Keynote is Apple's presentation application. Keynote is installed as part of the iWork suite, which also includes the word processing program Pages. If you are familiar with Microsoft PowerPoint, then you already know some of the things you can do with Keynote. You can create engaging full screen presentations that include pictures, text animations, and even movies. Keynote can open PowerPoint presentations, and it allows you to export your presentations to a number of formats, including PDF, QuickTime, Flash, and PowerPoint (in case you want to share your presentation with someone who does not have iWork installed). Keynote 3 (included with iLife 06) adds 3D charts, tables with calculations, new image editing and drawing tools, and more.

Creating a New Presentation

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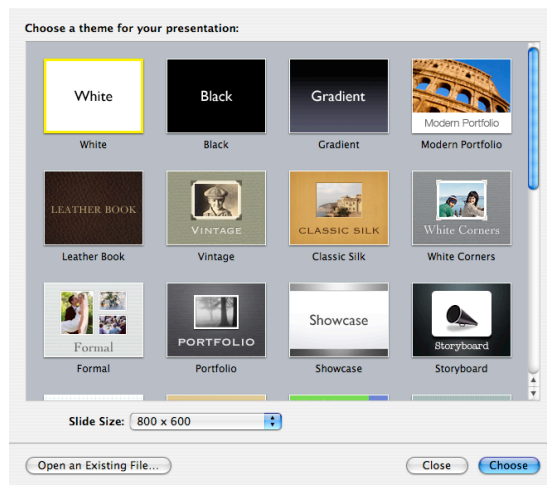
To create a new presentation using the Theme Chooser:

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

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

- To change the theme for an entire presentation, select File > Choose Theme and choose a different theme using the Theme Chooser.
- To change the theme for individual slides, select the slides you want to modify and choose a theme using the Themes button in the toolbar at the top of the Keynote window.

Importing From Powerpoint

To import a Powerpoint presentation:

1. Choose File > Open (or click on Open an Existing File in the Theme Chooser).
2. Navigate to the location where you have saved your PowerPoint presentation.
3. Click on Open. Keynote will then import the PowerPoint presentation. Note that there may be some formatting issues with PowerPoint presentations imported into Keynote.

Keynote Views

Keynote supports four different views:

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

To change the view, click on the Views button in the toolbar and select the view you want to use (or select one of the views from the View menu).
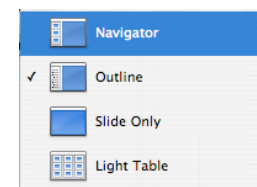
Keynote also allows you to enter presenter notes for each slide. These notes are only visible to the person giving the presentation when a second display is used. To add notes to a slide:

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

Adding Slides

To add a slide to your presentation, click on the New (+) button in the toolbar or select Slide > New Slide . The new slide will inherit the theme and layout of the previous slide. To change the layout of the new slide, click on the Masters button and choose a different layout.

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

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

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

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

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

Customizing Slides

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

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

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

You can also change the bullets used in your slides by opening the Inspector and choosing the Text Inspector. To change the bullet type:
1. Select the text box containing the bullets you want to change.
2. Click on Inspector in the toolbar, then select the Text Inspector by clicking on the button with the T on it (fourth from the left).

3. Click on Bullets.
4. Use the pulldown menu to select a type of bullet (no bullets, text bullets, image bullets, custom image, or numbers). Depending on the type you select, you will see different options below the pull down menu.
5. If you choose Custom Image, you can use the Choose button to navigate your hard drive so you can select any picture to use as your bullet type.

Adding Text

Most slide layouts will include body text with bullets. To add text without bullets, you can create a free text box. A free text box will expand or contract depending on the text inside of it, however the text included in it will no show up in outline view.

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

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

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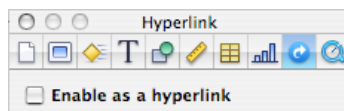
Adding Links

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

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

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

Adding Images

There are several ways to add images to a Keynote presentation:
- Drag and drop an image from a Finder window.
- Choose Insert > Choose to navigate to the location where the picture is stored on your hard drive.
- Click on the Media button in the toolbar, select iPhoto from the pulldown menu, and choose an image from your iPhoto library or from one of your iPhoto albums.
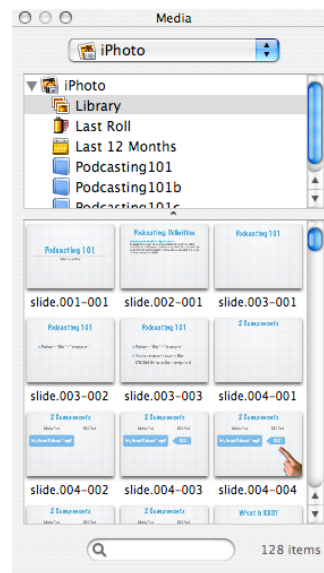
Once you have added the image, you can drag it to a different location or use the handles that appear around it to resize it (hold down the Shift key before you resize an image to constrain its proportions).

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

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

The Metrics Inspector also has options that apply to images:
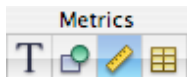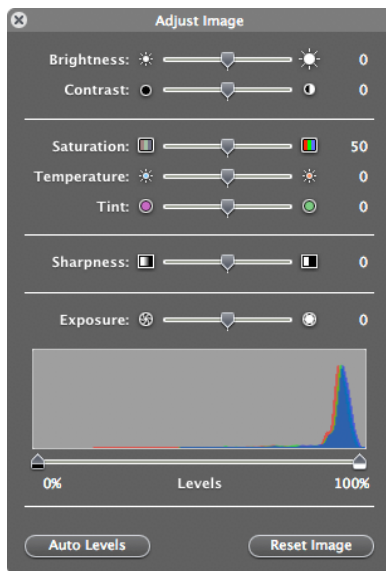

- Use the flip buttons to flip the image vertically or horizontally.
- Use the Angle wheel to rotate your image.
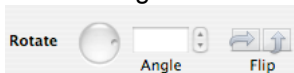
Keynote 3 allows you to edit your images without having to open iPhoto:

1. Select the image you want to edit and click on the Adjust button in the toolbar to open the Adjust window.

2. Use the sliders to change the overall brightness and contrast, or fix the colors in your image.
3. The histogram at the bottom of the window displays tonal information for your image. Use the Exposure slider to change the midtones in your image. To

work with the shadows or highlights individually, use the markers below the histogram. Drag in from the left to make the shadows more pronounced (and make the image darker), or from the right to bring out the highlights (and make the image brighter).
4. To perform an automatic adjustment, click on the Auto Levels button. If you're not happy with the results, click on Reset Image to start over.

Adding Movies and Audio Files
You can add movies and music to your presentations as well:
1. Click on the Media button in the toolbar.
2. To add a movie, select Movies from the pulldown menu at the top of the dialog box. To add an audio file, select iTunes from the pulldown menu.
3. The area below the pulldown menu will show different collections you can click on to see files saved on your computer. Once you select a collection, you will see a list of the files it contains. Movies will display as thumbnails, while audio files will be listed with additional information such as the duration and artist name.
4. To preview any of the files, click on the Play button at the bottom of the window.
5. Once you find the file you want to use, drag it into the slide canvas until you see a green plus sign and release your mouse to add it to the presentation.
6. Use the handles to resize the preview if you're adding a movie, or drag to move it to a different location on the canvas. If you are adding a sound file, you will see a speaker icon you can move anywhere on the canvas.
7. Open the Quicktime Inspector (last button on the right when you open the Inspector) to set additional options.
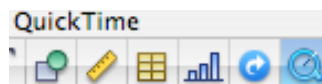
8. The slider at the top can be used to change the poster frame (the preview image displayed before the movie plays in your presentation). A slider for adjusting the volume is also available.

Last Update: 3/31/08

The media file will play only when its slide is displayed. To add a soundtrack (the file will play throughout the presentation):
1. Open the Document Inspector.
2. Click on iTunes Library at the bottom and drag a song from the list to the Audio well.
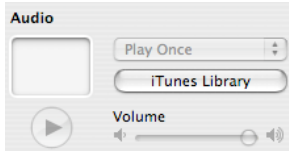
3. Use the slider to adjust the volume level.
4. Click on the pulldown menu above the iTunes library button and select Loop to have the soundtrack repeat as long as the presentation is playing.

Working with Shapes
Keynote has a number of shapes that can be used in presentations, including lines, geometric shapes, and freeform curves.

To add a shape:
1. Click on the Shapes button in the toolbar and select a shape type.
2. Once the shape has been added, click on it once to select it and move it where you want it to appear in your presentation.
3. Use the handles to resize the shape (hold down the Shift key as you resize a shape to constrain its proportions).
4. To duplicate a shape, hold down the Option key on your keyboard as you drag it.
5. Some shapes allow you to add text. To add text to a shape, double-click inside of it and begin typing. You can use the Text Inspector and the Fonts button to change the appearance of your text.

To draw a freeform shape, select the Freeform shape tool and click on the canvas to add individual points. To close your shape, click on the first point. To add a curve between two points, click and drag on one of the points. Click and drag in the opposite direction of the curve.

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

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

You can also use smart guides, which will only be displayed whenever an image or other object aligns with the center or edge of another object. To enable smart guides:
1. Select Keynote > Preferences.
2. Click on the Rulers tab.
3. Check the boxes next to "Show guides at object center" and "Show guides at ojbect edges." You can also use the color well to change the color of your guides from the default, which is yellow.

Guides will not be visible when you play your presentation.

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

To add a mask to an image:
1. Click on the image to select it.
2. Select Format > Mask. The grayed out area outside the square will not be displayed when you play the presentation. Move the square around and use the handles to resize it and modify the mask.
3. Press Enter to set your mask. If you need to start over, select Format > Unmask.

You can create more complex masks using shapes:
1. Place the shape over the image you want to mask.
2. Shift click on the image and the shape until both are selected.
3. Select Format > Mask with Shape.

4. Adjust the mask by moving the shape and resizing it with the handles.
5. Press Return to set the mask.

Tables

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

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

Another way to add a table is by drawing it on the slide canvas. To draw a table:
1. Press the Option key as you click on Table in the toolbar. The pointer changes to crosshairs.
2. Drag on the slide canvas while holding down your mouse to draw the table.
3. Use the Table button in the Table Inspector to change the number of rows and columns.
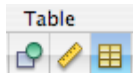
To format any area of the table, first click on it once so that it has a yellow border around it and then select the formatting options you want using the Graphics and Metrics Inspectors.

The Numbers section of the Table Inspector can be used to turn your table into a spreadsheet. The Table Inspector includes buttons for sorting your table rows and columns, as well as a formula editor.

To use a formula:
1. Select the cell where you want to insert the formula by clicking on it until it has a yellow border.
2. Click on the Numbers button of the Table Inspector.
3. Click on the Formula pulldown menu and select one of the built-in formulas or select Formula Editor to enter your own formula. A label will appear next to each row and column when the editor opens.
4. To create a formula, begin by typing in =, then enter each cell and the operators you want to use. To reference a cell, use the column letter followed by the row number. For example, A1 refers to the first column in the first row, B2 refers to the second column in the second row, and so on.
5. Click on the check mark button to process the formula.
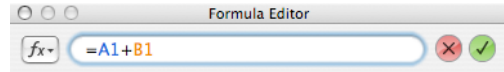
Charts

Keynote 3 allows you to add 3D charts. To add a chart:
1. Click on Chart in the toolbar or select Insert > Chart.
2. Use the handles to resize the chart or drag on it to reposition it on the slide canvas.
3. Open the Chart Inspector and click on Edit Data to open the Chart Data Editor.

The Chart Editor will already have some placeholder data entered for you. Click on each cell to edit it and enter your won data, or copy and paste data from another program.
4. To change the chart type, use the pulldown menu to the right of the Edit Data button.
5. To create a 3D chart, select a 3D type and then use the options in the 3D Scene area to set options such as lighting direction and chart depth. You can use the arrows on the left side to rotate the chart.
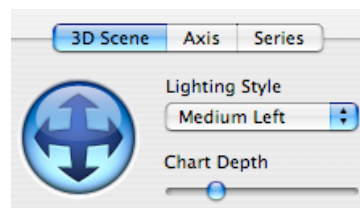
Transitions and Builds

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

To add a build to a slide:

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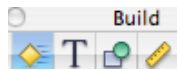
2. Click on Build In to set options for how the object will enter into view in your presentation.
3. Select a build type from the Effect pull-down menu. The preview area at the top of the Inspector window will show you how the effect will display when you play the presentation.
4. Set the options for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

To change the transitions between slides, you will use the Slide Inspector:
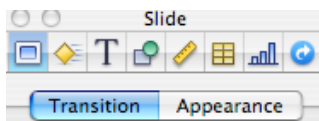
1. Open the Slide Inspector and make sure the Transition button is selected.
2. Select a transition by making a selection from the Effect menu.
3. Set options for the transition type you selected, such as the direction in which the transition will take place, the duration of the transition, and how it will be started (either on a mouse click or automatically after a period of time).

Playing Your Presentation

To play your presentation:

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

Exporting Your Presentation

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

Useful Sites

Presentations ETC - This site by the Florida Center for Instructional Technology has many themes for Keynote and more than 20,000 backgrounds. A friendly license allows teachers to use up to 50 items in a single project without further permission. The site also includes a resources section where you will find many links to tutorials, stock photography, and more.

Clipart ETC - Another FCIT site with digital resources for educators. This site includes 25,000 pieces of free clipart for use in presentations. The site makes content available under the same license as Presentations ETC.