



Quick answers to common problems



# Prezi Cookbook

Over 100 simple but incredible recipes to create dynamic, engaging, and beautiful presentations using Prezi

Charlotte Olsson

Christina Hoyer

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**Christina Hoyer**



BIRMINGHAM - MUMBAI

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---

Thank you everyone who urged me to believe and move forward. You guys made the difference, and I could not have written this book without you.

---

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---

Thank you friends, colleagues, and family for the encouragement, input, and loving support in the wee hours.

---

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---

Reviewing the Prezi Cookbook has been an educational experience. This book is very well-written and caters to the needs of individuals at all levels of study. I would like to thank Packt Publishing for entrusting me with this task, and my family for their continual support.

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# Preface

Prezi is the presentation tool of the future. Its amazing canvas lets you easily create presentations that have high impact. Unlike traditional presentation software, Prezi allows you to create non-linear presentations that easily embed your own content or content from the web and can be easily shared via URL links.

It is easy to understand and enables you to create eye-catching presentations that can captivate and impress your audience. The secret? Prezi combines a non-slide format that gives you the freedom to combine text, images, and other materials in new and great ways. Add some of the zooms and turns that make Prezi stand out, and you will stand strong as a presenter.

With this book, you will learn how professionals build their presentations using Prezi quickly and efficiently. In short, in this book we make it easy and straightforward for you to work with Prezi.

## What this book covers

*Chapter 1, Administer Your Account and Your Prezi*, teaches you how to create, save, and locate your prezis and also set their access through privacy settings. You will see how to arrange your prezis using a Prezi folder system. Renaming the folder and sharing it with your colleagues are some of the tasks that you can perform on the folders.

*Chapter 2, Inserting Text, Images, and Links*, teaches you how to work on the Prezi canvas, and how to work with text and images. You will learn to apply templates, and use different methods to insert and edit text and images.

*Chapter 3, Symbols and Shapes, Lines and Arrows*, deals with symbols and shapes, a useful collection of simple graphic items that you can easily insert on the canvas to enhance it. You will also learn about arrows and lines that are attractive and useful in your presentations.



*Chapter 4, Editing Elements on the Canvas*, teaches you how to work with texts, images, videos, frames, and other such elements on your canvas. You will learn how to resize, turn, move, group, and layer these elements.

*Chapter 5, Path and Steps*, shows how to arrange the elements on your canvas and show them in a specific order. Elements that can be used as steps are anything that you can put on the canvas; texts, image, videos, symbols, shapes, grouped elements, PDF, and so on. You will learn to create steps, and how to create and edit a path in Prezi.

*Chapter 6, Frames and Prezi Ratio*, will cover frames, which are an integral part of how Prezi works. You will learn to add and remove content in frames, group and organize them, and control how the content is presented. This chapter also shows how to set the overall ratio for your prezi, and how this setting reflects on your frames so that they automatically match the required screen proportions.

*Chapter 7, Zoom and Turn*, provides a hands-on approach to learning zooms and turns. When zooms and turns are used correctly, they become powerful tools that greatly enhance your prezi. You will see how to create them, how to combine them with each other, and how they can be applied to all the elements we insert on the canvas.

*Chapter 8, Animation*, teaches you how to make animations. It shows how to create them and how to edit and reset your animations. It will also show you how to fade a group of elements.

*Chapter 9, Reuse Favorite Frames and Elements*, will go in-depth into Prezi's advanced features. Knowing how to transfer and reuse a number of elements or whole sections between the prezis in your Prezi account enables you to reuse material, so that you will not have to spend time recreating what you already created once.

*Chapter 10, Media Files in Prezi*, will be a fun chapter to read because media enhances your presentations in great ways and is so easy to add to your prezi. Adding speech and background music to your prezi or adding videos will be great enhancements.

*Chapter 11, Templates, Colors, and Fonts*, will teach you how to choose, use, and edit Prezi templates. Using Theme Wizard, you can customize the look of your prezi.

*Chapter 12, Presenting with Prezi*, covers all the functions in Prezi's present mode. With this chapter, Prezi's presenting features become easy to learn and understand, making it possible for all presenters to feel at home with these functions.

*Chapter 13, Prezi on Other Devices*, will show you how to work with Prezi for Windows/Mac and Prezi for iPhone/iPad. You will also learn how to create your prezis offline using the Prezi App.

*Chapter 14, PowerPoint and Prezi*, will explore three different methods for importing material from a PowerPoint presentation onto your Prezi canvas.

*Chapter 15, Sharing and Collaborating*, shows how to collaborate real time in Prezi to allow your colleagues to do real-time editing on your prezis and also shows you how to give your presentations in collaborative mode. Using the portable feature of Prezi, you can download and show your prezi anywhere.

*Appendix A, Design*, explores the basic design principles that will actively support and strengthen your prezi.

*Appendix B, Transitions*, covers how you can make your presentation move forward smoothly in the present mode.

*Appendix C, Keyboard Shortcuts*, has a collection of shortcuts that can be used during presentation and for editing your prezis.

## What you need for this book

To work online in Prezi, use your computer and your Internet connection.

A downloadable version of Prezi is offered to paying subscribers. This allows you to work in Prezi without being online.

Prezi offers free apps that allow all Prezi users to access the program and their presentations using their smartphone and iPad.

## Who this book is for

This book is for everyone who is interested in using Prezi for personal or professional use. This book has a series of thorough and easy-to-read recipes. You may read it from start to end for complete Prezi education, or use it as a reference guide for specific questions.

We want you to start using Prezi NOW. Don't spend hours and hours studying. With this book, you can work in Prezi right away.

## Sections

In this book, you will find several headings that appear frequently (Getting ready, How to do it, How it works, There's more, and See also).

To give clear instructions on how to complete a recipe, we use these sections as follows:

## Getting ready

This section tells you what to expect in the recipe, and describes how to set up any software or any preliminary settings required for the recipe.

## How to do it...

This section contains the steps required to follow the recipe.

## How it works...

This section usually consists of a detailed explanation of what happened in the previous section.

## There's more...

This section consists of additional information about the recipe in order to make the reader more knowledgeable about the recipe.

## See also

This section provides helpful links to other useful information for the recipe.

## Conventions

In this book, you will find a number of styles of text that distinguish between different kinds of information. Here are some examples of these styles, and an explanation of their meaning.

Words that you see on the screen, in menus or dialog boxes for example, appear in the text like this: "The **Enjoy** account is a subscription that you pay for, after the first month".



Warnings or important notes appear in a box like this.



Tips and tricks appear like this.

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## Questions

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# 1

## Administer Your Account and Your Prezi

In this chapter, we will cover the following recipes:

- ▶ Choosing the right Prezi account
- ▶ The account overview window (your prezi)
- ▶ Creating a new prezi
- ▶ Saving your prezi
- ▶ Finding an existing prezi
- ▶ Creating a folder
- ▶ Renaming a folder
- ▶ Showing the prezi of a specific folder
- ▶ Removing a prezi from a folder
- ▶ Sharing a folder
- ▶ Deleting a folder
- ▶ Privacy settings

### Introduction

This chapter describes the various Prezi accounts, and helps you choose among them.

After setting up your account, you will want to start working in Prezi. To do this, you need to know how to create, save, and locate your prezis.

As you create more prezis, you will need to organize them using Prezi's folder system.

Finally, depending on your account type, you may want to adjust the privacy settings for one or more of your prezis.

In this chapter, you will find recipes that take you by the hand and make it easy to perform all of these actions.

## Choosing the right Prezi account

Prezi offers different accounts for different users. In the following screenshot, you will find a description of them all, starting with the simplest setup:

The screenshot shows the Prezi pricing page with the title "How would you like to use Prezi?". At the top, there is a note about the free account: "Use Prezi for free: All presentations you create will be publicly visible and you will be able to create, collaborate and present on prezi.com with 100MB cloud storage." A button "Continue with public presentations" is next to it.

Enjoy	Pro	Teams
Make your presentations private	Make presentations private and edit offline with Prezi for Windows/Mac	Prezi for your team or organization
<a href="#">Start free month</a>	<a href="#">Start free month</a>	<a href="#">Learn more</a>
<ul style="list-style-type: none"><li>✓ Create, collaborate and present online</li><li>✓ Manage privacy and sharing</li><li>✓ Replace the Prezi logo with your own</li><li>✓ Premium support</li><li>✗ Edit offline with Prezi for Windows/Mac</li><li>✗ Enhanced image editing</li><li>✗ Access to custom branded themes</li><li>✗ Centralized usage and billing management</li><li>✗ Access to customer success team and training</li></ul>	<ul style="list-style-type: none"><li>✓ Create, collaborate and present online</li><li>✓ Manage privacy and sharing</li><li>✓ Replace the Prezi logo with your own</li><li>✓ Premium support</li><li>✓ Edit offline with Prezi for Windows/Mac</li><li>✓ Enhanced image editing</li><li>✗ Access to custom branded themes</li><li>✗ Centralized usage and billing management</li><li>✗ Access to customer success team and training</li></ul>	<ul style="list-style-type: none"><li>✓ Create, collaborate and present online</li><li>✓ Manage privacy and sharing</li><li>✓ Replace the Prezi logo with your own</li><li>✓ Premium support</li><li>✓ Edit offline with Prezi for Windows/Mac</li><li>✓ Enhanced image editing</li><li>✓ Access to custom branded themes</li><li>✓ Centralized usage and billing management</li><li>✓ Access to customer success team and training</li></ul>
500 MB cloud storage	2 GB cloud storage	2 GB cloud storage per user
First month free, then \$4.92/month (\$59 billed annually)	First month free, then \$13.25/month (\$159 billed annually)	Volume-based pricing (billed annually)
<b>FAQ</b> <a href="#">How does billing work?</a> <a href="#">Can I cancel during my free month?</a>	<b>Students &amp; Teachers</b> Prezi offers discounts when signing up with a school email address. <a href="#">Educational plans</a>	

You will find this Prezi account overview at [www.Prezi.com/pricing](http://www.Prezi.com/pricing).

## The Continue with public presentations account

The public account is 100 percent free. With it, you have full online access to the Prezi program except for a few picture editing tools. Your prezis will be public, meaning that anyone can view them on the Internet. You will have 100 MB storage for your prezis, which is fine for most start up users.

## The Enjoy account

The **Enjoy** account is a subscription that you pay for after the first month. One of the great features that apply to the paid accounts is the privacy option. This option allows you to choose with whom (if anyone) you want to share your prezis. It also allows you to insert your own logo into your presentations, and gives you better support and 500 MB storage. The **Enjoy** account offers limited access to some of Prezi's picture editing tools.

## The Pro account

The **Pro** account is a subscription that you pay for. The huge benefit of the **Pro** account is that you can download the Prezi program to your computer (Windows or Mac). Use this account to work in Prezi without being online. With this account comes 2 GB online storage for your presentations, and you will have access to all of Prezi's picture editing tools.

## The Teams account

The **Teams** account is used for businesses and offers the option of storing custom Prezi templates called "branded themes" and centralized billing, which makes it easy to administer several accounts. You are also offered easier access to support and 500 MB storage.

## The Edu account

Students and teachers are offered educational accounts. The educational accounts are called **Edu Enjoy**, **Edu Pro**, and **Edu Teams**. These accounts are the same as the accounts described beforehand, but are offered to students and teachers at a reduced price. You are eligible for an educational plan if you sign up for your edu-Prezi account using a school e-mail address.

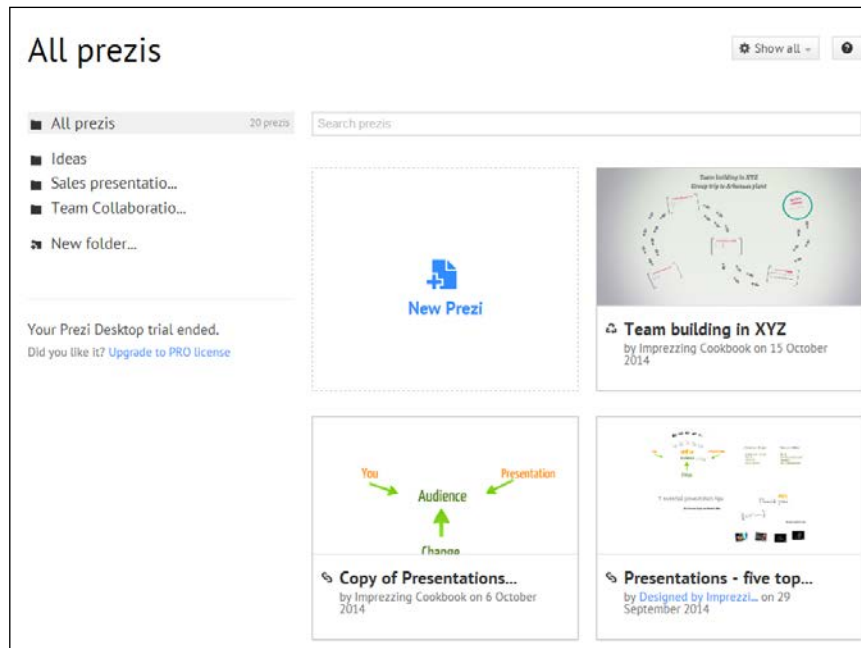
## The account overview window (your prezis)

Logging into your Prezi account takes you to your account overview window.



## How to use it...

The account overview shows a list of all your prezis and all your folders (when created), as shown in the following screenshot:



## Why do you need it?

Use the account overview to:

- ▶ Access any of your existing prezis
- ▶ Create and administrate your folders
- ▶ Create a new prezi

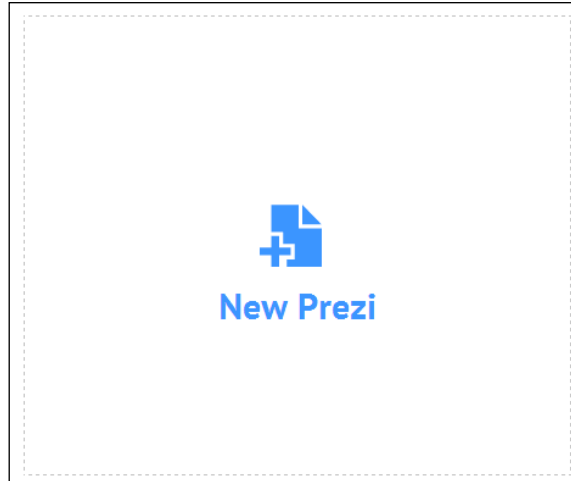
## There's more...

When working in a prezi, you can access the account overview window for all your prezis at any time by clicking on the **Your prezis** tab in the browser window.

## Creating a new prez

Open your browser and go to [www.Prezi.com](http://www.Prezi.com). Log in to your Prezi account.

To create a new prez, click on the **New Prezi** icon in the account overview window, as shown in the following screenshot:



Clicking on **New Prezi** opens a new browser tab where you will create your new prez.



This is the only way to create a new prez. You cannot open a new prez from within an existing presentation, nor are there keys you can use to do it. Kind of nice and simple!

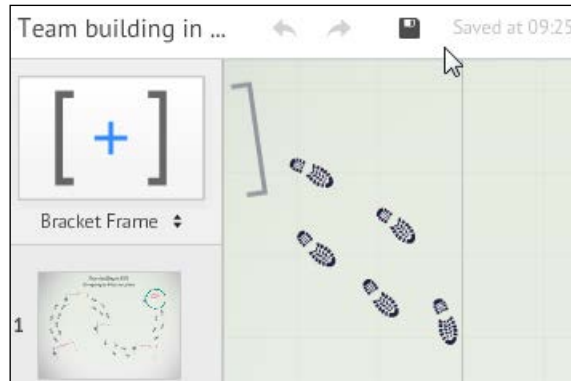
## Saving your Prezi

There are three ways to save a prez after working on the canvas:

- ▶ Click on **Ctrl + S**
- ▶ Use the **Save** icon
- ▶ Exit the prez

## Saving with the save icon

While working in Prezi, you can click on the **Save** icon to save at any time. The icon is placed over the canvas to the left, as shown in the following screenshot:



This is a saving feature that also runs automatically. Whenever you apply a change to your prezi, this change is autosaved. It is not possible to disable autosave.

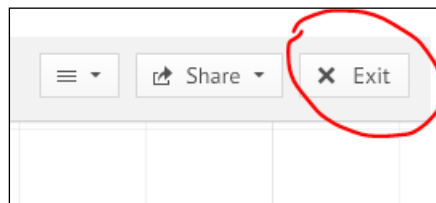


If you want to experiment with the content in an existing prezi, create a copy of it to do your experimenting here. This way autosaved changes will not affect your existing work.

## Saving with close and exit

A prezi is also automatically saved whenever you exit the prezi using the **Exit** button in the upper-right corner of the Prezi screen. Exit (and save) a prezi by clicking on the **Exit** button in the upper-right corner of the Prezi window.

A prezi is always saved when you click on the **Exit** button.



## Finding an existing prezis

Clicking on **Your prezis** opens the account overview window for your prezis files. All your prezis are listed here as thumbnails.

From here, you can either go directly into editing mode or you can access file handling features for a prezis.

### How to do it...

Hovering over a prezis's thumbnail gives you access to the icons that you can use to edit or share your prezis. Hovering over a thumbnail produces the **Edit**, **Share**, **Folder**, and **Delete** icons. The trash icon to the right can be used to delete the prezis as shown in the following screenshot:



To access the full range of file handling features for a prezi, begin by clicking on its thumbnail in the account overview window. This opens the prezi-handling window for that prezi. Here you see your prezi in a small window, as shown in the following screenshot:



At the bottom of the prezi-handling window, you'll find forward and backward arrows that you can click to navigate through the prezi. For faster navigation, use the blue slider tool (visible after hovering over the black navigation bar at the bottom of the window).

Below the prezi-handling window is a toolbar with various options to handle your prezi. The options are as follows:

- ▶ Use **Edit** to access editing mode for your prezi
- ▶ Use **Present remotely** to start a remote presentation (please refer to *Chapter 12, Presenting with Prezi*, to learn about presenting)
- ▶ Use the **Download** button to download your prezi (please refer to *Chapter 15, Sharing and Collaborating*, to learn more about the download of prezis)
- ▶ Use the **Save a copy** option to create a copy of your Prezi (this copy will be immediately accessible in your account overview window)
- ▶ The **Share** option allows you to share a prezi in different ways (please refer to *Chapter 15, Sharing and Collaborating*, to learn about sharing)
- ▶ Use the **Embed** button to create a small piece of code to use for embedding the prezi on your website (please refer to *Chapter 15, Sharing and Collaborating*, to learn more about embedding)

The **Public & reusable** button shows the current privacy choice for your prezi. (Please refer to the *Privacy settings* section of this chapter to read more about this.)

The trash icon to the very right can be used to delete this prezi.

## Creating a folder

Folders in Prezi allow you to organize your prezi in categories. Once your prezi are assigned to folders, you can access a specific selection (the prezi in a folder) of your prezi so that you will not have to go through your complete portfolio to find a specific prezi.



Click on the **All Prezis** folder to see all your prezis in the account overview window.

## Getting ready

The Prezi folders are accessed via the account overview window. On the left side of this window, you will find two folder icons named **All Prezis** and **New folder**. Click on **All Prezis** to see prezis from all folders.



The account overview is shown when you access your Prezi account. If you are already working in a prezi, you can always click the browser tab on **Your prezis** to go to your account overview window.

## How to do it...

Perform the following steps to create a new folder:

1. Click on **New folder** to create a new folder. This opens the name box.
2. Assign a relevant name to the folder by writing a name in the box provided. The maximum length for a name is 17 characters.