

# *Aldus Persuasion*<sup>®</sup>

## ***User Manual***

***Version 2.1***

***for use with Apple<sup>®</sup> Macintosh<sup>®</sup> computers***



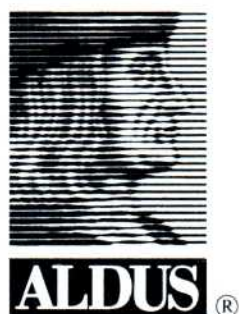


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November 1991

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Aldus Corporation  
411 First Avenue South  
Seattle, Washington 98104-2871  
U.S.A.  
Tel. 1 206 622 5500

Aldus Europe Limited  
Aldus House  
West One Business Park  
5 Mid New Cultins  
Edinburgh, Scotland  
United Kingdom, EH11 4DU  
Tel. 44 31 453 2211

Aldus Pacific Rim  
411 First Avenue South  
Seattle, Washington 98104-2871  
U.S.A.  
Tel. 1 206 622 5500

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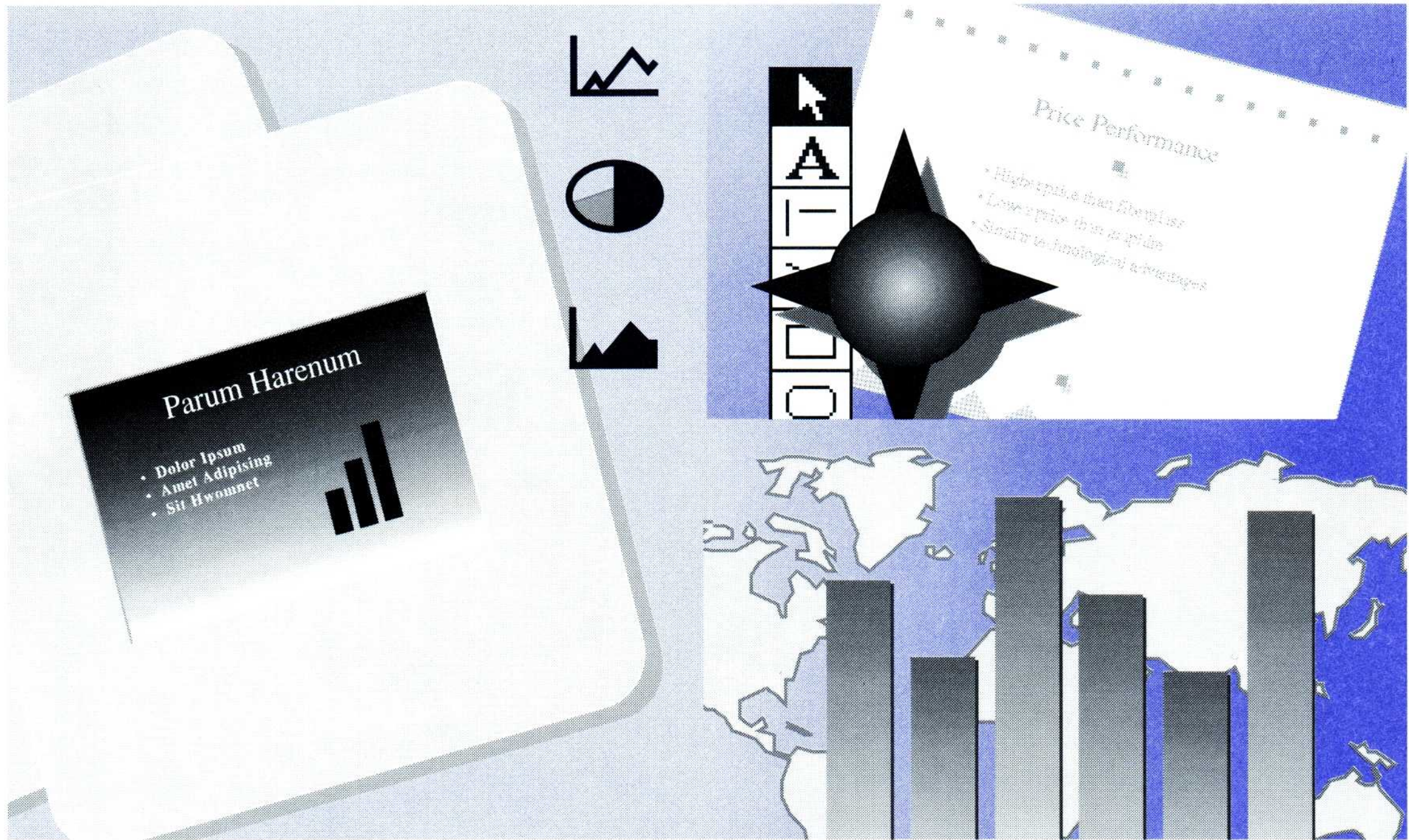
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***Welcome to Aldus Persuasion***



# Welcome

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Welcome to Aldus Persuasion—a comprehensive desktop presentations program for use with Macintosh System 6.0.5 or higher (version 7.0 is recommended). This manual is intended for use with your Persuasion program. For installation instructions, use the separate guide, *Aldus Persuasion Getting Started*. If you are new to Persuasion or want to review its exciting capabilities, we recommend that you work through the two tutorial lessons, also in *Getting Started*.

The unique power of Persuasion comes from its ability to format your slides automatically. It does this through the use of Persuasion AutoTemplates which format text and data from an outline.

You'll find Persuasion to be an invaluable tool whether you're giving a formal presentation to a large audience or you're reviewing ideas during an informal discussion with co-workers. Whatever your situation, Persuasion provides you with the means to organize your ideas and produce visual aids that get your message across. With the support that Persuasion offers—professional-quality slides, overheads, hand-outs, and speaker notes—you can deliver your presentation with more confidence and ease than ever before.

## *Learning and using Persuasion*

---

Aldus Persuasion is easy to learn and use, yet it gives you complete flexibility and control to create sophisticated presentations. The documentation set contains:

- The *Aldus Persuasion Getting Started*, consisting of installation instructions and two tutorial sessions
- The *Aldus Persuasion User Manual*, consisting of seven procedural chapters that describe how to use Persuasion to create your presentations
- The *Aldus Persuasion AutoTemplate Guide*, a handy guide to Persuasion's AutoTemplates
- The *Aldus Persuasion AutoTemplate Gallery Card*, a card showing a thumbnail illustration of each AutoTemplate
- The *Aldus Persuasion Guide to Transferring Presentations*, consisting of procedures for transferring files between Persuasion for the Macintosh and Persuasion 2.1 for Windows
- Persuasion Help, an online reference system that provides quick access to information about Persuasion commands and procedures, with cross-references to related topics

To learn Persuasion, you can take any of several approaches:

- If you're a hands-on learner, start with "Learning Aldus Persuasion" in *Aldus Persuasion Getting Started*. The first tutorial session, Lesson 1, shows you how to create a simple presentation and is very short; Lesson 2 introduces you to more of Persuasion's exciting features.
- If you're an expert computer user and want a quick-entry route to understanding Persuasion, work through the lessons in "Learning Aldus Persuasion," and then use Persuasion's context-sensitive online Help to navigate through the program. See instructions in the next section for using Help.

Above all, experiment. Persuasion is a powerful tool, easy enough to allow you to learn the basics quickly, but powerful enough that simply reading about it will never teach you all there is to know.

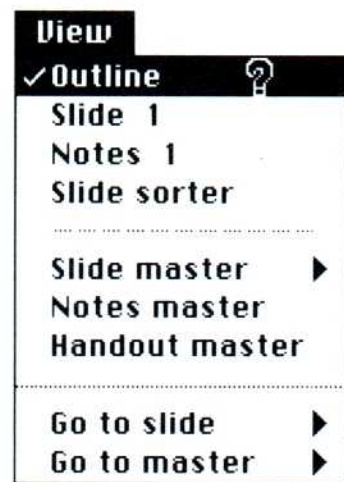
## *Using Persuasion Help*

If you're in the middle of creating your presentation and need to jog your memory about how to accomplish a task, Persuasion gives you quick answers via Persuasion Help. You can use either context-sensitive Help, or you can use the "Help..." command on the Apple menu.

### ► To use context-sensitive Help:

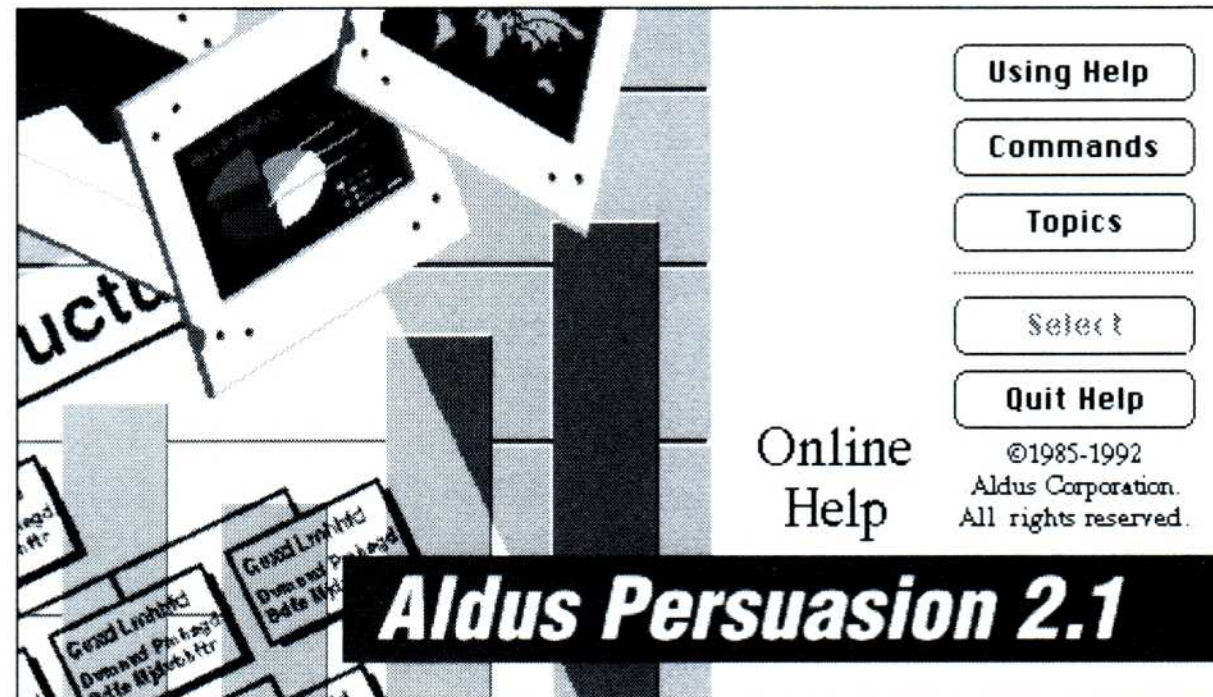
1. Press the Help key, or hold down the Command key and press the question mark (?) key.
2. Position the question-mark cursor on the menu command, dialog box, or area of the main Persuasion window for which you need information and click.

Persuasion displays a screen of information specific to the area you selected.



► **To go to Persuasion Help:**

1. Choose “Help...” from the Apple menu.
2. Click one of the buttons on the right:



- “Using Help” explains how to use the online reference system.
- “Commands” displays an alphabetized list of commands from which you can choose to learn more about commands and how to fill in dialog boxes.
- “Topics” displays a list of topics from which you can choose to read either command or procedure help screens.

**3. Double-click an item from the list, or click it and then click “Select.”**

Persuasion displays the help information to the left of the buttons. In addition, a More Help pop-up menu at the bottom of the window provides additional information on related topics.

4. **Choose another item from the More Help pop-up menu. Or, use the buttons on the right to view other topics or commands.**
5. **When you are finished, click “Quit Help” to return to your presentation.**

## ***A note about terminology***

Throughout the Persuasion program and documentation, the term “slide” is used generically. It refers to the individual frames you work with on the Macintosh screen, whether your final product will be 35mm slides, overhead transparencies, an on-screen presentation, or printed versions of your slides.

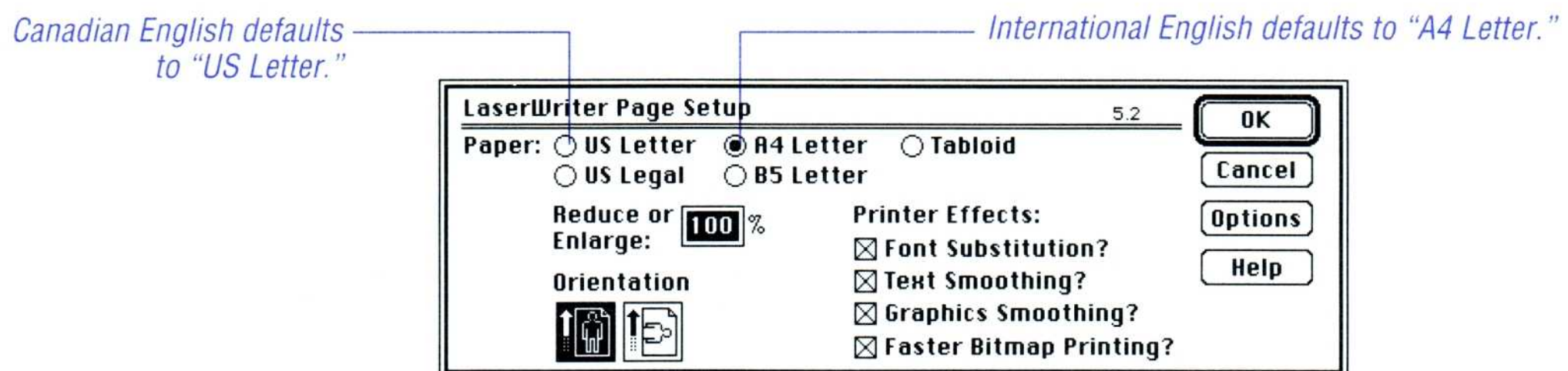
For a listing of terms used throughout the documentation, see the Glossary at the end of this manual.

## ***For International and Canadian English users***

The U.S., International English, and Canadian English versions of Persuasion software come with the same editions of the printed and online documentation. If you’re using the International or Canadian English versions of Persuasion, you may notice some differences between the documentation and the software. The following sections describe the differences you’ll see in those versions.

### ***Dialog boxes***

Defaults and measurement options in five of the International and Canadian English dialog boxes differ from boxes shown in the documentation.



*"Slide shape" and "Outline margins" settings are in mm.*

**Presentation setup** OK

Slide shape:  Overhead  35mm slide  Screen  
 Custom:  by  mm Cancel  
Page...

Outline margins in mm:

Left	<input type="text" value="32.8"/>	Right	<input type="text" value="28.0"/>
Top	<input type="text" value="24.6"/>	Bottom	<input type="text" value="24.4"/>

Handouts:  1  2  3  4  6 slides per page

Fractional character spacing:  
 On (better for printing)  Off (better for export)

*"Object shadow offset" is in mm.*

**Preferences** OK

Default slide master:  Cancel

Pointer in slide view:  Normal  Precision

Drawing options:  Show rulers  Show ruler lines  
 Custom rulers  Show page breaks  
 Hide big PICTs  Fine background fill  
 2.0 Colors

Text shadow offset:  Small  Medium  Large

Object shadow offset:  mm down,  mm right

Arrow keys:  Persuasion 1.0  Word processing

*"Major division units" are in cm; the "Centimeters" option appears first in the list.*

**Custom rulers** OK

Major division units:  Centimeters  Points/Pixels  Inches Cancel

Units per major division:

Increment numbers by:

Minor divisions per major division:

*"Width" and "Height" options are in mm.*

**Round corners** OK

Proportional resizing:  On  Off Cancel

Width:  0mm  2mm  4mm  
 6mm  8mm  10mm  Points:

Height:  Same as width  
 0mm  2mm  4mm  
 6mm  8mm  10mm  Points:

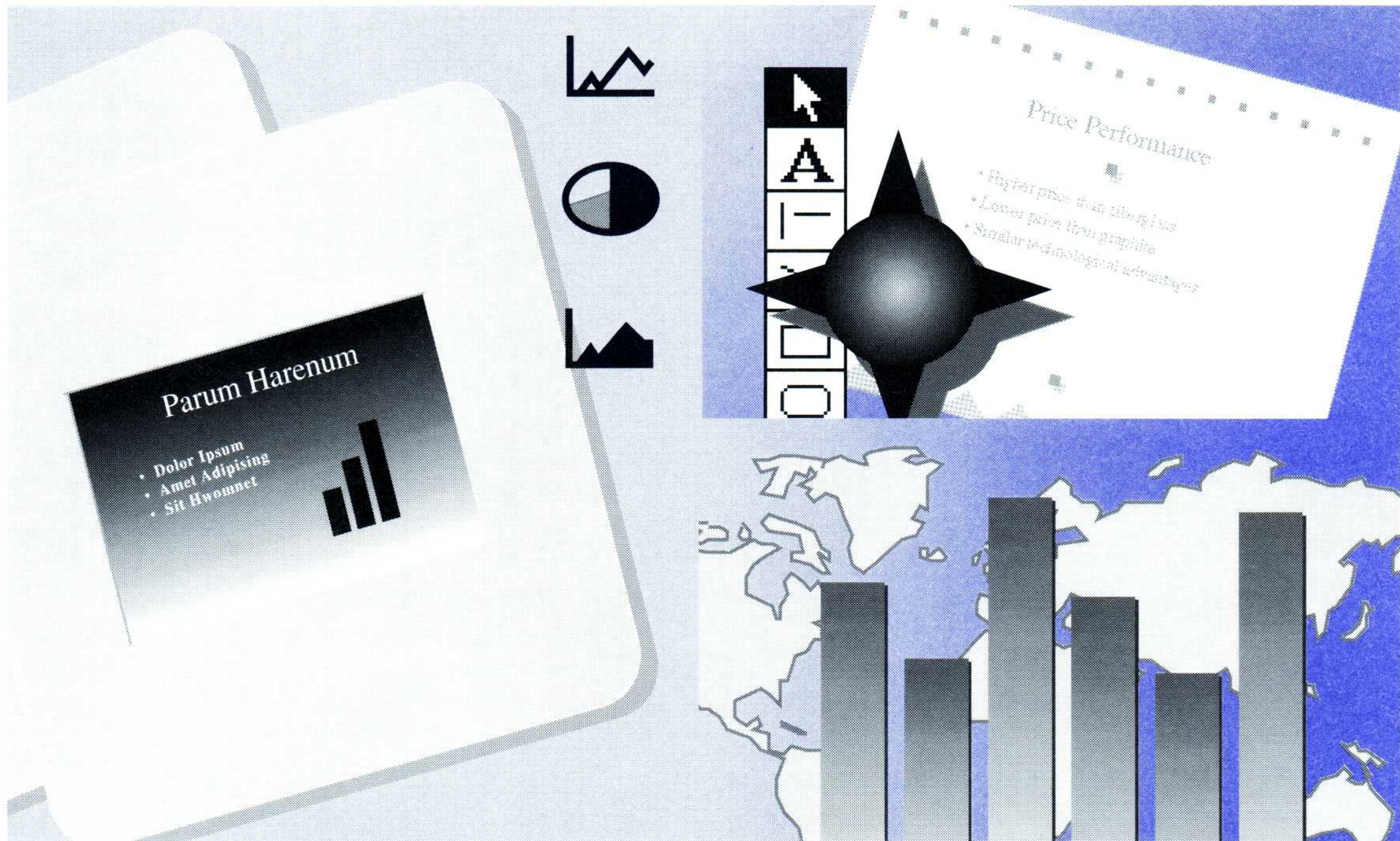
## *Functionality*

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Several functional differences exist between the U.S., the International English, and the Canadian English versions of Persuasion. In the International and Canadian English versions:

- the spell checker uses the UK version of the Proximity/Merriam-Webster Linguibase.
- the title, subtitle, notes/text, and body/text/placeholder ruler measurements are in centimeters.
- the title, subtitle, notes/text, and body/text/placeholder tabs appear at centimeter increments.
- the currency symbol default depends on the system you're using. For example, the Canadian system default is \$, and the British system default is £.
- the International English paper size default is "A4 Letter;" the Canadian English version defaults to "US Letter."





## ***Chapter 1: Persuasion Basics***



# Chapter 1: Persuasion Basics

---

If you have looked over the Introduction to “Learning Persuasion” and worked through at least Lesson 1 in *Aldus Persuasion Getting Started*, you’re already familiar with the process of creating a presentation. This chapter deals with some of the basic tasks involved in working with Persuasion—starting Persuasion, beginning a presentation, naming and saving a presentation, and quitting or closing Persuasion.

## Starting Persuasion

---

You can start Persuasion in one of two ways:

- From the Persuasion application at the Finder
- From a document

### ▶ To start the Persuasion application:

1. **Locate the Persuasion folder, and double-click to open it.**
2. **Double-click the Persuasion icon.**



Persuasion’s desktop appears, displaying the Persuasion start-up screen. You can now choose “Open...” from the File menu to open an existing presentation or AutoTemplate.

### ▶ To open a Persuasion document:

1. **Locate the presentation or AutoTemplate file.**
2. **Double-click the icon (or name) of the file.**



Either your presentation opens to the place where you were when you last saved it, or an untitled copy of an AutoTemplate appears in Outline view.

## Starting a presentation

---

Most of the time you'll create a presentation by opening a copy of an AutoTemplate (a set of slide masters only). Occasionally you will start from scratch and create everything yourself—from the slide masters on.

You can begin a presentation in Persuasion in one of three ways:

- Start with any existing AutoTemplate or presentation by choosing “Open...” from the File menu. Then modify it to create the presentation you want.
- Start with the default AutoTemplate file by choosing “New” from the File menu. The AutoTemplate you selected during installation as the default, if any, is stored in the System folder as “Persuasion Prefs.” (If you did not select a default AutoTemplate, choosing “New” is the same as choosing Shift + “New” below.)
- Start completely from scratch by pressing Shift as you choose “New” from the File menu to override whatever is in the “Persuasion Prefs” file. This gives you a blank presentation containing Persuasion’s original application defaults, as listed in Appendix A of this manual.



Once you have started your presentation, you may want to change its medium. Although you may like the design of one AutoTemplate that is set up for overheads, you may want to reformat it to produce 35mm slides. In this case, you can have Persuasion automatically adjust the design elements and other objects to reformat the AutoTemplate or presentation before you add your contents.

## Starting a presentation from an AutoTemplate

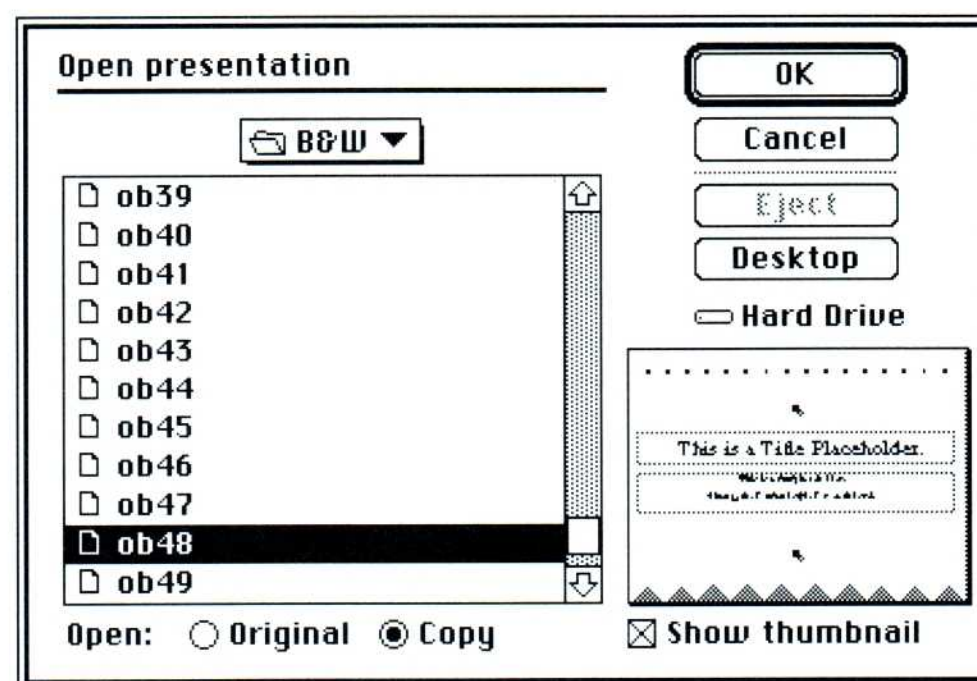
To begin a presentation, you typically open a copy of an AutoTemplate, unless you are starting a presentation from scratch. By opening a set of slide masters, a number of details have already been decided for you, such as slide size.

Every AutoTemplate is set up to create overheads, 35mm slides, or an on-screen presentation. Refer to the *Aldus Persuasion AutoTemplate Guide* for an overview of the AutoTemplates that come in the Persuasion package, and choose an AutoTemplate set up for the medium you want.

Before you open the AutoTemplate you have chosen, make sure that you have used the Chooser desk accessory to select an output device appropriate to the medium. For example, you might choose a printer for overheads or a film recorder for 35mm slides.

### ► To create a presentation using an AutoTemplate:

1. Select the output device in the Chooser that you'll use to produce your presentation.
2. Choose "Open..." (Command + O) from the File menu.
3. Locate the AutoTemplate you want to open in the AutoTemplates folder.



As you click an AutoTemplate name, a miniature of its default slide master appears in the preview box if "Show thumbnail" is checked.

4. Double-click its icon or filename.

In a few seconds, an untitled copy (not the original) of the AutoTemplate appears in Outline view.

## ***Starting from the default AutoTemplate***

You open the default AutoTemplate when you choose “New” from the File menu. AutoTemplate OB37 was installed as the default AutoTemplate during installation unless you specifically chose a different one. AutoTemplate OB37 is a simple black-and-white design for overheads. If you chose a different AutoTemplate as the default during installation, you can find out whether it is set up for overheads, 35mm slides, or on-screen presentations once you open it by choosing “Page setup...,” clicking “OK,” and looking at “Slide shape” in the “Presentation setup” dialog box.

Choosing “New” is similar, then, to choosing “Open...,” except the default AutoTemplate is already specified and opens automatically.

### **► To create a presentation using the default AutoTemplate:**

- 1. Select the output device in the Chooser that you’ll use to produce your presentation.**
- 2. Choose “New” (Command + N) from the File menu.**

An untitled copy of the default AutoTemplate opens in Outline view.

## ***Starting a presentation from scratch***

When you start a presentation from scratch—that is, without an AutoTemplate—your first step is to create an AutoTemplate. You start a blank presentation without slide masters by holding down Shift and choosing “New” from the File menu. The entire process of creating an AutoTemplate from scratch is described in Chapter 6, “Creating Masters.”

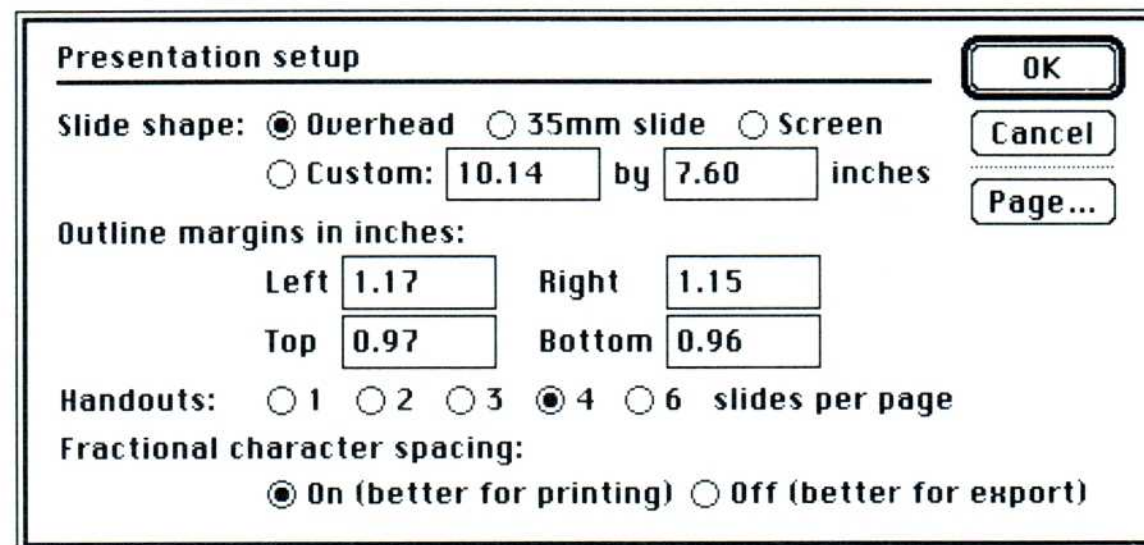
## Reformatting a presentation or AutoTemplate

When you find an AutoTemplate you like, but it is set up for a different medium than you want, you can reformat it to the desired medium. Persuasion will automatically adjust the design elements and text on the masters to fit the new slide size.

Before you reformat a presentation, it's a good idea to understand how changing the slide size changes the area you are working with.

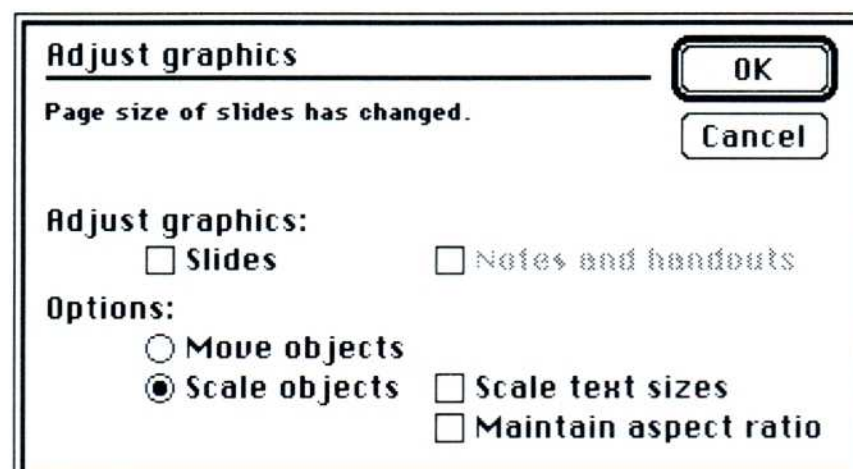
### ► To reformat a presentation and automatically adjust graphics or text:

1. Open the AutoTemplate or presentation whose slide size you want to change.
2. Choose "Page setup..." from the File menu, and then click "OK" in the printer-specific dialog box.  
The dialog box that appears is specific to the output device you've selected in the Chooser.
3. In the "Presentation setup" dialog box, choose the medium that you want: Overhead, 35mm slide, or Screen, and then click "OK."



4. Check “Slides” or “Notes and handouts” in the “Adjust graphics” dialog box to have Persuasion automatically adjust graphics and/or text.

As soon as you check one or both of the “Adjust graphics” options, the “Move objects” and “Scale objects” options become available.



“Slides,” “Notes and handouts,” or both options are active if affected by the format change.

5. Click “Move objects” or “Scale objects” as desired.

“Move objects” causes all elements on the slide to be treated as a unit and moves it to the center of the new slide shape. Objects and text are not resized. If additional space is left around the edges of the new slide, any background fill is extended to fit. However, if the new slide size is smaller than the old one, objects that extend beyond the boundaries of the new slide will be cropped when the slide is produced.



Original overhead



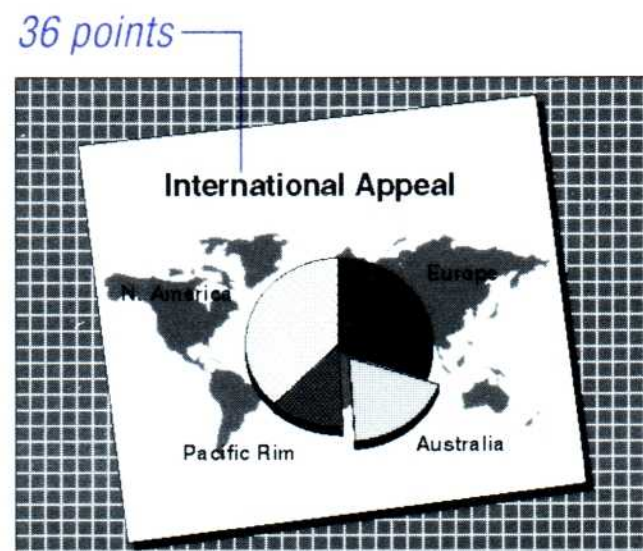
“Screen” size



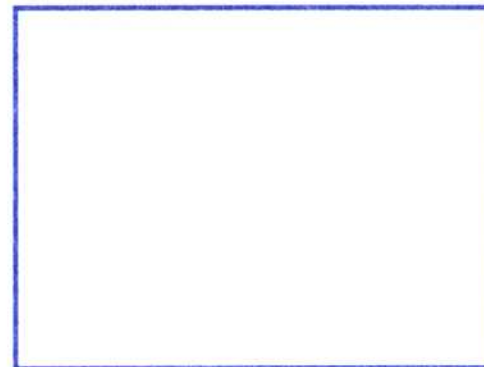
“Move objects” moves all elements to the center of the new slide shape, while the background fill extends beyond the edge of the smaller “Screen” size.

“Scale objects” provides two options: “Scale text sizes” and “Maintain aspect ratio.”

- Check “Scale text sizes” to have Persuasion scale the text the same percentage as the slide, then convert the scaled text to the closest available point size displayed in the “Size” submenu from the Text menu.
- Check “Maintain aspect ratio” to have Persuasion scale all elements (including text bounding boxes) the same percentage as the slide while maintaining the original aspect ratio (ratio of height to width). Note that if you do not check the “Maintain aspect ratio” option, elements will be scaled to the new aspect ratio of the slide, which may cause some distortion.



Original overhead



“Screen” size



“Scale text sizes” scales the text to the closest available font size. “Maintain aspect ratio” scales elements proportionally from the “Overhead” size to the smaller “Screen” size.

6. Click “OK” to implement the changes you specified. Click “Cancel” to close the dialog box without implementing any of the format changes you specified in either the “Presentation setup” or “Adjust graphics” dialog box.

**Note:** Changes you make to graphics or text using the “Adjust graphics” dialog box cannot be undone. If you are not certain about the results of the adjustment, click “Cancel” in the “Adjust graphics” dialog box to cancel all format changes made in the “Presentation setup” dialog box. Then save your presentation (Command + S) before experimenting with adjusting the graphics and/or text. If you don’t like the changes, you can revert to the previously saved version.

## Naming and saving a presentation

Persuasion has two commands for saving:

- “Save as...” saves your document for the first time (or under a new name) and gives you the opportunity to save your work as either a presentation or an AutoTemplate. Technically, the only difference between a presentation and an AutoTemplate is the way they automatically open: double-clicking a presentation name opens the original; double-clicking an AutoTemplate name opens a copy of it.
- “Save” (Command + S) saves further changes to your presentation or AutoTemplate.

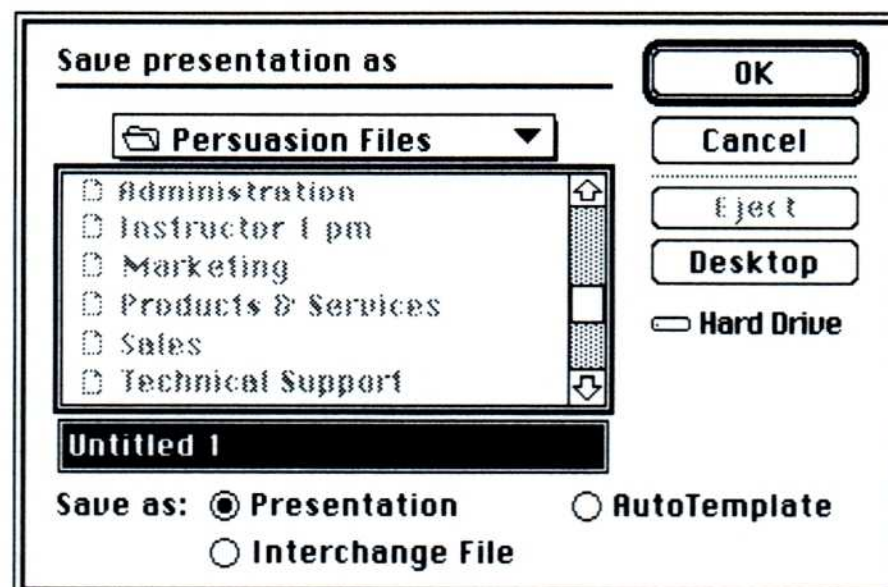
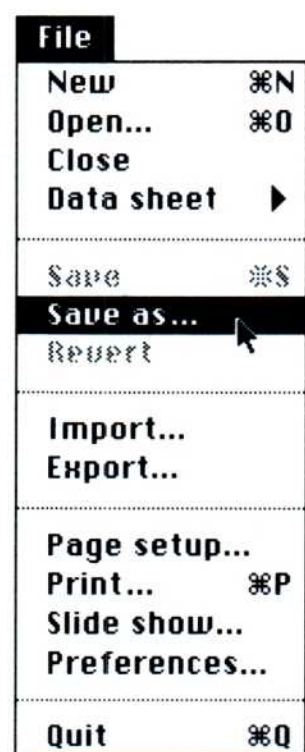
The very first action you should take upon creating a presentation or AutoTemplate is to save it under its new name. This immediately accomplishes two things:

- Your new file is distinguished from the old presentation or AutoTemplate from which you started.
- Your new filename is displayed in the title bar of the Persuasion window.

### ► To save your presentation for the first time or to rename it:

1. Choose “Save as...” from the File menu.
2. In the text box, type the new name for your presentation.

If you want to save your work as an AutoTemplate, consider using “AutoTemplate,” “AT,” or other identifier in the name so that you can recognize it as an AutoTemplate, and save it in the AutoTemplates folder.



3. Click “Presentation” to save your work as a presentation; click “AutoTemplate” to save it as an AutoTemplate. Then click “OK.”

The basic difference between a presentation and an AutoTemplate is the way they open (as explained at the beginning of this section).

- ▶ To save your presentation any time during the working session:

Choose “Save” (Command + S) from the File menu.

Persuasion updates the presentation file on disk with any changes you have made.

## Closing

When you are ready to stop working on your presentation, you should close it.

- ▶ To close your presentation:

1. Choose “Close” from the File menu. Or, click the close box in the upper-left corner of the Persuasion window.

If you have not made changes since you last saved, Persuasion closes the window.

2. If you have made changes, Persuasion asks whether to save the changes before closing. Click “Yes,” “No,” or “Cancel.”

If you close the only open document, you will return to Persuasion’s desktop, where you can start a new document, open another, or quit Persuasion. Otherwise, the window behind the one you closed becomes the active window.



### Tip:

You can go back to working on the last saved version of your presentation at any time by using “Revert” from the File menu.

## Quitting

---

To leave Persuasion, use the “Quit” command.

### ► To quit Persuasion:

#### 1. Choose “Quit” (Command + Q) from the File menu.

If you have not made changes since you last saved, Persuasion returns you to the Finder.

#### 2. If you have made changes, Persuasion asks whether to save the changes before quitting. Click “Yes,” “No,” or “Cancel.”



## Understanding default settings

---

Every presentation you open has a particular set of defaults. These defaults may be either presentation defaults or application defaults:

- Presentation defaults are any settings saved with a particular presentation or AutoTemplate that you open by double-clicking its icon or by choosing “Open...” from the File menu.
- Application defaults are any settings saved in a presentation with the specific name, “Persuasion Prefs,” which you open by choosing “New” from the File menu.

If the “Persuasion Prefs” file is removed or overridden (Shift + “New”), the new presentation opens with the original application defaults. For a list of these defaults, see Appendix A in this manual.

Tool defaults are different from either presentation defaults or application defaults. Tool defaults are a collection of attributes for a particular tool that override presentation defaults only as long as you are using that tool. As soon as you select a different tool, the presentation defaults go back into effect.

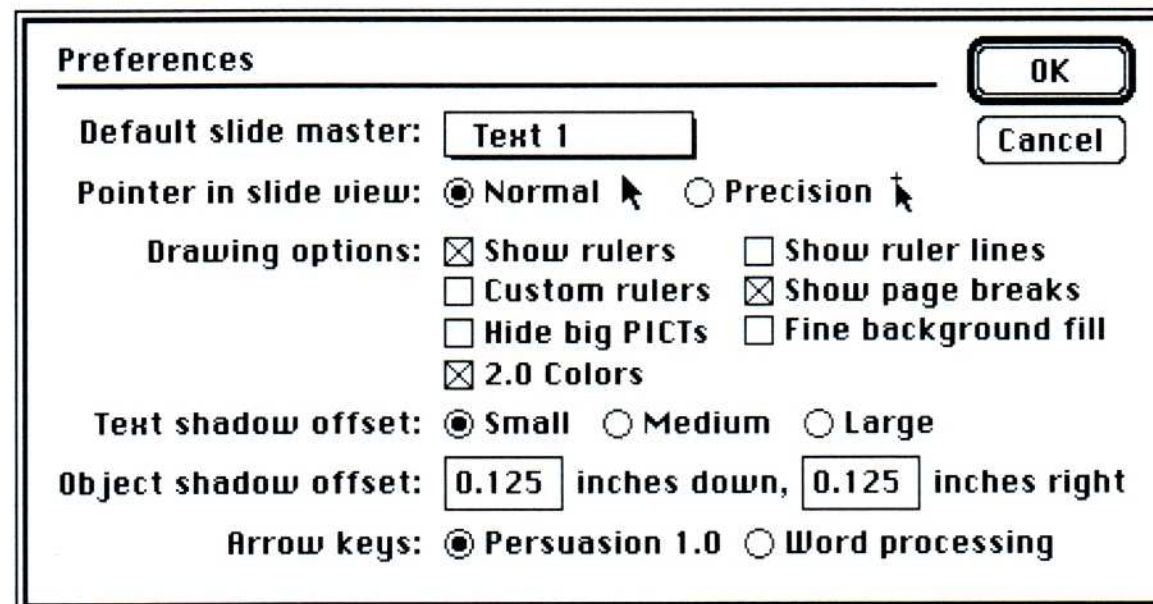
## Setting presentation defaults

Presentation defaults are settings that apply to a single presentation. Presentation defaults include:

- options you set using the “Preferences...” command.
- options on menus and in dialog boxes that you set using the pointer tool with nothing selected.

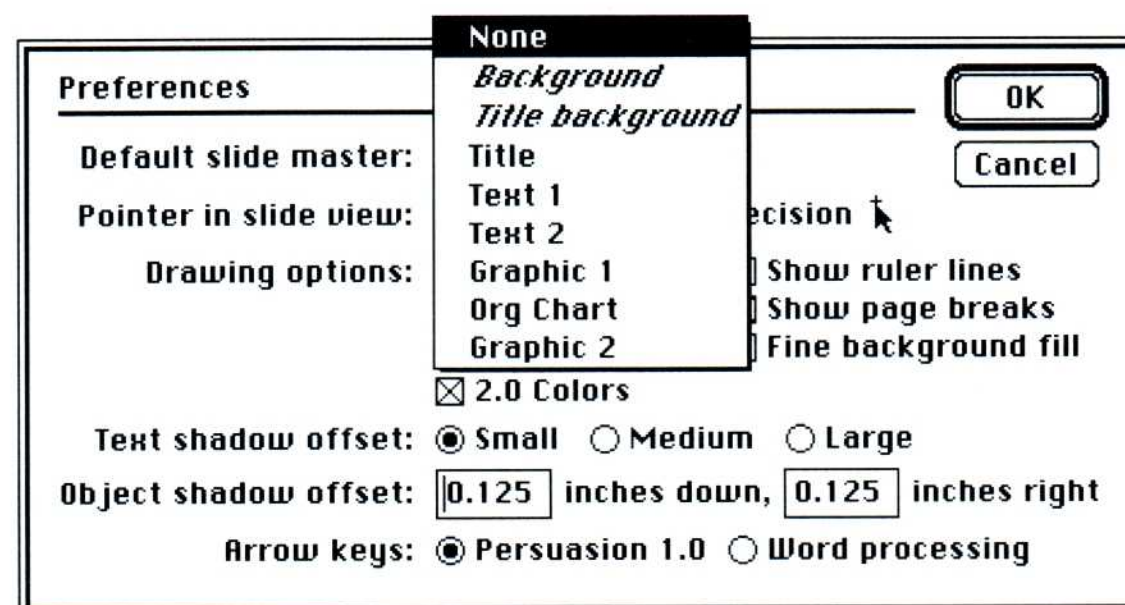
### ► To set presentation defaults in the “Preferences” dialog box:

1. Choose “Preferences...” from the File menu.

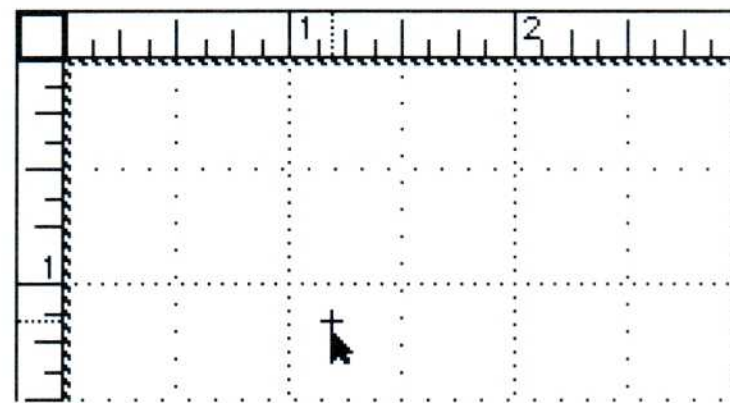


2. Click the “Default slide master” pop-up menu to display a list of the master slides in the presentation. Choose the one that you want to serve as the basis for new slides you create. Or, choose “None” so that no master is assigned automatically to the new slides.

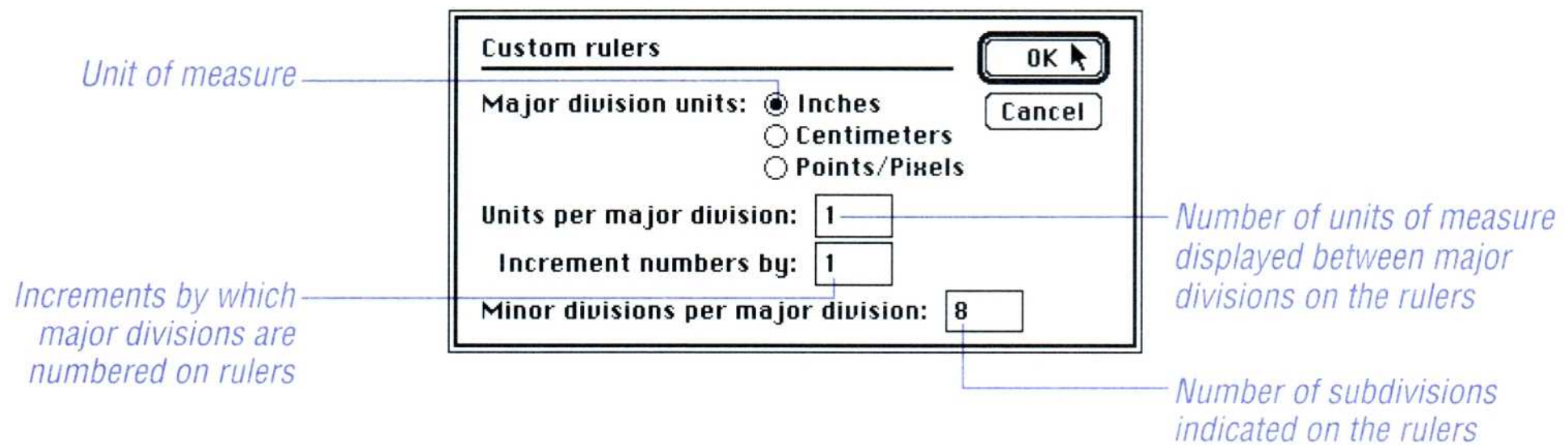
You can also change the default master slide in Slide Sorter view. For more information, see Chapter 2, “Outlining.”



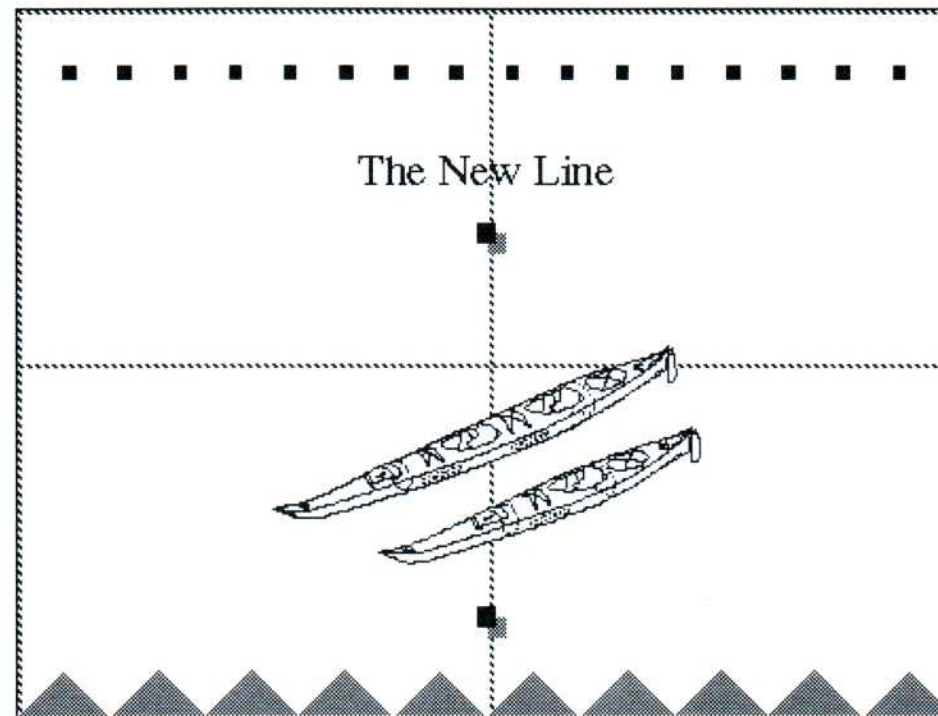
3. For “Pointer in slide view,” click “Normal” or “Precision.” “Precision” gives you the pointer with crosshairs at the tip for more precise work with objects.
4. Choose “Drawing options” to change Persuasion’s drawing environment:
  - Click “Show rulers” to display vertical and horizontal rulers in Slide view.
  - Click to check “Show ruler lines” to display non-printing lines in Slide view that correspond to the major divisions in the rulers. (Major divisions are marked by a more finely dotted line than the minor divisions.)



- Click to check “Custom rulers” to display the “Custom rulers” dialog box.

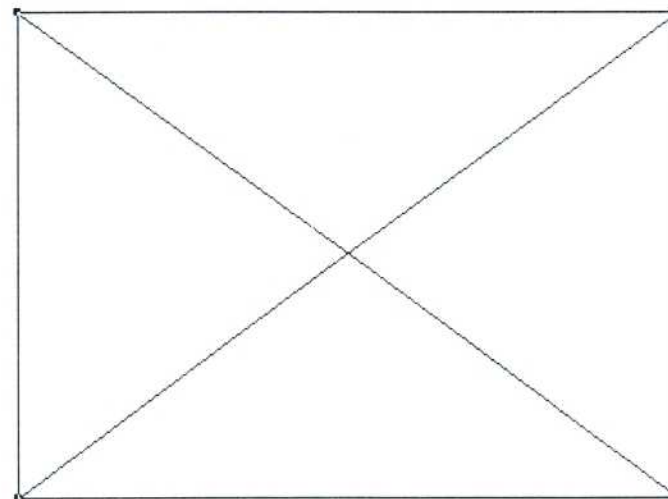


- Click to check “Show page breaks” to display non-printing lines that indicate how slides print as “tiles,” or separately printed pages, when enlargement is specified in the “Page setup” dialog box.



Non-printing lines show where an enlarged slide “breaks” into separately printed pages. This slide is enlarged to 200% as specified in the “Page setup” dialog box.

- Click to check “Hide big PICTs” to speed up screen display by substituting a rectangle for a PICT. (See Chapter 3 for more information.)



Persuasion displays a rectangle instead of a PICT to speed up screen display.

- Click to check “Fine background fill” to display smooth background fills in Slide view. (This may affect performance.)
- Click to check “2.0 Colors” to use the standard color grid from Persuasion 2.0. Certain colors in the standard grid have been changed for Persuasion 2.1.

5. For “Text shadow offset,” click “Small,” “Medium,” or “Large” to specify how far shadows are cast from text.

Clicking “Large” offsets the text shadow as specified in the “Object shadow offset” option below.

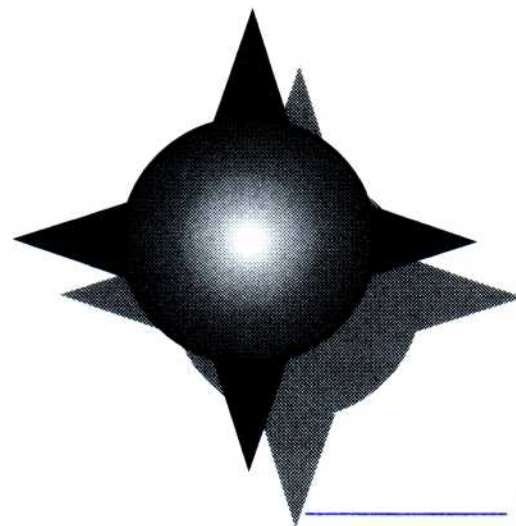
**Small shadow offset**  
*Small shadow offset*

**Medium shadow offset**  
*Medium shadow offset*

**Large shadow offset**  
*Large shadow offset*

**Note:** This setting only affects display and output to QuickDraw devices (including film recorders).

6. In the “Object shadow offset” text boxes, type values to specify the distance shadows are cast from the bottom and right edges of objects. Negative numbers shift the offset in the opposite direction.



*Down .125 inches (3mm)  
Right .125 inches (3mm)*

**7. For “Arrow keys,” click “Persuasion 1.0” or “Word processing” for the way you want the arrow keys to operate:**

<b>To move</b>	<b>“Persuasion 1.0”</b>	<b>“Word processing”</b>
Insertion point one character forward	Right arrow	Right arrow
Insertion point one character backward	Left arrow	Left arrow
Insertion point one word forward	Not available	Option + right arrow
Insertion point one word backward	Not available	Option + left arrow
Insertion point to end of paragraph	Option + right arrow	Command + right arrow
Insertion point to beginning of paragraph	Option + left arrow	Not available
From Outline view to Slide view to Notes view	Command + left arrow	Command + >
From Notes view to Slide view to Outline view	Command + right arrow	Command + <

The “Word processing” option also lets you extend a selection rather than move the insertion point by holding down the Shift key while you use the shortcuts.

**8. Click “OK.”**

You can change these defaults at any time, and Persuasion will save the preferences you select with the presentation.

► **To set other presentation defaults with the pointer tool:**

- 1. Select the pointer tool.**
- 2. With nothing selected, choose the menus and commands you want to change, and then specify new default settings in the submenus or dialog boxes that appear.**

Remember, anything you choose will be saved with the presentation.

### ***Setting application defaults in “Persuasion Prefs”***

You can change the application defaults to suit your needs. To specify your own application defaults for new presentations, you can create a presentation with the settings you prefer and then save the presentation as “Persuasion Prefs” in your System folder. The settings last saved in “Persuasion Prefs” become the application defaults applied to new presentations.

For example, if you prefer to begin by working directly on slides rather than in the outline, you can save and then close the “Persuasion Prefs” file from Slide view. As long as “Persuasion Prefs” is stored in the System folder, new presentations will open in Slide view when you start a new presentation.

If you override “Persuasion Prefs” (Shift + “New”), new presentations open with the original application defaults in effect. See Appendix A for a complete list of the original application defaults.

► **To change “Persuasion Prefs”:**

- 1. Open a new or existing presentation.**
- 2. Specify the menu and dialog box settings you want the presentation to have as defaults that open when you choose “New.”**
- 3. Choose “Save as...” from the File menu.**
- 4. Choose your hard drive. If your hard drive isn’t listed, click the “Desktop” (or “Drive”) button until it is.**
- 5. Double-click the System Folder, and then double-click the Aldus folder.**

- In the text box, type *Persuasion Prefs*, choose “AutoTemplate” for the “Save as...” option, and then click “OK.”

**Note:** Spelling and spacing must be exact.



- Click “Yes” in the “Replace” message box.

- Close the presentation.

Until you change your “Persuasion Prefs” file, all files opened by choosing “New” will have the settings just saved in “Persuasion Prefs.”

## Setting tool defaults

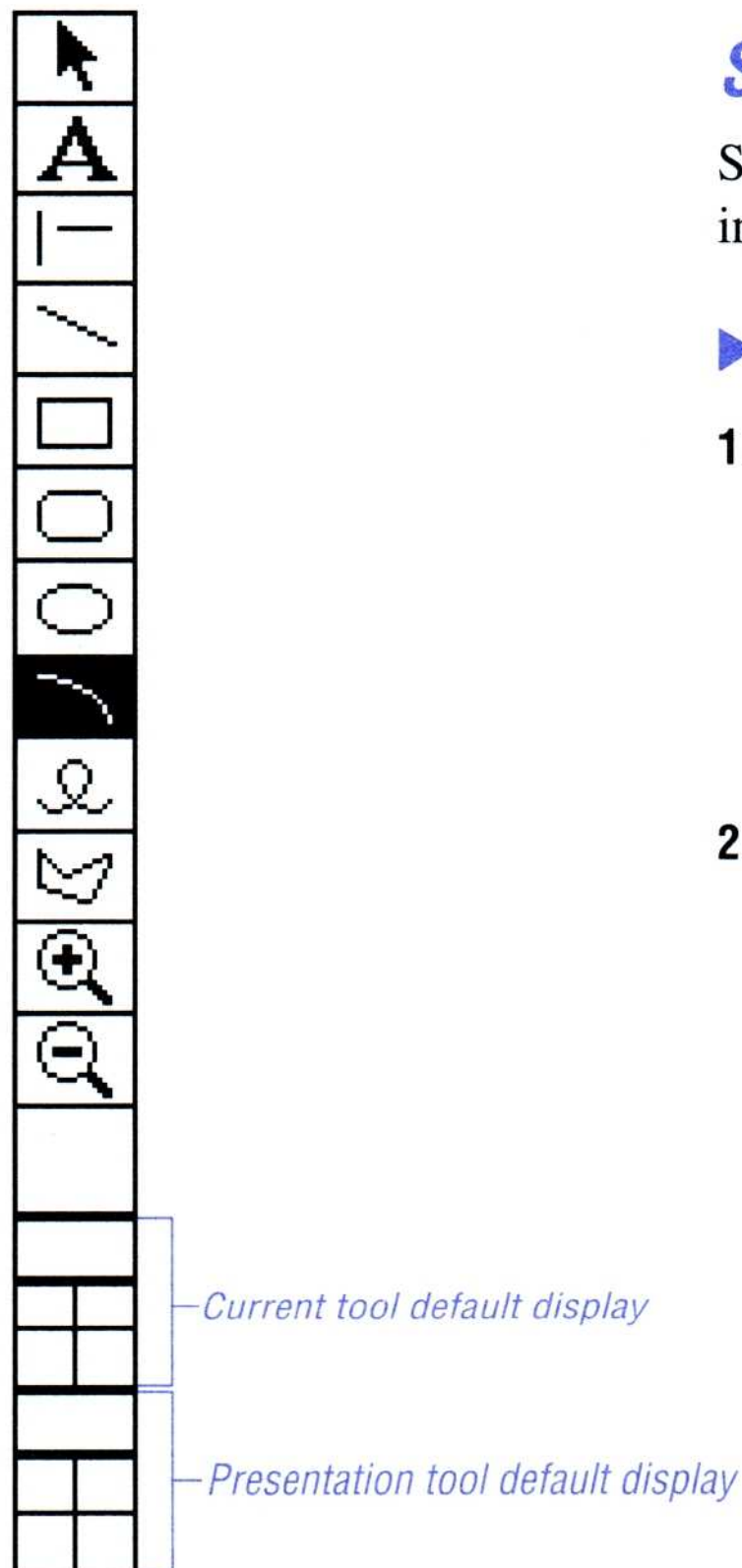
Setting tool defaults before you draw is simply an alternative to applying attributes later to a drawn object.

### ► To set a tool default:

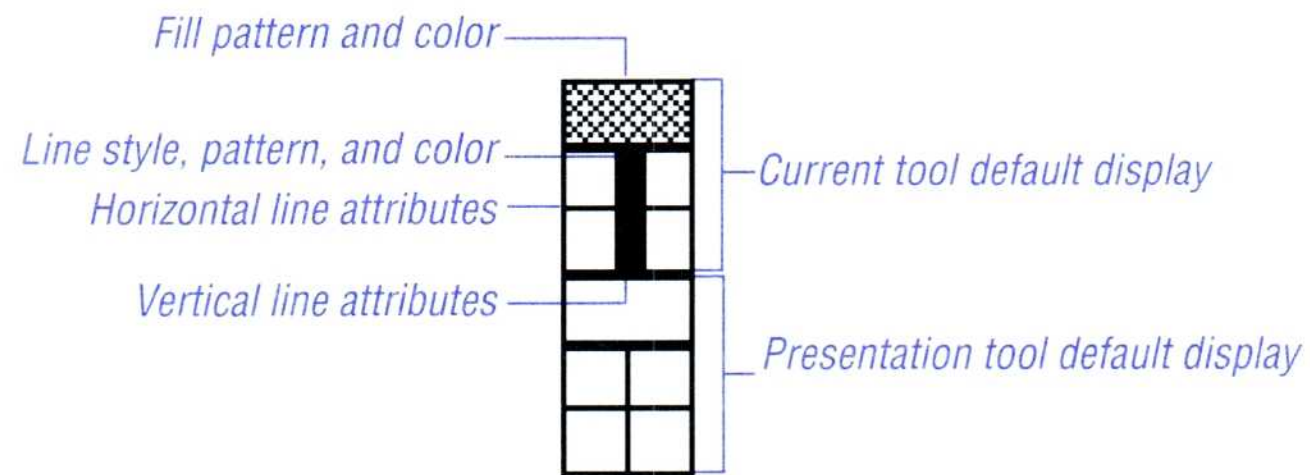
- Select any drawing tool or the text tool.

The current tool defaults are displayed above the presentation defaults at the bottom of the toolbox. At this point, before you select other attributes, they are the same attributes as the presentation defaults.

- Select from the Effect or Text menu the various attributes you want the object created with the selected tool to have.

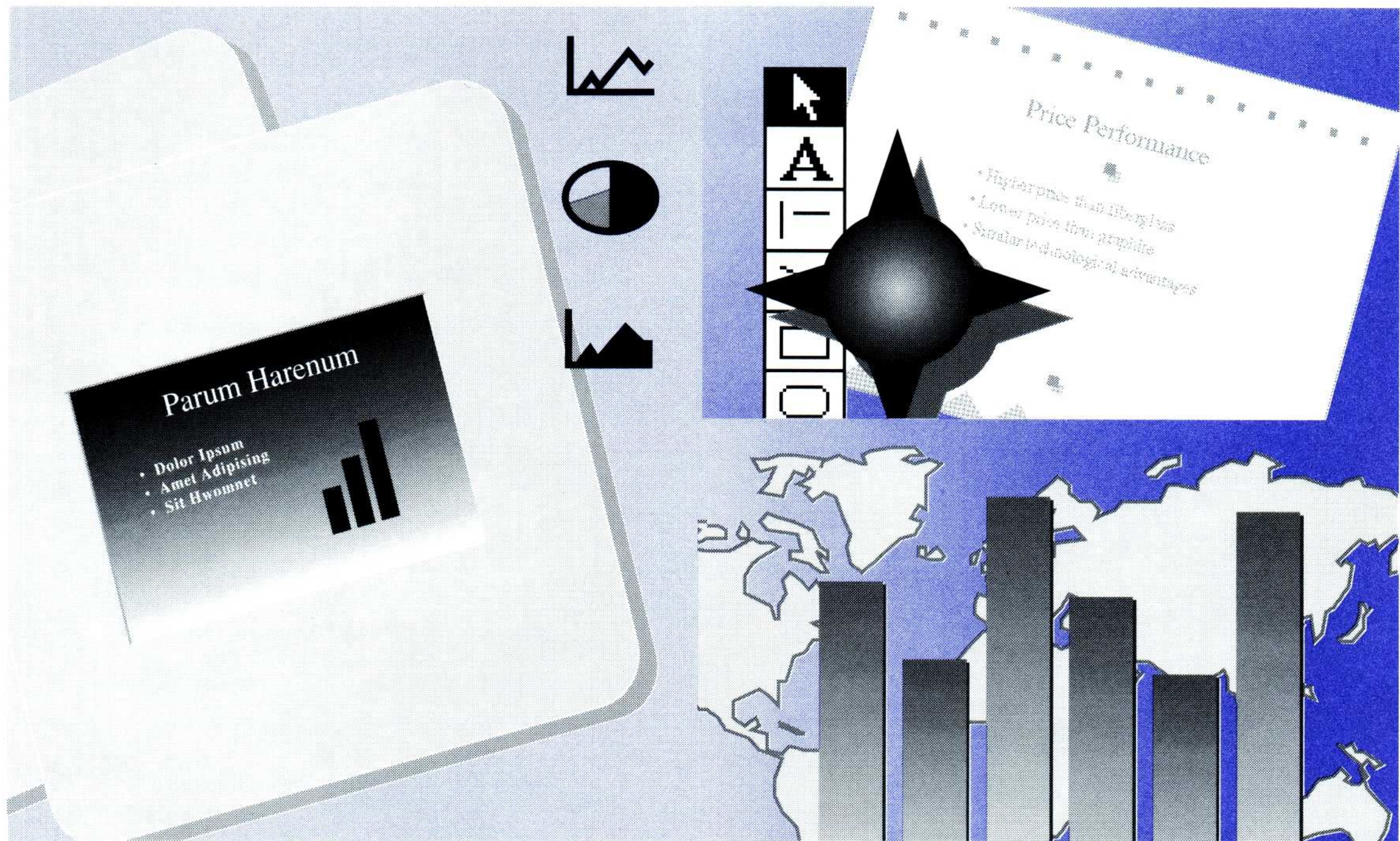


You can see at a glance in the toolbox what the presentation defaults are for drawing tools and what their current tool defaults are. Until you set temporary tool defaults, the current tool defaults appear to be the same as the presentation defaults.



**Tip:**

You can easily reset the text tool's attributes to match that of a particular text block (placeholder or independent text) by clicking the text tool in that text block. Then as you continue to work with the text tool, it will carry the same attributes as that text block. Like all other tool defaults, they will be lost as soon as you choose another tool.



## ***Chapter 2: Outlining***



## Chapter 2: Outlining

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You typically create a presentation in Persuasion by typing or importing an outline into Outline view. You can also enter text directly on slides in Slide view (text that will simultaneously flow back to the outline). You should work in the view that is most comfortable for you, and be aware that each approach has its advantages and disadvantages.

Basically, it's a good idea to start your work in Outline view to establish a clear sense of your presentation's structure. Then move to Slide view to adjust and enhance each slide in turn.

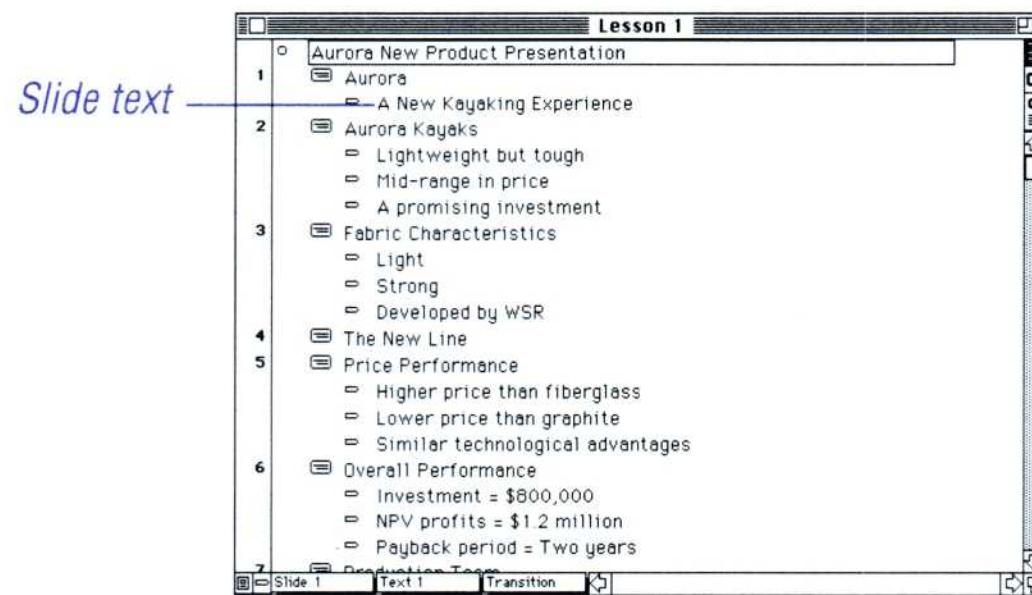
### *Understanding Outline view*

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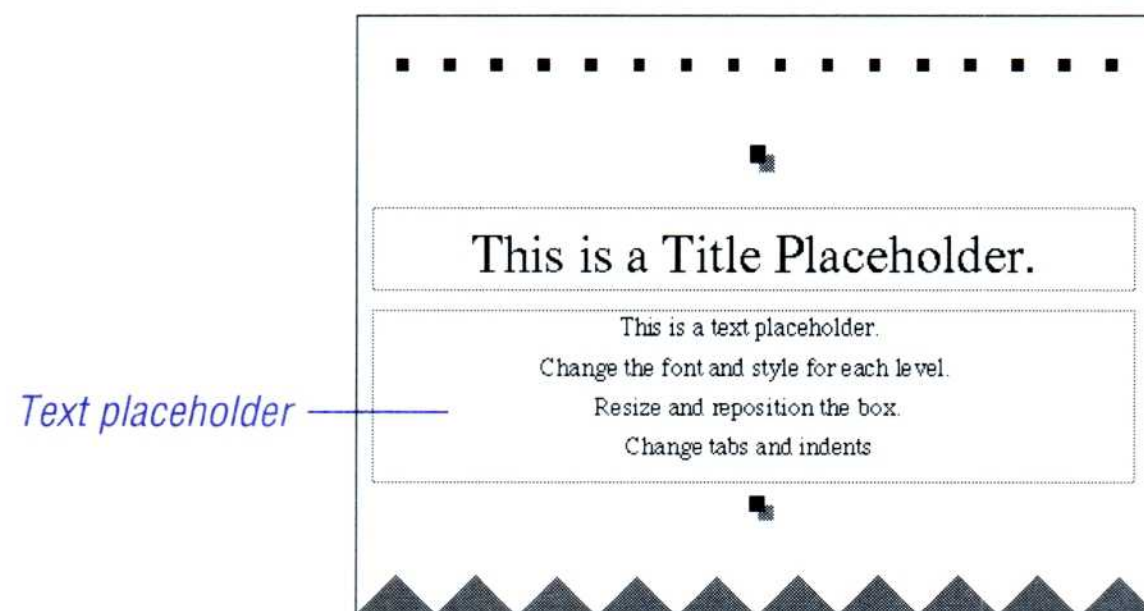
In Persuasion, you create your slides by typing the text of your presentation in outline form. You simply type your ideas as headings and subheadings, using different indent levels exactly as you would in a conventional outline. Each main heading becomes a slide title, signaling a new slide. Each subheading becomes slide text, a subtitle, or part of an organization chart on the slide. You can also type speaker notes in the outline that flow to the speaker notes page for that slide.

How are outline headings transformed into slides? The answer, in a word, is *masters*. A slide master is a model slide that contains the elements in the position, color, and alignment you want to appear on all the slides to which you assign it. You can put graphic objects on slide masters, but the most important, active ingredients on masters are placeholders.

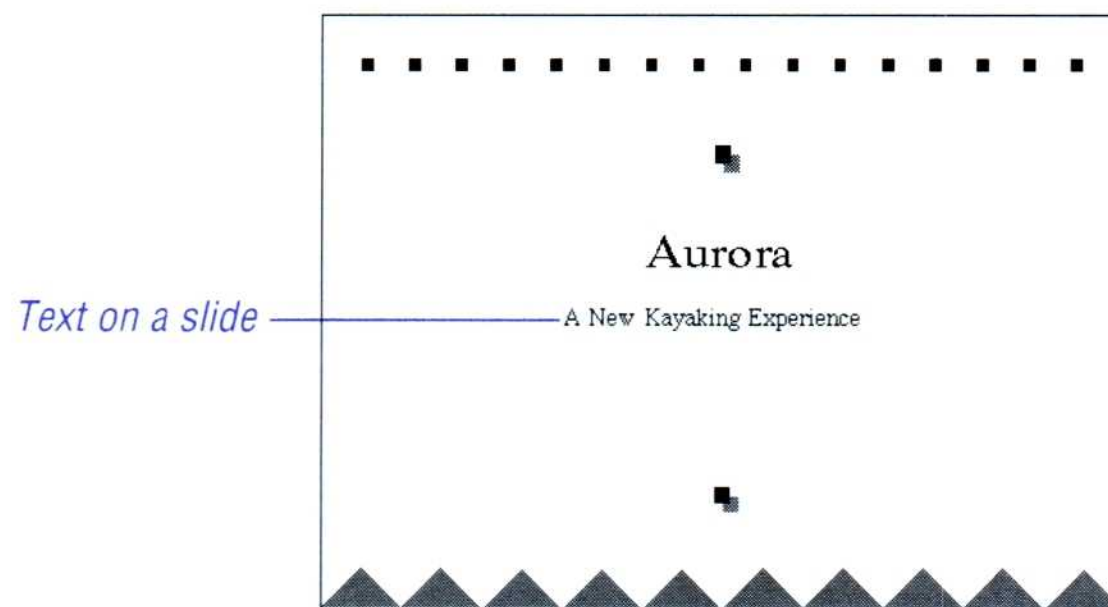
Placeholders are the link between what's in the outline and what's on a slide. A title placeholder, for example, contains instructions for positioning and formatting the slide title that you typed in your outline. Placeholders serve two purposes: they reserve places for titles, text, charts, and organization charts on the slide, and they contain formatting instructions, such as chart type or text attributes.



Outline



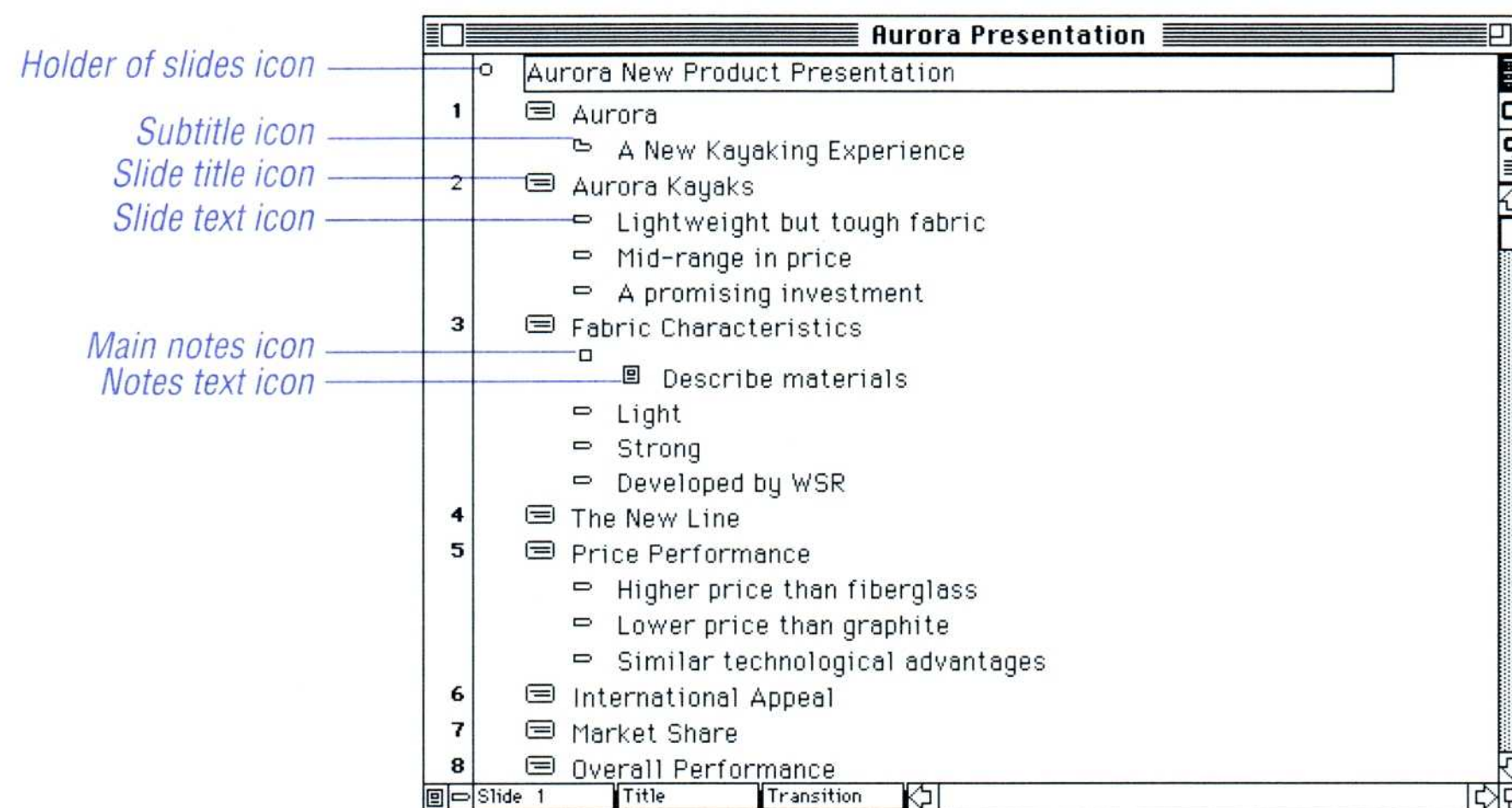
Slide master



Slide

There are five types of headings in the Persuasion outline:

- Holder of slides—a heading that appears and is used only in Outline view. Use it to organize your presentation into major sections or to add comments to yourself or others who may use the presentation.
- Slide title—a heading that Persuasion uses to generate an individual slide in the presentation. Initially, all first-level headings are slide titles.
- Subtitle—a heading that contains text for a subtitle on a slide.
- Slide text—the placeholder text on a slide, either bulleted points or organization chart text. The text placeholder formats up to six heading levels of slide text.
- Notes—a heading that contains your notes for giving the presentation. You can print notes as part of the outline, or you can print a speaker notes page for each slide.



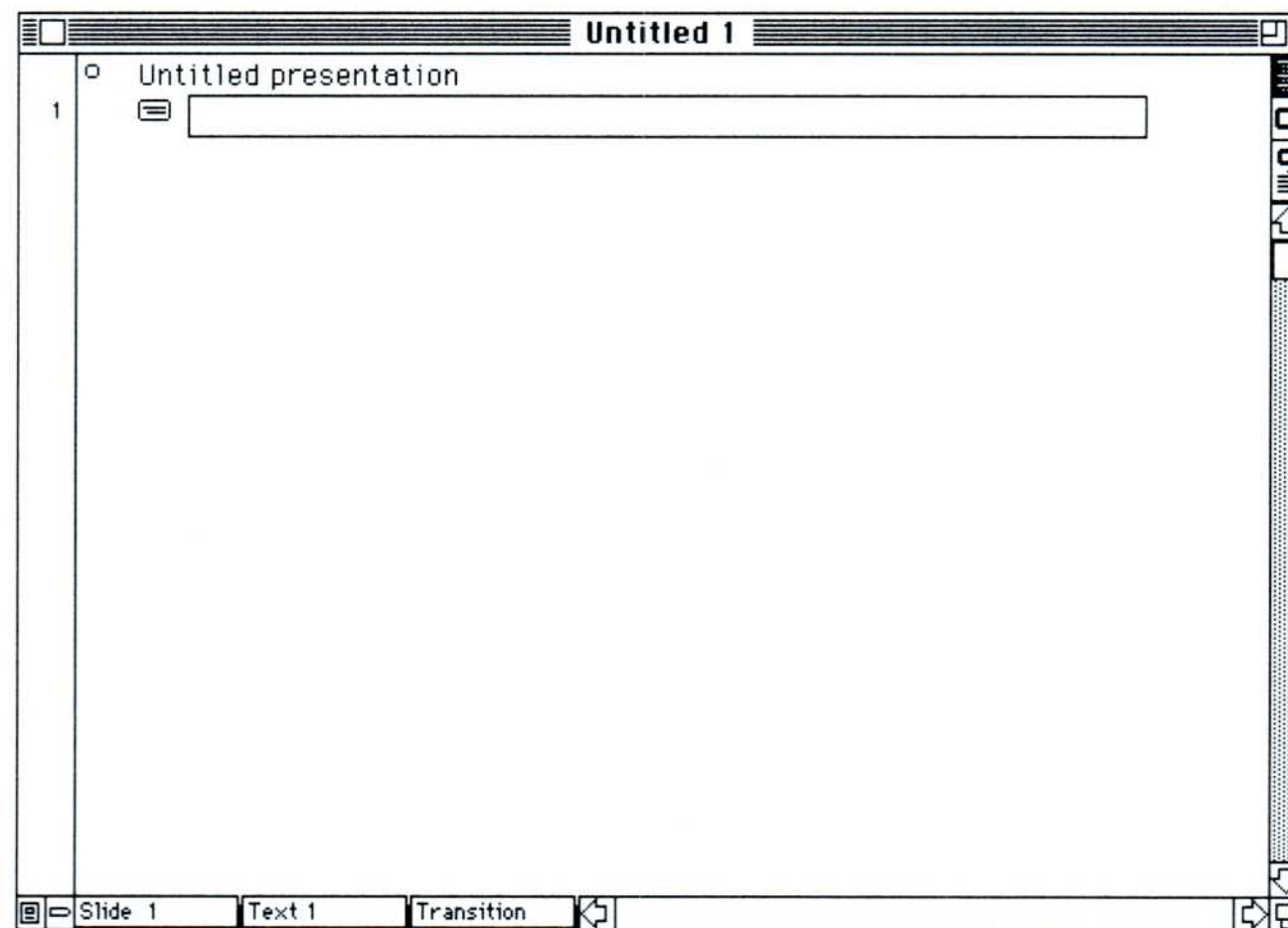
## Entering the outline

You can enter the text of your presentation in Outline view. Simply type your thoughts as they occur to you, indenting as you see fit. Don't worry too much about structure—you can always come back later and rearrange.

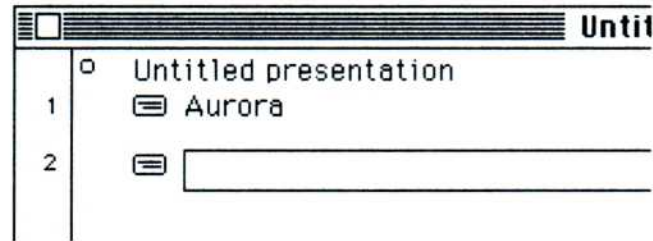
You can also import your outline from another source, such as a word processor or other outlining application. For example, you may already have your outline in a word-processing file used for a report or proposal. You can import it, and then rearrange it into the various heading levels that would be appropriate.

## Typing the outline

When you open a copy of an AutoTemplate or start from scratch, Persuasion displays an empty outline. The empty outline contains one holder of slides and one empty slide title with the number “1” in the left margin.



Editing the holder of slides heading (“Untitled presentation”) is optional.



► **To type the outline:**

**1. In the text box to the right of the slide icon, click an insertion point, and then type text for the slide title.**

**2. Press Return.**

An empty slide title heading appears with a “2” in the margin.

**3. Follow these rules to continue typing your outline. Unless otherwise noted, these rules assume your insertion point is at the end of the line.**

To	Press
Create a new heading at the same level	Return
Move an empty heading one level lower (right)	Tab
Move an empty heading one level higher (left)	Shift + Tab
Start a new line within the same heading	Shift + Return
Delete text left of the insertion point	Delete
Delete an empty heading	Command + X
Demote (move right) a heading with the insertion point anywhere in it	Command + Tab
Promote (move left) a heading with the insertion point anywhere in it	Command + Delete

When the insertion point is anywhere in a heading, you can create new heading levels by following these rules:

To create a new heading	Do this
At the same level below a selected heading	Press Command + Return, or choose “New heading” from the Outline menu (Command + H).
One level higher below the selected heading or its peers	Choose “New heading left” from the Outline menu (Command + L).
One level lower immediately below the selection menu	Choose “New heading right” from the Outline menu (Command + R).

## Creating a subtitle

In Outline view, there are two ways to create subtitles: manually and automatically. For a subtitle to appear on a slide, a subtitle placeholder must exist on the slide master assigned to that slide. AutoTemplates AA through LL have subtitle placeholders on every slide master. For more information about adding subtitle placeholders to a slide master, see Chapter 6, “Creating Masters.”

### ► To create a subtitle manually:

1. Click an insertion point in the first body text heading below the slide title.

If the insertion point is positioned in any heading other than the first body text heading, the “Subtitle” command on the submenu will be dimmed.

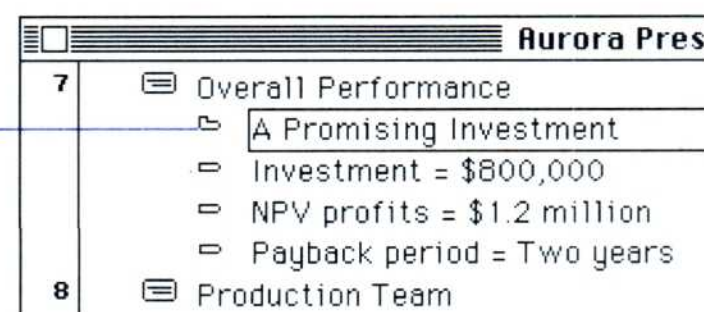
**Note:** There may be a notes heading between the slide title and the body text heading.

2. Choose “Set heading as” from the Outline menu, then choose “Subtitle” from the submenu.

The body text icon changes to a subtitle icon.



Subtitle icon



The subtitle is located immediately below notes if there are notes—otherwise, it's right below the slide title.

### ► To create a subtitle automatically:

Choose “Auto subtitles” from the Outline menu.

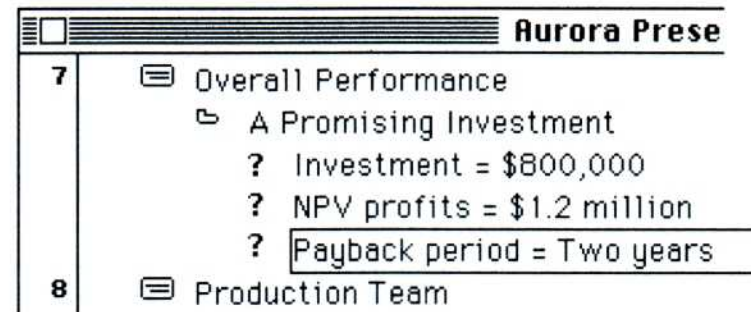
Any new outline heading subsequently created in the position immediately below a slide title (or its notes) is automatically a subtitle if that slide's master already has a subtitle placeholder. If you assign a new master, Persuasion determines whether or not that master has a subtitle placeholder and converts outline headings accordingly. No headings are changed when “Auto subtitles” is turned off.

**Note:** Automatic conversion does not apply to outline headings that have been manually set using “Set heading as” or to nested slide titles (a slide title located immediately subordinate to another slide title).

## More about subtitles

If you drag a subtitle to another position in the outline, the subtitle loses its subtitle status.

Like titles, subtitles consist of a single paragraph on a slide and a single heading in the outline. Text headings subordinate to a subtitle will have question marks for icons and will not appear on the slide until they are moved to a non-subordinate position.



Question marks indicate that subtitles cannot have subordinate text. If you drag the headings with question marks to a non-subordinate position, their text will appear on the slide.

## Adding notes

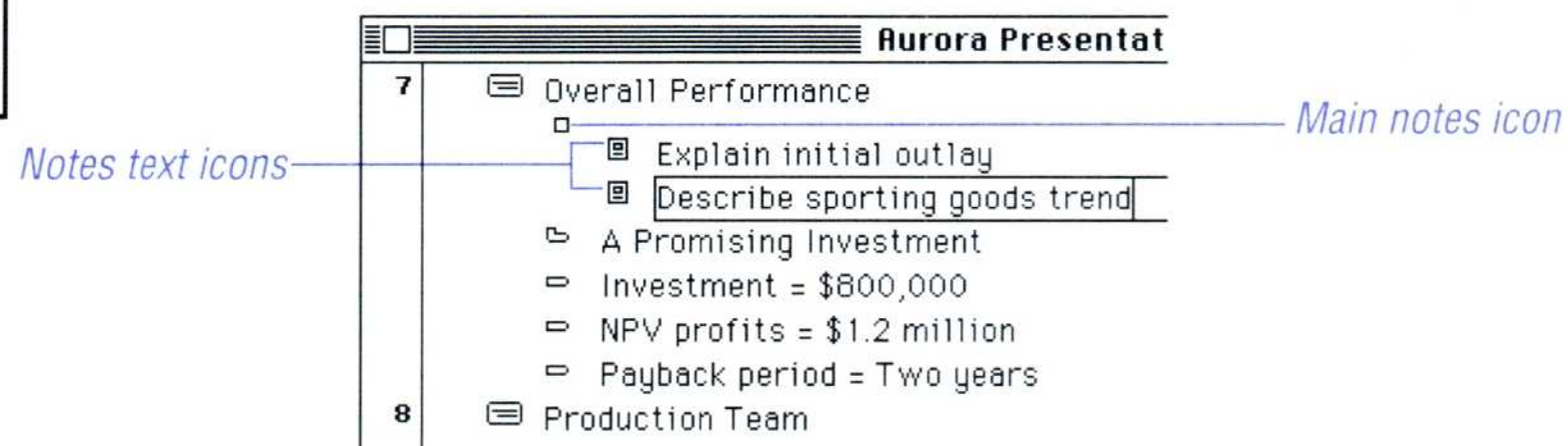
You can add notes directly to the outline. The notes do not appear on your slides, of course, but can be printed either as part of the outline or as separate notes pages, one for each slide. The notes pages are formatted by the notes master. For more information on the notes master, see Chapter 6, "Creating Masters."



► **To add notes to the outline:**

1. In Outline view, click an insertion point in a slide title or any of its sub-headings, and then choose “Add notes” from the Outline menu.

If the slide title has no notes, Persuasion places a main notes icon and a notes text icon immediately below the slide title heading. If the slide title already has notes, Persuasion adds a new, empty notes text icon below the last one. The main notes icon is located at the same level as the body text icons for that slide. You cannot drag or select the main notes icon, but you can double-click it to expand or collapse all its notes. All notes text icons for that slide are subordinate to the slide’s main notes icon.



2. Type notes text.
3. Press Return to start a new notes text heading, or choose the “New heading” command from the Outline menu (Command + H).

► **To remove notes from the outline:**

1. In Outline view, select the slide title whose notes you want to remove.

The cursor must be positioned in the slide title; for multiple slides, the slide titles must be selected.

2. Choose “Remove notes” from the Outline menu.

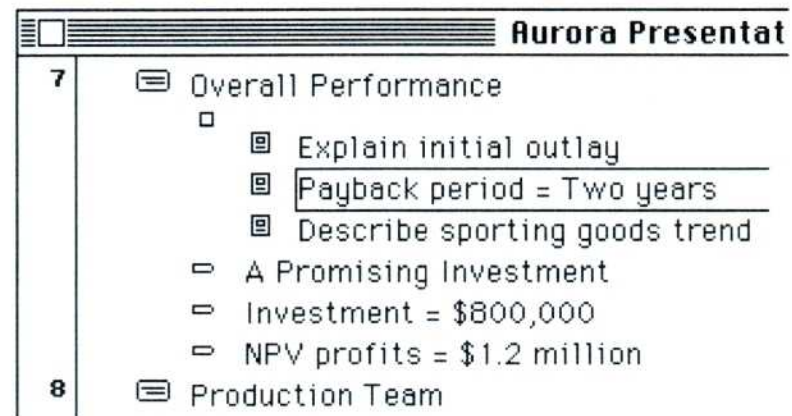
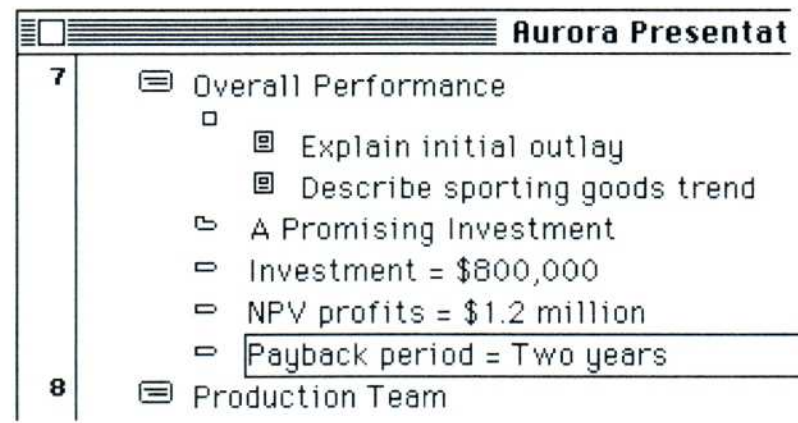
Persuasion removes all of the notes from the selected slide, or if multiple slide title headings are selected, from all selected slides.

**Tip:**

To remove a single notes text heading, position the cursor in that heading, and then choose “Cut” from the Edit menu (Command + X).

## Working with notes in Outline view

If a slide has notes, the notes are always the first heading under the slide title. You cannot drag any other outline heading to a position between a slide title and its main notes icon. However, you can drag any heading to a position between the main notes icon and any of its notes text icons. Doing so converts that heading into notes text and inserts it at that point.



You can drag body text to a position under the main notes icon to make it notes text.

Similarly, dragging a notes text heading to a slide without notes converts that notes text heading to a standard body text heading.

If you cut text from a note or any other heading, and then paste that text elsewhere in the outline, the text will take on the status of the new heading. For example, text cut from a note, then pasted into a slide title becomes slide title text.

## Importing the outline

If you've prepared an outline in another word-processing application, you can save it as a text-only file (ASCII) and import it to Persuasion. Or, you can import an outline prepared in either Acta 2.01 or MORE 1.0, 1.1, or 1.1c. (Persuasion does not read MORE files from versions 1.2 or higher.)

If your text-only file has tabbed indents from the left margin, or if you are importing an Acta or MORE file, the outline levels will be retained by Persuasion. However, because it is saved as a text-only file, other formatting instructions, such as font, type size, or type style, are not recognized.

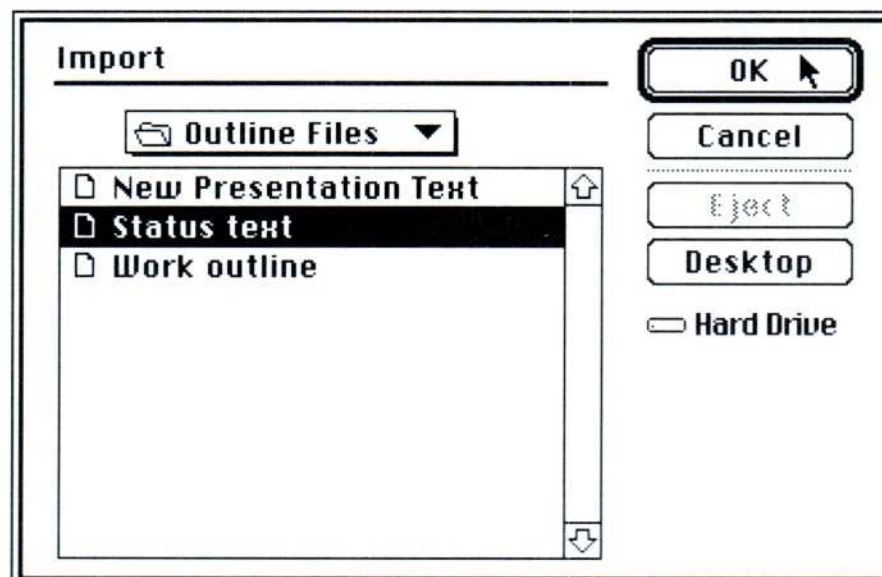
**Note:** Use tabs, and not hard returns, to preserve indents and levels within an imported text-only file. Persuasion translates hard returns as a new heading.

### ► To import an outline:

1. In Outline view, click in the empty heading where you want the imported outline to start.

If the insertion point is in a heading containing text, the imported text begins a new heading. If the empty heading has subordinates, the imported text begins immediately below the subordinate text.

2. Choose "Import..." from the File menu.



3. In the list box, select the name of the file you want to import.
4. Click "OK."

## Modifying the outline

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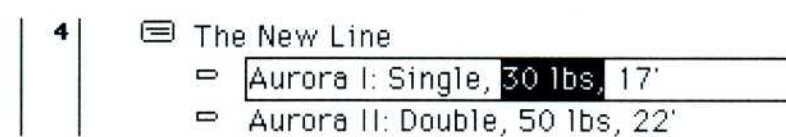
Outlines are made to be modified in a variety of ways, from changing the text within a heading to changing the location, type, or level of a heading. Before you can modify the outline in any of these ways, you need to select the text or heading you want to change.

### Editing text in a heading

You can edit the text within a heading using standard Macintosh editing commands and techniques to cut, copy, paste, insert, and replace.

#### ► To delete text:

1. **Double-click a word, or drag to select the text you want to delete.**



2. **Choose “Cut” (Command + X) or “Clear” (Delete) from the Edit menu.**

If you plan to paste the text somewhere else, choose “Cut” to transfer the text to the Clipboard.

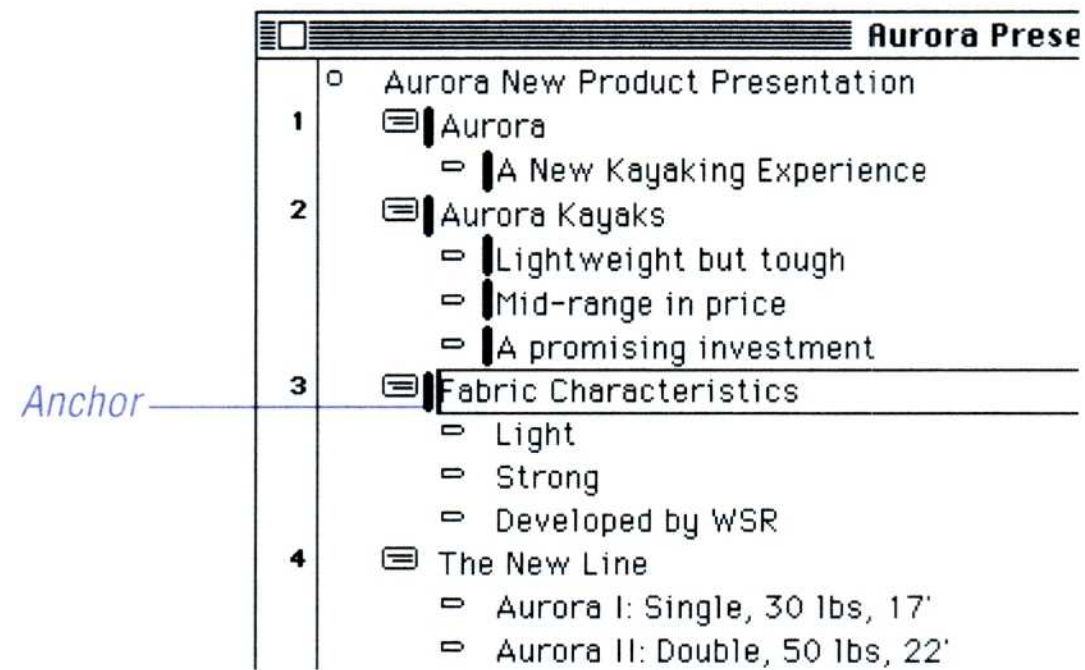
#### ► To insert or replace text:

1. **Click where you want to add new text. To replace existing text, double-click to select a word, or drag to select more than one.**
2. **Type the new text, or choose “Paste” (Command + V) from the Edit menu to insert from the Clipboard.**

## Selecting headings

Before you can move or delete a heading or change its type or level, you must select it. You can select a single heading, a range of headings, or a variety of non-adjacent headings.

A rectangle surrounding the text block indicates that a single heading is selected. When multiple headings are selected, a short vertical bar next to the icon indicates that the heading is selected. The first selection in a range is called the anchor and is identified by both the rectangle around the text and the vertical bar next to its icon.



<b>To select</b>	<b>Do this</b>
A single heading	Click its icon or in its text.
Non-adjacent headings	Click an icon, hold down Shift, and then click additional heading icons.
A range of adjacent headings	Click an icon at one end of the range (the anchor), hold down Shift + Option, and then click the icon at the other end. Or, drag a box around the icons of the headings you want to select.
A range of headings at a certain level	Click an icon; hold down the Shift, Option, and Command keys; and then click the same level heading at the other end.
All the text in a heading	Click in a heading, and then choose “Select all” (Command + A) from the Edit menu.
All the subordinate headings at one level	Click in a heading, and then choose “Select all” (Command + A) from the Edit menu twice.
All headings in the outline	Choose “Select all” (Command + A) from the Edit menu successively.

To deselect a specific heading, you usually repeat the action that originally selected it.

<b>To deselect</b>	<b>Do this</b>
All headings but one	Click in that heading.
A single heading from a selection	Hold down Shift, and then click the icon for that heading.
A range of headings beginning adjacent to the anchor	Hold down both Option and Shift, and then click an icon.

## ***Cutting and pasting headings***

You can delete any heading or any selection of headings you want from the outline, therefore deleting an entire slide or selection of slides. The hierarchy of all headings in a selection is maintained during cutting and pasting. If you have explicitly set a heading's type (e.g., slide title or subtitle) using the "Set heading as" command from the Outline menu, that heading will retain its setting no matter where it is pasted, as long as the heading type is permissible for the location.

### **▶ To delete a heading and its subordinates:**

- 1. Click anywhere in the heading to select it.**
- 2. Choose "Cut" (Command + X) from the Edit menu. If you don't plan to paste the heading and its subordinates somewhere else, choose "Clear" (Delete) from the Edit menu.**

Persuasion deletes the selected heading and any subordinate headings, moving the insertion point to the heading above the one you just deleted.

**Note:** Cutting a slide title heading presents an alert box to warn you that the action of cutting "...will delete one or more graphics." In other words, cutting a slide title heading deletes the entire slide.

### **▶ To delete a heading without its subordinates:**

- 1. Click anywhere in the heading to select it.**
- 2. Hold down the Option key, and choose "Cut" (Command + X) or "Clear" (Delete) from the Edit menu.**

### **▶ To paste a selection:**

- 1. Click in the heading located immediately above the place where you want the selection from the Clipboard to go.**
- 2. Choose "Paste" from the Edit menu (Command + V).**

After being cut to and pasted from the Clipboard, subordinate headings are no longer selected.

## Moving headings

As you review your outline, you may find you need to rearrange some of the ideas on a slide, or even take an idea from one slide and move it to another. Persuasion makes this easy for you—simply point and drag the heading you want to move.

### ► To move a heading to a new position:

1. **Point to the icon of the heading you want to move, and then hold down the mouse button.**



As you hold down the mouse button, the pointer turns into a small pointing hand.

2. **Drag the heading to its new position.**



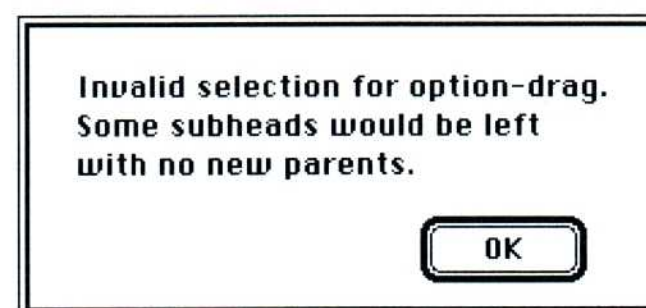
A small black bar appears as you drag across each valid insertion point.

3. **When the heading is where you want it, release the mouse button.**

If you are dragging the heading to a different level, it may change its type to reflect the new position. For example, if you drag a slide text heading to the far left position, it becomes a slide title heading.

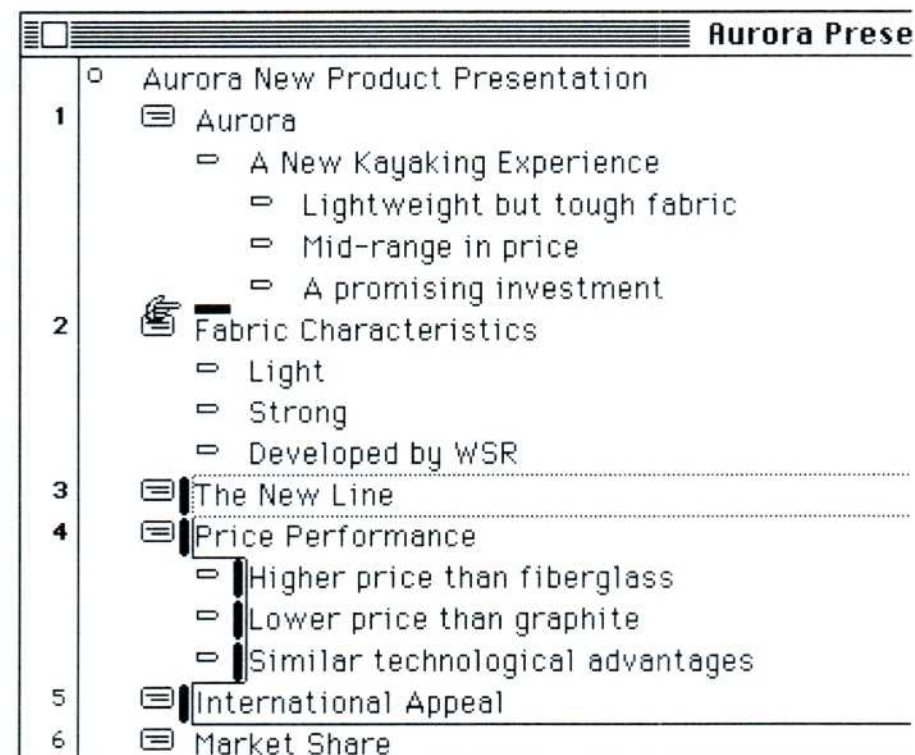
Remember that Persuasion always retains the relationships between the selected heading and its subordinate headings, so that when you move a heading, its group of subheadings moves along with it.

If you want to leave subheads behind, hold down the Option key and then drag, cut, or copy a heading. Note, however, that you cannot leave headings without an immediately superior heading. If you try to drag or cut a heading that would result in this situation, Persuasion alerts you.



## Dragging a multiple selection

Dragging multiple headings to a new location causes the entire selection to be inserted at the new location. Again, the hierarchy of all headings in the selection is maintained during dragging, but heading type may not be. Unless you have set a heading's type (e.g., slide title or subtitle) using the "Set heading as" command from the Outline menu, the heading changes to fit the location to which it is dragged.



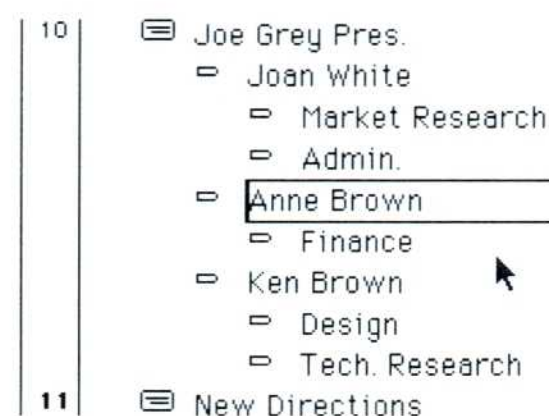
The entire selection—Slides 3, 4, and 5—will be inserted at the horizontal black bar.

## Changing heading levels

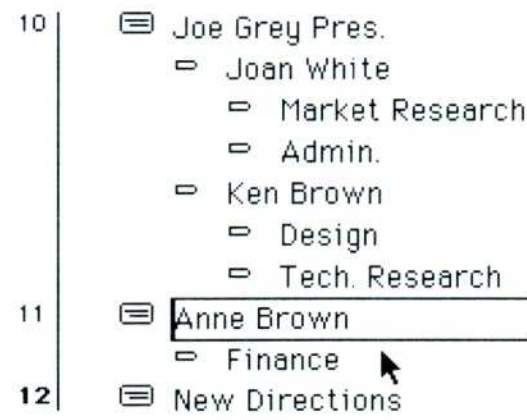
Once you've entered an outline, it's easy to raise or lower the heading levels of individual headings or groups of headings. You can drag headings to a different location to change the heading level, or you can use the techniques below.

### ► To change the level of an individual heading:

#### 1. Click anywhere in the heading to select it.



**2. Choose “Move left” (Command + [) or “Move right” (Command + ]) from the Text menu.**



“Move left” changed the selected heading and its subordinate heading to a slide.

“Move left” changes the selected heading to the next higher level in the outline hierarchy—for example, from a second-level heading to a first-level heading.

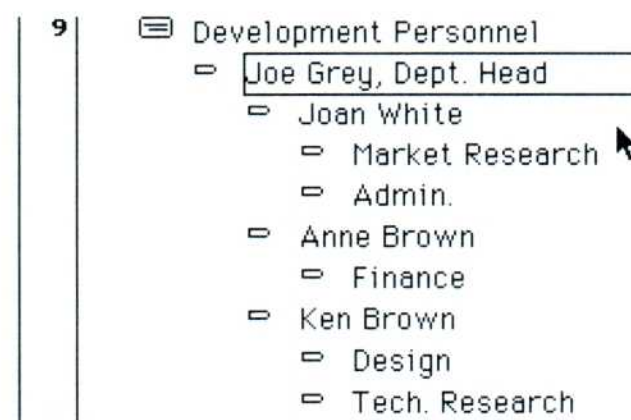
“Move right” changes the current heading to the next lower level in the outline hierarchy—for example, from a second-level heading to a third level heading.

**Note:** When you change the level of an individual heading, any headings subordinate to it are also shifted.

You can easily move a group of subheads to the left by using the “Promote subheads” command.

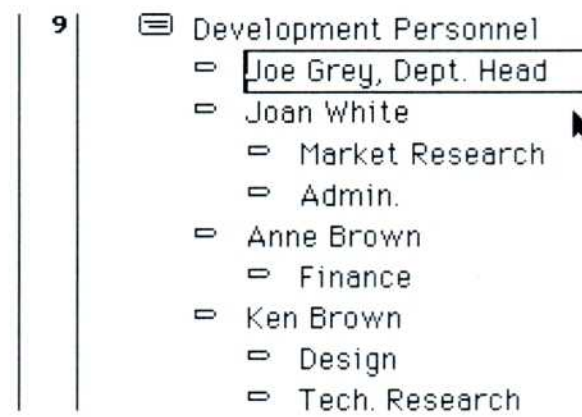
**► To promote a group of subheadings:**

**1. Select the heading above the group of subheadings you want to promote.**



All items subordinate to the selected slide will be promoted.

## 2. Choose “Promote subheads” from the Outline menu.



Now Joan White, Anne Brown, and Ken Brown are all at the same level as Joe Grey.

Persuasion moves all the subheadings under the selected heading one level to the left.

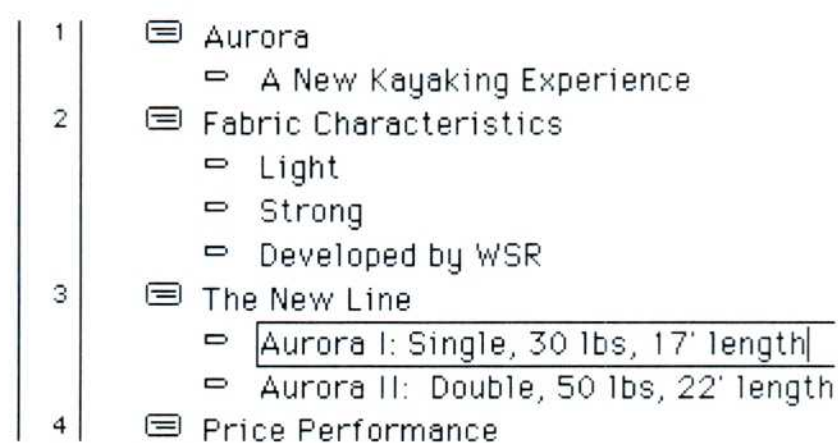
## *Changing heading type*

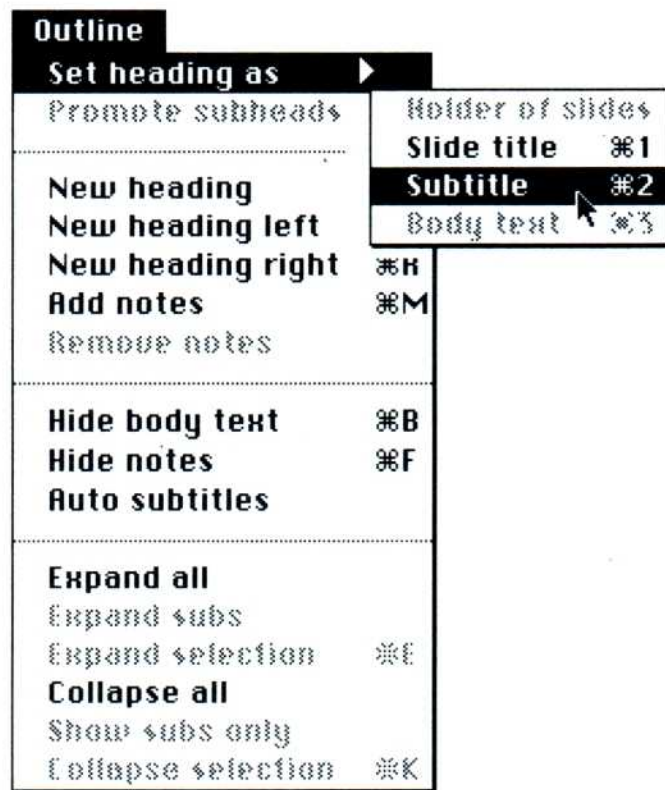
You know how to type slide titles and text, and how to add notes and subtitles. But you can easily change the heading type of any heading with the “Set heading as” command. For example, you may want to change the initial text heading under each title into subtitles.

### ► To change heading types:

#### 1. Select the entry in your outline that you want to change.

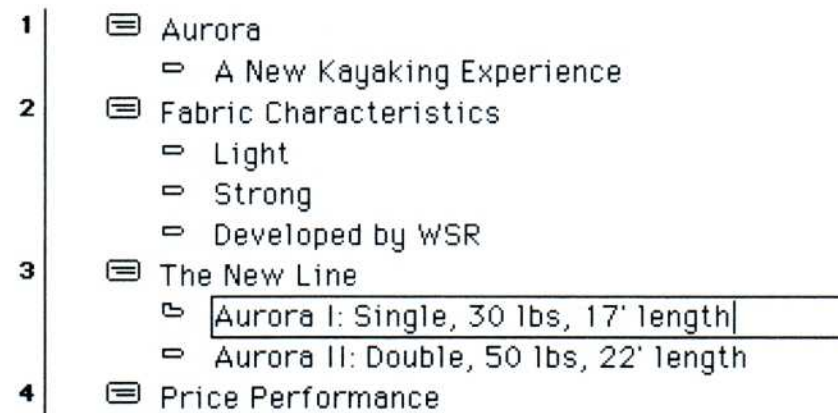
The simplest way to select an entry is to click anywhere in the text of that entry.





2. Choose “Set heading as” from the Outline menu, then choose “Holder of slides,” “Slide title,” “Subtitle,” or “Body text” from the submenu.

The options available depend on the type and location of the heading you are trying to change. For example, body text can always be changed to a slide title, but a body text heading immediately under a slide title can also be changed to a subtitle.

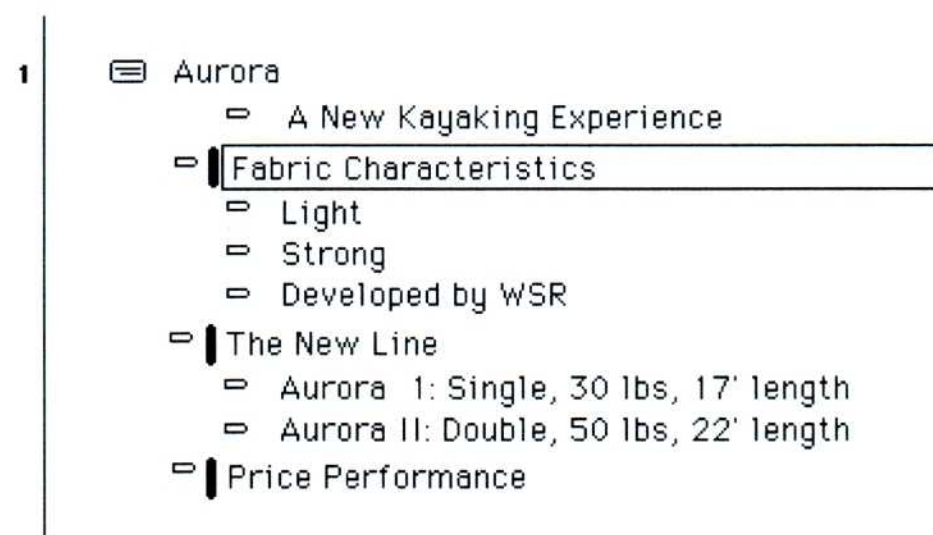


### *Nesting slides*

If you have more information than can fit on one slide, you can break it up into several slides quite easily. Nesting slides—that is, creating subordinate slide titles—creates an overview slide with each of its main points becoming the title of a separate slide.

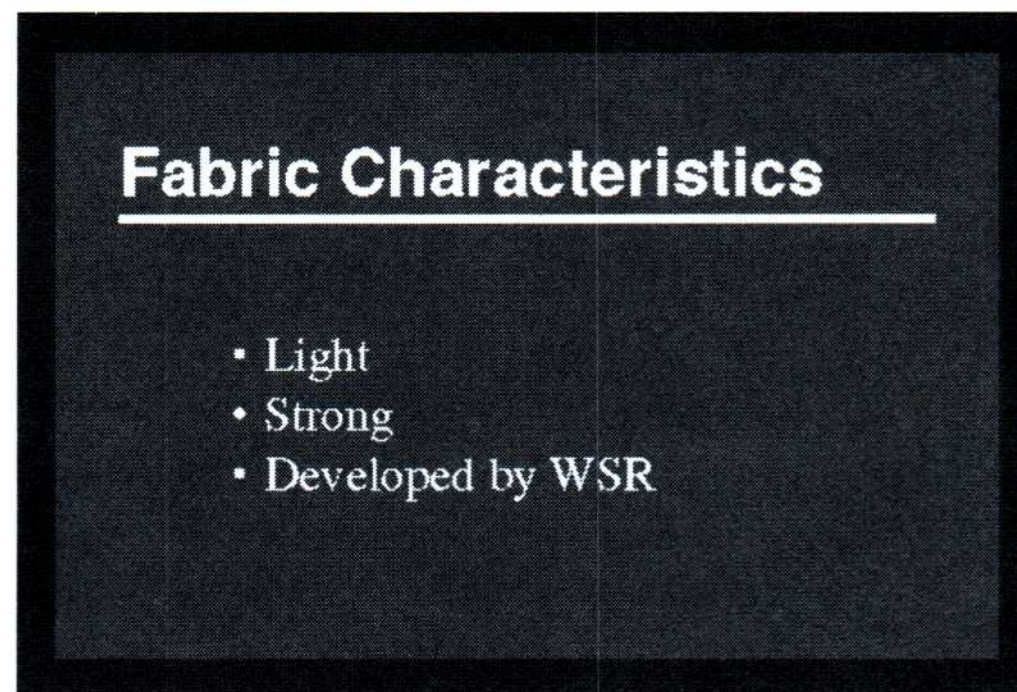
#### ► To nest slides:

1. Select the body text headings that you want to make into the titles of separate slides.



2. Choose “Set heading as” from the Outline menu, and then choose “Slide title” from the submenu.

- 1    ☰ Aurora
  - A New Kayaking Experience
- 2    ☰ Fabric Characteristics
  - Light
  - Strong
  - Developed by WSR
- 3    ☰ The New Line
  - Aurora 1: Single, 30 lbs, 17' length
  - Aurora II: Double, 50 lbs, 22' length
- 4    ☰ Price Performance



The bulleted text items on this slide become the slide titles of the three subsequent slides.

## Collapsing and expanding the outline

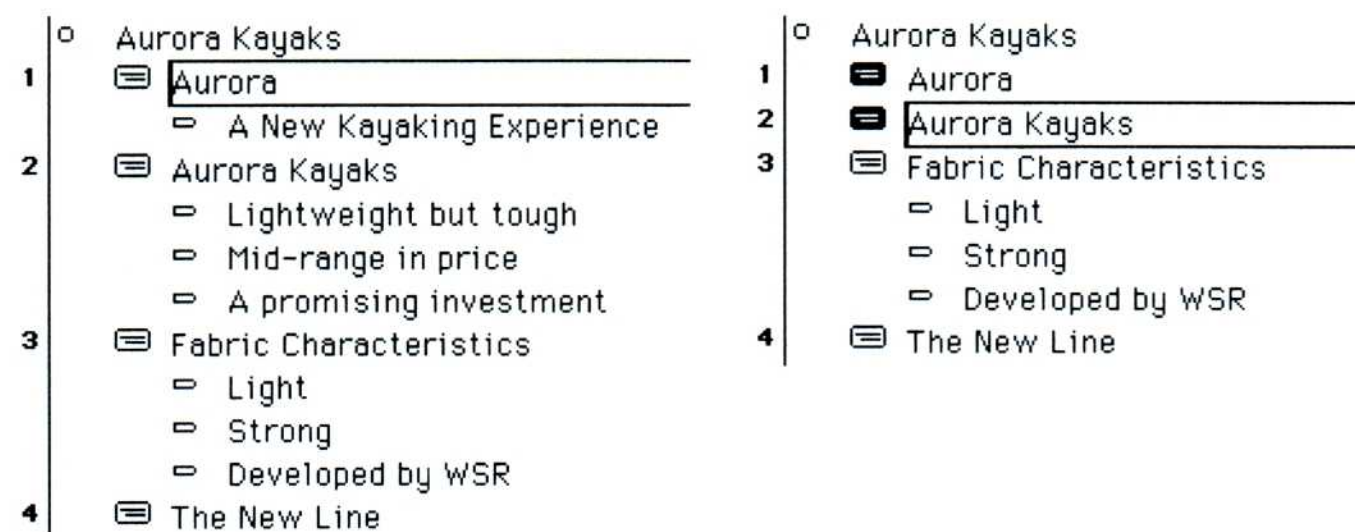
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When you're working on a long presentation, you may want to collapse headings in Outline view to get a better idea of the overall organization of your outline. Or, you may want to collapse headings so you can easily rearrange them (and all they contain) by dragging them to new locations. Or, you may want to collapse all but the slide titles and the notes to create a presentation script.

You can collapse or hide headings by either clicking icons or using commands.

### Using the heading icon

The simplest way to collapse all of a heading's subordinates is to double-click the icon for that heading. The resulting darkened icon indicates that the heading contains collapsed headings. To open or expand a collapsed heading, double-click its darkened icon.

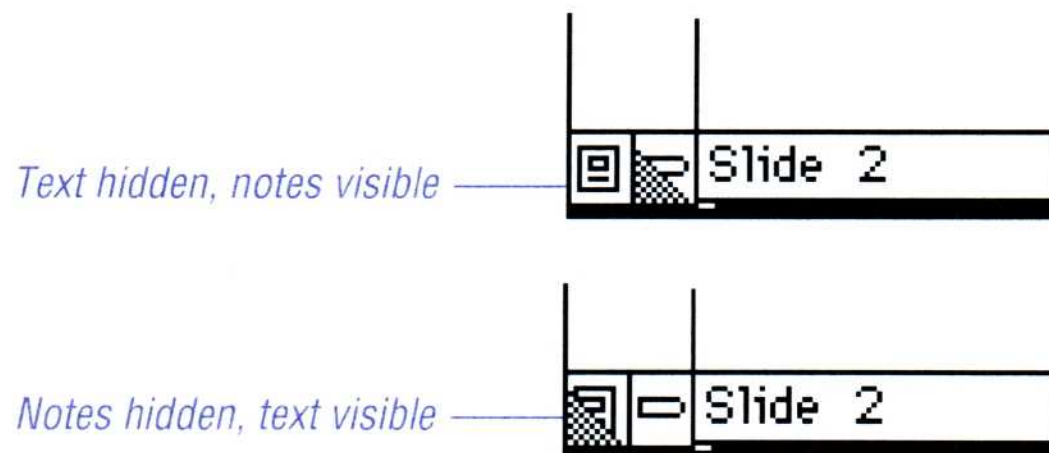


If you double-click the darkened icon, the collapsed headings are displayed again.

## Using the lower-left icons

You can use the icons in the lower-left corner of your window to create a presentation script of slide titles and notes by hiding all body text and subtitles. Or, you can create a slide title sorter by hiding all text, subtitles, and notes.

The small icons at the lower-left corner of the screen indicate whether or not notes or body text (including subtitles) are hidden. If an icon is half-obscured, the part of the outline it represents is hidden. You can toggle between the hidden state and the visible state by clicking these small icons.



### ► To hide all body text and subtitles:

**Click the body text icon in the lower-left corner of the window, or choose “Hide body text” from the Outline menu.**

Persuasion hides all body text and subtitles from view, leaving only slide titles and notes text visible. When you give your presentation, you can refer to this script for your notes about each slide.

### ► To hide all notes:

**Click the notes text icon in the lower-left corner of the window, or choose “Hide notes text” from the Outline menu.**

Persuasion hides all notes text, leaving slide titles, subtitles, and slide text visible.

## *Using the Collapse and Expand commands*

You can control the number of levels that are displayed in your outline by using the various Collapse and Expand commands from the Outline menu.

### ▶ *To collapse a heading or several levels of headings:*

1. **Select the heading whose subheadings you want to collapse.**
2. **Choose “Collapse selection” (Command + K) from the Outline menu.**  
A darkened icon to the left of a heading indicates that it has been collapsed.

### ▶ *To expand a heading:*

1. **Select the heading you want to expand.**
2. **Choose “Expand selection” (Command + E) from the Outline menu.**  
All the immediately subordinate headings of the selected slide are displayed, leaving all deeper levels of subheads collapsed or displayed as they were when the selected heading was collapsed.

Persuasion also gives you the choice of collapsing all text, notes, and subtitle headings at once, which reduces the outline to slide titles only for easy sorting.

### ▶ *To collapse all text, notes, and subtitle headings:*

**Choose “Collapse all” from the Outline menu, or hold down Command and double-click the holder of slides icon.**

### ▶ *To display all levels of the outline:*

**Choose “Expand all” from the Outline menu, or hold down Option and double-click the holder of slides icon.**

An intermediate approach to collapsing the outline is to display the top two levels, while hiding deeper levels.

► **To collapse all subheadings except immediately subordinate ones:**

**Select a heading with two or more levels of subordinates, and choose “Show subs only” from the Outline menu (Command + double-click heading icon).**

“Show subs only” displays only the immediately subordinate headings of the selected heading, hiding all deeper levels of subheads. This works regardless of whether the selected headings are fully collapsed or fully expanded.

► **To expand all subordinates for a selected heading:**

**Select the headings you want to expand, and choose “Expand subs” from the Outline menu (Option + double-click the heading icon).**

“Expand subs” displays all the subordinate headings at every level.

## ***Assigning slide masters***

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Once your outline is typed and organized, look at the resulting slides and assign an appropriate slide master to each. You can assign slide masters in Slide view, Slide Sorter view, or Outline view.

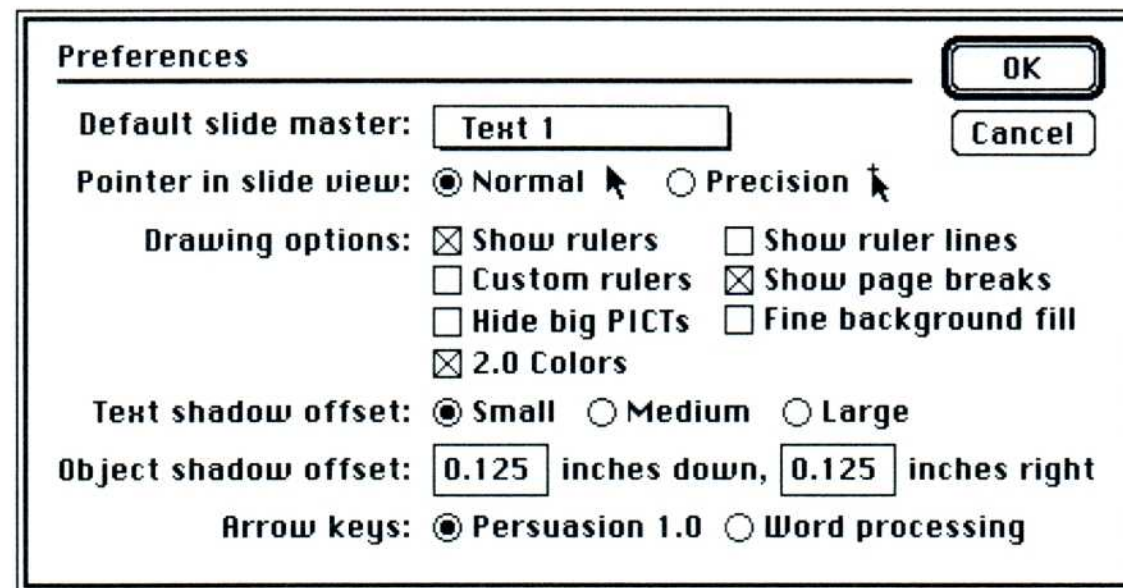
Because you’re using an AutoTemplate, each slide in your outline is linked automatically to a default slide master. For Persuasion’s AutoTemplates, the “Text 1” master is the default. If you create your own AutoTemplate, the first slide master you create will be the default. You can change the default slide master in any AutoTemplate.

## Changing the default slide master

Frequently, one slide format is appropriate for most of the slides in the presentation. For example, if your presentation is mostly text, you can use an all-text master as the default master. For a presentation with mostly charts, you may prefer a chart master as the default.

### ► To change the default slide master:

1. Choose “Preferences...” from the File menu.



2. Click “Default slide master,” and then choose the master you want as the default from the pop-up menu.

Persuasion uses this new default slide master to format any new slides you create, as well as any existing slide that you have not already printed or viewed in Slide, Slide Sorter, or Notes view, as well as in the slide show. The new default master will not be assigned to any slide to which you have already assigned a master.

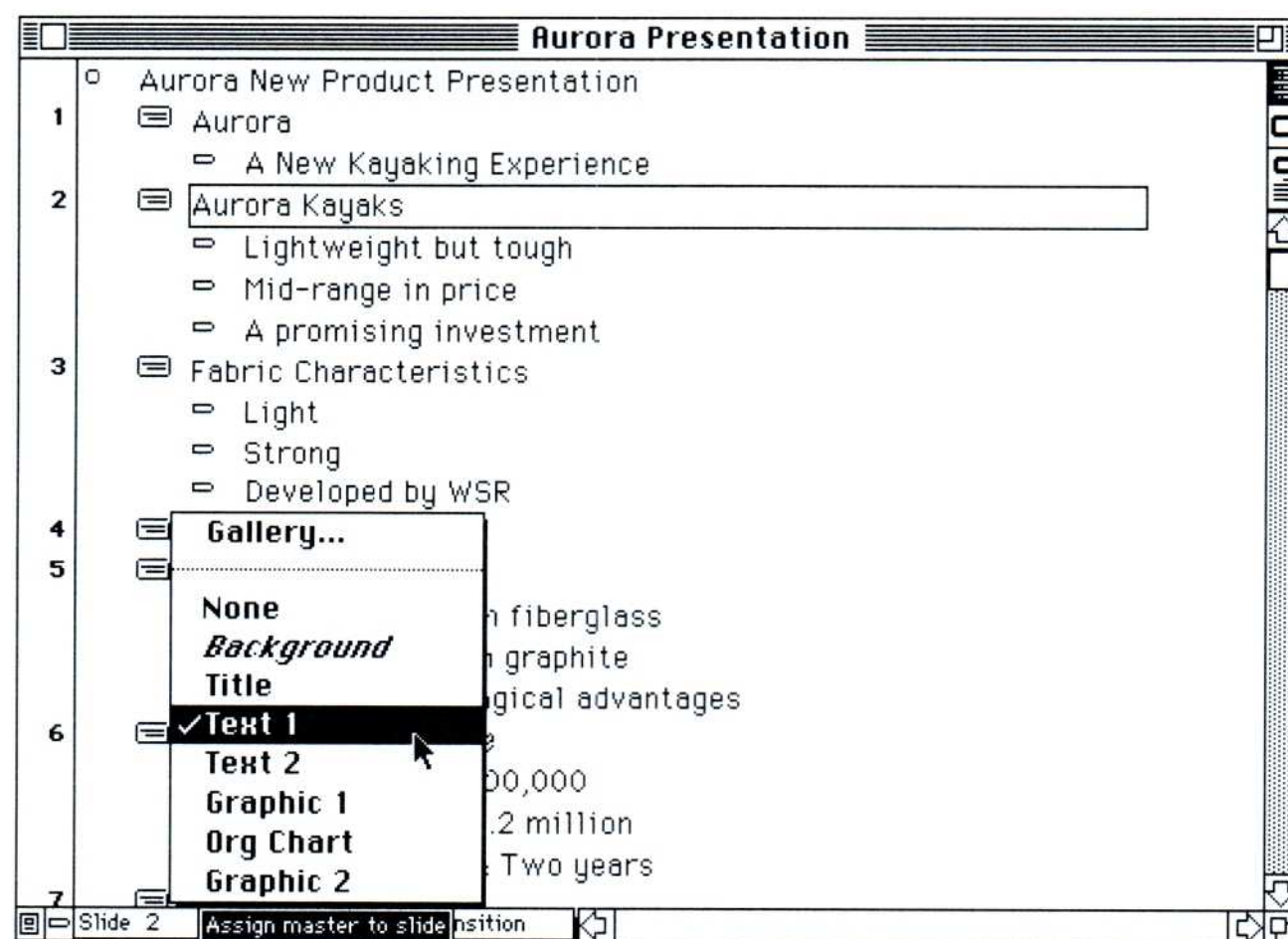
## Assigning masters in Outline view

When you are familiar with the slide masters in the AutoTemplate that you're using, and you're clear about the purpose of the individual slides in your presentation, you can assign slide masters in Outline view using the Master pop-up menu in the lower menu bar.

Working entirely in Outline view is a speedy way to create a presentation. But if you need to look at your slides to decide which slide masters to assign to them, use the Slide view and Slide Sorter view options.

### ► To assign slide masters from Outline view:

1. Click anywhere in the text or title of the slide to which you are assigning a slide master.
2. Choose the slide master you want from the Master pop-up menu in the lower menu bar.



## Adding an organization chart

You can turn any slide text into an organization chart by assigning the Org Chart master to it. Adding an organization chart can be an effective way to enhance your presentation by giving the audience an overview of the structure of your company or by illustrating the proposed distribution network for a new product.

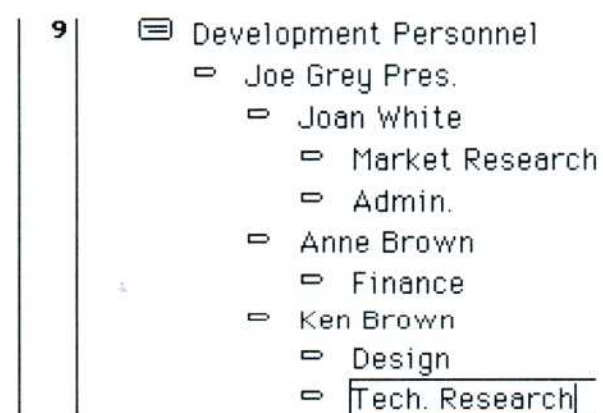
You add an organization chart in Persuasion by typing the information in the outline. An organization chart slide master links the levels in the outline directly to the levels of the chart. You can have a maximum of 10 levels:

- The first-level heading is the title of the organization chart slide. The title will be formatted by Persuasion, just as any other title in your presentation.
- The second-level heading represents the top level in your organization chart.
- Headings on subsequent levels represent the lower levels of your organization chart. The number of headings per level, as well as the number of levels, is limited primarily by what looks good on the slide.

### ► To add an organization chart:

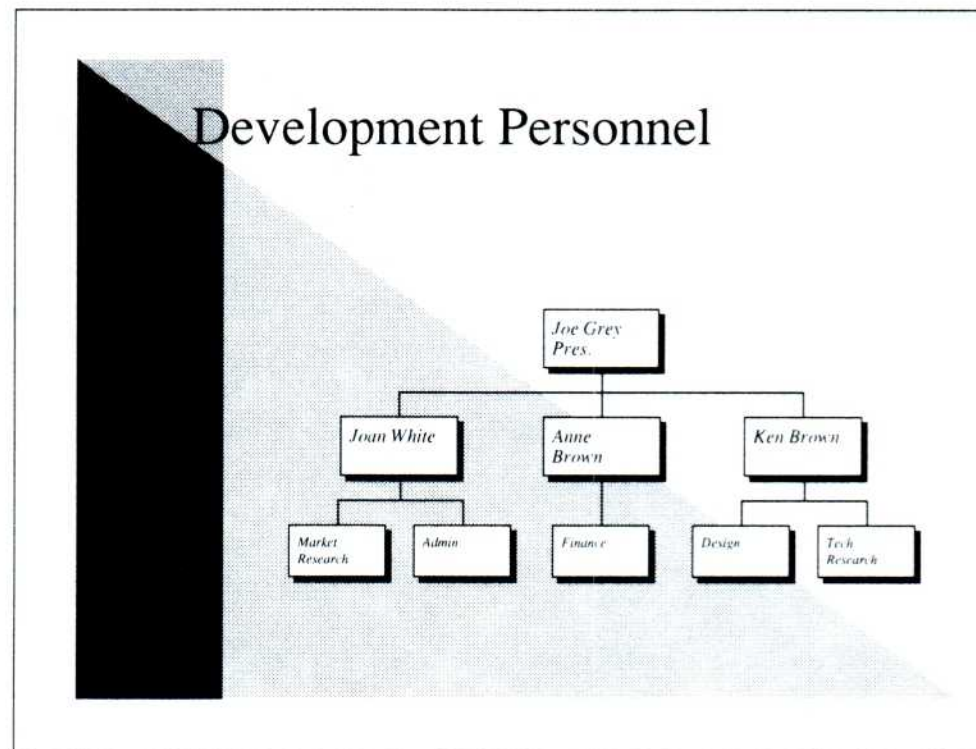
1. **Create a new slide title, and type the title of your organization chart.**
2. **Type the levels of your organization chart as headings and subordinate headings.**

Since your organization chart starts with one box at the top, you should only have one second-level heading. Other than that, all other rules for entering, modifying, and rearranging text in general apply to organization chart text.



Outline view of an organization chart

3. Choose “Org Chart” from the Master pop-up menu in the lower menu bar to assign a slide master containing an organization chart placeholder.



Slide view of an organization chart

## *Using the slide sorter*

Slide Sorter view is a graphic representation of your outline. Miniature versions of all your slides are displayed in one window—much like a light table for viewing slides. Any changes you make in the slide sorter are reflected in the outline. The correspondence between the outline and the slide sorter is emphasized in the shortcut for going to Slide Sorter view: Hold down Option and click the Outline view icon at the upper-right edge of the window.

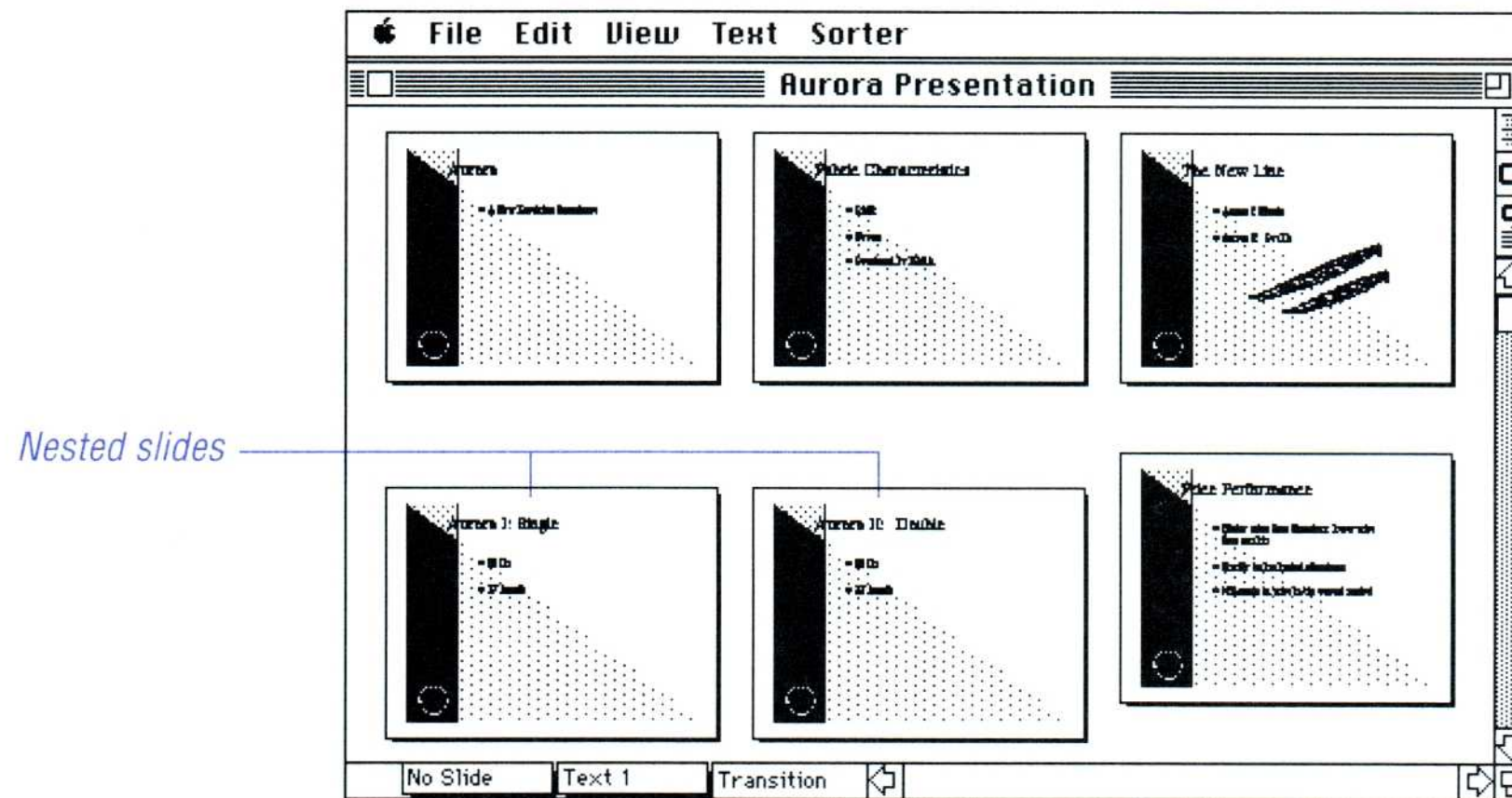
The slide sorter is primarily useful for rearranging slides and assigning masters, although you can also apply transition effects there. For information on applying transition effects, see Chapter 7, “Producing a Presentation.”

### *Rearranging slides*

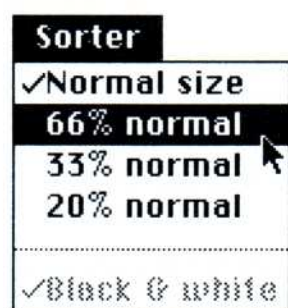
Just as you can select and drag headings in the outline, you can select and drag slides in the slide sorter. Each selected slide has handles. You select a slide in the slide sorter by clicking it. To select more than one slide, hold down Shift and click the additional slides you want, or drag a selection box around the slides you want to select.

► To rearrange slides in the slide sorter:

1. Choose “Slide sorter” from the View menu. Or, press Option and click the Outline icon in the upper-right corner.

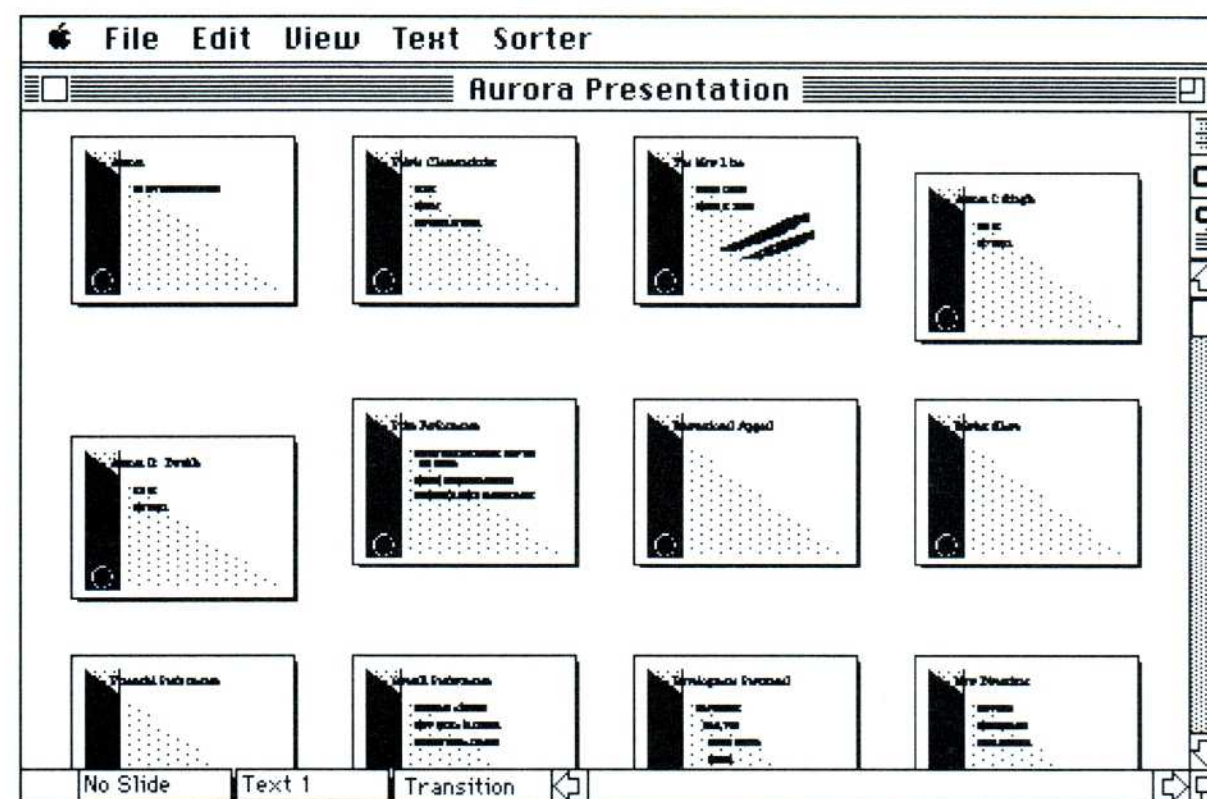


In the slide sorter, nested slides are slightly offset.



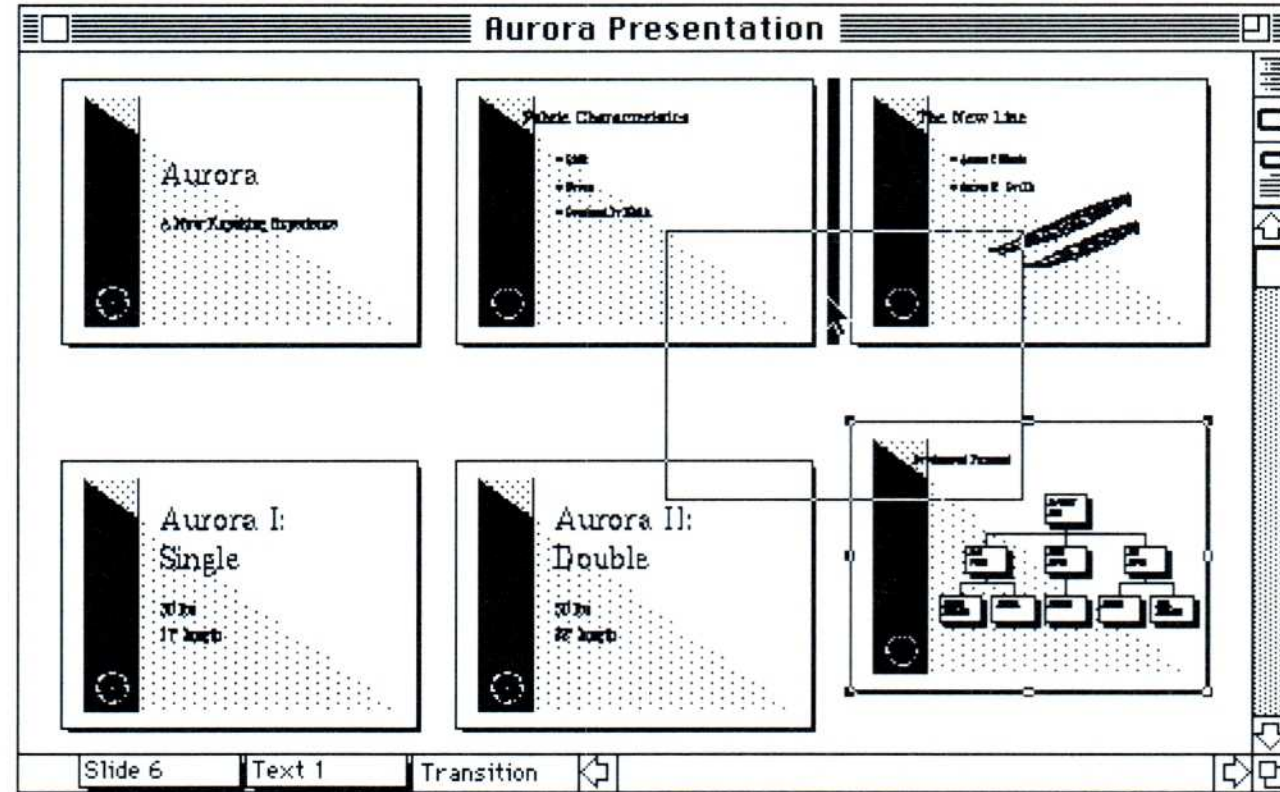
2. If you want, change the number of slides you can see on your screen by choosing an option from the Sorter menu in the upper menu bar—“Normal,” “66%,” “33%,” or “20%.”

By reducing the size of the slides, you can display more of them on the screen. The number of slides displayed on your screen also depends on your monitor, as well as the orientation of your slides (wide or tall).



**3. Select one or more slides that you want to move.**

**4. Press the mouse button and drag until the vertical bar is where you want to insert the slides.**



The vertical bar appears only where it's valid to insert the selected slide.

**5. Release the mouse button to place the slides in the new position.**

Persuasion rearranges the slides, maintaining subordinate relationships as defined in the outline. When you select several slides at once (consecutively or not) and drag them to a new place, they are inserted together in their original order. For example, selecting Slides 2, 5, and 9 (hold down Shift) and putting them after Slide 4 gives a new order of 1, 3, 4, 2, 5, 9, 6, 7, 8, 10, except the slides are now numbered consecutively.

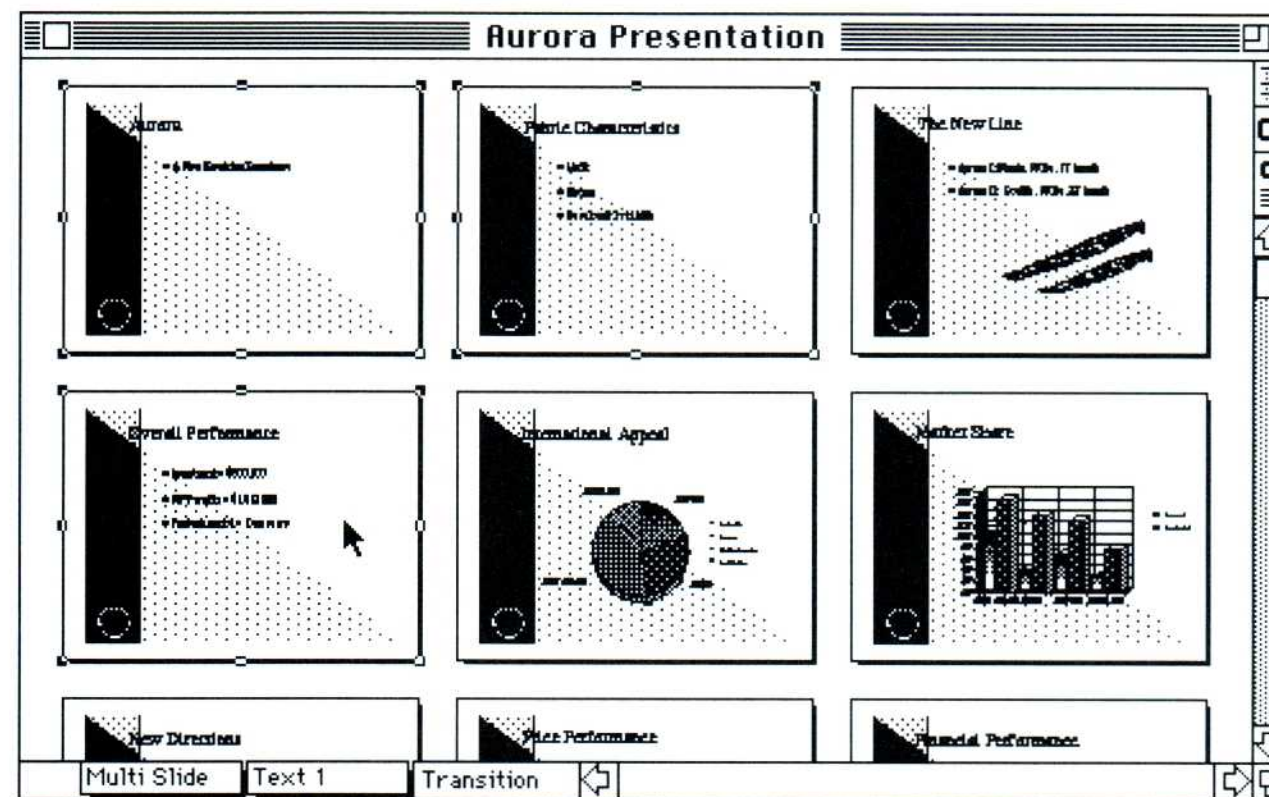
## Assigning masters in Slide Sorter view

In Slide Sorter view, you can change slide master assignments for several slides at once.

### ► To assign a slide master in Slide Sorter view:

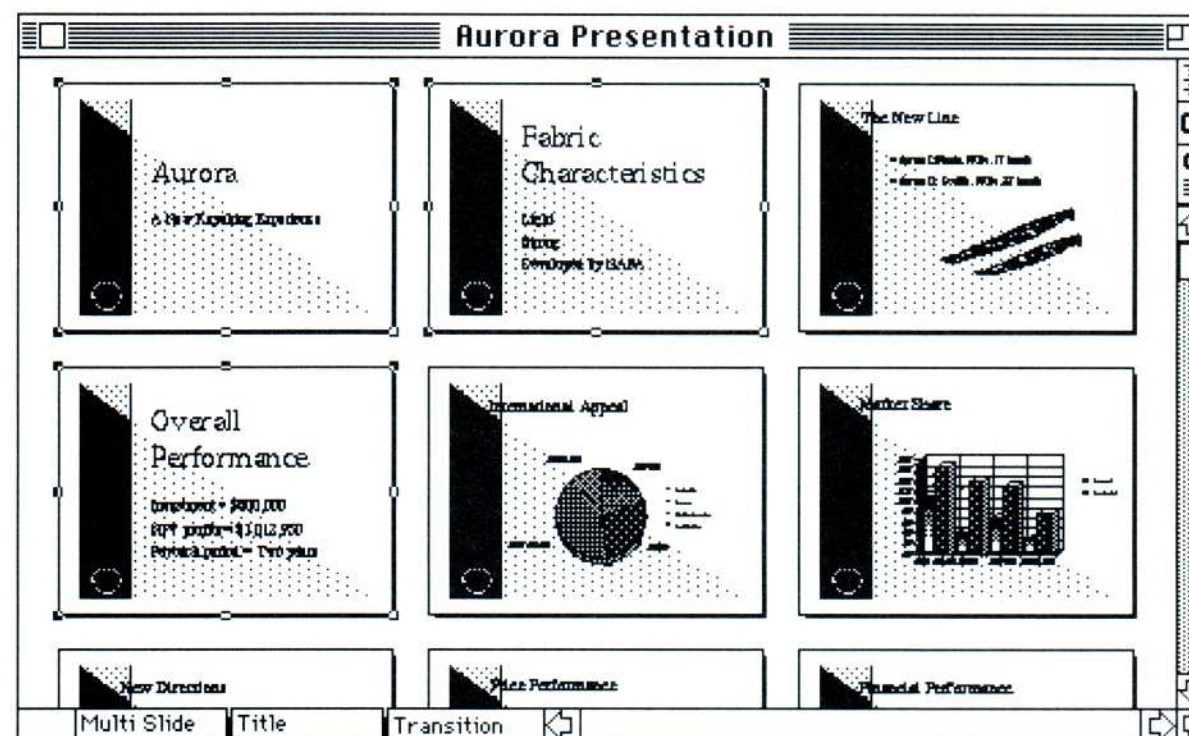
#### 1. Select the slides to which you want to assign a new slide master.

Point and click to select a single slide; hold down the Shift key as you click to select additional slides, or drag to select adjacent slides.



Master pop-up menu

#### 2. Choose the slide master you want from the Master pop-up menu in the lower menu bar.



#### Tip:

If you choose a slide master from the Master pop-up menu when no slide is selected, you change the default master for subsequent slides. Existing slide master assignments do not change.

The “Title” slide master was chosen to format this multiple selection of slides.

## ***Formatting the outline***

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Since there may be times when you want to print and distribute your outline, Persuasion lets you format the outline text either by defining a new style for a particular heading level, or by applying text attributes locally (to a range of characters or to a multiple-heading selection).

Persuasion outlines have text styles predefined for 15 levels of outline headings. All 15 styles are preset to the same font, size, and style.

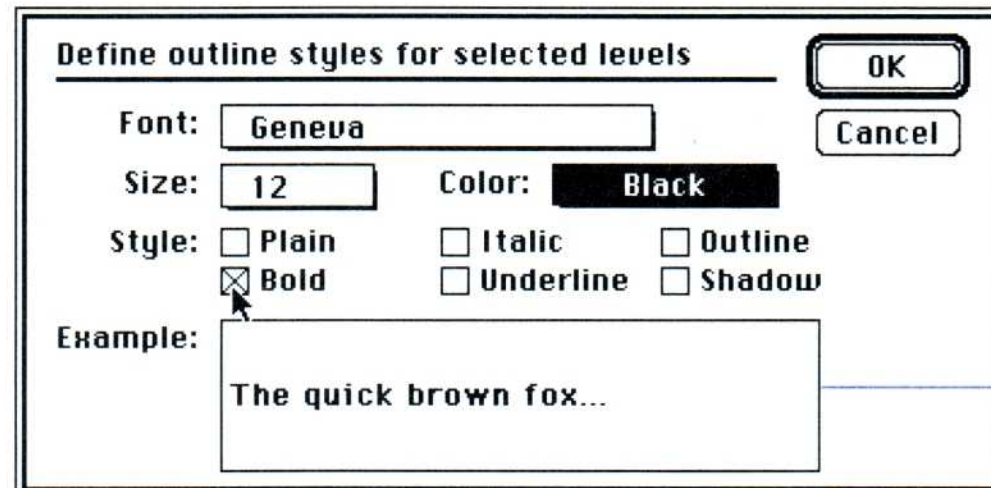
### ***Applying text attributes by heading level***

Styles are applied to outline text by level. That is, when you apply a text attribute (other than superscript or subscript) to a certain outline heading using the “Outline styles...” command, all other headings at the same level take on the same formatting. Notes text is an exception to this rule: you define a single style for all notes text, regardless of level.

Text formatting applied to the outline is not transferred to the associated slides. For example, you could format all slide titles in your outline to be Helvetica Italic, but the titles that appear on the slides themselves will appear in whatever font and style you applied on the slide master placeholder or to the text on the slide itself. Superscripts and subscripts, however, *do* transfer from outline to slide, and vice versa.

► To define a text style for outline headings:

1. In Outline view, select a heading at the level for which you want to define a style.
2. Choose “Outline styles...” from the Text menu.



3. In the dialog box, choose the font, size, color, and style that you want to apply to the heading level you’ve selected.

The sample box displays some text with the font attributes you’ve specified, so you can see how the text will look when you apply the style.

4. Click “OK” to apply the style you’ve defined.

Persuasion applies the text attributes to all headings at the same level as the selected headings. Text attributes that are applied locally will be retained.

**Tip:**

In Outline view, select one or more headings, and then hold down Option while you choose a text attribute from the Text menu. Persuasion applies the text attribute to all headings at the same level as the selected headings, and that attribute becomes part of the defined outline style for the selected levels.

## *Applying text attributes locally*

When you select text in an outline, you can apply any text attributes by selecting font, size, and so on, from the Text menu. Text attributes that are applied locally affect only the selected text.

When a heading with locally applied text attributes is dragged to a new position in the outline, the local text attributes are retained, but all other attributes in that heading are altered to reflect the style of the new heading level. (This is also true of cutting and pasting.)

## *Reapplying styles*

The effect of the “Reapply style” command in the Text menu depends upon what is selected:

- If a section of text is highlighted within a single heading, the text style for that heading level is reapplied to the selected text only.
- If no text is highlighted but an insertion point is clicked, new text typed after the “Reapply styles...” command will assume the style of that heading level.
- If multiple headings are selected, the text style is reapplied to all selected headings.

## *Applying a style to notes text in Outline view*

You can change the default text style for outline notes by using the “Outline styles...” command on the Text menu (or the keyboard short-cut—hold down the Option key while selecting the text attribute). If you define a text style for outline notes text, that style applies to all notes in the outline regardless of heading level.

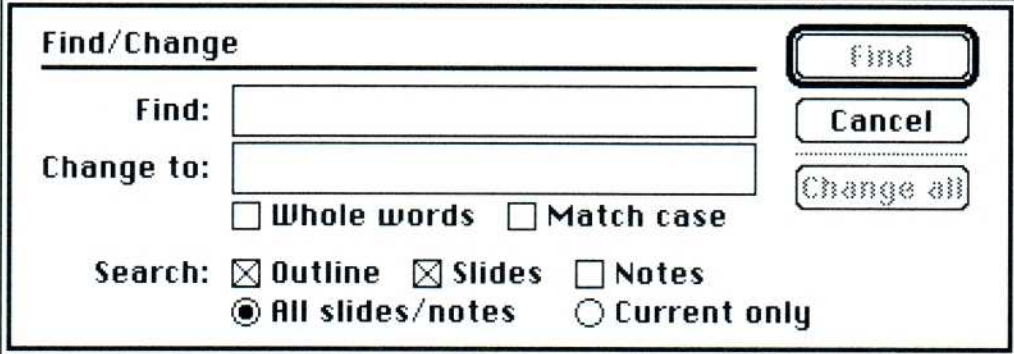
## Using Find/Change

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Persuasion lets you search for and replace words in all parts of a presentation: slides, notes, outline, or any combination. Any changes made in your outline will automatically flow to your slides, and any changes made in text on your slides formatted by placeholders will flow to your outline.

### ► To find and replace a word:

1. Choose “Find/Change...” (Command + 5) from the Edit menu.



The screenshot shows the "Find/Change" dialog box. It has a title bar "Find/Change". Below the title bar, there are two text input fields: "Find:" and "Change to:". To the right of these fields are three buttons: "Find", "Cancel", and "Change all". Below the input fields, there are two checkboxes: "Whole words" and "Match case". At the bottom, there is a "Search:" section with four radio button options: "Outline", "Slides", "Notes", and "All slides/notes". The "All slides/notes" option is selected. There is also an unselected radio button option "Current only".

2. In the “Find” text box, type the word you want to find.
3. In the “Change to” text box, type its replacement.
4. Check whether you want to search for only whole words and whether you want to search for words that have the same upper- and lowercase letters.
5. Select the parts of your presentation you want to search.  
Your choices are outline, slides, notes, all slides and notes, current selection only, or any combination.

6. Click “Find” to search for the first occurrence and highlight it, so that you can type over or change it. Or, click “Change all” to search for and change all occurrences.

If you chose “Find” from the dialog box, you can then choose from several options in the Edit menu to continue to find and change occurrences of the word:

To	Choose
Find the next occurrence	“Find again” (Command + 6)
Change the current occurrence	“Change” (Command + 7)
Change the current occurrence and find the next	“Change then find” (Command + 8)

## *Using the spell checker*

You can use Persuasion’s built-in spell checker to find and correct misspelled words in any part of your presentation—even in charts and tables. Persuasion checks for misspellings and provides a list of suggested corrections.

### ► To check the spelling in your presentation:

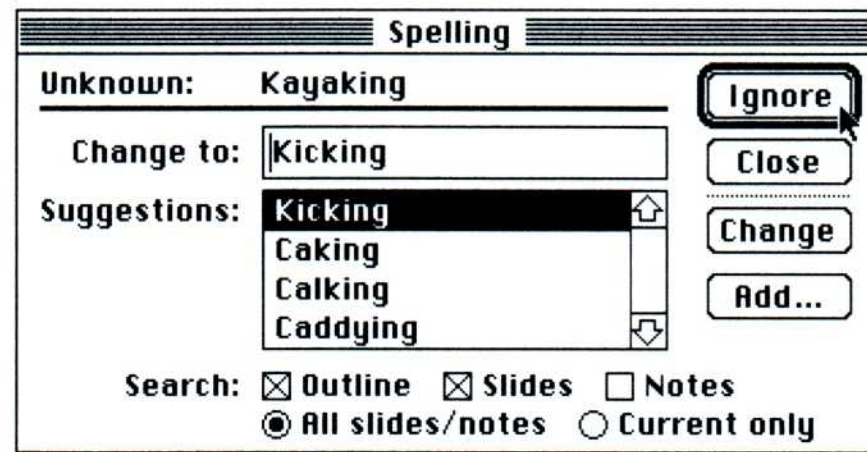
1. Choose “Spelling...” (Command + 9) from the Edit menu.

If you have moved the Persuasion dictionaries folder to any location other than the Aldus folder within the System Folder, Persuasion will ask you to locate Webster.lex or CollinsUK.lex when you use the spell checker.

2. Check which part of your presentation you want to search for misspellings.

Your choices are outline, slides, notes, all slides and notes, current selection only, or any combination.

**3. Click “Start” to begin spell checking.**



**4. Change or ignore the unknown word, or add it to your user dictionary:**

To	Do this
Change the word	Enter a correction in the “Change to” text box. Or, select the word you want in the “Suggestions” box, and then click the “Change” button.
Leave the word as is	Click the “Ignore” button.
Add the word to the user dictionary	Click the “Add...” button. In the “Add word to user dictionary” dialog box, choose the options you want.

**Note:** Persuasion’s user dictionary does not allow you to make corrections to existing words in it. Be sure to keep a backup copy of your user dictionary. If you type a word incorrectly, you can replace the current dictionary with an earlier version.

**5. Repeat Step 4 for each word that Persuasion indicates as “Unknown.”**

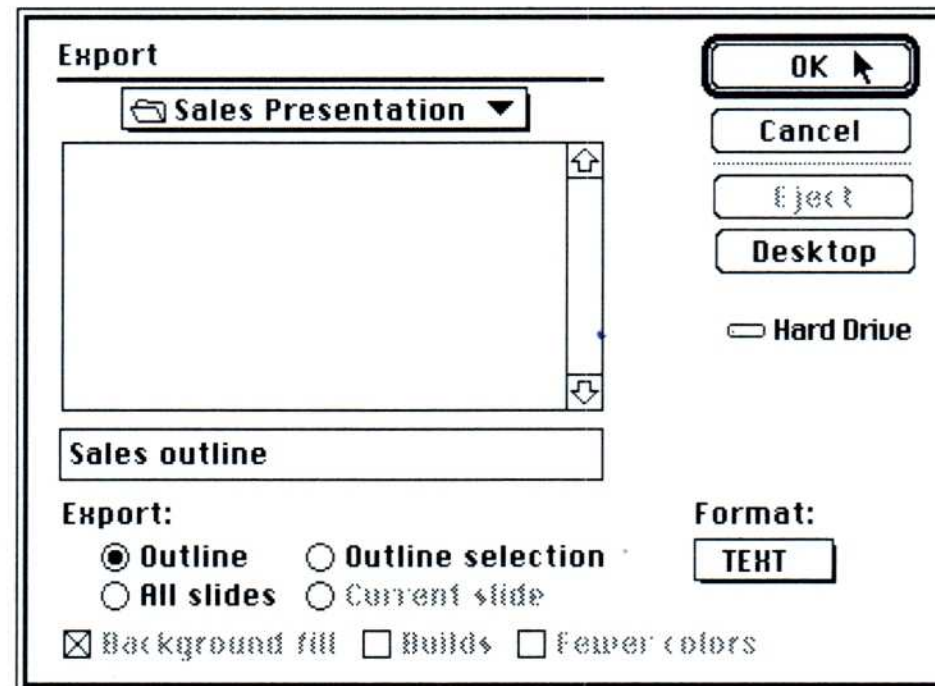
**6. Continue through the various parts of your presentation until your check is complete. If you want to stop the spell check at any point, click the “Close” button.**

## Exporting an outline

You can export your entire outline or any selected portion of it in Persuasion. You can also export one or all of your slides.

► **To export an outline:**

1. If you want to export only a portion of your outline, select the portion you want to export.
2. Choose “Export...” from the File menu.



3. To export the entire outline regardless of the selection, click “Outline.” To export only the currently selected headings and their subordinates, click “Outline selection.”

4. In the text box, type a name for your saved outline.

Make sure the format you’ve selected is appropriate.

5. Click “OK.”

Your outline is exported as a text-only file and saved under the filename you typed.



## ***Chapter 3: Working on Slides***



## *Chapter 3: Working on Slides*

---

Although you can create your presentation in Slide view, you usually turn to Slide view when you are ready to work on the graphic aspect of your presentation. Once you have formatted a slide by assigning the appropriate slide master, you can add to or change anything you want on the slide—even the attributes and formatting provided by the placeholders.

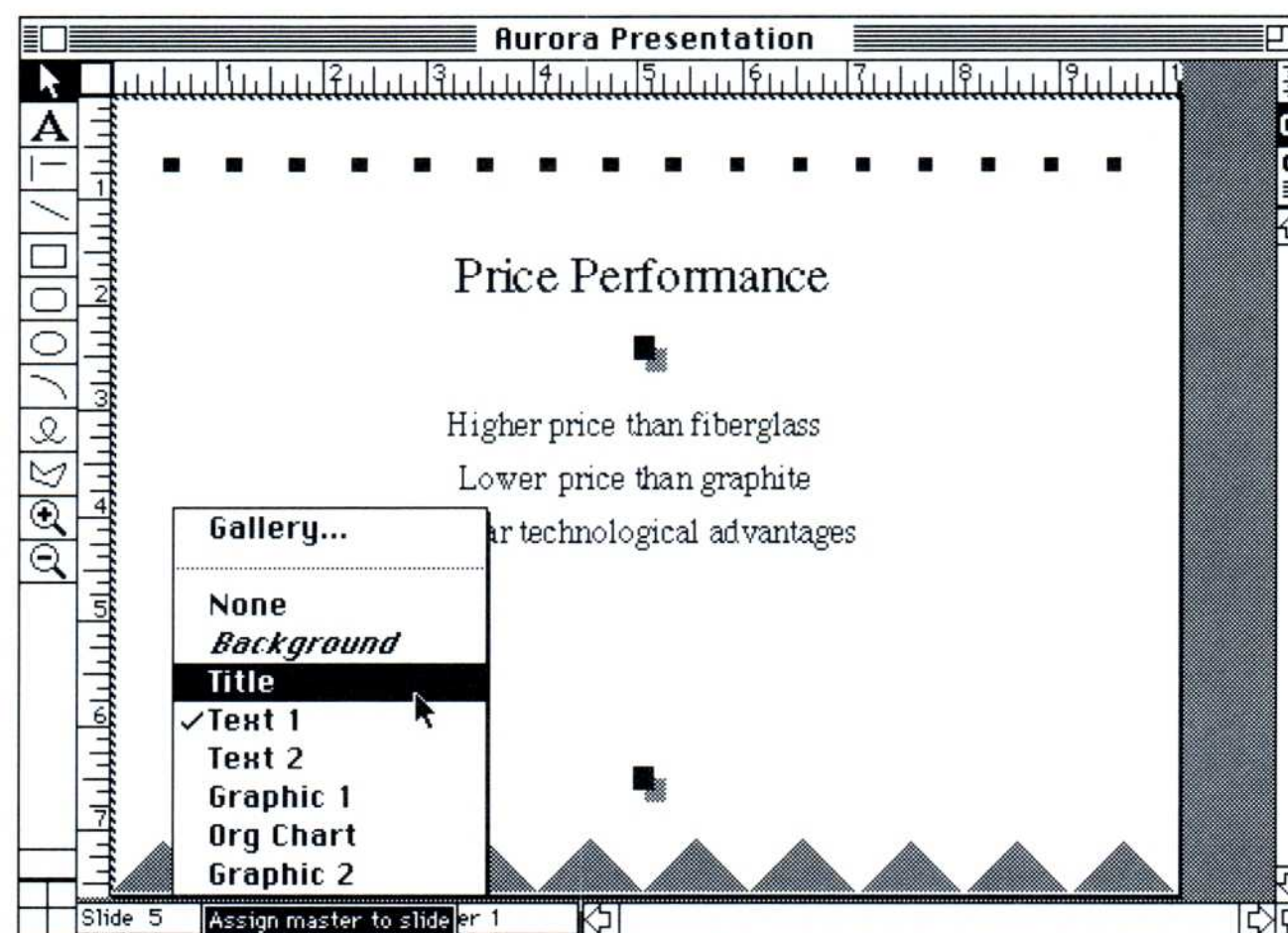
When you work on slides, you are basically working with objects. Objects can be text blocks, drawings, charts, tables, or imported graphics. Once you create or import these objects, you can format them, manipulate them, and enhance them in a variety of ways.

## Assigning slide masters in Slide view

In Slide view, you can change slide master assignments one slide at a time from the Master pop-up menu in the lower menu bar. Changing the slide master assignment reformats your slide according to the design attributes of the slide master.

### ► To assign a slide master in Slide view:

1. Display the slide whose master you want to change.
2. Choose the slide master you want from the Master pop-up menu in the lower menu bar.

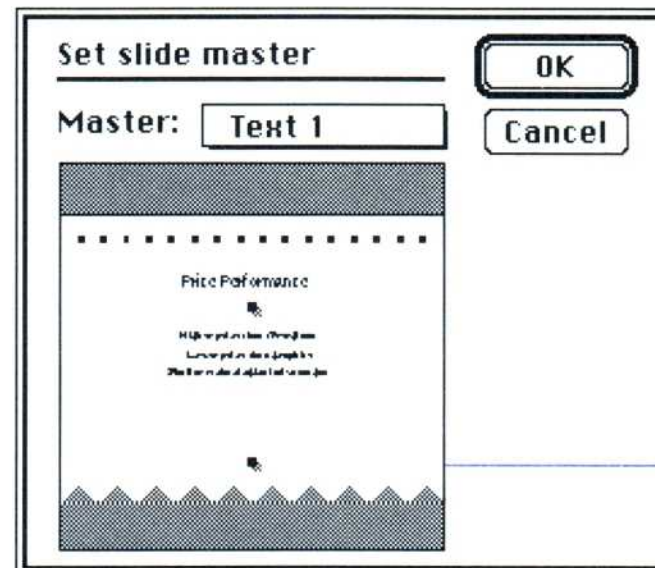


Master pop-up menu

You can also assign masters using the “Gallery...” command on the Master pop-up menu in the lower menu bar. “Gallery...” lets you preview your slide with different masters assigned before you make a selection.

► To assign a slide master using “Gallery...”:

1. Display the slide whose master you want to change.
2. Choose “Gallery...” from the Master pop-up menu in the lower menu bar.



3. Choose the slide master you want to assign from the pop-up menu in the “Master” box.

In the sample box, Persuasion displays a miniature of the slide, formatted according to the slide master’s design attributes. Repeat Step 3 to preview master formats until you find the one you want to assign to your slide.

4. Click “OK.”

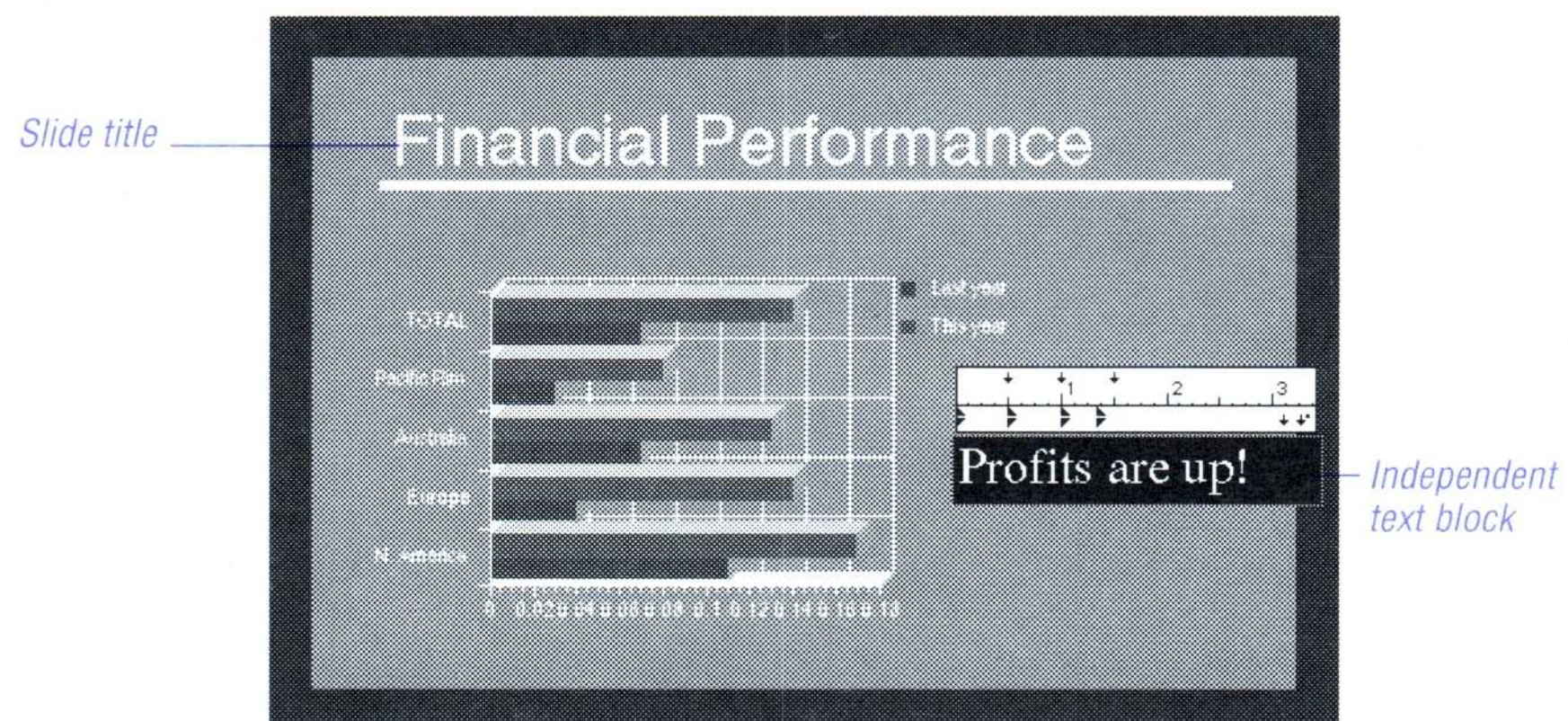
## Adding text to slides

You can type text directly onto slides. In this section, you'll learn how to add two types of text to slides: *placeholder text* and *independent text*. Placeholder text is typed within the boundaries of a placeholder's control; independent text is typed outside the control of a placeholder. Placeholder text appears in the outline, and independent text does not.

### Typing new text on slides

In Persuasion, you can add text to your slides in one of two ways:

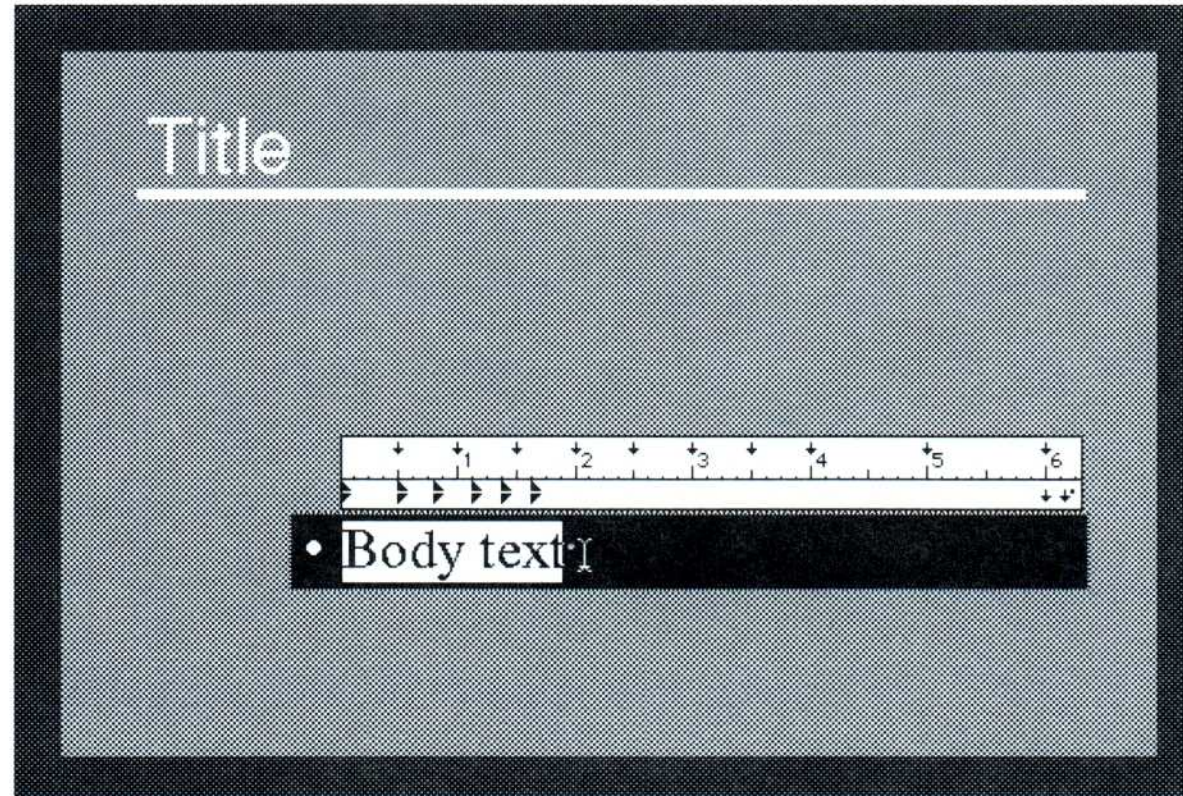
- As slide title, subtitle, or body text controlled by a placeholder. This text flows back to your outline.
- As an additional text block independent of a placeholder, such as a callout to a chart or a label on a graphic. This text does *not* flow back to your outline.



A slide title is placeholder text that flows to the outline; an independent text block does not flow to the outline.

► **To add placeholder text:**

**With the text tool, select the text governed by the title, subtitle, or body text placeholder and replace it with your own text.**



Dummy placeholder text appears on all new slides so that you can replace it with your own title, subtitle, or body text.

Before you type independent text, you can give the text tool attributes that will be applied to the text you type by either:

- Setting temporary text tool defaults
- Setting presentation defaults for text

You set temporary text tool defaults by selecting the text tool and then choosing attributes from the Text menu. Once another tool is selected, you revert to presentation defaults. However, if the defaults you want are the same as those of some existing text, simply click the text tool in that placeholder or independent text to give the text you are going to type those attributes.

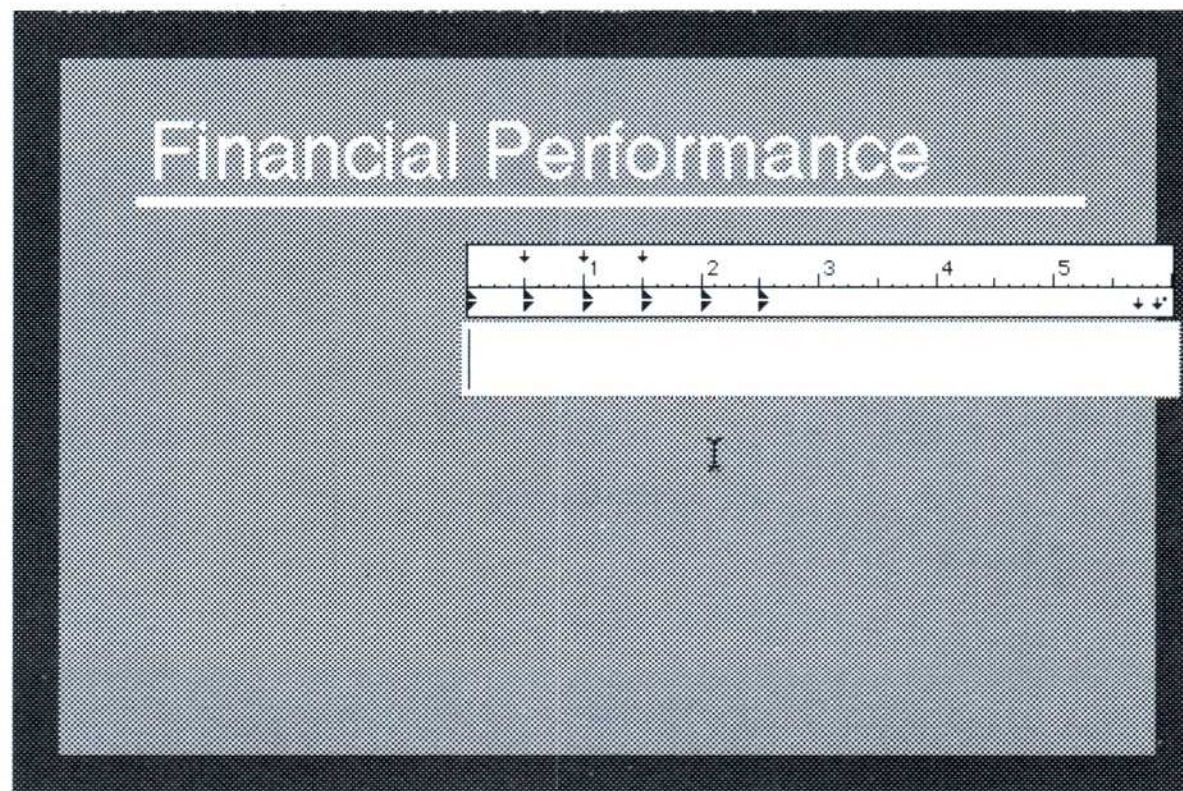
You set presentation defaults for text by choosing the attributes you want from the Text menu using the pointer tool without anything selected. These text attributes are saved in the presentation and will not affect your existing text. These attributes are in effect whenever you choose the text tool until you change them by:

- resetting them with the pointer tool.
- setting temporary tool defaults.
- applying a defined text format.
- clicking in the text of a placeholder or a text block.

For more information on text tool or presentation defaults, see Chapter 1, “Persuasion Basics.”

► **To add an independent text block to a slide:**

- 1. In Slide view, select the text tool.**
- 2. If you want, choose text attributes from the Text menu to set temporary tool defaults.**
- 3. Click where you want the text block to begin, or click and then drag to establish the width of the text block.**



Rulers appear when you click an insertion point with the text tool if you have chosen “Show text ruler” from the Text menu.

All independent text blocks have a predetermined right margin unless you click and then drag to establish a different one. Persuasion creates a text block based on the alignment checked in the “Alignment” submenu of the Text menu.

#### 4. Enter your text.

Persuasion automatically wraps words to the width of the text block, creating new lines as needed.

► **To modify the width of an existing placeholder or independent text block, do one of the following:**

- **Select the text tool, click an insertion point in the text block, hold down the Command key, and then drag either side to the width you want.**
- **Or, select the text with the pointer tool, and drag one of its handles to resize it as you would any other object.**

The text in the block reformats automatically.

## *Editing text on slides*

You edit text in Persuasion the same way you edit text in many other Macintosh applications.

► **To edit placeholder text or independent text:**

1. **With the text tool, select the text you want to edit:**

To select	Do this
A word	Double-click inside the word, or drag to highlight the word.
A range of text	Drag to highlight the text.
A large amount of text	Click at one end of the text, then hold down the Shift key and click at the other end.

**Tip:**

If you are going to type text inside a square or a rectangle, double-click the text tool inside the shape where you want the text block to begin. Persuasion will fit the text block inside the object.

2. **Cut, copy, or paste (Edit menu) text as you do in the outline.**

For more information on editing in the outline, see Chapter 2, “Outlining.”

## Formatting text

---

To format text on a slide, you must first select the range of text you want to work with—either placeholder or independent text—by selecting the text with the pointer tool or highlighting it with the text tool. Then you can choose commands from the Text menu to assign attributes or formats. Persuasion provides a large variety of style attributes and special effects for text. You can apply them by:

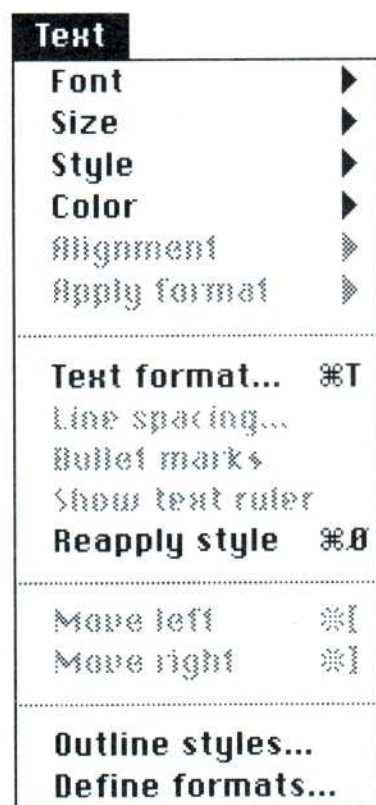
- applying attributes one at a time from the Text menu.
- defining a combination of attributes and special effects as a text format and then applying that format from the Text menu.

### Applying attributes from the Text menu

If you need to change a style attribute in only a few places, it's just as easy to do so directly from the Text menu.

#### ► To change text attributes:

1. Select the text whose attributes you want to change.
2. Choose one or more of the Text menu commands that follow.

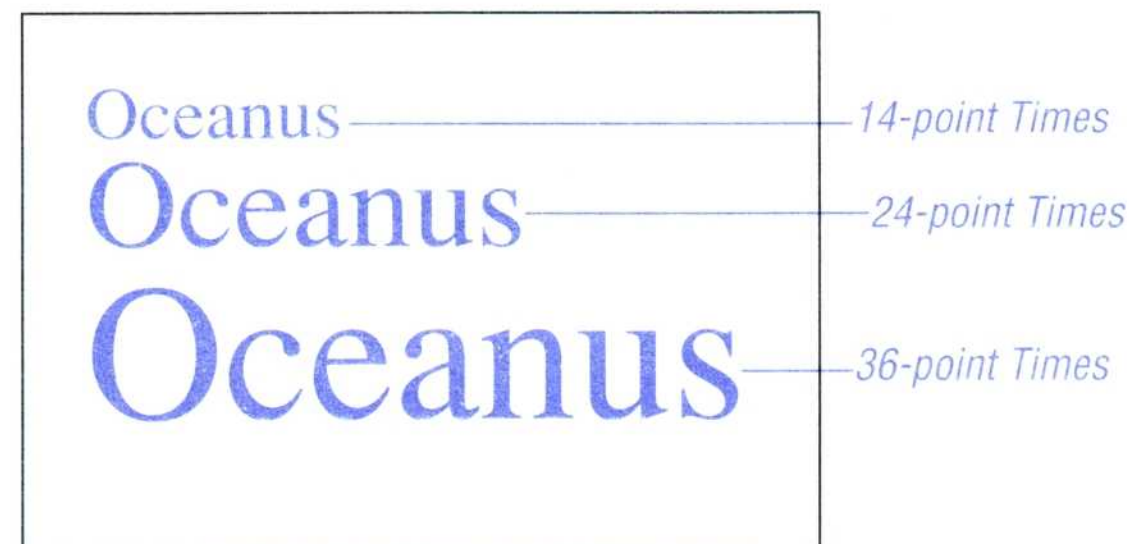
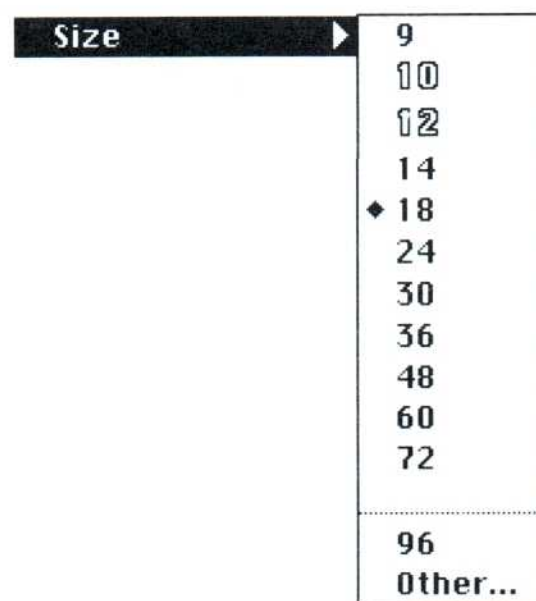


## Font

Your choice of font depends on how you intend to produce your presentation. To ensure font availability, you should first select the output device you'll eventually be using for your presentation.

## Size

The most common point sizes are available in the “Size” submenu. The numbers shown in outline style are sizes for which there are screen fonts. You can set a custom size by choosing “Other...” at the bottom of the submenu and setting the size you want in the “Other text size” dialog box.



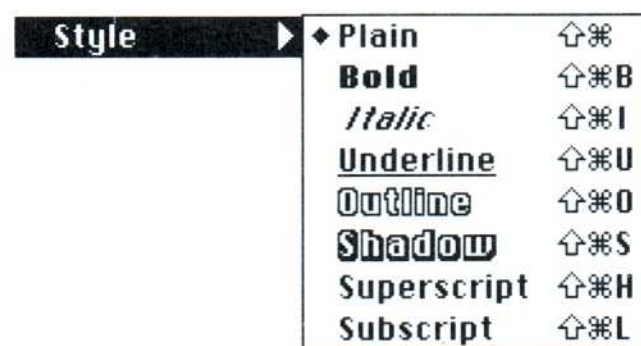
## Style

Eight type styles are available: Plain, Bold, Italic, Underline, Outline, Shadow, Superscript, and Subscript. Each of the first six styles illustrates its effect in the submenu. For example, “Bold” appears in bold type.

**Note:** On a QuickDraw output device, you can control the distance a shadow is cast from text using the “Preferences” dialog box. For more information about setting text shadow offset, see Chapter 1, “Persuasion Basics.”

## Color

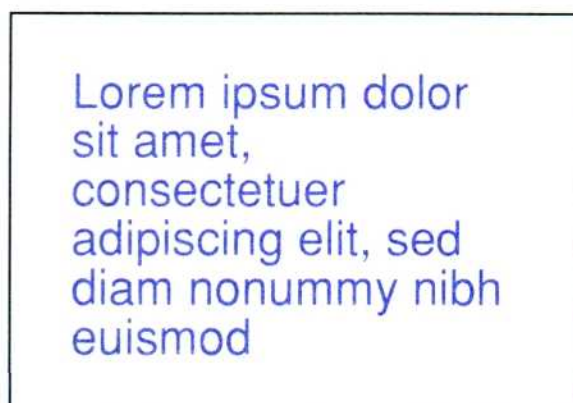
The working set of colors is available from the submenu. You can apply a custom color or a color from the standard grid by choosing “Other...,” clicking the cell you want, and then clicking “OK.” For more information about applying color, see Chapter 5, “Using Color.”



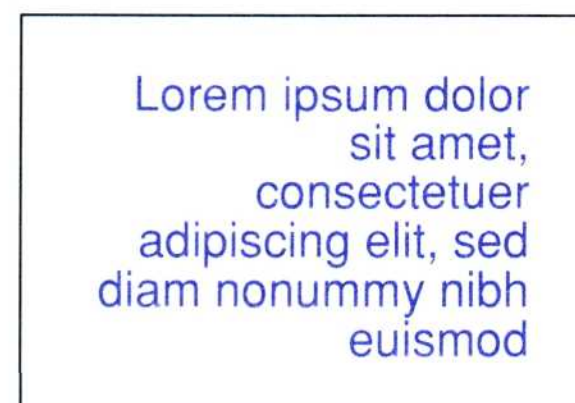


## Alignment

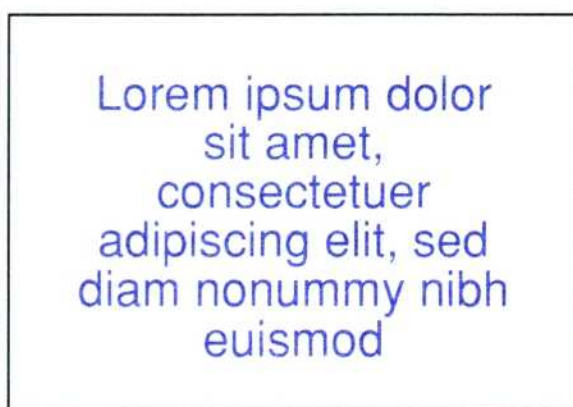
The text within a text block can be aligned left, center, right, or justified.



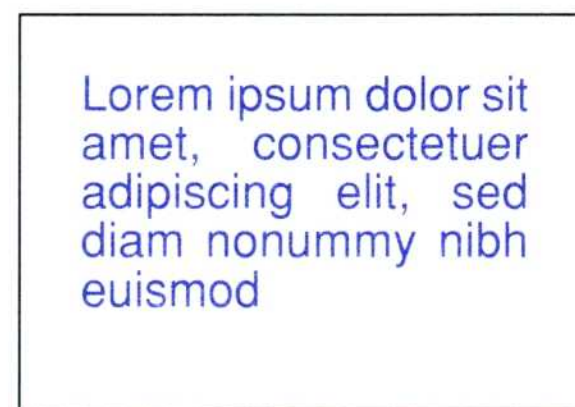
Aligned left



Aligned right



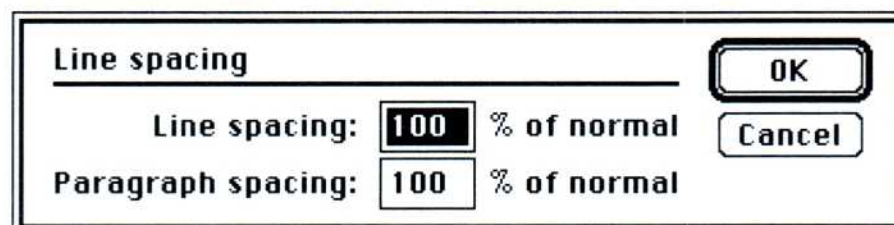
Aligned center



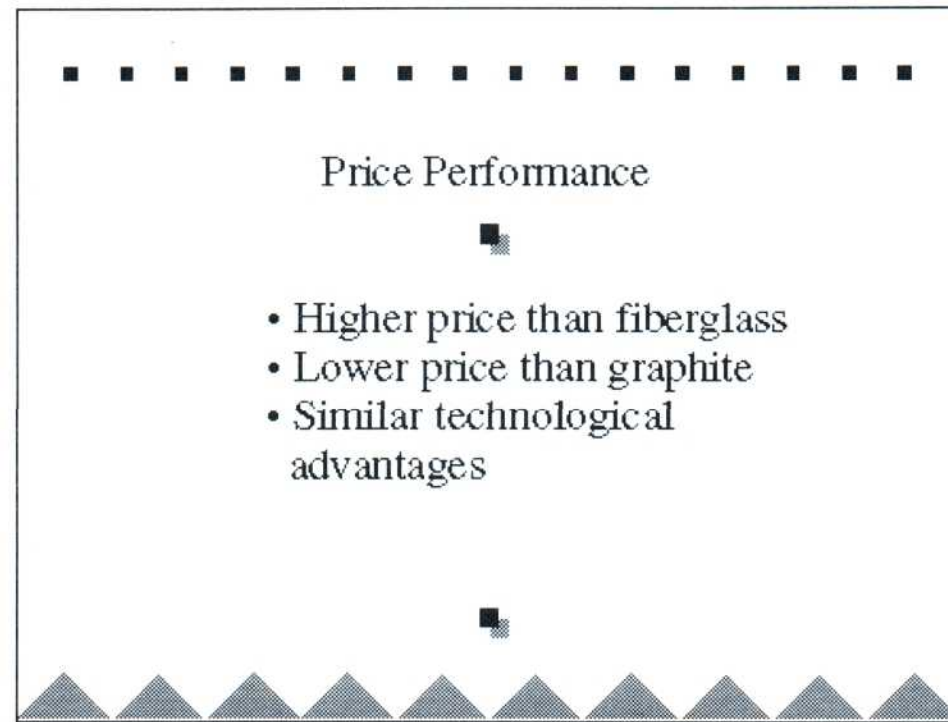
Justified

## Line spacing ...

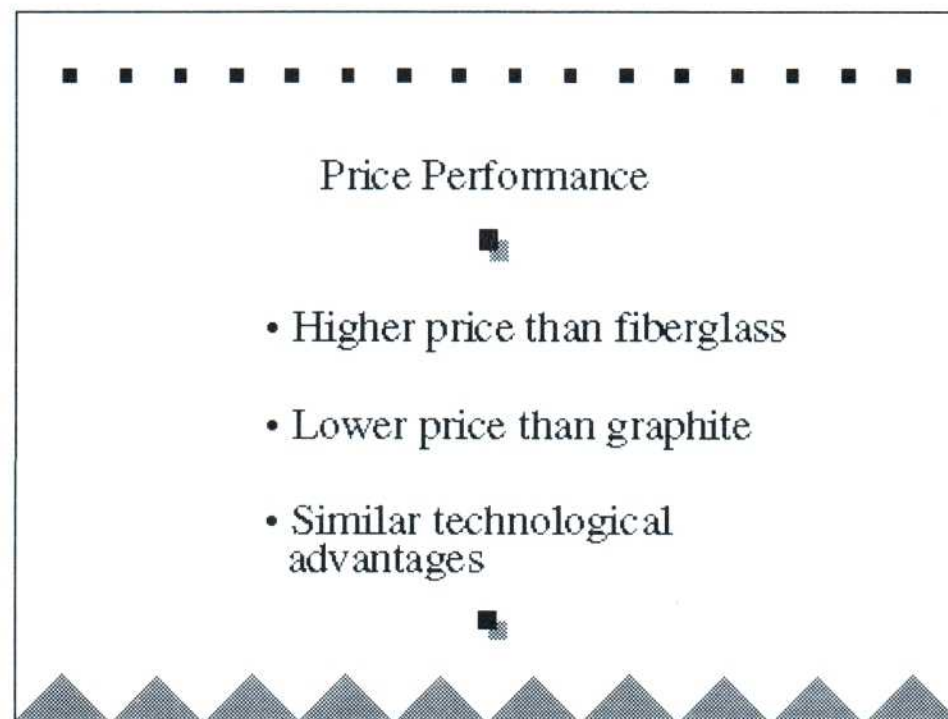
You can adjust the spacing between lines or paragraphs by entering appropriate percentages for each in the "Line spacing" dialog box. The settings can be as low as 50% and as high as 500%.



For example, if you want the lines in your paragraphs to be single-spaced, choose 100% for line spacing. If you want a double space between paragraphs, choose 200% for paragraph spacing.



Line spacing and paragraph spacing at 100%



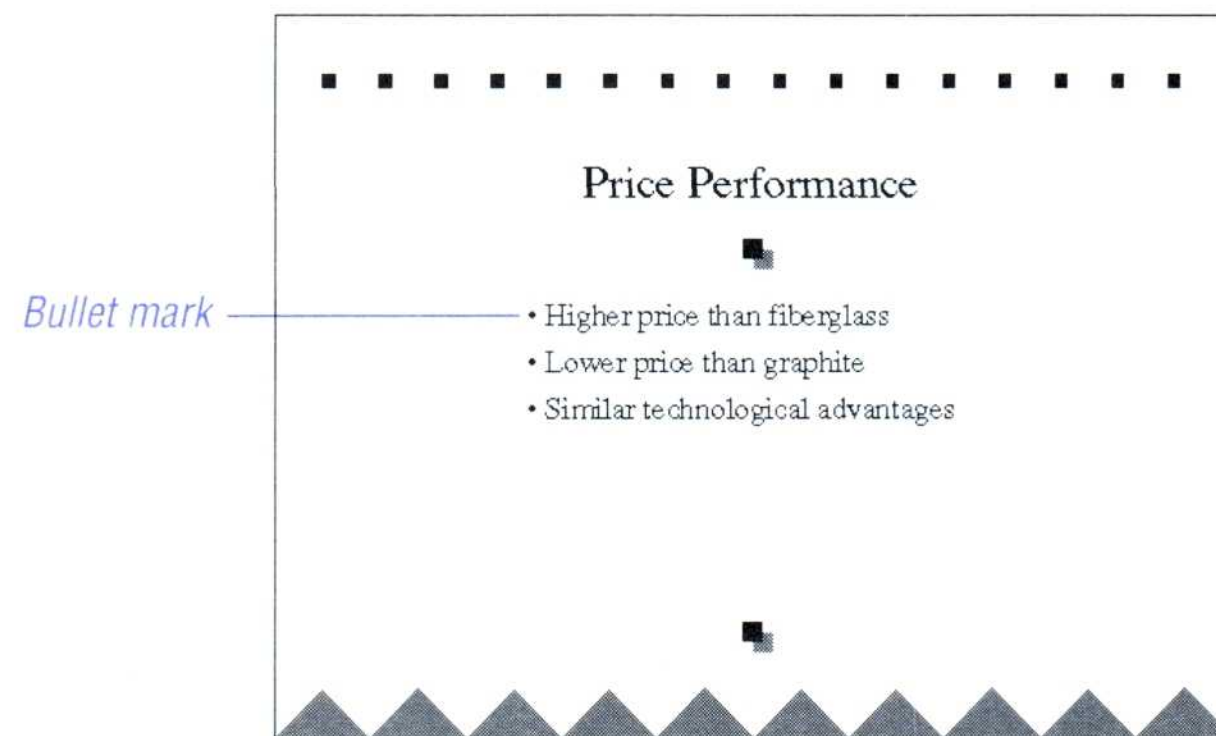
Line spacing at 75% and paragraph spacing at 200%

**Tip:**

A good rule of thumb to follow is to set the paragraph spacing to a larger percentage than the line spacing. Remember that if the lines are too close together, they will be hard to read at a distance.

## Bullet marks

You can show or hide bullet marks that have been applied to body text by your slide master. Select the bulleted text or placeholder, and then choose the “Bullet marks” command from the Text menu to show bullet marks; choose it again to remove the checkmark and hide bullet marks.



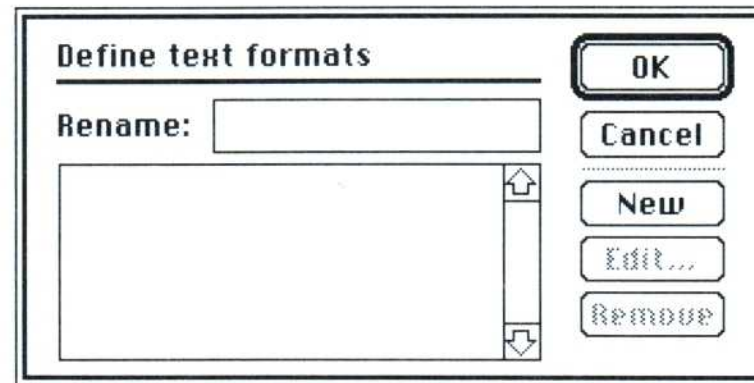
**Note:** Your slide master defines the font or type of symbol used for the bullets. To change these, select the bulleted text or placeholder, go to Master view, and choose the “Define bullet marks...” command from the Master menu. For more information about defining bullet marks, see Chapter 6, “Creating Masters.”

## Defining and applying text formats

If you are using the same combination of text attributes on multiple slides, consider defining and naming those attributes permanently with the “Text format...” and “Define formats...” commands from the Text menu. These commands allow you to identify frequently used text style attributes much the same way you would identify frequently used slide designs as slide masters.

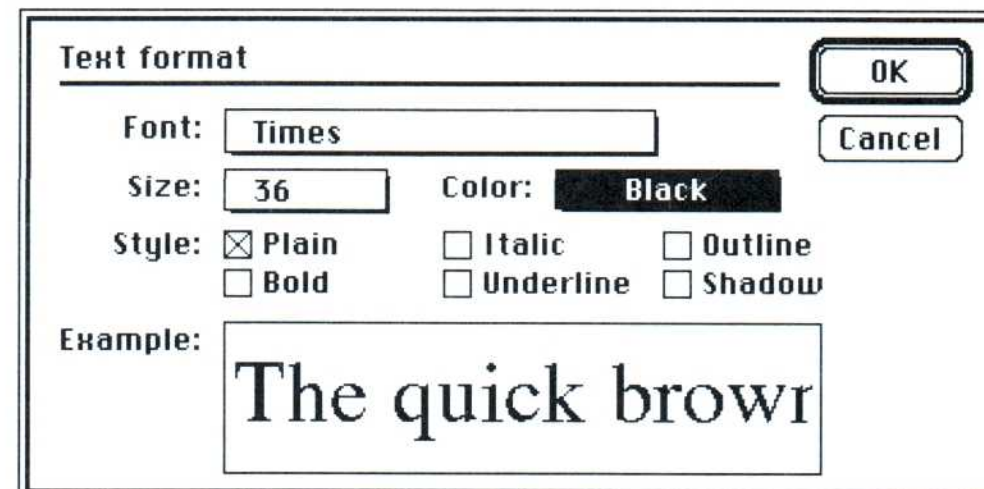
► **To create, edit, rename, or delete a text format:**

1. Choose “Define formats...” from the Text menu.



2. Define a new format or edit an existing format as follows:

To	Do this
Create a new format	Click the “New” button to display the “Text format” dialog box. Choose font, size, and color, name the new format, and then click “OK.”
Edit an existing format	Select the format you want to edit from the list box, and then click the “Edit...” button to display the “Text format” dialog box. Change font, size, and color, and then click “OK.”

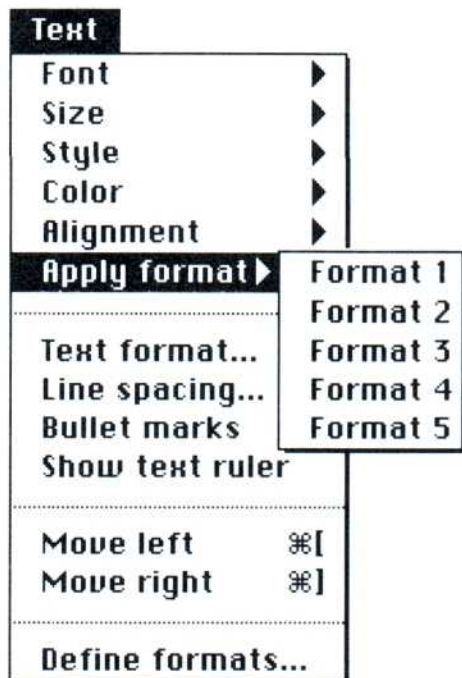


3. Rename a format in the “Define text formats” dialog box by selecting the format name in the list box and then typing the new name in the “Rename” box.
4. Remove a format by selecting the format name in the list box and then clicking “Remove.”
5. When you’re finished defining, editing, renaming or deleting text formats in the “Define text formats” dialog box, click “OK.”

Once you have defined one or more text format combinations, you can apply them by choosing “Apply format” from the Text menu.

► **To apply a defined text format:**

1. Select the text block you want to change with the pointer tool, or highlight the text using the text tool.
2. Choose “Apply format” from the Text menu, and then choose the name of the format you want from the submenu.

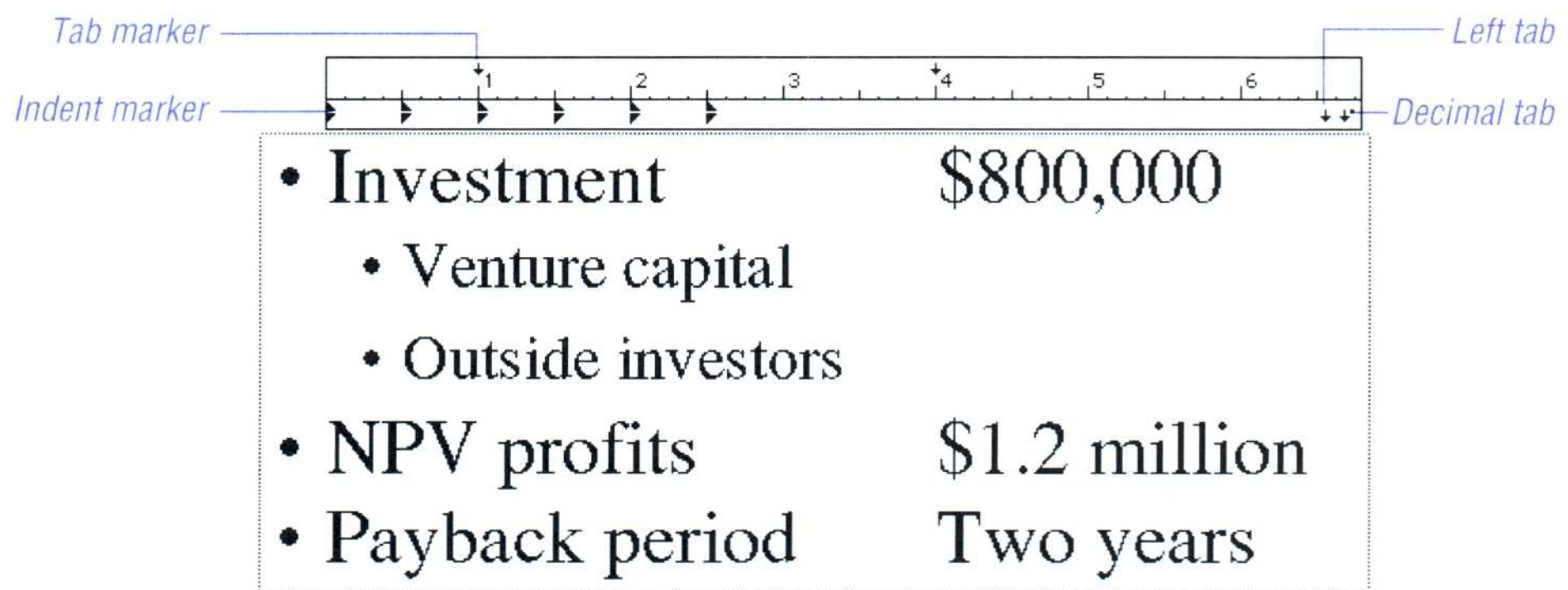


### *Formatting paragraphs with tabs and indents*

Persuasion allows you to set tabs for text in any kind of text block just as you would in any word-processing program. You press the Tab key to move the text to the next tab setting on the ruler.

Indent markers, on the other hand, govern the heading levels in body text placeholders. You can set indents in the placeholder text that will correspond to heading levels when the text flows back to your outline. You can move text to the next indent level using the “Move right” and “Move left” commands from the Text menu.

(If your text ruler is not showing, choose “Show text ruler” from the Text menu.)



The six indent markers correspond to the six heading levels allowed in the outline.

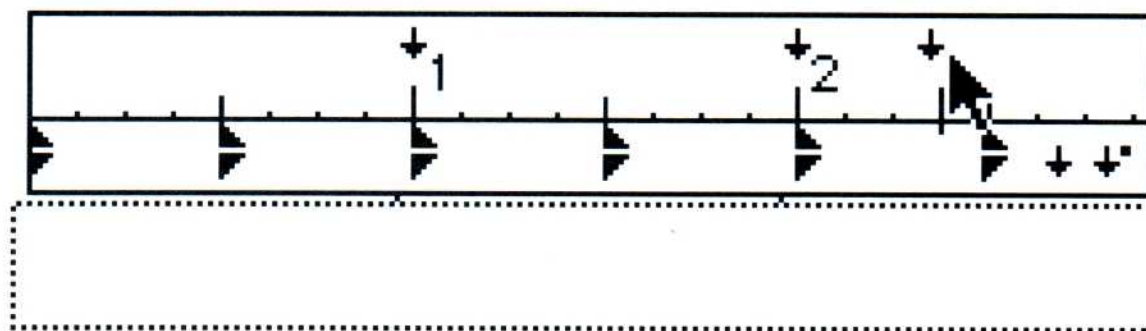
For body text and body text placeholders, each indent marker corresponds to a different level of text, one indent marker for each of the six potential levels of text under the title. If you see less than six indent markers for the body text or body text placeholder, then one or more of the markers are overlapping others. Multiple indent markers will also be seen on the text ruler for independent text. However, only the first indent marker—the one at the left edge of the ruler—is actually used. The other five indent markers on the text ruler for independent text are not used.

► **To clear tabs in the text ruler:**

**Point to the tab marker you want to clear, and then drag it out of the ruler area.**

► **To set tabs in the text ruler:**

**Point to one of the tab markers in the lower-right corner, and then drag it to where you want it.**

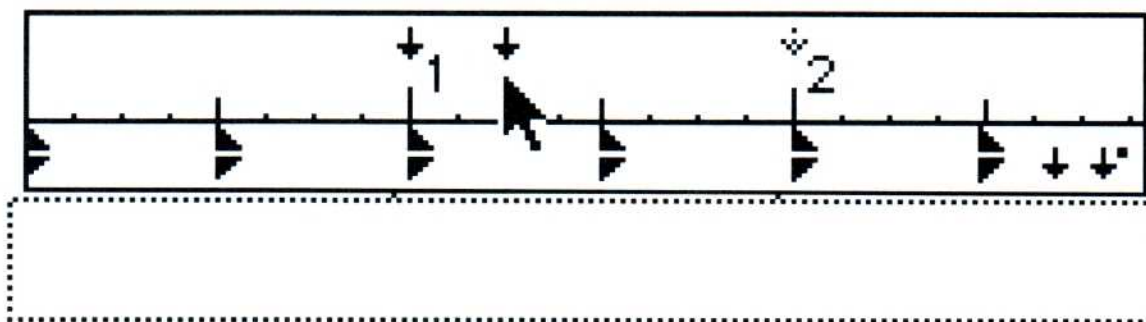


Add a tab by dragging it from the corner to the ruler.

If you set a tab with the left tab marker, your text will align to the left. If you set a tab with the decimal tab marker, your text will align to the decimal point.

► **To reset tabs in the text ruler:**

**Point to the tab marker you want to reset, and then drag it to its new position.**



Reset a tab by dragging it to a new position in the ruler.

► **To adjust indents in the text ruler:**

**Drag the indent marker to where you want it.**

You can adjust the upper and lower portion of the indent marker separately. Drag the upper portion to set the first line indent; drag the lower portion to set the indent for the rest of the paragraph. Bullet markers are not governed by the ruler—only the text is.

**Note:** When an insertion point is at the beginning of a new heading in a body text placeholder, Command + Tab and Command + Delete demote and promote headings, respectively.

## *Drawing and importing objects*

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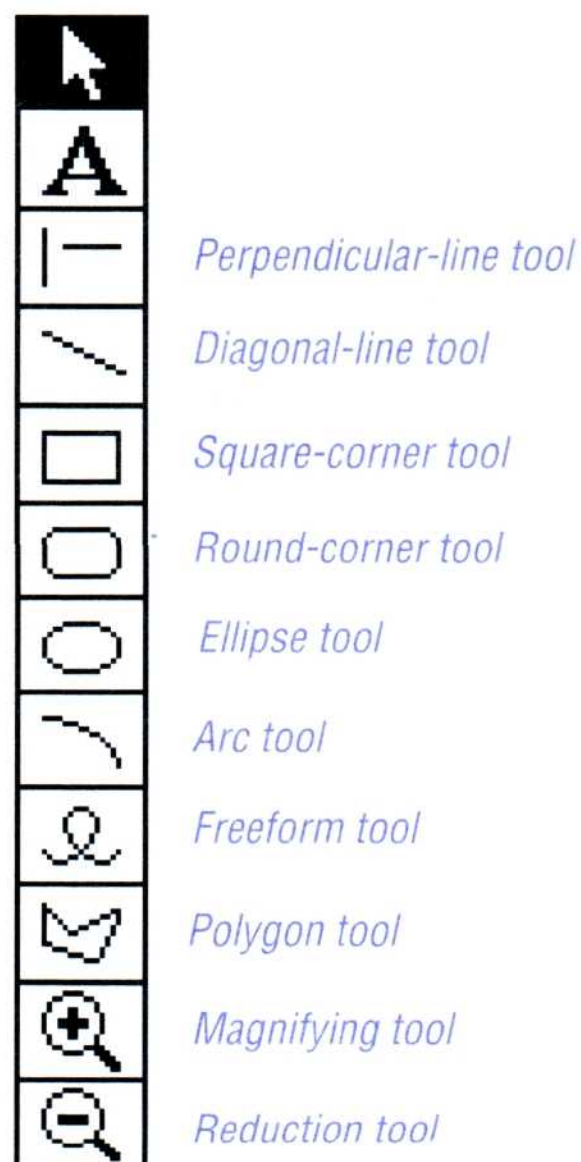
Visual images often convey concepts better than text does. Whether you'd like to support your point with basic graphics or enhance your overall message with more sophisticated effects, you can get what you want by using Persuasion's drawing tools or by importing art from other programs.

### *Drawing with Persuasion tools*

The drawing tools in Persuasion let you create a broad range of graphics directly on your slides. The following procedures describe how to use these tools.

Remember, you can specify the attributes you want your object to have before you draw it by setting either presentation defaults or tool defaults. For more information about setting defaults, see Chapter 1, "Persuasion Basics."

You can draw lines freely or you can "standardize" them by holding down the Shift key while you draw. The Shift key constrains different tools in different ways.



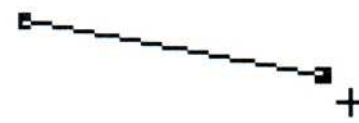
► **To draw a line or arc:**

**1. Select the tool you want.**

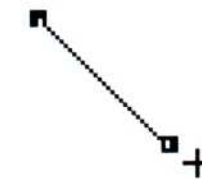
To draw	Use the
A vertical or horizontal line	Perpendicular-line tool
A diagonal line	Diagonal-line tool
A curve	Arc tool
A line at 45° angle	Shift key + diagonal-line tool
An arc in a quarter circle	Shift + arc tool

**2. Click where you want the line to start, and then drag to draw, releasing the mouse button where you want the line to end.**

To retain the desired effect, you must release the mouse button before you release the Shift key.



Line drawn with diagonal-line tool



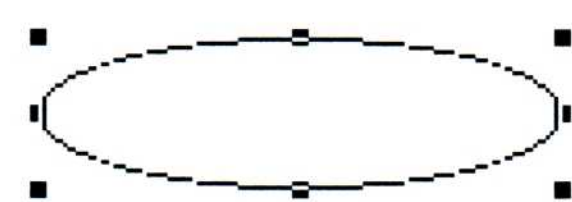
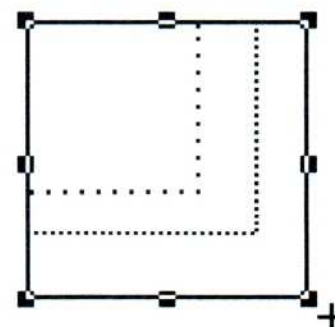
Line constrained to 45°

For information on reshaping an arc, see “Resizing and reshaping objects” later in this chapter.

► **To draw a rectangle or an ellipse:**

**1. Select the square-corner, round-corner, or ellipse tool.**

**2. Click where you want a corner of the shape to start, and then drag in any direction.**



Using the Shift and Option keys in combination with the square-corner, round-corner, and ellipse tools affects the way the drawing tool works.

To draw a	Select this tool	Do this
Square from its corner	Square- or round-corner	Hold down Shift, and then drag.
Rectangle from its center	Square- or round-corner	Hold down Option, and then drag.
Square from its center	Square- or round-corner	Hold down both Shift and Option, and then drag.
Circle	Ellipse	Hold down Shift, and then drag.
Ellipse from the center	Ellipse	Hold down Option, and then drag.
Circle from the center	Ellipse	Hold down both Shift and Option, and then drag.

**Note:** To retain the effect of the modifier keys, you must release the mouse before you release the modifier keys.

► **To draw a freeform line or shape:**

1. **Select the freeform tool.**
2. **Click where you want the line or shape to start, and then drag to draw the freeform object.**

► **To draw a line with multiple segments or a polygon:**

1. **Select the polygon tool.**
2. **Click where you want the line or shape to start, and then click where you want that segment to end. Continue clicking to add segments.**
3. **Double-click to end a line or shape.**

For information on reshaping a polygon, see “Resizing and reshaping objects” later in this chapter.

## *Enlarging and reducing the view*

When you are drawing and manipulating objects, it often helps to zoom out or zoom in on your work. You can change your magnification of a slide by using the magnifying and reduction tools in the toolbox. The location where you click the tool becomes the center of the enlarged or reduced view.

### ▶ **To enlarge your view:**

**Select the magnifying tool from the toolbox, and then click on the portion of the slide you want to enlarge.**

You can view your slides at up to 400% magnification by clicking additional times. From “Fit in window,” you can click with the magnifying tool three times to enlarge it respectively to 200%, 300%, and 400%.

### ▶ **To display your work at the size it will print:**

**Choose “Actual size” from the Draw menu.**

To ensure printing and imaging accuracy, proof your work in this view.

### ▶ **To reduce your view:**

**Select the reduction tool, and click anywhere on the slide.**

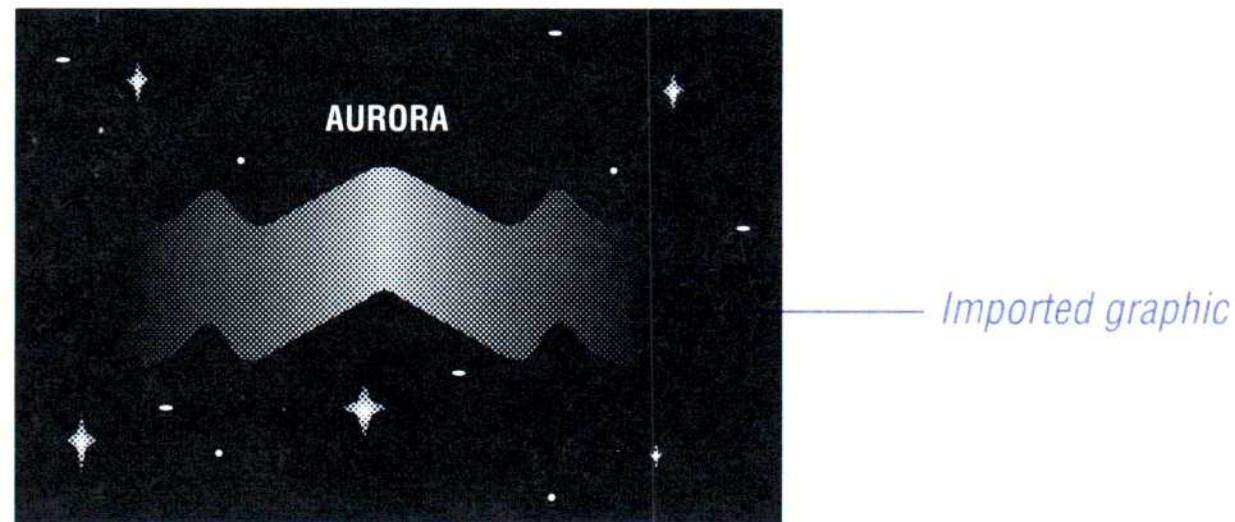
When you close a presentation, the level of magnification that you last worked in is saved with the presentation.

#### **Tip:**

You can change the magnifying tool into the reduction tool by holding down the Option key when the magnifying tool is selected. Release the Option key to return to the magnifying tool.

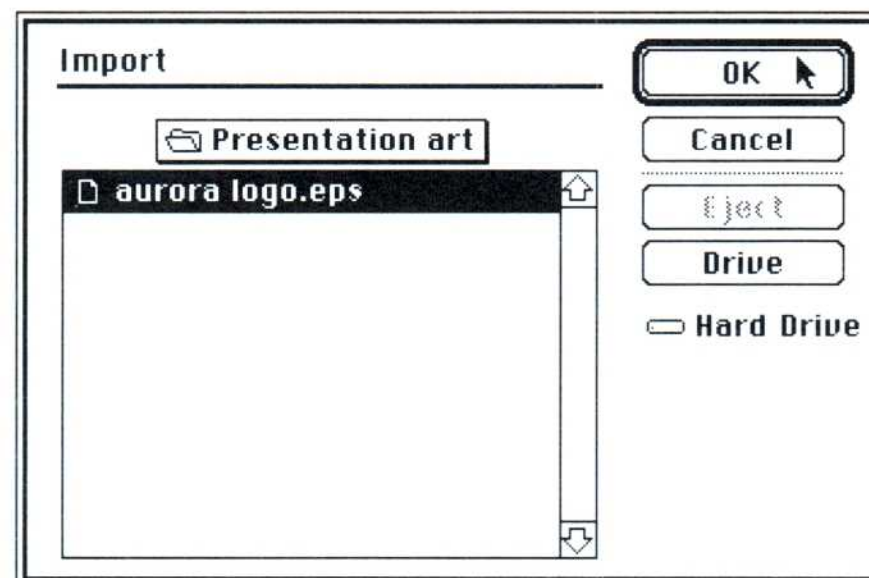
## Importing graphics

Persuasion lets you import graphics from other programs and from the clip art provided in the Art of Persuasion, taking advantage of graphics that already exist, such as your company logo. Persuasion accepts graphics in EPS, PICT, Windows Metafile, and PICT II formats. (See “Importing color graphics” in Chapter 5, “Using Color.”)



### ► To import a graphic:

1. Go to the slide to which you want to import the graphic.
2. Choose “Import...” from the File menu.



3. In the list box, locate and select the file that you want to import.
4. Click “OK.”

The graphic is imported to the center of the slide. You can drag it to a new position or resize it if you wish.

**Note:** If you’re running Persuasion under System 7.0, you can subscribe to EPS and PICT formats on slides, note pages, handouts, and masters.

## Manipulating objects

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Objects are the basic components of your slides. Text blocks, graphics, any kind of chart, or any individual element within a chart are all treated as objects. Placeholders on masters are also objects, but with a difference: they link the outline to the slides. Nevertheless, they can be moved, resized, and enhanced like any other object.

Most objects or groups of objects (text and graphics that you've combined into one object using the "Group" command from the Draw menu) can be manipulated in the following ways:

- Selected and subselected
- Grouped and ungrouped
- Cut, copied, or pasted
- Moved
- Resized and reshaped

### Selecting and subselecting

Before you can modify or enhance anything—a graphic, text in a text block, a chart—you must select it. You select most objects with the pointer tool; however, you select portions of text with the text tool.

If you want to modify only a portion of an object, you can often subselect the part you want to change by double-clicking it. Typically, you do not need to ungroup several objects to select one of the objects or a portion of one of the objects.

The following table shows the options you have for selecting objects, both graphics and text blocks.

To select	Do this using the pointer tool
A single object	Click the object.
A portion of an object	Double-click the portion you want to subselect within a group.
Two or more objects	Hold down Shift while you click each object, or drag a selection box around the objects.
All objects on a slide	Choose "Select all" from the Edit menu.

The “Select all” command from the Edit menu operates in different ways depending upon which tool is selected and how many times you choose the command:

<b>To select</b>	<b>Do this using any drawing tool or text tool</b>
All objects on a slide drawn with a specific tool	Choose “Select all” (Command + A) once.
All objects on a slide	Choose “Select all” (Command + A) twice.

<b>To select</b>	<b>Do this using the text tool</b>
Characters	Drag-select the characters.
Words	Double-click a word, and then drag to select more words.
A range of text	Click at one end of the text, and then hold down the Shift key and click at the other end.
All text blocks on a slide	Choose “Select all” (Command + A).
All text in a text block	Click the text block, and then choose “Select all” (Command + A).

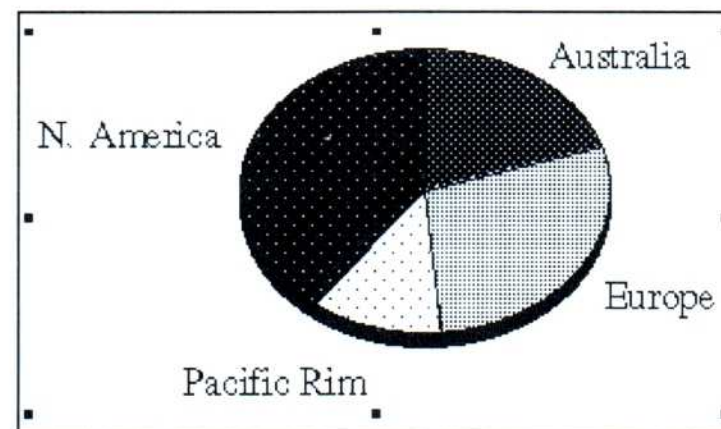
► **To cancel a selection:**

**Click a blank part of the slide.**

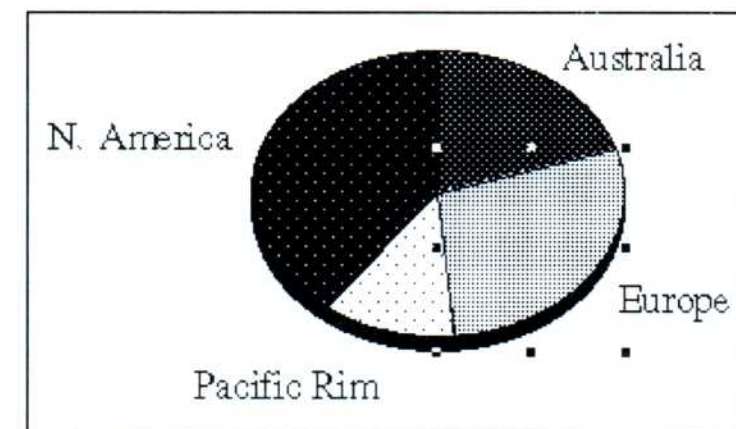
## Subselecting

Subselecting is a handy technique to use with charts, organization charts, and other groups of objects. You can use the “Group” command from the Draw menu to combine various objects so that you can manipulate them as a single unit. Even so, you can still subselect individual elements in the group without ungrouping it.

Charts and organization charts drawn by Persuasion are groups composed of smaller objects; you do not have to ungroup them to subselect portions of them. For example, a pie chart is an object comprising several smaller objects—the individual “slices.” If you want to modify just one slice within the pie chart, you can subselect that slice.



Eight handles appear around a selected object...



or around a subselected portion of the object.

Here are some items you can subselect within a chart or organization chart:

- Linked logical subsets of information, such as all the labels in a chart, all the column headings in a table, or all the boxes on one level of an organization chart
- Any graphic part of a data series, such as the top or side of a bar or column in a chart
- Any line, including grid lines and axes, the column boundaries in a table, or the lines connecting boxes in an organization chart

To subselect	Do this using the pointer tool
A subset of objects	Double-click an object in the subset.
One object	Double-click one or more times, until the object is selected.

## *Moving objects*

You can reposition objects on a slide to achieve better visual balance.

### ▶ **To move an object:**

- 1. Select the objects you want to move.**
- 2. Point to the center of the selection, and then drag to where you want it.**  
Or, if you want to move the object horizontally or vertically only, start dragging and then hold down the Shift key.

If you move several selected objects at one time, the relative positions of the objects within the group will be maintained.

## *Grouping objects*

With Persuasion, you can treat two or more objects as a single object by grouping them. By grouping objects you can freeze them in relation to one another and work with them in unison. For example, you might group your company logo with the text block containing your company's name so that they can be moved as a unit.

You can also group together successive groups of objects. For example, you can group two objects together, then group them together with a third object, and so on. Any ungrouping or subsequent regrouping is carried out according to the hierarchy in which the objects were originally grouped. Thus, you can move through multiple levels of ungrouping or regrouping.

► **To group objects:**

1. **Select at least two objects you want to group.**



Each object is selected individually.

2. **Choose “Group” from the Draw menu.**



All objects are combined into one group, and the group is selected.



Repeat Steps 1 and 2 to create as many groups as you want. You can even group “grouped” objects—that is, you can use the “Group” command to create groups within a group. Groups remain intact even if you save or close the presentation.

You can group together independent objects added to a slide, but you cannot include in the group any object that is connected to the outline by a placeholder. For example, you can group independent text blocks, graphics drawn in Persuasion, and imported text or graphics. However, you cannot group titles, subtitles, or text linked to the outline; charts or tables; or organization charts.

► **To ungroup objects:**

1. **Select the group.**
2. **Choose “Ungroup” from the Draw menu.**

Repeat Steps 1 and 2 as needed. Persuasion can ungroup any selected group or groups. Any changes (for example, color or fill pattern) applied while the objects were grouped are retained.

**Tip:**

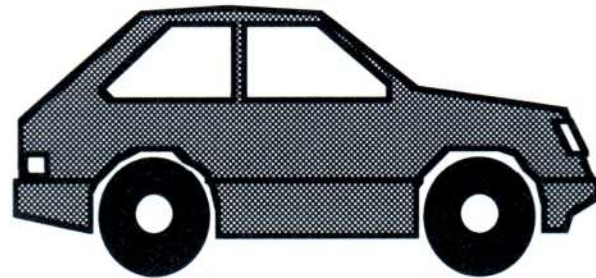
You do not need to ungroup an object to edit the text associated with it.

### *Ungrouping imported graphics*

Some imported graphics must be ungrouped to be modified. When a PICT graphic is ungrouped, its elements are converted into Persuasion elements. After a PICT graphic is ungrouped, you can move it, resize it, or change other attributes such as font or type. If you import a PICT graphic with a fill or line pattern and then ungroup it, Persuasion may apply its own pattern from the “Line pattern” or “Fill pattern” submenus.

You cannot use the “Undo” or “Regroup” commands, however, to convert the ungrouped image back into a PICT graphic. If you want the object in PICT format, delete the ungrouped version and import the original PICT graphic again.

If a PICT graphic contains objects that cannot be converted into Persuasion objects (e.g., rotated text, smoothed polygons), Persuasion will not be able to ungroup the PICT graphic.



This PICT graphic can be ungrouped because it is created from shapes that can be converted into Persuasion objects.



This PICT graphic cannot be ungrouped because it is a scanned image containing no objects that could be created in Persuasion.

Persuasion can ungroup any Persuasion object on a slide that was exported in PICT format. If you apply colors in Persuasion to an object displayed on a black-and-white monitor, then export the slide containing the object as a PICT graphic and open it later on a color monitor, Persuasion will display the object in the colors available on the color system.

**Note:** On a Macintosh Plus, SE, Classic, or Portable, the PICT graphic will only include eight colors, no matter what kind of Macintosh and monitor it is ultimately displayed on.

## *Ungrouping charts and organization charts*

In general, ungrouping charts and organization charts is not a good idea—there’s little to gain from it and a lot to lose. An ungrouped chart or organization chart loses its links to the outline or data sheet and becomes a set of disconnected graphic objects. It is not necessary to ungroup a chart or organization chart to modify or enhance it; you can simply subselect the part you want to change.

If you ungroup an organization chart, and then decide you would prefer to have a linked organization chart rather than a graphic object, delete all the chart elements on the slide, then click the Slide view icon at the upper-right edge of the window to have Persuasion redraw your chart for you.

Although you do not need to ungroup a chart or table to make modifications to it, you may decide to do so. Any changes you make while the chart or table is ungrouped are not retained if the chart or table is replotted or redrawn using the “Redraw chart” command from the Chart menu. For more information on replotting and redrawing charts, see “Replotting a chart” and “Redrawing a chart” in Chapter 4, “Charting.”

## *Regrouping*

Once you have made changes to the ungrouped objects, consider using “Regroup,” instead of “Group.” Persuasion restores the most recent grouping, saving any changes that were made while the objects were ungrouped. You can continue to use “Regroup” to fully restore all levels of a grouping.

### ► **To restore the most recently defined group one level at a time:**

#### **Choose “Regroup” from the Draw menu.**

You do not have to have any of the objects selected to use “Regroup”—Persuasion remembers which ones were in the previous group until you close the presentation.

## Cutting, copying, and pasting

Editing in Persuasion often involves the Clipboard, a place where Persuasion temporarily stores the object you've cut or copied. By using commands from the Edit menu, you can cut or copy objects to the Clipboard, and then transfer them to another slide or to another presentation. The last item cut or copied remains on the Clipboard until you cut or copy something else. When you paste an object—a graphic or a text block—to a slide, Persuasion places it in the center of the slide. You can also paste a text block at an insertion point made using the text tool.

Choose this command	To
Cut	Remove the selection from the slide, but save a copy of it to the Clipboard
Copy	Copy the selection to the Clipboard without removing it from the slide
Clear	Remove the selection without copying it to the Clipboard
Paste	Paste the contents of the Clipboard onto a slide or at an insertion point

**Note:** EPS graphics, if copied or moved to another slide, are converted to PICT format, which may not match the original when printed.

## Rotating and flipping objects

Rotating turns an object in 90-degree increments.



Flipping inverts an object either vertically or horizontally.

► **To rotate or flip an object:**

1. **Select the objects you want to rotate or flip.**
2. **Choose “Rotate/Flip” from the Draw menu. Then choose from the options in the submenu: “Rotate left,” “Rotate right,” “Flip horizontal,” or “Flip vertical.”**

## *Publishing and subscribing*

If you are using System 7.0, you can take advantage of Persuasion’s new publish/subscribe capability. With this capability, you can publish a Persuasion slide as a separate, linked file called an *edition* file. Once you publish an edition file, you can subscribe to the edition file from as many other documents as you want, which means that you can import that edition file into the other documents. Any changes made in the original file and updated in the edition file will also appear in the subscriber documents. You subscribe to a Persuasion edition file from another Persuasion file or from any other software program that supports the subscribe feature.

### *Publishing an edition file*

You can publish an entire slide in PICT format. The edition file contains all of the graphic or text elements that appeared on the slide when you created the edition file.

► **To publish an edition file:**



1. **Choose “Create publisher...” from the “Editions” submenu on the Edit menu.**

The slide file you’re publishing appears in the “Preview” area in the dialog box.

2. **Leave the default name that appears or type a new name for the edition file.**
3. **Select the folder in which you want to save the edition file.**
4. **Click “OK” to create the edition file.**

## Setting publisher options

Once you create an edition file, you can specify whether changes you make to the original file are automatically made in the edition file or whether those changes are only made when you choose to update the edition file. You set publisher options in the original file.

**Note:** You always work in the original file that publishes the edition file or in the files that subscribe to the edition file.

### ► To set publisher options:

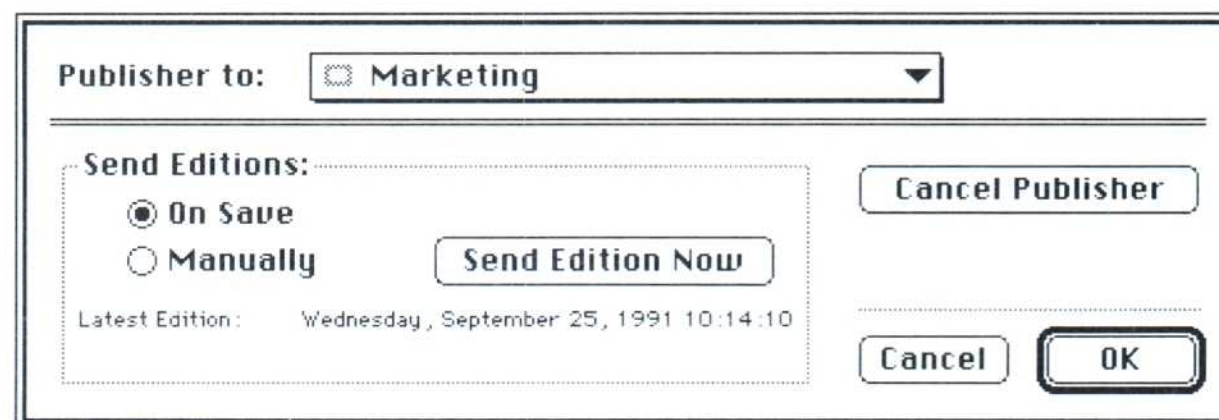
#### 1. Open the original file that published the edition file.

You may, as a rule, want to set publisher options as soon as you publish an edition file. If you just published the edition file and the original file is still open, skip Step 1 and start with Step 2.

#### 2. Choose “Publisher options...” from the “Editions” submenu on the Edit menu.

#### 3. Select one of the following options for “Send editions” to determine when Persuasion will update the published edition:

- Select “On Save” if you want Persuasion to update the edition file every time you save changes in the original file.
- Select “Manually” if you want to control when Persuasion updates the edition file with changes you’ve made to the original file. If you select this option, you must choose “Publisher options...” from the “Editions” submenu, and then click “Send Edition Now” every time you want to update the edition file.



The dialog box displays the last date and time the subscriber was updated (“Latest Edition”) and the last date and time changes were made to the edition file (“Last Change”).

#### 4. Click “OK.”

### *Deleting edition files*

You can delete edition files by using the “Publisher options...” command.

#### ▶ **To delete an edition file:**

- 1. Open the original file that published the edition file.**
- 2. Choose “Publisher options...” from the “Editions” submenu on the Edit menu.**
- 3. Click “Cancel Publisher.”**

When you click “Cancel Publisher,” you not only break the link between the original file and the edition file, you delete the edition file itself. If any files are subscribing to that edition file, however, they will retain the edition file information.

### *Subscribing to an edition file*

Persuasion can subscribe to edition files that have been created by Persuasion or other programs and published in EPS or PICT format.

#### ▶ **To subscribe to an edition file:**

- 1. Choose “Subscribe to...” from the “Editions” submenu on the Edit menu.**
- 2. Locate the edition file you want.**

Only edition file names and Macintosh folders appear in the file list in this dialog box. If a folder doesn't contain any edition files, then no files appear in the list. When an edition file is highlighted, a preview image of that edition file appears in the “Preview” area.

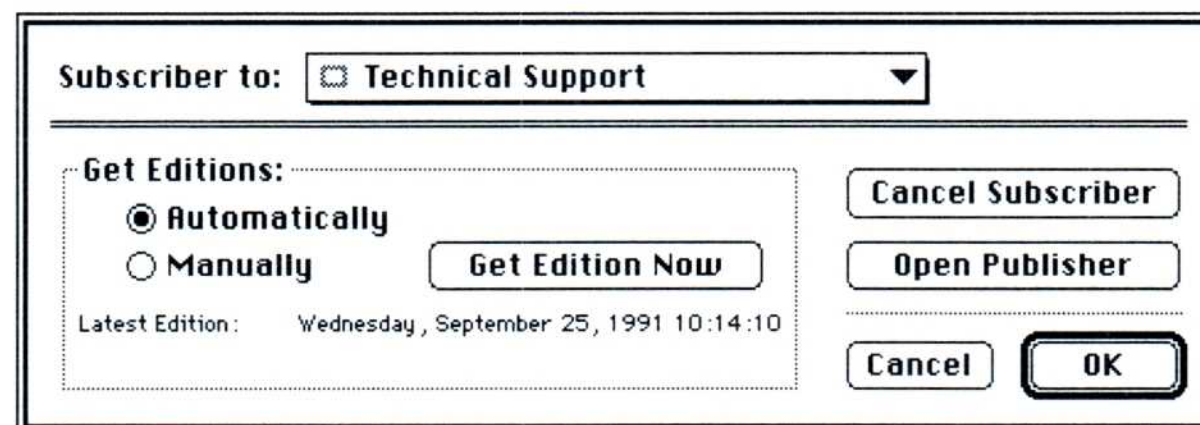
- 3. Click the edition file and then click “Subscribe,” or double-click the edition file to subscribe to it.**

### *Setting subscriber options*

Once you've subscribed to an edition file, you can determine whether the subscriber is updated every time changes are recorded in the edition file or only when you decide to update the subscriber, or you can cancel a subscriber.

► **To set subscriber options:**

1. **Select the subscriber in your Persuasion file.**
2. **Choose “Subscriber options...” from the “Editions” submenu on the Edit menu.**
3. **Select one of the following options for “Get Editions:” to determine when Persuasion will update the subscriber:**
  - Select “Automatically” if you want Persuasion to update the subscriber automatically every time you modify the edition file.
  - Select “Manually” if you want to control updates to the subscriber. If you select this option, you must select the subscriber, choose “Subscriber options...” from the “Editions” submenu, and then click “Get Edition Now” every time you want to update the subscriber.



The dialog box displays the last date and time the subscriber was updated (“Latest Edition”) and the last date and time changes were made to the edition file (“Last Change”).

4. **Click “OK.”**

► **Cancelling a subscriber:**

1. **Open the file that contains the subscriber.**
2. **Choose “Subscriber options...” from the “Editions” submenu on the Edit menu.**
3. **Click “Cancel Subscriber.”**

When you click “Cancel Subscriber,” you not only break the link between the original file and the edition file, you delete the edition file itself. If any files are subscribing to that edition file, however, they will retain the edition file information.

## *Modifying a subscriber*

Automatically updating edition and subscriber files isn't the only advantage of the new publish/subscribe capability. You may be working in a Persuasion file and decide that you need to make some quick changes to a subscriber. You can launch the application that produced the original file, change the original file and the edition file, and then return to your file without quitting Persuasion.

### ► **To make changes to a subscriber:**

- 1. Select the subscriber in your Persuasion file.**
- 2. Choose “Subscriber options...” from the “Editions” submenu on the Edit menu.**
- 3. Click “Open Publisher.”**

If you're subscribing to a Persuasion edition file, then the original Persuasion file opens. If you're subscribing to an edition file created in another program, then that program launches and the original file opens.
- 4. Modify the original file, and then choose “Save” from the File menu.**
- 5. If you're in another program, close the publishing program or choose “Persuasion 2.1” from the application menu to switch back to Persuasion. If you're in Persuasion, close the original file or switch back to the illustration file that contains the subscriber.**

The application menu icon appears in the upper-right corner of your computer screen.
- 6. If you're updating the subscriber manually, choose “Subscriber options...” from the “Editions” submenu on the Edit menu, and then click “Get Edition Now.”**
- 7. Click “OK.”**

The subscriber now reflects the changes you made to the original file.

## Duplicating

The “Duplicate” command copies an object and immediately pastes the copy—slightly offset from the original—onto your slide, bypassing the Clipboard. This is an excellent method for quickly copying an object many times.

### ► To duplicate an object:

1. Select the objects you want to duplicate.
2. Choose “Duplicate” (Command + D) from the Edit menu..



Duplicate slightly offset.

3. Drag the duplicated objects to the preferred position.



Duplicate dragged to new position.



**Note:** Persuasion allows you to duplicate any type of object, including charts, tables, and text blocks. However, be aware that the duplicated object does not always retain all the information of the original. For example, if you duplicate an imported EPS graphic, the duplicate becomes a simple PICT graphic. Duplicated charts and tables become graphics that are no longer tied to the data sheet. And duplicated placeholder text does not maintain its tie to the outline.

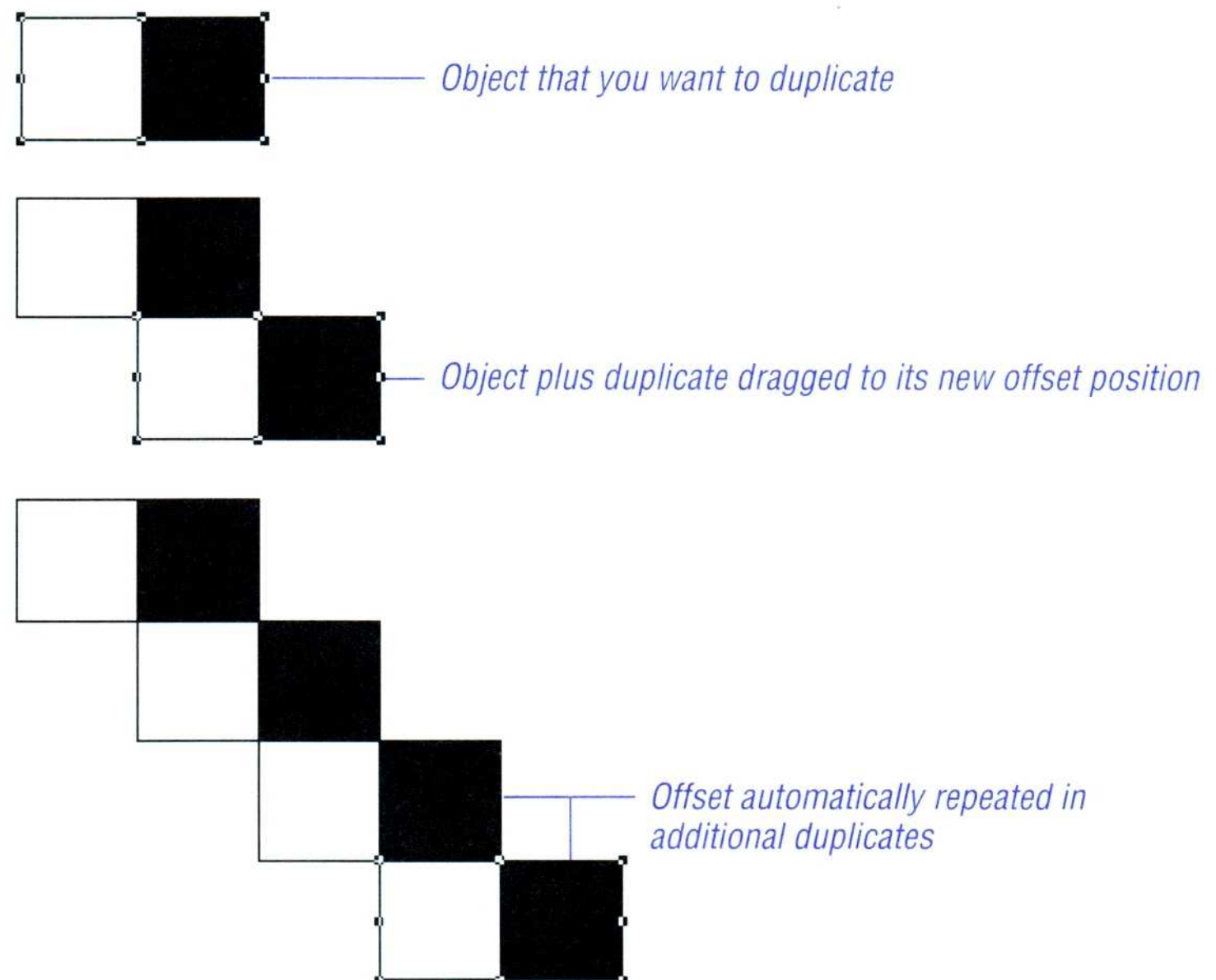
## Power-duplicating

“Power-duplicating” an object means that you can control the direction and distance of the offset for subsequent duplications of the object. Repetitive effects, such as a checkerboard or dashed lines, are easily created by power-duplicating.

### ► To “power-duplicate” an object:

1. Select the pointer tool.
2. Select the object you want to duplicate.
3. Choose “Duplicate” (Command + D) from the Edit menu.
4. Without deselecting the copy, drag it to the desired position.
5. Choose “Duplicate” (Command + D) from the Edit menu.

As long as the object remains selected, “Duplicate” will repeat the move each time it creates a new copy.



This “checkerboard” effect is created by drawing two squares—one white and one black—grouping them, and then duplicating them.

## ***Resizing and reshaping objects***

You can change the size and shape of any object—imported or otherwise—by dragging one of its handles using the pointer tool. In addition, you can resize subselected objects that are part of a group, except in charts or organization charts. You can round the corners of any rectangle, including the boxes in an organization chart or the bars in a chart.

### **► To resize an object:**

- 1. Select the objects that you want to resize.**
- 2. Drag any handle to resize.**

When you grab a corner handle, the pointer becomes a four-headed arrow.

Pressing either of the keys below after starting to drag constrains resizing in these ways:

- The Shift key maintains the proportions of the object during resizing.
- The Option key resizes from the center of the object.

**Note:** To retain the desired effect, you must release the modifier key after you release the mouse button.

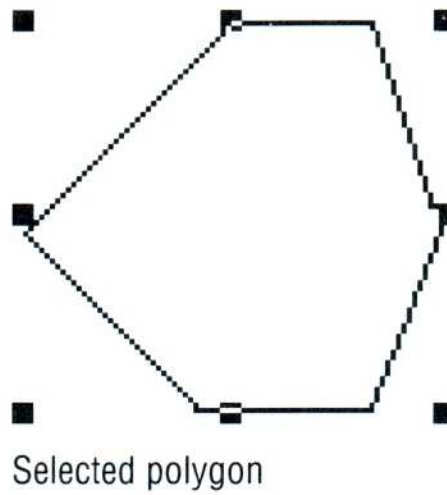
#### **Tip:**

To resize without grabbing a handle, select an object and then hold down the Command key while dragging horizontally, vertically, or both.

Persuasion gives you the ability to reshape polygons and arcs after you have drawn them. This allows you to refine a shape without having to redraw it.

► **To reshape a polygon:**

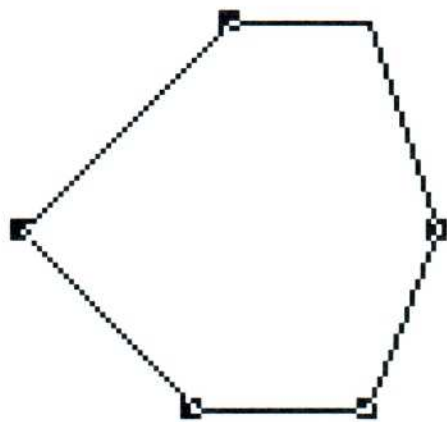
1. **Select the polygon you want to reshape.**



2. **Choose the “Reshape poly” command from the Draw menu.**

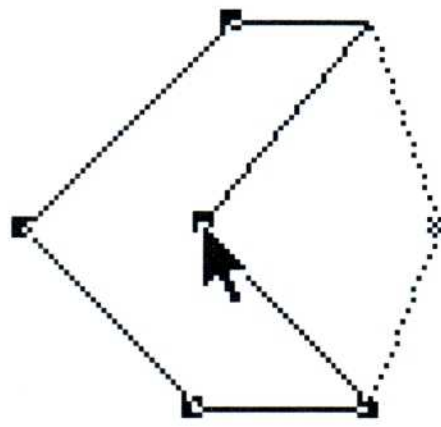
If any object other than a polygon or arc is selected, the command is dimmed. (If an arc is selected, the command is displayed as “Reshape arc.”)

When you choose “Reshape poly,” a handle appears at each vertex of the polygon.

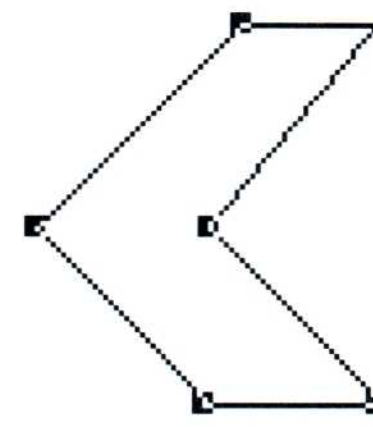


The polygon looks like this after “Reshape poly” is chosen.

**3. Drag a handle or a line to change the shape of the polygon.**



You drag a handle to change the shape.



Reshaped polygon.

**4. To add another handle, click anywhere on one of the polygon's lines.**

**5. To delete a handle, drag it on top of another handle.**

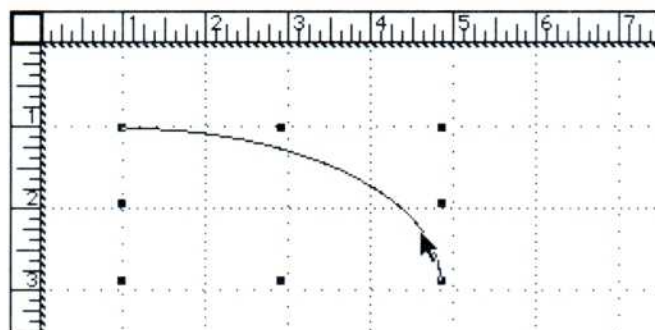
**6. When the polygon is the shape you want it, click in the window far away from the polygon to make the handles disappear.**

**► To reshape an arc:**

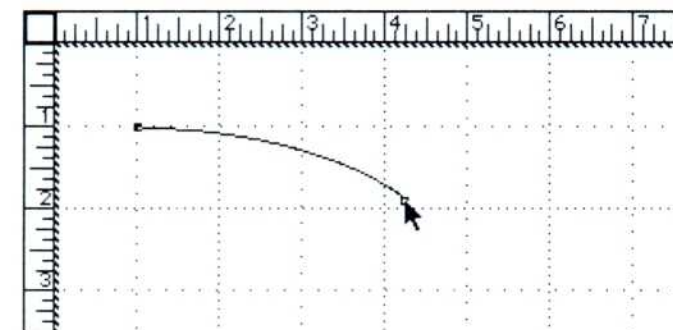
**1. Select the arc.**

**2. Choose "Reshape arc" from the Draw menu.**

**3. Drag one of the two handles to lengthen or shorten the arc along its original curve.**



Curve selected

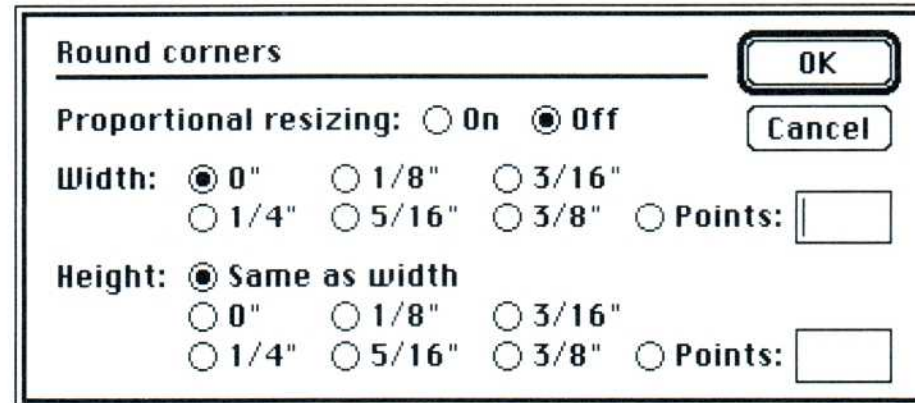


Dragging to reshape

**4. When the arc is the shape you want it, click in the window far away from the arc to make the handles disappear.**

► **To round the corners of a square or rectangle:**

- Using the pointer tool, select the square or rectangle you want to change.**  
You can choose an organization chart or chart, as well as any drawn square or rectangle.
- Choose “Round corners...” from the Draw menu.**

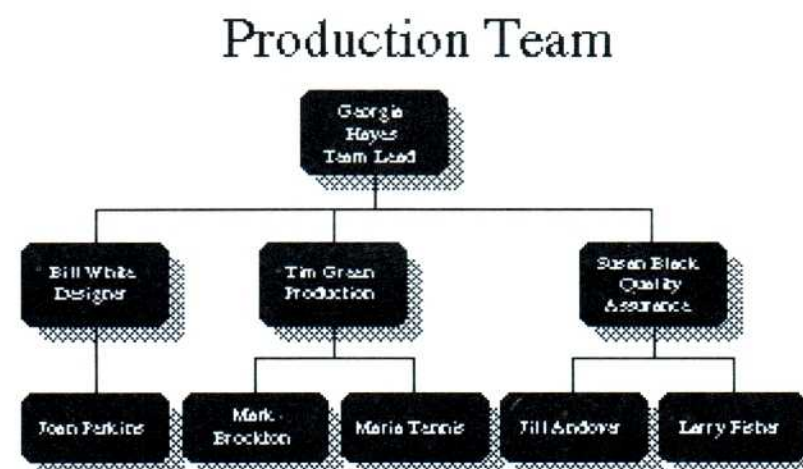


- To keep the corners proportional to the size of the rectangle when resizing, click “On” for “Proportional resizing.”**
- Select a dimension (click inch options or type a point size) for the width and height of the corners:**

To change to	Select
Square corners	“0” for width and height
Even round corners	The same values for width and height
Elongated corners	Different values for width and height

**Note:** If you print your slides on a PostScript device, the corners will print as though the width and height were the same.

- Click “OK.”**



Organization chart with round corners

## Aligning and layering objects

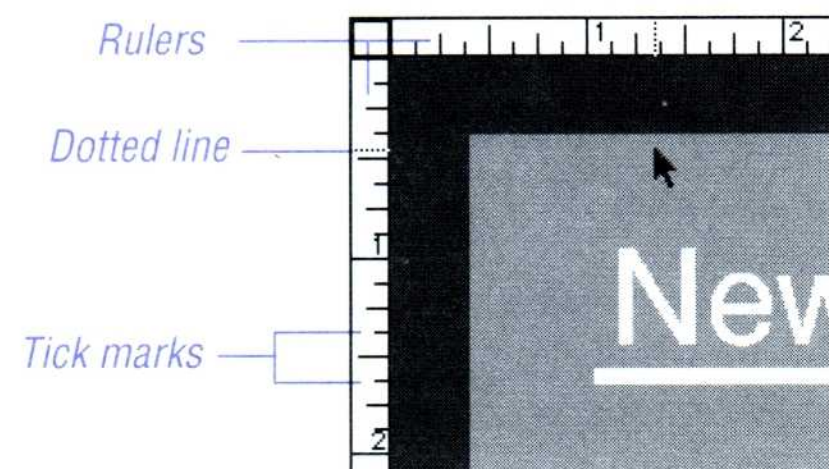
A well-designed slide is more than a matter of style. A presentation that is visually consistent and orderly is easy for your audience to understand and remember. You can organize objects on your slides by:

- Using rulers to position objects on the slide
- Aligning objects to each other
- Centering objects on the slide
- Controlling how objects overlap
- Assigning objects to different layers to control the order in which objects appear in a slide show

### Using rulers and ruler lines

Persuasion's two rulers—one down the left side of the window and one across the top—help you place objects precisely. When the rulers are displayed, the intersection of their tick marks establishes an invisible grid based on the measurement system you have chosen by clicking “Custom rulers” in the “Preferences...” dialog box (File menu).

For more information about choosing a measurement system, see Chapter 1, “Persuasion Basics.”



The dotted lines in the rulers indicate the exact position of the pointer at all times.

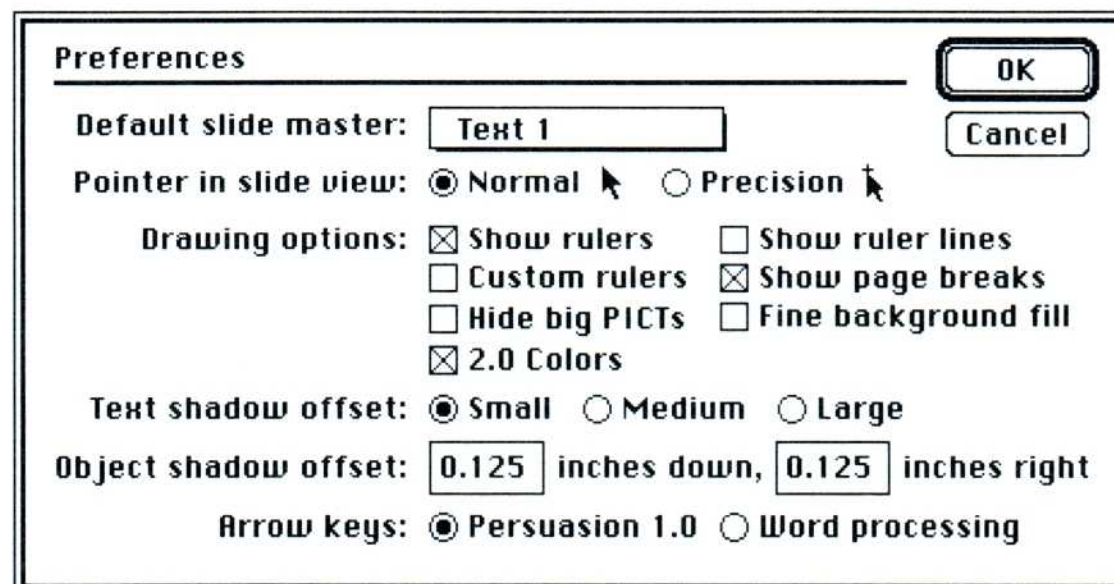
#### Tip:

The text ruler is different from Persuasion's rulers. The text ruler appears when you click an insertion point with the text tool and “Show text ruler” is checked in the Text menu.

The rulers make it easy to align and position objects. For one thing, you can track the movement of the pointer in the rulers by watching the dotted lines there. For another, if the ruler lines are displayed, you can use them to position objects. Finally, you can have Persuasion “snap” objects to the invisible grid whether or not the ruler lines are displayed. (The invisible grid is an extension of all the minor and major divisions in the ruler, whereas the ruler lines that display are extensions of the major divisions only.)

► **To display the rulers or the ruler lines:**

1. **Choose “Preferences...” from the File menu.**



2. **Click to check “Show rulers” or “Show ruler lines” under “Drawing options” in the “Preferences” dialog box.**

To hide rulers or ruler lines, click to uncheck “Show rulers” or “Show ruler lines.”

3. **Click “OK.”**

► **To snap objects you draw, move, or resize to the nearest increment of the ruler grid:**

**Choose “Grid snap on” from the Draw menu.**

Objects already drawn are unaffected by choosing “Grid snap on.”

## *Aligning and centering objects*

If you don't want to trust your hand and eye to align objects, you can align and center them precisely by using:

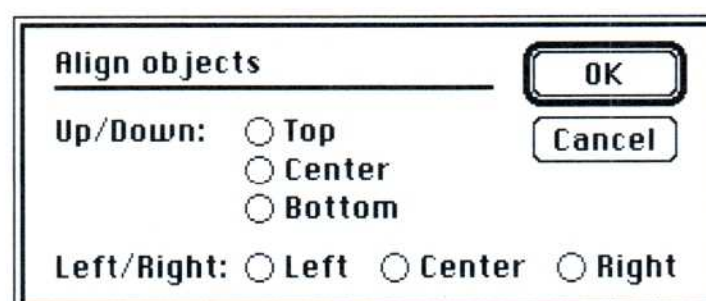
- the “Align objects...” command to align objects with each other.
- the “Align to grid” command to align objects with the nearest grid intersection.
- the “Center on slide” command to center objects vertically and horizontally on the slide.

### *Aligning objects with each other*

“Align objects...” becomes available when you have more than one object selected—a graphic, a text block, or a chart. You can hold down Shift and click objects to add them to your original selection.

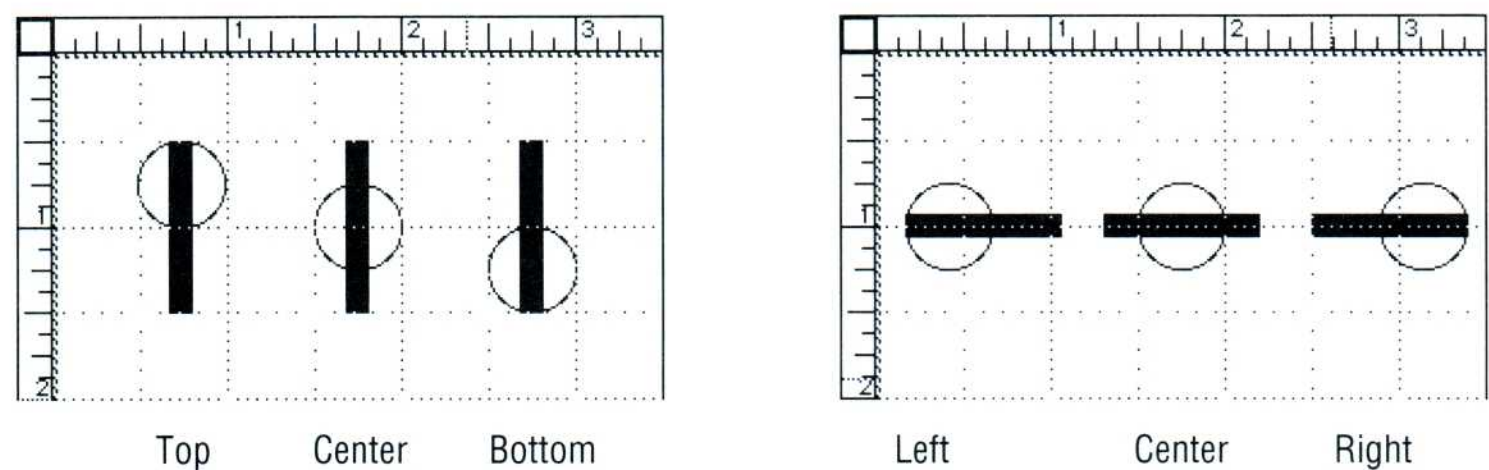
#### ► **To align objects with each other:**

- 1. Select at least two objects to be aligned.**
- 2. Choose “Align objects...” from the Draw menu.**



3. In the “Align objects” dialog box, select either “Up/Down” (vertical) alignment, “Left/Right” (horizontal) alignment, or both.

Up/Down	“Top” aligns the topmost handles of all the selected objects.
	“Center” vertically aligns the centers of all the selected objects.
	“Bottom” aligns the bottom handles of all the selected objects.
Left/Right	“Left” aligns the left handles of all the selected objects.
	“Center” horizontally aligns the centers of all the selected objects.
	“Right” aligns the right handles of all the selected objects.



4. Click “OK.”

For information on aligning text within a text block, see “Applying attributes from the Text menu” earlier in this chapter.

### *Aligning objects to the grid*

You can also align an object or a group of objects to the grid. The grid is a series of invisible, non-printing horizontal and vertical lines that intersect. (Some of the grid lines may be displayed if you check “Show ruler lines” in the “Preferences” dialog box.) Persuasion sets up the grid based on what you enter in the “Custom rulers” dialog box, which you can go to from the “Preferences” dialog box. For example, if you set the major division to be an inch and the “Minor divisions per major division” to 8, Persuasion will align an object to the closest  $\frac{1}{8}$ -inch intersection. Persuasion displays the major intersections of the grid if you check “Show ruler lines” in the “Preferences” dialog box.

► **To align objects to the grid:**

1. **Select the objects to be aligned.**
2. **Choose “Align to grid” from the Draw menu.**

Persuasion aligns by repositioning the upper-left handle of the object to the closest grid intersection.

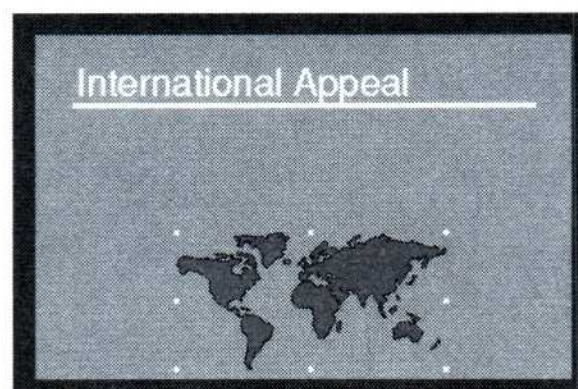
**Note:** For a text block, the baseline of the first line of text will align vertically to the grid.

*Centering objects on slides*

You can center an object vertically or horizontally on the slide with the “Center on slide” command.

► **To center an object:**

1. **Select the objects you wish to center.**
2. **Choose “Center on slide” from the Draw menu, and then from the submenu, choose “Up/Down” for vertical centering or “Left/Right” for horizontal centering.**



Before vertical centering



After vertical centering

**Tip:**

If you are drawing multiple objects that you want aligned to the grid, consider setting “Grid snap on” from the Draw menu before you draw, thereby avoiding repeated use of “Align to grid.”

**Note:** Persuasion centers multiple selections or grouped objects from the center of the selection box that encloses them, without changing the arrangement of the objects in the selection.

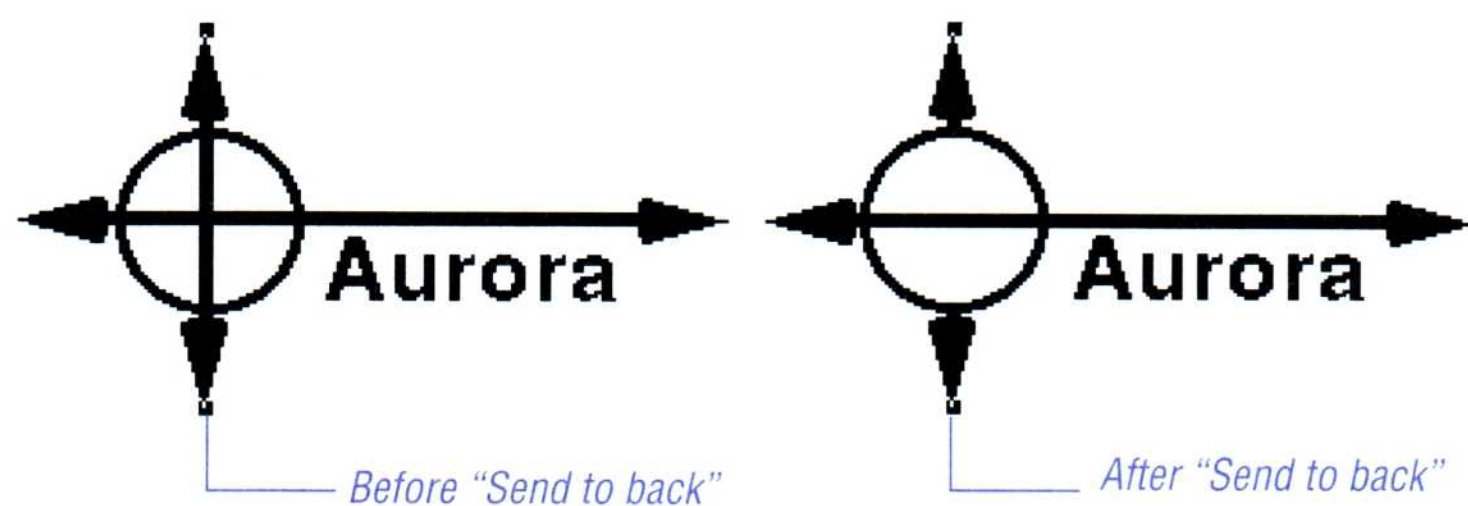
## Controlling how objects overlap

Objects are stacked on a slide in the order in which they are created or modified. When you work with two or more overlapping objects, the object most recently added or modified appears on top of the other objects. You can change the way objects overlap, or the stacking order, by using commands from the Draw menu.

### ► To change how objects overlap:

1. Select the object you want to change.
2. Choose “Send” from the Draw menu. Then choose from the options on the submenu:

Option	Shortcut	Result
To front	Command + F	Moves the object in front of all other objects.
Forward	Command + =	Moves the object forward one level.
To back	Command + B	Moves the object in back of all other objects.
Backward	Command + -	Moves the object backward one level.



## *Assigning objects to layers*

Think of layers as transparencies stacked on top of one another to form a single slide. By using multiple layers, you can:

- Create slide builds. You can assign slide objects—such as a title, text block, or chart—to different layers. When you print the slide with the “Builds” option checked in the “Print” dialog box, or when you run Persuasion’s slide show with a value greater than 0 in the “Delay between layers” option in the “Slide Show” dialog box, information is revealed on a slide one layer at a time. This creates a “building up” effect to create a complete slide.
- Manage your drawing tasks on complex slides. By distributing objects over many layers, you can more easily select and modify only the objects you want to work with, while assuring that the rest of the graphic is not modified at the same time.

The easiest way to create slide builds for text, charts, and organization charts is by setting builds to occur automatically through placeholders. You should never use both automatic placeholder and manual layering for the same object because combining manual layers with automatic builds may create unexpected layering results. For more information about setting slide builds in placeholders, see Chapter 6, “Creating Masters.”

## *Moving objects to different layers*

In Slide view, you can move objects to any layer using the Layer menu on the lower menu bar. You can even move selected text within a text block to a different layer.

► **To assign layers to objects:**

**1. Select the objects that you want to assign to a layer.**

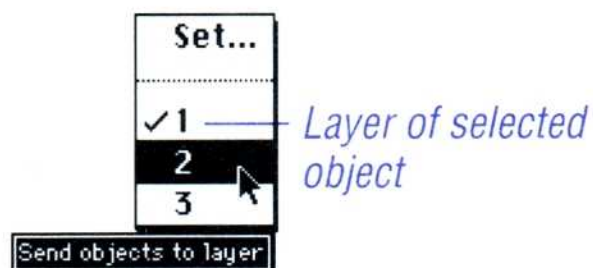
The layer the objects are currently on is displayed in the box to the right of the Layer pop-up menu in the lower menu bar.

**2. From the Layer pop-up menu in the lower menu bar, choose the layer to which you want them assigned.**

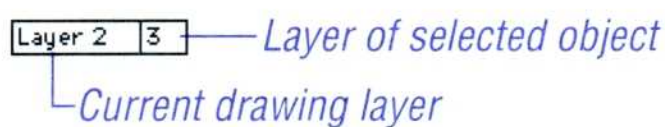
**3. Repeat Steps 1 and 2 as needed.**

New text and graphics are created on the current drawing layer. If you assign objects to the highest layer number currently available, Persuasion automatically adds more layers to the menu. The current drawing layer is established by selecting a layer with the pointer tool when nothing is selected on the slide.

**Note:** When you group objects that are on different layers, Persuasion sends the group to the lowest of the object layers. For example, when you group objects that are on the first, second, and third layers, Persuasion sends the group to the third layer. If you subsequently ungroup the objects, they remain on the lowest object layer.



The selected object is on Layer 1 and is being moved to layer 2.

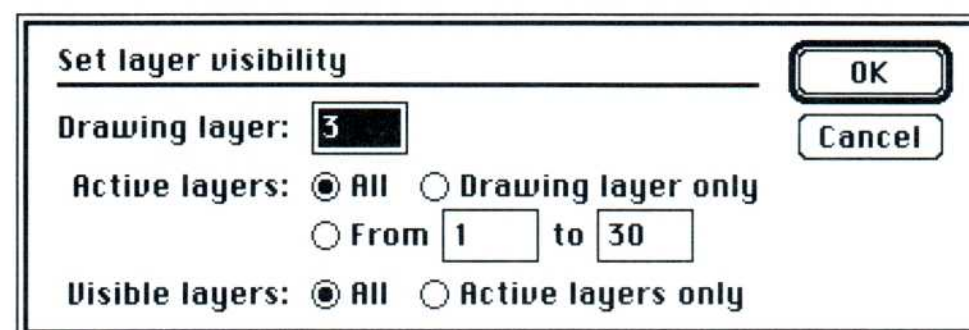
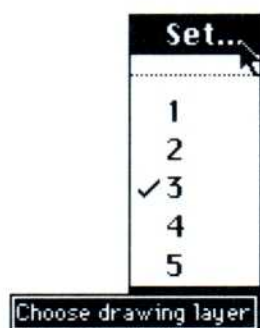


*Changing layer attributes*

Persuasion allows you to control which layers are active for modification or to make layers visible or invisible.

► **To make layers active or visible:**

**1. Choose “Set...” from the Layer menu in the lower menu bar.**



**Tip:**

A quick way to set the current drawing layer is to choose a layer from the Layer pop-up menu with nothing selected.

**2. In the “Set layer visibility” dialog box, use these options to make layers active or visible:**

<b>To</b>	<b>Do this</b>
Make a layer active	Type the number of the “Drawing layer” you want to affect, and click “Drawing layer only” for “Active layers.”
Make several layers active	Click “All,” or click “From __ to __” and type the layer numbers you want to make active.
Make a layer (or several) visible	Make the layers active (as above), and then click “Active layers only” for “Visible layers.”
Make all layers visible	Click “All” for “Visible layers.”

**3. Click “OK.”**

When you select an object on an active and visible layer and then move to an invisible layer, the range of visible layers is extended to include the layer to which you moved. For example, if the first, second, and third layers are visible and active, and you select an object on the second layer and move it to the fifth layer, Persuasion makes layers one through five visible.

## ***Enhancing graphics***

You can enhance objects you have drawn in the following ways:

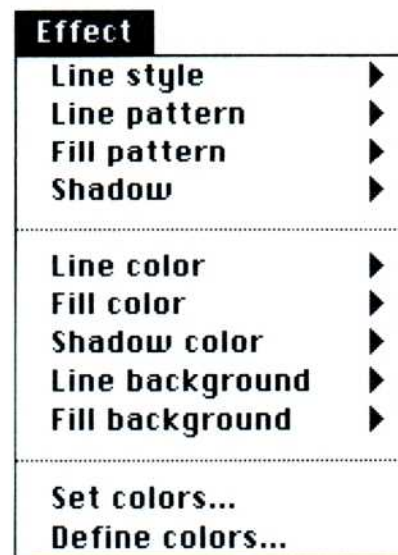
- Applying special effects and color to their lines
- Filling them with patterns and color
- Adding shadows to them—plain, colored, or patterned

## Applying special effects to lines

You can add special effects to any line or shape drawn with a Persuasion drawing tool.

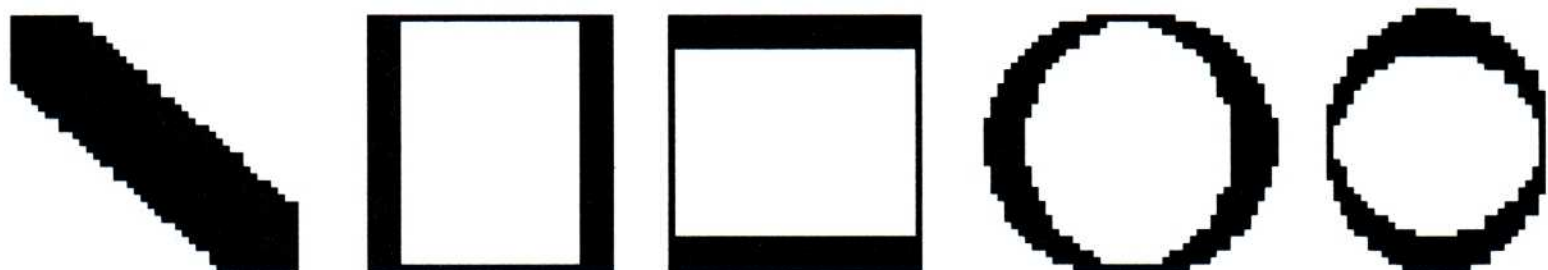
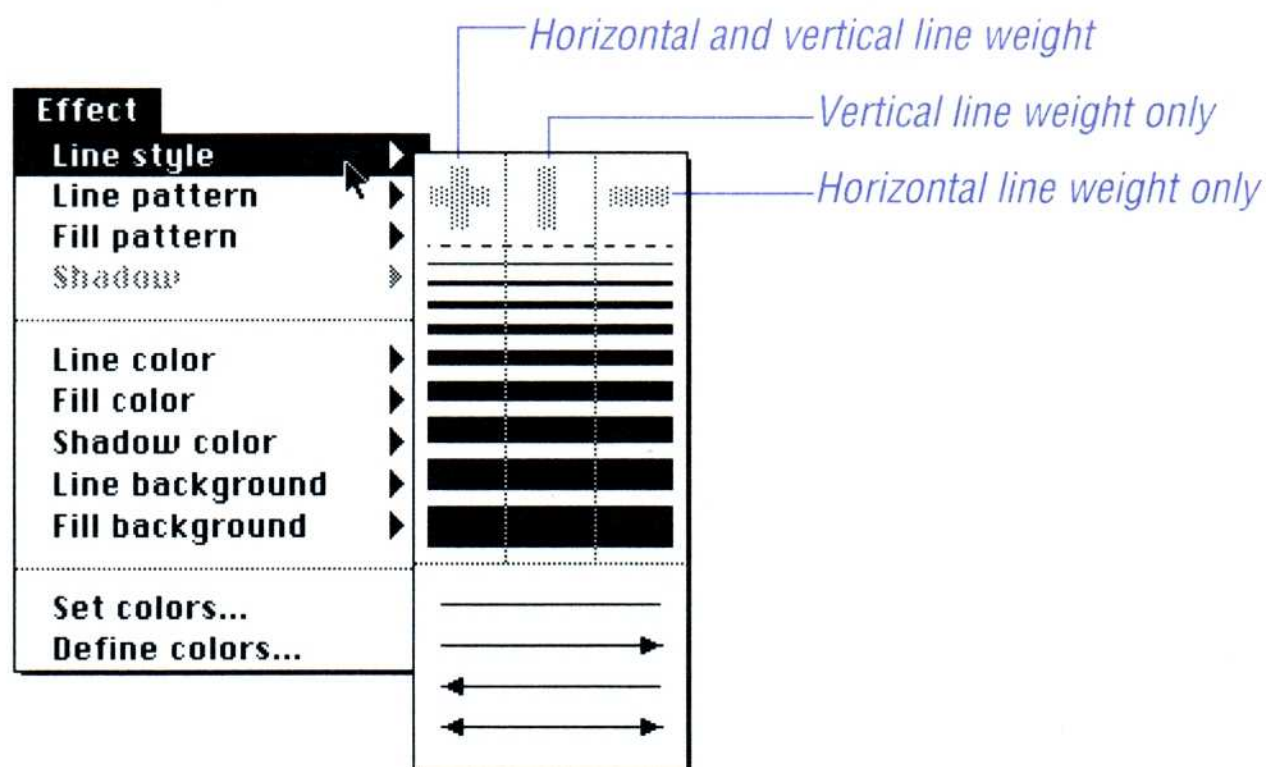
► To add a special effect to a line or shape:

1. Select the lines or shapes you want to change.
2. Choose one or more of the Effect menu commands described below.



### Line style

You choose line weight from one of three columns in the submenu. The lines at the top of each column indicate whether the line weight is for horizontal lines, vertical lines, or for both. The dashed pattern at the top of the submenu applies a line weight of “None” as a line pattern. To make a dashed line, apply one of the dashed line patterns to the object. In addition to line weight, you can choose again from the bottom of the submenu to add one or two arrowheads to the selected line.

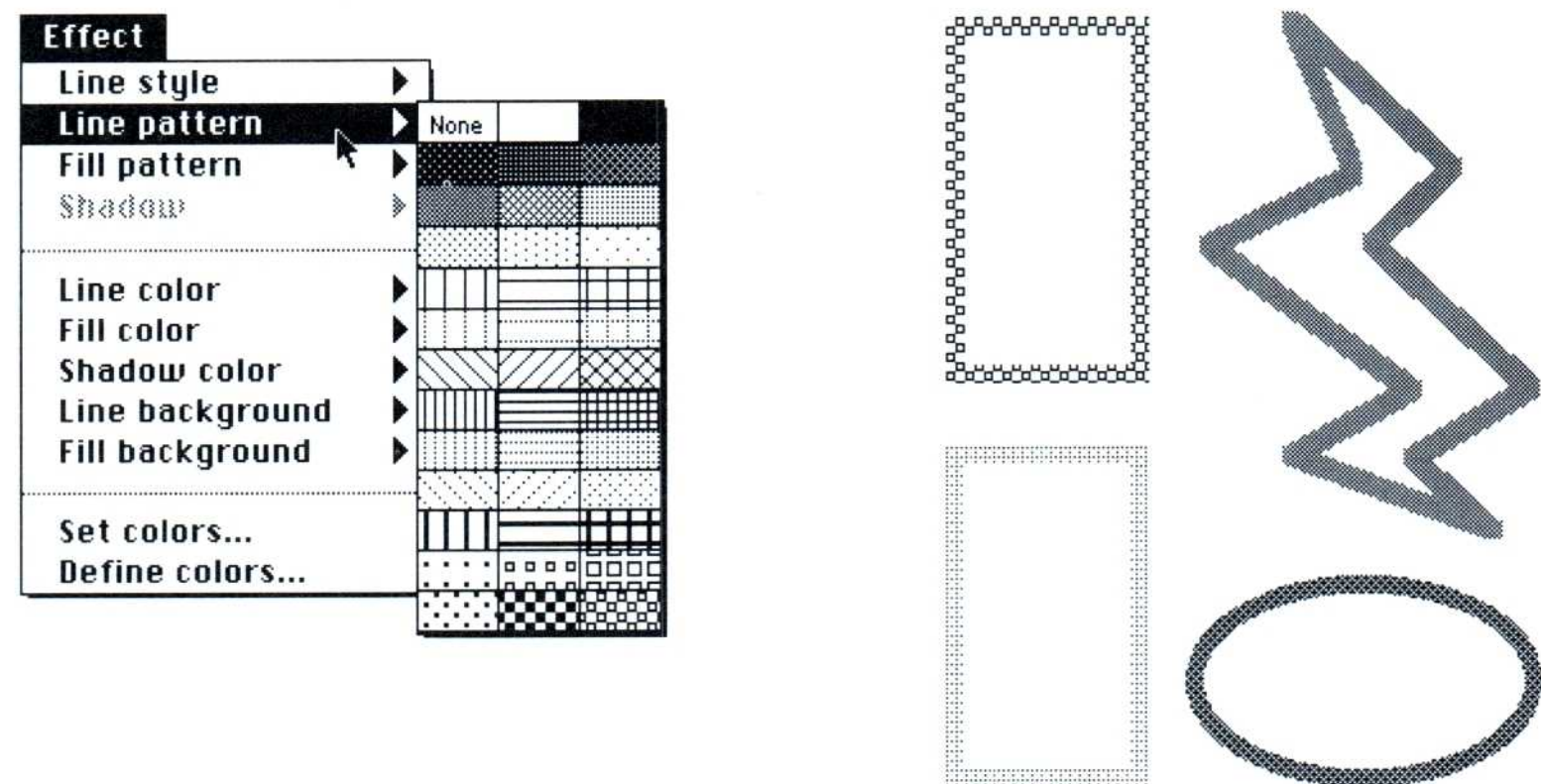


Any object with lines can have a line weight applied.

## Line pattern

Thirty-nine line patterns are available in the submenu. The wider the line established with “Line style,” the clearer the line pattern will be on your slide. If you import a PICT graphic with predefined fill or line patterns and then ungroup it, Persuasion may apply its own pattern from the “Line pattern” submenu.

**Note:** Many line patterns do not image on high-resolution film recorders. Contact your local slide service bureau or film recorder manufacturer before using them.



## Line color

When you choose a color from this submenu, you are applying color to the foreground of the line pattern, that is, to the part that appears in black in the “Line pattern” submenu. You can also choose “Other...” to display the “Select line color” dialog box, where you can select colors from the Persuasion color grid.

## Line background

When you choose a color from this submenu, you are applying color to the background of the line pattern, that is, to the part that appears in white in the “Line pattern” submenu. You can also choose “Other...” to display the “Select line background color” dialog box, where you can select colors from the Persuasion color grid.

For more information about applying color from the color grid, see Chapter 5, “Using Color.”

## Filling objects with patterns and colors

The patterns and colors that you add to the inside of closed objects are called fills. Fills can be evenly colored or graduated from one color to another.

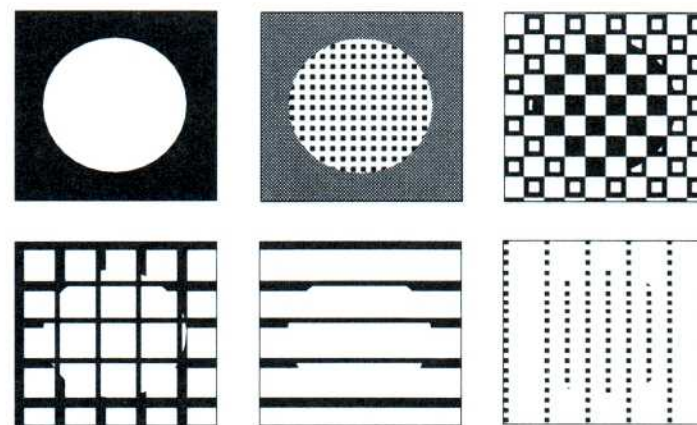
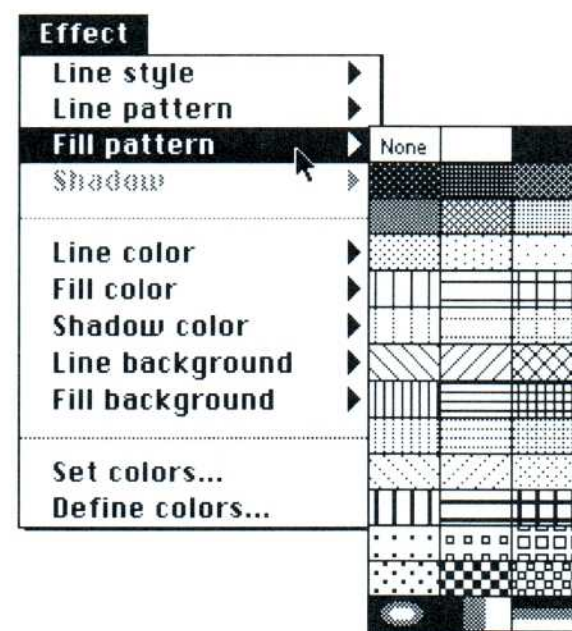
### ► To change a fill pattern, color, or background:

1. Select the objects you want to fill.
2. Choose one or more of the Effect menu commands described below.

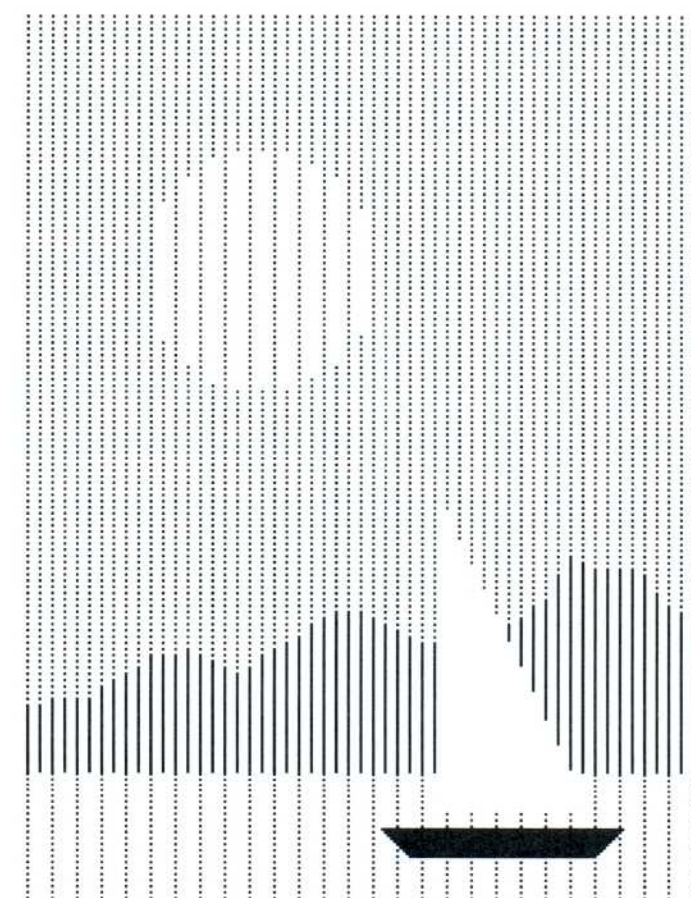
### Fill pattern

Forty-two patterns are available in the submenu, including “None.” There are three graduated fill patterns at the bottom; if you use them, remember that the larger the object, the smoother the graduation of the fill.

**Note:** Many fill patterns do not image on high-resolution film recorders. Contact your local slide service bureau or film recorder manufacturer before using them.



A rectangle was drawn, a circle with no line pattern was drawn on top of the rectangle, and each was filled with a different pattern.



You can create a variety of effects by combining different filled shapes.

### *Fill color*

When you choose a color from this submenu, you are applying color to the foreground of the fill pattern, that is, to the part that appears in black in the “Fill pattern” submenu. You can also choose “Other...” to display the “Select fill color” dialog box, where you can select colors from the Persuasion color grid.

### *Fill background*

When you choose a color from this submenu, you are applying color to the background of the fill pattern, that is, to the part that appears in white in the “Fill pattern” submenu. You can also choose “Other...” to display the “Select fill background color” dialog box, where you can select colors from the Persuasion color grid.

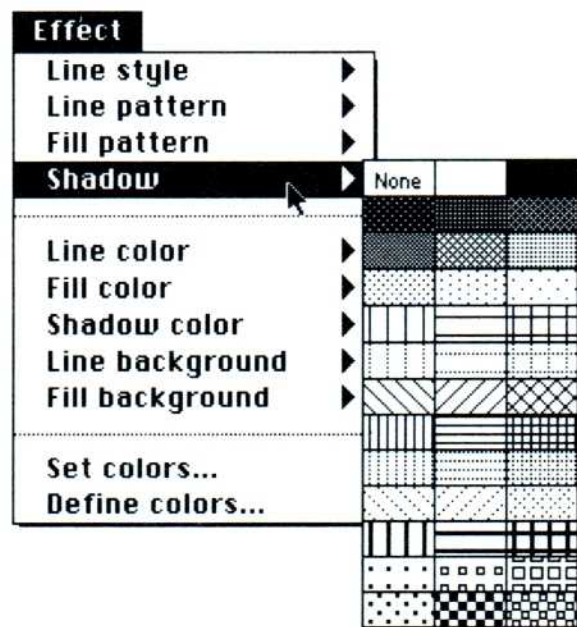
For more information about color and graduated fills in general, see Chapter 5, “Using Color.”

## Adding shadows to objects

You can create plain, patterned, or colored shadows for any object.

### ► To create a shadow:

1. Select the objects you want shadowed.
2. Choose “Shadow” from the Effect menu. Then, from its submenu, select the pattern you want for your shadow.



A shadow was applied to the map of the continents from the Art of Persuasion after ungrouping the graphic.

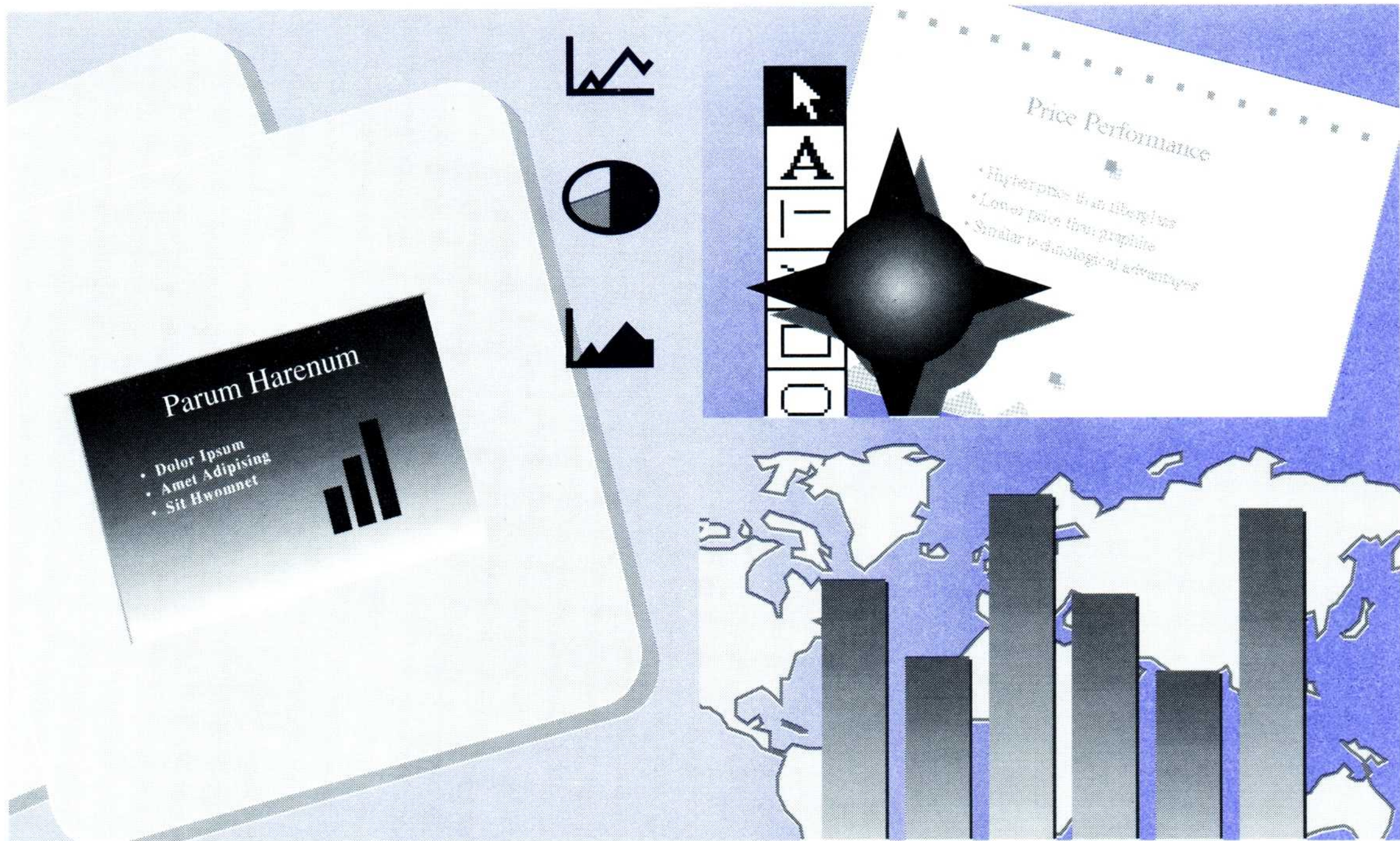
**Note:** You can control the distance shadows are offset from objects in your presentation by using “Preferences...” from the File menu. To learn more about shadow offset, see Chapter 1, “Persuasion Basics.”

### ► To change shadow color:

1. Select the shadowed object.
2. Choose “Shadow color” from the Effect menu, and then from its submenu, select the color you want for your shadow. Or, choose “Other...” to display and choose from the color grid.

If you have a patterned shadow, the color is applied to the foreground. The background of a shadow is always white.





## ***Chapter 4: Charting***



## Chapter 4: Charting

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Charts turn raw data, entered in data sheets or spreadsheets, into graphics that are easy to understand and remember. Because it's important that you deliver your message clearly and with maximum impact, Persuasion provides extensive charting capabilities.

You can use a Persuasion AutoTemplate to define the formats of your charts, or you can design your own. In this chapter, the word *chart* refers generally to all the chart types listed on the “Chart formats” submenu, including tables.

## Creating a chart

---

The process of creating a chart begins with analyzing your data, figuring out what purpose you want it to serve, and then deciding what kind of chart works best to accomplish the purpose. For example, if you want to show how a particular value, say, your company's total sales, has changed over time, you basically have three chart types to choose from: a column chart, a line chart, or an area chart.

Once you have narrowed the field in this way, you'll probably be able to see immediately the chart type you prefer. If not, you can easily plot your data as one chart type, see what it looks like, and then plot it as another type to help you decide.

To	Use
Show the parts of one whole	Pie chart Stacked bar chart Stacked column chart
Show how items rank and compare	Bar chart
Show how items change over time	Column chart Line chart Area chart
Show the correlation between pairs of numbers	Scatter charts
Show ranges of values	High-low charts
Show specific data	Tables

With Persuasion, you have an additional option: you can combine two charts into one. You can plot your data as one kind of chart, specify that one or more of its data series be plotted as a different chart type, and then overlay that chart on the main chart. This is particularly useful when you want to highlight or contrast certain data with other data.

## Choosing a chart format

Each chart type and how it can best be used are described on the following pages. You can use the table in the previous section to narrow the field and then refer to the following descriptions to find the chart type that suits your message.

### Pie charts

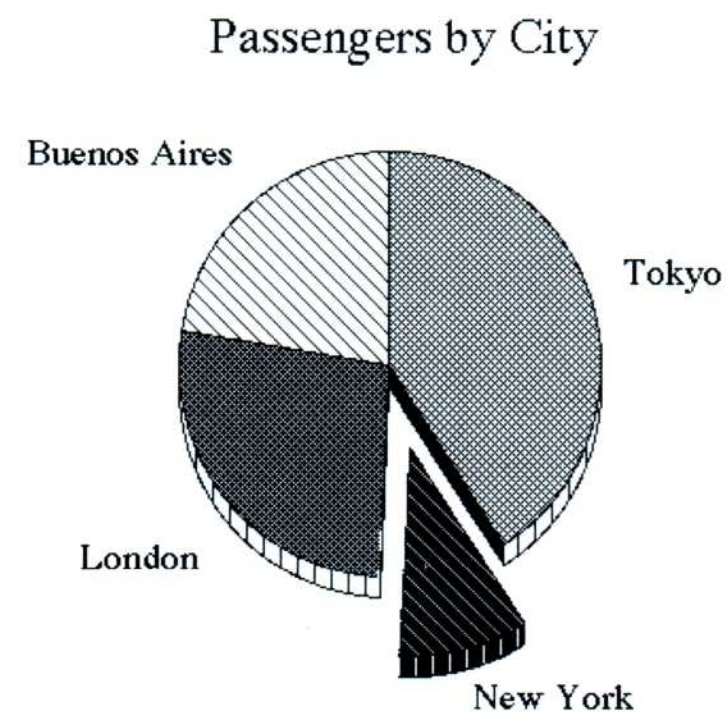


Pie charts take a simple, noncritical look at the percentage composition of one whole. Pie charts are especially good when quick general impressions are important. Because each pie chart is one series, use multiple charts where necessary. (Persuasion will not plot more than one series of data when you choose a pie chart format.)

Plot the most important data at the 12:00 position by making it the first entry in the data sheet.

*First entry plotted  
at 12:00*

	1	2
1	Tokyo	1035
2	New York	250
3	London	679
4	Buenos Ai	566



You can drag out a piece of the pie for emphasis.

## Bar charts

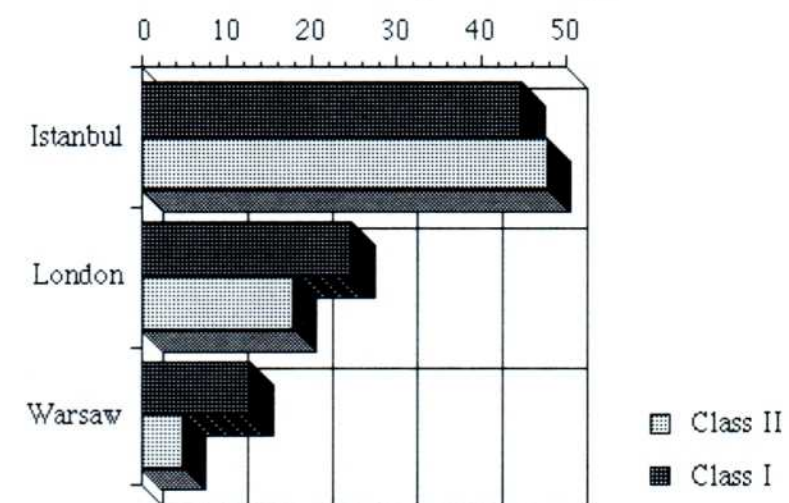


Simple bar charts (one data series) stress how similar items compare. The ranking of each item can be clearly illustrated by the vertical order of each category. The magnitude is easily seen in the horizontal reach of the bars.

Grouped bar charts (multiple data series) show how groups of items rank and compare with other groups.

	1	2	3
1		Class I	Class II
2	Istanbul	45	48
3	London	25	18
4	Warsaw	13	5

Class I and Class II Complaints by Destination



This grouped bar chart is flipped vertically to place the scale at the top. (Use "Rotate/Flip" from the Draw menu.)

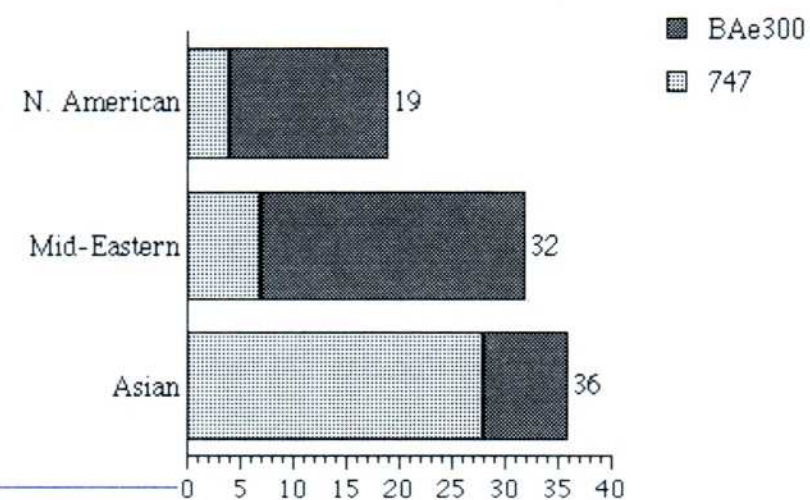
## Stacked bar charts



Stacked bar charts show the contribution of parts to a whole. Don't use a stacked bar chart to display negative numbers.

	1	2	3
1		747	BAe300
2	Asian	28	8
3	Mid-Easte	7	25
4	N. Americ	4	15

Aircraft Census by Route



Value labels

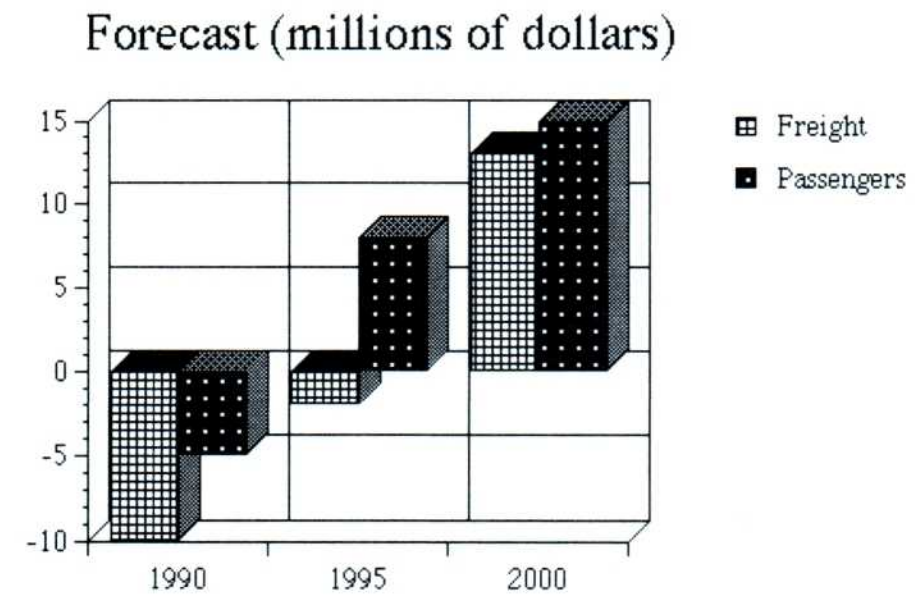
The grid is turned off, and the only tick marks shown are on the value axis. (Achieve both effects by choosing "Grid/Tick options..." from the "Axes" submenu.)

## Column charts



Column charts are commonly used to show how values change over time. With column charts, you can display negative numbers.

	1	2	3
1		Freight	Passenger
2	1990	-10	-5
3	1995	-2	8
4	2000	13	15



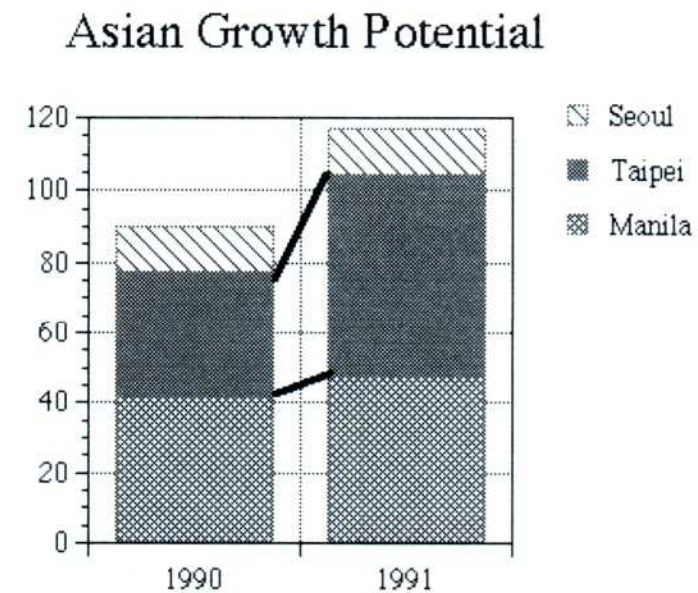
This column chart shows negative numbers.

## Stacked column charts



Stacked column charts show how similar items relate to a whole. Don't use stacked column charts to display negative numbers.

	1	2	3	4
1		Manila	Taipei	Seoul
2	1990	42	35	13
3	1991	48	56	13



Lines were drawn from one column segment to its counterpart in the other column to emphasize that segment's growth potential.

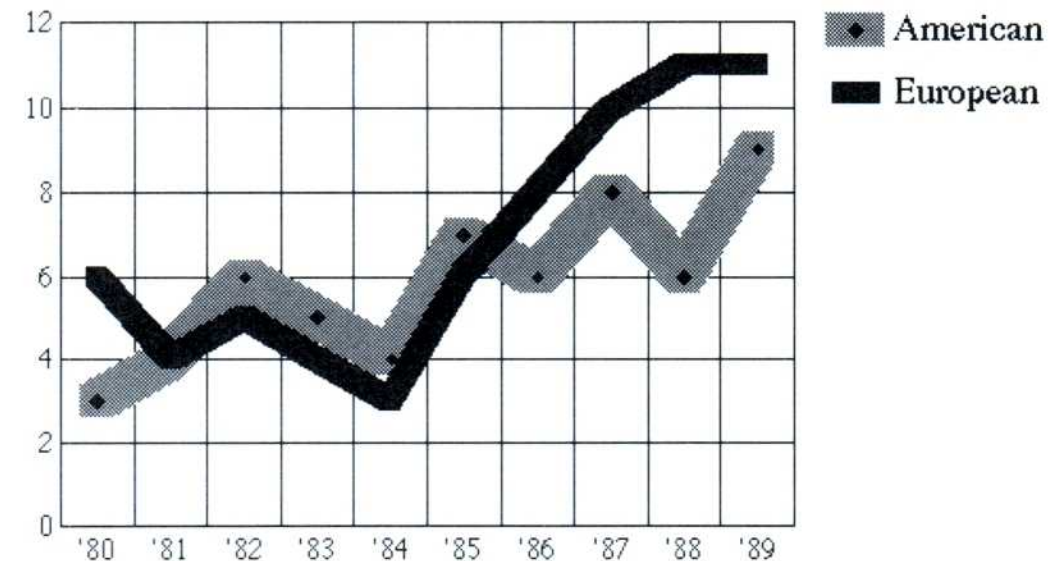
## Line charts



Line charts can dramatically show changes over long periods of time. The major strength of line charts is that many data points can be plotted. Trends are revealed in the slope of the lines. Be careful with the number of lines you use—it's confusing when there are too many (more than three or four) or when they cross often.

	1	2	3
1		American	European
2	'80	3	6
3	'81	4	4
4	'82	6	5
5	'83	5	4
6	'84	4	3
7	'85	7	6
8	'86	6	8
9	'87	8	10
10	'88	6	11
11	'89	9	11

Improvements in On-time Performance



The lines are different weights (styles), and tick marks are not displayed. (Choose "Line style" from the Effect menu and "Grid/Tick options..." from the "Axes" submenu.)

## Area charts

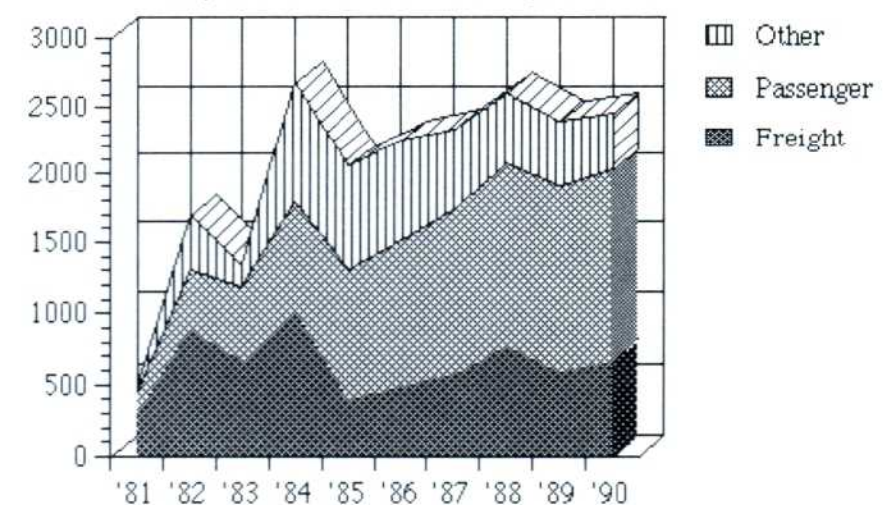


Area charts display data in continuous bands that stress accumulations or changes in proportions. Use area charts to show trends over time and to emphasize totals as well as fluctuations.

The x-axis values are expressed in equal time periods, and the y-axis values are expressed in quantities or percentages. To enhance readability, plot the most stable data series as the first area.

	1	2	3	4
1		Freight	Passenger	Other
2	'81	300	150	50
3	'82	900	400	400
4	'83	679	500	150
5	'84	1035	755	900
6	'85	400	900	755
7	'86	500	1020	732
8	'87	590	1156	598
9	'88	780	1283	544
10	'89	600	1298	504
11	'90	680	1345	438

Business Composition  
(Thousands of dollars)



This area chart shows depth and exhibits different fill patterns.

## Scatter charts



Scatter charts depict the correlation between two sets of numbers by plotting the intersection of the variables. The first column of values for each pair contains the x value, and the second column contains the y value.

	1	2
1	.1	0
2	.3	5
3	.5	10
4	.7	20
5	.9	30
6	1.1	40
7	1.3	50
8	1.5	60
9	1.7	70
10	1.9	80
11	2.1	90
12	2.3	100

x value  
y value

A portion of the data sheet for the chart on the right.



This scatter chart plots many variable pairs for one category. Axis labels are added using the text tool.

## High-low charts

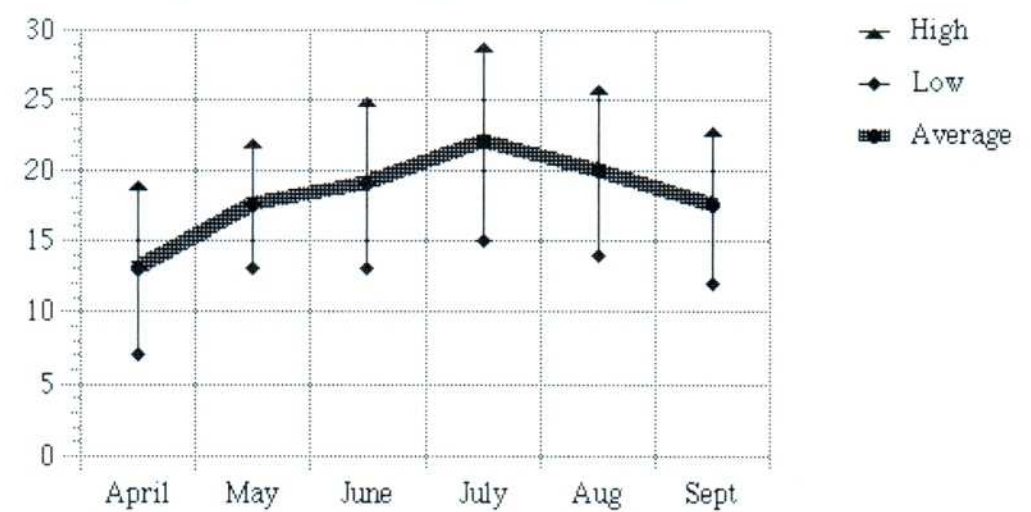


High-low charts display three values for each category. They are used for data, such as the highest and lowest values of a stock compared to its closing value. The middle value of the range is plotted as a line by default, but you can eliminate the line (not the data points) by changing the line style to “None” if a graph of the data is not meaningful.

	1	2	3	4
1		High	Low	Average
2	April	19	7	13
3	May	22	13	17.5
4	June	25	13	19
5	July	29	15	22
6	Aug	26	14	20
7	Sept	23	12	17.5

High value  
Low value  
Value compared

Temperature Range in Centigrade



Identical high and low symbols contrast with the middle symbol representing the average temperature.

## Tables



Tables are used when specific numbers are more important than the trend they represent or when you want to format multiple-column text.

	1	2	3	4
1		TransEur	Mid-Amer	Asian Exp
2	Global Ac	Yes!	No	Yes
3	Frequent	Yes!	Yes	No
4	Reward T	15,000	30,000	35,000

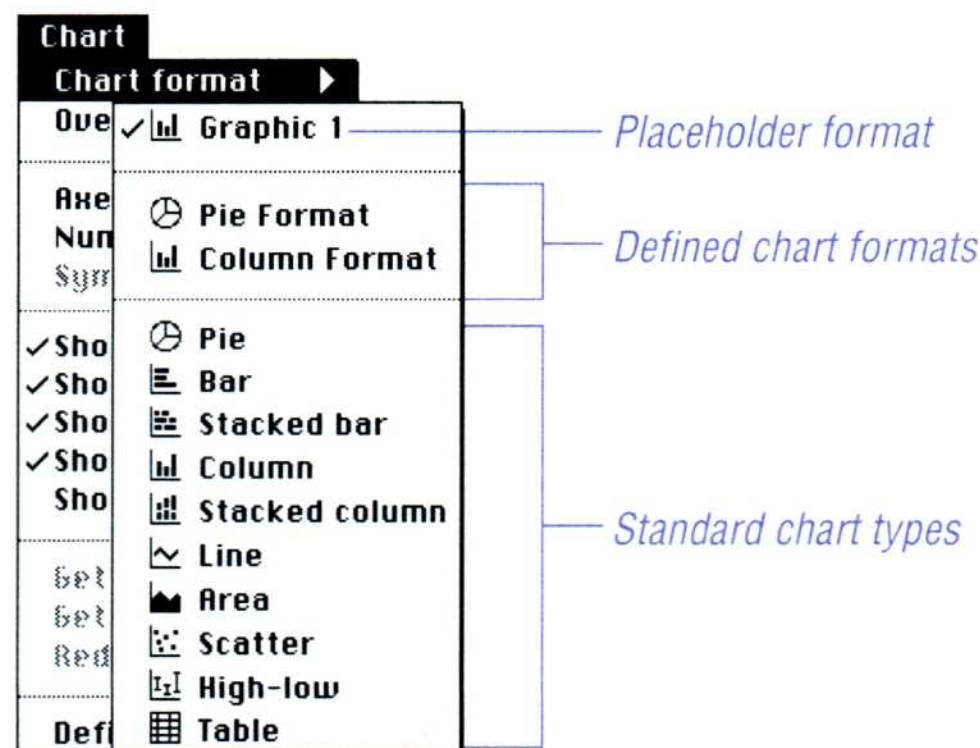
**Premium Comparison**

	TransEuro	Mid-American	Asian Express
Global Access	<i>Yes!</i>	No	Yes
Frequent Rewards	<i>Yes!</i>	Yes	No
Reward Threshold	<i>15,000</i>	30,000	35,000

The text you edit in the table is automatically changed in the data sheet, but the formatting you do on the slide is not transferred to the data sheet.

## Understanding the “Chart format” submenu

Your “Chart format” submenu can have up to three sections: the placeholder format, defined chart formats, and standard chart types. The number of sections in your “Chart format” submenu depends on the slide master assigned to the current slide and whether you have defined chart formats in your AutoTemplate. (Each Persuasion AutoTemplate has at least two defined chart formats.)



### *Placeholder format*

The placeholder format is defined by the chart placeholder on a slide master, such as “Graphic 1” or “Graphic 2.” The chart placeholder defines not only the format and effects to be applied to the chart, but also its size and its location on the slide. If your presentation has several charts and you want to maintain consistency from slide to slide, you should take advantage of using the placeholder formats. If neither “Graphic 1” nor “Graphic 2” has the type of chart placeholder you need, first plot your chart using the placeholder to give you its size, placement, and effects, and then choose the standard chart type you want from the Chart menu. All the other chart characteristics will be retained.

### *Defined chart formats*

You can predefine chart formats using the “Define formats...” command from the Chart menu. When the Persuasion AutoTemplates were created, a chart format was defined for each of the chart placeholders on “Graphic 1” and “Graphic 2.” By applying any of the defined chart formats to a chart, you can immediately confer on that chart all the characteristics contained in the definition. You will have to position it on the slide and size it manually. (For more information, see “Defining chart formats” later in this chapter.)

### *Standard chart types*

The standard chart types are always available in the lower part of the submenu, even when you start a presentation from scratch by choosing Shift + “New.” If you have already plotted a chart and simply want to change its type (not its other attributes), choose a standard chart type. The color, fill patterns, type attributes, and line style in effect for these standard chart types come from the placeholder format on the master or from the named custom format, depending on which format was chosen previously.

## Plotting a chart

You have a great deal of flexibility when you create charts in Persuasion. You can create either *placeholder charts* or *independent charts*, just as you can create placeholder text or independent text.

- A placeholder chart is formatted directly by the chart placeholder on the slide master assigned to the slide. A chart placeholder dictates a chart's size and placement on the slide, as well as its chart type and attributes. The standard sizing and placement provided by a placeholder give placeholder charts a clear advantage over independent charts. Using a placeholder chart is the best way to ensure visual consistency from slide to slide.
- An independent chart is formatted by either the individual attributes you apply to it from the Chart and Effect menus or by the defined chart format you apply to it from the "Chart format" submenu. An independent chart can be on any slide, whether a slide master with a chart placeholder is assigned to that slide or not.

### ► To create a placeholder chart or an independent chart:

1. Go to the slide in Slide view (or select the slide in Outline view) where you want the chart to go.
2. If you want to create a placeholder chart, choose a slide master containing a chart placeholder ("Graphic 1" or "Graphic 2" in the Persuasion AutoTemplates) from the Master pop-up menu in the lower menu bar of either Outline view or Slide view.

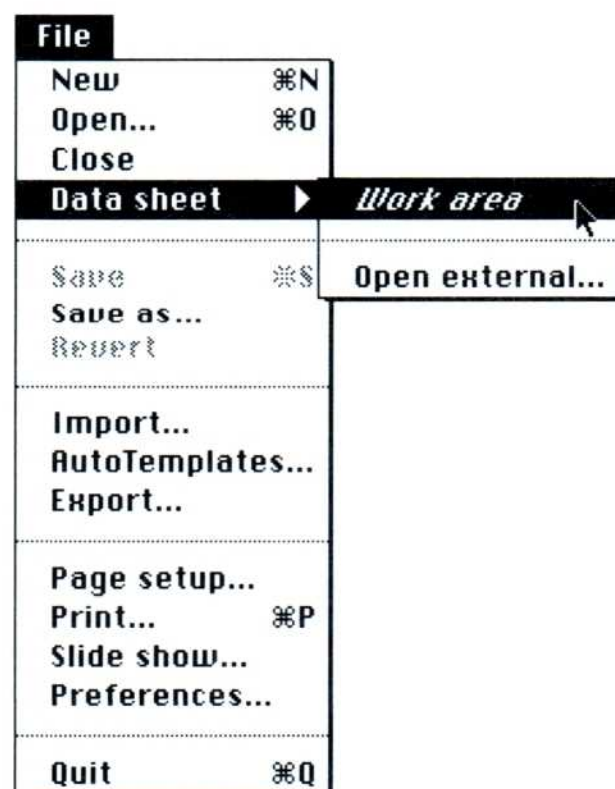
If you are creating an independent chart, skip Step 2.

3. Choose "Data sheet" from the File menu. Then choose "Work area" from the submenu.

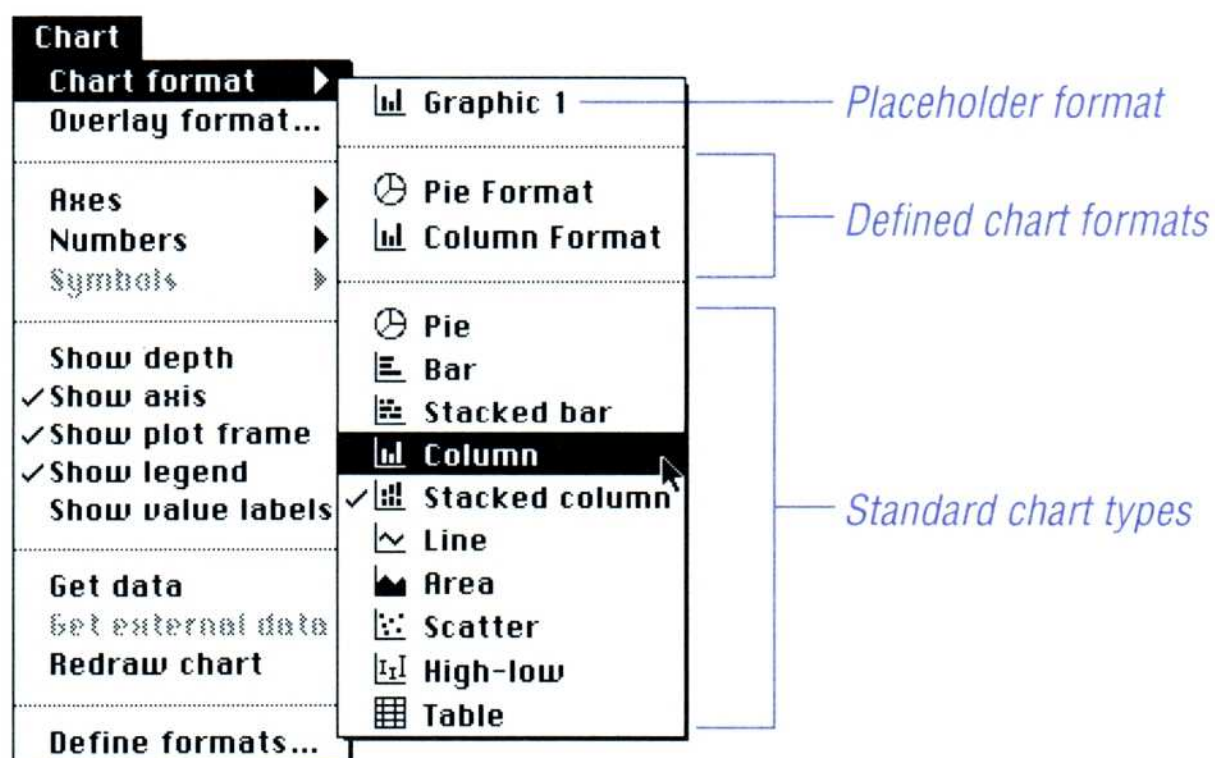
Persuasion opens your presentation's data sheet. If you have plotted other charts and tables in the current presentation, the data for them will be displayed in the data sheet.

4. Click an insertion point below or beside existing data, enter your data, and then select it.

You can also import your data or open an external spreadsheet. See "Working in the data sheet" in the following section for details.



5. If you are creating an independent chart, choose “Chart format” from the Chart menu. Then choose the standard or defined format you want from the submenu.



When you are on a slide to which “Graphic 1” or “Graphic 2” is assigned, you will see the format for the chart placeholder listed in the top section of the submenu.

If you are creating a placeholder chart, skip Step 5.

Make sure that the chart format you choose is appropriate to your data.



## 6. Click the “Plot” button in the data sheet.

The data will be plotted on your target slide, formatted by the placeholder on the slide master or by the format you chose from the “Chart format” submenu.

When you click on the slide, the data sheet window remains open behind the presentation window. To view the data sheet again, click any visible portion of the data sheet to bring it to the front, choose “Get data” from the Chart menu, or select “Data sheet” from the File menu.

If you are creating an independent chart, you will have to size and position it on the slide after plotting it.

**Note:** If the data you selected in Step 4 is inappropriate for the chart format you have chosen, Persuasion displays a message to that effect and plots only the appropriate data. For example, if you are plotting data in the pie chart format, and you selected more than one data series, Persuasion only plots the first data series.

## Working in the data sheet

Persuasion’s data sheet looks and works like other electronic spreadsheets with which you may already be familiar. Each presentation has one data sheet, which can contain multiple sets of data for as many charts as you have in your presentation.

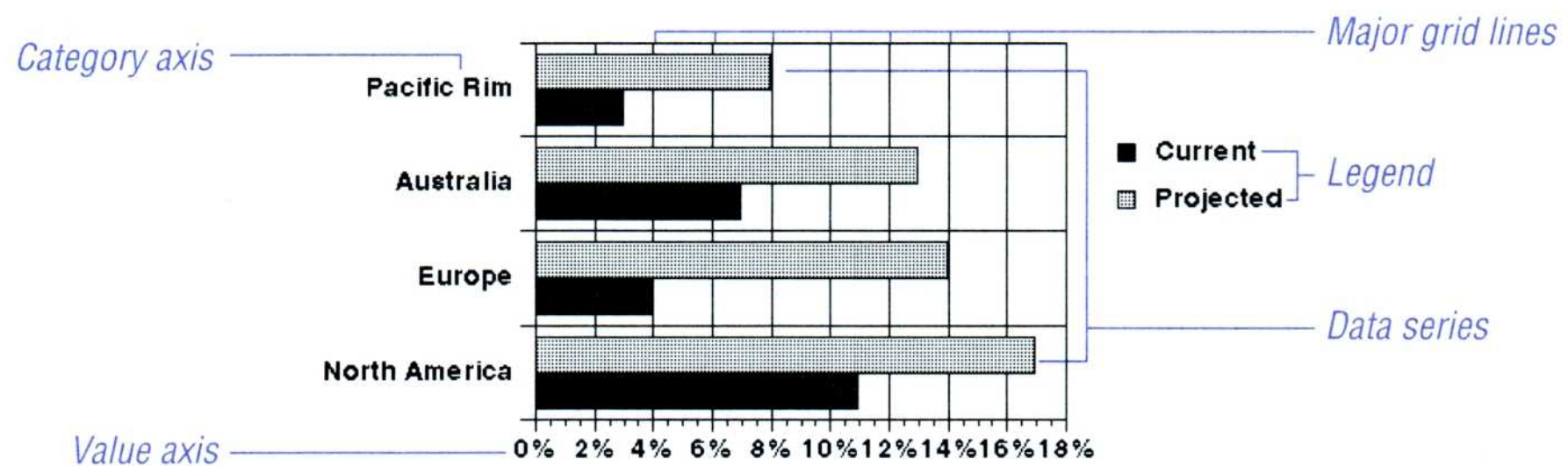
	1	2	3	4	5	6
1		Current	Projected			
2	North America	11%	17%			
3	Europe	4%	14%			
4	Australia	7%	13%			
5	Pacific Rim	3%	8%			
6						
7						
8						
9						
10						
11						
12						
13						

Series labels usually appear as the legend for your chart, and category labels appear on the category axis (usually the horizontal axis).

You can enter or access data to be plotted in three ways:

- Enter the data from scratch into your presentation's data sheet.
- Import a file saved in WKS (Lotus 1-2-3 1A) or ASCII (text-only) format from another spreadsheet program.
- Open an external spreadsheet to use a portion of its data without importing the entire file.

Once you have entered or imported data, or opened an external spreadsheet, you can choose to plot the data in one of Persuasion's 10 chart and table formats.



This bar chart was plotted from the data in the data sheet shown in the previous illustration.

	Current	Projected
North America	11%	17%
Europe	4%	14%
Australia	7%	13%
Pacific Rim	3%	8%

Here is the same data plotted as a table.

## Entering data from scratch

Entering data in Persuasion's data sheet is much like entering data in any of the popular spreadsheet applications: simply open the data sheet work area, click an insertion point in the cell where you want to start, and type in the data. You can also select the group of cells you'll need for your data so that you can press Return after each entry to move down each column and to the top of the next one within the selected area.

### ► To enter data from scratch:

1. In the data sheet, click an insertion point in a cell, or select the cells where you want to enter data to limit cursor movement to that area.
2. Enter your data:

Press	To do this
Tab or Right arrow	Move right one cell
Shift + Tab or Left arrow	Move left one cell
Return or Down arrow	Move down one cell
Shift + Return or Up arrow	Move up one cell

**Note:** Try to limit category labels to nine characters. If you enter more than nine, they may overlap when you plot the data.

#### Tip:

If you consistently have more data than will fit in the columns in the data sheet, click the column boundary next to the column number at the top, and drag to widen it. (Persuasion accepts all the data regardless of the column width, but widening the column allows you to see it without selecting each cell.) This reformat will remain in effect until you close the file.

## Importing data from a spreadsheet program

Persuasion accepts data from any spreadsheet program that can save files in the WKS or ASCII text format. When importing an ASCII text file, Persuasion puts the information it finds between tabs in separate columns of the data sheet. Once you import the data, it is stored in the data sheet work area and becomes a permanent part of your presentation.

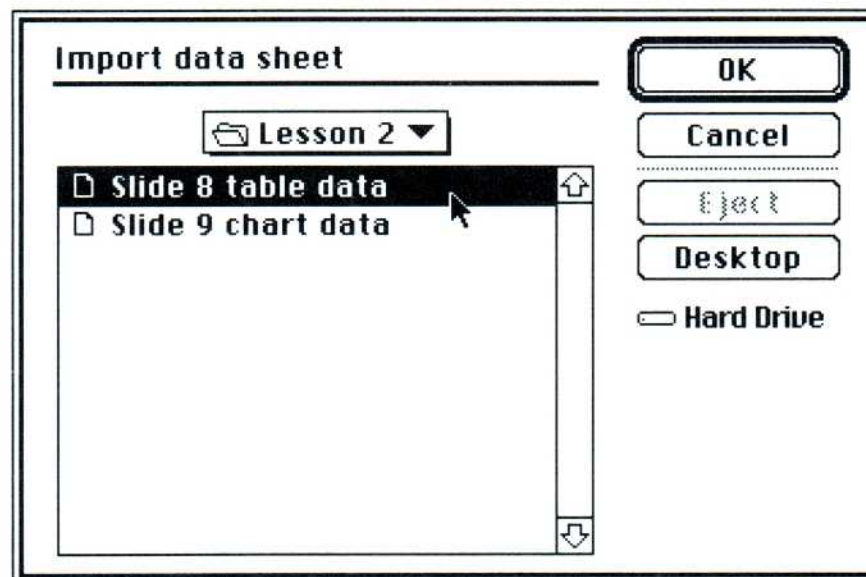
### ► To import to the data sheet:

1. In the data sheet, click an insertion point where you want the upper-left cell of the imported data to be placed.

**Note:** Click your insertion point beside or below any existing data in your data sheet. Otherwise, the imported data may overwrite your existing data.

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

A message appears reminding you to click your insertion point beside or below existing data. If you have done so, click “OK” to see the “Import data sheet” dialog box. If not, click “Cancel” and repeat Steps 1 and 2.



3. In the list box, select the name of the file you want to import.

4. Click “OK.”

Persuasion brings the contents of the external file into your data sheet.

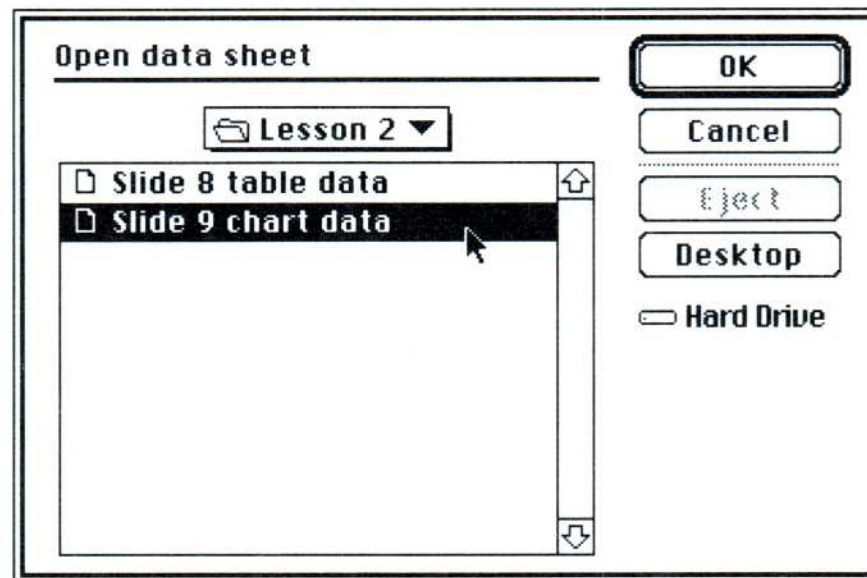
### *Plotting from an external spreadsheet*

Persuasion also lets you open an external spreadsheet and view it in a temporary work area. This method is ideal for plotting selected information, such as sales totals, from large spreadsheets.

**Note:** The external spreadsheet must be saved in ASCII or WKS format.

#### ► **To plot a chart from an external spreadsheet file:**

- 1. Choose “Data sheet” from the File menu, and then choose “Open external” from the submenu.**
- 2. Choose the file you want to open from the list box.**



- 3. Click “OK.”**

You will see the file on the screen in the Persuasion data sheet format. This is a temporary data sheet, not the main data sheet for your presentation. You cannot change information in it.

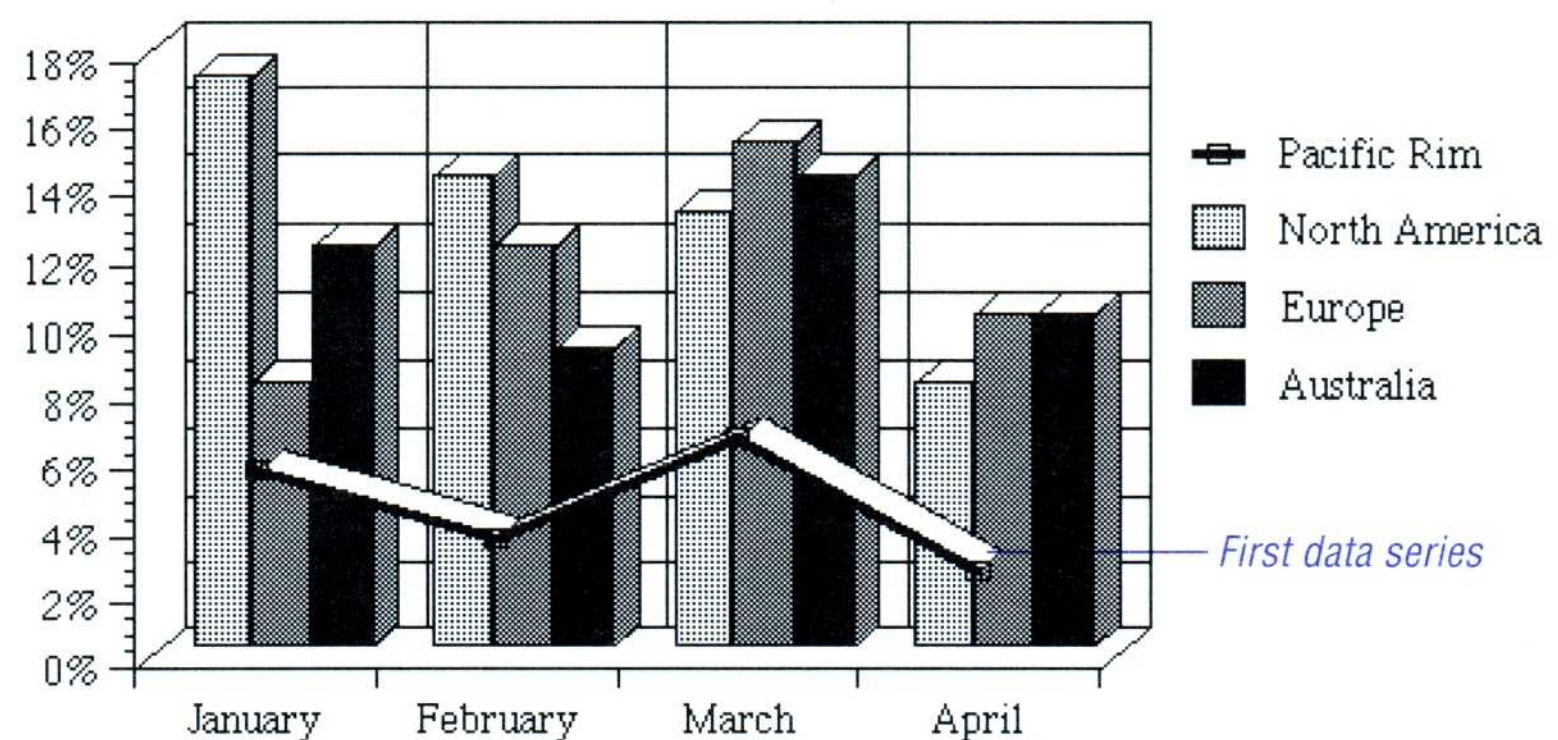
- 4. Select the data you want to plot. Optionally, choose a chart format from the “Chart format” submenu, and then click the “Plot” button.**

Persuasion copies the selected data to your data sheet where you can edit it.

## Creating an overlay chart

Persuasion gives you the ability to combine two different chart types for plotting a single set of data. This feature makes it easy to emphasize certain data in comparison to other data.

For example, you might want to plot sales figures for the various divisions of your company, but you particularly want to point out how the Pacific Rim division is doing in comparison to the other three divisions. Persuasion's overlay chart feature lets you plot one kind of chart showing the sales for all the divisions except the Pacific Rim, and then plot the Pacific Rim division sales in another format that is overlaid on the first.

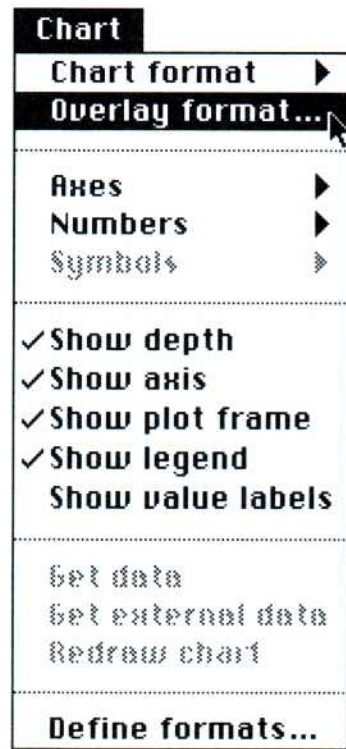


	1	2	3	4	5
1		Pacific Rim	North America	Europe	Australia
2	January	.06	.17	.08	.12
3	February	.04	.14	.12	.09
4	March	.07	.13	.15	.14
5	April	.03	.08	.10	.10

First data series

The first data series is plotted as a line chart that overlays the remaining data series that are plotted as a column chart.

In the “Chart overlay” dialog box, you can specify how many data series to plot on the overlay chart. (A data series is a column in the data sheet. However, note that you can switch rows and columns with the “Rows are...” command from the Chart menu, and a series then becomes a row.) The remaining data series are plotted on the primary chart (the one in back). If you specify three data series for the overlay chart, Persuasion plots the first three data series on the overlay and the remaining data series on the primary chart. Therefore, you should structure your data sheet so that data for the overlay chart is located to the left of data for the primary chart.



► **To create an overlay chart:**

1. Open the data sheet, and select the total data to be plotted.
2. Choose “Chart format” from the Chart menu, and choose a chart type for the primary (back) chart from the pop-up menu.
3. Choose “Overlay format...” from the Chart menu.
4. In the “Chart overlay” dialog box, select a chart type for the overlay chart from the “Overlay type” pop-up menu.

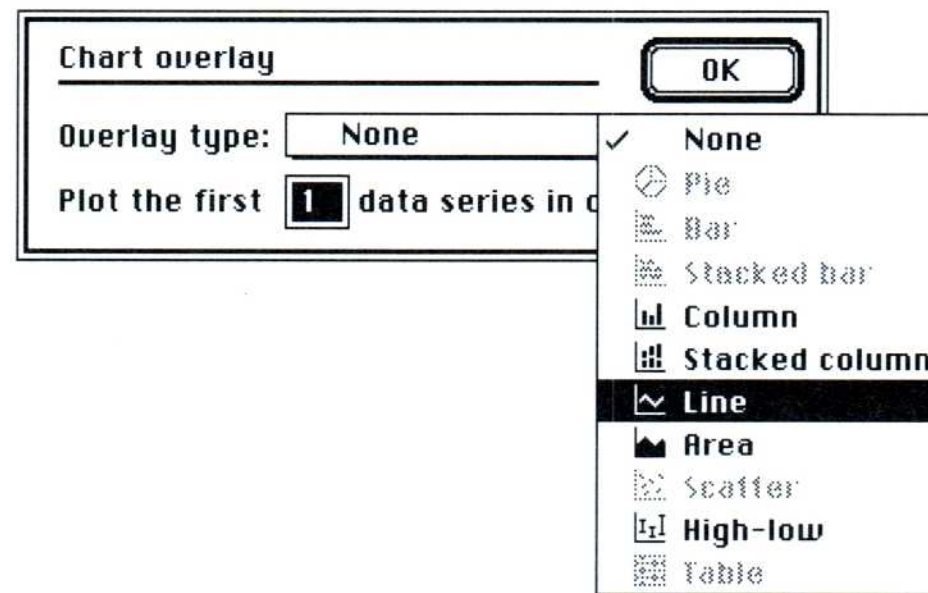


Chart types that cannot overlay the primary chart type are dimmed.

5. Specify the number of data series to plot on the overlay chart, and then click “OK.”

The default is one series.

6. Click “Plot.”

► **To add an overlay to an existing chart:**

1. Select the chart.
2. Choose “Overlay format...” from the Chart menu.
3. In the “Chart overlay” dialog box, select a chart type for the overlay chart from the “Overlay type” pop-up menu.

Chart types that are incompatible with the primary chart type are dimmed.

4. Specify the number of data series to plot on the overlay chart, and then click “OK.”

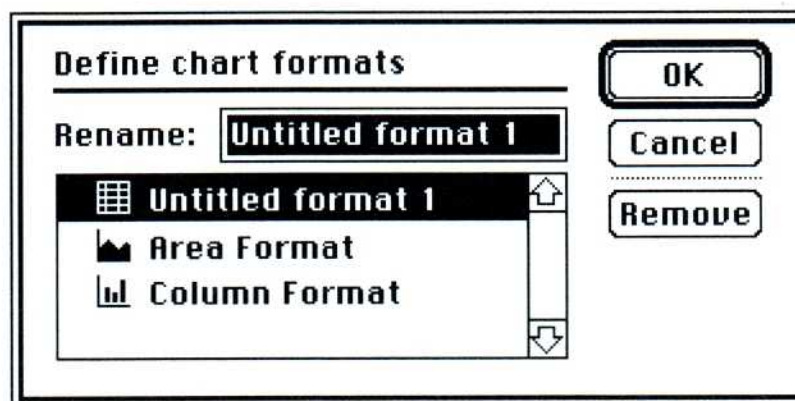
Persuasion replots the data into an overlay chart.

## Defining chart formats

“Define formats...” lets you define custom chart or table formats to apply to other charts or tables in your presentation.

### ► To define your own chart formats for later use:

1. Select the chart or table with the format you want to define as a custom format.
2. Choose “Define formats...” from the Chart menu.



3. Type a name for the custom chart or table format in the “Rename” box.
4. Click “OK.”

The defined chart format appears as an option on the “Chart format” submenu. Apply the defined chart format to charts or tables just as you would any of Persuasion’s standard chart types.

### ► To remove defined chart formats from the “Chart format” submenu:

1. Choose “Define formats...” from the Chart menu.
2. Click to select the name of the custom format in the list box, and then click “Remove.”
3. Click “OK.”

## *Editing the data sheet for a chart*

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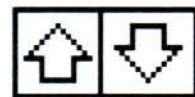
Once you have viewed your chart, you may need to make changes or corrections to the data. After you change the data in a data sheet, you need to replot the chart.

### *Locating data in the data sheet*

Although you can use the vertical and horizontal scroll bars to move in the data sheet, there are more useful ways to locate the data you want. You can use the arrows and toggle box in the upper-right corner of the data sheet to locate sets of data and to specify a target chart for replotting. You can also move from the chart on a slide to its data in the data sheet using the “Get data” command from the Chart menu.

### *Moving through sets of plotted data*

The arrows and toggle box in the upper-right corner of the data sheet allow you to view sets of data on the data sheet. The area to the left of the arrow icons identifies the chart type and location of the target chart where the highlighted data is plotted. (If the target chart is italicized, the current selection range is different from the one last plotted.)



- ▶ **To move between the currently selected data and all previously plotted sets:**

**Click the arrow icons.**



- ▶ **To toggle between the currently selected data and the previous selection:**

**Click the toggle box icon.**

You can use these features to identify a set of data target charts (which will be replaced when replotted) or to plot a different set of data with an existing chart format. For more information on using existing data sets to plot new charts, see “Replotting a chart” later in this chapter.

### *Identifying data associated with an existing chart*

If you are working on a slide and need to change the data in its chart, you can go directly to the relevant set of data in Persuasion’s data sheet or in an external data sheet using the “Get data” commands from the Chart menu.

#### ► **To identify data for a chart from Slide view:**

- 1. Select the chart whose data you want to view.**
- 2. Choose one of the following from the Chart menu:**
  - “Get data” to go to the Persuasion data sheet
  - “Get external data” to go to the external file

Persuasion displays the data sheet and selects the data used to create the chart or table. You can then edit it for replotting.

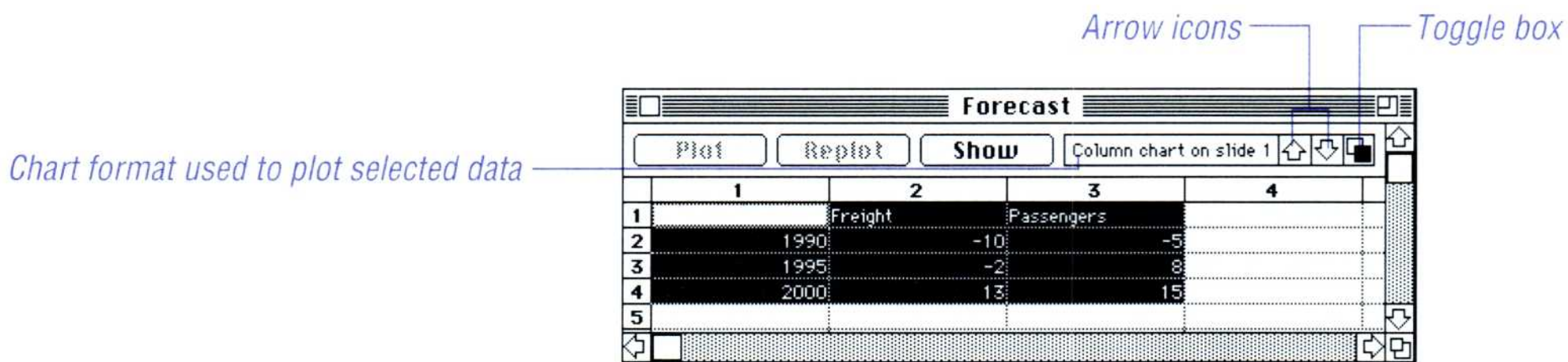
## Locating the chart from its data

You can go to the chart that was plotted from a particular set of data by using the “Show” button.

### ► To locate a particular chart from its data:

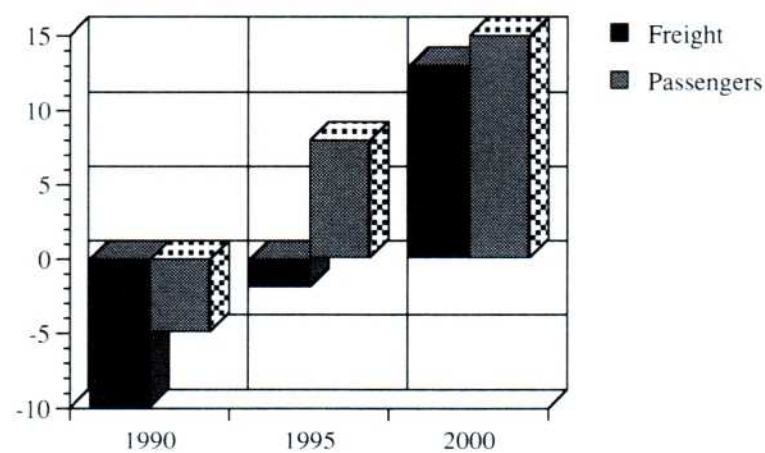
1. In the data sheet, click the toggle box or arrow icons in the upper-right corner to select the data for the chart you want to locate. (You cannot drag-select it.)

The area next to the arrow icons tells you its chart format and where the selected data is plotted.



You can find an existing chart by highlighting its data in the data sheet using the arrow icons or the toggle box.

2. Click the “Show” button.
3. To see the slide, click any visible part of the slide to bring the slide in front of the data sheet or close the data sheet.



## ***Editing data in the data sheet***

Editing in Persuasion's data sheet is like editing data in spreadsheet programs on the Macintosh. First, you select the data you want to edit, and then you choose from the commands on the Edit menu.

### **► To select cells in the data sheet:**

**Choose one of the following techniques:**

<b>To select</b>	<b>Do this</b>
A rectangular group of cells	Drag diagonally to include the cells you want.
One row or one column	Click the row or column number on the data sheet.
Several rows and columns	Click the row or column number and then drag to include several rows or columns. Or, Shift + click to extend the selection.

After you select data, you can:

- add or delete a row or column.
- cut, copy, or move data to other locations.
- edit data in a specific cell.

### **► To add or delete a row or column:**

**1. Click the number at the beginning of the row or column to select the entire row or column.**

**2. Choose “Insert” or “Delete” from the Edit menu.**

If you choose “Insert,” an empty row or column is inserted above or to the left of the selection respectively. If you choose “Delete,” the selection is deleted.

► **To move or copy data to a new location:**

1. **Select the data that you want to move or copy.**
2. **To move the data to a new location, choose “Cut” (Command + X) from the Edit menu. To duplicate the data at a new location, choose “Copy” (Command + C) from the Edit menu.**
3. **Click the cell where you want to move or copy the data.**
4. **Choose “Paste” (Command + V) from the Edit menu.**

► **To add, change, or delete data in a cell:**

1. **Click the empty cell where you want to add, replace, or delete text.**
2. **Enter new information, type over existing information, or press Delete.**

## ***Replotting a chart***

After you have edited the data in a data set, you need to replot the chart. You can use the “Replot” button any time a target chart is specified in the top right message area of the data sheet. (If the target chart is italicized, “Replot” is not available.)

If you modify the chart using commands from the Chart menu while the data sheet is active and a target chart is specified, the changes will not be put into effect until you use the “Replot” button. The same changes made in Slide view go into effect instantly without replotting.

► **To replot a chart:**

1. **Select the chart you want to replot in Slide view and choose “Get Data” from the Chart menu. Or, in the data sheet, select the data you want to replot by clicking the arrow icons.**

You cannot drag-select the data and produce the same effect.

2. **Edit the data, change the selection range, or make selections from the “Chart” menu.**

3. **Click the “Replot” button.**

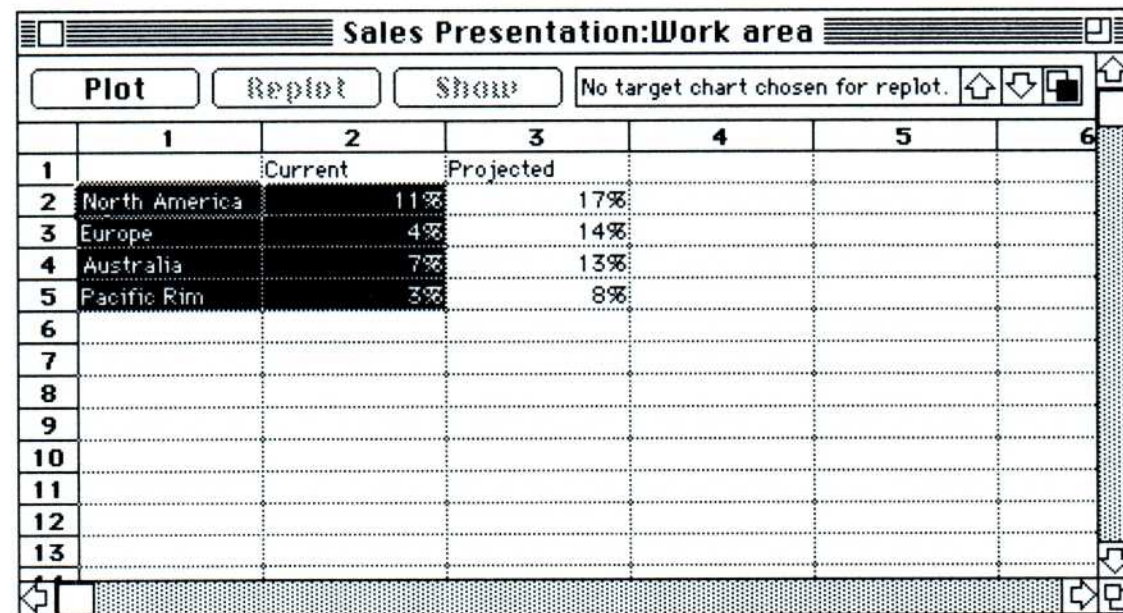
If the data you’ve selected for replotting is different than the original data for the selected chart, a message notifies you of the change.

## Plotting a new chart from existing data

You can use the data already in your data sheet to plot other charts—you do not need to re-enter the data. For example, you may want to use the same set of data for a chart with a different format, or you may want to use only the totals in a complex set of data to plot a summary chart.

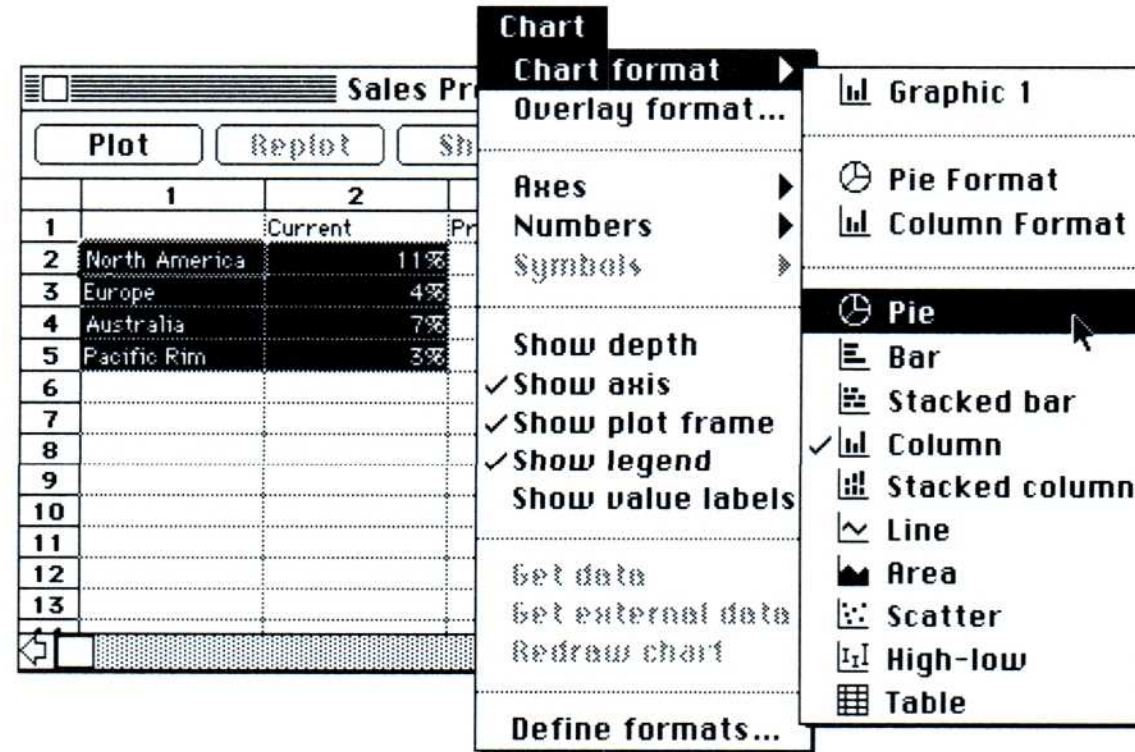
### ► To plot a new chart from existing data:

1. Go to the slide for the new chart, and open the data sheet.
2. In the data sheet, drag to select the set of data or the portion of a data set that you want to plot.



	1	2	3	4	5	6
1		Current	Projected			
2	North America	11%	17%			
3	Europe	4%	14%			
4	Australia	7%	13%			
5	Pacific Rim	3%	8%			
6						
7						
8						
9						
10						
11						
12						
13						

3. Make any changes you want to the chart format using any of the commands from the Chart menu.



4. Click the "Plot" button.

A new chart is plotted according to the format designated.

## Plotting data using the format of an existing chart

If you like the way you have customized the format of a chart, you can apply that format directly to a new chart, rather than define it as a custom chart format.

### ► To plot a set of data using the format of an existing chart:

1. Go to the slide on which you want the chart to appear.
2. In the data sheet, click the arrow icons until the highlighted data set has the format you want listed next to the arrow icons. Or, if you previously selected this set, use the toggle box icon to move directly to it.

	1	2	3	4	5	6
1		Current	Projected			
2	North America	11%	17%			
3	Europe	4%	14%			
4	Australia	7%	13%			
5	Pacific Rim	3%	8%			
6	TOTAL	7%	14%			
7						
8		This Year	Next Year	The Year After		
9	Revenue	1140	1568	1848		
10	Costs	570	705	739		
11	Margin	570	862	1108		
12	Expenses	80	90	100		
13	Net Profit	245	386	504		

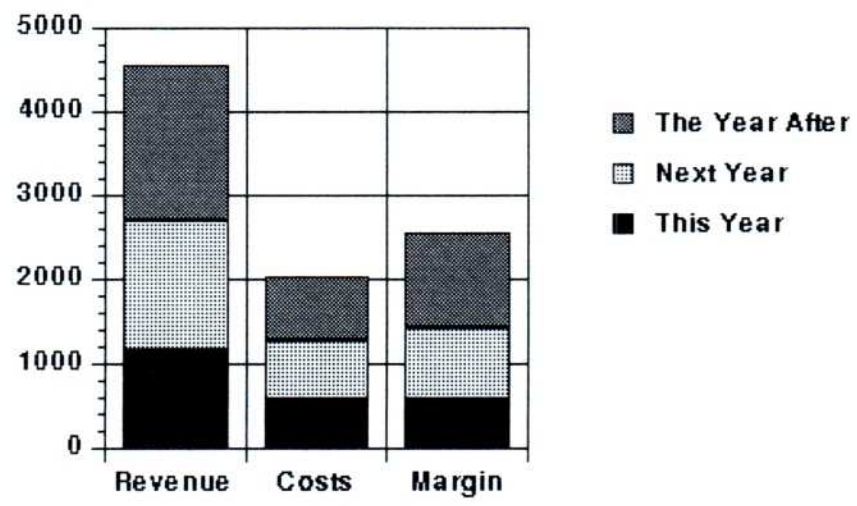
3. Drag to select the new data you want to plot using the previous format. (Enter it first, if necessary.)

	1	2	3	4	5	6
1		Current	Projected			
2	North America	11%	17%			
3	Europe	4%	14%			
4	Australia	7%	13%			
5	Pacific Rim	3%	8%			
6	TOTAL	7%	14%			
7						
8		This Year	Next Year	The Year After		
9	Revenue	1140	1568	1848		
10	Costs	570	705	739		
11	Margin	570	862	1108		
12	Expenses	80	90	100		
13	Net Profit	245	386	504		

The chart format information next to the arrow icons becomes italicized if it is not associated with the currently selected data, but it does indicate the format for the new chart you are plotting.

**4. Click the “Plot” button.**

Persuasion plots the selected data to the target slide, using the chart format from the other location.



## Modifying your chart on the slide

You can change the format of a chart in a variety of ways on the slide whether it is a placeholder or an independent chart. (Although you typically make these changes after you plot your chart in Slide view, you can make the changes using commands from the Chart menu before you plot your chart from the data sheet.)

### Editing chart labels and table data on the slide

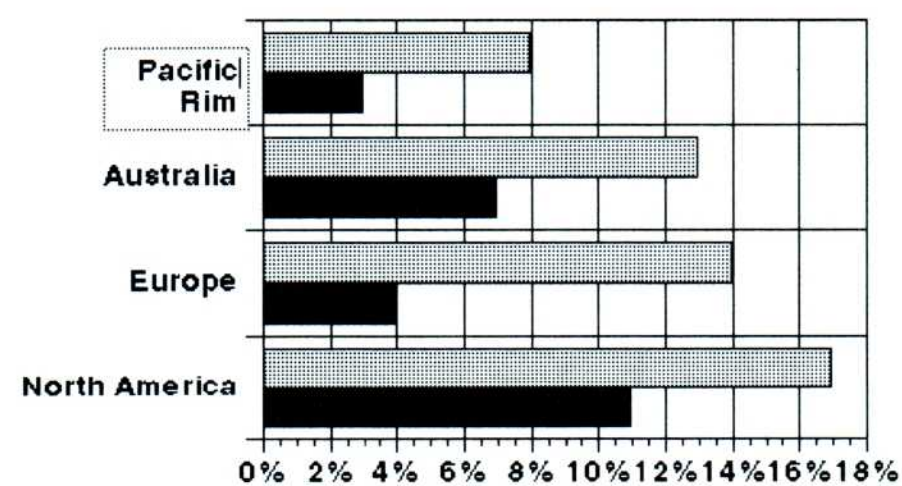
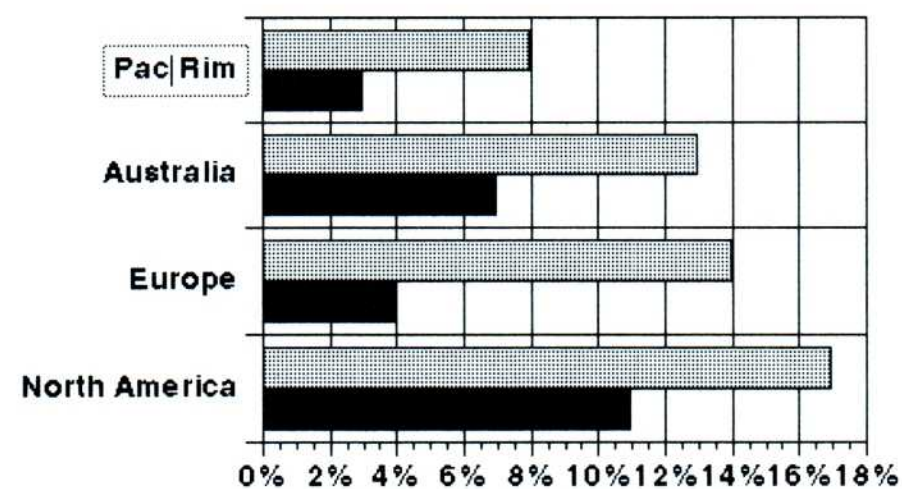
Changes made in Slide view to chart labels or to table text and labels flow back to the data sheet.

#### ► To edit labels on a chart:

1. Select the text tool.
2. Click where you want to insert text, double-click where you want to replace text, or drag-select the text you want to change.

Edit as you would any text.

3. Type the new label.



#### Tip:

If you add enough text at a large enough size to a label on the vertical axis, it may wrap to the next line and overwrite the label below it. To correct the problem, select the chart on the slide, choose “Get data,” and then click “Replot.” The label line lengths are extended and no longer wrap.

► **To edit text or data in the table:**

- 1. Select the text tool.**
- 2. Click where you want to insert text, double-click where you want to replace text, or drag-select the text you want to change.**

Edit as you would any text.

	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108

- 3. Type the new text or data.**

	This Year	Next Year	The Year After The Year Before
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108

	This Year	Next Year	The Year After The Year Before
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108

When you select the pointer tool again, the table is reformatted to accommodate the new text.

## Changing the chart format

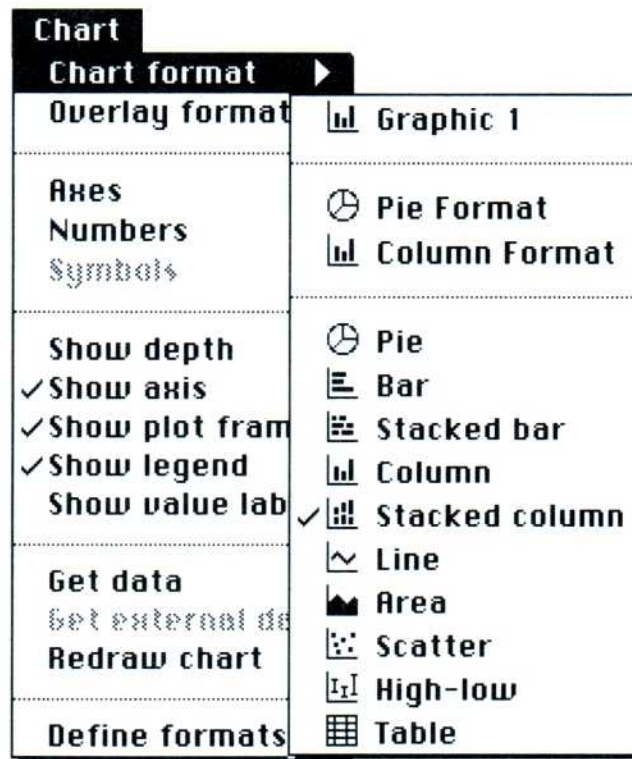
You can change the type of chart you have by selecting it and choosing a different format from the “Chart format” submenu. If you change the format in Slide view, your chart is reformatted immediately.

### ► To change the format of your chart:

1. Select the chart.
2. Choose “Chart format” from the Chart menu, and then choose a new format from the submenu.

Your chart is replotted according to the change in chart format. (If you make this change from the data sheet, you need to click the “Replot” button for the chart to be replotted.)

For more information about chart formats, see “Choosing a chart format” earlier in this chapter.

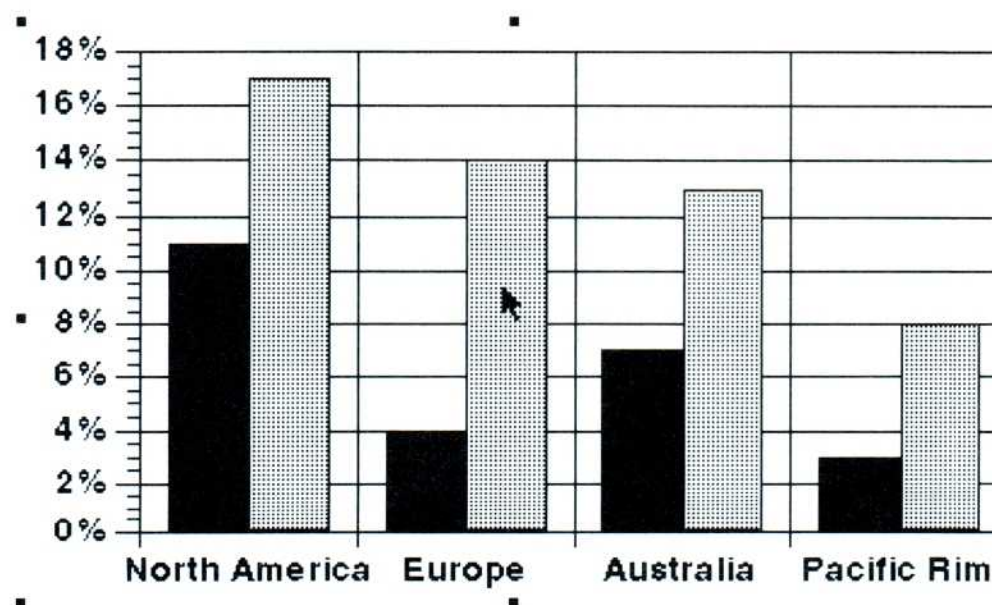


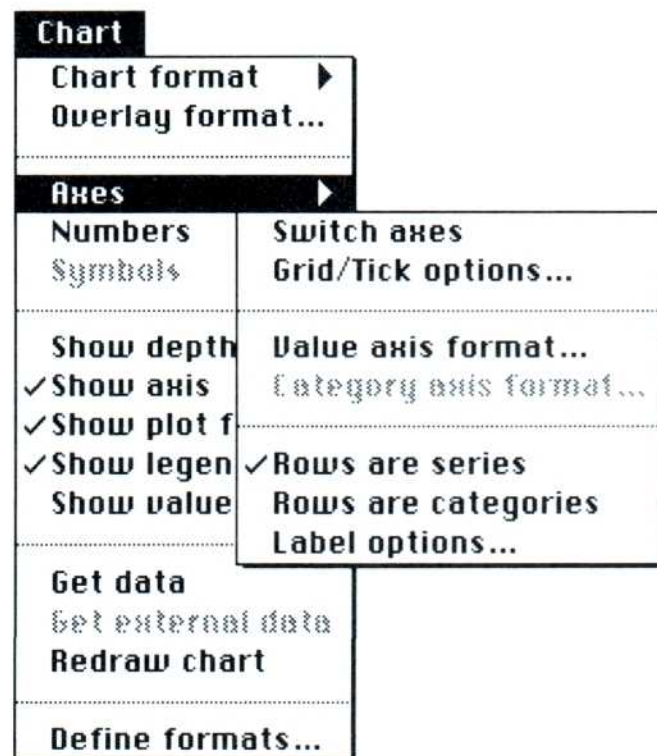
## Changing the axes

Sometimes you may want to switch the axes on your chart. For example, your labels may be too long to be readable on the category (horizontal) axis, so you can make that axis vertical. You can also make other changes to the axes, such as the format of tick marks.

### ► To change options for chart axes:

1. Select the chart.

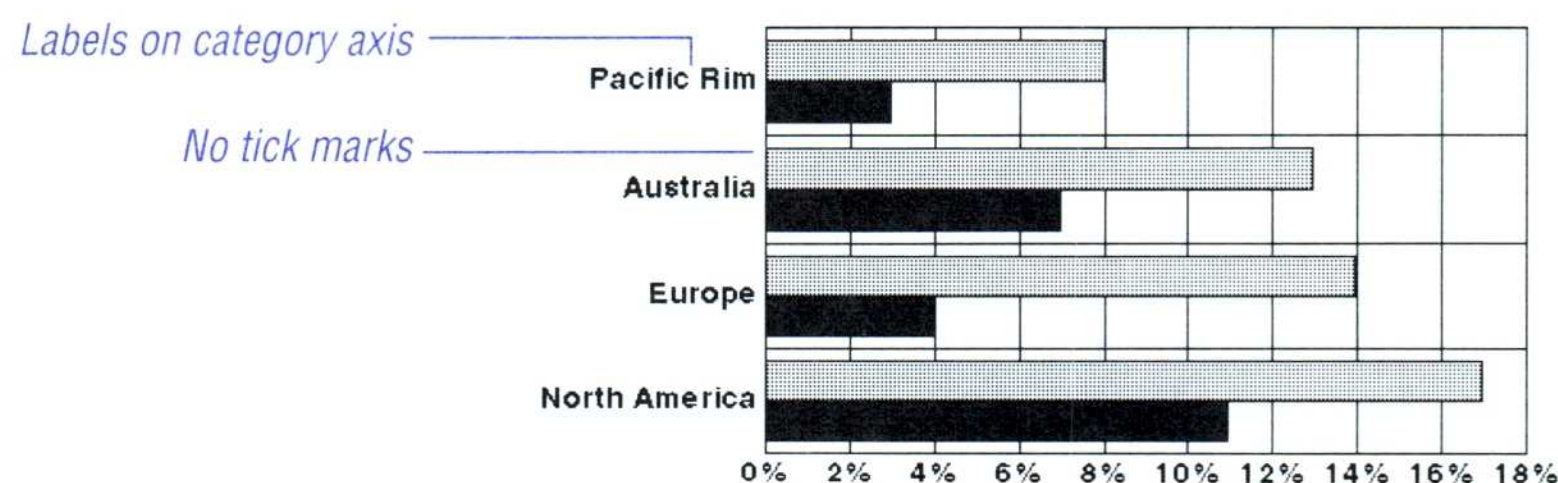




2. Choose “Axes” from the Chart menu. Then choose an option from the submenu:

Option	Description
Switch axes	Turns a chart on its axes.
Grid/Tick options...	Lets you change the grid lines and tick marks on a chart and turn them on or off. (See the Axis grid/tick options dialog box that follows this procedure.)
Value axis format...	Lets you change the plot range, tick mark spacing, and scale of the value axis. (See the Value axis format dialog box that follows this procedure.)
Category axis format...	Lets you change the plot range, tick mark spacing, and scale of the category axis for scatter charts. (See the Category axis format dialog box that follows this procedure.)
Rows are series	Lets you choose rows as data series.
Rows are categories	Lets you choose rows as categories.
Label options...	Lets you specify how much of your selected data consists of labels (category and series) rather than data. (See Setting label options following this procedure.)

**Note:** The first four options are not applicable to pie charts.



“Switch axes” and “Grid/Tick options...” were used to change the chart shown in Step 1 into this one.

3. If necessary, click “OK.”

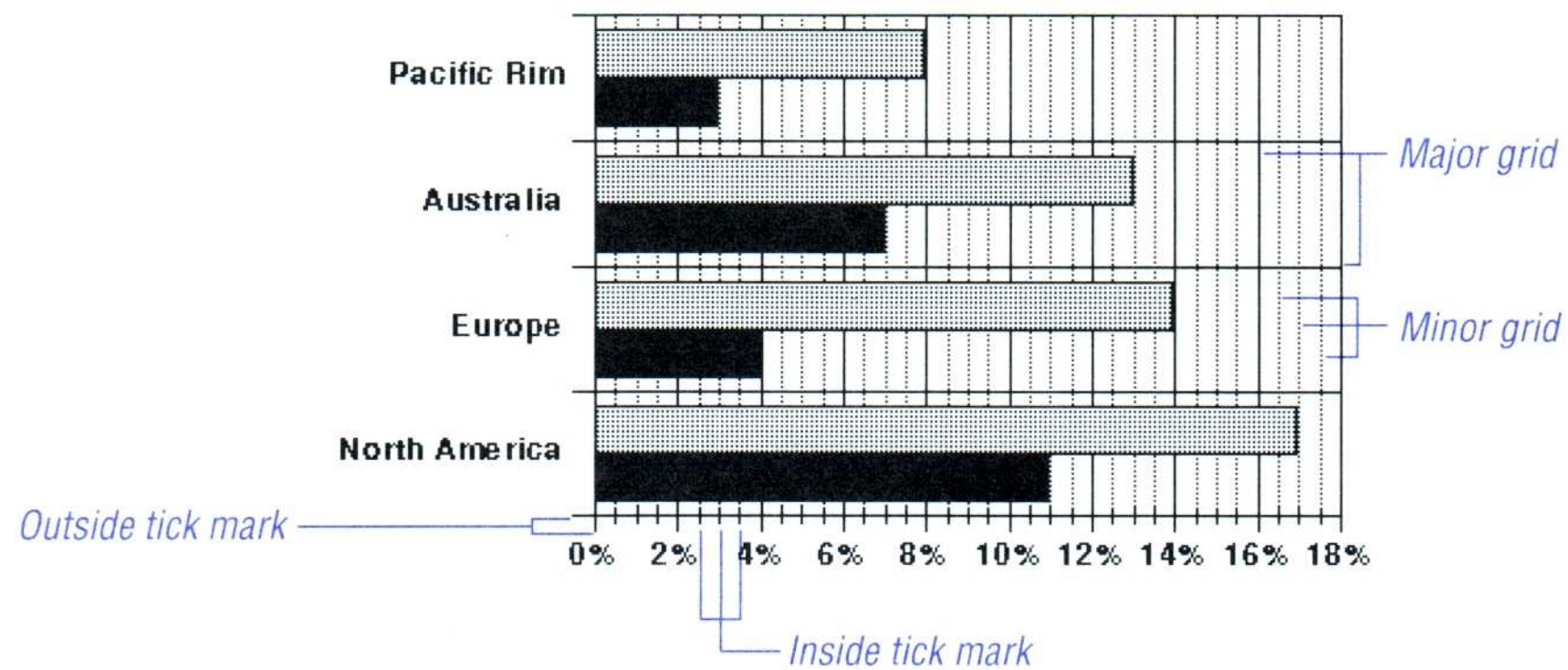
## Setting grid/tick options

You can control the display of major and minor grid lines and tick marks without modifying the chart in any other way. If all the grid and tick options are turned off, “Show plot frame” on the Chart menu can be used to display the outside frame of the chart.

Axis grid/tick options		OK
<b>Value axis:</b>	<b>Category axis:</b>	Cancel
<input checked="" type="checkbox"/> Show major grid	<input checked="" type="checkbox"/> Show major grid	
<input type="checkbox"/> Show minor grid	<input type="checkbox"/> Show minor grid	
<input checked="" type="checkbox"/> Outside tick marks	<input checked="" type="checkbox"/> Outside tick marks	
<input type="checkbox"/> Inside tick marks	<input type="checkbox"/> Inside tick marks	

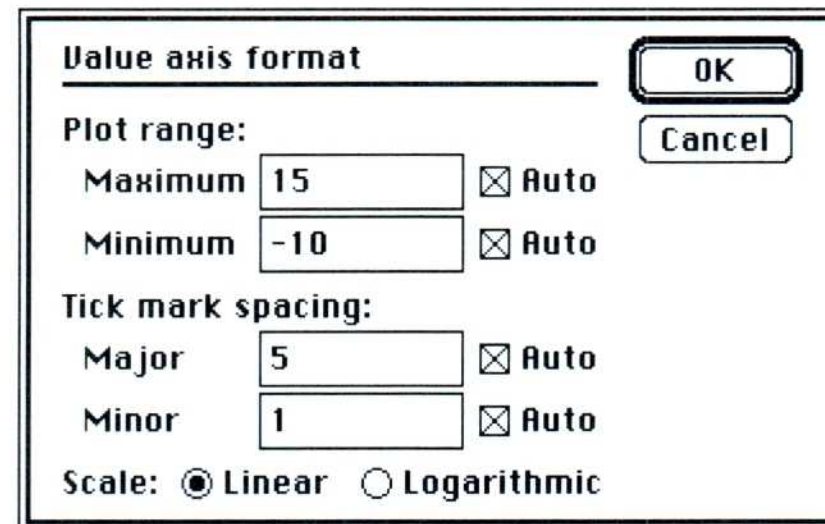
Only effective for scatter charts

The grid is an extension of the tick marks.



### Setting the value axis format

You can modify the plot range of the value axis or change the spacing of the tick marks in the “Value axis format” dialog box. Normally, the plot range and tick mark spacing are automatically generated by the numbers in your data sheet. If, for some reason, you care to extend or alter the plot range or change the tick mark spacing, you can enter the numbers you want here. You can also have values expressed logarithmically rather than in linear terms on the value axis.



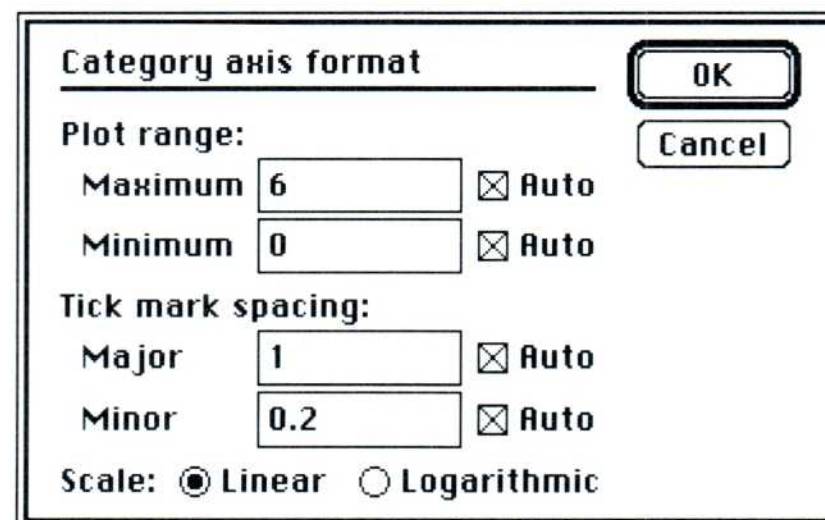
The "Value axis format" dialog box is shown with the following settings:

- Plot range:**
  - Maximum: 15  Auto
  - Minimum: -10  Auto
- Tick mark spacing:**
  - Major: 5  Auto
  - Minor: 1  Auto
- Scale:**  Linear  Logarithmic

Buttons: OK, Cancel

### Setting the category axis format

This command works the same as the “Value axis format...” command, except it is only available for scatter charts.



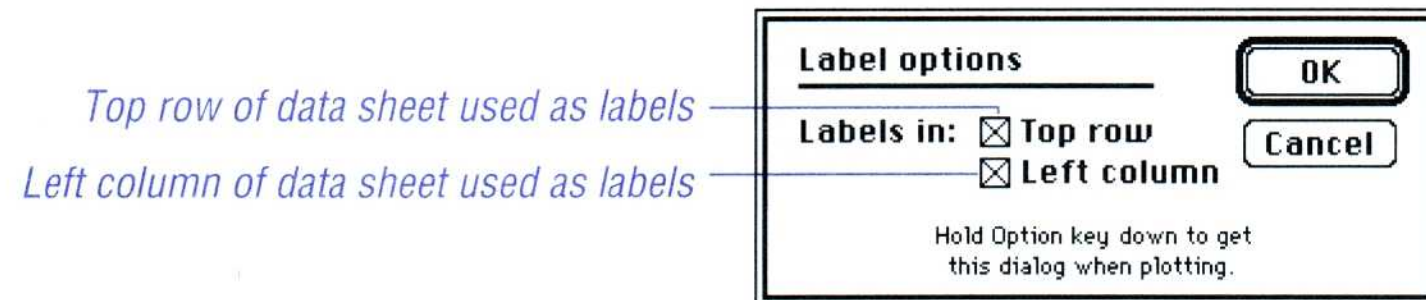
The "Category axis format" dialog box is shown with the following settings:

- Plot range:**
  - Maximum: 6  Auto
  - Minimum: 0  Auto
- Tick mark spacing:**
  - Major: 1  Auto
  - Minor: 0.2  Auto
- Scale:**  Linear  Logarithmic

Buttons: OK, Cancel

## Setting label options

Usually Persuasion regards the left column and the top row of the selected data in your data sheet as the labels for the two axes of your chart. If, however, one or both of them consist of numbers (for example, years), Persuasion will need clarification that you do indeed want these values regarded as labels and not values for plotting. In this case, the “Label options” dialog box automatically appears so that you can indicate your preference.



An infrequent use for the “Label options” command is to create a pie chart without labels. By selecting a single column of numerical values in the data sheet, choosing “Pie” as a chart format, and clicking “Plot,” you can cause the “Label options” dialog box to appear. (If you are replotting data from an existing chart, click “Replot” while holding down the Option key to get the “Label options” dialog box.) Make sure neither box is checked, and click “OK” to plot the pie chart without labels. Keep in mind that since you have no labels, you will not have a legend either.

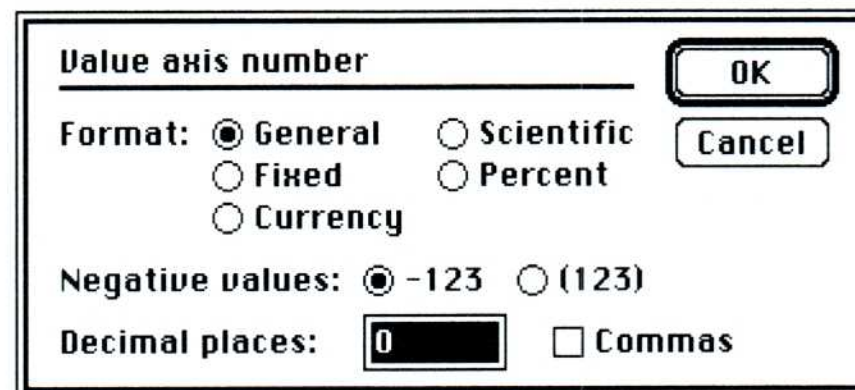
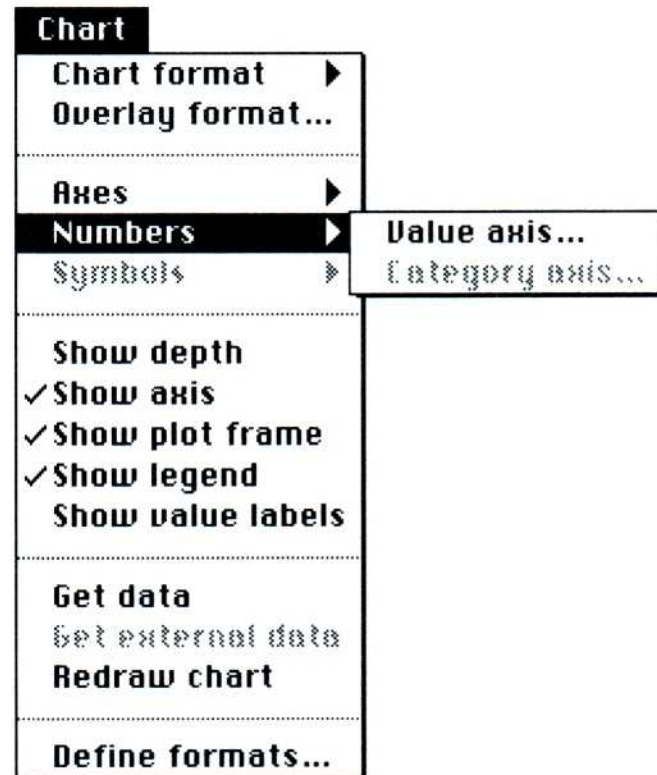
## Formatting numbers on axes or in a table

You can change the format of numbers in a chart without retyping them.

► To format numbers displayed on a chart axis or in a table:

1. Select the chart or table.
2. Choose “Numbers” from the Chart menu, and then choose either “Value axis...” or “Category axis...” from the submenu.

“Category axis...” is available only for scatter charts.



**3. Choose from the following formatting options displayed in either the “Value axis number” or “Category axis number” dialog boxes:**

<b>Option</b>	<b>Description</b>
General	Shows numbers as you entered them on the data sheet. This is the default option.
Fixed	Sets a fixed number of decimal places. Click “Fixed,” and then enter the number of decimal places you want in the “Decimal places” field.
Currency	Places a currency sign before numbers on your chart. Click “Currency,” and then enter the number of decimal places you want in the “Decimal places” field (typically two).
Scientific	Displays numbers in scientific notation.
Percent	Shows numbers as a percentage.
Negative values	Shows negative numbers with a minus sign or parentheses.
Decimal places	Displays numbers with the number of decimal places you specify.
Commas	Inserts a comma every three digits in numbers of four digits or more.

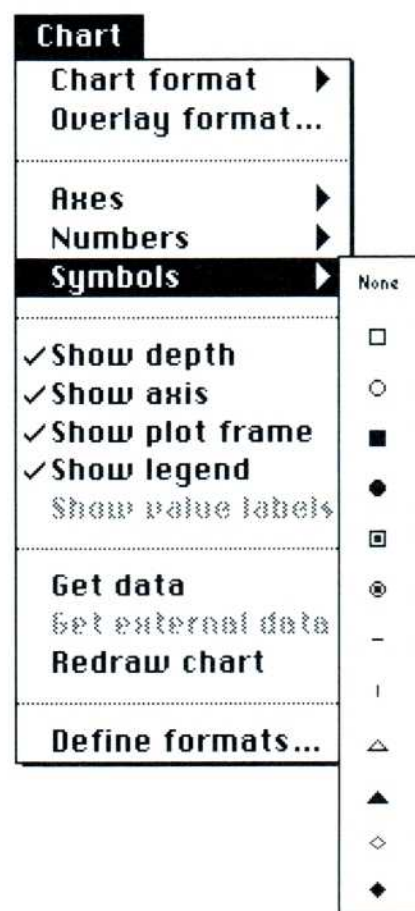
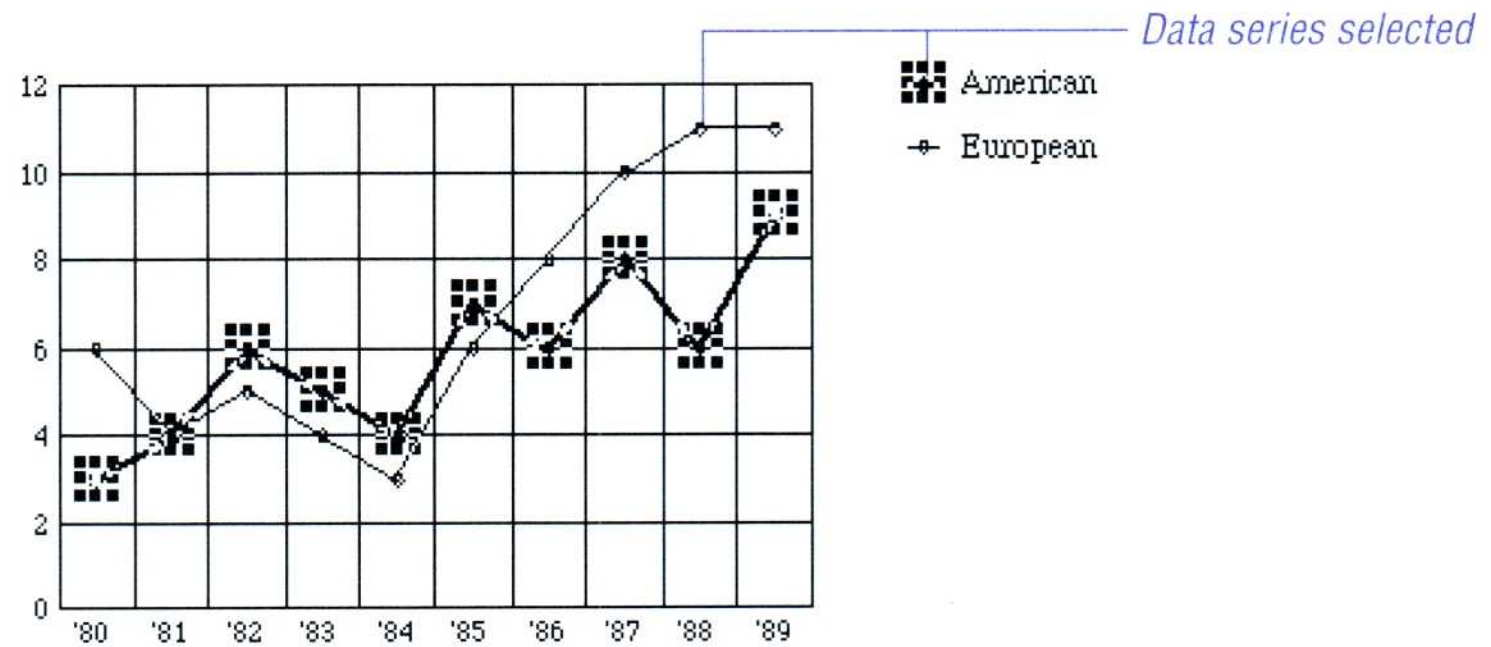
**4. Click “OK.”**

## Changing the chart symbols

On scatter, line, or high-low charts, you can specify the type of symbol you want to represent the data point.

► To change the symbols used to plot data on a line, scatter, or high-low chart:

1. On your chart, double-click the data series you want to change.



2. Choose "Symbols" from the Chart menu, and then choose the symbol you want from the submenu.

## Showing various features of a chart

You can show or hide various features of a chart, such as its plot frame, its legend, and its value labels. You can also give a chart a three-dimensional look by choosing “Show depth.”

### ► To show a chart’s features:

**With a chart selected, choose these commands from the Chart menu to turn features on or off:**

<b>Command</b>	<b>When selected, shows the</b>
Show depth	Table or chart in three dimensions.
Show axis	Axes, plot frame, labels, grid lines, and marks, <i>if</i> tick and grid options are on.
Show plot frame	Top and right side of plot frame. Toggles off <i>if</i> all tick and grid options are off.
Show legend	Chart legend.
Show value labels	Data values beside the bars in bar or stacked bar charts, and above the columns in column or stacked column charts.

## *Enhancing your chart*

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Charts are graphic objects that you can move, resize, and enhance with special effects. You can subselect parts of a chart to add special effects. In fact, you can make most enhancements by subselecting, rather than ungrouping a chart. You only need to ungroup a chart for unusual enhancements.

### *Selecting and subselecting*

You handle charts and tables as you would any other object on a slide; therefore, the rules described in Chapter 3 for selecting slide objects apply to charts and tables as well. In addition, you can manipulate parts of a chart or table by subselecting:

- any graphical part of a data series, such as the top or side of a column that shows depth in a column chart.
- labels, headings, legends, or legend items.
- grid lines and axes.

Once subselected, a part may be enhanced using the Effect menu.

#### **► To select a chart or its parts:**

**Choose one of these options:**

<b>To</b>	<b>Do this</b>
Select a chart	Click within the chart.
Select a subset of a selected chart	Double-click one object in the subset.
Select a subset of a subselection	Triple-click the object if you haven't selected a subset or, if you have, double-click the object.

## *Ungrouping and regrouping*

You can ungroup your chart or table to manipulate parts of it that cannot be subselected. For example, you may decide to move a single column of a column chart. To do this you would ungroup the chart, make the change, and then regroup.

**Note:** Before ungrouping, you should save your work. Any attribute changes made to the chart while it is ungrouped will be lost.

## *Moving or resizing a chart*

The rules described in Chapter 3 for moving and resizing objects also apply to charts and tables.

### ► **To move a chart:**

**Select the chart, point anywhere inside it, and then drag it to a new location.**

### ► **To resize a chart:**

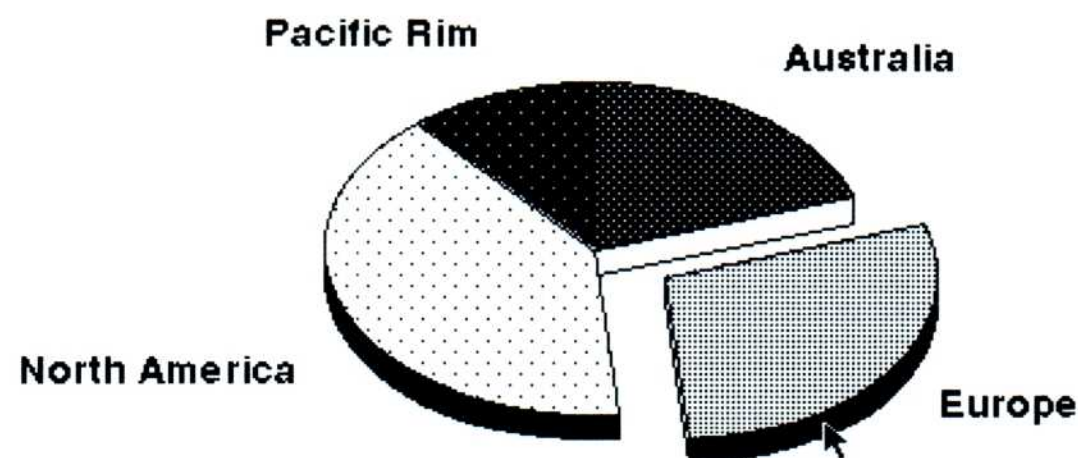
**Select the chart, point to a handle, and then drag to resize.**

In addition, you can use modifier keys as you would to resize graphics. Shift maintains proportions; Option lets you resize from the center of the object.

Tables cannot be resized in height, only in width.

### ► **To move a legend or a piece of a pie chart:**

**Subselect the chart part, and then drag it to its new location.**



If you add a lot of text to a table, or if the text does not flow as you prefer, you can change the width of the table columns.

► **To resize the width of a table column:**

- 1. Triple-click to select the individual boundary.**
- 2. Drag the boundary to where you want it.**

The text in the column will flow to fill the new column width.

	Current	Projected
North America	11%	17%
Europe	4%	14%
Australia	7%	13%
Pacific Rim	3%	8%

	Current	Projected
North America	11%	17%
Europe	4%	14%
Australia	7%	13%
Pacific Rim	3%	8%

When you drag a column boundary to a new place, the text rewraps in the new column width.

## Redrawing a chart

If your chart doesn't look right after you change its attributes or resize it, try redrawing the chart.

### ► To redraw a chart:

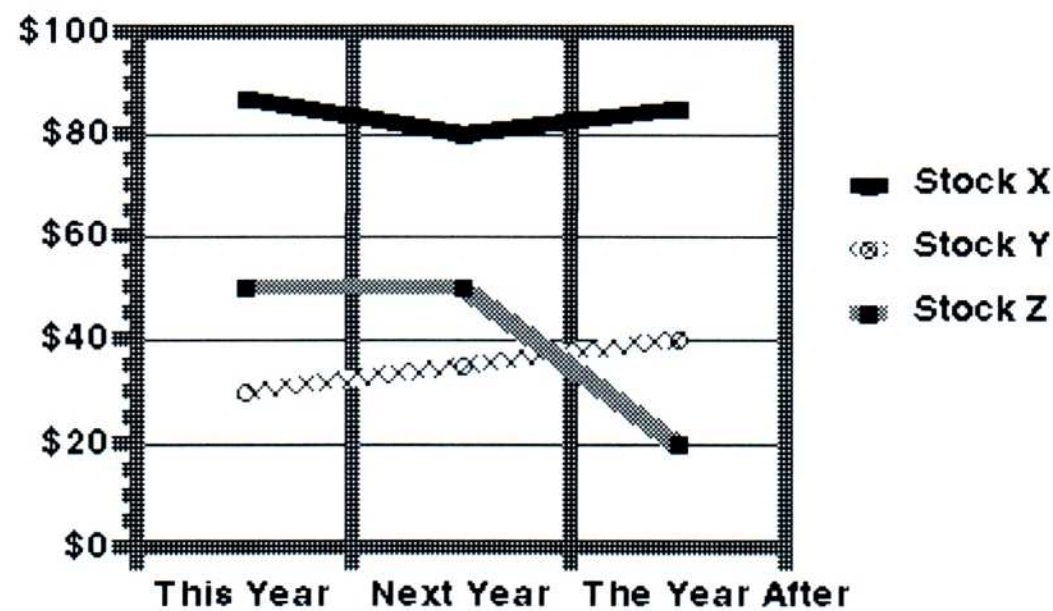
1. Select the chart.
2. Choose "Redraw chart" from the Chart menu.

## Applying special effects

Charts and tables are graphical objects. Therefore, you can enhance charts and tables using the following special effects.

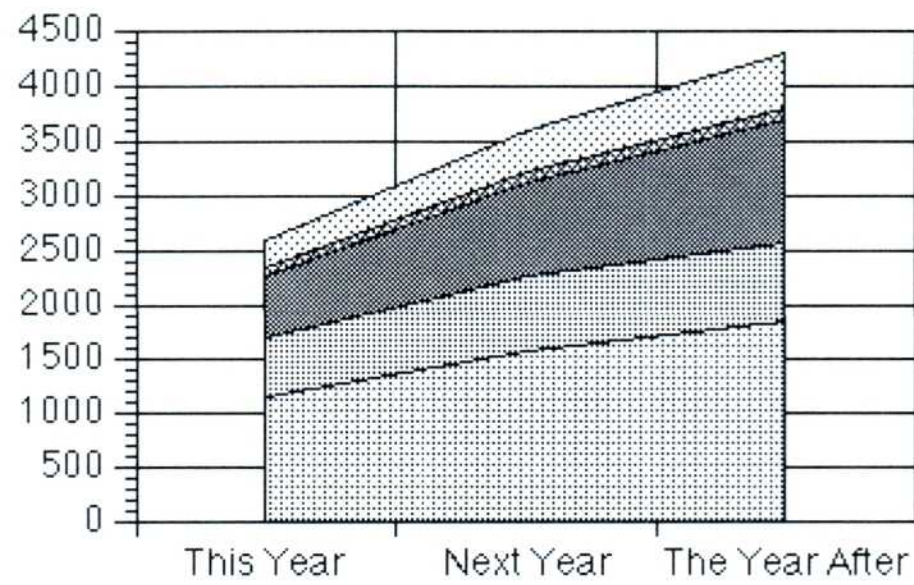
### Line style, pattern, and color

You can define the line style, pattern, and color for all lines on a chart or table, or any lines that you can subselect. Use the "Line style," "Line pattern," and "Line color" commands from the Effect menu as described in Chapter 3, "Working on Slides."



### *Fill pattern*

You can choose a fill pattern for anything you can subselect on a chart or table. Use the “Fill pattern” command from the Effect menu as described in Chapter 3, “Working on Slides.”



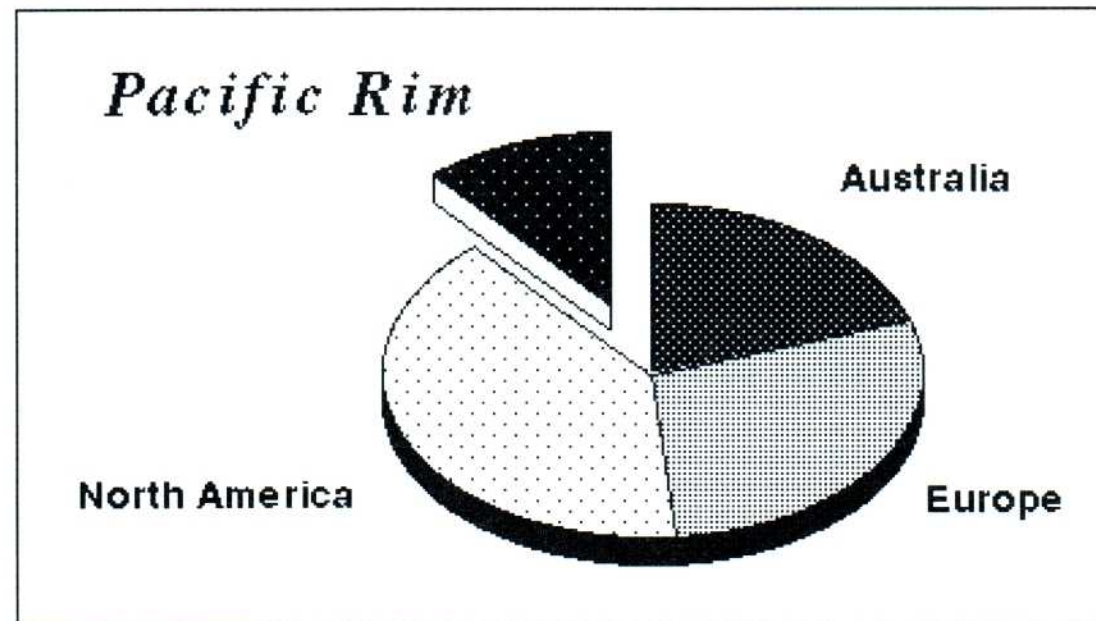
### *Shadow and shadow color*

You can add a shadow to a table, but not to a chart. Use the “Shadow” and “Shadow color” commands from the Effect menu as described in Chapter 3, “Working on Slides.”

	<b>This Year</b>	<b>Next Year</b>	<b>The Year After</b>
<b>Net Profit</b>	<b>245</b>	<b>386</b>	<b>504</b>
<b>Expenses</b>	<b>80</b>	<b>90</b>	<b>100</b>
<b>Margin</b>	<b>570</b>	<b>862</b>	<b>1108</b>
<b>Costs</b>	<b>570</b>	<b>705</b>	<b>739</b>
<b>Revenue</b>	<b>1140</b>	<b>1568</b>	<b>1848</b>

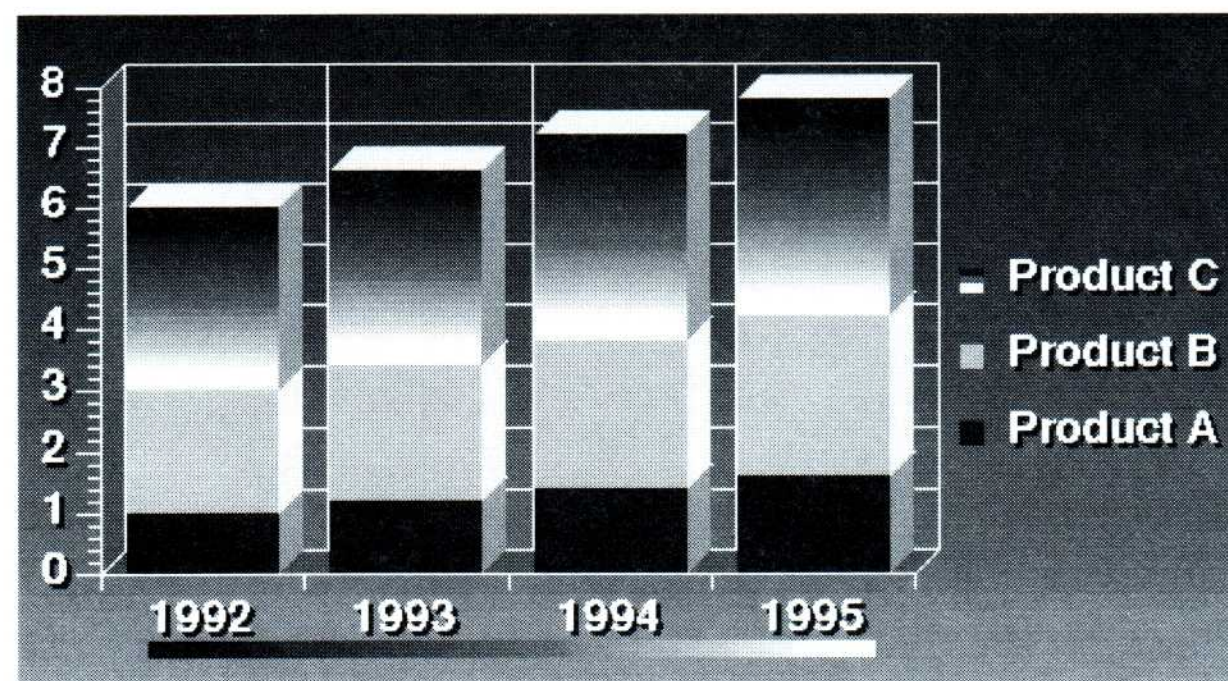
## Text

You can change the font, size, style, alignment, and color of any text you can subselect on charts and tables. Use the “Font,” “Size,” “Style,” and “Color” commands from the Text menu as described in Chapter 3, “Working on Slides.”



## Graduated fill pattern

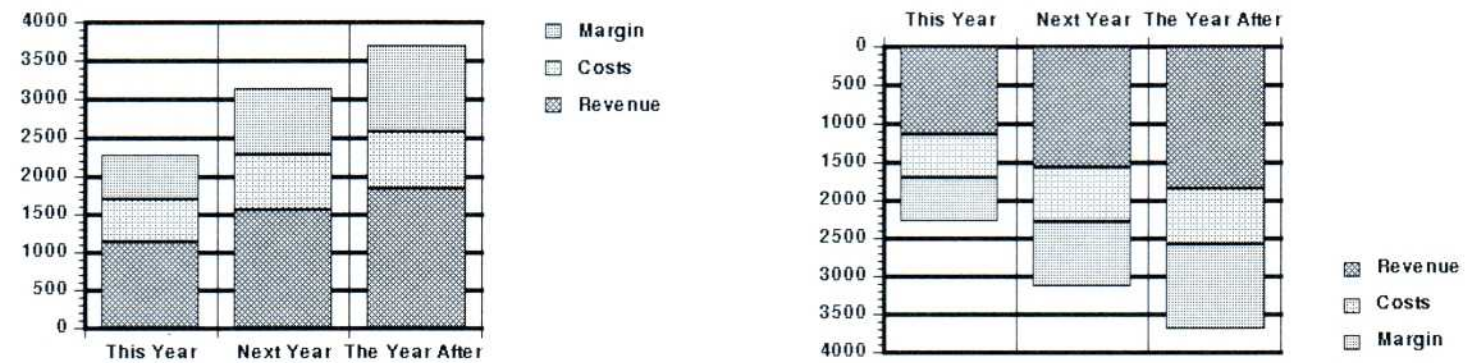
You can use graduated fills selectively to enhance charts and tables.



Graduated fills have been added to one of the data series in this stacked column chart, to the rectangle below the chart, and to the slide background.

## Flip

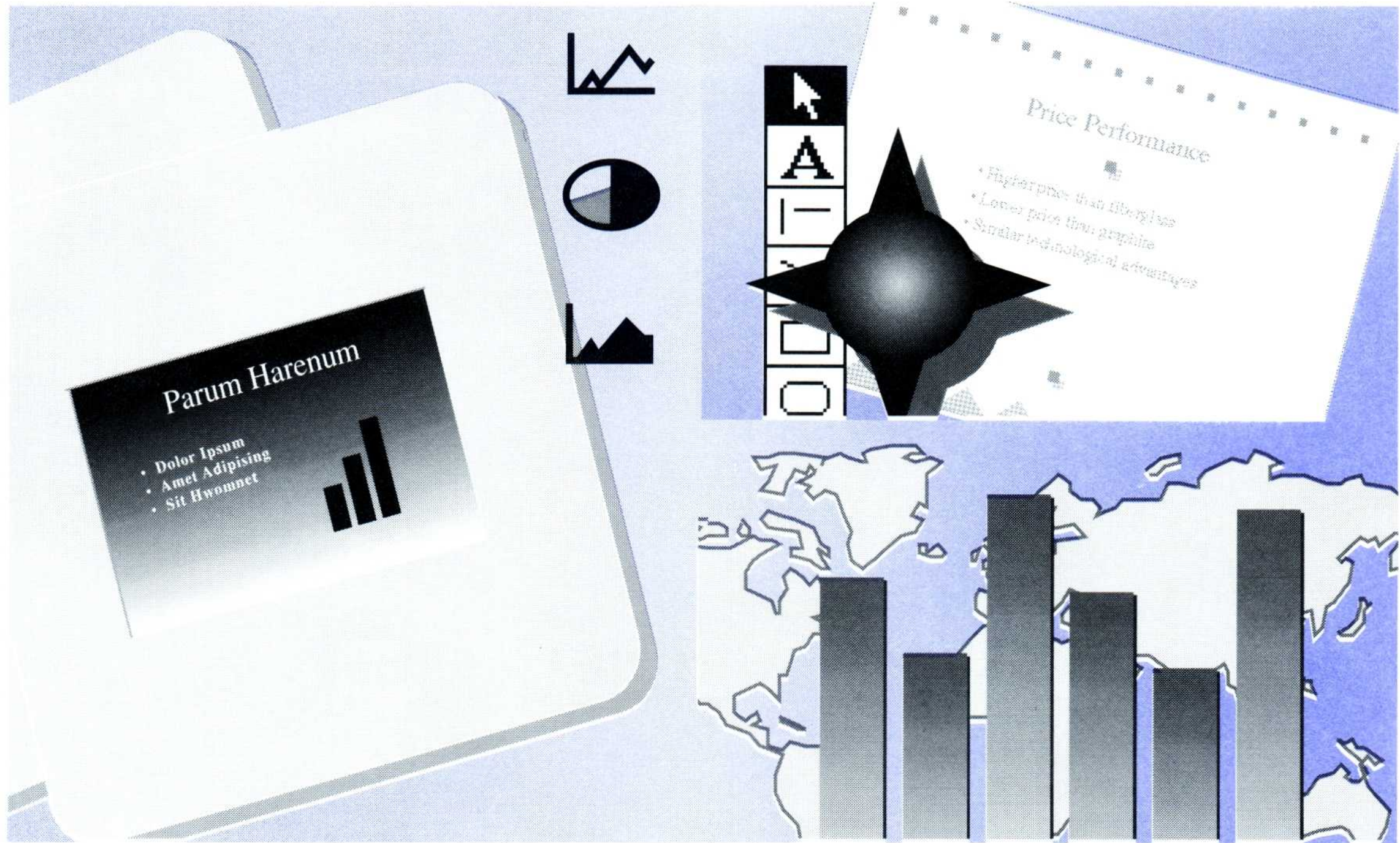
You can flip charts vertically and horizontally. Use the “Rotate/Flip” command from the Draw menu as described in Chapter 3, “Working on Slides.”



## Slide layering

You can send anything that you can subselect to a separate slide layer. For example, a bar chart with each bar assigned to a different layer will build in a slide show bar by bar.

For more information about slide layering, see Chapter 3, “Working on Slides.”



## ***Chapter 5: Using Color***



## *Chapter 5: Using Color*

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Color is so compelling that you'll probably use it for every presentation you create with the exception of black-and-white overheads. Color makes sense for on-screen presentations, for 35mm slides, and (if you have a color printer) for color overheads.

## ***Understanding color in Persuasion***

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Persuasion lets you apply a wide range of colors to text, graphics, and slide backgrounds. You have 200 colors to choose from on a Macintosh Plus, Classic, or SE, and up to 16.8 million colors to choose from on a Macintosh II or LC and up.

If you print in color, you are limited to the colors that your Macintosh and output device can produce. The Macintosh Plus, Classic, and SE can produce only eight colors when printing to most color output devices. But if you take a color presentation created on a Macintosh with a black-and-white monitor and produce it on a Macintosh with a color monitor, you can produce any of the 200 colors you may have applied.

You'll use three features to apply color in Persuasion: the working set, the color grid, and the custom colors you mix. While the working set displays the 16 (or fewer) colors used most often in a presentation, the color grid and the custom colors offer the full range of colors available on your Macintosh.

## ***Deciding on a medium and an output device***

The form that your presentation takes, from flip charts to projected 35mm slides, influences how you'll produce your presentation. Because the colors produced in the final version of your presentation depend on the capabilities of the output device, your chosen medium influences how you'll actually use color.

Your options for medium and output include:

- printing to paper and overhead transparencies on a color printer.
- processing 35mm slides and overhead transparencies through a Persuasion-compatible service bureau.
- producing 35mm slides from a Persuasion-compatible film recorder connected to your Macintosh.
- presenting online slide shows on your color monitor or projected onto a video projection screen.

In each case, you'll need to know what colors your output device is capable of reproducing. Since a color monitor only gives you a close approximation of how colors will look in your finished work, you may want to be more exact.

To assist you in determining how the colors you see on your monitor actually appear when they are produced, we have added a presentation to the Persuasion disk set called "Colors." Each of the 200 colors in Persuasion's standard color grid is displayed over four different slides, each with its own identifier. You can produce this on your output device to see exactly how it interprets these colors.

Many factors can cause variations between displayed color and printed or projected color:

- Colors may appear brighter when projected from slides and overheads, and darker when printed to paper.
- The type of paper or film you use can affect the color of final output.
- The environment in which you give your presentation, particularly the light source, can change the look of color on paper.

Depending on the output device you print to, the Macintosh Plus, Classic, and SE computers may only produce the standard QuickDraw colors—black, white, red, green, blue, cyan, magenta, and yellow. If you're using a 16-color monitor, check the manual for the output device you're using to ensure that the final color output will suit your needs.

You can create color presentations even on a black-and-white monitor, but the colors you apply appear as black, white, and patterned shades of gray. However, when you produce that presentation on a color device—monitor, printer, film recorder—the color you applied is reproduced.

When printing from a color monitor to a black-and-white printer, the colors are converted to shades of gray based on the brightness and saturation of the colors. Because different colors may convert to the same shade of gray on the printout, consider changing colors to patterns before printing in black and white, or use the "Proof print" option to print black text and white fills.

For more information on producing a color presentation, see Chapter 7, "Producing a Presentation."

## ***Choosing a color scheme***

Although color can easily enliven a presentation, it can also detract when used indiscriminately. Defining a color scheme for your presentation is one way of controlling and using color effectively. A color scheme in Persuasion is a set of up to 16 compatible colors that you put in your working set to apply consistently throughout a presentation.

You have two primary ways of defining a color scheme:

- You can use one of the color Persuasion AutoTemplates, each of which has its own color scheme.
- You can create your own color scheme in your working set.

## ***Using Persuasion's color AutoTemplates***

The easiest way to create a color presentation is to let Persuasion create it for you. By opening one of Persuasion's 43 color AutoTemplates, you already have an attractive and colorful presentation under way.

To help you choose the most appropriate AutoTemplate for your purposes, the *Persuasion AutoTemplate Gallery Card* provides representations of the 43 color AutoTemplates.

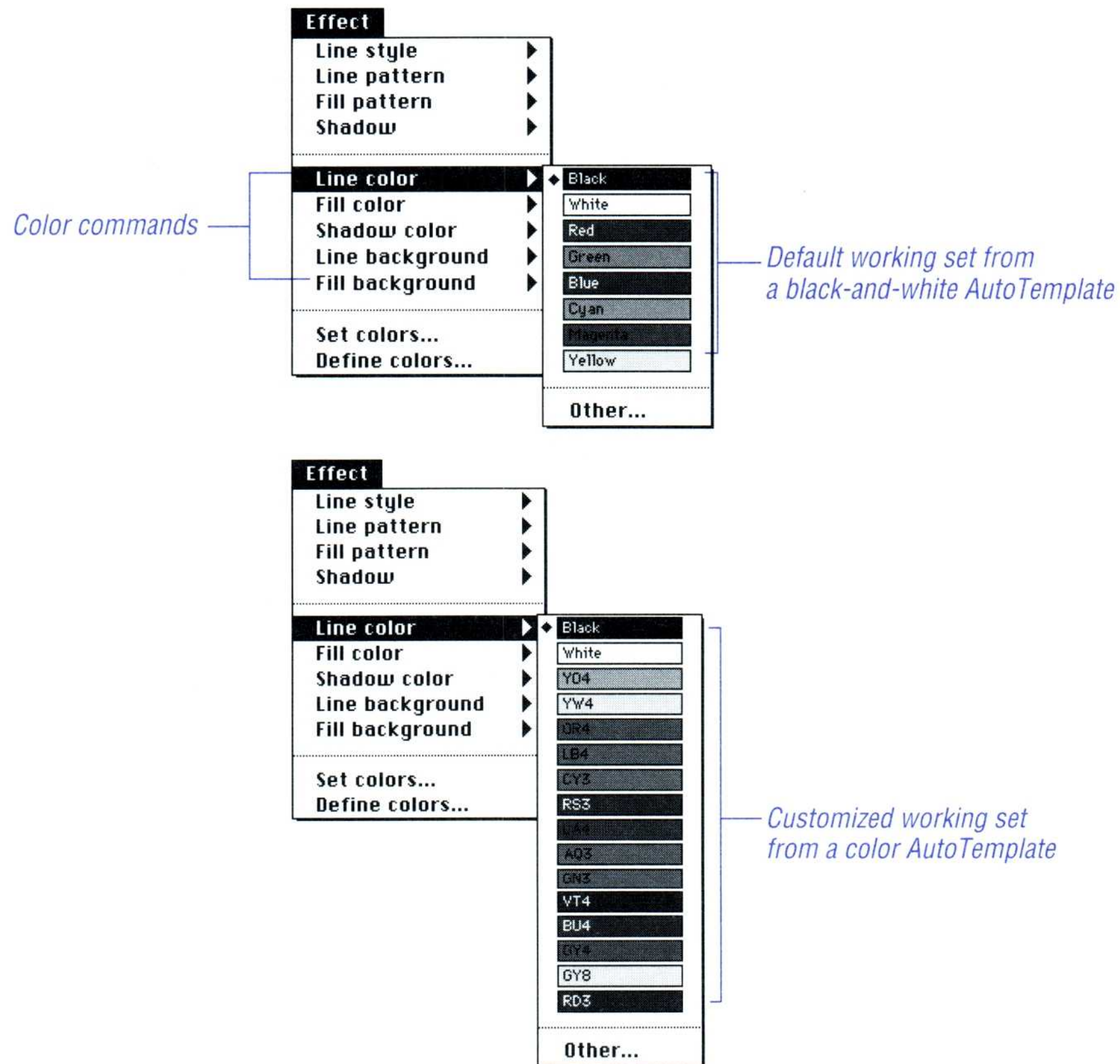
## Creating your own color scheme

You can define the colors in each presentation's working set by using the "Define colors..." command. Persuasion provides a default working set of eight colors, but at any time you can customize the working set, adding up to eight more colors. Each of the color AutoTemplates has 16 customized colors in its working set.

If you consistently use the colors from the working set for the various elements in your presentation, your presentation will be built around the color scheme the working set provides.

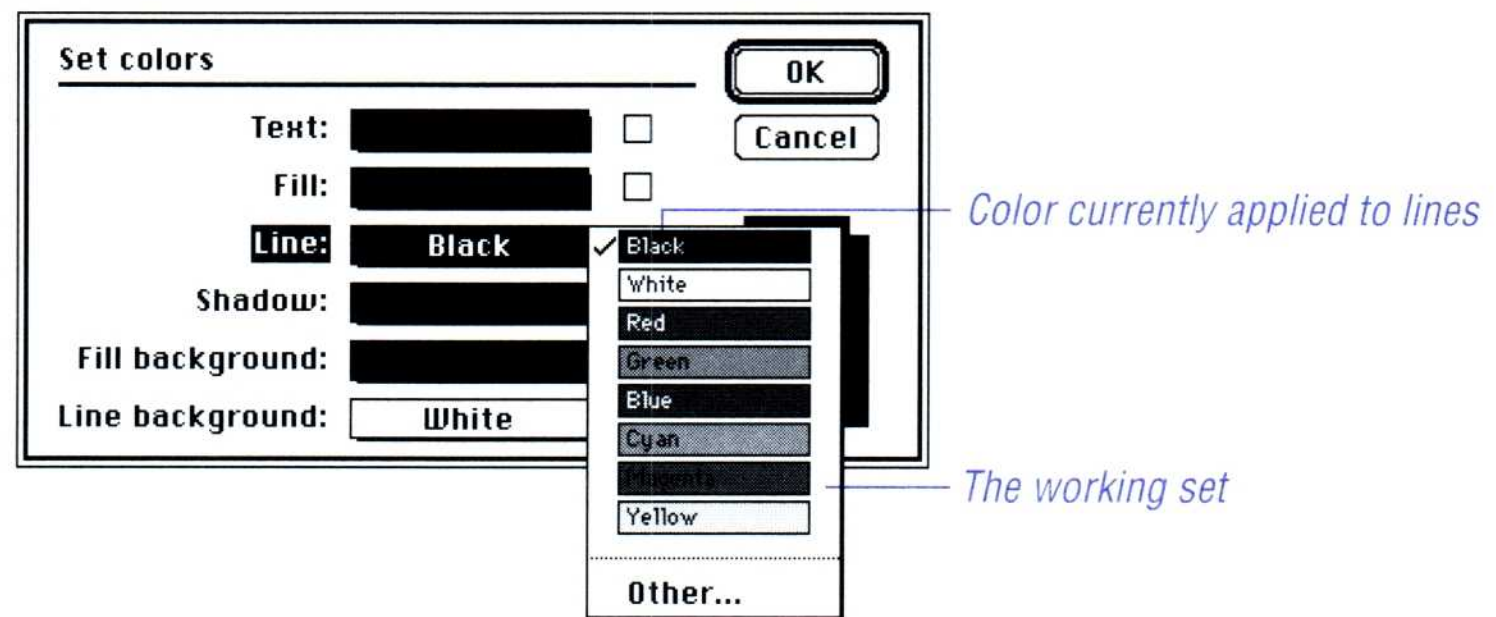
The working set of colors in your scheme are available in three places:

- The submenus of the color commands from the Effect menu ("Line color," "Fill color," "Shadow color," "Line background," and "Fill background")



- The submenu of the “Color” command from the Text menu
- The pop-up menus in the “Set colors” dialog box (“Set colors...” from the Effect menu) and the “Color” pop-up menu in the “Text format” dialog box (“Text format...” from the Text menu)

In each of these locations, the working set is the same, and in each working set the color for the currently selected element is indicated by a checkmark. If nothing is selected, a black diamond marks the default color for that command.



The working set defines the color scheme for your presentation.

## Applying colors

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You can apply color to almost anything you can select, except an EPS graphic. The selected object or text block has several features to which you can apply color: the background of a fill pattern, the shadow, the line, and so forth.

### *Applying color from the working set and the color grid*

The quickest way to apply color is to choose colors from the scheme established in your working set. As you work with color, you may want to apply colors not currently in the working set. To apply colors from the larger color grid, choose “Other...” at the bottom of the working set.

To add new colors to the working set, see “Editing the working set” later in this chapter.

#### **Tips for using color:**

Use color in a presentation sparingly to highlight your most important points or enhance your overall message. Excessive use of color can do more harm than good.

Generally, warm colors—reds, yellows, oranges—tend to be more exciting, while cool colors—blues,

greens, violets—tend to be more calming. Warm colors are usually better used as accents, in small doses, while cool colors can be used more freely.

Be sure you consider legibility when you use color in text. For example, yellow type on a white background is difficult to read, while yellow type on a black

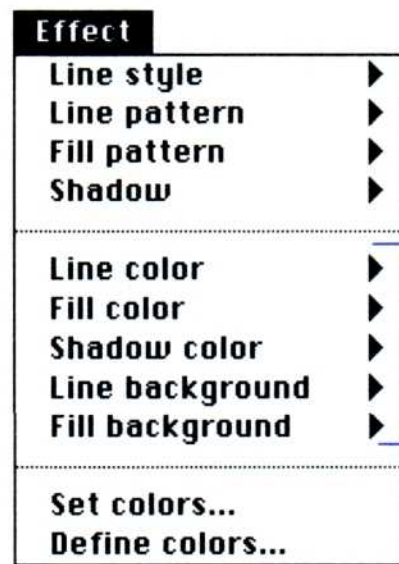
background is very easy to read.

For slide backgrounds, favor dark colors and solid patterns.

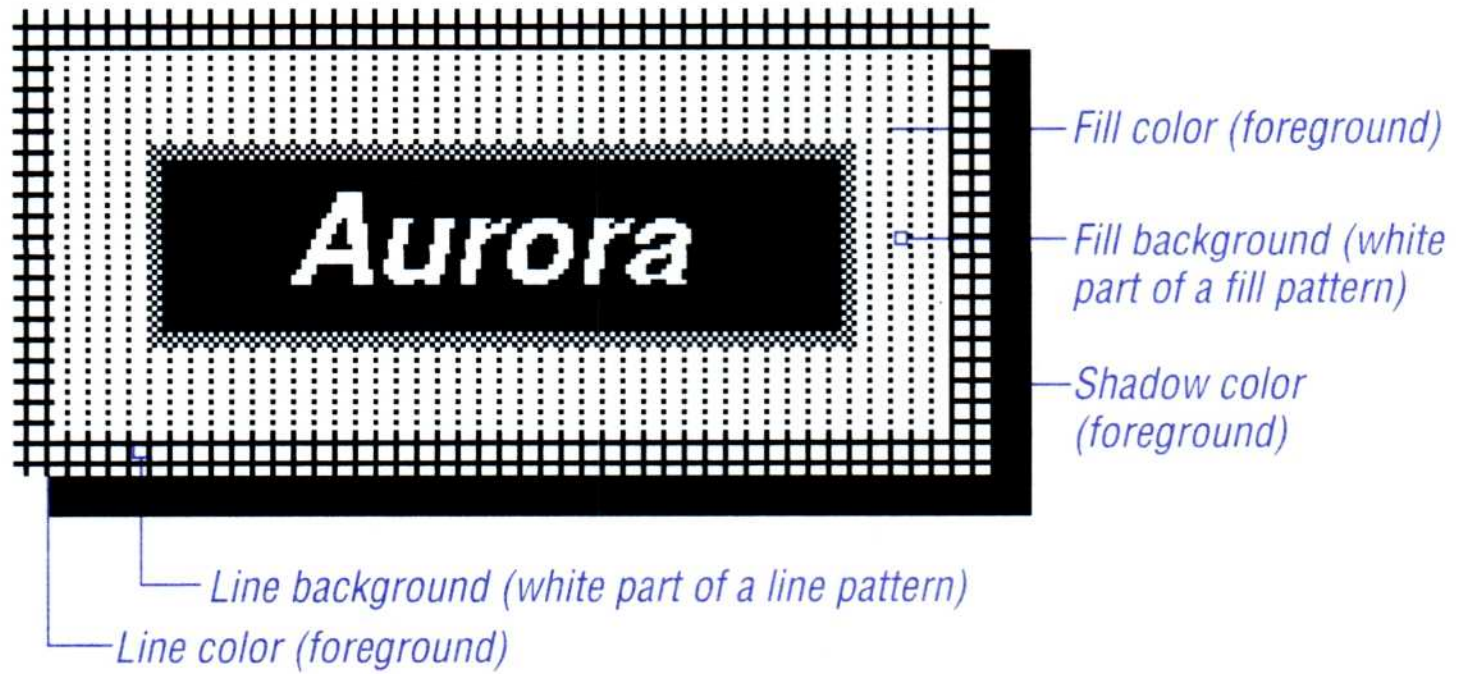
Try to combine colors harmoniously in radial and graduated fills. Two tones of the same color (for example, a light blue and a dark blue) blend well.

► To apply a color from the working set:

1. Select the objects and text blocks to which you want to apply a color.
2. Choose one of the color commands from the Effect menu, and then choose a color from its submenu.



Five color commands



This is a rectangle filled with a pattern, bordered by a wide, patterned line, and given dimension by a shadow. It contains a text block with its own line and fill pattern.

► **To apply a color from the color grid:**

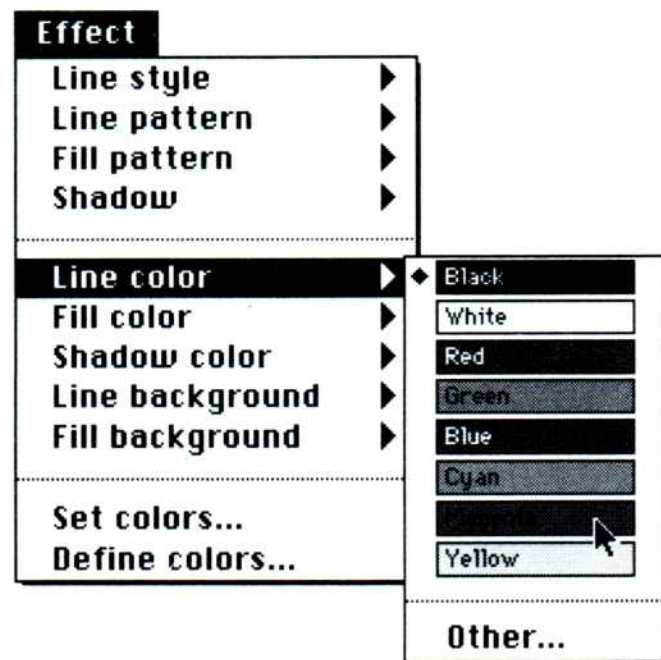
**1. Select the objects and text blocks to which you want to apply a color from the color grid.**

**2. Choose one of the color commands from the Effect menu that has the working set as its submenu.**

Or, in the “Set colors” dialog box, click the appropriate color box to display the working set.

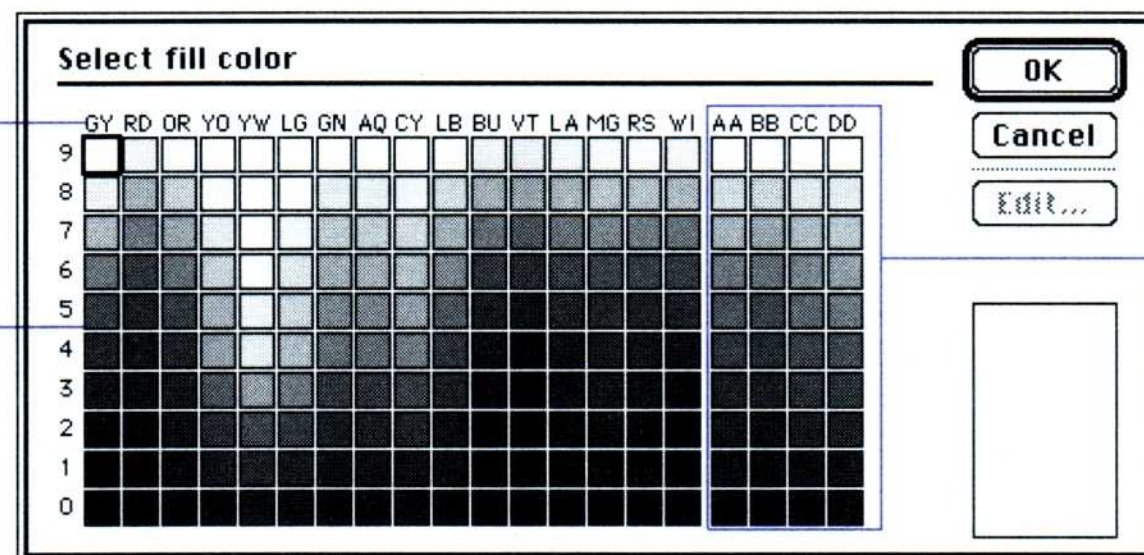
**3. Choose “Other...” from the working set submenu.**

One of the “Select ... color” dialog boxes appears, containing the color grid. Notice that the four columns on the right are slightly separated. These 40 custom colors can be edited on a Macintosh II or higher, as explained in “Editing the custom colors” later in this chapter.



*Two-letter abbreviations for each color*

*Color grid*



*Custom colors*

Degrees of brightness in the color grid are numbered from 0 (darkest) to 9 (brightest).

**4. Click the color you want to apply. Or, double-click the color to apply it and close the dialog box in one step.**

**5. Click “OK.”**

Click “OK” in the “Set colors” dialog box, if necessary.

## Applying color to text

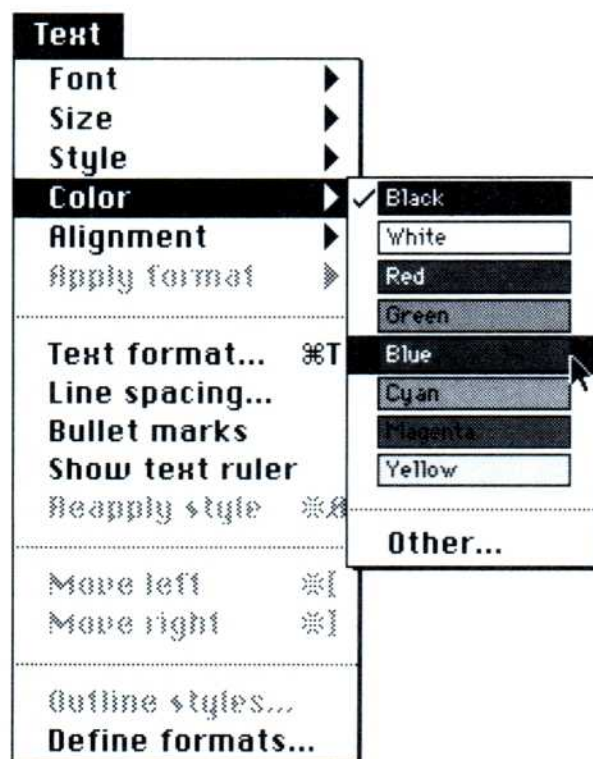
You can apply color to any text that you can select. You can select as little as a single character using the text tool or up to several text blocks using the pointer tool.

You apply color to text using these commands on the Text menu:

- Use “Color” when color is the only text attribute you want to change.
- Use “Text format...” when you want to change other text attributes, such as font, size, and style, along with color.

### ► To color text using the “Color” command:

1. **Select the text to which you want to apply color. Or, click an insertion point where text with the new color will be entered.**
2. **Choose “Color” from the Text menu, and then choose a color from the working set on the submenu. Or, choose “Other...,” and then choose a color from the color grid.**

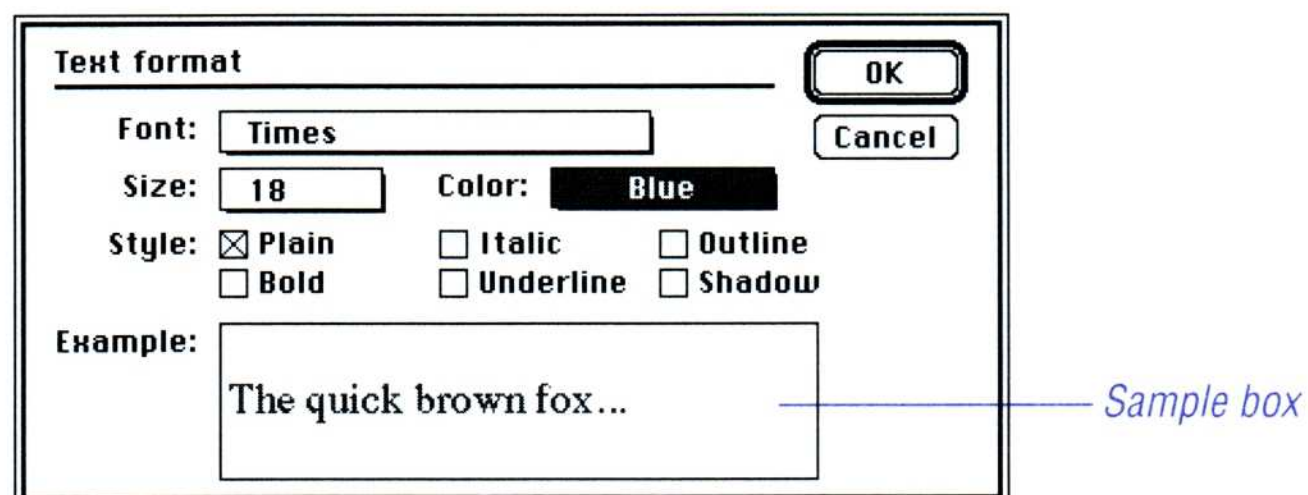


A checkmark indicates the color currently applied to the selected text.

For choosing colors outside the working set, see “Applying color from the working set and the color grid” prior to this section.

► To color text using the “Text format...” command:

1. Select the text to which you want to apply a new set of text attributes. Or, position an insertion point where text with the new attributes will be entered.
2. Choose “Text format...” from the Text menu.



The text in the sample box takes on the attributes you select in the “Text format” dialog box.

3. Choose a color from the “Color” pop-up menu of the working set, or choose “Other...” to go to the color grid.

As necessary, make changes to the “Font,” “Size,” and “Style” options.

4. Click “OK.”

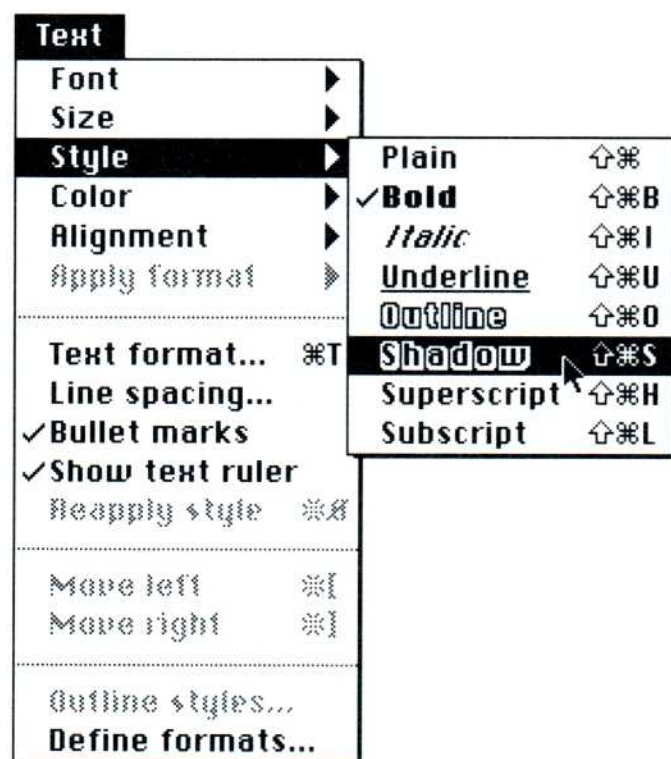
## Applying color to a text shadow

If you're using a Macintosh II and a color printer, you can create an eye-catching effect by giving selected text a shadow, and then applying one color to the text and another color to its shadow. (The Macintosh Plus, Classic, and SE display and print the standard Macintosh "Shadow" style, but not in color.)

You can control the distance that shadows are cast by choosing "Preferences..." from the File menu. For more information, see Chapter 1, "Persuasion Basics."

### ► To create a colored shadow for text:

1. Select the text you want shadowed. Or, click an insertion point where you'll be typing shadowed text.
2. Choose "Style" from the Text menu, and then choose "Shadow" from the submenu. Or, choose "Text format...", click to check "Shadow" for "Style," and then click "OK."
3. Use the pointer tool to select the text block containing the shadowed text if it is not already selected as a block.
4. Choose "Shadow color" from the Effect menu, and then choose the color you want to apply from the working set. Or, choose "Other..." to display and choose from the color grid.



## Applying color to radial and graduated fills

In Persuasion, you can fill an object with a two-color radial or graduated pattern.

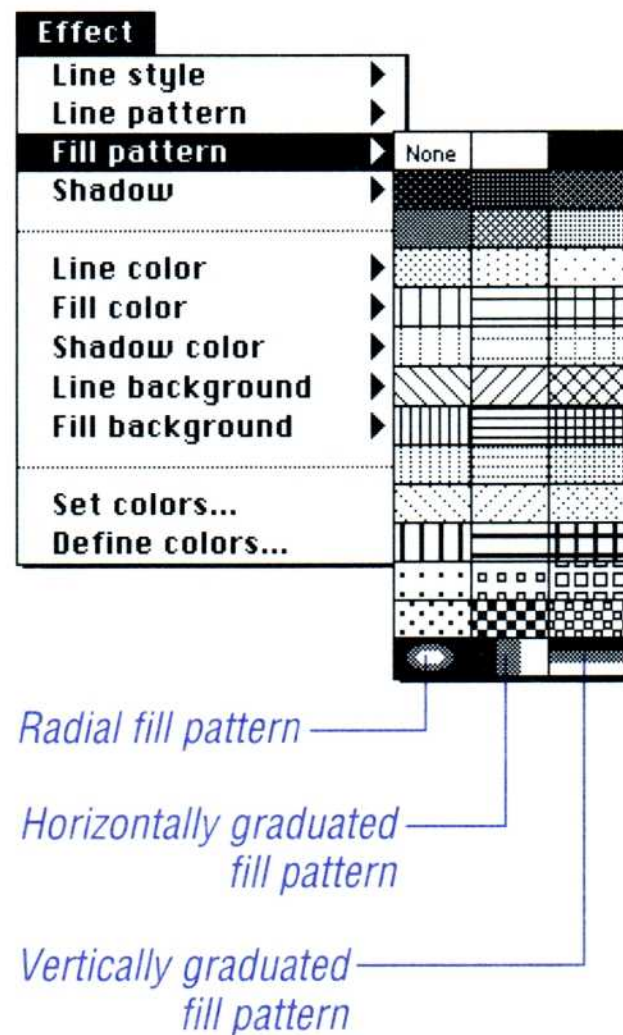
### ► To apply a two-color radial or graduated fill pattern to objects:

1. Select the object you want to enhance with a radial or graduated fill.

2. Choose “Fill pattern” from the Effect menu. Then, from the submenu, choose one of the patterns from the bottom row.

The pattern you choose is applied to the object. Persuasion blends the fill color into the fill background color.

3. As necessary, choose “Fill color” (black in the pattern) and “Fill background” (white in the pattern) from the Effect menu, and then choose the colors you want to apply from the working set. Or, choose “Other...” to display and choose from the color grid.



For this pattern	Choose
Radial pattern	The color you want at the outer edge of the graphic from “Fill color,” and the color you want at the center of the graphic from “Fill background”
Horizontally graduated pattern	The color you want at the leftmost edge of the graphic from “Fill color,” and the color you want at the rightmost edge from “Fill background”
Vertically graduated pattern	The color you want at the top of the graphic from “Fill color,” and the color you want at the bottom of the graphic from “Fill background”

## Applying color by default

You can set color defaults so that color is automatically applied to the text and graphics you create. To set presentation defaults, make selections from menus using the pointer tool without anything selected. You can also use the “Set colors...” command from the Effect menu to set color defaults. The sample box in the “Set colors” dialog box shows the line, fill, shadow, and background colors that you can specify, as well as the current default patterns for lines, fills, and shadows. You can also see current settings for patterns at the bottom of the toolbox. For more information on presentation defaults, see Chapter 1, “Persuasion Basics.”

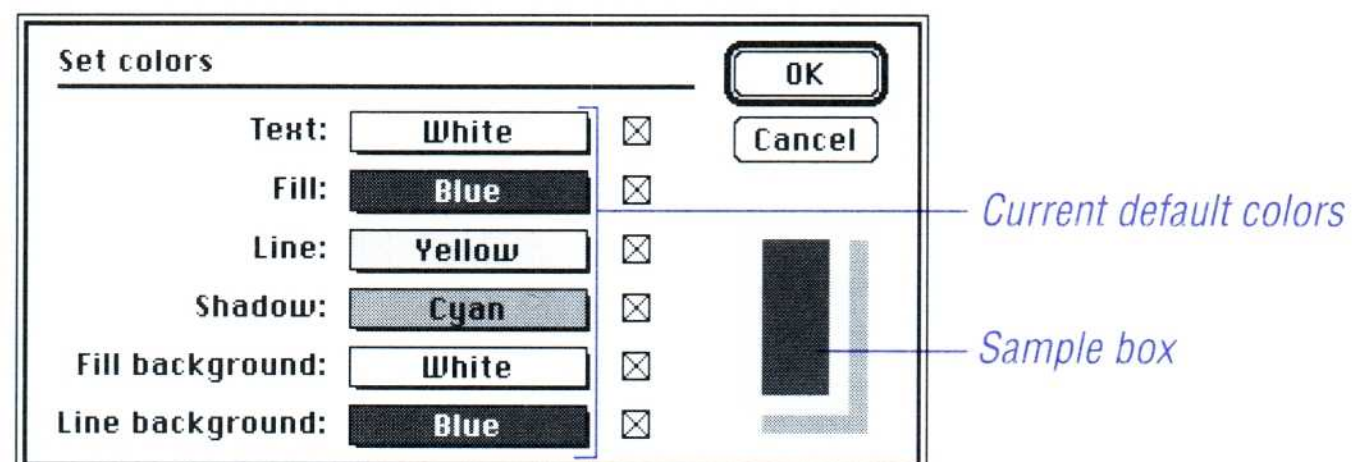
### ► To set color defaults with the “Set colors...” command:

1. **Select the pointer tool, making sure all objects in the presentation are deselected.**

If an object is selected, the changes you make in the “Set colors” dialog box apply only to it and do not establish a new default.

2. **Choose “Set colors...” from the Effect menu.**

The check boxes indicate which defaults you have changed and the new colors that will be set when you click “OK.” Clicking to uncheck a box cancels the changes you’ve made to the default color (although the color does not change back to the original until you close and reopen the dialog box).



A check indicates a new default is selected; clicking to remove the checkmark cancels the new default.

3. Click the color boxes for each element you want to change, and then choose the new color default for that element from the working set.

The color you choose appears in the color box.

4. Click “OK.”

## Customizing colors

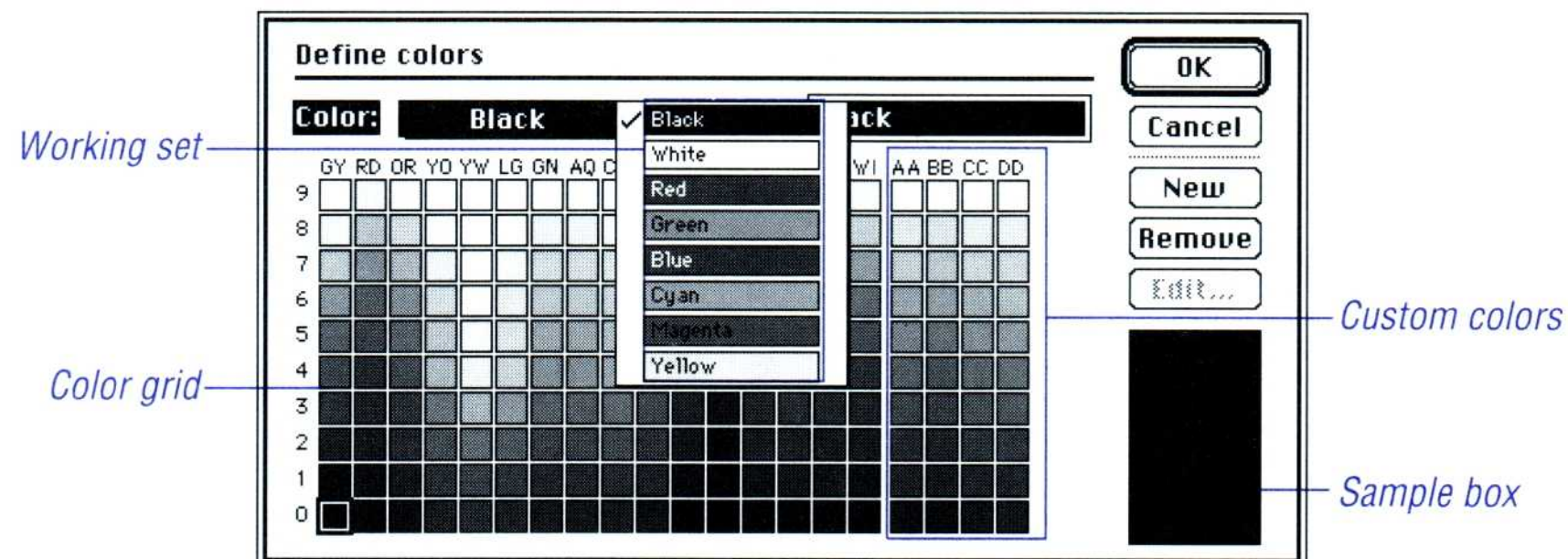
You can customize your working environment with regard to color in two main ways:

- By establishing your color scheme in the working set
- By defining the custom colors

The working set of up to 16 colors contains the color scheme for your presentation of frequently applied colors. The custom colors are colors you can “mix” from the millions available in the Apple color picker and are available in various dialog boxes next to Persuasion’s standard color grid.

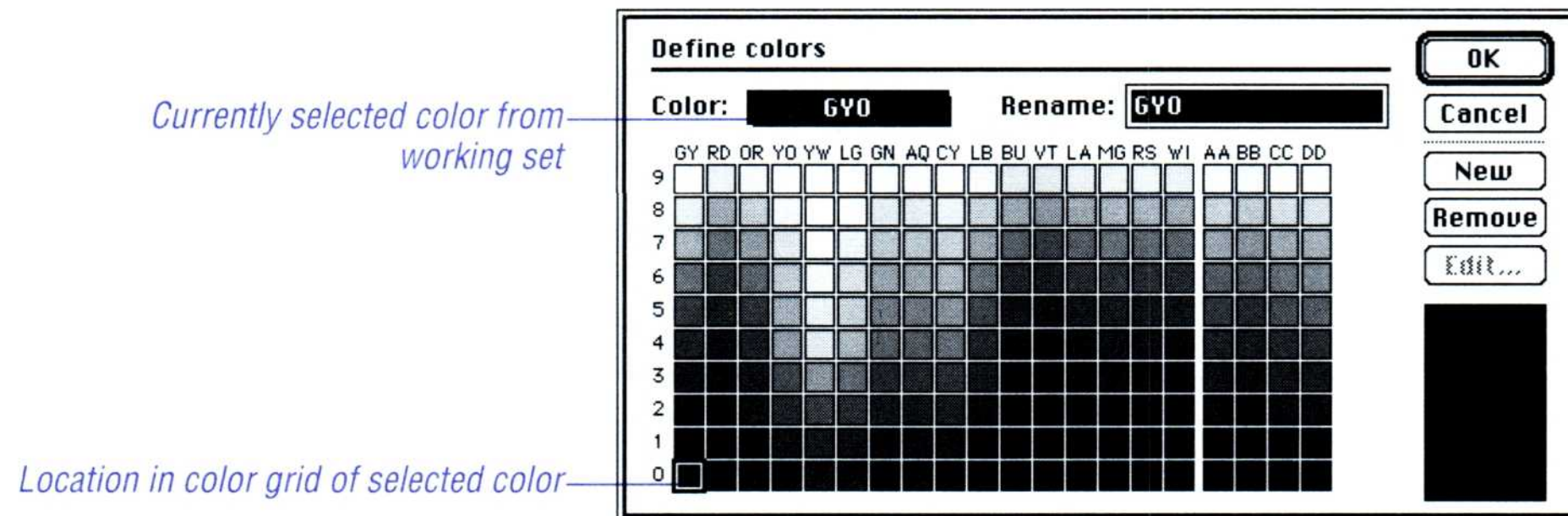
You can customize the working set, including the addition of custom colors, so that your presentation’s color scheme reflects a particular corporate identity.

**Note:** Any changes you make to the working set or to custom colors changes the colors of existing objects.



## Editing the working set

You can make changes to the working set by replacing a color, removing it, renaming it, or adding a new color. Select the working set color that you want to edit from the “Color” pop-up menu in the “Define colors” dialog box. The selected color is outlined in the color grid.



## Replacing a color in the working set

You can replace any color in the working set with a custom color or a color from the color grid. The working set immediately reflects this change.

### ► To replace the currently selected color in the working set:

**Choose “Define colors...” from the Effect menu, click any color in the color grid or in the custom colors, and then click “OK.”**

When you select a new color on the grid, Persuasion identifies the color by the two-letter abbreviation and number that designates its location on the grid (the color’s hue and brightness).

### *Removing a color from the working set*

You may want to shorten your working set to a simpler color scheme from the 16 colors you are allowed to have.

#### ► To remove the currently selected color from the working set:

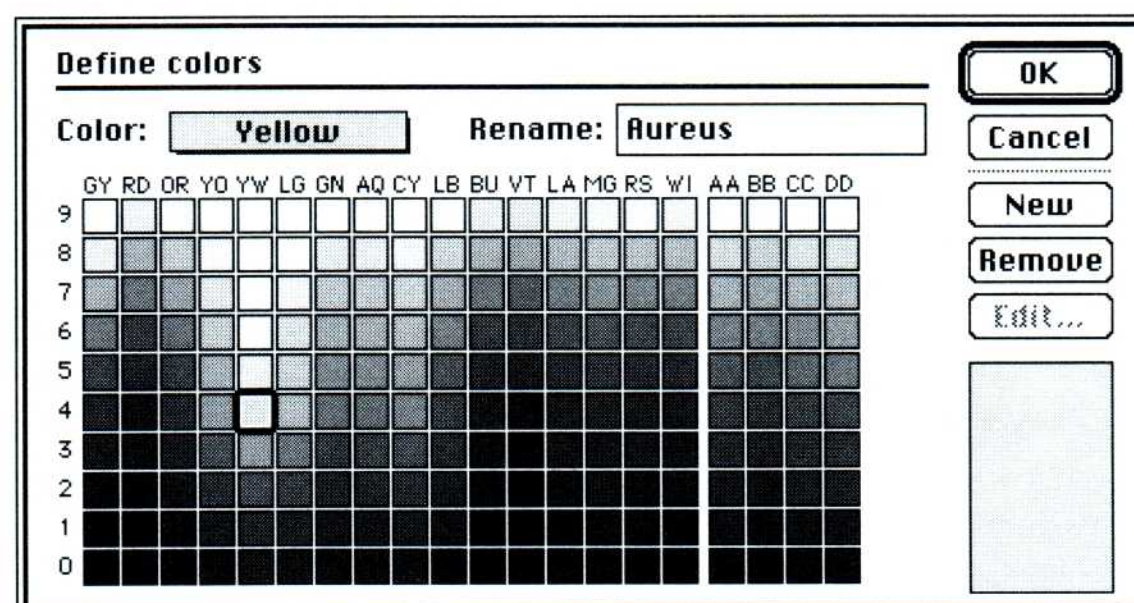
1. Choose “Define colors...” from the Effect menu.
2. Select the color you want to remove.
3. Click the “Remove” button.
4. Click “OK.”

### *Renaming a color in the working set*

If you want to change the color designation in the working set to something you find easier to work with, you can rename it. This can be especially useful for distinguishing custom colors from the 200 colors in the color grid.

#### ► To rename a color:

1. Choose “Define colors...” from the Effect menu.
2. Choose the color you want to rename from the “Color” pop-up menu of the working set.
3. In “Rename,” type the new name.



4. Click “OK,” or click the “Color” box to change the name without leaving the dialog box.

### *Adding a color to the working set*

If the working set already contains 16 colors, you will not be able to add to it. You can, however, remove colors to make room for new ones, or you can simply replace colors in the working set as described above.

#### **► To add a color to the working set:**

- 1. Choose “Define colors...” from the Effect menu.**
- 2. Click “New,” and then click a color from the custom colors or the color grid to add it to the working set.**

The new color and its three-character name appear in the “Color” box. The sample box to the right of the grid also displays the new color.

If “New” is not available, you need to remove a color from the working set, so you can add another.

- 3. To continue adding colors, repeat Step 2.**
- 4. Click “OK” when you’ve added all the colors you want to the working set.**

## Editing the custom colors

The four columns on the far right in any of the “Select ... colors” dialog boxes contain 40 colors that you can modify on a Macintosh II or higher.

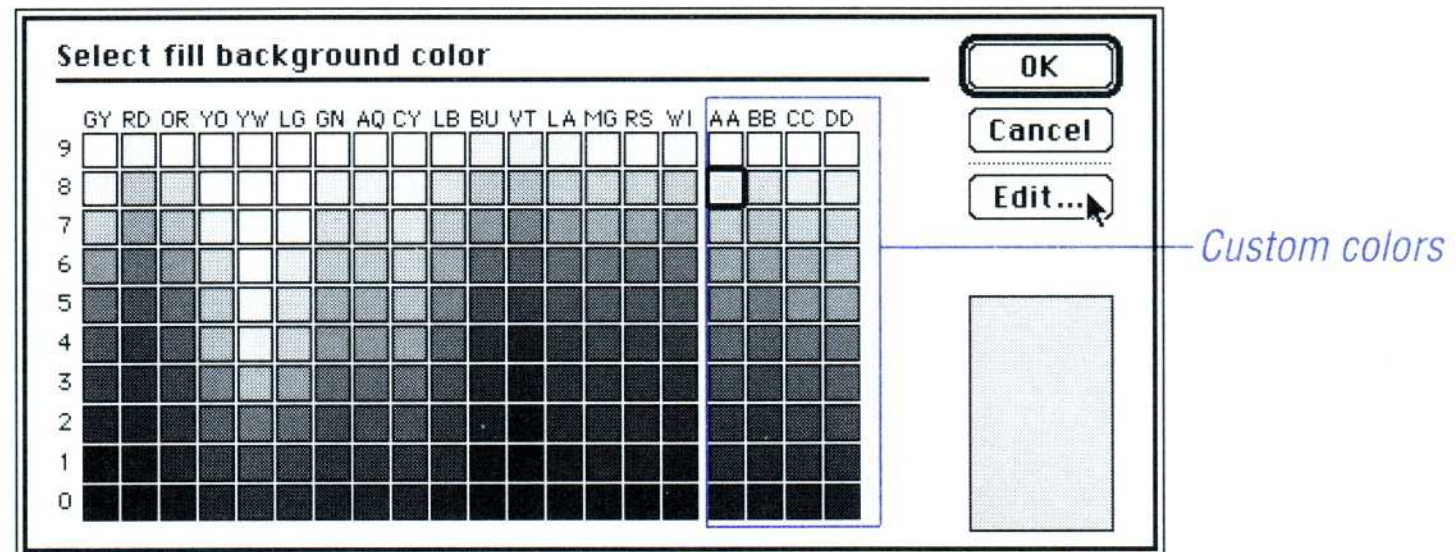
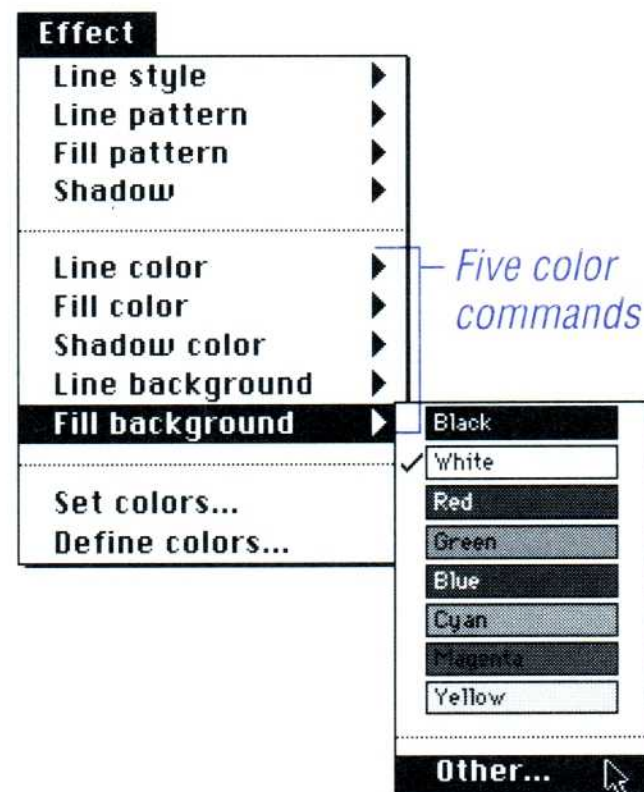
**Note:** Unlike changes in the working set, changing a custom color alters the color of objects to which it has already been applied.

### ► To edit a color using the Apple color picker on a Macintosh II:

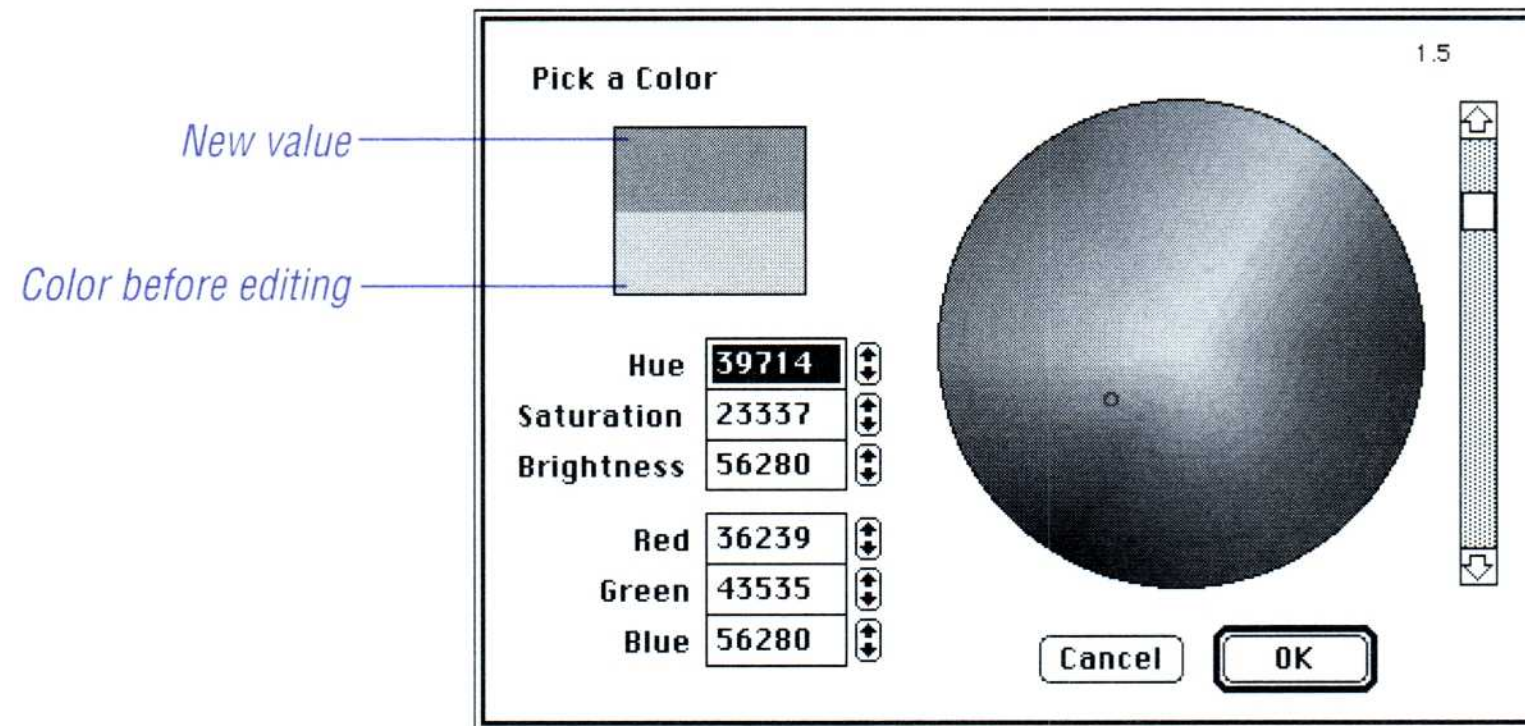
#### 1. Choose one of the following from the Effect menu:

- Choose “Other...” from one of the working set submenus of the five color commands.
- Choose “Set colors...,” and then choose “Other...” from one of the working set submenus of the six color commands in the dialog box.
- Choose “Define colors...”

#### 2. Click on a custom color from the four columns on the right.



**3. Click “Edit...” and do one or more of the following:**



- To change the color’s hue, hold down the mouse button as you move the pointer around the color wheel, or point to the appropriate arrow, and hold down the mouse button to increase or decrease the hue.
- To change the color’s saturation, hold down the mouse button as you move the pointer toward or away from the center, or point to the appropriate arrow, and hold down the mouse button to increase or decrease the saturation.
- To change the color’s brightness, move the pointer up and down in the scroll box to the right of the color wheel, or point to the appropriate arrow, and hold down the mouse button to increase or decrease the brightness.

As you adjust the color value, the edited color appears in the top half of the sample box.

You can also enter color values directly. Double-click the value you want to replace, and then type a new number. When you click elsewhere, the new color value will appear in the sample box.

**4. Click “OK.”**

The new color appears where you clicked in the custom colors.

**5. In the “Select color,” “Define color,” or “Set colors...” dialog box, click “OK.”**

The modified color is now one of the custom colors. The new custom color is applied to any currently selected objects, as well as to any objects that were previously assigned the custom color from that location.

### *Importing color graphics*

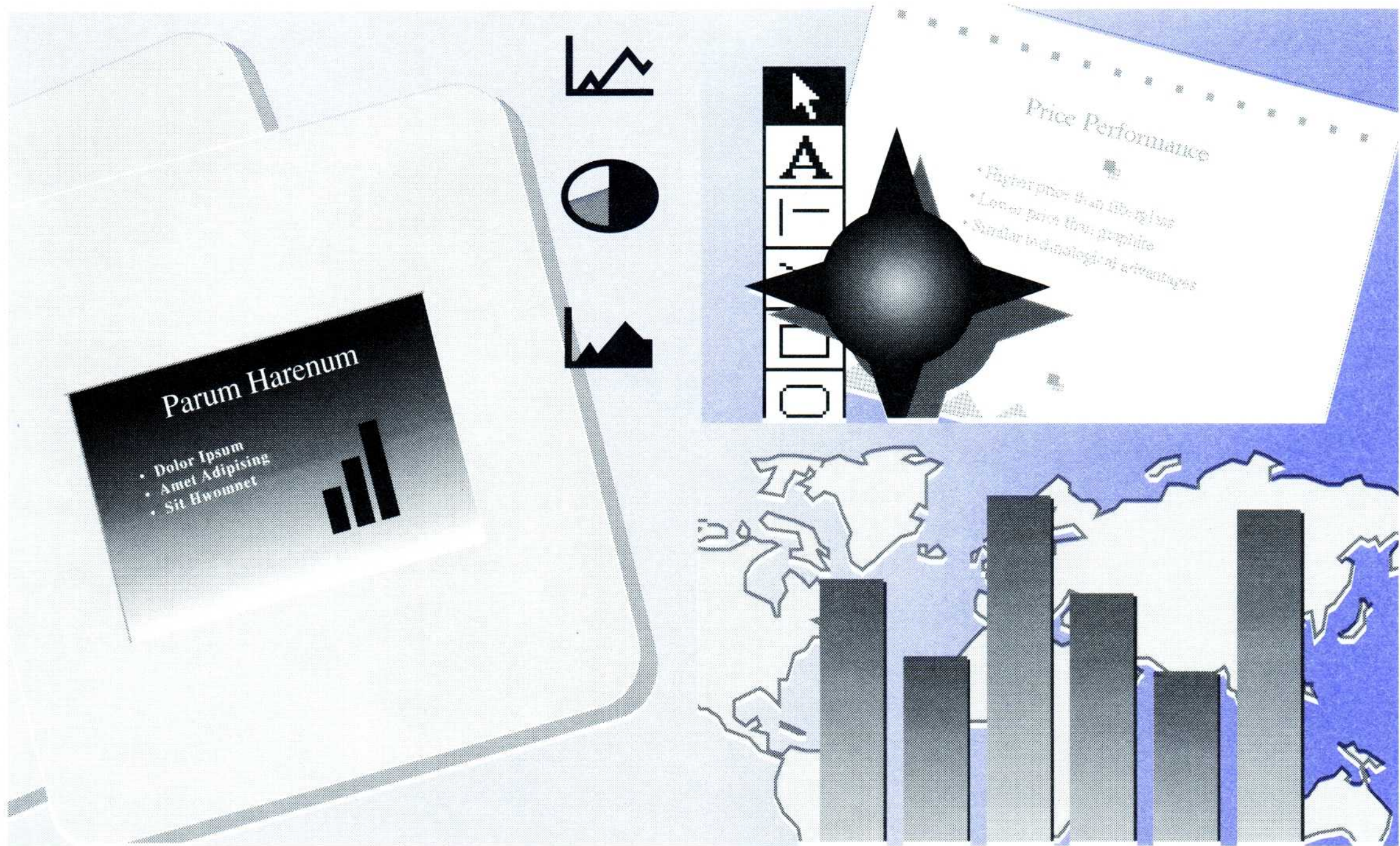
Using Persuasion’s “Paste” and “Import...” commands, you can work with color graphics created in other applications. Persuasion imports color graphics saved in PICT II and Encapsulated PostScript (EPS) formats with the following limitations:

- You cannot change the colors imported with the graphic or edit the graphic’s individual parts. However, you can manipulate each imported color graphic as a unit (for example, move or resize).
- Persuasion displays each imported color by converting it to the closest matching color in the current presentation’s set of custom colors or the color grid. (You can edit the custom colors to match those of the graphics you plan to import, so that Persuasion displays the graphics’ original colors.) When you print the presentation, the graphics appear with their original colors, provided your output device can reproduce them. For details, see “Editing the custom colors” immediately preceding this section.

For more information on importing graphics, see Chapter 3, “Working on Slides.”

**Note:** You can apply color to imported, ungrouped black-and-white PICT graphics created on a Macintosh Plus, Classic, or SE.





## ***Chapter 6: Creating Masters***



## Chapter 6: Creating Masters

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Persuasion uses slide masters to control the look of the slides in your presentation. Slide masters contain placeholders that specify where the text will go, what font and type size it will be, and so on. Slide masters can also contain graphics, which then appear on every slide.

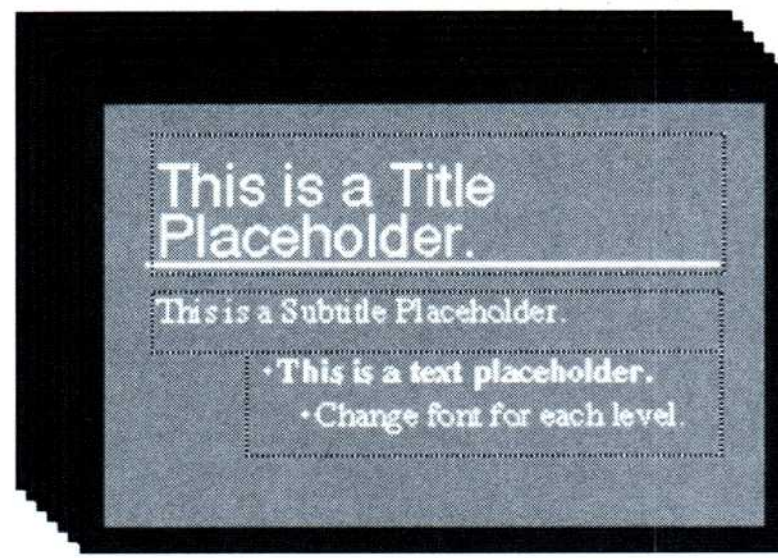
You can work successfully with Persuasion and never create a master yourself. As long as you start with one of Persuasion's AutoTemplates, you can rely on its slide, handout, and notes masters to take care of formatting the main parts of your presentation.

However, if you want a presentation with a distinctive look—or even if you want a slightly modified version of one of Persuasion's AutoTemplates—you need to know how to create masters. Learning how to work with masters gives you creative control of your presentation. Saving the masters you create as an AutoTemplate lets you produce customized presentations for yourself or your organization.

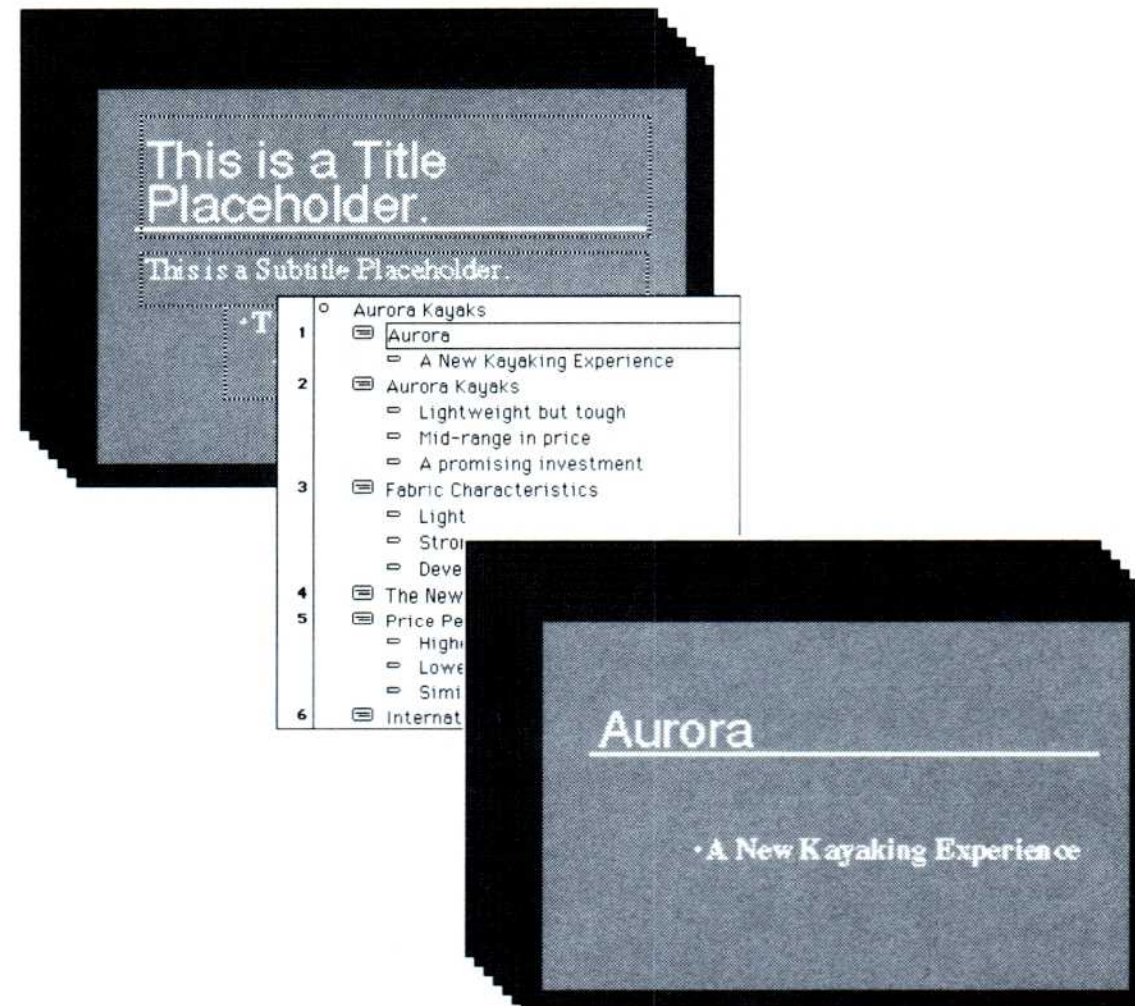
## Creating an AutoTemplate

An AutoTemplate is a set of slide masters that you use as the basis for presentations. Persuasion comes with 83 AutoTemplates in a variety of designs and set up for different output devices.

If you find that an existing AutoTemplate does not meet your needs, you can either alter it, or you can start from scratch and create an entirely new AutoTemplate. You may want to modify an existing AutoTemplate, or you may only need to add a few slide masters to it. If you want a unique AutoTemplate, however, you will want to start from scratch in creating a new set of masters saved as an AutoTemplate.



The AutoTemplates packaged with Persuasion contain seven slide masters.

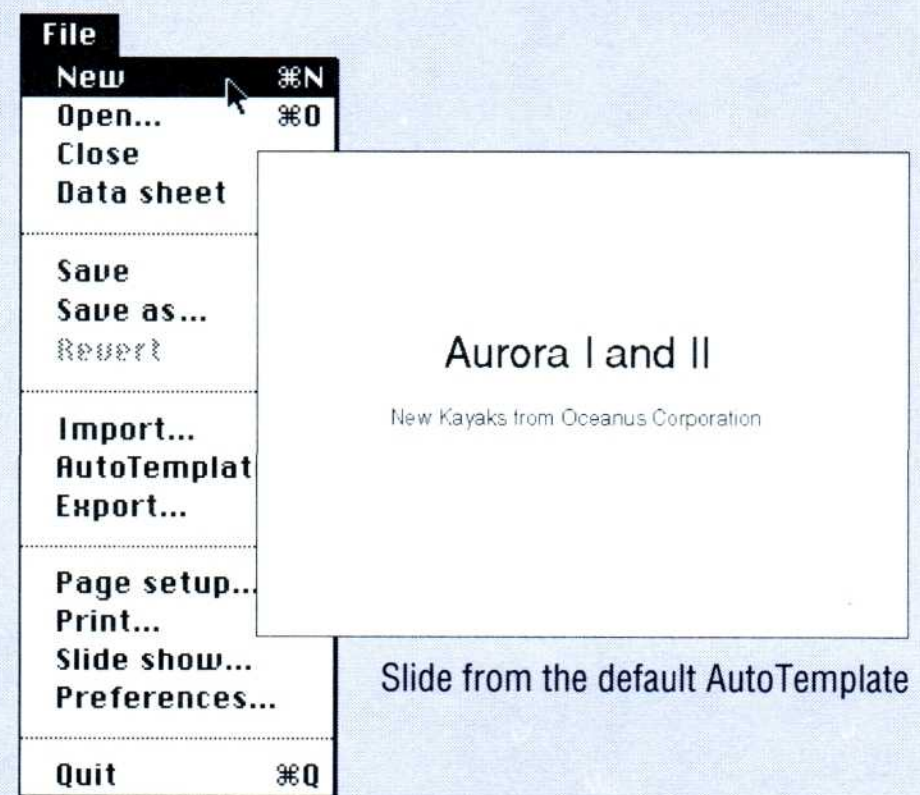


A presentation usually contains a set of slide masters, plus an outline and slides.

### A quick way to start a “new” AutoTemplate

You can get a head start on creating a “new” AutoTemplate by opening the default AutoTemplate (choose “New” from the File menu). Unless you specified otherwise during installation, the default AutoTemplate is one that has a plain design, is set up for black-and-white overheads, and contains the usual seven slide masters. Most of the setup tasks are already accomplished, so your task

is primarily one of modifying what you find in the default AutoTemplate. You need to save it and name it (as in Step 6 in the procedure in “Starting an AutoTemplate from scratch,” which follows. Then you can proceed to add slide masters or background masters, or to modify the ones you have, as explained in “Modifying an AutoTemplate” later in this chapter.



### Starting an AutoTemplate from scratch

Before you create an entirely new AutoTemplate, you’ll need to decide its purpose: will it be used to produce overheads, 35mm slides, or on-screen presentations? You need to answer this question first for two reasons:

- Your presentation is targeted from the beginning to a particular output device selected in the Chooser.
- The shape of the “slide” that you’ll work with is determined by the output device.

For more information on setting up presentations or AutoTemplates, see “Starting a presentation from scratch” in Chapter 1, “Persuasion Basics.”

► **To set up and name a new AutoTemplate:**

1. **In the Chooser, select the output device you will use to produce presentations based on the AutoTemplate you are about to create.**

2. **Double-click the Persuasion icon in the Persuasion folder.**

3. **Hold down Shift, and choose “New” from the File menu.**

You have opened a blank presentation containing only one blank master and equipped with the original application defaults.

For information about Persuasion’s initial defaults, see Appendix A.

4. **Choose “Page setup...” from the File menu, and then click “OK” in the “Page setup” dialog box to see the “Presentation setup” dialog box.**

The “Page setup” dialog box is specific to the output device currently selected in the Chooser.

**Presentation setup**

Slide shape:  Overhead  35mm slide  Screen  
 Custom: 10.14 by 7.60 inches

Outline margins in inches:  
Left 1.17 Right 1.15  
Top 0.97 Bottom 0.96

Handouts:  1  2  3  4  6 slides per page

Fractional character spacing:  
 On (better for printing)  Off (better for export)

Clicking “Page...” takes you back to the “Page setup” dialog box.

5. **Select a slide shape, and then click “OK.”**

This setting defines the ratio of width to height of the slide shape. The default setting is determined by the output device selected in the Chooser.

**Note:** You must select the appropriate slide shape now before you do any other work. If you change the slide shape later, the positions of the text and graphics on each slide may need to be adjusted.

6. **Choose “Save as...” from the File menu, and then type the name of your new AutoTemplate in the text box.**

It helps to include the word *AutoTemplate* or *AT* in the name so that you can tell the nature of the file at a glance in a list box.

**7. Click “AutoTemplate,” and then click “OK.”**

By saving the file as an AutoTemplate, you have determined the way it will open in the future. When you double-click to open a file saved as an AutoTemplate, a copy of it opens, thus protecting the original. Saving any file as an AutoTemplate (rather than as a presentation) protects it from inadvertent alteration. (You can always specify that you want to open the original AutoTemplate if you want to modify it.)

## *Creating slide masters*

If you have created an AutoTemplate from scratch, you are now ready to start creating slide masters.

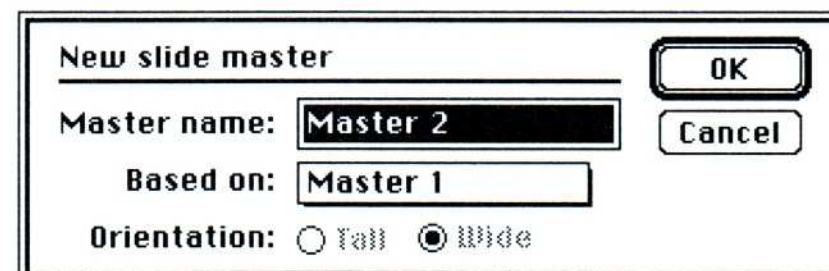
▶ **To create the first slide master in a new AutoTemplate:**

**Choose “Go to master” from the View menu, and then choose “Master 1” from the submenu.**

A blank slide master appears, and you can begin creating masters. A master can include elements such as placeholders, imported graphics, drawn objects, and color and/or pattern backgrounds.

▶ **To add a slide master to an AutoTemplate:**

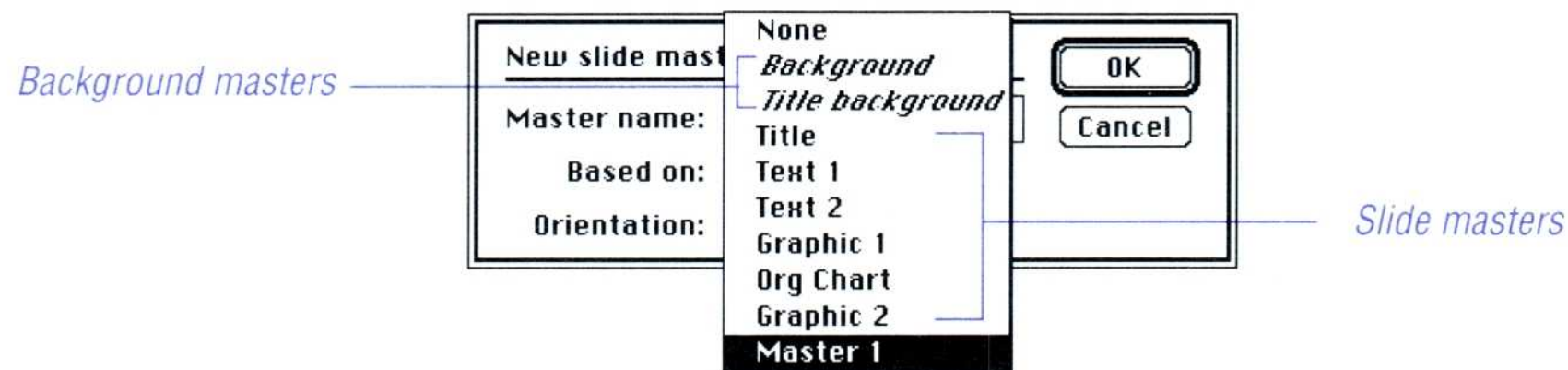
- 1. Choose “Go to master” from the View menu, and then choose “New...” from the submenu. Or, in Master view, choose “New...” from the Master pop-up menu in the lower menu bar.**
- 2. For “Master name,” type the name of the new slide master.**



3. For “Based on,” choose the existing master that will serve as the basis for the new master from the pop-up menu, or choose “None.”

If you choose “None,” your new slide master will be a clean slate without a background and without placeholders. In addition, the “Orientation” option becomes available.

**Note:** If you create a new slide master based on a slide master with a background master applied, the “Tall” and “Wide” options in the “New slide master” dialog box are dimmed.



4. For “Orientation,” select either “Tall” or “Wide.”

5. Click “OK.”

Either a copy of the master that the new one is based on appears, and you’ll need to delete the placeholders you do not want before adding the appropriate ones; or, if you specified “None,” a blank slide master appears. For information on adding placeholders, see “Adding placeholders” later in this chapter.

**Tip:**

To go to the slide master applied to the selected slide, hold down the Option key while you click the Slide view icon.

## Controlling the background of a slide master

No matter what you based your slide master on, you can change its background by either assigning a different background master or by creating a background on the slide master itself.

A background master provides a way to have a consistent graphic background for your slides without having to create it separately for each slide master.

For information on creating background masters, see the next section, “Designing background masters.”

### ► To apply or remove a background master:

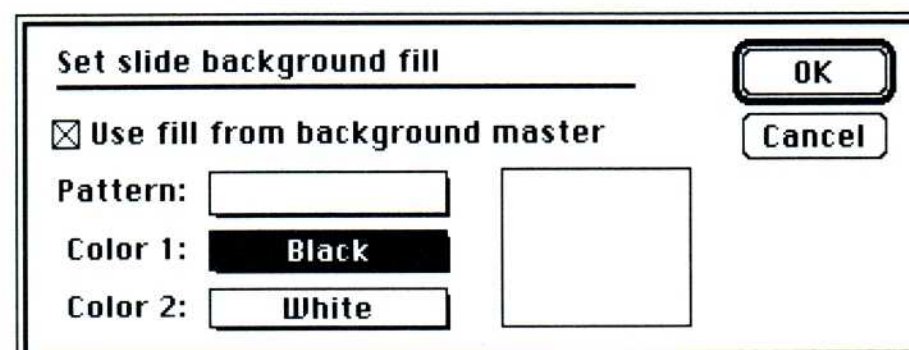
1. Go to the slide master.
2. Choose a background from the **Background** pop-up menu in the lower menu bar, or choose “None” to remove a previously applied background master.

The names of background masters are italicized on the Master pop-up menus to distinguish them from names of slide masters.



### ► To create a background on the slide master itself:

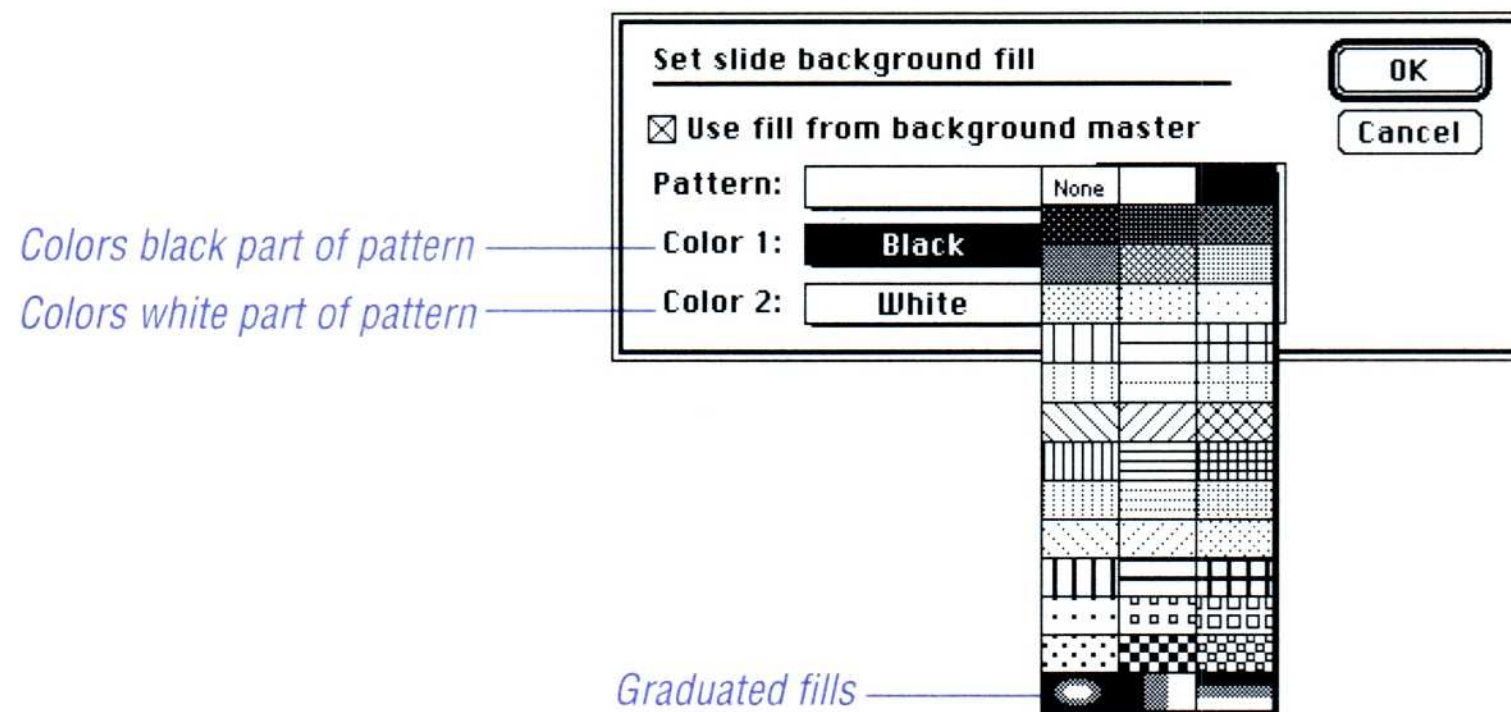
1. Go to the slide master whose background you want to create.
2. Choose “Slide background fill...” from the Master menu.



If your new master is based on “None,” no background for it exists, and “Use fill from background master” will also be dimmed, not checked.

3. For a solid background, choose the color you want from the “Color 1” pop-up menu. For a patterned background, choose the fill pattern you want from the “Pattern” pop-up menu, and then choose its colors from the “Color 1” and “Color 2” pop-up menus.

Once you choose a new fill pattern or color, “Use fill from background master” is no longer checked. To reassign the background master, click to check “Use fill from background master.” To assign a different background master, see the procedure immediately prior to this one.



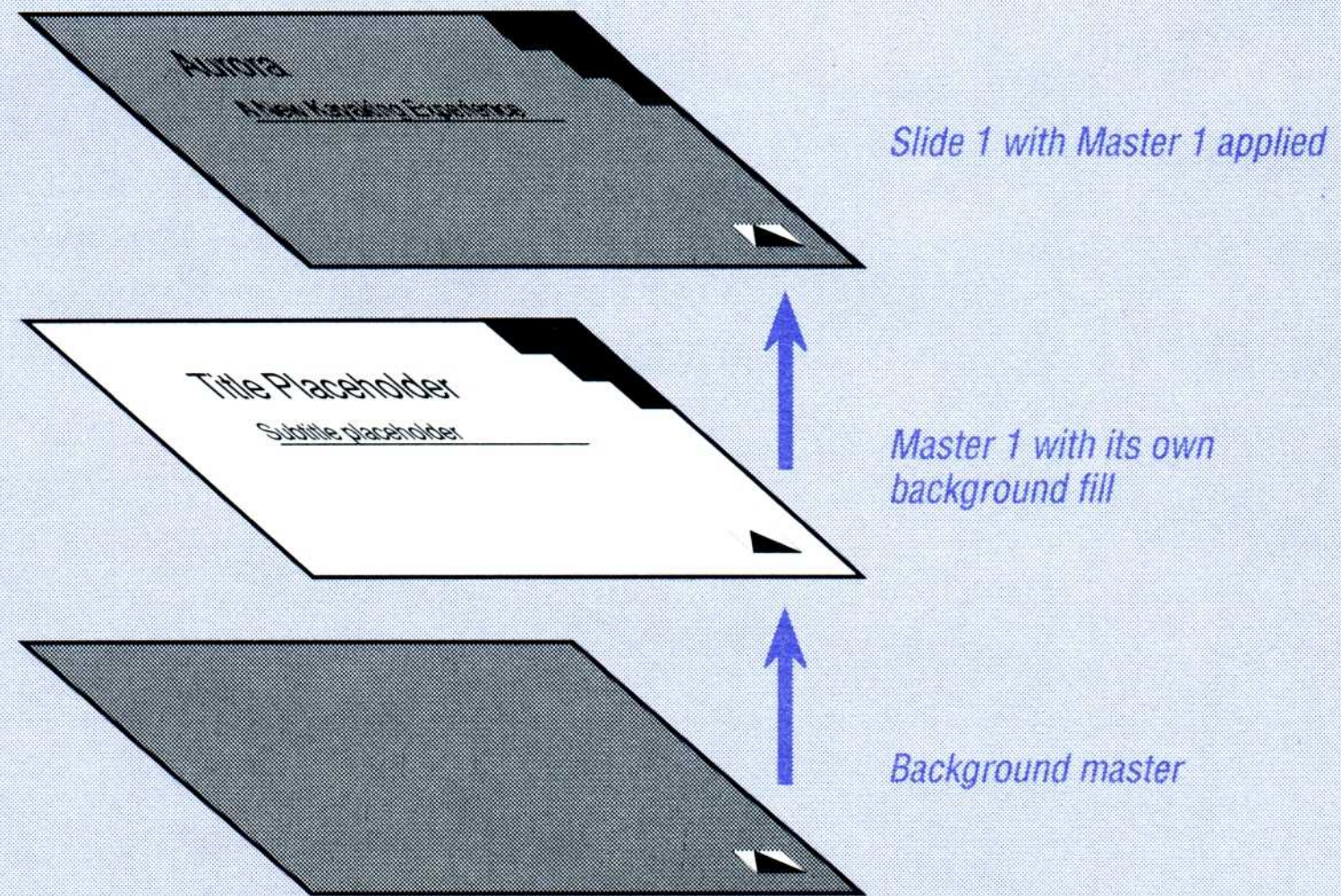
4. Click “OK.”

For more information on creating a background, see “Designing background masters,” later in this chapter.

**Note:** If you have a background master assigned, you need to change the orientation at the background level by selecting or deselecting “Tall orientation.”

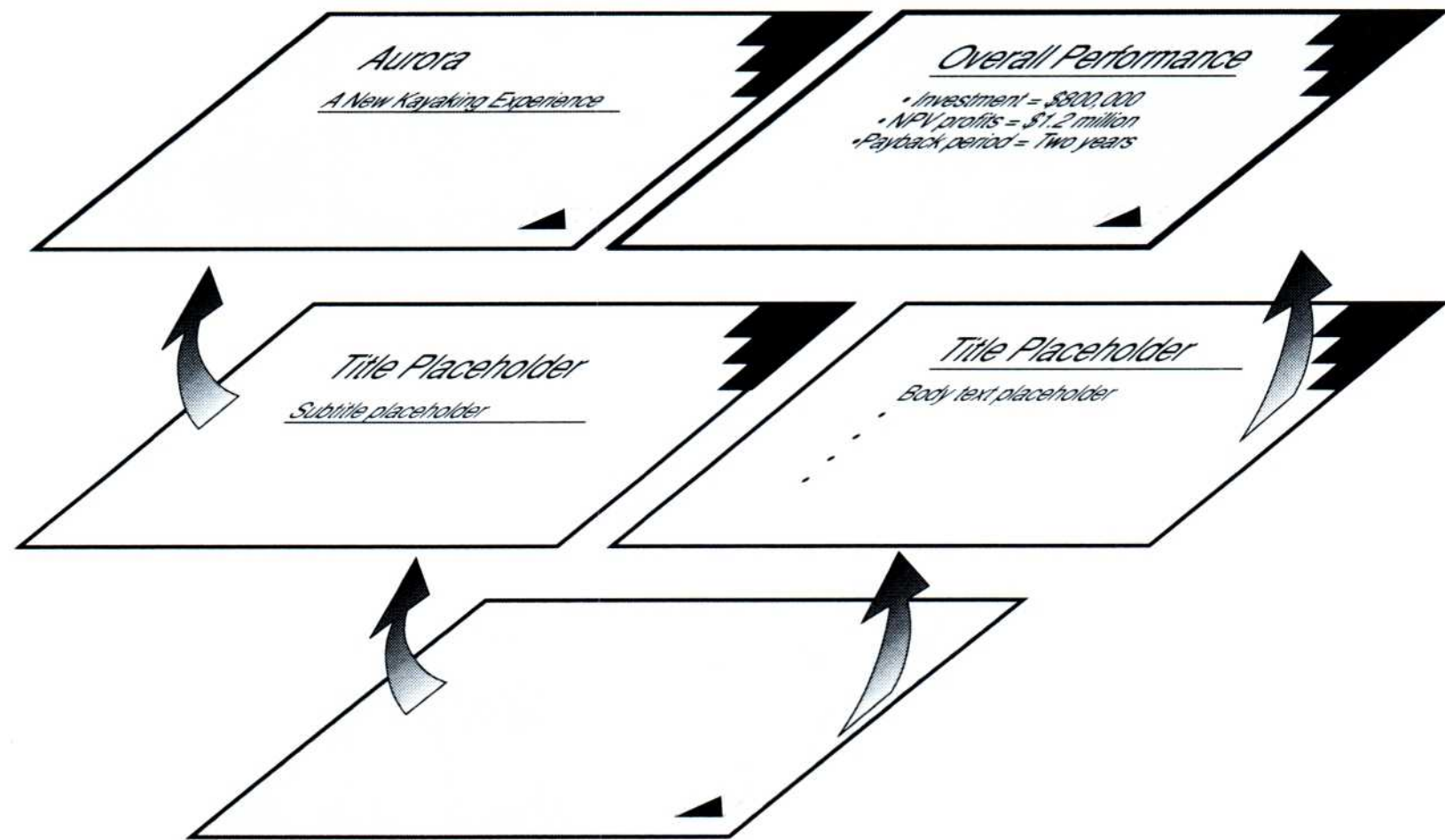
### Controlling which fill is displayed

What happens when your slide master has a fill, and you apply a background master that has a different fill? Persuasion lets you control which fill takes precedence by using the "Slide background fill" command from the Master menu. If "Use fill from background master" is checked, your slide master will use the fill from whatever background master is currently applied, even if the slide master has its own fill.



## Designing background masters

A background master is a standard background that can be applied to any or all slide masters. In a sense, the background master is a master for slide masters. The background master can contain imported graphics, drawn objects, and text, and can be filled with a pattern or color. Your Persuasion presentation can have any number of background masters, which you can apply to individual slide masters.



A background master can be applied to one or more slide masters.

All presentations—even when you start from scratch—contain at least one background master (unless you specifically delete it). Your first step, then, if you are starting from scratch, is to enhance the blank background master. After that, you can create additional background masters if you choose.

► **To modify an existing background master:**

1. Choose “Go to master” from the View menu, and then choose “*Background*” from the submenu to modify an existing background master.

The names of background masters are italicized in the menus to distinguish them from slide masters.

2. Choose “Slide background fill...” from the Master menu.



3. Create your background by selecting the following options:

“Pattern”	Applies the background pattern. Note that the top four rows on the pattern submenu will print as shades of gray on a PostScript output device and as intensities of a color on a QuickDraw color output device.
“Color 1”	Applies color to the foreground of the slide master. For non-solid patterns, the color you choose here corresponds to the part that appears black in the “Pattern” pop-up menu.
“Color 2”	Applies color to the background of the slide master. For non-solid patterns, the color you choose here corresponds to the part that appears white in the “Pattern” pop-up menu.

4. Click “OK.”

**5. Add design elements or text using the Persuasion tools or by importing text or graphics.**

Keep in mind that this is the backdrop for your slides, so it's advisable to keep it relatively simple and open.

▶ **To create additional background masters:**

- 1. Choose "Go to master" from the View menu, and then choose "New background..." from the submenu. Or, from Master view, choose "New background..." from the "Go to slide master" pop-up menu.**



- 2. Type a name for the new background master.**

- 3. To use an existing background master, use the "Based on" pop-up menu to select which background master you want to use.**

If you base one background master on another, all the elements from the existing background master will appear on the new one. These elements are copies of the originals, so you can edit or delete them without affecting the original background master.

- 4. Click an "Orientation" for the background master.**

The orientation you give the background master is passed on to the slide masters to which it is applied, overriding their orientation setting if it is different.

- 5. Click "OK."**

If not based on another background master, a blank background appears. Otherwise, a copy of the background master you are basing this one on appears. Next, follow Steps 2 through 5 in the procedure immediately before this one to complete the background master.

**Tip:**

A quick way to move from any view to the background master for a selected slide is to hold down both the Option and Command keys while clicking the Slide view icon in the upper-right corner of the window.

### Controlling slide orientation

Applying a background master to a slide master changes the slide master's orientation to that of the background master. Once a background master is applied, the background master controls a slide master's orientation just as it takes precedence over a master's fill pattern.

In this situation, when you go to the slide master, the "Tall orientation" command on the Master menu is dimmed, since orientation can be changed only on that slide master's background master. Similarly, if you create a new slide master based on a slide master that has a background master applied, the "Tall" and "Wide"

options in the "New slide master" dialog box are dimmed.

If a slide master has no background master applied, the slide master will use its own orientation, which can be changed in Master view using the "Tall orientation" command on the Master menu.

### Displaying slide backgrounds

Persuasion always displays the smoothest background fills possible when running the slide show. You can display smooth backgrounds in Slide view also, though it may affect performance.

If you are using a 24-bit monitor in 24-bit mode, Persuasion automatically sends 24 bits of data to the screen, resulting in the display of very smooth fills. But if you are using an 8-bit monitor, use the following procedure to see smooth backgrounds displayed in Slide view.

#### ► To display smooth background fills in Slide view:

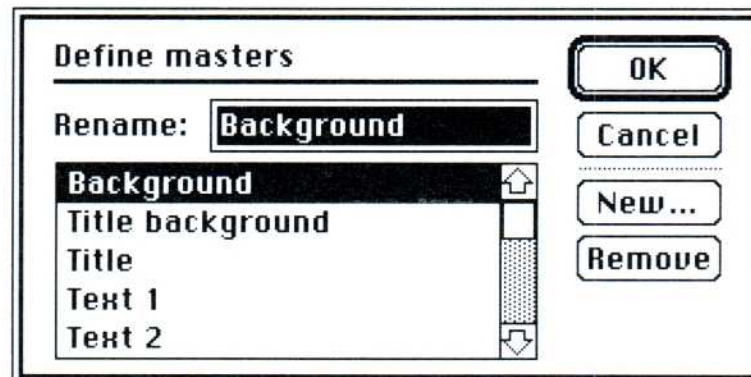
1. Choose "Preferences..." from the File menu.
2. Click to check "Fine background fill," and then click "OK."

## Renaming and removing slide masters

You can change the collection of slide masters in an AutoTemplate by renaming or removing individual masters.

### ► To rename or remove slide masters:

1. In Master view, choose “Define masters...” from the Master menu.



2. Select the slide master or background master you want to remove or rename from the list box.
3. To rename the selected master, type the name you want in the “Rename” edit box.
4. To delete the selected master, click the “Remove” button.

Any slide master you select will be removed even if it is assigned to a slide. When a slide master that is assigned to a slide is removed, the default slide master will be assigned in its place.

5. Click “OK.”

You can also add new slide masters from the “Define masters” dialog box by clicking the “New...” button to get the “New slide master” dialog box. Then follow the procedure outlined in “Creating slide masters” earlier in this chapter.

## *Adding placeholders*

Placeholders act as markers that define the size, format, and location of text and charts on your master. Information that flows into the placeholder automatically assumes the assigned position and takes on the characteristics that you specify.

Placeholders also create the dynamic link between your slides and either the outline or the data sheet. Any change you make to the text that flows into a title, body text, table, or chart placeholder is automatically reflected in the appropriate part of the presentation. For example, if you change a number in a table on your slide, the number also changes in the data sheet. If you edit placeholder text on your slide, the change appears in the outline.

There are nine types of placeholders:

- Title
- Subtitle
- Body text
- Chart
- Table
- Organization chart
- Slide number
- Slide copy
- Notes text

## Title placeholder

The text attributes and location you give the title placeholder are automatically transferred to slide titles on slides.

### ► To add a title placeholder:

1. With the slide master on the screen, choose “Add title” from the Master menu.

Persuasion adds a title placeholder to the slide master.



The title placeholder is initially set to be centered, Helvetica, 36-point type.

2. If necessary, reposition and modify the placeholder.

To	Do this
Reposition	Drag to the new location.
Change the width	Grab a side handle and drag to the desired width.
Change font, size, style, or text color	Use commands from the Text menu.
Add a fill pattern, shadow, or text block color	Use commands from the Effect menu.

**Note:** Placeholders must be added using the “Add...” commands on the Master menu. They can not be added by copying and pasting them from other locations.



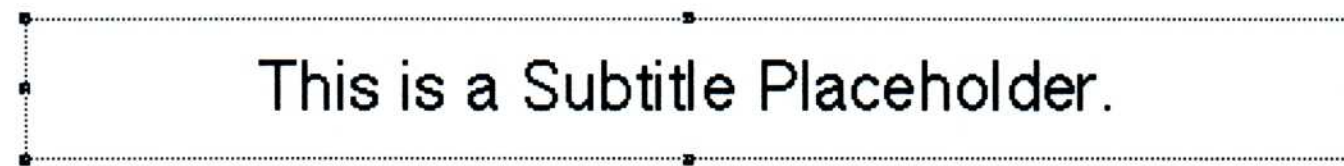
## *Subtitle placeholder*

Like Persuasion's other placeholders, a subtitle placeholder is dynamically linked to the outline, and text can flow in either direction. For subtitle text to flow automatically from the outline to the slide, you must have a subtitle heading for the slide in the outline. For information about creating a subtitle in the outline, see Chapter 2, "Outlining."

### ► **To add a subtitle placeholder:**

- 1. With the slide master on the screen, choose "Add subtitle" from the Master menu.**

A subtitle placeholder appears on the slide master.



The subtitle placeholder is initially set to be centered, Helvetica, 24-point type.

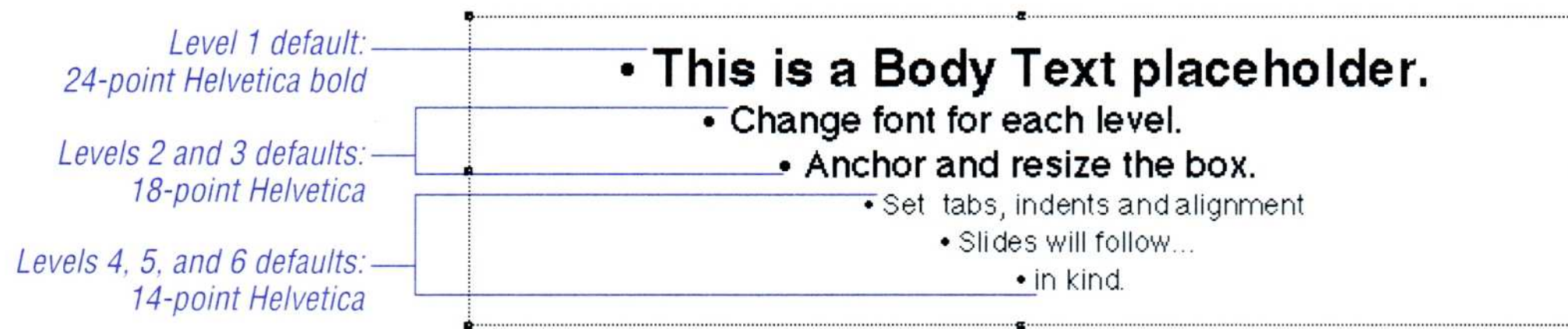
- 2. Position the placeholder where you want the subtitle text to appear on the slide.**
- 3. Format the placeholder text in the same way you formatted the title placeholder.**

## Body text placeholder

In addition to formatting the text placeholder as you do the title and subtitle placeholders, you can change a text placeholder's size by removing individual paragraphs from it. You can also change its bullet styles.

### ► To add a body text placeholder:

1. With the slide master on the screen, choose "Add body text" from the Master menu.



The body text placeholder is initially set to different type specifications at each level.

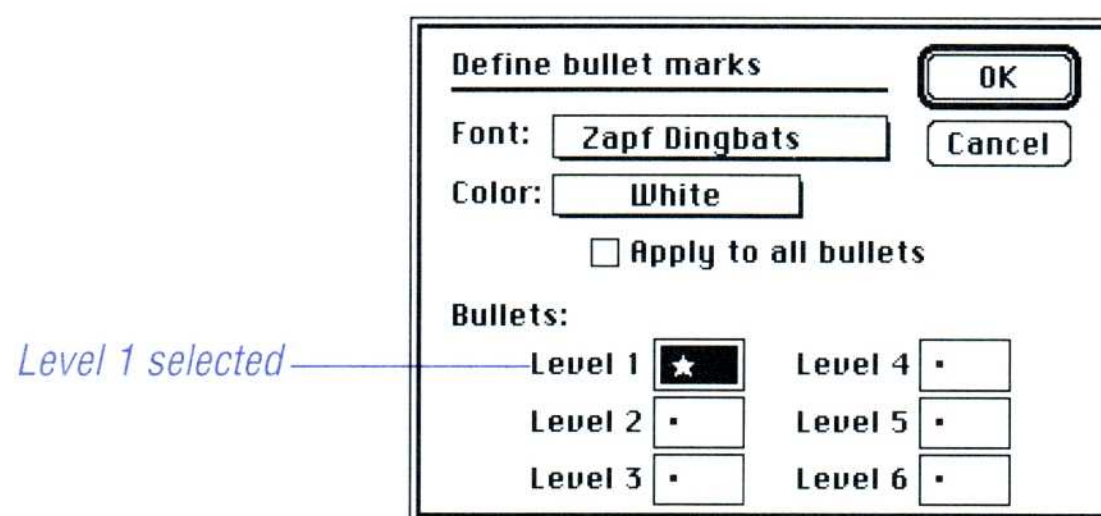
2. If necessary, reposition or modify the placeholder in the same way that you formatted the title placeholder by resizing or using commands from the Text and Effect menus.
3. Use the text tool to edit the placeholder text by cutting or clearing one or more levels.

You can undo these actions only by using the "Undo" command; text that has been cut cannot be pasted back into the text block. You can delete the placeholder by adding a new one.

You can change a bullet symbol and its color only on a slide master, where you specify bullet attributes by level. For example, all Level 1 bullets could be red stars from the ITC Zapf Dingbats® font. All Level 2 (subordinate) bullets could be blue and use the standard Helvetica round bullet.

► **To define the symbol and color of bullets for a body text placeholder:**

1. **With the body text placeholder on the screen, choose “Define bullet marks...” from the Master menu.**



2. **In the “Define bullet marks” dialog box, select the bullet level whose font or color you want to change.**

If you want the font and color changes to apply to all bullet levels, check “Apply to all bullets.”

3. **Select the font for the bullet symbol from the “Font” pop-up menu, and then type the appropriate key combination to produce the symbol you want.**

Use the Key Caps desk accessory to identify key combinations to get the bullet symbols you want in a particular font. (Refer to your Macintosh documentation for further information).

4. **Select the color you want to apply from the “Color” pop-up menu.**

5. **Repeat Steps 2, 3, and 4 for each level until all bullet symbols are specified.**

6. **Click “OK.”**

The font and color you selected are applied to the bullet symbols you typed for each selected level.

You can turn off the display of bullets in a text placeholder, while retaining the definition for them.

► **To turn off the display of bullets in a body text placeholder:**

- 1. On the slide master, select the text placeholder.**
- 2. Choose “Bullet marks” from the Text menu.**

On a slide, you can display the bullets that are turned off in a placeholder by choosing “Bullet marks” from the Text menu. The bullets that appear are defined by the “Define bullet marks” command for that placeholder.

**Tip:**

To delete the bullets for an individual level, select the level in the “Define bullet marks” dialog box, and then press the Delete key. If you delete bullets in this way, choosing “Bullet marks” from the Text menu does not display them.

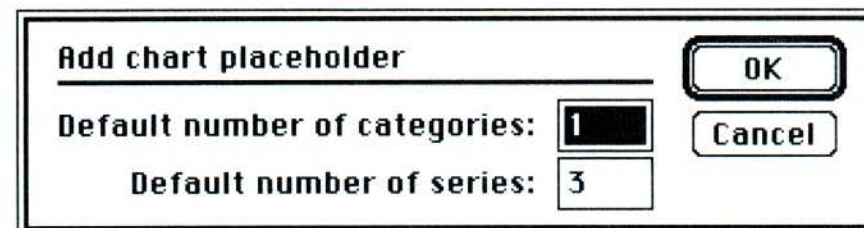
## Chart and table placeholders

After you add a chart or table placeholder, you can modify it in all the ways that you can modify a chart on a slide. You can resize it, move it, change its fill patterns and colors, alter its line thickness, give it a shadow, specify the text characteristics for its labels, and so forth. If you have already defined a chart format that you like, you can apply it to the chart placeholder.

### ► To add a chart placeholder:

1. With the slide master on the screen, choose “Add chart...” from the Master menu.

**Note:** When you have “Pie” selected as the chart type that will be plotted, the “Add pie placeholder” dialog box will appear.

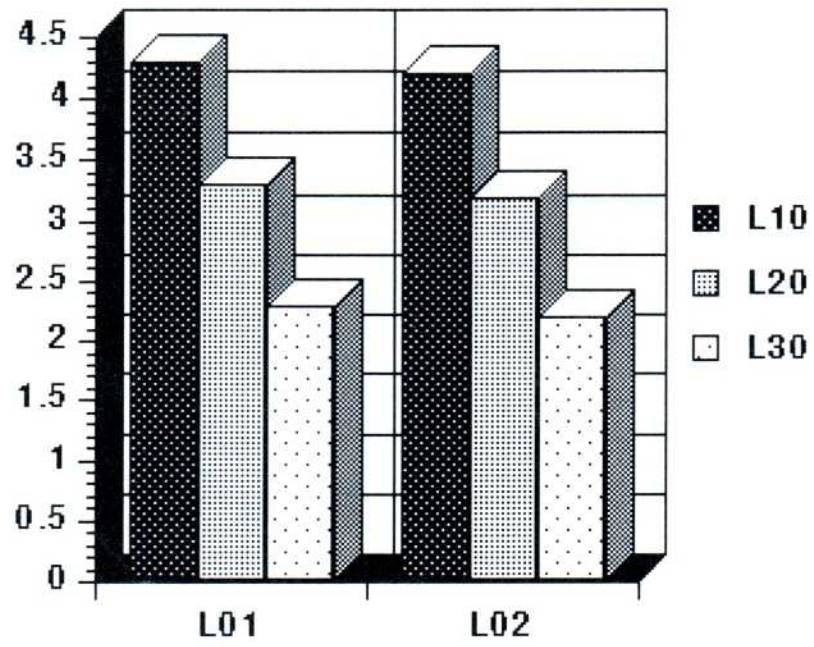


2. Enter the number of categories and series that you want.

The numbers you specify determine how large the placeholder should be to save adequate room for the chart, but they do not limit the number of categories or series you may have in your data sheet.

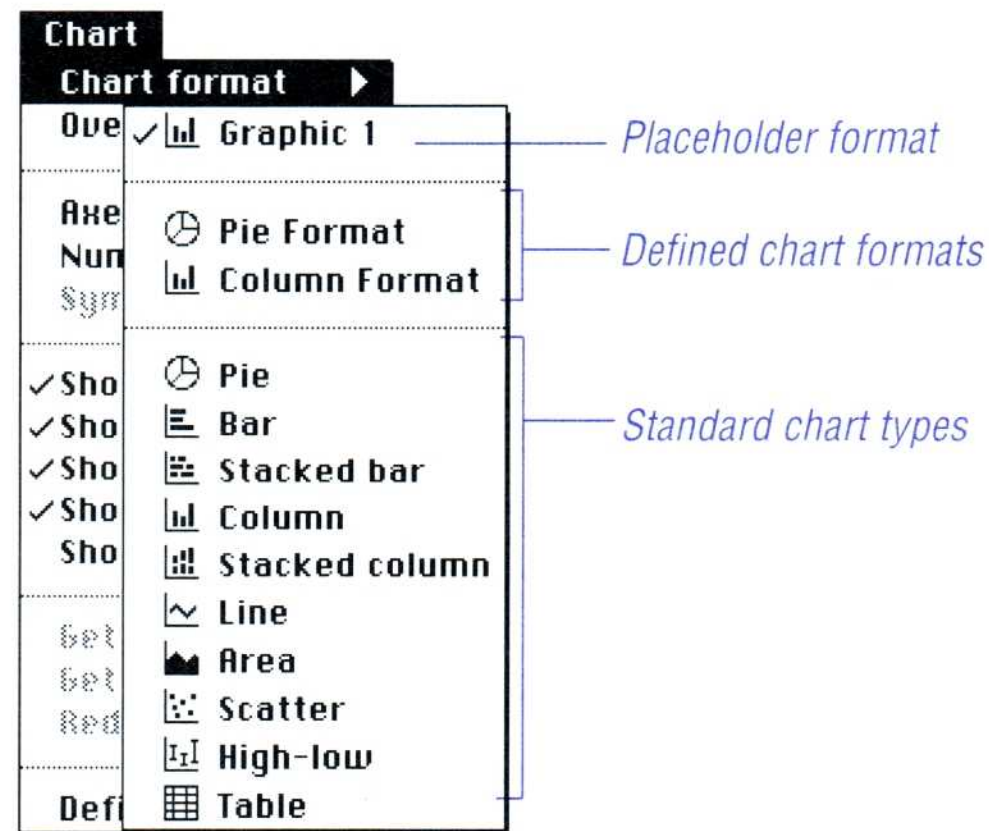
Categories usually appear as rows in your data sheet; their labels appear on the horizontal axis of the chart. Series usually appear as columns in your data sheet with their labels taken from the column headings.

3. Click "OK."



4. If you want, change the chart type by choosing "Chart format" from the Chart menu, and then select a chart or table format from the submenu.

For more information about recommended uses for different chart formats, see Chapter 4, "Charting."



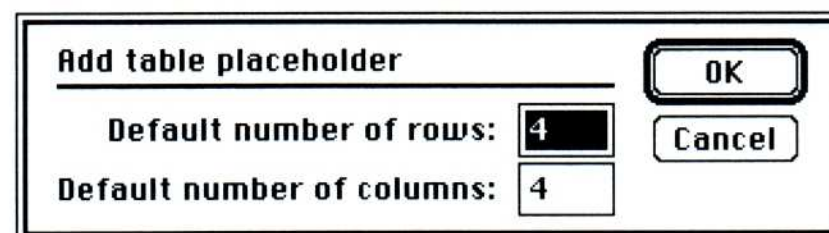
**5. If you want, reposition, resize, or modify the placeholder.**

To	Do this
Reposition	Drag to the new location.
Resize	Grab a handle and drag. To maintain proportions, hold down Shift while you drag.
Add special effects	Use commands from the Effect menu.
Change the font and style of labels or text	Subselect the labels, and then use commands from the Text menu.
Apply a defined chart format	Choose “Chart format” from the Chart menu, and then choose the name of the defined chart format from the submenu.

► **To add a table placeholder:**

**1. Choose “Add table...” from the Master menu.**

This command is provided as a shortcut. You can also create a table placeholder by choosing “Add chart...” from the Master menu, and choosing “Table” for its “Chart format” to achieve the same purpose.



**2. Enter the number of rows and columns you want.**

The numbers specify how large the placeholder should be to save adequate room for the table. The actual table you plot can have any number of rows and columns in the data sheet.

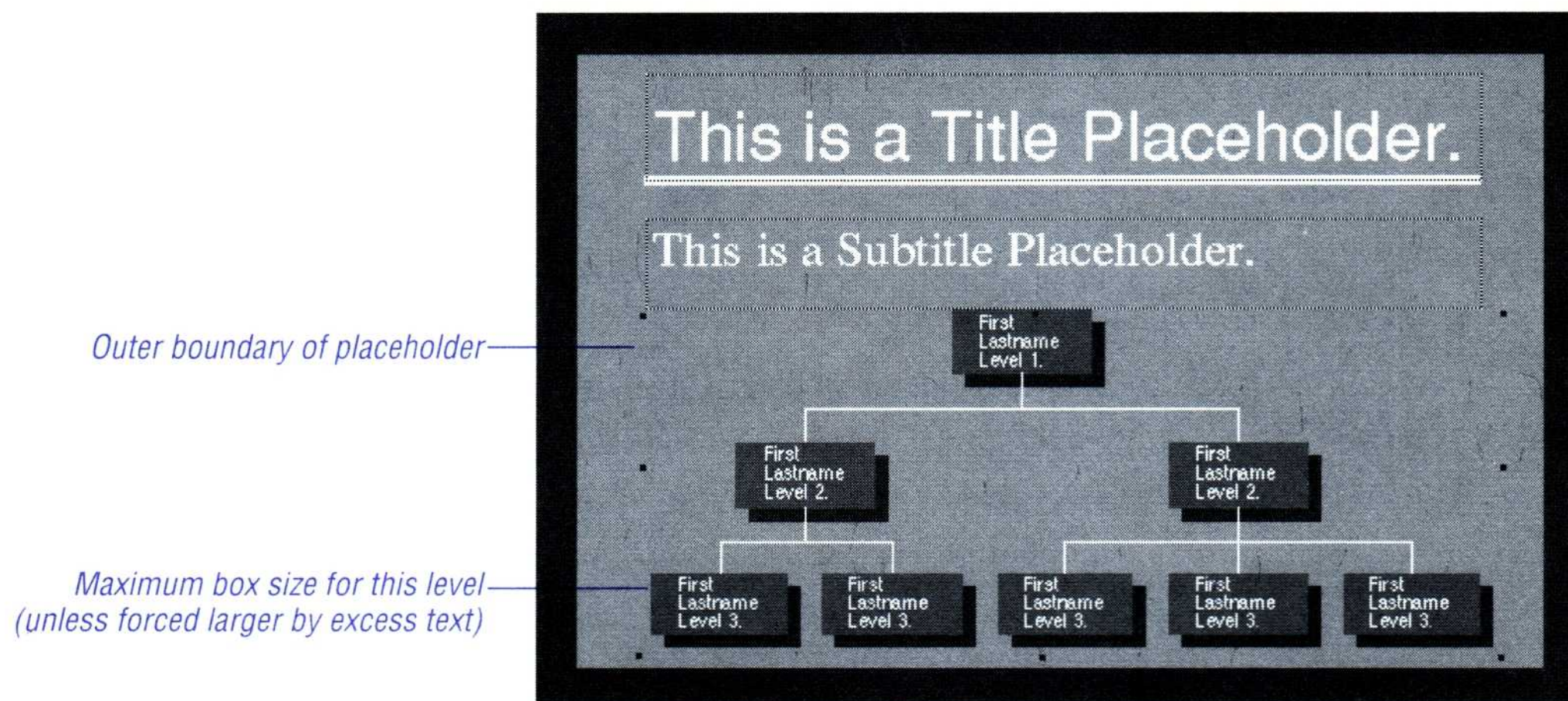
### 3. Click "OK."

	L10	L20	L30
L01	1.1	2.1	3.1
L02	1.2	2.2	3.2
L03	1.3	2.3	3.3

You can reposition or modify the table placeholder using the same techniques described for the chart placeholder prior to this procedure.

### *Organization chart placeholder*

The handles you see when you select an organization chart placeholder on a slide master indicate the maximum outer boundaries of any organization chart based on that placeholder. The size of any individual box in the organization chart placeholder indicates the maximum box size for that level. The vertical and horizontal spacing between boxes in the placeholder indicates the maximum spacing for organization charts based on that placeholder.



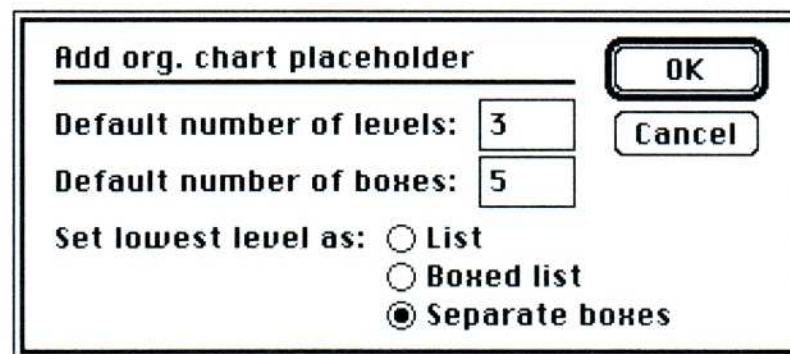
When you enter data into the outline and create an organization chart based on a placeholder, the new organization chart uses the largest possible dimensions for the outer boundary, the boxes, and the spacing without exceeding the maximums (unless the quantity of text is so great that exceeding the maximum dimensions is unavoidable). If necessary, when fitting the boxes into the outer boundary established by the placeholder, Persuasion may make the boxes and spacing smaller than those on its placeholder. However, the boxes and spacing will not be made larger than the dimensions on the placeholder unless the text quantity forces them to be.

► **To add an organization chart placeholder:**

1. Choose “Add org. chart...” from the Master menu.
2. Fill in the default number of levels and boxes you want, and select a format for the lowest level.

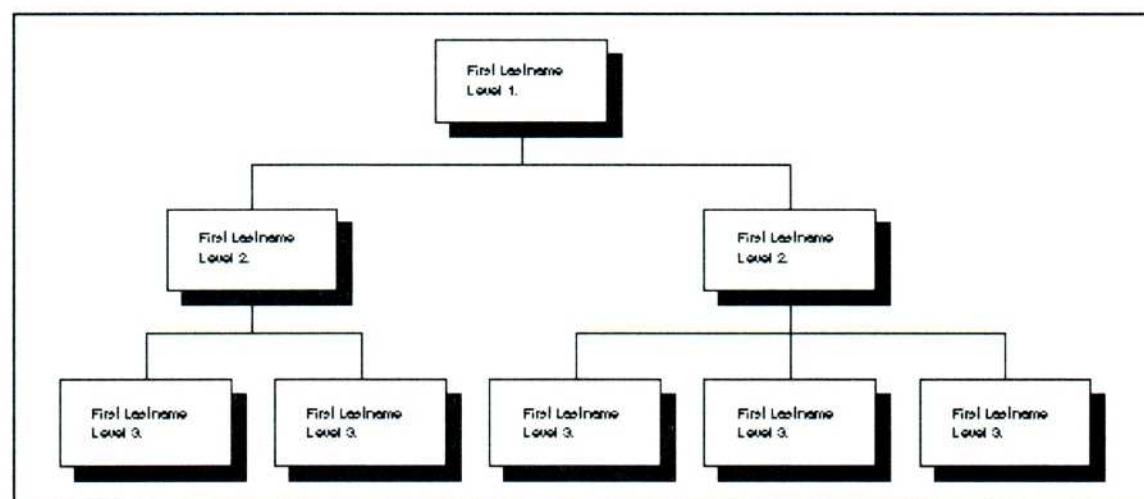
For best results, choose settings that are as close as possible to the actual number of levels and headings in the outline.

**Note:** Levels chosen here do not limit the number of levels for the organization chart.



The numbers you enter as defaults control the dimensions of your organization chart placeholder, its boxes, and the spacing between levels.

3. Click “OK.”



**4. Resize the organization chart placeholder on the slide master by dragging a handle.**

You can resize the outer boundary of the placeholder by dragging its handles. For optimum results, try to size the placeholder to the precise size you need for your organization chart.

**5. Position the organization chart on the slide master, and enhance it using the commands from the Effect and the Text menus.**

For information about working with organization charts, see “Adding an organization chart” under “Assigning masters in Outline view” in Chapter 2.

### *Slide number placeholder*

If you’ve ever dropped a stack of overheads, then had to put them back in order, you will appreciate Persuasion’s slide number placeholder. A slide number placeholder can be added to a slide master and a notes master, but not to a background master.

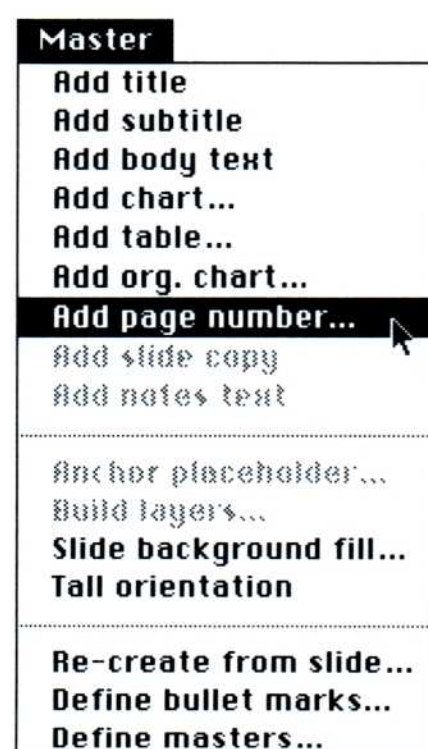
► **To add a slide number placeholder to a slide master:**

- 1. With the slide master on the screen, choose the “Add page number...” command from the Master menu.**
- 2. Position the placeholder where you want the page number to appear on the slide.**



- 3. Format the placeholder text using the commands from the Text menu. Or, add fills, colors, patterns, and shadows to the slide number using commands from the Effect menu.**

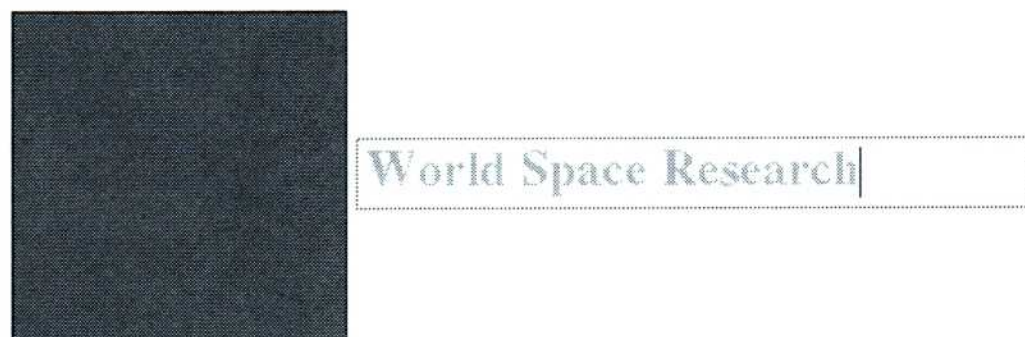
The appropriate number appears on the slide when you switch to Slide view, Slide Sorter view, Notes view, or when you print the presentation.



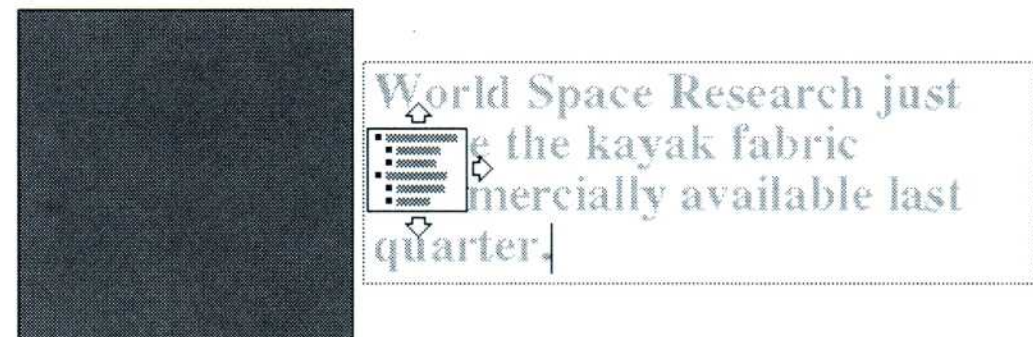
## Anchoring placeholders

When you anchor a placeholder, you are indicating how a title, subtitle, text, or organization chart placeholder will control the placement of text within the placeholder's boundaries on a slide. Placeholder text on a slide expands out from the anchor position. For example, if a text placeholder is positioned above a graphic on a slide, you can specify that when text is added to the slide, the text block will expand upward from the bottom of the placeholder, thus ensuring that text won't flow over the graphic.

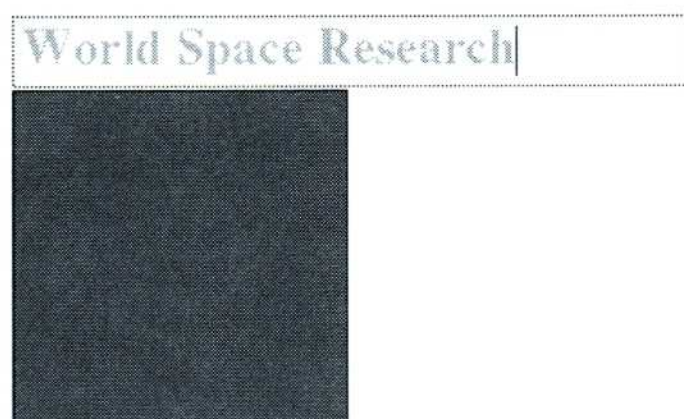
Keep in mind that placeholder anchoring is different from text alignment. For anchoring, the frame of reference is the placeholder box; for alignment, it's the text block itself. For example, you can have left-aligned body text anchored at the lower-right corner of the placeholder box.



The text is anchored "Center" and "Left."



After text is added, it expands so that it remains centered vertically, to the right of the graphic.



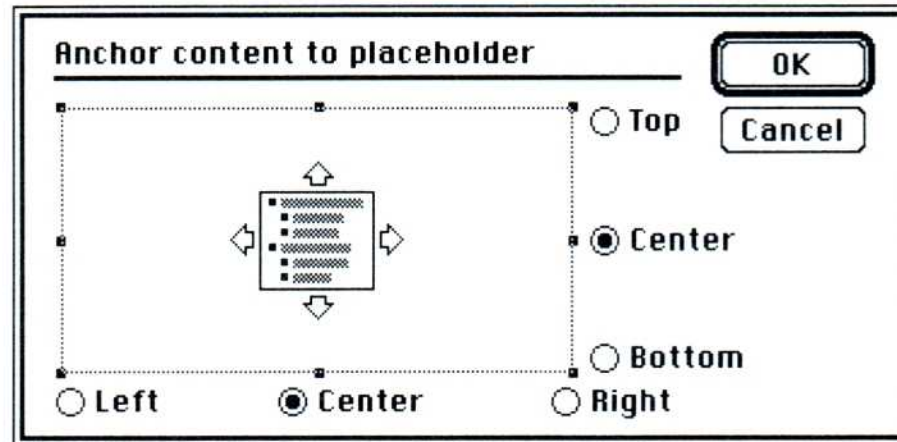
The same text is anchored "Bottom" and "Left."



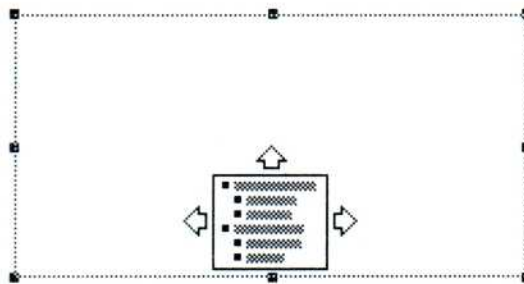
After text is added, it expands up and away from the graphic, instead of flowing down over it.

► **To anchor a placeholder:**

1. Using the pointer tool, select a title, subtitle, text, or organization chart placeholder on a slide master.
2. Choose “Anchor placeholder...” from the Master menu.



3. Select a horizontal setting (“Left,” “Center,” or “Right”) and a vertical setting (“Top,” “Center,” or “Bottom”) to anchor the text within the placeholder.



As you select the vertical and horizontal anchoring options, the sample box shows you where text will be positioned within the placeholder boundaries.

4. Click “OK.”

The placeholder will show the effect of anchoring, and the text will flow into it from the outline.

## *Adding other text and graphics*

Persuasion lets you draw or import graphics and add text to your slide master. The objects you add to the master appear on every slide to which the master is assigned. If you want to add something that will appear on every slide in the presentation—a logo, for example—you can add it to the main background master, rather than each individual slide master. But when you want to customize your text-type slides, for example, in a different way than you want to treat your chart-type slides, consider making those changes on the appropriate slide masters to ensure uniformity.

You add objects to slide masters the same way you add them to slides. Use the text and drawing tools to create objects and the Text and Effect menus to enhance them. For more information about adding text and graphics to slides, see Chapter 3, “Working on Slides.”

## ***Modifying an AutoTemplate***

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An AutoTemplate is a collection of slide masters. Aside from altering existing slide masters, you can modify an AutoTemplate by:

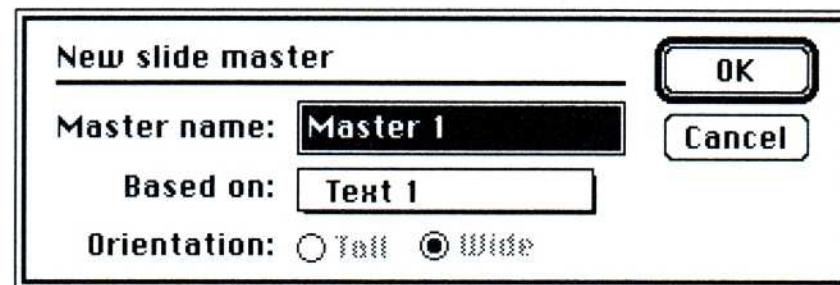
- creating new slide masters.
- importing slide masters.
- re-creating masters from a slide.

## ***Creating a new master***

Most of the time when you use Persuasion, you will begin a presentation by opening a copy of an AutoTemplate. Each of Persuasion's AutoTemplates is a collection of seven slide masters that may or may not be adequate for your particular needs. Once you have a set of existing masters with their design and defaults established, it is quite simple to build variations on them to suit your needs.

► **To add a master to an AutoTemplate:**

1. Choose “Go to master” from the View menu, and then choose “New...” from the submenu. Or, in Master view, choose “New...” from the Master pop-up menu in the lower menu bar.



The image shows a dialog box titled "New slide master". It has a title bar with the text "New slide master" and two buttons: "OK" and "Cancel". Below the title bar, there are three input fields. The first is labeled "Master name:" and contains the text "Master 1". The second is labeled "Based on:" and contains the text "Text 1". The third is labeled "Orientation:" and has two radio buttons: "Tall" and "Wide". The "Wide" radio button is selected.

2. For “Master name,” type the name of the new slide master.
3. For “Based on,” choose the existing master that will serve as the basis for the new master from the pop-up menu, or choose “None.”
4. For “Orientation,” select either “Tall” or “Wide.”

**Note:** If you create a new slide master based on a slide master with a background master applied, the “Tall” and “Wide” options in the “New slide master” dialog box are dimmed.

5. Click “OK.”

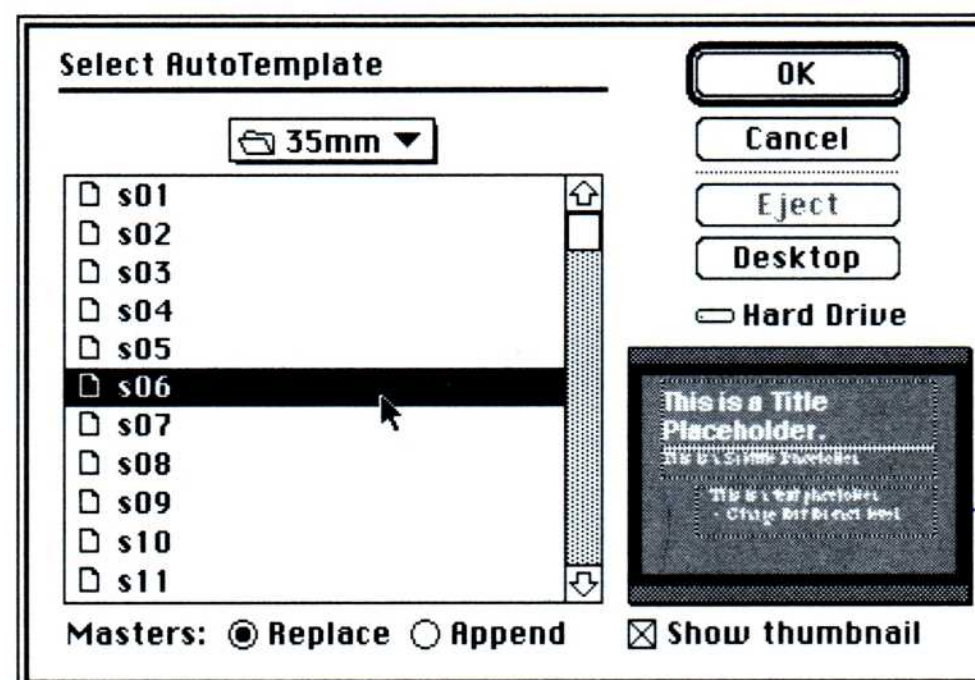
Unless you chose “None,” a copy of the master that the new one is based on appears. You’ll need to delete the placeholders you do not want before adding the appropriate ones. For information on adding placeholders, see “Adding placeholders” earlier in this chapter.

## Importing masters

You can import the slide masters, the working set of colors, and defined text and chart formats from another Persuasion presentation or AutoTemplate.

### ► To import the masters from another AutoTemplate:

1. Choose “AutoTemplates...” from the File menu.
2. In the “Select AutoTemplate” dialog box, select the presentation or AutoTemplate whose masters you want to import into the current presentation.



*Thumbnail of a slide master in selected AutoTemplate*

A thumbnail version of a master from the AutoTemplate appears at the lower-right corner of the dialog box. If not, click to check “Show thumbnail.” The master selected for the thumbnail is the one that appears at the top of the Master pop-up menu in the selected presentation or AutoTemplate.

**Note:** In some rare circumstances, there may be insufficient memory available to save a thumbnail version with the presentation. If the presentation is later opened and saved in Persuasion when memory is sufficient, a thumbnail version will be saved with the file.

- 3. To replace the masters, chart formats, and colors (working set and custom colors) in the current presentation, click “Replace.” To add the imported masters to those in the current presentation, click “Append.”**

See the following chart for descriptions of the actions that occur depending upon whether “Replace” or “Append” is selected.

- 4. Click “OK” to import the new masters. Click “Cancel” to stop the operation and return to the current presentation.**

If the imported masters are a different size from those in the current presentation, the “Adjust graphics” dialog box will appear. You can use this dialog box to have Persuasion automatically resize your presentation. For information on how to adjust graphics, see Chapter 1, “Persuasion Basics.”

The following chart describes the actions that occur depending upon whether “Replace” or “Append” is selected.

	<b>If you choose “Replace”</b>	<b>If you choose “Append”</b>
Slide masters Background masters Notes masters	<p>If an imported master has the same name as one in the current presentation, the imported master will replace the current one.</p> <p>All slides based on replaced masters will be re-created.</p>	<p>All masters will be added to those in the current presentation.</p> <p>If an imported master has the same name as one in the current presentation, the name of the imported master will be modified so it can be distinguished from the master in the current presentation.</p>
Defined text formats	<p>If an imported text format has the same name as one in the current presentation, the imported text format will replace the one in the current presentation.</p>	<p>The imported text formats will be added to those in the current presentation. If an imported text format has the same name as one in the current presentation, the name of the imported text format will be modified so it can be distinguished from the text format in the current presentation.</p>
Colors	<p>The working set with its color names from the imported presentation will completely replace those in the current presentation.</p> <p>The 40 editable custom colors in the selected AutoTemplate will replace those in the current presentation. Each imported color replaces the color that was located in the same position in the custom color grid.</p> <p>Objects using an old color will be changed to the new color that now occupies that location in the grid.</p>	<p>Colors and color names are not imported.</p>
Chart formats	<p>The chart formats in the selected presentation will replace those in the current presentation. Existing charts using formats that have been replaced will remain unchanged.</p> <p>Charts originally based on a placeholder will be replotted based on the new placeholders on the replaced masters.</p>	<p>All chart formats will be added to those in the current presentation.</p>

## ***Re-creating masters from a slide***

In Master view, you can revise an existing master using a slide as a model. Let's say, for example, that you created a detailed slide, then decided that you would like to use those same elements on a master. You can create a blank master, then use the "Choose master elements" dialog box (described later in this section) to specify which elements of your slide you want to place on the master. Or, you can add elements from a slide to those on an existing master.

Any graphic element on the slide can be placed as a static object on the master or ignored (not used on the master). Text on the slide can be converted to placeholders or static text on the master, or ignored. Static elements on the master will appear on every slide to which the master is assigned.

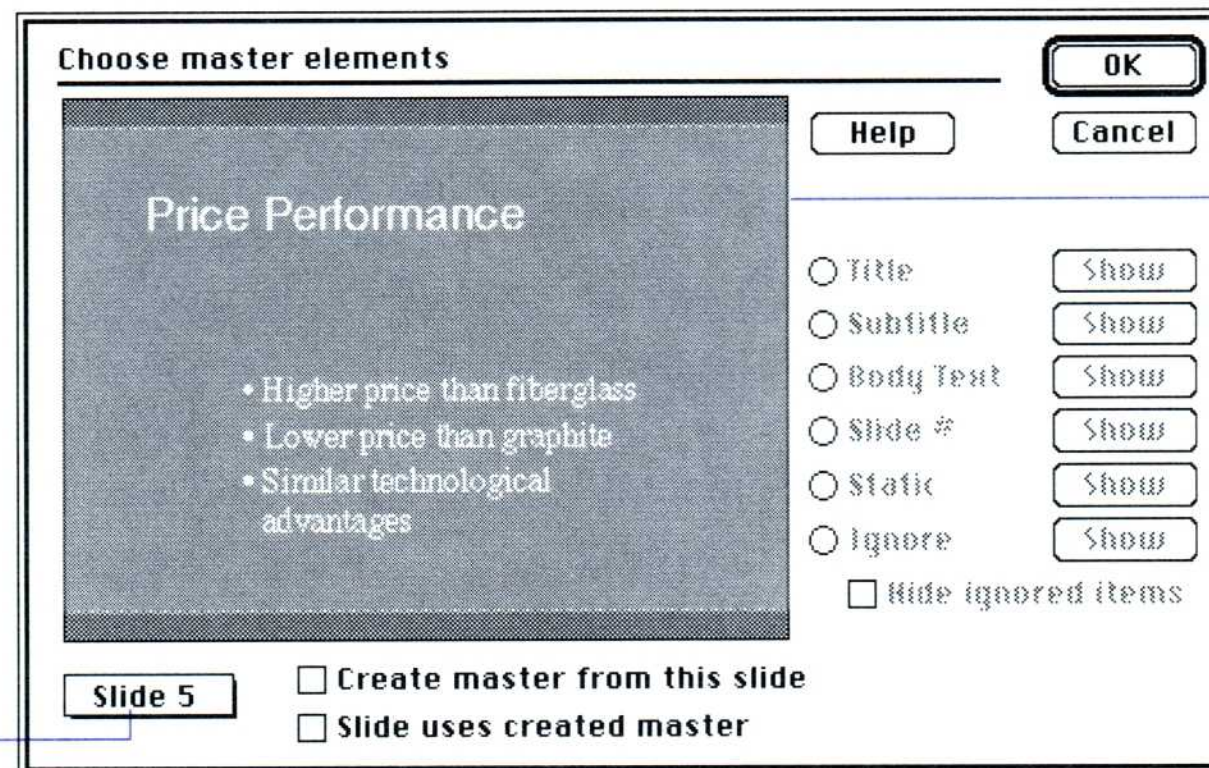
Re-creating masters from a slide does not create a new master. Instead, it completely re-creates an existing slide master. If the existing master is not blank, this process adds the elements you select from the slide to those already existing on the master.

► **To re-create an existing master:**

1. **Create a new, blank master or go to the master that you want to re-create.**
2. **Choose “Re-create from slide...” from the Master menu.**



*Slide pop-up menu*



*Sample box*

The sample box shows a slide from the current presentation minus its background master.

3. **Select the slide from the Slide pop-up menu in the lower-left corner to display in the sample box the slide whose elements you want to use on the master.**
4. **Check “Create master from this slide.”**
5. **In the sample box, select the text that you want to use as a model for the title placeholder, and then click “Title.” Repeat for each of the other placeholders.**

There can be only one placeholder of each type on the master. Each placeholder on the master will be placed in the same location as the text you selected on the slide. The placeholder will have the same text attributes (font, size, and so forth) as the text you selected.

**Note:** Persuasion initially designates every element on the slide as a static object, so unless you specifically change an element to some other status, it will be moved to the new master as a static object.

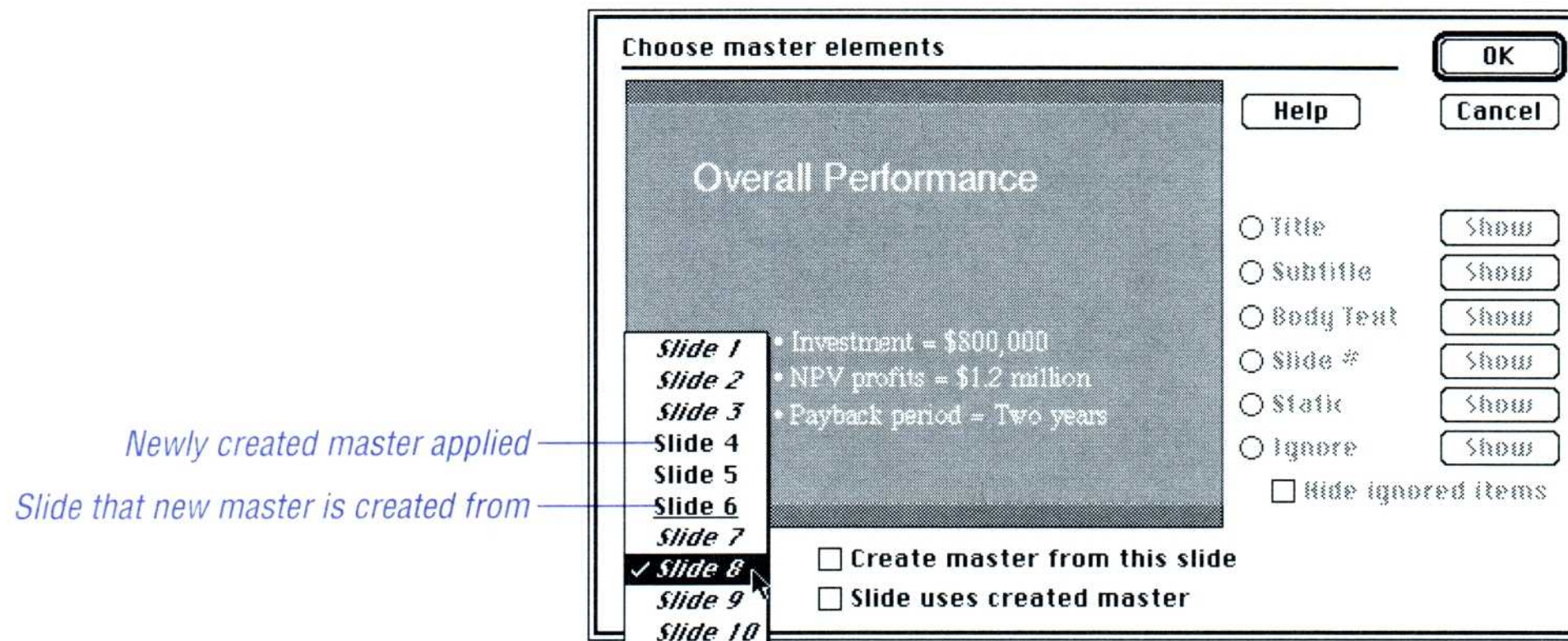
6. **If there is an element on the slide that you do not want to appear on your new master, select the element, then click “Ignore.”**

To see only those elements you have designated to appear on your master, check “Hide ignored items.”

**7. To see what status is assigned to which element, click a “Show” button.**

The “Show” button for a given element type is available if there is at least one element of that type on the slide. Clicking the “Show” button for a particular element type selects any elements of that type in the sample box. This feature allows you to see the status you have assigned to a particular element. All elements start out as static objects; therefore, until at least one element has been assigned a different status (e.g., subtitle), only the “Static” “Show” button is available.

**8. If you want to change the slides that the re-created master is applied to, start at the beginning of the pop-up menu and go through each slide, checking “Slide uses created master” for every slide to which you want to apply the new master.**



All slide names are in italic unless the slide was used to create a master (underlined, normal type) or uses the new master itself (normal type).

**9. When you have finished choosing elements for the master, click “OK” to re-create the master. To cancel without re-creating the master, click “Cancel.”**

If you click “OK,” Persuasion re-creates the master, using the elements you specified. Body text elements will be added to the outline as well as placed on the appropriate slides, and static objects will be removed from the slide and placed on the master.

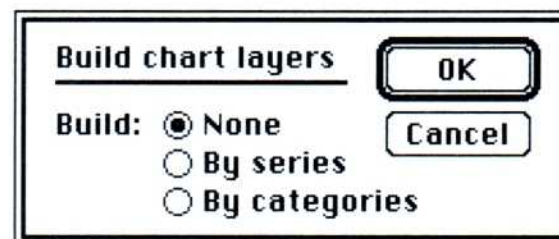
## Defining slide builds on the master

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You define a slide build on the master so that you don't have to do so on each individual slide. For example, you can automatically assign boxes in an organization chart placeholder, bulleted items in a body text placeholder, or columns in a chart placeholder to different layers. Assigning such a master to a slide creates layers on the slide. Then during a slide show, the delay between each layer will emphasize each point.

### ► To define slide builds on a master:

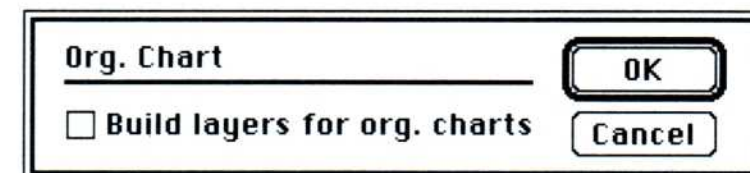
1. Go to the slide master.
2. Use the pointer tool to select the text, chart, or organization chart placeholder for which you want to define layers.
3. Choose "Build layers..." from the Master menu.



Build chart layers

Build:  None  By series  By categories

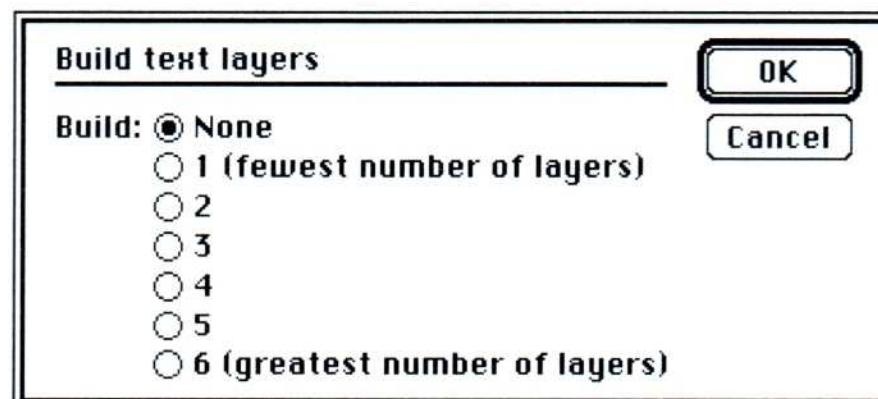
OK Cancel



Org. Chart

Build layers for org. charts

OK Cancel



Build text layers

Build:  None  1 (fewest number of layers)  2  3  4  5  6 (greatest number of layers)

OK Cancel

The dialog box that appears is specific to the type of placeholder you selected.

**4. Select how the layers will be created, or return everything to one layer by choosing “None.”**

**Note:** The organization chart dialog box does not have a “None” option.

<b>For</b>	<b>You can choose</b>
Body text	By outline levels, or none
Charts	By categories, series, or none
Organization charts	By levels

**5. Click “OK.”**

Use the File menu’s “Slide show” command to set the delay between each layer. For more information about running a slide show or printing builds, see Chapter 7, “Producing a Presentation.”

## ***Creating notes and handout masters***

By setting up the notes and handout masters, you can prepare note pages for yourself and handouts for your audience. Referring to speaker notes as you show your overheads or slides can be a big help, especially with longer presentations. Handouts, which contain miniatures of your slides, help your audience to follow your presentation and to remember it afterward.

Each AutoTemplate that comes with Persuasion includes predesigned notes and handout masters.

### ***Creating the notes master***

Each slide has a speaker notes page that is formatted by the notes master. You create the text of your speaker notes in the outline as you create your presentation—or you can create notes using the text tool on each notes page. The notes master typically contains a slide title placeholder, a notes text placeholder, and a slide miniature. Notes text, like slide text, can be independent or governed by the notes text placeholder. For more information on creating speaker notes, see Chapter 2, “Outlining.”

► **To create a speaker notes master:**

**1. Choose “Notes master” from the View menu, or hold down Option while you click the Notes view icon.**

**2. Choose “Add title” from the Master menu.**

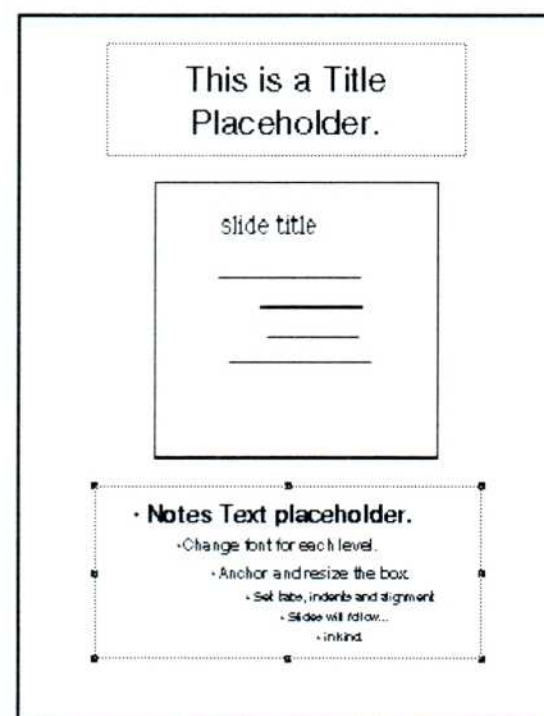
A title placeholder appears on the master. As with any slide master, you can choose “Anchor placeholder...” from the Master menu to anchor the title within the placeholder. You can also format the title placeholder using any of the commands on the Text menu, resize it by dragging a side handle, or add effects from the Effect menu.

**3. Choose “Add slide copy” from the Master menu.**

A miniature of a slide appears on the master. If you want, use the pointer tool to select the slide miniature and drag it to a new location.

**4. Choose “Add notes text” from the Master menu.**

A notes text placeholder appears on the Notes master that you can reposition and resize by dragging a side handle. The notes text placeholder will provide formatting information for notes text added in the outline or to dynamic text added to the notes page.



5. **Format the placeholder text by selecting the text by level using the text tool and then choosing from the commands on the Text menu.**

If you want to accommodate a large number of words, reduce the type size to allow more text to fit on the page. If you type more text into the outline than can fit on the notes page, the text will flow off the bottom of the page.

6. **Use the text tool to add any static elements to the notes master, such as time, date, and the title of your presentation.**

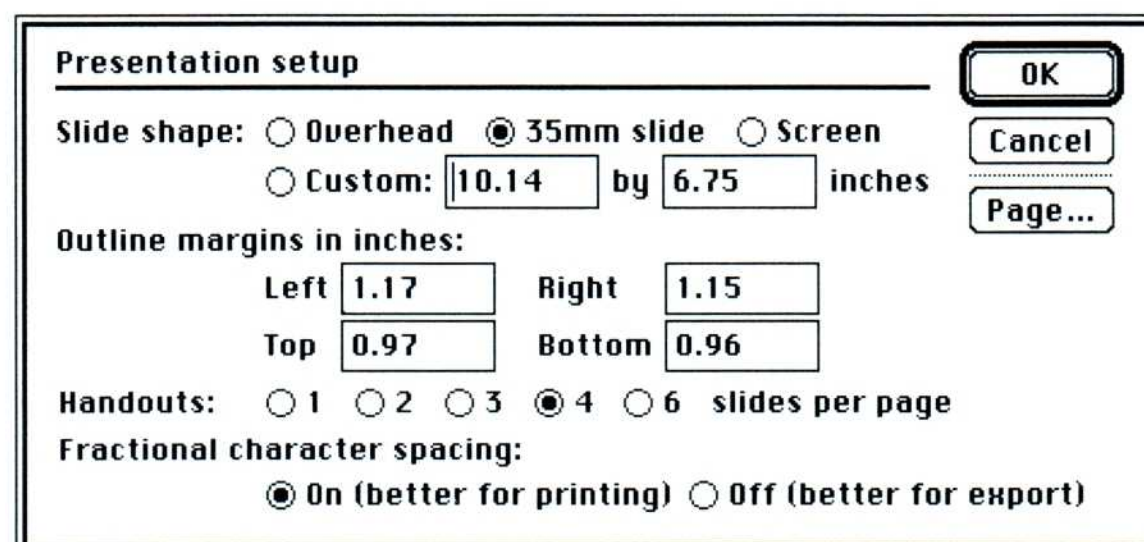
## *Defining the handout master*

Persuasion's handouts show miniature versions of each slide in your presentation. Handouts can help the audience to follow along during your presentation.

The first step in creating handouts is to use the handout master to define the number of slide miniatures that you want to appear on each handout page.

### ► **To define the handout master layout:**

1. **Choose "Page setup" from the File menu.**
2. **Click "OK" in the "Page setup" dialog box to display the "Presentation setup" dialog box.**

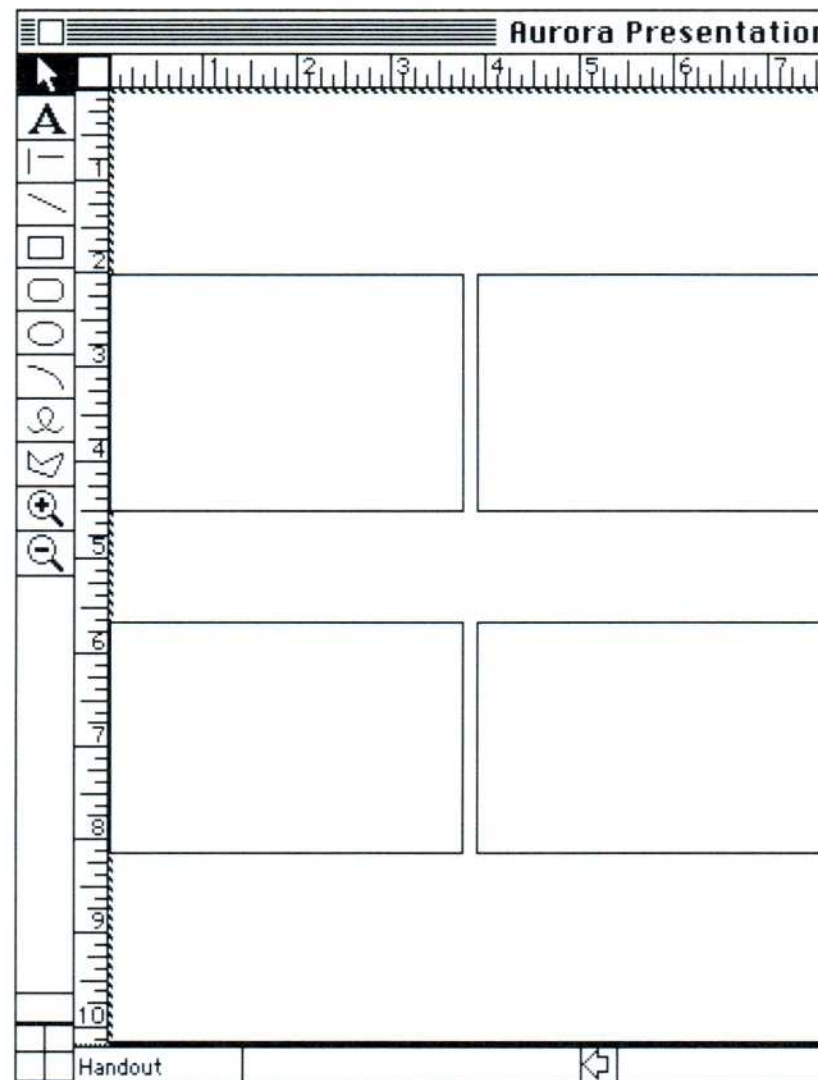


- 3. In “Handouts,” specify the number of slide miniatures you want to appear on each page.**

You can choose to display up to six slides per page. The default is four.

- 4. Click “OK.”**

- 5. Choose “Handout master” from the View menu.**



- 6. Use the text tool to add any static elements to the handout master, such as time, date, and the title of your presentation.**

As with speaker notes, you can add graphic elements to your handouts by using the drawing tools or by importing clip art.



## ***Chapter 7: Producing a Presentation***



# Chapter 7: Producing a Presentation

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You've done it—you've created your presentation, and now you're ready to produce it and view the final product. The step you took at the beginning—choosing an output device in the Chooser—prepared you for this moment. Now, you need to know how to produce your presentation on that output device—you can print overheads on a color printer or a black-and-white printer, send 35mm slides to a film recorder, or save a presentation file to disk for production at a service bureau with high-end equipment.

## Preparing for production

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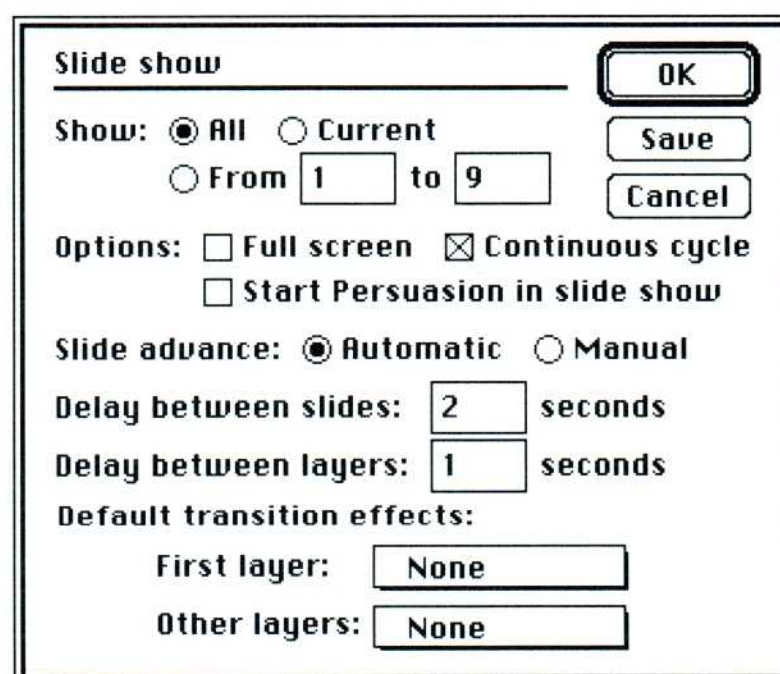
Before you get started, it's a good idea to preview your presentation in an on-screen slide show and to review your notes and handouts.

### Using the slide show to preview your presentation

Persuasion's slide show lets you preview your presentation on the screen before you print it. Looking at your presentation during the slide show is particularly helpful for noting inconsistencies in the placement of elements that are repeated from slide to slide.

#### ► To run the slide show:

1. Choose "Slide show..." from the File menu.



2. For “Show,” select “All” to show all the slides, select “Current” to show the currently selected slide, or enter numbers in the “From” and “to” boxes to show a range of slides.

3. Click to check any or all of these “Options”:

Full screen	To see the slide show in a full-screen display. If unchecked, the slide show appears in the presentation window.
Continuous cycle	To display the slides in a continuous loop—that is, upon reaching the last slide, the show starts from the beginning again.
Start Persuasion in slide show	To automatically launch the slide show when you open a presentation file. For more information, see “Automatic launch” later in this chapter.

4. For “Slide advance,” select “Automatic” to advance through the slides and their layers at the time interval you set below, or select “Manual” to advance using the mouse.

If you select “Manual,” click to move from slide to slide and layer to layer. If you want to see the previous slide or layer, double-click to go back, and then click to continue. To stop the slide show, press Command + . (period).

5. For “Delay between slides,” enter the number of seconds delay (from 0 to 60) you want between slides during automatic advance.

6. For “Delay between layers,” enter the number of seconds delay (from 0 to 60) you want between each of the layers within a slide during automatic advance.

7. For “Default transition effects,” select the effect you want between slides (“First layer”) and the effect you want between all subsequent layers (“Other layers”) from the pop-up menus.

For more information on transition effects, see “Setting transition effects” later in this chapter.

8. Click “OK” to run the slide show and preview your presentation.

**Tip:**

Sometimes when you preview the slide show, you may see slides that need rearranging. Go to Slide Sorter view, and then drag slides around to get immediate visual feedback as you reorder them.

## *Creating speaker notes and handouts*

Speaker notes can be a big help, especially when you give longer presentations. You can refer to the notes as you show your overheads or slides, detailing facts and figures that do not fit on the slides themselves. Handouts that show miniatures of your slides can help your audience follow along.

With Persuasion, both speaker notes and handouts are automatically created as you put your presentation together. Each of the AutoTemplates that come with Persuasion has a notes master and a handout master already set up, so your handouts are created along with your slides, and your notes pages are prepared as soon as you enter the notes in the outline.

### *Viewing your speaker notes*

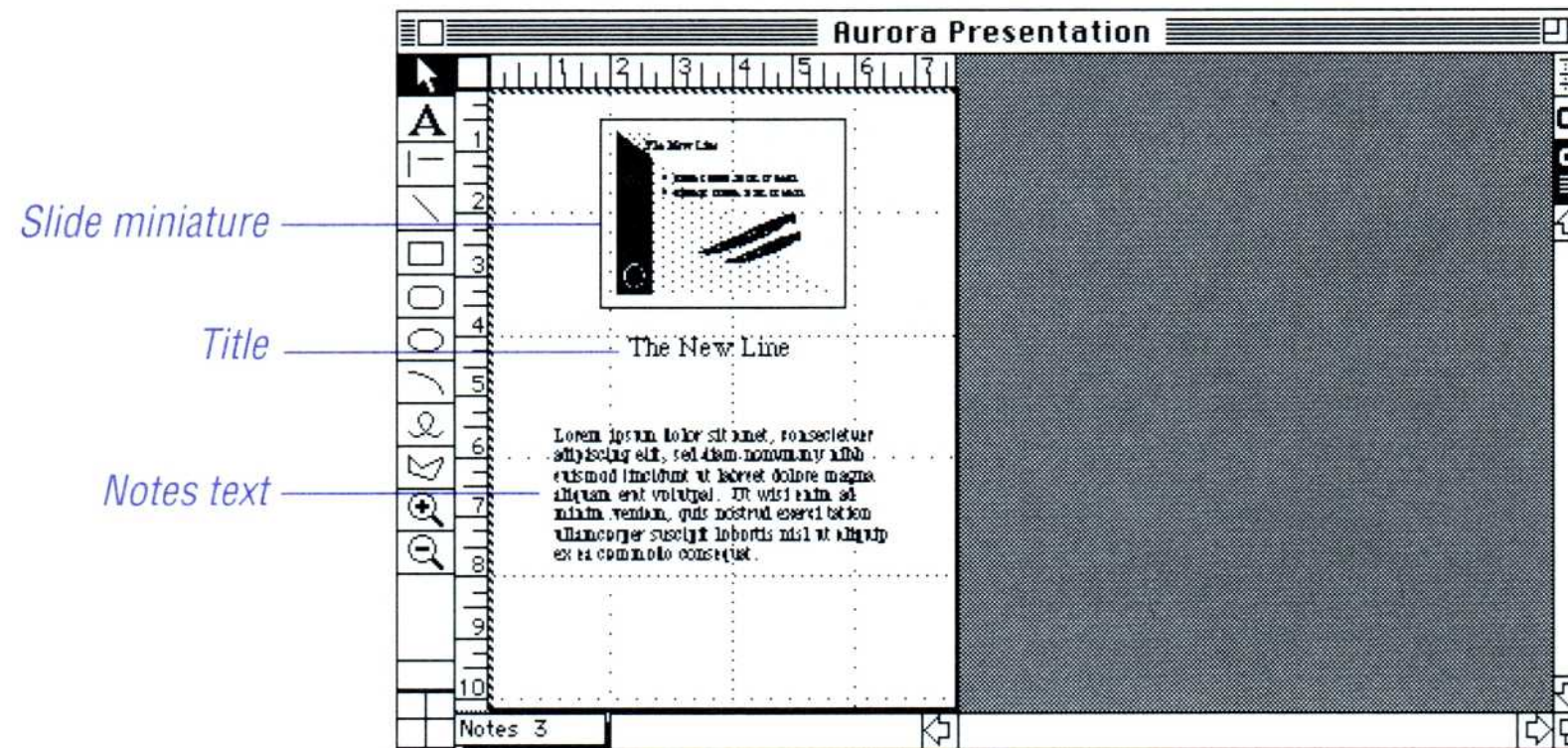
A speaker notes page exists for each slide in your presentation. Each speaker notes page typically includes:

- a miniature picture of the slide.
- a title.
- notes that are transferred from the outline (or are typed directly on the notes page).

The speaker notes master handles the placement of the slide miniature, the title, and the notes text, as well as design and formatting issues. For more information on creating a notes master, see Chapter 6, “Creating Masters.”

► **To view and edit speaker notes:**

1. **Choose the notes page number from the View menu, or click the Notes icon in the upper-right corner to go to Notes view of the selected slide.**



2. **Select the text tool, click an insertion point in the existing notes text (or the dummy text), and edit the notes on the page. Or, add independent notes text elsewhere on the notes page (for example, as a label on the slide miniature).**

If you have not added notes in the outline, you can add them on the notes page by editing the dummy text. When you edit the dummy text, the notes will also appear in your outline.

You can also import prepared notes by choosing “Import...” from the File menu, selecting a file, and then clicking “OK.”

For more information on adding notes in the outline, see Chapter 2, “Outlining.”

3. **Reposition any of the items on the notes page—the title, the slide miniature, or the notes text—by using the pointer tool to select the item you want to move, and then dragging it into position.**

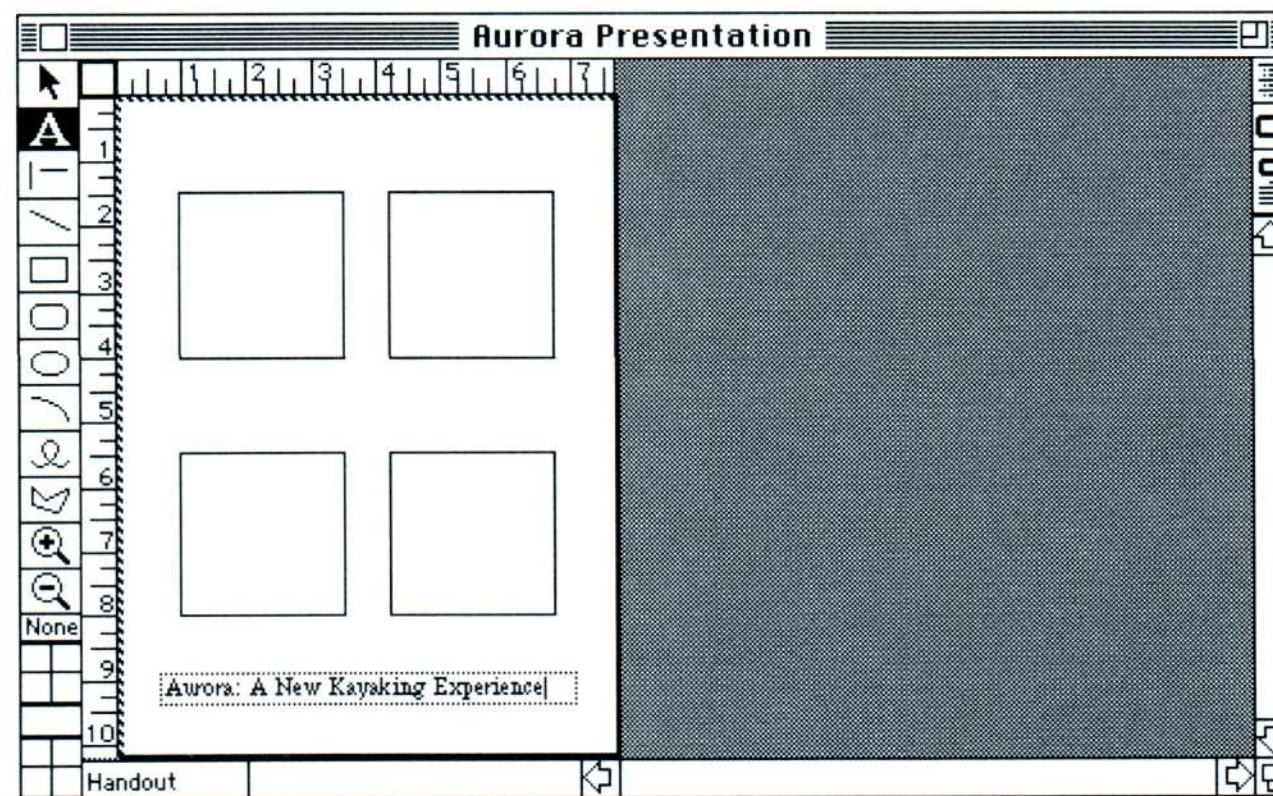
## *Creating handouts for your audience*

You cannot edit handouts the way you can view and edit speaker notes or slides; you can only edit the handout master itself. Each handout has room for up to six slide miniatures. You set the number of slides per handout page in the “Presentation setup” dialog box. For more information on creating a handout master, see Chapter 6, “Creating Masters.”

The handout master contains no placeholders, though you can write or draw directly on it. Using the text tool, you can type headers and footers on the handout master, such as a client name, your company name, and the date.

### ► To add headers or footers to your handouts:

1. Choose “Handout master” from the View menu.
2. Select the text tool.
3. Click an insertion point where you want the header or footer to begin, and then type.



That’s all there is to it. Now, each handout will have the header and footer you’ve typed on the master.

## ***Producing a presentation***

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You are now ready for the final step in creating a presentation—producing it. Persuasion gives you a wide range of choices for production:

- Black-and-white or color overheads, using desktop printers, such as the Apple LaserWriter Plus or the LaserWriter II SC
- 35mm slides, using desktop film recorders, such as Mirus Film-Printer or Presentation Technologies Montage FR1, or an outside slide service bureau
- On-screen presentations, using your Macintosh screen alone or with your Macintosh hooked up to a video display projector or video production pad

**Note:** QuickDraw output devices reproduce EPS-format graphics as their bitmapped screen representations. Since the resolution of a standard Macintosh monitor (72 dots per inch) is far lower than the resolutions of most output devices, this may affect the quality of your visuals. To improve the screen resolution, import the EPS-format graphic at 400%, and then scale it down in Persuasion.

## ***Printing overheads and support materials***

Printing can be as simple as choosing the “Print...” command and clicking “OK.” For the most part, Persuasion handles the decisions for you, using defaults and the design format specifications in the AutoTemplates.

The “Print” dialog box is printer-specific and depends on the output device you selected in the Chooser. For now, we’ll assume that you are using a laser printer to create overheads or support materials either in black-and-white or color.

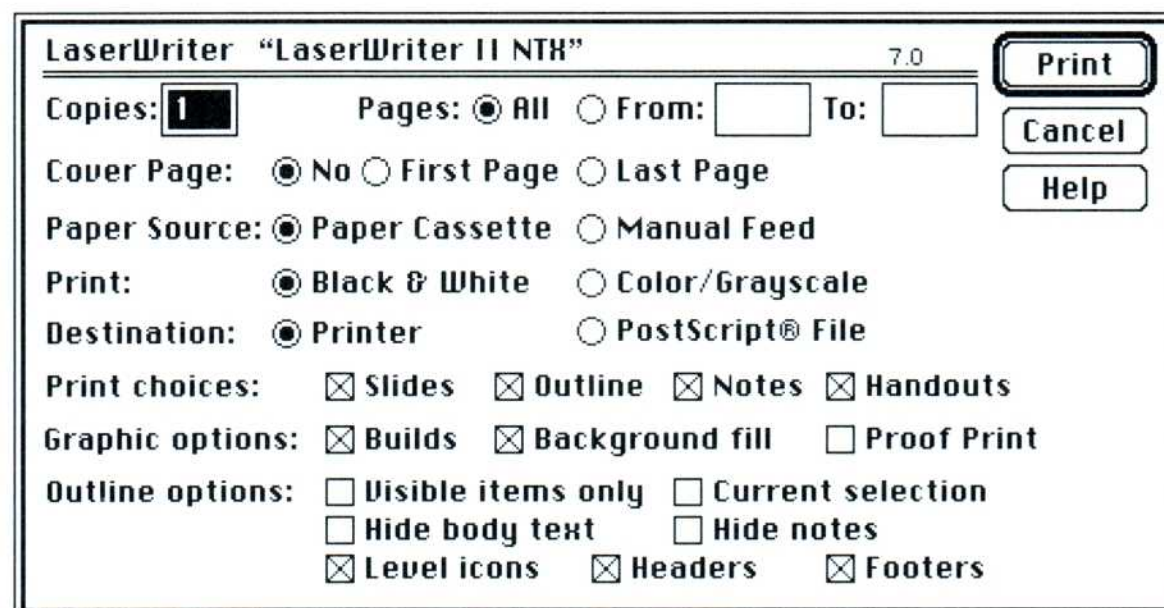
Color printing technologies include ink jet (e.g., the Hewlett-Packard DeskWriter Color Graphics) and thermal transfer (e.g., the Tektronix 4693D Color Image Printer). Ink-jet printing is generally limited to resolutions of 90 to 180 dots per inch. Thermal transfer printing is more expensive than ink-jet printing but offers resolutions of up to 300 dots per inch. For color printing, see your printer manual for information on the options in the “Print” dialog box.

You can also print in either black-and-white or color on a dot-matrix printer though the results will not be the best for your presentations. A color dot-matrix printer such as the Apple LQ ImageWriter II uses several colors on a single ribbon. Probably the best role for any dot matrix printer is to print proof copies.

**Important:** When you print directly to overhead transparencies, make sure to use the transparency film recommended for the printer you are using.

► **To print overheads, an outline, notes, or handouts:**

**1. Choose “Print...” from the File menu.**



**Note:** The dialog box that appears when you choose “Print...” from the File menu depends on the output device selected.

- 2. In “Copies,” enter the number of copies you want printed, and in “Pages,” click “All” to print your entire presentation, or enter numbers in the “From” and “To” boxes to print a range of slides, outline pages, and/or notes pages.**
- 3. In “Cover page,” click “No” to not print a cover page, click “First page” to have the cover page print as the first page, or click “Last Page” to have the cover page print as the last page.**

The cover page lists the name of the author, the application, the title of the presentation, the date and time the presentation was printed, and the name of the printer. Printing page ranges or changes in orientation generates additional cover pages.

4. In “Paper Source,” click “Paper Cassette” to feed paper automatically from a paper tray as you print, or click “Manual Feed” to feed the paper into the printer by hand.
5. If you are printing to a LaserWriter using driver version 6.0 or greater, in “Print,” click “Black & White” to print in solid black and white. Click “Color/Grayscale” to print grayscales on a black and white printer, or to print in color if printing on a color printer.
6. In “Destination,” leave “Printer” selected.
7. In “Print choices,” click to check what you want to print:

Click to check	To print
Slides	A copy of the slides specified in “Pages.”
Outline	The outline as specified under “Outline options” below.
Notes	A speaker notes page for each of the specified slides.
Handouts	Handouts containing slide miniatures of your slides. (The number of slide miniatures printed per page is set in the “Presentation setup” dialog box.)

8. In “Graphic options,” click to check how you want slides to print:

Click	To print
Builds	A copy of a slide for each of its additional slide layers; that is, Persuasion first prints Layer 1, then Layers 1 and 2, and so forth.
Background fill	Slides with their background fills (the default setting). For slightly faster printing, remove background fills by clicking to uncheck this box.
Proof Print	Slides with black text and white-filled objects for proofing before final production, particularly 35mm color slides before imaging, and for printing simplified speaker notes and handout miniatures. Exception: Imported EPS graphics and charts retain their fills when printed under this option.

**9. In “Outline options,” click to check how you want your outline printed:**

<b>Click</b>	<b>To</b>
Visible items only	Suppress printing of any collapsed items in the outline.
Current selection	Print only the currently selected heading and its subordinates.
Hide body text	Print an outline with no body text headings. Printed with only slide titles and notes, the outline makes an excellent script to use during your presentation.
Hide notes	Print an outline with no notes text headings. Printing an outline with both notes and body text hidden gives you a top-level summary of the slides in your presentation.
Level icons	Print slide title markers (§) and slide text markers (-) in the outline.
Headers or Footers	Print a header or footer on the outline pages. The header is the presentation title; the footer is the page number.

**10. Click “Print” to print your presentation.**

You can print your overheads on paper and use a copy machine to transfer them to transparency film. Or, you can put transparency film in the printer tray and print directly onto it; however, be careful to uncheck “Outline,” “Notes,” “Handouts” and “Proof Print” in the “Print” dialog box to avoid printing those items on transparency film.

**Important:** When you print directly to transparency film, make sure to use the film recommended in your printer manual. The wrong film may damage your printer.

You’ve now used Persuasion to create and produce an overhead presentation, complete with speaker notes, outline, and handouts. When you create 35mm slides or show an on-screen presentation, you will use the procedure above to print supporting materials, such as the outline (possibly as a presentation script), handouts, or speaker notes.

## *Producing 35mm slides*

Once you've organized and designed a presentation to your satisfaction, you can produce 35mm slides with Persuasion-compatible service bureaus and film recorders. Persuasion-compatible service bureaus offer state-of-the-art film-recording systems for sharp images at photographic resolutions, and some also offer custom services. For more information about using service bureaus, see the guides included in your Persuasion software package; outside the U.S. and Canada, contact your Aldus dealer or distributor.

If you make slide presentations often, consider using an in-house film recorder, such as the Mirus FilmPrinter. A film recorder connects to your computer through a port and includes a software driver that you install. Evaluate the film recorder you plan to use or purchase for compatibility with Persuasion. Some film recorders require a Macintosh II; others vary in the resolutions they can deliver and in their ability to produce film formats larger than 35mm. Since each film recorder can be different, you'll need to follow the instructions that come with your film recorder to produce 35mm slides.

**Note:** To produce a presentation in 35mm format, the slide shape option "35mm" must be selected in the "Presentation setup" dialog box. If you created your slides with another slide shape selected, you'll have to readjust objects on slides to conform to the new slide shape.

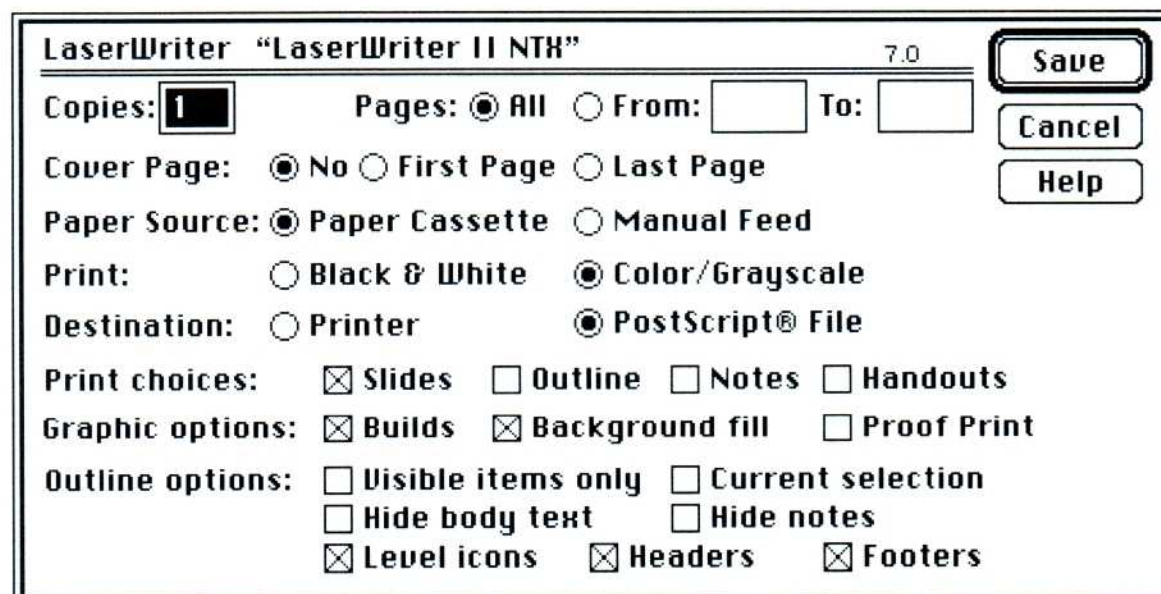
When you plan and produce your slides, consider the following guidelines:

- Read the documentation provided with the film recorder or by the service bureau to determine slide shape before you create your presentation. The slide shape you specify in the “Presentation setup” dialog box determines the height and width of your slides. If you later convert overheads to slides, you may have to use the “Adjust graphics” dialog box, which may not give you the exact results you want.
- Run a test slide on the film recorder or through the service bureau to determine whether the colors displayed on your screen are the same as the colors that will appear on the slide. The presentation “Colors” that came in your Persuasion disk set is helpful for this purpose. By producing it on the film recorder or slide service bureau that you will be using, you can determine how the colors on your screen will translate to the slide.
- When you are ready for final production, be sure to uncheck the “Background fill” option in the dialog box for the “Slide background...” command on the Master menu.

If you are producing your presentation at a slide service bureau, you may need to print a PostScript file to disk, so you can send them the disk.

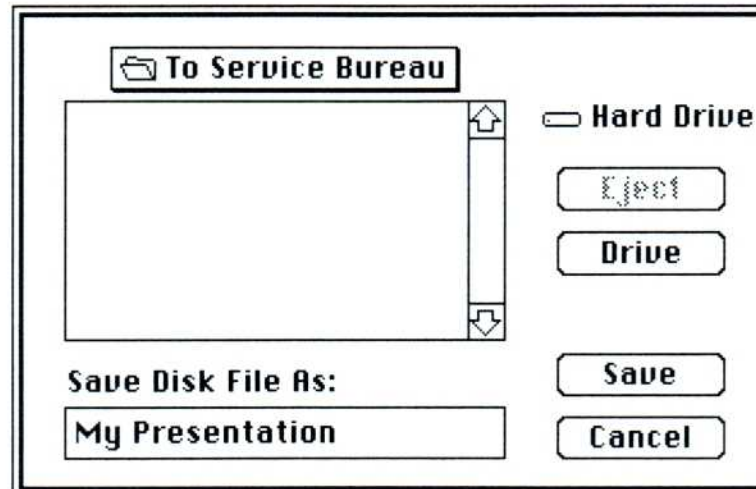
► **To print a PostScript file to disk using the System 7.0 printer driver:**

1. Choose “Print...” from the File menu.
2. In “Destination,” click “PostScript® File.”



The “Print” button changes to “Save.”

3. Click "Save" to save the presentation to disk.
4. Type the name of the PostScript file, and then open the drive and the folder you want to save it in.



5. Click "Save."

You can now copy the PostScript file to a floppy disk for transmittal, or you can send it via modem to your service bureau.

## ***Producing on-screen presentations***

You can make presentations to small groups on your Macintosh screen or to larger groups with your Macintosh hooked up to a video display projector or video projection pad. When you plan and produce your on-screen presentations, consider the following guidelines:

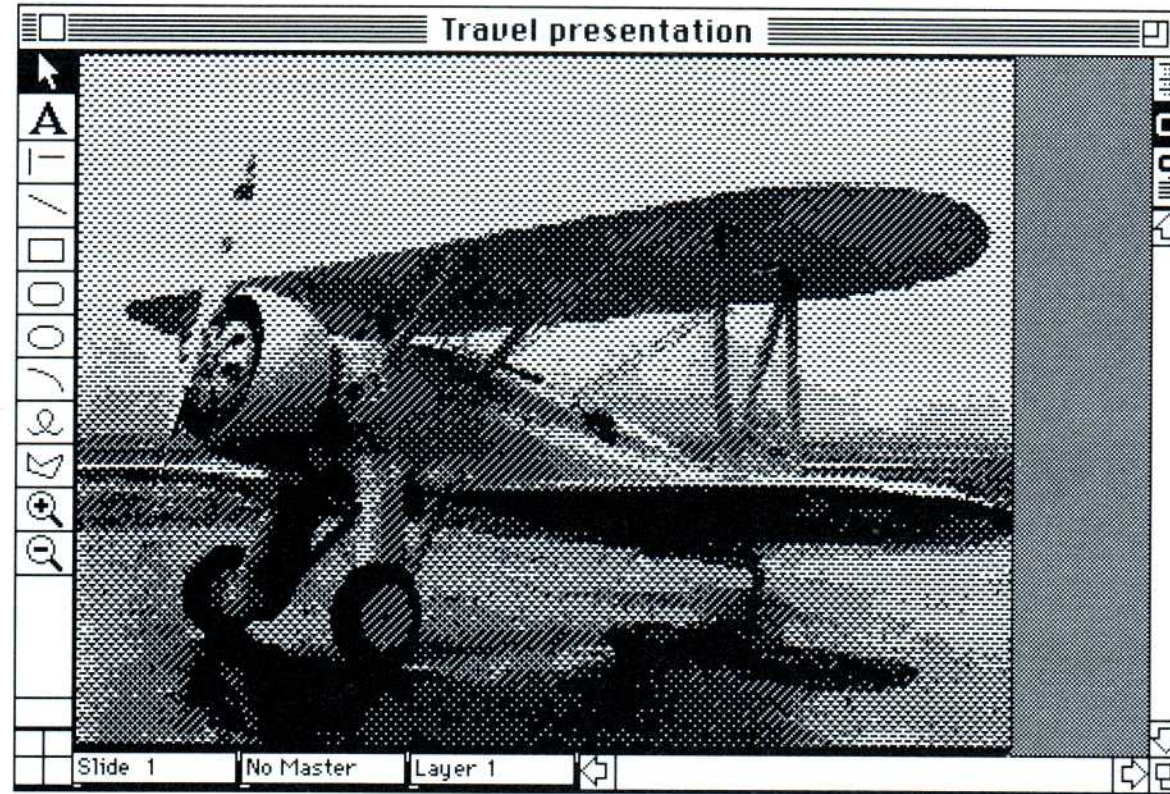
- Create a presentation using the “Screen” slide shape in the “Presentation setup” dialog box for best results.
- Modify one of Persuasion’s AutoTemplates by changing the slide shape to “Screen” in the “Presentation setup” dialog box and then using the “Adjust graphics” dialog box to rearrange the graphic objects and placeholders on the slide masters. The aspect ratios of “Overhead” and “Screen” are about the same, roughly 2:3, while the aspect ratio of “35mm” is 3:4. Thus, changing slide setup from overheads to screen involves fewer changes than from 35mm to screen.
- Click “Full screen” in the “Slide show” dialog box.
- Check to be sure you have the proper size screen fonts installed to minimize jagged edges in text.

## ***Setting transition effects***

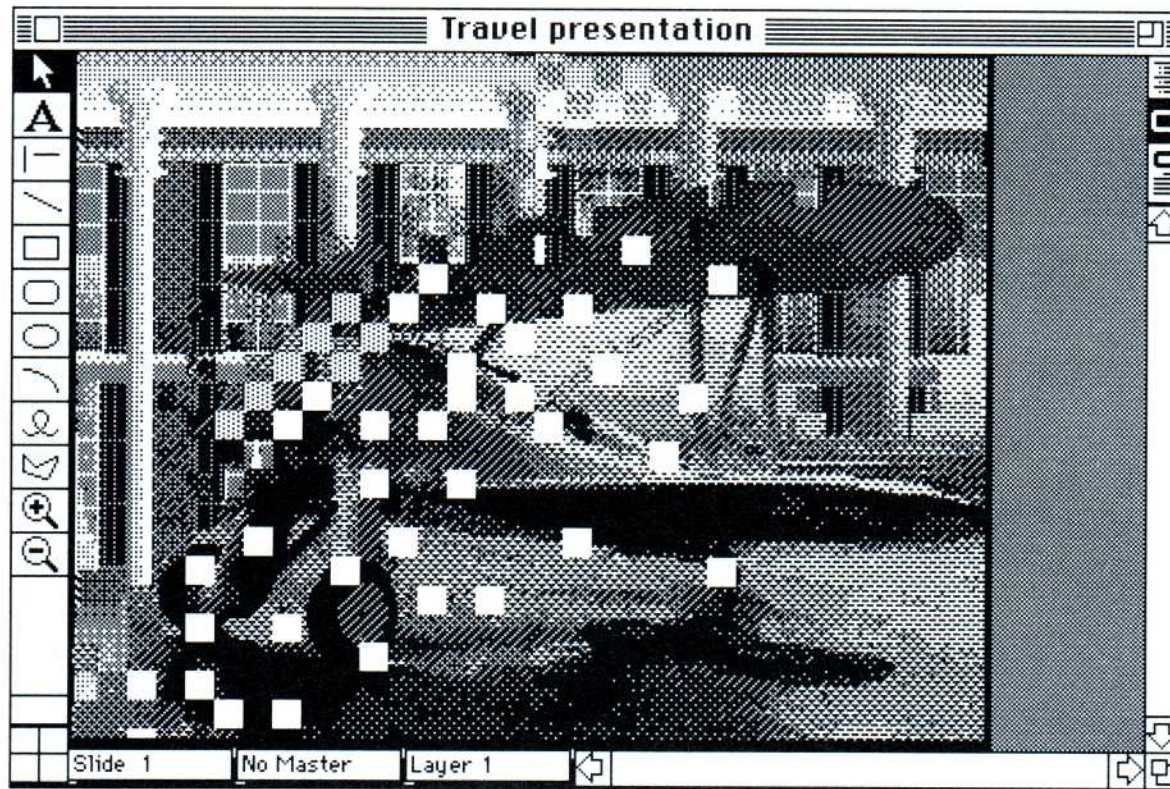
Transition effects are special graphic transitions between slides in a presentation and between the first and subsequent layers of a single slide. Transition effects can be assigned locally (to individual slides) or globally (to the entire presentation).

Persuasion includes the following transition effects:

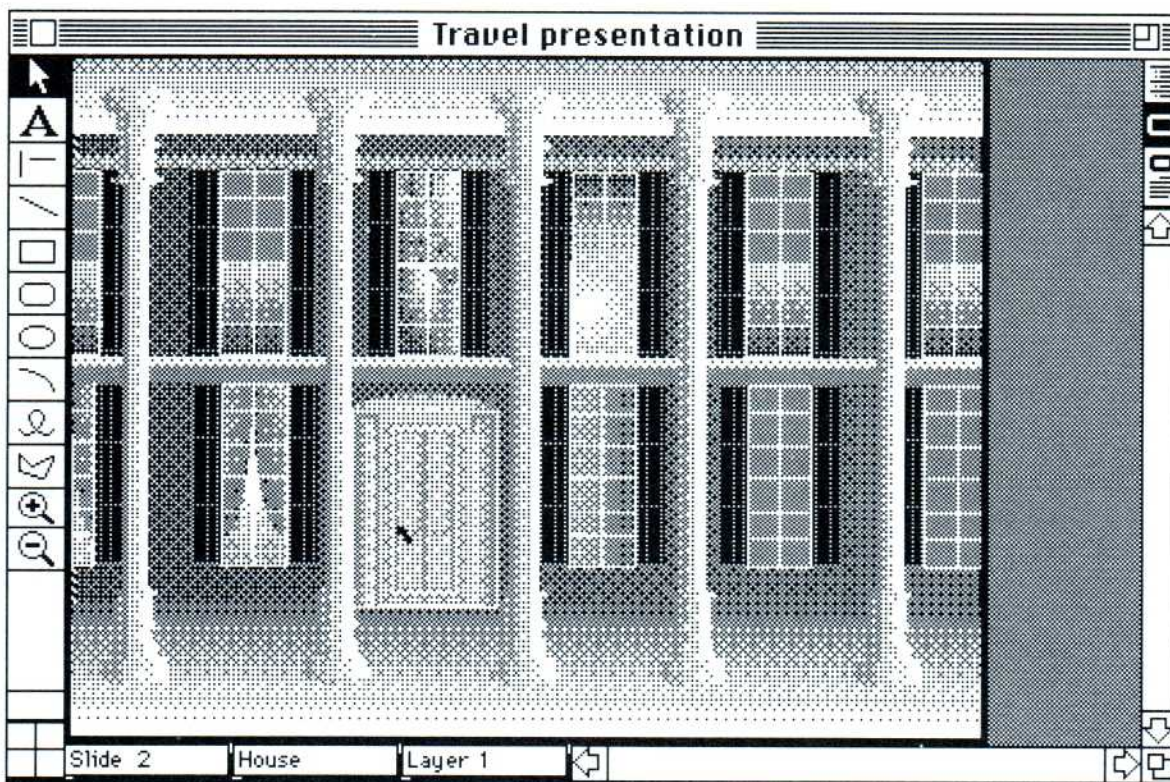
<b>Effect</b>	<b>What it does</b>
Wipe left	The new slide enters from the right edge of the window, pushing the preceding slide off-screen to the left.
Wipe right	The new slide enters from the left edge of the window, pushing the preceding slide off-screen to the right.
Wipe up	The new slide enters from the bottom edge of the window, pushing the preceding slide off the top of the screen.
Wipe down	The new slide enters from the top edge of the window, pushing the preceding slide off the bottom of the screen.
To center	The new slide fills in the screen from the edges to the center.
Open curtain	“Curtains” draw away to the left and right, revealing the new slide from the center toward the edges of the screen.
Close curtain	“Curtains” draw toward the center of the screen, revealing the new slide from the edges toward the center.
Blinds down	Horizontal “blinds” open to reveal the new slide.
Blinds right	Vertical “blinds” open to reveal the new slide.
Glitter right	A series of small squares cascades across the screen from left to right, revealing the new slide.
Glitter down	A series of small squares cascades across the screen from top to bottom, revealing the new slide.
Glitter across	A series of small squares cascades diagonally across the screen from top left to bottom right, revealing the new slide.
Dissolve	Similar to glitter, but smaller squares that cover the entire screen dissolve to reveal the new slide.
Random	Persuasion applies any transition effect at random from the list of effects in the pop-up menu.



Slide 1



In the "Glitter across" transition effect, a series of small squares cascades across the screen, revealing the new slide.



Slide 2

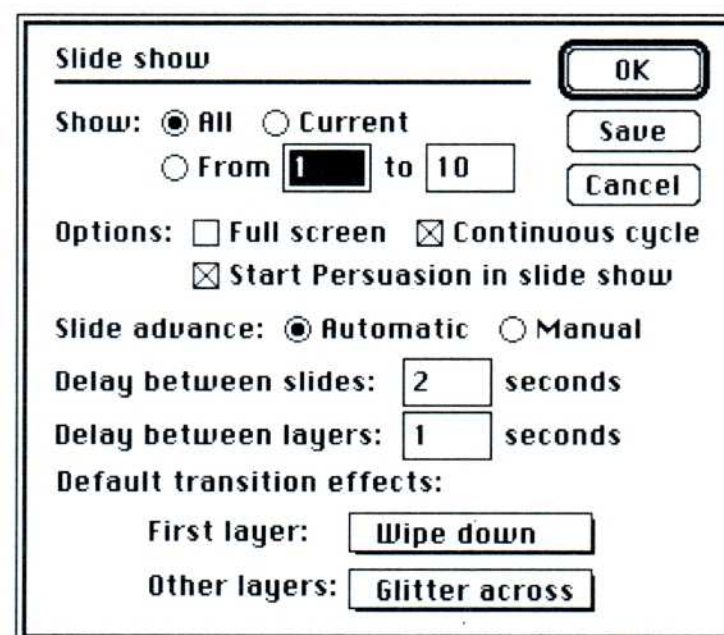
When you create a presentation, Persuasion automatically assigns the “Default” effect to each slide. The effect you choose globally for the entire presentation in the “Slide show” dialog box is applied to all slides marked “Default.”

You can also assign any effect to an individual slide. Any slide with its own effect applied is displayed with the local effect rather than with the global effect.

You can use either a single transition effect for each slide, or use one effect for the first layer of each slide and a second effect for each subsequent layer.

► **To apply a global transition effect to the entire presentation:**

**1. Choose “Slide show...” from the File menu.**



**2. In the “Slide show” dialog box, choose “Default transition effects” from the pop-up menus for “First layer” and “Other layers.”**

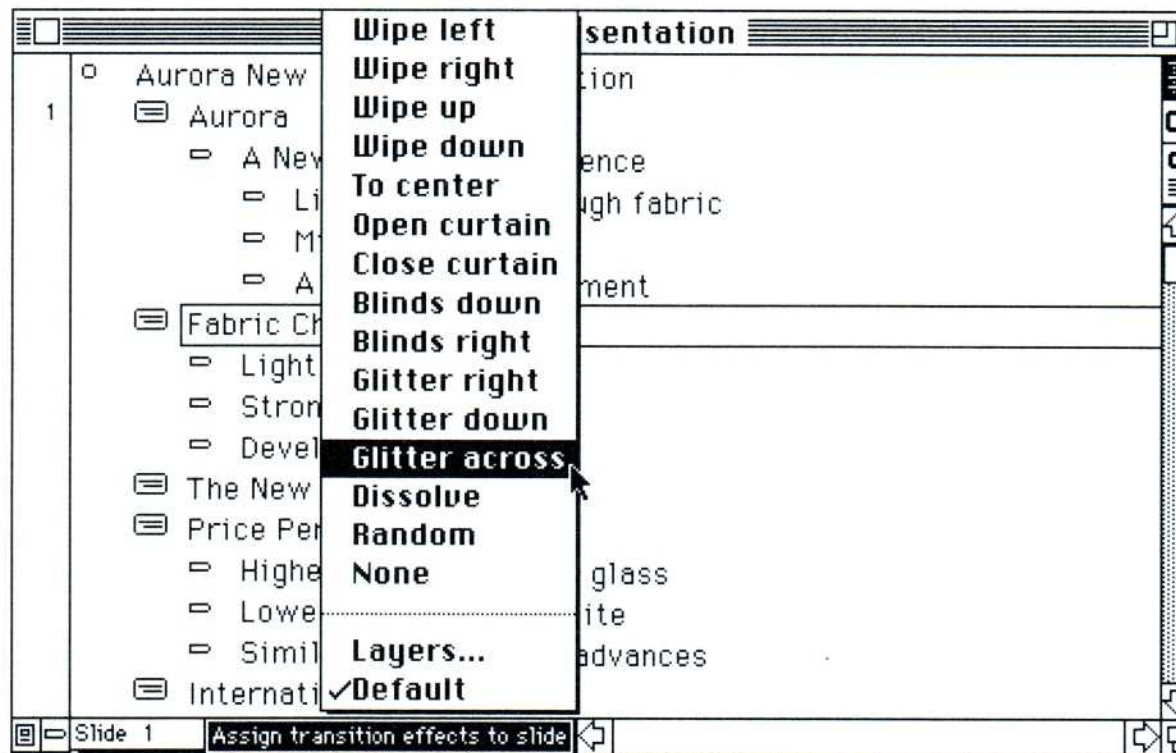
The effect you choose for “First layer” is applied only to slides whose setting is “Default.”

The effect you choose for “Other layers” is applied only to slides or layers whose “Other layers” setting is “Default.”

**Note:** Only those slides whose transition effect is set to “Default” will use the global effect.

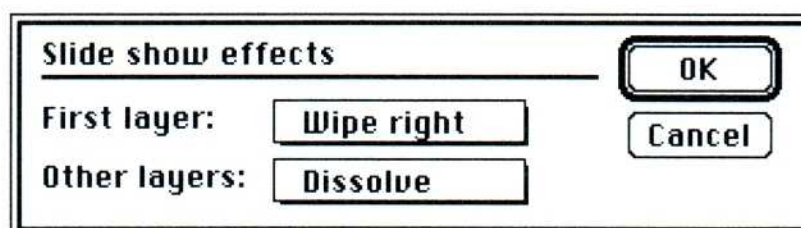
► **To apply a transition effect to an individual slide:**

1. In Outline view, click anywhere in a slide's title or text, or in Slide Sorter view, select a slide.
2. From the Transition pop-up menu at the bottom of the window, choose an effect.



The selected effect will be assigned to the selected slide.

3. If you want the global effect specified in the “Slide show” dialog box to be applied, choose “Default.”
4. If you want to apply one effect to the first layer and another effect to subsequent layers, select “Layers...”



**5. Choose an effect from the “First layer” and “Other layers” pop-up menus.**

Remember that when you choose “Default” for a layer transition, the global transition effect for that layer from the “Slide show” dialog box will be applied.

**6. Click “OK.”**

### ***Memory requirements for transition effects***

Your computer must have sufficient memory to allow each slide to be re-created off-screen before transition effects can work. If you are using a Macintosh Plus or SE, Persuasion requires an additional 25K of memory for transition effects. If you are using a Macintosh II, the amount of additional memory Persuasion requires depends on the mode your monitor is operating in:

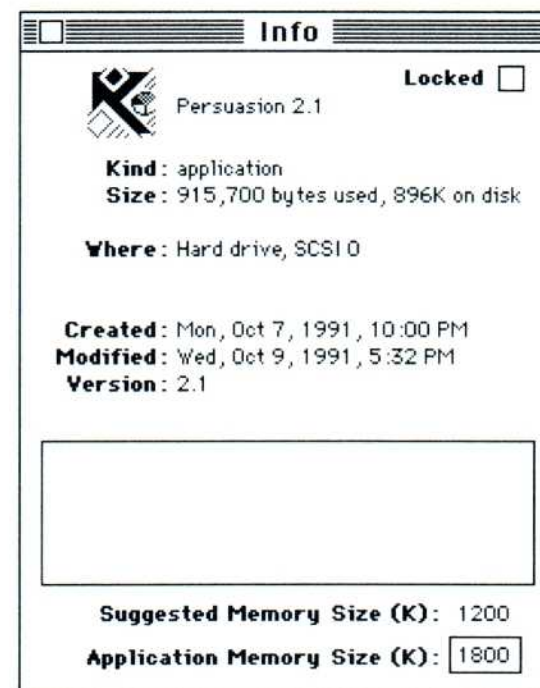
<b>Mode</b>	<b>Requires an additional</b>
1 bit	40K
4 bit	155K
8 bit	310K
32 bit	1.2MB

If your system does not have sufficient memory for transition effects to work, the slides in your slide show will be displayed one at a time. If transition effects are not operating and you are not running under MultiFinder, try reducing the complexity of your presentation (e.g., by deleting graphics). If you are running under MultiFinder, increasing the amount of memory allocated to Persuasion may enable transition effects to operate.

**Note:** If you have an automatic slide show running and the Caps Lock key is down, the transition effects will be disabled.

► **To increase the MultiFinder memory allocation:**

1. **Close the presentation and quit Persuasion.**
2. **Select the Persuasion application icon, and then choose “Get Info” from the File menu.**



Increasing the number for “Current size (K)” increases the amount of memory allocated to Persuasion under MultiFinder.

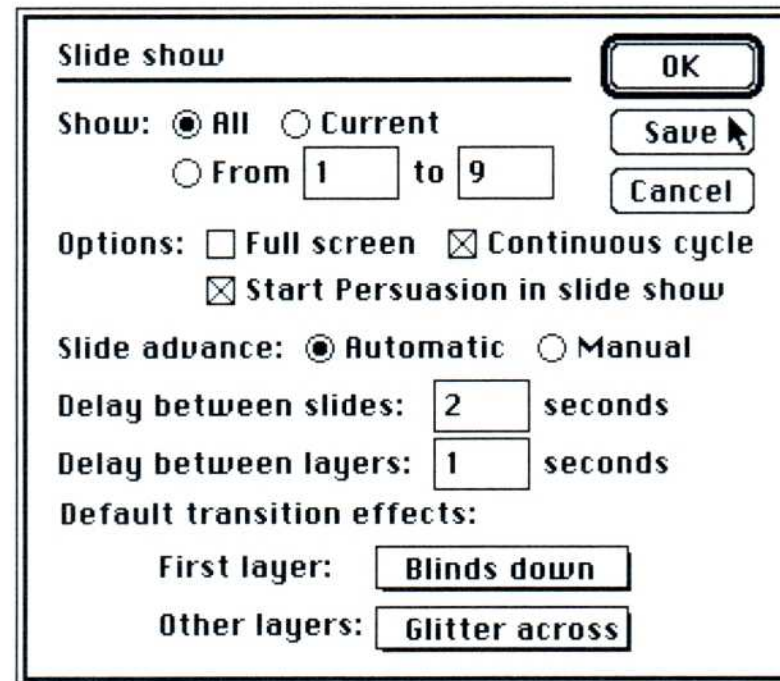
3. **Add the memory required for transition effects (from the previous information) to the amount of memory required for the application, and then change the value in the “Application Memory Size (K)” text box to the new amount.**
4. **Close the window and restart Persuasion.**

### *Automatic launch*

You can save your slide show settings with the presentation, and then, at the Finder level (the desktop), you can select one or more Persuasion presentations and run them directly in the slide show. Launching directly into the slide show saves you from opening the presentation, opening the “Slide show” dialog box, making your settings, and finally starting the slide show.

► To prepare a presentation for automatic launch into slide show:

1. Open the presentation, and then choose “Slide show...” from the File menu.



2. In the “Slide show” dialog box, select the settings that will determine how your slide show runs.

For more information on slide show settings, see “Using the slide show to preview your presentation” at the beginning of this chapter. For information on setting transition effects, see “Setting transition effects” earlier in this section.

3. Check “Start Persuasion in slide show,” and then click “Save.”

When you quit Persuasion and then double-click the icon for this presentation, the slide show begins automatically.

If you save several presentations with the “Start Persuasion in slide show” option checked, you can have Persuasion automatically go through each slide show in sequence. The presentations will open in the order that you selected them on the desktop if you are viewing by icon. If you are viewing the presentations by name, they will open in the order they appear. Be sure you select multiple files by holding down the Shift key and clicking; selecting multiple presentations by dragging a selection rectangle around their icons causes them to launch in an unpredictable order. Each presentation will use whatever “Slide advance” option (“Automatic” or “Manual”) you set for that presentation when you saved it.

If the first presentation was saved with the “Start Persuasion in slide show” option checked, all the selected presentations on the desktop will open automatically into slide show. If all the selected presentations were set to repeat the slide show continuously, Persuasion will go through each slide show in sequence, then repeat the last one continuously.

The only way you can automatically launch a presentation is by double-clicking its file from the desktop. If you use the “Open...” command to open a file that was saved to “Start Persuasion in slide show” as described above, the presentation does not launch into the slide show, but opens as any other file—to the view in which it was last saved.

### ***Running a slide show***

Persuasion gives you several different ways to control your slide show using keyboard commands and mouse clicks.

The following table shows keyboard and mouse commands that you can use while running a slide show. Note that you can use any of the keystrokes listed to accomplish the same action. You may be familiar with some of these keystrokes and similar resulting actions from using other popular programs, such as HyperCard, Microsoft PowerPoint, or the Kodak DataShow. The third column lists the action that will occur if you hold down the Shift key while using the keystrokes listed in the first column.

<b>Keystroke</b>	<b>Result</b>	<b>Result of Shift + keystroke</b>
Down arrow Right arrow N Command + 3 Single click	Backward by a layer.	Backward to end of slide.
Up arrow Left arrow P Delete Command + 2 Double-click	Forward by a slide.	Forward by a layer.
Command + H Command + 1 Command + left arrow	Last layer of first slide.	First layer of first slide.
Command + 4 Command + right arrow	Last layer of last slide.	First layer of last slide.
Slide number followed by Return	Go to last layer of selected slide.	Go to first layer of selected slide.
` (accent grave key)	Back to the slide on-screen before going to a particular slide.	(same result)
Space Triple-click	Pause or continue the auto-advance feature. Any other slide command also continues after a pause.	(same result)
A =	Toggles mouse cursor on and off.	Gives same result. Toggles between automatic and manual slide advance.
B , (comma)	Toggles blank screen on and off.	(same result)
. (period)	Toggles screen to black and back.	(same result)
- (hyphen) Command + . (period) Command + Q	Exit from slide show.	(same result)

## ***Jumping to a particular slide***

One of the most useful features in the preceding table is the one that takes you to a particular slide by typing its number and pressing Return. When you go to a slide directly, the slide is displayed in its entirety (without builds). However, if you type its slide number and then hold down the Shift key + Return, Persuasion displays only the first layer of the selected slide.

The specified slide is created by Persuasion off-screen, so there is a pause before the slide is displayed. When the slide is displayed, the “First layer” transition effect is used.

After you go to a particular slide, that slide becomes the current context for moving backward and forward. But the ` key (accent grave) goes back to the last slide displayed before you jumped to a particular slide.

## ***Quitting the slide show***

Pressing Command + . (period) stops the current slide show. If you have launched only a single presentation, using this command will return you to Persuasion. If you have launched multiple slide shows, using this command will stop the current slide show and proceed to the next. If you are already in the last of the slide shows, using this command will stop the slide show and exit to the Finder. If you have launched multiple slide shows, you must go to the Finder to return to Persuasion.

Command + Q stops the slide show and quits Persuasion.





## ***Appendixes, Glossary, Index***



# Appendix A: Default Settings

---

Whenever you open any presentation or AutoTemplate, Persuasion starts with the menu and dialog box settings (presentation defaults) last saved with that document. When you choose “New” to start a new presentation, Persuasion opens with whatever was last saved in the “Persuasion Prefs” file. (“Persuasion Prefs” contains the default AutoTemplate you selected during installation.) You can press Shift while choosing “New” to override whatever is in “Persuasion Prefs” and open an empty presentation with Persuasion’s initial application defaults.

Appendix A lists these initial application default settings. The information is divided into four sections: Menus, Views, Dialog boxes, and Placeholders. International English and Canadian English settings appear in parentheses following the U.S. settings. (This list also serves as a checklist of settings you can save with individual presentations or AutoTemplates.)

## Menus

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### Text menu (Outside of placeholders)

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Item	Default setting
Font	Helvetica in text block, Geneva in outline
Text size	12 point
Text style	Plain
Text color	Black
Text alignment	Left
Line spacing	100%
Paragraph spacing	100%
Bullet marks	Off
Show text ruler	Off

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**Chart menu**

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<b>Item</b>	<b>Default setting</b>
Chart format	Column
Overlay format	None
Overlay series	1
Grid/Tick options: Value axis	Show major grid and outside tick marks
Grid/Tick options: Category axis	Show major grid and outside tick marks
Rows are...	Categories
Value axis number format	General
Decimal places	0 (General)
Commas	Off
Negative value format	-123
Scale	Linear
Plot range maximum	Auto (determined by data)
Plot range minimum	Auto (determined by data)
Label options	Determined by data
Show depth	Off
Show axis	On
Show plot frame	On
Show legend	On
Show value labels	Off

---

**Effect menu**

---

<b>Item</b>	<b>Default setting</b>
Line style	1 point, vertical and horizontal
Line pattern	Solid black
Fill pattern	White
Shadow	None
Fill color	White

---

---

**Effect menu, continued**

<b>Item</b>	<b>Default setting</b>
Line color	Black
Shadow color	Black
Fill background	White
Line background	White

---

**Master menu**

<b>Item</b>	<b>Default setting</b>
Orientation	Wide
Slide background pattern	None
Slide background Color 1	Black
Slide background Color 2	White
Ignore (background) when printing or exporting	Off (i.e., background will print and export)

## **Views**

---

**Outline view**

<b>Item</b>	<b>Default setting</b>
Master	Master 1
Slide	Slide 1

---

**Slides, Notes, and Master views**

<b>Item</b>	<b>Default setting</b>
Orientation	Wide
Magnification	Fit in window
Master	Master 1
Layer	Layer 1

---

## Slide show

Item	Default setting
Show	All
Options	Continuous cycle
Slide advance	Automatic
Transition effect, first layer	None
Transition effect, other layers	None
Delay between slides	2 seconds
Delay between layers	1 second

## Dialog boxes

---

### Print dialog box (LaserWriter)

Item	Default setting
Copies	1
Pages	All
Cover page	No
Paper source	Paper cassette
Print	Outline, Notes, Slides, Handouts, Builds
Proof print	Off
Visible items only	Off
Level icons	On
Current selection	Off
Headers	On
Footers	On
Background fill	On

---

**Page setup dialog box (LaserWriter)**

---

<b>Item</b>	<b>Default setting</b>
Paper	US Letter (A4, Letter)
Reduce or Enlarge	100%
Orientation	Tall
Font Substitution	On
Text Smoothing	On
Graphics Smoothing	On
Faster Bitmap Printing	On

---

**Presentation setup dialog box**

---

<b>Item</b>	<b>Default setting</b>
Slide shape	Overhead
Outline margins	Conform to size of monitor
Slides per handout page	4
Fractional character spacing	On

---

---

**Preferences dialog box**

---

<b>Item</b>	<b>Default setting</b>
Default slide master	Master 1
Pointer in slide view	Precision pointer
Show rulers	Off
Show ruler lines	Off
Custom rulers	Off
Show page breaks	On
Hide big PICTs	On
Fine background fill	Off
2.0 Colors	Off
Text shadow offset	Small
Object shadow offset	0.125 down, 0.125 right (3mm, 3mm)
Arrow keys	Word processing

---

**Placeholders**

---

**Title placeholder**

---

<b>Item</b>	<b>Default setting</b>
Font	Helvetica
Text size	36 point
Text style	Plain
Text color	Black
Text alignment	Centered
Line spacing	100%
Paragraph spacing	100%
Bullet marks	Off
Show text rulers	On

---

---

**Title placeholder, continued**

---

<b>Item</b>	<b>Default setting</b>
Heading level indent	0 inch
Tabs	1.0 inch (20mm)
Anchor content position	Center, center

---

**Subtitle placeholder**

---

<b>Item</b>	<b>Default setting</b>
Font	Helvetica
Text size	24 point
Text style	Plain
Text color	Black
Text alignment	Centered
Line spacing	100%
Paragraph spacing	100%
Bullet marks	Off
Show text rulers	Off

---

**Body text placeholder**

---

<b>Item</b>	<b>Default setting</b>
Font	Helvetica
Text size	24 point, levels 1 and 2; 18 point, levels 3 and 4; 14 point, levels 5 and 6
Text style	Bold, level 1; Plain, levels 2 through 6
Text color	Black
Text alignment	Left
Line spacing	100%
Paragraph spacing	120%
Bullet marks	On
Show text rulers	On

---

---

**Body text placeholder, continued**

---

<b>Item</b>	<b>Default setting</b>
Heading level indent	0 inch
Tabs	0.5 inch (10mm)
Anchor content position	Center, Center

---

**Chart placeholder**

---

<b>Item</b>	<b>Default setting</b>
Number of categories	1
Number of series	3

---

**Table placeholder**

---

<b>Item</b>	<b>Default setting</b>
Number of rows	4
Number of columns	4

---

**Organization chart placeholder**

---

<b>Item</b>	<b>Default setting</b>
Number of levels	3
Number of boxes	5
Lowest level	Separate boxes
Anchor content position	Center, Center

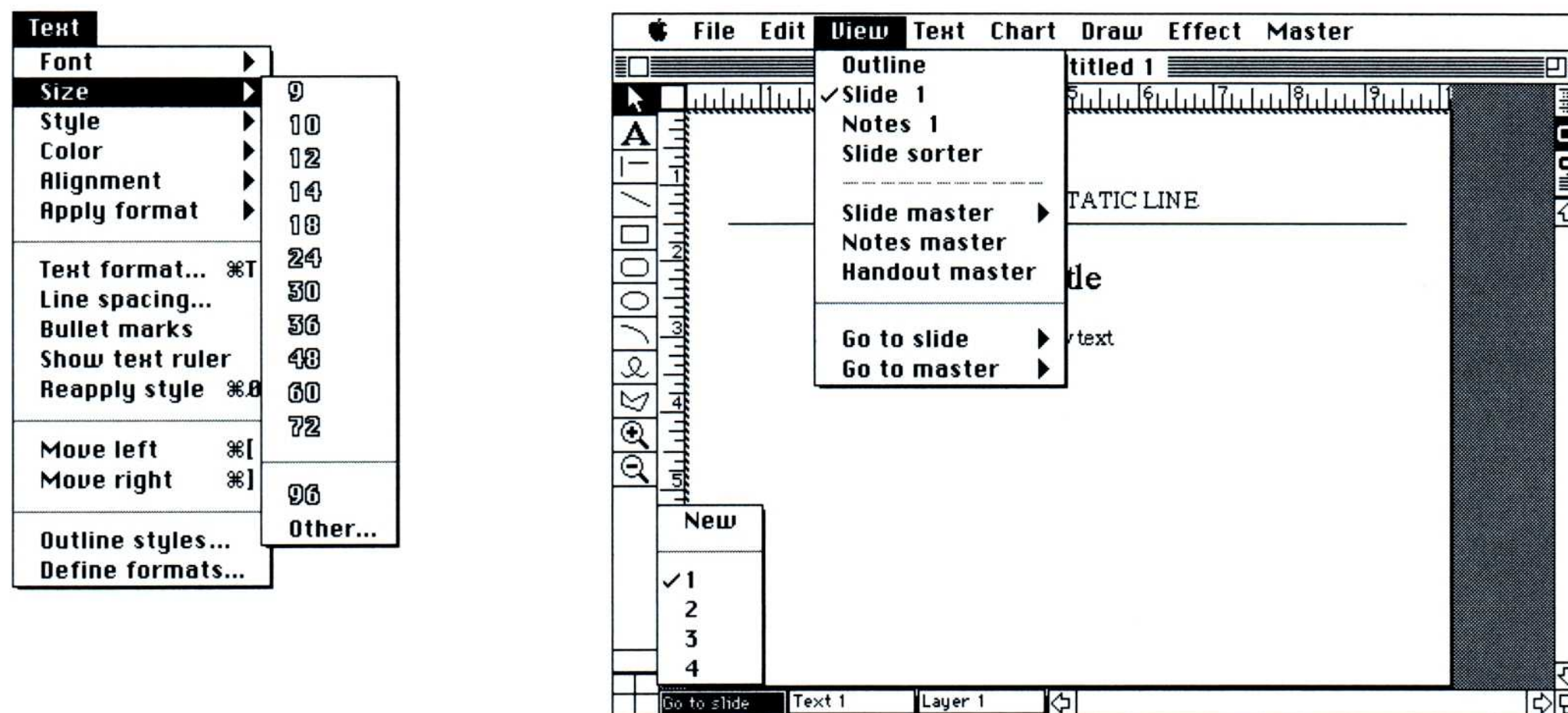
---

## Appendix B: Command Summary

This appendix supersedes Appendix B in the Aldus Persuasion 1.0 User Manual. Commands that are new or changed in Persuasion 2.0 are printed in color.

Persuasion has two types of menus, not all of which are available in all views:

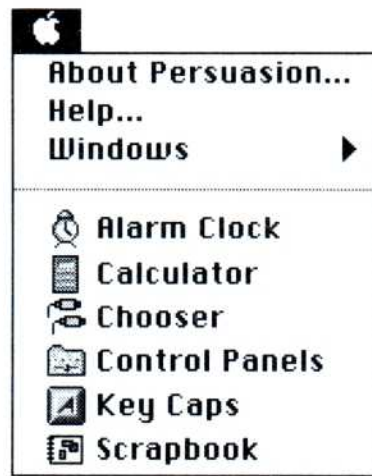
- Pull-down menus at the top of the window, including the Apple, File, Edit, View, Text, Outline, Chart, Draw, Effect, Master, and Sorter menus



- Pop-up menus at the bottom of the window, including the Notes, Slide, Layer, Background, Transition, and Master menus

If a command is dimmed in a menu, it cannot be selected. Choosing a command that is followed by an ellipsis (...) opens a dialog box that displays additional options. Choosing a command with an arrowhead to its right displays a submenu that lists further options.

## Pull-down menus (main menu bar)



### Apple menu (all views)

Command	What it does
About Persuasion...	Shows the version, release date, and copyright notices for your copy of Persuasion, as well as the program's serial number and the user name that you specified during the installation process.
Help...	Opens Persuasion's context-sensitive online reference system of information about commands and procedures.
Windows	Lets you move among open Persuasion documents.

### File menu (all views)

Command	What it does
New	Opens a new presentation using settings stored in "Persuasion Prefs."
Open...	Opens an existing Persuasion document.
Close	Removes the current presentation from the screen.
Data sheet	Opens Persuasion's own data sheet or an external text or WKS file.
Save	Saves any changes made since you last saved.
Save as...	Lets you save a presentation under a new name or location, as an AutoTemplate, or as an interchange file.
Revert	Reverts to the last-saved version of the file, discarding changes made since the last save.
Import...	Copies text, graphics, spreadsheet data, or an entire presentation from another program.
AutoTemplates...	Imports slide masters, background masters, the notes master, defined text formats, colors, and chart formats from an existing AutoTemplate or other Persuasion presentation.
Export...	Saves your outline, slides, or data sheet in a file format other programs can use.

Edit	
Undo	⌘Z
Cut	⌘H
Copy	⌘C
Paste	⌘V
Clear	
Select all	⌘A
Duplicate	⌘D
Editions	▶
Find/Change...	⌘5
Find again	⌘6
Change	⌘7
Change then find	⌘8
Spelling...	⌘9
Insert	⌘I
Delete	⌘K

Page setup...	Specifies the size and shape of slides, and sets page and print specifications for your presentation.
Print...	Prints all or part of your presentation as specified in the "Print" dialog box.
Slide show...	Sets options, including default transition effects, for viewing an on-screen version of your presentation, and runs the slide show.
Preferences...	Sets options specific to a presentation, including default slide master, drawing options, and shadow offset.
Quit	Ends your Persuasion session and returns you to the Macintosh desktop.

### Edit menu (all views)

Command	What it does
Undo	Reverses the last action, including the last Undo.
Cut	Deletes selected items and moves them to the Clipboard.
Copy	Copies selected items to the Clipboard, leaving the original items in the document.
Paste	Places a copy of the Clipboard contents into a document.
Clear	Deletes selected items from the document without moving them to the Clipboard.
Select all	Selects all objects on the current slide, master, or notes page if the pointer tool is selected, or selects the objects created with the selected tool.
Duplicate	Copies selected items and pastes them slightly offset from the originals; contents in the Clipboard are not affected.
Editions	A System 7.0 feature that lets you share a slide with other applications or other Persuasion presentations by designating a slide as a published edition. This command also lets you insert and update information from edition files in EPS or PICT format that have been published by other applications.

<b>Edit</b>	
Undo	⌘Z
Cut	⌘H
Copy	⌘C
Paste	⌘V
Clear	
Select all	⌘A
Duplicate	⌘D
Editions	▶
Find/Change...	⌘5
Find again	⌘6
Change	⌘7
Change then find	⌘8
Spelling...	⌘9
Insert	⌘I
Delete	⌘K

<b>View</b>	
Outline	
✓ Slide 1	
Notes 1	
Slide sorter	
-----	
Slide master	▶
Notes master	
Handout master	
-----	
Go to slide	▶
Go to master	▶

Find/Change...	Locates specified text in your outline, slides, and notes, to replace it with other text you specify.
Find again	Searches for the next occurrence of the most recently entered text in the “Find/Change” dialog box.
Change	Replaces selected text with the text most recently entered in the “Change to” box in the “Find/Change” dialog box.
Change then find	Replaces selected text with the most recently entered text in the “Change to” box in the “Find/Change” dialog box and continues the search.
Spelling...	Compares words in all or part of a presentation to words in Persuasion’s main dictionary or supplementary dictionary.
Insert	Creates a new row or column next to the selected row or column in the data sheet.
Delete	Removes the contents of a selected row or column from the data sheet.

### View menu (all views)

Command	Takes you to
Outline	The Outline view of your presentation
Slide X	The slide you selected
Notes X	The notes page you selected
Slide sorter	Slide Sorter view
Slide master	The slide master or background master assigned to the selected slide
Notes master	The Notes Master view
Handout master	The Handout Master view
Go to slide	An existing slide, or creates a new one
Go to master	An existing slide master or background master, or creates a new one

Text	
Font	▶
Size	▶
Style	▶
Color	▶
Alignment	▶
Apply format	▶
-----	
Text format... ⌘T	
Line spacing...	
Bullet marks	
Show text ruler	
Reapply style ⌘B	
-----	
Move left ⌘[	
Move right ⌘]	
-----	
Outline styles...	
Define formats...	

### Text menu (all views)

Command	What it does
Font	Changes the font of selected text.
Size	Changes the size of selected text.
Style	Changes the type style of selected text.
Color	Changes the color of selected text.
Alignment	Applies one of four text alignments to paragraphs: Align left, Align center, Align right, or Justify.*
Apply format	Applies a named set of text attributes to selected text, as defined with the “Define formats...” command.
Text format...	Creates and names a set of text attributes (font, size, style, and color) that you can apply to text.
Line spacing...	Specifies the amount of space between lines of text and paragraphs.*
Bullet marks	Displays typographic characters (as specified with the “Define bullet marks...” command on the Master menu) in front of the first line of each paragraph of a selected text block.*
Show text ruler	Displays a ruler that shows tabs and indents for selected text blocks.*
Reapply style	Applies the text style defined with the “Outline styles...” command to the selected headings.
Move left	Raises the heading level of selected text in Outline or Slide view (shortcut: Command + [ ).
Move right	Lowers the heading level of selected text in Outline or Slide view (shortcut: Command + [ ).
Outline styles...	Creates and edits text styles for outline headings.
Define formats...	Renames, creates, edits, and removes named text formats for slides, notes, and handouts. You can apply defined formats to text by using the “Apply format” command.

\*Not applicable in Outline view.

Outline	
Set heading as	▶
Promote subheads	
New heading	⌘H
New heading left	⌘L
New heading right	⌘R
Add notes	⌘M
Remove notes	
Hide body text	⌘B
Hide notes	⌘F
Auto subtitles	
Expand all	
Expand subs	
Expand selection	⌘E
Collapse all	
Show subs only	
Collapse selection	⌘K

## Outline menu (Outline view)

Command	What it does
Set heading as	Makes the selected heading a holder of slides, a subtitle, body text, or a slide title.
Promote subheads	Moves all subheads for the selected heading up one level.
New heading	Inserts a new heading at the same level as the currently selected heading in the outline.
New heading left	Inserts a new heading one level higher than the currently selected heading in the outline.
New heading right	Inserts a new heading one level lower than the currently selected heading in the outline.
Add notes	Adds a main notes icon and a notes text icon immediately subordinate to the selected slide title.
Remove notes	Removes all notes headings from the selected slide titles.
Hide body text	Turns off the display of all body text headings in the entire outline.
Hide notes	Turns off the display of all notes text headings in the entire outline.
Auto subtitles	If the slide master has a subtitle placeholder, automatically makes any headings created immediately below the slide title heading (or its notes icons, if it has notes) into a subtitle.
Expand all	Displays all subordinate headings in the entire outline at every level (shortcut: Option + double-click the topmost heading in the outline).
Expand subs	For the selected headings, displays all subordinate headings at every level (shortcut: Option + double-click the icon for a heading).
Expand selection	Displays all immediately subordinate headings of the selected slides, leaving all deeper levels of subhead collapsed or displayed as they were when the selected heading was collapsed (shortcut: Double-click the icon for the heading).

Chart	
Chart format	▶
Overlay format...	
-----	
Axes	▶
Numbers	▶
Symbols	▶
-----	
Show depth	
Show axis	
Show plot frame	
Show legend	
Show value labels	
-----	
Get data	
Get external data	
Redraw chart	
-----	
Define formats...	

Collapse all	Hides all subheadings in the outline, displaying only first-level headings (shortcut: Command + double-click topmost heading in the outline).
Show subs only	Displays only the immediately subordinate headings of the selected headings, hiding all deeper levels of subheads. This works regardless of whether the selected headings are fully collapsed or fully expanded. (shortcut: Command + double-click the icon for a heading).
Collapse selection	Hides the subheadings of the selected headings (shortcut: Double-click the icon for the heading).

### Chart menu (Slide view, Slide Master view)

Command	What it does
Chart format	Specifies the format of a chart or table, chosen from a submenu.
Overlay format...	Specifies the number of data series to plot on the overlay chart, and specifies the format for the overlay chart, chosen from a submenu.
Axes	Changes the format of chart axes. A submenu displays specific format options.
Numbers	Changes the numbers format for charts.
Symbols	Changes the marker symbol used to plot data on line, scatter, and high-low charts.
Show depth	When checked, displays charts and tables with a three-dimensional effect.
Show axis	When checked, displays the axes and grid lines of a chart.
Show plot frame	When checked, displays lines marking the top and right boundaries of a chart's plot range.
Show legend	When checked, displays the legend for a chart.
Show value labels	When checked, displays value labels on a chart.
Get data	Opens the data sheet and selects the data plotted in the selected chart or table (you can choose this command to edit imported data used to plot a chart or table).

Draw	
Actual size	⌘I
✓Fit in window	⌘W
Send	
Rotate/Flip	▶
Center on slide	▶
Group	
Ungroup	⌘G
Regroup	⌘U
Align objects...	
Align to grid	⌘L
Grid snap on	⌘H
Reshape arc	
Round corners..:	⌘Y

Get external data	Opens the external text or WKS file that contains the data you used to plot the selected chart or table.
Redraw chart	Fine-tunes a resized chart by drawing it again, or regroupes a chart without saving changes made to the chart while it was ungrouped.
Define formats...	Saves the formatting of an enhanced chart or table, so you can apply the format to other charts by using the “Chart format” command.

### Draw menu (Slide view, Notes view, all Master views)

Command	What it does
Actual size	Shows objects at the size they will print.
Fit in window	Shows the entire slide or slide master on the screen.
Send	Moves selected objects forward or backward in a stack of overlapping objects on the same layer.
Rotate/Flip	Moves objects clockwise or counterclockwise in 90° increments, and inverts objects vertically or horizontally.
Center on slide	Positions selected parts at the vertical or horizontal center of the slide.
Group	Joins selected objects so they are treated as one unit.
Ungroup	Selects the individual objects of a chart, PICT graphic, or grouped selection.
Regroup	Undoes the most recent “Ungroup” command.
Align objects...	Lines up selected objects in relation to each other, either vertically, horizontally, or both.
Align to grid	Lines up selected objects with the horizontal and vertical lines of the invisible grid.
Grid snap on	When checked, aligns newly drawn objects with the invisible grid created by the minor divisions on the rulers.

Reshape arc/poly	If an arc is selected, lets you change the angle of the arc by moving handles on either end of the line; if a polygon is selected, lets you reshape the polygon by moving handles or lines and adding or removing points.
Round corners...	Lets you control the width and height of corners on objects drawn with the square-corner, round-corner, and ellipse tools.

Effect	
Line style	▶
Line pattern	▶
Fill pattern	▶
Shadow	▶
Line color	▶
Fill color	▶
Shadow color	▶
Line background	▶
Fill background	▶
Set colors...	
Define colors...	

### Effect menu (Slide view, Notes view, all Master views)

Command	Specifies
Line style	The thickness and type of horizontal and vertical lines or borders
Line pattern	The pattern used in a line or border
Fill pattern	The pattern used to fill an object
Shadow	The pattern used to fill shadows
Line color	The color of a line or border
Fill color	The color used to fill an object
Shadow color	The color used to fill shadows
Line background	The color of a line's background (the white area of nonsolid line patterns in the "Line pattern" submenu)
Fill background	The color of the fill background (the white area of nonsolid fill patterns in the "Fill pattern" submenu)
Set colors...	The color of text and of graphic attributes
Define colors...	Colors you want to add, rename, or remove from the color palette, or colors you want to edit on the color grid

**Master**

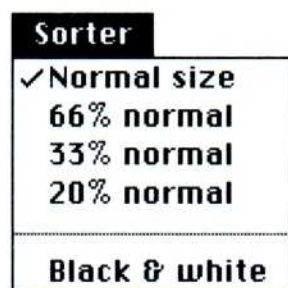
Add title  
Add subtitle  
Add body text  
Add chart...  
Add table...  
Add org. chart...  
Add page number...  
Add slide copy  
Add notes text

Anchor placeholder...  
Build layers...  
Slide background fill...  
Tall orientation

Re-create from slide...  
Define bullet marks...  
Define masters...

**Master menu (Slide master, Notes master)**

<b>Command</b>	<b>What it does</b>
Add title	Adds a slide title placeholder to a slide master or to a notes master.
Add subtitle	Adds a subtitle placeholder to a slide master.
Add body text	Adds a text placeholder to a slide master.
Add chart...	Adds a chart placeholder to a slide master.
Add table...	Adds a table placeholder to a slide master.
Add org. chart...	Adds an organization chart placeholder to a slide master.
Add page number...	Adds a page number placeholder to a slide master or to a notes master.
Add slide copy	Adds a placeholder for miniatures of your slides to the Notes master.
Add notes text	Adds a placeholder for notes text to the Notes master.
Anchor placeholder...	Specifies the direction in which titles, body text, and organization charts flow into their placeholders.
Build layers...	Specifies whether levels of outline text, data on charts, or levels of an organization chart are displayed all at once or in stages during a slide show.
Slide background fill...	Adds a pattern, color, or blend of colors to fill the slide master.
Tall orientation	Sets up a slide master that is taller than it is wide.
Re-create from slide...	Re-creates an existing slide master using elements from a slide as a model.
Define bullet marks...	Specifies the typographic characters that introduce each heading level of slide text.
Define masters...	Lets you name or rename or remove an existing slide master or create a new slide master.



### Sorter menu (Slide Sorter view)

Command	Displays the slide miniatures
Normal size	In the standard slide sorter size
66% normal	At 66% of their normal slide sorter size
33% normal	At 33% of their normal slide sorter size
20% normal	At 20% of their normal slide sorter size
Black & white	In black and white so you can more quickly sort slides or reassign masters

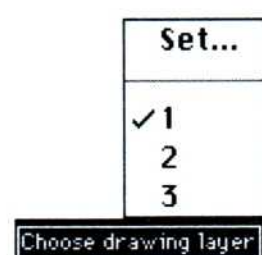
### Pop-up menus (lower menu bar)

The pop-up menus also serve as status indicators. The text you see in the menu bar changes to indicate the number of the slide, note, or layer selected, as well as the name of the selected or assigned slide master.



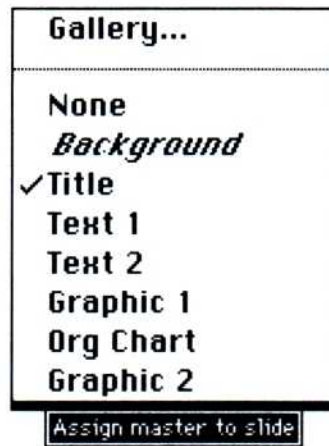
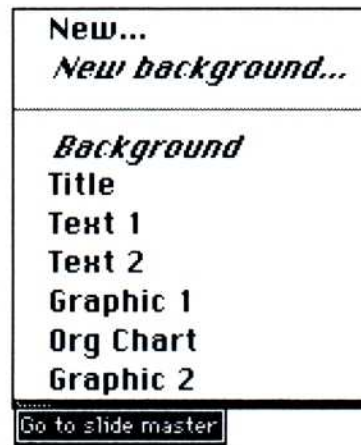
### Slide menu (Outline view, Slide view, Slide Sorter view)

Command	What it does
New	Creates a slide based on the default slide master.
Slide X	Displays that slide.



### Layer menu (Slide view)

Command	What it does
Set...	Lets you specify the current drawing layer, and specify which layers are active and visible.
Layer X	Specifies the current drawing layer, or assigns selected objects to that layer.




---

### Go to master menu (Master view)

---

Command	What it does
New...	Creates a slide master.
New background...	Creates a background master.
Background X	Displays that background master.
Master X	Displays that slide master.

---

### Master menu (Outline view, Slide view, Slide Sorter view)

---

Command	What it does
Gallery...	Lets you view a miniature of each slide master and apply one to the selected slides.
None	Leaves the selected slides without a master assigned to them.
Background X	Assigns only the background master to the selected slide, so that no placeholders are available.
Master X	Assigns that master to the selected slides.

---

### Background menu (Master view)

---

Command	What it does
None	Leaves the selected master without a background master assigned to it.
Background X	Assigns that background master to the selected slide master.

---

Wipe left
Wipe right
Wipe up
Wipe down
To center
Open curtain
Close curtain
Blinds down
Blinds right
Glitter right
Glitter down
Glitter across
Dissolve
Random
None
Layers...
✓Default

Assign transition effects to slide

✓1
Go to notes

---

### Transition menu (Slide Sorter view, Outline view)

---

Command	What it does
Effect name	Assigns a transition effect to the selected slides.
Layers...	Assigns one transition effect to the first layer and a second transition effect to subsequent layers of the selected slide.
Default	Applies the default global effect specified in the "Slide show" dialog box to the slides.

---

### Notes menu (Notes view)

---

Command	What it does
Notes X	Displays that note.

**Note:** In the Notes Master and Handout Master views, a box in the lower menu bar says "Notes Master" or "Handout," respectively, to indicate which view you're in.



# Glossary

---

**Active layer** • Any drawing layer with contents you can select, as defined using “Set...” from the Layer pop-up menu. *See also* Current layer, Drawing layer, Visible layer.

**Alignment (objects)** • How objects line up. Selected objects can align with the grid (choose “Align to grid”) or with each other (choose “Align objects...”). Objects automatically align to the grid when “Grid snap on” is checked.

**Alignment (text)** • How text lines up in a text block: left (flush left, ragged right), right (flush right, ragged left), centered (ragged on both left and right sides), or justified (flush on both left and right sides).

**Anchor (placeholder)** • Used to specify the directions in which titles, subtitles, body text, and organization charts flow into their placeholders. *See also* Placeholder.

**Apple color picker** • A color wheel available on the Macintosh II that is used to edit the 40 custom colors in Persuasion’s color grid.



**Arc tool** • The tool you use to draw arcs in any direction.

**AutoTemplate** • A set of slide masters providing a common design for slides in a presentation.

**Background master** • A slide master that can be used as a backdrop for other masters.

**Balloon help** • A System 7.0 feature in which descriptive text appears in balloons that pop up as you point to portions of the screen. You can turn balloon help on or off with the “Show Balloons” and “Hide Balloons” commands on the Help menu.

**Body text** • Text from the outline that appears on slides formatted by a body text placeholder. *See also* Placeholder, Text block.

**Category** • The classification of a value in a chart. For example, in a chart plotting a store’s monthly sales volume, the months are the categories. *See also* Data series.

**Category axis** • The axis on which categories of each data series are plotted. By default the category axis is the horizontal axis on all charts except bar charts. *See also* Value axis.

**Clipboard** • A place where Persuasion temporarily stores the text, graphics, or a group selection you last cut or copied. (The Clipboard is a feature common to all Macintosh applications.)

**Color grid** • Persuasion's arrangement of 200 colors, 160 of which are fixed. You can change the other 40 colors. You can use the color grid to apply colors or to customize the color palette. *See also* Color palette.

**Color palette** • A collection of frequently used colors, chosen from the color grid, that you can apply from a submenu or pop-up menu. *See also* Color grid.

**Color scheme** • A set of compatible colors applied consistently throughout a presentation.

**Current layer** • The selected layer, as indicated in the left number of the Layer pop-up menu on the lower menu bar. *See also* Active layer, Drawing layer, Visible layer.

**Data point** • A point on a chart where a particular value is plotted. For example, on a chart that shows the monthly sales of three stores, the point that shows the July sales of store A is one data point.

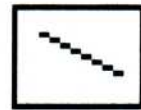
**Data series** • All the data points for a particular category in a chart. For example, on a chart that plots the monthly sales of three stores for one year, the points indicating sales for store A belong to one data series.

**Data sheet** • A Persuasion window containing rows and columns similar to those on a spreadsheet. It is used for entering or importing data that can then be plotted to a chart or table.

**Default** • A current setting. Persuasion uses three levels of defaults: tool-level (text and drawing attributes set for a selected tool), presentation-level (settings saved with a presentation), and application-level (settings applied to new presentations). *See also* Persuasion Prefs.

**Default slide master** • The slide master that is automatically assigned to new slides in a presentation.

**Desktop** • The topmost level of your computer filing system. The desktop shows all the disks and volumes that are active on your Macintosh. In System 7.0, the "Open..." and "Save as..." dialog boxes have a Desktop button, and "Desktop" appears on the drop-down list at the top of the directory box.

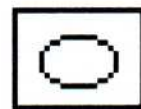


**Diagonal-line tool** • The tool you use to draw lines at any angle.

**Drawing layer** • One of up to 30 planes within a slide, onto which you can place text and graphics. Layers can appear cumulatively during a slide show. *See also* Active layer, Current layer, Visible layer.

**Driver** • A program used to run peripheral devices, such as printers, film recorders, and slide processors, which you select with the Chooser desk accessory.

**Edition** • A file containing material that can be inserted into other documents and updated whenever the original material changes. *See also* Publisher, Subscriber.



**Ellipse tool** • The tool you use to draw circles or ovals.

**Encapsulated PostScript (EPS) format** • A format for a file written in the PostScript language that has all the information necessary to print the file on a PostScript device. *See also* Import, Export, Graphic.

**Export** • To save Persuasion outlines or slides in a file format that other software applications can use. Outlines can be saved as text-only, Acta, or MORE files. Slides can be saved as PICT, Scrapbook, or Slide Show files. *See also* Import.

**Fill background** • The color that shows through a patterned fill. The fill background color corresponds to the white areas of the pattern shown in the fill palettes. *See also* Slide background.

**Fill color** • The color that is used to fill an object. The fill color corresponds to the black areas of the pattern shown in the fill palettes.

**Fill pattern** • The pattern that is used to shade the area inside an object.

**Film recorder** • An output device used to photograph slides onto 35mm film.

**Font** • A complete set of characters for one typeface; for example, Helvetica.



**Freeform tool** • The tool you use to create any freeform shape.

**Frame** • *See* Plot frame.

**Graduated fill** • A fill in which one color smoothly blends into another color. *See also* Radial fill.

**Graphic** • Any line or shape created using Persuasion's drawing tools, or any PICT, PICT II, or EPS document imported into your presentation from another application. *See also* Encapsulated PostScript (EPS) format.

**Grid** • A series of invisible horizontal and vertical lines spaced according to the minor divisions on the rulers and used to align objects. On charts, the major and minor divisions on the axes. *See also* Grid lines.

**Grid lines** • On charts, solid and dotted lines extending from major and minor divisions on an axis across the plot area. *See also* Grid.

**Grid snap on** • An automatic alignment of objects to the grid while you manipulate or create objects. *See also* Grid, Grid lines.

**Group** • To combine selected objects into a unit so you can act on it as a whole. *See also* Regroup, Ungroup.

**Handouts** • Pages containing slide miniatures for distribution to your audience. Handouts are linked to the Handout master and can include text, graphics, and up to six miniatures per page. *See also* Master views.

**Heading level** • The position or rank of a heading in relation to other headings in the outline. *See also* Subheading.

**Holder of slides** • An area in the outline used to label a group of slides (like the label of a slide carousel) or to make comments. The text in the holder of slides prints in the outline but not on slides.

**Import** • To bring data, outline text, and graphics created in other applications into a presentation. *See also* Export.

**Interchange File format** • A file format that allows you to transfer presentations from Persuasion for the Macintosh to the Persuasion for Windows. You can choose to save a presentation in Interchange File format in the "Save as..." dialog box.

**Keyboard shortcuts** • A key combination or key and mouse combination that you can use to perform certain tasks without selecting commands from menus. The *Aldus Persuasion AutoTemplate Guide* lists most of the Aldus Persuasion shortcuts.

**Label** • Text in a chart that identifies a part of the chart. Category labels are written under the category axis; series labels are written in the legend.

**Layer** • *See* Active layer, Current layer, Drawing layer, Visible layer.

**Level** • *See* Heading level.

**Line background** • The color that shows through a patterned line or the patterned border of an object. The line background color corresponds to the white areas of the pattern shown in the line pattern palette. *See also* Slide background.

**Line color** • A color that is used to shade a line or the border of an object. The line color corresponds to the black areas of the pattern shown in the line pattern palette.

**Line pattern** • The pattern that is used to shade a line or the border of an object.

**Line style** • The thickness of a line or the border of an object. Line style can also be a single- or double-headed arrow.

**Lower menu bar** • The row of pop-up menus that appears at the bottom of the presentation window in most views.



**Magnifying glass icon** • The icon in the toolbox that you can click to increase the magnification of a slide up to 400%. *See also* Reduction glass icon.

**Major grid** • The chart grid lines that extend the major divisions of the value and category axes across the plot area.

**Master slide** • *See* Slide master.

**Master views** • The three views (Slide Master view, Notes Master view, and Handout Master view) in which you design the appearance of slides, notes, and handouts. *See also* Handouts, Notes, Slide master.

**Menu bar** • The row of menu names that appears at the top of the presentation window.

**Minor grid** • The chart grid lines that extend the minor divisions of the value and category axes across the plot area.

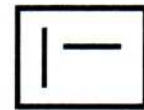
**Notes page** • A page containing a slide miniature, slide title, text, and graphics that you can refer to during your presentation. Each slide has a speaker notes page formatted by the Notes master.

**Orientation** • The relationship of slides, outlines, notes, and handouts to the page: tall, where the pages are taller than they are wide, or wide, where the pages are wider than they are tall.

**Outline view** • The view in which you type or import the text for your slides. *See also* Heading level, Subheading.

**Page break** • The non-printing dotted lines that appear on slides to show the separate pages your printer will produce to create a single enlarged slide.

**Page setup** • A command on the File menu used to specify printer-specific options for producing your presentation and presentation-specific options for slide shape, outline margins, and number of slide miniatures per handout page.



**Perpendicular-line tool** • The tool you use to draw straight horizontal and vertical lines.

**Persuasion Prefs** • A presentation, stored in the System Folder or Persuasion folder, whose settings are applied as defaults to all new presentations. *See also* Default.

**PICT** • A graphics format that Persuasion can import, edit, and export. Exported Persuasion graphics created on a Macintosh Plus or SE are PICT format graphics.

**PICT II** • A graphics format that Persuasion can import and export. Exported Persuasion graphics created on a Macintosh II are PICT II format graphics.

**Placeholder** • An object used on slide masters that reserves a place for titles, subtitles, text, tables, charts, page numbers, or organization charts on slides. Placeholders also contain formatting instructions, such as text attributes. *See also* Anchor (placeholder).

**Plot** • To create a chart or table from selected data in the data sheet.

**Plot frame** • The border around the graphics area of a chart.

**Plot range** • The range of numbers on the value axis. The data values may be less than or greater than the plot range. For example, on a bar chart with a plot range of 0% to 100%, a bar representing a value of 200% appears twice as tall as the value axis. *See also* Value axis.



**Pointer tool** • The tool used most often to select and manipulate text and graphics. *See also* Precision pointer.



**Pointing hand** • The shape that the pointer assumes when you drag headings to another position in the outline.



**Polygon tool** • The tool you use to draw many-sided shapes.



**Precision pointer** • A pointer with a crosshair at its tip. You can set the pointer type in the “Preferences” dialog box. *See also* Pointer tool.

**Preferences** • A command on the File menu that you can use to control the default slide master, type of pointer, ruler options, and text and object shadow offsets.

**Presentation Interchange Format (PRIF)** • *See* Interchange File format.

**Presentation setup** • *See* Page setup.

**Publisher** • Text, data, or graphics that you publish in a special file called an edition, which can be subscribed to by other documents and updated when the originating file changes. This is a System 7.0 feature. *See also* Edition, Subscriber.

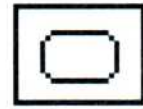
**Radial fill** • A fill pattern with concentric circles of graduated colors or intensities. *See also* Graduated fill.

**Range** • *See* Plot range.



**Reduction glass icon** • The icon in the toolbox that you can click to reduce the magnification of a slide to one-fourth the size of “Fit in window.” *See also* Magnifying glass icon.

**Regroup** • To reinstate a previously defined group. You do not need to select objects to regroup them. *See also* Group, Ungroup.



**Round-corner tool** • The tool that draws squares and rectangles with round corners.

**Ruler lines** • Non-printing horizontal and vertical lines extending from the major divisions in the rulers.

**Rulers** • The measuring tools that display increments in the current unit of measure on the left and top sides of windows in most views. The ruler settings can be customized in the “Preferences” dialog box. *See also* Grid snap on, Text ruler.

**Scale** • On a chart, the series of numbered spaces marked by lines or tick marks.

**Scrapbook** • A Macintosh desk accessory in which you can store text and graphics you use frequently.

**Shadow offset** • The vertical and horizontal distance that shadows are cast from text and graphics. You can set the shadow offset in the “Preferences” dialog box.

**Slide background** • The pattern and color applied to the entire area of a slide master. Objects appear on top of the slide background. *See also* Fill background, Line background.

**Slide copy** • The slide miniature that appears on note pages and on handouts.

**Slide master** • A model for slides containing the elements you want repeated on those slides, such as placeholders that format information from the outline or data sheet, background design, or other text and graphic objects. *See also* AutoTemplate.

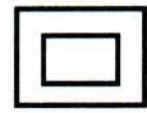
**Slide show** • To display slides in sequence on the Macintosh screen.

**Slide Sorter view** • The Persuasion view that displays miniatures of your slides. You can rearrange and assign masters to slides in this view.

**Slide title** • Outline text that appears on slides and on notes pages as a title, as formatted by the title placeholder on slide masters and the slide title placeholder on the notes master. Setting a heading as a slide title in the outline creates a new slide. *See also* Placeholder.

**Slide view** • The Persuasion view that displays representations of your actual slides or overhead. You can add text and graphics directly to a slide while in Slide view.

**Speaker notes** • *See* Notes.



**Square-corner tool** • The tool you use to draw squares or rectangles with square corners.

**Subheading** • A heading indented below another heading on the outline. *See also* Heading level.

**Subordinate heading** • *See* Subheading.

**Subscriber** • Inserted text, data, or graphics that can be updated when the originating file changes. To create a subscriber, you open an edition file in the “Subscribe to” dialog box. This is a System 7.0 feature. *See also* Edition, Publisher.

**Subselection** • A part or a group of parts that you select in an object by double-clicking or triple-clicking (for example, the bars in a chart).

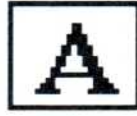
**Symbol** • The marker that is used to indicate a data point on a line chart, scatter chart, or high-low chart. Symbols can be changed through the “Symbols” submenu on the Chart menu.

**Target chart** • The chart that will be replotted with selected information in the data sheet or will be used to format a new chart.

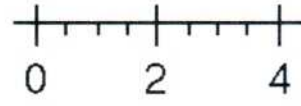
**Text block** • An object consisting of text created with the text tool.

**Text format** • A collection of text specifications (font, size, style, and color) that can be saved, named, and applied to text in your presentation with the “Define formats...” and “Apply format” commands from the Text menu.

**Text ruler** • A ruler that displays with selected text blocks when the “Show text rulers” command is checked. You can use the text rulers to set indents and tabs.



**Text tool** • The tool you use to start a new text block and, within an existing text block, to position an insertion point or select text.



**Tick mark** • On a chart, the lines placed at regular intervals on an axis to show the major divisions of the axis scale. Tick marks can be hidden or displayed.

**Transition effect** • The way in which a new slide or layer appears on the screen during a slide show.

**Ungroup** • To select the individual parts of a chart or imported PICT graphic, or to reverse a previous “Group” command. *See also* Group, Regroup.

**Value axis** • The axis on a chart that plots the data values. By default, the value axis is the vertical axis in most charts. *See also* Category axis.

**Visible layer** • Any drawing layer that can be seen. A visible layer can be active or inactive. *See also* Active layer, Current layer, Drawing layer.

**WKS** • An external worksheet file format that Persuasion can import to the data sheet. *See also* Data sheet.

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The following people contributed to the Persuasion 2.1 online and printed documentation effort:

Project Leads: Margy Kotick and Loretta Matson

Editor: Ann T. Rosenthal

Book designers: Martin Ishihara, Susan Bari Price

Writers: Pam Beason, Andrea Linsky, Diane Stielstra

Proofreader: Linda Woody

Illustration and Production: Paul Carew, Pamela Hidaka, Alison Rae Jones, Loretta Matson, Fran Dixon Zabawa

AutoTemplate Designer/Compiler: Loretta Matson

AutoTemplate Kit Designers: Loretta Matson, Pamela Treece

Online Developers: Paula Shore, jwhiting

Usability Testing: Brenda Lee Morris

Special thanks to: Lynn Perry



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