 'Coaching' (pink).



- Record – This mode allows a slide show to be narrated whilst being played. The recording can then be saved for future use on a company intranet or university server as a recap of the presentation or for the benefit for those that were unable to attend. Mac software such as iMove can be used to further enhance the recording before synchronizing the movie with YouTube™ or similar service.

2.4 The Format Bar

The Format Bar displays contextual information. For example, when a text box is selected the Format Bar displays font formatting controls. When a picture is selected the Format Bar displays parameters for picture control. Extra image controls can be found in the View menu > Show Adjust Image and in the Graphics and Metrics Inspector.

2.5 The Slides Pane

When the View is set to Navigator, the pane to the left of the Slide Canvas is labelled Slides. Change the View to Outline and the pane is labelled Outline. The other view modes include Slide Only and Light Table. The Navigator View is probably the best option for creating and editing presentations, as thumbnails of the slide appear in the Slides Pane. This allows thumbnails to be click-dragged into new positions and slides to be duplicated and deleted with ease.

Click-dragging a slide in Navigator View will reposition it in the running order. Holding down the Alt key whilst doing this will copy the slide to a new location. As with nearly all keyboard short-cuts the modifier key, in this case the Alt Key, should only be released after the mouse button is released. Other operations can be accessed using right-click on the Slides Pane.

Other operations include the ability to skip slides. This is useful when shorter versions of a presentation are required; perhaps a thirty minute slot has been cut to twenty. The Skip function is a safe way to trim a presentation without deleting any data. Skipped slides won't display as part of a Slide Show, but can be easily un-skipped too; the context menu command for this is Don't Skip Slide.

In teaching scenarios a Keynote can be prepared with extra sections that might be useful in class, but can be set to Skip by default, and only revealed if the teacher thinks it prudent to explore such areas. Skipping slides avoids the need to have several similar Keynote documents on the same subject. So rather than having to update several Keynotes as data changes, just the one document needs updating and the Skip function helps tailor the presentation for a variety of audiences and durations.

2.6 The Master Slides Pane

Only revealed when the View is set to Show Master Slides, the Master Slide Pane appears above the Slides or Outline Pane to the left of the Slide Canvas. From here the current slide's format can be changed from one Master to another. Simply click the slide or slides to be changed and click on the desired Master. This operation can also be achieved using the Master button in the Tool Bar.

2.7 Presenter Notes Pane

The Presenter Notes Pane appears under the Slide Canvas when set from the View menu in the Tool Bar.

Presenter notes can be copied and pasted from other applications such as Pages or typed directly into the Presenter Notes Pane. They can be a great aid to memory when making presentations. Presenter Notes can also be included in handouts printed from Keynote.

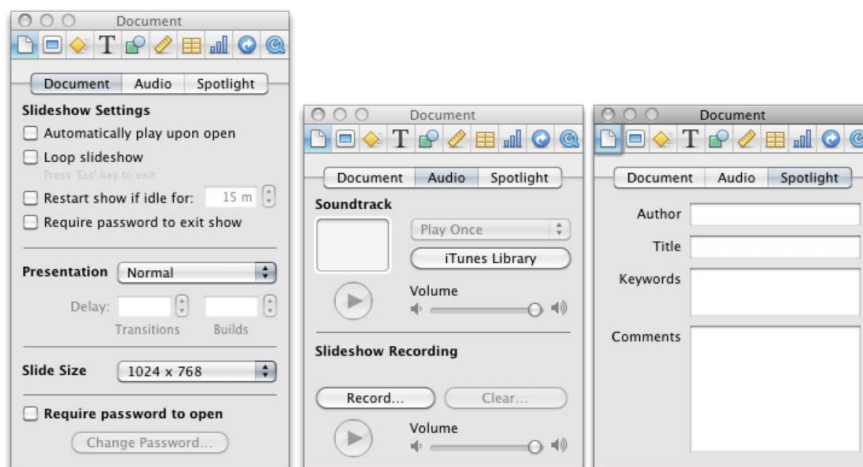
2.8 The Inspector

The Inspector is a key feature in Apple's iLife and iWork software. Users new to Apple Mac software need to embrace the use of the Inspector. Inspectors control nearly all the parameters in iWork software. Numbers, Pages and Keynote have some unique Inspectors and some in common. For instance all the applications have a Document Inspector containing slightly different parameters in each.

The Inspector is launched by either clicking the Inspector icon in the Toolbar or View > Show Inspector.

Keynote has ten inspector tabs. They are:

- Document Inspector –



The Document Inspector should be used when first setting up a document. Divided into three tabs. The first tab contains slideshow preferences with options for Looping the slideshow. From here the Presentation mode can be changed, along with the Slide Size.

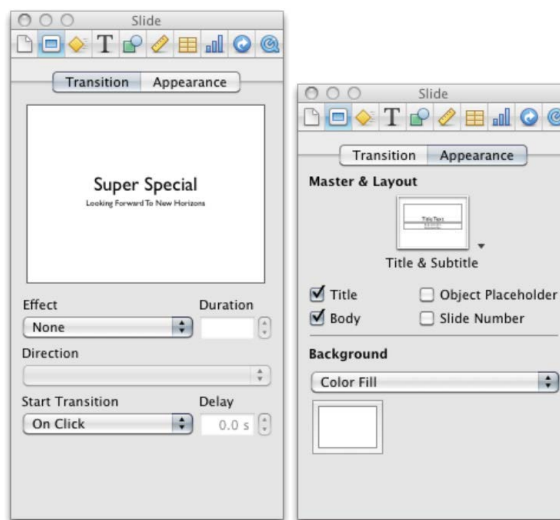
The bottom section is Require Password To Open. For additional security a password can be entered to lock a Keynote document. The password would then be required every-time the document is opened.

The next tab is Audio. There are several ways to add audio to a presentation, and using this tab this may not be the most flexible option.

The last tab is Spotlight. Completing the fields for Author, Title, Keywords, and Comments is recommended practice. It makes documents easier to search for, especially when using the Mac Spotlight search engine. All of these fields are for metadata. Author and Title are self-explanatory. Adding Keywords helps classify a document. For example a Keynote document designed for a seminar on Apple's Aperture could have the keywords, 'Apple', 'Aperture', 'photography', 'digital imaging' and '45 minutes'. The list could go on. There are five keywords here. Keywords are denoted by commas, 'Apple, Aperture, photography' 'digital imaging' and '45 minutes' are all single keywords.

Searches can be case-sensitive, but using 'apple' and 'Apple' as keywords is not strictly necessary. When choosing keywords it is helpful to invoke the spirit of the librarian. A less rigorous form of applying metadata is using the Comments field. Here paragraphs of descriptive text can add be added. In the example of the Apple Aperture Keynote document, the comments field could read, 'Seminar Presentation for Apple's Aperture, aimed at the serious amateur and professional audience...'

- Slide Inspector –

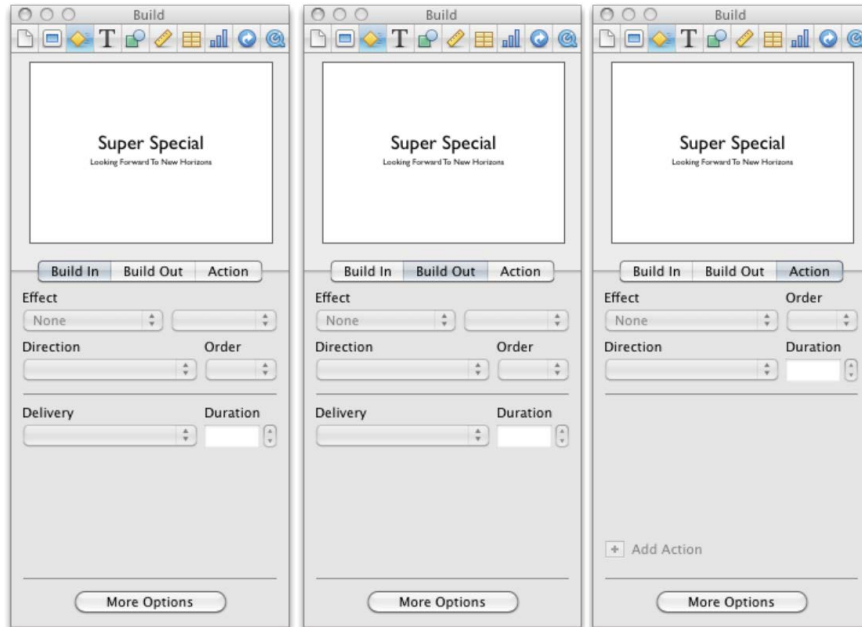


The Slide Inspector has two tabs, Transition and Appearance. Transitions can be applied to one or more slides at a time. There are currently forty-eight transition effects and something known as Magic Move, located in the Effect menu of the Transition tab. Experiment with the transitions to learn more, try changing the transition duration as this may enhance the effect. Some transitions have a direction, moving from left to right, or top to bottom. When this is the case the Direction menu becomes active. The Start Transition menu is set to On Click by default, meaning that to move the the next slide a mouse click or an alternative to click has to be made†. Transitions can be triggered in other ways, as listed in the Start Transition menu.


† Alternatives to a mouse click, include clicking a trackpad, tapping the Spacebar, using a keyboard's forward arrow key, using a remote control device.

The Appearance tab can be used to set the Master & Layout of a slide. Use this tab to set a slide background. Often corporate presentations have a company logo and strap-line running across each slide. This would be an Image Fill. Simple coloured or gradient filled backgrounds can also be used.

- Build Inspector –



An advertisement for TheCVagency. On the right is a portrait of a smiling woman with short dark hair, wearing a grey blazer over a light blue shirt, with her hand resting on her chin. On the left, the text reads 'Struggling to get interviews?' in large bold letters, followed by 'Professional CV consulting & writing assistance from leading job experts in the UK.' Below this is an orange button with the text 'Visit site' and a hand cursor icon pointing at it.

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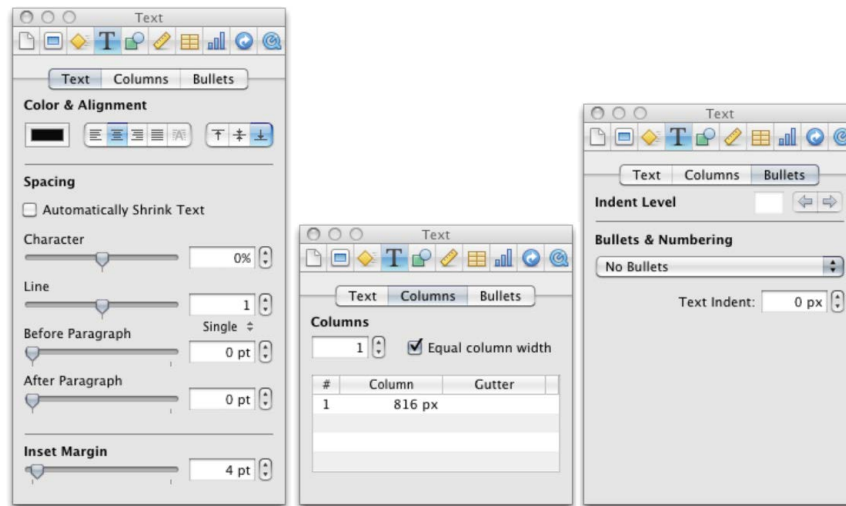
 **TheCVagency**
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The Build Inspector has three tabs; Build In, Build Out, and Action. Build In and Build Out have the same operations, allowing objects on a slide to appear and disappear; as such they are similar to transitions. However, Builds effect objects on a slide. Options such as Typewriter can be used to build in bullet points one point at a time.

Action can be used to animate objects. The Move action allows objects to travel along a user defined path.

- Text Inspector –



Text can be controlled from five locations:

- Menu Bar > Fonts
- Menu Bar > Text
- The Fonts window, launched from the Tool Bar or using Command T
- The Format Bar
- Or in the Text Inspector.

Each location has some unique and some shared functions.

The Text Inspector has three tabs, Text, Columns and Bullets.

The Text tab can be used for Character alignment horizontally, and also vertically. The colour of type can be changed, though the unique parameters here are the Spacing controls. Character Spacing, also known as Tracking, adjusts the space between letters, whereas Line Spacing, also known as Leading adjusts the height of lines of type.

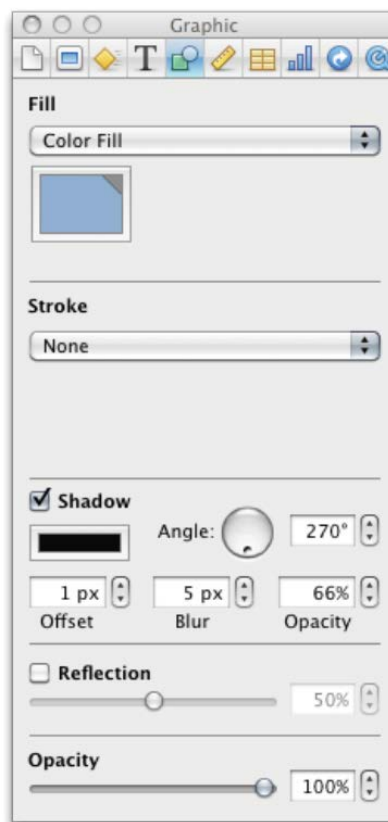
Pressing the Return key to create extra space between paragraphs is considered bad practice by graphic designers. To control the space between paragraphs it is better to use the Text Inspector's Before Paragraph and After Paragraph controls.

Inset Margin can be used to create space between text and the text frame. This is desirable when text frames have borders, called Strokes, applied.

The Columns tab is used to control the amount of columns in a text box and the vertical space between those columns, known as Gutter.

Fonts cannot be embedded into a Keynote document. Care must be taken to ensure all computers on which a Keynote presentation is to run have the correct fonts installed. This is more relevant if non-standards fonts are used; ones that do not ship with an Apple Mac.

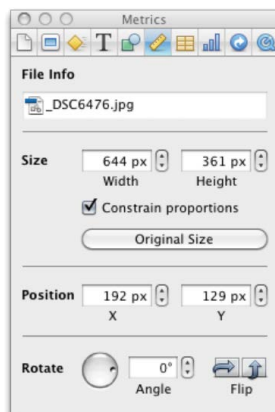
- Graphic Inspector –



The Graphics Inspector controls the appearance of objects in Keynote. This Inspector is used to modify Text Boxes or Shapes. Here a Text Box contains an Image Fill that has been set to Scale To Fill. The Stroke is set to Picture Frame. Shadow and Reflection have been applied. With so many parameters here the best way learn is to experiment.

Images can be framed to help convey the right visual impression or just to help make the image stand out. By selecting an image imported into Keynote, the Format Bar frame options can be used to change stroke or frame options.

- Metrics Inspector



The Metrics Inspector is used to control the size and position of objects on a slide. Objects include Tables and Charts. However, Tables and Charts can not be rotated, whereas Text Boxes and Pictures can. The File Info field is useful as it displays the file name of any image imported into Keynote. You can use the file name to locate the original file.

Graphic files, such as photographs, are embedded into Keynote. This means the imported file can be moved or deleted from its original location.

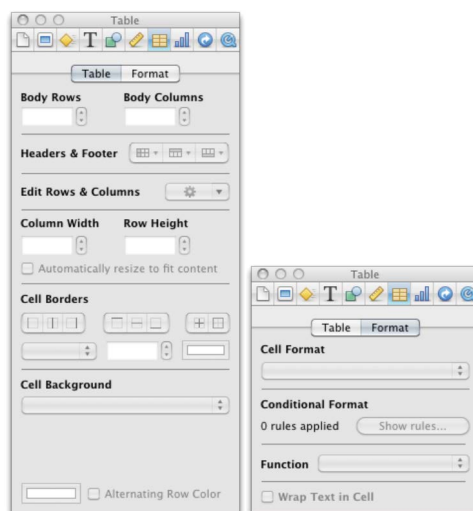
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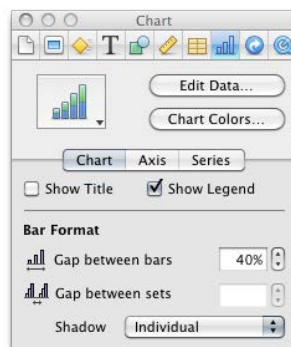


- Table Inspector –



The Table Inspector has two tabs, Table and Format. Although Tables can be created in Keynote, it is better to use iWork's Numbers for this and then use this Inspector to modify the Table. The Table Headers & Footers add Header Rows and Header Columns to Tables, This section also allows Footer Rows to be added.

- Chart Inspector –



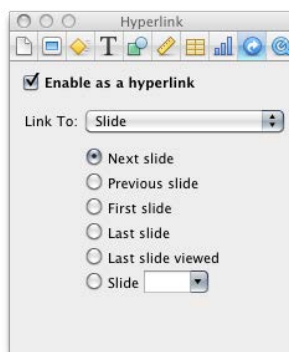
The Chart Inspector provides control over chart renditions. The basic controls allow the chart type to be changed via the Chart Icon; this menu mirrors the menu found in the Tool Bar. The Edit Data... button opens a floating window in which the Chart Data can be changed; very useful when information needs to be updated in a hurry.

Charts Colors... opens a floating window from which preset colour palettes can be applied to charts. Palettes include 3D Texture Fills, 2D Image Fills and 2D Color Fills. Try using the Apply All button to a Chart. If you do not like the colours in the Chart try dragging a different Fill from Chart Colors window or drag colours from the Color Window.

3D Charts have a special section at the bottom of the Chart Inspector. Click–drag the blue button to rotate a Chart and try changing the Lighting Style and the Chart Depth.

More advanced functions found in the Axis and Series tabs, such as Linear and Percentage Scale will not be covered in this book as they are self-evident to statisticians, but for others would require lengthy explanations that are not in the remit of this book.

- Hyperlinks Inspector –



Keynote text can be converted into hyperlinks. To make a link select text and in the Hyperlink Inspector click Enable as a Hyperlink. Keynote’s hyperlinks can be used to create links to slides in the current Keynote document, Webpages if a URL is used or to another Keynote Slideshow.

Links can also be used to generate an email or to exit the Slideshow. Once created it might be desirable to temporarily disable hyperlinks. Accidental clicks will open web browser or email software. Checking Make all hyperlinks inactive will do this.

- QuickTime™ Inspector –



If audio files or video have been added to a document, the QuickTime Inspector can be used to set new start and finish points for the clip. For example in a sixty second video clip if only the middle thirty seconds are required moving the Start point to the time index to 00:00:15.00 and the Stop point to 00:00:45.00 achieves this.

A Poster Frame is a frame from the selected video that is displayed to represent the video. Perhaps the starting frames of the video are black. Choosing another frame from the video might be more illustrative.

The repeat options are self-explanatory and the Volume slider and Control sections are ubiquitous.

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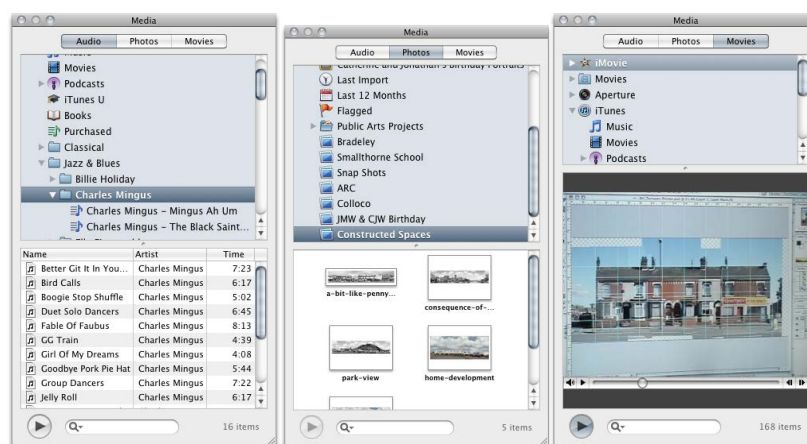


3 The Media Browser

The Media Browser appears in many of Apple’s application software. It is a system wide utility that is accessed from within programs such as Keynote. It has a distinct icon displaying a frame of film, a picture frame and two musical notes. This icon appears in different places in different applications.

The Media Browser can be launched from the Toolbar or View > Media Browser. It contains three tabs, Audio, Photos and Movies.

Audio – This contains tracks from the current user’s iTunes account. Garage band projects, these might include voice–overs or podcasts and audio from other applications such as Aperture or Final Cut.



Photos – This contains images stored in iPhoto or Aperture if it is installed

Movies – This contains video files stored in iMovie, the current user’s Movies Folder, or in iTunes. If Final Cut or Aperture are installed video files from those applications will also appear here.

The bottom pane of the Media Browser contains thumbnails of the respective media files. Double-clicking the thumbnail previews the file. In the case of Photos it enlarges the thumbnail to fill the Media Browser pane.

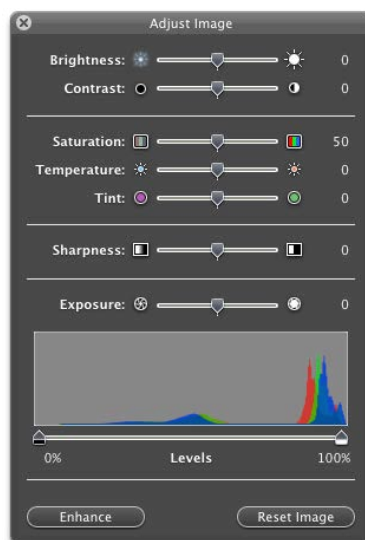
As with all iWork applications, Keynote stores graphics and other media within the file itself, with the exception of Fonts. This makes for easy transfer of files from workstation to laptop et cetera. A consequence of this is that iWork documents may have large file sizes though there is an easy remedy in the Reduce File Size command. This will be illustrated in Section 16 — Sharing Your Work.

To insert a media file or files select them in the Media Browser and drag them onto the Keynote Slide Canvas.

3.1 Adjusting Images

When images are placed into Keynote they may look too dark or lack contrast. Like all iWork applications there is an Adjust Image window that can be used to adjust the brightness, contrast, saturation and other image parameters directly within Keynote. There are several image parameters that can be used to finesse imported photographs though often just clicking the Enhance button will improve a picture.

Image Adjust is an icon in the Toolbar, or can be launched from View > Adjust.



3.2 Copying And Pasting Graphic Styles

When you have taken the time to format a picture frame or text box there is no need to repeat all the steps taken when you wish to apply that style to subsequent objects. Styles can be copied and pasted. Start this process by creating two text boxes. Use the Graphics Inspector to stylize one box. Ensure that Text Box is selected then go to Format > Copy Style. Select the second text box and go to Format > Paste Style. The second Text Box will take on the general appearance of the stylized one.

4 Creating A Presentation

4.1 Planning Processes

There are several methods for preparing presentations. With presentations planning and rehearsal are essential. As previously stated this guide does not aim to explain the art of presentation. Information on presentation creation and delivery can be found on the web with several sites offering Keynote tips and techniques. Suffice to say planning is required before opening Keynote.

Keynote can help structure planning processes, once you have a concept in mind. Outline mode is a particularly useful way to list bullet points as hierarchies and sequences when creating a presentation from scratch.

There are five stages in the life of a presentation:

1. Planning – What you need to do before opening Keynote and using Keynote in Outline mode.
2. Construction – Using Outline, Navigator and Light Table modes to build and sequence the presentation.
3. Rehearsal — For presentations that are to be delivered to an audience rehearsal is very important. Keynote has a rehearsal mode that can be used to check timings.
4. Delivery — After rehearsals comes the main event often in front of an audience. Being able to stop and jump to different slides is a useful skill. Keynote presentations don't have to be delivered in person. Using Kiosk mode allows users to navigate through presentation material on their own.
5. Legacy – Making a presentation may be sufficient, though legacy items can be created, such as handouts or narrated versions of the presentation in video form that can be accessed on-demand, by whoever.

5 Using Themes

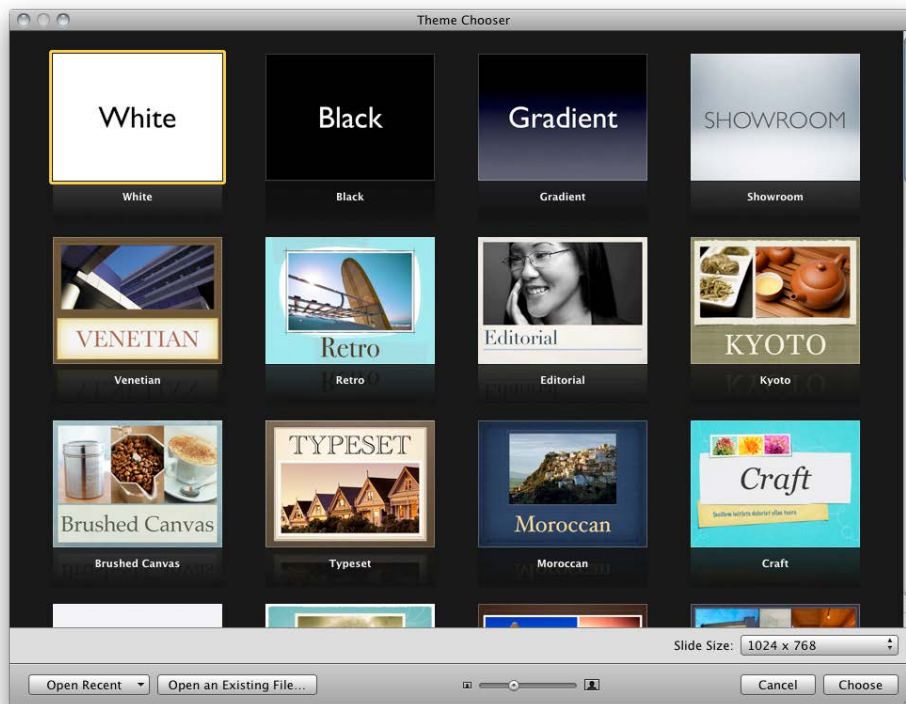
5.1 Selecting A Theme

Keynote ships with forty-four Apple designed themes. Themes are collections of Master Slides, for example, titles slides, bullets, bullets with photos, and so on. Themes have a coordinated design for fonts, colours and style across their respective Master Slides.

An Apple Designed Theme may be a perfect starting point for a presentation, though users can generate and save their own themes, or purchase extra themes online. Defining Master Slides and creating custom themes will be explored later.

5.2 Choosing A Slide Size

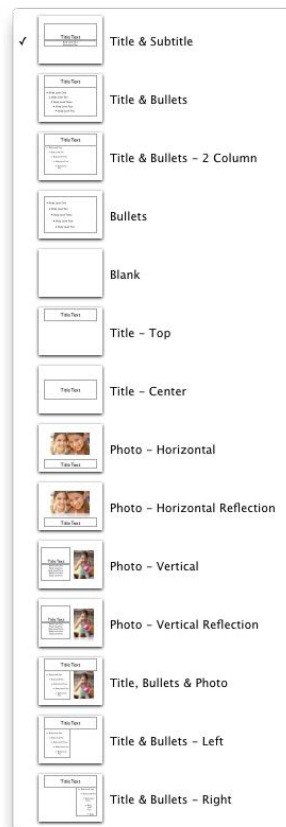
Some Keynote Themes only have two resolutions, 800 x 600 pixels and 1024 x 768 pixels. Newer Themes come in three additional sizes; 1280 x 720, 1920 x 1080†, and 1680 x 1050. Although presentations can be set to playback so that they fill the screen, choosing an option with sufficient resolution at an appropriate aspect ratio is very important.



The Theme Chooser contains all the themes currently available including any custom ones you might make. To see previews of all the Master Slides in a Theme, skim the cursor over the Theme's thumbnail. Before selecting a slide select the correct slide resolution from the Slide Size Pop-up menu.

5.3 Selecting A Master Slide

Master Slides are preset layouts for title slides, bullet point slides, bullets with a picture and so on. Themes are a collection of Master Slides. The Master icon in the toolbar can be used to change one or more slides to a different master layout. The View icon in the toolbar can be used to Show Master Slides. Click dragging Master Slide thumbnails onto existing slides thumbnails changes their master layout.



5.4 Using Outline View

Although many users begin making their Keynote, or Powerpoint, presentations in slide view, Outline view is a great way to structure ideas. iWork's Pages has several Outline templates to help with this task.

Clicking to the right of a slide thumbnail causes the insertion point to appear. Typing in Outline mode involves several conventions:

- Typing at the initial Insertion Point places text at the top level of the slide.
- Pressing Return creates a new slide.
- Pressing Tab after pressing Return makes the new slide a sub-point of the slide above. Pressing Return after a sub-point creates sub-points at the same level of the previous sub-points
- Shift Tab - Outdents text.

With a little practice, and the use of Command Z, typing in Outline view becomes reasonably fluid. When creating presentations it is not uncommon to use text from emails or a word-processor.

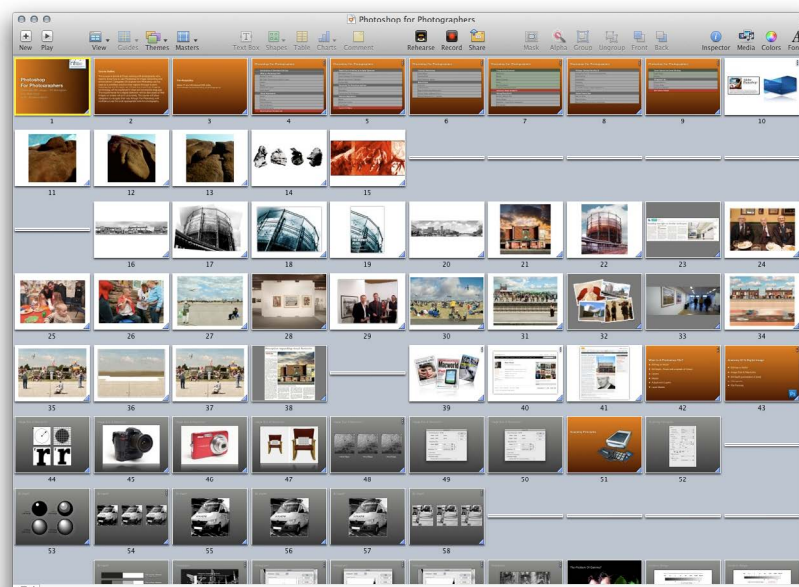
5.5 Pasting Text Into Outline View

To import text from email or word-processor, open the text document in its respective application and copy and paste it into Keynotes' Outline view pane. Each paragraph in the text document translates into new slides and indented text becomes a sub-points on the slides.

Whilst in Outline View slides can be selected and Master Slide formatting applied, either one slide at a time or in multiples.

5.6 Using Light Table View

At any time during the creation or finessing of a Keynote document, swapping to Light Table view will help assessments of sequence and rhythm. Rhythm, sequence or pattern are important. A presentation that concludes with twenty minutes of slides full of tables and charts could be overwhelming if not soul destroying. Light Table view can be used to spread the information load though the presentation.

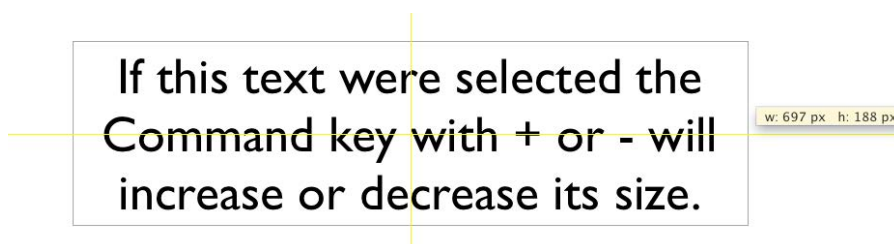


To swap the Light Table view use the View icon in the toolbar. In the bottom left-hand corner of Keynote, in Light Table view, is a thumbnail size option. Light Table thumbnails can be Small, Medium, or Large. Slides can be resequenced by click-dragging them to new positions. Keynote's Navigator View can also be used for this task.

A personal note: I tend to work in Navigator View most of the time.

5.7 Adding A Text Box

Some Master Slides already contain Text Boxes. To add a Text Box to a blank or picture only Master Slide, click the Text Box icon in the toolbar. This adds a Text Box to the slide.



The Text Box can be click-dragged to new positions, or have its width altered either by clicking and dragging the size handles, or by using the Metrics Inspector. The height of the Text Box is restricted to the amount of lines of text. A quick way to increase type size is to select the type and use Command + or - key to increase and decrease size.

5.8 Formatting Text

Text formatting control can be accessed from three locations in Keynote. With text selected the Format Bar, which is found under the Tool Bar, displays parameters that can be used for text formatting. The Format menu reveals Font and Text submenus. And the Text Inspector displays more text formatting options. Some options are repeated in all three locations, though there are several options that are unique. For instance Capitalization controls are only found in the application menu under Format > Font > Capitalization.

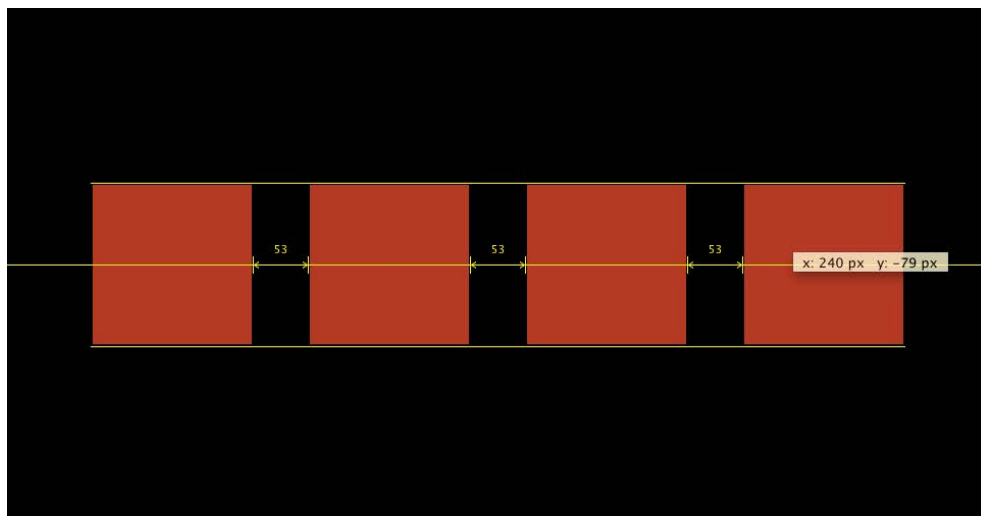
The Format Bar contains most of the common text formatting options; fonts, size, align. The Text Inspector controls text frame options, drop shadows and text inset parameters.

5.9 Editing Slide Layout

Clicking on slide elements such as text, picture boxes, charts or tables selects them. A selected object can be moved by click-dragging the item, or scaled using the resize handles. Multiple objects can be moved, but only one element can be resized at a time. The Metric Inspectors can also be used for repositioning using x and y coordinates, or scaled using the Size parameters.

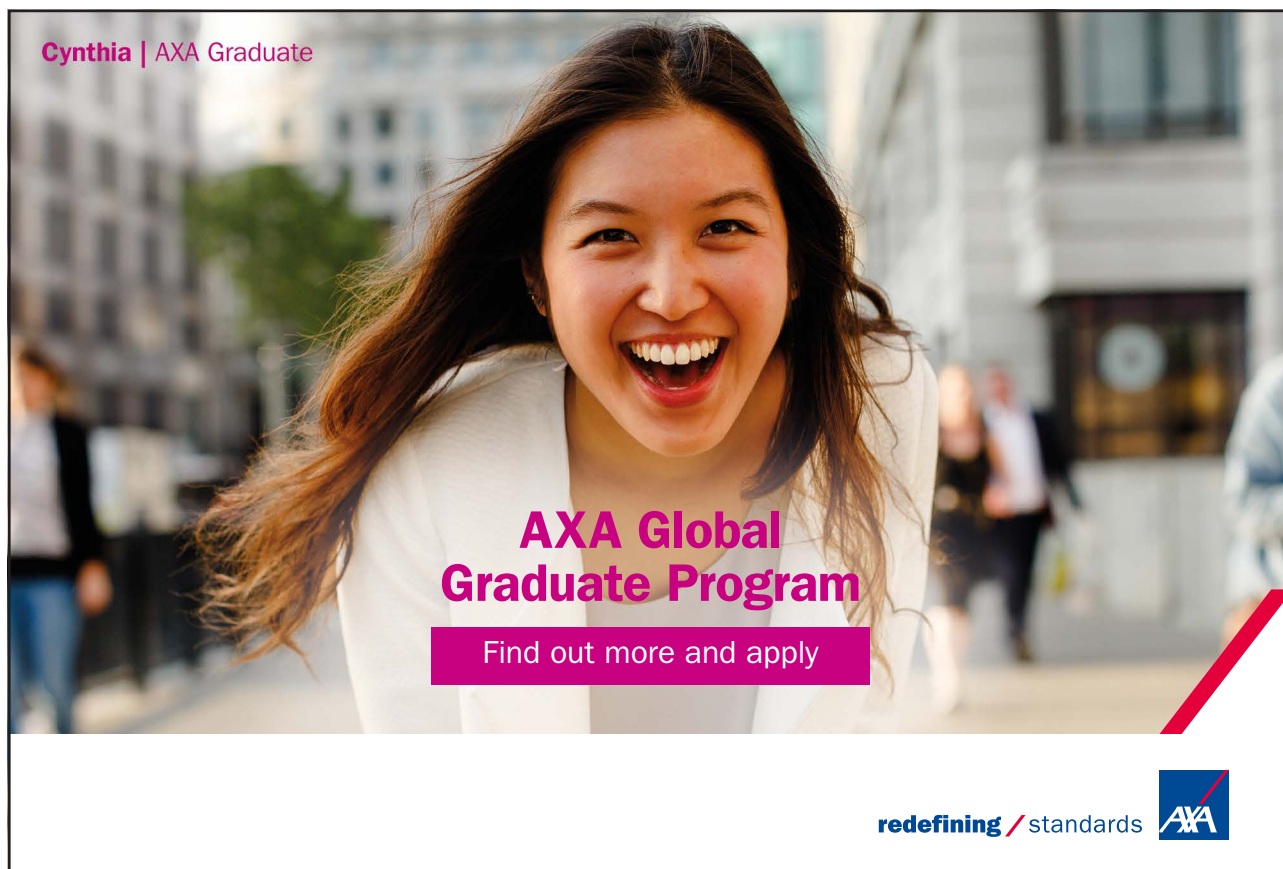
Leaving Constrain Proportions ticked in the Metrics Inspector is usually desirable. To reset the size of an imported graphic or photo the Original Size button, also found in the Metrics Inspector, can be used.

To aid layout yellow alignment guides appear, indicating when tops, bottoms, sides or centres of objects are aligned. Alignment can be set with objects on the slide or in relation to the canvas itself.



Here the graphic elements align to the absolute centre of the slide.

Align and Distribute commands can be found under the Arrange Menu.



6 Using Tables And Calculations

Spreadsheet tables can be created, complete with calculations, directly in Keynote. Clicking the Table icon in the Toolbar places a basic three column by three row table onto a slide. The Table Inspector can be used to modify that Table adding extra rows and columns as needed. The Table Inspector be used to format the Table. However in most circumstances spreadsheet data is best copied and pasted into slides from iWork's Numbers.

As Numbers is a dedicated spreadsheet package it offers far more data editing and function control than Keynote. Having Table creation control in Keynote is great though the primary reason for having this capability is to allow table and chart data to be modified within Keynote. For instance, if sales figures change immediately before a business presentation, the table and chart data can be changed in Keynote without the need to locate the original spreadsheet data.

	A	B	C
1	1	2	5
2	2	2	5
3	3	2	5
4	4	2	5
5	10	8	20

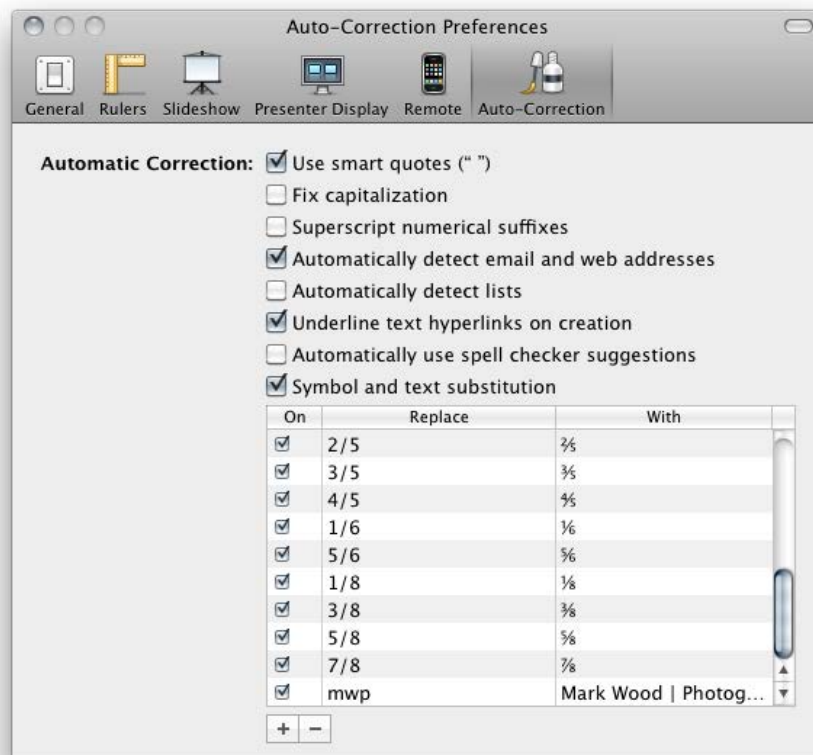
The table shows a 5x3 grid. The first four rows contain data: (1,1)=1, (1,2)=2, (1,3)=5; (2,1)=2, (2,2)=2, (2,3)=5; (3,1)=3, (3,2)=2, (3,3)=5; (4,1)=4, (4,2)=2, (4,3)=5. The fifth row contains the sums: (5,1)=10, (5,2)=8, (5,3)=20. A formula editor is visible over the cell (5,3) containing the formula `=SUM(C1:C4)`.

Clicking on any Table Cell that contains a formula invokes the Formula Editor. Once active the Formula Editor can be used to modify equations. If Numbers is not available, create a simple table, select a cell and press the equals (=) key.

7 Spell Checking And Automatic Text Substitution

In common with the other iWork applications Keynote runs automatic spell checking. To switch this off go to Edit > Spelling > Check Spelling As You Type and mark sure it is un-ticked. When on potentially misspelt words are automatically underlined with a red dotted line. Using the context menu spelling suggestions are offered. The context menu also allows words to be learnt. To invoke the Context Menu use Right Click or Control Click. This context menu also launches the Mac's dictionary and thesaurus, and even links to Wikipedia, or the Google search engine.

To run spell check across a document go to Edit > Spelling > Spelling... The spell check dialogue box appears.



Automatic Corrections can be controlled from Keynotes Preferences. For example typing 'teh' will automatically change to 'the'. Also, scientific terms or business names can be abbreviated. Here typing 'mwp' will automatically change to Mark Wood | Photography. Genuine fractions can be achieved but only with certain font types. Once enabled Automatic Corrections, Symbol and Text Substitution will replace 1/3 with $\frac{1}{3}$, but only if the chosen font contains glyphs for fractions. If the chosen font does not contain the required glyph an alternative font is used.

8 Adding Media; Photographs, Movies, Charts And Sound

8.1 Importing Graphics And Photographs

Photographs, Movies and Sound can be added to a Keynote document in one of four different ways.

1. The Media Browser
2. The Insert menu and Choose...
3. Dragging files from Finder
4. Copying and Pasting from other applications

The hassle free method is to use Media Browser, as it connects to other Apple software including iTunes. The available media will be in a Keynote compatible format. To include files from the Media Browser locate the correct tab for the media type, either Photos, Movies, Audio, then find the desired file and drag it on to a Keynote slide.

Using the Insert command from the application menu bypasses the need to have files included in the Media Browser, but be aware that not all picture, movie and audio formats are supported by iWork and Keynote. If a file appears greyed out in the Finder Import window it means that file format is not supported.


Supported file formats are:

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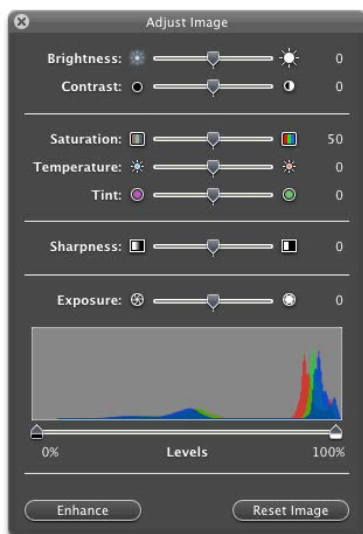


Supported files can be simply dragged from a Finder window onto a Slide. If the contents of an entire folder are required, drag the folder from its Finder window onto the Media Browser. For a folder of mixed media, being Pictures, Movies and Audio this operation will have to be executed three times. Once for each tab of the Media Browser.

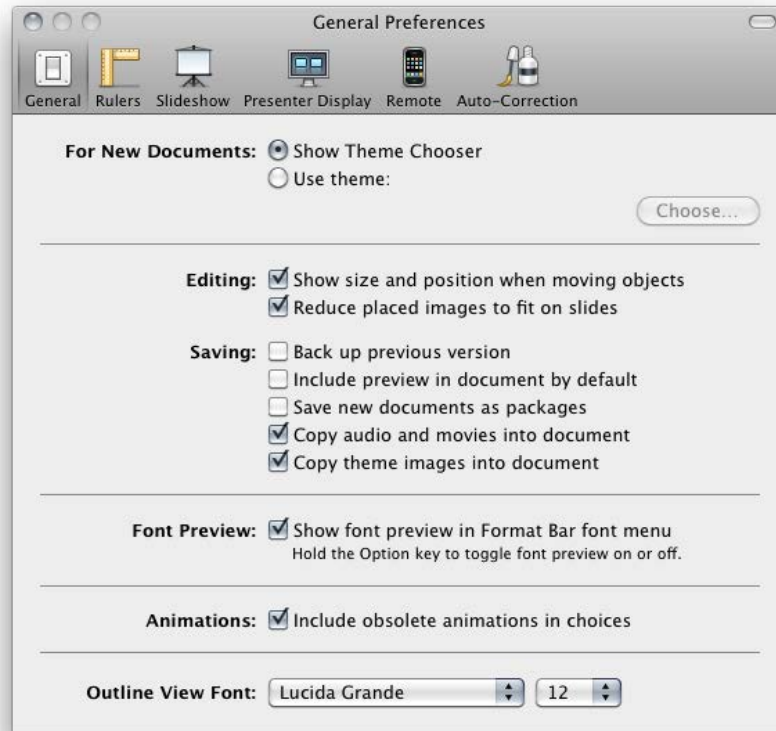
8.2 Enhancing Photographs In Keynote

If images placed onto slides look too dark or lack contrast Keynote has an Adjust Image control. This is a window that can be used to adjust the brightness, contrast, saturation and other image parameters directly within Keynote. There are several image parameters that can be used to finesse imported photographs, though often just clicking the Enhance button will improve a picture.

Adjust Image is an icon in the Toolbar, or it can be launched from View > Adjust.



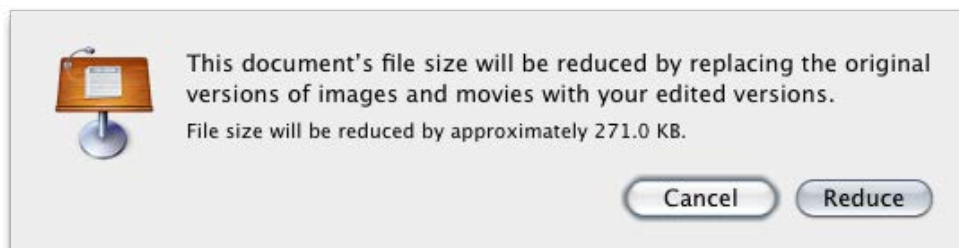
8.3 Saving Media With Presentations



By default Keynote’s preferences are set to include audio and movies in the document file. This option, found in the General tab of Keynote’s Preferences, should be left ticked; its default. This ensures media is saved within Keynote documents. There is no mechanism for excluding picture data from automatically being saved in Keynote.

8.4 Reducing Presentation File Sizes

Because Keynote embeds media files, presentations can become rather bloated, filling hard drive space. On modern workstations this is not a big problem but for the fast transmission of a Keynote via a network, file size can jeopardize smooth playback.



All iWork applications have a Reduce File Size command found in the File menu. Use this to resample media files contained in Keynote. Caution: do not overwrite, that is save over, the original Keynote file. Using Reduce File Size may reduce the fidelity of media during resampling. This may not be an issue, but keeping the higher quality Keynote is a sensible precaution.

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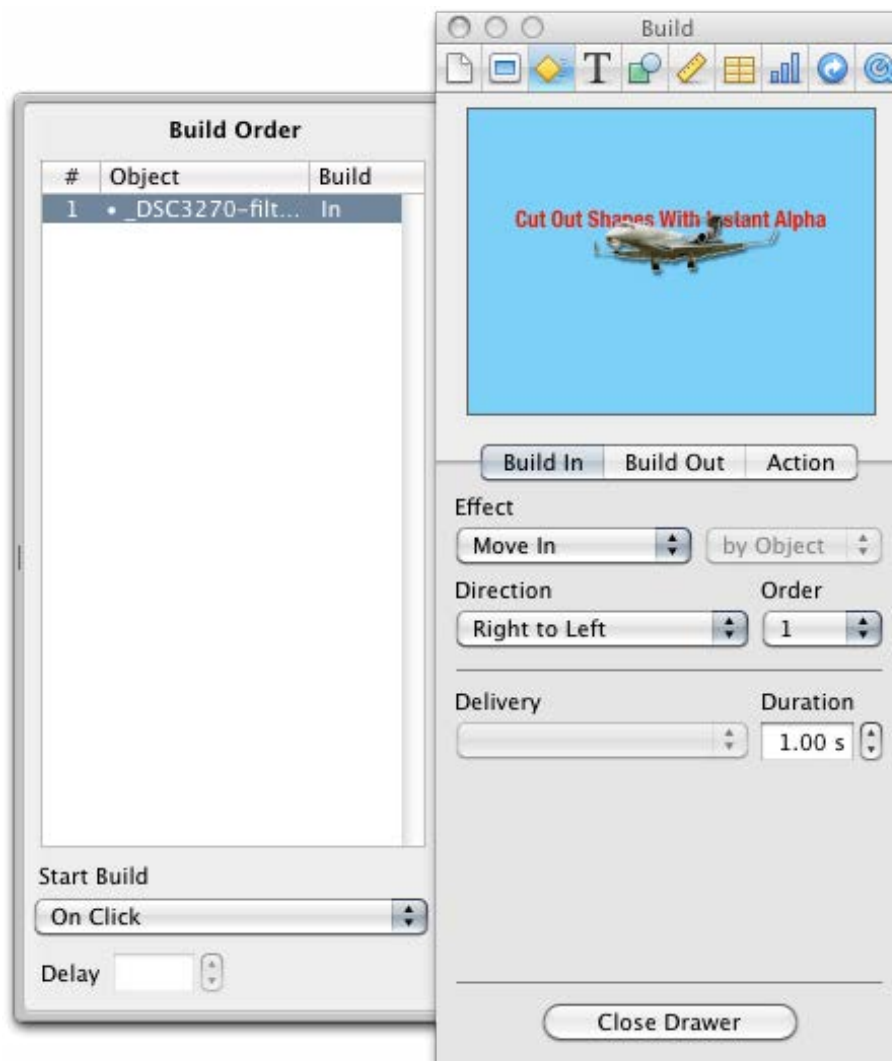
9 Animation

9.1 Using Global Transitions

Global Transitions can be added to slides. They help to indicate a change is taking place. The Dissolve Effect set to two or three seconds makes a pleasing transition from one picture slide to another. With so many transitions it is all too easy to overload a presentation with effects, and so obscure the intended message.

Often transitions are triggered by a click, though they can also be set to change after a time delay. Mixing click-triggered transitions with time-delayed transitions can be confusing to a presenter. It is probably best to use click-triggering and no delays because often when a computer appears unresponsive users start clicking freely and frustratedly.

9.2 Using Builds



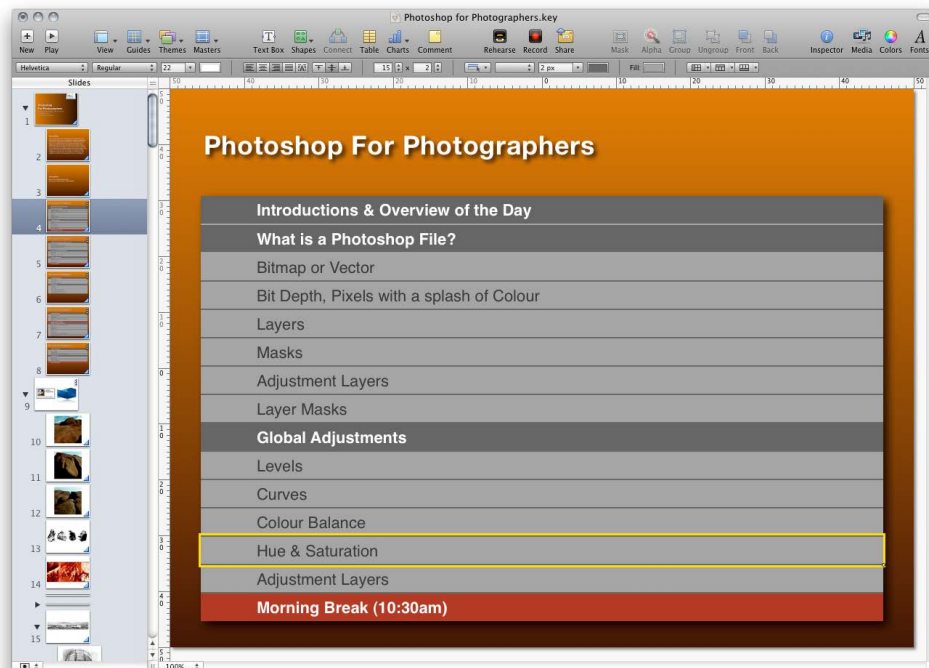
Buils are similar to Global Transitions but only occur on a slide and not between Slides. Buils can be used to reveal several pictures on a single slide, one at a time. Picture and text reveals can also be created. As well as using buils to reveal items they can also be used to make items disappear. There are many possibilities.

9.3 Using Buils To Reveal Text

Many presentations use bulleted text. A slide might have six bullets. If all those bullets were to appear with the arrival of the slide, then the viewers will most likely read all six bullets before the speaker has a chance to explain them. Keynote has special text build options. Using a build such as Typewriter, with Delivery set to By Bullet, On Click prevents reading-on as bullets will only appear when the presenter chooses.

9.4 Using Buils With Tables and Charts

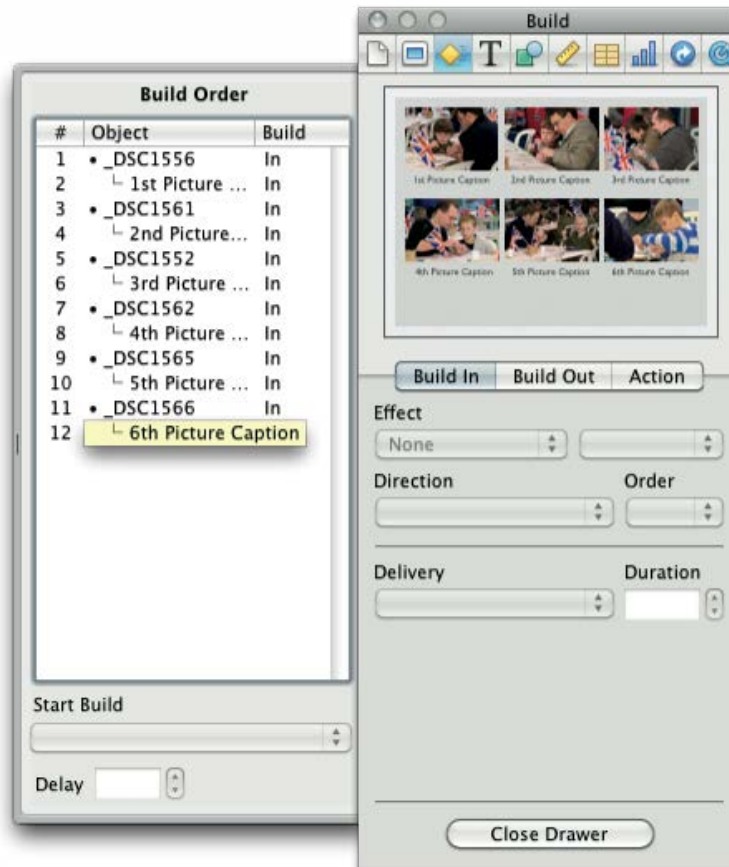
Much like bulleted text, tables and charts can be set to build incrementally. To do this select a Table; the whole Table and choose a Build In effect, then choose Delivery and in the case of the illustration, By Row. Tables can be animated though they do not have specific Buils like Charts. An interesting Build to explore is Blinds. Select a Table from the Build Inspector choose Build In > Blinds and Delivery > By Row. The illustration is one of the introduction slides to my Photoshop For Photographers Course, I introduce each topic one line at a time.



Charts can be similarly animated. Experiment with a Pie Chart. Use the Tool Bar to add a 3D Pie Chart to a slide. Select the Build In options. Charts have extra buils. Try Grow and Delivery set to By Wedge. With Column Charts try Grow and Delivery set to By Series or By Set.

9.5 Creating Interleaved Builds

If a picture has a text caption these two items can be combined to appear as one element, not by using the Arrange menu and Group, as Text and Picture Objects can not be Grouped, but by expanding the Build Inspector and clicking More Options then using the Build Order options.



Modifying the Build Order options is called Creating Interleaved Builds. If a slide has six pictures on it and those pictures were selected and a Build In option chosen. The build order would follow the order in which the pictures were added to the slide. By click-dragging an object's name in the Build Order drawer the build order can be changed. Furthermore if captions were to be added in the form of Keynote Text Boxes the order they would appear would also match the order in which they were created. In the illustration the six images have captions. The Build Order options have been used to place Picture One and its caption as the first two builds with the caption appearing Automatically With Build One. Similar options have been applied to all the pictures and objects.

9.6 Actions – Using Smart Builds

The Action tab of the Build Inspector has two parts in the Effect menu. The top four options, Move, Opacity, Rotate and Scale are described in the following section, Making Animations with Actions. Beneath these are eleven effect options; selecting any of these will invoke the Smart Build Window.

Smart Builds can be used to add several images to a slide with a simple drag and drop, from either the Media Browser or Finder Window on to the Smart Build Window.

The Smart Build action can be changed after images have been added, and the order of appearance can be changed by dragging items left or right in the Smart Build Window. On the slide canvas images can be scaled. Note the Scale Images To The Same Size option on the Smart Build Window. This is rather handy when dealing with different sized pictures.

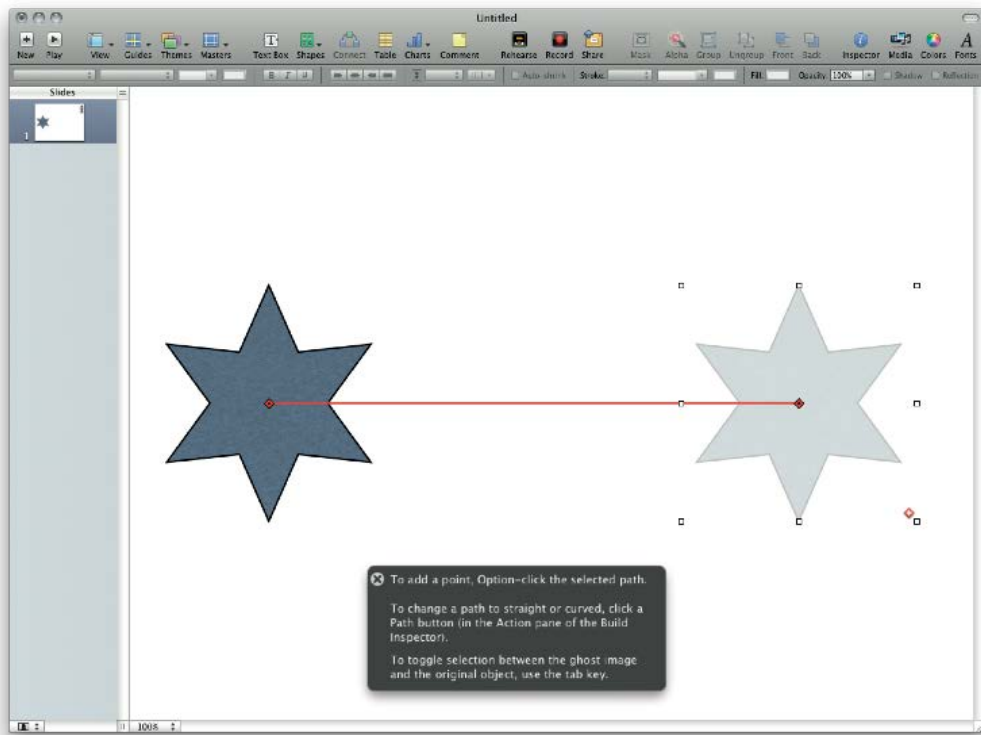
9.7 Making Animations with Actions

Smart Builds can only be made using imported picture files. To create a Smart Build there are two options. Perhaps the easiest option is to Insert all the picture file you require on to a slide and select them all. Then use the Action tab of the Build Inspector to choose a build type and set some Smart Build parameters.



The Action tab of the Build Inspector also contains the four animation effects, these can be applied to pictures, Shapes and Text Boxes.

In the example a Shape has been selected and the Move option chosen.



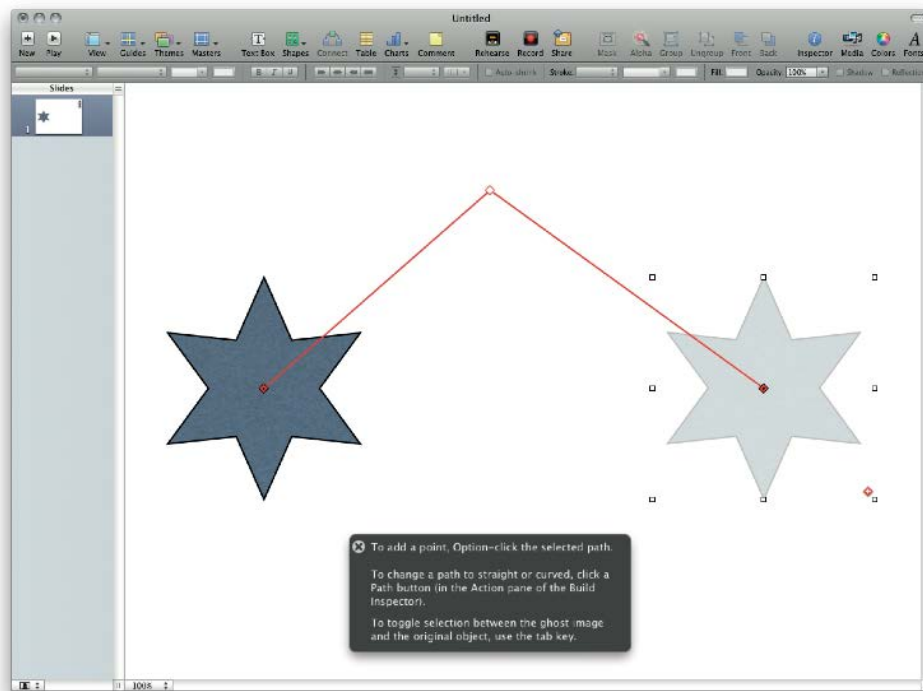
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Jane, Chinese architect

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A window appears on screen explaining some of the Move options. The Shape appears duplicated on the slide. The opaque image indicates the starting position of the Move, the semi-transparent the end point. Moving the start and end points to the required positions, even off canvas is one consideration. Changing duration or adding extra key frames are other parameters to investigate. Key frame is an animation term. In the following illustration a key frame has been added to the animation path, the red dotted-line. Playing is a great way to explore Keynotes animation options. Note: if the red line disappears it can be invoked by clicking the red diamond icon that appears on the object being animated.



On the Inspector extra Actions can be added. So in the example given, once the Move animation has been finessed, an Opacity action could be applied to make the object fade away as it moves. Pixar won't be challenged by Keynote creations but meaningful animations can be achieved with relative ease.

9.8 Using Magic Move

Magic Move is a special kind of animation effect that can be used to create Ken Burns Effects. Ken Burns is an Oscar Nominated and Emmy Award Winning director and producer of documentary films.

To make a Magic Move place a picture on a slide then duplicate that slide. Go to the Slide Inspector and Transitions and chose Magic Move. Scale or move the picture on one of the duplicates. Use Slide Inspector to set the Duration of the transition. Then preview the effect by going into Slide Show, Play > Play Slideshow, or Command-Alt-P. In addition to scaling and moving the picture Opacities can be changed using the Graphics Inspector.

10 Using Hyperlinks To Create Navigation Schemes

As mentioned earlier, Keynote text can be converted into hyperlinks. Hyperlinks are encountered most often on the internet where a user decides their path through a website, a webpage or multiple sites, by clicking Hyperlinks. Keynote can be given a similar navigation scheme when a slideshow is to be deployed in Kiosk mode. The user looks at a slide then when they are ready they click to move to the next page. Navigation links do not have to be sequential, only linking slide one to slide two and so on. Links can be made to slides with extra detail for users who want to know a little more.

To make a link select the desired text and in the Hyperlink Inspector click Enable as a link to; Slides in the current Keynote document. Show example of Inspector



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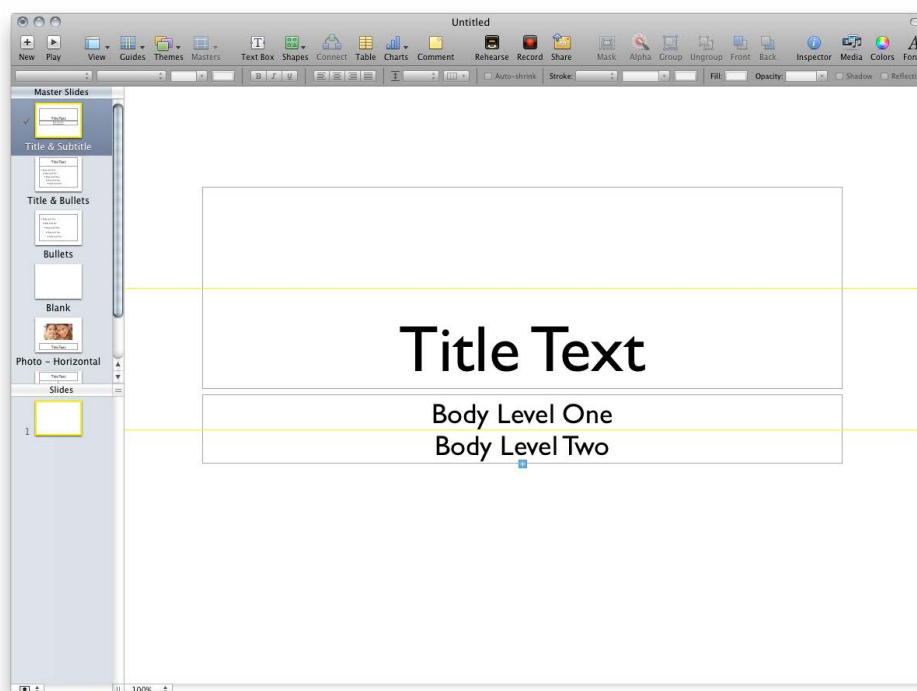
11 Making A Custom Theme

11.1 Custom Themes

Keynote doesn't have a blank or empty theme, they all have designed features in a variety of styles. To begin the process of creating a customized Theme select a Theme closest to your needs. Perhaps this would be the White or Black Theme. From here the idea is to customise the various Master Slides found in that Theme to suit. Once the chosen Theme is open save the Keynote document. In Mac OSX 10.7 Lion iWork documents are autosaved.

11.2 Choosing Which Master Slides To Use

Each Theme contains several Master Slides. These can be viewed from the Masters icon in the Tool Bar or setting the View to display Masters, also found in the Tool Bar. The latter option View > Show Master Slides should be chosen to delete unwanted Masters.

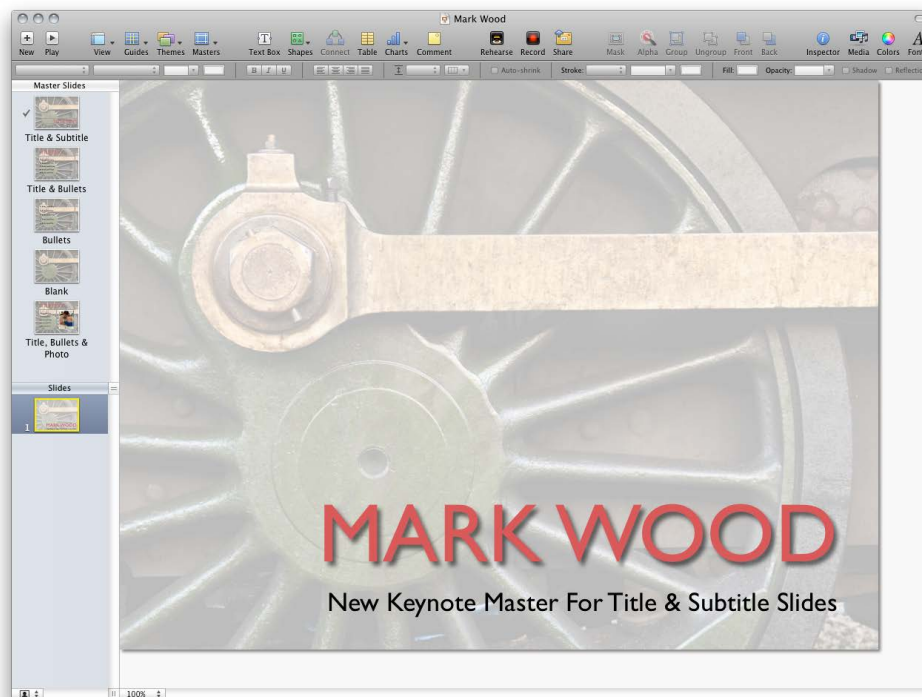


The White Theme has fourteen Master Slides. If say, only Title & Subtitle, Title & Bullets, Bullets, Blank, and Photo – Horizontal are needed the rest can be deleted. Do this by selecting unwanted Masters in the Master Slides Pane and pressing delete.

11.3 Making a Title Slide

With the required amount of Master Slides, work can begin on modifying the Masters to meet the project requirements. Once all the modifications have been made the Keynote document can be saved as a new theme, as described later.

When creating custom themes it is important to modify existing slide elements and not to create new ones. Using the example of the Title & Subtitle slide, it only has two text boxes. These can be resized, new font types chosen and then successfully saved as a new theme. If a third text box were added this box can not become part of a custom theme.



With the Title & Subtitle Master slide selected the Appearance Tab of the Master Slide Inspector can be used to change the Background Fill, add slide numbering and so on. The Format Bar and Text Inspector can be used to format text. Any custom colours created for this project can be saved to the colour well of the Color Window for use on other slides or any other document that accesses the System's Color Window.

If the background of the slide needs to contain company logos and a thought provoking strap-line an Image Fill can be used. Such a slide could be created in Adobe Photoshop, or more appropriately Adobe Illustrator. Though Section 11.5 describes how Image Fills can be created using Keynote.

11.4 Making A Photo Master

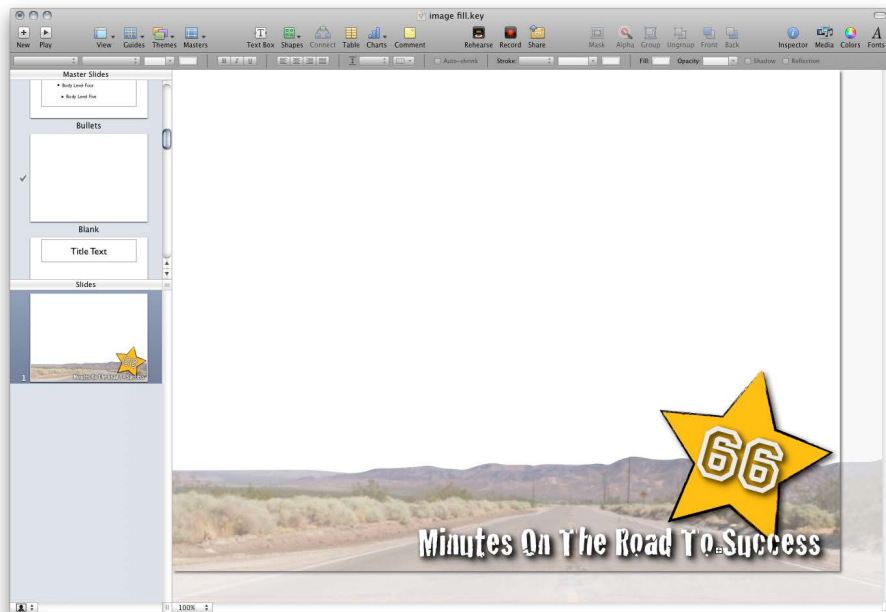
The process for making a Photo Master is the same as any other master. From the Master Slide Pane choose a slide with a picture on it, then modify the picture frame. The Picture Frame, proportions and aspect ratio can then be modified. The Format Bar and Graphics Inspector should be used for this task.

If a Master Slide is required with two or more pictures the process for this involves inserting the required amount of pictures on the Master Slide. Then formatting the pictures and their frames. Any pictures will do because they are only going to be placeholders.

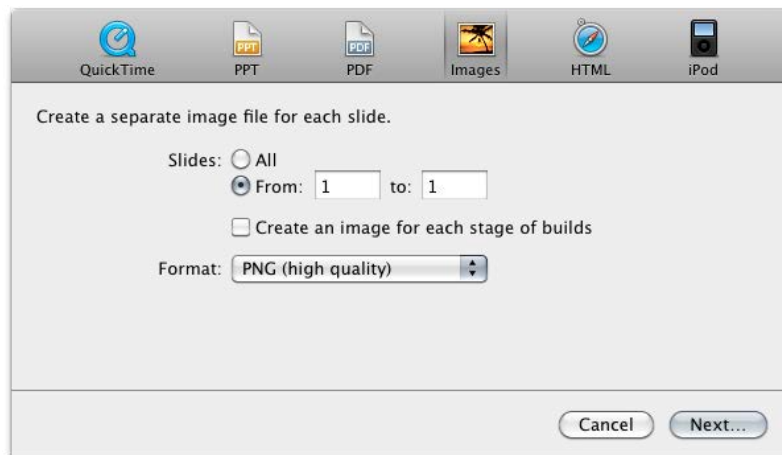
Placeholders can be Text, Media, or Objects; objects perhaps being Charts or Tables. With the Master Slide's new picture selected, use the Master Slide Inspector to check the box Define as Media Placeholder. Repeat this process for any other placeholders on that Master Slide.

11.5 Creating Image Fills For Slide Backgrounds

Business presentations, and their like will often use slides that feature a company logo and strap-line (see below). To create a background like this an Image Fill is best used. To create this in the current or a new Keynote document, set up a slide then use the Slide Inspector to set the basic layout. Then place any logos and background imagery required on the slide.



Finesse the layout as required then use the Share Menu and Export...



Select the Images tab as illustrated and choose an appropriate file format. Here PNG has been selected. Save the image to an appropriate location such as the job folder for the project.

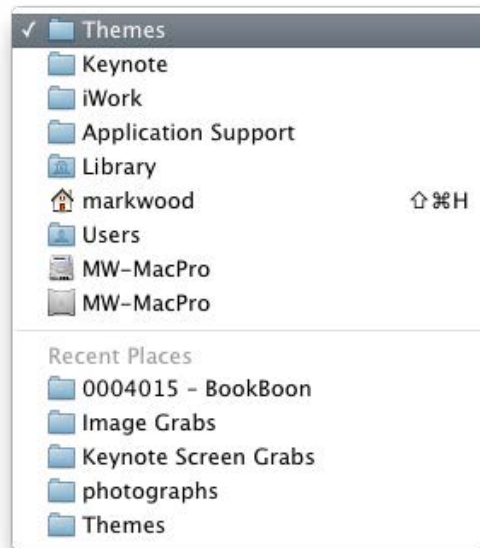
To apply this Image Fill to a Master Slide, select the Master Slide then in the Master Slide Inspector choose Appearance and Background > Image Fill.

11.6 Saving And Sharing Themes

When the Master Slides have been completed the newly customized Theme can be saved. From the File menu choose Save Theme... give it a name and the theme is ready to use. It's useful to create sample content on all the customized Master Slides, so that others can preview the look and feel of a custom theme.



User defined Themes, as just described, are stored in the same User Account as the one used to create the Theme. This means that Theme is only available to that user. To share a Theme it must be copied from your Hard Drive > Users > your home folder > Library > Application Support > iWork > Keynote > Themes, to the equivalent location on the destination User Library.



11.7 Applying Themes

Themes, including custom ones, are available in the Template Chooser, but Themes can be applied to existing documents. The Master Slides in the various themes share the same titles, Titles & Subtitles, Title & Bullets, Titles & Bullets - 2 Columns and so on. When a new theme is applied to existing slides Keynote recognizes which Master applies to which slide and swaps them.



To change an entire presentation to a new theme, click anywhere in the Slide Pane and choose Edit > Select All, or Command A. Use the Tool Bar's Theme button to select the required Theme. A Keynote document can be formatted with a mix of different Themes.

Applying a Theme need not be the end of the formatting. Changes can be made to slides that cause them to vary from their original Master Formatting. To change a slide back to its original Master Style use Format > Reapply Master to Slide.

12 Importing From PowerPoint

Keynote can open Powerpoint documents, either the older .ppt format or the newer Microsoft Office Open XML .pptx format. To open a PowerPoint document use Keynote's File > Open menu command.

A warning dialog may appear. It lists any conversion problems and the slides on which they occur. To resolve problems note them and amend them manually. For instance, missing fonts need to be replaced and perhaps the type size, or Text Box changed to accommodate the new type.

Once the PowerPoint document is open in Keynote save the file as a Keynote document. Use File > Save As. A converted PowerPoint file will often need further editing, perhaps the addition of better slide transitions. It is always worth checking the slide size. PowerPoint slides may translate as 720 x 540 pixels. Using Keynote's Document Inspector change the Slide Size to a more appropriate resolution such as 1024 x 768 pixels.

Illustrate above

Beyond the need to make PowerPoint Presentations compatible for Keynote playback, conversion offers opportunities to make presentation material more compelling and clear. However, it should be noted that although Keynote documents can be converted into PowerPoint files, doing so will remove many of the transitions, animations and graphic effects applied in Keynote.

13 Working With Charts And Tables

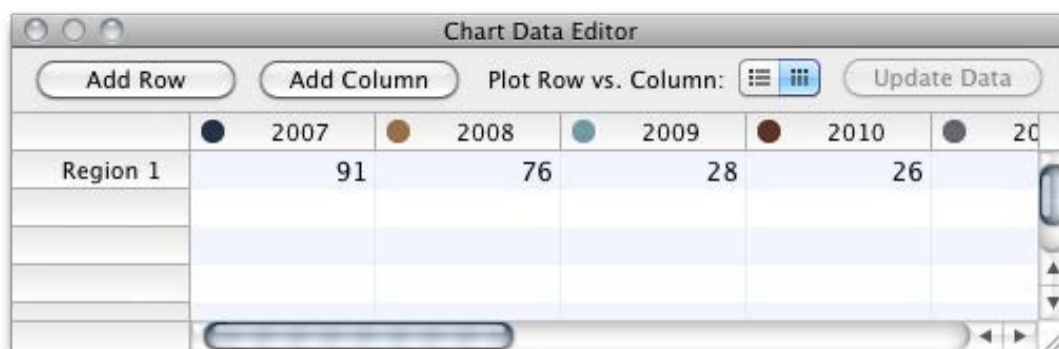
13.1 Importing Charts And Tables

As stated earlier Charts and Tables can be created directly in Keynote though, for greater control over Charts and Tables, it is best to use iWork's spreadsheet application Numbers to generate Charts and Tables. These can then be copied and pasted in Keynote. In Numbers select a Chart or Table use Edit > Copy or Command – C to copy then switch to Keynote and use Edit > Paster or Command – V to paste the chart or table.

To create a Chart or Table directly in Keynote click either the Chart or Table icon from the Tool Bar, then use the Chart or Table Inspector to format the item.

13.2 Modifying Chart Data

Because the three software packages in iWork are designed to work together, they share common features. Regardless of whether a Chart has been made in Numbers or Keynote, Chart Data can be accessed and modified easily. Click on a Chart in Keynote and the Chart Data Editor appears. Typing in new figures updates the Chart. A common scenario would be report figures that need updating.



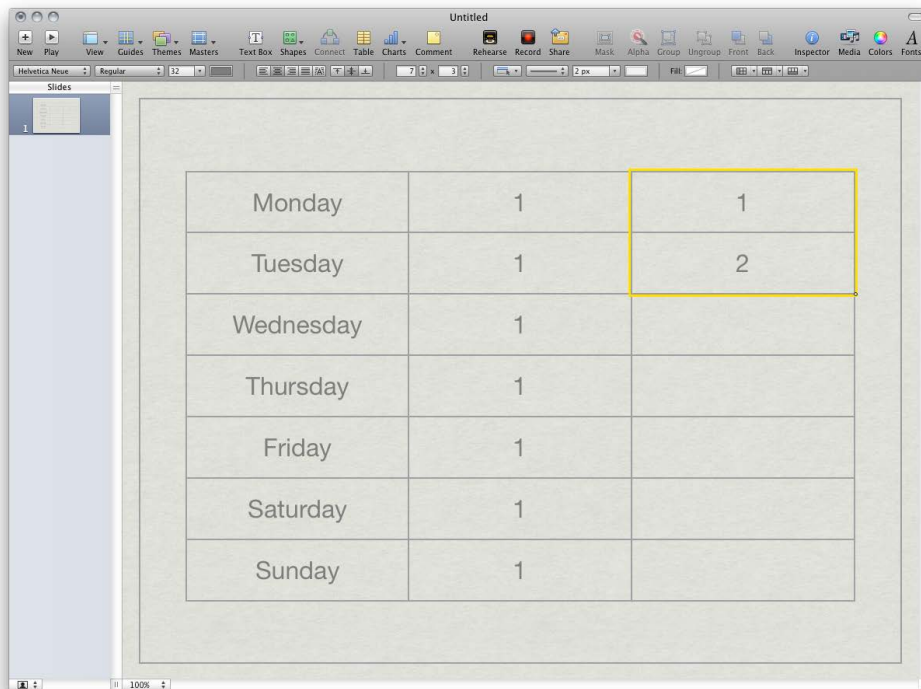
	2007	2008	2009	2010	2011
Region 1	91	76	28	26	

Use the Chart Data Editor and the Chart Inspector to modify Charts.

13.3 Modifying Table Data

Like Charts, Tables are best created using Numbers then copied and pasted on to a Keynote slide. Numbers has more auto-fill and formula functions. In Numbers columns can be re-ordered to show data in alphabetical or numerical order, Keynote lacks this function. Tables are controlled via the Table Inspector and the Format Bar. To create a new blank Table in Keynote use the Table button in the Tool Bar. By default a three column by three row table appears. These values can be changed in either the Format Bar or the Table Inspector. Header Rows and Columns can be applied via the Format Bar and the Table Inspector, The Inspector has extra options for Merging and Splitting Cells. And the Alternate Row Color option in the Cell Background area of the Table Inspector helps improve the readability of tables.

To test the auto-fill capabilities of Numbers make a Table with seven rows. In the first column, top row type – Monday. With that Cell selected click–drag the hollow box in the bottom right–hand corner of the Cell and drag downwards. The Column automatically fills with the days of the week.



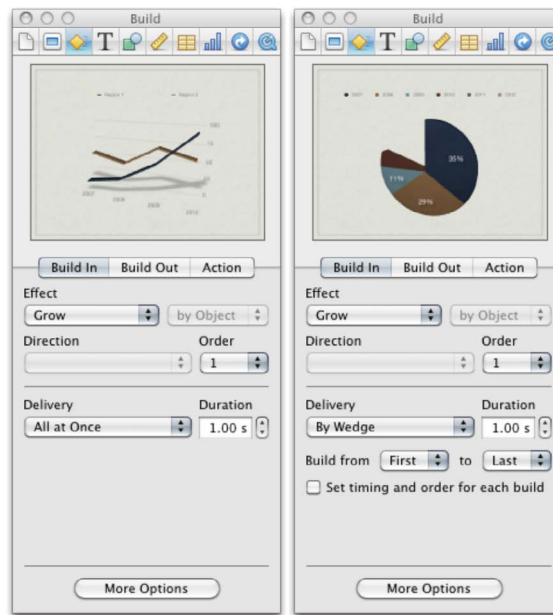
Sometimes the auto-fill guesses the wrong sequence, or just does not understand you want to generate a sequence. In a Table with multiple Columns and Rows. Choose a Column and at the top (do not use a Header Row) type 1. Click–dragging that Cell will only auto-fill as 1. Now at the top of the next Column type 1, then in the row immediately below type 2. Now select the two cells with type in them, by clicking in the first Cell then holding down the Command Key select the second cell. Both Cells will be highlighted with a yellow border in the bottom right hand corner of which will be a little white circle. Moving the cursor over the circle changes the cursor from a hand icon to a cross. When this happens click–drag the yellow box down to the bottom of the column. Now the number sequence appears.

Other auto-fills include months and dates. If using dates such as 02/04/12 followed by 09/04/12 use the Format tab of the Table Inspector to modify the Cell Format.

13.4 Animating Charts — Column, Pie, 3D Area

Builds can be applied to Charts and Tables just like any other slide object, though Charts, and to some extent Tables, have additional builds that help reveal data in dynamic and engaging ways.

In the following two examples of the Build Inspector a 3D Line Chart and 3D Pie Chart were used. There are more Build options for 3D Charts than 2D Charts.



To experiment with Build Options for Charts add a Line Chart to a blank slide. As found in the Chart button of the Tool Bar; the Chart is automatically populated with data. With the Chart selected go to the Build Inspector > Build In > Grow. From Delivery chose By Series. Go into Slideshow mode – Play > Play Slideshow, or Alt – P. Note that the lines appear, one at a time, as you click. It’s a great way to reveal data.

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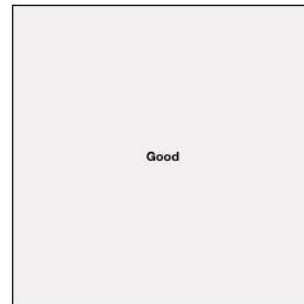


To explore the second example create a 3D Pie Chart. Again use Grow as the Build In, but use By Wedge as the Delivery method. Preview this slide as before by going to – Play > Play Slideshow, or Alt – P.

3D Charts are suggested because they have extra controls in the Chart Inspector. These are found in the section labelled 3D Scene.

13.5 Copying And Pasting Styles

As a general note for all iWork applications. Styles can be copied and pasted. So if an object such as a Shape, Table has been formatted with fonts, borders and say Drop Shadow that style can be copied via Format > Copy Style and then by selecting a different object the command Format > Paste Style can be used to quickly format that object. Copy Styles can be applied to most objects, including photos.



14 Rehearsing And Delivering Presentations

14.1 Reviewing Presentation Using Light Table View

Whilst Navigator and Outline View are great options for the initial development of a presentation, Light Table View is ideal for reviewing the spread and flow of information. Light Table presents all the slides in a Keynote in rows so that the entire slide deck can be viewed. Perhaps best suited for arranging photographic slides Light Table allows users to assess the weighting of information to determine if, say, all the heavy statistical information is bunched up at the end of the presentation. In Light Table View slides can be easily dragged to new locations. By holding down the Alt key whilst click-dragging slides are copied.

14.2 Adding Comments and Presenter Notes

Comments are like sticky-notes and can be a great help in collaborative projects. A Keynote document can be shared with its development team, each member having their own Comment colour. Comments are added by clicking the Comment button in the Tool Bar. When a Comment is active the Format Bar shows options for font, type size and colour.

Presenter Notes can be a great to memory. For example in a marketing presentation the slides the audience see can be minimal, memorable and punchy, whilst the Presenter Notes, only viewable by the presenter, can contain prompts from the marketing script.

To enable Presenter Notes use the View button in the Tool Bar. Notes can be keyed in here, or copied and pasted from word processor applications like iWork's Pages. Presenter Notes can be formatted using different fonts and type sizes.

14.3 Rehearsal Techniques

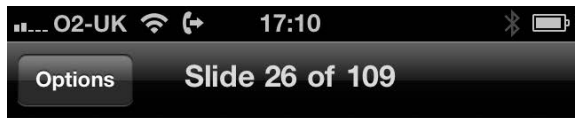
Keynote need not be used just for presentations, but when it is, rehearsal is important. Running through a presentation will help reveal any technical glitches, such as missing fonts. It will help determine whether the presentation is balanced, over-long, repetitive and so on.

When giving a presentation using the Presenter Display option is very useful.

Even if a Mac is not connected to dual monitors the Rehearse Slideshow option can be accessed from the Play menu.

14.4 Using Remote Controls

Apple has two remote control options, though there are many presentation remote controls available. Apple's Keynote Remote iOS application for iPad, iPhone or iPod Touch is very useful. It requires a wireless network but can be used to control slideshow playback and can be configured to display Presenter Notes, it also displays the slideshow on the iOS device. Apple Remote is another Apple solution for controlling Macs and iOS Devices.



If I forget what to say this is a map of Hartshill Park. A public art project I worked on.

An advertisement for the 'CMO INSPIRED CONFERENCE'. The top section features the logo, which consists of a green speech bubble containing the letters 'CMO', followed by the text 'INSPIRED CONFERENCE' in large, bold, white letters. Below this, in smaller white text, it says '25 OCTOBER | DE VERE BEAUMONT ESTATE | OLD WINDSOR UK'. The middle section is a collage of images: a large white building with a fountain in front, a woman speaking at a podium, a woman speaking into a microphone, a large audience seated in a hall, and a man presenting at a screen. The bottom section is a black bar with the text 'Join Over 100 Chief Marketing Officers & Digital Innovators' in green.



The Apple Remote needs to be paired with the presentation Mac but it can also be used to control Slide Show playback. Note Apple Remotes need to be used in-line-of-sight of the Mac playing the presentation.

14.5 Creating Self-Running Presentations

There are many reasons to make a self-running presentation, perhaps because a Keynote presentation supports a lecture. That lecture can be recorded and shared as a movie file either on college servers or services such as YouTube. Self-Running Presentations tend to work well as short presentations.

Creating Self-Running Presentation has two parts, adding timing to the slides and then choosing a playback method.

A direct way to add appropriate timings is to narrate the presentation. Keynote has a record feature and, using either the Mac's built-in microphone or an external one, Keynote can be set to record and the presenter then narrates.

Check to see the chosen microphone is working. Open System Preferences and click the Sound button. Use the Input tab to set the appropriate microphone as the Input and also to set the recording levels.

Switch back to Keynote, select the first slide. Then use Play > Record Slideshow. The presentation goes into Slideshow mode. Press the Space Bar to advance the slides. To pause the recording press F, for freeze. Press any key to resume recording. When the narration is complete Press-Esc to stop playback. The recorded timings can be saved in the Keynote document. Note that under both the File and Play Menus is the option to Clear Recording. Thus removing the narration and associated timings.

The second part of Creating Self-Running Presentations is either to prepare Keynote's Kiosk Mode or to Export the presentation as a QuickTime Movie.

14.6 Running Presentations In Kiosk Mode

Kiosk Mode is used to create self-running slide shows, on unsupervised Macs, perhaps in museums, visitor attractions, schools or shops.

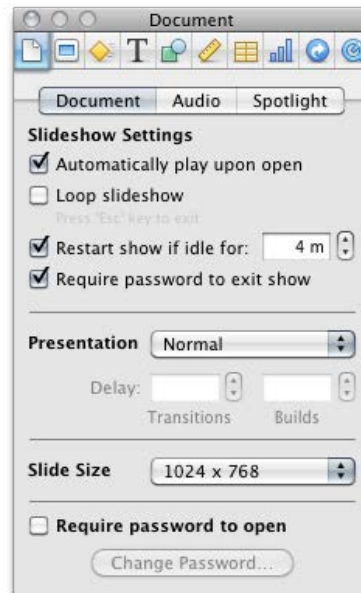
To achieve this set the following.

In the Document Inspector, click the Document. Select 'Restart show if idle for:' and choose a time, say four minutes. Also select 'Require password to exit show'. This prevents unsupervised users accessing the Mac. If someone tries to exit the slideshow they will need to enter the User Name and Password for the User Account the Slideshow is running on.

Other security options including creating a separate User Account on the Kiosk Mac; without any Administration, and Read-Write Privileges would be a good idea.

'The Automatically play upon open option' can be checked also just to make the kiosk mode easier to manage. Also note the 'Loop Slideshow' options.

The final 'kiosk' check is to visit the Application Menu and Keynote > Preferences. Click on the General button. Make sure that 'Copy audio and movies into document' and 'Copy theme images into document' are selected. Now the kiosk ready Keynote can be played on any Mac running Keynote. Just make sure there are no missing font issues. Host Macs only needs to trial copy of Keynote running, even after the 30-day trial period is over the trial copy will open Keynote documents.



15 Running Presentations

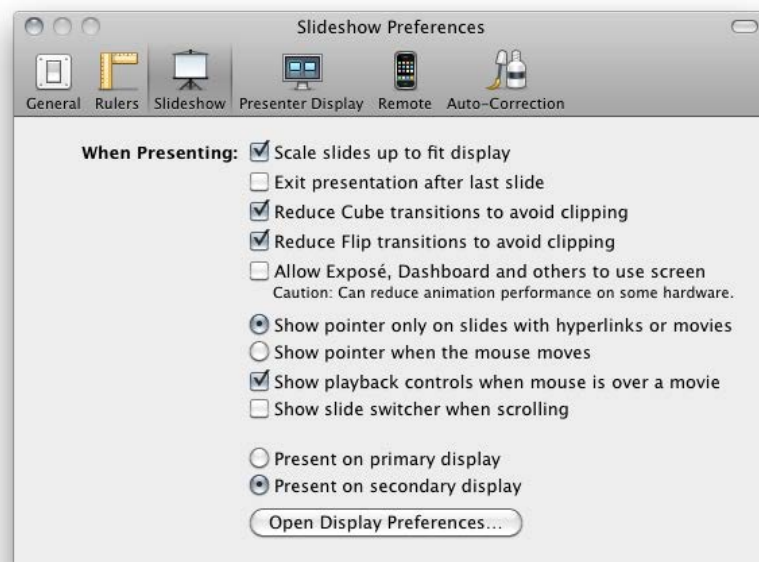
15.1 System Configurations For Ultra Smooth Playback

Factors such as the quality of a computer’s graphics card and the resolution of the chosen display affect playback. Finding the optimal resolution and refresh rate for a data projector or plasma screen requires experimentation and consultation with the user manuals for those devices. On the Mac side there are things that can be done to optimise the computer for ultra smooth playback. These are:

- Free up RAM. Close all unnecessary applications
- Switch Off Screen Savers and prevent the display going to sleep; these options are found in System Preferences. In short, continuous presentations neither of these should be an issue. In Question and Answer sessions however, where a slide might remain onscreen for several minutes screen savers might activate creating a distraction. At worst, an inactive presentation might cause a data projector go to sleep, causing the presenter a few uncomfortable moments bringing everything back to life again.
- Turning Off Exposé and Dashboard is a good idea to prevent accidental distractions during a presentation. To do this choose Keynote’s Preferences, click the Slideshow button and disable ‘Allow Exposé, Dashboard and others to use screen’

15.2 Scaling Up Slides

Slideshows are often played back on a variety of displays. For example lectures might be running the same Keynote document in different classrooms or theatres. Enabling ‘Scale slides up to fit display’ ensures that no black borders appear around the edges of slides when resolution mismatches occur.

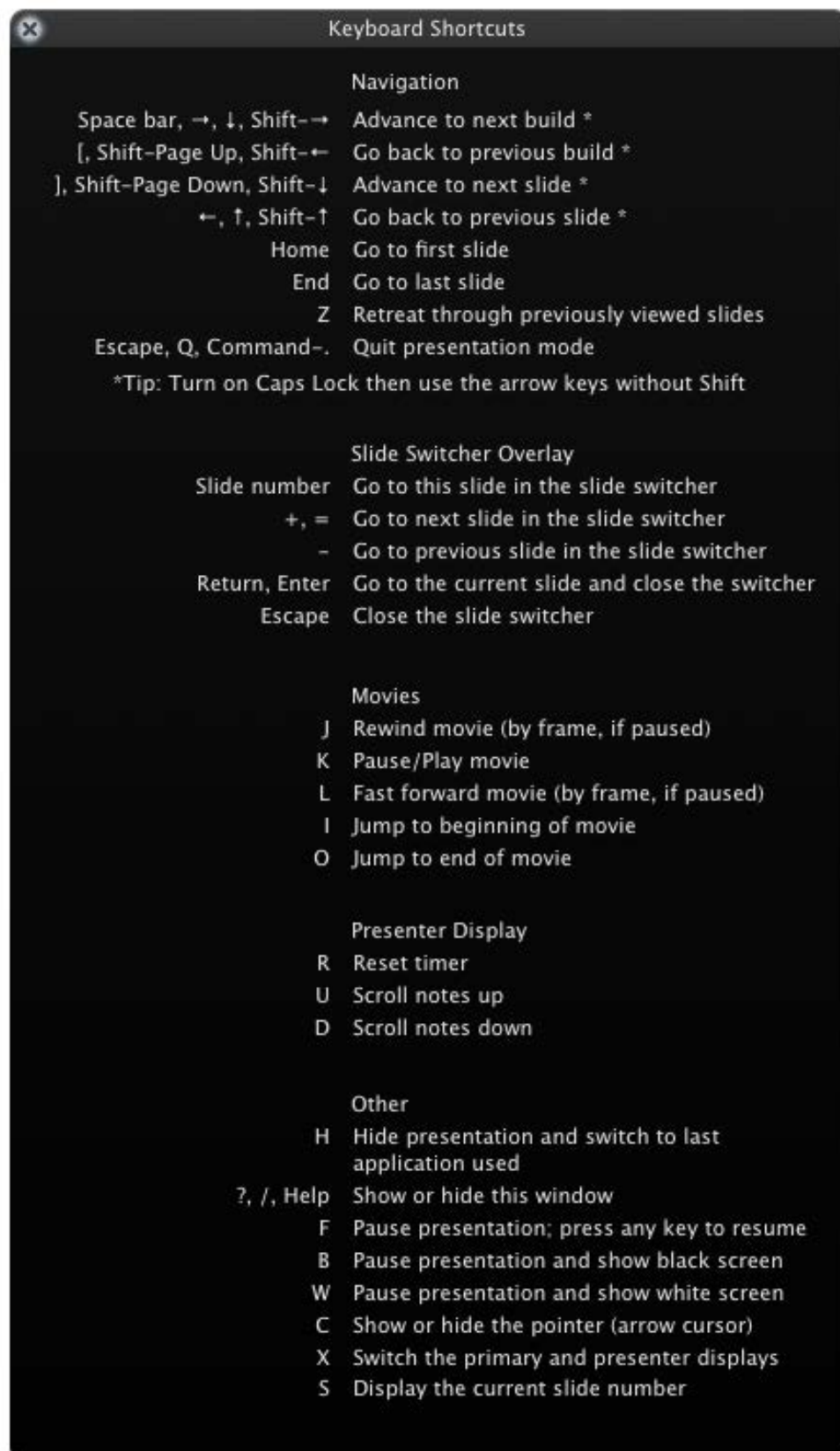


15.3 Keyboard Short-Cuts To Control Playback

Practicing these shortcuts makes presentations appear more professionally presented

- Command–Alt–P starts the slideshow
- Spacebar or mouse-click advances the slideshow
- N - advances a slide
- P - goes back one step
-] or Shift–Page–Down, or Shift–Down–Arrow will jump to the next slide regardless of the build stage.
- Esc, Q or . exits the slideshow
- Command–Tab opens the Application Switcher allowing the presenter to move to a web browser or other open application. Perhaps in class the teacher will jump to Photoshop from Keynote to demonstrate a process live before using Command–Tab again to jump back into Keynote.
- H hides Keynote, and does as similar job to Command–Tab. To return to Keynote click on its icon in the Dock.
- C shows and hides the cursor
- F freezes the slideshow
- W switches Keynote to a white screen
- B switches Keynote to a black screen. Both W and B are useful options when a speaker needs to draw an audience's attention away from the screen and back to the room.
- JKL keys are for control video play back. If playing Audio or Video the K key pauses playback, L is fast forward and J is rewind.
- = opens the Slide Switcher. In the Slide Switcher, use arrow left or right to move to shuttle through the slides, use + to move forward one slide, use - to go back one slide, or type in the number of the slide required. Once the required slide is select in the Slide Switcher use the Return or Enter key to jump to that slide. To leave the Slide Switcher without making a change, press Esc.

There are plenty of shortcuts to remember. When playing back a slideshow pressing / will open the following. The / key also has the ? symbol - a neat way to remember this is help:



15.4 Troubleshooting Presentations

Keynote works brilliantly, though there are times when presentations are made on different computers than the one the Keynote was designed on. The following is a list of potential problems.

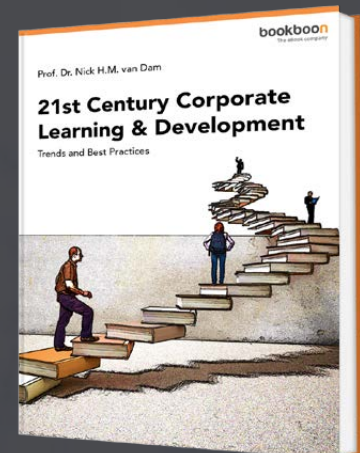
- Running a Keynote from a USB Memory Stick or optical media such as DVD. The read speeds for this type of media will be slower than running directly from a hard drive. If playback is sluggish or stuttering copy media to the hard drive of the presentation workstation.
- VRAM. The video memory of the presentation machine might be limiting, causing playback problems. Lowering the playback resolution should cure this.
- Screen Resolution. If a presentation was designed to run in HD 1080 x 720 pixels but has to be played back at 1024 x 768 pixels or more tragically 800 x 600 pixels Keynote can be set to automatically resize media to fit the new resolution. Unless Auto-Shrink has been set on all Text Boxes, as found in the Format Bar for type, Keynote will not be able to automatically resize text. So, type that may have run neatly across the width of a slide at 1080 or 1024 pixels will not fit 800, causing text to disappear.
- Missing Fonts. If running a presentation from a computer with different fonts than were used to create the presentation, automatic font substitutions will taken place. Keynote will advise on problems like this as documents are opened.

Five or ten minutes is all that's needed to check a Keynote playback on a new computer. The remedies for problems are straight forward. Contingencies for discovering the presentation computer doesn't have a copy of Keynote, or isn't a Mac, or is a PC without Powerpoint are covered in Section 16 Sharing Presentation Media.

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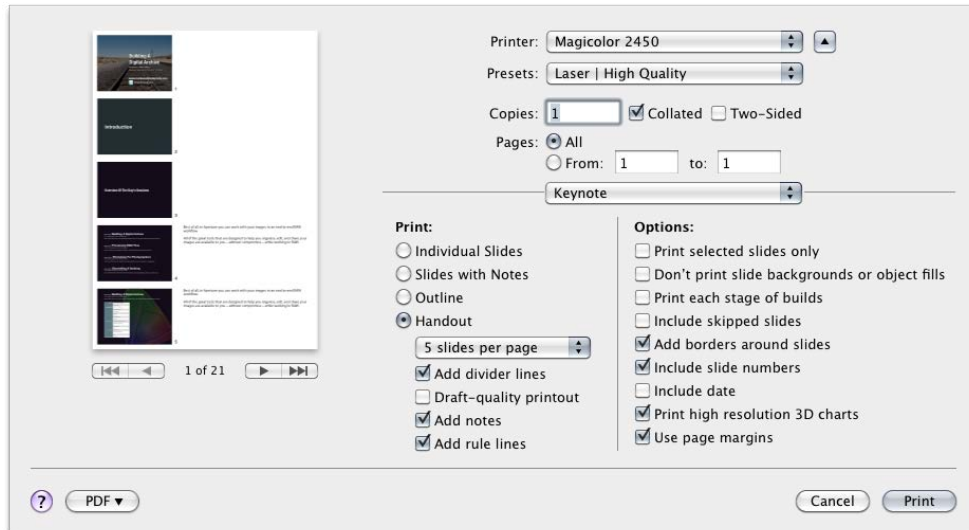
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16 Sharing Presentation Media

16.1 Printing Handouts



File > Print opens Keynote’s Print window. The Print Window is currently showing Keynote options. Clicking where it reads ‘Keynote’ reveals other print options including Page Attributes which can be used to set paper size and orientation. Returning to Keynote’s print option click the Handout Radio Button to access Handout options. Choose the amount of slides per page. Make sure that Draft-quality printout is unchecked, as having this on will make slide unreadable, as will fitting too many slides to a page.

Including slide numbers, Add rule lines and Add divider lines are all worthwhile.

As an adjunct to Keynote’s built-in printing, slides can be copied to iWork’s Pages for more design control in Handouts. Make sure that Keynote and Pages are visible on-screen. From Keynote drag a slide thumbnail from the Navigator onto an open Pages document. Further image export options will be illustrated later.

16.2 Exporting as QuickTime

The Export... command can be found in the File and Share Menus. There are six buttons, though the custom controls in revealed in the QuickTime button make the iPod button somewhat redundant.



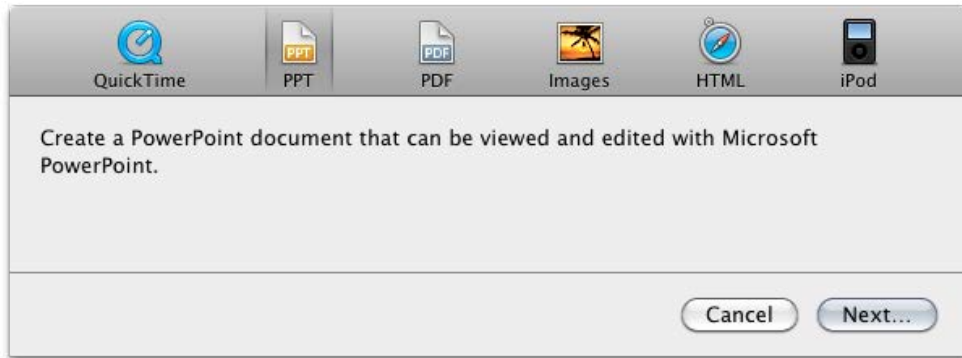
Playback options can be set to a Fixed Timing, for example four seconds per slide. It can also be based on Recorded Timings or via Hyperlinks. Users would have to click on hyperlinks created on each slide in order to advance the slideshow. Hyperlinking can add flexibility, producing presentations that views can navigate in a similar fashion to webpages. Here Manual Advance is selected. This means the viewer or presenter has to click to advance the presentation. If making a presentation at an unknown venue having a QuickTime version of your Keynote can be a useful back-up; in case no Keynote software is available.

The Formats option includes Full Quality Large. This is a great option to choose because the resulting QuickTime Movie can be opened and therefore copied into iTunes. Once a movie is part of an iTunes library it can be synchronized with Apple's ecosystem of products including iPads. And because iTunes handles resolution conversions there's no need to have to understand the Custom... Format options found in Keynote's QuickTime Export.

If your Keynote does not contain any sound files or movie audio do not check the Audio option, as doing so will increase the exported file's size.

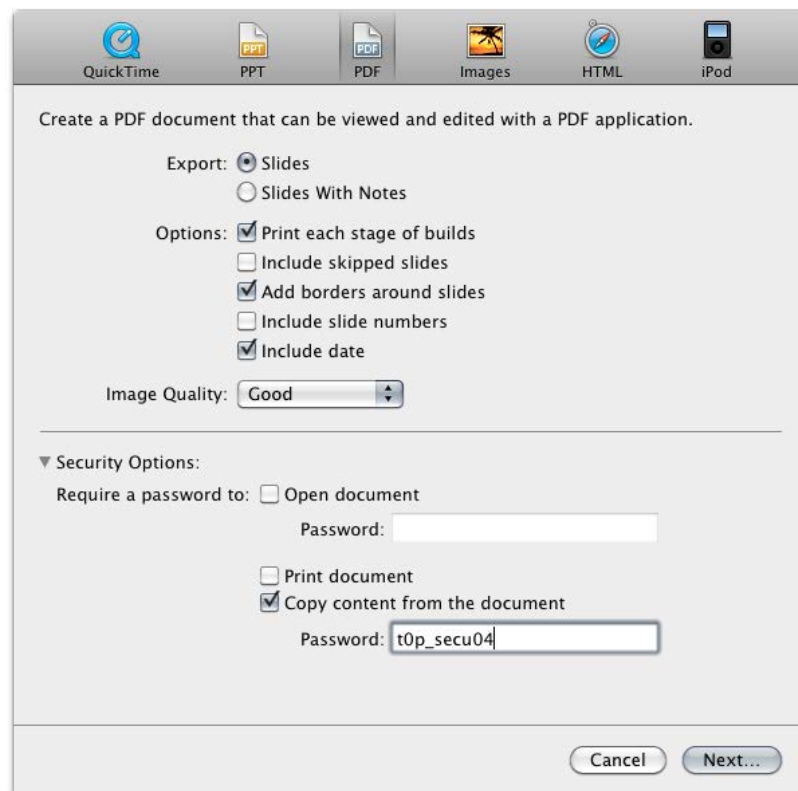
The Next... button opens a file window, in which a location for the exported file can be chosen.

16.3 Exporting to PowerPoint



Exporting to PowerPoint is a relatively simple affair. Chose the PPT button from the Export... window and click Next... then chose a disc location to save the PowerPoint to. Note: many of the Keynote’s transitions, animations and graphic effects will disappear during conversion to PowerPoint.

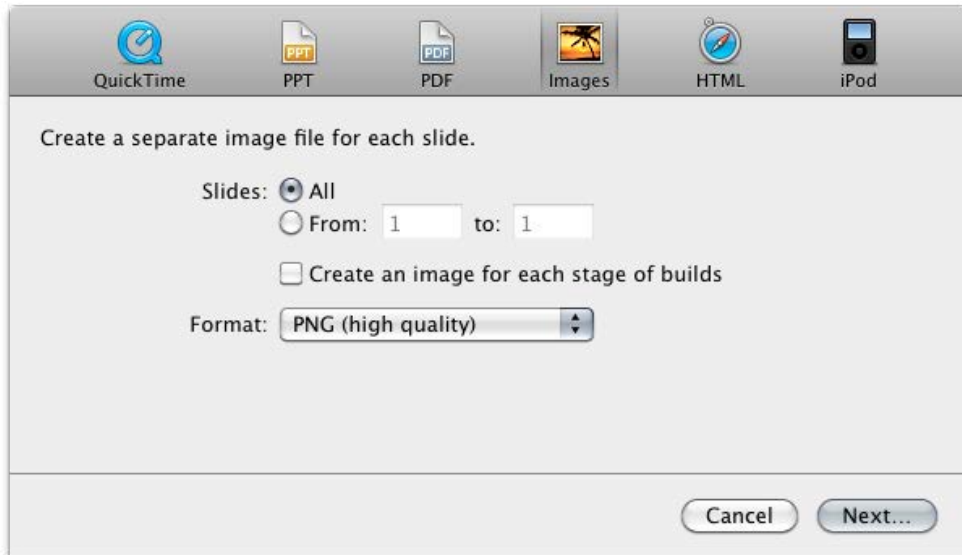
16.4 Exporting PDF



The Export... Window provides access to one type PDF export. This includes Slides and Slides With Notes. Here the Security Option disclosure triangle has been opened to reveal Apple’s PDF password protection options.

Use the Export... > PDF > Slides to create a PDF that can be another form of slideshow backup, as PDFs can be played as full-screen slideshows by many PDF readers, including Apple’s Preview and AdTo create a PDF copy of handouts choose File > Print, configure the Print Window as described in Section 16.1 Printing Handouts, but rather than choosing Print, click on the PDF button in the bottom left hand corner of the Print Window. PDF-X is a good option.

16.5 Exporting Images



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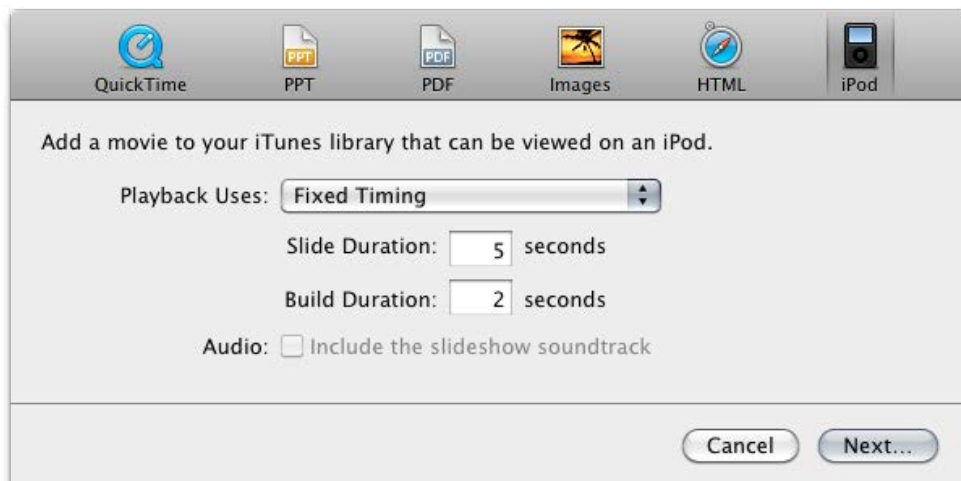
Slides can be exported as picture files, in JPEG, PNG and TIFF format. These picture files could then be included on web sites, blogs or print documents. iWork's Pages can be used in word processing or desktop publishing modes to make fantastic handout materials that include Keynote slides as illustrations. As well as Exporting Images from Keynote for use in Pages try dragging slide–thumbnails from Keynotes Navigator Pane onto a Pages document.

16.6 Exporting to HTML



Creating an on–line ready version of a Keynote document is made simple by choosing Export... HTML. Keynote processes presentations into a web ready format that can be viewed on web browsers. Keynote creates a folder of assets and a HTML file on your local computer. There is no mechanism in Keynote or the Mac OS to send this HTML information to a remote server. Websites are generally hosted on remote servers.

16.7 Exporting to iOS



Keynote's iPod export option is pretty much redundant, because the better options for iOS export can be found via QuickTime button, and the iTunes sync procedure described earlier.

Conclusion

I hope this guide has been a useful and practical overview of Keynote. Keynote will allow you to express ideas and present information .

As outlined in the introduction I have described software functions and outlined generic examples of the software in use; examples that can be adapted to other purposes. It is also worth repeating that further information can be found on Apple’s web pages, or via Apple’s Certified Training Scheme.

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