

Before You Start

Before you start this lesson, you need to load the iWork '08 suite onto your hard drive. You also need to copy the lesson files from the DVD in the back of this book to your computer. The instructions for loading the software and files are in "Getting Started," the introduction to this book. Once those two steps are complete, you can move forward with this lesson.

With iWork '08 and the lesson files loaded onto your hard drive, you are ready to start this lesson.

Launching Keynote

Keynote is the part of iWork '08 that we are working with first. You can launch Keynote in three ways:

- ▶ Double-click the iWork '08 folder in your Applications folder and then double-click Keynote.



- ▶ Click the Keynote icon in the Dock once.



- ▶ Double-click any Keynote project file.



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For this exercise, you'll launch Keynote using the first method.

- 1 From the Finder, choose File > New Finder Window.

NOTE ► If you haven't copied the Lessons folder of this book to your hard drive, do so at this time.

- 2 Double-click the Applications folder icon to open the folder.
- 3 Locate the iWork '08 folder and double-click to open it.
- 4 Double-click the Keynote application icon to launch the program.

Choosing a Theme and Slide Size

A theme is a starting template for your presentation that contains styled backgrounds and slide layouts. Keynote '08 ships with 36 built-in themes, and you can create your own or acquire others from online vendors. When you first launch Keynote, you are presented with the Theme Chooser, where you can browse the available themes.

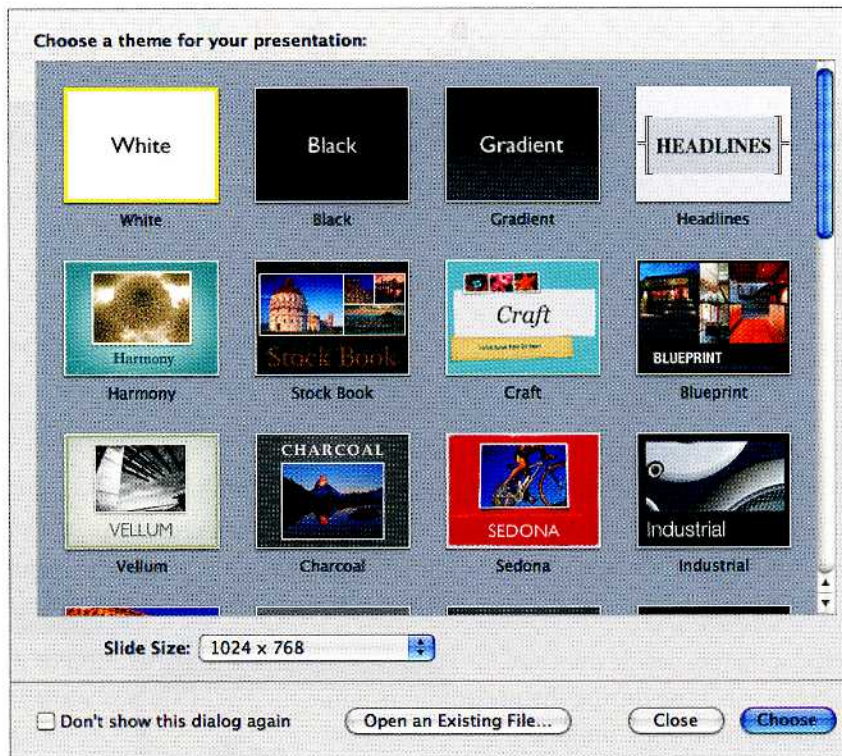
Before you select a theme, decide on a size for your slides based on the resolution of the projector or screen you'll use during the presentation. Some slide sizes are not available in every theme and will limit your choices.

NOTE ► Some Keynote themes have only two resolutions available: 800 x 600 or 1024 x 768. These are the two most common resolution settings for computer monitors and presentations. Newer Keynote themes offer three additional sizes. The 1280 x 720 and 1920 x 1080 resolutions match the two most common sizes for HD displays. The other option, 1680 x 1050, is a common resolution setting for Apple Cinema displays.

To select a theme and slide size:

- 1 If the Theme Chooser is not visible, choose File > New.

The Theme Chooser opens.



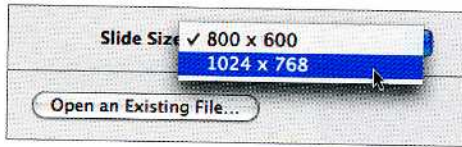
- 2 Browse the available themes by scrolling through the Theme Chooser.

A representative thumbnail (generally of a title slide) is shown to assist you. Themes contain multiple slide types that serve special purposes.

- 3 Click the thumbnail for the Classic Silk theme to select it.



- 4 From the Slide Size pop-up menu, choose 1024 x 768.



This is the size you'll use for this presentation. You can always modify the Slide Size in the Document Inspector if you need to reformat a presentation.

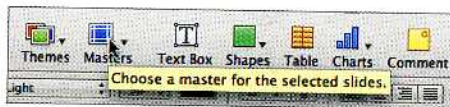
- 5 Click Choose to select the theme and create a new document.
- 6 Choose File > Save. Name your file **Project 1.key** and save it to your local hard drive.
- 7 Choose View > Show Format Bar to make the Format Bar visible.

The Format Bar contains frequently used formatting tools that we'll use throughout this lesson.

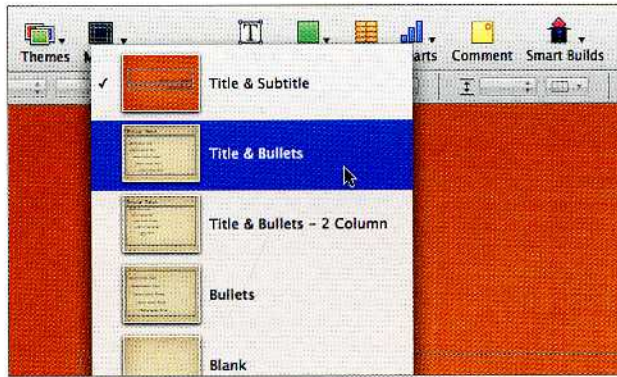
Selecting a Master Slide

Each theme offers a variety of master slides you can use for your presentation. A master slide is a preset arrangement of text or information you can select based on your personal preference and your purpose for each slide. For instance, photos or a chart will likely require a layout different from a slide that contains bullet points of information.

- 1 In the toolbar, click the Masters button to see a list of master slides.



- 2 Choose the Title & Bullets master.



The slide layout changes to the new arrangement. You will use this basic presentation slide layout for your first slide.

TIP You can click the Masters button at any time to choose a new layout. Examine the themes closely and look at the available master slides. This approach will help you choose a theme for your layout based on both style and function.

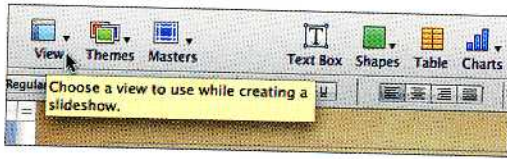
Outlining the Presentation

When building a presentation, many users choose to jump right in and start creating slides. They add text, artwork, and animation one slide at a time. Although this approach is valid, many experienced presenters strongly favor creating an outline first. They have found that a little organization saves time and leads to a better end product.

A presentation is often more coherent when you build it in stages. Think of the process as being similar to building a house. Sure, you could build and finish one room at a time, but most contractors like to start with blueprints, then build a frame, and then move forward from there.

Keynote has a robust outline view, and it is an excellent tool for setting up the content of your presentation. You are going to create a multi-slide presentation using the outline view.

- 1 In the toolbar, click the View button.



- 2 Choose Outline from the list that appears.

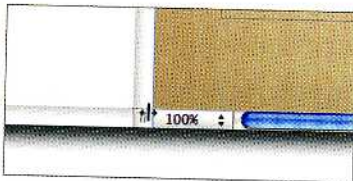


As you work with a presentation, you will often change your view to better suit specific tasks.

To make more room for typing, you can expand the slide navigator.

- 3 Move your pointer over the handle at the bottom of the slide navigator.

The pointer changes to a resize pointer.



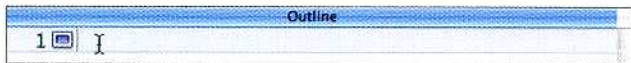
- 4 Drag to the right to expand the viewable area for your slide navigator.

Creating the First Slide

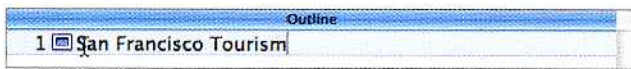
It's now time to begin building your presentation slides. You'll add some text to your first slide layout. By adding the text in outline view, you accomplish two things. You have a detailed outline that is easy to modify and share, plus you can quickly build slides with text content.

- 1 In the Outline column, click to the right of the slide thumbnail (slide 1).

The area turns light blue, and the insertion point blinks.



- 2 Type the following title into the slide: *San Francisco Tourism*.



Adding More Slides

For the next slides, you'll use a different master slide. This is because you'll be adding images to the slides in the next lesson. Keynote provides master slides set up for that purpose.

- 1 At the top of the document window, click the New button to add a new slide.



The number 2 appears next to your new slide.

- 2 From the Masters list, choose the Title, Bullets & Photo layout.



- 3 Next to the number 2, type the following title: *Cable Cars*.

4 Press Return.

This quick shortcut adds a new slide. That's not exactly what we need here, and we can easily turn it into a new bullet point on slide 2.

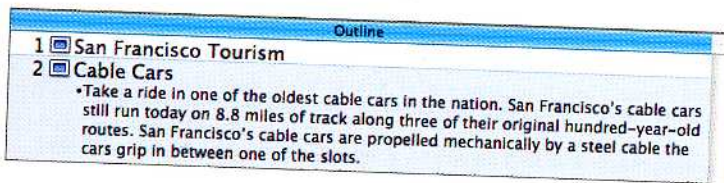


5 To turn the slide into bullet point information on slide 2, press Tab.

The insertion point moves to an indented location underneath the Cable Cars title, and the next text you type will become a bullet point for this slide.

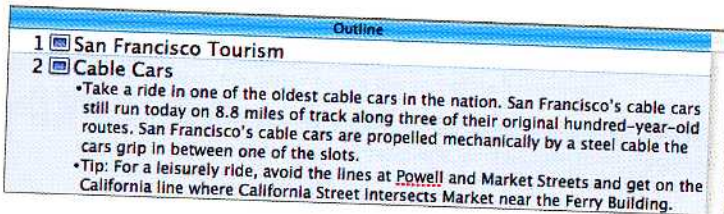
6 Type the following text in the outline:

Take a ride in one of the oldest cable cars in the nation. San Francisco's cable cars still run today on 8.8 miles of track along three of their original hundred-year-old routes. San Francisco's cable cars are propelled mechanically by a steel cable the cars grip in between one of the slots.



7 Press Return to create a new bullet, and then type the following information in the outline:

Tip: For a leisurely ride, avoid the lines at Powell and Market Streets and get on the California line where California Street intersects Market near the Ferry Building.



Now add a third slide.

- 8 At the top of the window, click the New button to add another new slide.

The number 3 appears next to your new slide. The Title, Bullets & Photo layout should still be active since you used it last.

Pasting Text into the Outline

If you already have text typed elsewhere (such as an email or text file), you can paste it onto your slides instead of typing it again.

- 1 In the Applications folder on your hard drive, open the program TextEdit.



- 2 Choose File > Open and navigate to the file **PresentationText.txt** in the Lesson 01 folder.
- 3 Click Open to open the text document.

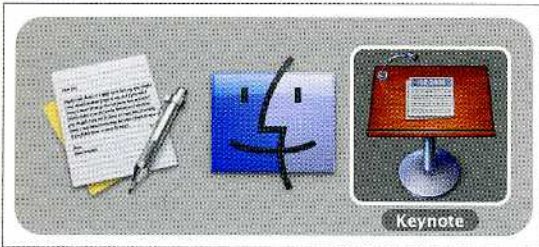
This document contains the remaining text for your presentation.

TIP When you save your slide outline in a word processor, save it as a basic text file (.txt). This will prevent the document from containing formatting that can conflict with a theme's look.

You need to put the text on your computer's Clipboard to use it in Keynote.

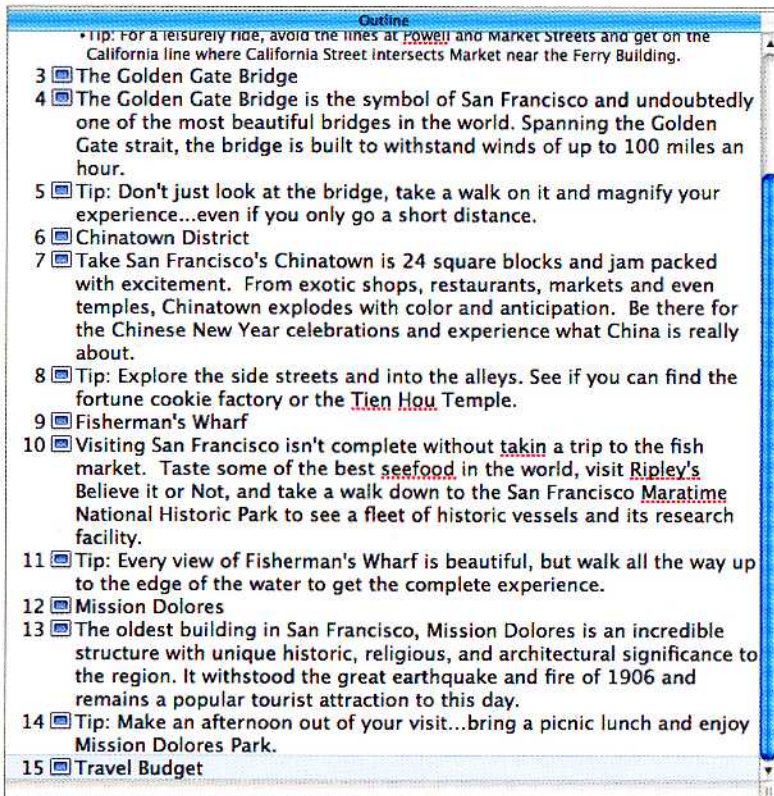
- 4 Choose Edit > Select All to select all of the text in the document; then choose Edit > Copy to copy the text to the Clipboard.
- 5 Return to Keynote.

TIP A quick way to switch between open applications is to press Command-Tab. This will display a bar with all open applications. Click the Keynote icon to switch to it.



6 Click the empty area next to slide 3. Then choose Edit > Paste.

The text is added, and a new slide is created for each paragraph of text.



You need to rearrange the text blocks so the slide title and two bullets appear on each page.

NOTE ► Some of the text contains spelling errors. This is on purpose, and you'll fix it later in the lesson.

- 7 Click slide 4 and press the Tab key to indent the text.

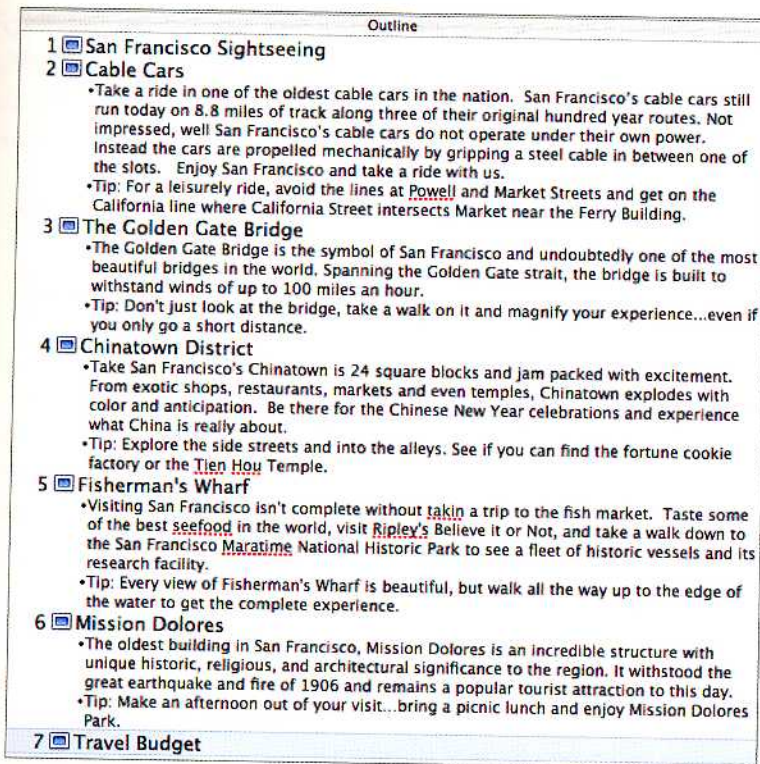
The block indents and is now located on slide 3. Old slide 5 (the tip) now becomes slide 4.

Before	<p>3 The Golden Gate Bridge</p> <p>4 The Golden Gate Bridge is the symbol of San Francisco and undoubtedly one of the most beautiful bridges in the world. Spanning the Golden Gate strait, the bridge is built to withstand winds of up to 100 miles an hour.</p> <p>5 Tip: Don't just look at the bridge, take a walk on it and magnify your experience...even if you only go a short distance.</p>
After	<p>3 The Golden Gate Bridge</p> <ul style="list-style-type: none"> • The Golden Gate Bridge is the symbol of San Francisco and undoubtedly one of the most beautiful bridges in the world. Spanning the Golden Gate strait, the bridge is built to withstand winds of up to 100 miles an hour. <p>4 Tip: Don't just look at the bridge, take a walk on it and magnify your experience...even if you only go a short distance.</p>

- 8 Click slide 4 and press the Tab key to indent the text.

That block also indents and becomes a bullet on slide 3.

- 9 Format the rest of your slides so each has a title and two bullets of information (the last slide has just a title).



- 10 When you're done, save your work by choosing File > Save. Then check your work by looking at 01Presentation1_Stage2.key.

Working with the Format Bar

The Format Bar is a quick way to format the content within a presentation. You'll find the Format Bar across the top of your document window just below the toolbar. You can format text, tables, charts, and images using the Format Bar.



Keynote '08 offers a contextual format bar that changes controls based on the task at hand. It will switch between modes based upon which objects you have chosen. Make sure the Format Bar is visible. If it is not, you can quickly make it active by choosing View > Show Format Bar.

TIP You can learn what a particular button does by leaving the mouse pointer over it until you see a tooltip.

Working with the Inspector

The Inspector window is extremely important in Keynote. It contains inspectors with most of the controls you will use to format, stylize, and animate your presentation. You may find the Format Bar more convenient for most changes, but know that the Inspector offers an additional level of control. If the Inspector window is closed, click the Inspector button on the toolbar. To switch between inspectors for particular tasks, click the appropriate button in the top bar of the Inspector window.



The Inspector window gives you access to these inspectors:

- ▶ Document—Set your slideshow properties as well as Spotlight comments.
- ▶ Slide—Create transitions between slides and control slide appearance.
- ▶ Build—Animate the text and other elements on your slide to reveal information.
- ▶ Text—Format the layout of text and bullets on the canvas.
- ▶ Graphic—Control the properties and appearance of graphics.
- ▶ Metrics—Size and position elements.
- ▶ Table— Create and format tables to hold data.
- ▶ Chart—Control the properties of charts and graphs.
- ▶ Hyperlink—Add web links, links to slides, and web pages to your presentation.
- ▶ QuickTime—Control the properties of QuickTime files in your document.

You will use some of these as you begin your presentation project. You will be working with all of the inspectors throughout the course of this book.

Formatting Text on a Slide

Now that you have completed your outline, you can begin to format your slides. Before you focus on spicing up your slides with photos and animation, you'll want to format the text to achieve a clean and professional layout. Good presentations start with good text.

- 1 Choose View > Navigator.



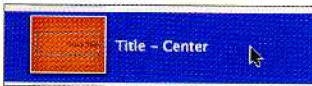
The Navigator view is good for browsing and modifying your presentation. It displays two columns: The left column contains a thumbnail for each slide, and the right column shows the slide canvas, which is an editable version of the slide.

- 2 Click the thumbnail for slide 1 to select it.



You are going to change the first slide to accommodate a photo and title.

- 3 Click the Masters button and choose Title – Center.



The background color changes, as does the layout of the text.

- 4 Triple-click the slide's title in the slide canvas to select it.

The text is highlighted in light blue, indicating that it is active and ready for modification.



- 5 In the Format Bar, check that the Font Family list reads Copperplate. (If not, choose Copperplate from the menu.)
- 6 Next to the Family list in the Format Bar is the Typeface list. Choose Bold to change the style of the title font.



- 7 In the Format Bar, click the Center text alignment button to center your text within the text block.



- 8 To apply the changes, press Command-Return.
- 9 In the slide canvas, select the text box and drag it slowly to the left and toward the top of the slide. Drag until the object snaps to the yellow alignment guide, which shows you the horizontal center of the slide.

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