Keynote 3
User's Guide

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Welcome to Keynote

With Keynote, impressive presentations are just the beginning. This preface provides an overview of Keynote features and lists resources for learning more.

Keynote is a robust program for creating professional-quality presentations. Powerful, simple tools make it easy for you to deliver compelling presentations, create studio-quality storyboards and portfolios, and build interactive slideshows. You can incorporate photos, movies, or music from your iLife libraries, as well as Safari web snapshots.

Present your data using any of the charts and tables built right into Keynote. Use the handsome and versatile themes that come with Keynote, or customize themes to suit your specific needs. Add engaging animations to text and tables, and save your ideas with comments.

Your Keynote presentation can be viewed in several ways. You can watch it on a computer, project it from a computer to a large screen, or print it. You can also export your presentation as a set of image files or to Flash, QuickTime, PowerPoint, HTML, or PDF format so that it can be viewed on other computer platforms. (For more information about viewing options, see Chapter 8, "Viewing, Printing, and Exporting Your Slideshow.")

Keynote Features at a Glance

The next few pages provide a quick overview of Keynote features. The remainder of the book gives step-by-step instructions for using Keynote to create, revise, and share your slideshows.

Professional-Quality Designs

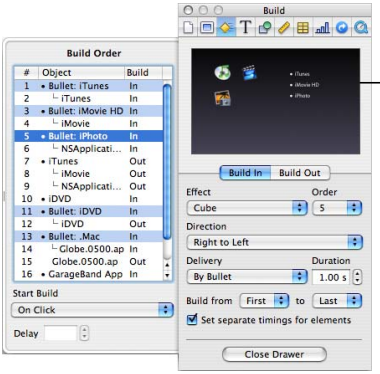
Keynote provides a wide variety of themes—including HD themes—you can use to quickly create stunning presentations. Every theme includes coordinated colors, text, charts, and tables. You can easily change a slideshow's theme at any time, and you can modify themes to suit your needs. You can even set off sections of your slideshow by using multiple themes in the same presentation.

Animated Text and Slide Transitions

Bring your text to life with studio-quality text animations. Choose from an array of text and word animations. Animate text so that lines enter the slide one at a time or in groups. Add interest by using two or more text columns on a slide and by using special styles of text and image bullets. Transition between slides with dramatic transition effects such as swoosh, droplet, and reflection.

Powerful Animation Tools

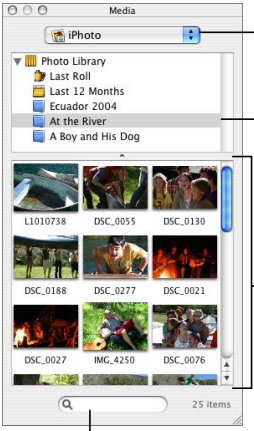
Create complex slide animations quickly and easily—any element can be moved and animated. Mix charts, tables, and graphics on the same slide. Fine-tune animations by changing the order in which elements appear and how they enter and exit a slide.



Create sophisticated animations ("object builds") and slide transitions. Synchronize the entry and exit of multiple objects on a slide.

Easy-to-Use Media Tools

Find items you've stored in your iPhoto or iTunes library, or in your Movies folder, and drag photos or tunes right to a slide. Add images and adjust brightness, contrast, exposure, saturation, hue, sharpness, and light cutoff levels right within Keynote.



Choose iPhoto, iTunes, or Movies.

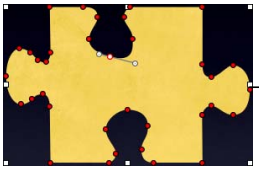
Select the album where your picture is located.

Drag a thumbnail to the slide or to an image well in one of the inspectors.

Search for a file by name.

Free-Form Curves, Shapes, and Masks

Create any shape using Bézier curves. Crop images by using masks of different shapes. Choose from predrawn shapes or create your own custom shape to use as a mask. With a mask, you reveal only the part of an image you want to show on a slide, without altering the original file.



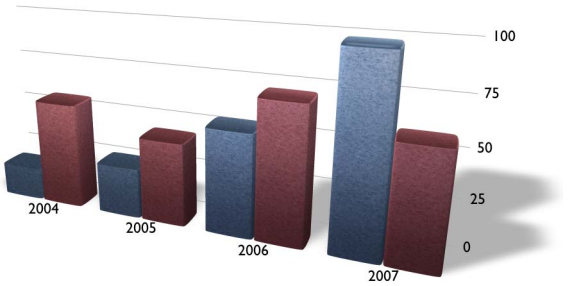
Create a custom mask to frame part of a photo.

Position the mask over the image, and then optionally edit the mask. Here, it's rotated and resized.

The original image is framed by the mask.

Realistic 3D Charts

Show off 2D data in 3D-rendered bar, line, and area charts. Choose realistic wood-grain, metal, and other textures. Apply multiple different lighting styles for interesting reflections.



Tables with Calculation and Sorting

Automate calculation in any cell in a table using arithmetic formulas and values from other cells. Sort by row or column, in ascending, descending, numerical, or alphabetical order. Format numbers with currency formatting and dates with international standards.

Type	Units	Price	Total
Roses	12	$3.75	$45.00
Tulips	8	$2.49	$19.92
Lilies	5	$4.99	$24.95

Easy-to-Use Inspectors

Keynote inspectors makes it easy to format your slides as you work. You use the ten inspectors to format most elements in a slideshow.

Tools for Advanced Presenters

Set up a projector display for the audience and your laptop screen as the presenter display, or rehearse your presentation by viewing the show on only one display. While you give your presentation, you can view information such as the current and next slide, elapsed time or time remaining, a clock, and slide notes. Control movie playback during a presentation using keyboard shortcuts. Jump to any slide by typing its slide number.

What's New in Keynote 3

Keynote 3 provides new features that help you create attractive, compelling slideshows.

- **New themes**

  Use Apple-designed themes for presentations, storyboards, and self-running presentations. Apply new HD themes with 16 x 9 aspect and pixel dimensions of 1920 x 1080.

- **3D-rendered charts with animations**

  Show off results in realistic and beautiful 3D charts, apply multiple different light styles for different reflections, and create beautifully 3D-rendered bar, line, and area charts of 2D data. View charts in wood grain, metal, and other textures. Use the 3D Rotation Angle wheel for complete control of chart viewing angle.

- **Cinematic animations with interleaved builds**

  Captivate the audience with cinematic slide transitions, interleaved graphic builds, and text animations. Create a cinematic experience with new, animated slide transitions. Draw attention to tables, charts, images, and text with new build effects: blinds, swoosh, and speedy. Interleave builds of bulleted text, tables, and even charts in any sequence and by groups of items, such as bullets or bullet groups, table rows or columns or cells, images, and more.

- **iPhoto-like image adjusting**

  Obtain the perfect visuals by fine-tuning image appearance. Adjust brightness, contrast, exposure, saturation, hue, sharpness, and light cutoff levels separately on any image right within Keynote. View immediate changes to image settings and easily revert to your original.

- **New shapes and Bézier drawing with smooth curves**

  Add shapes like polygons or stars, or draw custom shapes with curves, right within Keynote. Draw completely custom shapes with smooth paths using Bézier curves, and fine-tune Bézier shapes by changing curve angles or even by adding new curve points. Add predrawn shapes such as stars and editable polygons.

- **Image masking with any shape**

  Focus on any part of an image using any shape or custom Bézier curves. Mask images with any shape to remove a background or any other unwanted object. Create your own mask using Bézier curves in any shape.

- **Enhanced iLife integration**

  Share your presentation with iDVD and iPhoto. Export your presentation into iDVD with chapter breaks between slides and active hyperlinks. Export your slides directly into iPhoto with variable compression and into HTML for adding slide content on the web. See all your export options in a new, easy-to-use export window.

- **Tables for organizing information**

  Organize information and graphics in tables with calculations and automatic sorting. Easily add tables with coordinated look-and-feel for each theme. Automate calculation in any cell in a table using arithmetic formulas and values from other cells; create summary row and columns with value sums, averages, count, and more. Sort by row or column, ascending or descending, numerical or alphabetical, and format numbers with currency formatting and dates with international standards.

- **Tools for advanced presenters**

  Enjoy more control over your presentations. Use practice view to rehearse your presentation using a single screen to show current and next slides, notes, elapsed time, and a clock. Use light table view to display slides in multiple rows and columns for an at-a-glance view and sorting of your presentation. Control movie playback during a presentation using a video scrubber. Lock a kiosk presentation with a password to a slideshow playing in Keynote. Add comments directly on the slide canvas as reminders that are neither printed nor projected.

- **Text in multiple columns and bullets in multiple text boxes**

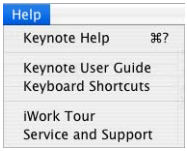
  Use multiple columns for text on a slide, and add text boxes where you need them.

How to Use Menus

To complete many of the tasks in this book (and in Keynote Help), you use menu commands. The instructions look like this:

- Choose Help > iWork Tour.

The first term after *Choose* is the menu you click; the next term is the item you choose from that menu.



Resources for Learning More

To get the most out of Keynote, consult the following resources:

Tour

For an onscreen demonstration of what you can do with Keynote, view the tour. Open the tour by choosing Help > iWork Tour.

Keynote 3 User's Guide

This full-color PDF document provides detailed information about Keynote features and instructions for working with slides.

Chapter 1, "Overview of Keynote," describes the tools for creating presentations. Chapter 2, "Creating a Presentation," shows the basic step-by-step workflow. For more detailed information about each step, refer to Chapters 3 through 8. To learn how to create your own themes, read Chapter 9, "Designing Your Own Master Slides and Themes."

Onscreen Help

To see the help, open Keynote and choose Help > Keynote Help. You can browse through the table of contents to find a specific topic, or enter a question in the search field to find an answer about how to accomplish a task.

Help tags are also available for many onscreen items. To see a help tag, let the pointer rest over an item for a few seconds. Help tags in the Inspector window are useful for learning about the effects of various options.

To display a help tag, rest the pointer over an item.

Web Resources

Go to www.apple.com/keynote to get the latest software updates and information. You can also purchase Keynote products on the web.

Technical Support

A variety of support options are available to Keynote users. For more information, see the AppleCare Software Service and Support Guide that comes with your Keynote documentation or choose Help > Service and Support.

Overview of Keynote

1

This chapter introduces you to the windows and tools you use to create presentations with Keynote.

When you create slides in Keynote, you create a Keynote document. The entire slideshow—including all the graphics, media, and chart data—is contained within this one document. This means that you can easily move the presentation from one computer to another. If you add movies or sounds to your document, you can save them as a part of your Keynote document so that you don't have to transfer those files separately.

The Keynote Window

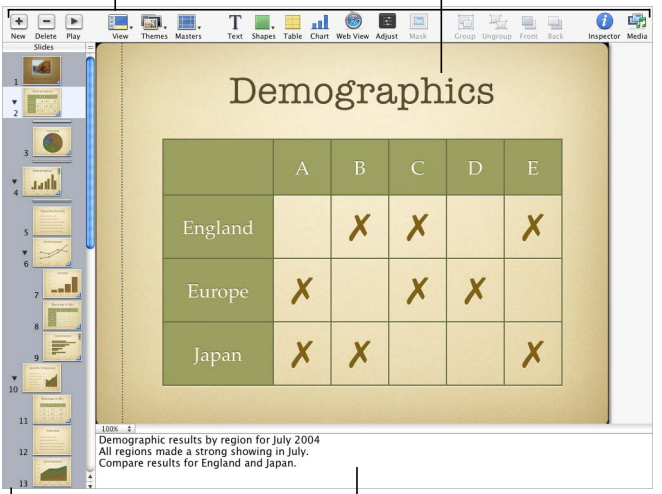
The Keynote window contains three sections:

- The slide canvas
- The slide organizer
- The notes field

These sections show detailed views of your slides and slideshow as you work. It's easy to organize your slides and navigate through them, even with long slideshows.

The toolbar: Customize it to include the tools you use most often.

The slide canvas: Create each slide by typing text and adding media.



The slide organizer: View a visual outline of your slide presentation. You can view a thumbnail of each slide or a text outline.

The notes field: Add text about individual slides. You can refer to these notes during your presentation—the audience won't see them.

The Slide Canvas

The slide canvas is where you create each slide. You can easily drag graphics files, movie files, and sound files to the canvas to add them to your slideshow.

You create a slideshow using a *theme*—a family of master slides—to ensure a handsome and cohesive look throughout your presentation. Master slides provide predesigned layouts for various kinds of slides, with coordinated fonts, textures, chart properties, and more. Each theme contains a variety of master slides, making it easy to add titles, bulleted text, and graphics.

As you work on your slides, you may want to zoom in or out to get a better view of what you are doing.

To zoom in or out on the slide canvas:

- Choose a magnification level from the pop-up menu at the bottom left of the slide canvas. Or choose View > Zoom > [*zoom level*].

Different Views

Keynote gives you a choice of four views to streamline the way you work.

- **Navigator:** In navigator view, use the slide organizer at the left side of the Keynote window to organize the slides in your presentation. This view displays a thumbnail image of each slide. You can rearrange slides by dragging them, and you can indent slides to group them. Navigator view is good for graphics-rich presentations.
- **Outline:** Use outline view to see a text version of your slides in the organizer. This is a good view for presentations that contain mostly text. As in navigator view, you can rearrange and indent slides.
- **Slide Only:** Switch to slide only view when you want to hide the slide organizers and concentrate only on slides.
- **Light Table:** Light table view shows your slides as if they were arranged on a photographer's light table. You can move slides around until you have the sequence you want.

To change from one view to the other:

- Click View in the toolbar and choose an option (or choose View > Navigator, Outline, Light Table, or Slide Only).

To hide the slide organizer:

- Click the View button and choose Slide Only or Light Table (or choose View > Slide Only).

Navigator View

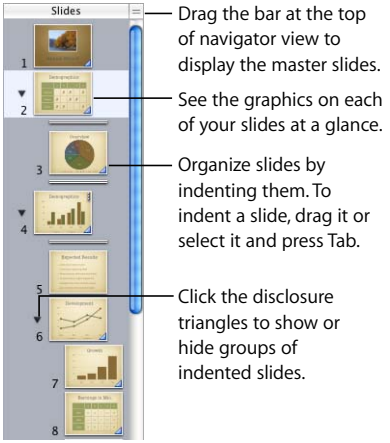
In navigator view, the slide organizer displays a thumbnail image of each slide in your presentation, making it easy to see the flow of graphics-rich presentations.

To help you organize your presentation as you work, you can group slides by indenting them, creating a "visual outline" of the slideshow. You can show or hide groups of slides by clicking the disclosure triangles. You can also skip slides so that they will not appear when you present your slideshow.

To show navigator view:

- Click View in the toolbar and choose Navigator (or choose View > Navigator).

You can see your master slides in navigator view by dragging the bar at the top (or by clicking View in the toolbar and choosing Show Master Slides). Use the master slides to design your own themes and master slide layouts. (For information about designing your own themes and master slide layouts, see Chapter 9, "Designing Your Own Master Slides and Themes.")



Working With Slides

When you create a new slideshow, Keynote automatically creates a title slide for you. When you add the first slide after that, Keynote automatically switches to a "Title & Bullets" slide layout, unless you choose a different master for the first slide. You can change the master used for that or any other slide by clicking Master in the toolbar and choosing a different layout.

If you choose a different master for the first slide, the next slide you insert will use the master you chose. When you add a new slide, it uses the same master as the selected slide (except in the case described above).

To add a slide, do one of the following:

- Select a slide and press Return.
- Click the New (+) button in the toolbar (or choose Slide > New Slide).

To duplicate a slide:

- Press Option and drag a slide in the navigator until you see a blue triangle (or choose Edit > Duplicate).

To copy a slide:

- Select a slide, choose Edit > Copy, select another slide, and choose Edit > Paste.

To indent slides:

1. In navigator view, select the slide you want to indent.

   To select multiple slides, hold down the Shift key and select the first and last slides in a range.
2. Press Tab (or drag the selected slide to the right until a blue triangle appears).

   You can create more indent levels by pressing Tab again. You can indent a slide only one level deeper than the previous slide (known as the "parent" slide).

To move slides to a higher outline level:

- Select the slides and press Shift-Tab (or drag the selected slides to the left).

To show or hide a group of slides:

- Click the disclosure triangle to the left of the first slide in the group.

To skip a slide when you play your slideshow:

- Select the slide and choose Slide > Skip Slide.

To display a skipped slide:

- Select the slide (it looks like a line in the slide organizer) and choose Slide > Don't Skip Slide.

To delete a slide:

- Select the slide in the slide organizer and press the Delete key.

If the slide had subordinate slides grouped below it (known as "children"), they are moved up by one outline level.

To delete a slide and all the slides grouped below it:

- Collapse the group of slides (click the arrow to the left of the top slide) and press the Delete key.

If you accidentally delete slides, you can recover them immediately by choosing Edit > Undo Delete.

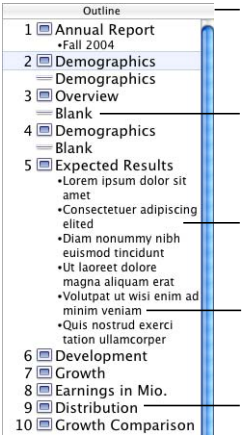
To move a group of slides:

- Select the first slide in the group and drag the group to a new location in the slide organizer.

Outline View

Outline view displays the title and bullet-point text of each slide in your slideshow. This view is most useful for seeing the flow of text-rich presentations. All the titles and bullet points appear legibly in the slide organizer.

Outline view provides an easy way to order and reorder your bullet points as you organize your presentation. You can add bullet points to existing text directly in the slide organizer. You can also drag bullets from one slide to another, or drag them to a higher or lower level within the same slide.



To show outline view:

- Click View in the toolbar and choose Outline (or choose View > Outline).

To change the font used in outline view:

1. Choose Keynote > Preferences and click General.
2. Choose a font and size from the Outline View Font pop-up menus.

To select a bullet and its text in outline view:

- Click the bullet.

To select a bullet (or bullets) and its subordinate bullets:

- Click between a bullet and its text, and then drag down.

To move a bullet to a lower outline level on the same slide:

- Click anywhere in the text and press Tab, or drag the bullet to the right, until a blue triangle appears.

  You can also select (highlight) any number of bullets and press Tab.

To move a bullet to a higher outline level on the same slide:

- Click anywhere in the text and press Shift-Tab, or drag the bullet to the left until a blue triangle appears.

To move bullets to another slide:

- Drag the selected bullets out of the current slide to a different slide.

To move bullets from one slide and create a new slide:

- Drag the bullets to the left of the other bullets on the slide until a blue triangle appears above the slide.

To place all slide bullets subordinate to the bullets on the previous slide:

- Drag the slide icon to the right.

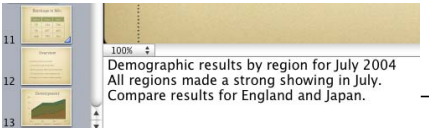
  All bullets on the slide are moved to the previous slide, with the first bullet at the same level as the last bullet on the previous slide.

To print the outline view:

1. Choose File > Print.
2. In the Print dialog, choose Keynote from the Copies & Pages pop-up menu.
3. Select Outline.

The Notes Field

Use the notes field to type or view notes for each slide. You can print these notes or view them on an alternate display that only you see while you give your presentation.



The notes field is an area where you can keep track of what you want to say as you show each slide.

To see the notes field:

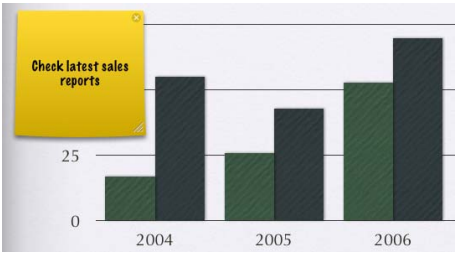
- Click View in the toolbar and choose Show Presenter Notes (or choose View > Show Presenter Notes).

  To learn how to view your notes during slideshow playback, see Chapter 8, "Viewing, Printing, and Exporting Your Slideshow."

Comments

Comments provide an easy way to save your ideas and place them on slides as reminders. You can move comments anywhere on the slide canvas. Your comments appear on the display while you're editing, and they appear on the presenter display, but they don't appear to your viewers when you play the presentation.

If you use comments frequently, you may want to add the Comments button to the toolbar. To do so, choose View > Customize Toolbar and drag the Comments button to the toolbar.



To add a comment:

1. Choose Insert > Comment.
2. Type a note, idea, or reminder.
3. Drag the comment wherever you want to place it on the canvas.

   Note: Because comments are always on top of the slide canvas, they may obscure parts of your slide content. Simply drag the comments out of the way or hide them to reveal the content beneath.

To hide or show comments:

1. Click the View button in the toolbar and choose Hide Comments (or choose View > Hide Comments).
2. To bring the comments back, click the View button and choose Show Comments.

To resize a comment:

- Drag the lower-right corner.

To close a comment:

- Click the *x* in the upper-right corner.

To change text styles and background colors:

- **Text:** See "Editing Text and Text Properties" on page 45 for details on changing text style and format.
- **Color and fill:** See "Using Color and Image Fills" on page 80 for details on changing the background color in comments.

To print with comments showing:

1. Make sure the comments appear on the slide canvas, as described earlier.
2. Print the document.

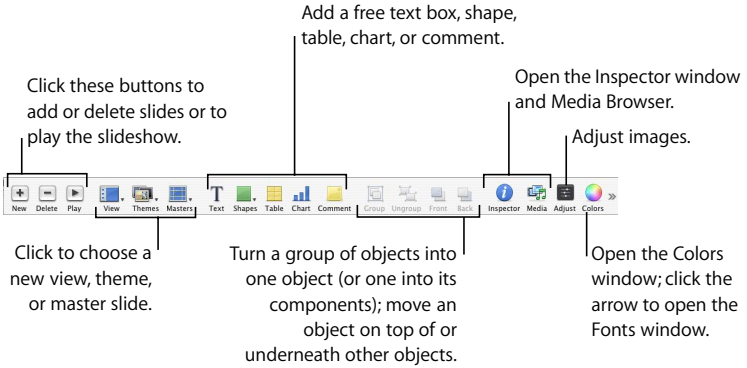
   Your comments, along with standard slide content, are printed as they appear on the screen.

Keynote Tools

Keynote tools give you one-click access to many of the actions you'll use as you create presentations.

The Toolbar

As you work in Keynote and get to know which commands you use most often, you can customize the toolbar by adding, removing, and rearranging toolbar buttons.



To customize the toolbar:

- Press Control and click the toolbar, and choose Customize Toolbar. You can also choose View > Customize Toolbar.
- To add an item to the toolbar, drag its icon to the toolbar at the top.
- To remove an item from the toolbar, drag it out of the toolbar.
- To rearrange items in the toolbar, drag them.
- To make the toolbar icons smaller, select Use Small Size.
- To display only icons or only text, choose an option from the Show pop-up menu.

You can restore the default set of toolbar buttons by dragging the default set to the toolbar. This restores the original group of icons that appeared the first time you opened Keynote.

If you're not sure what a button does, drag it to the toolbar (in the Customize dialog) and click Done. You can now hold the pointer over the icon in the toolbar to see the button's description.

Keynote Inspectors

Keynote inspectors make it easy to format your slides as you work. Most elements of your slideshow can be formatted using the ten inspectors. Each inspector controls one aspect of slide formatting. For example, you use the Document Inspector to choose slideshow settings.

Click one of these buttons to display a different inspector.

To open the Inspector window:

- Click Inspector in the toolbar (or choose View > Show Inspector).

Click one of the buttons at the top to display an inspector. Clicking the second button from the left, for example, displays the Slide Inspector. You can have several Inspector windows open at the same time.

To open more than one Inspector window at the same time:

- Choose View > New Inspector.

Media Browser

The Media Browser gives you quick access to music, photo, and movie files that you may want to use in a presentation.

To open the Media Browser:

- Click Media in the toolbar (or choose View > Show Media Browser).

To view your media files:

- Choose iTunes, iPhoto, or Movies from the pop-up menu at the top of the Media Browser window.

To add a media file to your presentation:

- Select a music file, photo, or movie file, and then drag it to a slide.

To search for a media file:

- Type the title or filename in the search field at the bottom of the Media Browser window.

  If you've added a title to an image, Keynote won't find the image. Keynote searches on whatever name is visible in the Media Browser. For details about the Media Browser, see "Using the Media Browser" on page 68.

The Colors Window

You use the Mac OS X Colors window to choose colors for text, shapes, or shadows.

To open the Colors window:

- Click Colors in the toolbar (or choose View > Show Colors).

The Font Panel

Keynote uses the Mac OS X Font panel, so you can use any of the fonts on your computer in your presentations.

To open the Font panel:

- Click Fonts in the toolbar (or choose Format > Font > Show Fonts).

  Note: If you use special fonts in a Keynote document and you send it to others, make sure the recipients have those fonts installed on their computers.

Shortcuts

You can use the keyboard to perform many of the Keynote menu commands and tasks. A comprehensive list of keyboard shortcuts is available in onscreen help.

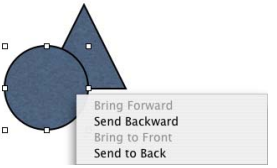
To see the list of keyboard shortcuts:

- In Keynote, choose Help > Keyboard Shortcuts.

Many commands are also available in shortcut menus that you can access directly from the object with which you are working. Shortcut menus are especially useful for working with tables and charts.

To open a shortcut menu:

- Hold down the Control key while you click an object.



Creating a Presentation

2

This chapter outlines the basic tasks and steps for completing a professional-quality slide presentation.

Importing a PowerPoint or AppleWorks Presentation

If you already have a slide presentation that you created in Microsoft PowerPoint or AppleWorks, you can import it into Keynote and continue to work on it. Simply drag the PowerPoint or AppleWorks document icon to the Keynote application icon. The document opens in Keynote, and you may apply a theme to the document if you wish.

You can export Keynote documents to PowerPoint. For more information, see "PowerPoint" on page 167.

Step 1: Select a Theme

Use Keynote themes to create an attractive presentation without having to do a lot of design work. Each Keynote theme includes a set of templates (called *master slides*) with styled text, bullets, layouts, and other formatting features already set for you. Keynote themes come in various textures and moods to suit different kinds of presentations.

Starting a New Project

Whenever you create a new Keynote document, you must select a theme in the Theme Chooser. You can easily change the theme of a Keynote slideshow at any time and specify a particular theme for any new documents you create.

To start a new project:

1 Double-click the Keynote icon and select a theme.

2 Choose a slide size from the Slide Size pop-up menu.

For highest quality playback, your slide size should match the screen resolution of the display on which the slideshow will appear. Keynote offers an HD resolution of 1920 x 1080 (not all themes offer this resolution). Most projectors work best with slides set at the 1024 x 768 size; newer projectors can display slides at a higher resolution. All Keynote themes come optimized for 800 x 600 and 1024 x 768 sizes.

If your display is larger than one of the sizes mentioned here, you can set a custom slide size for your Keynote presentation. For more information, see "Changing the Slide Size" on page 162.

Note: Higher resolutions require more memory and faster processing.

3 Click Choose.

Changing the Theme

You can change the theme for a slideshow at any time.

To apply a different theme to a slide presentation:

- Click Themes in the toolbar and scroll to select a theme (or choose File > Choose Theme and select a theme).

You can choose to apply the new theme to the selected slide or to all the slides when you use the Theme Chooser.

Setting a Theme to Use for New Documents

You can specify a particular theme to be used for any new documents you create. This means that you bypass choosing a theme each time you create a new slideshow. You can still change the theme for a slideshow at any time.

To specify the theme used for new documents:

1 Choose Keynote > Preferences and click General.

2 Select "Use theme" and click Choose.

3 Select the theme you want, choose a slide size from the Slide Size pop-up menu, and click Choose.

To modify themes or create your own, see Chapter 9, "Designing Your Own Master Slides and Themes." You can use more than one theme in a presentation; see "Using Multiple Themes" on page 42.

Kinds of Slideshows

You can make three different kinds of presentations in Keynote, depending on how the presentation will be used. It's a good idea to keep the kind of presentation in mind as you design it. Note that hyperlinks are available in a normal presentation, not just in a hyperlinks-only presentation.

- **Normal:** These presentations are controlled by clicking the mouse or using the keyboard. By default, a slideshow is normal (interactive) unless you make it a self-playing or hyperlinks-only slideshow.
- **Self-playing:** These presentations advance automatically, the way a movie plays (no user interaction is possible). You can use this option, for example, to play a presentation in a kiosk setting. To learn about creating these kinds of presentations, see "Creating Self-Playing Presentations" on page 153.
- **Hyperlinks only.:** Viewers navigate through these presentations by clicking hyperlinks. For more information about creating these kinds of presentations, see "Hyperlinks-Only Presentations" on page 155.

Step 2: Create Your Slides

When you select a theme, a single slide appears in the slide organizer. You can begin working in this first slide, adding text, graphics, movies, and sound. You can add new slides to the document as needed.

To add a slide, do one of the following:

- Click the New (+) button in the toolbar (or select a slide in the slide organizer and press Return). You can also choose Slide > New Slide to insert a slide.

Important: Save your work often by choosing File > Save. For more details about saving Keynote documents, see "Step 4: Save Your Slideshow" on page 42.

Using Master Slides

As you work, you'll want to use different slide layouts to place text and graphics on individual slides. Master slides provide the layouts you are most likely to need.

Each Keynote theme includes a family of master slides. Each master slide has a different layout that may include title and body placeholder text, as well as object placeholders for graphics, tables, and charts.

Most themes come with the master slide layouts described here:

Master slide	Recommended use
Title & Subtitle	Title page or section titles within your presentation
Title & Bullets	Content
Title & Bullets—2 Column	Content you want to appear side by side
Bullets	General content pages that require bulleted text; the text area fills the entire slide
Blank	Graphics-rich layouts
Title—Top or Center	Title page or section titles within your presentation
Photo Horizontal	Horizontal photo with title below
Photo Vertical	Vertical photo with title and subtitle on the left
Title, Bullets & Photo	Title page or section title with text and photo
Title & Subtitle	Title page or section titles requiring a subtitle
Title & Bullets—Left or Right	Content slides on which you can place bulleted text on the left or right and a graphic on the other side of the slide

When you create a new slide, it uses the master slide of the selected slide (except when the selected slide is the first slide, Title & Subtitle). You can change a slide's master slide layout at any time.

To change the master for a slide:

1. Select the slide whose master slide layout you want to change.
2. Click Masters in the toolbar.
3. Select a master slide in the list.

For more information about modifying themes and master slides, see Chapter 9, "Designing Your Own Master Slides and Themes."

Adding Text

Master slides provide placeholder text (which you replace with your text) for slide titles and body text. Choose a master slide with the combination of title text and body text that best suits the slide's content.

Title text is larger than body text. Most body text is bulleted (preceded by a "dot" or other ornament), but you can change from bulleted to non-bulleted text. To learn more about text formatting, see See "Using the Text Inspector" on page 46.

If the slide you're working on doesn't have title text or body text, you can either choose a different master or select the Title or Body checkboxes in the Appearance pane of the Slide Inspector.

To add title text to a slide:

- Double-click in a title text box on the slide canvas and type your text.

To add text:

- Click in a body text box on the slide canvas and begin typing.
  - To move to the next line, press Return.
  - To indent a line, press Tab.
  - To move a bulleted line to a higher indent level, press Shift-Tab.

For information about creating text boxes, see "Adding Text Boxes" on page 45.

You can change the look of the text and bullets in any of your slides using the Text Inspector and the Graphic Inspector. For more details about how to use inspectors to change text, including how to change the style of bullets, see Chapter 3, "Working With Text, Graphics, and Other Media."

Adding Graphics

You can easily add photos, sound files, and movies to your presentation. For details, see "Including Sound and Other Media" on page 68.

To add a graphic to a slide, do one of the following:

- Click Media in the toolbar to open the Media Browser (or choose View > Show Media Browser), choose iPhoto, and drag a photo to the slide canvas.

- Drag a graphics file from the Finder to the slide canvas.
- Choose Insert > Choose, select the graphics file, and click Insert.
- To create a new slide with the graphic on it, drag the graphics file from the Finder to the slide organizer.

You can modify a graphic's colors, alignment, orientation, and other properties by using the inspectors. Images can be adjusted with the Adjust Image window. You set object placement, size, and orientation in the Metrics Inspector. Shadow, fill color, and opacity are set using the Graphic Inspector. For more information about setting attributes using the inspectors, see Chapter 3, "Working With Text, Graphics, and Other Media."

To present complex or numerical data in an easily understandable visual format, you can use a table or chart; Keynote supplies tables and charts for each theme. For more information about adding tables and charts, see Chapter 5, "Creating Tables," and Chapter 6, "Creating Charts."

Using Alignment Guides and Rulers

As you move text and graphics around on the slide canvas, you will notice yellow alignment guides. These pop-up guides help you center and align objects on the canvas. They appear whenever the center or edge of an object aligns with the center or edge of another object, or with the center of the slide canvas. You can create your own alignment guides to help you place slide elements precisely in the same position from one slide to the next. Alignment guides (even those you create) don't appear during a presentation; they are visible only when you are editing a slide.

Keynote also displays the X and Y coordinates of an object's top-left corner as you move the object around the slide canvas, or the object's angle as you rotate it. When you resize an object, size tags display the object's height and width.

You can turn on rulers to help you align objects on the slide canvas. Rulers show you how far (in increments you specify) an object is from the edge of the slide.

To turn on rulers:

- Click the View button in the toolbar and choose Show Rulers (or choose View > Show Rulers).

To change the unit of measure in the rulers:

1. Choose Keynote > Preferences and click Rulers.
2. Choose an item from the Ruler Units pop-up menu.

   Make sure that "Display ruler units as percentage" is deselected. Selecting this option displays measurements as a percentage of the distance across the slide, rather than in the chosen unit of measure.

To place the ruler's horizontal origin point at the left edge of the slide:

- In the Rulers pane of Keynote preferences, deselect "Place origin at center of ruler."

After you've placed graphics exactly where you want them on the slide, you can lock them to the slide canvas to prevent them from being accidentally moved as you work.

To lock an object to the slide canvas:

- Select the object and choose Arrange > Lock.

You cannot modify an object that has been locked to the slide canvas. To unlock an object, select the object and choose Arrange > Unlock.

Note: If you often lock and unlock objects, you can add buttons to the toolbar for these commands. Choose View > Customize Toolbar.

Changing the Appearance and Behavior of Alignment Guides

You can place your own alignment guides on any slide to help you line up objects where you want them.

To place alignment guides on a slide:

1. Click the View button in the toolbar and choose Show Rulers (or choose View > Show Rulers).

   The rulers appear at the top and left side of the slide canvas.
2. Place the pointer on a ruler and drag to the slide canvas.
3. Drag the yellow guide wherever you wish on the slide canvas.

   You can add alignment guides to a master slide so that they appear on any new slide based on that master. For more information, see "Adding Alignment Guides" on page 176.

To remove alignment guides that you have placed on a slide:

- Drag the alignment guide off the edge of the slide canvas.

If alignment guides are getting in the way as you work, you can temporarily hide them.

To temporarily hide pop-up alignment guides:

- Hold down the Command key while dragging an object.

You can turn off pop-up alignment guides and size and position tags in the Rulers pane of Keynote preferences. You can make alignment guides appear only when object edges are aligned, or only when object centers are aligned.

To change the behavior of alignment guides and tags displayed when you move objects:

1. Choose Keynote > Preferences and click Rulers.
2. To turn off the guides that appear when an object's center aligns with another object or the center of the slide canvas, deselect "Show guides at object center."
3. To turn on the alignment guides that appear when an object's edges align with another object or the center of the slide canvas, select "Show guides at object edges."
4. To turn off size and position tags, click General and deselect "Show size and position when moving objects."

If you change the alignment guides frequently, you may want to add the Guides button to the toolbar. To do so, choose View > Customize Toolbar and drag the Guides button to the toolbar.

To change the color of alignment guides:

- In the Rulers pane of Keynote preferences, click the Alignment Guides color well and select a color in the Colors window.

Step 3: Organize Your Slides

Change the order of slides in your presentation by dragging them in one of the slide organizer views.

You can organize your slides into an outline by indenting related sets of slides and by showing or hiding individual slides or groups of slides as you work. Indenting or hiding slides in the slide organizer does not affect the flow of the final presentation. It is only a tool to make it easier to organize and navigate through large sets of slides.

For more information about indenting and organizing slides, see "Different Views" on page 21.

Using Multiple Themes

As your presentation takes shape, you may want to use different themes for different slides within the same presentation. For example, you could have one look for slides about past business performance and another for sales projections.

To use multiple themes in a document:

1. In the slide organizer, select the slide or slides you want to have a different theme.
2. For simple theme changes on selected slides, click Themes in the toolbar and choose a new theme.
3. For additional options, choose File > Choose Theme.
4. Choose Selected Slides from the Apply Theme To pop-up menu.

   If you want to apply the new theme to all the slides, and not just to the selected slides, choose All Slides from the Apply Theme pop-up menu.
5. If you've modified theme defaults on individual slides, and you want to incorporate these overrides into the new theme, select "Retain changes to theme defaults."

   For example, if you change the background fill on a few slides, and you want to use the same fill in the new theme, select this option. If you don't select this option, the slides will use the new theme's background fill.
6. Click Choose.

Moving Around in Your Presentation

You can easily go to the first or last slide in your presentation or to the previous or next slide.

To jump quickly to a particular slide:

- Choose Slide > Go To > [*option*].

Step 4: Save Your Slideshow

You should save your slideshow often. Keynote provides some special options for saving your slideshow, including saving a previous version and saving audio and movie files as part of the presentation. (For more information, see "Kinds of Slideshows" on page 35.)

To save a Keynote file:

1. Choose File > Save.
2. Type a name for the slideshow and choose where you want to store it.
3. Click Save.

Keynote provides advanced saving options for special circumstances. To see these options, click the disclosure triangle (to the right of the filename) in the Save dialog.

- When you add sound or movies to your slideshow, Keynote automatically saves them with the file. This is helpful if you plan to transfer the slideshow to another computer. If you don't want to save the file this way, click Advanced Options, and then deselect "Copy audio and movies into document." (This option is on by default.)

  If you deselect this option, and then transfer the slideshow to another computer, you need to transfer the sound and movie files as well. Selecting this option makes the file larger, so you may want to include media files (using Save As) only when you're ready to move the slideshow to another computer.
- If the presentation will be opened on a computer that doesn't have the theme installed, select "Copy theme images into document."

  This option ensures that all theme components appear correctly even if the theme is missing. Selecting this option makes the document file larger.

As you make changes to your slideshow, you can save one previous version.

To save a copy of the previous version when you save a Keynote document:

1. Choose Keynote > Preferences and click General.
2. Select "Back up previous version."
3. Choose File > Save.

With this preference selected, each time you save your document, the previously saved version of your document is renamed "Backup of *<document name>*" and is saved in the same folder as your document. This backup file does not include the changes made since the last time you saved; the document that includes the latest changes remains open. (Even if this option is selected, you won't get a backup version the first time you save a document.)

Step 5: Play Your Slideshow

You can show your finished presentation on your computer's display or project it onto a screen for a larger audience.

To play the presentation on your computer:

1. In the Finder, double-click the Keynote document icon.
2. Click Play in the toolbar (or choose View > Play Slideshow).

   Note: Clicking Play plays the slideshow starting with the currently selected slide. To play the slideshow from the beginning (if the first slide is not selected), hold down the Option key while you click Play.
3. Click to advance to the next slide.
4. To stop the slideshow, press Q or Esc.

Keynote provides many options for sharing your slideshow. You can:

- Play the slideshow on a large screen or secondary display
- Save and share as a QuickTime or Flash movie, PDF file, or PowerPoint presentation
- Print the presentation

For more details about viewing and sharing your slideshow, see Chapter 8, "Viewing, Printing, and Exporting Your Slideshow."

Working With Text, Graphics, and Other Media

3

By incorporating text, graphics, sound, and movies, you can create compelling presentations with Keynote.

It's easy to add and modify text and the other elements you use in a presentation. This chapter describes in detail how to add various media to your presentations.

Editing Text and Text Properties

To add text to a text box or shape, simply click to select the text box or shape and start typing.

To enter and edit text in a text box:

1. Select the text box, or double-click the text, and start typing.
2. Adjust the text color, alignment, and font using the Text Inspector or Font panel, as described in "Formatting Bulleted Text and Numbered Lists" on page 46.

Adding Text Boxes

Various master slides provide text boxes, but you can add a "free text box" to a slide and move the box wherever you want it. Free text boxes are similar to the text boxes provided in various master slides. The main difference is that text in free text boxes does not appear in outline view.

To create a free text box:

1. Click Text in the toolbar (or choose Insert > Text).
2. In the text box that appears, double-click the text and type.

Note: You can add bullets to paragraphs in free text boxes. To create formatted bullets (in which all text aligns and the bullet "hangs"), you use the Bullets pane of the Text Inspector. For details, see "Formatting Bulleted Text and Numbered Lists" on page 46.

3 When you've finished typing, click outside the text box. Or, to stop editing text and select the text box, press Command-Return.

4 Drag the handles on the text box to change its width.

Free text boxes automatically grow or shrink vertically to accommodate the length of your text. You cannot make them taller by dragging. To make a free text box taller without expanding its contents, drag the selection handles to make the box narrower (that is, force the box to grow vertically).

You can drag text boxes anywhere on a slide. For more information about modifying text boxes, see "Resizing, Moving, and Layering Objects" on page 62.

Note: You can type text within a shape. See "Adding Text to Shapes" on page 59.

Formatting Bulleted Text and Numbered Lists

You can change the properties—including the font, color, or spacing of lines and words—of text at any time. For bulleted text, you can select from a range of bullet and numbering styles. You can even use an image of your own as a bullet. You make most text changes using the Text Inspector and Font panel.

Changing the Font

You can create engaging visual effects with text by changing its color, shadow, opacity, and orientation on the screen. To learn more about these options, see Chapter 4, "Changing Object Properties."

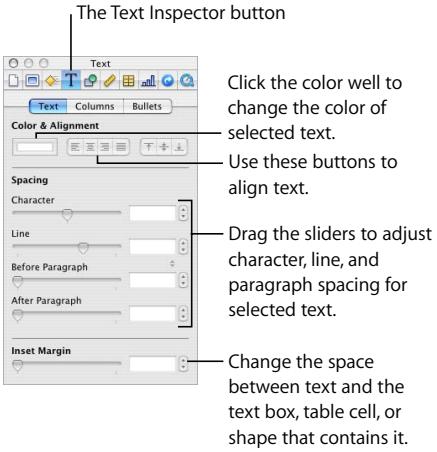
To change the font:

1 Select the text you want to change and click Fonts in the toolbar (or choose Format > Font > Show Fonts).

2 In the Font panel, select a collection, family, typeface, and size.

Using the Text Inspector

In the Text Inspector, you can adjust all basic text properties in your slides. Use it to change the color, alignment, and spacing of selected text. If you select bulleted text, you can change the bullet style.



To open the Text Inspector:

- Click Inspector in the toolbar (or choose View > Show Inspector, and then click the Text Inspector button).

To change text color:

1. Select the text you want to change (or click in the text to place the insertion point).
2. In the Text Inspector, click the color well.
3. In the Colors window, select a color.

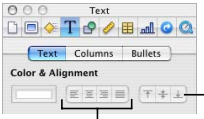
Changing Text Alignment and Spacing

You can align text within a text box left, right, center, or both right and left (called "justified"). You can also align text at the top, center, or bottom of the text box.

To adjust text alignment:

1. Select the text you want to change.
2. Click the horizontal or vertical alignment buttons at the top of the Text Inspector.

Note: A text box with more text than can be displayed always aligns at the top. Vertical alignment has no effect on free text boxes.



Use the vertical alignment buttons to align text at the top, center, or bottom of the text box.

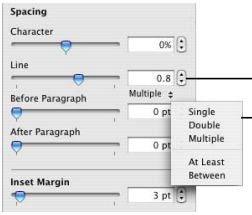
Use the horizontal alignment buttons to align text on the left, center, right, or both left and right (justified).

To adjust the spacing between lines of text within a paragraph or bullet:

1. Select the text you want to change (or select a text box).
2. In the Text Inspector, drag the Line slider to adjust the line spacing.

   Dragging the slider to the left brings the selected lines closer together; dragging it to the right moves them farther apart.

   You can set precise point values for spacing between lines of text in a paragraph or use preset measurements, which you can choose from the Line pop-up menu.



Line field: Type a value (or click the arrows) to specify the space between lines of text in a paragraph.

Line pop-up menu: Click the text below the Line field and choose a line spacing option.

To set precise values for spacing between the lines of text in a paragraph:

1. Select the text you want to change.
2. In the Text Inspector, type a value in the Line Spacing field.
3. Choose an option from the Line Spacing pop-up menu.
   - **Single:** Standard space between lines of text.
   - **Double:** Adds an extra line space between lines of text.

- **Multiple:** Sets line spacing values between single and double, or greater than double.
- **At Least:** The distance between lines is never less than the value you specify and may be more, to prevent larger fonts from overlapping. Use this setting when the distance between lines should remain fixed, but you don't want overlap if the text becomes large.
- **Between:** Increases the space between the lines, instead of increasing the height of the lines. In contrast, double-spacing doubles the height of each line.

To adjust the amount of space before or after a paragraph or bullet:

1. Select the text you want to change.
2. In the Text Inspector, drag the Before Paragraph or After Paragraph slider. Or, type a specific amount (5 points, for example) in the text box.

To adjust the amount of space between characters:

1. Select the text you want to change.
2. In the Text Inspector, drag the character spacing slider.

Dragging the slider to the left brings the letters closer together; dragging it to the right moves them farther apart.

Setting Tabs and Text Indents

All text boxes have default indents and tabs. You can see indent and tab markers on the horizontal ruler when you choose View > Show Rulers and select some text on a slide. You can drag these markers to change text indents and tabs.

Click the ruler to create a tab. Double-click the tab icon to change its type.

These markers indicate the left alignment of a bullet, the first line of text, and subsequent lines of text.

To create a tab:

1. Click in the text you want to adjust.
2. Click the horizontal ruler and drag the tab where you want it.

To change a tab to a different type:

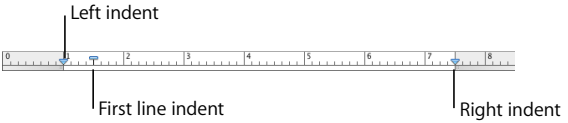
- Control-click the tab icon and choose a tab type from the shortcut menu. Or double-click the tab icon in the ruler repeatedly until the type of tab you want appears.

To insert a tab in bulleted text or table text:

- Press Option-Tab.

Adjusting Indents in Unbulleted Text

You can adjust the indents of unbulleted text by specifying where to put the left edge of the text, the amount of space between the left margin and the first line, and the amount of space from the right margin.



To set the indents for unbulleted text:

1. Select the text whose indentation you want to adjust.
2. To set the left edge of the text, drag the left indent marker.
3. To set where to begin the first line of text, drag the rectangular icon ("First line indent," shown above).
4. To set the right margin, drag the right indent marker.

Adjusting Indents in Bulleted Text

You can set indents for bulleted text using the Bullets pane of the Text Inspector.

To set the indents for bulleted text:

1. Select the text you want to adjust.
2. In the Text Inspector, click Bullets.
3. Type a number in the Bullet Indent or Text Indent field, or click the arrows.

Changing the Inset Margin

You can change the amount of space between text and its container (a text box, shape, or table cell). This measurement is called the "inset margin." The amount you specify is applied equally around the text on all four sides.

Specify how much space there is around text.

Note: You can't adjust the inset margin for bulleted text.

To adjust the amount of space around text:

1. Select the text.
2. In the Text Inspector, drag the Inset Margin slider, type a number in the Inset Margin box (or click the arrows), and press Return.

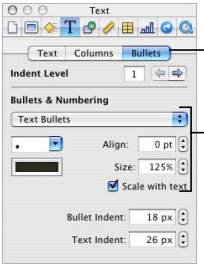
Working With Bullets and Numbers

You can change text bullets to image bullets, use your own graphic for bullets, or choose not to use bullets for text. You can change bullets to numbers to create a numbered list.

Note: You can use bulleted text in both body text boxes and free text boxes.

To change the symbol used for bullets:

1. Select the text whose bullet you want to change, or select a body text box to change all bullets.
2. In the Text Inspector, click Bullets.



Click to format bullets.

Select the bullet type, style, color, position, and size.

3 Choose an option from the pop-up menu. For some options, you can adjust the size and vertical alignment using the fields on the right.

- **No Bullets:** Use this option to create plain text without bullets.
- **Text Bullets:** Choose an option from the pop-up menu or type the character(s) you want to use in the text box. You can use any keyboard character. To change a text bullet's color, click the color well and choose a color in the Colors window.
- **Image Bullets:** Choose from one of the images provided.
- **Custom Image:** Select one of your own image files or drag an image from the Finder or Media Browser to the image well. Use only small images as text bullets, or the images may not retain their clarity when they are reduced.
- **Numbers:** Choose the number style (Arabic or Roman, for example) from the pop-up menu.
- **Tiered Numbers:** Indented (sub) paragraphs are numbered decimal style (2.1, 2.2, and so on).

Important: Selecting the "Scale with text" checkbox maintains the bullet-to-text ratio specified in the Size field, even if you change the font size.

To adjust the vertical alignment of a bullet (relative to its text):

1 Select the text you want to change.

2 In the Bullets pane of the Text Inspector, type a number in the Align box, or click the arrows.

To adjust the size of a bullet:

- In the Bullets pane of the Text Inspector, type a number in the Size field or click the arrows.

The bullets in the selected text grow larger or smaller than the text size, depending on how you set the percentage. The percentage is proportional to the text size.

Presenting Text in Columns

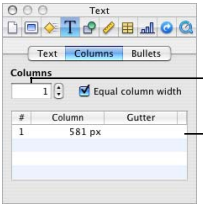
Sometimes you may want to create two text columns on a slide (for example, to present two concepts side by side). You can create columns in a text box by using the Columns pane of the Text Inspector.

To split text into columns:

1 Select the text box you want to change.

2 Click Columns in the Text Inspector.

3 In the Columns field, type the number of columns you want, or click the arrows.



Text you type in the first column flows into the second column when the first column is full.

To set up different column widths:

1 Deselect the "Equal column width" checkbox.

2 To change width, double-click a column value in the column measurements list and type a new value.

3 To change the space between columns, double-click a gutter value in the column measurements list and type a new value.

Working With Graphics

Keynote accepts all standard graphics file formats, including the following:

- GIF
- TIFF
- JPEG
- PDF
- PICT

In addition, Keynote provides the tools to add basic shapes to your slides, such as triangles, rectangles, and arrows, as well as custom shapes you design.

Note: Some images may be protected under copyright law. Make sure you have permission to use the images you want to include.

Adding Shapes

You can draw shapes—such as lines, rectangles, rounded rectangles, ellipses, triangles, and arrows—directly in Keynote. You can draw custom shapes with curves you adjust.

Working with the shapes you create is the same as working with predrawn shapes. Your shapes can contain text. They can be resized and repositioned and can have the line style, color, shadow, opacity, and orientation you choose.

This section tells you how to create your own custom shapes and how to edit the contour of both predrawn and custom shapes.

Adding a Shape

You can add a shape by selecting a predrawn shape or by drawing the shape directly on the slide.

To add a shape:

1. Click Shapes in the toolbar (or choose Insert > [*shape*]).
2. Drag the selection handles to resize the shape.

You can draw shapes at the desired size on the slide canvas.

To draw a shape on the slide canvas:

1. Hold down the Option key while you click Shapes in the toolbar and choose a shape.
2. Release the Option key and move the pointer over the slide canvas until it becomes a crosshair.

   To size the shape from the center, continue holding down the Option key in this step and drag across the canvas.
3. Drag across the slide canvas to create the shape.

   To constrain the shape (for example, to keep triangles equal on all sides), press the Shift key as you drag.

Adding a Custom Shape

You can create custom shapes with a variety of curves that you can adjust as needed.

To create a custom shape:

1. Click Shapes in the toolbar, and then select the draw tool icon (or choose Insert > Shape > "Draw a Shape").

The pointer changes from an arrow to a small pen tip.

2 Click the cursor anywhere in the slide to create the first point of the custom shape.

3 To create a second point and connect it with the first point using a straight line, click a second location.

To create a curved segment instead of a straight one, click the second location and drag the mouse to change the curve angle or extend the curve. Release the mouse when you're satisfied with the curve.

The line that connects the two points has the default stroke style for the theme you're using. You can change the line into another kind of line later by using the Stroke settings in the Graphic Inspector.

4 Repeat step 3 to create additional points as required. Every time you add a new point, Keynote connects it with the preceding point using a line with the current stroke and with the first point using no stroke. The shape is filled with the default fill color for the theme you're using, but you can change the fill later.

To delete a segment you've just created, press Delete. Pressing Delete again removes the preceding segment, too.

5 To stop drawing and close the shape (add a solid line between the last and first points), click the first point.

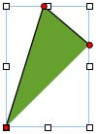
To stop drawing and leave the shape open (no line between the last and first points) so that you can work with it more later, press ESC or double-click the last point created.

Your shape is an object that you can work with as you would with any other object.

To finish and close an open shape:

1 Click once in the shape to select it, and then click a second time to show its points.

2 Double-click one of the two points at either end of the open segment.



3 To add additional points, click other locations as needed.

4 To stop drawing and close the shape, click the point at the end of the open segment.

Editing Predrawn and Custom Shapes

You can change the contour of predrawn and custom shapes by manipulating the points in the shape.

To make a predrawn shape editable:

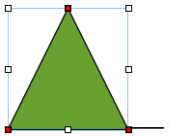
- Select the shape, and then choose Format > Shape > Make Editable.

To make a custom shape editable:

- Click once in the shape to select it, and then click a second time to show its points.

To move one or more points:

- When the shape is editable, click a point and drag it to another location. To move several points at the same time, hold down the Shift key as you click multiple points, and then drag the points.



Click a point and drag it to change the shape.

To delete one or more points:

- When the shape is editable, click a point and then press the Delete key. You can delete several points at the same time by Shift-clicking multiple points and then pressing Delete.

To add a point:

1 When the shape is editable, press the Option key and let the mouse hover over the shape's border. The cursor changes into a pen tip.

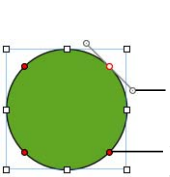
2 Click the location on the border where you want to add a point.

3 Move the point as needed.

To reshape a curve:

1 Make the shape editable.

2 Click a point on the curve you want to reshape. A control handle appears on both sides of the point.



3 To expand or contract the curve, drag the point or one of the control handles.

4 To change the angle of the curve, move the control handles clockwise or counter-clockwise. You achieve different effects when you move the handles together or independently of each other. Experiment until you achieve the effect you want.

- To move the handles together, press the Option key and drag one or the other of them.
- To move only one handle, press the Command key before dragging a handle.

To reshape a straight segment:

1 Make the shape editable.

2 Click a corner point.

3 Drag the point clockwise or counter-clockwise to change the angle between the two attached segments.

Drag the point out or in to change the length of one of the segments.

To transform corner points into curved points and vice versa, do one of the following:

- To change a corner point into a curved point, make the shape editable, and then double-click the corner point.
- To change a curved point into a corner point, make the shape editable, and then double-click the curved point.

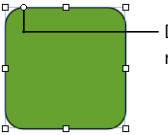
- To change all corner points in one or more shapes into curved points, select the shape(s) and choose Format > Shape > Smooth Path.
- To change all curved points in one or more shapes into corner points, select the shape(s) and choose Format > Shape > Sharpen Path.

Editing Specific Predrawn Shapes

Some predrawn shapes have special built-in editing controls that you can use in addition to those described above.

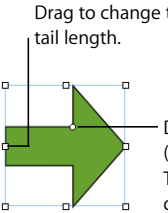
To edit a rounded rectangle:

- Drag the circular control to the left to straighten the corners and to the right to "round" them.



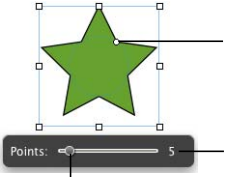
To edit single and double arrows:

- Use the three special controls to increase or decrease the tail's length and width without changing the shape of the arrowhead.



To edit a star:

- When you select a star shape, a slider appears. Drag the slider to increase or decrease the number of points in the star.



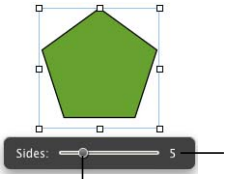
Drag to change the angles between points in the star.

View the number of points currently in the star.

Drag to increase or decrease the number of points in the star.

To edit a polygon:

- When you select a polygon, a slider appears. Drag the slider to increase or decrease the number of sides in the polygon.



View the number of sides currently in the polygon.

Drag to increase or decrease the number of sides in the polygon.

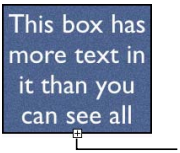
Adding Text to Shapes

You can add text to any shape.

To add text to a shape:

- Double-click the shape and type your text.

  You can format the text within a shape the same way you format any other text. If there is more text than can show in the shape, the clipping indicator (+) appears. You can display the rest of the text by resizing the shape.



The "+" means the shape contains more text than can be seen. To display the rest of the text, resize the object.

Changing Line and Fill Colors

You can change the line colors and fill colors of drawn objects. For more information, see Chapter 4, "Changing Object Properties."

Adding Pictures From iPhoto

You can drag images directly from the Media Browser (or your iPhoto library) to a slide.

To add an image from the Media Browser:

1. Click the Media button in the toolbar (or choose View > Show Media Browser).
2. Choose iPhoto from the pop-up menu and navigate to the album you want.
3. Drag a photo to the slide.

Images can be placed in table cells as well as directly on the slide. For instructions, see "Adding Images or Background Colors" on page 105.

Adding Other External Graphics

You can easily add graphics files created in other applications to your Keynote slides.

To add a graphics file from another source:

- Choose Insert > Choose and select the file (or drag the file from the Finder to your slide).

You can adjust the opacity and shadow of graphic objects, as well as make precise adjustments to their location and orientation on the slide. To learn more, see Chapter 4, "Changing Object Properties."

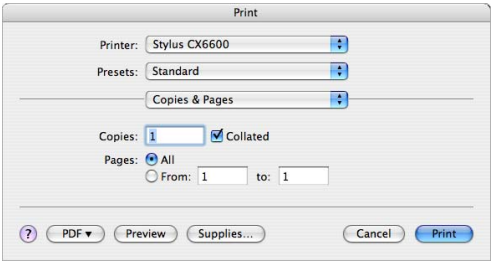
Using PDF Files as Graphics

If you intend to greatly enlarge or reduce a graphic's dimensions, consider converting it to a PDF file before bringing it into Keynote. PDF files don't lose their crispness when they are significantly resized. Other file types may not retain their clarity as well when they are enlarged or reduced.

PDF files also provide a great way to move tabular data from Excel or AppleWorks documents into Keynote. If you have extensively formatted tables in these applications that you want to display in your slideshow, you can save the spreadsheet as a PDF file and then place that PDF file on a slide as you would any other external graphics file.

To convert an AppleWorks or Excel file to a PDF file:

1. Open the Excel or AppleWorks document you want to convert.
2. Choose File > Print.
3. Click PDF, and then choose "Save as PDF" from the pop-up menu.



4. In the Save dialog, type a name for the PDF file, choose a location, and then click Save.

You can include other kinds of objects, such as movies, charts, tables, hypertext links, and webpages. To learn more, see "Adding a Movie" on page 71 and "Adding Webpages and Hyperlinks" on page 73, as well as Chapter 5, "Creating Tables," and Chapter 6, "Creating Charts."

Note: You can copy a range of cells in an Excel document and paste the cells and their contents directly on a slide. Keynote creates a new table to hold the Excel data. Or, use the Grab utility (Finder > Services > Grab) to create a TIFF image of a selection in an Excel or AppleWorks document.

Resizing, Moving, and Layering Objects

After you move text and graphics to the slide canvas, the text and graphics objects work much the same way. They can be moved in front or in back of one another and formatted or manipulated in similar ways. You work with grouped objects the same way you do with single objects. For more information, see "Grouping and Locking Objects" on page 65.

To move an object:

- Click the object to select it (make the selection handles appear), and then drag it.

  Avoid dragging the object by the selection handles so that you don't inadvertently resize the object.

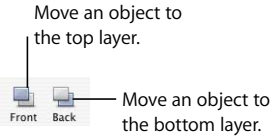
To resize an object:

1. Click the object to select it.

   If text is selected, you can select the text box, shape, or table cell by pressing Command-Return.
2. Move the pointer close to a selection handle until it changes to a double-headed arrow.
3. Drag the selection handle to expand or shrink the object.
   - To resize the object from its center, press the Option key as you drag.
   - To constrain the object's proportions as it expands or shrinks, press the Shift key as you drag.

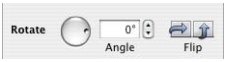
To move an object in front or in back of another object on the slide canvas:

1. Select the object you want to move.
2. Choose Arrange > Bring Forward or Send Backward.
3. Repeat step 2 until the object is in the desired position.
4. To move an object to the top or bottom of the layered objects, choose Arrange > "Bring to Front" or "Send to Back."



To rotate an object:

1. Select the object.
2. Hold down the Command key and move the pointer toward a selection handle until it changes to a curved, double-headed arrow.
3. Drag the selection handle to rotate the object. Or, use the Rotate wheel or Angle field in the Metrics Inspector.



Masking (Cropping) Images

You can crop images without actually changing the image files by *masking* parts of them. The mask contains a window that defines the boundaries of the cropped image. This allows you to import full images but display only part of them within the document. You can still reposition and resize images that have been masked.

The default mask is a rectangle, which you can resize as required. You can crop an image using the default mask or use a shape as a mask.

To mask an image using the default (rectangular) mask:

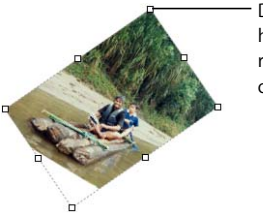
1. Insert the graphic you want to mask.
2. Select the object and choose Format > Mask. A mask appears over the image.

3. Drag the window to center it over the part of the image you want to feature. Drag the selection handles to resize the mask.
   - To constrain the window's proportions, hold down the Shift key as you drag the selection handles.

- To rotate the window, hold down the Command key as you drag the selection handles.

4 Double-click the window to make only the masked area visible. The masked image has a dotted line around its visible borders.

5 Drag the selection handles to resize or Command-drag to rotate the visible portion of the image, or drag the entire image to reposition it on the page.



Note: If you often mask objects, you can add the Mask button to the toolbar by choosing View > Customize Toolbar. The Mask button switches to Unmask when you select a masked image.

To unmask an image (so that the whole image reappears):

- Select the image and choose Format > Unmask.

To crop an image using a predrawn or custom shape as a mask:

1. Insert the image you want to mask.
2. Add a shape to the slide to use for the mask.
3. Select both the image and the shape.
4. Choose Format > Mask With Shape.
5. Drag the shape to center it over the part of the image you want to feature. Drag its selection handles to resize it.
6. Edit the mask as desired.

   You can resize, rotate, and move the mask, and you can edit the contour of the mask after double-clicking the edge of the shape. For details, see "Editing Predrawn and Custom Shapes" on page 56.
7. Double-click the window to make the masked area invisible.

To change the portion of a masked image that's visible:

1. Double-click the masked image.
2. Click the dotted border of the resizable window to select it.
3. Drag the selection handles to resize or Command-drag to rotate the visible portion of the image, or drag the window to feature a different part of the image.

Grouping and Locking Objects

You can group objects together so that they can be moved, copied, resized, and oriented as a single object. You can edit text associated with a shape or text object in a group, but you can't modify other attributes of individual objects in the group.

Lock objects to the canvas to avoid inadvertently moving them as you work.

To group objects:

1. Hold down the Command (or Shift) key as you select the objects you want to group on the slide canvas.

2 Click Group in the toolbar (or choose Arrange > Group).

Note: Locked objects can't be grouped.

To ungroup a grouped object:

- Select the object and click Ungroup in the toolbar (or choose Arrange > Ungroup).

Note: If you group an object that has a build effect assigned to it, the effect is removed. Ungrouping a grouped object with a build assigned to it removes the build effect.

To lock objects to the slide canvas:

1 Hold down the Command (or Shift) key as you select the objects you want to lock to the slide canvas.

2 Choose Arrange > Lock.

After you lock individual or grouped objects, you can't edit them until you unlock them.

To unlock an object:

- Select the object and choose Arrange > Unlock.

Note: If you often lock or unlock objects, you can add Lock and Unlock buttons to the toolbar by choosing View > Customize Toolbar.

Working With Photo Cutouts (Alpha-Channel Graphics)

Keynote themes provide photo "cutouts" in which you can place your own images. The result can look, for example, as if your image is in a picture frame. This effect is created by using a graphic (the picture frame part) that contains a transparent area where your image shows through. The transparent area is created using an *alpha channel* (a way of defining transparency); an *alpha-channel graphic* is an image that contains a transparent area.

Use alpha-channel graphics to create transparency around an irregularly shaped image, such as a tree, so that the image doesn't have a rectangular white area around it.

This textured foreground with photo corners and a white border is an alpha-channel graphic. The area between the photo corners is a transparent alpha channel.

Your photograph is placed behind the alpha-channel graphic and can be seen through its transparent region, so it appears that the photo is in the photo-corner frame.

To place an image behind a photo cutout window in a Keynote theme:

1. Drag your image from the Media Browser or the Finder to a cutout window on the slide canvas.
2. To resize the image within the cutout, drag one of the selection handles.
3. Drag the image to adjust its position in the window.

Importing Alpha-Channel Graphics Into Keynote

When you bring an alpha-channel image into Keynote, there's nothing else you have to do to make the transparency work. Just place the image, manipulate it, and move it to the back or front as you would any other image.

Many PDF, TIFF, and PSD files contain alpha-channel graphics. You can use various applications to create alpha-channel images, including Adobe Photoshop, Corel Draw, Adobe Illustrator, and Adobe Acrobat. See the instructions that come with the application to learn how to create alpha-channel images. To learn how to create your own frame in Keynote with an imported alpha-channel graphic, see "Layering Background Objects and Objects on Slides" on page 175.

Including Sound and Other Media

You can add sound files to your project so that, for example, recorded music plays throughout your slideshow or a narration accompanies each slide. You can also add video or Flash movies that play within a slide.

Note: Some media files are protected under copyright law. Also, some downloaded music may be played only on the computer where the download occurred. Make sure you have permission to use the files you want to include.

Keynote accepts any QuickTime file type, including the following:

- MOV
- FLASH
- MP3
- MP4
- AIFF
- AAC
- MPEG-4

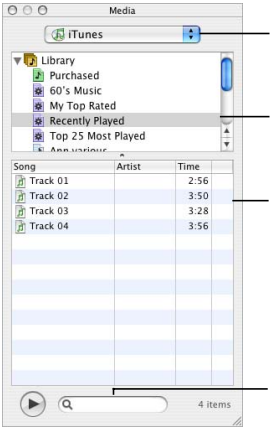
Important: When you add a media file to a slideshow, the file automatically becomes part of the Keynote document. Media files make your document much larger. You can save the document without media files by following these steps.

To save a document without media files:

1. Choose File > Save As, and then click Advanced Options.
2. Deselect "Copy audio and movies into document."
3. Type a name and choose a location for the document, then click Save.

Using the Media Browser

The Media Browser lists all the media files in your iPhoto and iTunes libraries and in your Movies folder. You can drag images, music, and movies directly from the Media Browser to a slide or to an image well in one of the inspectors.



To open the Media Browser:

- Click Media in the toolbar (or choose View > Show Media Browser).

To add an image from iPhoto:

1. Click Media in the toolbar (or choose View > Show Media Browser).
2. Choose iPhoto from the Media Browser pop-up menu and select the album you want.
3. Drag an image file directly to the Keynote document window.

   You can resize the image and move it backward or forward just as you would with other objects.

   You can also drag an iPhoto file to an image well in the Graphic Inspector or Text Inspector to use it as an image fill or a custom bullet image (see "Using Color and Image Fills" on page 80 for more information).

To add sound to a slide, do one of the following:

- Click Media in the toolbar, choose iTunes from the pop-up menu, select a playlist, and drag a file to the slide canvas.
- Drag a sound file from the Finder to the slide canvas.

You can more finely control when music starts and stops by moving it on or off the screen in an object build. To learn more about producing object builds, see "Creating Object Builds" on page 145.

Adding Narration and Other Audio

You can add music—a file or playlist from your iTunes music library, or any other sound file—to a Keynote document. You can add sound as a soundtrack for the entire slideshow, or you can add sound to a single slide.

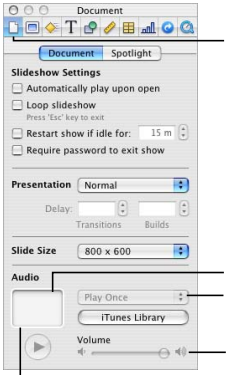
If you add a soundtrack, the music starts playing when the slideshow starts. You can specify whether to play the audio once or repeatedly (or you can turn it off).

If you add a sound file to an individual slide, the sound plays when the slide appears and stops when you move to the next slide. You could, for example, record narration for each slide as an MP3 file; this technique is especially useful if you plan to export the slideshow as a self-playing QuickTime movie. (For more information, see "PowerPoint" on page 167.)

Note: To make sure that the audio plays on other computers, "Copy audio and movies into document" must be selected in the expanded Save dialog. This option is on by default.

To add a soundtrack:

1 Open the Document Inspector.



2 In the Audio area, click iTunes Library.

3 Drag an audio file or playlist from the Media Browser to the Audio well in the Document Inspector.

Note: You can also drag a sound file from the Finder.

4 To repeat the sound file as long as the presentation is playing, choose Loop from the pop-up menu in the Document Inspector.

Adding a Movie

You can include movies in your slide presentation. After you add a movie to a slide, you can resize and position the movie as you would any other object.

To add a movie to a slide, do one of the following:

- Click Media in the toolbar, choose Movies from the pop-up menu, and drag a file to the slide canvas. (For movies to appear in the Media Browser, they must be in the Movies folder in the Finder.)
- Choose Insert > Choose, select the file, and click Insert.
- Drag a movie file from the Finder to the slide canvas.

Note: To ensure that the audio plays on other computers, "Copy audio and movies into document" must be selected in the expanded Save dialog. This option is on by default.

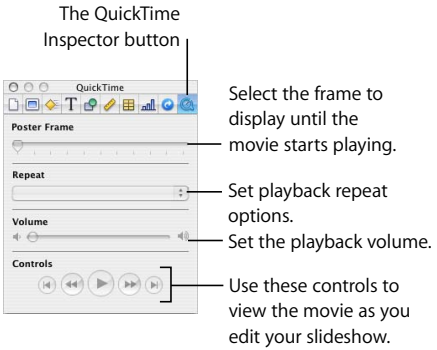
When your slideshow plays, the movie starts the moment the slide appears. A movie control panel appears on the presenter display, but its controls vary depending on the size of your movie. For details, see "Viewing Movies" on page 159.

Adjusting Media Playback Settings

In the QuickTime Inspector, you can set the playback volume for sound and movies in your slideshow, and specify whether to play media files once, continuously, or forward and backward (Loop Back and Forth).

To set media playback preferences:

1. Click Inspector in the toolbar (or choose View > Show Inspector), and then click the QuickTime Inspector button.
2. Click the movie to select it, then drag the Volume slider.
3. Choose an option from the Repeat pop-up menu.



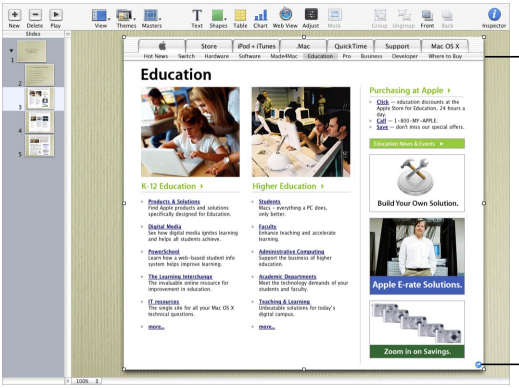
You can also specify which frame of the movie to display on the slide (called the "poster frame") until the movie starts playing.

To set the movie poster frame:

1. Click the movie to select it.
2. In the QuickTime Inspector, drag the Poster Frame slider until the movie displays the image you want.

Adding Webpages and Hyperlinks

You can display a snapshot of a webpage (called a "web view") on a slide. When the document is opened or the slideshow starts, Keynote can automatically update the snapshot with the current webpage. (The computer running the slideshow must be connected to the Internet.) By default, the snapshot is a hyperlink you can click during a presentation to open the webpage in a browser; you can turn off the link in the Hyperlink Inspector.



Insert a snapshot of a webpage that updates automatically when the slideshow plays.

The blue arrow means that, during a slideshow, you can click the web view to open the webpage in a browser.

To add a webpage snapshot to a slide:

1. Choose Insert > Web View.
2. In the Hyperlink Inspector, type the page's URL (*www.apple.com,* for example).

   The homepage specified in your default browser is inserted as placeholder text.
3. To automatically update the webpage periodically, select "Update automatically."

If you don't select "Update automatically," you can update the webpage at any time by clicking Update Now.

The webpage image is imported at full size, but you can resize and reposition it the same way you would with any other object. (The webpage image stays at the same resolution, but you can resize the web view to display less of the image.)

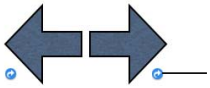
The webpage image is automatically a hyperlink, which you can click during a presentation to open the webpage in a browser. To turn off this feature, deselect "Enable as a hyperlink."

When this option is selected, you can click the web view during a presentation to open the webpage in a browser.

You can create a web view by dragging a URL from a browser to the slide canvas.

Text, images, and shapes can also be turned into hyperlinks. By clicking a hyperlink during a presentation, you can do any of the following:

- Go to a particular slide
- Open a webpage on the Internet
- Open another Keynote document
- Open an email message
- Exit the slideshow



Turn text or images into hyperlinks that open another slide, a Keynote document, a webpage, or an email message. The blue arrow (visible only in edit mode) means the item is a clickable hyperlink.

To add a hyperlink:

1. Select the text, shape, image, or movie you want to turn into a hyperlink.
2. In the Hyperlink Inspector, select "Enable as a hyperlink" and choose an option from the Link To pop-up menu.
3. Enter the required information.

For text hyperlinks, if you want the slide to display text other than the URL, select the text first.

Use this type of hyperlink	To perform this action	Notes
Slide	Go to another slide in the presentation	Choose whether to display the next, previous, first, or last slide; the last slide viewed; or a specific slide number.
Webpage	Open the webpage in a browser (Safari, for example)	Keynote opens your default browser (specified in Safari preferences).
Keynote File	Open another Keynote document	If you transfer the presentation to another computer, remember to transfer the other document as well.

Use this type of hyperlink	To perform this action	Notes
Email Message	Open a new mail message with the specified subject and addressee	Keynote opens your default mail application.
Exit Slideshow	Stop the slideshow	Keynote opens in edit mode to the last slide shown.

Drag a URL from a browser to an object on the slide canvas to create a web view hyperlink. By default, any text you type or drag that begins with "www," "ftp," or "http" automatically becomes a hyperlink as well.

To turn off automatic detection of URLs:

1. Choose Keynote > Preferences and click General.
2. In the Hyperlinks section, deselect "Automatically detect email and web addresses."

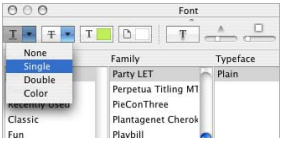
By default, all new text hyperlinks are underlined automatically. If you turn off this setting, you can add an underline to existing text if you decide to enable it as a hyperlink later.

To turn automatic underlining of new text hyperlinks on or off:

1. Choose Keynote > Preferences and click General.
2. In the Hyperlinks section, select or deselect "Underline text hyperlinks on creation."

To underline an existing text hyperlink:

1. Select the text you want to underline.
2. Click Fonts in the toolbar and choose Single from the Underline pop-up menu (or choose Format > Font > Underline).



To make a hyperlinks-only presentation, choose "Hyperlinks only" from the Presentation pop-up menu in the Document Inspector. For more information, see "Hyperlinks-Only Presentations" on page 155.

During a presentation, the pointer appears only on slides with hyperlinks. You can change this default so that the pointer appears whenever the mouse moves.

To specify when the pointer appears during a presentation:

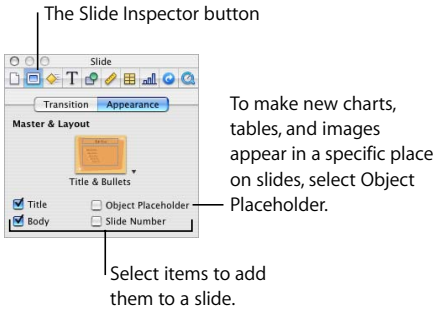
1. Choose Keynote > Preferences.
2. Click Slideshow.
3. Choose one of the "Show pointer" options.

Modifying Layouts

Certain slide elements—such as a body text box and object placeholders—are preformatted and located in specific places on each master slide. You can easily add these elements to individual slides.

To change a slide's layout:

1. Select the slide whose layout you want to change.
2. Choose View > Show Inspector and click the Slide Inspector button.
3. Click Appearance.
4. Select the elements you want to add.



Note: If you delete one of these items from a slide, the checkbox in the Slide Inspector is automatically deselected.

If none of the available master slide layouts meets your needs, you can create your own master slide with whatever elements you want on it, and then create a new slide based on that master. If you are going to create a number of slides that include a graphic, you can add a "placeholder" box to contain it. You can also add a slide number.

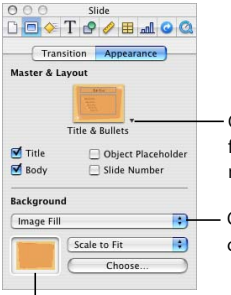
To learn how to design your own master slide layouts, see Chapter 9, "Designing Your Own Master Slides and Themes."

Changing the Slide Background

You can use your own image as the background of any individual slide or change the slide's background color. Make these changes in the Slide Inspector.

To change the slide background:

1. Click Inspector in the toolbar (or choose View > Show Inspector) to open the Inspector window, and then click the Slide Inspector button.
2. Click Appearance.



3. Choose a slide layout from the master slides pop-up menu.
4. Choose a background type from the Background pop-up menu.

- **Color Fill:** Gives the background a single, solid color. Click the color well and choose a color in the Colors window.
- **Gradient Fill:** Colors the background with a color gradient. Click each color well and choose colors in the Colors window.
- **Image Fill:** Uses your own image as a background. Click Choose and select an image.
- **Tinted Image Fill:** Uses your own image with a semi-opaque color tint over it. Click Choose and select an image.

5 If you chose either of the image fills, choose a scaling option from the pop-up menu (see "Filling an Object With an Image" on page 83).

To read more about working with image fills, color fills, and gradient fills, see "Using Color and Image Fills" on page 80.

Retaining or Undoing Your Style Changes

If you make style and formatting changes on a slide and then decide that you want to return to the theme's default styles, you can reset the slide to the default styles.

To reset a slide to the default styles for the theme:

- Select the slide and choose Format > Reapply Master to Slide.

You can reset multiple slides at once by selecting them in the slide organizer.

If you make style and formatting changes throughout a Keynote document and then change the entire document to another theme, you can reset all styles to the theme defaults or keep the overrides you made. (For example, if you change the background fill on a few slides, you can keep the same fill in the new theme or use the new theme's background fill.)

To retain style overrides when applying a new theme:

1 Click Themes in the toolbar and choose Theme Chooser (or choose File > Choose Theme).

2 Select a new theme.

3 Select "Retain changes to theme defaults."

4 Click Choose.

Changing Object Properties

4

This chapter describes more advanced features for enhancing graphics and other objects in your presentation.

You can directly manipulate object properties such as color, line style and thickness, shadow, opacity, and orientation using the inspectors and the Colors window. You can adjust the brightness, color, and other properties of images. You can also draw custom shapes and modify both predrawn and custom shapes. This chapter tells you how.

Using Color and Image Fills

You can create interesting effects with color in Keynote. A shape can be filled with solid color, color gradients, or even with an image, such as a photo or other graphic.

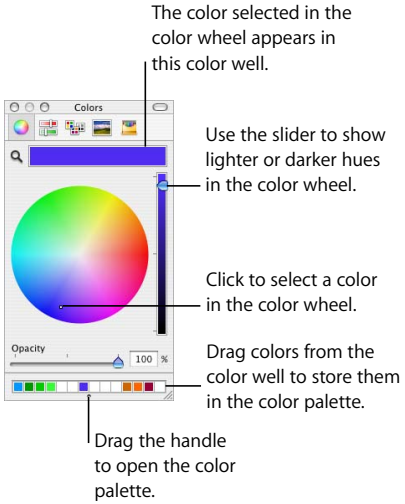
You can also adjust an object's opacity (transparency). You can even use fill and opacity effects to modify individual bars or pie wedges in charts.

Selecting Colors

You use the Colors window to select color for text, shapes, backgrounds, and shadows in Keynote.

To open the Colors window:

- Click Colors in the toolbar (or choose View > Show Colors).
- Click a color well in one of the inspectors.



You can use the color wheel in the Colors window to select colors. Your color selection appears in the well at the top of the Colors window. You can save that color for future use by placing it in the color palette.

To open the color palette:

- Drag the handle at the bottom of the Colors window.

To save a color in the color palette:

- Drag a color from the color well to the color palette.

To apply a color in the Colors window to an object on the slide canvas, you must place the color in the appropriate color well of an inspector pane.

To remove a color from the color palette:

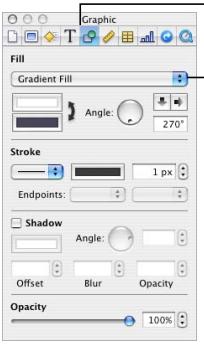
- Drag a blank square to the color you want to remove.

To apply a color to an object on the slide canvas, do one of the following:

- Select a color well in one of the inspectors, and then click a color in the color wheel.
- Drag a color from the color palette or color box to a color well in one of the inspectors.
- Drag a color from the color palette to an object on the slide.

Filling an Object with Color

Objects can be filled with a solid color or a color gradient, in which two colors gradually blend with each other. To change the color of an object, you use the Graphic Inspector.



The Graphic Inspector button

Fill a drawn object with a solid color, a color gradient, an image, or a tinted image.

To open the Graphic Inspector:

- Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Graphic Inspector button.

Using Colors and Gradients

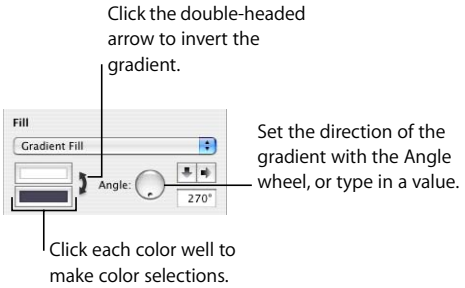
Objects can be filled with a solid color or a color gradient, in which two colors gradually blend with each other.

To set the solid fill color of an object:

1. On the slide canvas, select the object whose color you want to change.
2. In the Graphic Inspector, choose Color Fill from the Fill pop-up menu.
3. Click the color well below the Fill pop-up menu to open the Colors window.
4. Select a color in the Colors window.

To fill an object with a color gradient:

1. On the slide canvas, select the object whose color you want to change.
2. In the Graphic Inspector, choose Gradient Fill from the Fill pop-up menu.
3. Click each color well and choose a color in the Colors window to set the gradient.
4. To invert the gradient, click the double-headed arrow.
5. To change the direction of the gradient, use the Angle wheel and arrows.

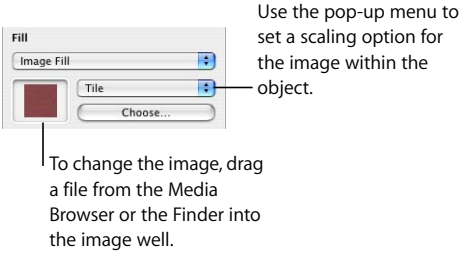


Filling an Object With an Image

You can place an image inside a drawn shape or inside a table cell.

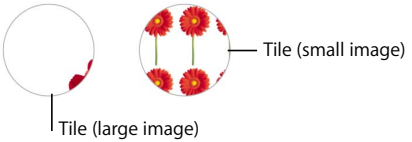
To fill an object with an image:

1. Select the object in which you want to place an image.
2. In the Graphic Inspector, choose Image Fill or Tinted Image Fill from the Fill pop-up menu, and select an image.
3. To change the image, click Choose, select the image, and click Open (or drag the image file from the Media Browser or Finder to the image well in the Graphic Inspector).



4 Choose a scaling option from the pop-up menu.

- **Scale to Fit:** Resizes the image to fit the object's dimensions as well as possible. If the object's shape is different from that of the original image, parts of the image may not appear; blank space may also appear around the image.
- **Scale to Fill:** Makes the image appear larger or smaller, sizing it to leave no space around the image, even if the object and image have different shapes.
- **Stretch:** Sizes the image to fit the object's dimensions, but distorts it if the object has a shape different from the original image.
- **Original Size:** Places the image inside the object without altering its original dimensions. If the image is larger than the object, you see only a part of the image in the object. If the image is smaller than the object, there is blank space around it.
- **Tile:** Repeats the image inside the object, if the image is smaller than the object. If the image is larger than the object, you see only part of the image inside the object.

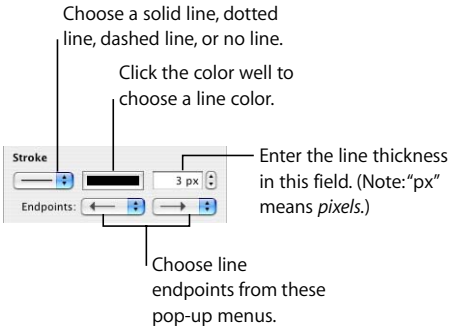


Changing Border Style and Color

For drawn objects (shapes), chart elements, and table cells, you can choose a style and color for the object's border, or you can specify no border. You can also put a border around imported images. You set border line style and color using the Graphic Inspector and the Colors window.

To set the line style and color of an object's border:

1. Select the object that you want to modify.
2. In the Graphic Inspector, choose a line style (or None) from the Stroke pop-up menu.



3. To change the line thickness, type a value in the Stroke size field (or click the arrows).
4. To change the line color, click the color well and select a color.
5. To give a line endpoints, such as arrowheads or circles, choose left and right endpoints from the pop-up menus.

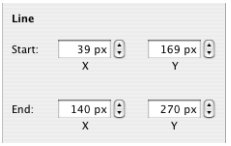
Note: Keynote also provides shapes in the form of arrows and double-headed arrows. You can add one using the Insert menu or the Shapes button in the toolbar.

Positioning Lines

You can set the precise position of a line using the Metrics Inspector.

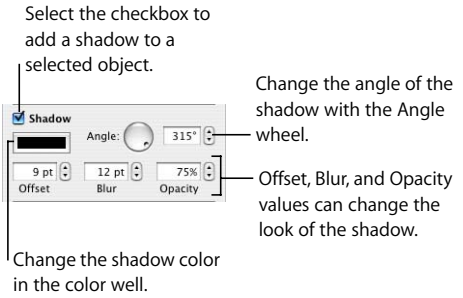
To set the precise position of a line:

1. Select the line.
2. In the Metrics Inspector, enter the X and Y coordinates to specify where you want the line to start and end.



Adding Shadows

Shadows give your page an appearance of depth. An object's shadow appears on any object behind it. You can create a variety of shadow effects, or remove the shadow from an object.



To create or remove a shadow for an object:

1. Select the object you want to modify.
2. In the Graphic Inspector, select the Shadow checkbox to add a shadow to the object. Deselect the Shadow checkbox to make the shadow go away.
3. Set the angle for the shadow using the Angle wheel.

4 Adjust the shadow offset by typing a number in the Offset box.

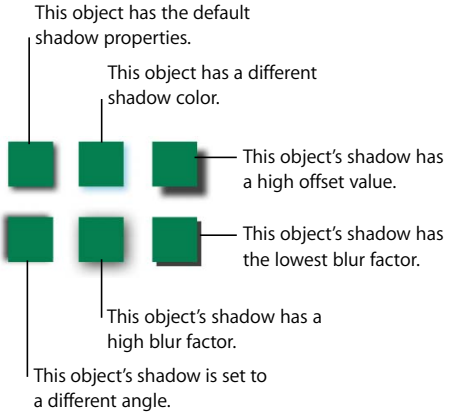
A high shadow offset value makes an object's shadow appear longer and slightly separated from the object.

5 Set the shadow blur by typing a number in the Blur box.

A high blur value makes the object's shadow appear more diffuse; a low value gives the shadow more sharply defined edges.

6 Set the shadow opacity by typing a number in the Opacity field. (Shadow opacity is separate from object opacity, which is set using the Opacity slider at the bottom of the Graphic Inspector.)

7 To change the color for the shadow, click the color well and select a color.



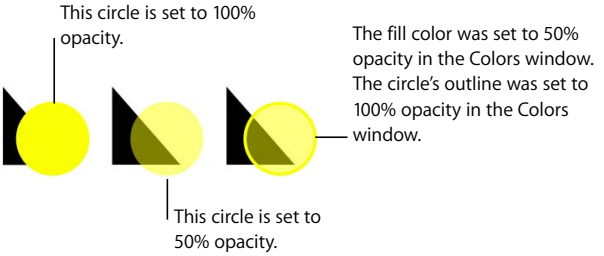
Adjusting Opacity

You can create interesting effects by making objects more opaque or less opaque. When you put a low-opacity object on top of another object, for example, the bottom object shows through the top object. Depending on how high or low you set the opacity, the objects beneath can be highly visible, partly obscured, or completely blocked from view (at 100-percent opacity). You can change opacity settings for any visual object on the slide canvas, including drawn shapes, pictures and other image files, and movies. Set object opacity using the Graphic Inspector.

To change an object's opacity:

1. Select the object.
2. In the Graphic Inspector, drag the Opacity slider.

Note: For drawn shapes, you can set fill-color opacity separately from object opacity. If you move the Opacity slider in the Colors window to modify a fill color, the opacity value becomes equivalent to 100-percent object opacity. Then, when you change the object opacity in the Graphic Inspector, you are changing it *relative to* the opacity you set in the Colors window.

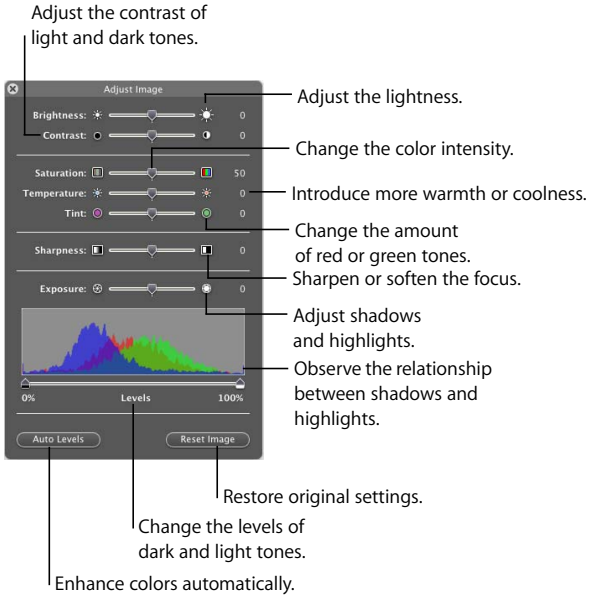


Adjusting Images

For images, including those you use to fill a shape, you can change the brightness, contrast, and other settings to improve the quality of an image or to create interesting effects. Adjustments you make don't affect the original image; they affect only the image's appearance in Keynote.

To adjust an image:

1. Select the image.
2. Click the Adjust button in the toolbar (or choose View > Show Adjust Image) to open the Adjust Image window.



3. Use the controls to make the following adjustments.
   - **Brightness:** Makes the overall image lighter or darker.

- **Contrast:** Makes different parts of the image stand out. You can make shadows darker, sharpen the edges of objects, and make colors stand out more. If you increase the contrast for a photo a lot, it looks more like an illustration.
- **Saturation:** Adjusts color vibrancy by deepening or lightening colors.
- **Temperature:** Acts as a kind of "white balance" corrector. You can introduce more warmth (more orange tones) or coolness (more blue tones).
- **Tint:** Changes the amount of red or green tones in the image.
- **Sharpness:** Sharpens or softens the image's focus.
- **Exposure:** Lightens an underexposed image or increases the details of an overexposed image.
- **Levels:** Shows the relationship between shadows (depicted on the left side of the display) and highlights (depicted on the right side) in your image. Use the sliders to change the tonal range by changing the amount of black (left slider) or white (right slider) in the image.
- **Auto levels:** Click the Auto Levels button to have Keynote enhance colors automatically.

4 To restore the original settings, click Reset Image.

5 To save any changes you made, save the document.

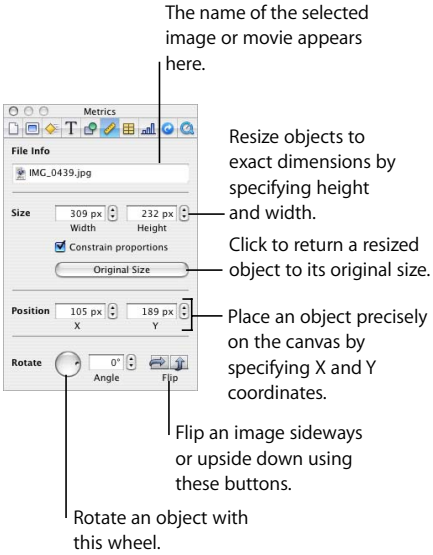
The settings you make are preserved (sliders remain at their altered positions).

Changing an Object's Orientation

You can flip or rotate any object by using the Metrics Inspector. For instance, if you have an image of an arrow that you want to use in your slideshow, but you need it to point in a different direction, you can reverse its direction vertically or horizontally, or point it at any angle.

To open the Metrics Inspector:

- Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Metrics Inspector button.



To flip or rotate an object:

1. Select the object you want to rotate.
2. In the Metrics Inspector, use the Rotate wheel to set the orientation of the object, or click the horizontal or vertical Flip buttons to flip the object horizontally or vertically. You can also specify the angle by typing a number in the Angle field.

   Note: You can add Flip Vertically and Flip Horizontally buttons to the toolbar by choosing View > Customize Toolbar.

Changing an Object's Size and Position

In addition to dragging objects and their selection handles, you can use the Metrics Inspector to make precise adjustments to the size and position of objects on the canvas.

To set the precise size of an object:

1. Select the object you want to resize.
2. In the Metrics Inspector, type a number in the Width and Height fields (or click the arrows to increase or decrease the number).

To maintain the width/height ratio when you resize an object:

- Select "Constrain proportions," or hold down the Shift key as you drag a selection handle.

To return an object to its original size:

- Select the object and click Original Size in the Metrics Inspector.

To set the precise position of an object:

1. Select the object you want to position.
2. In the Metrics Inspector, enter X and Y values in the Position fields.

The specified coordinates determine the position of the object's upper-left corner.

- The X value is measured from the left edge of the slide canvas.
- The Y value is measured from the top edge of the slide canvas.

The X and Y coordinates specify the location of the upper-left corner of the object's container box. If an object is rotated, the X and Y coordinates specify the location of the "new" upper-left corner.

Creating Tables

5

Use tables to organize and sort information, create interesting layouts, and perform calculations on numeric data. This chapter covers basic table design and use.

Keynote provides powerful features for making attractive, compelling tables that can contain text or graphics. You can also use a table to present numeric data, complete with formulas and number formatting.

Type	Units	Price	Total
Roses	12	$3.75	$45.00
Tulips	8	$2.49	$19.92
Lilies	5	$4.99	$24.95

Adding a Table

Add a table when you want to organize information or compare sets of data. When the table is complete, you can create interesting slide animations in which table elements appear cell by cell, row by row, or column by column.

To place a table on a slide:

1. Click Table in the toolbar (or choose Insert > Table).

   Keynote places a table on the slide, and the Table Inspector opens.
2. To resize the table, drag a selection handle.
3. To reposition the table, drag it to where you want it.

You can also draw a table on the slide canvas.

To draw a table on the slide canvas:

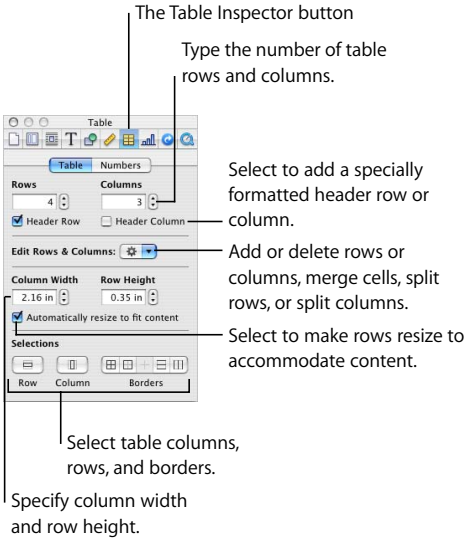
1. Hold down the Option key and click Table in the toolbar.
2. Release the Option key, and then move the pointer over the slide canvas until it becomes a crosshair.
3. Drag across the slide canvas to create a table any size you want.

   To size the table from the center, continue to hold down the Option key while dragging the crosshair pointer across the canvas.

   As you drag, the number of rows and columns increases or decreases with the size of the table. To constrain the table's proportions, hold down the Shift key as you drag.

To open the Table Inspector:

- Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Table Inspector button. Use the Table pane for general table formatting. Use the Numbers pane when you want to use formulas (see "Using Formulas" on page 110) or formatted numbers (see "Formatting Numbers" on page 106).



Working With Table Cells and Borders

You enter text in a table cell by selecting the cell and typing in it. You put graphics in tables by using a background fill in individual cells, the same way you fill an object with an image. (For information about adding graphics or setting background colors inside table cells, see "Adding Images or Background Colors" on page 105.) You can also apply formulas to table cells that contain numbers or Boolean values (TRUE or FALSE).

You can apply changes to an entire table at once (by selecting it) or to individual cells. To format text or graphics inside table cells or groups of cells, you select only the cells you want to work with.

Use the steps described here to select cells and to move from cell to cell. You can also use the selection buttons in the Table Inspector. To read about the Table Inspector, see "Formatting Tables" on page 98. To learn about selecting cells when using formulas, see "Using Formulas" on page 110.

To select the entire table, do one of the following:

- Click the table.
- If a table cell is already selected, press Command-Return to select the entire table.

Selection handles appear on the edges of the table. Drag the handles to resize the table.

Selecting Table Cells

When a single cell is selected, you can move between cells by pressing the arrow keys on your keyboard. If you type text after doing so, you replace any text that is already in the cell. You can also use the Tab key to navigate through cells.

To select a single table cell, do one of the following:

- If the table or a cell in it is selected, click once in the cell.
- If the table or a cell in it isn't selected, double-click in the cell.

  The border of the selected cell is highlighted in yellow. You can enter text in the cell by typing. Any text in the cell is replaced.
- To select the cell itself, Command-click the cell or press Command-Return.

To navigate using the Tab key, do one of the following:

- Press Tab to move to the right and downward.
- Press Shift-Tab to move the selection to the left or upward.

If you press the Tab key when the bottom-right cell of the table is selected, a new row is added to the table.

To select a contiguous (rectangular) group of table cells:

- Select the table, double-click a single cell, and hold down the Shift key as you select adjacent cells.

To select a discontinuous group of table cells:

- Hold down the Command key as you select cells. Use Command-click to deselect a cell in the group.

To select an entire row or column:

1. Click the Inspector button in the toolbar (or choose View > Show Inspector), and then click the Table Inspector button.
2. Select a cell in the row or column you want to select.
3. Click Row or Column (at the bottom of the Table pane).

Selecting Table Cell Borders

Follow these steps to select table cell borders.

To select multiple borders:

1. Select the table cells whose borders you want to change.
2. Click the Inspector button in the toolbar (or choose View > Show Inspector), and then click the Table Inspector button.
3. Click one of the borders buttons in the Table pane to select all borders, or only the inside, outside, horizontal, or vertical borders of the selected cells.

To select an individual border:

- If the table is selected, click the border.
- If the table is not selected, double-click the border.

To select one segment of a cell border:

1. Select the table.
2. Option-click to select a single border segment.
3. To select additional border segments, hold down the Shift key as you Option-click the border segments.

   Note: If the table isn't selected, Option–double-click to select a single border segment.

Entering and Editing Content in Table Cells

You enter text by typing in a cell. You can then edit the text by selecting it and making any changes you want.

To type content in a table cell:

- If the cell is empty, select it and begin typing.

To replace specific text already in the cell:

- Select the cell, and then double-click what you want to change. Begin typing.

To replace everything in the cell:

- Select the cell and begin typing. You can also press Return or Enter, which selects everything in the cell, and then start typing.

To place the insertion point within text content:

- Select the cell and then where you want to place the insertion point. Begin typing.

To switch the contents of two cells:

- Select a single cell and drag it to another cell. A blue border appears when you begin to drag the cell, and the cell contents are switched.

To copy the contents of one cell into another:

- Select the cell and begin to drag it. A blue border appears when you begin to drag the cell. Hold down the Option key as you drag it to another cell.

To delete the contents and background fill of table cells:

- Select the cells and press the Delete key.

To edit a cell that uses a formula or contains a formatted number:

- Select the cell, and then click in the cell or press Return or Enter to open the Formula Editor.

See "Formatting Numbers" on page 106 and "Using Formulas" on page 110 for additional instructions.

Formatting Tables

You can design tables in a variety of creative ways simply by changing the thickness and color of cell borders, selectively removing cell borders, or merging and splitting cells to create useful asymmetries within the table.

Using Table Formatting Controls

You can do basic table formatting—including merging and splitting cells, adding and deleting rows and columns, and adding or removing the header row and column—using a table formatting menu or the Table Inspector.

To open table formatting menus, do one of the following:

- Select a table or cell(s), and then open the Table Inspector and use the Edit Rows & Columns pop-up menu in the Table pane.
- Select a table or cell(s), and then choose Format > Table.
- Select a table or cell(s), and then hold down the Control key as you click the table again to open the table's shortcut menu.

Adding and Deleting Rows and Columns

You can use the Edit Rows & Columns pop-up menu in the Table Inspector to add, delete, or otherwise change the arrangement of columns and rows. You can also add rows and columns to only specific cells (see "Merging, Splitting, and Resizing Table Cells" on page 100).

To add a new row to a table:

1. Select a table cell or row.
2. Click the Edit Rows & Columns pop-up menu in the Table pane of the Table Inspector, and then choose Add Row Above or Add Row Below.

   You can also Control-click the table to show the table formatting menu, and then choose Add Row Above or Add Row Below.

To add a single row to the end of the table:

- Select the last cell in the table and press Tab.

To add a new column to a table:

1. Select a table cell or column.
2. Click the Edit Rows & Columns pop-up menu in the Table pane of the Table inspector, and then choose Add Column Before or Add Column After.

To change the number of rows or columns in a table:

1. Select the table.
2. Open the Table Inspector, and then click Table to open the Table pane.

- To add or remove rows, type the total number of rows you want in the table in the Rows field and press Return. Rows are added to or removed from the bottom of the table.
- To add or remove columns, type the number of columns you want in the Columns field and press Return. Columns are added to or removed from the right side of the table.

To delete table rows or columns:

1. Select the row or column or a cell in it.
2. Click the Edit Rows & Columns pop-up menu in the Table pane of the Table Inspector, and then choose Delete Row or Delete Column. Alternatively, you can choose Format > Table or hold down the Control key as you click to open a table formatting menu (choose Delete).

   Note: If you select cells and press the Delete key, only the cell contents are deleted.

Adding Table Header Rows and Columns

Header rows and columns contain special formatting to set them off from the rest of the table text (header text might be boldface and bigger, for example). Header rows and columns look different from the rest of the table cells, but you can change their style. You cannot split a header row into multiple rows, or header columns into multiple columns.

To add a header row or column:

1. Select the table.
2. Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Table Inspector button. In the Table pane, select Header Row and/or Header Column.

   You can also choose Add Header Row or Add Header Column from the table formatting menu, choose Format > Table, or Control-click a table to open a formatting menu.

Merging, Splitting, and Resizing Table Cells

Merging table cells combines adjacent cells into one, eliminating the border so that the cells work as a single cell:

Splitting cells divides each selected cell into two equal parts, horizontally (rows) or vertically (columns). Both of the new cells have identical background colors or images. Any text that was in the original cell remains in the topmost or leftmost cell.

You can split and merge cells using the Edit Rows & Columns pop-up menu in the Table Inspector or any table formatting menu. To resize table cells, use controls in the Table pane of the Table Inspector.

To merge table cells:

1. Select a group of two or more adjacent table cells.

   The group of cells you choose must form a rectangle.
2. Click the Edit Rows & Columns pop-up menu in the Table pane of the Table Inspector, and choose Merge Cells. Alternatively, you can choose Format > Table or hold down the Control key as you click the table, and choose Merge Cells from the table formatting menu.

   - Merging horizontally contiguous cells containing only text—or a mixture of text, numbers, formatted numbers, and formulas—joins the content from all the original cells as text separated by tabs.
   - Merging vertically contiguous cells that contain only text—or a mixture of text, numbers, formatted numbers, and formulas—joins the content from all the cells as text separated by a carriage return.
   - When merging cells, the cell background takes on the image or color that was in the leftmost cell.
   - When a cell containing text, a number, a formula, or a formatted number is merged with empty cells, the new cell retains the content of the non-empty cell.
   - When a cell containing a formatted number is merged with empty cells, the new cell retains the formatted number.

Splitting cells divides each selected cell into two equal parts, horizontally (rows) or vertically (columns). Both of the new cells have identical background colors or images. Any text that was in the original cell remains in the leftmost cell.

To split cells horizontally or vertically:

1. Select a table cell or cells. Or, to split an entire row or column, select all the cells in the row or column.
2. Click the Edit Rows & Columns pop-up menu in the Table pane of the Table Inspector.

You can also Control-click the table to show the table menu and choose Split Into Rows or Split Into Columns (or choose Format > Table > Split Into Rows or Split Into Columns).

- To split cells into rows, choose Split Rows.
- To split cells into columns, choose Split Columns.

You can repeat the split operation to create smaller and smaller units within a table cell.

To rejoin split cells:

- Select the cells and choose Merge Cells from the Edit Rows & Columns pop-up menu in the Table Inspector. Or, choose Format > Table > Merge Cells.

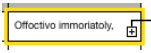
To resize table cells, do one of the following:

- Select the cells and enter values in the Column Width and Row Height fields in the Table pane of the Table Inspector, and then press Return.
- Select cell borders and drag to resize.

To make all table cells the same size:

- Select the table and choose Format > Table > Distribute Rows Evenly and Distribute Columns Evenly.

If there is too much text in a table cell, a clipping indicator (+) appears at the bottom of the cell.



The clipping indicator appears when a table cell contains more text than can be seen.

To avoid clipping, you can drag the cell borders to resize them, or select the table and drag a selection handle to resize the entire table. You can also make table rows automatically shrink or expand in height to accommodate the text inside them.

To make table rows automatically grow or shrink to fit their contents:

1. Select the table.
2. In the Table pane of the Table Inspector, select the checkbox labeled "Automatically resize to fit content."

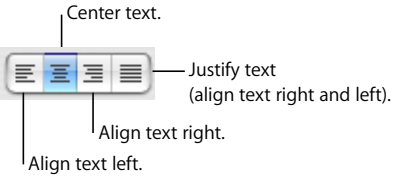
Note: With this option selected, table rows automatically get bigger when text extends beyond a cell boundary, and adding rows or columns increases the outside dimensions of the table. As text is removed from a cell, the row height may decrease (if the cell determines the row height). If "Automatically resize to fit content" is not selected, Keynote tries to keep the outside dimensions of the table the same when you add rows and columns.

Aligning Text in a Table Cell

You can align text horizontally and vertically in a table cell. To align text, use the Text pane of the Text Inspector.

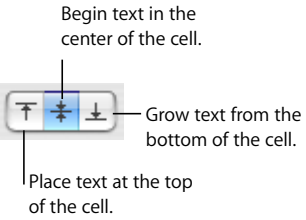
To align text horizontally within cells:

- Select one or more cells or the entire table, and click one of the horizontal alignment buttons in the Text pane of the Text Inspector.



To align text vertically within cells:

- Select the cell and click one of the vertical alignment buttons in the Text pane of the Text Inspector.



You can specify the amount of space between text and its cell border using the Inset Margin slider or field. The amount you specify is applied equally around the text on all four sides.

To adjust the space around text within a table cell:

1. Click in the cell (or select the table to apply the same setting to all cells).
2. In the Text pane of the Text Inspector, drag the Inset Margin slider to the right to increase the space, or enter a value in the field and press Return.

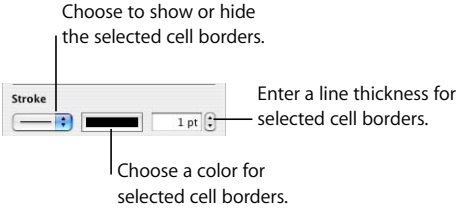
Formatting Cell Borders

You format cell borders the same way you format other graphics. You can change the line thickness and color of cell borders, or you can hide the cell border of any cell.

To set line thickness and color:

1. Select a cell border or set of cell borders.

   For more information, see "Selecting Table Cell Borders" on page 97.
2. Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Graphic Inspector button.
3. Type a value in the Stroke size field (or click the arrows).
4. Click the Stroke color well and select a color in the Colors window.



To hide a cell border:

1. Select a cell border or set of cell borders.
2. In the Graphic Inspector, choose None from the Stroke pop-up menu.

To create a table with no outside borders:

1. Select the table.
2. In the Table pane of the Table Inspector, click the second Borders button to select the outside borders.
3. In the Graphic Inspector, choose None from the Stroke pop-up menu.

Adding Images or Background Colors

You add images or color to a table cell using the Fill pop-up menu in the Graphic Inspector. You can add images or color to individual table cells, or to the entire table.

To add an image to a table cell:

1. Select a table cell, a group of cells, or the whole table.
2. In the Graphic Inspector, choose Image Fill or Tinted Image Fill from the Fill pop-up menu. (If there's already an image in the cell, click Choose.)

Choose an image fill, color fill, tinted image fill, or gradient fill for any cell or the whole table.

Set the scale of the image within the cell or table.

Drag a new image to the well to change it, or click Choose.

3. Select an image and click Open.
4. Use the Scale pop-up menu to fill the cell the way you want.

Note: If you add an image to the entire table, the Fill pop-up menu in the Graphic Inspector displays None when you select an individual table cell.

For more details about working with image fills, see "Filling an Object With an Image" on page 83. For more details about working with color and gradient fills, see "Using Color and Image Fills" on page 80.

To add a background color or gradient fill:

1. Select a table cell, a group of cells, or the whole table.
2. In the Graphic Inspector, choose Color Fill or Gradient Fill from the Fill pop-up menu.
3. Click a color well and select a color in the Colors window.

Note: If you add color to the entire table, the Fill pop-up menu in the Graphic Inspector displays None when you select an individual table cell.

For more details about working with color and gradient fills, see "Using Color and Image Fills" on page 80.

Formatting Numbers

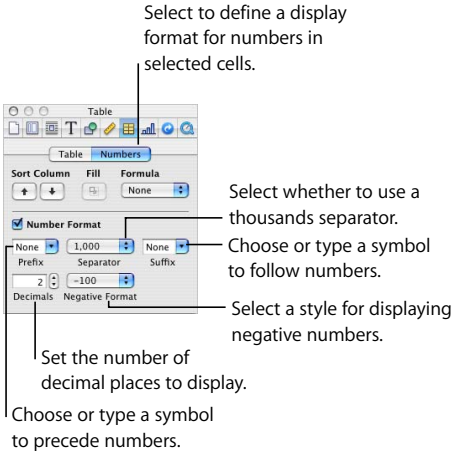
When cells in a table contain or will contain numeric data, you can apply a number format to them so that values in the cells appear in a particular way. For example, you can format cells that hold monetary values so that a currency symbol (such as $, £, or ¥) appears in front of numbers.

Defining Number Formats

To define a number format for one or more cells:

1. Select the cell or cells.

   When a selected cell is empty, values entered into it later will appear in the number format you define. When a selected cell already contains a number, the format is applied to the number as you define it.
2. In the Numbers pane of the Table Inspector, select Number Format, and then use the fields below it to define the number format.



When you use the % suffix, data in the cell is followed by the % symbol. If the data in the cell is used in a formula, it's converted into a decimal number. For example, 3% becomes 0.03. See "Using Formulas" on page 110 for details.

After you define a number format, you can associate the format with multiple cells after defining the format by using autofilling. See "Autofilling" on page 109 for instructions.

Applying Number Formats

To add a value to an empty cell that has a number format:

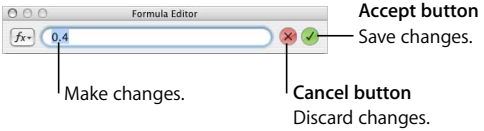
- Select the cell and type a number. The number format is applied when you press Return or click outside the cell.

To apply a number format to an existing value:

1. Select one or more cells that contain numbers.
2. In the Numbers pane of the Table Inspector, select the Number Format checkbox, and then use the fields below to define the number format. The format you define is applied to values in the selected cell(s).

To edit a value in a cell that has a number format:

1. Select the cell.
2. Click in the cell or press Return or Enter. The Formula Editor opens, displaying the value but not its formatting.
3. Change the value displayed in the Formula Editor.



4. To retain the new value, click the Accept button in the Formula Editor, press Return, or click outside the editor.
5. To cancel your change, click the Cancel button in the Formula Editor or press Escape.

To remove a number format from a cell:

- Select the cell, and then deselect the Number Format checkbox in the Numbers pane of the Table Inspector.

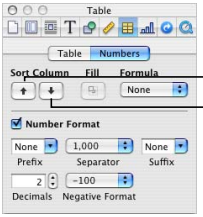
Sorting Cells

You can sort some or all the rows in a table based on the data in one of the columns. Header cells aren't sorted.

To sort rows:

1. If you want to sort all the rows in a table, select the column whose values you want to sort, or a cell in the column, or a column header (if it's visible).

   If you want to sort only some of the rows, select those cells in the column whose values you want to sort.
2. In the Table Inspector, click Numbers to open the Numbers pane.
3. Use the Sort Columns buttons to indicate whether you want to sort in ascending or descending order.



Sort selected column cells in ascending order. Rows containing the cells will be reordered.

Sort selected column cells in descending order. Rows containing the cells will be reordered.

The following table describes how different types of data are sorted in ascending or descending order.

Type of data	Ascending order	Descending order
Text	aA–zZ	Zz–Aa
Numbers	–2, –1, 0, 1, and so on	1, 0, –1, –2, and so on
Cells containing only text, mixed with cells containing only numbers	–2, –1, 0, 1, and so on, then aA–zZ	Zz–Aa, then 1, 0, –1, –2, and so on
Cells containing a mixture of text and numbers	Values starting with numbers first (1z, 1Z, a1, A1)	Values starting with text first (A1, a1, 1A, 1z)
Empty cells	At the bottom	At the bottom
Boolean (TRUE, FALSE)	Above text	Below text

Autofilling

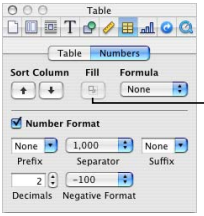
You can use the Autofilling feature to paste the contents of the upper-left cell in a contiguous selection of cells to all other cells in the selection. Any text, number formatting, or formula associated with the upper-left cell is pasted into all cells in the selection. Background formatting is not affected. (See “Using Formulas” on page 110 to learn about using formulas in table cells.)

If the upper-left cell is empty, autofilling clears all data from cells in the selection. Any number formats or formulas associated with cells in the selection are changed to match those of the upper-left cell.

Autofilling doesn't set up an ongoing relationship among cells in the selection. After autofilling, you can change the data, number formatting, or formula in any of the cells in the selection.

To autofill a range of cells:

1. Select the cell whose data, number formatting, or formula you want to paste into other cells.
2. Select adjacent cells to autofill, making sure that the cell whose contents you want to paste is the upper-left cell in the group. Cells in the selection can be in the same row or column and in adjacent rows or columns, but they must be contiguous. See "Selecting Table Cells" on page 96 for selection instructions.
3. In the Numbers pane of the Table Inspector, click the Fill button.



Paste the contents of the upper-left selected cell into the other selected cells.

Using Formulas

You can add a formula to a table cell to display a value derived using values in other table cells. A formula is a set of operations for deriving a value.

For example, you can add a formula to the bottom cell of a column that sums the numbers in all the other cells in the column. If any of the column values change, the total in the bottom cell changes automatically.

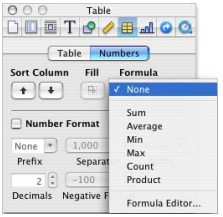
Formulas derive values by using operators or functions.

- *Operators* perform operations such as addition (+) and multiplication (*).
- *Functions* are predefined, named operations, such as SUM and AVERAGE.

Following are guidelines for using basic formulas in tables. See “Operators and Functions for Advanced Users” on page 118 for information about working with more advanced formulas.

Adding a Quick Formula

The easiest way to perform a basic calculation using values in a range of adjacent table cells is to add a quick formula using the Table Inspector’s Quick Formula pop-up menu.



- **Sum:** Totals the values in the cells.
- **Average:** Calculates the arithmetic mean of the values in the cells.
- **Min:** Determines which value in the cells is the smallest.
- **Max:** Determines which value in the cells is the largest.
- **Count:** Determines how many of the values in the cells are numbers.
- **Product:** Multiplies all the values in the cells.

To perform a basic calculation using column values:

1. Select a range of adjacent cells in a column.
2. Click Inspector in the toolbar, click the Table Inspector button, and click Numbers.
3. Choose a formula from the Quick Formula pop-up menu.

   Keynote places the formula and its result in the first empty cell below the selected cells. If there is no empty cell, Keynote creates a new row to hold the result.

   If the column has a header cell and you want the formula to use all the values in the column, click the header cell before choosing the quick formula.

To perform a basic calculation using row values:

1. Select a range of adjacent cells in a row.

2 Click Inspector in the toolbar, click the Table Inspector button, and click Numbers.

3 Choose a formula from the Quick Formula pop-up menu.

Keynote places the formula and its result in the first empty cell to the right of the selected cells. If there is no empty cell, Keynote creates a new column to hold the result.

If the row has a header cell and you want the formula to use all the values in the row, click the header cell before choosing the quick formula.

To remove a formula from a cell:

1 Select the cell.

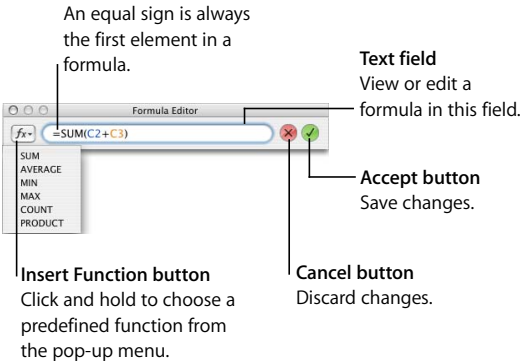
2 Press the Delete key.

Using the Formula Editor to Add and Edit Formulas

The Formula Editor lets you control the content of your formulas.

The Formula Editor

You use the Formula Editor to enter or modify formulas.



To open the Formula Editor, do one of the following:

- Select a table cell and type an equal sign (=).

  A green selection border appears around the cell to indicate that you're in formula mode.

- Select a table cell that contains a formula, and click in the cell or press Return or Enter.
- Select a table cell, click Inspector in the toolbar, and click the Table Inspector button. In the Numbers pane, click the Formula Editor button (=).

To add a new formula using the Formula Editor:

1. Select the cell in which you want to display the result of the formula.
2. Open the Formula Editor. For example, type the equal sign (=).
3. Type a formula in the text field, or click the Insert Formula button to use a predefined function.

   See "Using Cell References" on page 114 to learn techniques for including cell references in your formulas.

   See "Using Predefined Functions" on page 116 to learn how to insert a function into a formula by using the Formula Editor's Insert Formula button.

   See "Performing Arithmetic Operations" on page 116 to learn how to add a formula that performs arithmetic.

   See "Operators and Functions for Advanced Users" on page 118 for detailed information about using specific operators and functions in formulas.
4. Click the Accept button to save your formula.

To edit an existing formula:

- Double-click a table cell that contains a formula. The Formula Editor opens, with the formula displayed in the text field. You can use the arrow keys to move the insertion point around in the text field.

To save a formula, do one of the following:

- In the Formula Editor, press Return, press Enter, or click the Accept button.
- Click outside the table.

To discard changes you've made to a formula, do one of the following:

- In the Formula Editor, press Esc or click the Cancel button.
- To close the Formula Editor and discard changes, click the Close button.

To remove a formula from a cell:

- Select the cell and press the Delete key.

Using Cell References

When the Formula Editor is open, cell reference tabs appear on the table's top and left sides.

The reference tabs help you quickly create a cell reference. A cell reference identifies a column (using letters) and a row (using numbers). For example, A1 is the upper-left cell. A4 is the cell in the fourth row of the first column.

Adding cell references to the Formula Editor's text field

To refer to a specific cell:

- Click to place the insertion point in the text field where you want the reference to appear, and then click a cell in the table. The Formula Editor inserts a reference to the cell.

  You can also type a cell reference (A4) in the text field, using the reference tabs as guides.

To add a reference to a list of individual cells:

- Click each cell. The formula Editor automatically inserts an addition operator (+) between them.

  You can also type multiple cell references separated by a comma (or a semicolon if you're in a locale where the decimal separator is a comma). For example, to sum values in three cells, you could type SUM(C2,D2,E2) in the text field of the Formula Editor.

To add a reference to a range of cells:

- Select a function from the Insert Formula button in the Formula Editor. Drag over the cells you want to add. The Formula Editor inserts the first and last cell references of the range, separated by a colon (A2:A4). See "Using Predefined Functions" on page 116 for more information about the Insert Formula button.

  You can also type or click the first cell, type a colon, and then type or click the last cell.

To refer to all the cells in a column:

- Type the column's letter. If the column has a header row, you can click the column header cell instead.

To refer to all the cells in a row:

- Enter 1:1 for the first row header, 2:2 for the second row header, and so on. If the row has a header column, you can click it instead.

Adding a Formula to Multiple Cells

When a table has header cells, you can use them to quickly add a formula to multiple rows or columns.

To use a column header to sum the values in each row:

1. Select the header for the column whose cells you want to contain the formula. We'll use column header C1 as an example.
2. Open the Formula Editor. For example, type the equal sign (=).
3. To add a formula that sums the values in columns A and B, click the column header cell for column A, and then click the column header cell for column B. The Formula Editor text field displays =A+B.

   You could also type A+B in the text field.
4. Click the Accept button or press Return or Enter to save the formula.

   Every cell below the header in column C now contains a version of the formula that refers to cells in only its row. For example, if you select C2 and type the equal sign (=) to open the Formula Editor, you'll see =A2+B2 displayed in the text field.

   As this example illustrates, you can type a cell reference instead of clicking a header cell. To refer to all the cells in a column, type the column's letter, as in the example. To refer to all the cells in a row, type 1:1 for the first row header, 2:2 for the second row header, and so on.

Performing Arithmetic Operations

To create a formula that performs an arithmetic operation, you use arithmetic operators. For example, to add the values in two columns, you could create a formula that looks like this: A2 + A3 + A5.

Here are the basic arithmetic operators. For complete information about operators in Keynote, see "Defining Formulas That Use Operators" on page 118.

To perform this operation	Use this arithmetic operator	For example
Sum two values	+	A2 + B2
Subtract one value from another value	–	A2 – B2
Multiply two values	*	A2 * B2
Divide one value by another value	/	A2 / B2

To add an arithmetic formula to a cell:

1. Select an empty cell for displaying the results of the formula.
2. Open the Formula Editor. For example, type an equal sign (=).
3. Enter the formula in the text field following the equal sign. For example, to enter the formula A3 * B5 + B6, in the text field following the equal sign you could:
   a. Click or type A3.
   b. Type * (the multiplication operator).
   c. Click or type B5.
   d. Click B6 (if you don't type an operator before clicking, the Formula Editor adds a plus sign (+) automatically).
4. Click the Accept button or press Return or Enter to save the formula.

Using Predefined Functions

The Insert Function button in the Formula Editor lets you quickly add a function to a formula.

When you use a function, you name the function and, in parentheses following the name, you provide the arguments it needs. *Arguments* specify the data the function will use when it performs its operations.

Here are some examples of formulas that use functions:

- **SUM(A2:A10):** This formula uses the SUM function to add values in nine cells of the first column. There is one argument, A2:A10. The colon means the function should use the values in cells A2 through A10.
- **AVERAGE(A2,B2,C2):** This formula uses the AVERAGE function to compute the arithmetic mean of three values in the second row. There are three arguments: A2, B2, and C2.

Here's a summary of the functions you can add using the Insert Formula button.

To perform this operation	Use this function	For example
Sum the values in two or more cells	SUM	SUM(A2:A5)
Average the values in two or more cells	AVERAGE	AVERAGE(A2:A5)
Determine the smallest value in two or more cells	MIN	MIN(A2:A5)
Determine the largest value in two or more cells	MAX	MAX(A2:A5)
Determine how many values in two or more cells are numbers	COUNT	COUNT(A2:A5)
Multiply the values in two or more cells	PRODUCT	PRODUCT(A2:A5)

You can also type these and other functions into the text field of the Formula Editor. For complete information about all the functions that Keynote supports, see "Defining Formulas That Use Functions" on page 120.

To use a predefined function in a formula:

1. Select an empty cell for displaying the results of the formula.
2. Open the Formula Editor. For example, type the equal sign (=).
3. Click the Insert Formula button, and select a function from the pop-up menu.

   Keynote inserts the function into the text field, followed by a pair of parentheses.
4. Within the parentheses, insert references to cells whose values you want the function to use.

For example, to refer to nine cells in column A (A2 through A10), you could drag from cell A2 to cell A10. You can also:

a Click or type A2.

b Type a colon.

c Click or type A10.

5 Click the Accept button or press Return or Enter to save the formula.

Operators and Functions for Advanced Users

After becoming familiar with the Formula Editor and cell references, you can create a wide variety of formulas.

This section fully describes the operators and functions that you can include in your formulas when you type them in the text field of the Formula Editor.

Defining Formulas That Use Operators

You use operators in formulas when you want to perform arithmetic or comparison operations:

- **A2 + A3:** This formula adds the values in two cells of the first column.
- **A2 > B6:** This formula determines whether the value in cell A2 is larger than the value in cell B6. If it is, the result is TRUE; otherwise, it is FALSE.

Arithmetic operators perform arithmetic operations and return numerical results.

This operator	Returns	Example (A2 contains 20 and B2 contains 2)
+	The sum of two values	A2+B2 returns 22
–	The difference between two values	A2–B2 returns 18
*	The product of two values	A2*B2 returns 40

This operator	Returns	Example (A2 contains 20 and B2 contains 2)
/	The result of dividing one value by another value	A2/B2 returns 10
^	The result of raising one value to the power another value	A2^B2 returns 400
%	The result of dividing a value by 100	A2% returns 0.2

Notes:

- When a cell reference points to an empty cell, 0 is the value used.
- When a cell reference points to a cell containing FALSE, 0 is used. If the cell contains TRUE, 1 is used. For example, TRUE + 1 returns 2.
- Using a text string with an arithmetic operator returns an error. For example, 3 + "hello" is not a correct arithmetic operation.

Comparison operators compare two values and return TRUE or FALSE.

This operator	Returns	Example (A2 contains 20 and B2 contains 2)
=	TRUE if two values are equal	A2=B2 returns FALSE
<>	TRUE if two values aren't equal	A2<>B2 returns TRUE
>	TRUE if the first value is greater than the second value	A2>B2 returns TRUE
<	TRUE if the first value is less than the second value	A2<B2 returns FALSE
>=	TRUE if the first value is greater than or equal to the second value	A2>=B2 returns TRUE
<=	TRUE if the first value is less than or equal to the second value	A2<=B2 returns FALSE

Notes:

- Text strings are larger than numbers. For example, "hello" > 5 returns TRUE.
- TRUE and FALSE can be compared with each other, but not with numbers or text strings. TRUE > FALSE, and FALSE < TRUE.
- To type a Boolean value (TRUE or FALSE), type an equal sign, type the value in the Formula Editor, and press Return.

Defining Formulas That Use Functions

The following tables provide information about the three kinds of functions: statistical, numerical, and logical. In the tables, these conventions are used to describe arguments:

- The argument placeholders—*x*, x_1, and so forth—represent places where input to the functions (such as cell references or constants) should go.
- The ellipsis (...) following a list of arguments means you can use additional arguments if needed. Place a comma between arguments; if you're in a locale where the decimal separator is not a period, place a semicolon between arguments.
- Functions that don't require a specific number of arguments (such as AVERAGE) can include cell range references (such as A4:A6) instead of or in addition to other arguments.

Statistical functions perform statistical calculations.

This function	Returns	Examples
AVERAGE(x_1 ...)	The arithmetic mean of the arguments	AVERAGE(2, 3) returns 2.5
COUNT(x_1 ...)	The number of arguments that are numeric	COUNT(1, 2, "hello") returns 2 COUNT(A1:A4) returns 2 if A1 and A2 contain numbers, but A3 and A4 are empty
MAX(x_1 ...)	The value of the largest argument	MAX(–1, 42, 7) returns 42
MIN(x_1 ...)	The value of the smallest argument	MIN(–1, 42, 7) returns –1

Notes:

- If an argument is a reference to a cell that doesn't contain a number, the argument is ignored. TRUE is interpreted as 1, FALSE is interpreted as 0, and text strings result in an error.

Numerical functions perform arithmetic calculations.

This function	Returns	Examples	Notes
ABS(*x*)	The absolute value of the argument	ABS(3.6) returns 3.6 ABS(–3.6) returns 3.6 ABS(TRUE) returns 1	Interprets TRUE as 1 and FALSE as 0
INT(*x*)	The whole number nearest the argument that is no larger than the argument	INT(3.1) returns 3 INT(3.7) returns 3 INT(–3.1) returns –4 INT(42) returns 42	Interprets TRUE as 1, and FALSE and references to empty cells as 0
MOD(*x*, *y*)	The remainder after dividing *x* by *y*	MOD(5,2) returns 1 MOD(–1.2,7) returns 5.8	The sign of the returned value is the same as the sign of *y*. Also see note at end of table.
PRODUCT(x_1 ...)	The product of the arguments	PRODUCT(2, 4) returns 8	See note at end of table.
ROUND(*x*, *y*)	The number that results after rounding *x* to *y* decimal places	ROUND(3.1415, 2) returns 3.14 ROUND(3.1415, –7) returns 0 ROUND(3.1415, 2.7) returns 3.14	Rounds *y* toward 0 to the nearest integer. If *y*, after rounding, is negative, returns 0. Also see note at end of table.
SIGN(*x*)	1 if *x* is greater than 0 0 if *x* is equal to 0 –1 if *x* is less than 0	SIGN(42) returns 1 SIGN(0) returns 0 SIGN(–42) returns –1	Interprets TRUE as 1, and FALSE and references to empty cells as 0
SUM(*x* ...)	The sum of the arguments	SUM(1, 2) returns 3 SUM(1, TRUE) returns 2	Also see note at end of table.

Notes:

- If an argument of MOD, ROUND, or SUM is a reference to a cell that doesn't contain a number, the argument is ignored. TRUE is interpreted as 1, FALSE is interpreted as 0, and text strings result in an error.

Logical functions determine whether a particular condition is TRUE or FALSE.

This function	Returns	Examples	Notes
AND(x_1 ...)	TRUE if all the arguments are TRUE, otherwise returns FALSE	AND(TRUE, TRUE) returns TRUE AND(TRUE, FALSE) returns FALSE AND(TRUE, 0) returns FALSE	See note at end of table.
ISERROR(*x*)	TRUE if *x* is erroneous, otherwise returns FALSE	ISERROR(1/0) returns TRUE	
NOT(*x*)	TRUE if *x* is FALSE FALSE if *x* is TRUE	NOT(TRUE) returns FALSE NOT(FALSE) returns TRUE	Interprets 0 as FALSE and all other numbers as TRUE
OR(x_1 ...)	TRUE if any argument is TRUE, otherwise returns FALSE	OR(TRUE, FALSE) returns TRUE OR(FALSE) returns FALSE	See note at end of table.

Notes:

- If an argument of AND or OR is a reference to a cell that doesn't contain TRUE or FALSE, the argument is ignored. When you type arguments, rather than referring to cells for values, zero is interpreted as FALSE, any other number is interpreted as TRUE, and text strings result in an error.

Creating Charts

6

You can turn spreadsheet data into attractive charts. This chapter outlines the basics of creating charts in Keynote.

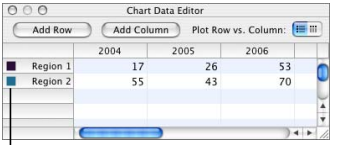
Keynote provides tools for creating your own visually appealing charts to present numerical data. You can copy and paste data from a spreadsheet or type it directly into the Chart Data Editor to create and edit your charts right on the slide canvas. By default, Keynote coordinates the appearance of your charts with the theme you're using.

About Charts

Charts show the relationship of two types of data with respect to each other. For example, if you chart business growth over time, you are showing the relationship between the size of the business and the passage of years. If you chart voting results among different demographic groups, you are showing the relationship between the number of people who voted a certain way and their demographic affiliation. When you enter data for a chart, the two different types of data are represented as *data series* and *data sets*.

Data Series and Data Sets

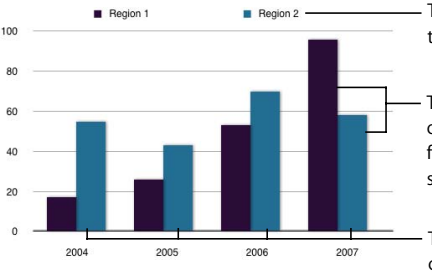
In a business chart, an example of a data series could be one region's profits over four successive years; the data sets could be all of the regions' profits for only one of those years. In the illustration below, the data series (each region's profits) are in rows, and the data sets (each year's profits) are in columns. Each individual value (for example, 17 for Region 1, 2005) is a *data point*.



These squares indicate which color represents each data series.

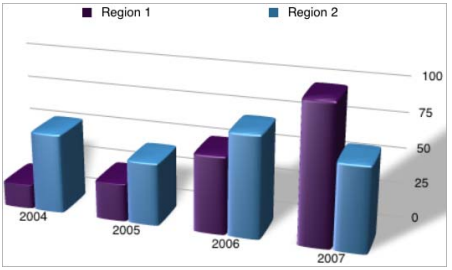
The colored squares next to the row labels (Region 1 and Region 2) show which color represents each data series in the chart.

The illustration below shows how this data looks as a column chart.



In this chart, called a *column chart,* the data series are represented by rows in the Chart Data Editor. The data points are represented as a series of dark-colored bars and a series of light-colored bars.

Most charts have three-dimensional (3D) versions. Here's what the *3D column chart* looks like for the data series above.



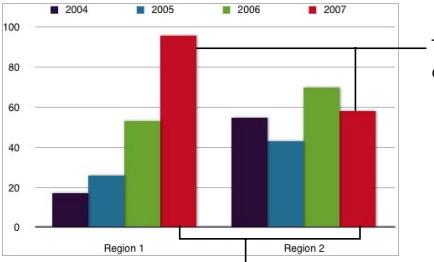
Transposing Data Series and Data Sets

You can easily switch the data series and data sets in your charts—without having to retype the data—by using the Plot Row vs. Column button in the Chart Data Editor.

This button makes the columns of data in the Chart Data Editor the data series.

This button makes the rows of data in the Chart Data Editor the data series.

The column chart below shows the same data, but with the data sets and data series transposed.



For this chart, the data series are represented by columns in the Chart Data Editor pictured on page 124. There are now four data series represented as four different-colored bars.

Data series are represented differently in the different kinds of charts provided by Keynote.

- **Column charts and bar charts:** A data series is represented by a series of bars in the same color (as shown above).
- **Line chart (also called a graph):** A data series is represented by a single line.
- **Area chart:** A data series is represented by an area shape.
- **Pie chart:** Only a single data set—the first data point in each series—is represented on the chart (whichever is listed first in the Chart Data Editor).
- **Scatter chart:** Two columns of data are used to plot values for a single data series. Each pair of values determines the position of one data point.

Adding a Chart

You can add a chart by inserting it on the slide canvas or by drawing it. After you add a chart, you can change the chart type and appearance with the Chart Inspector.

To place a chart on the slide canvas:

1. Click Chart in the toolbar (or choose Insert > Chart).

   A chart containing placeholder data appears on the slide, and the Chart Inspector and Chart Data Editor open.

To resize the chart:

- Drag an active selection handle.

To reposition the chart:

- Drag the chart where you want it (avoid placing the pointer on a selection handle).

You can also draw a chart on a slide.

To draw a chart on the slide canvas:

1. Hold down the Option key and click Chart in the toolbar.
2. Release the Option key, and then move the pointer over the slide canvas until it becomes a crosshair.
3. Drag across the slide canvas to create a chart any size you want.

   To constrain the chart's proportions, hold down the Shift key as you drag.

Changing a Chart Type

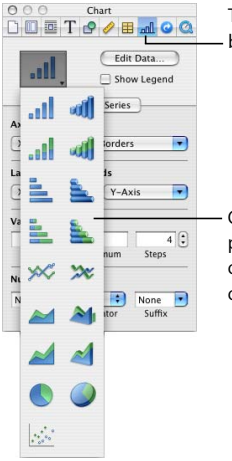
Keynote provides numerous types of charts to choose from, including bar charts, 3D bar charts, line charts, 3D line charts, pie charts, and more. Once you've placed a chart on a page, you can change its type and format it using the Chart Inspector.

To open the Chart Inspector:

- Click Inspector in the toolbar (or choose View > Show Inspector, and then click the Chart Inspector button).

To select a chart type, do one of the following:

- Choose Format > Chart > [*chart type*].
- In the Chart Inspector, choose a chart from the pop-up menu that appears when you click the chart icon in the upper left.



The Chart Inspector button

Choose a chart type from the pop-up menu. 2D charts are on the left, and 3D charts are on the right.

To change a chart from one type to another:

1. Select the chart.
2. In the Chart Inspector, choose a different chart type from the pop-up menu. You can also choose Format > Chart > Chart Type > [*chart type*].
   - If you switch to a pie chart, Keynote charts only the first data set in the Chart Data Editor. See "Pie Charts" on page 136.
   - If you switch to a scatter chart, each point in the chart requires two values, so every series uses two columns in the Chart Data Editor. See "Scatter Charts" on page 140.
   - If you switch to a bar, column, area, or line chart, each series in the new chart corresponds to a row in the Chart Data Editor.
   - If you switch to a 3D version of a chart, the Chart Inspector provides controls for managing object depth and lighting style. See "3D Charts" on page 141.

   Formatting you've applied to the chart you're changing may not be applied to the new chart. For example, the color fill attribute has a different default value for each type of chart. If you've changed a column fill color and then change the chart to be a bar chart, the fill color change isn't retained.

- Depending on the type of chart, the attributes that may change when you change a chart's type are as follows: show value label, value label position, text style, series stroke, series shadow, series fill, data point symbol, and data point fill.
- Bar/column charts and stacked bar/column charts share attributes except for value label position. Also, bar/column charts have separate fills.
- 3D chart shadows are shared across chart types.

When you change a chart's type and the new type has some of the same attributes, those attributes don't change. Shared attributes include axes, gridlines, tick marks, axis labels, show minimum value, number format, borders, rotation, shadows, and 3D lighting style.

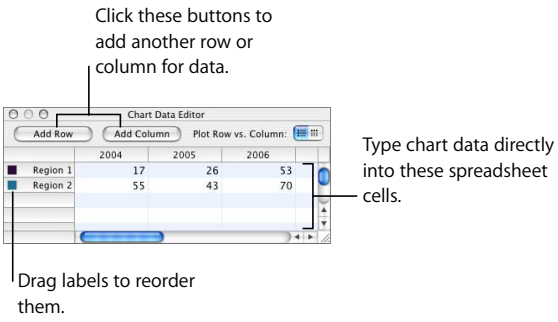
You'll learn more about these attributes throughout the remainder of this chapter.

Editing Chart Data

To edit chart data, open the Chart Data Editor and enter your data by typing it or copying and pasting from Excel, AppleWorks, or another spreadsheet application.

To open the Chart Data Editor:

1. Select a chart on a slide.
2. Click Edit Data in the Chart Inspector (or choose Format > Chart > Show Data Editor).



To copy data from another spreadsheet into the Chart Data Editor:

1. Open the spreadsheet with the data you want, and select all the relevant cells.
2. Choose Edit > Copy (or press Command-C).
3. Select the top cell in the first column of the Chart Data Editor.
4. Choose Edit > Paste (or press Command-V).

To edit the names of rows and columns, or the data in a cell:

- Double-click a cell or a row or column label and type.

To reorder rows or columns in the Chart Data Editor:

- Drag a row or column label to a new position.

To add rows or columns in the Chart Data Editor, do one of the following:

- Click Add Row or Add Column to place a row above the selected row or a column to the left of the selected column. If no row or column is selected, the new row or column appears at the bottom or right edge of the table. (To see the new row or column, you may have to press the Return or Tab key or expand the Chart Data Editor window.)
- Select any blank cell, type your data, and press Return. A new row or column is automatically created.

To delete rows or columns:

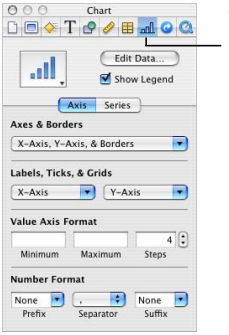
- Select the row or column header label and press Delete.

Formatting Charts

You can resize and reposition charts and chart legends the same way you work with other objects. You can format chart elements—fonts, colors, axis labels, and tick marks—to suit your preferences. You can hide the chart legend and adjust the angle and lighting style of 3D charts. You can also hide the chart legend. Most chart formatting tasks are done using the Chart Inspector. You can also accomplish many of the tasks described in this section using shortcut menus.

To open the Chart Inspector:

1. Click Inspector in the toolbar (or choose View > Show Inspector).
2. In the Inspector window, click the Chart Inspector button.



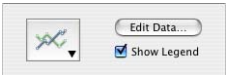
The Chart Inspector button

To open the shortcut menu for a chart:

- Hold down the Control key and click a chart.

To hide the chart legend:

1. Select the chart.
2. In the Chart Inspector, deselect the Show Legend checkbox.



You can also select the legend and press Delete; you can always display the legend again by selecting Show Legend in the Chart Inspector.

Setting Chart Colors

You can format the bars, wedges, and area shapes that appear on each type of chart just as you format any other drawn object. You can give them color fills, gradient fills, image fills, shadows, opacity, or different line styles. You set these attributes in the Graphic Inspector.

To change the color or image in a bar, wedge, or area shape:

1. Select the item (bar, wedge, or area shape).

   If you select one bar in a bar chart, all the bars in that data series are selected.
2. Change chart properties as you would for any drawn object using the Graphic Inspector.

For more information about changing object properties, see Chapter 4, "Changing Object Properties."

Changing Chart Fonts

You can change the fonts and text colors used for axis labels, data point labels, and legends.

To change chart fonts:

1. Select the text you want to change.

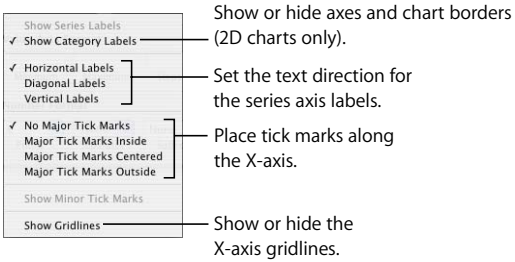
   To change the font on all chart elements, click the chart to select it. If you select the text for one data point or axis label, all the text of that kind is also selected. You change the font for a chart legend separately.
2. Click Fonts in the toolbar (or choose Format > Fonts > Show Fonts) to open the Font panel.
3. Select a font.

For information about changing text colors, see "Formatting Bulleted Text and Numbered Lists" on page 46.

Adding Labels and Axis Markings

Use the Axis pane in the Chart Inspector to format the grid and general look of the axes for bar charts, line charts, and area charts. You can set the range of values to be displayed along the *value axis*, the axis on which you read the data point values.

For column charts (vertical bars), line charts, and area charts, the Y-axis is the value axis. For horizontal bar charts, the X-axis is the value axis. For scatter charts, both axes are value axes. (Pie charts don't have a value axis. To read about formatting pie charts, see "Pie Charts" on page 136.)



To show or hide axes and chart borders:

1. Select the chart.
2. In the Chart Inspector, click the Axis button if it is not already selected.
3. Choose one or more items in the Axes & Borders pop-up menu to select it.

   A selected item has a checkmark next to it; choose the item again to deselect it.

To set the range of numerical values displayed on the chart grid:

1. Select the chart.
2. In the Chart Inspector, click the Axis button if it is not already selected.
3. To set the value at the chart origin, type a number in the Minimum field (below Value Axis Format).

   The Minimum value cannot be higher than the minimum value of your entire data set.
4. To set the highest number displayed on the value axis, type a number in the Maximum field.

   The Maximum value cannot be lower than the maximum value of your entire data set.
5. To specify the number of axis markings between the minimum and maximum values, type a number in the Steps field.

To display the minimum data value on the value axis:

1. Select the chart.
2. In the Chart Inspector, click the Axis button if it's not already selected.
3. Select Show Value Labels and Show Minimum Value from the value axis pop-up menu (the X- or Y-axis pop-up menu, depending on the chart).

   An item is selected when it has a checkmark next to it.

To specify units for axis values:

1. Select the chart.
2. In the Chart Inspector, click the Axis button if it is not already selected.
3. Below Number Format, type text in the Prefix or Suffix field (or choose a symbol from the pop-up menus).

Placing Grid Labels and Tick Marks

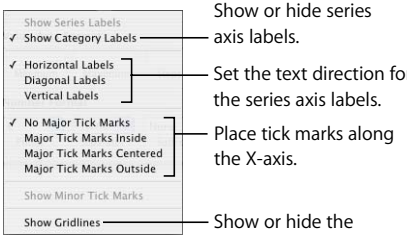
The X-Axis and Y-Axis pop-up menus in the Axis pane of the Chart Inspector provide an array of options for placing tick marks, labels, and gridlines along the value axis or the series axis. The options in these pop-up menus vary depending on the kind of chart you select.

For vertical bar charts (column charts), line charts, and area charts, the Y-axis is the value axis and the X-axis is the series axis; for horizontal bar charts, the X-axis is the value axis. For scatter charts, both axes are value axes. For 3D charts, the X and Y axes are the same as their 2D counterparts.

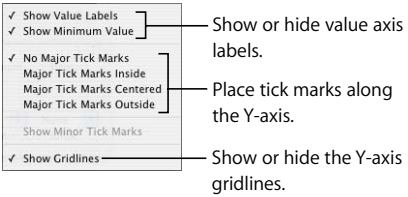
Pop-up menus are pictured below as they appear when a column chart is selected.

To add grid labels and tick marks along an axis:

1. Select the chart.
2. In the Chart Inspector, click the Axis button if it is not already selected.
3. To add grid labels and tick marks along the X-axis, choose an option from the X-Axis pop-up menu. The menu for a column chart looks like this:



4. To add grid labels and tick marks to the Y-axis, choose an option from the Y-Axis pop-up menu. Here's what the menu looks like for a column chart:



Formatting the Elements in a Data Series

You can use a variety of visual effects to enhance the appearance of data series elements.

To add data point labels:

1. Select the chart or an element in a data series.

   For all chart types except pie charts, selecting one element (such as a bar) of a series automatically selects the full series. For pie charts, you can select individual wedges.

2. In the Chart Inspector, click the Series button.
3. Choose Show Value from the Data Point Settings pop-up menu.
4. To specify the number of decimal places you want to display, type a number in the Decimals field (or click the arrows to increase or decrease the number).

5. To change the position of data point values, choose an option from the Data Point Settings pop-up menu.
6. Use the Font panel (Format > Font > Show Fonts) to choose a font, font size, and style for the data point labels.

   For pie charts, you can show data point labels as a percentage of the whole or as absolute values by selecting or deselecting "Show Pie Values as Percentages" in the Data Point Settings pop-up menu. You can also show the series names.

   Some chart types offer further options for formatting series elements. See the following sections for information about special formatting options for pie charts, bar and column charts, line charts, scatter charts, and 3D charts.

Pie Charts

For pie charts, Keynote charts only the first data set in the Chart Data Editor (the first data point for each data series). If the data series are in rows in the Chart Data Editor, only the first column is charted; if the data series are in columns in the Chart Data Editor, only the first row is charted. Thus, one pie chart represents a single data set, and each wedge is one element in that set. Other data sets in the Chart Data Editor are maintained, but they are not displayed in the pie chart. You can chart any data set by moving it to the first position in its row or column.

To select individual pie wedges:

1. Select the chart, and then click to select a single wedge.
2. To select additional wedges, do one of the following:
   - To select all the wedges, choose Edit > Select All (or press Command-A).
   - To select noncontiguous wedges, hold down the Command key as you select each wedge.
   - To select a continuous range of wedges, select the first wedge, and then hold down the Shift key as you select the last wedge.

On pie charts, in addition to showing values for wedges, you can display the series name.

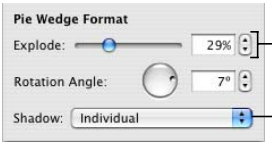
To show a series name in a pie chart:

1. Select the chart or individual pie wedges.
2. In the Chart Inspector, click the Series button.
3. Choose Show Series Name from the Data Point Label pop-up menu (an item is selected when it has a checkmark next to it).
4. Choose Inside or Outside from the Data Point Label pop-up menu.

To separate individual pie wedges:

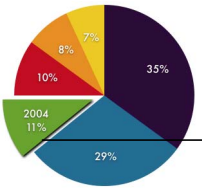
1. Select the individual pie wedges. (To select more than one pie wedge, hold down the Command key as you click each wedge.)
2. Drag the pie wedges or the Explode slider until the pie wedges are separated as far as you want.

You can also type a number in the Explode field, or use the arrows to increase or decrease the number.



Separate individual pie wedges.

Add shadows to individual wedges or the whole pie.



Set a pie wedge apart by using the Explode slider and giving it a series name.

You can put shadows on individual pie wedges or on the pie as a whole. Putting shadows on individual wedges makes it look like the wedges are in different layers.

To put shadows on individual pie wedges:

1. Select the chart or individual wedges.
2. In the Chart Inspector, click the Series button.
3. Choose Individual from the Shadow pop-up menu.
4. In the Graphic Inspector, set shadow attributes. (For more information, see "Adding Shadows" on page 86.)

To put a shadow on the whole pie:

1. Select the chart.
2. In the Series pane of the Chart Inspector, choose Group from the Shadow pop-up menu.
3. In the Graphic Inspector, set shadow attributes.

For more information, see "Adding Shadows" on page 86.

You can also change the opacity of the chart and individual chart elements, such as the legend. For more information, see "Adjusting Opacity" on page 88.

To rotate a pie chart:

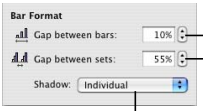
- Select the chart and drag the Rotation Angle wheel in the Series pane of the Chart Inspector, or type a value in the Rotation Angle field.

Bar and Column Charts

You can apply shadows to individual data series or to the entire chart. You can adjust the opacity for the chart as a whole or for individual series (not individual bars). You can also adjust the spacing between data sets or individual bars.

To adjust spacing between individual bars or data sets:

1. Select the chart.
2. In the Chart Inspector, click the Series button if it is not already selected.



Separate the individual bars in the chart.

Separate the data sets in the chart.

Add shadows to bars or data sets.

3. To change the space between bars, type a value (or click the arrows) in the "Gap between bars" field.
4. To change the space between data sets, type a value in the "Gap between sets" field.

   The value is the percentage of the bar thickness. Decreasing the space between the bars makes them thicker. You can also move the pointer near a bar edge until it becomes a double-headed arrow, then drag to make the bars thicker or thinner.

To put a shadow on each bar:

1. Select the chart or a bar (the whole data series is selected).
2. In the Series pane of the Chart Inspector, choose Individual from the Shadow pop-up menu.

   If you select one data series and choose an item from the Shadow pop-up menu, the choice applies to all series in the chart.
3. In the Graphic Inspector, set shadow attributes.

For more information, see "Adding Shadows" on page 86.

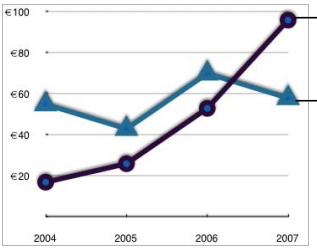
To adjust the opacity of a chart:

- Select the chart and drag the Opacity slider in the Graphic Inspector.

For more information, see "Adjusting Opacity" on page 88.

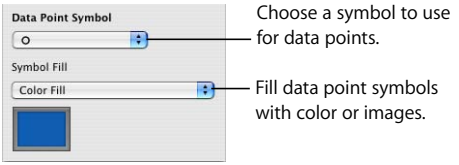
Area Charts and Line Charts

In area and line charts, you can use symbols—circles, triangles, squares, and diamonds—to represent data points.



To use a symbol for the data points in a series:

1. Select a data series (area shape or line).
2. In the Series pane of the Chart Inspector, choose a symbol from the Data Point Symbol pop-up menu.



3. Fill the symbol with color or an image by choosing one of the options in the Symbol Fill pop-up menu.

   For more information about using image fills, see "Using Color and Image Fills" on page 80.

To set the line color and shadow:

- Use the Stroke and Shadow controls in the Graphic Inspector.

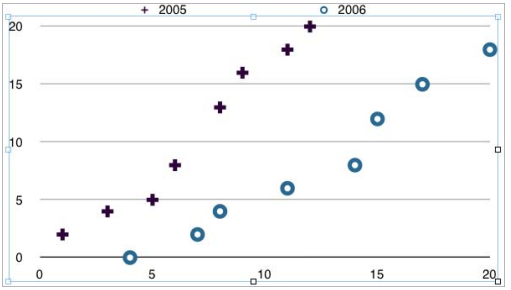
For more information about using the Graphic Inspector to set line color, shadow, and the fill for data point symbols, see Chapter 4, “Changing Object Properties,” on page 80.

Scatter Charts

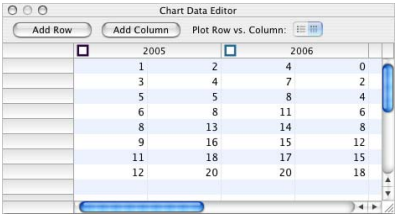
Scatter charts display data differently from the other kinds of charts. They require at least two columns of data to plot values for a single data series. To show multiple data series, you use additional two-column pairs.

Each pair of values determines the position of one data point. The first data value in the row is the X-axis of the point. The second data value is the Y-axis of the point.

Here’s what the default scatter chart looks like.



You can view the data for this chart in the Chart Data Editor.



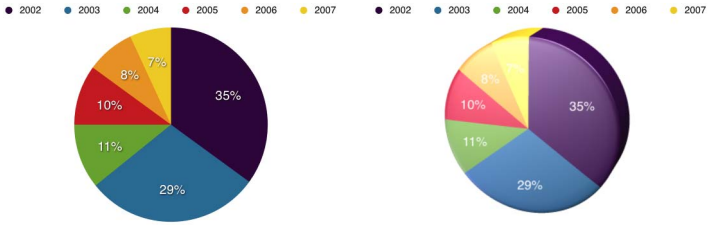
To control the appearance of a scatter chart, do one of the following:

- To format a symbol for a data series, choose a symbol from the Data Point Symbol pop-up menu in the Series pane of the Chart Inspector. You can adjust the stroke and fill settings of a scatter plot data point symbol by using the Graphic Inspector.
- To specify axis settings, use the Axis pane of the Chart Inspector. Because both axes of scatter charts have values, value axis format settings apply to both X-axis and Y-axis. Each axis can have its own number format.

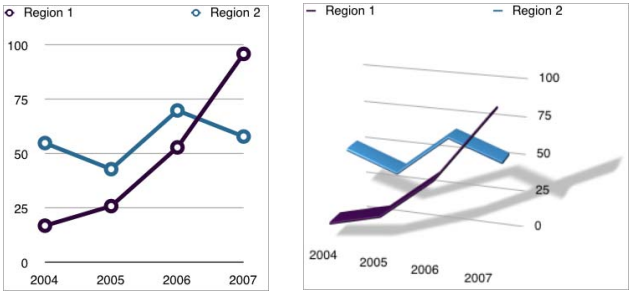
3D Charts

You can display all the chart types except scatter charts as 3D-rendered charts.

Here are 2D and 3D versions of the default pie chart.



Here are 2D and 3D versions of the default line chart.

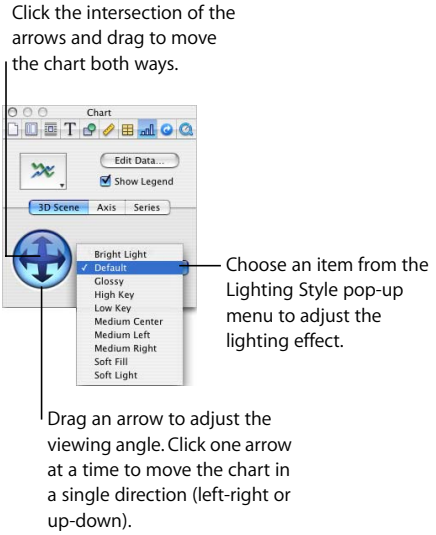


To select a 3D chart type:

- In the Chart Inspector, choose a chart type from the Type pop-up menu. You can also choose Format > Chart > Chart Type > [*3D chart type*].

To define 3D scene settings:

- Select a 3D chart, click the 3D Scene button in the Chart Inspector, and modify the chart's viewing angle and lighting style using the 3D Scene controls.



To resize a 3D chart:

- Select the chart and drag the active selection handles. The chart is resized through all three dimensions.

Rotating Charts

You can rotate charts by dragging a selection handle (see "Changing an Object's Orientation" on page 90). Pie charts can also be rotated using the Chart Inspector (see "Pie Charts" on page 136).

You can't rotate or flip 3D charts. If a 3D chart is grouped with 2D charts, you can rotate the group, but only the 2D charts in it will rotate.

Slide Transitions and Object Builds

7

This chapter describes how to add motion and visual appeal to your slideshow using slide transitions and object builds.

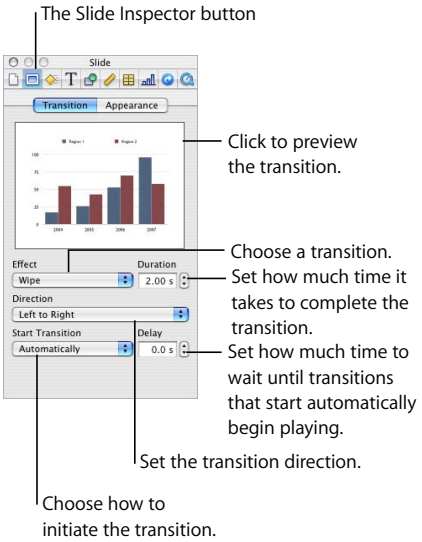
After you've designed and organized your slides, you can put the whole presentation together. Add animation to text to captivate your audience. Add transitions to move smoothly from one slide to the next. Use object builds within each slide to reveal data as you present it.

Adding Transitions Between Slides

Keynote provides a variety of transition styles. Some examples are described below.

Transition style	What it looks like
Cube	Slides rotate on and off screen as if they are sides of a revolving cube.
Doorway	Slide appears as if doors were opening, and then the full slide appears.
Fall	Slide appears to fall forward, and then the full slide appears.
Flip	New slide appears as if it is on the other side of a flipped page.
Mosaic flip	Slide appears as rotating mosaic pieces.
Page flip	Slide appears as a page peeling back.
Move in	Slide moves in from a specified direction to cover the contents of the previous slide.
Push	New slide appears to push old slide off the screen in the specified direction.
Twirl	Previous slide spins and shrinks toward center, and then next slide spins outward.

You can change the duration of a transition, and you can specify when to start the transition (automatically or on click). You set slide transitions in the Slide Inspector.



To add a transition from one slide to the next:

1. Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Slide Inspector button.
2. Click Transition.
3. Choose an option from the Effect pop-up menu.
4. If applicable, choose an option from the Direction pop-up menu.
5. To set how much time it takes to complete the transition, type a value in the Duration field (or click the arrows).

   Important: Each transition you specify applies only to the selected slide. To apply a transition to another slide, select it and repeat the procedure above.

6 Choose an option from the Start Transition pop-up menu.

- **On Click:** Initiates the transition when you click to move to the next slide.
- **Automatically:** Initiates the transition after the amount of time specified in the Delay field.

Note: If you select "Scale slides up to fit display" in the Slideshow pane of Keynote preferences, parts of Cube or Flip transitions may not be visible. To ensure that Cube or Flip transitions are not clipped during your slideshow, choose Keynote > Preferences, click Slideshow, and then select the "Reduce to avoid clipping" options.

If you see "Effects that can't play on this computer" in the Effect pop-up menu, these transitions require your computer to have an advanced graphics card.

Creating Object Builds

Object builds make slide elements appear (build in) or disappear (build out) from the slide one at a time, or in groups, in any order you like. For example, an image could move in from the left side of the screen, and then accompanying bulleted text could appear line by line. You could have a slide element move in from the left and move out on the right. Or you could display parts of a chart one at a time to build suspense.

You can develop object builds that animate several different objects on the same slide, in the order you specify. For example, a slide might contain a table and a chart that you want to present in a certain order. You can intersperse the parts of different objects on the slide. You can also build only some of the parts of an object.

Use Build In animations to move slide elements onto the screen, and Build Out animations to move elements off the screen.

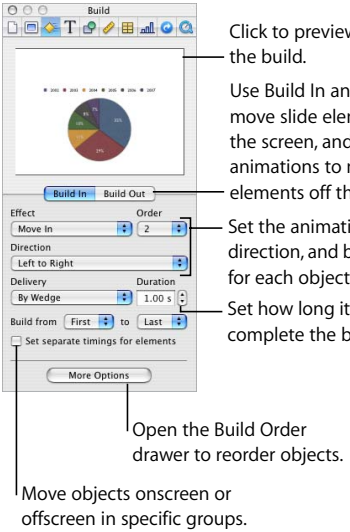
Setting Up an Object Build

To create builds, you begin with a completed slide and specify build settings for each element you want to appear over time.

To set up an object build:

1 Click Inspector in the toolbar (or choose View > Show Inspector).

2 In the Inspector window, click the Build Inspector button, and then click Build In or Build Out.



3 Select an item on the slide and choose an option from the Effect pop-up menu.

You can select graphic objects, bulleted text, tables, or charts, as well as sound files placed on an individual slide (represented by an audio icon).

4 If appropriate, choose an option from the Direction pop-up menu.

5 Choose an option from the Delivery pop-up menu.

6 To set how much time it takes to complete the transition, type a value in the Duration field (or click the arrows).

After you select an effect for each item you want to animate, you can easily reorder the items. You can also specify whether you want each animation to begin automatically (after a specified time) or on click.

Note: If you group an object that has a build effect assigned to it, the effect is removed. Ungrouping a grouped object with a build assigned to it removes the build effect.

Working With Object Builds

After you've set up object builds on a slide, you can create various effects by changing the order of builds and by specifying timing for the appearance of builds.

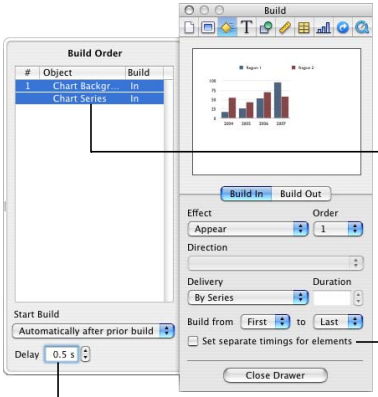
To build objects in a different order:

1. In the Build Inspector, click the More Options button.
2. In the Build Order drawer, drag the items to change their order.

   You can also use the Order pop-up menu to change the order of builds.

To specify when to animate each object:

1. In the Build Order drawer (click More Options if the drawer isn't open), select an item in the list.
2. Choose an option from the Start Build pop-up menu.
   - **On Click:** Initiates the build when you click.
   - **Automatically after build [number]:** Initiates the build after the build number indicated, which is always the previous build, and after the amount of time specified in the Delay field.
   - **Automatically with build [#]:** Makes two objects appear at the same time and after the amount of time specified in the Delay field. Put the two builds next to each other in the Build Order list.



You can also make several objects appear and move at the same time, by first grouping them (see "Grouping and Locking Objects" on page 65).

3 To specify how long to wait after the previous build finishes to start the next object's build, type a value in the Delay field (or click the arrows).

You can specify a delay up to 60 seconds. You can specify a delay only if you choose to start the build automatically (rather than on click).

Moving Objects Off the Screen

You can make objects exit the slide in any order by making selections in the Build Out pane of the Build Inspector. If you have elements on a slide that build in and elements that build out, you can mix the build in and build out orders, so that any individual element might move on and off the screen before another one moves on the screen.

Interspersing Build Elements

After you've set up object builds on a slide, you can create various effects by changing the order of builds and by specifying timing for the appearance of builds. For example, you can set up a build that brings the first text bullet onto the slide, then the first wedge of a pie chart, and then the second bullet. You can do the same to move objects off the slide. You can also specify a range of elements to be used in a build, such as only the second and third text bullets.

To intersperse an object's elements in a build:

1. In the Build Inspector, set Delivery options so that the build occurs by parts (by bullet, by wedge, and so on).
2. Select "Set separate timings for elements." This option appears when the Delivery pop-up menu is set to anything but "All at Once." Selecting "Set separate timings for elements" opens the Build Drawer if it's not already open.
3. In the Build Order drawer, drag the items to set the order in which the items occur.
4. Specify when and how to animate each object:
   - In the Build Order drawer, select an item in the list.
   - Choose an option from the Start Build pop-up menu. "On Click" Initiates the build when you click. "Automatically after build [#]" initiates the build with the build number indicated and after the amount of time specified in the Delay field.
   - Specify how long to wait after the previous build finishes to start the next object's build by typing a value in the Delay field (or click the arrows). You can specify a delay up to 60 seconds. You can specify a delay only if you choose to start the build automatically (rather than on click).

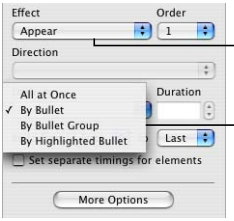
Creating Text Builds

You can use builds to make text move onto or off of slides. Keynote provides options for building text line by line, word by word, or character by character. You can create text builds for bulleted or plain body text.

To set up a body text build:

1. Select the text and assign it a build effect, direction, duration, and order, using the Build Inspector as described earlier.
2. Choose a delivery style from the Delivery pop-up menu.
   - **All at Once:** Moves all text in the text box at the same time.

- **By Bullet:** Moves text bullet by bullet.
- **By Bullet Group:** Moves each bullet and its subordinate bullets together.
- **By Highlighted Bullet:** Highlights each bullet as it moves, leaving only the most recent bullet highlighted.



Choose an effect to make text appear or leave the slide.

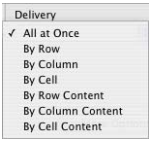
Choose how to move text on or off the slide.

Creating Table Builds

You create object builds for slides with tables the same way you create any other object build. With tables, however, you can animate the table itself by making it appear onscreen row by row, column by column, cell by cell, or in a variety of other ways.

To set up a table build:

1. Select the table and assign it a build effect, direction, duration, and order, using the Build Inspector as described earlier.
2. Choose an option from the Delivery pop-up menu.



- **All At Once:** Moves the whole table as a single object.
- **By Row:** Moves the table onto the screen row by row.
- **By Column:** Moves the table onto the screen column by column.
- **By Cell:** Moves the table onto the screen one cell at a time.

- **By Row Content:** Moves the entire empty table onto the screen, and then inserts the content row by row.
- **By Column Content:** Moves the entire empty table onto the screen, and then inserts the content column by column.
- **By Cell Content:** Moves the entire empty table onto the screen, and then adds the content cell by cell.

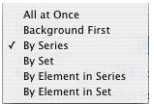
Note: All elements of a table use the same build style.

Creating Chart Builds

Like table builds, chart builds offer a variety of ways to move chart elements on and off the screen during your presentation.

To set up a chart build:

1. Select the chart and assign it a build effect, direction, duration, and order, using the Build Inspector as described earlier.
2. Choose a delivery style from the Delivery pop-up menu.



- **All At Once:** Moves the whole chart as a single object.
- **Background First:** Moves each chart axis onto the screen, followed by all the data elements at once (bars, lines, or area shapes).
- **By Series:** Moves each chart axis onto the screen and then the data elements, one entire series at a time.
- **By Set:** Moves each chart axis onto the screen and then the data elements, one entire set at a time.
- **By Element in Series:** Moves the chart axes onto the screen, and then each separate data element, one series at a time.
- **By Element in Set:** Moves each chart axis onto the screen, and then each separate data element, one set at a time.

Note: All elements of a chart (except the legend) use the same build style.

You can assign a chart legend its own build style and order. To make the legend appear with the chart, group it with the chart before you set the chart's build style (see "Grouping and Locking Objects" on page 65).

Creating Builds on Master Slides

You can add object builds to a master slide so that build effects appear on every slide you create using that master. For example, if you plan to create a number of slides with bulleted text, and you want each slide to build in bullet by bullet, create a master slide with the build you want. Then use that master to create the rest of your slides.

To create a build on a master slide:

1. Choose View > Show Master Slides.
2. Select the master slide for which you want to create a build.
3. Add text, objects, or images you want to include in the build.
4. Follow the steps in "Creating Object Builds" on page 145.

Viewing, Printing, and Exporting Your Slideshow

8

This chapter describes the various ways to share your Keynote presentation.

You can view a Keynote presentation from your computer on your own display or projected on a large screen. You can make the slideshow a self-running "movie" for a kiosk. You can share it across platforms by exporting it to formats such as a QuickTime movie, PowerPoint presentation, Flash file, or PDF document. You can also print directly from Keynote in a variety of page layouts.

Customizing a Presentation for Your Audience

You can make three different kinds of presentations in Keynote, depending on how the presentation will be used.

- **Normal:** Presentations are controlled by clicking the mouse or using the keyboard. By default, a slideshow is normal (interactive) unless you make it a self-playing or hyperlinks-only slideshow.
- **Self-playing:** Presentations advance automatically, like a movie (no user interaction is possible). You can use this option, for example, to play a presentation in a kiosk setting. Instructions for creating these kinds of presentations follow.
- **Hyperlinks-only:** Presentations advance when viewers click hyperlinks. Instructions for creating these kinds of presentations follow.

Creating Self-Playing Presentations

If you want your presentation to run by itself, for example, as a kiosk demonstration, you can make it a self-playing presentation.

In a self-playing presentation, transitions or builds set to begin automatically occur just as they do during a normal presentation. If a self-playing presentation includes transitions and builds set to begin on click, they will also occur automatically, after waiting the amount of time specified in the Delay fields in the Document Inspector. The values you specify in the Delay fields apply to all transitions and builds set to begin on click.

Although users can't interact with these kinds of presentations, self-playing presentations can be stopped in the same way as other presentations (using the Escape key, for example). To prevent users from stopping a self-playing presentation, don't provide a keyboard, or require a password to exit the presentation.

To make a slideshow self-playing:

1. Click the Inspector button in the toolbar (or choose View > Show Inspector), click the Document Inspector button, and then click Document.
2. Choose Self-playing from the Presentation pop-up menu.
3. To specify how much time to wait until transitions that start on click begin playing, type a value in the Transitions field (or click the arrows).
4. To specify how much time to wait until builds that start on click begin, type a value in the Builds field (or click the arrows).

You can also make a Keynote document begin playing as soon as it's opened, so that the Keynote window doesn't appear.

To make a document play when it's opened:

1. Open the document.

2 In the Document pane of the Document Inspector, select the checkbox labeled "Automatically play upon open."

3 To make the presentation play repeatedly (until the viewer quits by pressing the Escape key, for example), select "Loop slideshow."

4 Choose File > Save.

To require a password to exit a slideshow:

- In the Document pane of the Document Inspector, select the checkbox labeled "Require password to exit show."

  The required user name and password are those of the current user or the administrator for the computer on which the slideshow is playing.

To make a presentation start if it's inactive for a specified period of time:

- Select "Restart show if idle for __" and type the number of minutes in the field.

Hyperlinks-Only Presentations

Using hyperlinks, you can create controls for navigating through a slideshow. The iWork Tour is an example of a hyperlinks-only presentation.

To make a hyperlinks-only presentation:

1 Set up your slideshow using hyperlinks to navigate to particular slides.

  For more information about creating hyperlinks, see "Adding Webpages and Hyperlinks" on page 73.

2 In the Document pane of the Document Inspector, choose "Hyperlinks only" from the Presentation pop-up menu.

Using Exposé and Dashboard During a Presentation

To use Exposé, Dashboard, or other applications while you're playing a slideshow, you need to set a Keynote preference so that those applications work during a presentation.

To allow Exposé, Dashboard, and other applications to work during a presentation:

1 Choose Keynote > Preferences.

2 Click Slideshow.

3 Select "Allow Exposé, Dashboard, and others to use screen."

Note: Selecting this option may cause your slideshow to run more slowly and animations to display poorly.

Viewing Full-Screen Presentations

Full-screen presentations make the most of the crisp graphics and smooth animations made possible by Keynote. You can show full-screen presentations directly on your computer's display, on a secondary display, or projected onto a large screen.

Viewing on Your Display

The simplest way to view a slideshow is by watching it directly on your computer's display. This format works best for a very small audience.

To view a full-screen presentation on a single display:

1. Open the Keynote document.
2. Click Play in the toolbar (or choose View > Play Slideshow).
3. To advance to the next slide (or object build), press N or the Space bar, or click the mouse.
4. To end the show, press the Esc key or Q key.

Note: Clicking Play starts the slideshow at the currently selected slide. To start the slideshow from the beginning (even if the first slide isn't selected), press the Option key while you click Play.

Rehearsing Your Presentation

You can rehearse a slideshow to review presenter notes and fine-tune the timing of your presentation.

To rehearse your slideshow:

1. Choose View > Rehearse Slideshow.

   Rehearsal view shows two slides at a time: the current slide and the next slide. The clock below the current slide shows the time of day. The clock below the next slide shows time elapsed since you started playing the show.
2. Specify the information you want to appear in the presenter display (see "Customizing the Presenter's View" on page 160).
3. If your presenter notes don't appear, choose Keynote > Preferences > Presenter Display, and then select Notes.

When you're rehearsing with a single display, the presenter display shows the information you specified in Presenter Display preferences. Comments are visible in the presenter display if they're visible on the slide while editing.

Viewing on a Projector or Second Display

If you have a larger audience, you may want to play the slideshow on a second display or project it onto a large screen. That way, you can see presenter information (your slide notes and a clock, for example) on your display while viewers see only the slideshow on the second display. To do this, you set up your displays in a *dual display* configuration.

You can also play the identical slideshow on both screens. This setup is called *video mirroring.*

Important: Attach the second display or projector according to the instructions that came with the display or projector, and the instructions that came with your computer (search Keynote Help for video mirroring, displays, or dual monitors). You may need to connect the second display or projector before you complete some of the following steps.

Note: iBook computers with a second display connected work only in mirroring mode.

Dual Displays

With a dual-display configuration, you can play the slideshow on one screen while controlling the slideshow and viewing presenter information on another display.

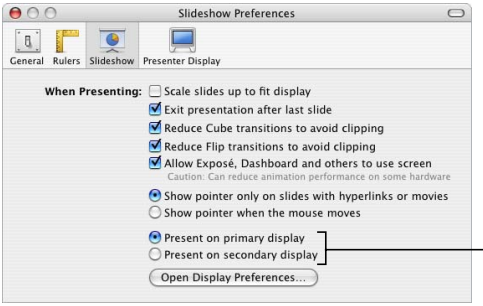
To set up dual displays:

1. Choose Apple (🍎) > System Preferences.
2. In System Preferences, click Displays.
3. Click Arrange and follow the onscreen instructions.

   If there is no Arrange button, your computer detects only one display.
4. Deselect the Mirror Displays checkbox.

To play a slideshow on a dual-display system:

1. Choose Keynote > Preferences, and then click Slideshow.



Choose where slides display during a slideshow with a dual-display setup.

2 Select "Present on primary display" or "Present on secondary display."

The primary display is the one with the menu bar. If you choose "Present on secondary display," you can customize what the presenter sees on the primary display. See "Customizing the Presenter's View" on page 160.

3 Click Play in the toolbar (or choose View > Play Slideshow).

4 Advance through the slides (and object builds) in the presentation by clicking the mouse or by pressing the Space bar.

- To pause the presentation and show a black screen, press B. Press any key to resume.
- To pause the presentation and show a white screen, press W. Press any key to resume.
- To switch the primary and presenter display, press X.

For a complete list of movie and other presentation keyboard shortcuts, choose Help > Keyboard Shortcuts.

Video Mirroring

Some computers have video mirroring built in. If yours does not, you must configure it in the Displays pane of System Preferences.

To set up video mirroring:

1 Choose Apple (🍎) > System Preferences.

2 In System Preferences, click Displays.

3 Choose the same settings for both displays from the Resolutions field and the Colors pop-up menu.

4 Click Arrange and select Mirror Displays.

To play your slideshow on a mirrored system:

1 Open the Keynote document.

2 Choose View > Play Slideshow (or click Play in the toolbar).

3 To advance to the next slide or object build, press the Space bar or click the mouse.

Note: Keynote generally plays back very smooth animations. However, because the two displays used in a video mirroring configuration may have different refresh rates, one of the screens may appear to "stutter"; Keynote can synchronize with the refresh rate of only one screen.

Viewing Movies

When you play a movie during a presentation, a movie control panel appears on the presenter display. The controls vary depending on the size of your movie.

If the movie is this size...	These controls are available
Bigger than 380 pixels	Play, pause, fast-forward, rewind, time track with timer, volume
260 to 379 pixels	Play, pause, time track with timer, volume
160 to 259 pixels	Play, pause, time track with timer
100 to 159 pixels	Play, pause, time track without timer
0 to 99 pixels	No controls

Finding Presentations With Keywords

You can add the author's name, the title, keywords, and comments to a Keynote presentation. You can then use Mac OS X Spotlight to search for presentations that contain that information.

To note author's name, title, keywords, and comments:

1 Open the Document Inspector window and click Spotlight.

2 Type the information you want to use for searches.

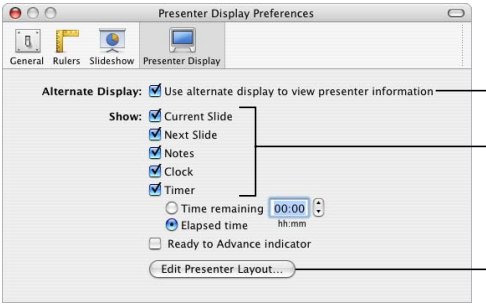
Later, when you want to find a certain presentation, use the Spotlight application to search for author's name, title, keywords, or comments.

Setting Presentation Options

You can set many options for your presentation, such as whether the pointer appears and what happens after the last slide. You can also set up the presenter's display to show such information as elapsed time and the next slide.

Customizing the Presenter's View

If you have a dual-display configuration for your presentation, or if you want to rehearse using a single display, you can select the information shown on the presenter's display, and you can arrange the information however you want.



Select to view presenter information on an alternate display (during a slideshow with a dual-display setup).

Select the show options that appear on the presenter's display.

Click to rearrange the windows on the presenter's display.

To turn on the presenter display:

1. Choose Keynote > Preferences and click Presenter Display.
2. Select "Use alternate display to view presenter information."

To customize the presenter's view:

1. Choose Keynote > Preferences and click Presenter Display.
2. Select the show options you want to appear on the presenter's display.
3. To rearrange the windows on the presenter display, click Edit Presenter Layout.

Note: Comments are visible in the presenter display if they're visible on the slide while editing.

Controlling a Presentation With the Keyboard

You can use the keyboard to navigate through a presentation. (For a complete list of presentation keyboard shortcuts, choose Help > Keyboard Shortcuts.)

During a presentation, you can see a list of keyboard shortcuts that work in presentation mode.

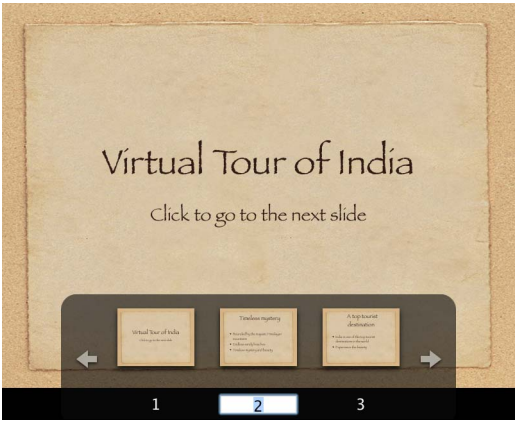
To show (or hide) the Presenter Keyboard Shortcuts window:

- During a presentation, press the Help or question mark (?) key on your keyboard.

During a presentation, you can easily move between slides using the slide switcher.

To open the slide switcher during a presentation:

- Type a slide number, or press the plus sign (+), equal sign (=), or hyphen (-).



When the slide switcher is open, you can navigate through slides in several ways:

- To move forward or back through slides, press the Right or Left Arrow key, or click the arrows in the slide switcher to jump three slides.
- To go to the first slide, press the Up Arrow key; to go to the last slide, press the Down Arrow key.
- To close the switcher and go to a particular slide, click a thumbnail in the slide switcher, or type the slide number and press Return.

- To close the slide switcher without changing the current slide, press Escape.

When an object build is running on a slide, a red line appears on the display to warn you not to move to the next slide. The line turns green when the build is complete.

Pausing and Resuming a Presentation

There are several other ways to pause a presentation.

To pause a presentation, do one of the following:

- To pause (freeze) the presentation and display the current slide, press F. To resume the presentation, press any key.
- To pause the presentation and display a black screen, press B. To resume the presentation, press any key.
- To pause the presentation and hide the application, press H. To resume the presentation, click the Keynote icon in the Dock.

During a presentation, clicking a hyperlink that opens a webpage, email message, or file also pauses the presentation. While a presentation is paused in this way, the Keynote icon in the Dock displays a green Play button. To resume the presentation, click the Keynote icon in the Dock. (You can also quit the presentation by pressing the Dock icon and choosing Exit Slideshow.)

For a complete list of presentation keyboard shortcuts, see the "Keyboard Shortcuts" topic in Keynote Help.

Changing the Slide Size

For highest-quality playback, your slide size should match the screen resolution of the default size, 800 x 600. Newer projectors may display slides at a resolution of 1024 x 768. If your presentation includes movies, you may want to choose a higher resolution. Choose an HD theme with a resolution of 1920 x 1080 in this case; note that not all themes offer the higher resolution.

If your slide size is too large to fit the display, Keynote automatically scales it down to fit the screen. Note also that higher resolutions require more memory and faster processing.

To change the slide size of your Keynote document:

- In the Document Inspector, choose an option from the Slide Size pop-up menu.

You can also specify a custom size by choosing "Custom slide size" in the Slide Size pop-up menu and then typing the dimensions you want in the Width and Height fields.

Note: You must use the "Custom slide size" pop-up menu to specify a custom slide size. You cannot specify a custom size in the Theme Chooser.

If you're not sure of the best slide size or you don't want to change the original slide size in your document, Keynote plays the slideshow at its original size, centered on your display and surrounded by a black border. Or you can have Keynote scale the slideshow up to fit your screen when the slideshow plays.

To fit the presentation to the display only during slideshow playback:

1. Choose Keynote > Preferences.
2. Click Slideshow.
3. Select the "Scale slides up to fit display" checkbox.

   This option does not actually change the slide size of your Keynote document; it scales the document to fit the display. Some video quality may be lost during playback with this option. If you select this option and use the Cube or Flip transition, make sure to select "Reduce to avoid clipping," or part of the transition may not be visible.

Changing Pointer Behavior During a Presentation

You can set up your slideshow so that the pointer appears only on slides containing hyperlinks, or only when the mouse moves.

To specify presentation options:

1. Choose Keynote > Preferences and click Slideshow.
2. Choose one of the "Show pointer" options.

During a slideshow, you can show or hide the pointer by pressing the C key.

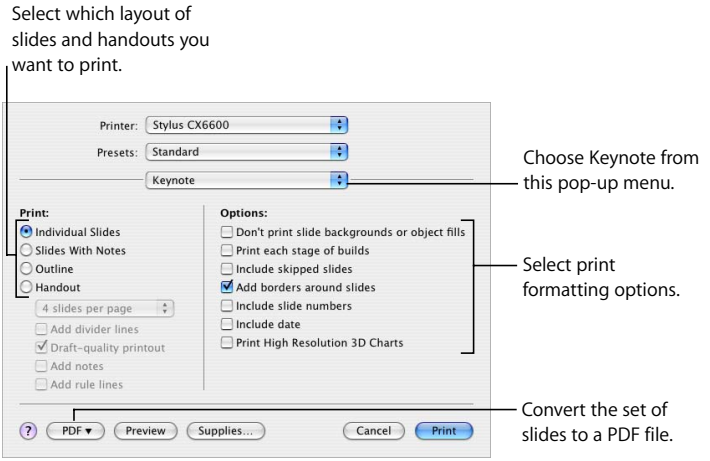
Printing Your Slides

You can print your Keynote slideshow in a variety of ways to meet different needs. You can print slides with or without notes, or you can print the slideshow in outline form.

To print slides:

1 Choose File > Print.

2 In the Print dialog, choose Keynote from the Copies & Pages pop-up menu.



3 Select a print option.

- **Individual Slides:** Prints one slide per page.
- **Slides With Notes:** Prints one slide per page with slide notes.
- **Outline:** Prints only the slide titles and bulleted text in the presentation (what you see in outline view in the slide organizer).
- **Handout:** Provides options for putting more than one slide on a page.

Note: To speed up the printing of handouts, select "Draft-quality printout."

4 Select the print formatting options that apply.

- **Don't print slide backgrounds or object fills:** Doesn't print color in the background or in an object; light text prints as black. This option is especially useful for printing colorful slides on black-and-white printers. On black-and-white printers, color images print in grayscale. On color printers, imported graphics files on each slide still print in color.

- **Print each stage of builds:** Prints one slide image for each stage of an object build. (A slide with a three-stage object build prints as three slides.)
- **Include skipped slides:** Prints all the slides in the slide organizer, even if they are marked as skipped.
- **Add borders around slides:** Prints a line around the edges of each slide.
- **Include slide numbers:** Prints the number at the bottom of each slide.
- **Include date:** Prints the date on each slide.
- **Print High Resolution 3D Charts:** Enhances print quality for 3D charts.

To print one slide or a specific range of slides:

1. Click Print.
2. Use the From and To text fields to enter the slide number or range you want to print.

   You can see the slide number in the slide organizer.

Exporting to Other Viewing Formats

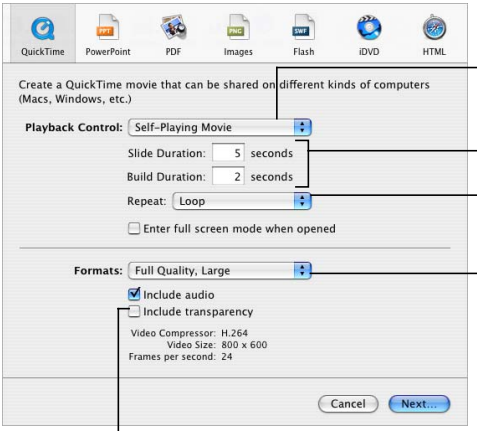
Other viewing options allow you to share your presentation across different platforms.

QuickTime

You can turn your slideshow into a QuickTime movie that includes all transitions and animated object builds. You can create a self-running QuickTime movie, with transitions and builds timed just as you set them. You can also create an interactive movie that allows viewers to advance through the movie at their own paces.

To create a QuickTime movie of your slideshow:

1. Choose File > Export.
2. In the Export dialog, select QuickTime.



3 Choose an option from the Playback Control pop-up menu:

- **Interactive Slideshow:** Enables viewers to advance the slideshow by clicking Play in the QuickTime controls, clicking the mouse, or pressing the Space bar on the keyboard.
- **Hyperlinks only:** Viewers advance through the slideshow by clicking hyperlinks.
- **Self-Playing Movie:** Viewers have no control over the speed at which the slideshow advances. You determine the speed of object builds and how long slides linger on the screen by typing values in the Slide Duration and Build Duration fields.
- **Slide Duration:** Specifies how long the fully built slide remains on the screen after the last object build is complete.
- **Build Duration:** Specifies the number of seconds between the beginning of one build stage and the next in each object build. There is no delay between the moment a slide first appears on the screen and the first stage of an object build.

- **Repeat:** Sets the way self-playing slideshows continue to play. Choose Loop to play the show continuously. Choose "Back and Forth" to have the slideshow run to the end, run backward toward the beginning, and then run forward again. Choose None if you want the slideshow to play only once.
- **Enter full screen mode when opened:** Sets the slideshow to appear on the whole screen, rather than in a window.

4 For a self-playing movie, you can choose an option from the Repeat pop-up menu.

5 Choose a playback quality and file size from the Formats pop-up menu.

- **Full Quality, Large:** Preserves the best playback quality, but these movies are large and are therefore more difficult to transfer through email or the web.
- **CD-ROM Movie, Medium:** Best if you are using a CD to send the slideshow to another viewer. These movies are high in quality but have somewhat smaller file sizes than full-quality movies.
- **Web Movie, Small:** Movies generally have poorer playback quality but are small enough to be shared across the web or through email.
- **Custom:** Choose your own QuickTime compression settings for video and audio so that you can control the tradeoff between file size and quality.

6 If you don't want to include audio files in the movie, deselect "Include audio."

7 If your slideshow has a transparent background you want to preserve in your QuickTime movie, select "Include transparency."

Note: Some transitions might not work correctly with this option selected.

8 Click Next.

9 Type a name for your movie, choose a location in which to store it, and click Export.

PowerPoint

You can convert Keynote documents to PowerPoint files that can be viewed and edited by PowerPoint users on Windows or Mac OS computers.

To create a PowerPoint slideshow:

1 Choose File > Export.

2 Select PowerPoint and then click Next.

3 Type a name and choose a location for the file.

4 Click Export.

Note: Windows and Mac OS X don't handle graphics in the same way, so you may notice slight variations in your slideshow graphics when you open an exported PowerPoint document on a Windows computer.

PDF Files

Your slideshow can be converted to a PDF file, which can be viewed or printed in Adobe Acrobat Reader or any PDF application. There are two ways to save your Keynote slides as PDF files. If you intend to view the PDF file online, use the Keynote Export command. If you intend to view the file on a hardcopy printout, you might get better results using the Print command.

If your slideshow contains hyperlinks, they are exported as active links in the PDF document.

To create a PDF file of your slides using Export:

1. Choose File > Export.
2. Select PDF.
3. Select Slides or Slides With Notes, and select the options you want for exporting build stages, skipped slides, borders, and slide numbers.
4. Click Next, type a name, and choose a location for the file.
5. Click Export.

To create a PDF file of your slides using Print:

1. Choose File > Print.
2. Click PDF, and choose "Save as PDF" from the pop-up menu.
3. In the Save dialog, type a name, choose a location for the file, and then click Save.

Image Files

You can export all your slides as image files in JPEG, PNG, and TIFF formats.

To export slides as image files:

1. Choose File > Export.
2. Click Images and specify whether you want to create a separate file for all the slides or for a range of slides.
3. To create a separate image for each build stage, select "Create an image for each stage of builds."

4 To export images to iPhoto 5 or later, select "Export images into iPhoto," name the new album, and click OK.

5 Choose an option from the Format pop-up menu to specify the image quality you want.

The better the quality, the larger the file size. If you choose "Variable quality" (JPEG only), use the Quality slider to specify a percentage between low and high quality.

6 Click Next, type a name, specify a location for the image files, and click Export.

The files will use your typed name with a sequential number appended at the end (filename.001, filename.002, and so on).

Flash

You can turn your slideshow into a Flash document that can be viewed with the Flash viewer.

To convert your slideshow to a Flash document:

1 Choose File > Export, and then click Flash.

2 If you don't want to include the slideshow's soundtrack, deselect "Include the slideshow audio file (soundtrack)." This option is on by default.

3 Click Next, type a name, and choose a location for the file.

4 Click Export.

iDVD

You can export a slideshow as an iDVD project that can be viewed and edited with iDVD 6 or later.

To export slides to iDVD format:

1 Choose File > Export.

2 Select iDVD and specify the video size.

- **Standard:** Exports the slides for viewing on a standard video display.
- **Widescreen:** Exports the slides for viewing on a widescreen video display.

3 Choose the quality you want from the Video Quality pop-up menu.

4 Type the number of seconds you want for slide and build durations.

5 Click Next, type a name, specify a location for the exported file, and click Export.

HTML

You can export your slides to an HTML document that can be viewed with Safari or another web browser. Viewers click hyperlinks to advance the presentation.

To export slides to an HTML document:

1. Choose File > Export.
2. Click HTML and specify whether you want to export all the slides or a range of slides.
3. To create a separate image for each build stage, select "Create an image for each stage of builds."
4. To include the Home, Previous, and Next navigation controls, select "Include navigation controls."
5. Choose an option from the Format pop-up menu to specify the image quality you want.

   The better the quality, the larger the file size.
6. Drag the Compression slider to increase or decrease the compression factor used for the export (JPEG only).
7. Click Next, type a name, specify a location for the exported file, and click Export.

iWork '05 Format

You may want to export a presentation to iWork '05 format so that the slideshow can be viewed by others working with an earlier version of Keynote. New features included in iWork '06, such as 3D charts and table formulas, will be converted or not saved when the presentation is opened in iWork '05. Other elements, such as audio and movie files, will work the same.

To export a presentation to iWork '05 format:

1. Open the slideshow you want to export.
2. Choose File > Save As.
3. Type a name for the file and select a location.
4. Select "Save a copy in iWork '05 format."

   You may need to click the disclosure triangle next to the Save As field to see this option.

5 If you don't want to include audio and movie files in the export, click Advanced Options, and deselect "Copy audio and movies into document" (this option is on by default).

6 Click Save.

Designing Your Own Master Slides and Themes

9

This chapter is for designers who want to use the powerful graphics capabilities in Keynote to create their own master slides and themes.

This chapter assumes you are already familiar with the Keynote design and formatting features described in previous chapters.

The themes that come with Keynote are sets of master slide layouts, backgrounds, charts, tables, and text styles. Within each theme, master slides define the following slide attributes:

- Default position of title and body text
- Background graphics
- Default fonts
- Default bullet styles
- Default position for charts, tables, and images (the object placeholder)
- Object fills and line styles for drawn objects and tables
- Chart style
- Slide transition style
- Alignment guides

You can modify any of these attributes to customize any master slide within a theme. When you change a master slide, the changes appear on every slide that uses that master. You can modify a master slide without affecting the default themes available in other Keynote documents.

You can also modify and save a whole set of master slides to create your own theme, customizing it with your company logo or styling it with your own designs. If you want to save a set of customized master slides to use in other presentations, you can save the set as described in "Saving a Custom Theme" on page 180.

To work on a master slide:

- Open the master slide organizer and select a master slide.

To open the master slide organizer:

- Click View in the toolbar and choose Show Master Slides (or choose View > Show Master Slides).

An easy way to get a modified slide layout is to import a single slide or master slide from another slideshow into the current slideshow.

To import a single slide or master slide:

1. Open the Keynote document that contains the slide you want.
2. Select the slide and drag it from the source document to the slide organizer of the document you are working in.

   A new master slide is created in your Keynote slideshow. You can find the new master slide in the master slide organizer.

   Note: You can create builds for objects on a master slide. For information, see "Creating Builds on Master Slides" on page 152.

Modifying Master Slide Backgrounds and Layouts

The easiest way to design a new master slide is to start with an existing master that closely resembles what you want. Scroll through the slides in the master slide organizer and duplicate the one you want to start with.

To duplicate a master slide:

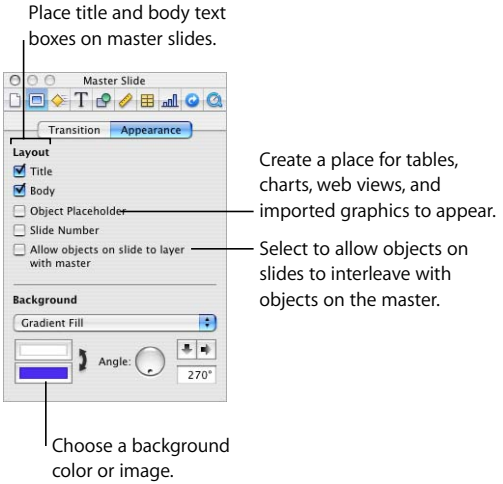
1. Select the master slide in the master slide organizer.
2. Do one of the following:
   - Click New (+) in the toolbar.
   - Choose Slide > New Slide.
   - Press Return on the keyboard.

- Choose Edit > Duplicate.

You can modify master slides using the Master Slide Inspector.

To open the Master Slide Inspector:

1. Select a master slide in the slide organizer.
2. Click Inspector in the toolbar (or choose View > Show Inspector), and then click the Slide Inspector button.
3. Click Appearance.



Changing the Background

One way to create groups of related slides within a presentation (for example, to distinguish or unify different topics) is to incorporate a subtle difference in the background of each set of slides. To do so, you create a set of master slides with each of the different backgrounds.

To modify a master slide background:

1. In the master slide organizer, select the master slide you want to modify.

- *If you are building a completely new background,* you may want to begin with a blank master.
- *If you want to retain a copy of the original master,* do one of the following to create a duplicate of the master slide:
  - Choose Slide > New Slide.
  - Click New in the toolbar.
  - Choose Edit > Duplicate.

2. Select unwanted elements and press the Delete key.
3. Make your changes to the master.
   - Use Keynote tools to place background elements on the master slide.
   - Drag external objects (movie files, sound files, and so on) from the desktop or the Media Browser to the slide canvas.
4. After you place an element where you want it, you can choose Arrange > Lock to prevent the element from being accidentally moved as you work.

   Any changes you make (including external files you add) to this master slide will appear on every slide based on this master.

Layering Background Objects and Objects on Slides

When you edit a master slide, you can move objects forward and backward just as you can on slides. All objects on a master stay in their own master slide layer, which, by default, is on the bottom. Objects you add to slides sit on top of any object on the master. You can, however, place each object you add to individual slides on top of or behind all master layer objects.

A common use of background layers is for alpha-channel graphics in which slide objects show through part of the background image. For more information, see "Working With Photo Cutouts (Alpha-Channel Graphics)" on page 66.

To make objects on a master slide layer with slide objects:

1. Place objects on the master slide canvas, positioning and layering them as you want.
2. In the Master Slide Inspector, select "Allow objects on slide to layer with master."

   Note: You can move placeholders forward or backward on a master or a slide. For more information, see "Resizing, Moving, and Layering Objects" on page 62.

Adding Alignment Guides

You can create your own alignment guides to help you place your text and graphics consistently on each slide. Alignment guides created on a master slide are available when you are placing objects on any slides based on that master.

To create alignment guides on a master slide:

1. In the Appearance pane of the Slide Inspector, select the master slide to which you want to add the alignment guides.
2. Click View in the toolbar and choose Show Rulers.
3. Place the pointer on a ruler and drag the yellow alignment guide wherever you want on the slide canvas.
   - To place a horizontal guide, drag from the ruler at the top of the slide.
   - To place a vertical guide, drag from the ruler on the left side.

Designing Title and Body Text Layout and Styles

Default styles for title and text boxes are defined by a slide's master. To set the title or text defaults on a master slide, you place text boxes on the master slide and then select the text and set its attributes using the inspectors, as you would set text attributes on any slide. As you change the text settings, you can preview the new settings by creating a slide in the slide organizer, applying the new master slide settings, and trying them out with some text.

To place title and body text boxes on a selected master slide:

1. Open the Master Slide Inspector and click Appearance (if it is not already selected).
2. To add a title text box, select the Title checkbox.
3. To add a body text box, select the Body checkbox.

   Depending on the theme and master, the default text style may be bulleted. To set a default style without bullets, see "Formatting Bulleted Text and Numbered Lists" on page 46.
4. To include subtitle text, resize the body text box and place it under the title text box.
5. Resize and rearrange the text boxes as desired.
6. Select the placeholder text and format it with your preferred styles.

   In the text box, you can define attributes for up to five levels of text.

For information about setting line spacing, text indents, and tabs, see “Changing Text Alignment and Spacing” on page 47 and “Setting Tabs and Text Indents” on page 49.

Applying Your Changes as You Work

As you work on a master slide, you can try out your changes on a normal slide to get a better sense of how the new layout will look. By going back and forth between the “test” slide and the master slide, you can make fine adjustments, such as making lines longer or shorter or adding multiple indent levels. Seeing a slide with text on it is especially useful when adjusting tab stops and line spacing.

To create a test slide in the slide organizer, create a slide based on the master; if you make changes to the slide that override the master, reapply the master to the test slide each time you make a change.

To reapply the master slide to a slide in the slide organizer:

- Select the slide in the slide organizer, then choose Format > Reapply Master to Slide.

Setting Default Slide Transitions

You can specify a default transition style for any master slide. Slides based on this master use the specified style to go to the next slide.

To set the default transition style for a master slide:

1. Select the master slide in the master slide organizer.
2. In the Transition pane of the Master Slide Inspector, choose a transition effect, duration, and direction.
3. Use the Start Transition pop-up menu to choose where the transition should occur on click or automatically.
4. Type a number to specify the delay for the transition.

For more information about slide transitions, see “Adding Transitions Between Slides” on page 143.

Changing Default Styles for Text and Objects

You can modify the default attributes of objects such as shapes, text boxes, tables, and charts. For example, you can set it up so that every time you click Table in the toolbar, the default table contains a certain number of rows and columns, has header and body text in a particular font, and has borders formatted with specific colors and line thicknesses.

For text boxes and shapes, you can set up the defaults with your preferred fonts, colors, opacity, shadows, and so on. For charts, you can specify which chart type (pie, line, and so on) to make the default. (You must set default attributes for each chart type separately.)

First you design the object so that it has the desired default attributes. Then you define the properties as the default for the current master or for all masters in the theme.

To set default attributes for text boxes, shapes, and graphics:

1. In the slide organizer, create a new slide based on the master slide you are designing.
2. Place a text box, shape, or graphic on the slide canvas.
3. Set the item's attributes with the properties you want to incorporate into the default.
   - For a text box, type text into the box, select the text, and set its attributes.
   - For a shape or graphic, select it and set its attributes.
4. When the item is formatted as you wish, make the new properties the defaults by selecting the item and doing one of the following:
   - To assign new defaults for only the master slide you're working on, choose Format > Advanced > Define [*object*] for Current Master.
   - To assign new defaults for all the master slides in the theme, choose Format > Advanced > Define [*object*] for All Masters.
5. Delete the text box, shape, or graphic from the slide.

To set default table attributes:

1. In the slide organizer, create a new slide based on the master slide you are designing.
2. Place a table on the slide canvas.
3. Select the table and set its attributes. (For more information, see Chapter 5, "Creating Tables.")

Important: A table has four distinct formatting areas: header row, header column, inside borders, and outside borders. To make changes, you must set all the elements in a formatting area. For example, to set a new default for header rows you must change all the cells in the header row (not just one cell).

4. When the table is formatted as you wish, make the new properties the defaults by selecting the table and doing one of the following:
   - To make the table's attributes the default for the current master, choose Format > Advanced > Define Table for Current Master.
   - To make the table's attributes the default for all the masters in the current theme, choose Format > Advanced > Define Table for All Masters.
5. Delete the table from the slide.

To set default chart attributes:

1. In the slide organizer, create a new slide based on the master slide you are designing.
2. Place a chart on the slide canvas.
3. Select the chart and set its attributes. (For more information, see Chapter 6, "Creating Charts.")
4. To define defaults for another chart type, copy the chart and paste it on a new slide, change the chart type, and set the chart attributes. Repeat this step for each chart type.
5. When all the charts are formatted as you wish, select each of them, one at a time, and make the new properties the default by doing one of the following:
   - To make the chart's attributes the default for the current master, choose Format > Advanced > Define [*chart*] for Current Master.
   - To make the chart's attributes the default for all the masters in the current theme, choose Format > Advanced > Define [*chart*] for All Masters.
   - To make the chart's type the default for all master slides in the current theme, choose Format > Advanced > Make [*chart*] the Default Chart Type.
6. In the dialog that appears, specify the total number of series for which you are defining attributes.
7. Delete the charts from the slides.

Saving a Custom Theme

If you modify master slides in a theme and you want to use these modifications again in other slide presentations, you can save the modified theme as a custom theme. After you save your custom theme, it appears in the Theme Chooser. When you select your custom theme, it comes with all the master slides you defined.

To save the current theme as a custom theme:

1. Choose File > Save Theme.
2. Type a name and choose a location for the theme.
3. If you added sound or movies that you want to include in the theme, select "Copy audio and movies into document." (You may need to click the disclosure triangle in the Save dialog to display this checkbox.)

   Note: Saving media files with a document makes the file much larger.
4. Click Save.

   Unless you specify another location, custom themes are saved in the Themes folder on your hard disk ([home]/Library/Application Support/iWork/Keynote/Themes). Only themes in this folder appear in the Theme Chooser. If you store your theme in another location, you can still open it as a blank Keynote document and work directly in it to create a slideshow.

Restoring Original Theme Defaults

If you modify master slides in a document and later want to return to the original theme defaults, you can do so by reapplying the theme to your document.

To restore the theme defaults:

1. Choose File > Choose Theme, and then select the original theme and presentation size.
2. Make sure "Retain changes to theme defaults" is *not* selected.
3. Click Choose.

Creating a Custom Theme

If you want to create an entirely new theme that is not based on any of the existing Keynote themes, the easiest way is to start in a new Keynote document with only a single, blank master slide. Delete all other master slides from the document. Keep the following tips in mind:

- Design and place shared background elements and body and title text first.
- On a sample slide, test your text layouts to be sure they work with wrapped text lines. Consider how many bullets you want to fit in a body text box when you set its size and placement.
- Set up all text and background attributes before creating new master slides.
- Create a variety of body and title text layouts using copies of the original master slide. New master slides made from copies of that first one automatically inherit all of its text and background attributes. Then you only have to adjust the text box layouts (for example, remove the title text box and expand the body text box for a "body only" master slide).
- Create sample slides in the slide organizer based on each master you design and place free text boxes, shapes, tables, and images on each one, if you want the default object attributes to be different on different master slides. (If you want to set the same default object attributes for all masters, you need to do this for only one master slide.)
- Create eight sample slides in the slide organizer based on each of your master slides. Design a chart on one slide, and then copy and paste it onto each of the slides. Then convert each chart to a different chart type, and set its size and position. Do this step *before* you define default chart styles using the Format menu.

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