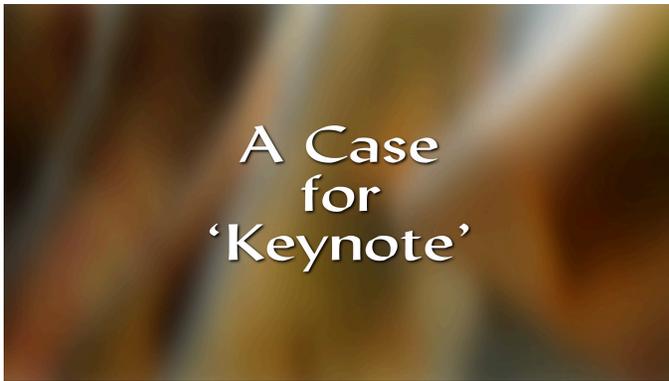
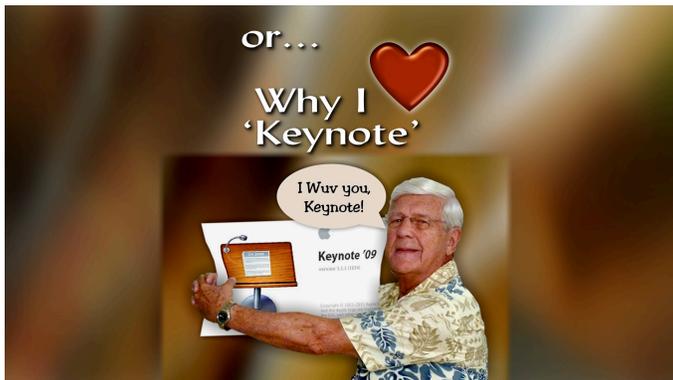


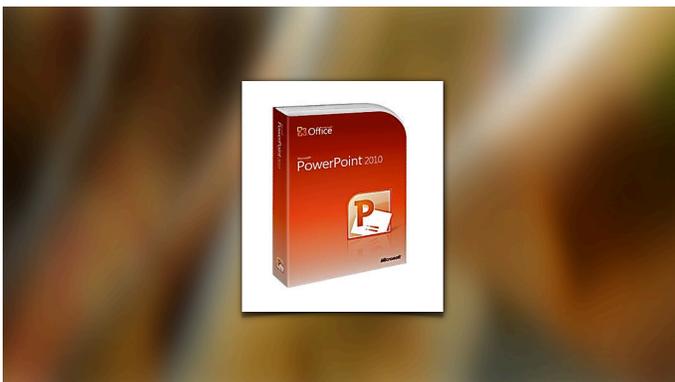
A CASE FOR 'KEYNOTE'



I've been a fan of this incredible presentation program for some time... since I first tried it out in 2009.



I found it to be such a user-friendly and powerful program, that it definitely became my presentation program of choice for a whole host of reasons, some of which I'll be explaining here.



For years prior to the 90's, presentations were essentially slide shows, carousel projectors, expensive artwork and the like, so when Power Point (by Microsoft) became available in the mid 90's, it seemed the greatest thing since sliced bread! And through 2008, I thought that I just couldn't live without it. I continued to use it for all visual presentations.



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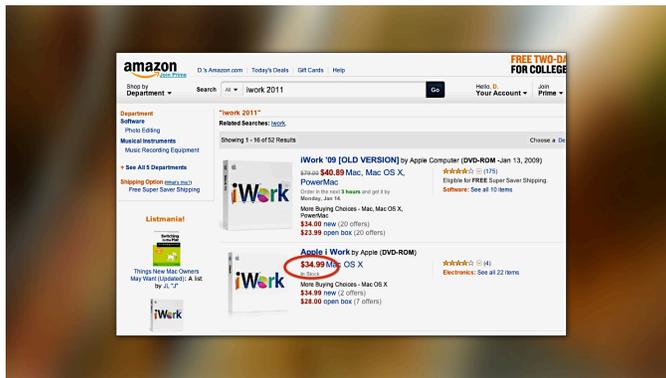
Then I bought my first 'Mac' in 2009. It came with a productivity suite called 'iWork'.

The suite included a word processor/publisher program, a presentation program, and a spreadsheet program.

At first I was only mildly interested in the new programs I had available on my new Mac.



An 'Apple' rep acquainted me with of a few cool features of Keynote, so I decided to give it a try. I was impressed! So impressed, that I found it far superior to the program that I thought I could just not live without (PowerPoint).



Although the program was included in a suite on my 2009 Mac, it is no longer shipped with new Mac's automatically. However, you can download each program separately from the Apple Store for less than \$20, or you can buy the entire suite on DVD through Amazon for less than \$35 (not including shipping). *One heck of a bargain!*

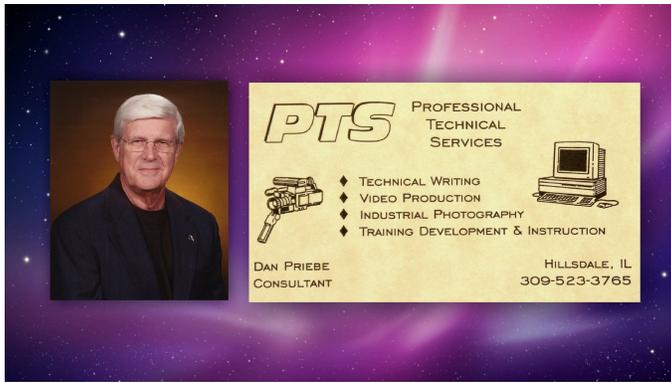


There are so many cool things you can do with the Keynote program...

The obvious, is of course put on a presentation with effects available in no other program. But beyond that, I found it is great for creating artwork, making layouts, reducing presentation file sizes, and guaranteeing font style & placement plus a whole lot more.



I'll show you some examples of how I created artwork for such things as movies, posters, greeting cards, publications and web sites.

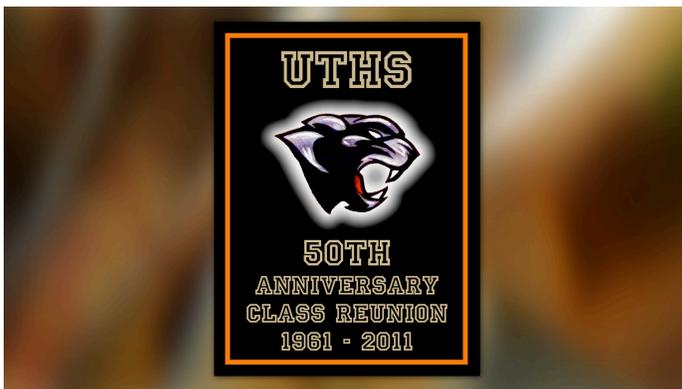


Let's say you want to make an interesting visual for a business Facebook page.

Just select your image size, background, pop in a photo or two, and a scan of your business card, and your done! And the amazing thing is it can be done so quickly and easily.



Making collages is equally simple. Just drag your photos onto the background, add drop shadows or frames, adjust the angle of each photo if desired, then position them in an eye-appealing order.



Designs like this booklet cover are easy to produce...

In this case, I used a black background sized to fit the booklet, added a heavy orange-line rectangle shape, then added the graphic (cut out with a photo program), put a white shadow behind the graphic, and added the desire text in a special font.

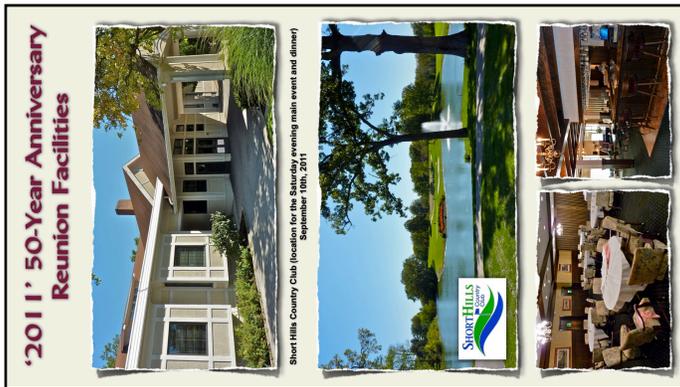


This 6-ft x 2-ft banner was made by Walgreen's. With a coupon, it was only \$20.

I simply chose a high-res slide size (3000 x 1000 pixels) with the proper aspect ratio, then dropped in the previously created jpegs and some text.



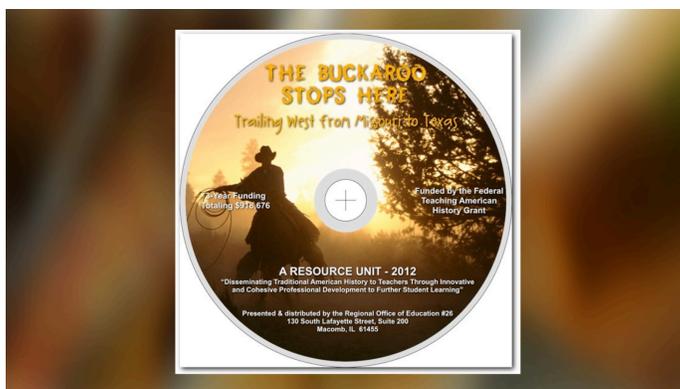
There are a variety of inexpensive web hosting services. Their templates for web pages are simple and easy to use, but they limit you to a minimal selection of fonts, and perhaps as few as eight JPEG photos per page.



But by placing multiple photos on your background with your fonts on a keynote slide, then exporting the slide as a JPEG, you can later rotate this JPEG to a vertical position and wind up with a professional looking web page that has dozens of cool photos.



How about making some cool HD pics for a Holiday occasion, burning the exported JPEGS on a flash drive, then plugging the drive into your big-screen TV for a special guest welcome!



Keynote is a perfect way of composing a custom CD or DVD label (instead of using the "canned" varieties that accompany CD labeling software). Using a template of appropriately sized concentric circles, a photo can be dragged onto the template, the opacity can be temporarily reduced so the underlying circles are visible, then photo and text can be positioned to fit precisely within the label limits.



The 4 x 3 aspect ratio PowerPoint slide shown here was created first in Keynote, using soft-focus background, special text fonts, etc. Then the image was exported as a JPEG, and used as a base for the final PowerPoint slide. The remaining text at left was added in the final PowerPoint program on a PC so that the hyperlinks to Teaching Strategy documents, Photographs, etc. would execute properly.



A favorite photo can be split into three or four pieces, each of which can be part of a multiple framed panoramic mural.

The trick is finding frames that will work for the project, then correctly cropping each section to an appropriately scaled photo of its own.

Although, if photos are mounted on foam-core, frames aren't necessary.



Each segment can be laid onto its own neutral background Keynote slide, cropped and sized (allowing a little extra for 'bleed' overlap), then crop lines added.



The individual segments, then are printed to a larger (standard size) poster to be later cut out to fit each frame precisely.

And an example can even be created to show the technician at the poster service (in this case, Walgreen's) exactly how the final poster should look.



After posters are cut and framed, they can be placed on the wall of your choice. If you watch for a sale coupon, each poster can be printed for \$15 or so, giving you a final mural cost for as little as \$60 (not including frames)!



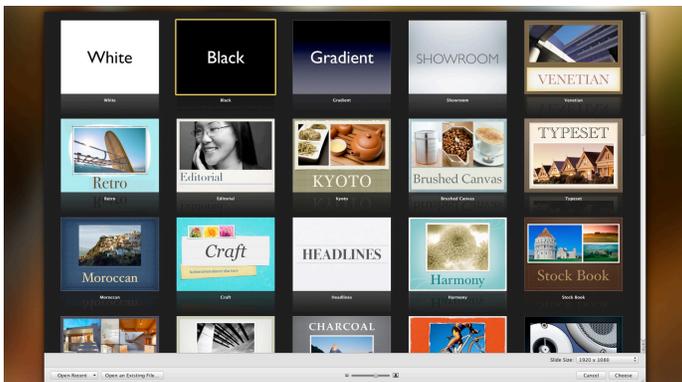
Now, a final note on file **SIZE**. It's not just a function of image size, but also a function of image quality.

Since JPEG's are really composed of like-color pixel **groups** as opposed to each individually colored pixel, further image compression is possible with minimal degradation by dropping the quality level significantly.

1.33 : 1	<p>4 x 3 Ratio</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Most point-and-shoot cameras <input checked="" type="checkbox"/> iPad (2048 x 1536) <input checked="" type="checkbox"/> Facebook Uploads (1024 x 768)
1.50 : 1	<p>3 x 2 Ratio</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Most 35mm film SLR's <input checked="" type="checkbox"/> Most digital SLR's
1.78 : 1	<p>16 x 9 Ratio</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> HD TV (1920 x 1080) <input checked="" type="checkbox"/> Widescreen Computers
2.35 : 1	<p>Theater Movie Ratio</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Cinemascope, Panavision, Vistavision, etc.

By combining a quality level change with image size reduction, a dramatic change in the image file size can be obtained. The important thing to remember, of course is that the correct aspect ratio must be maintained.

For example a raw photo might be 3000 x 2250 pixels. It can be reduced to 2048 x 1536 (Retina display), or 1024 x 768. **(All 4 x 3)**



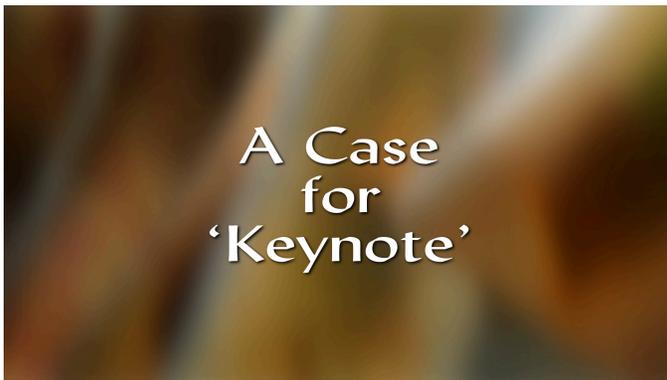
Such reductions maintain the same scale (i.e. aspect ratio) yet dramatically reduce the image file size with little apparent degradation for most purposes.

To select a slide size, just choose "Slide Size" at the lower right corner when opening the Keynote program. If you like, you can choose "Custom" here and create nearly any size!



If you've already begun creating slides, you can still change the size by clicking on the "inspector" icon, then choosing "Document" (far left), and choosing "Slide Size".

Even an entire presentation file size is impacted tremendously by reducing the size of each individual slide in the program.



Since I wound up using the iPad version of Keynote to present this program, it was particularly important to keep the overall file size to a minimum.

By creating the original program on my Mac, then exporting the slides to JPEG's, I was able to use this batch of JPEG's in a separate program, add transitions, and create a final product that was a fraction of the size of the original (approximately an 80% reduction in size).

If you have the Keynote program and haven't yet taken it for a test drive, then by all means do! You'll **love** it!

If you don't yet have it on your Mac, iPad, iPhone, or iPod Touch, then you should certainly consider it. It can be a real time-saver.

It's definitely one of the best software bargains out there!