

Master Presentations with Keynote

Your guide to creating fun and effective presentations with practical advice from author expert [Tom Negrino](#) on editing and giving presentations using Apple's Keynote.



by [Tom Negrino](#)

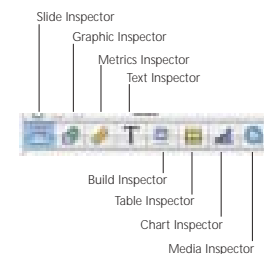
Finding Your Way Around Keynote



The Interface



The Inspector Window



The Inspector Toolbar

Saving Custom Slide Content for Later Use

It can take a considerable amount of effort to format custom slide objects, such as a table or a chart, so that it looks just the way you want, but there's no reason that you can't reuse that same format again and again. For this and other reasons, it's a good idea to create a Keynote file that you can use as a library for objects that you want to save.

To create a library file, create a new Keynote file using one of the neutral themes such as **Gradient**. Create one or more slides based on the **Blank** slide master, then copy the objects that you want to save from your presentation file, switch to the library file, and paste them in. Save the library file. If you save it in **harddisk/Library/ApplicationSupport/Keynote/Image Library/**, you'll be able to access your library file easily by choosing **File > Open Image Library** from within Keynote.

Create Presentations in the Outline

Every good presentation begins with a good outline, and Keynote's **Outline View** is the best and easiest way for you to make better presentations. Using the **Outline View** helps keep the presentation logical and structured, because you can easily see the slides' content throughout your presentation. The benefit of working in **Outline View** is that it lets you create and edit the presentation's content without focusing on its appearance, as always seems to happen when you add text directly on the slide. And after all, isn't the presentation's content its most important aspect?

Less Really Is More

When it comes to slide transitions, restraint really should be the order of the day. Chances are you've seen presentations where presenters used way too many transitions and animated effects. Did you like them? No? That's what I thought.

Busy slide transitions and animated objects can easily distract the audience from your presentation's content. Make sure not to overdo them, or you might find your audience slipping out of the room before your talk is over—which is not the sign of a successful presentation. Too much swooping and spinning can even make some audience members nauseous!

Another benefit of writing your presentation in the outline is that it is considerably faster than entering text directly on the slides. You can type your text entry without using the mouse, and any time that you can rely on the keyboard, work tends to get done quicker.

Consider sharing your outline with coworkers, and make changes based on their feedback. When the words are right, that's the time to spice them up with visuals. But first, get the words right.

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Animating Charts

Chart animations are a great way to add visual interest to your slides. You can get some dramatic effects when you make the parts of a chart appear sequentially on the screen, as shown in Figure 1.

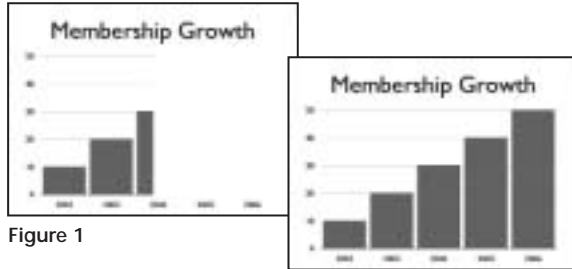


Figure 1

To animate a chart:

1. Switch to a slide that has the chart you want to animate.
2. Display the **Build Inspector**. See Figure 2
3. By default, the **Build In** tab is selected. If you want to create a **Build Out**, click that tab. Otherwise, continue working with the **Build In** tab.
4. On your slide, select the chart.
5. By default, the “First build requires click” checkbox is selected. This means that you will need to click the mouse while giving your presentation in order for the build to start. If you want the build to begin automatically as soon as you switch to the slide, click to deselect this checkbox.
6. From the **Build Style** pop-up menu, choose the type of animation you want.
7. From the **Direction** pop-up menu, choose the direction from which you want the chart to move onto the slide. Some build styles will not allow a direction, in which case the pop-up menu will be inactive.
8. From the **Delivery** pop-up menu (Figure 3), choose one of the following:
 - **All at Once** builds the entire contents of the chart onto or off of the slide.
 - **Background First** builds the chart background first, followed by the other elements of the chart (bars, columns, or area shapes).
 - **By Series** builds each data series onto or off of the slide, one at a time.
 - **By Set** builds each data set onto the chart, one at a time.
 - **By Element in Series** builds each element in a data series, one at a time. For example, in a chart like the one in Figure 4, the columns marked “Baseline” appear first, followed by the columns marked “With coating.”

Figure 2

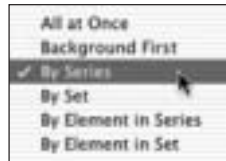


Figure 3

- **By Element in Set** builds each element in a data set, one at a time.
9. Drag the **Speed** slider to the right to make the build occur faster, or to the left to make it happen slower.
 10. If you want to create a **Build Out**, click the **Build Out** tab, then repeat steps 4 through 9.

Tip

You can create more interesting chart builds by using the **Graphic Inspector** to replace the image fills for the chart elements with shapes, as in Figure 5. With builds like this, the **Wipe** build style, with the **Direction** set to **Bottom to Top** and **Delivery** set to **By Set**, is especially effective.

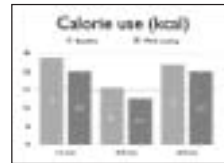


Figure 4

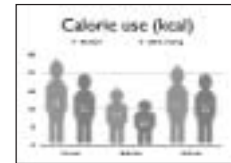


Figure 5

Graphics Tips

- You don't have to use photo cutouts just for photos. Try placing diagrams, charts, or even free text boxes in the cutout for greater emphasis.
- You can adjust the transparency of just a color fill or stroke by using the **Opacity** slider in the **Colors** window. It's a cool trick that lets you change the transparency of the fill while leaving the stroke solid. Instead of using the **Opacity** slider in the **Graphic Inspector**, you use the slider on the **Colors** window and the opacity setting affects the color fill or stroke, not the entire object.
- You can copy and paste drop shadow settings from one object to another by selecting the first object, choosing **Format > Copy Style**, selecting the second object, and choosing **Format > Paste Style**. This also works to copy and paste the object's stroke, fill, and opacity settings.

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