



User Manual

AdobeTM PersuasionTM version 3.0



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Adobe Persuasion Version 3.0 User Manual for use with Apple Macintosh
Computers

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CHAPTER

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Getting Started with Persuasion 3.0

What's new in Persuasion 3.0

Persuasion 3.0 is easier to learn and use



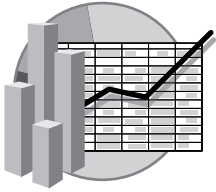
- Run the online tutorial to view Persuasion's features and functions in action.
- Add text and charts to slides using prompt text and placeholders.
- Use icons, buttons, and menus to navigate more quickly between slides and views.
- Find features more easily using the restructured menus.
- Use context-sensitive online Help whenever you need more information.

Persuasion 3.0 has been redesigned to make you more productive



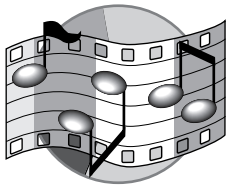
- Manipulate text and graphics using floating palettes.
- Precisely align objects using ruler guides and nudge controls.
- Kern letter pairs automatically.
- Edit and customize arrowheads and other endcaps.
- Add notes and sketches to Player files during a presentation.
- Edit text, graphics, and spreadsheets in your presentations using the applications they were created in (OLE).
- Check your spelling beyond standard English with multiple dictionaries, including legal and medical English (Power Macintosh only; dictionaries sold separately).
- Work with colors in six different color systems (standard (RGB), grayscale, inverse grayscale, black-and-white, NTSC video, PAL video).
- Import color palettes from other presentations.
- Choose from a variety of professionally-designed AutoTemplates.
- Enhance your presentations with selections from over 500 pieces of clip art.

Persuasion 3.0 has powerful charting and table capabilities



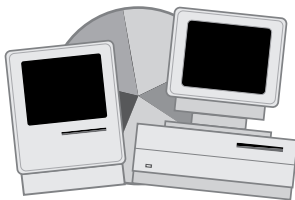
- Create and format charts and tables using Adobe Chart and Adobe Table, and OLE-embed them in Persuasion.
- Present your data in 2d and true 3d charts.
- Get the exact look you want by using 3-axis rotation and movement, zooming, panning, and perspective control.
- Choose from among approximately 80 chart types and preview the types before you select one.
- Assign value labels to pie charts.
- Use dashed or dotted lines in line charts.

Persuasion 3.0 turns on-screen presentations into multimedia experiences



- Set timing and transition effects for each layer and slide individually.
- Incorporate sound, animation, and video into your presentations.
- Jump from one slide to another, from one presentation to another, and even from a presentation to another application.
- Apply automatic highlighting and layering to text and organization charts.
- Use the Player to take your multimedia presentations on the road.

Persuasion 3.0 offers a true multiplatform environment



- Move easily between the Macintosh and Windows environments.
- Transfer presentations and AutoTemplates (including all masters) between the Macintosh and Windows.
- Save QuickTime movies and sounds in a Player file and replay them on any computer with the Player and QuickTime installed.

Before you install
Persuasion 3.0

Before you install Persuasion 3.0:

- Record your serial number and, if you’re installing Persuasion for the first time, send in your registration card to take advantage of Adobe’s technical support services and to receive advance notice about upgrades.
- Make backup copies of your installation disks. Name each backup disk the same name as the original, copying capitalization, spelling, and spacing exactly.

Where to find your serial number.

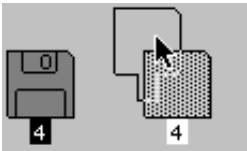
If you’ve purchased Persuasion for the first time, your serial number is on the bottom of the Persuasion box

or on installation disk 2. You’ll also find serial number stickers on your registration card. If you’re upgrading to Persuasion 3.0, your serial number is the same as it was for the earliest version you purchased.

If your computer is connected to a local-area network, the ReadMe file has essential information about Network Copy Detection (NCD) and special installation instructions. Do not attempt to install and use the program on a network computer before reading the ReadMe file.

To make backup copies of your installation disks

- 1 Insert a blank, high-density disk in any drive on your computer, and then choose “Eject Disk” from the Special menu.
- 2 Insert a program disk and drag its disk icon over the icon of the blank backup disk.
- 3 Insert disks as requested.
- 4 Repeat steps 1 through 3 for each installation disk.



Note: Your backup disks must have the same names and contents as the original Persuasion disks.

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Hardware and software requirements

Component	Macintosh	Power Macintosh
Computer	68030-based + (Macintosh SE 30 or higher)	Any Power Macintosh
Hard disk	approximately 11-33 MB ¹	approximately 11-33 MB ¹
Disk drives	high density	high density
Available RAM	5 MB +	16 MB + (virtual memory off)
Operating system	System 7 ²	System 7.1.2 or later
Output device driver	at least one Chooser driver (for example: LaserWriter, film recorder)	at least one Chooser driver (for example: LaserWriter, film recorder)
Other software	QuickTime, Adobe Type Manager, or TrueType fonts	QuickTime, Adobe Type Manager, or TrueType fonts

¹Depending on what you install.

²Persuasion 3.0 runs under System 6 (version 6.0.4 or higher) on computers with at least 5MB of RAM, but OLE, Adobe Chart, and Adobe Table are not supported. Animation, video, and sound work on all color Quickdraw computers (the Macintosh SE, Classic, Plus, and Powerbook 100 are not color Quickdraw computers).

If you're upgrading

If you're upgrading from an earlier version of Persuasion, there are some things to consider before installing version 3.0.

You'll need a serial number to install Persuasion 3.0. The serial number for your new version is the same as the serial number for the earliest version you purchased. Look for the serial number on the bottom of the box the earliest version of your software came in.

If you frequently use a default AutoTemplate you designed in an earlier version of Persuasion, you may want to continue using it after you install Persuasion 3.0.

If you keep earlier versions of Persuasion on your hard disk:

- Keep separate folders for each version and give them different names.
- Leave the "Aldus folder" folder in your System folder because it contains the default AutoTemplate and dictionary files that your earlier version of Persuasion uses.
- Replace the Persuasion 3.0 spelling dictionary with spelling dictionaries you customized in earlier versions (not available with Power Macintosh).
- Save disk space by deleting clip art and presentations you no longer need.

If you remove earlier versions of Persuasion from your hard disk:

- Install Persuasion 3.0 before you remove the earlier version.
- Copy to another folder or floppy disk any AutoTemplates, clip art, presentations, or customized spelling dictionaries you want to keep.
- Discard the Persuasion application folder for the earlier version.
- Discard the "Aldus folder" folder from the System folder (do not discard the "Aldus" folder since other Adobe applications use it).

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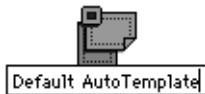
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To use the default AutoTemplate from an earlier version

1



Find the file called “Persuasion Prefs” in the “Aldus folder” folder in the System folder and rename it “Default AutoTemplate.”

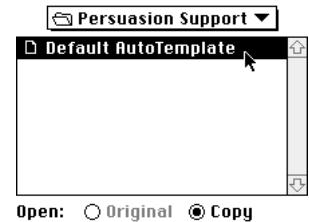
2



An item named “Default AutoTemplate” already exists in this location. Do you want to replace it with the one you’re moving?

Move the renamed file into the Persuasion Support folder in the Persuasion 3.0 application folder and, in the message box, click “OK” to replace the Persuasion 3.0 default AutoTemplate.

3

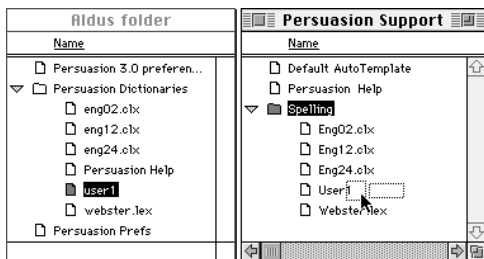


In Persuasion 3.0, open “Default AutoTemplate” to convert it to a Persuasion 3.0 AutoTemplate, and then save it as an AutoTemplate.

Tip: To keep both the earlier and the Persuasion 3.0 default AutoTemplates, name the earlier file something other than “Default AutoTemplate” before moving it into the Persuasion Support folder in the Persuasion 3.0 application folder.

To replace the Persuasion 3.0 dictionary with an earlier customized one (not available with Power Mac)

1



Move the “user1” file from the Persuasion Dictionaries folder in the “Aldus folder” folder in the System folder into the Spelling folder inside the Persuasion Support folder in the Persuasion 3.0 application folder.

2



An item named “user 1” already exists in this location. Do you want to replace it with the one you’re moving?

In the message box, click “OK.”

Installing Persuasion 3.0

To ensure that there are no conflicts with any extensions when you install Persuasion, you should restart your computer with extensions off, as described in step 1 on the following page. It's also a good idea to turn off any virus protection utilities. (Remember to turn these utilities back on after you complete installation.)

- During installation, you have the option to install all components or install a certain selection:
- You can have the Persuasion 3 Installer/Utility automatically install everything (Complete).
 - You can have the Persuasion 3 Installer/Utility automatically install the basic components you need to run Persuasion and create tables and charts (Basic).
 - You can select which components you want to install.

The number of components you choose depends upon how much hard disk space you have, and how you intend to use Persuasion 3.0.

Persuasion 3.0 installation components

Option	Hard disk requirements	Files Installed
Complete	approximately 33 MB	Persuasion 3.0 Player* Adobe Chart Adobe Table all AutoTemplates clip art Tutorial Spelling dictionaries
Basic	approximately 11 MB	Persuasion 3.0 Player* Adobe Chart Adobe Table three AutoTemplates Tutorial Spelling dictionaries
Custom	variable	Any combination you check from the components listed separately.
*The Persuasion 3 Installer/Utility installs the Player for the Macintosh. In addition, disk versions of both the Players for the Macintosh and Windows are included with your Persuasion 3.0 software.		

For more information

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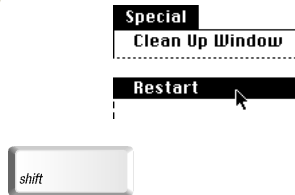
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AutoTemplate Guide

To install Persuasion 3.0

1



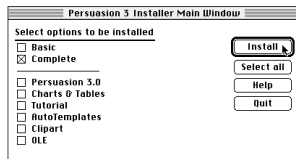
While restarting your computer, press and hold down the Shift key until you see your Macintosh say "Extensions off."

2



Insert disk 1 into any floppy drive, and double-click the Persuasion 3 Installer/Utility icon.

3



Select the components of Persuasion you want to install, then follow the instructions on the screen.

4



When installation is complete, you must rebuild your desktop in order for Persuasion to run. To rebuild the desktop, hold down the Command and Option keys as you restart your computer.

Converting files created in previous versions

In Persuasion 3.0, when you open presentations and AutoTemplates created in earlier versions of Persuasion, you convert them to 3.0 files. A converted file is untitled. Save it under a new name to keep a copy of the file in its original version.

If you remove earlier versions of Persuasion from your hard disk, files created in these versions will appear as generic documents. You won't be able to open them by double-clicking their icons, but you can open them from within Persuasion 3.0 or by dragging them onto the Persuasion 3.0 icon.

When you convert a file, most of its features won't change. For example, colors and the names of slide masters stay the same. Charts and tables also look the same as they did in earlier versions until you modify them within Persuasion 3.0.

When you click a converted table to modify it:

- The data sheet, which is no longer necessary, is lost, but the table data is retained.
- Table appearance may change as the table converts to Adobe Table format.

When you click a converted chart to modify it:

- The chart type, size, and colors stay the same.
- The data used in the chart converts to an Adobe Chart data sheet.
- Overlays convert to the same chart type as the rest of the chart.
- You may need to reapply or reformat the chart title and legends.

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Save Persuasion 3.0 files as earlier versions

You can save Persuasion 3.0 presentations and AutoTemplates so they can be opened in any earlier version.

Because Persuasion 3.0 includes features not available in earlier versions, when you save your files to an earlier version, these features are not retained:

- Autojumps, automated highlighted layers, animation, and transition sounds
- Ruler guides and zero point settings to anything other than the upper left corner
- Custom line endcaps and hairline rules
- Auto kerning
- Graduated fills other than top to bottom, left to right, and radial, and some patterns
- Title, page numbers, and any slide thumbnails beyond six on handout masters
- Text and object shadow offsets and some text shadow colors and object shadow patterns and backgrounds

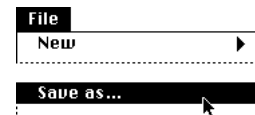
- Custom slide and layer transition times and custom layer visual effects
- Chart data sheets and placeholders (charts and tables are converted to PICT graphics)
- Links to the source applications of OLE-embedded objects
- Color systems other than standard (RGB). All color systems convert to standard for display and output.

For more information

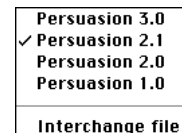
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To save Persuasion 3.0 files as earlier versions:

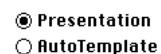
- 1 Choose "Save as..." from the File menu.



- 2 In the dialog box, select the version of Persuasion in which you want your file saved in the "Format" popup menu.



- 3 Locate the folder or disk where you want to save your file, select either "Presentation" or "AutoTemplate," type a name for your file, and click "Save."



CHAPTER

2



Three Steps to Preparing a Presentation

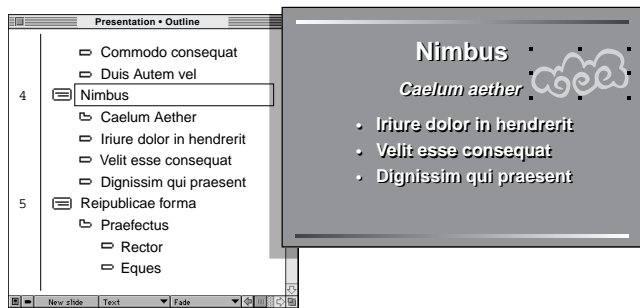
Three steps to a presentation

Step 1 Choose your final output and design



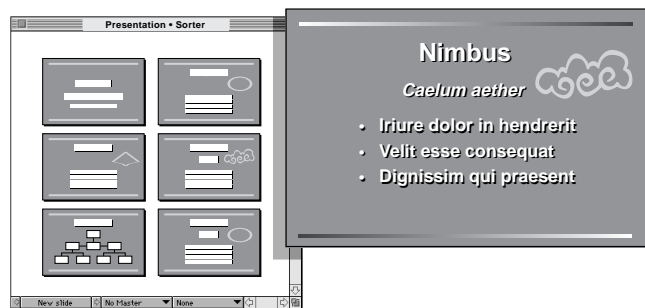
Decide what your final output will be (for example, 35mm slides or an on-screen presentation) and how you want your presentation to look.

Step 2 Enter content



Next, add text and graphics to your slides.

Step 3 Proof and save



Save your work frequently, and when you've finished your presentation, proof it to make sure the content and the design are accurate.

Choose your final output and design

Your output choices are overheads, 35mm slides, or screen (on a computer monitor or projector). Your design choices are unlimited.

Whenever possible, choose your final output before you design your slides. Since output determines slide dimensions, if you design your slides first and then change your output, you may have to rearrange your content to accomodate a larger or smaller slide size.

By providing you with a variety of AutoTemplates, Persuasion makes it easy to choose a design suited to your final output. Each AutoTemplate is formatted for a particular output and comes with design decisions (such as text formatting and placement) already made.

To choose your final output and design

1



Double-click the Persuasion 3.0 icon, and then click the “Open presentation...” button on the Persuasion 3.0 startup screen.

2



In the open dialog box, locate and open the AutoTemplates folder in the Persuasion 3.0 application folder, and then open the folder for the final output you want.

3



Check “Show” to preview the AutoTemplates, and then click “Open” to open a copy of the AutoTemplate you select.

If you choose 35mm slides as your final output, you need to select a film recorder as the output device in the Chooser and/or enter custom slide dimensions in the “Presentation setup” dialog box.

For more information

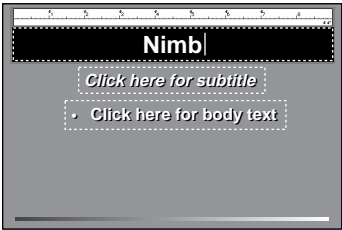
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Enter content

To enter text on a slide

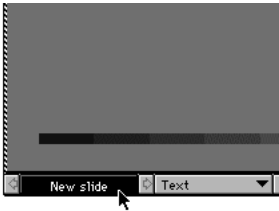
Click the prompt text and type the title, subtitle, and body text on your slide.

Note: To turn off prompt text, choose “Placeholder” from the Show menu, and then uncheck “Prompt text” and “Boundaries” in the submenu. Even when prompt text is visible on your slides, it doesn’t show up during a slide show.



To add a new slide

- 1 Display the slide you want the new slide to follow.
- 2 Click the “New slide” button in the lower-left corner of the window.



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Adding a table to a slide 110

Drawing basics 80

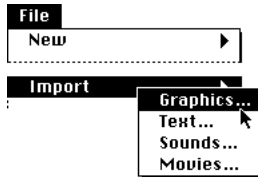
Enter text in the outline or on slides 48

Outline your presentation to save time 62

Tip: The fastest way to enter text is to use Persuasion’s outline. Text you type in the outline appears as title, subtitle, and body text on your slides formatted as defined on slide masters. To enter text in the outline, click the outline icon in the upper-right corner of the slide.

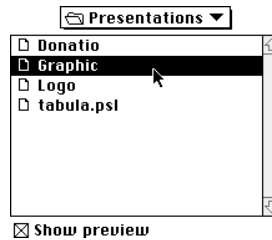
To put a graphic on your slide

1



Choose "Import" from the File menu, and then choose "Graphics..." from the submenu.

2

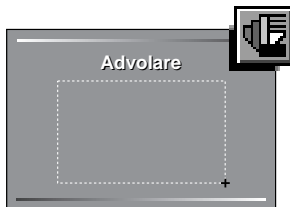


In the dialog box, select the graphic you want to import and click "Import."

Tip: You can also use Persuasion's drawing tools and color palette to create your own graphics.

To put a chart on your slide

1



Click the Chart tool in the tool palette, and then draw a rectangle on your slide the size you want your chart to be.

2




In the new chart dialog box, click the chart type you want from the Standard gallery, and then click "OK."

3



In the Adobe Chart window, click the data sheet button in the control palette.

4



Set title

Show title

A1

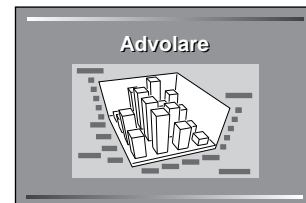
Title

Autosave

	A	B	C	D	E
1	Pennae		Nimbus	Advolare	
2	Aether				
3	Caelum				
4					
5		Advolare 1	Advolare 2	Advolare 3	
6	1993	20	30	40	

In the data sheet, enter your data over the sample data, clear any extra sample data, and then choose "Edit chart" from the Edit menu.

5

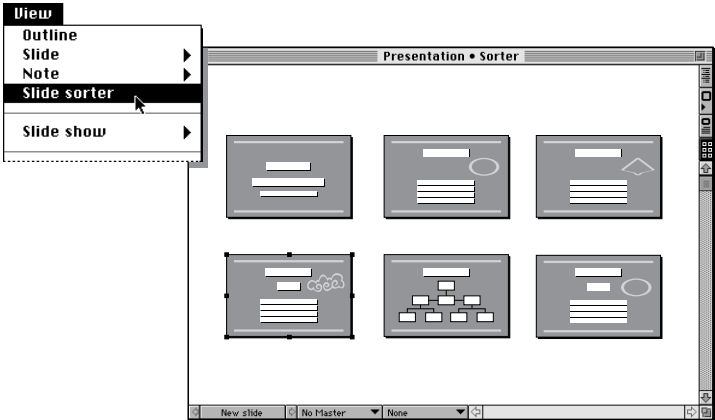


Choose "Quit and return to untitled Adobe chart..." from the File menu to exit Adobe Chart, and then click "Update" in the alert box to view the chart on your Persuasion slide.

Proof and save

By proofing your presentation, you can discover errors in spelling, punctuation, and syntax, organization, and design. Persuasion offers you three ways to proof. Each way gives you a different perspective on your presentation.

Proof your design and slide order



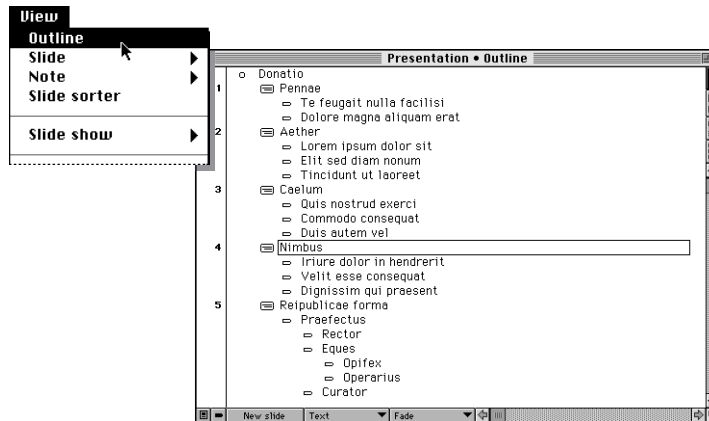
- View thumbnails of your slides.
- See both slide content and design.
- Rearrange and delete slides easily.
- Apply different slide masters.

For more information

Checking your spelling	61
Edit your presentation in the slide sorter	38
Outline your presentation to save time	62
Preparing your on-screen presentation	178
"Save and proof" in Online Help	

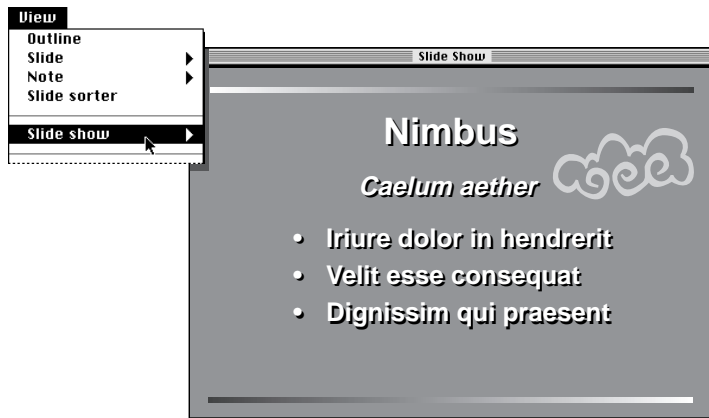
Tip: If you want Persuasion to remind you to save, choose "Preferences" from the File menu, check "Save reminder" in the "Preferences" dialog box, and specify the number of minutes between reminders.

Proof your content and organization



- View and edit your presentation text.
- Edit and reorganize the content of your whole presentation or an individual slide.
- Add or delete slides easily.

Preview your on-screen presentation



- View your on-screen presentation as your audience will.
- See animation, autojumps, layering, movies, sounds, and transition effects in action.

CHAPTER

3



**Working on
the Slide Level**

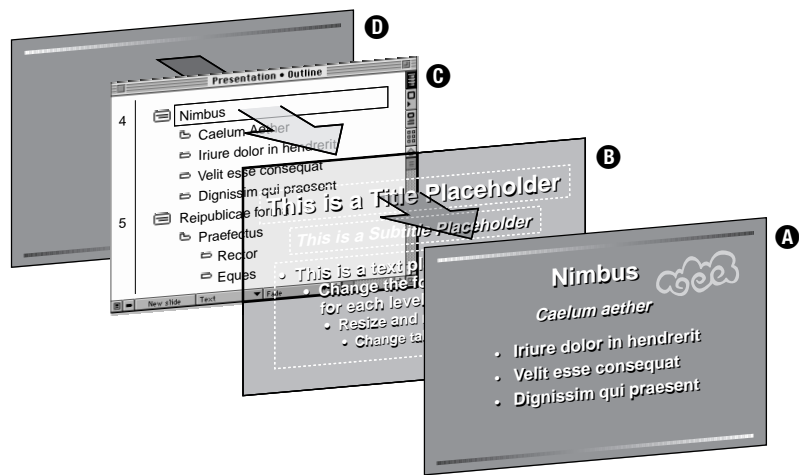
Picturing Persuasion

Persuasion presentations are collections of slides that are viewed as overheads, 35mm slides, or on-screen slide shows. Each slide that the audience sees is actually a composite of information, not all of which exists on the slide itself.

For example, you define design and formatting information on back-grounds and slide masters rather than on individual slides. This allows you to do time-consuming work only once and then repeat the results throughout your presentation.

You can enter your presentation content on slides or in an outline. If you prefer to work visually, enter your content on slides where you'll immediately see how your presentation will look. If you prefer to focus first on what you want to say, enter text into the outline and look at your slides when you're ready to concentrate on design.

How information gets on a slide

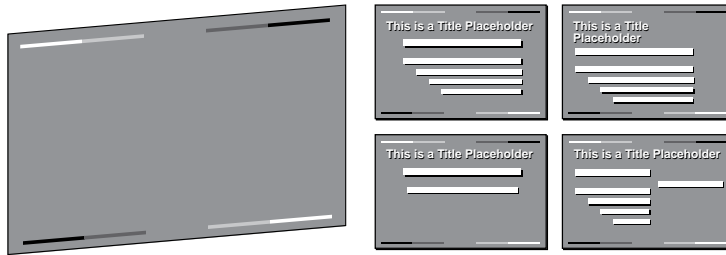


- A Slide:** Where you enter content and what your audience actually sees.
- B Slide master:** Define the formatting and placement for text and charts that appear on slides.
- C Outline:** Quickly enter and edit text that appears on slides.
- D Background:** Design backdrops for your presentation.

For more information

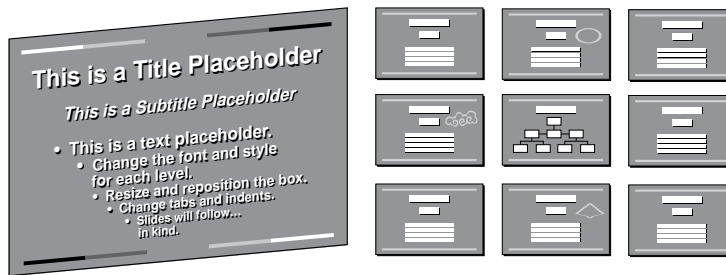
Format slide content with placeholders	28
Outline your presentation to save time	62
Understanding the parts of a slide	25
Working with slide masters and backgrounds	26

Backgrounds and slide masters



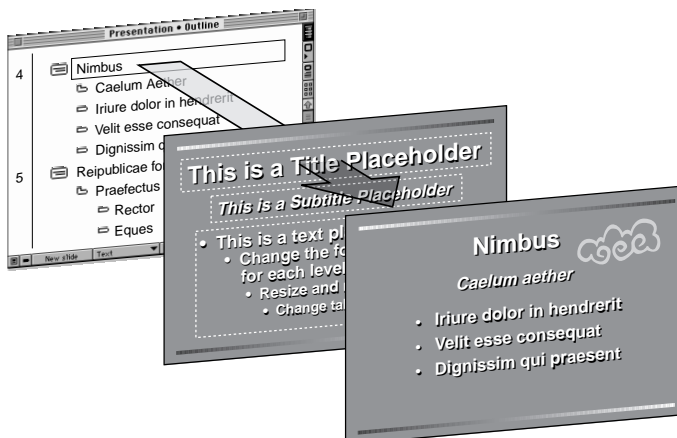
Give your presentation a consistent look by assigning a background to several slide masters.

Slide masters and slides



Define once on a slide master how text and organization charts will be formatted and assign the slide master to one or many slides to repeat the formatting throughout your presentation.

Outlines, slide masters, and slides

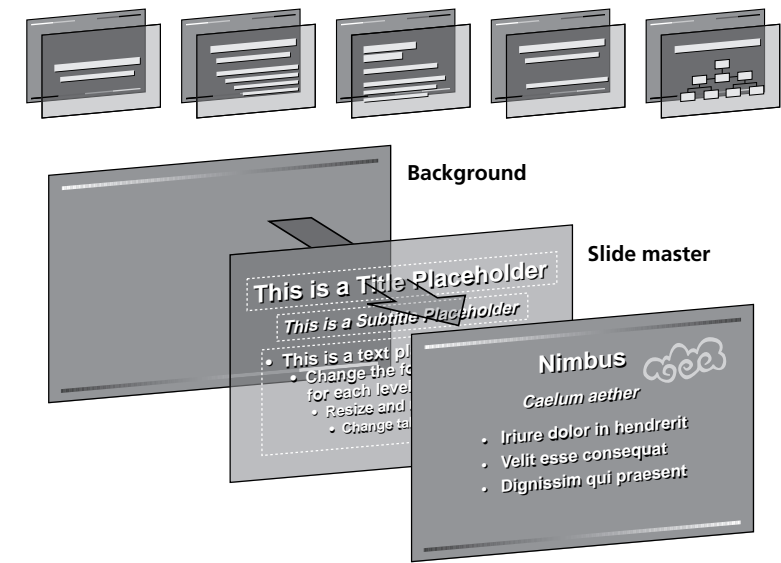


Text you type in the outline takes on the formatting defined by the slide master when it appears on your slides.

From slides to presentations

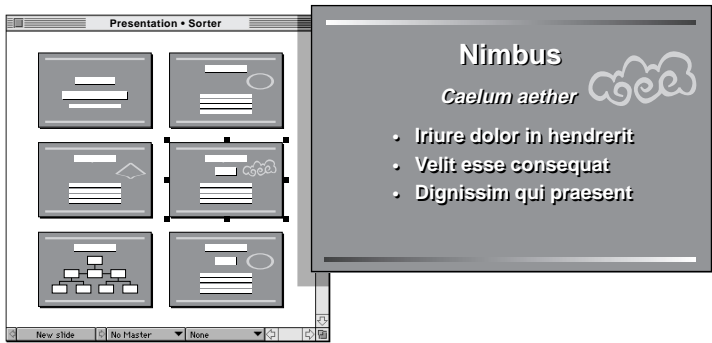
When you’re entering the content of your presentation, you work with one slide at a time. At some point, however, you’ll need to bring all of your slides together to form a cohesive presentation. Use an AutoTemplate to give all of your slides a consistent look. Use Persuasion’s slide sorter to view and work with all or several of your slides at once.

AutoTemplates are collections of backgrounds and slide masters



Slides reflect the design from the background and the formatting from the slide master.

The slide sorter is Persuasion’s light table



Rearrange, copy and paste, or delete slides, and assign slide masters to them.

For more information

Design and format with AutoTemplates 40

Edit your presentation in the slide sorter 38

Understanding the parts of a slide 25

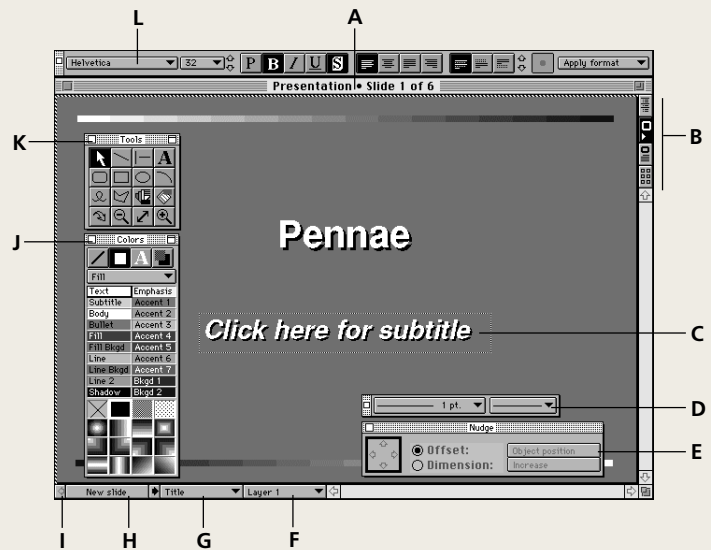
Working with slide masters and backgrounds 26

AutoTemplate Guide

Understanding the parts of a slide

When you open an AutoTemplate that comes with Persuasion or create a new presentation, the first thing you see is a slide. Use the slide's tools and menus to add text, graphics, special effects, and transitions.

Anatomy of a slide



- A** Identifies what you're seeing on the screen.
- B** Displays a particular slide, your notes about a slide, your presentation as an outline, or miniatures of all of your slides at once.
- C** Formats text you type according to the style defined on the slide master.
- D** Tools for choosing line thickness and for choosing and editing endcaps (display by choosing "Lines" from the Show menu).
- E** Tools for moving objects, text, and shadows incrementally (display by choosing "Nudge" from the Show menu).
- F** Popup menu for placing selected text and graphics on different layers and assigning transition effects and sounds.
- G** Lists the slide masters you can assign to the slide.
- H** Creates a new slide formatted like the slide displayed.
- I** Displays the next or previous slide.
- J** Tools for adding color and patterns to text and graphics.
- K** Tools for typing text, drawing graphics, or putting charts or tables on slides.
- L** Tools for formatting text and controlling alignment and spacing between paragraphs.

For more information

Layering slides	156
Picturing Persuasion	22
Transition effects for slides and slide layers	164
Working with slide masters and backgrounds	26

Working with slide masters and backgrounds

Each presentation you develop can use multiple slide masters and backgrounds. The AutoTemplates that come with Persuasion 3.0 each have one background and several slide masters. You can modify the background or design additional backdrops to create several backdrops within one presentation.

Each slide master in the AutoTemplates that come with Persuasion is designed for different content.

- Use the title slide master, for example, to create a title slide for your presentation.
- Assign the text slide master to slides containing the main body of text.
- Assign the chart slide master to slides containing charts.

If none of the slide masters suits your particular slide content, you can modify an existing one, create a new one from scratch, or bring one in from another presentation or AutoTemplate.

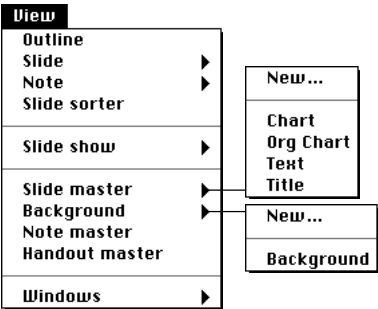
For more information

Creating new slide masters and backgrounds	34
Creating tall slides	36
Design and format with AutoTemplates	40
Outline a presentation to save time	62
Using slide masters from other presentations	30

To display a slide master or background

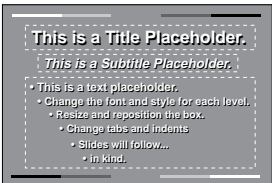
Choose “Slide master” or “Background” from the View menu, and then choose a slide master or background from the submenu.

Tip: To view thumbnails of your slide masters before you assign them, choose “Gallery...” from the master menu at the bottom of the window.



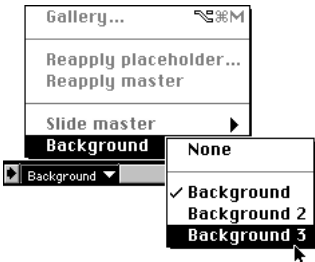
To assign a new background to a slide master

1



Display the slide master whose background you want to change.

2

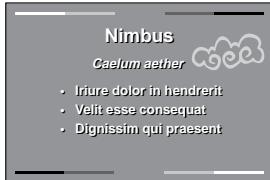


Choose the background you want to assign from the background menu at the bottom of the window.

Note: The background orientation (tall or wide) controls the orientation of the slide master. When a new background changes the slide master's orientation, the “Adjust graphics” dialog box is displayed so you can move or scale elements on the slide master to fit the new shape.

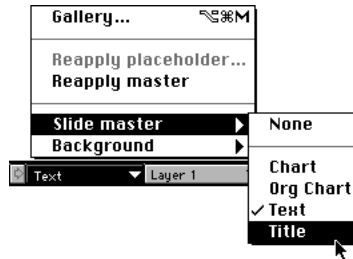
To assign a new slide master to a slide

1



Display the slide whose slide master you want to change.

2

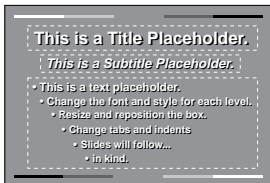


Choose the slide master you want to assign from the middle popup menu at the bottom of the window.

Tip: To assign a slide master to several slides at once, work in the outline or slide sorter where you can select more than one slide at a time.

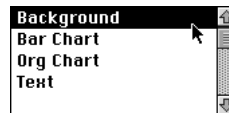
To rename or remove a slide master or background

1



Display a slide master or background, and then choose "Define masters..." from the Master menu.

2



In the "Define masters" dialog box, select a slide master or background to rename or remove.

3

Define masters

Rename:

Type a new name or click "Remove," and then click "OK."

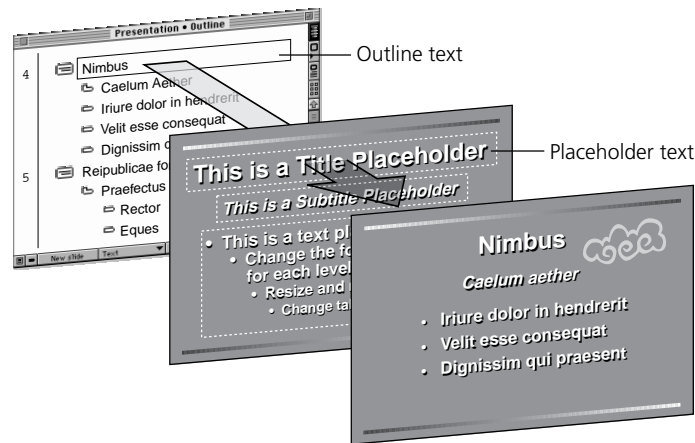
Format slide content with placeholders

You put placeholders on slide masters to define the position, style, size, and color of text and organization charts on your slides. You also use placeholders to define the position and size of charts. Placeholders add consistency to your presentation because text and organization charts formatted according to placeholders carry the same formatting throughout the presentation and charts appear in the same location on each slide.

You can put several different placeholders (such as title, body text, and chart) on one slide master, but you can add only one placeholder of each type. For example, you can add only one body text placeholder per slide master. (Each body text placeholder allows for six heading levels and each heading can be formatted independently.)

Page number placeholders can be added either to slide masters or backgrounds.

Placeholders on slide masters create formatted prompt text on slides

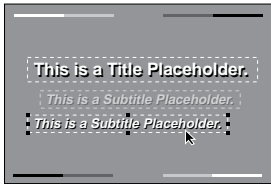


Text you type in the outline is formatted and positioned by placeholders on slide masters and replaces the prompt text on your slides.

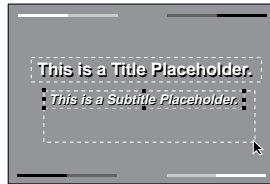
For more information

Adding an organization chart	106
Controlling the direction of text flow ...	58
Entering text in the outline	64
Format slide text on the slide master	50

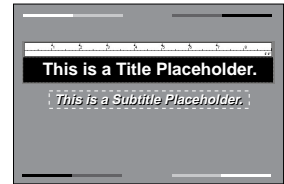
To modify a placeholder on a slide master



To **reposition a placeholder**, select it and then drag it to a new location.



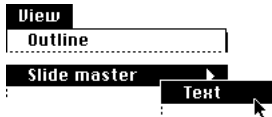
To **resize a placeholder**, select it and then drag a handle in or out.



To **change a placeholder's font, style, shadow, or color**, select the placeholder or the specific text you want to change, and then select the options you need from the text and color palettes.

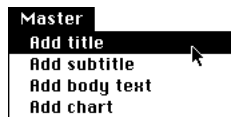
To add a placeholder to a slide master

1



Choose "Slide master" from the View menu, and then choose a slide master from the submenu.

2



Choose a placeholder from the Master menu.

Tip: Only add placeholders from the Master menu. If you copy a placeholder from one slide master and paste it on another, it becomes a block of independent text.

Using slide masters from other presentations

You may have a slide master or set of masters in another presentation or AutoTemplate that would be ideal in the one you're working on. In this situation, import the slide masters instead of creating new ones.

You can replace a presentation's slide masters with those from another presentation or AutoTemplate; or, you can add one or more slide masters to the current ones.

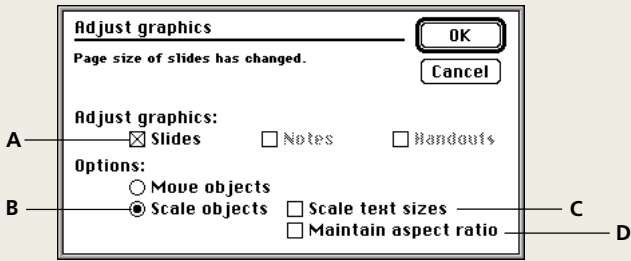
When you replace slide masters, only those with names that match the imported ones will be replaced. To preserve a slide master you've customized, give it a unique name before you import the new ones. When you replace a presentation's slide masters, you also replace its color scheme, slide shape, preferences options and Show menu options (except the color system and floating palette settings.)

When you add slide masters with the same names as your current ones, Persuasion renames the slide masters you're adding by including an extension (such as Text.0). Adding slide masters doesn't replace a presentation's color scheme or slide shape. Instead, the added masters'

color scheme approximates their original color scheme and their slide shape becomes the slide shape of the presentation they're added to.

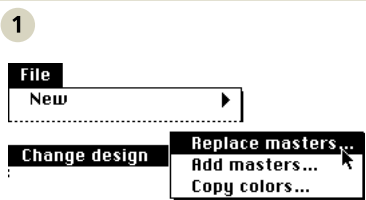
Imported slide masters carry their backgrounds with them. Give unique names to backgrounds you want to preserve before you replace a presentation's slide masters.

Bringing in slide masters of a different shape

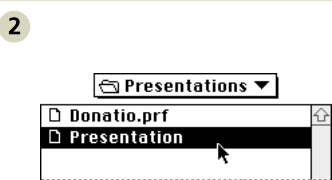


Check options A, B, C, and D so that background colors, patterns, and graphics will fit properly in the new slide shape.

To replace or add a set of slide masters



Choose "Change design" from the File menu, then choose "Replace masters..." or "Add masters..." from the submenu.



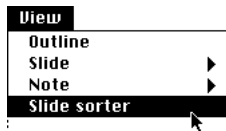
In the dialog box, select the presentation or AutoTemplate with the slide masters you want to use, and then click "Import."

For more information

Creating a new color scheme 126

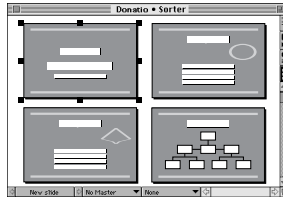
To add one or several slide masters

1



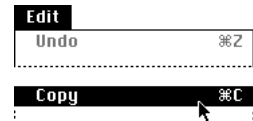
Open the file you want to copy the slide masters from, and then choose "Slide sorter" from the View menu.

2



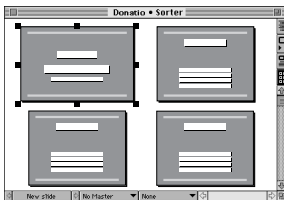
In the slide sorter, select slides that use the slide masters you want to add, and then choose "Copy" from the Edit menu.

3



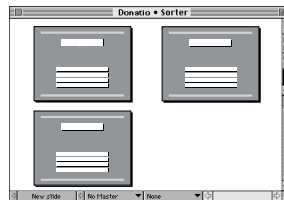
Open the presentation you want to add the slide masters to, choose "Slide sorter" from the View menu, and then choose "Paste" from the Edit menu.

4



If the slide masters you're bringing in are not the same shape as your current ones, use the "Adjust graphics" dialog box to move or scale objects to fit into the new slide shape.

5



Delete the extra slides you added in (the slide masters assigned to the slides remain) and assign the current background to the new slide masters.

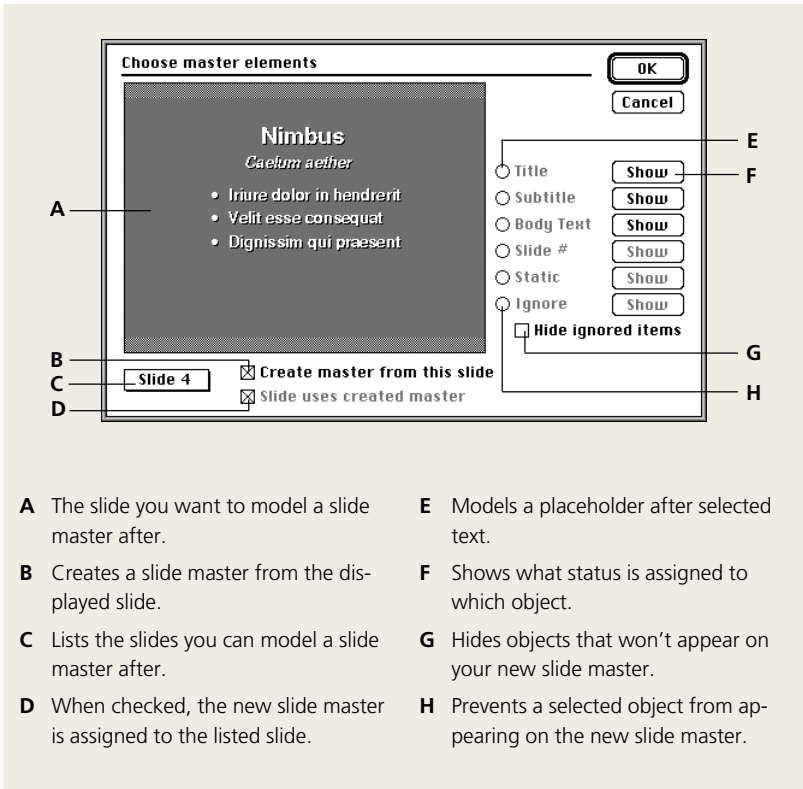
Tip: If you scale objects to fit into a new slide shape, review the scaled slide masters in actual size to make sure all objects are correctly placed.

Model a slide master after a slide you like

If you design a slide you particularly like, you can repeat its design on other slides by modeling a slide master after it.

When Persuasion creates a slide master from a slide, it replicates the slide's background fill and pattern on the slide master. You can select graphics and independent text from the slide and copy them onto the slide master. You can also convert the placeholder and independent text from the slide into slide master placeholders.

The "Choose master elements" dialog box



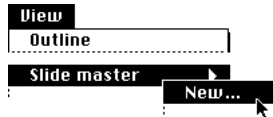
For more information

Creating new slide masters and backgrounds 34

Working with slide masters and backgrounds 26

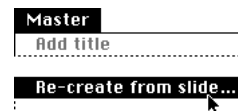
To create a slide master from a slide

1



Choose "Slide master" from the View menu, and then choose "New..." from the submenu. In the "New slide master" dialog box, name your new slide master, choose the slide master you want to base it on, and then click "OK."

2



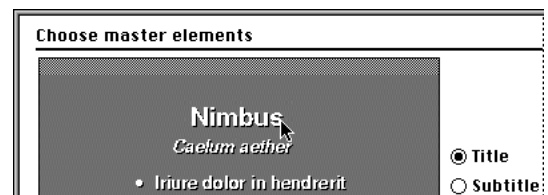
Choose "Re-create from slide..." from the Master menu.

3



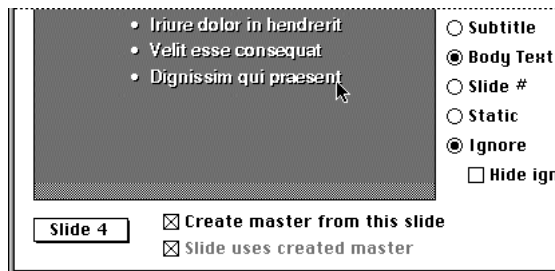
In the "Choose master elements" dialog box, select the slide to model the slide master after, and then click "Create master from this slide."

4



In the preview box, select the text you want for the Title placeholder, and then click "Title." Repeat for each placeholder or object you want to add to your slide master.

5



Select each object you do not want on your slide master, and click "Ignore."

6

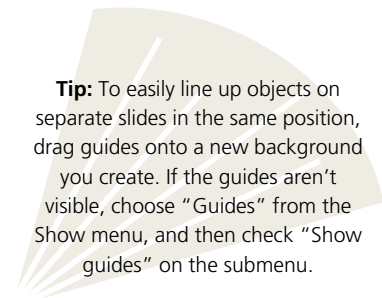


Use the "Show" buttons and the "Hide ignored items" button to see how your slide master will look, and when you're satisfied, click "OK."

Creating new slide masters and backgrounds

To design a new AutoTemplate, or to customize a presentation (for example, by making some of your slides tall rather than wide), you may need to create new slide masters and backgrounds. To create new slide masters or backgrounds, you can either modify existing ones or create new ones from scratch.

Modify existing slide masters and backgrounds by adding text, drawing or importing graphics, assigning a different background fill, or adding, deleting, or editing placeholders. If you modify the original slide master or background, you'll also modify all the slides to which the originals are assigned. To avoid modifying slides, make a copy of a slide master or background before you modify it.

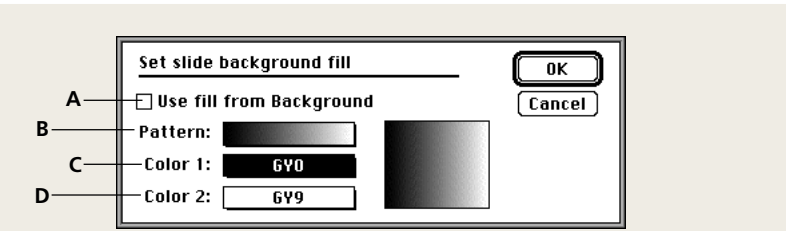


Tip: To easily line up objects on separate slides in the same position, drag guides onto a new background you create. If the guides aren't visible, choose "Guides" from the Show menu, and then check "Show guides" on the submenu.

For more information

Creating tall slides	36
Designing new AutoTemplates	44
Use a layout grid for precise alignment	92
Working with slide masters and backgrounds	26

Assigning background fill



A When checked, the slide master takes its background fill from the background.

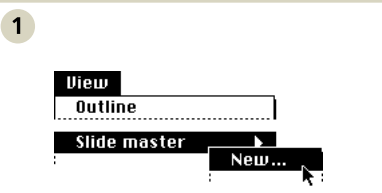
B Applies a solid color or a pattern to the background fill.

C Applies color to the black part of the pattern.

D Applies color to the white part of the pattern.

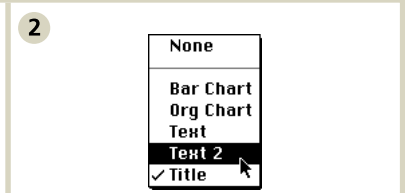
To create a copy of a slide master or background to modify

1




Choose "Slide master" or "Background" from the View menu, and then choose "New..." from the submenu.

2



In the "New slide master" or "New background" dialog box, choose the slide master or background you want to modify from the "Based on" popup menu.

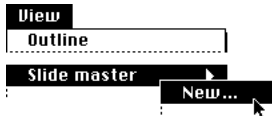
3



Type a name for the copy of your slide master or background, and click "OK."

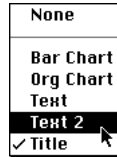
To create a new slide master

1



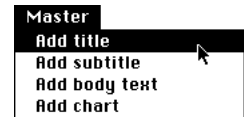
Choose "Slide master" from the View menu, and then choose "New..." from the submenu.

2



In the "New slide master" dialog box, name your new slide master, choose "None" or another slide master in the "Based on" popup menu, and click "OK."

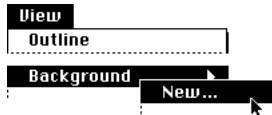
3



Assign a background from the popup menu at the bottom of the window and add placeholders from the Master menu.

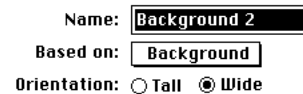
To create a new background

1



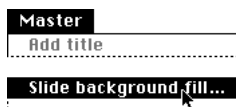
Choose "Background" from the View menu, and then choose "New..." from the submenu.

2



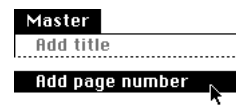
In the "New background" dialog box, type a name, choose "None" or an existing background in the "Based on" popup menu, select an orientation, and click "OK."

3



Choose "Slide background fill..." from the Master menu, choose the patterns and colors for your background fill, and click "OK."

4



Choose "Add page number" from the Master menu if you want to number your slides, and then add graphics, text, and guides to your background.

Creating tall slides

Although most of the AutoTemplates that come with Persuasion have a wide orientation, you can easily create tall slides in any AutoTemplate. Tall slides are useful when your presentation includes information such as a flow chart that needs to be displayed vertically or if you need to reformat your presentation into a printed report.

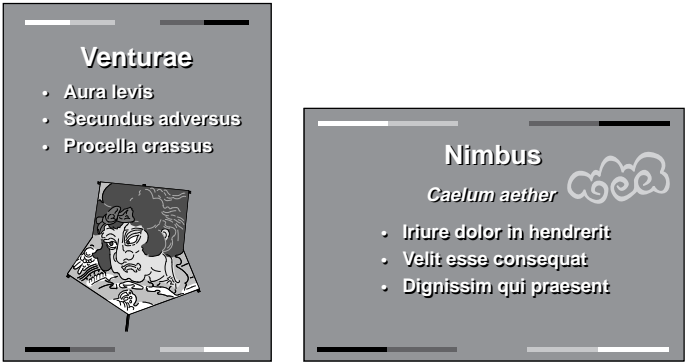
You change a slide's orientation on a background. Changing the orientation of a background changes the orientation of all the slide masters and slides to which the background is assigned. When you re-orient a slide from wide to tall, you may need to move or scale objects to fit into the new slide shape.

To avoid changing the orientation of existing slides, create a new background and slide master and then assign them to slides whose orientation you want to change.

For more information

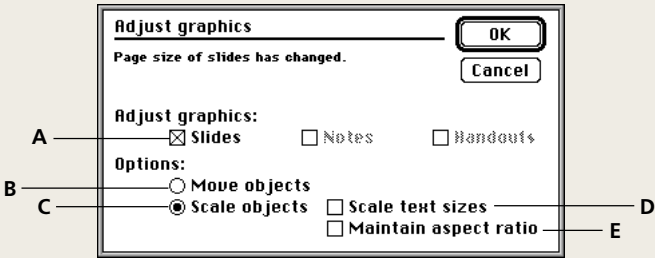
Creating new slide masters and backgrounds	34
Picturing Persuasion	22
Understanding the parts of a slide	25
Working with slide masters and backgrounds	26

The orientation of backgrounds determines the orientation of slides



Backgrounds determine the orientation of slide masters and of the slides to which the slide masters are assigned.

Move or scale objects on slides



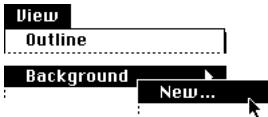
- A** Check options that need adjusting.
- B** Check to move all objects into the center of the new slide shape.
- C** Check to scale objects to fit on the new slide shape.
- D** Check to scale text sizes to fit on the new slide shape.

- E** Check to scale all objects while maintaining their original proportions.

Note: If you adjust text and graphics on many slides, save your file before you use the "Adjust graphics" dialog box. If the adjustments don't work well, you can return to the saved file by choosing "Revert" from the File menu.

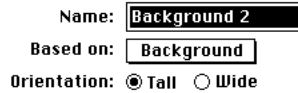
To create a tall slide

1



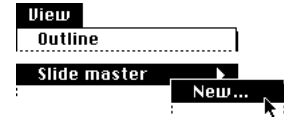
Choose "Background" from the View menu, and then choose "New..." from the submenu.

2



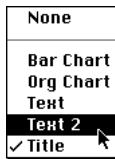
In the "New background" dialog box, name the new background, make a selection from the "Based on" popup menu, select "Tall," and then click "OK."

3



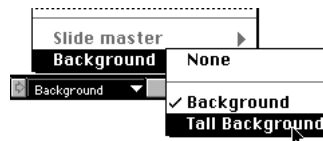
Choose "Slide master" from the View menu, and then choose "New..." from the submenu.

4



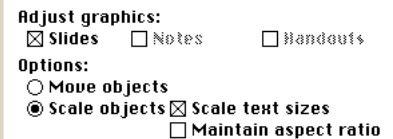
In the "New slide master" dialog box, name the new master, choose the slide master to base it on from the "Based on" popup menu, and then click "OK."

5



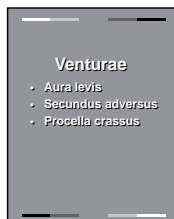
Choose "Background" from the background menu at the bottom of the window, and then choose the name of the tall background from the submenu.

6



In the "Adjust graphics" dialog box, select options for moving or scaling objects on the slide master to fit the new tall shape.

7



Assign the new slide master to existing slides (and adjust your content accordingly) or to new slides you create.

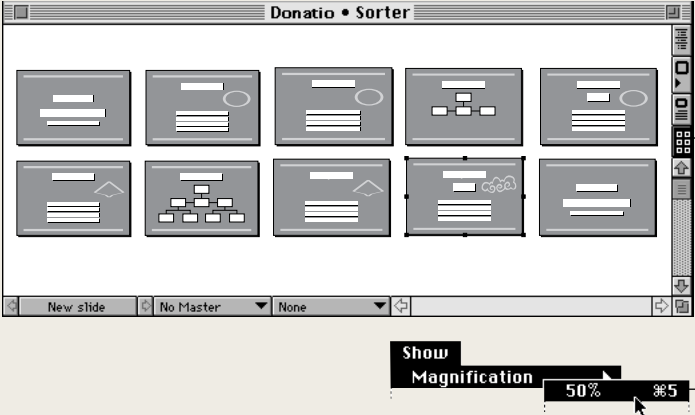
Tip: To change the orientation of an existing background from wide to tall, choose "Background" from the View menu, and then choose the background you want to change from the submenu. Choose "Tall orientation" from the Master menu.

Edit your presentation in the slide sorter

To view all or several of your slides at once, use the slide sorter, Persuasion’s light table. Seeing your slides side-by-side makes it easy to proof the design and overall content of your presentation and to rearrange slides.

The slide sorter is also useful when you want to assign slide masters or transitions to one or several slides or when you want to copy and paste slides from one presentation to another. Pasted slides take on the color scheme and slide shape of the presentation they are pasted into.

Slide sorter



A Displays all or several of your slides in the slide sorter.

B Smaller magnifications display more slides at once.

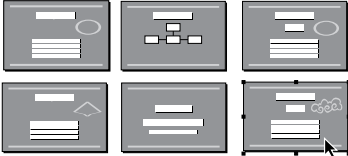
Tip: Color slides will display faster in the slide sorter if you choose “Color system” from the Show menu, and then choose “Black and white.”

For more information

Creating a new color scheme	126
From slides to presentations	24
Proof and save	18
Transition effects for slides and slide layers	164
Using slide masters from other presentations	30

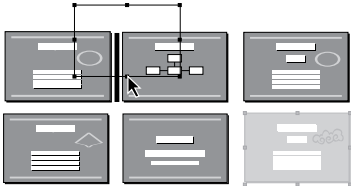
To rearrange slides

1



Click a slide to select it or select more than one slide by holding down Shift and then clicking each slide.

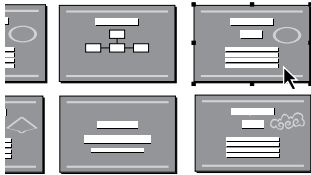
2



Drag the slides until the vertical bar is where you want them moved.

To assign a slide master or a transition

1



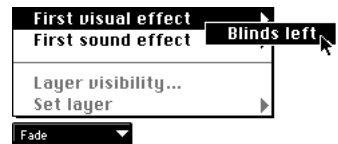
Click a slide to select it or select more than one slide by holding down Shift and then clicking each slide.

2



Choose "Slide master" from the master menu at the bottom of the window, or choose "First visual effect" or "First sound effect" from the transition menu at the bottom of the window.

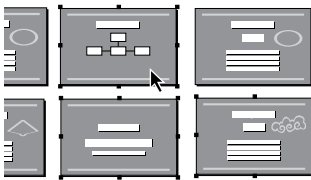
3



Choose the slide master or visual or sound transition you want to assign.

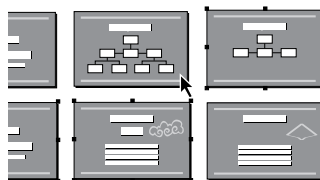
To copy slides from another presentation

1



In slide sorter in the source presentation, select the slides you want to copy, and then choose "Copy" from the Edit menu.

2



In slide sorter in the destination presentation, select the slide you want the new slides to follow, and then choose "Paste" from the Edit menu.

3

Adjust graphics:
☒ Slides ☐ Notes ☐ Handouts
Options:
☐ Move objects
☒ Scale objects ☐ Scale text sizes
☒ Maintain aspect ratio

If the "Adjust graphics" dialog box appears because the pasted slide's shape changed, select options for moving or scaling objects on the slide.

Note: If no slide is selected, pasted slides from the source presentation are added after the last slide in the destination presentation.

Design and format with AutoTemplates

An AutoTemplate is a collection of slide masters and backgrounds that provides a common design for slides in a presentation. You can prepare presentations faster by using AutoTemplates because you don't have to create everything from scratch.

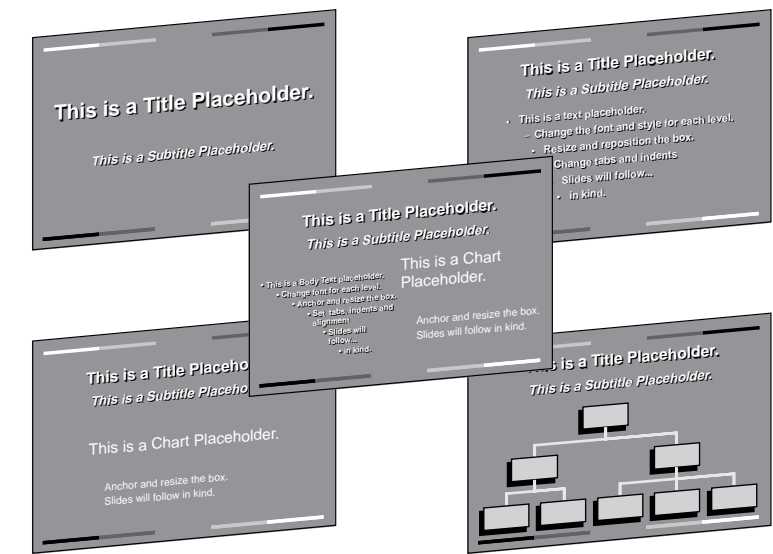
You have several sources for AutoTemplates:

- You can save presentations you like as AutoTemplates.
- You can develop AutoTemplates from scratch.
- You can install the AutoTemplates that come with Persuasion 3.0.
- You can convert AutoTemplates from previous versions of Persuasion.

You can save any presentation as an AutoTemplate. (Delete the content first, if you don't want to include it in the AutoTemplate.) AutoTemplates differ from presentations only in how they open. When you open an AutoTemplate, an untitled copy, rather than the original, is displayed.

Note: If you didn't install the AutoTemplates that come with Persuasion 3.0 when you installed the software, you can install them now. Double-click the Persuasion 3 Installer/Utility on installation disk 1, deselect all options except "AutoTemplates," and then insert disks as prompted.

AutoTemplates are collections of design and formatting decisions



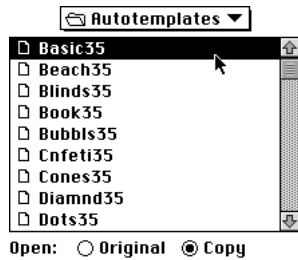
In AutoTemplates, time-consuming decisions, such as what color scheme and design to use or how to format text, have already been made.

For more information

Converting files created in previous versions	10
Designing new AutoTemplates	44
<i>AutoTemplate Guide</i>	

To open an AutoTemplate

1



Choose “Open presentation...” from the Persuasion startup screen or from the File menu.

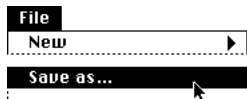
2



In the dialog box, check “Show” to preview the AutoTemplates, locate the AutoTemplate you want, and then click “Open.”

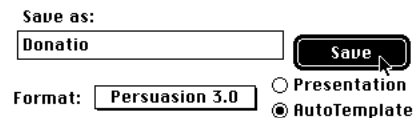
To save a presentation as an AutoTemplate

1



With the presentation open, choose “Save as...” from the File menu.

2



In the dialog box, type a name for the AutoTemplate, select “AutoTemplate,” and then click “Save.”

Tip: Since the output device selected in the Chooser and the slide shape selected in the “Presentation setup” dialog box affect the shape of the slides in an AutoTemplate, make appropriate selections before you design your slides.

Decide how new presentations will look

Each time you choose “Create presentation” from the Persuasion startup screen or from the File menu, you open a copy of “Default AutoTemplate.” This file provides the formatting for new presentations you start from scratch.

During installation, you can decide whether you want “Default AutoTemplate” to be sized for 35mm slides, overheads, or onscreen slide shows. At any time, you can replace or modify the “Default AutoTemplate” file.

Persuasion Startup Screen

Create presentation

Open presentation...

Design AutoTemplate

Help

Tutorial

Quit Persuasion

A

B

C

A Opens a copy of “Default AutoTemplate.”

B Opens an existing presentation or a copy of an AutoTemplate.

C Opens an untitled AutoTemplate with only one slide master and one background. Design a new AutoTemplate by creating slide masters and background design.

Tip: If you replace or modify the default AutoTemplate and then decide you want to use the default AutoTemplate originally installed by Persuasion, open the AutoTemplate called GradLn35, GradLnOH, or GradLnSC, depending upon which media you chose as your default. Then, follow the procedure for replacing the default AutoTemplate.

For more information

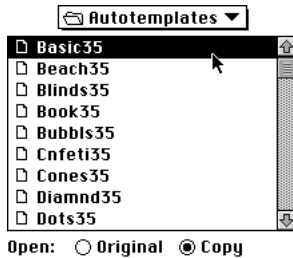
Design and format with AutoTemplates 40

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AutoTemplate Guide

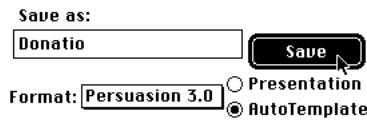
To replace the default AutoTemplate

1



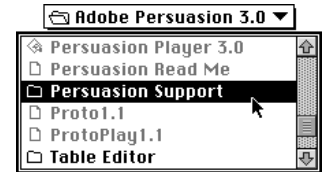
Choose “Open presentation...” from the Persuasion 3.0 startup screen, and then locate and open the AutoTemplate you want as your default.

2



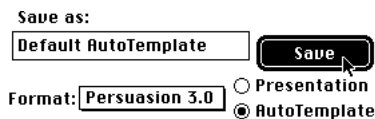
Make any changes you want to the AutoTemplate’s settings, open the view (slide, outline, or slide sorter) that you want the AutoTemplate to open in, and then choose “Save as...” from the File menu.

3



In the list box, double-click your Persuasion application folder, and then double-click the “Persuasion Support” folder.

4



In the text box, type *Default AutoTemplate*, with exactly that spelling, capitalization, and spacing. Select the “AutoTemplate” option, and then click “Save.”

5



In the message box, click “Replace” to replace the existing “Default AutoTemplate” file. If you don’t see the message box, the Default AutoTemplate won’t be replaced.

To modify the default

AutoTemplate choose “Create presentation...” from the Persuasion 3.0 startup screen, and then follow Steps 2 through 5 to replace the original default AutoTemplate with the modified one.

Tip: To change any colored AutoTemplate to black and white, choose “Color system” from the Show menu, and then choose “Black and white” from the submenu.

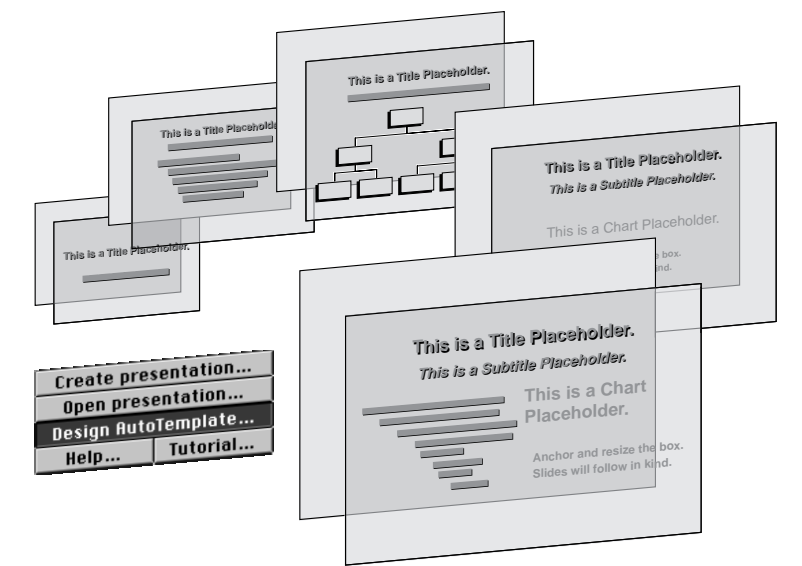
Designing new AutoTemplates

You can design an AutoTemplate either by starting from scratch or by modifying an existing AutoTemplate or presentation. If you modify one of the AutoTemplates that comes with Persuasion, you can edit its slide masters and backgrounds, delete them, or add new ones.

Each type of presentation—overheads, 35mm slides, or on-screen slide shows—has a different slide shape so when you design AutoTemplates, you need to set them up for the specific type of output you’ll be producing.

The AutoTemplate you open when you choose “Design AutoTemplate” from the startup screen is set up for overheads. If you change the setup to be appropriate for either 35mm slides or on-screen slide shows, you need to adjust graphics and text to fit onto the new slide shape.

Starting from scratch



When you choose “Design AutoTemplate” from the startup screen, you open a black-and-white AutoTemplate with one slide master and one background. Add as many slide masters and backgrounds as you need and name them so they are convenient to use.

Setting up AutoTemplates for specific output

Type of presentation	In the Chooser select	In the “Presentation setup” dialog box select
Overheads	Printer	Overhead
On-screen slide shows	—	Screen
35mm slides	Film recorder or printer slide dimensions*	35mm slide or custom
* Consult your film recorder documentation or your service provider for the specific requirements for setting up an AutoTemplate to produce 35mm slides.		

For more information

Creating new slide masters and backgrounds 34

Printing overheads and support materials 202

Preparing your on-screen presentation 178

Setting up for 35mm output 204

To design and set up an AutoTemplate

1



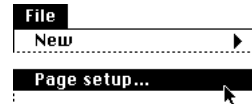
Choose "Design AutoTemplate" from the Persuasion 3.0 startup screen.

2



If necessary, in the Chooser, select the output device for the final output you'll produce.

3



Choose "Page setup..." from the File menu, and then click "OK."

4

Custom: 10.14 by 7.60 inches

In the "Presentation setup" dialog box, select a slide shape or select "Custom" and enter slide dimensions, and then click "OK."

5

Adjust graphics:
☒ Slides ☐ Notes ☐ Handouts
Options:
☐ Move objects
☒ Scale objects ☒ Scale text sizes
☐ Maintain aspect ratio

If the "Adjust graphics" dialog box appears, select options for moving and scaling objects to fit in the new slide shape, and then click "OK."

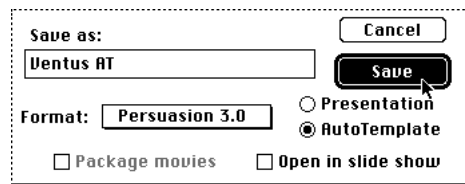
6

Save as:
 Donatio **Save**
Format: Persuasion 3.0 ☐ Presentation ☒ AutoTemplate

Design backgrounds and slide masters, adding placeholders as needed. Choose "Save as..." from the File menu, and then in the dialog box, type a name, choose "AutoTemplate," and click "Save."

To modify an existing AutoTemplate

Choose "Open presentation..." from the Persuasion startup screen, and then open the AutoTemplate you want to modify. Add, delete, or edit the AutoTemplate's slide masters and backgrounds and then save the modified version under a new name. Be sure to select "AutoTemplate" in the dialog box.



CHAPTER

4



Working with Text

Enter text in the outline or on slides

With Persuasion 3.0, you can enter text directly on slides or in the outline, whichever suits your working style. Enter text on slides to get a sense of how much text fits on the slide and how it works with the other slide elements. Enter text in the outline when you want to concentrate on content and view the text for all slides in a presentation at a glance.

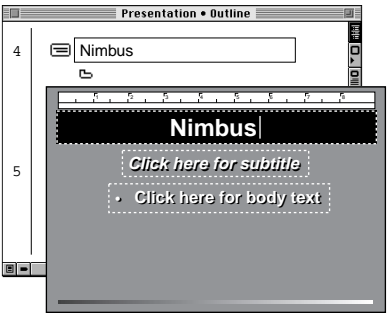
On slides, you can enter text by typing over the placeholder prompt text or by typing independent text outside the boundaries of placeholders. After you’ve typed text into a placeholder, the placeholder shrinks or expands to fit the text.

You can also import text from other applications directly into the outline or to slides.

For more information

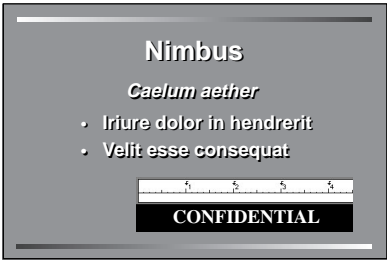
Change the indents in a body text placeholder	56
Format slide content with placeholders...	28
Outline your presentation to save time ...	62
“Import text” in Online Help	
“Importing text on the slide” in Online Help	

Text you enter in placeholders flows to the outline



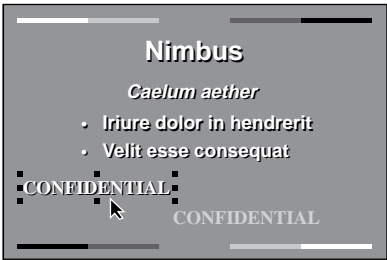
On slides, when you type text into the placeholder prompt area, your text replaces the prompt text. The text adopts the formatting of the placeholder and appears unformatted in the outline.

Text you enter outside placeholders is independent text



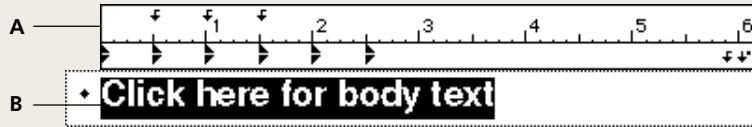
Not all text needs placeholder formatting nor does it need to flow into the outline. For example, you might want to add the word “Confidential” to one slide. Add this *independent text* outside text placeholder boundaries.

Manipulating text blocks



Both independent text and placeholder text are contained in text blocks. You can move a text block by selecting it with the pointer tool, and then dragging it to the desired location. Text blocks are automatically resized vertically to fit the text you enter.

Working with text placeholders



- A** The text ruler is displayed whenever you select the text tool and click an insertion point on the slide.
- B** Prompt text shows you where to enter text within a placeholder. The text you enter automatically replaces the prompt text.

How to enter text within a placeholder prompt area

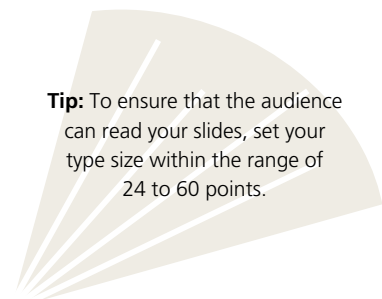
To...	Do this...
Type text.	Click an insertion point within the placeholder and type.
Start a new paragraph.	Press Return.
Force a line break.	Press Shift + Return.
Create a new indent.	Press Tab at the beginning of a line.
Return to a previous indent level.	Click an insertion point at the beginning of the line and press Shift + Tab.

Tip: To hide the text ruler, uncheck "Text ruler" on the Text menu.

Format slide text on the slide master

To format text, select either a text placeholder on the slide master or an independent text block on a slide, and then select the options you want from the text palette.

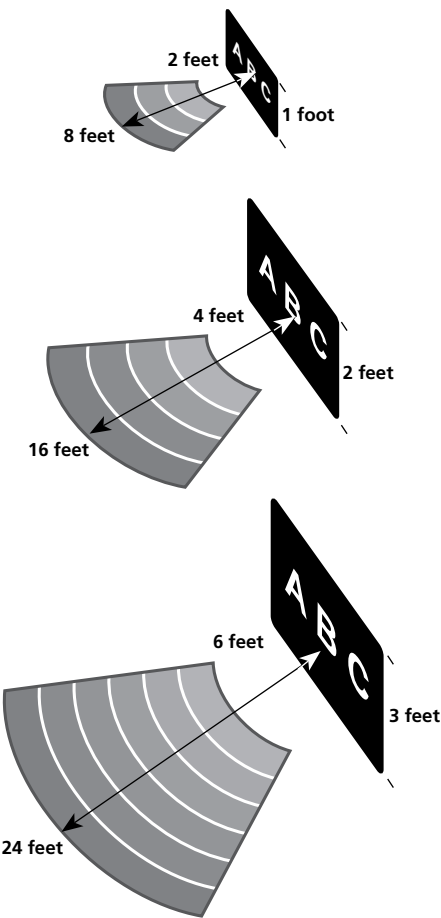
Formatting options on the text palette are also available on the Text menu. For example, you can assign a precise line-spacing value using the “Line spacing...” command on the Text menu.



For more information

Adding colors and fills	120
Changing bullet style	52
Format slide content with placeholders	28

Selecting a font size that your audience can read



Projected font size is relative to the depth of your seating area. One way to achieve the appropriate projected font size is to set up the last row of the audience no further away than eight times the height of your projected presentation. Also, the first row should only be as close as two times the height of the projected presentation.

Use the text palette to format text



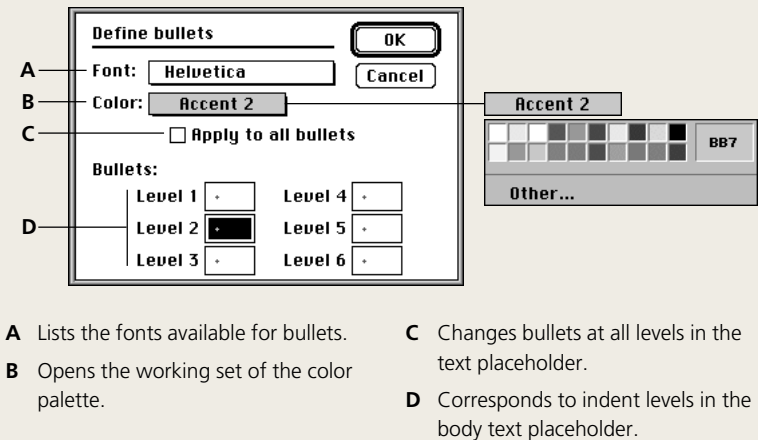
- A** The font popup menu.
- B** The point size popup menu.
- C** These nudge buttons increase or decrease the font point size.
- D** Type styles. Choose from Plain, Bold, Italic, Underline, and Shadow. Apply outline style, superscript, or subscript from the “Style” submenu on the Text menu.
- E** The text-alignment buttons align text left, right, centered, or justified in relation to the text-block margins.
- F** The line spacing buttons determine where space is increased or decreased between selected lines or paragraphs. The first button affects line spacing, the second affects paragraph space above, and the third affects paragraph space below.
- G** These nudge buttons increase or decrease line or paragraph spacing according to what spacing button is selected.
- H** The bullet button shows and hides bullets.
- I** The “Apply format” popup menu lists user-defined formats you can use to override a placeholder format.


Tip: Persuasion converts inch and foot marks to typographer’s quotes automatically. To show an inch mark, choose “Preferences” from the File menu and then uncheck “Use typographer’s quotes” in the “Preferences” dialog box before you type.

Changing bullet style

Persuasion adds a bullet to each indent level in text placeholders, and to independent text blocks you create. You can change the character or color used for bullets in placeholder text on the slide master. Or, you can hide the bullets.

The “Define bullets” dialog box



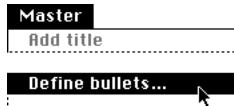
Tip: Select “Key Caps” from the  menu to find symbols and characters that can be produced using the Shift, Option, and Command keys. Then, type the desired character in the appropriate “Level” box in the “Define bullet marks” dialog box.

For more information

Color basics	118
Format slide text on the slide master	50
Format slide content with placeholders ..	28
"Changing bullet style" in Online Help	
"Defining bullets in a body text placeholder" in Online Help	

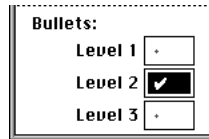
To change bullet color or symbol

1



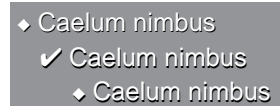
Display the slide master, and then choose “Define bullets...” from the Master menu.

2



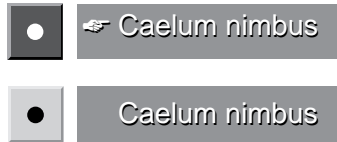
In the “Define bullets” dialog box, select the level of text for the bullet you want to change, or check “Apply to all bullets.”

3

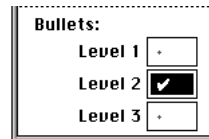


Select a font and/or color. Enter the bullet symbol for each level you want to change.

To hide or remove bullets



To hide bullets on individual slides, select the text block, and then click the bullet button on the text palette. This removes all bullets from the text block.



To remove bullets from a body text placeholder, display the slide master, and then choose “Define bullets...” from the Master menu. Select the level of text from which you want to delete the bullet, and then press Delete.

Tip: If you remove bullets from a text placeholder using the “Define bullets” dialog box, return to the slide master to add them again.

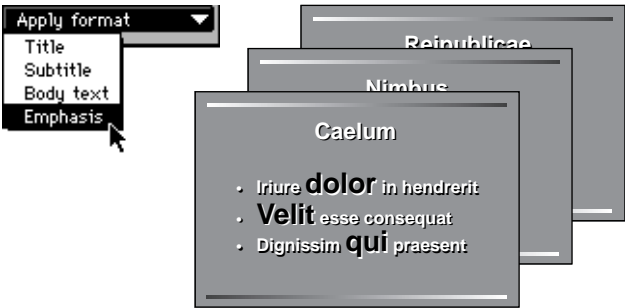
Defining reusable text formats

Use the Persuasion text formats as a shortcut for assigning text attributes to independent text blocks or to individual words you want to emphasize with placeholders.

For example, you can create text formats to override placeholder styles or to repeat text styles among several slide masters. Then, you apply the format by selecting it from the “Apply format” popup menu on the text palette.

Text formats are similar to stylesheets in word-processing programs; however, changes to them do not affect text already typed. For example, if you apply a text format to a word, and then change the style of the text format (from bold to italics), you need to reapply the text format to the word.

Use text formats to emphasize words



Apply a consistent style to all words you want to emphasize within placeholders by creating a format named “Emphasis.” Then, apply the Emphasis format on individual words to override the placeholder style.

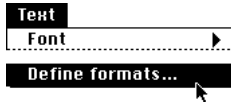
Use text formats throughout several slide masters



Repeat a text format throughout several slide masters by applying it to the placeholder text of each slide master.

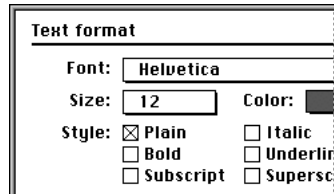
To create a text format

1



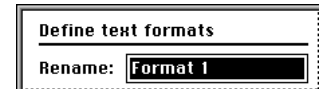
Choose "Define formats..." from the Text menu, and then click "New" in the "Define text formats" dialog box.

2



In the "Text format" dialog box, enter the format attributes, and then click "OK."

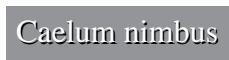
3



In the "Define text formats" dialog box, enter a name for the format, and then click "OK."

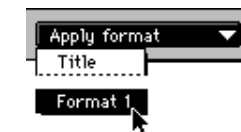
To apply a text format

1



Select the text or text block you want to format.

2



Click the "Apply format" button on the text palette, and then select the format you want from the list.

Tip: If you edit a text format, always reapply it to your text. Also, if you change a placeholder format in which you also have a text format, reapply the text format after you make changes to the placeholder.

Change the indents in a body text placeholder

Persuasion gives you six indent levels in the body text placeholder. Each indent level corresponds to a subordinate heading in the outline. When you want to change the indent space for any of the levels, move the corresponding marker on the text ruler.

To maintain consistent indent spaces across many slides, set the body text indent levels on the slide master. You can override master settings on individual slides if necessary.

When you set indent positions, you are setting the position of the text, not the position of the bullets. Bullets always maintain a fixed distance to the left of text.

Each pair of indent markers (top and bottom) governs one indent level in the body text placeholder. When you drag the top marker, both upper and lower indent markers move.

Indent markers position text in a body text placeholder

A Top indent marker

B Bottom indent marker

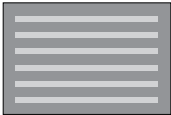
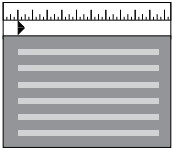
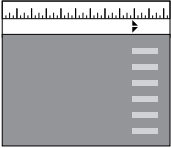
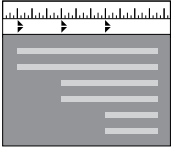
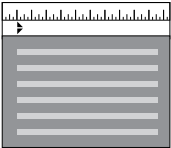
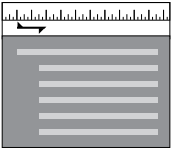
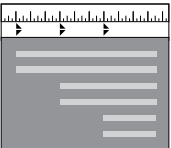
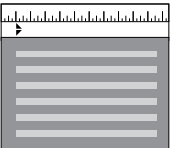
C Indent levels in the body text placeholder

For more information

“Adjusting indents” in Online Help
“Aligning text and directing text flow” in Online Help



Tip: Apply paragraph alignment to your text after changing indents to maintain readability of your text.

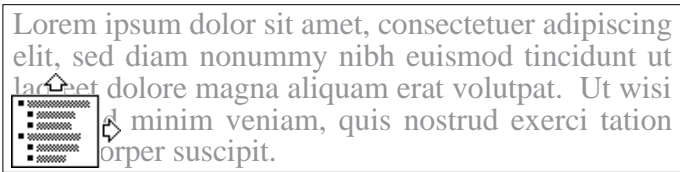
To...	Do this...
View the text ruler	<p data-bbox="451 290 822 373">With the text tool, select a body text placeholder. Make sure that “Text ruler” is checked on the Text menu.</p> <div data-bbox="915 353 1086 467">  </div> <div data-bbox="1133 320 1305 467">  </div>
Set an indent level	<p data-bbox="451 505 811 588">Click the top half of the indent marker, and then drag it where you want to set the indent.</p> <div data-bbox="915 546 1086 693">  </div> <div data-bbox="1133 546 1305 693">  </div>
Create a hanging indent	<p data-bbox="451 720 853 835">Drag the top indent marker to where you want the first indent line to start. Drag the bottom indent marker to where you want the rest of the paragraph to align.</p> <div data-bbox="915 774 1086 921">  </div> <div data-bbox="1133 774 1305 921">  </div>
Remove an indent marker	<p data-bbox="451 968 765 1017">Drag the indent marker to the left until it covers another one.</p> <div data-bbox="915 1017 1086 1164">  </div> <div data-bbox="1133 1017 1305 1164">  </div>

Controlling the direction of text flow

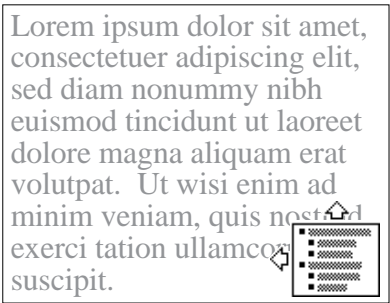
After you position placeholders, you may find that when you enter text, the placeholder expands to accommodate the text. The direction in which the placeholder expands is determined by how the placeholder is *anchored*.

You may need to change the direction in which the placeholder expands when you have several objects in your slide design that should not overlap. You change the direction in which the placeholder expands by changing the anchor of the placeholder. Placeholders can be anchored both vertically and horizontally.

Anchor text to avoid overlapping objects



If you position a text placeholder above a graphic, anchor the placeholder so that it expands upward and does not overlap the graphic.

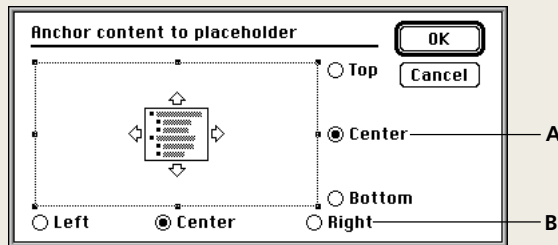


Anchoring is independent of paragraph alignment. For example, left-aligned text can be anchored at the lower-right corner of the placeholder. The text flows up and from the right corner into a left-aligned position within the text block.

For more information

- Format slide text on the slide master 50
- "Aligning text and directing text flow" in Online Help
- "Placeholder versus independent text" in Online Help

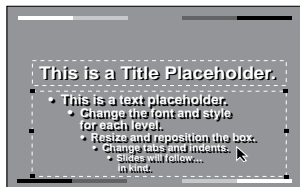
The “Anchor content to placeholder” dialog box



- A Anchors the placeholder vertically on the slide using the top, center, or bottom as the anchor point.
- B Anchors the placeholder horizontally on the slide using the left, right, or center as the anchor point.

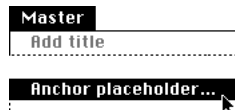
To anchor text placeholders

1



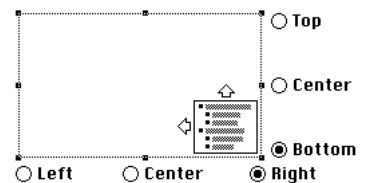
On the slide master, select the placeholder with the pointer tool.

2



Choose “Anchor placeholder...” from the Master menu.

3



Set both a horizontal and vertical anchor, and then click “OK.”

Creating multicolumn text

When you want to create multicolumn text, you can use Adobe Table, or you can set up rows and columns in a body text placeholder. On the slide master, you use the text ruler to set tab stops for each column.

You can set up to 25 tab stops per line in any text block just as you can in a word-processing program. Once you set tab stops on the slide master, you can enter multicolumn text either in the outline or on the slide.

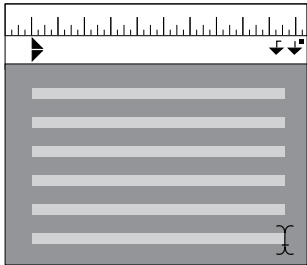
Use the text ruler to set columns

Pennae	Dolore magna aliqua	Rector
Aether	Elit sed diam nonum	Eques
Caelum	Quis nostrud exerci	Opifex Operarius
Nimbus	Duis autem vel	Curator
Praefectus	Dignissim qui praese	Artifex Pedisequus
Advolare	Augue duis dolore	Te feugait nulla facilisi

Table columns can be aligned left or to a decimal point.

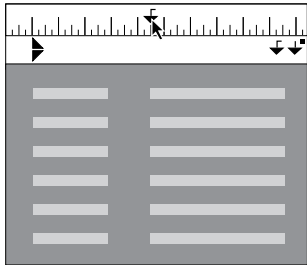
To add, move, or delete tab stops

1



With the text tool, select the placeholder or independent text block in which you want to create a table.

2



Select a tab icon, and then drag the icon on the ruler to set the tab. Or, drag an existing tab marker into place.

Tip: To remove an unwanted tab, drag the tab marker off the ruler.

For more information

- Adding a table to a slide 110
- Using tables from other applications ... 112
- “Create a table” in Adobe Table Online Help

Checking your spelling

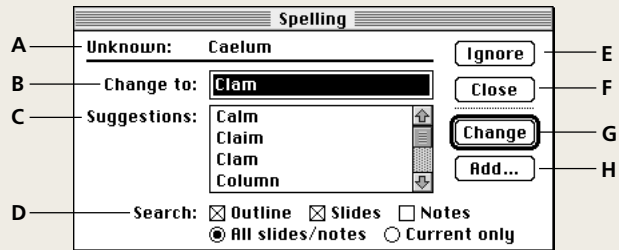
Use the “Spelling...” command on the Edit menu to find and correct misspelled words on slides, in the outline, or on note pages. (Text created by Adobe Table or Adobe Chart is not checked.) Changes made in one view are reflected in other views. So, if you spell-check the outline, the placeholder text on the slides reflects your changes.

You can add special terms, such as company names, acronyms, or professional jargon to a user dictionary so that Persuasion prompts you for misspellings of these terms also.

In the PowerMac version of Persuasion you can remove words from the dictionary with the Dictionary Editor application found in the Utilities folder in the Aldus folder in the System folder. In the same folder, see “PNDictED” for instructions.

In the 68K version of Persuasion, you cannot remove words from the dictionary. Instead, you can make a backup copy of the user dictionary (User1) in the Spelling folder in the Persuasion Support folder before you add words to it. Then if you enter a word incorrectly, you can replace the current dictionary with the backup copy.

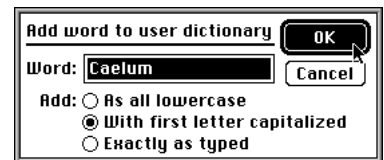
The “Spelling” dialog box



- A The misspelled word.
- B Enter the correct word here.
- C Lists possible alternatives for misspelled word.
- D Parts of the presentation to spell check.
- E Does not change the word in the “Change to” box.
- F Stops the spell check.
- G Replaces the misspelling with the word in the “Change to” box and continues the spell check.
- H Displays the dialog box for adding a word to the user dictionary.

Adding words to the user dictionary

- 1 If you’re running the 68K version of Persuasion, first back up the current user dictionary (User1) in the Spelling folder in the Persuasion Support folder.
- 2 In the “Spelling” dialog box, click “Add...”
- 3 In the “Add word to user dictionary” dialog box, type the word, choose the options you want, and then click “OK.”



Outline a presentation to save time

Working directly on slides lets you see how text looks with the other slide elements. But when you want to enter and revise presentation text quickly, the outline is the place to work.

Your slides must have a slide master assigned that has the appropriate placeholders before the outline content will appear on the slides. For example, if you add subtitles in the outline, the slide master must contain a subtitle placeholder.

Rearrange and edit content quickly. Major text revisions are quicker and easier to make in the outline. You can move text around quickly as you develop ideas. Use standard Macintosh commands to cut, copy, paste, insert, and replace. You can also select text and drag it to edit your outline.

View only slide titles. You can collapse part or all of an outline to view a large number of slides. Collapsing an outline helps you organize and edit it because it's in a more compact form.

Assign masters and transitions. Another way to save time is to assign masters and slide transitions (for on-screen presentations) directly in the outline. For example, you can quickly apply the organization chart master in the outline as you develop the chart.

Add speaker notes in the outline. Notes that you add to the outline do not appear on the slides, but they can be printed either with the outline or on separate note pages.

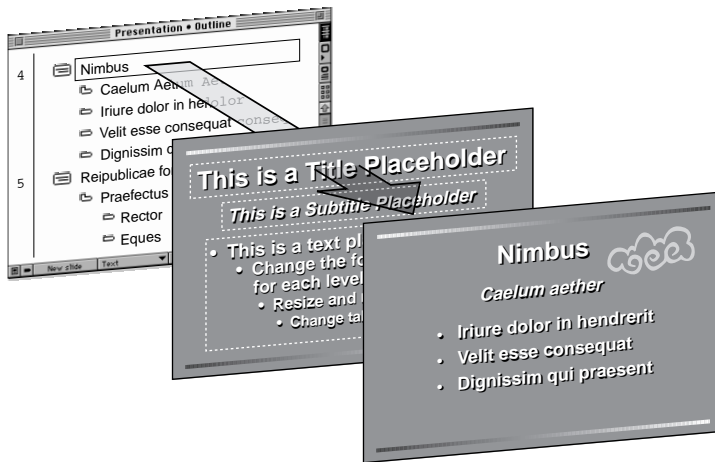
Import an outline you've already created. If you already have an outline in a word-processing file, you can save it as a text-only (ASCII) file, and then import and use it in your Persuasion presentation.

For more information

Adding an organization chart	106
Collapsing and expanding an outline ...	70
Creating speaker notes	74
Importing text to the outline	140

Tip: To use the outline, click the outline icon in the upper-right corner of the window, or select "Outline" from the View menu.

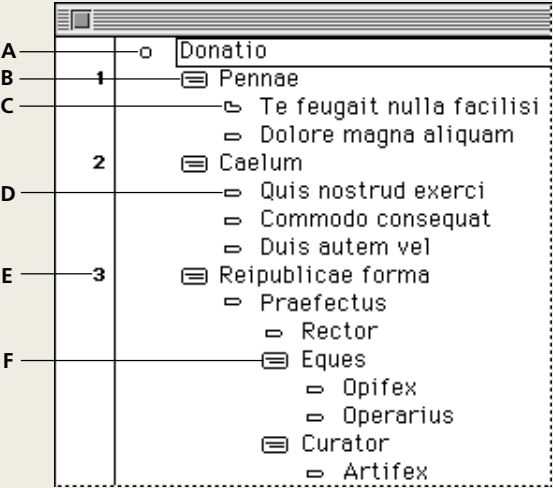
Outline contents flow through placeholders to slides



Outline contents flow directly through placeholders to individual slides.

Entering text in the outline

Use the outline to enter text quickly



- A** Slide divider icon. Type the presentation title or section name here, or use it for notes or comments. Slide divider text does not appear on slides or on note pages.
- B** Slide title icon. Each slide title indicates a new slide.
- C** Slide subtitle icon.
- D** Body text icon.
- E** The slide number reflects the order of the slide in the presentation.
- F** Nested slides.

For more information

- Nesting slides under an overview slide ... 68
- Picturing Persuasion 22
- “Import text” in Online Help
- “Outline menu” in Online Help

How to work in the outline

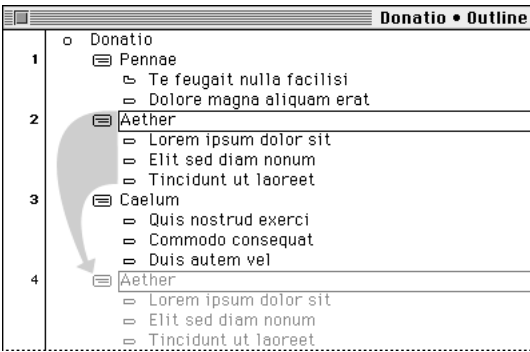
To...	Do this...
View the outline.	Click the outline icon in the upper-right corner of the window.
Enter subordinate text after the slide title.	Press Tab at the start of the line, and then type the text.
Create a new line at the same heading level.	Press Return.
Demote an empty line one heading lower (move right).	Press Tab.
Promote an empty line one heading higher (move left).	Press Delete or Shift + Tab.
Insert a line break within a paragraph.	Press Shift + Return.
Delete a heading with an insertion point anywhere in it.	Press Command + X.
Demote (move right) a heading with the insertion point anywhere in it.	Press Command +].
Promote (move left) a heading with the insertion point anywhere in it.	Press Command + [.
Automatically add subtitles to all slides.	Choose "Auto subtitles" from the Outline menu. (The assigned slide master must contain a subtitle placeholder.) Then, press Return + Tab after a slide title. (Previously typed entries are not affected.)
Add subtitles to individual slides.	Click an insertion point at the end of the slide title. Press Return, then Tab, and then choose "Set heading as" from the Outline menu. Choose "Subtitle."
View your slides.	Click the slide sorter icon in the upper-right corner of the window.
View a slide.	Click on a number for that slide along the left margin of the outline.
View your notes page.	Hold down Option and click on the slide number.

Rearrange information in the outline

To move a heading and its subheadings

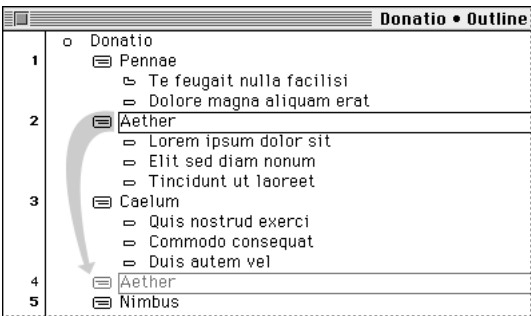
Click the heading, and then drag the heading icon to its new position.

Tip: Check that the icon is aligned at the heading level you want before you release the mouse button.



To move a heading without moving its subheadings

Click the heading you want to move, hold down Option, and then drag the heading icon to its new position.

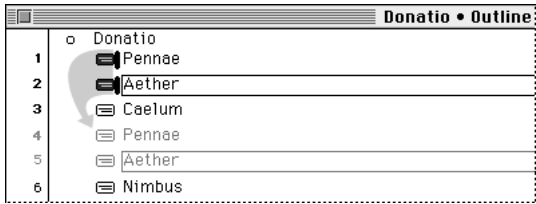


To select multiple headings

To select...	Do this...
Nonadjacent headings	Select a title, subtitle, or body text icon, hold down Shift, and then click additional heading icons.
Adjacent headings	Select an icon at one end of the range, hold down Shift + Option, and then select the icon at the other end of the range, or drag-select all the headings you want to move.
All text in a heading	Select a heading, and then choose "Select all" from the Edit menu.
All titles or all headings at one level	Select a title or heading, and then choose "Select all" from the Edit menu twice.

To move multiple headings

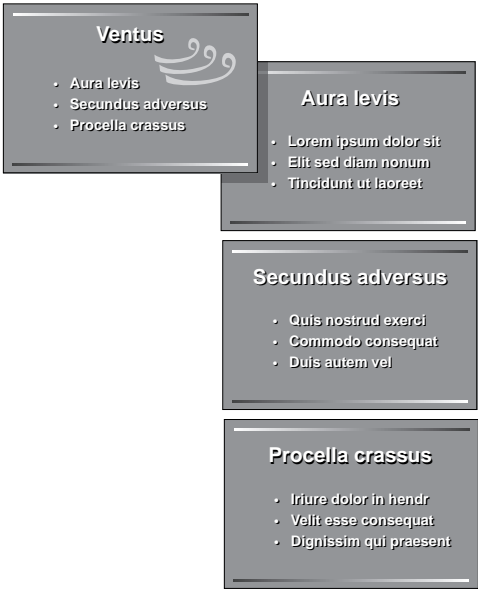
Select the headings you want to move, and then drag them to their new location. A short vertical bar next to the heading icon indicates that a heading is selected.



Nesting slides under an overview slide

When you want to create one slide that lists your presentation agenda, you can create an overview slide from a group of subordinate or *nested* slides. Or, if you have a slide that has too many bullet points, you can divide it into one overview slide and several nested slides to retain the hierarchy of the information.

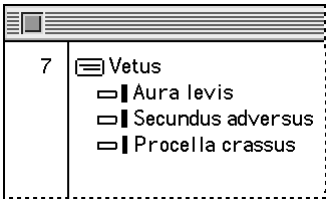
Create an overview slide



When you nest slides, you create one overview slide that lists the titles of each of the subordinate slides.

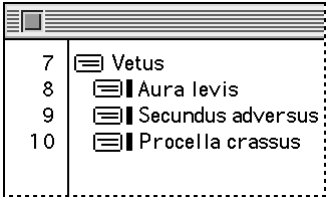
To nest slides

1



Select the slides you want to nest, and then drag the slides to the right and below the overview slide.

2



Choose "Set heading as" from the Outline menu, and then choose "Title" from the submenu.

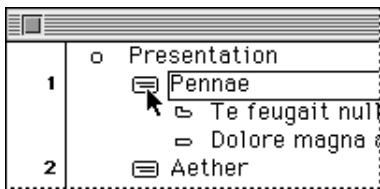
For more information

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"Outline menu" in Online Help

Assigning masters and transitions in the outline

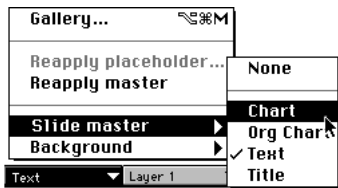
To assign a new master to a slide

1



Select the slide title.

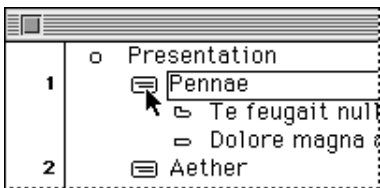
2



Choose "Slide master" from the master menu at the bottom of the window, and then choose a master to apply.

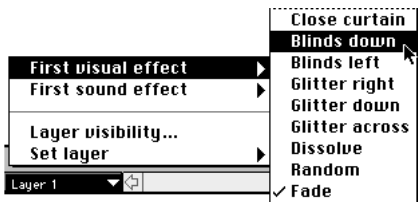
To add transition effects

1



Click an insertion point anywhere on the slide you want the transition effect to precede.

2



Choose "First visual effect" from the transitions menu at the bottom of the window, and then choose an effect from the submenu.

For more information

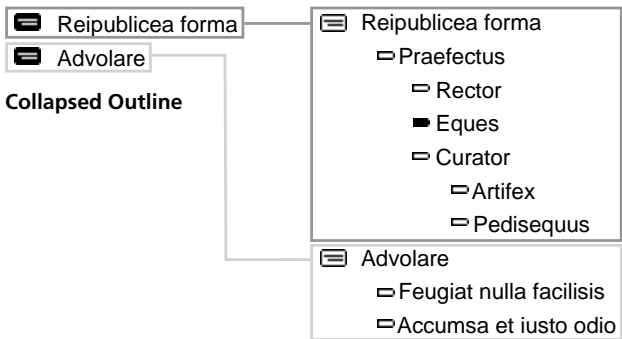
Adding and editing sounds	168
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Transition effects for slides and slide layers	164

Tip: To apply the same effect to multiple slides, select those slides before applying the effect.

Collapsing and expanding an outline

Collapse your outline to move slides around quickly or to review the organization of your slides. You can expand a collapsed outline to view and/or print the text of your complete presentation.

Collapsed and expanded outlines



Expanded Outline

When a heading in the outline is collapsed, its icon is highlighted.

How to collapse and expand parts of the outline

Tip: To hide all body text indented on your slides, select “Hide body text” from the Outline menu.

To...	Do this...
Collapse the whole outline and show only the slide titles.	Click the icon in the lower-left corner of the window. Click again to expand the outline.
Collapse one outline section.	Double-click its icon. Double-click again to expand the section.
Collapse several headings at once.	Select the headings whose sub-headings you want to collapse, and then choose “Collapse selection” from the Outline menu.
Collapse all subheadings except immediately subordinate ones.	Select a heading with two or more subordinates, and then choose “Show subs only” from the Outline menu.
Expand all subordinates in a selected heading.	Select the headings you want to expand, and then choose “Expand subs” from the Outline menu.

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Rearrange information in the outline ...	66

Format your outline for printing and viewing

If you plan to print the outline either for your own review or as part of your supplemental material, it helps to format the text to make it more readable.

You can format the whole outline at once, you can format all headings at the same level, or you can format selected text or headings.

Formatting that you apply to the outline does not show up on your slides except for superscripts and subscripts.

Tip: To format individual words or phrases, highlight them using the text tool, and then choose the formatting commands from the Text menu.

For more information

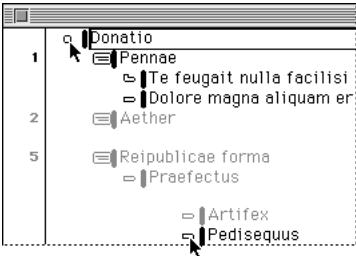
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To format an outline

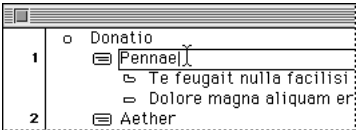
1

Select the part of the outline you want to format:

To select the whole outline, click the first slide title, press Option + Shift, and then click the last slide title.

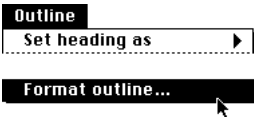


To select all headings at the same level, click an insertion point in one heading.



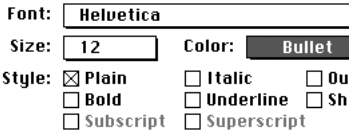
2

Choose "Format outline..." from the Outline menu.



3

In the "Define outline styles for selected levels" dialog box, choose the formatting you want, and then click "OK." All text in your outline that is at the same level of indent as your selected text takes on the formatting.



Add handouts and speaker notes to a presentation

A presentation is rarely complete without printed handouts and speaker notes. Persuasion gives you several options for creating these essentials:

- You can create speaker notes, which contain thumbnails of your slides along with notes you enter in the outline.
- You can create handouts, which contain slide thumbnails along with any other objects or text you wish to add (for example, lines for your viewers to jot notes on).
- Outlines and printed copies of slides can be used as speaker notes or as handouts. Add supplemental information as notes and in the slide divider.

Masters provide the framework for speaker notes and handouts just as they do for slides. AutoTemplates come with a formatted note master and handout master; if you are creating a presentation from scratch, you'll want to format note and handout masters as well.

Once you set up a master for speaker notes, type your notes in the outline or on the note pages of each slide. The notes can be printed either with the outline or as separate note pages.

For more information

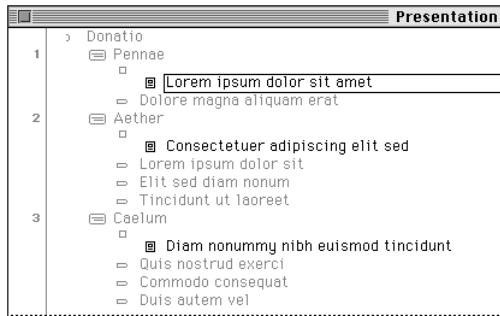
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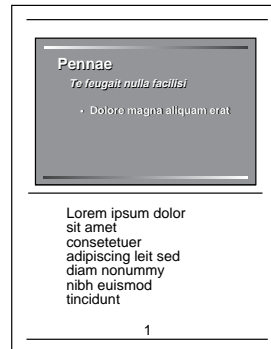
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Format your outline for
printing and viewing 71

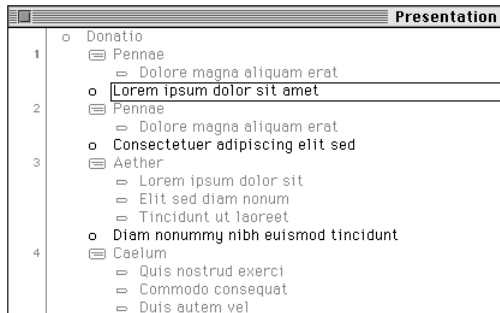
Generate notes and handouts for your presentation



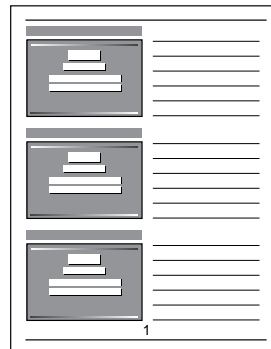
You might prefer to print the outline and use it as your speaker notes.



You can also print notes using the note master. The note master can contain placeholders for a slide title, note text from the outline, slide thumbnail, and page number.



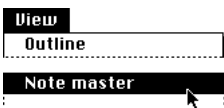
If you use the notes in the outline as audience handouts, you can still generate speaker notes using the slide dividers, which only print when you print the outline.



The handout master can contain placeholders for slide thumbnails, slide titles, and page number. You can add independent text and objects (such as lines for writing) to the master. You add objects only to the master, not to individual handout pages.

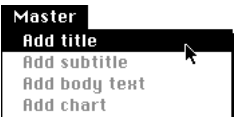
Creating speaker notes

1




Choose “Note master” from the View menu.

2



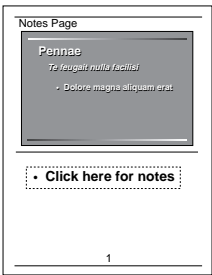

Select placeholders from the Master menu as needed.

3



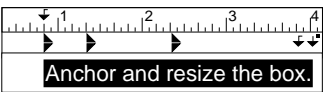
Resize, format, or anchor the placeholders, and then add graphics as needed.

1



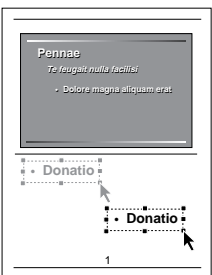
Click the note icon in the upper-right corner of the screen.

2



With the text tool, select the prompt text and edit the notes, or add independent text outside the placeholder.

3



To reposition any object, select it with the pointer tool, and then drag it.

For more information

Entering text in the outline 64

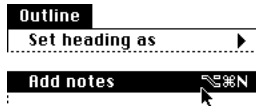
Format slide content with placeholders ... 28

Printing overheads and support materials 202

“Add speaker notes to the outline” in Online Help

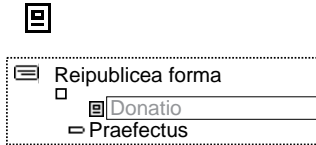
To add notes in the outline

1



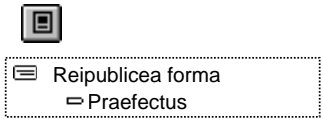
Click the slide title, and then choose "Add notes" from the Outline menu.

2



Click an insertion point behind the note icon and type your note text.

3



To hide the outline notes, click the show-notes icon in the lower-left corner of the screen.

Creating handouts

You create handouts by defining the contents of the handout master and then printing the handout pages. Each handout page can contain up to eight slide thumbnails at a time, which you can resize and position like other graphics. You print the handouts by selecting “Handouts” from the print dialog box.

Tip: Using the handout master is an excellent way to create a storyboard of your presentation. Print the handout in “Wide” orientation. Choose “Handout master” from the View menu, and then uncheck “Tall” orientation from the Master menu.

For more information

Printing overheads and support materials 202

Working with slide masters and backgrounds 26

“Defining the handout master” in Online Help

To create handouts

1

View

Outline

Handout master

Choose “Handout master” from the View menu.

2

Master

Add title

Add slide copy

Choose “Add slide copy” from the Master menu for each slide placeholder.

3

1

Slide Title

2

Drag each placeholder where you want it. Resize to fit the page as desired.

4

Show Name

Slide 1 Title Placeholder.

1

To add slide titles to the handouts, choose “Add title” from the Master menu. Drag the title placeholder into position.

5

Slide 3 Title Placeholder.

3

XXXXXX

To add page numbers to each handout, choose “Add page number” from the Master menu.

CHAPTER

5



**Working with
Graphics**

Working with imported graphics

Persuasion accepts graphics and clip art in EPS (encapsulated PostScript), PICT, Windows Metafile and Photo CD formats.

You can move and resize imported graphics easily in Persuasion. If you want to modify them more extensively, you must first convert the graphics to Persuasion format by ungrouping them. Note, however, that some imported formats (described here) cannot be ungrouped.

Use PICT graphics if you intend to edit the graphics extensively once you bring them into Persuasion. Use EPS graphics if you plan to use the graphics without changing them, and you want to print on high-resolution PostScript printers and interpreters.

PICT graphics You can ungroup all PICTs except those that contain rotated text, bitmap elements (such as scans), or other objects you cannot create in Persuasion. Text that is not rotated can be edited when you

ungroup its PICT image. Colors in imported graphics are displayed as close as possible to the original graphic's colors.

EPS graphics EPS graphics can print at high resolutions on PostScript printers and are the best choice for use in printed presentations. EPS graphics retain all PostScript color information, so the graphic will print to a PostScript printer with the exact colors of the original.

Most EPS graphics display at 72 dpi, so their screen representation may not be as sharp as the final printed version.

EPS graphics print at 72 dpi on non-PostScript output devices (such as most film recorders) unless a PostScript interpreter is used. So, if you use a non-PostScript output device, import your EPS graphic at 400% of the size you plan to use it. When you shrink it on-screen, you will refine the resolution.

EPS graphics can be resized and moved, but not ungrouped and converted to Persuasion's format.

Windows Metafiles Windows metafiles are converted to PICT graphics as they import, so PICT rules apply.

Photo CD While you are importing a Photo CD image, you can adjust the image's depth, resolution, and orientation. You can also flip the image about its vertical axis or rotate images in 90-degree increments. Once you import the image, it is converted to PICT format and can be moved and resized but not ungrouped for more extensive modifications.

OLE-linked graphics If you want to ungroup and edit an OLE-linked object, you must convert it to a picture and then ungroup it.

For more information

Adding colors and fills 120

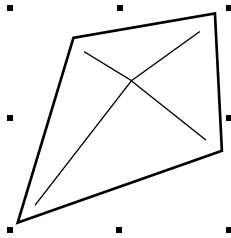
Importing graphics 136

“Maintain links with other applications” in Adobe Table Online Help

Tip: Large, imported graphics—particularly color or grayscale scanned images—take time to redraw on-screen. To speed up screen redraw when you're working on a presentation, choose “Preferences...” from the File menu, and then check “Hide big PICTs.”

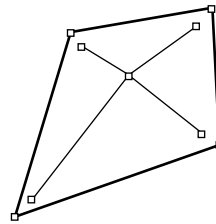
To convert a PICT to Persuasion's format

1



With the pointer tool, select the graphic you want to ungroup.

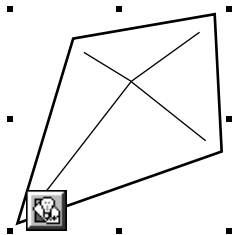
2



Choose "Ungroup" from the Draw menu.

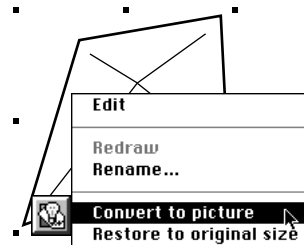
To convert an OLE-linked graphic to Persuasion format

1



Select the graphic and choose "Badges" from the Show menu to display the OLE badge, if necessary.

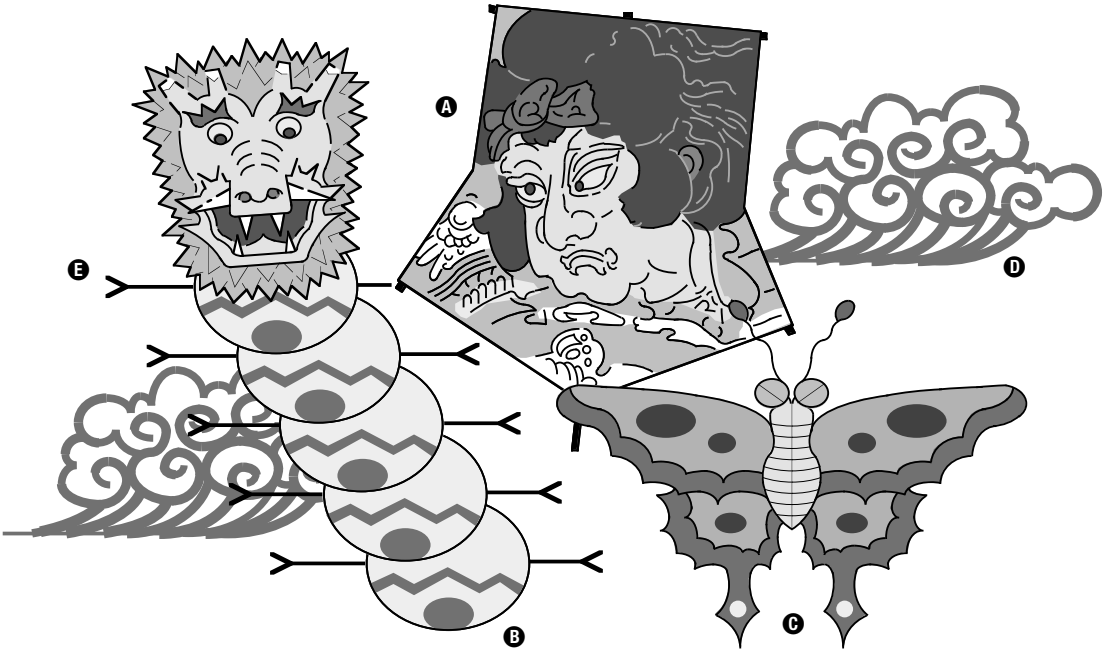
2



Select "Convert to picture" from the popup menu on the OLE badge. This step will break the OLE link and the graphic's badge will disappear, indicating that the graphic can be ungrouped.

Drawing basics

Use Persuasion’s drawing tools and menus to:

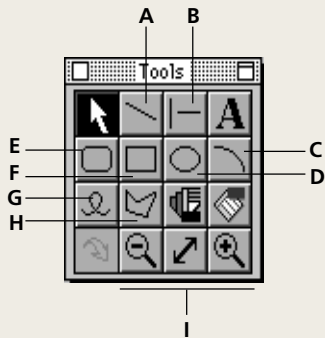


- A** Create and reshape polygons.
- B** Duplicate your graphic at identical offsets.
- C** Rotate or flip components of your graphic.
- D** Create shapes with variable line weights.
- E** Create customized line ends (endcaps).

For more information

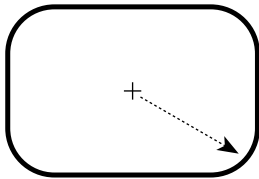
Create and customize lines and endcaps	83
Create shapes with variable line widths	84
Draw a polygon or freeform shape	82
Duplicate a graphic	85
"Setting tool attributes before you draw" in Online Help	

Drawing tools

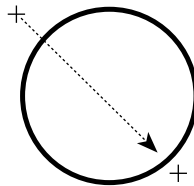


- A** Diagonal-line tool. Draws straight lines at any angle.
- B** Line tool. Draws vertical or horizontal lines.
- C** Arc tool. Draws curves or arcs.
- D** Ellipse tool. Draws ovals and circles.
- E** Rounded-corner tool. Draws rectangles or squares with rounded corners.
- F** Square-corner tool. Draws rectangles or squares.
- G** Freeform tool. Draws freeform shapes or lines.
- H** Polygon tool. Draws polygons.
- I** Magnification tools. Reduce or enlarge magnification to show more detail or more of your slide, or switch back and forth between views.

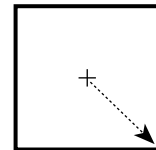
Constraining shapes as you draw



To draw a line or shape from the center, hold down Option while drawing.



To draw a perfect circle, square, or 90-degree arc, hold down Shift while drawing.



To draw a perfect circle, square, or 90-degree arc from the center, hold down Shift + Option while drawing.

Tip: Press Shift key to constrain lines and polygons to 45 degrees.

Draw a polygon or freeform shape

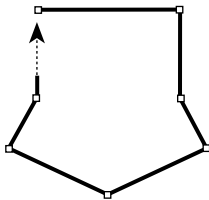
To create a polygon

1



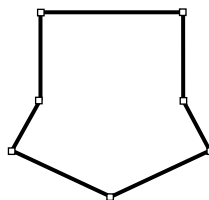
Select the polygon tool. Click an insertion point where you want the shape to start, and then click where you want the first line segment to end.

2



Continue clicking to add line segments.

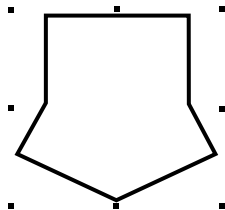
3



Double-click the first point you created to close the shape.

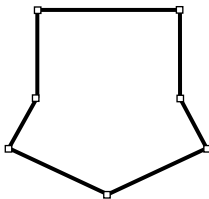
To reshape a polygon, arc, or freeform shape

1



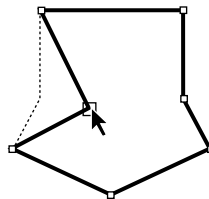
Select the object with the pointer tool.

2

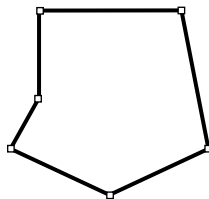
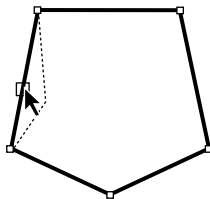


Choose "Reshape" from the Draw menu.

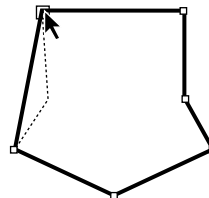
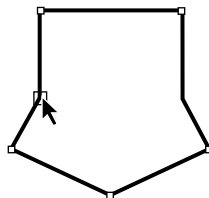
3



Drag the individual points to reshape the object.



To add a point, click anywhere on the polygon's lines.



To remove an unwanted point, drag it onto an adjacent point.

Create and customize lines and endcaps

Tools for editing lines

1 pt.

None

Hair-line

1 pt.

2 pt.

3 pt.

4 pt.

5 pt.

6 pt.

8 pt.

10 pt.

1 x 8

Other...

None

Beginning

End

Both

Edit...

A

B

C

D

E

A Line weights (widths)

B Custom line weights

C Places endcaps that scale with line weight

D Styles of endcaps

E Modify endcaps

To modify an endcap

1

Edit endcaps

Choose "Edit..." from the line palette, and then click the endcap you want to modify.

2

Drag the points in the edit box to reshape the endcap.







3

Filled

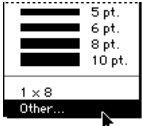
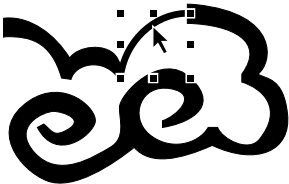
Check "Filled" to create a solid-fill endcap.

CHAPTER 5: WORKING WITH GRAPHICS 83

Create shapes with variable line weights

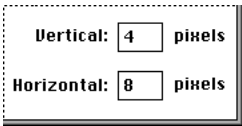
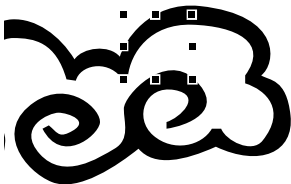
Drawing shapes with variable line weights		
Choose this tool...	And enter these pixel settings in the "Custom line size" dialog box...	To create...
arc	1x15	
diagonal line	1x20	
ellipse	15x5	
rectangle	5x25	
polygon	15x1	
freeform	20x1	

1

Select the object whose line weights you want to modify, and then choose "Other..." from the line palette.

2

In the "Custom line size" dialog box, enter the appropriate line weights (up to 99), and then click "OK."

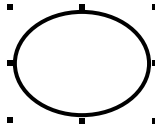
Duplicate a graphic

You can create interesting designs and custom patterns by duplicating an exact copy of an object at a specific offset from the original.

Duplicated objects will look exactly like the original. Duplicated text from placeholders becomes independent text.

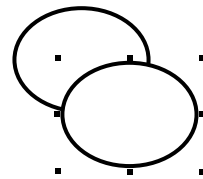
To duplicate an object to create a pattern

1



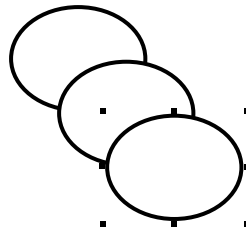
Select the object with the pointer tool, and then choose “Duplicate” from the Edit menu.

2



Without deselecting the new copy, drag it to the desired position to create the offset you want to repeat.

3



Choose “Duplicate” again to reproduce the object and the offset.

Tip: Copy and paste objects instead of duplicating them if you want the copy to appear in exactly the same place as the original. This is a useful technique for masking an object on a lower layer or for moving an object to the same place on another slide or to the slide master.

For more information

Modifying complex graphics 86

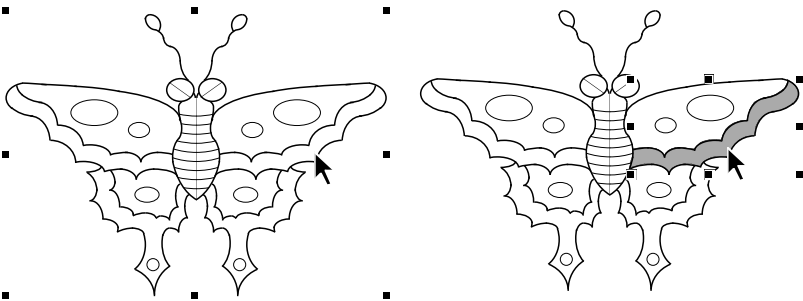
Modifying complex graphics

Grouping Use the “Group” command on the Draw menu to move and resize several objects as one graphic rather than selecting and changing each component individually. Once you’ve grouped graphics you don’t have to ungroup them again to modify individual components. Instead, you can *subselect* the object you want to modify.

Stack ungrouped objects When you are working with several objects that overlap but are not grouped, you can determine the order in which they overlap.

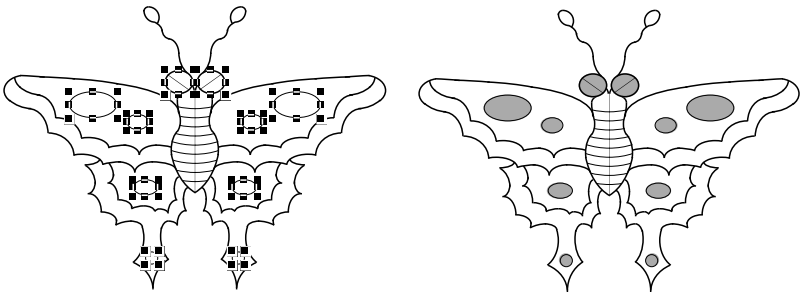
Tip: Select any object on the slide and choose “Regroup” from the Draw menu to automatically recombine objects you’ve ungrouped and modified. All the items that were most recently ungrouped will be regrouped, retaining changes you’ve made to the objects.

Modify one component of a grouped graphic



Subselect an individual component by double-clicking it, and then modify it as though it were a single object.

Modifying like objects



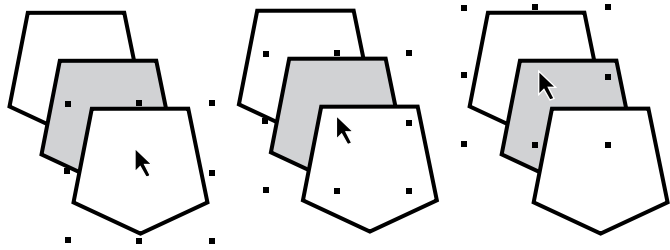
To make changes to all freestanding (not grouped) objects on a slide drawn with a specific tool (all ovals and circles, for example), select the tool, and then choose “Select all” from the Edit menu.

For more information

Working with imported graphics 78
“Grouping and ungrouping objects” in Online Help
“Layering objects” in Online Help
“Manipulating your drawings on the slide” in Online Help

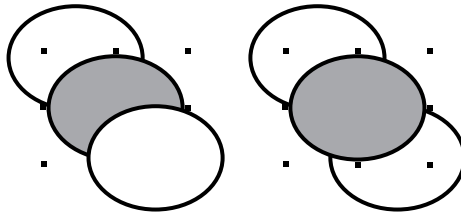
To select an object in a stack

To select an object that is completely or partly hidden in a stack on the slide, hold down Option and click the stack until the object you want is selected.



To change the stacking order

- 1 Select the object whose position you want to change.
- 2 Choose "Send" from the Draw menu and then choose an option from the submenu.

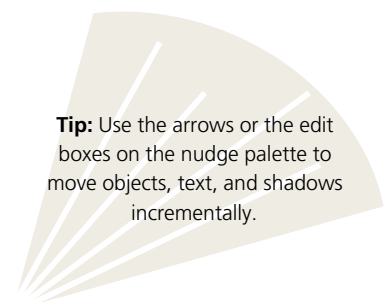


Tip: To select everything on the slide, select the pointer tool and then choose "Select all" from the Edit menu.

Aligning and distributing objects

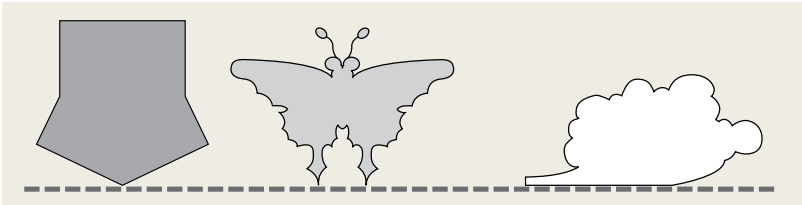
You can align several objects on your slide with each other, or distribute them to create an equal amount of space between them. In Persuasion, you do both of these automatically, without selecting and dragging each object.

When choosing to align or distribute, you make three decisions. First, decide whether you want to position objects in relation to each other on the vertical or horizontal plane. Then decide whether to align, distribute, or both. Finally, choose from among the specific alignment and distribution options.

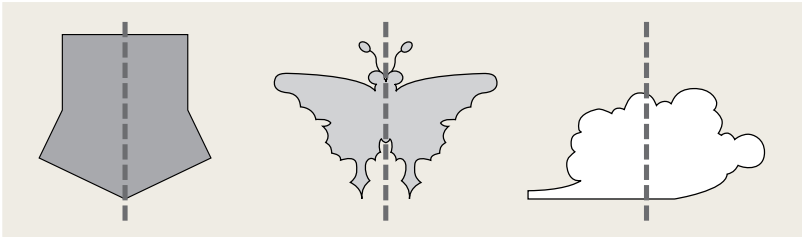


Tip: Use the arrows or the edit boxes on the nudge palette to move objects, text, and shadows incrementally.

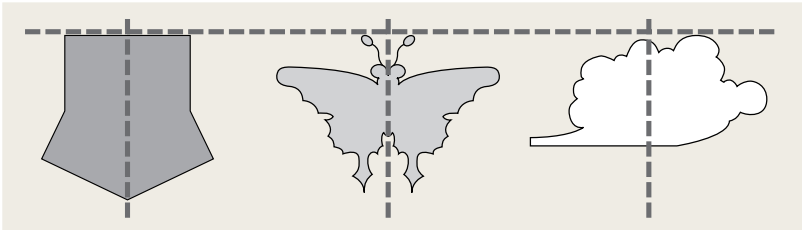
Position objects in relation to each other



Align, Vertical Bottom



Distribute, Horizontal Center



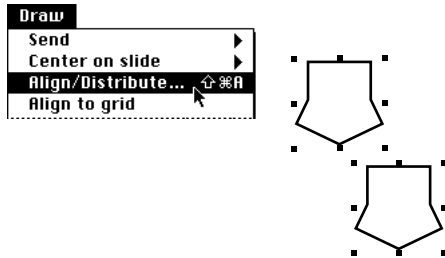
Align, Vertical Top; Distribute Horizontal Center

For more information

Use a layout grid for precise alignment..... 92
"Rotating and flipping objects"
in Online Help

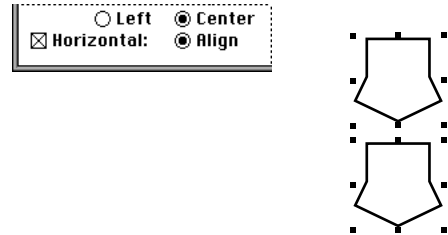
To align objects with each other

1



Select at least two objects, and then choose "Align/Distribute..." from the Draw menu.

2

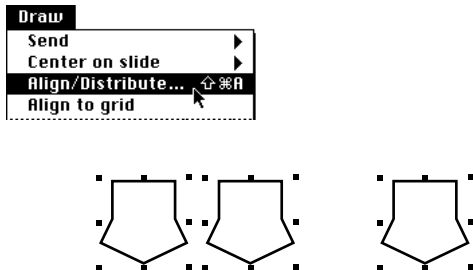


In the "Align objects" dialog box, check alignment options, and click "OK."

Tip: To align an object to the nearest grid intersection, choose "Align to grid" from the Draw menu.

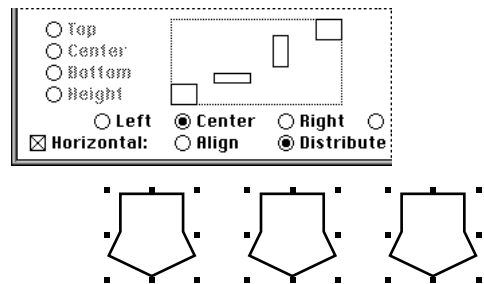
To distribute objects evenly

1



Select at least three objects, and then choose "Align/Distribute..." from the Draw menu.

2



In the "Align objects" dialog box, check distribution options, and then click "OK."

Working with shadows

You can apply shadows to objects, text, and text blocks and then change the color or pattern, or the offset of the shadow.

You use two buttons on the color palette to apply shadows: the shadow button and the button that represents what you are shadowing— text, line, or object fill.

Tools for applying shadows

A

B

C

D

E

F

G

H

I

J

Colors

Line

Fill

A

Fill

Text

Subtitle

Body

Bullet

Fill

Fill Bkgd

Line

Line Bkgd

Line 2

Shadow

Emphasis

Accent 1

Accent 2

Accent 3

Accent 4

Accent 5

Accent 6

Accent 7

Bkgd 1

Bkgd 2

No fill

Solid fill

Graduated fills and (when expanded) patterns

A Line button

B Fill button

C Text button

D Shadow button

E Collapses and expands the color palette

F Changes the foreground or background of a line, fill, or shadow

G Working set colors

H No fill

I Solid fill

J Graduated fills and (when expanded) patterns

To apply a shadow to an object

1

2

3

Select the object with the pointer tool, and then click the fill button on the color palette.

Click the shadow button on the color palette.

Click a pattern or fill, and then click a color swatch.

Red

For more information

Adding colors and fills	120
Color basics	118
"Changing text font, color, size and style" in Online Help	

To apply a shadow to text characters

1



Select the text with the pointer tool.

2

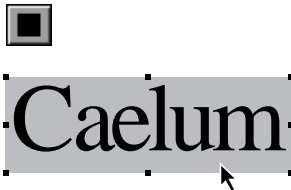


Click the shadow button on the color palette, and then click a color swatch.

Tip: Remove text shadows from selected text by choosing “Text format...” from the Text menu, and then unchecking “Shadow” in the “Text format” dialog box.

To apply a shadow to a text block

1



Select the text with the pointer tool, and then click the fill button on the color palette.

2



Click the shadow button on the color palette, and then click a color swatch.

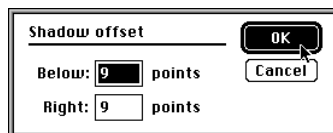
To change the offset of a shadow

1



Select the object with the pointer tool, and then choose “Shadow offset...” from the Draw menu.

2



Enter values in the “Below” and “Right” edit boxes and click “OK.” Enter negative numbers to move the shadow above or to the left of the object.

Tip: Use the arrows or the edit boxes on the nudge palette to move objects, text, and shadows incrementally.

Use a layout grid for precise alignment

A key technique for creating a consistent layout is using a layout grid. The grid helps you position objects precisely across all your slides.

Three sets of nonprinting tools for creating a layout grid and for positioning and drawing objects on your slides precisely are available from the Show menu: grid lines, rulers, and guides.

You can choose to have objects “snap to” guides and grid lines, so that when you position an object within a few pixels of the grid line or guide, Persuasion automatically moves the object to the line.

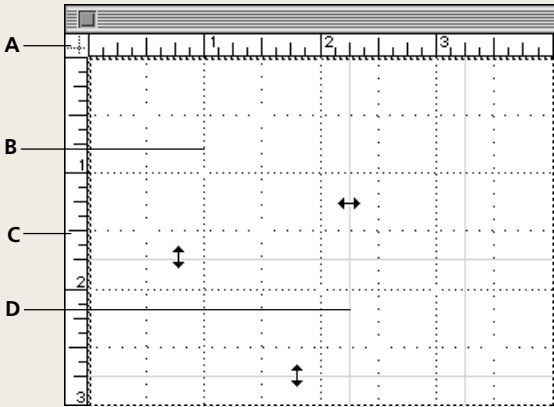
Set up guides on a background, slide master, or slide depending on how often you want them to appear. Guides on masters or backgrounds will show up on the slides.

Tip: Choose “Ruler units” from Rulers in the Show menu to change the measuring basis of grid lines.

For more information

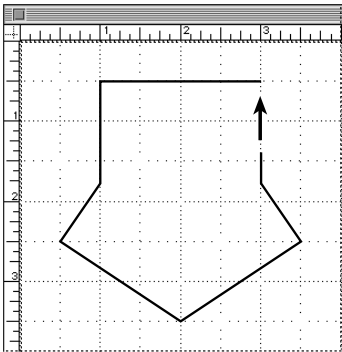
Aligning and distributing objects 88
“Positioning graphics using rules, guides, and grids” in Online Help

Tools for precise positioning



- A** Click and drag the crosshair to adjust the position of the zero point.
- B** Grid lines help you place objects at specific intervals from one another.
- C** Click the ruler and drag guides into position to align objects precisely.
- D** Use guides to help place objects in the same place on each slide.

Drawing on the grid



Draw a symmetrical polygon by counting grid intersections, or points between the lines, as you draw your segments. Turn on “Snap to Grid” from “Grid” in the Show menu to ensure the lines are a consistent length.

CHAPTER

6



Charts, Tables, and Organization Charts

Adding a chart to your slide

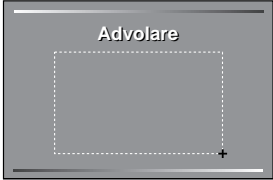
Adobe Chart is an integrated application that opens automatically when you click a chart placeholder on a slide or draw a rectangle with the chart tool in Persuasion. The chart fills the space of the chart placeholder or the rectangle.

With Adobe Chart you can create and update complex charts while working in Persuasion. Charts are OLE-embedded in Persuasion, so you can update a chart in Adobe Chart after you have placed it on a Persuasion slide.

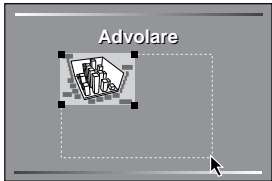
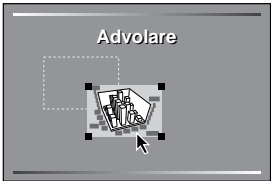
With a Persuasion file open, you can open Adobe Chart, enter your data, and format the chart. You'll find detailed instructions for creating and customizing each chart type in Adobe Chart online Help.

Note: Adobe Chart can OLE-embed to any application that supports OLE.

Two ways to position and size your chart



The position and size of your chart is determined either by Persuasion's chart placeholder or by the rectangle you draw with the chart tool.



After you've added your chart, you can move and resize it.

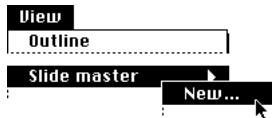
For more information

Object linking and embedding (OLE) ...	144
Working with slide masters and backgrounds	26
"Adding a chart to a slide" in Online Help	
"Creating a chart slide master" in Online Help	
"Moving and resizing charts" in Online Help	
"Visual guide to Adobe Chart" in Adobe Chart Online Help	

Tip: You may find that Adobe Chart runs faster when you close other unused applications. If you have difficulty running Persuasion and Adobe Chart simultaneously, open Adobe Chart to create and copy your chart, and then open Persuasion and choose "Paste special..." from the Edit menu to add your chart in your presentation.

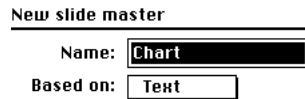
To create a chart slide master

1



Choose "Slide master" from the View menu, and then choose "New..." from the submenu.

2



In the "New slide master" dialog box, base your new slide master on an existing slide master, name your chart master, and then click "OK."

3



Remove any unwanted placeholders from the chart master, and then choose "Add chart" from the Master menu.

To add a chart using a placeholder

1



Assign a chart slide master to a slide, and then click the chart placeholder to open Adobe Chart.

2

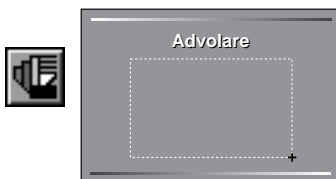


In the new chart dialog box, select the chart type you want, and then double-click a thumbnail to open the chart.

Tip: If the prompt text or the chart placeholder does not appear, choose "Placeholder" from the Show menu, and then check "Prompt text" on the submenu.

To add a chart using the chart tool

1



Select the chart tool from the Persuasion tool palette, and draw a rectangle on your slide to establish your chart's position and size.

2



In the new chart dialog box, select the chart type you want, and then double-click a chart template thumbnail to open the chart.

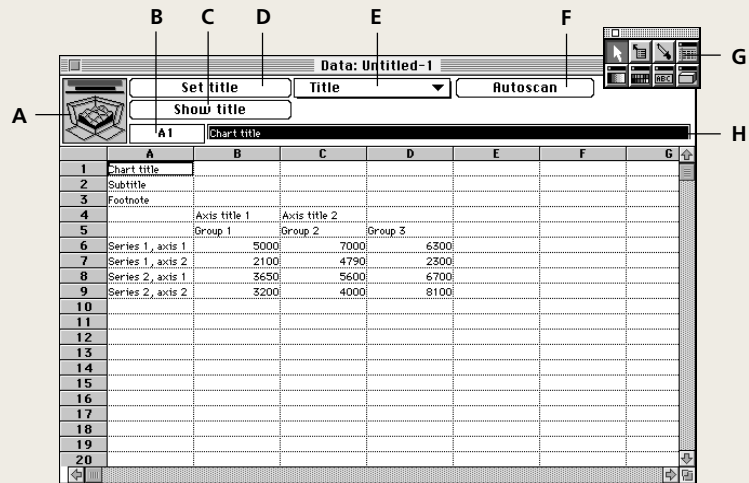
Entering chart data

Enter data for your chart in the chart's data sheet. You can either enter your data over the sample data, or clear the sample data and then enter your own.

The cell to which a piece of data is assigned in the data sheet determines its function and position on the chart. That is, you tell Adobe Chart which cell corresponds to the title, data range, or footnote on a chart. If you enter your data over sample data, keying your chart title over "Chart title," for example, you can set cell assignments by selecting "Autoscan."

If you enter data on a cleared data sheet, you'll need to manually set cell assignments.

Chart data sheet with sample data



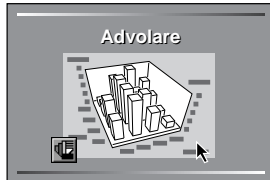
- | | |
|--|--|
| A The chart guide shows where sample data, displayed in E, appears on a standard chart. | E Chart position names. |
| B The row and column intersection for the highlighted cell. | F Automatically assigns data in a preset and highlighted cell to a standard chart position. |
| C Displays data sheet cell(s) assigned to the chart position named in E. | G Chart button displays the chart. From the chart, the data sheet button displays the data sheet. |
| D Assigns data in highlighted cell(s) to a chart position in E. | H The edit line displays characters as you edit or type. |

For more information

"Enter your data" in Adobe Chart
Online Help

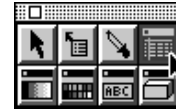
To display the data sheet from Persuasion

1



Click the Chart badge on the slide to display the Chart menu, and then choose "Edit."

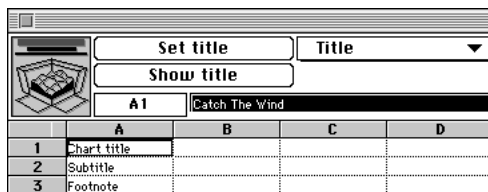
2



From the Adobe Chart control palette, click the data sheet button.

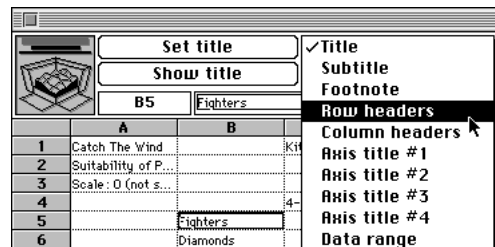
To enter data and set cell assignments

1



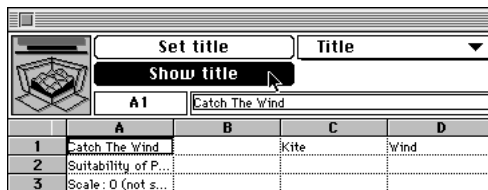
Click an insertion point in a cell and type your data. Press Return to enter the data in the cell.

2



To set cell assignments, select a cell or a range of cells, and then choose a chart position name from the popup menu.

3



Clear any cells that contain only sample data, and then click "Show" to review your chart assignments.

4



If you typed over sample data, click "Autoscan." If you cleared sample data, click "Set" to make cell assignments. (Type in all your data before setting assignments.)

Bringing in data created in other applications

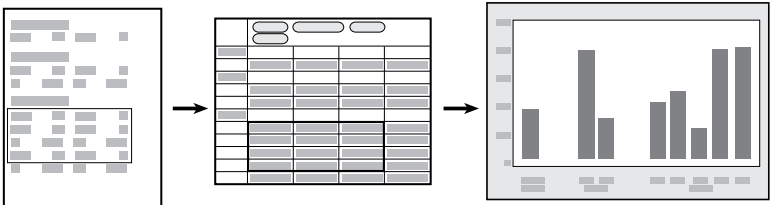
If you want to use data created in another application, you have two options for bringing it into Adobe Chart:

- Import the data.
- Copy and paste the data.

You can import any text-only (ASCII) data that is saved in tab-separated (Tsv), comma-separated (Csv), or space-separated (Ssv) format. You can also import data saved in Microsoft Excel file format.

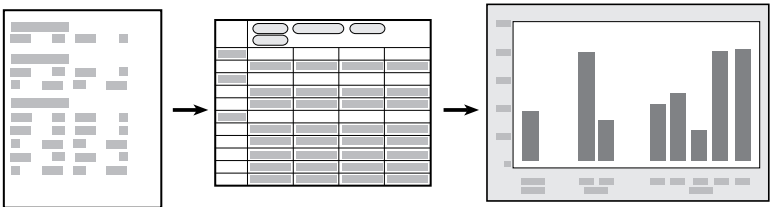
Adobe Chart immediately sets appropriate cell assignments if your imported or copied data follows the sample data format for your chart's data sheet. Otherwise, after importing or copying data, you need to set cell assignments manually.

Copy and paste selected data



If you want to use only a portion of the data from another application in Adobe Chart, copy and paste the data.

Import an entire file



If you want to use all the data from another file, import the file into Adobe Chart.

For more information

Entering chart data	96
Publish and subscribe	146
"How to publish and subscribe in Persuasion" in Online Help	
"Setting the cell assignments" in Adobe Chart Online Help	

Tip: If you want Adobe Chart data to update automatically when you update data in the original application, publish the original data as an edition file. Then, open Adobe Chart as a standalone application and subscribe to the edition file.

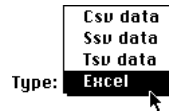
To import data from an application

1



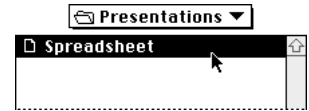
In the Adobe Chart data sheet, choose "Import data..." from the File menu.

2



In the "Import" dialog box, specify a file type for the data you're importing.

3



Select the file you want to import, and then click "Open."

Change the look of a chart

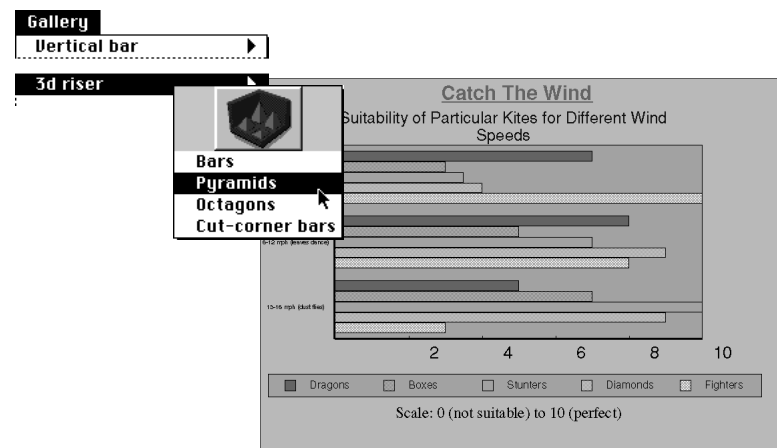
After you create your chart, you may find that your chart type doesn't effectively show the data or that the arrangement of data conceals important information.

You can change the way your chart looks by:

- Changing the chart type.
- Reversing the position of your data to bring obscured data to the foreground.
- Resizing your chart.

Each chart type has additional options for restructuring your data. Detailed information about each chart type and its options is available in Adobe Chart Online Help.

Change your chart type



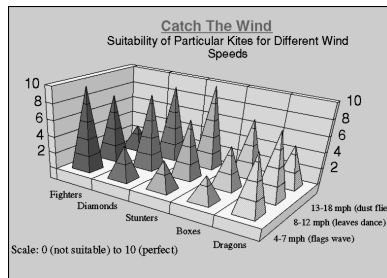
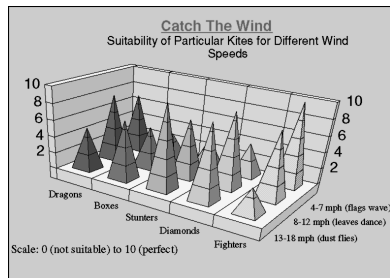
Browse through chart types by choosing individual thumbnails from the Gallery menu.

Tip: If you get a warning message after changing your chart type, you may need to enter additional information or reset the data range chart assignment for the new chart type.

For more information

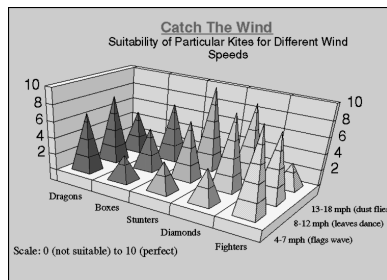
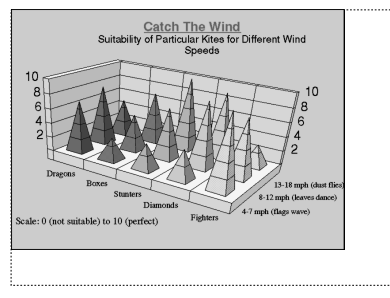
"Select a chart type" in Adobe Chart Online Help

Reverse series or categories of data



You can emphasize different parts of your 3D chart or reveal obscured data. Experiment with reversing either series (dependent data, like location) or categories (independent data, like time of day) using “Data reversal” from the Adobe Chart menu.

Resize your chart



After you place a chart in Persuasion, you can change its size by dragging its resizing handles. Resizing may distort objects or text. Choosing “Redraw” from the OLE badge popup menu can refine your chart’s resolution.

Tip: To resize a chart to its original dimensions, choose “Restore to original size” from the OLE badge popup menu.

Modifying individual chart components

Modifying charts in Adobe Chart is similar to modifying graphics in Persuasion: select the component you want to change, and then select the appropriate tools and options from the palettes.

When you add your chart to a Persuasion presentation, the colors in the Adobe Chart color palette are those of your presentation's "Standard" color model. The Adobe Chart color palette functions like the Persuasion color palette. However, to edit colors on a chart, use the Persuasion color palette.

Tip: For faster screen redraw in Adobe Chart, hide all the text and graphic elements you are not working on by choosing "Display status" from the Chart menu. You can also cancel screen redraw by pressing Esc.

For more information

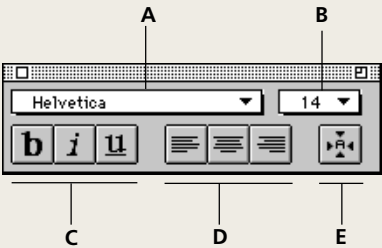
Adding colors and fills 120
"Chart elements" in Adobe Chart Online Help
"Edit the chart" in Adobe Chart Online Help

The Adobe Chart control palette



- A** The pointer tool selects chart objects, tools, and commands.
- B** The popup menu tool displays popup menus on chart objects that you can use to modify chart objects.
- C** The eyedropper tool copies and applies colors, patterns, and fills from one object to another.
- D** The data sheet button displays the data sheet. From the data sheet, the chart button displays the chart.
- E** Displays the special effects (SFX) palette.
- F** Displays the color palette.
- G** Displays the text palette.
- H** Displays the 3d view palette.

Adobe Chart text palette



- A** Lists available fonts.
- B** Lists font sizes.
- C** The bold, italic, and underline buttons determine text style.
- D** Text alignment buttons.
- E** The autofit button proportionally resizes text when you resize a text block.

To proportionally resize text

1

Reipublicae Forma

With the pointer tool, select the text block you want to resize.

2



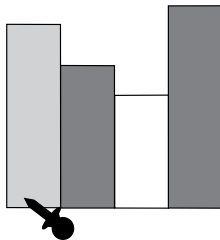
Reipublicae Forma

Click the autofit button on the text palette, and then drag the handles on a text block to the size you want.

Tip: Not all chart text can be proportionally resized. If handles—not solid boxes—appear when the text block is selected, the text can be resized using the autofit button.

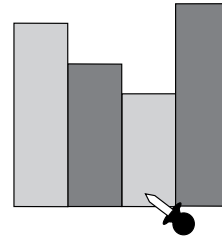
To copy fills from one chart object to another

1



Select the eyedropper tool from the control palette, then click the object whose color, fill, or graphic you want to copy.

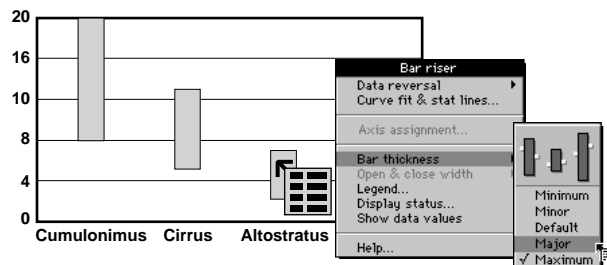
2



Click with the eyedropper tool on the object you want to fill.

To show popup menus

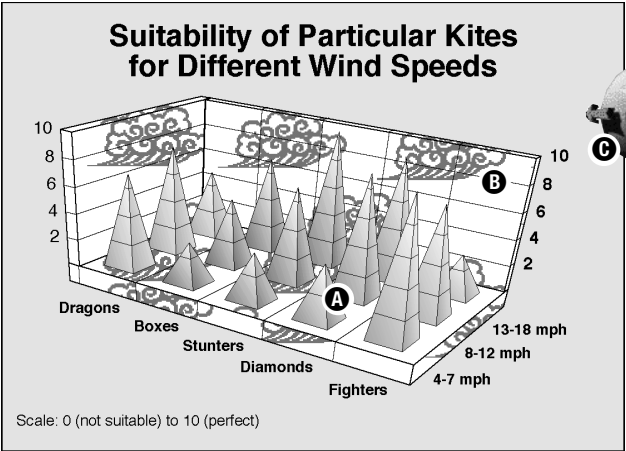
Select the popup menu button, and then click and hold a chart object until the menu appears from which you can edit the object.



Special effects and 3d charts

In addition to Adobe Chart's tools for manipulating text and color, you can use two additional palettes to change the way your charts look: the special effects (SFX) palette, for both two or three dimensional charts, and the 3d view palette. Display these palettes by clicking the appropriate button on the control palette.

Special effects enhance the look of your chart



Tip: You can add graphics, including clip art, to charts by saving them in the "Effects" folder of the Chart folder. Graphics in this folder appear in the "Pictures" popup menu on the SFX palette.

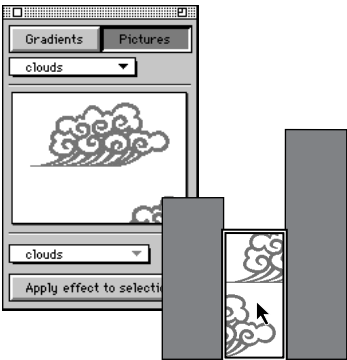
- A** Add custom gradient fills to chart backgrounds or components.
- B** Add graphics to chart backgrounds or components.
- C** Determine a viewing angle that emphasizes your data.

For more information

Modifying individual chart components 102
"Add special effects to your chart" in Adobe Chart Online Help
"Emphasize portions of data" in Adobe Chart Online Help
"Preset viewing angles in 3d charts" in Adobe Chart Online Help

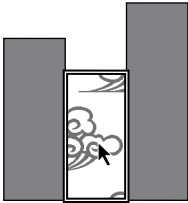
To add scans or graphics

- 1 Select the chart component to which you want to add the graphic, and then click "Pictures" on the SFX palette.
- 2 Choose the graphic you want to add from the lower popup menu, and then click the "Apply effect to selection" button on the SFX palette.



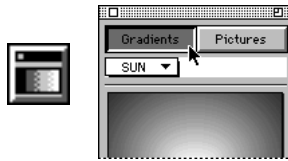
To apply a gradient fill to a chart object

1



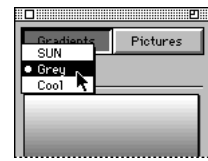
Select the chart object you want to fill.

2



Click the special effects button on the control palette, and then click the "Gradients" button.

3



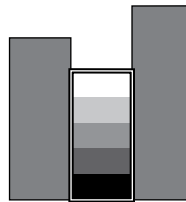
Select the fill you want from the popup menu.

4



Choose a direction in which the fill should flow from the "Direction" popup menu.

5

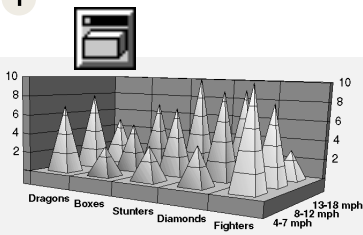


Click the "Apply effect to selection" button on the SFX palette to see the change on your chart.

Tip: Expand the SFX palette if you want to change the start or end color for your fill.

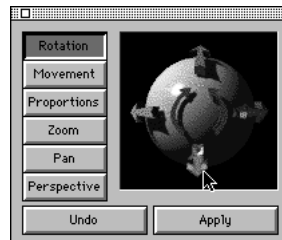
To change the viewing angle on a 3d chart

1



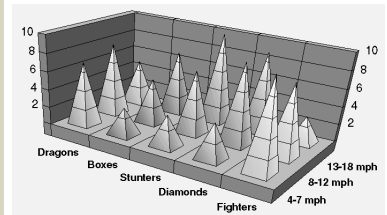
Select an object, and then click the 3d view button on the control palette.

2



On the 3d view palette, select the aspect you want to change, and then click the arrows in the 3d model to make incremental changes.

3



Click the "Apply" button on the 3d view palette to see your changes.

Adding an organization chart

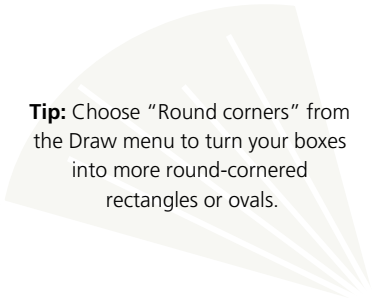
Use organization charts to show a company's reporting structure, or to show other types of hierarchical information.

You create organization charts in Persuasion by entering your text in the outline, and then assigning an organization chart master to the slide. Each AutoTemplate that comes with Persuasion has an "Org Chart" slide master containing a placeholder for a three-level organization chart. Each level holds up to five boxes. If your chart is more detailed, you can create a new organization chart master. Be aware that larger organization charts can be less readable.

You modify an organization chart by selecting the part you want to change and working with the Persuasion text, color, and line palettes.

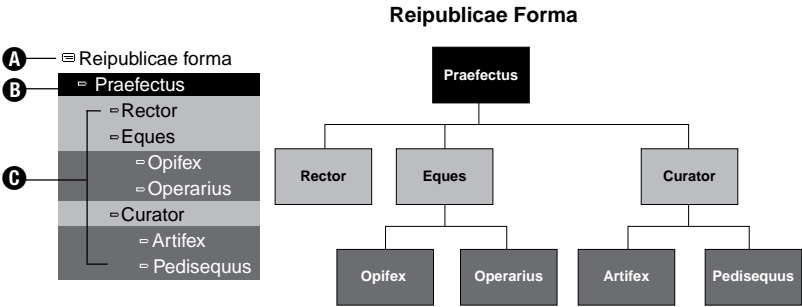
To work with your organization chart as a graphic, ungroup it first. Then you can make changes in the connecting lines or change the shape of individual boxes.

Ungrouped organization charts no longer reflect changes made in the outline.



Tip: Choose "Round corners" from the Draw menu to turn your boxes into more round-cornered rectangles or ovals.

Outline levels correlate with chart levels



For more information

Adding colors and fills 120

Entering text in the outline 64

"Formatting organization charts on slides and slide masters" in Online Help

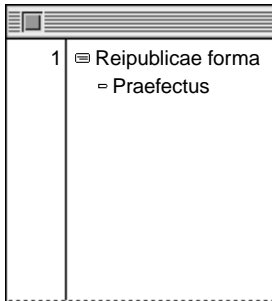
"Making an organization chart" in Online Help

"Setting up an organization chart placeholder" in Online Help

- A** The first level on the outline represents the slide title.
- B** The first level of body text represents the top level in your organization chart.
- C** Each subordinate heading represents a lower level on an organization chart.

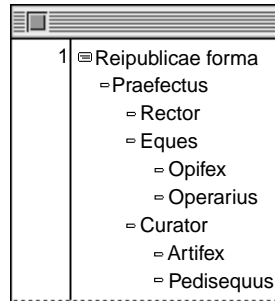
To add an organization chart to an AutoTemplate presentation

1



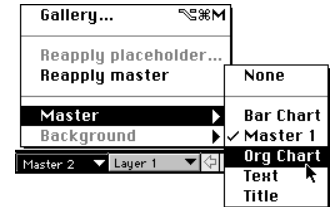
Create a new slide in the outline, and then enter the slide title.

2



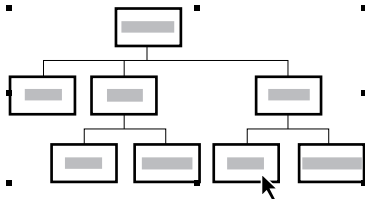
Type the levels of your organization chart as subordinate headings.

3

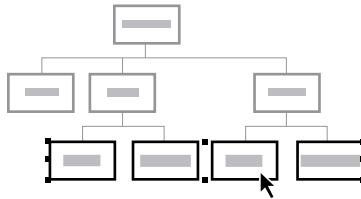


Choose "Org Chart" from the master popup menu at the bottom of the window.

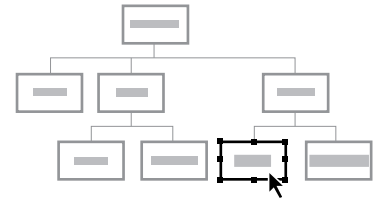
To modify parts of your organization chart



To modify the entire chart, click the chart once with the pointer tool and then select options from the text, line, or color palette.



To modify a whole level of boxes or lines, double-click the level with the pointer tool, and then select options from the text, line, or color palette.



To modify an individual box or line on a slide, double-click the box or line twice with the pointer tool, and then select options from the text, line, or color palette.

Tip: To modify text in the organization chart, triple-click the text with the pointer tool, and then edit the content and the format of selected chart text.

Tailoring your organization chart

You have two primary ways to modify the size and shape of your organization chart boxes and the space between them:

- Change the size of the organization chart on the slide.
- Create a new organization chart placeholder with a different number of boxes and levels.

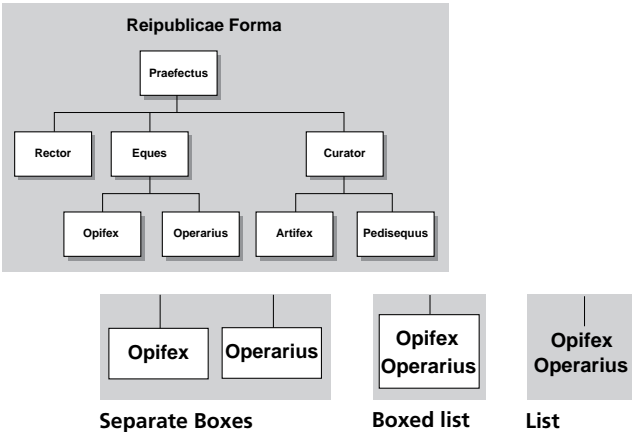
You establish box and level settings for an organization chart when you create it. The settings you choose are a guide and do not restrict the number of boxes or levels you can enter.

For best results, try to estimate as closely as possible the number of levels and boxes you'll need for your organization chart. When you add more levels or boxes, the shape of the boxes will change to accommodate the data. When you add more levels, the additional levels take on the format of the next-to-last level.

For more information

Model a slide master after a slide you like 32
"Setting up an organization chart placeholder" in Online Help
"Formatting organization charts on slides and slide masters" in Online Help

Formatting options for the lowest level



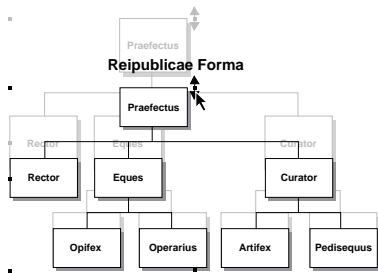
The information in the lowest level of your organization chart can be formatted in three ways, as a list, a boxed list, or separate boxes, depending on the option chosen in the "Add org chart..." dialog box.

The "Add org chart..." dialog box

- A** Choose a setting as close as possible to the number of levels you expect to use on your slide.
- B** Enter the maximum number of boxes you are likely to require on any given level of your chart.
- C** Select a display option for the lowest level of your organization chart.

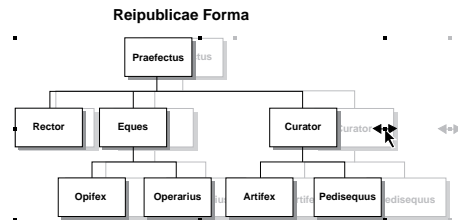
To modify box size

1



To make the organization chart boxes deeper, select the chart with the pointer tool, and then drag either the center top or bottom handle until the boxes are the depth you want.

2

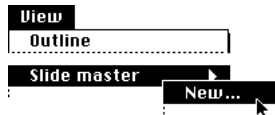


To widen the organization chart, select the chart with the pointer tool, and then click and drag the center left or right handle until the boxes are the width you want.

Tip: You can proportionally resize your chart by clicking and dragging any corner handle. To change text size in resized boxes, select the resized chart or chart level with the pointer tool, and choose a new point size from the text palette.

To create an organization chart master

1



Choose "Slide master" from the View menu, and then choose "New..." from the submenu.

2

New slide master

Name: **Org Chart**

Based on: **None**

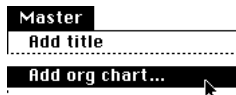
Chart

☒ **Text**

Title

In the "New slide master" dialog box, base your new master on an existing slide master, name it, and then click "OK."

3



Delete any organization chart or body text placeholder and then choose "Add org chart..." from the Master menu. (A single master can hold one organization chart or body text placeholder, not both.)

4

Add org chart placeholder

Default number of levels: **3**

Default number of boxes: **5**

Set lowest level as: ☐ List ☐ Boxed list ☒ Separate boxes

In the "Add org chart..." dialog box, enter the number of levels and maximum number of boxes you need on any level. Select a format for the lowest level and click "OK."

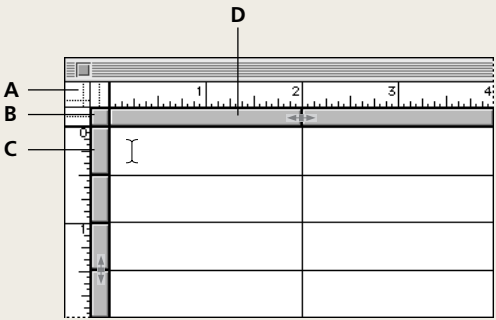
Adding a table to a slide

Although you can create columns of text in a body text placeholder, when you want to add complex tables to your presentation, use Adobe Table. Adobe Table is an integrated application that opens automatically when you draw a box with the table tool in Persuasion.

Initially, your table fits into the box you draw, but you can change its dimensions any time by selecting the table and dragging its side handles.

Tip: When you type text into a table cell and it wraps in the cell, all the cells in that row become taller. To create wider cells, move the cursor to the row-select zone. When it turns into a double arrow, click and drag it to the width you want.

Parts of Adobe Table



The diagram shows the Adobe Table application window with a table grid. Labels A, B, C, and D point to specific parts: A points to the top-left corner where the rulers meet; B points to a small square button in the top-left corner; C points to a vertical line on the left side of the table grid; D points to a horizontal line at the top of the table grid.

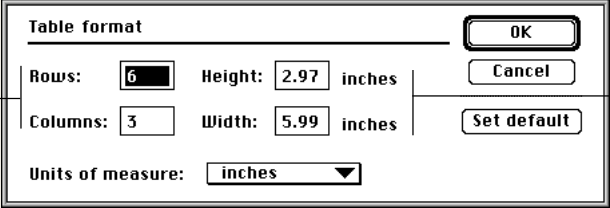
A The rulers' zero point.

B Select-all box.

C Row-select zone.

D Column-select zone.

"Table format" dialog box



The screenshot shows the 'Table format' dialog box. It has a title bar 'Table format' and three buttons: 'OK', 'Cancel', and 'Set default'. The 'Rows' field is set to 6, 'Height' is 2.97 inches, 'Columns' is 3, 'Width' is 5.99 inches, and 'Units of measure' is set to inches. Labels A and B point to the 'Rows' and 'Columns' fields respectively, and label B also points to the 'Height' and 'Width' fields.

A Defines the current number of rows and columns in your table.

B Table height and width dimensions reflect the box size you drew on your slide.

For more information

Creating multicolumn text 60

"Place your table in another application" in Adobe Table Online Help

"Set the table and text defaults" in Adobe Table Online Help

To create a table

1



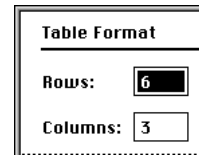
In Persuasion, display the slide on which you want to add a table, and select the table tool from the tool palette.

2



Click where you want the upper-left corner of the table to begin, and then drag the cursor diagonally to create a rectangle the size of your table.

3



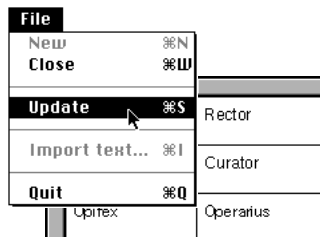
When Adobe Table opens, choose "Table format..." from the Edit menu. In the "Table Format" dialog box, type the number of rows and columns you want, and then click "OK."

4

	Praefectus	Rector
	Eques	Curator
	Opifex	Operarius

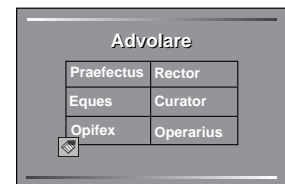
Click in a cell and type your text. Press Tab to enter your text and move to the cell on the right. Use the arrow keys to navigate through cells.

5



When you finish entering text, choose "Update" from the File menu.

6



Choose "Close" or "Quit and return to" from the File menu to return to Persuasion.

Tip: Choose "Restore to original size" from the table's OLE badge popup menu to restore your table to its Adobe Table dimensions.

Using tables from other applications

If the text you want to use in your table already exists in another application, you have two options for using it in Adobe Table:

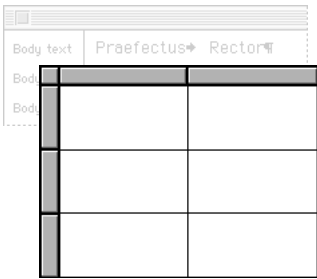
- Copy and paste the table text from the source application into Adobe Table.
- Import the file.

Text files that you import must have these characteristics:

- Columns are separated by tab characters.
- Rows are separated by returns.
- The file is saved in text-only (ASCII) format.

To import table text

1



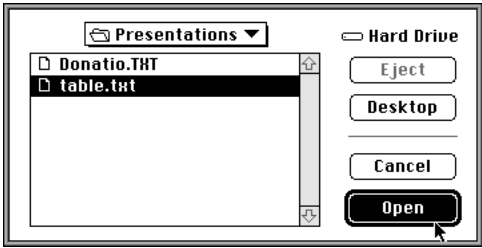
In Adobe Table, create a table and click an insertion point where you want the upper-left table entry to appear.

2



Choose “Import text...” from the File menu.

3



In the dialog box, locate the file you want to import, and click “Open.”

For more information

“Import text from other applications” in Adobe Table Online Help

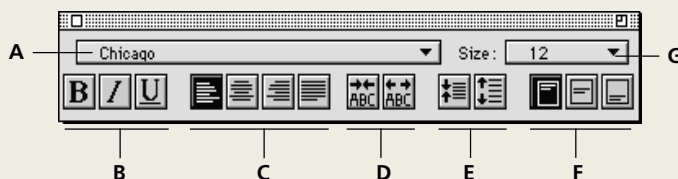
“Maintaining links with other applications” in Adobe Table Online Help

Modify table text

Use the text palette in Adobe Table to change the text formatting in your table.

You can modify the contents of a cell, a row, a column, or the whole table depending on which cell or zone you select.

The text palette



- | | |
|---------------------------------------|-------------------------------------|
| A Font popup menu | E Line-spacing buttons |
| B Type style buttons | F Vertical-alignment buttons |
| C Horizontal-alignment buttons | G Point size popup menu |
| D Character-spacing buttons | |

Tip: To change the default settings for font, point size, style, alignment, or character and line space settings, choose "Text format..." from the Edit menu, and make your changes. Then, in the "Text format" dialog box, click the "Set default" button.

For more information

"Format table text" in Adobe Table
Online Help

"Edit your table" in Adobe Table
Online Help

Changing table borders and margins

Use the table palette in Adobe Table to modify the table borders and margins. You can change table borders one row or column at a time or for the whole table. You can also change the border of a single cell by selecting that border. Table margins can be changed when you click the select-all box in the upper-left corner of the table.

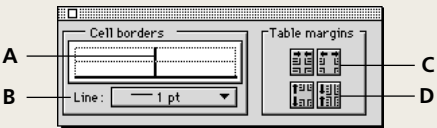
Within a table, you can apply a single color to lines and a single color to text by using the Persuasion color palette. Unless a colored object is placed behind your table, it will appear transparent and take on the background fill of your slide.

Tip: To add colors to table lines or text, click either the line or the text button on Persuasion’s colors palette, and then click a color. To remove colors from your table and restore it to its original color, use the no-fill switch.

For more information

Adding colors and fills	120
Working with imported graphics	78
“Adding a color to tables” in Online Help	

The table palette



- A Cell border lines.
- B Line weight popup menu.
- C Horizontal nudge buttons.
- D Vertical nudge buttons.

To create a background for a table

1

A screenshot of a presentation slide showing a table titled 'Advolare'. The table has three rows and two columns. The first row contains 'Praefectus' and 'Rector'. The second row contains 'Eques' and 'Curator'. The third row contains 'Opifex' and 'Operarius'. A mouse cursor is pointing at the bottom-left corner of the table.

Select a drawing tool, such as the rounded-corner tool, and then draw the shape you want.

2

A screenshot of the 'Fill' palette. It shows a grid of color swatches. The first row includes 'Fill', 'Fill Bkgd', 'Accent 4', and 'Accent 5'. The second row includes 'Line', 'Line Bkgd', 'Accent 6', and 'Accent 7'. The third row includes 'Line 2', 'Bkgd 1', and 'Bkgd 2'. A mouse cursor is pointing at the 'Fill Bkgd' swatch.

Click the fill button on the palette, and then click a color swatch.

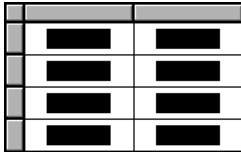
3

A screenshot of the 'Draw' menu. The 'Send' option is selected, which has opened a submenu. The submenu contains four options: 'To front' (with a keyboard shortcut), 'Forward' (with a keyboard shortcut), 'To back' (with a keyboard shortcut), and 'Backward' (with a keyboard shortcut). A mouse cursor is pointing at the 'Backward' option. In the background, the 'Advolare' table from the previous steps is visible.

Choose “Send” from the Draw menu, and then choose “Backward” from the submenu until the shape is positioned behind your table.

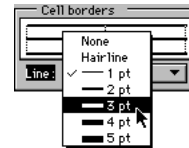
To change the width of the table lines

1



Select the lines you want to change by clicking a cell line or table zone.

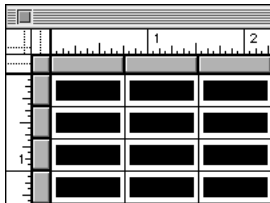
2



In the "Cell borders" selection box, click the proxy for the cell line you want to change, and then choose a line weight from the "Line" popup menu.

To change column or row margins

1



Click the select-all box in the upper-left corner of the table.

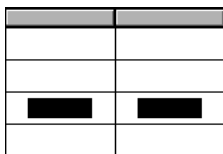
2



Click the appropriate horizontal or vertical nudge button on the table palette.

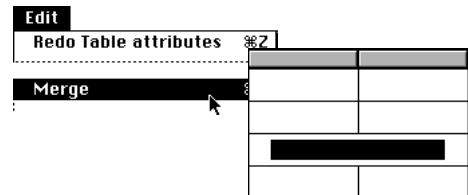
To merge table cells

1



Select the cells you want to merge together.

2



Choose "Merge" from the Edit menu.

Tip: To make your new table borders and margins the default settings, choose "Table format..." from the Edit menu. In the "Table format" dialog box, click "Set default."

CHAPTER

7



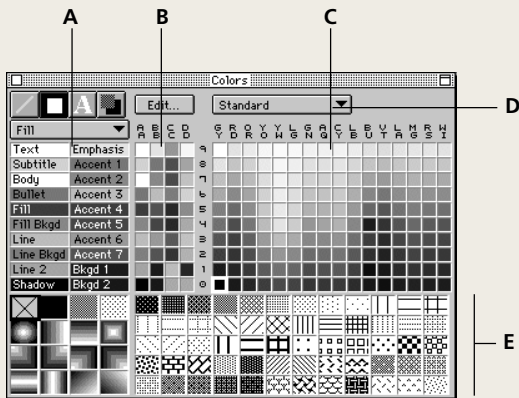
**Persuade with
Color**

Color basics

The Persuasion color palette consists of three sections, giving you a wide range of color choices and making it easy to access to the colors you use most often. The three sections are the working set, the color scheme, and the color spectrum.

Although there are specific reasons to use colors from each section, you can apply color to any text, line, or graphic from any swatch in any section on the color palette.

Tools for working with color

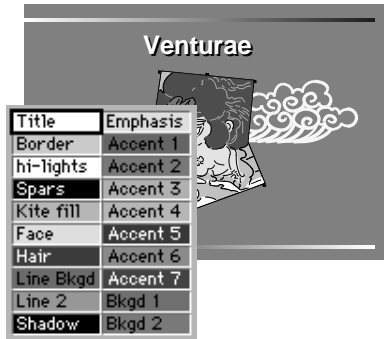


- A** The working set allows quick access to the colors you use most often.
 - B** The color scheme contains both colors and powerful editing and application tools.
 - C** The color spectrum represents colors from a broad range of both hue and lightness.
 - D** Lists Persuasion's color systems.
 - E** Patterns and graduated fills. You can color either the foreground and/or background of a pattern.
- Note: Some patterns do not image on high-resolution film recorders. Check with your film recorder source before using them for a 35mm presentation.

For more information

- Change color systems for your output 128
- "Adding colors, patterns, and shadows to objects" in Online Help
- "Using the color palette" in Online Help

When to use which section of the color palette



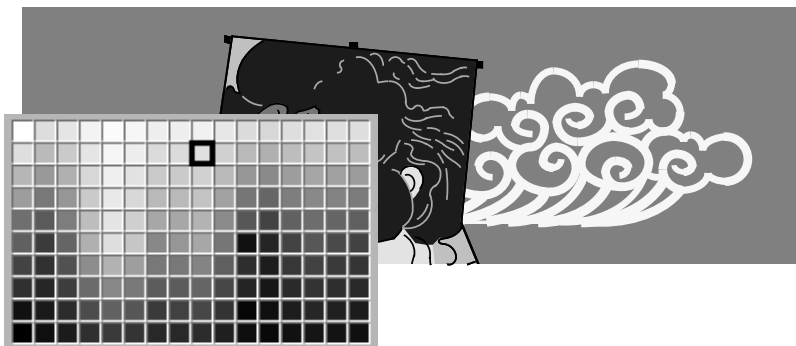
Use colors from the working set if you want to access them from the collapsed color palette. In the AutoTemplates that come with Persuasion, working set colors correspond to the first two columns of the color scheme and are named after their use, for example "Title" instead of LB9.

You can copy colors into the working set from both the color scheme and the color spectrum.



The color scheme is a powerful tool for changing the overall look of a presentation quickly. If you edit or replace a color swatch in the color scheme, all the objects in your presentation colored from that swatch reflect your change.

You can only edit colors in the color scheme. Copy colors from the working set or the color spectrum to the color scheme if you want to edit them.



Since the colors in the color spectrum do not change automatically when the color scheme is replaced, use them when you want to maintain consistent colors for objects. Even if you import a new color scheme, colors applied directly from the color spectrum will remain unchanged.

Adding colors and fills

In Persuasion, you can apply color and a variety of patterns to objects drawn in Persuasion, shadows, and some imported objects. For example, you can apply color to PICT graphics. EPS graphics and scanned images cannot be colored by Persuasion.

You can also apply color to text and text shadows, and use different colors for the foreground and background of a pattern. For example, you can create red bricks with gray mortar using the brick pattern.

The collapsed color palette

A Line button.

B Fill button.

C Text button.

D Shadow button.

E Changes the foreground or background of a line, fill, or shadow.

F No fill.

G Solid fill.

H Collapses and expands the color palette.

I Working set colors.

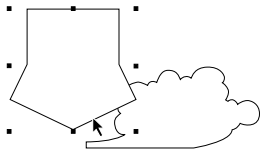
J Graduated fills.

For more information

Changing bullet style	52
Creating a working set of colors	122
Working with imported graphics	78
Working with shadows	90

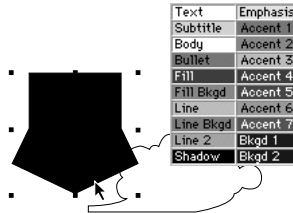
To apply a fill to an object

1



With the pointer tool, select the object you want to fill, and then click the fill button on the color palette.

2

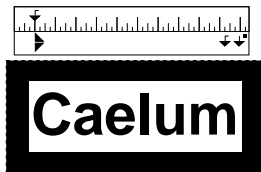


Select a fill from the color palette, and then select a color from the color palette.

Tip: If you've applied a pattern to an object, you can color the background by choosing "Fill background" from the "Fill" popup menu, and then choosing a color from the color palette.

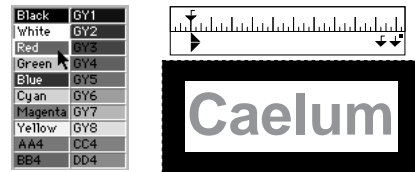
To apply color to text

1



With the text tool, select the text and then click the text button on the color palette.

2



Select a color from the color palette.

To apply color to a text block

1



With the pointer tool, select the text block, and then click the object button on the color palette.

2



Select a color from the color palette.

Creating a working set of colors

The working set is a handy tool because you can work with it when the color palette is collapsed. You can copy colors into the working set from either the color scheme or the color spectrum.

When you build a working set from colors in the color scheme, the colors are mapped together. That is, if you change a color scheme color, the corresponding color in the working set changes too.

If you’re using Persuasion’s “Standard” color system, color spectrum colors placed directly into the working set will not change if you bring in a new color scheme.



Tip: When you build a working set from colors in the color scheme and map the colors together, if you change a color scheme color, the corresponding color in the working set changes too.

For more information

Color basics 118

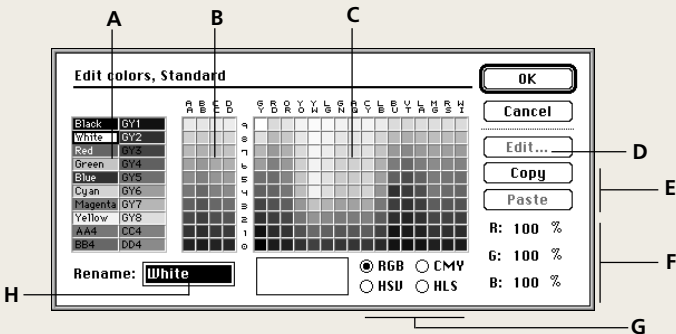
Creating a new color scheme 126

The working set



In the AutoTemplates that come with Persuasion, the names of working set colors reflect their application and are mapped to the colors in the left two rows of the color scheme.

The “Edit colors” dialog box



- A The working set.
- B The color scheme.
- C The color spectrum.
- D Displays the Color Picker.
- E Copy and paste colors between sections of the color palette and between presentations.
- F Percentages of color present in the highlighted color swatch.
- G Color models you can match colors in.
- H Renames a selected color swatch in the working set.

To add a color to the working set

1

Text	Emphasis
Subtitle	Accent 1
Body	Accent 2
Bullet	Accent 3
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Double-click any color swatch on the color palette to open the “Edit colors” dialog box.

2

Text	Emphasis
Subtitle	Accent 1
Body	Accent 2
Bullet	Accent 3
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

In the “Edit colors” dialog box, select the color you want to move into the working set, and then click “Copy.”

3

Text	Emphasis
Subtitle	Accent 1
Body	Accent 2
Bullet	Accent 3
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Rename: **Accent 2**

To copy from the color scheme, select a working set swatch to replace, and click “Paste.”

Text	Accent 2
Bullet	Caelum
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Rename: **Caelum**

To copy from the color spectrum and map the working set colors to the color scheme, paste a color swatch into the color scheme, and then copy and paste it into the working set.

To rename a working set color

1

Text	Emphasis
Subtitle	Accent 1
Body	Accent 2
Bullet	Accent 3
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Double-click any color swatch on the color palette to open the “Edit colors” dialog box.

2

Text	Accent 2
Bullet	Caelum
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Rename: **Caelum**

In the “Edit colors” dialog box, click the color in the working set you want to rename, type the new name in the “Rename” box, and then click “OK.”

Matching print colors

In Persuasion, you may want to match print colors to reproduce logos or other colors that have precise color values. Using the RGB color model, you can match a print color by editing any color in the color scheme.

Understanding color models Color graphics created for commercial printing presses usually use the CMY, CMYK, or HLS color models. Persuasion uses the RGB (red, green, blue) color model, which is the standard for all video technology, including computer monitors, televisions, video screens, and film recorders.

RGB defines color in terms of *transmitted* light, whereas other print-oriented color models—CMY or HLS—for example, define color in terms of *reflected* light.

For more information

- Color basics 118
- Working with imported graphics 78
- “Color and imported graphics” in Online Help
- “Color models” in Online Help

Matching imported graphics colors When you import a colored graphic, its colors do not automatically show up in the color palette, but you can add them by creating matching colors. To match a CMY or HLS color, note the color model and exact percentage values for the color you want to match. For example, note the percentage of cyan,

magenta, and yellow in a CMY model. Then, create a matching color in the color scheme. The colors will be reproduced in the closest approximation of the CMY, HLS, or HSV color possible.

Tools for matching colors

Edit colors, Standard

Color scheme table:

	Emphasis
Text	Accent 1
Subtitle	Accent 2
Body	Accent 3
Bullet	Accent 4
Fill	Accent 5
Fill Bkgd	Accent 6
Line	Accent 7
Line Bkgd	Bkgd 1
Line 2	Bkgd 2
Shadow	

Rename:

Color models: ☒ RGB ☐ CMY ☐ HSV ☐ HLS

Percentages: R: 100 % G: 100 % B: 100 %

A The color scheme.

B The new color.

C The color models you can approximate.

D Color model percentages.

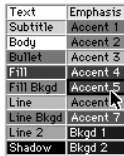
Tip: Only color scheme colors can be edited in the “Standard” color system. In all other color systems, both color scheme and color spectrum colors can be edited.

To match a color

1


Text	Emphasis
Subtitle	Accent 1
Body	Accent 2
Bullet	Accent 3
Fill	Accent 4
Fill Bkgd	Accent 5
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Double-click any color to open the “Edit colors” dialog box.



Double-click any color to open the “Edit colors” dialog box.

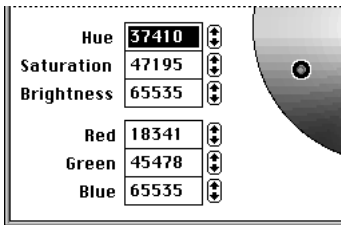
2



In the "Edit colors" dialog box, click a color in the color scheme, and then click "Edit..." to open the Color Picker.



In the "Edit colors" dialog box, click a color in the color scheme, and then click "Edit..." to open the Color Picker.



Choose a color from the wheel, or choose a color model and enter the correct values for your new color, and then click "OK."

4

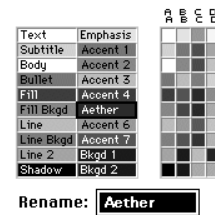
Text	Emphasis
Subtitle	Accent 1
Body	Accent 2
Bullet	Accent 3
Fill	Accent 4
Fill Bkgd.	Aether
Line	Accent 6
Line Bkgd	Accent 7
Line 2	Bkgd 1
Shadow	Bkgd 2

Rename:

Aether

A B C D

To name the color, copy the new color into the working set, rename it, and click “OK.”



To name the color, copy the new color into the working set, rename it, and click "OK."

Tip: If you need to match a CMYK color, convert the CMYK values into a CMY color by increasing the CMY values by the amount of the K value.

Creating a new color scheme

When you design a presentation from scratch, you will want to build your own color scheme. There are three ways to do this:

- Copy and paste any of the colors from the color spectrum into the color scheme.
- Edit the values of the existing color swatches in the color scheme.
- Copy in an entire color scheme.

Copy and paste individual color swatches You can use any color from the color spectrum in your color scheme. You copy colors into the color spectrum the same way you copy colors into the working set.

When you’ve created one or two colors that you want to use in another presentation, the easiest way to transfer them is to copy them from one presentation to another.

Replace a color scheme to change the overall look of a color presentation quickly.

When you replace a color scheme, all the objects colored from any swatch on the color scheme change to match the new color. You won’t need to reapply new colors to each object and slide individually.

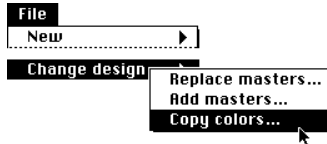
Tip: Make your color scheme colors accessible from the collapsed color palette by building them into the first two columns. When you bring new colors into your color scheme or working set from another color scheme, your names will remain unchanged.

For more information

Color basics 118
Creating a working set of colors 122
“Using the color palette” in Online Help

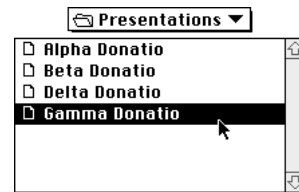
To replace a presentation's color scheme

1



Choose "Change design" from the File menu, and then choose "Copy colors..." from the submenu.

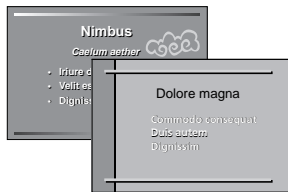
2



In the dialog box, select the presentation or AutoTemplate whose colors you want to use, and then click "Open."

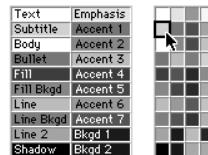
To copy and paste individual color swatches

1



Open the presentation into which you want to copy colors, and then open the presentation from which you want to copy colors.

2



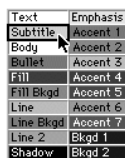
In the presentation you want to copy from, double-click any color on the color palette.

3



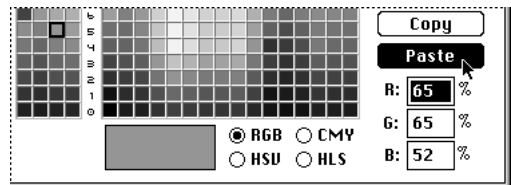
In the "Edit colors" dialog box, select the color you want to copy, click "Copy," and then click "OK."

4



Select the title bar of the presentation into which you want to copy, and then double-click any color in the color palette.

5



In the "Edit colors" dialog box, select the color swatch in the color scheme which you want the new color to replace. Click "Paste," and then click "OK."

Change color systems for your output

Persuasion's color systems let you easily tailor one presentation for several output devices. For example, you may want to produce the same presentation on black-and-white overheads, on 35mm slides, and on videotape. Instead of reassigning individual colors to the content of every slide each time you need to produce your presentation on a different output device, you can quickly and easily switch color systems. Except for the colors, the presentation itself is not changed. Note that QuickTime movies always play using the "Standard" color system.

You can change color systems from either the color-system popup menu on the color palette or by choosing "Color systems" from the Show menu.

How color systems affect changes to colors If you edit a color scheme color while you're working in the "Standard" color system, your edit is reflected in the color scheme of all the color systems, which are subsets of "Standard." However, if you edit colors in any of the other color systems, the change will apply only to the scheme of the color system you edit.

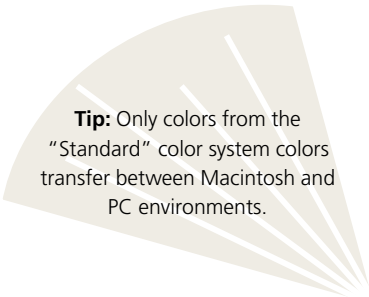
Note: You cannot edit color spectrum colors in the "Standard" color system, but you can edit color spectrum colors under all the other color systems.

Use custom systems 1 or 2 to create color systems targeted to meet requirements of your output devices. For example, every film recorder reproduces colors with some slight variations. You could create a custom color system to accommodate those variations

You can create and edit colors in custom system 1 and 2 the same way you edit colors in the "Standard" color system.

For more information

- Printing 35mm slides 208
- Proofing 35mm slides 206
- "Color systems Persuasion supports" in Online Help
- "Creating a custom color system" in Online Help

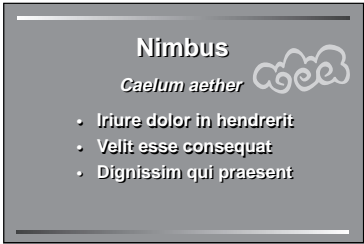


Tip: Only colors from the "Standard" color system colors transfer between Macintosh and PC environments.

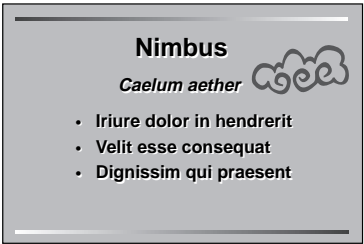
Color systems and output devices

Use this color system	For this output device
Standard	Color monitor, projector, film recorder, color laser printer
Grayscale	Grayscale monitor or laser printer
Inverse grayscale	Laser printer (prints a reversed copy of the entire slide, or of all but selected objects for proofing)
Black and white	Laser printer (black-and-white overheads or proof prints)
NTSC	US video and television
PAL	European video and television
Custom 1 and 2	Customize to suit your specific film recorder color shifts or other output device

Using color systems effectively



Standard



Inverse Grayscale

Suppose you create a color presentation in the “Standard” color system that looks good on your color monitor. Then you learn that you need to print black-and-white overheads. By choosing the grayscale or inverse grayscale color system, you can convert the presentation to look good in black and white. If necessary, you edit any gray value applied under the “Standard” color system.

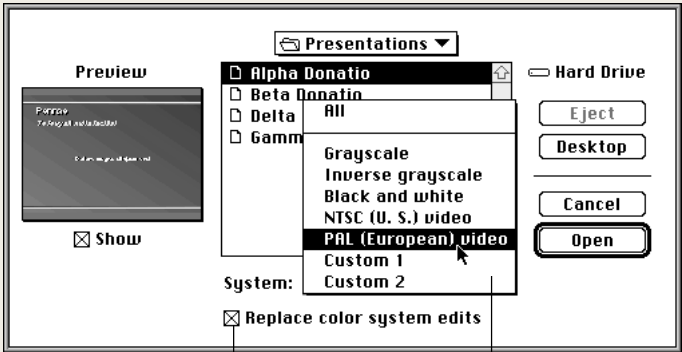
Replacing custom color systems

If you’ve designed a custom color system for a specific output device, such as a film recorder, you can use it in any presentation by replacing a color system with the custom one.

You can replace a specific color system or replace all the color systems in a presentation at once. For example, if an international division will produce your presentation on video, you may want to replace all the color systems to ensure your presentation maintains its look worldwide.

Color systems replace only their same-name counterparts. If you replace “Custom 1” while using “NTSC,” “NTSC” is not replaced. Only “Custom 1” is replaced.

Tools for replacing color systems



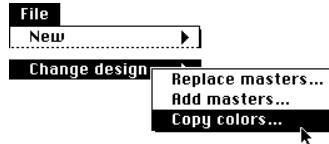
- A** When checked, replaces any edited colors in the color scheme and the color spectrum. Leave this option unchecked if you do not want to replace colors you have edited.
- B** List of color systems. A selected color system replaces its same-named counterpart. “All” replaces all the color systems.

For more information

Change color systems for your output 128

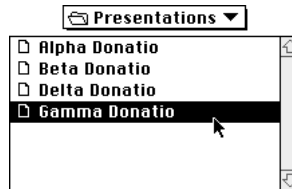
To replace color systems

1



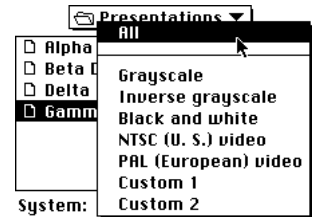
Choose “Change design” from the File menu, and then choose “Copy colors...” from the submenu.

2



Find the presentation or AutoTemplate with the color system you want to use.

3



In the dialog box, select the color system you want to import from the “System” popup menu, or choose “All” and click “Open.”

Tip: Click “Replace color system edits” if you want to override all edits you have made to the color spectrum of the color system you are replacing.

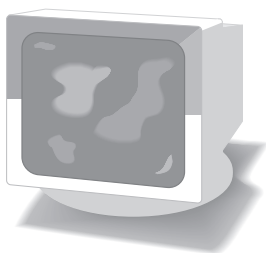
Color variations between computer monitors

When you need the colors on more than one monitor to match exactly (for example, if you're developing a presentation on one monitor and presenting it on another), you can create a controlled environment in which to view your presentation.

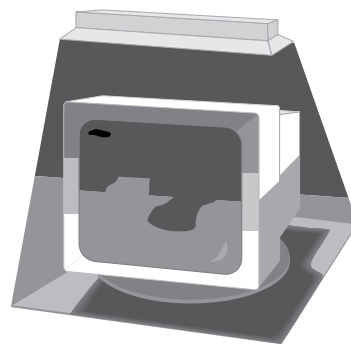
You can invest in color-calibration hardware, such as the Radius PrecisionColor Calibrator or the RasterOps Calibrator, to calibrate your monitors. You may need to recalibrate the monitors frequently to maintain the calibration.

You should also control the lighting around the monitors. Avoid daylight settings in favor of artificially lit rooms with a constant brightness. By carefully controlling these variables, you can experiment more accurately on the screen with the colors in your presentation.

Factors that affect color display



Some monitors display a green or blue tint that affects the appearance of colors.



The lighting in a room affects your perception of colors on the monitor.



Adjusting the monitor brightness affects your perception of color on the monitor.



The age and average temperature of a monitor affect the way it displays color.

CHAPTER

8



Moving Things Into and Out of Persuasion

Methods for moving things into and out of Persuasion

When you want to include text, graphics, or spreadsheets that were created in other presentations or applications in your Persuasion presentation, you have four options:

- Copy and paste
- Import
- OLE-embed
- Subscribe to an edition file

When you want to make slides, outlines, or entire presentations created in Persuasion accessible to other applications, you have three options:

- Copy and paste
- Export
- Publish a slide

For more information

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Exporting slides	142
Import presentations from other applications	138
Importing graphics	136
Importing text to the outline	140
Object linking and embedding (OLE) ...	144
Publish and subscribe	146

Using information from other applications

Method	Advantages	Use for
Copying and pasting	<ul style="list-style-type: none">• Fast and convenient.• Most applications have copy and paste commands.	<ul style="list-style-type: none">• Simple PICT graphics• Copying text from a word-processing application into the outline
Importing	<ul style="list-style-type: none">• Works with large and small files.• Allows you to use files created in applications you don't have access to.	<ul style="list-style-type: none">• EPS graphics created in graphics programs or complex scans• Presentations created in other applications• Text files in ASCII format• Sounds for use as slide or layer transitions• Movies
OLE-embedding	<ul style="list-style-type: none">• From within Persuasion, create and edit an object using the source application.• No additional files created.	<ul style="list-style-type: none">• Complex graphics, charts, tables, and spreadsheets
Subscribing	<ul style="list-style-type: none">• The Persuasion file reflects changes made in the original application file.	<ul style="list-style-type: none">• Spreadsheets or graphics that are updated regularly

Sharing Persuasion information

Method	Advantages	Use for
Copying and pasting	<ul style="list-style-type: none">• Fast and convenient.• Most applications have copy and paste commands	<ul style="list-style-type: none">• Copying a slide from one presentation to another or from a Persuasion presentation to another application• Copying text, graphics, movies, or sounds between slides, slide masters, and presentations
Exporting	<ul style="list-style-type: none">• Puts Persuasion information into a format applications can use.	<ul style="list-style-type: none">• Slides you want to use in another other application• An outline you want to incorporate into a word-processing file• 35mm slides made using certain film recorders or slide service bureaus• On-screen presentations run on computers using the Player
Publishing	<ul style="list-style-type: none">• More than one other application or file can use the same Persuasion edition file.• Updates to the slide are reflected in the applications using the edition file.	<ul style="list-style-type: none">• A slide you want to incorporate in more than one other application or Persuasion file

Importing graphics

You can import graphics into Persuasion from a variety of sources, including drawing or paint programs and clip art collections. Persuasion accepts graphics in PICT, PICT II, Windows Metafile (WMF), encapsulated PostScript (EPS), QuickTime, and Photo CD formats.

Import when:

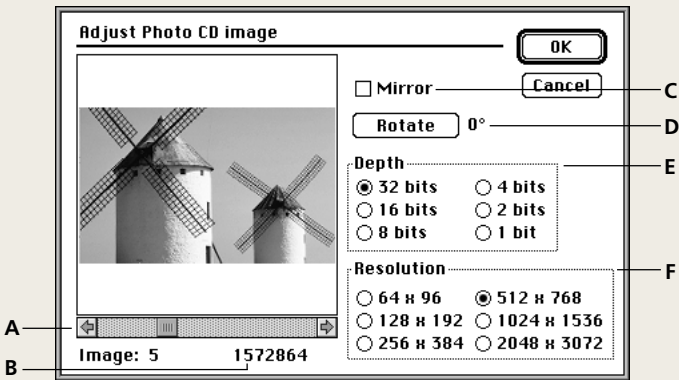
- a graphic is too large to copy to the Clipboard.
- you want to use a graphic such as clip art or a scanned image created in an application you don't have access to.
- you want to use an EPS graphic created in a graphics program (such as Adobe Illustrator) and you intend to print your presentation on a PostScript device.

Locate the Photo CD image you want to import



- A** Folder containing files for each individual image.
- B** Catalog file you can browse for a specific image.

"Adjust Photo CD image" dialog box



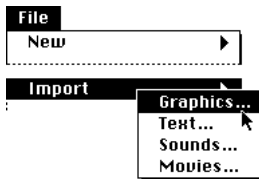
- A** When "Overview.PCD;1" is selected, use the scroll bar to browse images.
- B** Size (in bytes) of the image.
- C** Flips the image around its vertical axis.
- D** Rotates the image in 90-degree increments.
- E** The greater the depth (bits/pixel) the finer the color distinctions.
- F** The higher the resolution, the larger the dimensions of the image and the larger the file size. Choose higher resolutions for 35mm or overhead presentations.

For more information

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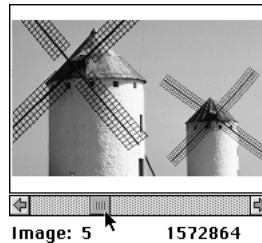
To import a Photo CD image

1



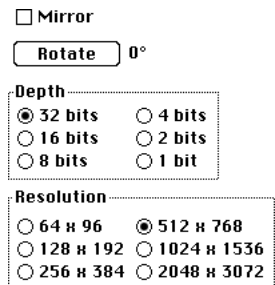
Choose "Import" from the File menu, choose "Graphics..." from the submenu, and then in the dialog box, locate and open the Photo CD.

2



Select the "Overview.PCD;1" file to browse all the images (or open the "Images" folder and select the image you want to import).

3

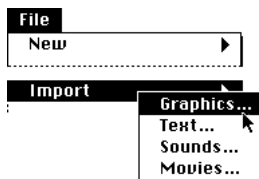


In the "Adjust Photo CD image" dialog box, if you selected "Overview.PCD;1" in step 2, locate the image you want to import, accept the default settings or adjust the settings as needed, and then click "OK."

Tip: If a Photo CD includes a QuickTime file called "Slide show," import the file and play it for a quick preview of all the images available on the CD.

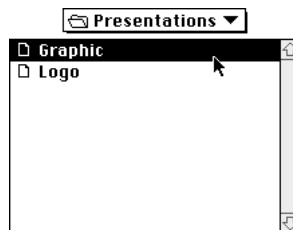
To import a PICT, PICT II, WMF, or EPS graphic

1



From the slide, slide master, background, or note page where you want the graphic to appear, choose "Import" from the File menu, and then choose "Graphics..." from the submenu.

2



In the dialog box, locate and select the graphic you want to import, and then click "Import."

Note: Imported graphics appear in the center of the slide. Reposition by dragging the graphic; resize proportionally by pressing Shift and dragging a handle.

Import presentations from other applications

You can import presentations created in other applications, such as PowerPoint and DeltaGraph, that have been saved in Scrapbook format.

Slides saved in Scrapbook format do not have slide masters, so when you import a Scrapbook file into a Persuasion presentation, you can create a new slide master modeled after one of the imported slides, or you can assign an existing slide master to the imported slides.

When Persuasion creates a slide master from a slide, it replicates the slide's background fill and pattern on the slide master, unless you indicate that the background should be ignored. You can select graphics and text from the slide that you want to place on the slide master and you can convert the independent text from the slide into placeholders. Graphics and independent text that you copy to the slide master no longer appear on the slide.

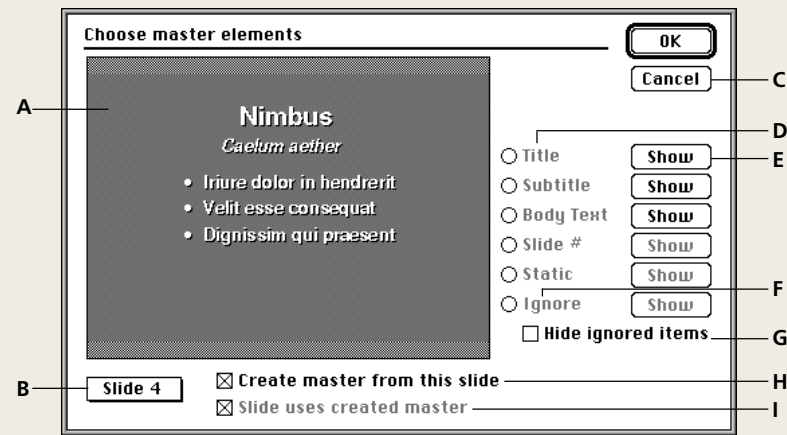
For more information

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Working with slide masters and backgrounds 26

On slides to which the newly created master is applied, text that corresponds to placeholders (title, subtitle, or body text) appears on the slides and in the outline. Charts and tables imported in Scrapbook files are PICTs that you can't edit using Adobe Chart or Adobe Table.

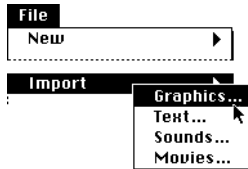
The "Choose master elements" dialog box



- A Displays the selected slide.
- B Lists the slides from the imported and existing presentations (imported slides appear in roman type, existing slides in italics, and the model slide for the slide master is underlined).
- C Cancels the new slide master. Use when you plan to apply slide masters already in your presentation to the imported slides.
- D Models a placeholder after selected text.
- E Shows what status is assigned to what objects.
- F Prevents a selected object from appearing on your new slide master.
- G Hides objects that won't appear on your new slide master.
- H Creates a slide master from the model slide.
- I Assigns the new slide master to the selected slide.

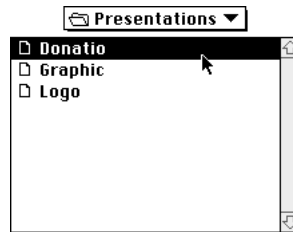
To import a presentation

1



From a Persuasion presentation, choose “Import” from the File menu, and then choose “Graphics...” from the submenu.

2



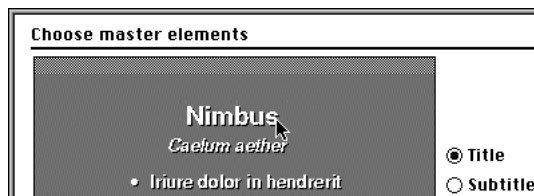
In the dialog box, select a presentation saved in Scrapbook format, and then click “Import.”

3

- ☒ Create master from this slide
- ☒ Slide uses created master

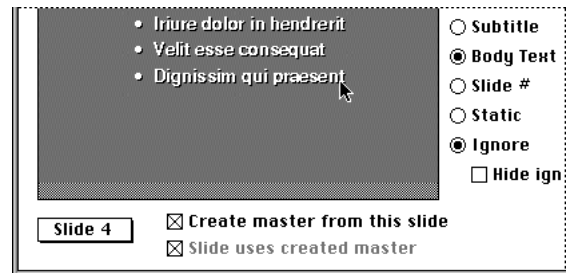
In the “Choose master elements” dialog box, select the imported slide that you want to model a slide master after, and then click “Create master from this slide.”

4



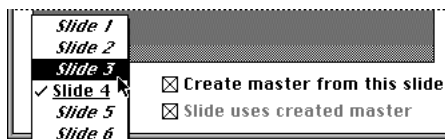
On the displayed slide, select the text you want for the Title placeholder, and then click “Title.” Repeat for each type of placeholder you want to add to your slide master.

5



Select each object you do not want on your slide master, and click “Ignore.” Ignored objects still appear on the slide.

6



From the popup menu, select each slide (if any) you do not want the new slide master assigned to and uncheck “Slide uses created master,” and then click “OK.”

Tip: If you choose not to assign the newly created slide master to an imported slide, that slide will have no slide master and it will keep its original background fill as an object. If you assign a slide master to the slide, you will need to select and delete the background fill in order to see the background fill of the slide master.

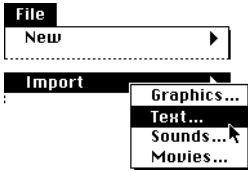
Importing text to the outline

When you’ve created text in another application that you want to use in your Persuasion presentation, you can import the text into the outline. Before you import the text, save it in text-only (ASCII) format, which retains return and tab characters but not formatting instructions, such as font, point size, and text style. You can reformat the text after you import it into Persuasion.

To preserve the relationship between headings of different levels in an outline imported from a word-processing file, tab to indicate subordinate points. Persuasion translates return characters without tab characters into new headings.

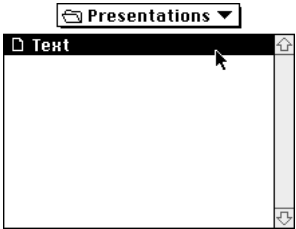
Note: You can also import text directly onto a slide as independent text. You can select and format it, but it won’t appear in the outline.

1



Click an insertion point in the outline where you want the imported text to start, choose “Import” from the File menu, and then choose “Text...” from the submenu.

2



In the import dialog box, locate the file you want to import, and then click “Import.”

Note: If you click an insertion point in a heading that includes subordinate headings, the text is imported after the subordinate headings.

For more information

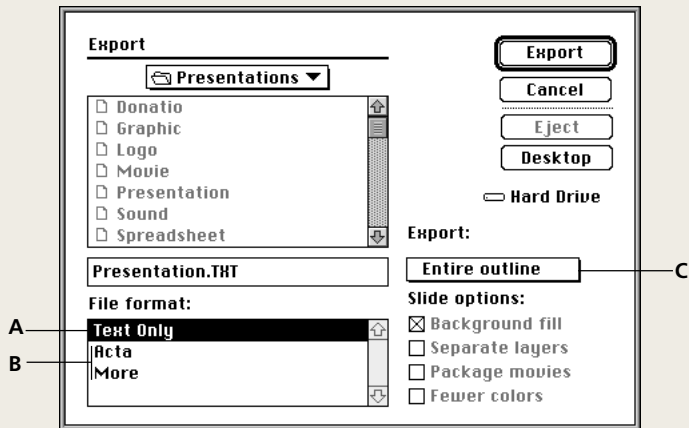
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Outline your presentation to save time	62

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Exporting outlines

Exporting an outline means saving it in a file format that other programs can use. Usually, you'll export outlines in text-only (ASCII) format since most word-processing applications can read text-only files. Persuasion also gives you the option of exporting in formats the outline applications Acta and More can read.

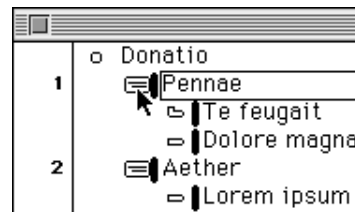
Options for exporting an outline



- A The format most word-processing applications can read.
- B Formats for specific outline applications.
- C Export the entire outline or selected parts of an outline.

To export part or all of an outline

- 1 In the outline, select the text you want to export.
- 2 Choose "Export..." from the File menu.
- 3 In the "Export" dialog box, select "Outline selection" or "Entire outline" from the popup menu, enter the filename and choose the format, and then click "Export."



For more information

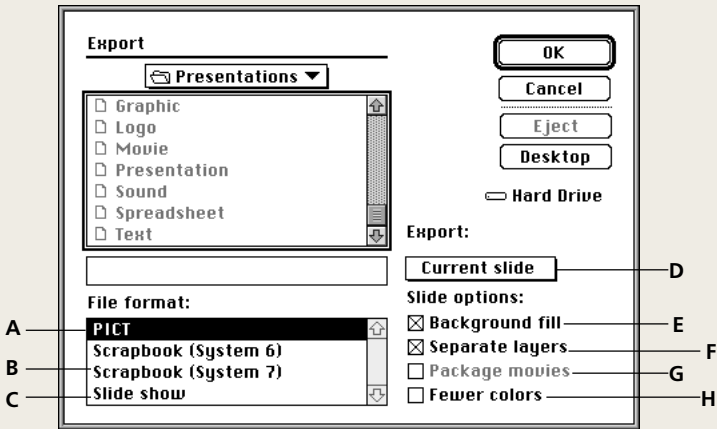
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Rearrange information in the outline	66

Exporting slides

By exporting one or more of your slides in PICT format, you can place them into another application file, such as a PageMaker document.

If you develop 35mm slide presentations, you may also need to export your Persuasion slides in PICT or Scrapbook format before the slides can be produced. Ask your service provider or read the documentation for your film recorder to determine the correct format for your files.

Options for exporting slides



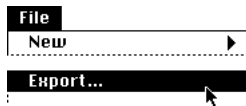
- A** Saves each slide or layer as a separate PICT file, even when you export all your slides.
- B** Groups all slides and layers into one file.
- C** Format for slides you want to show using the Player.
- D** Exports the current slide, all slides, or all note pages.
- E** Exports background fill with the slide. When unchecked, the slides are transparent.
- F** Exports a separate slide for each layer. Each slide includes the current and all previous layers.
- G** Puts all movies and sounds in your presentation into one QuickTime file (available only with "Slide show" file format).
- H** Exports a PICT or Scrapbook file for use on a 16-color monitor.

For more information

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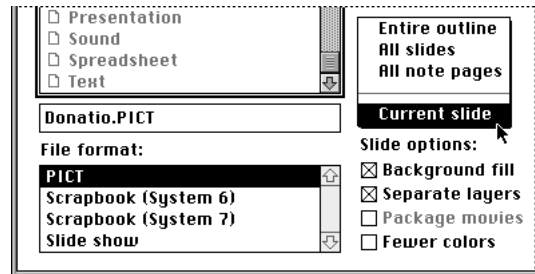
To export one or all slides

1



From a slide, choose “Export...” from the File menu. To export one slide, make sure the slide you want to export is displayed.

2

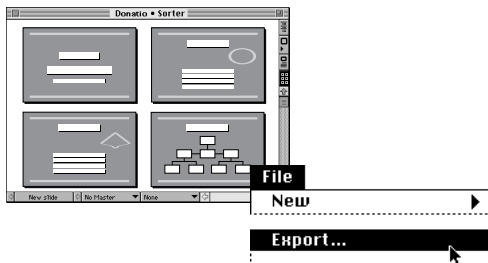


In the “Export” dialog box, select “Current slide” or “All slides” from the popup menu, choose the file format, and then click “Export.”

Tip: To export your note pages, follow the procedure for exporting a slide but start on a note page and choose “Current note” or “All note pages” from the popup menu.

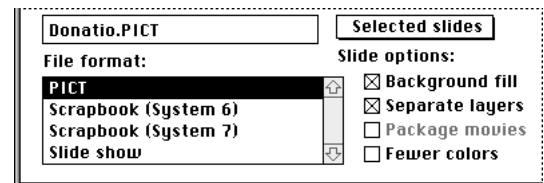
To export selected slides

1



In the slide sorter, hold down the shift key and select the slides you want to export, and then choose “Export...” from the File menu.

2



In the “Export” dialog box, choose the appropriate file format and slide options, and then click “Export.”

Object linking and embedding (OLE)

When you OLE-embed an object in Persuasion, the object retains its connection to the application in which it was created (the source application). This means that from within Persuasion, you can create and/or edit the object using the source application.

For example, you can OLE-embed a graphic created in Adobe IntelliDraw on a slide. When you edit the graphic, you open IntelliDraw without leaving Persuasion. Edits you make in IntelliDraw appear in the OLE-embedded graphic on the slide.

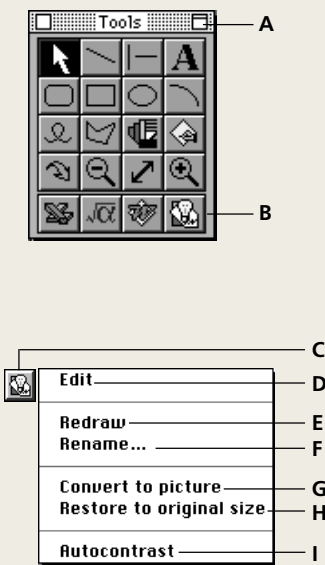
You can OLE-embed anything created in an application that supports OLE. You can also simultaneously create and OLE-embed an object by opening the source application from within Persuasion. Charts and tables you develop within Persuasion are OLE-embedded objects that you create using Adobe Chart and Adobe Table.

Note: Persuasion 3.0 for the Macintosh is an OLE client application that supports OLE-embedding only.

For more information

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"How to edit OLE objects in Persuasion" in Online Help	

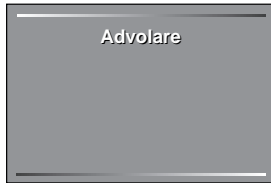
Tools for creating and editing OLE-embedded objects



- A** Expands or collapses the tool palette.
- B** Tools for the applications that support OLE-embedding.
- C** Displays the badge popup menu when selected.
- D** Opens the source application.
- E** Redraws charts and tables to eliminate distortion after you resize them.
- F** Allows you to rename your object.
- G** Converts the object to a PICT that you can ungroup.
- H** Restores the object to its original size.
- I** With color system settings of "Grayscale," "Inverse Grayscale," or "Black and White," adjusts shading so you can tell adjacent bars apart when they're printed. (This option only available on Adobe Chart badge popup menu.)

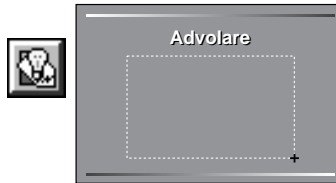
To create and OLE-embed an object

1



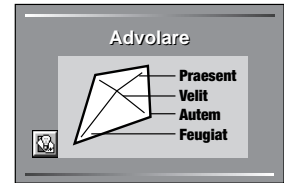
Open a Persuasion presentation, and display the slide on which you want the object placed.

2



Expand the tool palette, select the tool for the source application, and then click an insertion point on your slide, or draw a rectangle the size of the object.

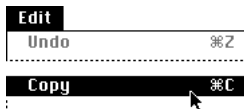
3



When the source application opens, create the object, choose "Close" from the File menu, and then click "Update" when prompted.

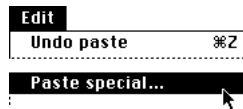
To OLE-embed an object you have already created

1



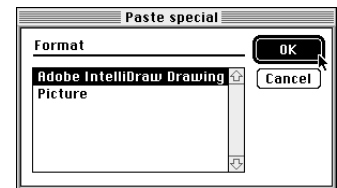
In the source application, copy the object to the Clipboard.

2



Open a Persuasion presentation. From the slide where you want the object placed, choose "Paste special..." from the Edit menu.

3



In the "Paste special" dialog box, select the format appropriate for the object's source application, and then click "OK."

Note: If you choose a format other than the one appropriate for the object's source application (for example, "Picture" for an IntelliDraw graphic) the object is pasted rather than OLE-embedded.

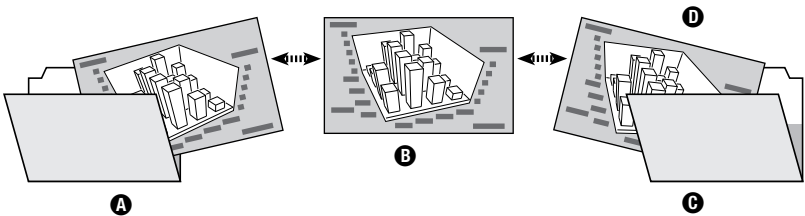
Publish and subscribe

Publishing an object makes an edition file containing that object available to other applications. Subscribing allows an application to use an edition file. Publish an object when you revise it frequently and/or when you want to include it in more than one other application.

When you publish an edition file, you can subscribe to it from as many other files as you want. You can decide to have modifications you make in the publishing file automatically appear in the edition file and in all of its subscribers.

Persuasion can both publish and subscribe. For example, you can publish a slide you want to include in both a PageMaker and a Microsoft Word document, and you can subscribe to an Adobe Illustrator graphic that you want to include in a Persuasion presentation.

The process of publishing and subscribing



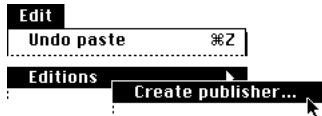
A The publishing file contains the object you publish as an edition file. **B** The edition file is a separate file created when you publish an object. **C** The subscribing file is the file in which you place the edition file. **D** The subscriber is the object that appears in the subscribing file when you subscribe to an edition.

For more information

Methods for moving things
into and out of Persuasion 134

To publish a slide

1



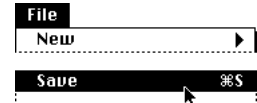
From the slide you want to publish, choose “Editions” from the Edit menu, and then choose “Create publisher...” from the submenu.

2



In the dialog box, decide where to save the edition file, type its name, and then click “Publish.”

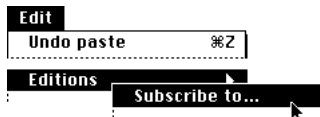
3



Save changes to your presentation to save the slide as an edition file.

To subscribe to an edition

1



From the slide you want to place the edition on, choose “Editions” from the Edit menu, and then choose “Subscribe to...” from the submenu.

2



In the dialog box, locate and select the edition you want to subscribe to, and then click “Subscribe.”

Updating edition files and subscribers

After you publish an edition file, you can decide whether to update it automatically each time you change the publishing file or only when you specify.

After you subscribe to an edition file, you can decide whether the subscriber will be updated automatically every time the edition file is updated or only when you specify. You can also launch the application that produced the original file and the edition file and modify the original without leaving Persuasion.

Options for updating edition files

- A** Updates the edition file every time you save changes in the publishing file.
- B** Lets you control when Persuasion updates the edition file.
- C** Deletes the edition file. Subscribing files retain unlinked copies of the edition file.
- D** Updates the edition file.

Options for updating subscribers

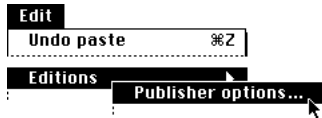
- A** Updates the subscriber in Persuasion automatically every time you update the edition file.
- B** Lets you control updates to the subscriber.
- C** Breaks the link between Persuasion and the edition file.
- D** Opens the publishing file where you created and published the original object.
- E** Updates the subscriber in Persuasion.

For more information

Publish and subscribe 146

To define when an edition file will be updated

1



From the slide defined as a publisher, choose "Editions" from the Edit menu, and then choose "Publisher options..." from the submenu.

2

Send Editions:
☒ On Save
☐ Manually

In the dialog box, select the "Send Editions" options you want, and then click "OK."

Send Edition Now

To update an edition file manually, click "Send Edition Now" in the publisher-options dialog box.

To define when a subscriber will be updated

1



Double-click the subscriber (or click the badge and choose "Subscriber options..." from the popup menu).

2

Get Editions:
☒ Automatically
☐ Manually

In the subscriber options dialog box, select the "Get Editions" options you want, and then click "OK."

Get Edition Now

To update a subscriber manually, click "Get Edition Now" in the subscriber options dialog box or choose it from the popup menu on the badge.

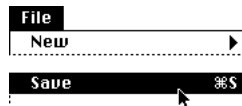
To modify a subscriber

1



Select the subscriber's badge, and then choose "Open publisher" from the popup menu.

2



In the publishing file, modify the original object, choose "Save" from the File menu, and then choose "Quit" or return to Persuasion 3.0.

Get Edition Now

If you're updating the subscriber manually, select the badge on the object and choose "Get Edition Now" from the popup menu.

Transferring files between Macintosh and Windows

When you need to revise or edit a presentation or AutoTemplate on another platform, save it as an interchange file before you transfer it between platforms. (If you only want to play, not edit, a Macintosh presentation in Windows, export the presentation as a Player file).

When you transfer Persuasion 3.0 presentations between the Macintosh and Windows, all masters transfer. By planning ahead, you can adjust the few features that change between platforms.

If you transfer presentations frequently, create compatible AutoTemplates on each platform that adjust for feature differences. When you transfer a presentation created in a compatible AutoTemplate, open it in the equivalent AutoTemplate on the other platform.

To preview how your presentation or AutoTemplate will look on the new platform, save it as an interchange file and then open it on the platform where you created it. You can then make adjustments before you transfer the file.

Adjustments for successful file transfer

Both ways	Adjustment
Fonts	Since font substitutions occur when fonts are not available on both platforms, use fonts known to be available on both platforms.
Organization charts	Organization charts convert to the destination's placeholder style, so reformat them on the destination platform.
Lines with arrow heads or other endcaps	Reapply endcaps in the destination platform.
Object shadows	Reapply shadows in the destination platform.
Object linking and embedding (OLE) (except for charts and tables created in Adobe Chart and Adobe Table)	If the same application is not available on the destination platform, convert the OLE-embedded object to a PICT, ungroup it, and then transfer it.
Transition effects for slides or slide layers	Reapply transition effects in the destination platform.
Movies and sounds	Add movies and sounds in the destination platform.
Animated objects and autojumps	Reapply animation and reset autojumps in the destination platform.
EPS graphics	Transfer the graphics to the destination platform and import them.

For more information

Creating Player files 186

What is the Persuasion Player? 184

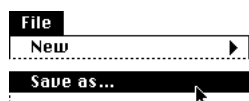
“Creating a pair of compatible AutoTemplates” in Online Help

From Macintosh to Windows	Adjustment
Multiple backgrounds	Only the most frequently used background transfers. The others are converted to slide masters. So apply "Background" to all your slides before you transfer.
Different master orientations (wide or tall)	Only the most-used orientation transfers, so orient all your slides the same way before you transfer.
Page number placeholders	Reapply page numbers in Windows.
Bullets applied to independent text using the "Bullet" command	Add bullets to independent text by typing Option + 8 before you transfer the file or add bullets in Windows.
Patterned lines	Use only solid lines in presentations you intend to transfer.
PICT graphics	Transfer separately and then import into Persuasion for Windows.

From Windows to Macintosh	Adjustment
Multiple body text placeholders convert to one large body text placeholder	In the Macintosh file, convert the text from the second body text placeholder into independent text, and place it where you want it on the slide.
Multiple organization chart placeholders convert to one organization chart placeholder	Place the organization charts on separate slides before transferring.
Breaks in the outline become blank lines	Delete the blank lines in the Macintosh outline.
TIFF and other bitmaps (such as BMP and PCX)	If possible, use other graphics formats; or, export the original graphic in Windows metafile format (WMF), transfer it to a Macintosh separately, and then import it into a Persuasion presentation.
Windows metafile (WMF) graphics	Transfer separately and then import into a Persuasion presentation.

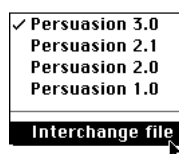
To transfer a Macintosh presentation or AutoTemplate to Windows

1



Open the presentation or AutoTemplate, and then choose "Save as..." from the File menu.

2



☒ Presentation
☐ AutoTemplate

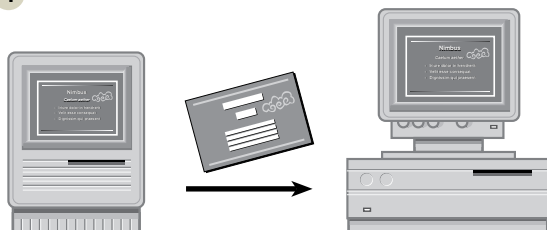
In the dialog box, select "Interchange file" from the "Format" popup menu, and then select either "Presentation" or "AutoTemplate."

3



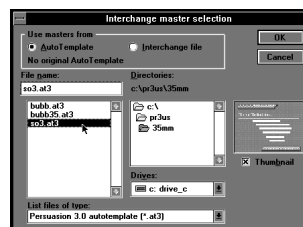
Type a name of no more than eight characters for your file, add a .prf (for a presentation) or .atf (for an AutoTemplate) extension (for example, BlueOH.atf), and then click "Save."

4



Move the interchange file from the Macintosh to Windows using any linking program, such as Apple File Exchange or a shared server, and then open the interchange file in Persuasion 3.0 for Windows.

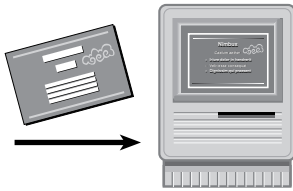
5



If the "Interchange master selection" dialog box appears, choose an AutoTemplate in which you want the interchange file to open or use masters from the interchange file itself, and then click "OK."

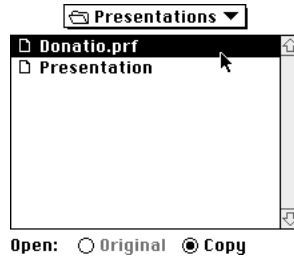
To transfer a Windows presentation or AutoTemplate to a Macintosh

1



In Persuasion 3.0 for Windows, create the presentation or AutoTemplate you want to transfer, save it as a Persuasion interchange file, and move it to a Macintosh using any linking program.

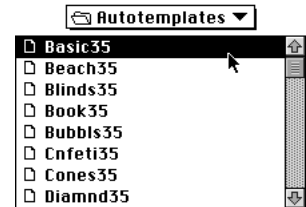
2



In Persuasion 3.0 for the Macintosh, choose "Open presentation" from the startup screen, and then, in the open dialog box, select the interchange file you want to open.

3

Where is the AutoTemplate Donatio for Presentation "Donatio.prf"?



If the "Where is the AutoTemplate" dialog box appears, choose the AutoTemplate in which you want the interchange file to open or click "Give up" to use masters from the interchange file, and then click "Open."

Tip: To use the slide masters from the file you're transferring, transfer the file as an AutoTemplate. Then Persuasion won't ask you to locate an AutoTemplate on the destination platform.

CHAPTER

9



Creating On-screen Presentations

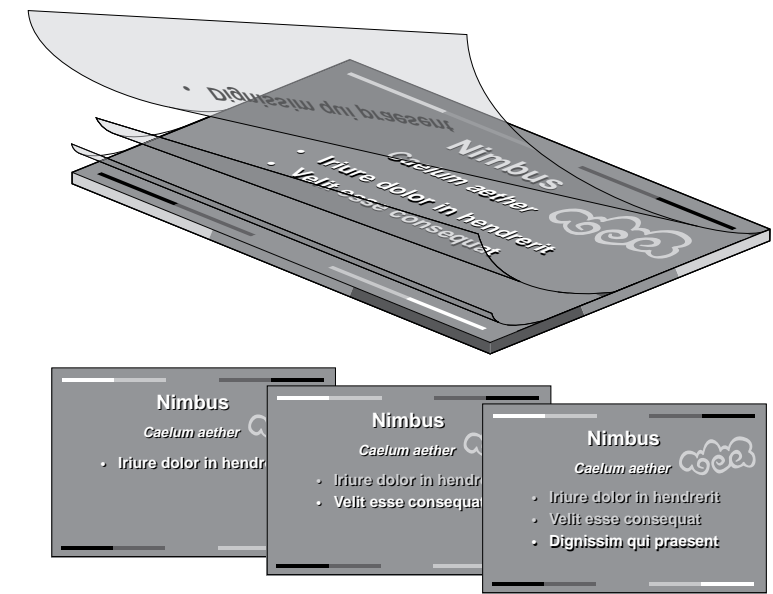
Layering slides

Adding layers to your slides is an effective way to present information.

In Persuasion, you can create up to 30 layers per slide and you can set transition effects for each layer.

You don't need to decide immediately what information goes on each layer; you can enter all the information on one layer and then assign individual layers to objects and text later. You can also hide some layers while you're working to simplify your work, and you can set or change layer assignments at any time.

Layering in Persuasion

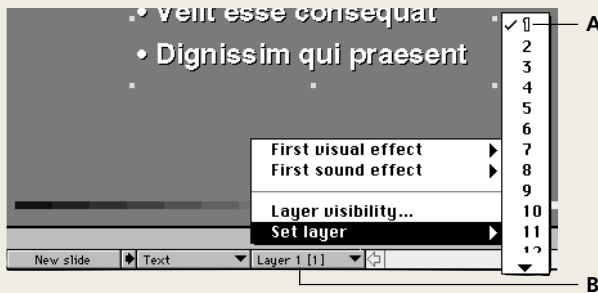


Use layers to present related information sequentially, emphasizing each idea in turn.

For more information

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Autolayering and highlighting information	158
Transition effects for slides and slide layers	164
“Layering slides” in Online Help	

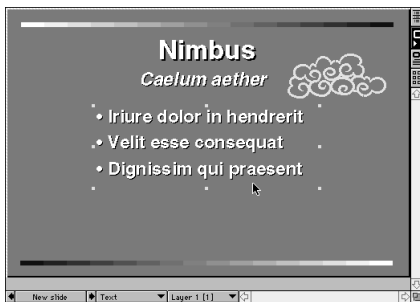
The Layer menu



- A** Shows the current drawing layer.
- B** The first number is the current drawing layer, and the second number (in brackets) is the layer of the selected object.

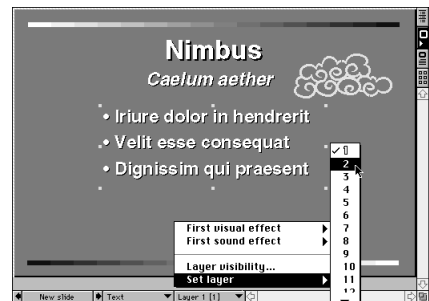
To assign text or graphics to a layer

1



Select the text or graphics you want to move to a specific layer. Use the text tool to layer individual parts of a text block. Use the pointer tool to layer the entire text block.

2



Choose "Set layer" from the Layer menu at the bottom of the window, and then select a number from the submenu.

Autolayering and highlighting information

Highlighting layered information is an excellent way to emphasize information. It creates a focus for your audience yet demonstrates the relationship between several ideas.

With Persuasion, you can automatically layer a bulleted list, a block of text, a chart, a table, or an organization chart. You can also layer an entire placeholder on a slide master. Then, every time you use that placeholder on a slide, each bullet of text, level of organization chart, or data series in a chart will be automatically layered.

You can layer text in three ways: creating a cumulative effect, displaying your text all at once, or using a combination of both effects.

"Text autolayer" dialog box

The dialog box is titled "Text autolayer". It contains two main sections: "Create layers:" and "Layer effects:". Under "Create layers:", there are three radio buttons: "None" (selected), "For each paragraph", and "For each topic". Under "Layer effects:", there are three radio buttons: "Cumulative" (selected), "Highlighted", and "Both". To the right of these sections are buttons for "OK", "Cancel", and "Preview". Below the "Layer effects:" section are three preview boxes containing the text "one", "one two", and "one two three". To the right of the preview boxes is a color selection area labeled "Color of dimmed items:" with a color swatch showing a greyish-blue color and the text "GYS".

A — ☒ None

B — ☐ For each paragraph

C — ☐ For each topic

D — ☒ Cumulative

E — ☐ Highlighted

F — ☐ Both

G — Color of dimmed items: GYS

A Leaves all text on a single layer.

B Displays single paragraphs of text as individual layers.

C Displays each first-level head and its subordinate levels together on the same layer.

D Displays only the first layer and then adds each successive layer one at a time.

E Displays all layers, highlighting one layer at a time while dimming the other layers. After the last layer is highlighted, all layers are highlighted.

F Displays only the first highlighted layer. A highlighted layer is added one at a time, as the previous layer is dimmed. After the last layer is highlighted, all the layers are highlighted.

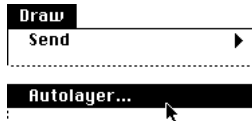
G Colors for text that is not highlighted (dimmed).

For more information

Layering slides	156
Running your on-screen presentation ...	180
Transition effects for slides and slide layers	164

To add autolayers and highlights

1



With the pointer tool, select what you want to highlight and layer, and then choose “Autolayer...” from the Draw menu.

2

Create layers:

- ☐ None
- ☒ For each paragraph
- ☐ For each topic

In the autolayer dialog box, select an option from “Create layers.”

3

Layer effects:

- ☐ Cumulative
- ☒ Highlighted
- ☐ Both

Color of dimmed items:

DD8

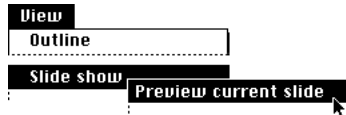
If you are creating highlighted layers for text, select a highlight from the “Layer effects” option. Select a color for dimmed layers by clicking “Color of dimmed items,” and then selecting a color.

4



Click “OK” when you have selected the options you need.

5



To see your effects, choose “Slide show” from the View menu, and then choose “Preview current slide” from the submenu. Press Command + . (period) to end the slide show.

Tip: If your layers do not appear, choose “Slide show” from the View menu, and then choose “Show all slides” from the submenu. In the “Show all slides” dialog box, check “Layers.”

Animating slide objects

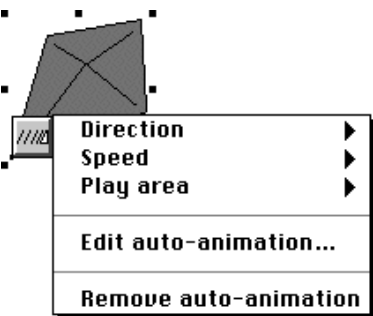
Animation—where an object moves across the screen—adds action to your presentation and quickly draws attention to the animated object.

You can animate text and graphics on a slide as well as placeholders on slide masters. If your text block, placeholder, table, or chart is layered, each piece will animate in a top-to-bottom or left-to-right sequence. In an on-screen presentation, you can use animation to create a “rolling credits” effect in your presentation, where words scroll onto the screen and then off the screen again. However, the “rolling credits” effect will not display using the Persuasion Player since the Player only shows objects that are fully on the slide when the slide show is exported.

You can set animation so that an object either enters or exits from the screen. You can also set different animation speeds, and you can determine whether the object moves across the full screen or within a specific area.

Once an object is animated, it is labeled with an animation badge, from which you can do basic animation editing. Animation badges can be displayed on slides using the Show menu and can be hidden or displayed when giving the presentation.

Editing animations using the animation badge



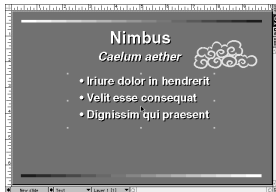
After an object is animated, you can click its badge and edit the animation from the popup menu.

For more information

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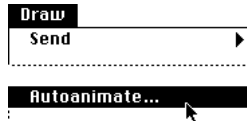
To animate slide objects

1



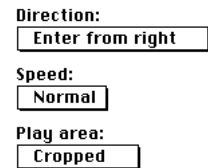
Using the pointer tool, select the object or placeholder you want to animate.

2



Choose "Autoanimate..." from the Draw menu.

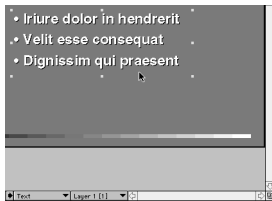
3



In the "Autoanimate" dialog box, select a direction, speed, and play area for the animation, and then click "OK."

To create a "rolling credits" effect

1



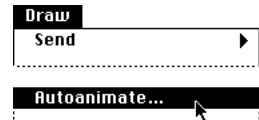
Using the pointer tool, select the text block you want to animate.

2



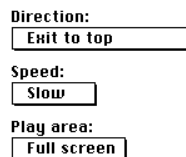
Drag the text block so that the top touches the bottom edge of the slide.

3



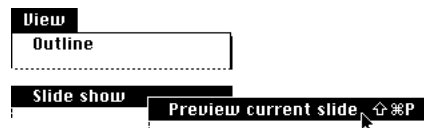
Choose "Autoanimate..." from the Draw menu.

4



In the "Autoanimate" dialog box, set the direction to "Exit to top," set the speed to "Slow," and set the play area to "Full screen," and then click "OK."

5



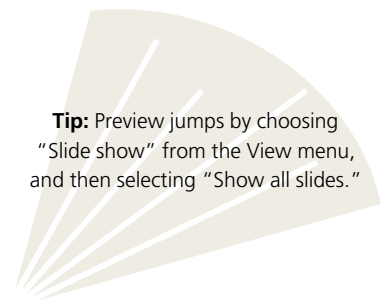
To view the animation, choose "Slide show" from the File menu, and then choose "Preview current slide" from the submenu. Press Command + . (period) to exit the slide show.

Creating jumps within a presentation

When you have reference slides or material from another application that may enhance your presentation, you can display this information by using autojumps. You can also use autojumps to create self-paced, interactive presentations.

You can create jumps to another slide or slide layer, to another application, or to a Player file. After the jump, you can return to the slide from which you jumped. When you jump to a Player file, all the slides in that file are shown unless you create a return jump.

You can set up jumps in both manual and automatic slide shows, and you can create an unlimited number of jumps on each slide or slide layer. An autojump object or area is labeled with an autojump badge from which you can edit jumps. Badges can be turned on or off through the Show menu.

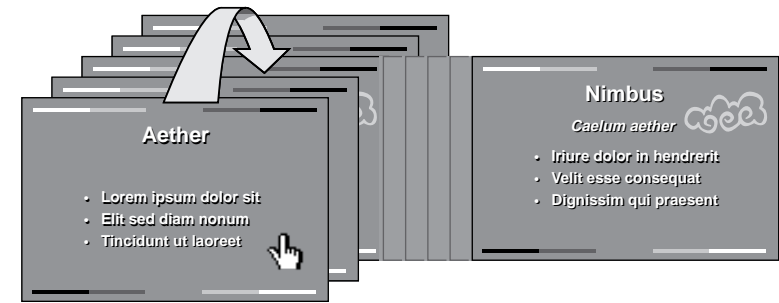


Tip: Preview jumps by choosing “Slide show” from the View menu, and then selecting “Show all slides.”

For more information

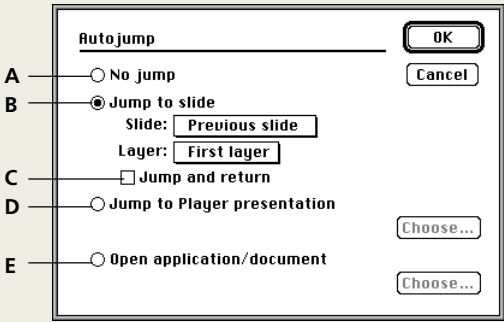
Run multiple Player files 196

Jump between slides, Player presentations, or other applications



You can turn any object or area on a slide or slide layer into a “hotspot” for a jump. During a slide show, you click the hotspot to jump to another slide or presentation. (The pointer turns into a hand icon when it passes over the hotspot.) The Persuasion 3.0 tutorial uses the Autojump feature extensively.

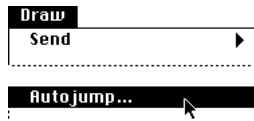
The “Autojump” dialog box



- A** Removes an autojump from an object or area.
- B** Enables options to jump to a particular slide or slide layer.
- C** Creates a return to the originating slide after a jump to another slide in the same presentation is completed.
- D** Sets up a jump to a Persuasion Player file.
- E** Sets up a jump into another application or document.

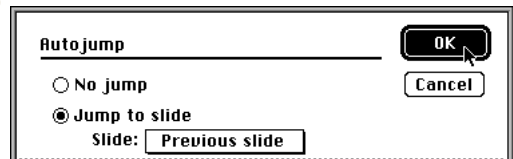
To create a jump to another slide

1



With the pointer tool, select an object from which you want to jump, and then choose "Autojump..." from the Draw menu.

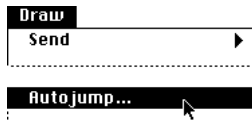
2



In the "Autojump" dialog box, select the options you want, and then click "OK." When you select "First layer," only the first layer in that slide will be shown. When you select "Last layer" all layers are shown.

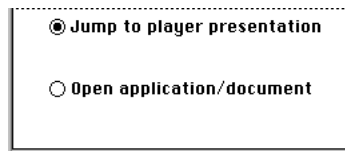
To create a jump to a Player file or an application

1



With the pointer tool, select an object from which you want to jump, and then choose "Autojump..." from the Draw menu.

2



In the "Autojump" dialog box, select a destination, and then click "Choose...."

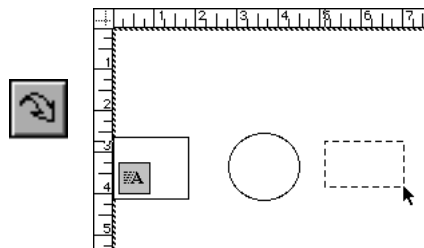
3



In the dialog box, select the file you want, click "Open, " and then click "OK."

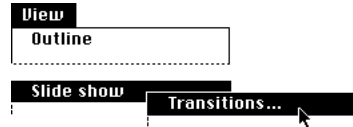
To create an area on your slide from which to jump

Select the autojump tool from the tool palette and create a rectangle on the slide by clicking the upper-left corner of the proposed hotspot and dragging diagonally. When you release the mouse button, the "Autojump" dialog box will appear. Select desired options and click "OK."



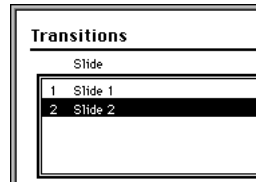
To add a visual effect to a slide or slide layer

1



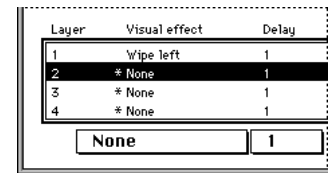
Choose "Slide show" from the View menu, and then select "Transitions..." from the submenu.

2



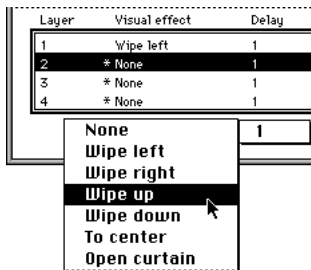
In the "Transitions" dialog box, select the slide you want to apply a transition to from the slide list box.

3



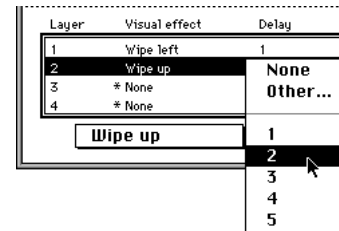
To apply the transition to the whole slide, select Layer 1 in the "Layer" list box. To apply the transition to another slide layer, select the layer.

4



Select a transition effect from the "Visual effect" popup menu.

5



Click the "Delay" popup menu, select the desired delay time (in seconds) and then click "OK."

Sound transition effects for slides and slide layers

Sound used in slide transitions adds another dimension to a presentation. You can create transitions for individual slides and slide layers, or you can set default transition effects that apply to your entire presentation. Using sounds in Persuasion requires the System extension QuickTime 1.6 or later.

You can import any QuickTime movie with sound to create transitions on slides or slide layers. You can also import sounds in AIFF format, System 7 (sfil format) sounds, and audio CDs (with appropriate equipment), which Persuasion converts to QuickTime sound-only movies.

Tip: To set default sound transitions for the entire presentation, choose "Slide show" from the View menu, and then select "Set default transitions..." from the submenu.

For more information

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The "Transitions" dialog box for sound effects

Transitions

Slide	Delay
1 Slide 1	* 2
2 Slide 2	* 2

Delay between slides: 2 seconds

Layer	Visual effect	Delay	Sound effect	During sound playback
1	Wipe left	1	None	
2	* None	1	None	
3	* None	1	None	
4	* None	1	None	

Wipe left

1

None

Wait

Import...
Delete unused...
None

Continue

Wait

A Adds sound effects to a slide or slide layer.

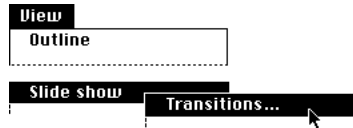
B Determines how the sound transition affects subsequent layers.

C Plays sound completely before the next layer or transition effect occurs ("Wait"), or plays sound while other slides and slide layers are shown ("Continue").

Note: An asterisk (*) next to a setting indicates that it is the default setting.

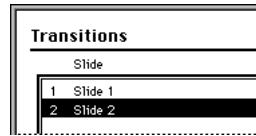
To set a sound effect to a slide or slide layer

1



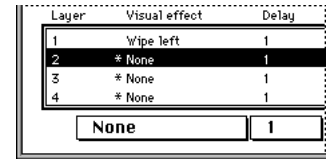
Choose "Slide show" from the View menu, and then select "Transitions..." from the submenu.

2



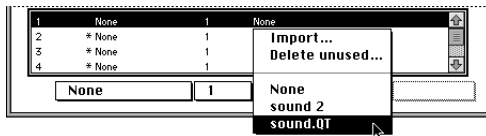
In the "Transitions" dialog box, select the slide you want to apply a transition to from the slide list box.

3



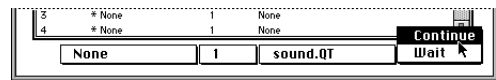
To add a sound effect that will play when the slide opens, select Layer 1 in the "Layer" list box. To apply a sound effect to another slide layer, select that layer.

4



Select a sound from the "Sound effect" popup menu, or select "Import..." to add a sound to this list.

5



Select an option from the "During sound playback" popup menu, and click "OK."

Adding and editing sounds

You can use sound as a transition between slides or slide layers, and you can place sound directly on the slide so it will play when the slide or slide layer becomes active. Persuasion can directly import QuickTime sound-only movies. When you import other sound formats—AIFF, System 7 (sfil format), or audio CDs (with appropriate equipment)—Persuasion creates a QuickTime sound-only movie from the sound.

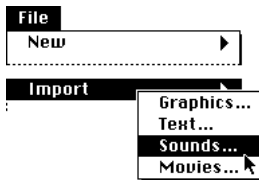
A QuickTime sound-only movie added to slides will play when the layer it is on is displayed. A sound placed on the first layer of a slide is a transition sound that will play when the slide first appears.

After you import sounds, you can adjust the volume, play time, and play sequence. You can edit sounds using the QuickTime playbar and slider that you use to edit QuickTime movie sequences.

To add a sound to a slide

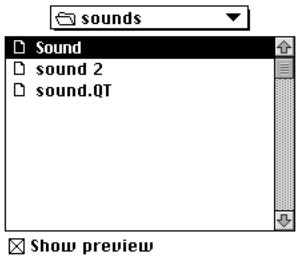
1

Display the slide or slide layer where you want to place the sound. Choose “Import” from the File menu, and then choose “Sounds...” from the submenu.



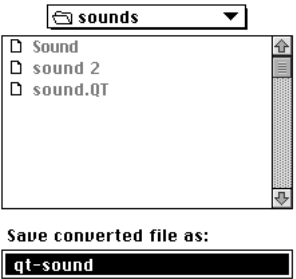
2

Select the sound file you want to import. If the sound is a QuickTime sound-only movie, click “Import,” otherwise, click “Convert....”



3

If the sound is not QuickTime, provide a name in the import dialog box for the QuickTime sound-only movie that will be created referencing the sound and click “Save.”

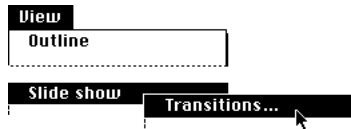


For more information

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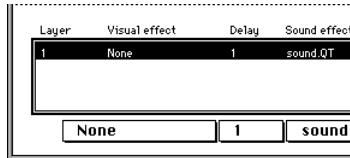
To edit the play sequence of a sound

1



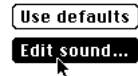
Choose "Slide show" from the View menu, and then select "Transitions..." from the submenu.

2



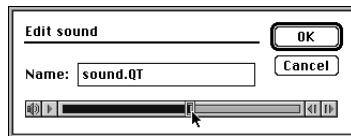
In the "Transitions" dialog box, select a slide from the "Slide" list box, and then select a layer from the Layer list box that has a sound assigned to it.

3



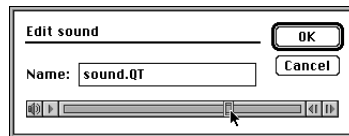
Select "Edit sound...."

4



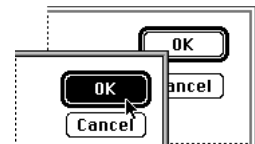
In the "Edit sound" dialog box, press Shift and drag the slider bar over the section you want to copy or delete.

5



To copy the selected section, press Command + C. Move the slider to the point where you want to insert, and press Command + V. To delete the section, press Command + X.

6



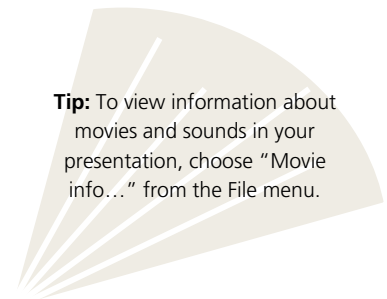
Click "OK" in both dialog boxes.

Tip: You can set the volume for a sound in the "Edit sound" dialog box by clicking the volume control button on the slider bar and adjusting the volume slider.

About QuickTime video movies

Persuasion 3.0 lets you add QuickTime movies to your slides, slide masters, and backgrounds.

QuickTime is an extension to the Apple Macintosh operating system that lets you put animation, video, JPEG compressed PICTs, and sound into your Macintosh files. You must have the QuickTime extension in your Extensions folder in your System folder to use the “movie” (MooV) file format. Like other graphics, you can import or paste movie files into Persuasion. You can also copy movies between slides within a presentation.



Tip: To view information about movies and sounds in your presentation, choose “Movie info...” from the File menu.

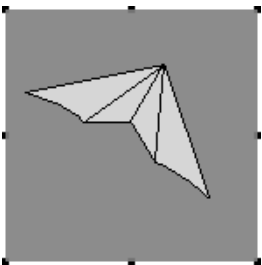
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Recommended hardware and software

Item	Recommended
Processor	68030 or later
RAM	8MB
Operating system	7.0.1 or later
Memory allocated to Persuasion	3.5 to 6MB
QuickTime software	Version 1.6 or later

Add impact to your presentations with QuickTime video movies

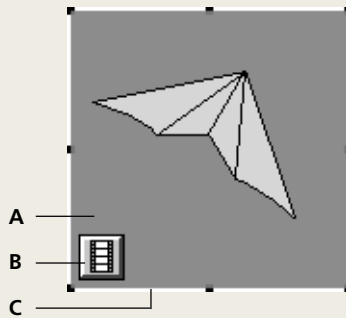


Training: Show a video of parts assembly, a product in use, or animated graphics of a complex process.



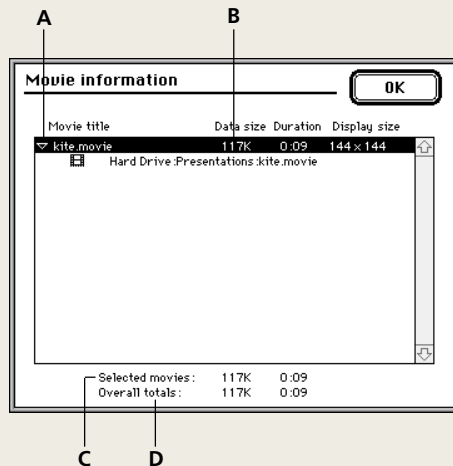
Marketing: Show a taped message from a VIP, a video clip of a testimonial, or a cartoon animation.

Parts of a QuickTime movie



- A** The poster frame is the image that displays when the movie is not running. It is also the image shown when the slide is printed.
- B** The badge labels the movie and contains a popup menu for editing or getting information about the movie.
- C** The movie frame is the area in which the movie will play.

"Movie information" dialog box



- A** Lists all movies in the presentation, including sound-only movies.
- B** Shows the size, duration, and display size of the movie.
- C** Displays the file size used by Persuasion and the total run time of selected movies.
- D** Displays the total file size and total run times for all movies in the presentation.

Bringing QuickTime movies into Persuasion

When you import a QuickTime movie, you are actually establishing a link with the movie, not adding the movie to your presentation. Importing only the reference keeps the presentation file size smaller, since movie files can be quite large.

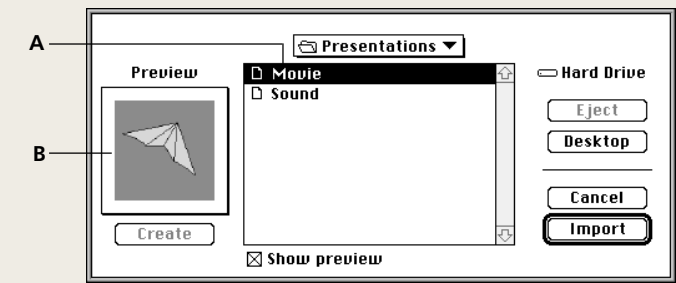
A movie file itself can contain references to other media files for audio, video, or animation data. When you move a presentation from one computer to another, always run through your presentation before giving it.

You will most likely use video movies directly on a slide, although you can also use a movie with sound as a slide or slide layer transition. Movies placed on backgrounds will play first when the slide is displayed; movies placed on masters will play second; and movies on slides will play third.

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Import movie dialog box

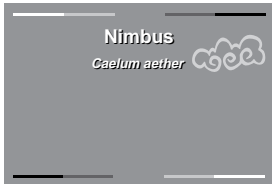


A Displays QuickTime movie files that can be imported. **B** Previews the selected movie.

Tip: Keep movies used in a presentation in the same folder as the presentation.

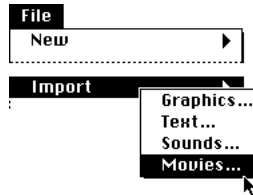
To import a QuickTime movie

1



Display the slide, slide master, or background on which you want to place the video movie.

2



Choose "Import" from the File menu and then choose "Movies..." from the submenu.

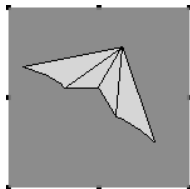
3



In the "Import movie" dialog box, select the movie file to import, and then click "Import."

To copy a video movie

1



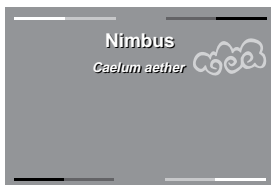
Click the video movie in another application, another Persuasion presentation, or view the movie in the Scrapbook to select it.

2



Choose "Copy" from the Edit menu.

3



Open your Persuasion presentation and display the slide on which you want to put the movie.

4



Choose "Paste" from the Edit menu.

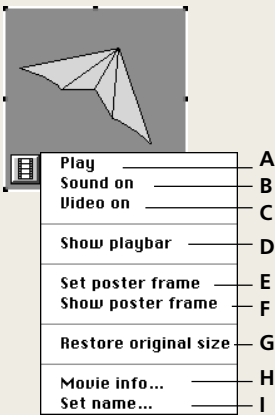
Setting up a movie in Persuasion

In Persuasion, you can specify several characteristics of your QuickTime movie. You can adjust the volume, you can set the poster frame, and you can decide how big the movie will be on your slide. You can also perform basic edits to a QuickTime video movie and test playback.

Movies are labeled on slides with a movie badge containing a popup menu from which you can do basic movie editing. Use the playbar to edit the current or selected frames of the movie. When the playbar is not visible, edits such as cutting, copying, or deleting apply to the movie as a whole. You can choose to display or hide movie badges.

Tip: To preview a movie, double-click it. To stop play, click the movie once again.

The movie badge popup menu

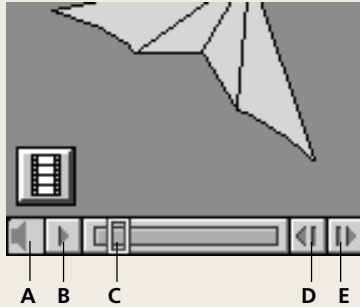


- A** Plays the movie from the current frame. Once the movie is playing, click anywhere to stop play.
- B** Turns the sound on or off for movies that contain sound.
- C** Turns the video display on or off for movies that contain video.
- D** Displays or hides the playbar.
- E** Designates the current frame as the poster frame..
- F** Displays the frame that is assigned as the poster frame.
- G** Returns the movie to its original size if you have resized it manually or using the "Adjust graphics" dialog box.
- H** Displays information on the movie selected and information on all movies in the presentation.
- I** Allows you to change the name of the movie as it appears in the "Movie information" dialog box. The original movie maintains its original filename.

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The playbar



- A Displays the volume slider that controls the volume of the movie.
- B Plays the movie from the current frame.
- C Indicates the current frame's place in movie.
- D Steps backward through the movie one frame at a time.
- E Steps forward through the movie one frame at a time.

To set the poster frame

1



To display the playbar, Choose "Show playbar" from the movie badge popup menu.

2



Advance the movie using the playbar to find the desired frame.

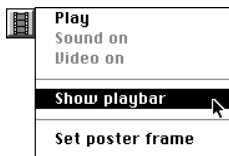
3



Choose "Set poster frame" from the movie badge popup menu.

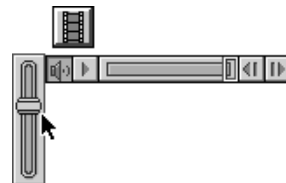
To adjust the movie sound volume

1



To display the playbar, choose "Show playbar" from the movie badge popup menu.

2



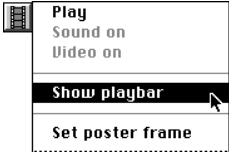
Click the volume control button to display the volume slider, and then drag the slider to the desired setting.

Editing movie frame sequences

You can cut, rearrange, or duplicate movie frames in Persuasion. This allows you to cut a longer movie to show only the frames you want or to create a movie clip from a longer movie. You can paste frames into the movie from which you cut or copied them, or you can make a new movie consisting only of the cut or copied frames.


Tip: QuickTime movies in Persuasion play using the "Standard" (RGB) color system. Use a QuickTime editing program to play a movie using a different color system.

1



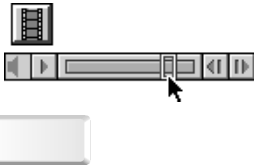
Display the playbar by choosing "Show playbar" from the movie badge popup menu.

2



Using the slider or step buttons, go to the first frame of the sequence you want to cut or copy.

3



Hold down Shift and move to the end of the sequence by either dragging the slider or clicking the step buttons. To move just one frame, click a step button once.

4

Edit	
Undo	⌘Z
Cut	⌘H
Copy	⌘C
Paste	⌘U


Choose "Copy" or "Cut" from the Edit menu.

5

Edit	
Undo	⌘Z
Cut	⌘H
Copy	⌘C
Paste	⌘U

Go to the frame after which you want to append the sequence, and then choose "Paste" from the Edit menu.

6



Click the play button on the control bar to review the result.

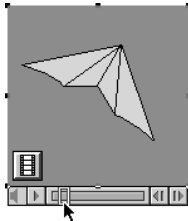
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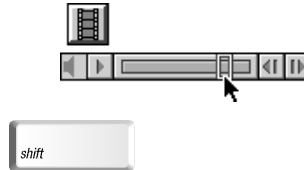
To remove a sequence

1



Using the slider or step buttons on the playbar, go to the first frame of the sequence you want to delete.

2



Hold down Shift and go to the end of the sequence by either dragging the slider or clicking the step buttons. To remove just one frame, click a step button once.

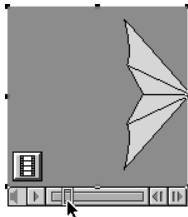
3



Choose "Clear" from the Edit menu or press Delete.

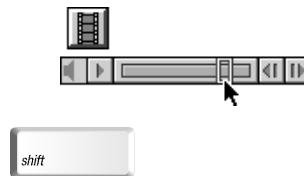
To create a new movie from a selected sequence

1



Using the slider or step buttons on the playbar, go to the first frame of the sequence you want to cut or copy.

2



Hold down Shift and go to the end of the sequence by either dragging the slider or clicking the step buttons. To move just one frame, click a step button once.

3



Deselect the movie, and then go to the slide or location where you want to paste the "new" movie, and choose "Paste" from the Edit menu.

Preparing your on-screen presentation

Before you run an on-screen presentation, preview any special effects you have created, and fine-tune your work before showing your presentation to an audience. You can then save it so that all you need to do is double-click the presentation's icon or name to start it.

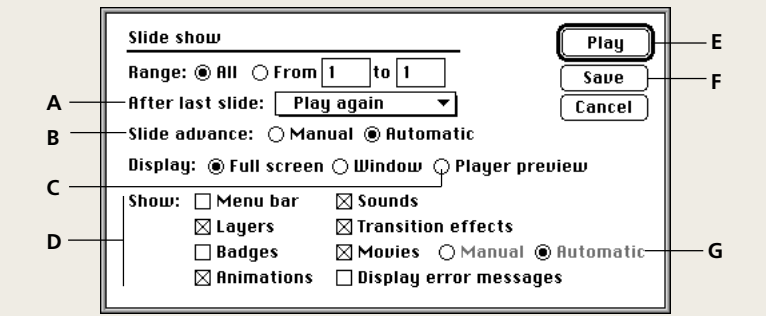
If you are giving your presentation on a monitor that has a different screen resolution (such as 1024 x 768) than the monitor on which you created the presentation, you need to record the new screen dimensions in the file before you present it.

It is a good idea to “package” all the QuickTime movies in your presentation. This will create one file that contains only the movie frames and sounds your presentation uses. If you choose not to package your movies, you must bring all movies and sounds along with your presentation, and store them in the same folder.

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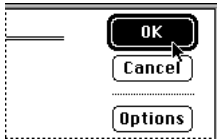
The “Slide show” dialog box



- A** Lists options for the end of your automatic slide show.
- B** Manually advances each slide or runs your presentation automatically.
- C** Displays the slide show centered on the screen and reduced to the player size (640 x 480 pixels).
- D** Features that will be displayed or enabled during your slide show.
- E** Shows your presentation using the settings you have chosen.
- F** Saves the settings and closes the dialog box.
- G** Movies can be played in “Automatic” or “Manual” mode when “Slide advance” is set to “Manual.”

To change the slide size to match a different monitor

1



Choose "Page setup..." from the File menu, and then click "OK" in the "Page setup" dialog box.

2

☒ Custom: 11.56 by 8.67 inches

In the "Presentation setup" dialog box, choose "Custom," and then enter the appropriate screen dimensions, and click "OK."

3

Adjust graphics:

☒ Slides

Options:

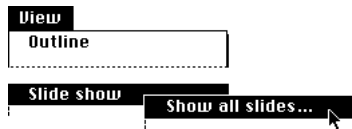
☐ Move objects

☒ Scale objects

In the "Adjust graphics" dialog box, select "Slides," and then select either "Move objects" for small adjustments or "Scale objects" for large adjustments. Click "OK."

To prepare a presentation to open in slide show

1



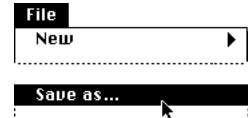
Choose "Slide show" from the View menu, and then choose "Show all slides...."

2



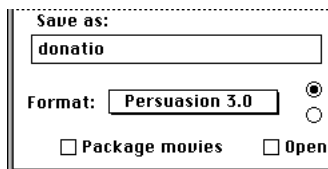
Select the options that you want, and then select "Save."

3



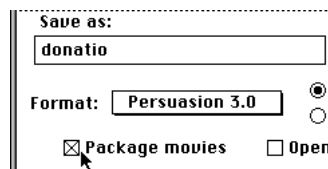
Choose "Save as..." from the File menu.

4



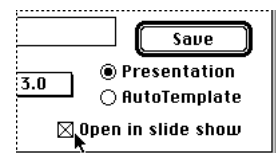
In the save as dialog box, select a folder and type a name for your slide show.

5



Check "Package movies" to put the sounds or QuickTime movies in your presentation into one file.

6



Check "Open in slide show," and then click "Save."

Running your on-screen presentation

Once you have correctly prepared your presentation, and have saved it to open as a slide show, running it is easy. You simply double-click the presentation icon or the filename in the file folder. All of your multimedia effects, such as sound transitions, animation, QuickTime movies, autojumps, and highlighted text, will play according to the settings you last saved.

You can navigate manually through your presentation using either keyboard commands and the mouse, the menu bar, or the control bar. The menu bar gives you flexibility in manipulating your presentation, but it can be intrusive and is best used for informal presentations.

The control bar is much less intrusive and provides controls if you are giving the presentation away from the computer. Keyboard commands are handy if you are giving the presentation while sitting in front of a keyboard.

For more information

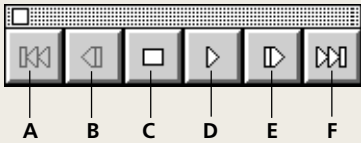
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Using the menu bar with an on-screen presentation



- A** These menu items allow you to change transitions in your presentation.
- B** These menu items allow you to navigate through your presentation.

The control bar is a simple navigation tool*



- A** Moves to the first slide or the first layer of the first slide.
 - B** Moves to the previous slide or the last layer of the previous slide. Pressing Shift + clicking the button moves to the previous layer.
 - C** Pauses the presentation when it is in automatic mode.
 - D** Plays the presentation. In automatic mode, it starts or restarts your presentation.
 - E** Moves to the next layer or next slide. Pressing Shift + clicking the button moves to the last layer of the current slide.
 - F** Moves to the last slide or the last layer of the last slide.
- * Pressing Shift + Command + c displays the control bar.

Keyboard commands when running an on-screen presentation

To...	Do this...
Display or hide the menu bar	Press Command + m
Display or hide the control bar	Press Shift + Command + c
Display the next slide or layer	Click the slide or press the right arrow or press n
Display the previous slide	Double-click the mouse or press the left arrow or press p
Display the previous layer	Press Shift + left arrow or press Shift + p
Go to the first slide	Press Home or press h
Go to the last slide	Press End or press e
Go to the first layer of the first slide	Press Shift + h or press Shift + Home
Go to the first layer of the last slide	Press Shift + e or press Shift + End
Go to a specific slide	Type a slide number and press Return
Go to the first layer of a specific slide	Type a slide number and press Shift + Return
Stop or resume a slide show set to automatic advance	Press the spacebar
Turn the cursor on or off	Press a
Switch between manual and automatic advance	Press =
Turn the blank screen on or off	Press b or press , (comma)
Turn the screen black	Press Shift + b or press . (period)
Exit the slide show	Press Command + . (period)
Exit from the slide show and quit	Press Command + q

CHAPTER

10



**On the Road with
Persuasion**

What is the Persuasion Player?

The Persuasion Player is a portable version of Persuasion that allows you to run on-screen slide shows on computers that don't have Persuasion installed. With the Player, you have the option of distributing your presentations to people who don't own Persuasion.

Included with your Persuasion 3.0 software is a high-density disk containing the Macintosh Player and another containing the Windows Player. Using the appropriate Player, you can run a slide show on either platform, regardless of where it was created.

The Player supports transition sounds, visual effects, autojumps between slides, slide shows, or applications, animation, sounds, and movies.

To run a slide show using the Player, first create your presentation as an on-screen slide show in Persuasion, then export it as a Player file. Since Player files are snapshots of Persuasion slides, you can't edit them. You can annotate them, however, with notes and sketches. The annotations don't change slide content and can be saved with the Player file for future reference.

Recommended system requirements for running Player files

Component	Macintosh	PC
Processor	68020 (Mac II or higher)	80386
Memory (RAM)	4 MB	4 MB
Operating system	System 6.0.7	Windows 3.1
Monitor	13 inches (640 x 480 pixels) 256 colors*	VGA, 256 colors*
*On black-and-white or 16-color monitors, colors and patterns will be less smooth; on monitors smaller than 13 inches (640 x 480 pixels), Player slides displayed at full screen may be cropped.		

For more information

Add notes to Player files	194
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Taking a presentation on the road



Use the Player to run an on-screen slide show on any Macintosh or Windows computer that meets the recommended system requirements, regardless of where the slide show was created.

Creating Player files

Before you can run an on-screen presentation using the Player, you need to create a Player file. You create a Player file by exporting slides from Persuasion in slide show format. You can export single slides, selected slides, or entire presentations.

From within Persuasion, you can save settings for how your slide show will run as a Player file before you export it. For example, you can decide whether slides will advance automatically or manually. If you choose manual slide advance, you can pause and restart the slide show as you deliver your message and you can activate special effects, such as movies or jumps between nonconsecutive slides, at specific times. You have the option of modifying the settings as needed from within the Player.

Save settings running a Player file

Slide show

Range: ☒ All ☐ From to

A After last slide:

B Slide advance: ☐ Manual ☒ Automatic

C Display: ☐ Full screen ☒ Window ☐ Player preview

D Show: ☒ Menu bar ☒ Sounds

☒ Layers ☒ Transition effects

E ☐ Badges ☐ Movies ☐ Manual ☒ Automatic

F ☒ Animations ☐ Display error messages

Play

Save

Cancel

A Options for ending a slide show set to advance automatically.

B You control when slides and layers advance, or the Player advances them automatically.

C How your slide show displays on your screen.

D Options you can choose to operate or display in your slide show.

E You control when movies play or they play automatically when a slide is displayed.

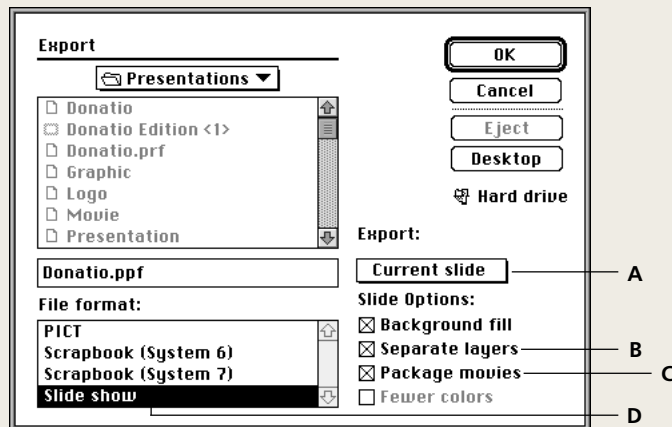
F When checked, error messages display when objects can't be found or played.

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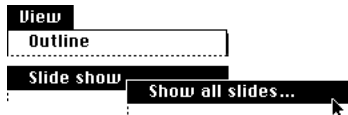
Decide how your presentation exports



- A Export your entire presentation, one slide, or selected slides.
- B Exports separate slide layers; don't check if the computer you'll use has less than 4MB of memory.
- C Packages movies and sounds into a QuickTime file.
- D The Player can only use "Slide show" format.

To create a Player file

1



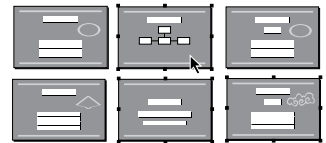
Open a presentation, choose "Slide show" from the View menu, and then choose "Show all slides..."

2

- ☒ Menu bar ☒ Sounds
- ☒ Layers ☒ Transition effects
- ☐ Badges ☒ Movies ☐ Manual ☒ Automatic
- ☒ Animations ☒ Display error messages

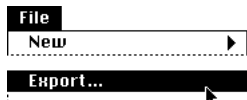
In the "Slide show" dialog box, select settings as needed, and then click "Save."

3



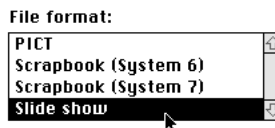
To export one slide or selected slides, display the slide sorter and select the slides you want.

4



Choose "Export..." from the File menu to open the "Export" dialog box.

5



Select an option from the "Export" popup menu, and then select "Slide show" from the "File format" scroll box.

6



Check the options you want, name your Player file (add a .ppf extension to run the file in Windows), and click "OK."

Testing Player files on-site

Since you may be running your Player slide show on unfamiliar equipment in an unfamiliar setting, try running it before you deliver your presentation. You may find you need to change the way the slide show is displayed on the screen, the speed at which it runs, and other settings.

You can run the Player file in full screen or window display depending upon monitor size. Because Player files are bitmaps, patterns may change when you switch from one display to another.

If you use a projection device to project your Player slide show, it will look exactly like it does on the monitor.

You can control your slide show from one monitor (where the menu and dialog boxes display) and present it from another. Set your Player file to display in a window and drag the window to the second monitor.

If you set your slide show to run automatically, you can control the speed at which it runs. Unless you

modify the timing settings, slides advance according to the delays you set for transitions between slides and layers. (The default settings are two second delays between slides and one second delays between layers.)

Choosing the best display option



Full-screen display Regardless of monitor size, Player files display at 640 x 480 pixels (the approximate size of a 13-inch monitor). On larger monitors, Player files appear in the center of the screen surrounded by black. On smaller monitors, the edges of the slides extend beyond the edges of the screen and slides will be cropped.

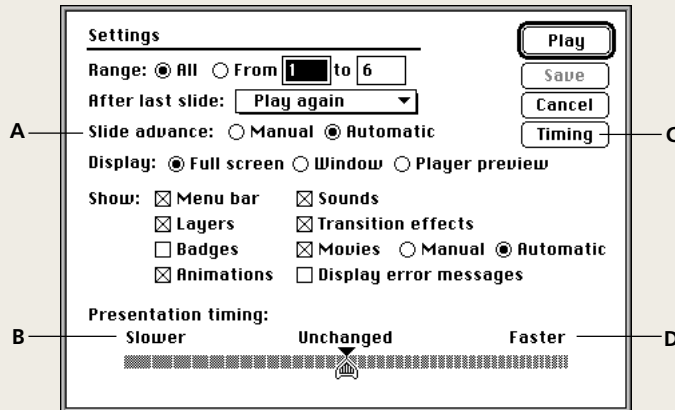
Window display If necessary, slide images are scaled to fit in the window. On smaller monitors (such as a Macintosh SE or a Powerbook), choosing window display scales slides to fit under the menu bar and within the bounds of the screen. Text scales as a bitmap so it may appear jagged in smaller windows.

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Tip: To modify settings while the Player file is running: Press Command + T to display the “Settings” dialog box, modify the relevant settings, and then click “Restart” or “Continue.”

Controlling the speed of your Player slide show



- A** When a Player file that is set to advance automatically first opens, the slider is deactivated, and the slide show plays at normal speed.
- B** Moving the slider left makes the presentation run slower (minimum speed is four times slower than normal speed).
- C** Activates the slider and allows you to change slide show speed.
- D** Moving the slider right makes the presentation run faster (at maximum speed, the slide show runs as if all delays are set to None).

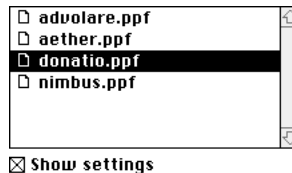
To change settings for running a Player file

1



Double-click the Player application icon to open the Player.

2



In the open dialog box, select the file you want to open, check "Show settings", and then click "Open."

3

- ☒ Menu bar ☒ Sounds
- ☒ Layers ☒ Transition effects
- ☐ Badges ☒ Movies ☐ Manual ☒ Automatic
- ☒ Animations ☒ Display error messages

In the "Settings" dialog box, choose the display, timing, and other options you want to change, and then click "Play."

Run a Player slide show

For best performance, copy your Player files to the hard disk before you run your slide show.

To run a Player slide show, simply double-click the icon of the file you want to run. The slide show will run according to the settings that were last saved.

Navigate through your Player file using either the keyboard, the control bar, or the Slide show menu.

Note: If you plan to run multiple Player slide shows consecutively, create a show list file on the computer where you'll be running your presentation.

Before you take your Player slide show on the road, answer these questions:

- Did you test your presentation on your own computer first?
- Have you exported your presentations as Player files in slide show format?
- What kind of computer (Macintosh or Windows) will you be using for your presentation?
- Does the computer meet the recommended system and hardware requirements?
- Did you take the appropriate Player application (Macintosh or Windows)?
- Have you saved your Player files and packaged movie and sound files onto a disk formatted for the computer you'll be using?
- If you'll be running a slide show in Windows that you created on a Macintosh (or vice versa), does your slide show include movies or sounds that won't play on the other platform?
- If you'll be running a slide show in Windows, does your Player file name have eight or fewer characters and a .ppf extension (for example, 3QSales.ppf)?

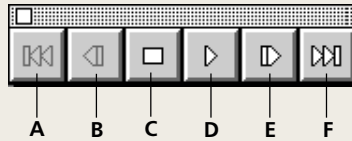
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Tip: Before you run your slide show, disable screen savers, mail, or any other program that might interrupt your presentation.

Navigate using the control bar*



- A** Moves to the first slide or the first layer of the first slide.
- B** Moves to the previous slide or the last layer of the previous slide. Pressing Shift + clicking on the button moves to the previous layer.
- C** Pauses the slide show and/or any running movie, sound, or animation effect.
- D** Starts or resumes the slide show from the current slide.
- E** Moves to the next layer or next slide. Pressing Shift + clicking on the button moves to the last layer of the current slide.
- F** Moves to the last slide or the last layer of the last slide.

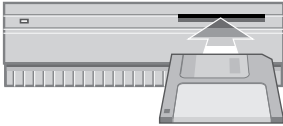
*Pressing Shift + Command + C on a Macintosh or Shift + Ctrl + C in Windows displays the control bar.

Navigate using the keyboard

To...	Do this...*
Display or hide the menu bar	Press Command + m
Display or hide the control bar	Press Shift + Command + c
Display the “Settings” dialog box	Press Command + t
Go to the next slide or layer	Click the mouse, or press the Right arrow, or press n
Go to the previous slide	Double-click the mouse, or press the Left arrow, or press p
Go to the previous layer	Press Shift + the Left arrow, or press Shift + p
Go to a specific slide	Type the slide number and press Return
Go to the first layer on a specific slide	Type the slide number and press Shift + Return
Go to the first slide	Press h or Home
Go to the first layer of the first slide	Press Shift + h or press Shift + Home
Go to the last slide	Press e or End
Go to the first layer of the last slide	Press Shift + e or press Shift + End
Pause or resume a slide show set to automatic advance	Press the Space bar
Toggle the cursor on or off	Press a
Switch between manual and automatic advance	Press =
Switch between the current slide and a blank screen	Press b or press , (comma)
Switch between the current slide and a black screen	Press Shift + b or press . (period)
Exit from the slide show	Press Command + period (Macintosh) or press Esc (Windows)
Exit from the slide show and quit	Press Command + q (Macintosh only)
*If you’re running your Player slide show on a PC, press Ctrl instead of Command.	

To run a Player slide show on a Macintosh computer

1



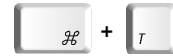
Copy the Player application, your Player files, and any movies and sounds into the same folder on the hard drive.

2



Double-click the Player application icon.

3



Settings

Range: ☒ All ☐ From 1 to 6

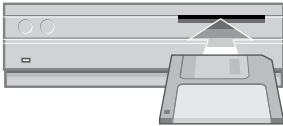
After last slide: **Play again**

Slide advance: ☐ Manual ☒ Automatic

If necessary, change the settings by pressing Command + t.

To run a Player slide show in Windows

1



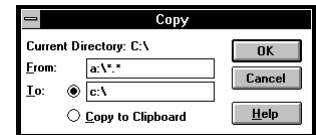
Make sure Windows is running, and then insert the floppy disk into the disk drive.

2



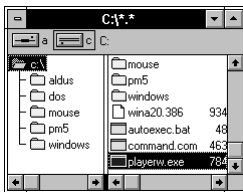
In the Program Manager, open the "Main" group, double-click the File Manager icon, and then choose "Copy" from the File menu.

3



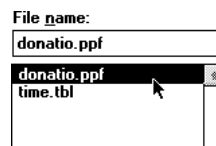
Type "a:*. *" for "From" and type "c:\\" for "To." (If you're using disk drives other than "a" and "c," type those letters instead).

4



In the File Manager, click the icon for the "c:" drive. Double-click the "c:\" directory to view the icons for your Player files.

5



Double-click the Player application icon (called "playerw.exe") and in the "Open" dialog box, select the Player file you want to run.

Tip: In the "Open" dialog box, check "Show settings" to view or change the settings for how your slide show will run.

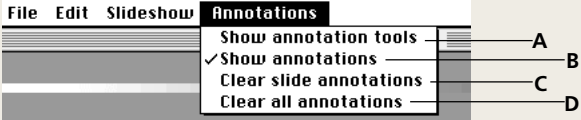
Add notes to Player files

In the same way that you use a marker to make notes on transparencies, you can use the keyboard and mouse to make notes and sketches on slides during a Player presentation.

Using the Player annotation tools, you can add comments and suggestions directly to slides that need to be changed. After your presentation, you can open both an annotated Player file and a Persuasion file and easily incorporate revisions into your original presentation.

By choosing not to display annotations, you can present a Player file slide show even after you have made notes on the slides. Although you can't print annotations, you can save them with the Player file.

Annotation options



The screenshot shows the 'Annotations' menu with four options: 'Show annotation tools', 'Show annotations' (checked), 'Clear slide annotations', and 'Clear all annotations'. Callout A points to 'Show annotation tools', B to 'Show annotations', C to 'Clear slide annotations', and D to 'Clear all annotations'.

A Displays or hides the annotation tools. Showing the tools when annotations are not displayed also shows the annotations.

B Displays or hides annotations. Displaying annotations displays all the layers on a slide; you can't annotate individual layers.

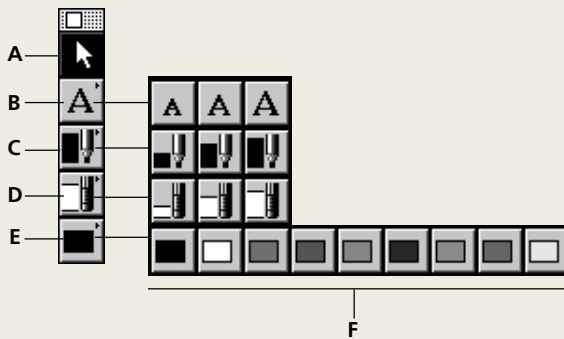
C Deletes the annotations on the current slide.

D Deletes all annotations in the Player file.

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Annotation tools



- A** Pointer tool.
- B** Text tool. Click on any location on the slide to enter text.
- C** Marker tool. Make freehand drawings on your slide.
- D** Eraser tool. Erase any or all of your annotations. Double-click to erase all annotations on a slide.
- E** Color tool. Choose one of nine colors for your annotation text and sketches.
- F** Tools expand (when you click and hold) to offer you a range of sizes and colors.

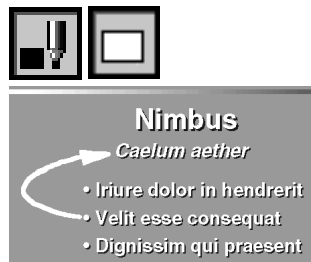
To add notes and sketches to a Player file

1



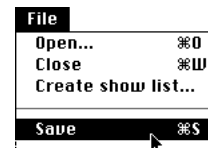
Display the menu bar by pressing Command + m and then choose "Show annotation tools" from the Annotations menu.

2



On the annotations tool palette, press and hold the tool you want to use, select the size or color you want, and then annotate the slide.

3



When you're finished annotating your file, choose "Save" from the File menu to save the annotations with your Player file.

Run multiple Player files


When one presentation consists of multiple Player files, you have two ways to run them: you can jump from one Player file to another using autojump, or you can create a show-list file. A show-list file is an ordered list of Player file names.

Create a show-list file when you want to run Player files in sequence. Because a show-list file consists of pointers to the Player files you want to run, you must create it on the computer on which you run the Player files. If you decide to change the order in which the Player files run, simply create a new show-list file.

Run a show-list file just as you run a single Player file (double-click a show-list file icon). Options you set for running a show-list file apply to all the slide shows in the show list.


Use autojump when you want to move back and forth between Player files. Set the options for running each Player file individually.

1




Launch the Player and choose "Create show list..." from the File menu.

3




When all the Player files are added, click "Save." In the save as dialog box, type a name for the show list file and click "Save."

2



In the "Create show list" dialog box, select each Player file from the top list in the order you want them to run and click "Add" after each selection.

4



In the "Create show list" dialog box, click "Done."

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To create jumps between two Player files

1



File B

Export the presentation you want to jump to as a Player file (called File B here).

2



Presentation A



File B

Within Persuasion, in the presentation you want to jump from (called Presentation A), create an autojump to Player file B.

3



File A

Export Presentation A as a Player file (File A).

4



Presentation B



File A

Within Persuasion, in Presentation B (not Player File B), create an autojump to Player File A.

5



File B

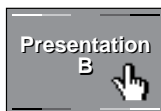


File A

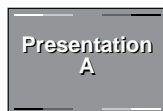
Export Presentation B again as a Player file, naming it exactly the same as you did before.

To jump from one Player file to another

1



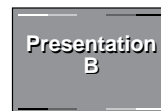
Presentation B



Presentation A

Run the Player slide show. On the appropriate slide, move the cursor over the object or area to which you've assigned the autojump, and click when the cursor becomes a pointing hand.

2



Presentation B



Presentation A

From the file you jumped to, return to the first file by clicking on a return autojump, if you created one, or by displaying the menu bar and then choosing "Return to..." from the Slideshow menu.

Cross-platform support for QuickTime movies and sounds

The Player for the Macintosh has been updated to transfer QuickTime movies and sounds from the Macintosh to Windows. QuickTime and QuickTime for Windows must be installed on their respective platforms.

After you create a Player file, package your movies and sounds into a QuickTime file. Then, you can run presentations with movies and sounds on a Macintosh, or in Windows with the appropriate Player application.

To package QuickTime movies and sounds for Windows

1

aether

File format:

PICT

Scrapbook (System 6)

Scrapbook (System 7)

Slide show (Player file)

All slides

Slide options:

☒ Background fill

☐ Separate layers

☐ Package movies

☐ Fewer colors

Export your presentation as a Player file, but do *not* check “Package movies” in the “Export” dialog box.

2

File

Open... %0

Save as...

Open your Player file, display the menu bar (Command + m), and then choose “Save as...” from the File menu.

3

aether.ppf

☒ Package movies

☐ Macintosh Player only

☒ All Persuasion Players

In the “Save presentation as” dialog box, check “Package movies” and “All Persuasion Players,” and then click “OK.”

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CHAPTER

11

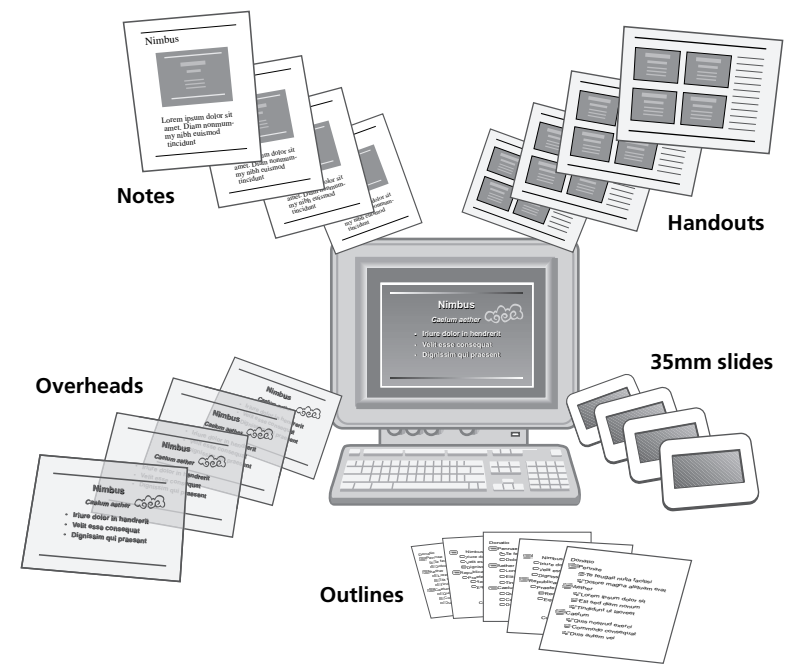


Printing

Printing in Persuasion

- Persuasion gives you a variety of options for printing 35mm slides, overheads, support materials, and outlines.
- Print slides without separate layers or background fills for proofing.
 - Print slide layers as separate slides.
 - Print an on-screen presentation with badges to become familiar with the autojump hot spots.
 - Create a PostScript file for 35mm slides.
 - Print parts of your presentation independent of other components. For example, print just the outline without the slides or notes to review your presentation content.
 - Print color slides on a black-and-white printer without changing your presentation.

Printing in Persuasion

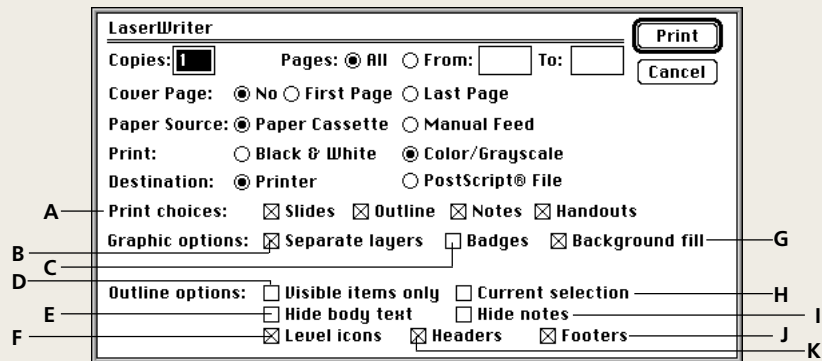


Any part of your presentation—slides, outline, notes or handouts—can be printed separately without printing all the presentation components.

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Outline your presentation to save time	62

Persuasion's printing options



- A** Prints the parts of the presentation that are checked.
- B** Prints one page for each additional slide layer.
- C** Prints badges for all charts, movies, sounds, jumps, and animation in an on-screen presentation.
- D** Does not print collapsed or hidden text.

- E** Prints the outline without subtitles or body text.
- F** Prints slide title and heading level icons along with text.
- G** Prints slides with their background fills. Uncheck to print slides without background fills.
- H** Prints only the selected heading and its subordinates.

- I** Prints the outline without notes.
- J** Prints page numbers at the bottom of each outline page.
- K** Prints the presentation title at the top of each outline page.

Note: The look of the print dialog box depends on the printer driver currently active. However, all of the options described here are available with all printer drivers.

Printing overheads and support materials

The best way to produce clear, crisp overheads, outlines, speaker notes, and handouts is with a high-resolution black-and-white or color laser printer.

When you print overhead transparencies, be sure to use the transparency product recommended for your printer. You can also print overheads on paper and then use a copier to transfer images to transparencies.

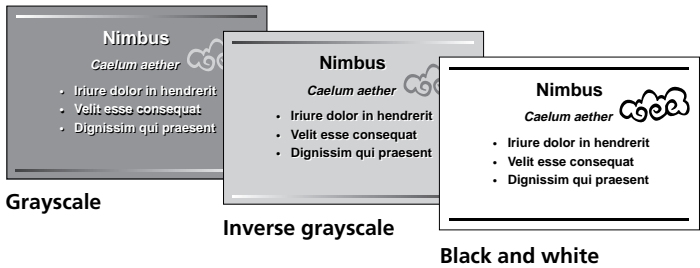
Some limitations exist in the range of colors available on color printers. If you want to print color overheads, refer to your printer documentation to review your printer's color capabilities.

Tip: To change your color system to black and white before you print support materials, choose "Color system" from the Show menu and then choose either "Black and white" or "Inverse grayscale" from the submenu.

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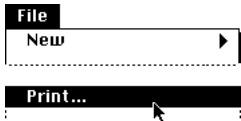
More legible thumbnails



Before you print speaker notes and handouts that include thumbnails of slides with darker or more complex color schemes, change the color system so that slide thumbnails are more legible.

To print overheads, outlines, notes, or handouts

1



Choose "Print..." from the File menu.

2

- Print choices:** ☐ Slides ☒ Outline ☒ Notes ☒ Handouts

Graphic options: ☒ Separate layers ☐ Badges ☐ Background fill

Outline options: ☐ Visible items only ☐ Current selection

☐ Hide body text ☐ Hide notes

☒ Level icons ☒ Headers ☒ Footers

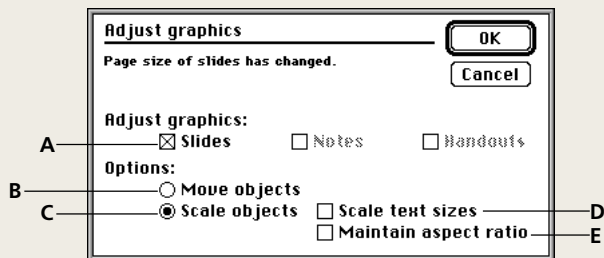
In the print dialog box, select the options you need. Uncheck the parts of the presentation you don't want to print, and then click "Print."

Tip: If your presentation has a dark color scheme, change the color system to "Inverse grayscale" or "Black and white" before printing proofs on a laser printer.

Converting presentations to 35mm format

When you convert a presentation designed for on-screen display or overheads to 35mm format, and vice versa, the dimensions and shape of your slide will change. In Persuasion, you can move or adjust graphics and text automatically on both slide masters and slides to accommodate a larger or smaller slide.

"Adjust graphics" dialog box



- A Adjusts slides.
- B Moves objects toward the center of the new slide shape, retaining size.
- C Scales objects to fit proportionally in the new slide shape.
- D Scales text sizes to fit proportionally in the new slide shape.
- E Scales all objects and maintains their proportions.

Tip: Before converting your presentation from one slide shape to another, save it under a new name. You can then compare the converted slides to the original slides, which can help you make placement and sizing decisions.

For more information

Choose your final output and design ... 15
 Proofing 35mm slides 206
 "Adjust graphics dialog box" in Online Help
 "Overview: Transferring files across platforms" in Online Help

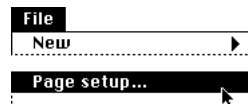
To convert a presentation to 35mm format

1



In the Chooser, select your film recorder device. If using custom dimensions, select any device, then click "OK" in response to the Alert message.

2



Choose "Page setup..." from the File menu, and then click "OK."

3

Presentation setup

Slide shape: ☐ Overhead ☒ 35mm slide ☐ Screen
☐ Custom: by inches

In the "Presentation setup" dialog box, select "35mm slide." If you are using custom dimensions instead of a device driver, click "Custom," enter those dimensions, and then click "OK."

Setting up for 35mm output

Before you make 35mm slides using either an in-house film recorder or a slide service bureau, you need to select the correct output device from the Chooser, and define your slide shape.

Your film-recorder documentation or your slide service bureau will specify a device driver or give you a set of slide dimensions to work with. When you select the device driver from the Chooser, your slides will be sized accurately. Without the device driver, you must enter the slide dimensions provided by your service bureau.

Adobe Authorized Service Providers have the latest technical updates and tips to help you save time and money. Call Adobe Customer Service at 800.628.2320 in the U.S. and Canada to find one near you.

Questions to ask a slide service bureau

What services do you offer

- Do you use Persuasion 3.0 for the Macintosh?
- What resolution in lines or dots per inch do you offer?
- Can I get PostScript slide output?
- Do you have Persuasion color test slides produced from your 35mm devices?
- Which fonts do you have?
- Will fill patterns print on your equipment?

How should I set up my presentation

- Do you have a film recorder driver or queueing software that you want me to use?
- What slide dimensions does your film recorder require?
- Do you have size or orientation limitations?
- What do I need to do if I want separate slides for slide layers?

How should I send my file

- Should I save my presentation as a Persuasion file, an export file, or a PostScript file?
- Should I send my presentation by modem or on disk?
- How should I transport my presentation if it is too big for a floppy disk?
- Do you recommend any file-compression software?

For more information

Converting presentations
to 35mm format 203

Proofing 35mm slides 206

"Produce slides using an in-house film
recorder" in Online Help

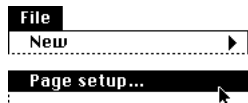
"Produce slides using a slide service
bureau" in Online Help

Setting up for 35mm slides

To...	Do this...
Produce 35mm slides with a device driver installed on your computer	<ol style="list-style-type: none">1. In the Chooser, select a film-recorder device driver or the film-recorder's conversion software as specified in your documentation.2. In the "Presentation setup" dialog box, select "35mm" as the slide shape.
Produce 35mm slides through a slide service bureau supplying slide dimensions (but no device driver)	<ol style="list-style-type: none">1. In the Chooser, select any printer.2. In the "Presentation setup" dialog box, select "Custom" and enter the service bureau's slide dimensions.
Produce a PostScript file	<ol style="list-style-type: none">1. In the Chooser, select the LaserWriter driver.2. Consult the slide service bureau or your film-recorder documentation for any special settings required in the "Presentation setup" dialog box.
Proof 35mm slides on printer paper (when the on-screen page size is larger than letter-size paper)	<ol style="list-style-type: none">1. In the Chooser, select a printer.2. Choose "Page setup..." from the File menu, and then reduce the page size to 70%. You can vary the reduction if needed. (Return this value to 100% before printing your final 35mm slides.)

To use the "Presentation setup" dialog box

1



Choose "Page setup...." from the File menu, and then click "OK."

2

Presentation setup

Slide shape: ☐ Overhead ☒ 35mm slide ☐ Screen
☐ Custom: by inches

In the "Presentation setup" dialog box, select "35mm slide" or enter your slide shape, and then click "OK."

Proofing 35mm slides

You can ensure your 35mm slides print as expected by proofing them before you print the whole presentation. The three variables you should proof are color, text, and graphics. Proof colors and text on 35mm film, and proof graphics using a desktop printer.

Proof with a test slide Create a test slide to determine how the colors, fonts, and fill patterns will image on the film recorder you intend to use.

Run test slides by following the procedures for setting up and printing 35mm slides.

Test for color variances Each 35mm film recorder translates colors in a slightly different way. Therefore, you may find that your test slide colors are slightly different than you those you want. You can edit your colors to compensate for film recorder color shifts before you print the whole presentation.

You can add edited colors into the “Custom 1” or “Custom 2” color system so that when you use the same film recorder again, you can use a tested color palette.

Proof for fonts and text flow Film recorders that are compatible with Adobe Type Manager can print any font you send smoothly at any size. Without Adobe Type Manager, use your test slide to verify that your fonts print properly.

Test print graphics on a desktop printer Print slides containing complex PICT and EPS graphics on a desktop printer first. If your printer cannot process the slides, it is possible the film recorder will also have difficulty.

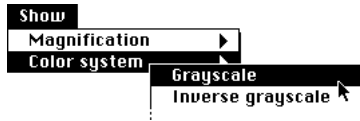
Tip: If you create your presentation in “Fit in window” view, remember that “Actual size” is the most accurate view for seeing text and graphic placement. You may want to print a set of proofing slides on a laser printer to review all text and graphic placement in your presentation.

For more information

Creating a new color scheme	126
Printing 35mm slides	208
Replacing custom color systems	130
Setting up for 35mm output	204
“Editing on slides” in online Help	

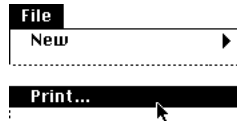
To proof complex graphics on a black-and-white laser printer

1



Choose "Color system" from the Show menu, and then choose either "Inverse grayscale" or "Grayscale" from the submenu.

2



Choose "Print..." from the File menu.

3

Print: ☐ Black & White ☒ Color/Grayscale
Destination: ☒ Printer ☐ PostScript® File
Print choices: ☒ Slides ☐ Outline ☐ Notes ☐ Handouts

In the print dialog box, select "Color/Grayscale" and deselect "Outline," "Notes," and "Handouts," and then choose "Print."

Printing 35mm slides

There are three ways to send a Persuasion file to a film recorder:

- Send a Persuasion file directly.
- Create an export file (your slides become PICT or Scrapbook images).
- Create a PostScript file.

Your film-recorder documentation or slide service bureau will specify which method to use.

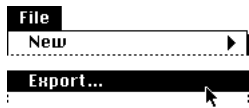
Note: Some PostScript interpreters require special page settings for output. And some film recorders require you to use their software to process your presentation before it prints. Read your film recorder documentation, or contact your slide service bureau for instructions.

For more information

Replacing custom color systems 130
Setting up for 35mm output 204
“Test before producing in color”
in Online Help

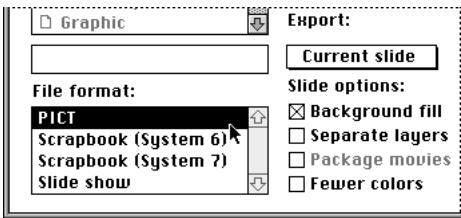
To create an export file

1



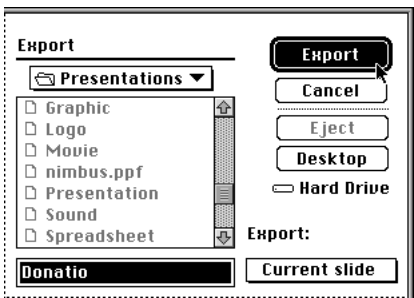
Choose “Export...” from the File menu.

2



In the “Export” dialog box, select “All slides” or “Current slide” from the “Export” popup menu, and PICT or Scrapbook as the file format.

3

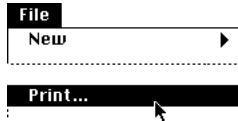


Select the slide options you want to include, name the file, and then click “Export.”

Tip: Check “Separate layers” to print individual slides for each slide layer.

To create a PostScript file

1



Choose "Print..." from the File menu.

2

Print: ☒ Color/Grayscale
Destination: ☒ PostScript® File

In the print dialog box, select "Color/Grayscale," and "PostScript® File" as the destination.

3

Print choices: ☒ Slides ☐ Outline
Graphic options: ☒ Separate layers

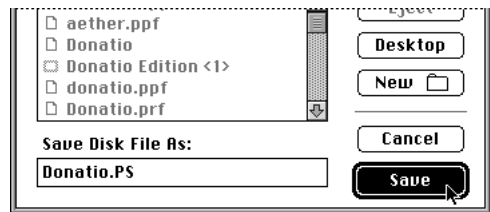
Select "Slides" and deselect other print choices. Check "Separate layers" to print individual slide layers.

4

☐ Notes ☐ Handouts
☐ Badges ☒ Background fill

Check "Background fill," and then click "Save."

5



In the "Save Disk File As:" box, type in a name for your file, and then click "Save."

Tip: To print 35mm slides from your computer, choose "Print..." from the File menu. In the print dialog box, check the options you want, and then click "Print."

CHAPTER

12



Keyboard Shortcuts

Keyboard Shortcuts

General

To...	Press...
Open a new presentation	Command + n
Close a presentation	Command + w
Design an AutoTemplate	Shift + Command + n
Display or hide the tool palette	Option + Command + 1
Display or hide the color palette	Option + Command + 2
Display or hide the text palette	Option + Command + 3
Display or hide the line palette	Option + Command + 4
Display or hide the nudge palette	Option + Command + 5
Cancel a dialog box	Command + . (period)

Working in the outline

To...	Press...
Create a new heading at the same level	Return
Create a new heading at the next higher level	Shift + Command + l
Create a new heading at the next lower level	Shift + Command + r
Move an empty heading right	Tab
Move an empty heading left	Shift + Tab
Move a heading with text right	Command +]
Move a heading with text left	Command + [
Start a new line within the same heading	Shift + Return
Delete a heading (and all its subheadings)	Command + x
Set heading as a title	Option + Command + t
Set heading as a subtitle	Option + Command + s
Set heading as body text	Option + Command + b
Add notes	Option + Command + n
Collapse selection	Command + k
Expand selection	Command + e
Collapse entire outline	Shift + Command + k
Expand entire outline	Shift + Command + e

Formatting

To...	Press...
Format text	Command + t
Change line and paragraph spacing	Command + m
Style type bold	Shift + Command + b
Style type italic	Shift + Command + i
Style type underline	Shift + Command + u
Style type outline	Shift + Command + o
Style type shadow	Shift + Command + s
Style type plain	Shift + Command + Spacebar
Align text left	Shift + Command + l
Align text center	Shift + Command + c
Align text right	Shift + Command + r
Align text justified	Shift + Command + j

Editing

To...	Press...
Select all	Command + a
Copy	Command + c
Duplicate	Command + d
Paste	Command + v
Cut	Command + x
Undo/Redo	Command + z
Find	Command + f
Find again	Command + g
Change	Command + h
Change then find	Shift + Command + h
Check spelling	Command + l

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“Keyboard Shortcuts” in Adobe Table
Online Help

Viewing

To...	Press...
Go to slide	Shift + Command + g
Move from slide to slide master	Option + click the slide icon
Move from slide to slide in Edit view	Command + right arrow or left arrow (forward or backward)
Move from slide or slide master to background	Option + Command + click the slide icon
Toggle between slide, outline, slide sorter, and note	Command + the up/down arrow
Open the Gallery to choose a slide master	Option + Command + m
Preview current slide	Shift + Command + p
25% magnification	Command + 0
50% magnification	Command + 5
75% magnification	Command + 7
100% magnification	Command + 1
200% magnification	Command + 2
400% magnification	Command + 4
Fit in window	Shift + Command + w

Working with objects


To...	Press...
Display or hide rulers	Command + r
Display or hide guides	Command + j
Snap to grid	Command + y
Snap to guides	Command + u
Display or hide badges	Command + b
Send to front	Option + Command + f
Send forward	Shift + Command +]
Send to back	Option + Command + b
Send backward	Shift + Command + [
Align/distribute	Shift + Command + a
Group	Option + Command + g
Ungroup	Option + Command + u





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
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