

Creating Keynote Slideshows

mini

the missing manual[®]



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Josh Clark

Creating Keynote Slideshows: The Mini Missing Manual

by Josh Clark

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Introduction

Keynote is a *presentation program* for making slideshows, usually to accompany a talk or other live presentation. The program helps you build screens of text and graphics to illustrate important points as you roam the stage earning the awe and admiration of your audience. As you flip from slide to slide, Keynote shimmies and shakes with cinematic transitions, clever animations, and all the supporting razzle-dazzle that your presentation deserves.

More than just a pretty face, though, Keynote is also an elegantly simple program to use. There's an awful lot of complexity behind the scenes of the program's eye-popping effects, but Keynote modestly keeps the hard stuff to itself. For you, the presenter, the design process is always simple and straightforward. Keynote gets you started with a big collection of themes that make your slides look great even when you don't use a single special effect. Whether subdued or noisy, your slideshow's design is always polished and consistent.

Note: This e-book focuses on creating Keynote presentations. If you need help with all aspects of presenting, such as managing your equipment or saving your slideshow in different formats, check out *Sharing Keynote Slideshows: The Mini Missing Manual*. If you're new to iWork, you can learn all of the wonderful things you can do with Pages, Numbers, and Keynote in *iWork '09: The Missing Manual*.

Creating a Keynote Slideshow

Slideshows have come a long way since the days of kerosene-powered magic lanterns, but the basic concept remains the same: Project an image with words or pictures on a screen for an audience's entertainment or edification. Whether you're an old-schooler clicking your slide carousel or a 21st-century citizen with a computer connected to a video projector, slideshows derive their power from their simplicity. By displaying a single static image one at a time, slideshows present information simply and clearly—and often with more impact than you could achieve with a moving picture.

Keynote lets you create very basic, simple slides—for example, just words on a plain background or a single picture—or carefully designed slides containing photographs, animation, or even movies and sound. Whether you opt for simple or fancy, the basic idea is the same: Pick a design theme, create the individual slides, and arrange them in the proper order.

This chapter takes you through the basics of all these steps, giving you an overview of all of Keynote's main features before diving into them in more detail in the following chapters.

Themes = Templates

Keynote comes with a whole arsenal of killer design templates—called *themes*—which you can adopt or adapt for your own documents.

Note: If you've used Pages or Numbers, you can skip the next couple of pages. Themes in Keynote work exactly the same as *templates* do in those programs. If you need more detail, check out *iWork '09: The Missing Manual*.

When you first launch Keynote, the Theme Chooser window greets you with a spread of Keynote's 44 built-in themes (Figure 1-1). The Theme Chooser shows miniature previews of the available slide designs. Skim your cursor across the face of any of these thumbnail images to flip through an abbreviated selection of the slide layouts within, as well as previews of the theme's table and chart styles.

To open an existing slideshow, choose from the Open Recent pop-up menu, or click the Open an Existing File button to flip the Theme Chooser over and choose a file from your computer. Keynote's themes are not divided by category. The Theme Chooser gives you all of them at once in one big bucket, and this collection grows as you make your own themes or install themes that you buy or find online. That's a lot of slide designs to take in, but you can make it easier to scan the whole lot at once by making the previews smaller. At the bottom of the window, nudge the size slider to the left to fit more thumbnails into the window; pull the slider to the right to make these miniatures larger for a closer view.



Figure 1-1: The look and feel of your presentation depends on your choice of theme. Apple provides 44 themes with Keynote '09, and you can also create your own or purchase themes from third-party designers. Choose the size of your slides in the Slide Size pop-up menu, and double-click one of the themes to get started on your slideshow. Change the size of these previews by adjusting the size slider (A), or adjust the size of the overall window by dragging the resize handle in the lower-right corner (B).

When you find the theme you want, double-click it, or click once to select a theme and then press Return or click Choose. A new, untitled document window zooms out from the Theme Chooser, and you're on your way.

Tip: The next time you open the Theme Chooser, Keynote remembers your choice and helpfully selects it for you; just press Return to start a new project with the same theme. If you find yourself using that same theme all the time, you can tell Keynote to use it automatically for new documents instead of pestering you with the Theme Chooser every time. Choose Keynote→Preferences and click the General button. Next to For New Documents, click the “Use theme” button and make your selection from the Theme Chooser.

Your First Keynote Slideshow

As the head costume stylist for Up & Away, the leading outfitter for the superheroes of Megaville, you’ve been invited to speak to students at the Excelsior School for Heroic Design. The plan is to give an introductory talk on the nostalgic designs of classic superhero costumes and how to update them for the new millennium—from cape pros and cons to basic bulletproofing. To build your slideshow, you’ll turn to the newest tool in your utility belt, Keynote.

For this project, choose Gradient from the Theme Chooser—a simple theme for a look as bold, dramatic, and practical as your costumed clients. A new document window flies out at you, filled with the title slide for your presentation (Figure 1-2). You’re ready to explore your workspace and start designing your slides.

Tip: Although you haven’t done a thing yet, it’s a great idea to save the project right at the start. Choose File→Save (or ⌘-S), name your presentation, select a destination folder, and click Save. Then periodically press ⌘-S as you work to save your changes on your hard drive, protecting you from possible power outages, software glitches, or creative tantrums.



Figure 1-2: Topped by the toolbar (A) and Format Bar (B), the Keynote window displays two panes when it first opens. The slide you're editing occupies center stage on the slide canvas (C). The slide navigator (D) displays thumbnail images of each slide in the presentation when in Navigator view, or displays an outline of your slides' text when in Outline view. Adjust thumbnail size in the slide navigator by choosing from the Thumbnail Size pop-up menu (E). Adjust the slide canvas' display size by choosing from the Zoom pop-up (F)—when you're working on a small screen, choose *Fit in Window*. As with all Mac windows, resize the Keynote document window by dragging the resize handle (G). The Inspector window (H) is your command center, offering controls for every aspect of slideshow design. Click the buttons at the top of the Inspector to flip through the inspector control panels.


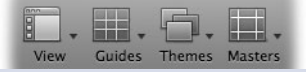




The Toolbar, Format Bar, and Inspectors

Keynote gives you three tools for seeing, adjusting, and controlling what goes into your slideshow. The toolbar and format bar live at the top of the window, so you can always find them when you need them. The Inspector window is optional, but useful once you get the hang of using it.

The toolbar

At the top of the window, Keynote's toolbar displays its standard collection of buttons. Toolbar buttons provide quick access to your most frequently used commands. Keynote's standard toolbar crowds no less than 22 icons into the top of your slideshow window, but helpfully organizes this bevy of buttons into six clusters. You'll learn more about each of these buttons in the coming chapters, but [Table 1-1](#) gives a quick tour. You can hide and reveal the toolbar by clicking the "Tic Tac" button at the top right of the window.

Table 1-1. Keynote's Standard Toolbar Buttons

 <p>New Play</p>	<p>New inserts a new slide, and Play launches a full-screen slideshow starting with the current slide.</p>
 <p>View Guides Themes Masters</p>	<p>View offers options for changing the document window display; Guides shows/hides alignment guides and gives access to their preferences; Themes lets you jump to a new design theme; and Masters lets you choose a new layout for the current slide.</p>
 <p>Text Box Shapes Table Charts Comment</p>	<p>The object buttons respectively insert a new text box, shape, table, chart, or comment into your document.</p>
 <p>iWork.com</p>	<p>The iWork.com button lets you share your slideshow online.</p>
 <p>Mask Alpha Group Ungroup Front Back</p>	<p>The Mask button crops pictures, and Alpha lets you remove background colors; Group, Ungroup, Front, and Back help you arrange objects on the slide.</p>
 <p>Inspector Media Colors Fonts</p>	<p>Inspector, Media, Colors, and Fonts respectively summon the Inspector, Media Browser, Color Picker, and Fonts window.</p>

If you find it too distracting, you can banish the toolbar's banner of buttons by choosing View→Hide Toolbar, pressing ⌘-Option-T, or easiest of all, by pressing the "Tic Tac," button in the upper-right corner of the document window. You can call the toolbar back by repeating any of the three commands just listed—except this time the menu reads View→Show Toolbar.

Chances are, though, you'll probably want to keep the toolbar around while you're working on most documents. It's handy! Rather than hiding the toolbar, you might instead customize it to show only the buttons you want.

Customizing the toolbar

Choose View→Customize Toolbar (or Control-click the toolbar and choose Customize Toolbar from the pop-up menu) and Keynote displays its entire collection of buttons on a sheet that drops from the toolbar. Now you can drag buttons you don't want off the toolbar and see them vanish in a puff of smoke. Add to the toolbar by dragging individual items into place on the bar; the buttons already there politely shuffle aside to make room for the new-comer. Once the buttons are in the bar, you can drag them around to change their position.

Most of the toolbar buttons perform various commands you'd otherwise have to dig through the menus to find. But you'll find three items in the bottom row of buttons designed to help keep your newly customized toolbar organized: a separator line, a fixed space, and a flexible space.

If you're *really* crazy for customization, you can even add a Customize button to the toolbar so you can quickly summon the customization sheet when the spirit moves you to modify your button collection. If you add more buttons than can fit in the window—or if you make your window narrower—a double arrow appears at the end of the toolbar. Click it and a mini menu appears, presenting the button overflow in a list of tiny icons.

After a frenzy of toolbar transformation, if you decide you liked it better the way Apple shipped it from the factory, just drag the entire default set back up to the toolbar, and Keynote replaces your custom arrangement with the batch of basic buttons.

Tip: As a shortcut, you can ⌘-drag a button to a different location on the toolbar even without choosing **Customize Toolbar** mode. You'll also find a few other options when you Control-click a button (but not the toolbar itself).

The Format Bar

The Format Bar rides shotgun with the toolbar, sandwiched between the toolbar buttons and the slide canvas. Unlike the toolbar, the Format Bar morphs its contents depending on what you select in the slide: Click a chart, and chart-specific commands pop up; pick a picture, and the Format Bar tailors its options for images. This little transformer stays on the move, adapting to your needs as you move through the design process. If you prefer to give up this convenience in favor of a few pixels of additional real estate, you can tuck the Format Bar away by choosing **View→Hide Format Bar**; get it back with **View→Show Format Bar**.

The inspectors

Keynote stows most of its advanced settings in the *inspectors*—floating control panels that give you detailed control as you work your way through your slides. Click the Inspector button in the toolbar to open the inspector window, and switch between inspectors by clicking the buttons at the top of the inspector window. (Point to a button to see its name when you're not sure what its icon represents.) From this floating command post, you get quick access to controls otherwise tucked away in the menu bar—along with a few that are unique to the inspector. You'll learn all about the inspectors and their many options in the coming pages and chapters.

Slide Size and Slide View

Before diving into your slides, decide just how much slide you want. The *slide size* determines the number of pixels in each screen of your presentation. You can choose the size from the Slide Size pop-up menu in the Theme Chooser (Figure 1-1) or in the Document Inspector (Figure 1-2).

Keynote's Slide Size menus offer several standard sizes, but which to choose? The right size depends on your projector's screen resolution; ideally, your slide size should match the resolution of the projector that you'll use. Projectors start around 800×600 (that's 800 pixels wide by 600 pixels wide), but the majority of modern projectors handle the 1024×768 (or XGA) resolution. If you're not sure what to use, either of those two options will serve you well.

But don't goose the slide size thinking that will let you fit more stuff on the screen. While that's technically true, keep in mind that the screen itself doesn't change its dimensions; increasing the slide size only packs more pixels into the same space. As you add more pixels, everything in the slide gets smaller on your projected screen, making it that much more difficult for your audience to see it. Using a very large slide size *does* increase the sharpness of the image on projectors that can handle it—just be sure to increase the size of your text and images to maintain the same proportion in your slides. (When you change the slide size in the Document Inspector, Keynote is clever enough to scale your text and images so that they retain their relative size on the slides.)

Whatever slide size you choose, it's a good idea to adjust the *slide view* of your Keynote window so that you can see the entire slide at once. Keynote opens the slide view of new slideshows at full size, or 100 percent. Trouble is, depending on your slide size, this may be more slide than you can fit into your window, particularly on smaller laptops. Save yourself some scrolling hassle by adjusting

the Zoom pop-up menu in the lower-left corner of the slide canvas (Figure 1-2) so that you can see the slide's edges. You can choose Fit in Window so that the current slide always fills up the window. This option is also available from the View→Zoom submenu.

Adding Your Text

When you open a new slideshow, Keynote gets you started by giving you the *title slide* for your selected theme (officially, it's called the Title & Subtitle slide). The exact layout varies from theme to theme, but the title slide typically consists simply of a title and subtitle, usually with some simple decoration. You're not obliged to use this layout—you can rearrange it, add new elements, or choose an entirely new slide design from the theme's collection of master slides. More on all that in a bit. For now, go with what Keynote gives you, as shown in Figure 1-2.

Most new slides, including title slides, have *placeholders* that show where to add your text, pictures, or other objects to the layout. The placeholders for text aren't shy about telling you what to do—"Double-click to edit," they command. It really is that simple: Double-click the large title text, and type your title. Then double-click the placeholder text below, and type your subtitle. Presto! You've already finished your first slide: "Nostalgia and the Modern Hero: Rethinking superhero styles for the 21st century."

You can format text using the Format Bar, the Format menu, the Fonts window, and the Text Inspector. Don't worry about these finer formatting points just yet, though. You can make all those changes later. The easiest way to get started with a slideshow is to get the first pass of all your text into the document—enter it all at once and then organize it. Start designing your slides after you have all your ideas lined up.

You've already got the first slide in place; keep on going with the rest. Click the New button (+) in the toolbar, and Keynote gives you a fresh slide, this time with a slightly different layout—every theme has a standard slide that it uses after the title slide. This slide typically has two text boxes, one for the slide title and one for bullet-point text. [Figure 1-3](#) shows examples of these two standard slide types in the Gradient theme.

When you add a new slide, Keynote also adds its thumbnail to the *slide navigator*, the left pane of your slideshow window. This gives you an easy way to navigate your slides—just click a slide's thumbnail to work on it in the slide canvas. For more on the slide navigator, see [“Browsing and Organizing Your Slides”](#).

Continue typing the rest of your text, clicking the toolbar's New (+) button to make a new slide for each topic or idea in your talk. If you're not certain about the order or hierarchy of bullet points, don't worry. Just enter all the text—it's easy to adjust the order of things later.

Now that you've got all your text into your slides, you could actually stop right there. You've got a complete slideshow covering all the points of your talk. But let's be honest: Visually, it's a bit dull. Your slideshow is text-only, and every slide uses the same humdrum layout. Time to spice things up a bit.

Nostalgia and the Modern Hero

Rethinking superhero styles for the 21st century

Hero Costumes of Yesteryear

- Natural fabrics
- Bright, bold colors
- Simple, uncluttered logos & insignias
- Uncomplicated gadgetry;
All stowed away in the utility belt

Figure 1-3: Every theme has a Title & Subtitle slide (top), which Keynote gives you when you first open a new slideshow. Subsequent slides get a different layout (bottom), usually consisting of two text boxes for the title above and bullet points below. You can choose a different slide layout from the toolbar's Masters pop-up button.