Apple Training Series

iWork '09

Keynote, Pages, and Numbers

Richard Harrington

Apple Certified

DVD-ROM with lesson and media files included

Find the media files for this eBook at:
http://www.peachpit.com/ebookfiles/032163795X

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Richard Harrington
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Getting Started

Welcome to the Apple-certified training course for the iWork '09 suite of products: Keynote, Pages, and Numbers.

This book is about creating presentations, publications, and spreadsheets—but it's also about how to take those documents a little further into the creative realm than they normally go.

iWork '09 features three powerful applications for producing everything from school newsletters to business presentations. With Keynote '09, you can produce cinema-quality presentations and slideshows. With Pages '09, you can quickly create a variety of stunning documents. With Numbers '09, you can produce innovative spreadsheets with over 250 functions to help you organize data, perform calculations, and manage lists.

Whether you are a student, a business owner, or a creative pro, iWork can help you organize your ideas and information and then publish them in compelling, accessible ways. The lessons in this book teach you how to use iWork '09 to express yourself with style.

The Methodology

This book emphasizes hands-on training, with practical step-by-step lessons and project files. The lessons advance by progressively increasing the complexity of the media you use and the projects you create. For example, you start by working with text in a Keynote slideshow, and then add images, animations, video, and more. The exercises are designed to help you learn the best features of the applications. Above all, these lessons are meant to be practical—not esoteric projects to show off the software, but real-world projects for real-life people with time constraints, well-worn equipment, and concerns about budget.

If you are new to iWork, it's best to start at the beginning and progress through each lesson in order, because each lesson builds on information learned in previous ones. If you have some experience with the application, you can choose to start with the section that addresses Keynote, Pages, or Numbers directly.

Course Structure

The book is divided into three sections: Keynote, Pages, and Numbers. Each of the 16 lessons in this book focuses on a different aspect of project creation and distribution.

Keynote: Making Great Presentations

- In Lessons 1 through 7, you'll work with presentations in Keynote. You'll learn how to create compelling presentations quickly; how add photos, graphics, charts, video, and web links; and how to animate elements of your slides to keep your presentation moving. You'll also take advantage of the versatility of Keynote, importing and enhancing documents from other applications and publishing your presentation in a variety of formats.

Pages: Publishing Made Easy

- In Lessons 8 through 12, you'll work mostly with printable documents—letters, reports, newsletters, brochures, posters, classroom materials, and more. You'll learn how to design, produce, and publish great documents that communicate clearly in print and on the web.

Numbers: Working with Spreadsheets

- In Lessons 13 and 14, you'll learn your way around Numbers, working with spreadsheets, reports, and budgets, creating beautiful charts and graphs, and designing a wedding planner to track the big event from beginning to end. Lessons 15 and 16 cover more advanced spreadsheet and charting operations.

System Requirements

This book is written for iWork '09. You must install the iWork '09 software before copying the lesson files to your computer or beginning the lessons.

Because iWork '09 is designed to work with Apple's iLife suite (which comes free with any new Macintosh computer), several of the lessons dip into iPhoto or other iLife applications, especially when you use photos or publish to the web. If you have an older version of iLife, certain exercises will not work exactly as written, but you will still be able to use this book and learn how to use the iWork ’09 suite. You will need to upgrade to the current iLife ’09 version to follow along with every exercise in every lesson. The upgrade can be purchased online at www.apple.com and is available from any store that sells Apple software.

Before you begin the lessons in this book, you should have a working knowledge of your Mac and its operating system. You don’t need to be an expert, but you do need to know how to use the mouse and standard menus and commands, and how to open, save, and close files. You should have a working understanding of how Mac OS X helps organize files on your computer, and you should also be comfortable opening applications (from the Dock or the Applications folder). If you need to review any of these techniques, see the printed or online documentation that came with your computer.

For a list of the minimum system requirements for iWork, refer to the Apple website at www.apple.com/iwork/systemrequirements.html.

Copying the Lesson Files

This book includes a DVD-ROM, which contains all the files you’ll need to complete the lessons. You must install the iWork ’09 application before copying the lesson files to your computer.

Installing the iWork Lesson Files

1. Insert the DVD-ROM into your computer’s DVD drive.
2. Double-click to open the DVD-ROM.
3. Drag the iWork09_Book_Files folder from the DVD to your computer’s desktop. The files will be copied to your computer.

The iWork09_Book_Files folder contains the lesson files used in this course. Each lesson has its own folder.

About Apple Training and Certification

Apple Training Series: iWork '09 is part of the official training series for Apple applications, developed by experts in the field and certified by Apple. The lessons are designed to let you learn at your own pace. If you follow the book from start to finish, or at least complete the lessons in each section consecutively, you will build on what you learned in previous lessons.

Apple offers Associate-level certification for the iWork '09 product suite. Professionals, educators, and students can earn Apple Certified Associate status to validate entry-level skills in our digital lifestyle and productivity applications. As a special offer, this Apple Training Series book includes a discount code that lets you take the certification exam online for $45 (a $65 value). Details appear on the DVD.

For those who prefer to learn in an instructor-led setting, Apple also offers training courses that lead to certification at Apple Authorized Training Centers worldwide in iLife, iWork, Mac OS X, Mac OS X Server, and Apple's Pro applications. These courses are taught by Apple Certified Trainers. They balance concepts and lectures with hands-on labs and exercises.

To learn more about Apple Training and Certification, or to find an Authorized Training Center near you, go to www.apple.com/training.

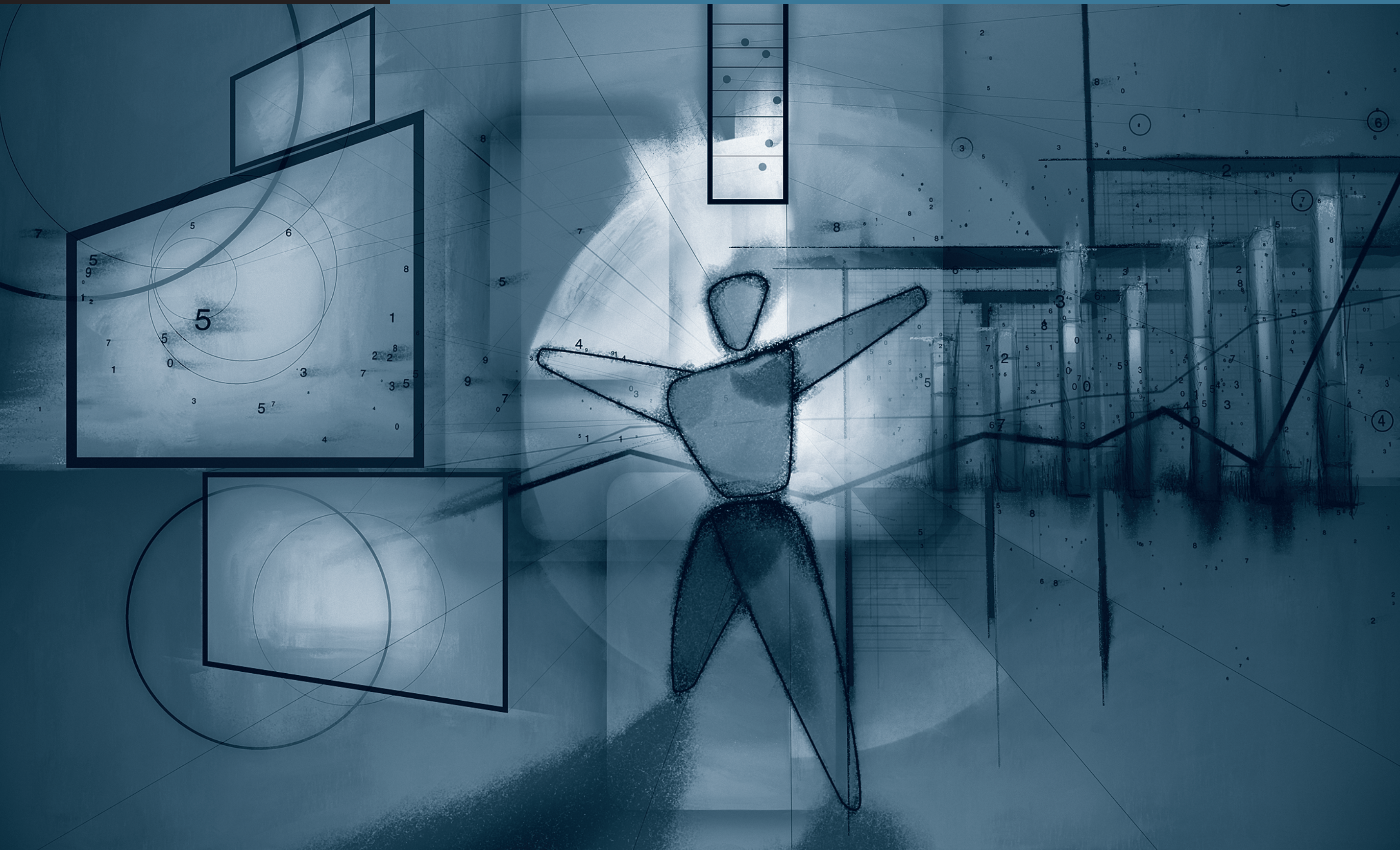
Resources

Apple Training Series: iWork '09 is not a comprehensive reference manual, nor does it replace the documentation that comes with the application. For more information about program features, refer to these resources:

- Companion Peachpit Press website: As iWork '09 is updated, Peachpit may choose to update lessons as necessary. Visit www.peachpit.com/ats.iwork09.
- *The iWork '09 Reference Guide*: Accessed through the Keynote, Pages, and Numbers Help menus, this contains a complete description of all features.
- Apple's website: www.apple.com.

4

Lesson Files	Lessons > Lesson_04 > 04_Desert_Theme.key Lessons > Lesson_04 > 04_Desert_Content.key Lessons > Lesson_04 > 04_Desert_End.key Lessons > Lesson_04 > Backgrounds Lessons > Lesson_04 > Theme Images
Time	This lesson takes approximately 60 minutes to complete.
Goals	Create a custom theme Create a slide with a media placeholder Save and share a theme Apply a new theme to an existing presentation

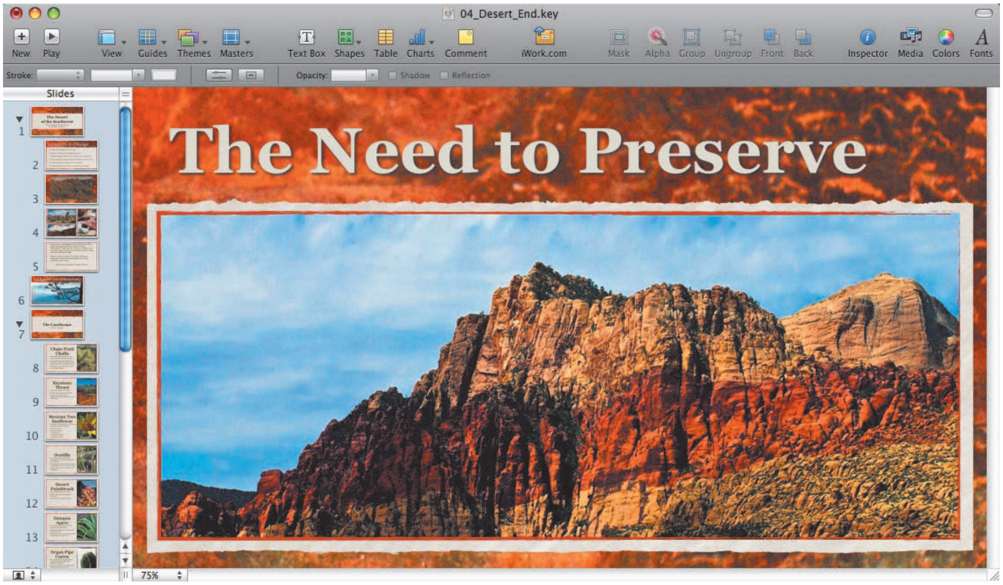


Lesson 4

Creating a Custom Theme

Keynote ’09 includes more than 40 Apple-designed themes, but it also lets you customize existing themes or design a new one.

With a custom theme, you can combine a unique set of background images, fonts, colors, shapes, and table and chart styles to create a distinctive look for your slideshow. Whether you’re a company looking to reinforce its brand or a teacher reinforcing your students’ learning, a custom theme can strengthen your presentation.


04_Desert_End.key
New
Play
View
Guides
Themes
Masters
Text Box
Shapes
Table
Charts
Comment
iWork.com
Mask
Alpha
Group
Ungroup
Front
Back
Inspector
Media
Colors
Fonts
Stroke:
Opacity:
Shadow
Reflection
Slides
The Need to Preserve
75%

What's more, custom themes are easy to recycle. If you build a theme with customization in mind, you can update the look of an entire presentation with just a few mouse clicks. This makes it easy to personalize your presentation for each new audience and thereby improve the overall impact of your slideshow.

Keynote provides the tools to create uniquely themed presentations, whether you just want to tweak an existing theme's colors and add a logo, or design one from scratch.

In this lesson, we'll create our own custom theme from start to finish for a presentation about the deserts in the southwestern United States. Customizing a theme can be a bit intimidating at first, because Keynote offers lots of modification options and a wealth of components to use. However, the result is very rewarding and can become a big time-saver for your future projects.

Creating an Empty Theme

Keynote never faces you with a completely blank canvas, because you choose a theme from the Theme Chooser whenever you open the application or create a new document (choose File > New in Theme Chooser).

To create a custom theme, we'll begin by creating as blank a canvas as we can: a starter file. You can use any theme as a starting point; simply choose the theme that most closely matches the style you'd like to use, and delete the parts of the theme you don't want.

We'll use the Kyoto theme as the starting point for this exercise. This theme has a gently organic feel that suits our Southwest subject matter and includes several layouts with prominent photos.

1. Open Keynote; or, if Keynote is already open, choose File > New from Theme Chooser.

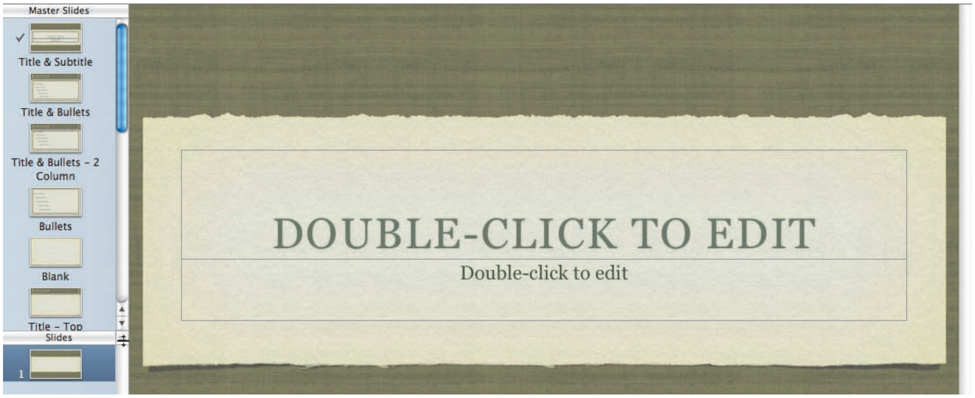
2. Choose the Kyoto theme. Set the size to 1280 × 720 pixels, and click Choose.

   A new document is created based on the theme.

3. Choose View > Show Master Slides to see the master slides for this theme.

   Master slides contain all of the layout options for a slide that you can use in a presentation.

4 In the master slide navigator, drag the resize handle down to see more of the slide masters.


Master Slides
Title & Subtitle
Title & Bullets
Title & Bullets – 2 Column
Bullets
Blank
Title – Top
Slides
1
DOUBLE-CLICK TO EDIT
Double-click to edit

You will remove a few masters from the theme to simplify it.

5 Select the Photo – Horizontal master and press Delete.

6 Repeat the selection and deletion commands for the following master slide types:

- Title, Bullets & Photo
- Title & Bullets – Left
- Title & Bullets – Right

7 Choose File > Save. Name the file *Desert Theme.key* and save it to the Lesson_04 folder.

Creating a Title Slide

Now that we've got our blank Desert theme, the first step is to create a theme for our title slides. Opening each section of your presentation with a title slide helps your audience to follow your organization and signifies when you're about to address a new topic.

1 In the master slide navigator, select the Title & Subtitle slide.

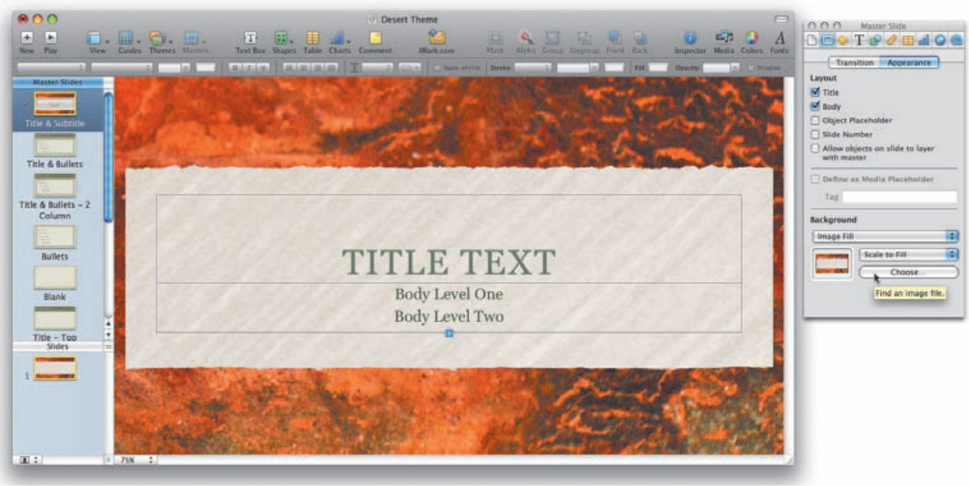
2 Open the Master Slide inspector and click Appearance.

3 Click Choose to select a file for the slide background.

TIP You can design your own slide backgrounds by opening a blank slide master, then combine images and shapes within Keynote. You can then export a flattened graphic by choosing Share > Export and choosing the Image option.

4 Navigate to Lesson_04 > Backgrounds > **BG_1.jpg**, and click Open.

MORE INFO ▶ This new background was created using Adobe Photoshop Elements. The existing background from the Kyoto theme was exported as a visual reference, and then a photo of desert rock was added. You can use the graphics tool of your choice to create backgrounds.


Desert Theme
New
Play
View
Guides
Themes
Masters
Text Box
Shapes
Table
Charts
Comment
iWork.com
Mask
Alpha
Group
Ungroup
Front
Back
Inspector
Media
Colors
Fonts
Master Slides
Title & Subtitle
Title & Bullets
Title & Bullets – 2 Column
Bullets
Blank
Title – Top
Slides
1
75%
Master Slide
Transition
Appearance

TITLE TEXT

Body Level One

Body Level Two

Layout

☑ Title

☑ Body

☐ Object Placeholder

☐ Slide Number

☐ Allow objects on slide to layer with master

☐ Define as Media Placeholder

Tag

Background

Image Fill

Scale to Fill

Choose

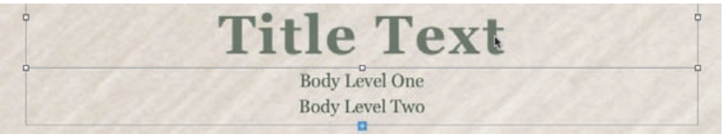
Find an image file.

Now that the background is updated, let's tweak the text so that it better matches the color and style of the background.

5 Select the title text box.

Let's change the text from all capitals to upper- and lowercase.

6 Choose Format > Font > Capitalization > None to remove any automated capitalization from the text.

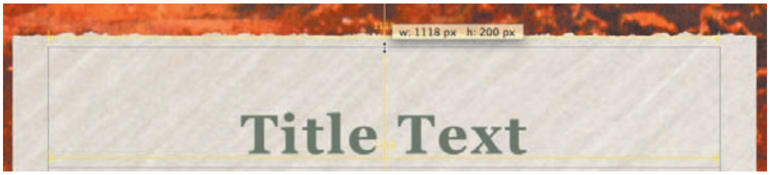

Title Text
Body Level One
Body Level Two

Let’s change the text so that it is larger and easier to read.

7 In the format bar, set the font to Georgia, Bold, 90 pt.

The text looks good, but the text box is not large enough to contain a two-line title.

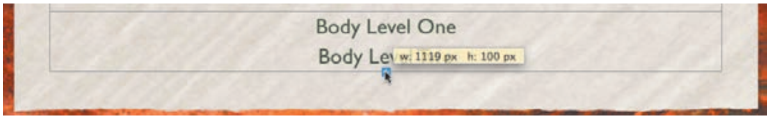
8 Drag up the center selection handle at the top edge of the text box until the box is big enough to include two lines of text (a height of 200 px works well).


w: 1118 px h: 200 px
Title Text

You may want to change the body text so that it is a better match for the title text.

9 Select the entire body level text box and change the font to Gill Sans, Regular, 36 pt.

10 Drag down the center selection handle at the bottom edge of the text box until the box is big enough for two lines of text (around 100 px in height).


Body Level One
Body Le
w: 1119 px h: 100 px

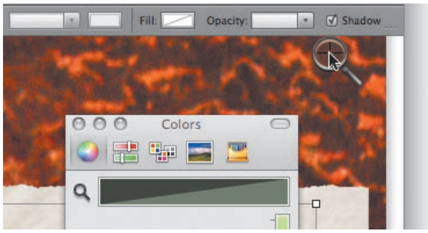
The text is easier to read and a good match for the background. However, the text color could be a better match. Let’s change both text boxes at once.

11 Click the title text box. Shift-click the body text box to add this text to the selection.

12 In the format bar, click the Text Color well and choose Show Colors.

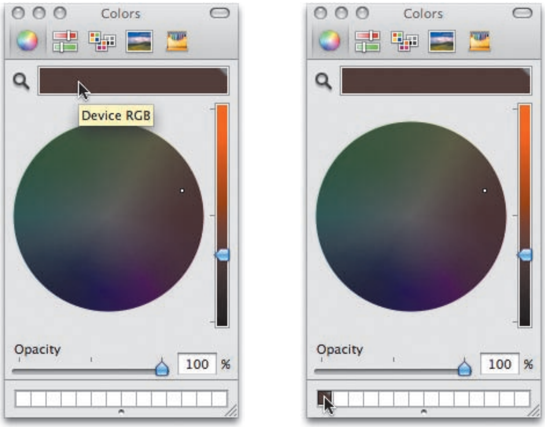
The Colors window opens; here you can specify a color. Let's select a dark red from the background.

13 In the Colors window, click the magnifying glass icon and then select a dark red from the upper right corner of the slide.


Fill:
Opacity:
☑ Shadow
Colors

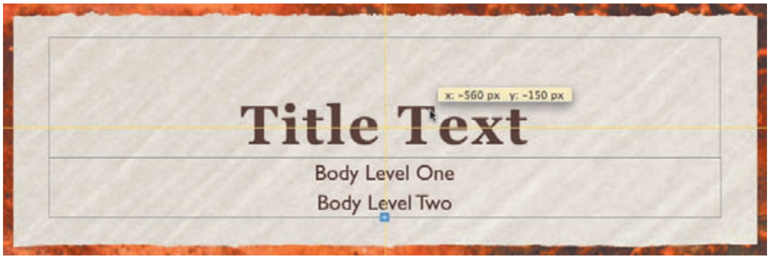
The text color updates. You can store the color for reuse later.

14 Drag the color into an empty square in the color palette at the bottom of the Colors window.


Colors
Device RGB
Opacity
100 %
Colors
Opacity
100 %

To complete this set of adjustments, center the text and review the slide.

15 Drag the two text boxes down at the same time until the alignment guides pop up to indicate vertical and horizontal alignment on the slide.



Because the two text boxes are both active, Keynote shows alignment guides based on both objects and their relationship to the entire layout.

16 Choose File > Save to save your work.

For more practice, you could update the next six master slides with the following changes:

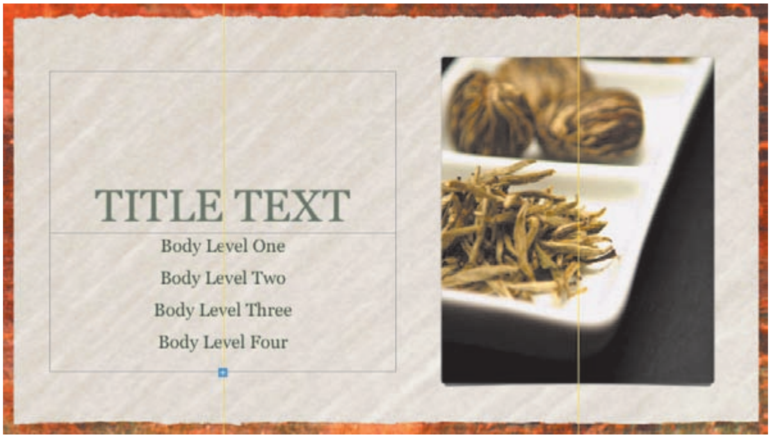
Element	Background	Title	Body
Title & Bullets	BG_2.jpg	Georgia Bold, cream color, 96 pt	Gill Sans, dark red color, 36 pt
Title & Bullets – 2 Column	BG_2.jpg	Georgia Bold, cream color, 96 pt	Gill Sans, dark red color, 36 pt
Bullets	BG_3.jpg		Gill Sans, dark red color, 36 pt
Blank	BG_4.jpg		
Title – Top	BG_2.jpg	Georgia Bold, cream color, 96 pt	
Title – Center	BG_1.jpg	Georgia Bold, dark red color, 90 pt	

NOTE ▶ For comparison, a finished version of the theme, **04_Desert_Theme.key**, can be found in the Lesson_04 folder.

Creating a Photo Master

Another important slide master that you'll frequently use is the Photo – Vertical master slide, which prominently features a single photo next to descriptive text. In this case, we'll customize the Photo – Vertical master slide to display bullet points of information next to that same strong visual.

1. In the master slide navigator, select the Photo – Vertical master.
2. Open the Master Slide inspector and click Appearance.
3. Click Choose to select a file for the slide background. Navigate to Lesson_04 > Backgrounds > **BG_3.jpg**, and click Open.



You can format the photo on the slide with something related to the theme.

4. On the canvas, select the photo and choose Insert > Choose.
5. Navigate to Lesson_04 > Theme Images > **Rocks.jpg**. Click Insert.

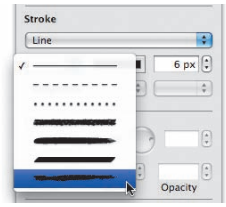
The image is added to the slide, but it needs to be resized and reformatted.

NOTE ► The image on this master was defined as an image placeholder. If you add photos to a slide master that previously didn't have placeholders, select the slide master and open the Master Slide inspector. (The Master Slide inspector will not open unless a master is selected.) Then choose the placeholder object and select the Define as Media Placeholder checkbox.

6 Open the Graphic inspector.

7 From the Stroke pop-up menu, choose Line.

8 From the Line Style pop-up menu, choose the rough line, located at the bottom of the menu.



9 Set the line's color to the same dark red you stored earlier in the Colors window.

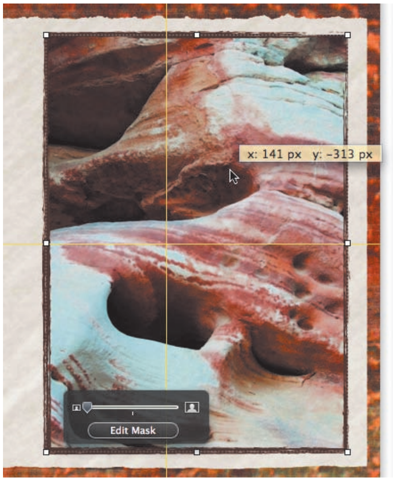
10 Choose a width of 15 px (pixels).

The picture is attractively formatted, but let's make it a little larger.

11 Click the Edit Mask button.

12 Resize the mask to a width of approximately 450 px and a height of 625 px; then press Return.

13 Drag the photo so that it is centered vertically on the slide.

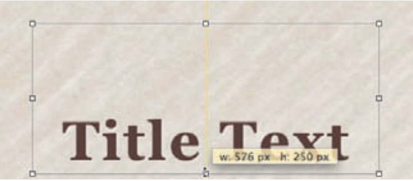


Formatting Text

The picture is now sized correctly; next, let's format the text to match the style we created earlier in the lesson.

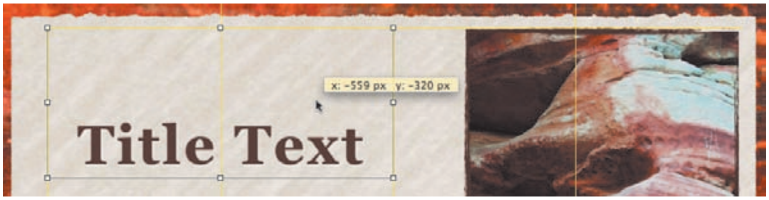
1. Return to the Title & Subtitle master slide.
2. Click in the title text box.
3. Choose Format > Copy Style.
4. Return to the Photo – Vertical master slide and select the title text.
5. Choose Format > Paste Style.

   The text updates to match the previously used formatting.
6. Resize the title text box to a height of 250 px.

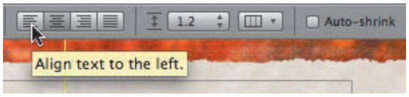
7. Drag the text box until it's aligned with the top of the photo.

   TIP If you don't see alignment guides while lining up the top edges, choose Keynote > Preferences. Select the "Show guides at object edges" checkbox.

   Now let's format the bullet text on the slide.
8. Select the entire body level text box and change the font to Gill Sans, Regular, 36 pt. Make the font color the same dark red that you stored earlier.

9 In the format bar, click the Align Left button.



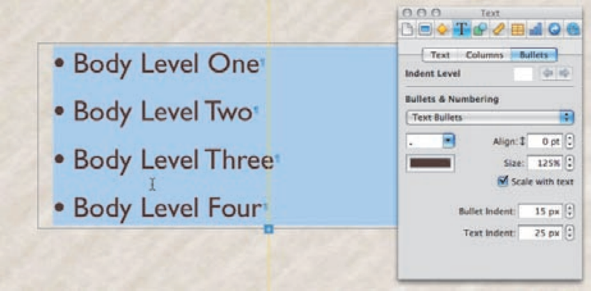
Align text to the left.

Let's add bullets to the text and indent them.

10 Open the Text inspector and click Bullets.

11 From the Bullets & Numbering pop-up menu, choose Text Bullets and choose the first bullet from the pop-up list. Leave the Size field set to 125% so that the bullets are slightly larger than the text.

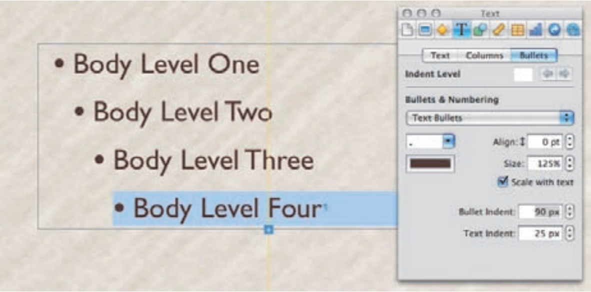
12 Set Bullet Indent to 15 px and Text Indent to 25 px so that a separation exists between the edge of the text box, the bullet, and the first character of text.



- Body Level One
- Body Level Two
- Body Level Three
- Body Level Four

Bullets & Numbering: Text Bullets
Align: 0 pt
Size: 125%
☑ Scale with text
Bullet Indent: 15 px
Text Indent: 25 px

13 Select Body Level Two and enter a value of 40 px for Bullet Indent. Select Body Level Three and set Bullet Indent to 65 px. Then select Body Level Four and set Bullet Indent to 90 px.



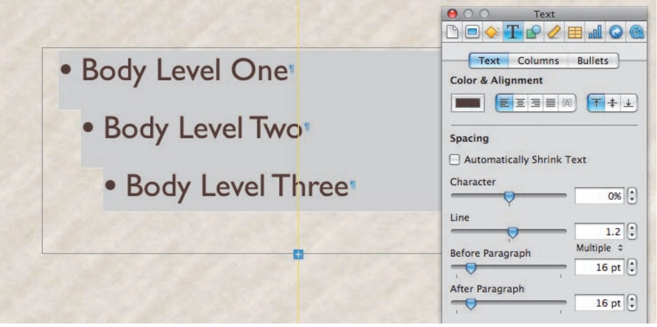
- Body Level One
  - Body Level Two
    - Body Level Three
      - Body Level Four

Bullets & Numbering: Text Bullets
Align: 0 pt
Size: 125%
☑ Scale with text
Bullet Indent: 90 px
Text Indent: 25 px

The indentation is now very clearly presented, but let's add some extra space between the bullet lines.

14 Choose Edit > Select All to select all of the text, then in the Text inspector, click the Text button to change the space between lines.

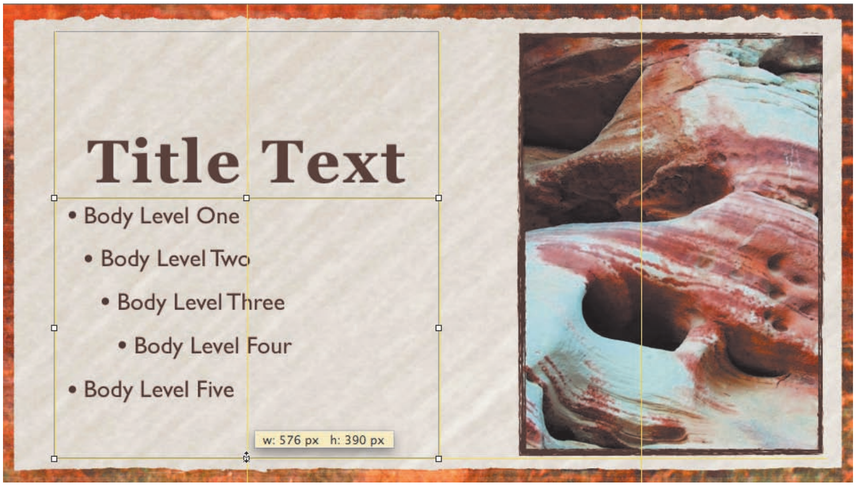
15 In both the Before Paragraph and After Paragraph fields, enter a value of 16 pt.


• Body Level One
• Body Level Two
• Body Level Three
Text
Text
Columns
Bullets
Color & Alignment
Spacing

☐ Automatically Shrink Text
Character 0%
Line 1.2 Multiple
Before Paragraph 16 pt
After Paragraph 16 pt

16 Resize the body text box so that the top edge touches the title text box.

17 Resize the body text box so that the bottom edge touches the bottom of the photo.


Title Text
• Body Level One
• Body Level Two
• Body Level Three
• Body Level Four
• Body Level Five
w: 576 px h: 390 px

18 Choose File > Save to save your work.

Congratulations! You've formatted the background, a media placeholder, title text, and bullets for your custom theme. The skills you've used in this lesson can be applied to any master slides.

▶ Adding Default Transitions, Shapes, Tables, and More

To take your custom theme even further, try these modifications on your own time:

Add Default Transitions
Select the master slide and apply a transition from the Master Slide inspector.

Add Default Builds
Select the master slide and apply a build from the Build inspector. These animations will be applied by default when the master slide is chosen, but you can override them by choosing a new animation in the Inspector window.

Add Default Shapes
Insert a shape, and change its fill, stroke, and font to suit your tastes. Then choose Format > Advanced > Define Shape for All Masters (or Current Master).

Add Default Tables
Insert a table and format its style and appearance. Choose Format > Advanced > Define Table for All Masters (or Current Master).

Add Default Charts
Charts have to be captured individually (each chart type, more or less), so just do the ones you use most often. Insert a chart and format its style and appearance. Choose Format > Advanced and choose the appropriate "Define for All Masters" command.

Saving and Sharing Themes

Thus far while building the custom theme, we've been saving it as a presentation file. Now it's time to save the modifications we've made as a new custom theme.

Saving a theme allows you to apply your unique formatting to an existing presentation or to create an entirely new presentation based on that theme.

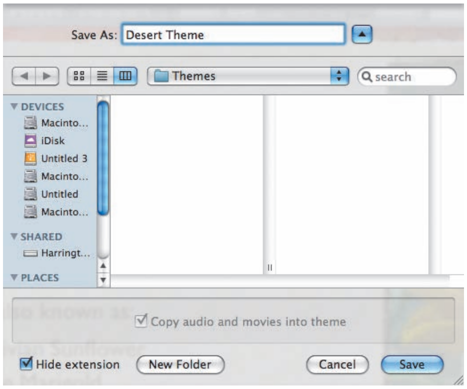
To save time, we'll work with a fully designed version of the custom theme, which has been completed for you.

1. Close all Keynote documents (save your changes).
2. Choose File > Open, and navigate to the Lesson_04 folder.
3. Open **04_Desert_Theme.key**.

   This file contains final versions of all the master slides, along with a few sample slides.

   TIP When creating a custom theme, it's a good idea to build a few sample slides that include content. When you save a theme, those sample slides become part of the preview in the Theme Chooser. Additionally, be sure to create a title slide with a descriptive name for your theme.

4. Choose File > Save Theme.



Save As: Desert Theme

☑ Copy audio and movies into theme

☑ Hide extension

Themes
search
DEVICES
Macinto...
iDisk
Untitled 3
Macinto...
Untitled
Macinto...
SHARED
Harringt...
PLACES
New Folder
Cancel
Save

   A sheet opens with the default Themes folder selected to store custom themes.

5. Name your theme *Desert Theme*. Click Save to save the theme.

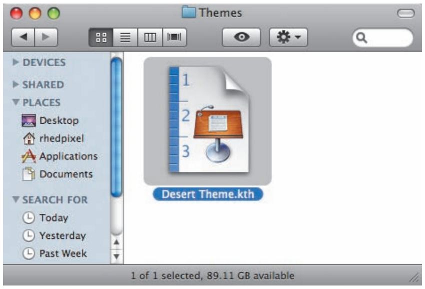
   The theme file is saved in your Themes folder and will appear near the bottom of the Theme Chooser when you first open Keynote or when you open the Theme Chooser.

Backing Up a Theme

After you've created a theme, be sure to back it up. Not only will you have a backup copy, but you can also share your theme more easily with other Keynote users.

1 In the Finder, locate your custom theme in Macintosh HD > Users > [*your home folder*] > Library > Application Support > iWork > Keynote > Themes.

2 Select **Desert Theme.kth**, and then drag the file to a removable device such as a hard drive or USB thumb drive , or to a connected server such as your iDisk. When your pointer turns into a + (plus sign), release the mouse button to copy the file to the backup drive.


Themes
DEVICES
SHARED
PLACES
Desktop
rhedpixel
Applications
Documents
SEARCH FOR
Today
Yesterday
Past Week
1
2
3
Desert Theme.kth
1 of 1 selected, 89.11 GB available

The file is now backed up. You can also share it with other users by attaching it to an email or by lending them the drive.

3 Return to Keynote, save your work, and close all open Keynote files.

Applying a Custom Theme

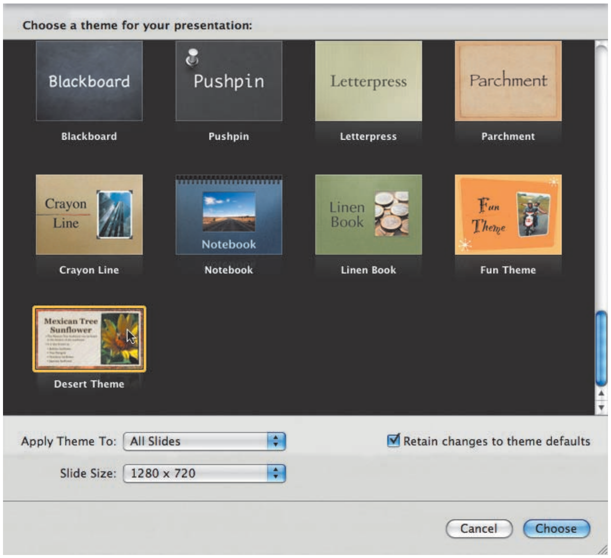
The customized theme file is ready and can be applied to an existing presentation. The text for this exercise has already been entered on slides. However, the slides are generic and require styling and images.

1 Choose File > Open, navigate to the Lesson_04 folder, and open **04_Desert_Content.key**.

You can now apply a theme to this presentation.

2 Choose File > Choose Theme to open the Theme Chooser. Select the newly created Desert Theme and click Choose.

Custom themes appear near the bottom of the Theme Chooser.


Choose a theme for your presentation:
Blackboard
Blackboard
Pushpin
Pushpin
Letterpress
Letterpress
Parchment
Parchment
Crayon Line
Crayon Line
Notebook
Notebook
Linen Book
Linen Book
Fun Theme
Fun Theme
Mexican Tree Sunflower
Desert Theme
Cancel
Choose

Apply Theme To: All Slides

Slide Size: 1280 x 720

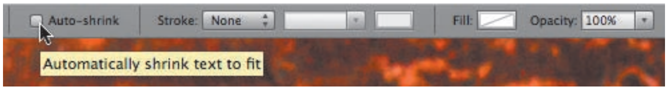
☑ Retain changes to theme defaults

The Desert Theme is applied to your presentation. Because the slide masters of both presentations used the same names (Bullets, Blank, and so on), Keynote matches the new formatting to the appropriate slide.

NOTE ▶ If you want to force an update to an individual slide, select the slide and choose Format > Reapply Master to Slide.

3 The slides now match the template. You may want to further customize the slides to complete your presentation. Here are a few suggested areas to tweak.

▶ If text is too big to fit in a text box, select the text box, and in the format bar, select the Auto-shrink checkbox.



☐ Auto-shrink Stroke: None Opacity: 100%

Automatically shrink text to fit

- ▶ You can adjust the size of photos by dragging the selection handle above the Edit Mask button.

- ▶ If you'd like to adjust which part of a photo is showing in the slide, double-click any masked image and drag the image to relocate it within its mask.

4 Choose File > Save to save your reformatted, custom presentation.

Lesson Review

1. How can you take precise control over master slide properties?
2. How can you view master slides?
3. If you want the Theme Chooser to display a preview of a slide theme, how do you create it?
4. How can you control the spacing around a bullet?
5. How do you apply a new theme to an existing presentation?

Answers

1. Select a slide master, then select the Master Slide inspector. The inspector gives you control over master slide properties.
2. Choose View > Show Master Slides to see their thumbnails in the slide navigator.
3. Add a few slides to the Keynote document you are using to build the theme. These slides become visible when you skim the pointer over the theme in the Theme Chooser.
4. Open the Text inspector and choose Bullet. The two primary controls are Bullet Indent and Text Indent.
5. Open the presentation and choose File > Choose Theme. Choose the new theme you want to apply.

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