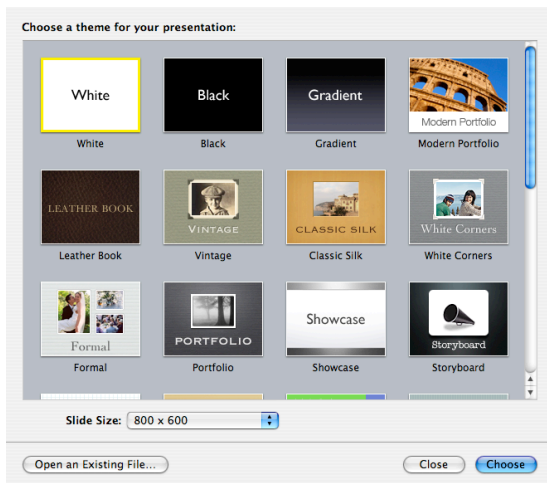


Keynote is Apple's presentation application. Keynote is installed as part of the iWork suite, which also includes the word processing program Pages and the spreadsheet program Numbers. If you are familiar with Microsoft PowerPoint, then you already know some of the things you can do with Keynote. You can create engaging full screen presentations that include pictures, text animations, and even movies. Keynote can open PowerPoint presentations, and it allows you to export your presentations to a number of formats, including PDF, QuickTime, Flash, and PowerPoint (in case you want to share your presentation with someone who does not have iWork installed).

### Creating a New Presentation

When you open Keynote (or select File > New), it opens up the Theme Chooser, which lets you select a theme (or template) and slide size for your new presentation.



To create a new presentation using the Theme Chooser:

1. Select a theme by clicking once on its thumbnail in the Chooser window.
2. Choose a slide size using the pulldown menu. Keynote '08 supports five different sizes, ranging from 800 X 600 to 1920 X 1080.
3. Click on the Choose button.
4. Save your presentation by selecting File > Save As, entering a file name, and clicking on Save.

You can change the theme for an entire presentation or for selected slides after you have created it:

- To change the theme for an entire presentation, select File > Choose Theme and choose a different theme using the Theme Chooser.

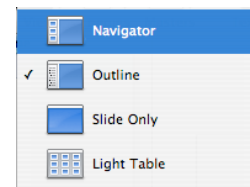
- To change the theme for individual slides, select the slides you want to modify and choose a theme using the Themes button in the toolbar at the top of the Keynote window.

### Importing From Powerpoint

To open a Powerpoint presentation with Keynote, locate the file for that presentation on your hard drive, then Control-click or right-click on it and choose Open With > Keynote. This will open your Powerpoint presentation with Keynote. Note that there may be some formatting changes when you open a Powerpoint presentation with Keynote.

### Keynote Views

Keynote supports four different views:



- **Navigator:** displays a slide organizer area with slide thumbnails on the left. The currently selected slide is displayed on the right side.
- **Outline:** same as Navigator view, but displays an outline of the title and body text on each slide instead of slide thumbnails.
- **Slide Only:** displays the current slide without the slide organizer area on the left.
- **Light Table:** displays larger thumbnails of the slides without the slide organizer area. This view is useful for rearranging slides.

To change the view, click on the Views button in the toolbar and select the view you want to use (or select one of the views from the View menu). Keynote also



allows you to enter presenter notes for each slide. These notes are only visible to the person giving the presentation when a second display is used. To add notes to a slide:

1. Click View in the toolbar and choose Show Presenter Notes (or select View > Show Presenter Notes in the Menu bar).
2. Enter the note text in the blank area below the slide.
3. Select a different slide using the slide organizer on the left and repeat the previous steps to add another presenter note.

### Adding Slides

To add a slide to your presentation, click on the New (+) button in the toolbar or select Slide > New Slide .



The new slide will inherit the theme and layout of the previous slide. To change the layout of the new slide, click on the Masters button and choose a different layout.



You can also create new slides quickly by duplicating slides. An easy way to do this is by using the Navigator view (choose View > Navigator). To create a duplicate of an existing slide:

- Select the slide in the slide organizer on the left side of the window, and press the Return key on your keyboard, or
- Hold down the Option key and drag the slide until you see a blue triangle. When you release the mouse, a duplicate slide will be created.

Using the slide organizer, you can change the order of slides by dragging and dropping. You can also organize your slides into groups by using indentation.

To indent a set of slides:

1. Select the slide where you want to begin indentation.
2. Press the Tab key on your keyboard.
3. Use the blue down arrow that appears next to the slide above your indented slides to collapse and expand the group of indented slides.

This is useful when you have large presentations open and wish to hide some slides while you work.

If you want to hide a slide so it doesn't play during a presentation, choose the slide in the slide organizer and then select Slide > Skip Slide. A thick line will take the place of the hidden slide in the slide organizer. To unhide the slide, choose Slide > Don't Skip Slide.

### Customizing Slides

Keynote provides you with many ways to change the appearance of your slides. Most of these editing features are accessible via the Inspector button on the toolbar. One of the things you can do is change the background of selected slides as follows:



1. Select the slide you want to modify.
2. Click on the Inspector button or choose View > Show Inspector.
3. Click the Slide Inspector button (second from the left), then click Appearance and choose a background type from the Background pulldown menu.



4. Set the options for the background type you selected. For a solid color background, click on the color well and choose a color for your background. For a gradient fill, select two colors using each color well and then set the angle of the gradient using the Angle wheel. For an image fill, click on the Choose button and locate an image on your hard drive.

You can also change the bullets used in your slides by opening the Inspector and choosing the Text Inspector. To change the bullet type:

1. Select the text box containing the bullets you want to change.
2. Click on Inspector in the toolbar, then select the Text Inspector by clicking on the button with the T on it (fourth from the left).



3. Click on Bullets.
4. Use the pulldown menu to select a type of bullet (no bullets, text bullets, image bullets, custom image, or numbers). Depending on the type you select, you will

see different options below the pull down menu.

5. If you choose Custom Image, you can use the Choose button to navigate your hard drive so you can select any picture to use as your bullet type.

### Adding Text

Most slide layouts will include body text with bullets. To add text without bullets, you can create a free text box. A free text box will expand or contract depending on the text inside of it, however the text included in it will not show up in outline view.

To add a free text box:

1. Choose Insert > Text or click the Text button in the toolbar.
2. In the text box that appears on the slide canvas, double-click the word Text and begin typing.
3. Drag the text box where you want it.
4. Drag the handles on the text box to change its width.



You can change the appearance of text using the Text tab of the Text Inspector. In this window, you can use a set of sliders to change the character and line spacing, and a set of buttons at the top to change alignment options. You can also click on the color well to change the color of your text.

To change the font used in your free text box, click on the Fonts button in the toolbar and select a font family, font typeface, and size using the different columns. The buttons at the top of this window will allow you to add underlining, a shadow, or other styling to your text.

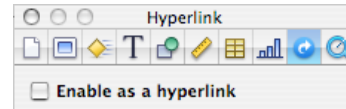


### Adding Links

You can add hyperlinks that you can click during a presentation to jump to another slide, exit the slideshow, or open another Keynote document, an email message, or a URL on the Internet.

To add a hyperlink:

1. Select the text, shape, image, or movie you want to turn into a hyperlink.
2. Click the Hyperlink Inspector button, and select "Enable as a hyperlink".



3. Choose an option from the Link To pop-up menu (Slide, Webpage, Keynote File, Email Message, or Exit Slideshow).
4. Set the options for the link type selected in step 3. For links to slides, choose the slide you want to link to by clicking on one of the radio buttons. For links to web pages, enter the address of the web page in the URL field.

### Adding Images

There are several ways to add images to a Keynote presentation:

- Drag and drop an image from a Finder window.
- Select Insert > Choose to navigate to the location where the picture is stored on your hard drive.
- Click on the Media button in the toolbar, select the Photos tab and choose an image from your iPhoto library or from one of your iPhoto albums.



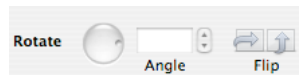
Once you have added the image, you can drag it to a different location or use the handles that appear around it to resize it (hold down the Shift key before you resize an image to constrain its proportions). Many Keynote themes include image placeholders which you can replace with your own images. To replace an image placeholder, drag an image from the Media browser until it is over the placeholder and a green plus sign appears, then drop the image into the placeholder.

The Graphic Inspector can be used to customize the appearance of an image:



- Check the box next to Shadow to add a drop shadow. Use the controls to change the angle, offset, and set other options for the drop shadow.
- Check the box next to Reflection to create a reflection effect. Use the slider to change the opacity of the reflection.
- Use the opacity slider to increase the level of transparency in the image.

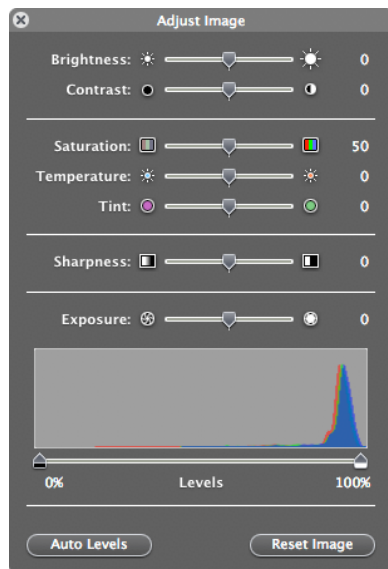
The Metrics Inspector also has options that apply to images:



- Use the flip buttons to flip the image vertically or horizontally.
- Use the Angle wheel to rotate your image.

Keynote '08 allows you to edit your images without having to open iPhoto:

1. Select the image you want to edit and click on the Adjust button in the toolbar or select View > Show Adjust Image.

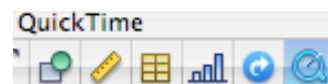


2. Use the sliders to change the overall brightness and contrast, or fix the colors in your image.
3. The histogram at the bottom of the window displays tonal information for your image. Use the Exposure slider to change the midtones in your image. To work with the shadows or highlights individually, use the markers below the histogram. Drag in from the left to make the shadows more pronounced (and make the image darker), or from the right to bring out the highlights (and make the image brighter).
4. To perform an automatic adjustment, click on the Auto Levels button. If you're not happy with the results, click on Reset Image to start over.

## Adding Movies and Audio Files

You can add movies and music to your presentations as well:

1. Click on the Media button in the toolbar.
2. To add a movie, select the Movies tab at the top of the dialog box. To add an audio file, select Audio.
3. The area below the tabs will show different collections you can click on to see files saved on your computer. Once you select a collection, you will see a list of the files it contains. Movies will display as thumbnails, while audio files will be listed with additional information such as the duration and artist name.
4. To preview any of the files, click on the Play button at the bottom of the window.
5. Once you find the file you want to use, drag it into the slide canvas until you see a green plus sign and release your mouse to add it to the presentation.
6. Use the handles to resize the preview if you're adding a movie, or drag to move it to a different location on the canvas. If you are adding a sound file, you will see a speaker icon (this icon will not be displayed when you play the presentation).
7. Open the QuickTime Inspector (last button on the right when you open the Inspector) to set additional options.



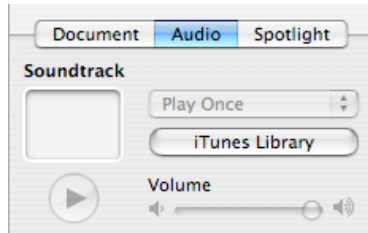
8. The slider at the top can be used to change the poster frame (the preview image displayed before the movie plays in your presentation). A slider for adjusting the volume is also available.

The media file will play only when its slide is displayed. To add a soundtrack (the file will play throughout the presentation):

1. Open the Document Inspector.



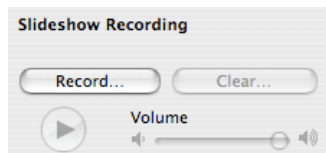
2. Choose the Audio tab, then click on the iTunes Library button to open up the Media browser so you can choose the audio file you want to add.



3. Once you find the audio file you want to use, drag it from the Media Inspector to the audio well that appears under the word Soundtrack.
4. Use the slider to adjust the volume level.
5. Click on the pulldown menu above the iTunes library button and select Loop to have the soundtrack repeat as long as the presentation is playing.

Keynote '08 adds the ability to record narration for a presentation. To record narration for a set of slides:

1. Select the slide where you want to start your narration in the slide organizer.
2. Choose File > Record Slideshow, or in the Document Inspector, choose Audio and click on Record.



3. Play your presentation as you would normally. A pulsing red light in the upper left corner of the screen will let you know that you are recording. To pause recording, click on the recording indicator. To resume recording, press any key.
4. To stop the recording and save it with your presentation, press the Escape key on your keyboard. If you need to re-record your presentation, press the Clear button in the Audio tab of the Document Inspector, or choose File > Clear Recording.

### Working with Shapes

Keynote has a number of shapes that can be used in presentations, including lines, geometric shapes, and freeform curves. To add a shape:

1. Click on the Shapes button in the toolbar and select a shape type.
2. Once the shape has been added,



click on it once to select it and move it where you want it to appear in your presentation.

3. Use the handles to resize the shape (hold down the Shift key as you resize a shape to constrain its proportions).
4. To duplicate a shape, hold down the Option key on your keyboard as you drag it.
5. Some shapes allow you to add text. To add text to a shape, double-click inside of it and begin typing. You can use the Text Inspector and the Fonts button to change the appearance of your text.

To draw a freeform shape, select the Freeform shape tool and click on the canvas to add individual points. To add a curve between two points, click and hold on one of the points as you drag with the cursor. You will need to drag in the opposite direction of the curve you want to create.



Shapes can be modified further using the controls in the Graphics and Metrics Inspectors (see the section on Adding Images).

### Guides

You can use guides to help you align images, shapes, and other elements on the canvas.

To create guides:

1. Choose View > Show Rulers.
2. Place the pointer on a ruler and drag into the slide canvas. A yellow guide will be displayed as you drag.
3. Drag the yellow guide to where you want it. If you drag away from the top ruler you will create a vertical guide, while if you drag away from the left ruler you will create a horizontal guide. To remove a guide, drag it off the edge of the slide canvas.

You can also use smart guides, which will only be displayed whenever an image or other object aligns with the center or edge of another object. To enable smart guides:

1. Select Keynote > Preferences.
2. Click on the Rulers tab.
3. Check the boxes next to "Show guides at object center" and "Show guides at object edges." You can also use the color well to



change the color of your guides from the default, which is yellow.

Guides will not be visible when you play your presentation.

### Using Masks

Masks allow you to perform non-destructive editing on an image (the part of the image covered by the mask is only hidden, not deleted).

To add a mask to an image:

1. Click on the image to select it.
2. Select Format > Mask. The grayed out area outside the square will be hidden once the mask is set.
3. Press Enter to set your mask. If you need to start over, select Format > Unmask. When you select an image that has a mask attached to it, an Edit Mask popup window will appear. You can use the slider to change the zoom level of the image inside the mask, or you can click on Edit Mask to modify the mask.

You can create more complex masks using shapes:

1. Select the image you want to mask.
2. Select Format > Mask with Shape and choose one of the shapes listed.
3. Adjust the mask by moving the shape and resizing it with the handles.
4. Press Return to set the mask.

Keynote '08 allows you to use a mask to remove an object from its background. This feature, which is called Instant Alpha, works well when the object is on a solid background.



To use Instant Alpha:

1. Choose the image you want to modify.
2. Select Format > Instant Alpha.
3. Click on the color you want to make transparent with the mask. As you drag, the area that will be made transparent will grow. You can also click and drag multiple times to select other areas of the image you want to make transparent.
4. When you're finished, press the Return key on your keyboard.

### Tables

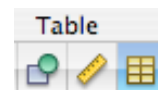
Tables are useful for organizing and summarizing information. Keynote 3 adds support for formulas in tables.

To add a table in Keynote:

1. Click on the Table button in the toolbar (or choose Insert > Table). 
2. Use the handles to resize the table. 
3. Drag the table to position it where you want it on the slide.
4. Double-click on a table cell and start typing. Press tab or use the arrow keys to move to other cells.

Another way to add a table is by drawing it on the slide canvas. To draw a table:

1. Press the Option key as you click on Table in the toolbar. The pointer changes to crosshairs.
2. Drag on the slide canvas while holding down your mouse to draw the table.
3. Use the Table button in the Table Inspector to change the number of rows and columns.



To select a cell, click on it until it has a yellow outline around it. The Table tab of the Table Inspector has the following options for working with tables:

- add a header row, header column, or footer row by clicking on one of the checkboxes at the top of the Inspector
- edit rows and columns: this is a pulldown menu with options for adding and removing rows and columns, sorting the contents of cells, and splitting and joining cells.
- change cell borders and backgrounds
- use alternating colors for rows to make data easier to view

The Format tab of the Table Inspector has the following options for working with numeric values:

- format cells as currency, data and time, etc.
- determine the number of decimal places to display when number is chosen as the format, and the style for negative numbers (for example, you can display them in red)

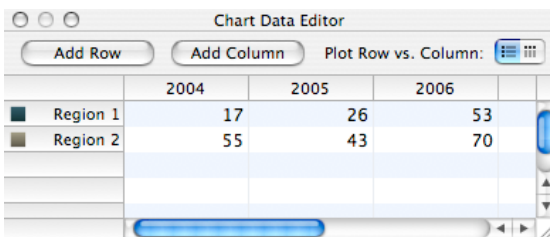
- apply conditional formatting so that cells matching specific criteria show up in a different color
- apply formulas by using the Quick Formula pulldown menu (these formulas allow you to find the average of the values in a range of cells, find the min or max value, or perform a sum or count). The same options can be accessed by choosing Insert > Function from the menu bar.

The last option in the pulldown menu allows you to open a Formula Editor where you can perform more advanced calculations using cell references. To reference a specific cell, you will need to use the letter of the column and the number of the row (for example, the first cell in a table is A1, the second cell in the first row is A2, and so on). The formula has to begin with the equals sign and you can use two cell references separated by a colon to indicate a range (A1:A3, etc.). The cells in your formula will be highlighted as you enter the cell references in the Formula Editor.

## Charts

Keynote allows you to add 3D charts. To add a chart:

1. Choose Insert > Chart.
2. Use the handles to resize the chart or drag on it to reposition it on the slide canvas.
3. Open the Chart Inspector and click on Edit Data to open the Chart Data Editor.

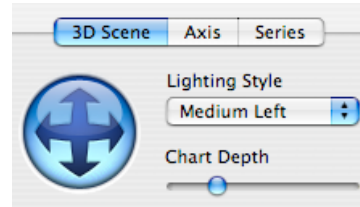


	2004	2005	2006
Region 1	17	26	53
Region 2	55	43	70

The Chart Editor will already have some placeholder data entered for you. Click on each cell to edit it and enter your own data, or copy and paste data from another program.

4. To change the chart type, use the pulldown menu to the left of the Edit Data button.
5. To create a 3D chart, select a 3D type and then use the options in the 3D Scene tab to set options such as lighting direction

and chart depth. You can use the arrows on the left side to rotate the chart.



## Transitions and Builds

Transitions and builds (animations) can help bring your presentations to life by adding variety and visual interest. However, note that they should be used in moderation. Using too many different transitions and builds in a slideshow can overwhelm the audience and actually detract from the message you are trying to convey.

To add a build to a slide:

1. Select an object in your presentation and open the Build Inspector.



2. Click on Build In to set options for how the object will enter into view in your presentation.
3. Select a build type from the Effect pulldown menu. The preview area at the top of the Inspector window will show you how the effect will display when you play the presentation.
4. Set the options for the effect you selected. You can choose a direction, a delivery method (all at once or as a sequence of individual elements), and duration.
5. Click on the Build Out button to set options for how the selected object will exit from view when you play the presentation.
6. Click on the More Options button at the bottom to open a drawer to the left with a list of all builds and the order in which they will play.
7. To rearrange the list, click on a build and drag it to another spot on the list.
8. Select a build from the list and click on the Start Build menu to select whether the build will play after a click, automatically with the previous build, automatically after the previous build. You can enter a delay

if you choose one of the automatic options.

9. Click on Close Drawer when you're finished setting your build order and timings.

Keynote '08 adds an Actions tab to the Build Inspector which allows you to animate any object on the slide canvas.

To animate an object on a slide:

1. Select the object you want to animate.
2. In the Actions tab of the Build Inspector, choose Move from the Effects pulldown menu.
3. A ghosted copy of the object will be displayed to show you the destination of the object at the end of the animation, and a red line will indicate the path. To change the destination, move the ghosted copy of the object to another location in the slide canvas. To change the path from straight to curved, click on one of the Path buttons in the Build Inspector.



4. You can also choose an ease in or out option to change the speed at which the animation either starts or ends.
5. Once you deselect an object with a motion tab assigned to it, you can edit the motion path by clicking on the red diamond displayed in the lower right corner of the object. Option-click on the path to set more points, or drag on the handles to change the shape of the path.



The other options in the Effects pulldown menu allow you to add an animation that scales, rotates, or changes the opacity of an object.

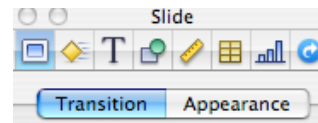
Another new feature of Keynote '08 are the Smart Builds, which are premade animations for images. To create a Smart Build:

1. Open the Media browser by clicking on its button in the toolbar and choose the Photos tab so you can view the images you can use in your Smart Build.

2. Choose Insert > Smart Build and select one of the builds listed.
3. Drag images from the Media browser into the Smart Build popup window. You can rearrange the order of the images using drag and drop. To remove an image from the animation, drag it out of the Smart Build popup window.
4. When you've added all of the images you want in your Smart Build (and set the options for the build you've chosen), click outside of the Smart Build popup window.

To add a transition between slides:

1. Open the Slide Inspector and make sure the Transition tab is selected.



2. Select a transition by making a selection from the Effect menu.
3. Set options for the transition type you selected, such as the direction in which the transition will take place, the duration of the transition, and how it will be started (either on a mouse click or automatically after a period of time).

### Playing Your Presentation

To play your presentation:

1. Click the Play button or Choose View > Play. This plays the slideshow starting with the selected slide. To play the slideshow from the beginning no matter which slide is selected, Option-click on Play.
2. To advance to the next slide, press the space bar, the letter N, or the right arrow key on your keyboard.
3. To go to the previous slide, press P or the left arrow key.
4. To quit the slideshow, press Escape or Q.



### Exporting Your Presentation

Keynote will export your presentations to a number of different formats, including: PowerPoint, PDF, Flash, and QuickTime. To export your presentation to a different format, choose File > Export, select a format, and follow the prompts to select the options for the format you have selected.



