

# *Aldus Persuasion*®

## ***Getting Started***

***Version 2.1***

***for use with Apple® Macintosh® computers***



**ALDUS**

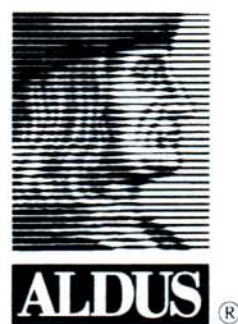


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Aldus Persuasion® Getting Started  
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November 1991

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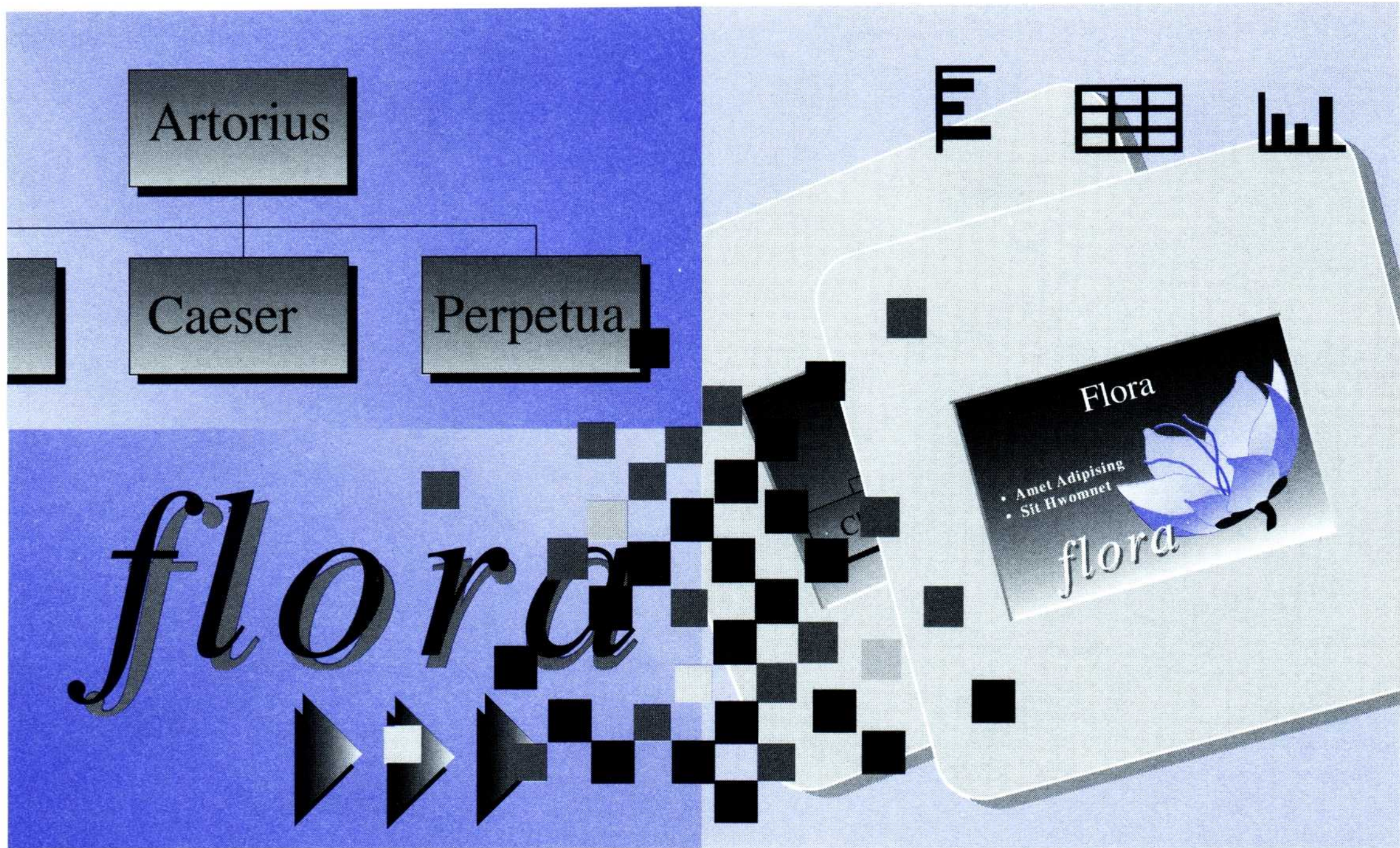
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***Welcome to Aldus Persuasion***



# Welcome to Aldus Persuasion

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Welcome to Aldus Persuasion, a comprehensive desktop presentation program for the Apple Macintosh. With built-in outlining, AutoTemplate technology, and advanced drawing and charting tools, Persuasion is the only program you'll ever need to produce overheads, 35mm slides, handouts, and speaker notes.

Among the powerful features you'll find in Persuasion are:

- **Outlining:** Organize your ideas into main headings and subheadings that automatically become slide titles and slide text.
- **AutoTemplate technology:** Automatically transform your presentation content into slides with a consistent design and format. Forty black-and-white and forty-three color AutoTemplates come in the Persuasion package; use them as they are, modify them as needed, or create your own.
- **Charting:** Draw charts and tables instantly from data in Persuasion's data sheet or from external spreadsheets. Change quickly from a pie chart to a bar chart, or to any of eight other chart options. Or, combine two different chart formats to emphasize certain data in comparison to other data.
- **Drawing:** Create graphics using built-in tools for lines, rectangles, circles, polygons, arcs, and freeform shapes. Use commands to add special effects, such as rotation and graduated fills.
- **Color:** Apply full-color effects to overheads, 35mm slides, or on-screen presentations.
- **Text editing and formatting:** Enter and edit text just as you would in most word-processing programs. Use Find/Change and spell checking. Apply a variety of typefaces, type styles, sizes, and colors.
- **File transfer to and from Persuasion 2.1 for Windows:** Move your Persuasion presentation from the Macintosh to the Windows environment on the PC or vice versa.
- **Slide builds:** Assign text or graphic objects to different layers of a slide, so that you can build up to an important point or "animate" your slides.
- **Slide show:** Present your slides directly on your computer screen. Use transition effects, such as wipes and dissolves, between slides and between layers of a single slide.

- Context-sensitive online Help: Get quick on-screen information about the particular dialog box or command you are currently using. (For more information on how to use online Help, refer to the *Aldus Persuasion User Manual*.)
- Change AutoTemplates in an existing presentation: Import the masters, color palette, and defined text and chart formats from another AutoTemplate or presentation into your existing presentation.
- System 7.0–savvy: Supports the key System 7.0 features. Use the publish/subscribe capability to automatically update files published by Persuasion and other programs.

Take advantage of 32-bit addressing to access large amounts of RAM (random-access memory) so you can work more quickly or run more applications. You need a Macintosh LC, IIfx, IIfx, or IIfx to take advantage of 32-bit addressing; older Macintosh systems have a limit of 8MB of RAM.

## ***Before you begin***

---

Check the following sections to see that you have what you need to begin installing and using Persuasion. Installation instructions begin on page 9.

### ***Make sure you have the right hardware***

Your computer equipment must meet the minimum requirements listed below to install and run Persuasion.

#### ***System Configuration***

Aldus Persuasion requires System version 6.0.5 (or later) and Finder version 6.1 (or later). Persuasion supports key System 7.0 functions. You can use Persuasion on a Macintosh Classic or above.

The Macintosh must have a hard disk and a minimum of 2MB of memory. If you have more than 2MB of memory, you can also run Persuasion under MultiFinder.

## ***Output devices***

You must also have at least one output device driver, such as Laser Prep or LaserWriter, installed and a corresponding output device, such as a LaserWriter Plus, selected in the Chooser.

The following list explains the types of output devices you can choose from to produce overheads, printed visuals, outlines, handouts, speaker notes, 35mm slides, and on-screen presentations.

- To produce overheads, handouts, or speaker notes, the output device should be a desktop printer, such as the Apple LaserWriter Plus or the LaserWriter II SC.
- To produce 35mm slides, you may want to use a desktop film recorder, such as the Mirus FilmPrinter™, the AgfaMatrix SlideWriter, or Presentation Technologies' Montage™ FR1. You should have received the appropriate driver when you purchased one of these devices. If you did not, contact your film recorder manufacturer to request a driver for use with Persuasion. You can also use an outside slide service bureau to produce slides. If you are outside the United States or Canada, please contact your Aldus dealer or distributor for details.
- To produce on-screen presentations, you may want to use a large-screen video display projector or projection pad connected to your Macintosh.

## ***Macintosh basics***

To use Persuasion most effectively, you should be familiar with your Macintosh. Specifically, you should know how to:

- set up and use your Macintosh, including pointing, clicking and dragging, and selecting commands from pull-down and pop-up menus.
- work with Macintosh windows (open, close, scroll, move, resize, and select).

If you are not familiar with these basic tasks, refer to your Macintosh documentation.

## ***Check your Persuasion package***

Whether you have upgraded from an earlier version of Persuasion or purchased Persuasion new, your package includes five disks numbered 1 through 5, the *Aldus Persuasion User Manual*, the *Aldus Persuasion Getting Started*, the *Aldus Persuasion AutoTemplate Guide*, the *Aldus Persuasion AutoTemplate Gallery Card*, and the *Aldus Persuasion Guide to Transferring Presentations*. Also in your package, you'll find:

- Registration card
- Art of Persuasion clip-art card

If your package does not include all these items, call Aldus Customer Relations at (206) 628-2320. If you are outside the United States or Canada, please contact your local Aldus distributor or dealer.

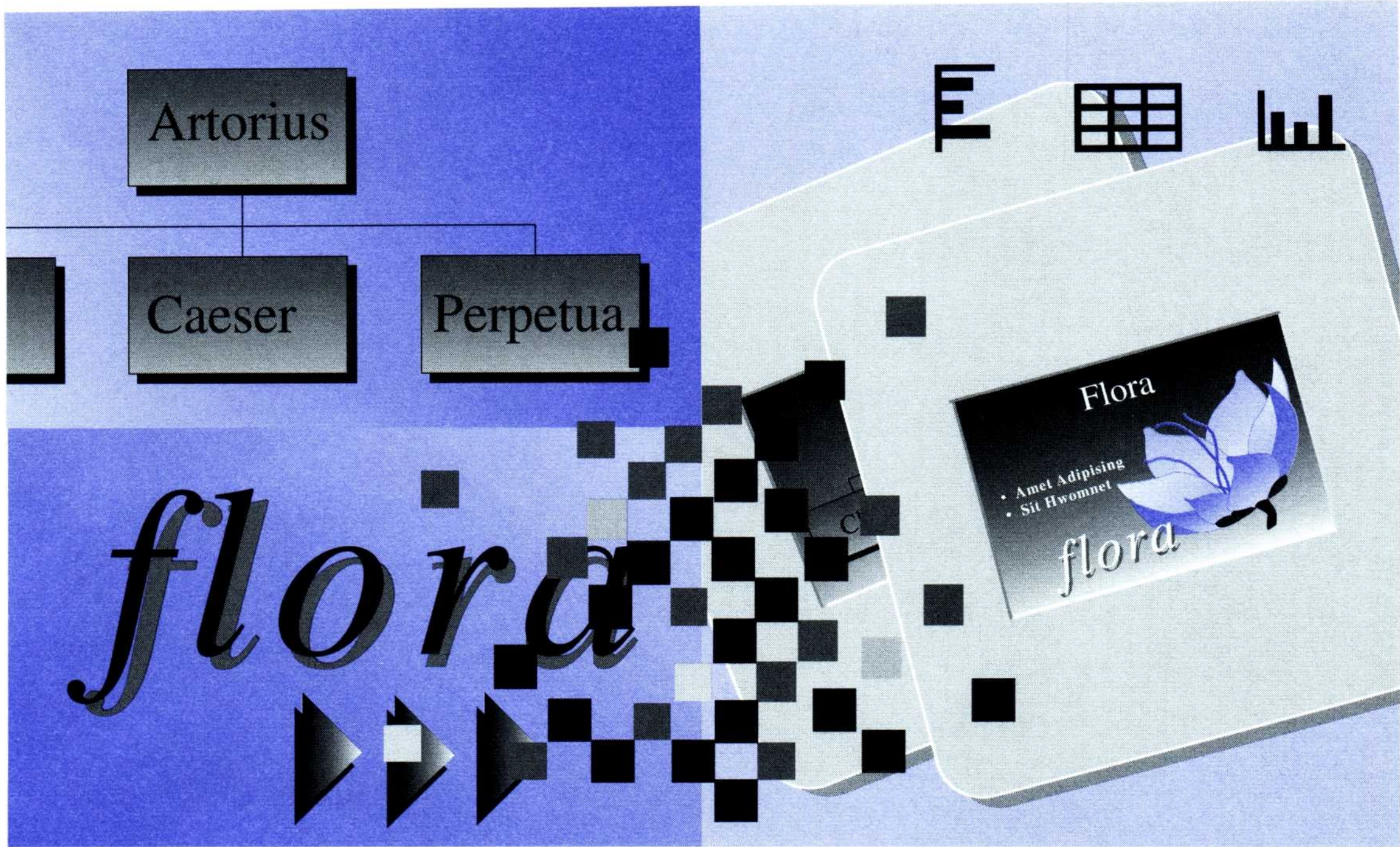
## ***Register for technical support***

If you have upgraded from an earlier version of Persuasion, you are already registered for customer service and technical support. You will need to provide the serial number from your Aldus Persuasion 2.0 package when you call Aldus Customer Relations or Technical Support.

If you purchased a new retail version of Persuasion, complete and return the registration card you'll find in the Persuasion package to receive registered customer service and technical support.

Before calling for technical support, please check your manuals and online Help for the answer to your question. If you still need help, contact your Aldus technical support representative. If you are outside the United States or Canada, please contact your local Aldus distributor or dealer. You will find your serial number on the registration card and the bottom of the product box.

**Note:** The art throughout this manual and the *Aldus Persuasion User Manual* was created using System 7.0. If you are using System 6.0, some of the screen representations may look different from what you see on your screen.



## ***Installation Guide***



# Installation Guide

---

The Aldus Installer is an easy-to-use program that has several functions:

- It decompresses and copies the Persuasion program and other files from your Persuasion disk set to wherever you want them on your hard disk.
- During installation, it provides ready access to ReadMe and other useful text files. Every Installer screen also offers help; just click the “Help” button for a brief description of what to do next.
- During installation or troubleshooting, it provides diagnostic tools that help you or your Technical Support representative determine why you may be having problems.
- After installation, it lets you decompress files that you may not have installed originally but later decide you want to use.

This section describes how to:

- install Aldus Persuasion.
- use the Installer’s diagnostic tools to troubleshoot the installation or performance of Persuasion.

## *Before you begin*

---

Before you install Persuasion, check to make sure that:

- your hard disk contains only one System Folder and that System Folder contains only one System (version 6.0.5 or later) and one Finder file (version 6.1 or later).
- the System Folder contains at least one output device driver (e.g., LaserWriter). Always use the most recent versions of these and other Macintosh System documents.
- you have sufficient RAM and hard disk space on your Macintosh. The Installer program requires 350K of RAM. If you want to install all the Persuasion files, you must have at least 8.5MB of space available on your hard disk.

**Note:** We recommend that you turn off any virus detection software that might interfere with the installation process.

The Installer decompresses the files on the Persuasion disks and automatically copies the Persuasion program into the Persuasion folder on your hard disk, and copies the spelling dictionaries and the online Help files into the Aldus folder in your System Folder. You have the option of automatically installing up to 83 AutoTemplates, the sample files for the Persuasion tutorial lessons, and the Art of Persuasion electronic clip-art files. You can also choose which of the 83 AutoTemplates you want as the default, or preset, presentation that will open whenever you choose “New” from the File menu.

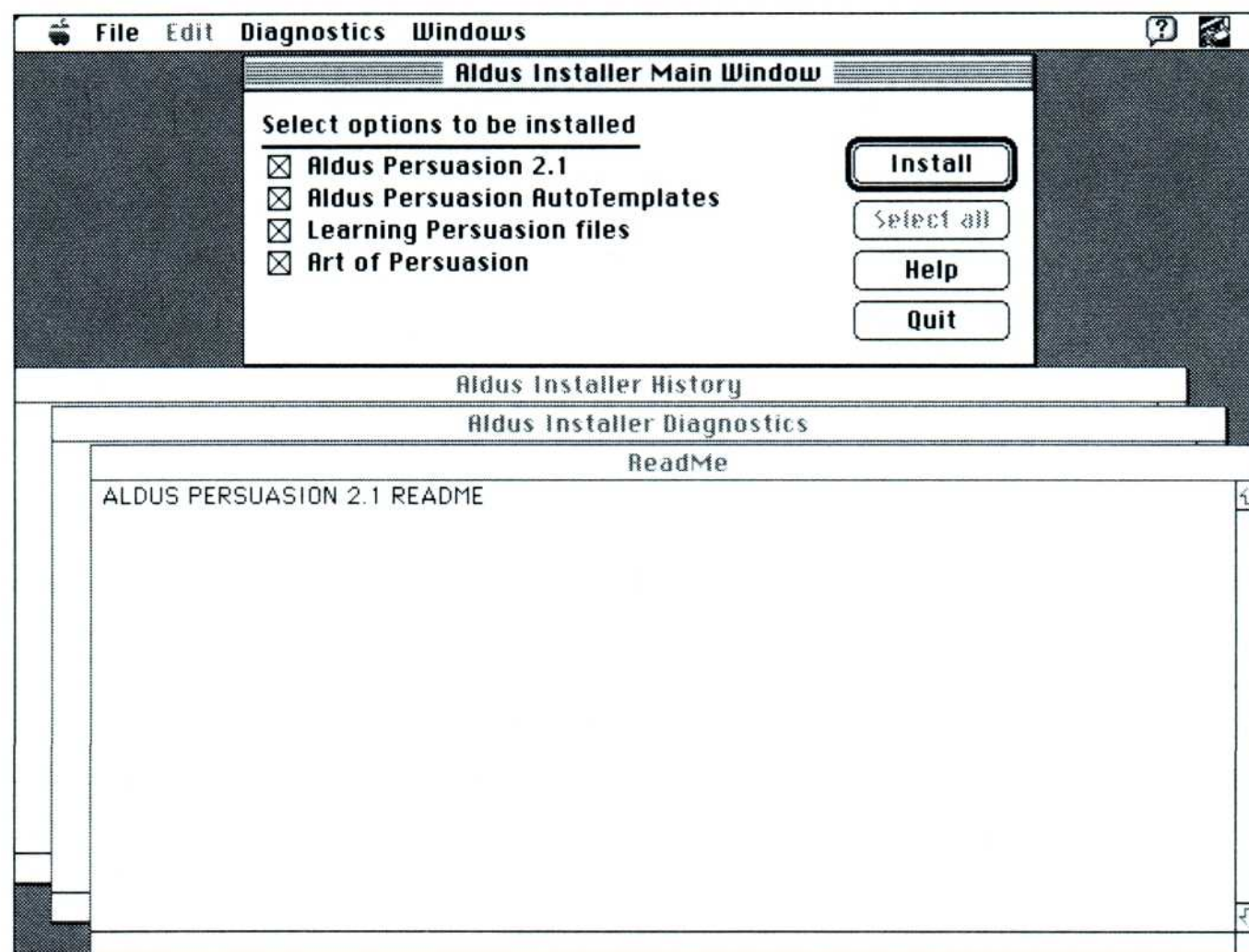
**Note:** If you have an earlier version of Persuasion installed, the Installer overwrites any “Persuasion Prefs” file already on your Macintosh. If you have customized a presentation or AutoTemplate for use as the default and wish to keep it as the default, rename it before installing the new version of Persuasion. Then install Persuasion, and resave the custom AutoTemplate as “Persuasion Prefs” in the Aldus folder within the System Folder.

## Installing Persuasion

Installing Persuasion and its related files is a straightforward procedure, although you have several options along the way. Each Installer screen has a “Help” button, which you can click to display a brief explanation of what to do next.

► **To install Persuasion on your hard disk:**

1. **Insert Disk 1 into any disk drive on your Macintosh.**
2. **Double-click the Aldus Installer/Utility icon.**



Three TeachText text files are displayed in the lower half of the screen; click any one to bring it to the front to read. You can review these files on-screen or print them later using the TeachText application.

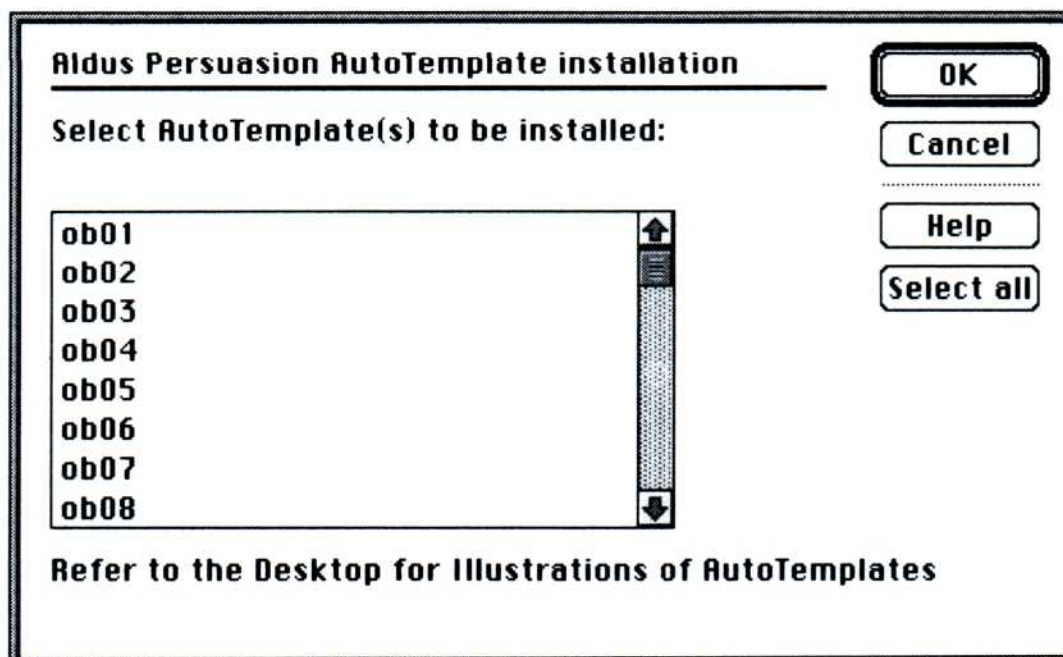
- ReadMe contains last-minute information about Persuasion that became available after the printed documentation went to press. We recommend that you read through this file before continuing with the installation.
- The Aldus Installer Diagnostics window is the place the Installer puts diagnostics information if you run any of the utilities from the Diagnostics menu.

- The Aldus Installer History window is where the Installer creates a record of your installation that is visible during the installation process. It can be printed or reviewed later if any problems occur.

**3. In the Aldus Installer Main Window, click to uncheck any files you do not want to install, and then click “Install.” (Initially, all options are checked.)**

This option	Installs these files
Aldus Persuasion 2.1	The Persuasion program, the spelling dictionaries, and the online reference (Help) files, as well as the Installer itself
Aldus Persuasion AutoTemplates	Up to 83 predesigned AutoTemplates
Learning Persuasion files	A set of sample files for use in “Learning Persuasion” (the two tutorial lessons in <i>Aldus Persuasion Getting Started</i> )
Art of Persuasion	A set of electronic clip-art files for use in your Persuasion presentations

The “Aldus Persuasion AutoTemplate installation” dialog box appears.

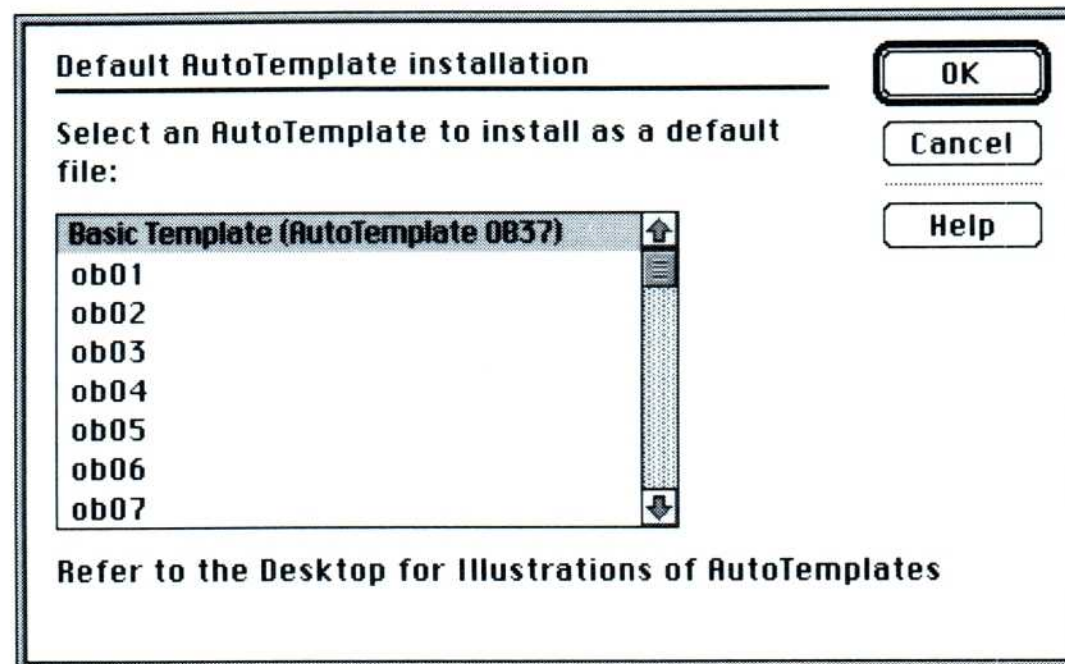


If you left “Aldus Persuasion AutoTemplates” checked in the Aldus Installer Main Window, you’ll see this dialog box. Otherwise, you won’t see this dialog box; instead, you’ll go directly to Step 6.

4. If you are installing AutoTemplates, select the AutoTemplates you want to install in the “AutoTemplate installation” dialog box, and then click “OK.”

To select AutoTemplates for installation, press Shift and click the ones you want, or click “Select all” to install all the AutoTemplates.

When you click “OK,” the “Default AutoTemplate installation” dialog box appears.

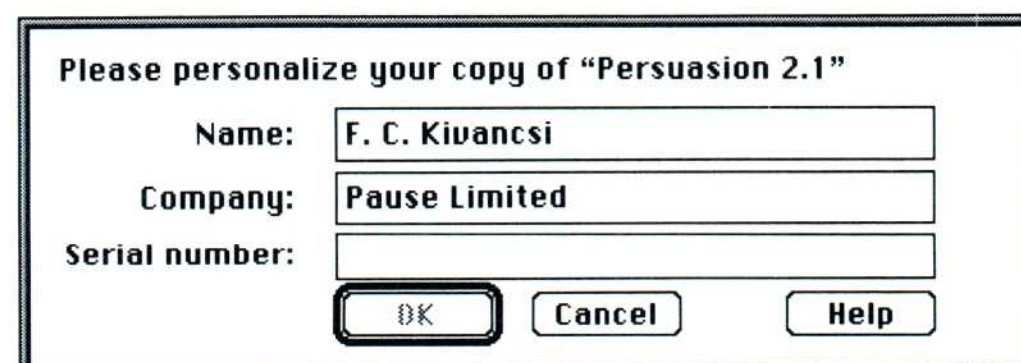


5. In the “Default AutoTemplate installation” dialog box, select an AutoTemplate to use as the default, and then click “OK.”

A copy of this AutoTemplate will be opened each time you choose “New” from the File menu. If you have not installed any AutoTemplates, the Basic Template (the same as OB37) provides a simple design for black-and-white overheads.

**Note:** After starting Persuasion, you can change your default at any time by saving any presentation or AutoTemplate as “Persuasion Prefs.” For more information, see Chapter 1, “Persuasion Basics,” in the *Aldus Persuasion User Manual*.

The dialog box where you personalize your copy of the program appears.

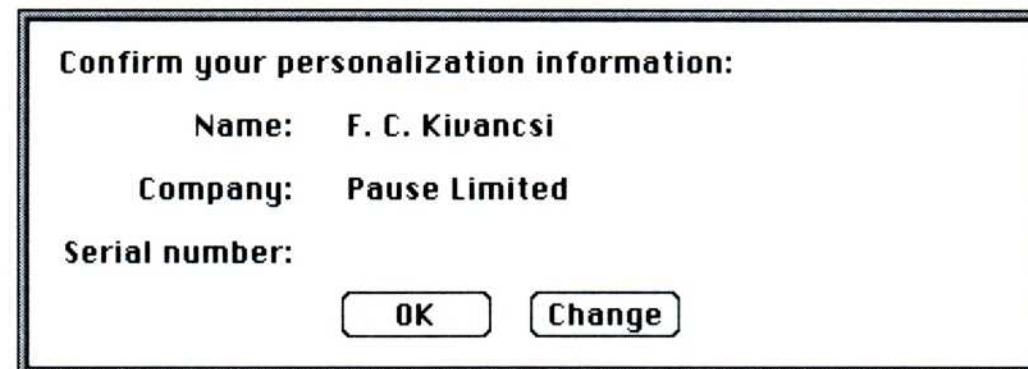


6. In the personalization dialog box, type your name, your company name, and the serial number of your copy of Persuasion, and then click “OK.”

Press Tab to move from field to field within the dialog box. (Clicking “Cancel” takes you back to the Aldus Installer Main Window.)

The Installer requires that you type something in every field on this screen. The serial number must have the same format, including hyphens, as the serial number you’ll find in your Persuasion package on Disk 2, on the registration card, or on the bottom of your Persuasion package.

After you click “OK,” the Installer asks you to verify what you just typed.



Confirm your personalization information:

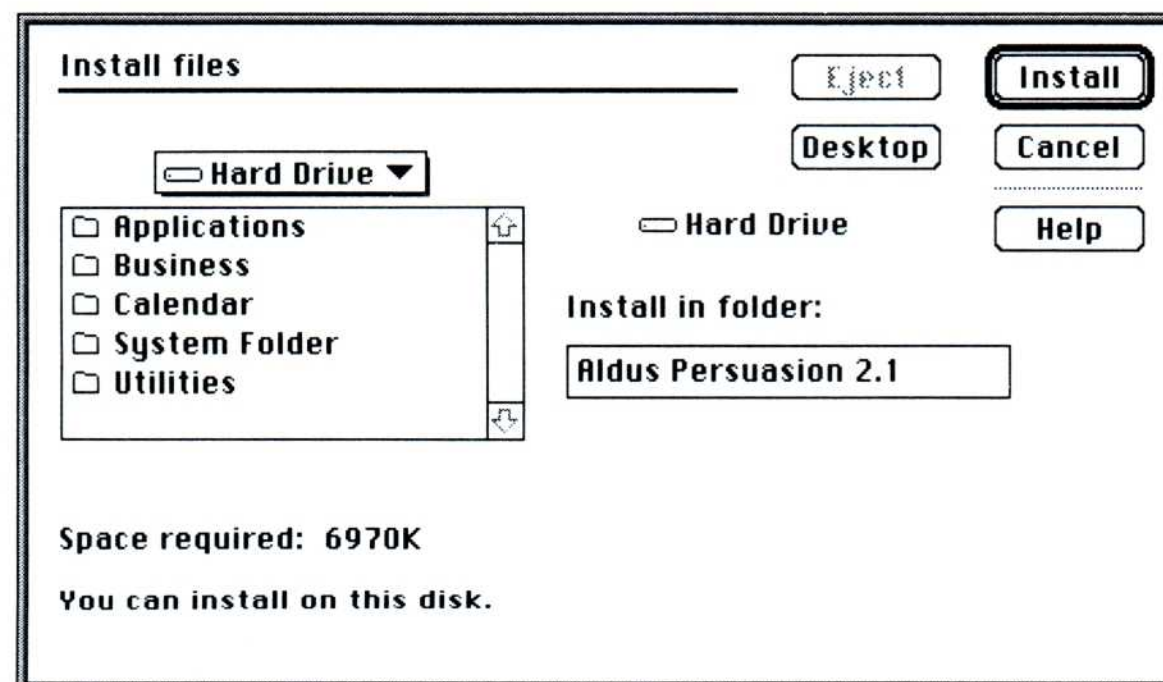
Name: F. C. Kivancsi

Company: Pause Limited

Serial number:

OK Change

Click “Change” if you need to return to the personalization dialog box to make corrections, or click “OK” to continue the installation and indicate where you want to install Persuasion.



Install files

Eject Install

Desktop Cancel

Hard Drive

Hard Drive

Install in folder:

Aldus Persuasion 2.1

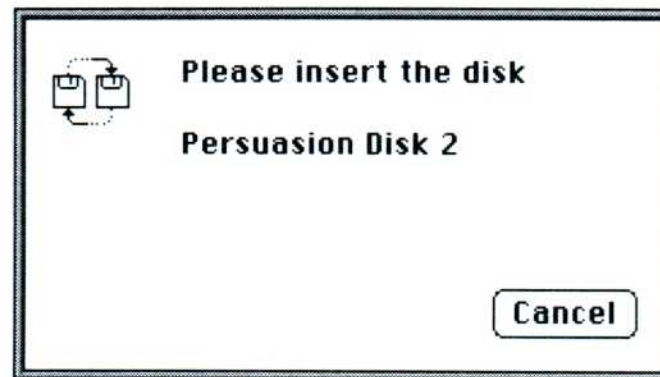
Applications Business Calendar System Folder Utilities

Space required: 6970K

You can install on this disk.

**7. Specify where you want the Persuasion files to be installed, and then click “Install.”**

The Installer posts a message in the dialog box indicating whether you have enough free disk space to install the items you selected. If the message indicates that disk space is insufficient, click “Cancel” to return to the Aldus Installer Main Window. There you can either choose fewer files to install, or click “Quit” to return to your Macintosh desktop and remove other files from your hard disk before starting the Installer again.



**8. Insert disks as prompted until installation is complete.**

The entire installation process should take about ten minutes. The Aldus Installer History window comes to the front, so you can watch as installation proceeds.

When the Installer has finished, it briefly displays a final dialog box. Click “Quit,” or simply wait five seconds for the dialog box to disappear automatically.

## After installation

---

If you chose to install all the Persuasion files, you'll find the following folders and files on your hard disk in the Persuasion folder (or whatever folder you specified during installation):

Folder/file	Description
Aldus Installer Diagnostics	A TeachText file containing the results of any diagnostics tests run during installation
Aldus Installer History	A TeachText file containing a history of the installation
Aldus Installer/Utility	The Aldus Installer, which you can use later to run diagnostics or to decompress uninstalled Persuasion files
Art of Persuasion	A folder containing subfolders for each type of Persuasion clip art
AutoTemplates	A folder containing the subfolders for the Persuasion 35mm and overhead AutoTemplates
Learning Persuasion	A folder containing subfolders of files needed for the two tutorial lessons
Persuasion	The Persuasion application
ReadMe	A TeachText file containing corrections to the printed documentation and last-minute product information
TeachText	The application that allows you to read Aldus Installer Diagnostics, Aldus Installer History, and ReadMe

In a folder called Aldus folder in your System Folder:

Folder/file	Description
Persuasion Dictionaries	A folder containing the spelling dictionaries and Persuasion Help
Persuasion Prefs	A file containing the default AutoTemplate for new presentations

**Note:** Aldus Installer History records the history of your Persuasion installation and contains valuable information for troubleshooting problems you may encounter when installing or using Persuasion. Aldus Installer History contains the date and time of the installation; a list of all files installed, including the folders they were installed in and the disks they were installed from; plus a list of any errors the Installer encountered.

## ***Working with spelling dictionaries***

---

When you install Persuasion, a folder called “Persuasion Dictionaries” is automatically installed on your hard disk. During a spelling check, Persuasion uses up to five dictionaries, depending on the amount of random access memory (RAM) available on your computer.

If you are using the U.S. version of Persuasion, Webster.lex is the disk-based dictionary, and Eng02.clx, Eng12.clx, and Eng24.clx are the RAM-based dictionaries. User 1 is the user dictionary to which you can add your own frequently used words.

If you are using the International English or Canadian English version of Persuasion, CollinsUK.lex is the disk-based dictionary, and Eng02UK.clx, Eng12UK.clx, and Eng24UK.clx are the RAM-based dictionaries. UserUK1 is the user dictionary to which you can add your own frequently used words.

The User 1 or UserUK1 spelling dictionary cannot be edited, so it’s a good idea to back it up regularly. If you inadvertently add misspelled words to the version on your hard disk, delete the incorrect dictionary, copy your backup to the Persuasion Dictionaries folder, and begin again. To back up the User 1 or UserUK1 dictionary, copy it to a folder outside the Persuasion Dictionaries folder. Update the backup copy frequently.

You can move Persuasion Dictionaries to the application folder if you wish. Keeping the dictionaries folder in the Persuasion folder makes it easy to do regular backups of your supplementary dictionary. Persuasion looks first in the Aldus folder for it, then in the Persuasion folder. You can also move the Persuasion Dictionaries folder anywhere else that you want on the hard disk. If you do, Persuasion will prompt you to locate the folder when you use Help or run a spelling check.

## Using the Installer menus

The Aldus Installer application includes features that give you greater flexibility in using the Installer, initially to install Persuasion and later to run diagnostics procedures that may help explain performance problems. This section describes the three active menus: File, Diagnostics, and Windows.

### File menu

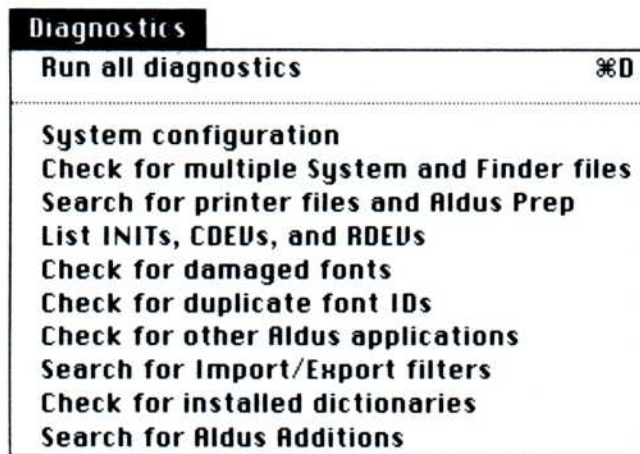
The File menu governs opening TeachText files and closing the Installer.



Command	What it does
Open text file...	Lets you open any other TeachText file on your system while you are in the Installer.
Quit	Lets you quit the Installer at any time from any point in the installation process.

### Diagnostics menu

The Diagnostics menu provides access to eight utility programs that check for the presence of various files and applications on your Macintosh. You can run any or all of the utilities before installing Persuasion. “System configuration” is run automatically as part of the installation process. If you call for technical support, the technician may ask you to run more of the utilities to assist in troubleshooting a problem.



Command	What it does
Run all diagnostics	Runs all eight tests in sequence.
System configuration	Checks to see what type of machine you are using, the System version, available memory, and current printer and version. This test is run automatically as part of the installation process.
Check for multiple System and Finder files	Checks to see that you have only one System and one Finder file on your machine, and tells you where they are located.

Search for printer files and Aldus Prep	Checks to see that you have only one set of printer description files and one Aldus Prep file (used by Aldus PageMaker) on your machine, and tells you where they are located.
List INITs, CDEVs, and RDEVs	Checks for and displays a list of any of these three types of startup files that you may have installed on your Macintosh. A technician can use this information to help you if you encounter a performance or memory problem while using Persuasion.
Check for damaged fonts	Checks for and displays a list of any fonts in your System file that are damaged and need replacing.
Check for duplicate font IDs	Checks for and displays a list of any fonts in your System that have duplicate IDs, which can be the cause of display or printing problems.
Check for other Aldus applications	Checks for and displays a list of other Aldus applications you may have installed on your Macintosh.
Search for Import/Export filters	Checks to see what import or export filters are installed on your Macintosh (relevant only for users of Aldus PageMaker).
Check for installed dictionaries	Checks for and displays a list of currently installed dictionaries.
Search for Aldus Additions	Searches for and lists Additions used by other Aldus applications.

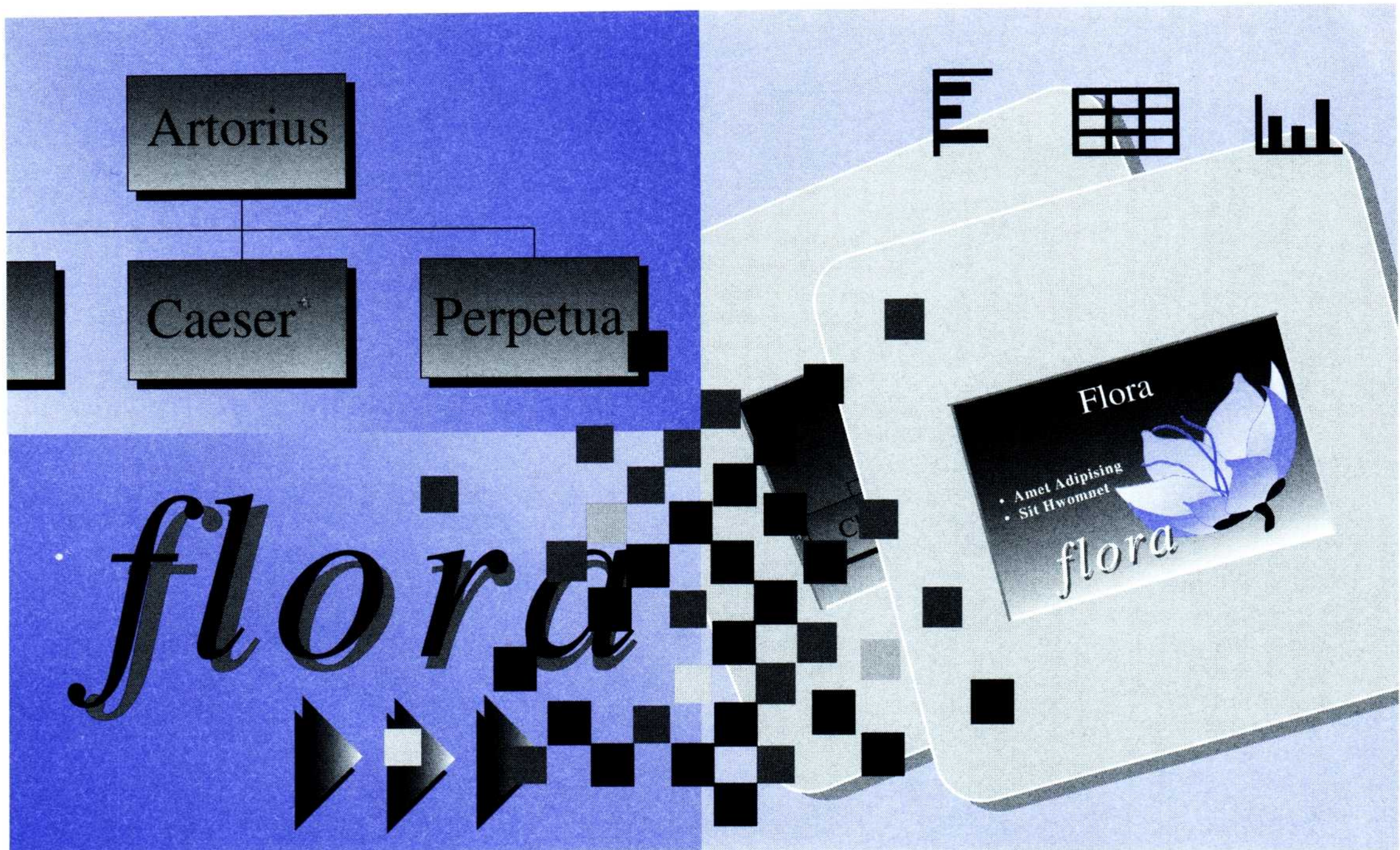
When you run any of the utilities, the Installer displays the results in the Diagnostics window, which contains a TeachText file that is saved automatically when you leave the Installer. To review or print the file in TeachText, double-click its icon.

## **Windows menu**

The commands initially on the Windows menu are the names of the files that are opened automatically when you start the Installer. If you open any additional TeachText files while using the Installer, their names also appear on the Windows menu.







## *Learning Aldus Persuasion*



# Learning Aldus Persuasion

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These two lessons introduce you to the main features of Persuasion. Lesson 1 demonstrates the basic steps you follow to create a presentation. Lesson 1 is relatively short—it takes about 30 minutes to complete—and should be done first, step by step.

Lesson 2 teaches you how to handle the more sophisticated tasks of editing a presentation, visually enhancing it, and modifying its masters. You do not need to do Lesson 2 in order; you can skip directly to the task you want to learn more about. Allow an hour and a half to work through it.

The next few pages give you a simple introduction to a few basic concepts at the heart of Aldus Persuasion. A fuller understanding comes as you work through the lessons and use some of Persuasion's exciting features.

If at any time you want to see what you'll create in these lessons, you can watch a slide show of the final presentation. To see the show, double-click Lesson 2 Done in the Learning Persuasion folder within the Aldus Persuasion 2.1 folder. The presentation is set to run the slide show and will stop automatically when it's finished.

## Understanding AutoTemplates and presentations

The usual way to begin creating a presentation is by opening a copy of an AutoTemplate, a presentation that contains only a set of slide masters. The slide masters are models for a variety of slide formats. Next, you add your outline, including slide titles, subtitles, and text. The slide masters transform the information from the outline into slides.



A Persuasion AutoTemplate contains seven slide masters: Title, Text 1, Text 2, Text 3, Graphic 1, Graphic 2, and Org Chart.

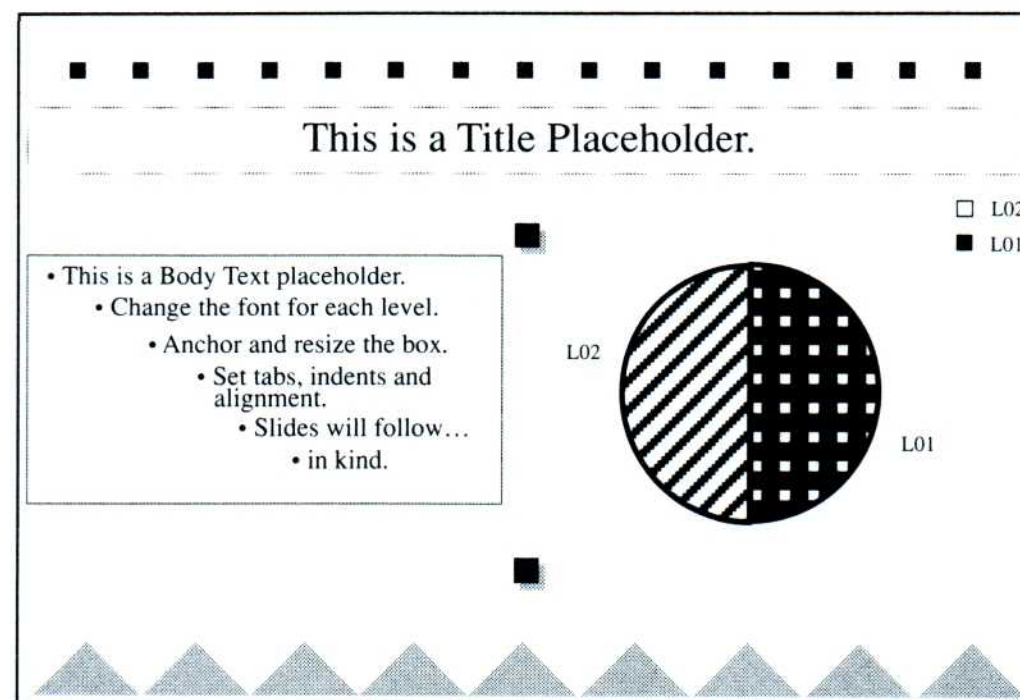


A presentation contains a set of slide masters, plus an outline and slides. As you type your outline, the slide masters transform each main heading into a slide.

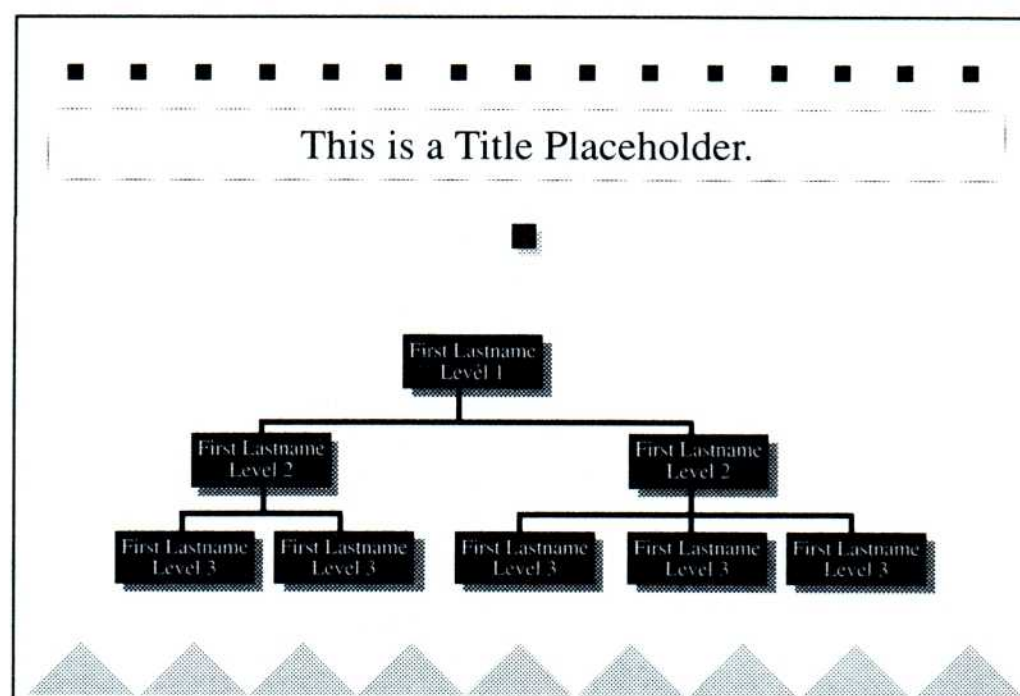
## Formatting slides with slide masters

A slide master formats each slide to which it is applied. The most vital ingredients on a slide master are the placeholders, although a slide master may contain design elements as well. Placeholders provide the interactive link between the outline and the slide. Six placeholders—title, subtitle, text, chart, table, and organization chart—format information from the outline and data sheet, and indicate where the information should be positioned on the slide.

*Graphic 2 master*



*Org chart master*



"Graphic 2" and "Org Chart" are two of the slide masters found in the AutoTemplates that come with Persuasion.

Placeholders make Persuasion easy to use. They take the words you type in the outline and position and format them on the slide.

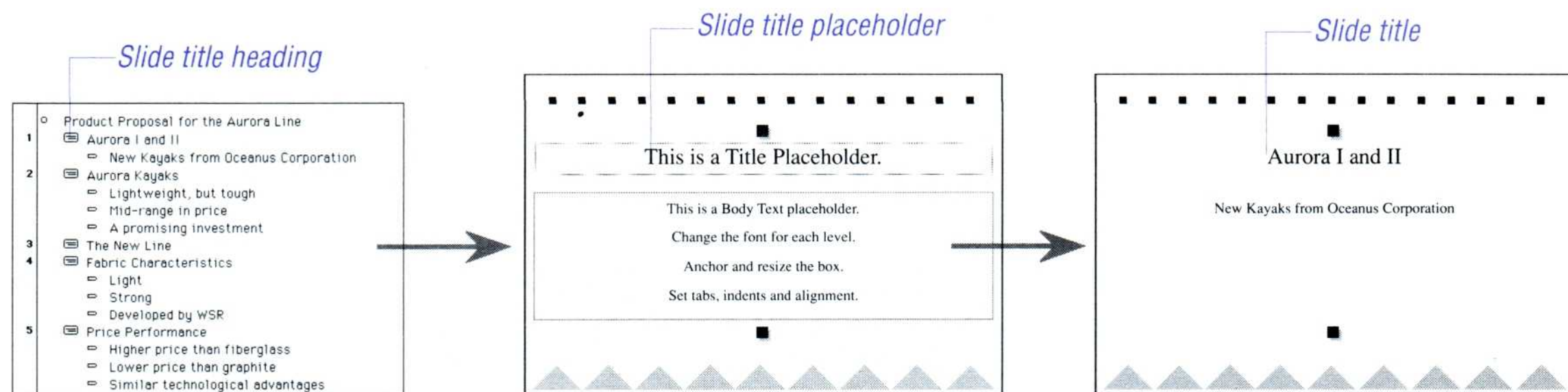
## How Persuasion's parts work together

The main views used when creating a presentation are Outline view, Slide Master view, and Slide view.

View	Task
Outline	Write your outline which provides the structure of your presentation.
Slide Master (including Background Master)	Design how you want text, titles, subtitles, charts, and organization charts to look and where you want them positioned on the slides.
Slide	View your individual slides, and modify the way they look.

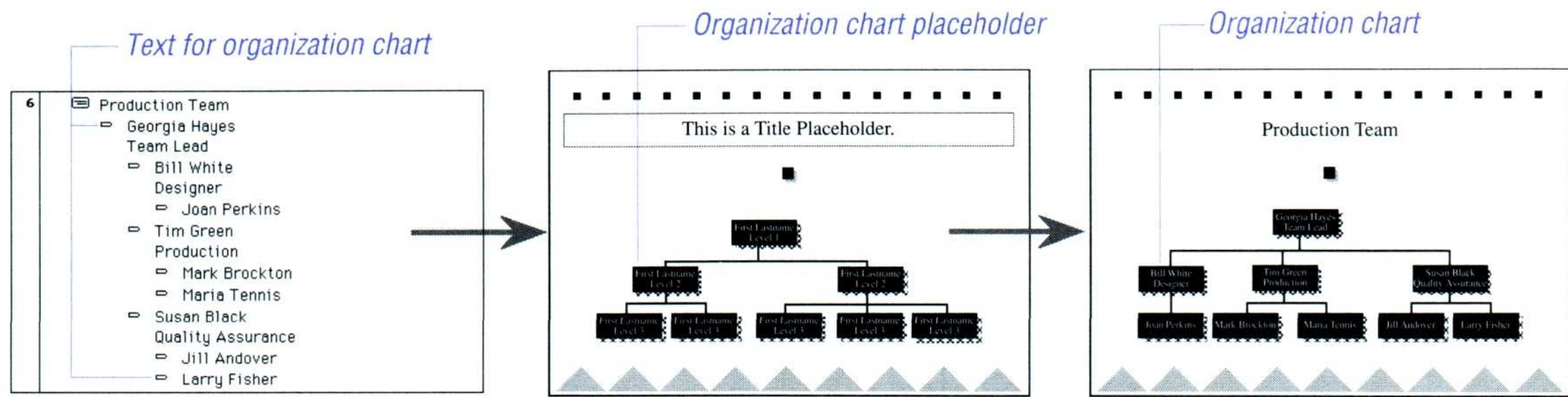
Here are some examples of how information in the outline is formatted by different placeholders on different slide masters to become a finished slide.

### Outline + Slide master = Slide



Follow a slide title from the text you type in the outline through the formatting done by the title placeholder to the final title on the slide.

## Outline + Slide master = Slide

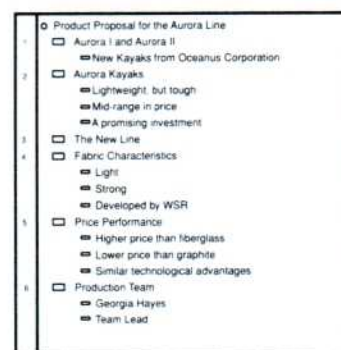


Notice the relationship between the names in the outline and the names in the boxes on the slide.

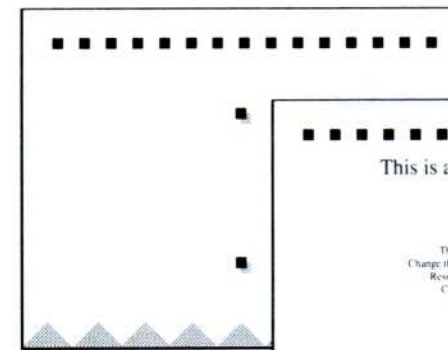
## Introducing Persuasion's views

Persuasion has different views for working on the various parts of your presentation. Although Outline view and Slide view are the ones you'll use most often, you may want to go to Slide Sorter view to easily rearrange your slides or go to one of the master views to design the layout of your slides, handouts, or speaker notes.

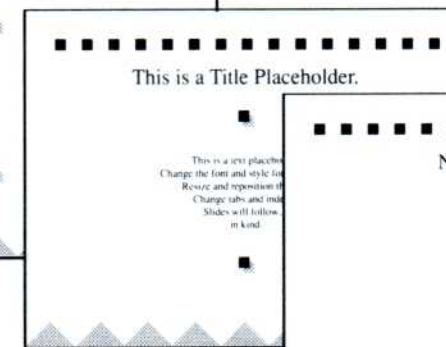
If you want to explore the views on your screen while you look at these pages, you can double-click Lesson 1 Done in the Learning Persuasion folder within the Aldus Persuasion 2.1 folder to open a completed presentation.



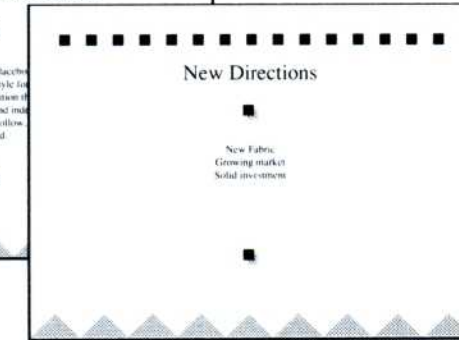
Outline



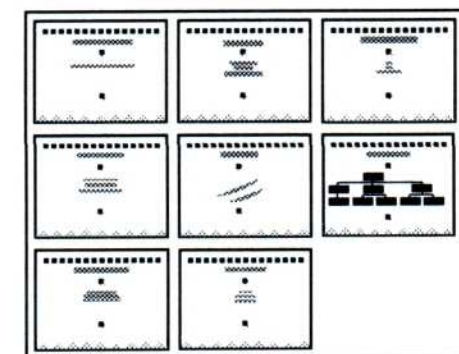
Background master



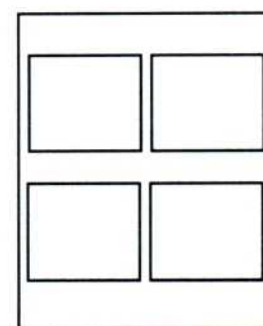
Slide master



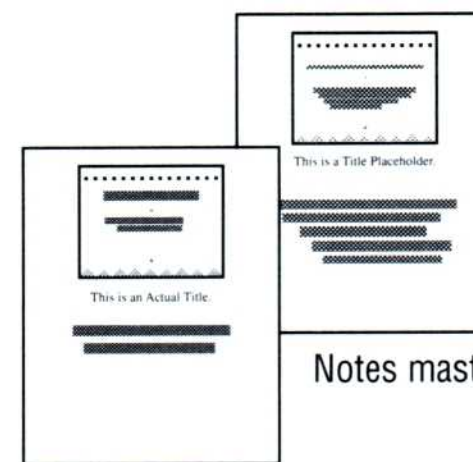
Slide



Slide sorter



Handout master



Notes master

Notes

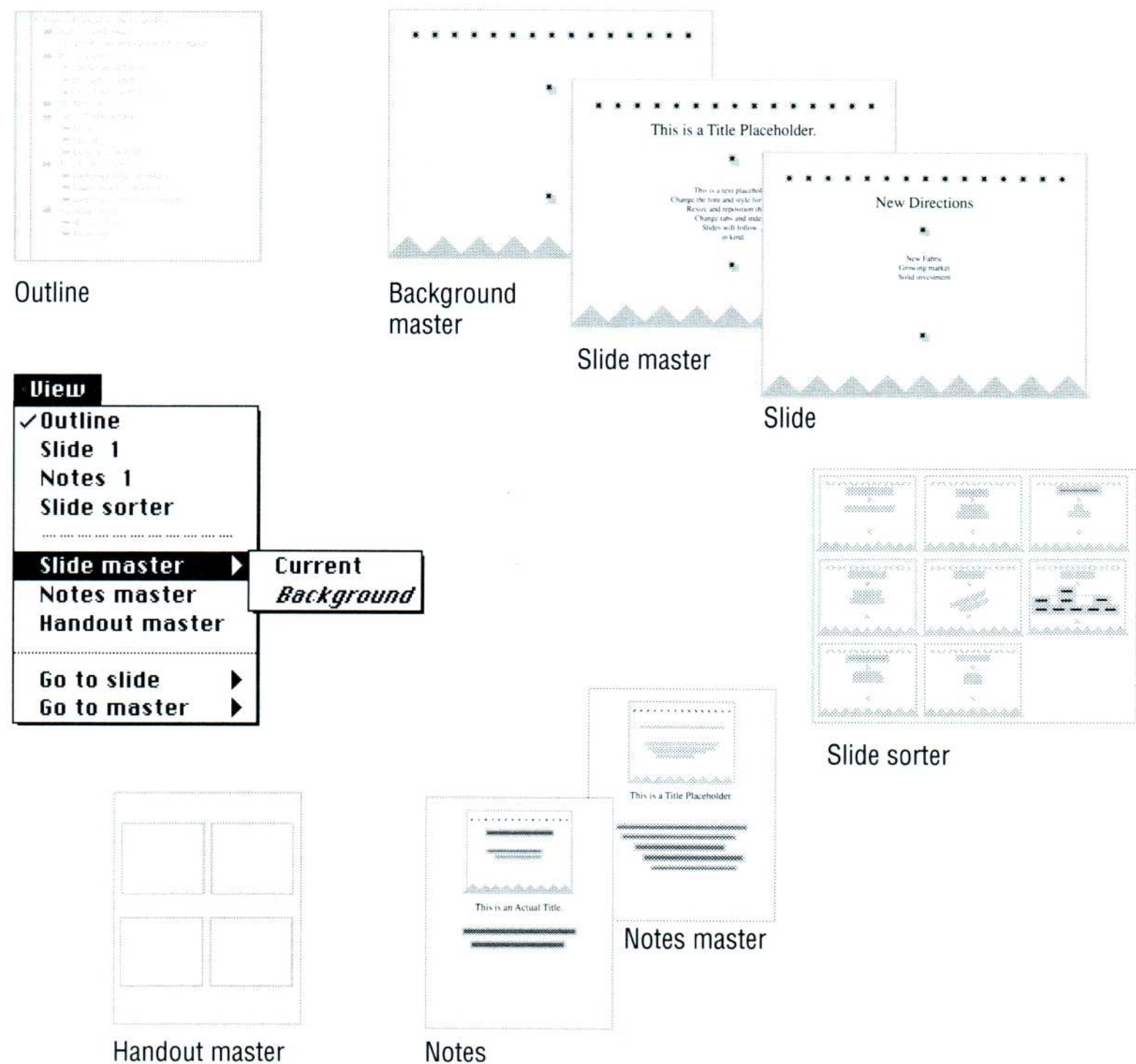
## Moving around in Persuasion

You can switch from one view to another in a number of ways. You can use:

- the commands on the View menu.
- the view icons in the upper-right corner of the window.
- the Slide pop-up menu at the bottom of the window.
- keyboard shortcuts.
- the slide numbers in the left margin of Outline view.

### The View menu

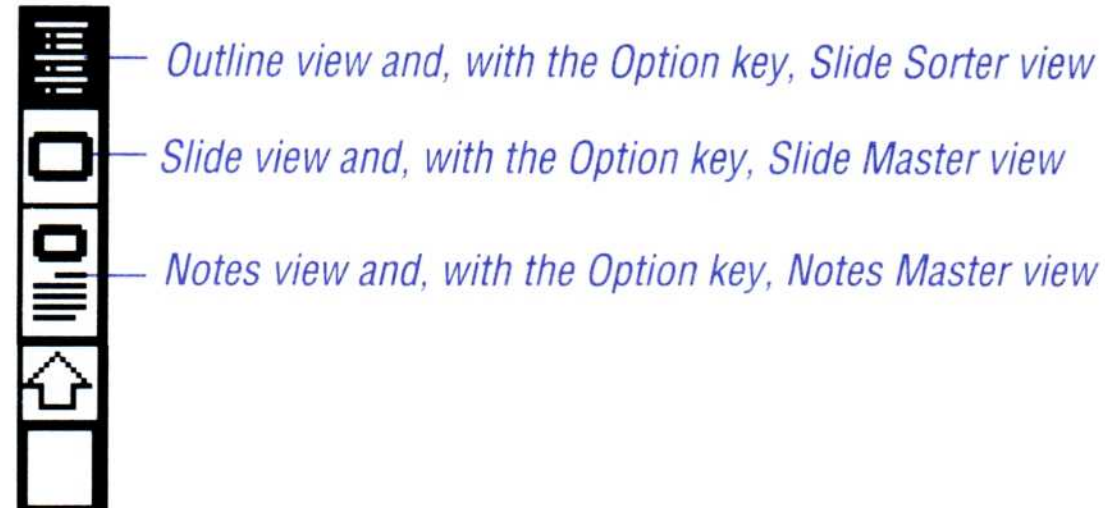
The commands on the View menu give you access to all Persuasion views.



Choose one of the top seven commands to go to the view by that name, or choose from the submenus of the bottom two commands to go to a specific slide or slide master. Choose "Background" from the "Slide master" submenu to go to the background master.

## View icons

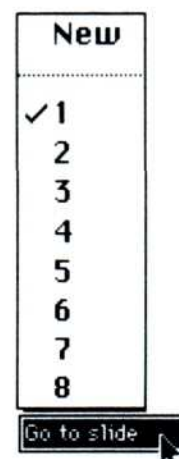
The icons for Outline view, Slide view, and Notes view are located in the upper-right corner of the Persuasion window.



You can go to every view (except Handout Master view) by clicking a view icon alone or in combination with the Option key.

## The Slide pop-up menu


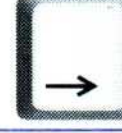

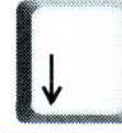
You can use the Slide pop-up menu to go to a specific slide in Slide view. The Slide pop-up menu is also available from Outline view and Slide Sorter view.



The Slide pop-up menu indicates the currently selected slide, but you can go to another slide by choosing its number from the menu—or create a new slide by choosing “New.”

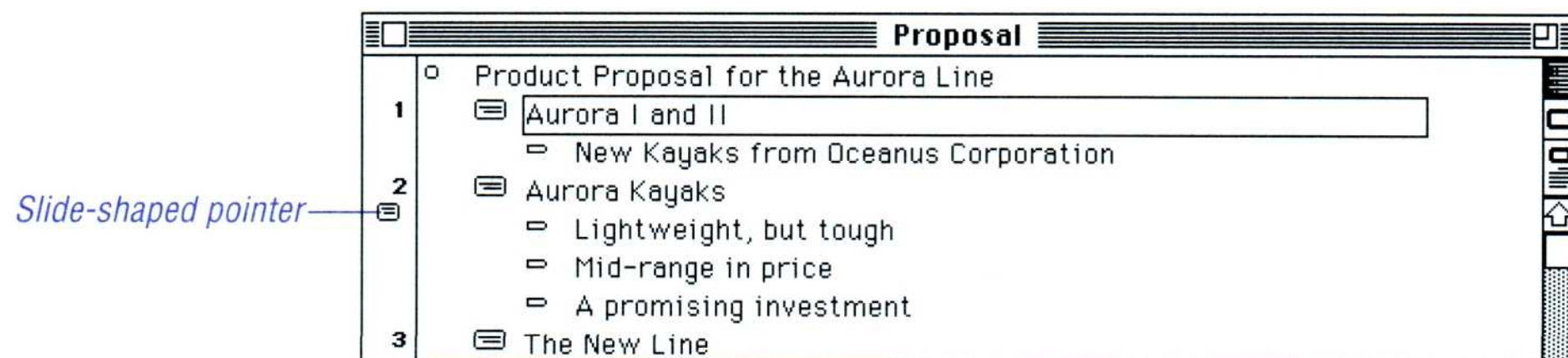
## Keyboard shortcuts

Once you are familiar with Persuasion's environment, you can use keyboard shortcuts to move among the most frequently used views.

Use	To
Command +  or 	Move among Outline, Slide, and Notes views
Command +  or 	Move through slides, notes, or masters in those views

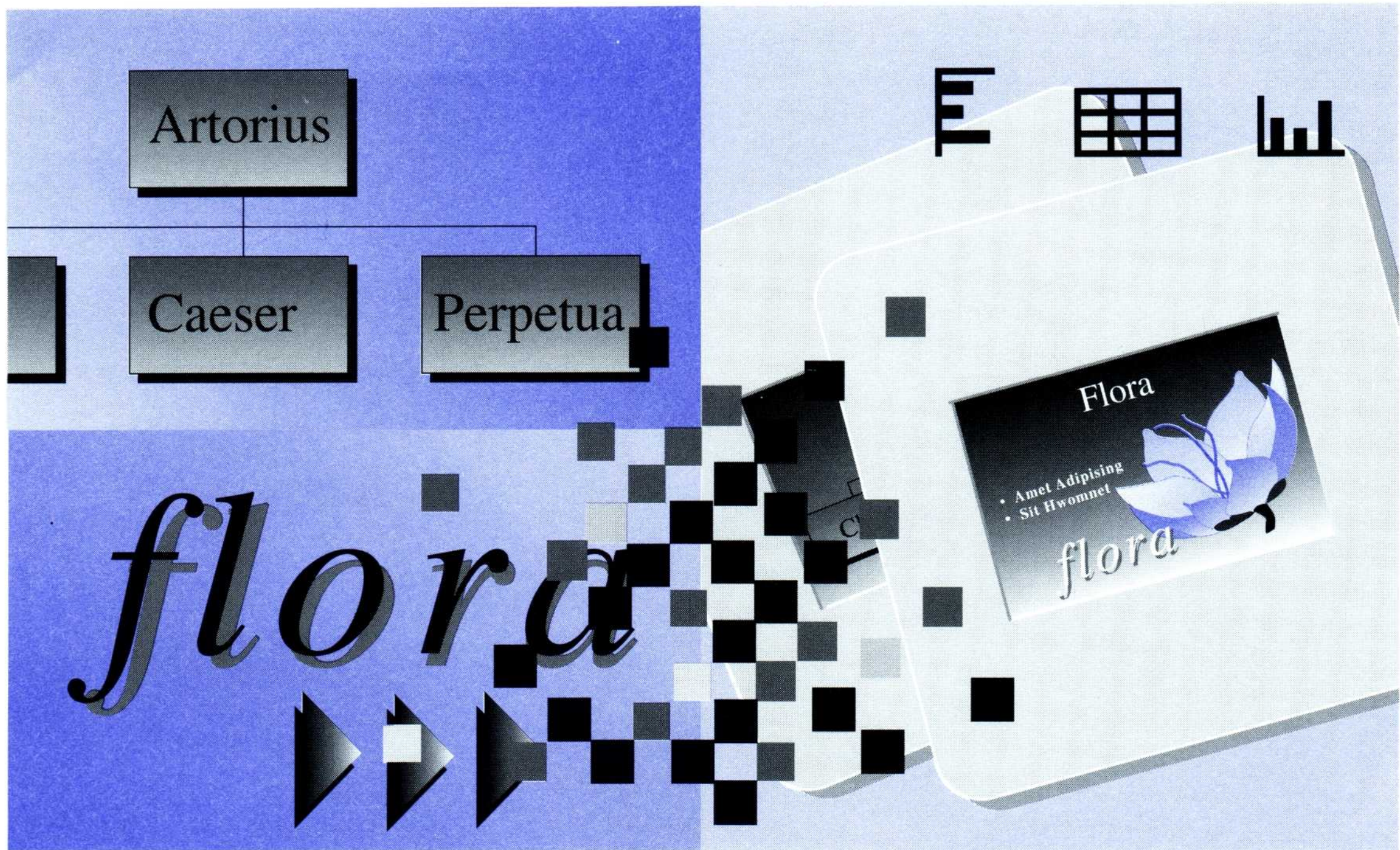
## The slide numbers in Outline view

Click the slide number in the left column of Outline view to go to the slide you want to see. Holding down the Option key while clicking a slide number takes you to the notes for that slide.



The pointer changes to a small slide icon when it's in the left column.





## ***Lesson 1: A Simple Overhead Presentation***



# Lesson 1: A Simple Overhead Presentation

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With Persuasion you can create a presentation in a matter of minutes. Whether your presentation is simple or complex, you follow the same basic process. Lesson 1 introduces you to this process by showing you how to create a black-and-white overhead presentation for a new product proposal.

## Starting your presentation

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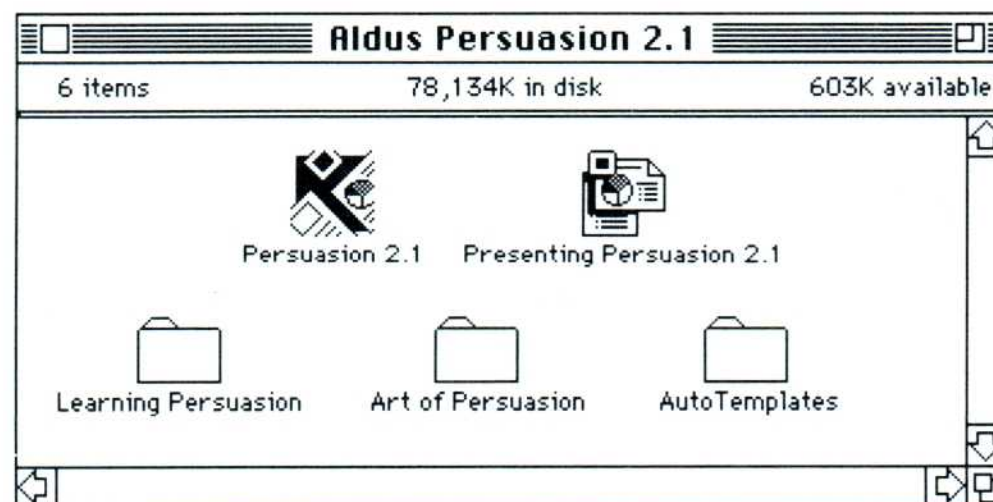
The quickest and easiest way to create a presentation is to base it on a Persuasion AutoTemplate. You simply open a copy of one of the AutoTemplates and build your presentation from there.

## Opening a copy of an AutoTemplate in Persuasion

Persuasion comes with 83 professionally designed AutoTemplates. Some of the AutoTemplates are set up to create overheads; some are set up for 35mm slides. In Lesson 1, you are going to create a black-and-white overhead presentation using the AutoTemplate named OB48. (The designation “OB” stands for overhead, black-and-white.) In Lesson 2, you’ll take the presentation you created in Lesson 1 and exchange its black-and-white overhead AutoTemplate for a color AutoTemplate set up for 35mm slides.

### ► To start Persuasion:

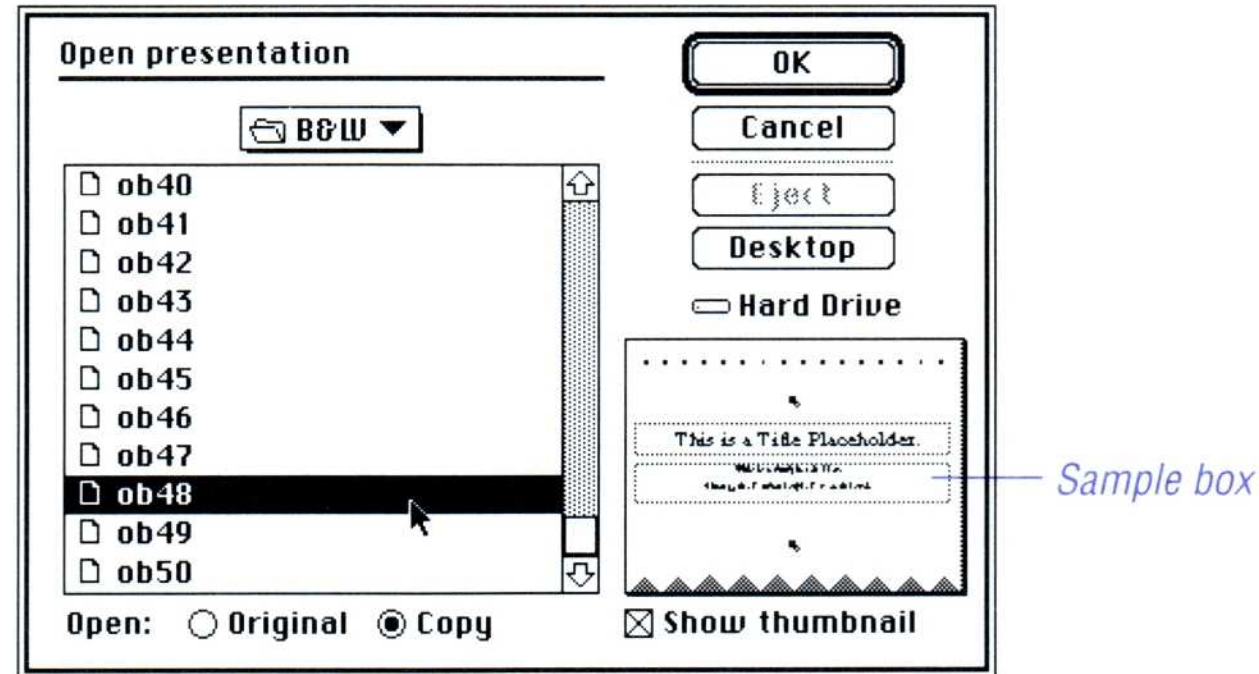
**Double-click the application icon located in the Aldus Persuasion 2.1 folder.**





► To open a copy of OB48:

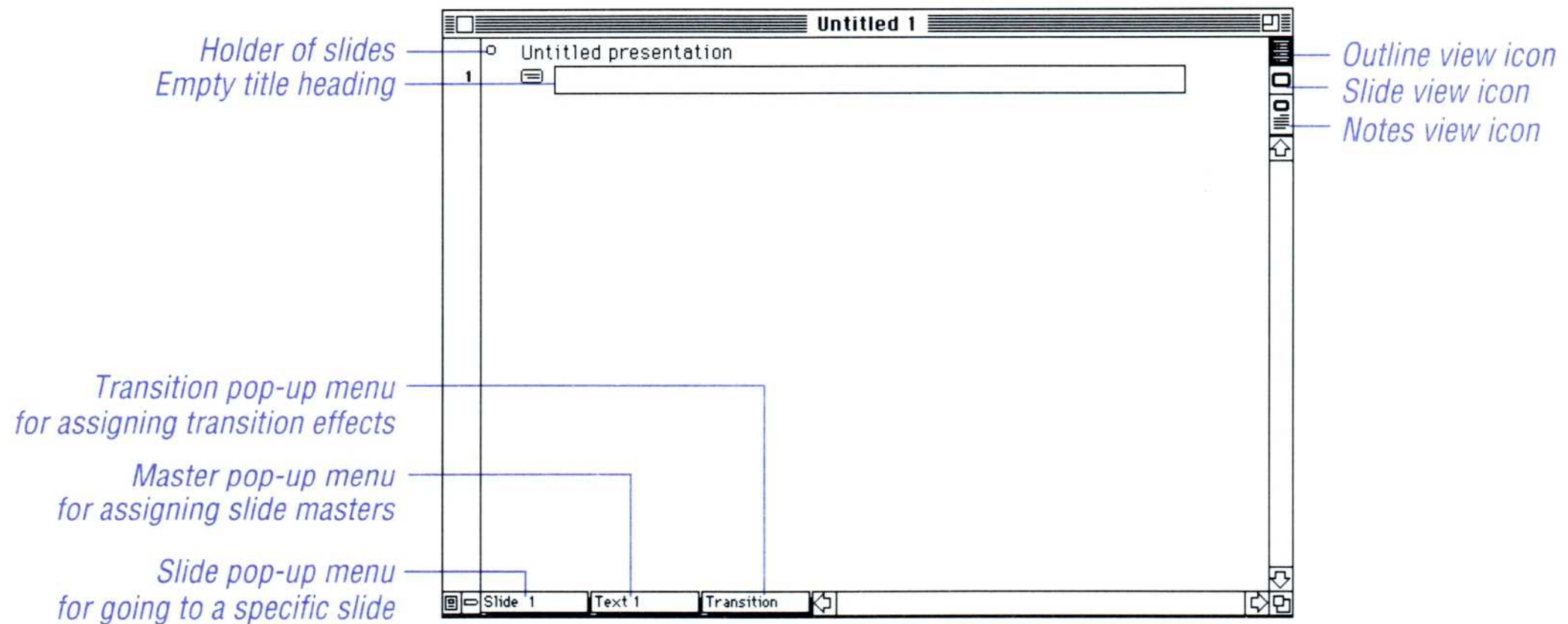
1. Choose “Open...” (Command + O) from the File menu.
2. In the list box, double-click the AutoTemplates folder, then the Overheads folder, and then the B&W folder. Locate OB48 in the B&W folder and select it.



A thumbnail version of a master from the selected AutoTemplate is displayed in the sample box if “Show thumbnail” is checked.

3. Click “OK.”

An untitled copy of OB48 opens in Outline view.



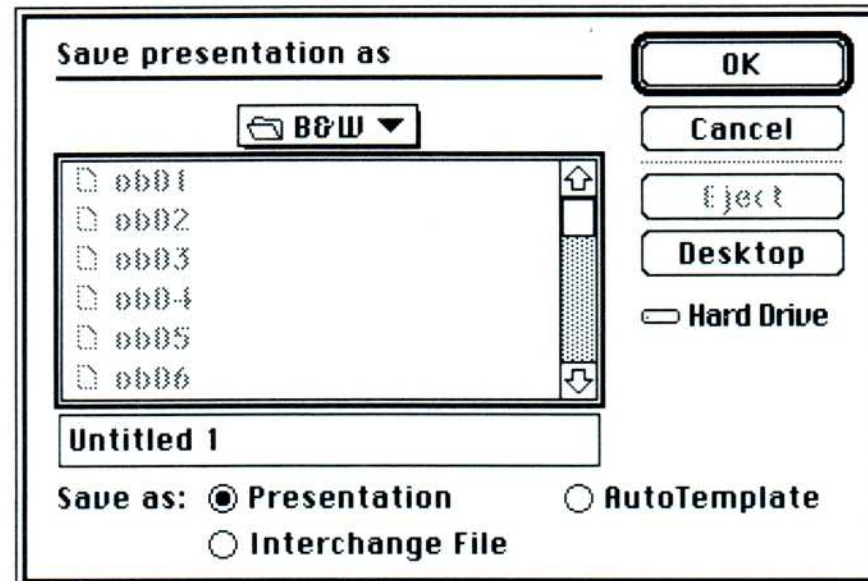
You can click the view icons in the upper-right corner to go to Outline, Slide, or Notes views.

## Naming your presentation

To change the title of your presentation from “Untitled 1” to something more appropriate, save it as a presentation with a new name.

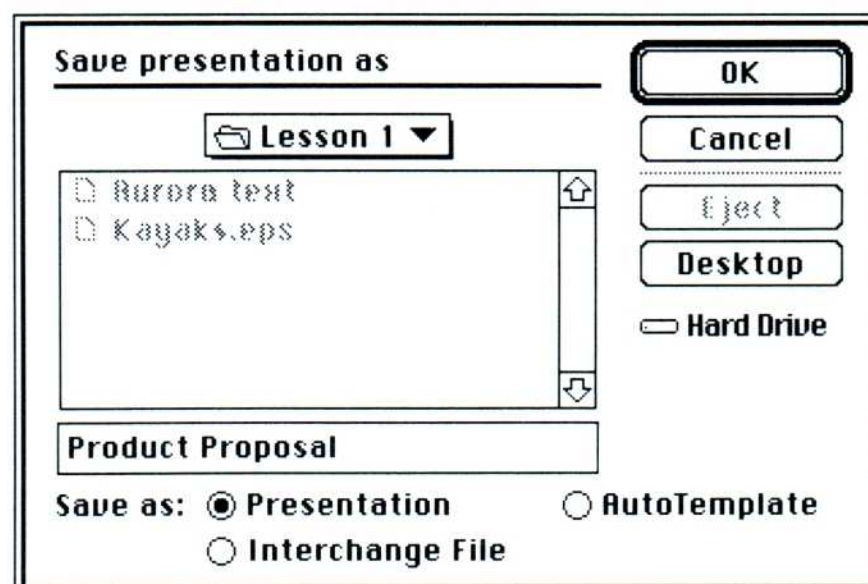
### ► To name a presentation:

1. Choose “Save as...” from the File menu.



2. Go to the Lesson 1 folder by positioning the pointer on “B&W” and dragging down to highlight the Aldus Persuasion 2.1 folder. Then double-click the Learning Persuasion folder in the list box, and then double-click the Lesson 1 folder.
3. Press Tab to highlight the edit box, and then type *Product Proposal* for the filename.

For “Save as,” leave the “Presentation” button selected.



4. Click “OK.”

## Creating the text for the presentation

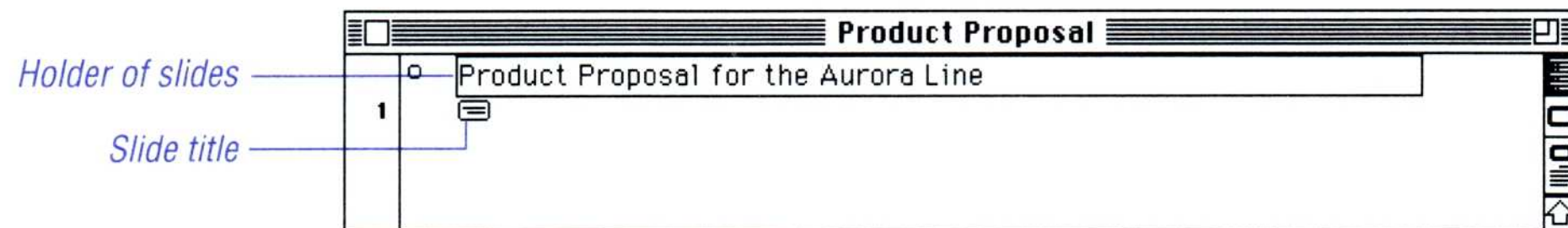
You can create the text for your presentation by either typing it or importing it. Typically, you initially create your presentation in Outline view by entering the text for your slides. Slide masters automatically convert the outline into slides.

### Typing the outline

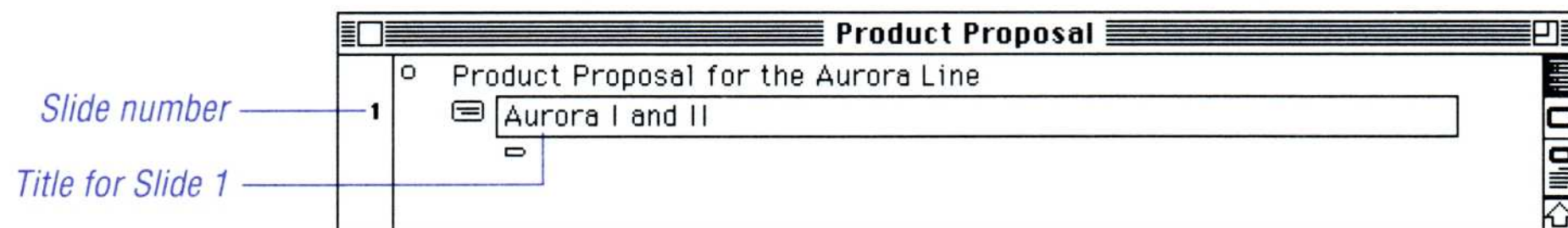
By typing the slide titles and text in Outline view, you are creating your presentation. Each new title in the outline generates a new slide in the presentation.

#### ► To type the outline:

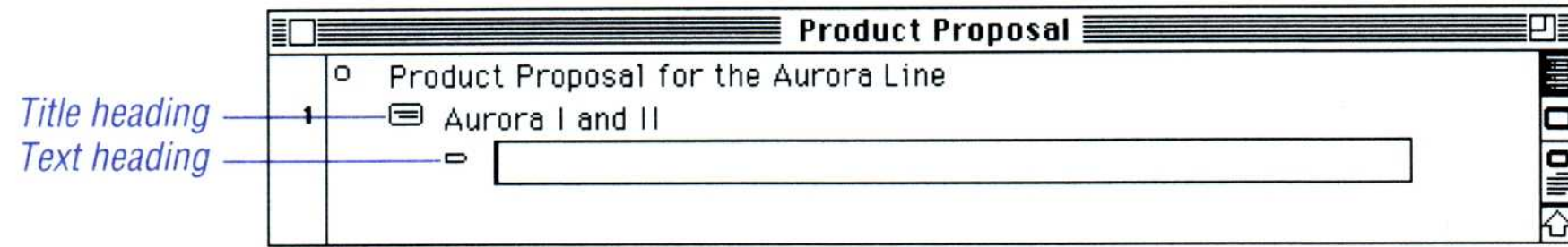
1. Click an insertion point at the beginning of “Untitled presentation,” and then drag to highlight the line. Type *Product Proposal for the Aurora Line* for the holder of slides heading.



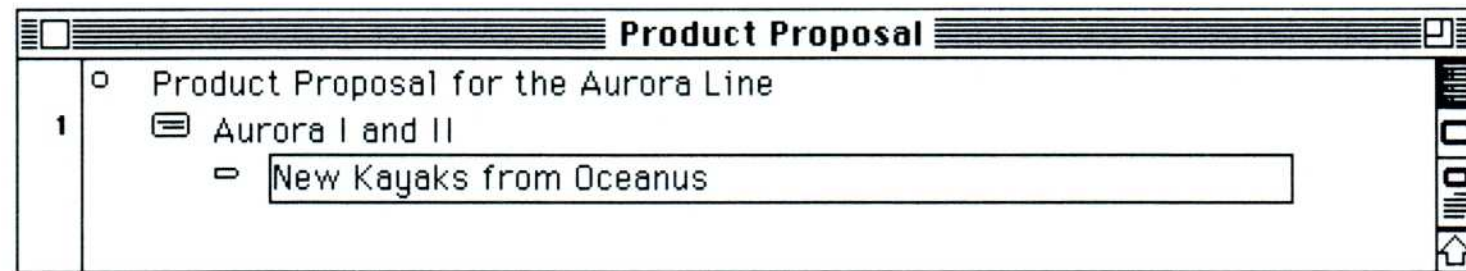
2. Press the Down arrow key to position the insertion point at the beginning of the first slide title. Type *Aurora I and II* to create the title for Slide 1.



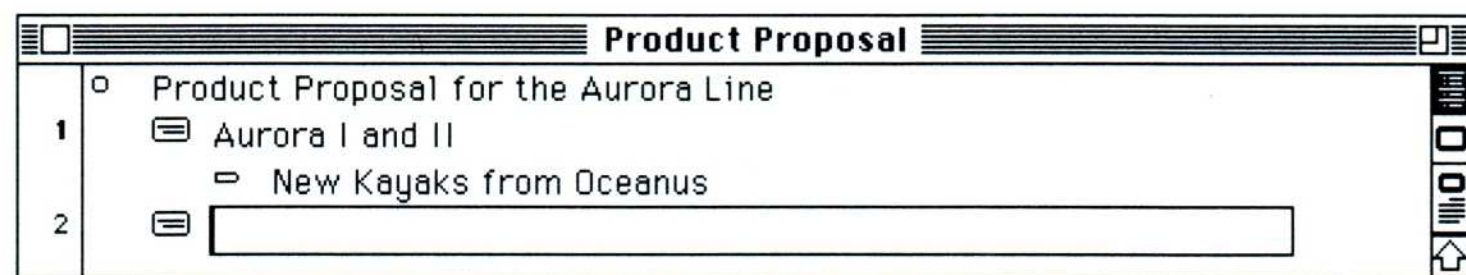
3. Press Return to start a new line, then press Tab to create a level in the outline where you can type slide text.



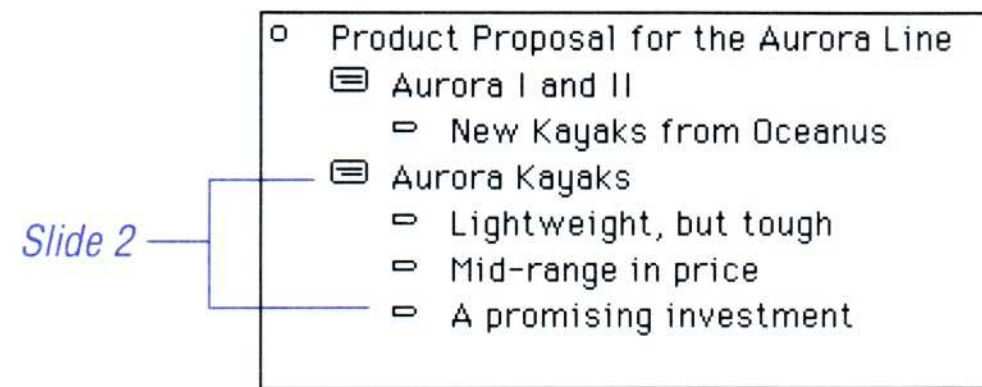
4. Type *New Kayaks from Oceanus* as the text for Slide 1.



5. Press Return to start a new line, and then press Delete to make the heading a slide title.



**6. Use the following table to help you complete Slide 2.**



To	Do this
Create a new heading at same level	Press Return.
Create a new line within the same heading	Hold down Shift and press Return.
Delete a heading and its subordinates	Click a heading icon, and then hold down Command and press X.
Delete a slide	Click a slide title icon, and then hold down Command and press X.
Indent a heading one level to the right	Press Tab when the insertion point is at the beginning of a heading. Otherwise, hold down Command and press Tab.
Move a heading one level to the left	Press Delete when the insertion point is at the beginning of a heading. Otherwise, hold down Shift and press Tab.
Delete mistakes to the left of the insertion point	Press Delete.
Insert text	Click insertion point and type.
Replace a word	Double-click the word and type.

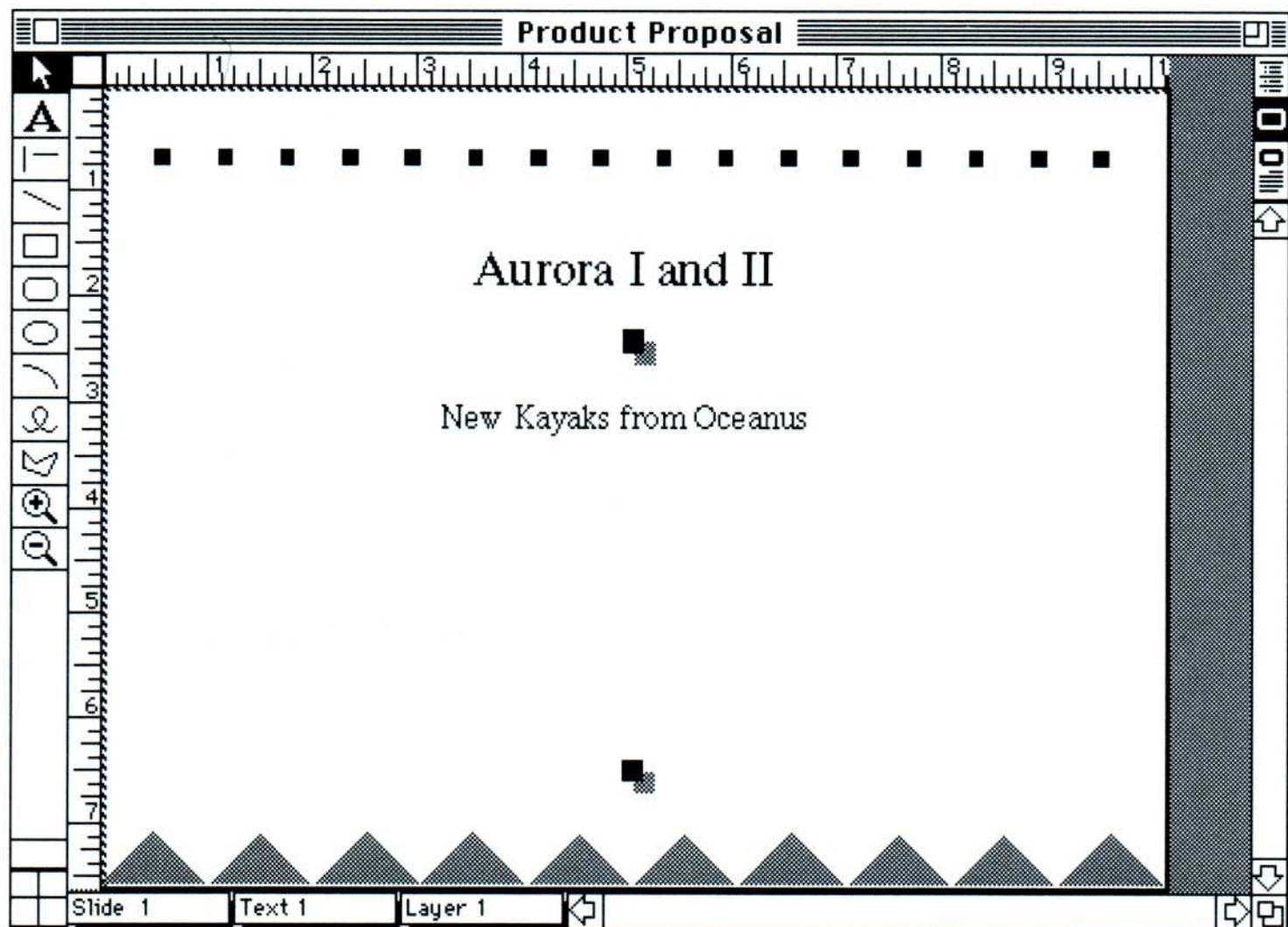
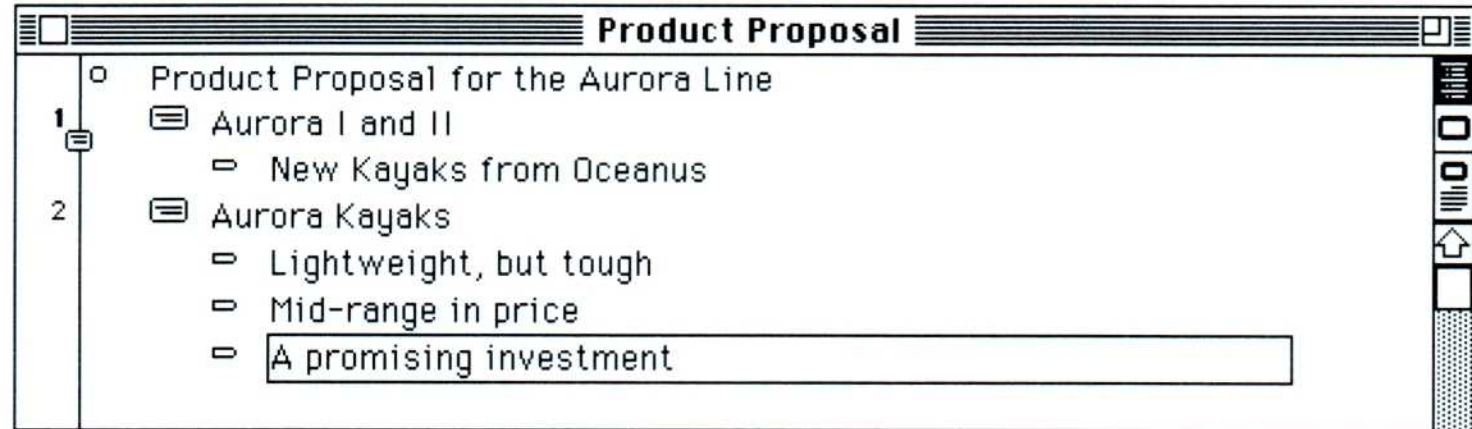
Remember to save your work from time to time by choosing “Save” (Command + S) from the File menu.

## Viewing, formatting, and editing a slide

Before you go on, take a look at your slides in Slide view. Format Slide 1 to be a title slide for your presentation, and then edit the text on the slide.

### ► To view a slide:

Click the number “1” in the left margin to view Slide 1.

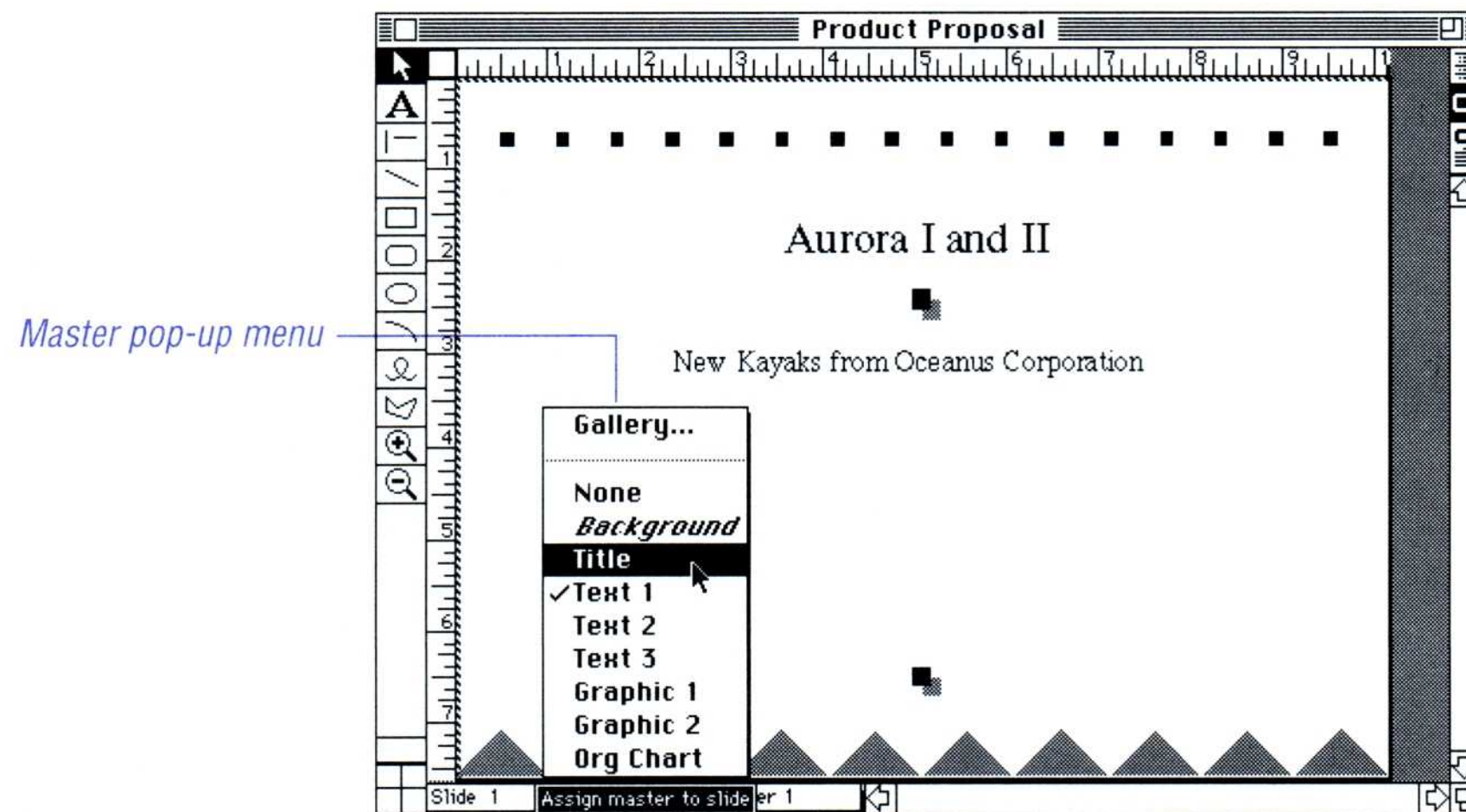


All slides initially have the same layout because Persuasion automatically formats them using the AutoTemplate default slide master, Text 1. You can change the format of a slide by assigning a different master.

► **To format a slide:**

**With Slide 1 in view, choose “Title” from the Master pop-up menu, the central menu at the bottom of the window.**

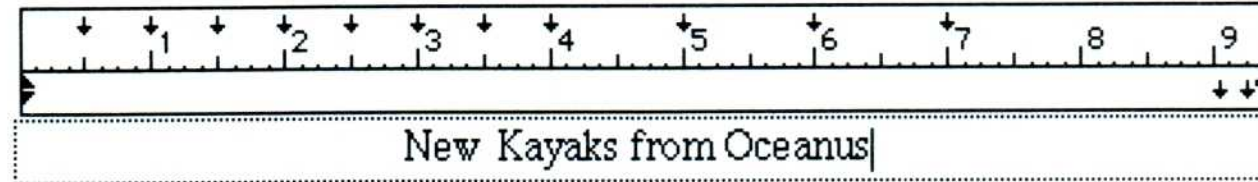
The name of the currently assigned slide master is displayed in the lower menu bar until you change it by choosing another master from the Master pop-up menu.



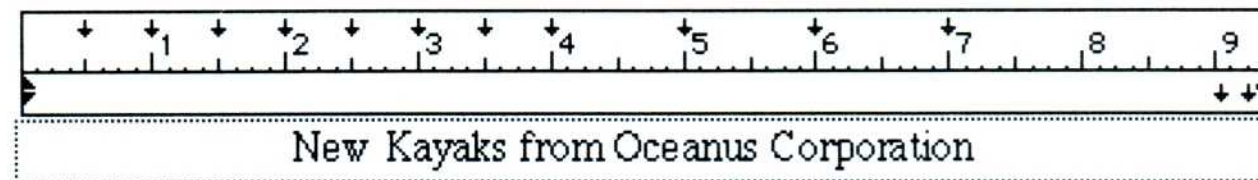
The Title master gives more prominence to the slide title than the Text 1 master does.

► **To edit text on a slide:**

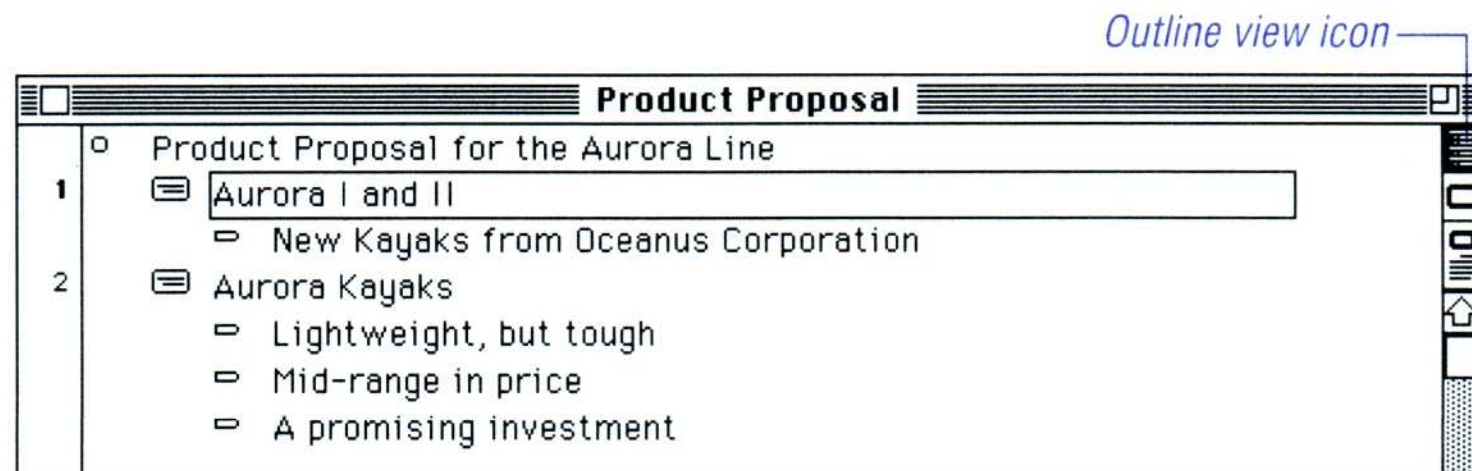
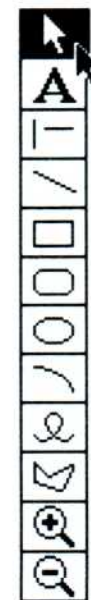
1. On Slide 1, select the text tool from the toolbox.
2. Position the text tool after “Oceanus,” and click an insertion point.



3. Type a space and then type *Corporation* on the slide.



4. Select the pointer tool, and then click the Outline view icon to return to the outline.



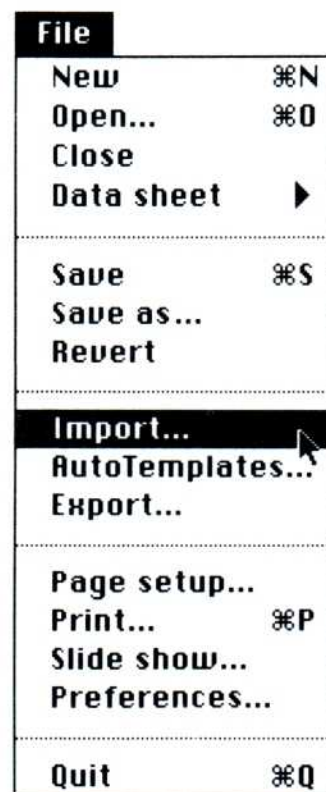
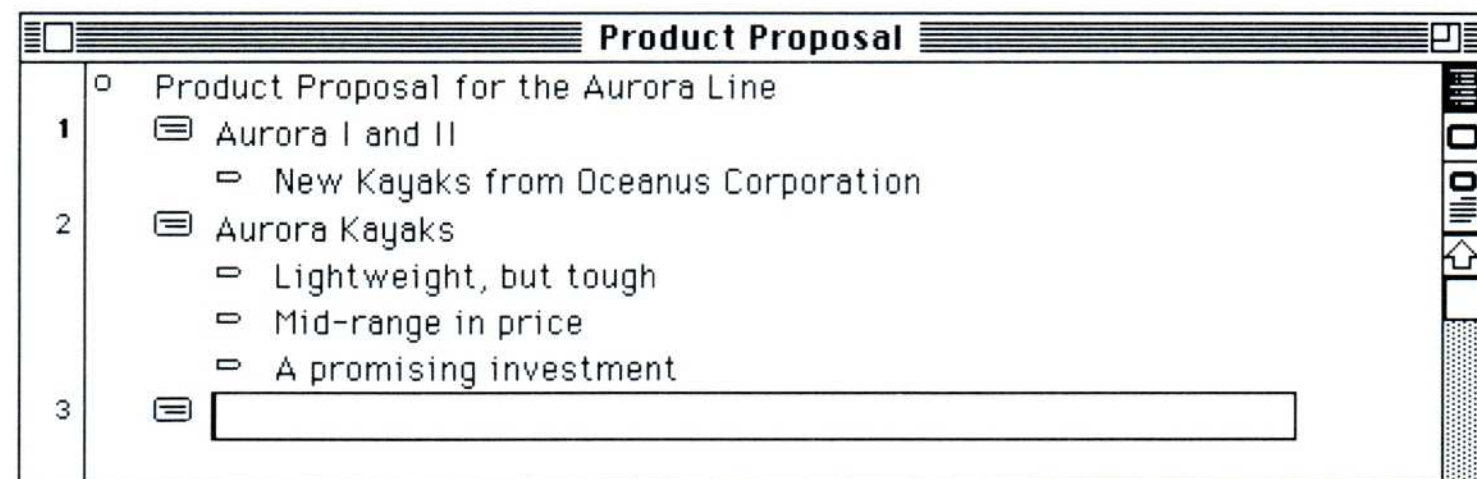
Notice that “Corporation” has also been added to the outline.

## Importing text to the outline

Most of the remaining text for your outline exists in a text file named “Aurora text.” Instead of typing the rest of the outline, you’ll import this text file to your presentation.

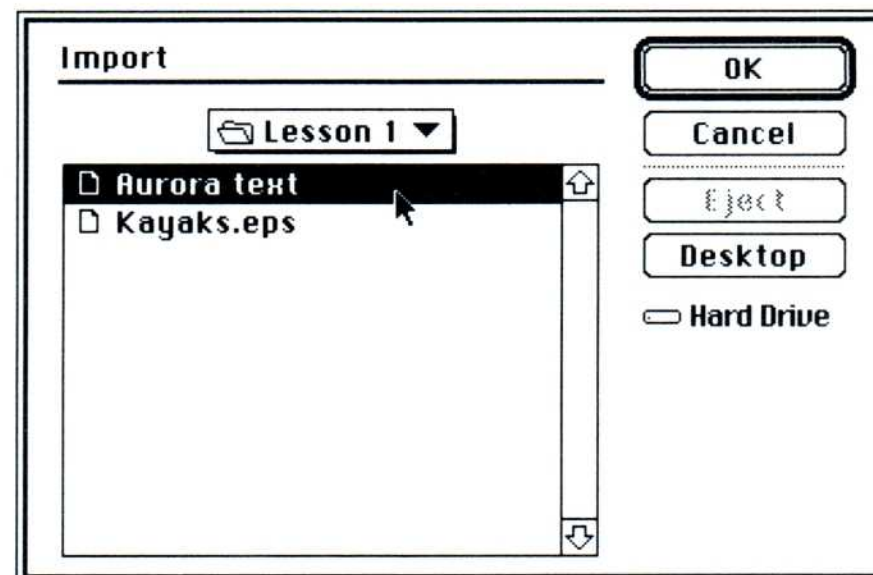
### ► To import the text for Slides 3, 4, 5, 6, and 7:

1. Create a slide title heading for Slide 3. (Click an insertion point at the end of “A promising investment,” press Return, and then press Delete.)

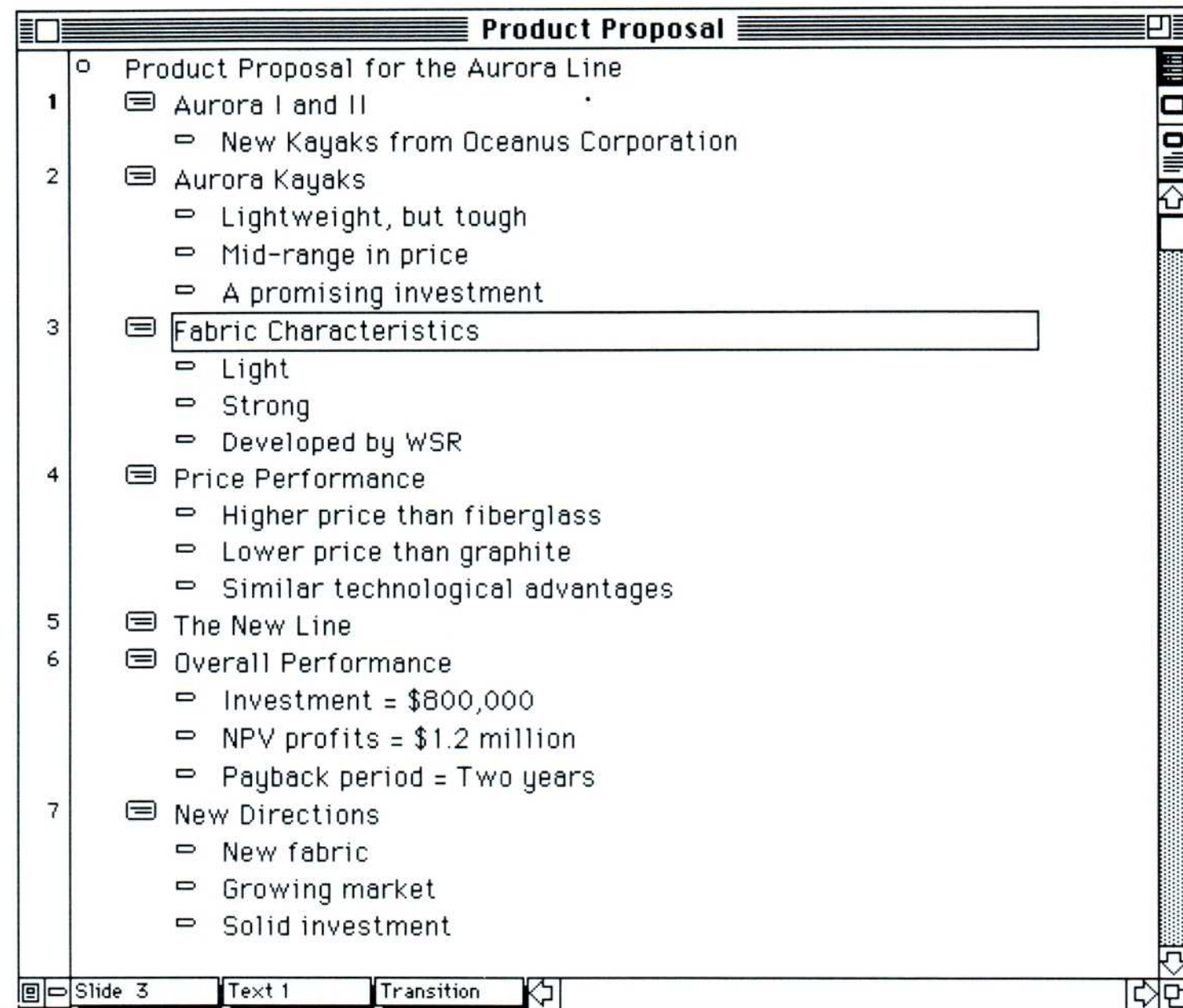


2. Choose “Import...” from the File menu.

3. Locate the Lesson 1 folder in the Learning Persuasion folder, and select the file “Aurora text.”



#### 4. Click "OK."



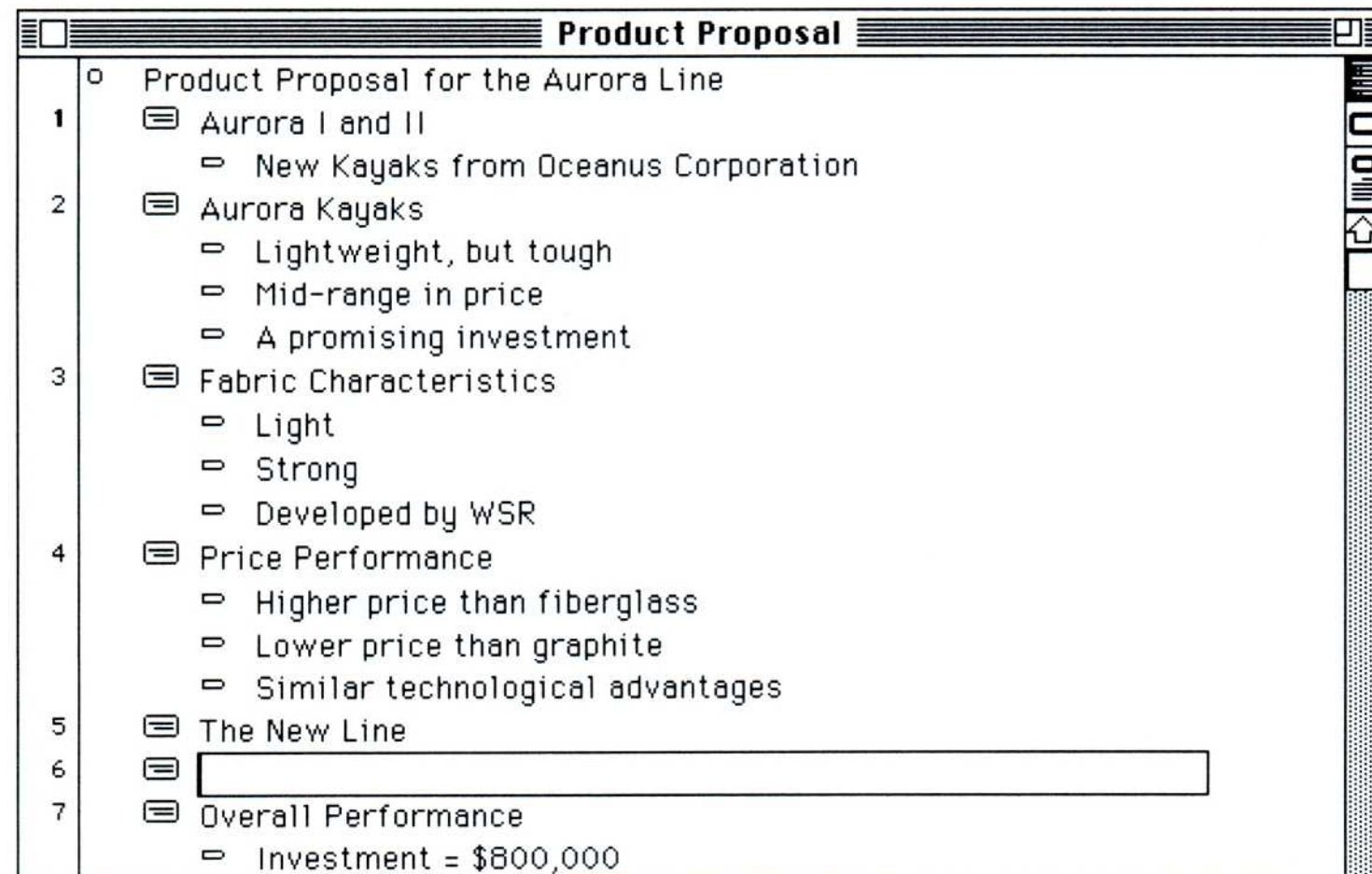
After importing text, it's always a good idea to save your work (Command + S).

## Creating an organization chart

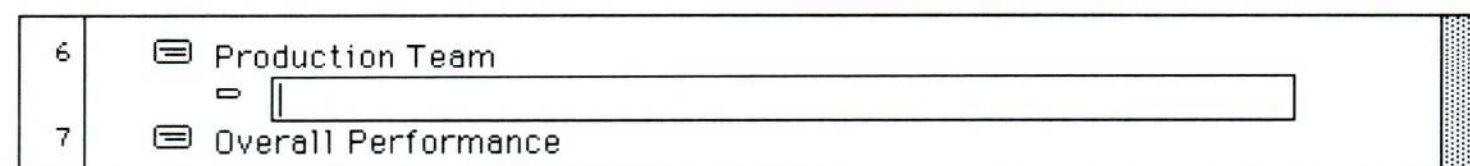
You'll type the text for your organization chart so you can see how the various heading levels in the outline correspond to the parts of the organization chart. The key to turning the text you type into an organization chart resides in the organization chart placeholder on the Org Chart slide master. Instead of formatting the outline text as bulleted text, the Org Chart slide master formats it as an organization chart.

### ► To type the organization chart:

1. Click an insertion point at the end of the title for Slide 5, "The New Line," and press Return to start a new slide.

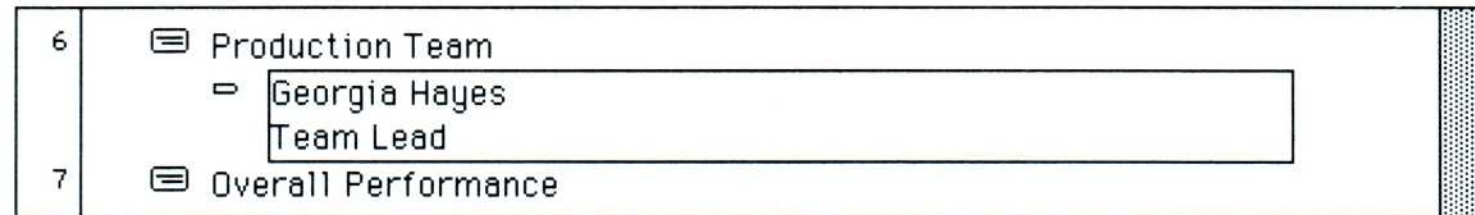


2. Type *Production Team* for the slide title, press Return, and then Tab to start the first text heading.

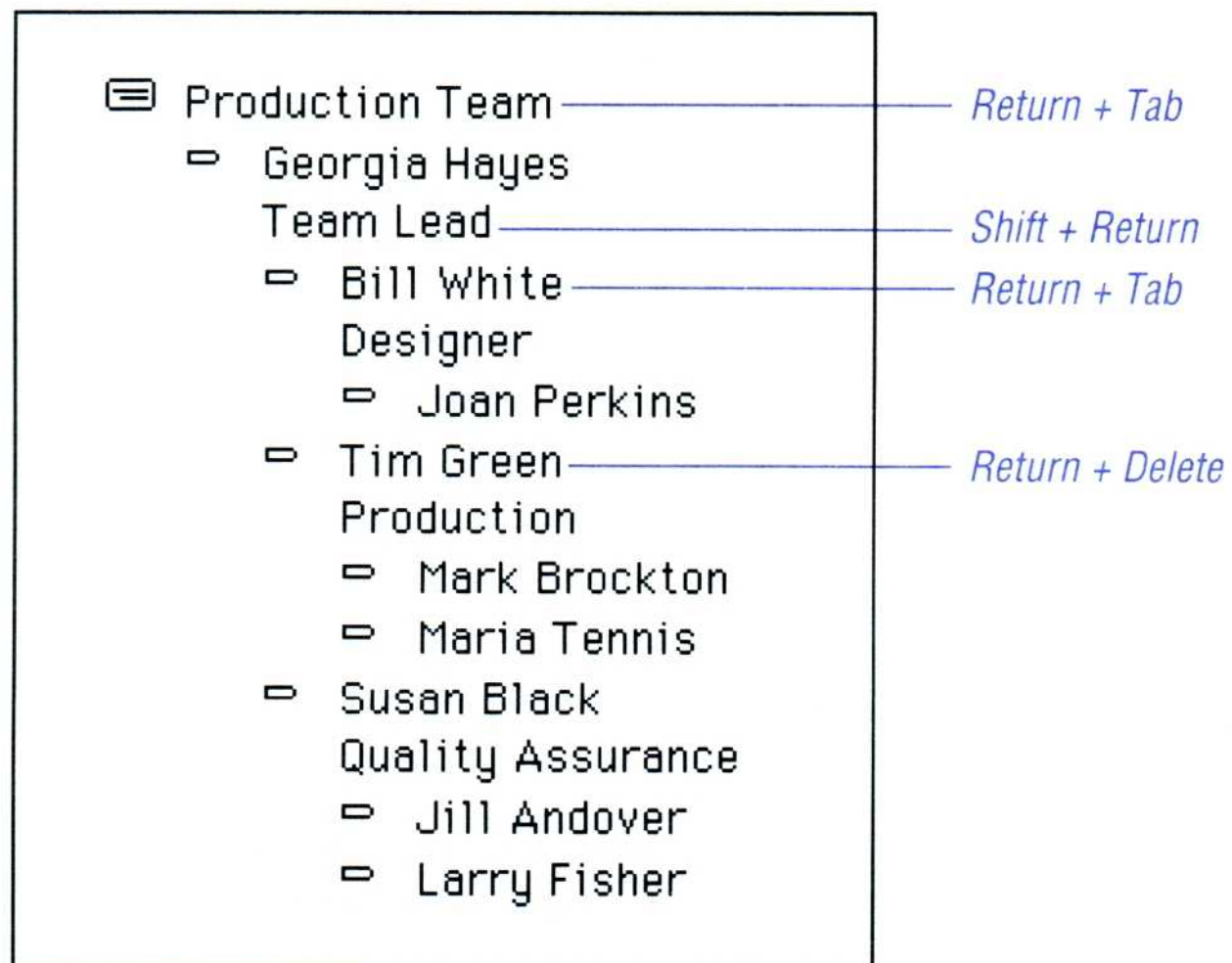


3. Type the top level of the organization chart: *Georgia Hayes*

4. Press Shift + Return to create a new line within the same heading. Then type *Team Lead*



5. Press Return and Tab to start a subordinate heading, and finish typing the rest of the personnel on the production team as shown below. (Refer to the typing rules earlier in “Typing the outline.”)

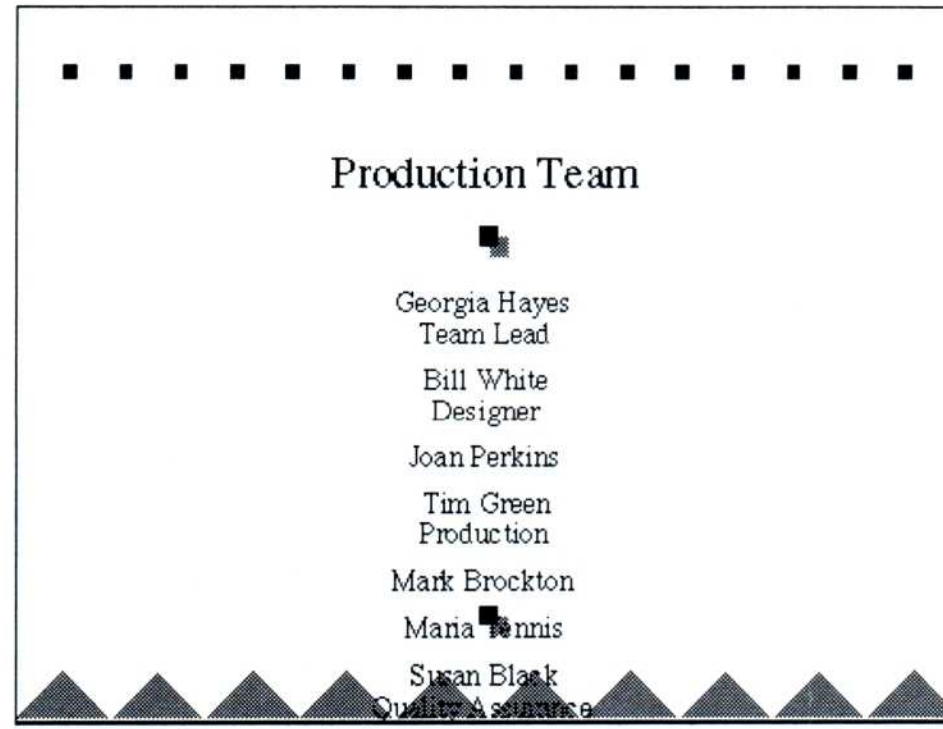


There's only one heading at the first indent level because there can only be one top box in an organization chart.

► To assign a slide master in Slide view:

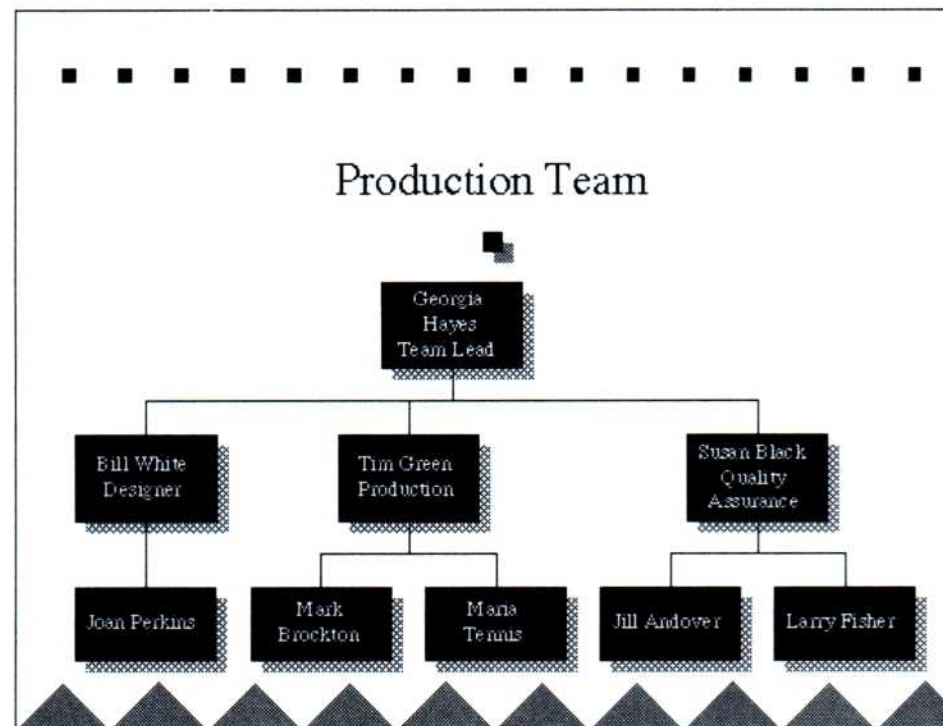
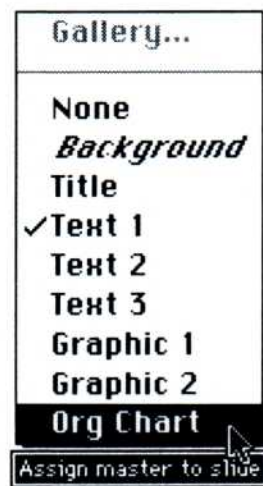


1. Go to Slide 6 by clicking the number 6 in the left margin.



The text you typed runs off the slide because it is formatted by the “Text 1” master.

2. Choose “Org Chart” from the Master pop-up menu in the lower menu bar.



Now the text you typed is formatted by the “Org Chart” master.

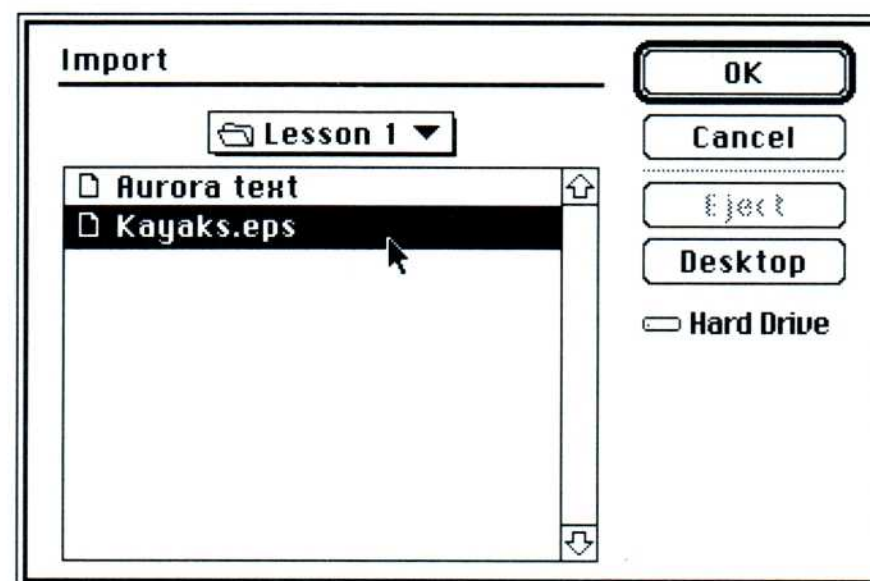
**Tip:**  
If your organization chart does not look like this, check to make sure that your outline matches the illustration on the previous page. If it does not, point to the icon of the outline heading that’s out of place, and drag it to the proper position.

## Importing a graphic

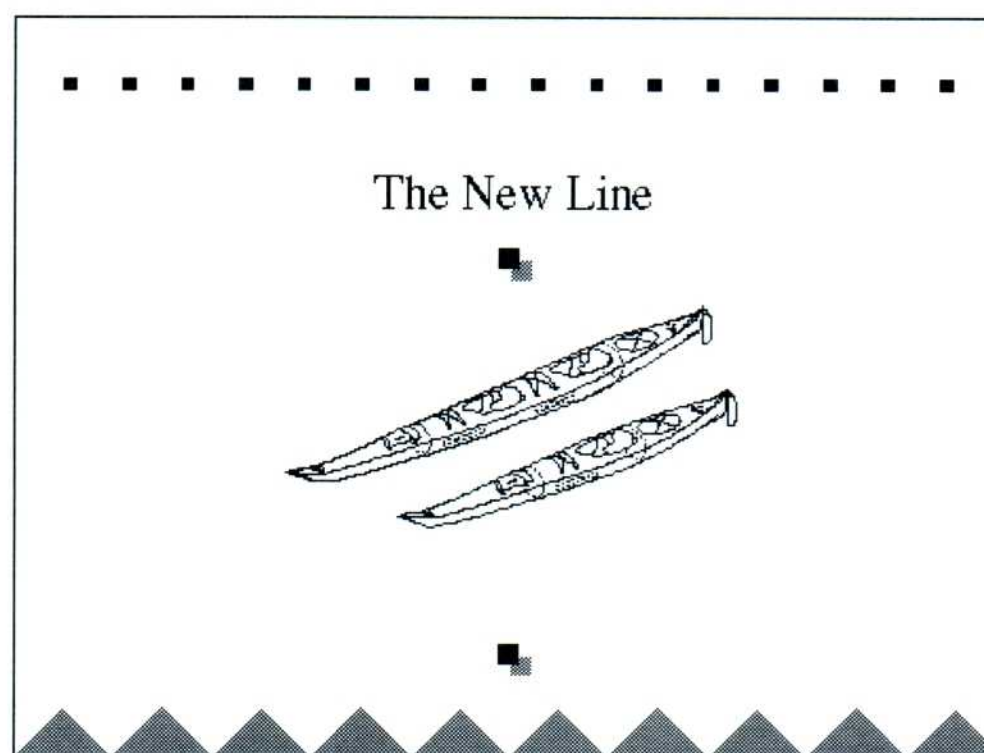
Importing a graphic is similar to importing text, except you do so in Slide view. The slide you just moved has only a title on it currently and is ready for a picture of the product.

### ► To import a graphic:

1. Hold down the Command key and press the Up arrow key to go to Slide 5 from Slide 6.
2. Choose “Import...” from the File menu.
3. Locate the Lesson 1 folder, and select the file “Kayaks.eps.”

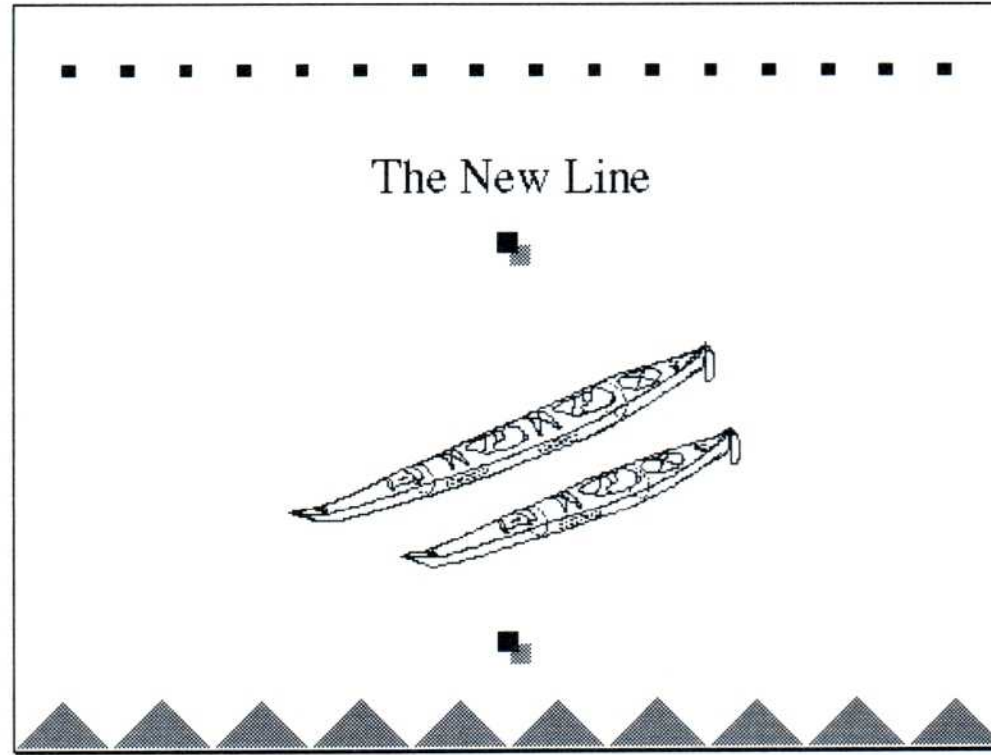


4. Click “OK.”



An imported graphic is placed in the vertical and horizontal center of the slide.

5. Point to the center of the graphic, and drag it a little lower on the slide.



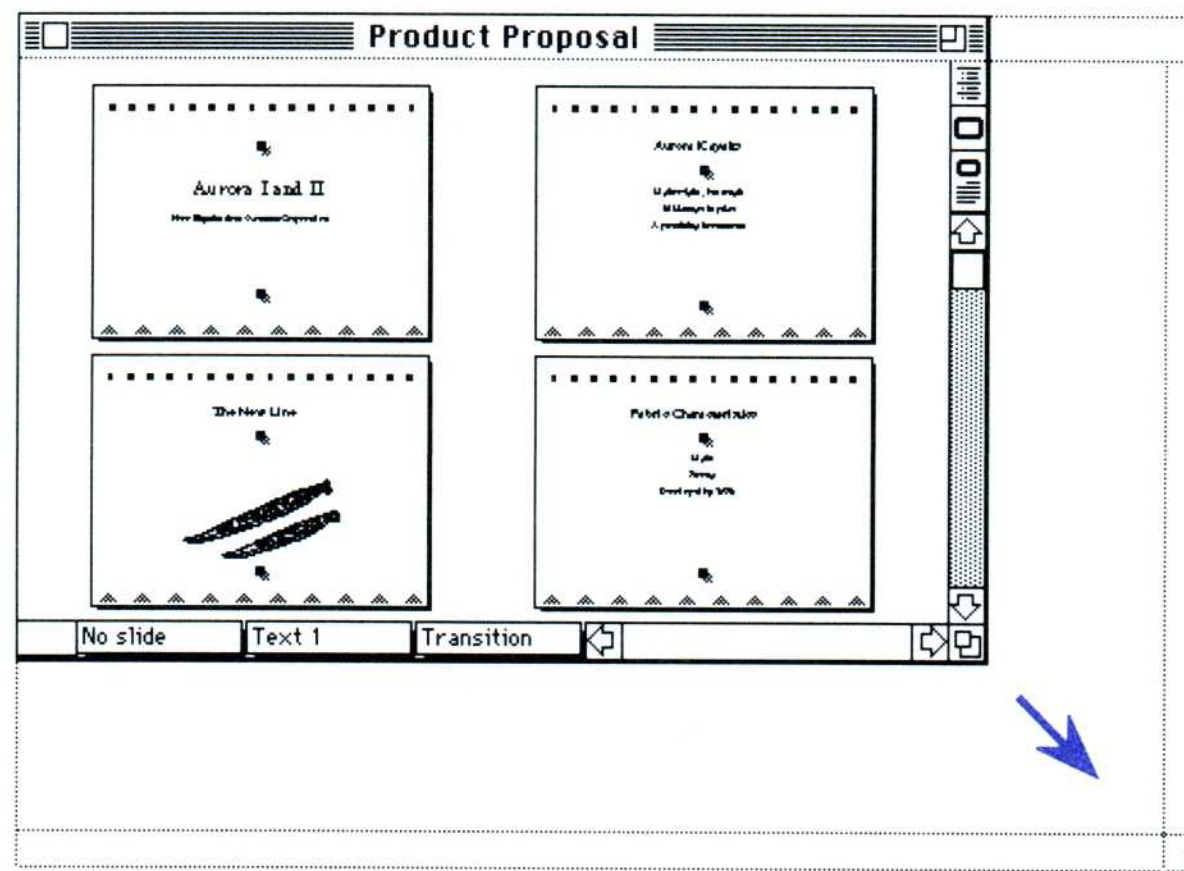
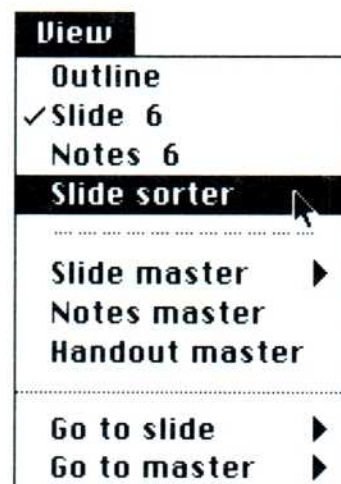
## Using the slide sorter

The slide sorter lays out miniature versions of your slides. You can easily assign slide masters to your slides or rearrange slides in the slide sorter.

Your presentation has eight slides. You may be able to see all of them at once in the slide sorter, or your presentation window or monitor may be small enough that you will need to scroll to see all of them. In addition to enlarging the window, you can fit more slides in your window if you change the display size of the slides by using commands from the Sorter menu.

### ► To see your presentation in the slide sorter:

Choose “Slide sorter” from the View menu. Or, hold down the Option key and click the Outline view icon in the upper-right corner.



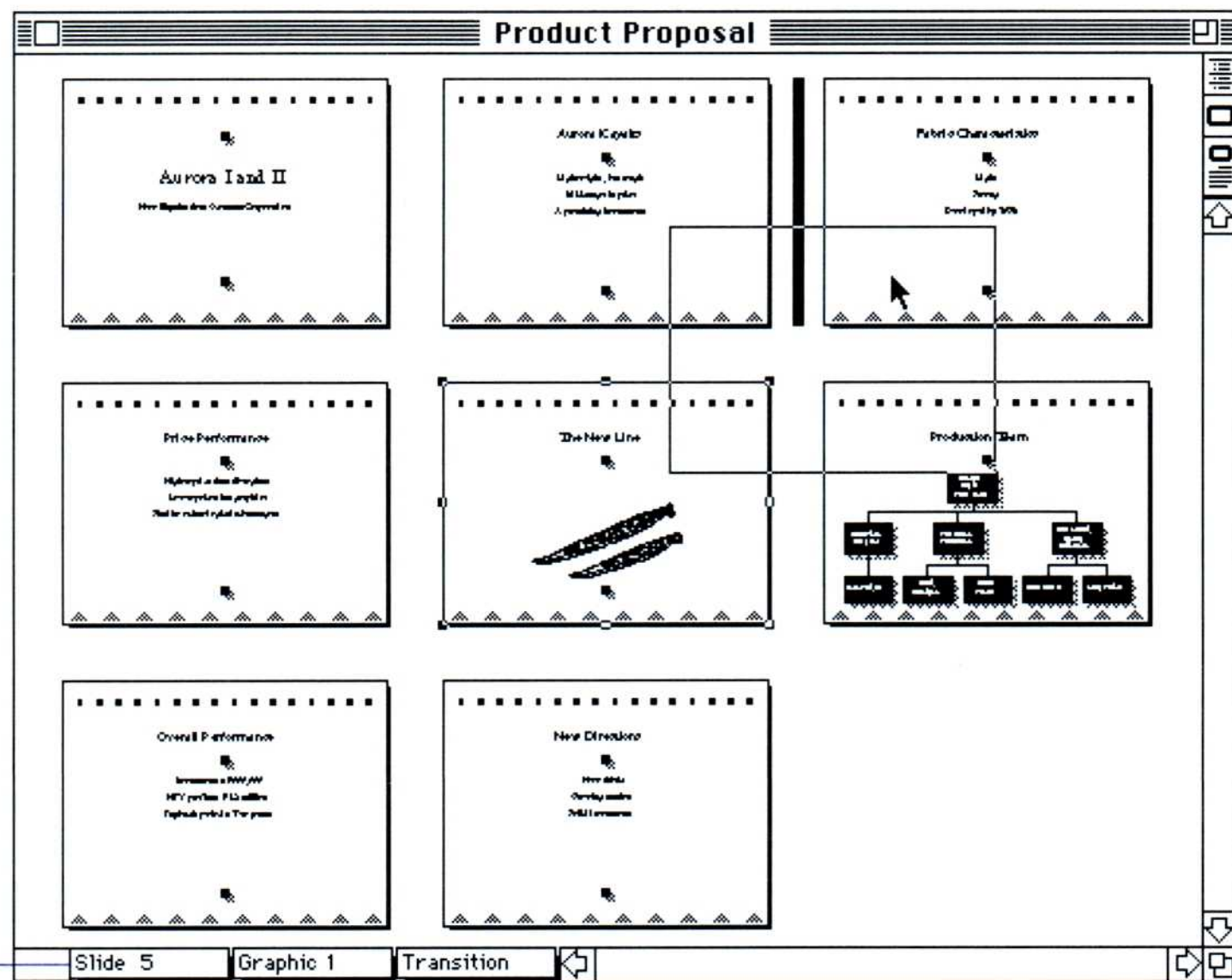
You can enlarge the window to see more slides. Slide 1 and Slide 6 look different from the rest—Slide 1 is formatted by the “Title” master and Slide 6 by the “Org Chart” master.

## Rearranging slides

The slide sorter is essentially a graphic version of the outline. Sometimes seeing your slides laid out in order makes it easier to see how they should be rearranged than looking at their text in the outline. Since Slide 5 illustrates the new product, move it earlier in the presentation.

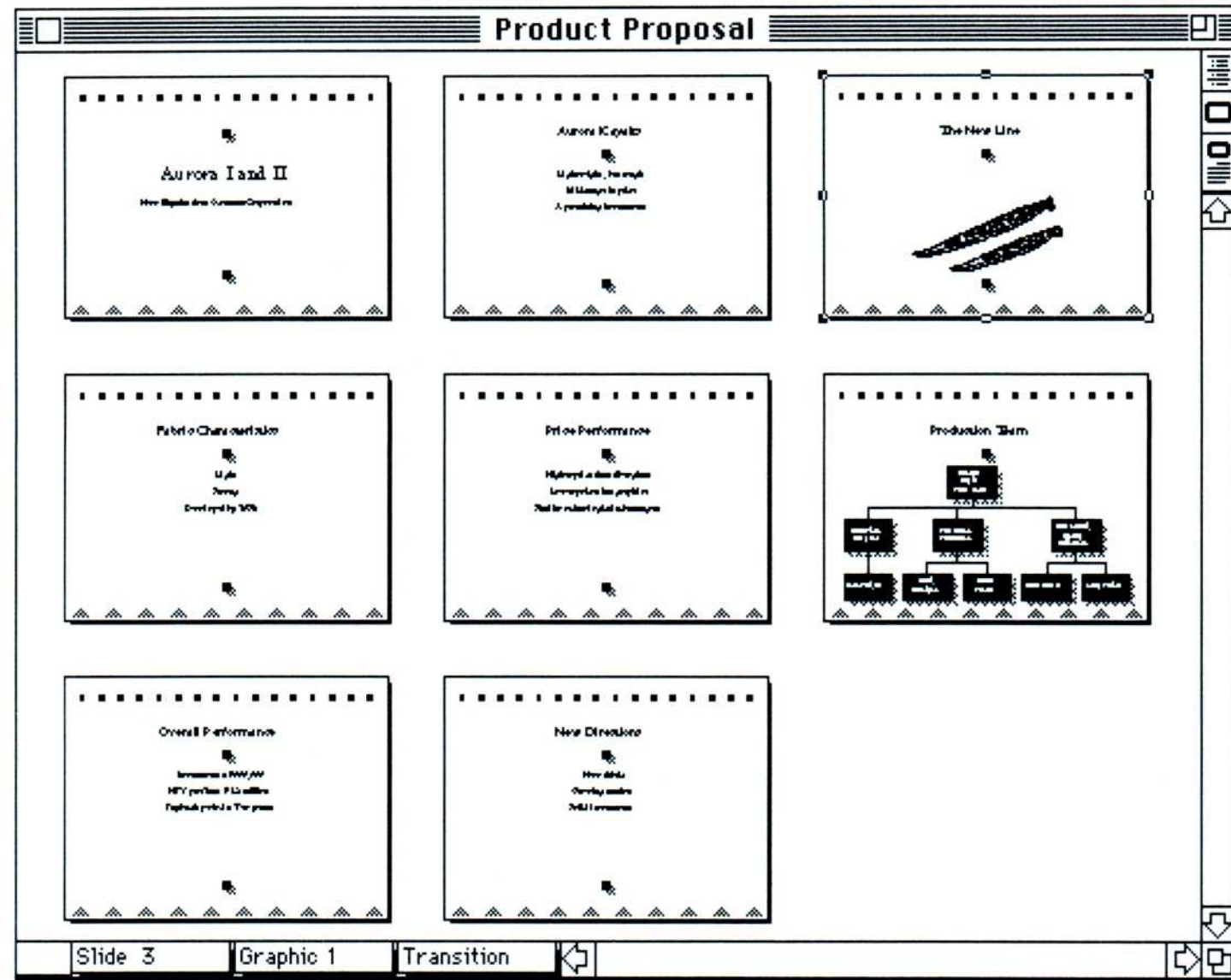
### ► To rearrange your slides:

1. Select Slide 5, and then drag it into the position after Slide 2.



A solid bar appears between Slide 2 and Slide 3 to indicate where the slide will be placed when you release the mouse button.

## 2. Release the mouse button.



Slides are reordered and renumbered—even in the outline.

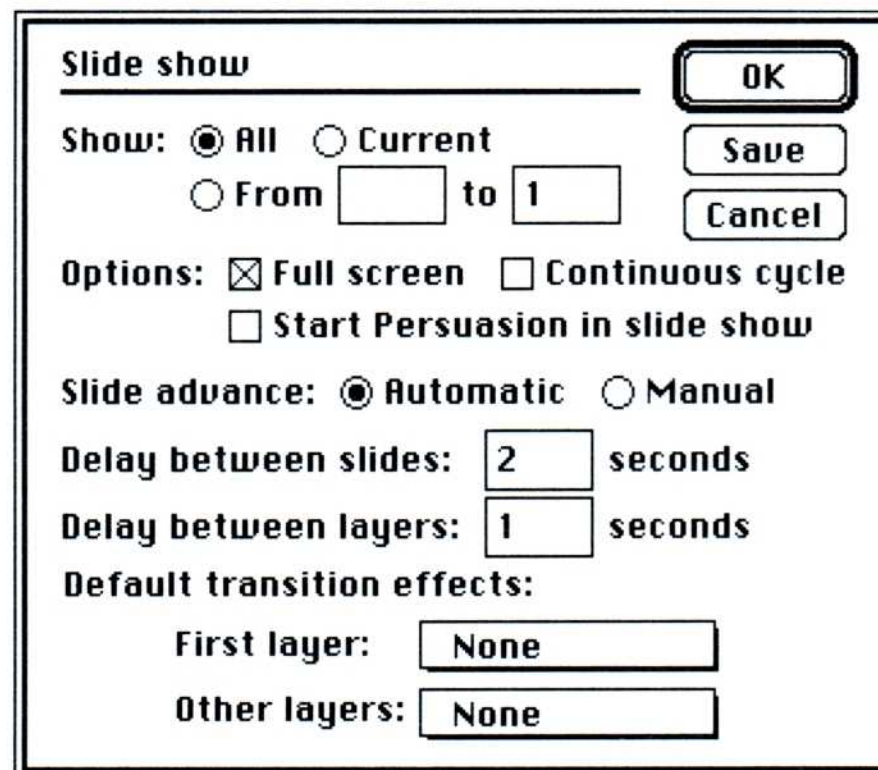
## Previewing a slide show of your presentation

---

It's a good idea to preview your work before you print.

### ► To run the slide show:

1. Choose "Slide show..." from the File menu.
2. Click to check "Full screen," and then click to uncheck "Continuous cycle."



3. Click "OK."

The slide show will run through all your slides and stop at the end. You can stop the slide show at any time by pressing Command + . (period).

### Tip:

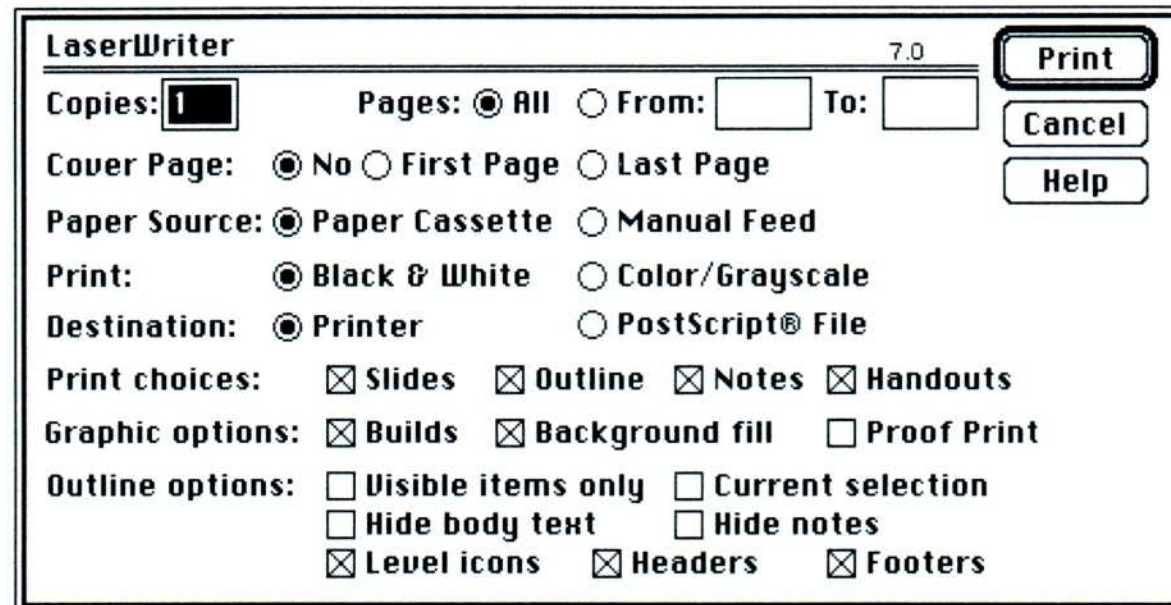
If your slides seem to draw on your screen one item at a time, check to make sure that the Caps Lock key is not depressed.

## Printing your presentation

Now you are ready to print, so save the presentation one last time before you do.

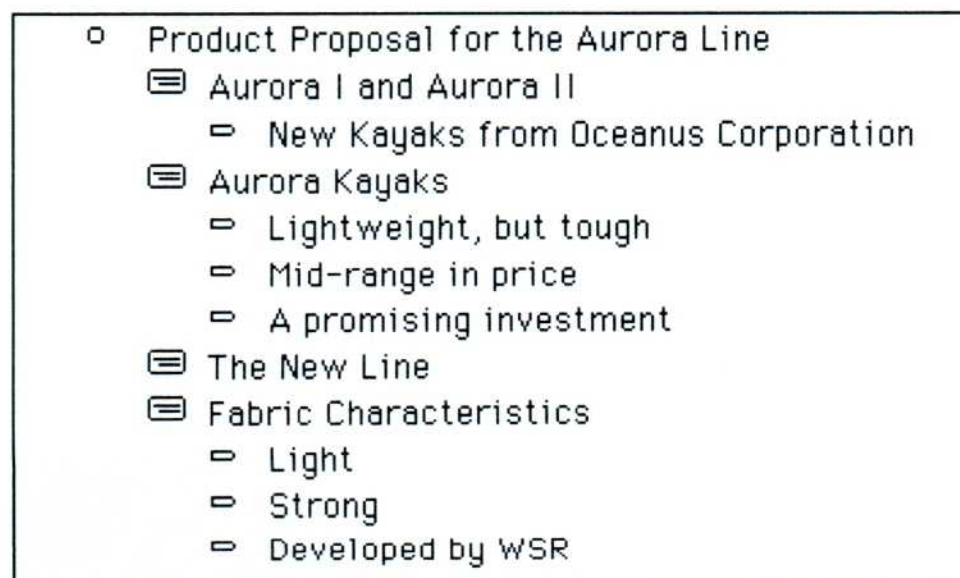
### ► To print your presentation:

1. Choose “Print...” (Command + P) from the File menu.

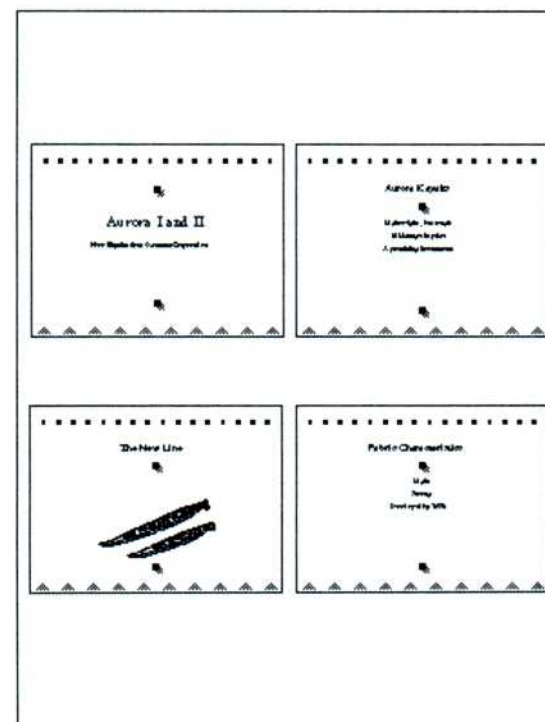


2. Click to uncheck “Notes” in “Print choices.”

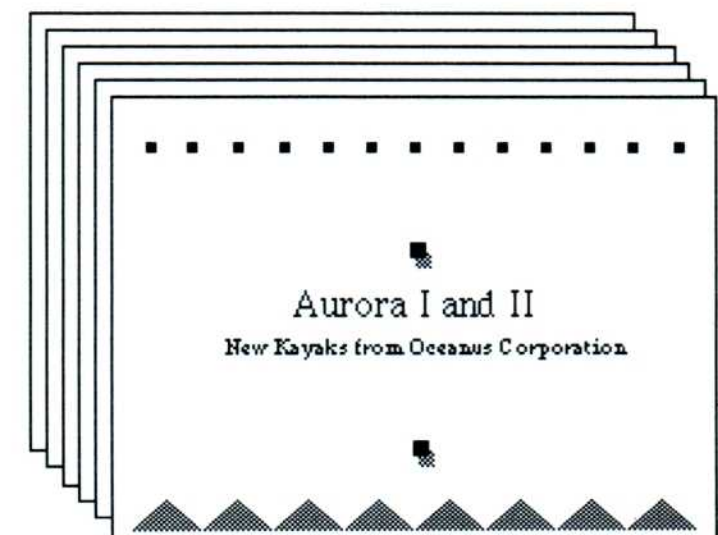
You will get a copy of each slide, a copy of the outline, and two handout pages, each containing four slide miniatures. Since you have not added speaker notes to your presentation, there is no need to print a speaker notes page for each slide.



Outline



Handouts



Slides

If you want to print your slides directly on transparency film, you should put the film in your printer and print only the slides at that time. (Be sure to check your printer documentation to verify that printing directly to film is recommended.) Then, reload the paper and print the accompanying materials (outline, handouts, or notes).

**3. Click “OK” to start printing.**

If you printed your slides on paper, you can use a photocopier to transfer them to film at this point.

## ***Closing your presentation***

---

You can take a break now, if you wish, and close “Product Proposal.” Save your completed overhead presentation to use in working through Lesson 2.

▶ **To close the current presentation, but not leave Persuasion:**

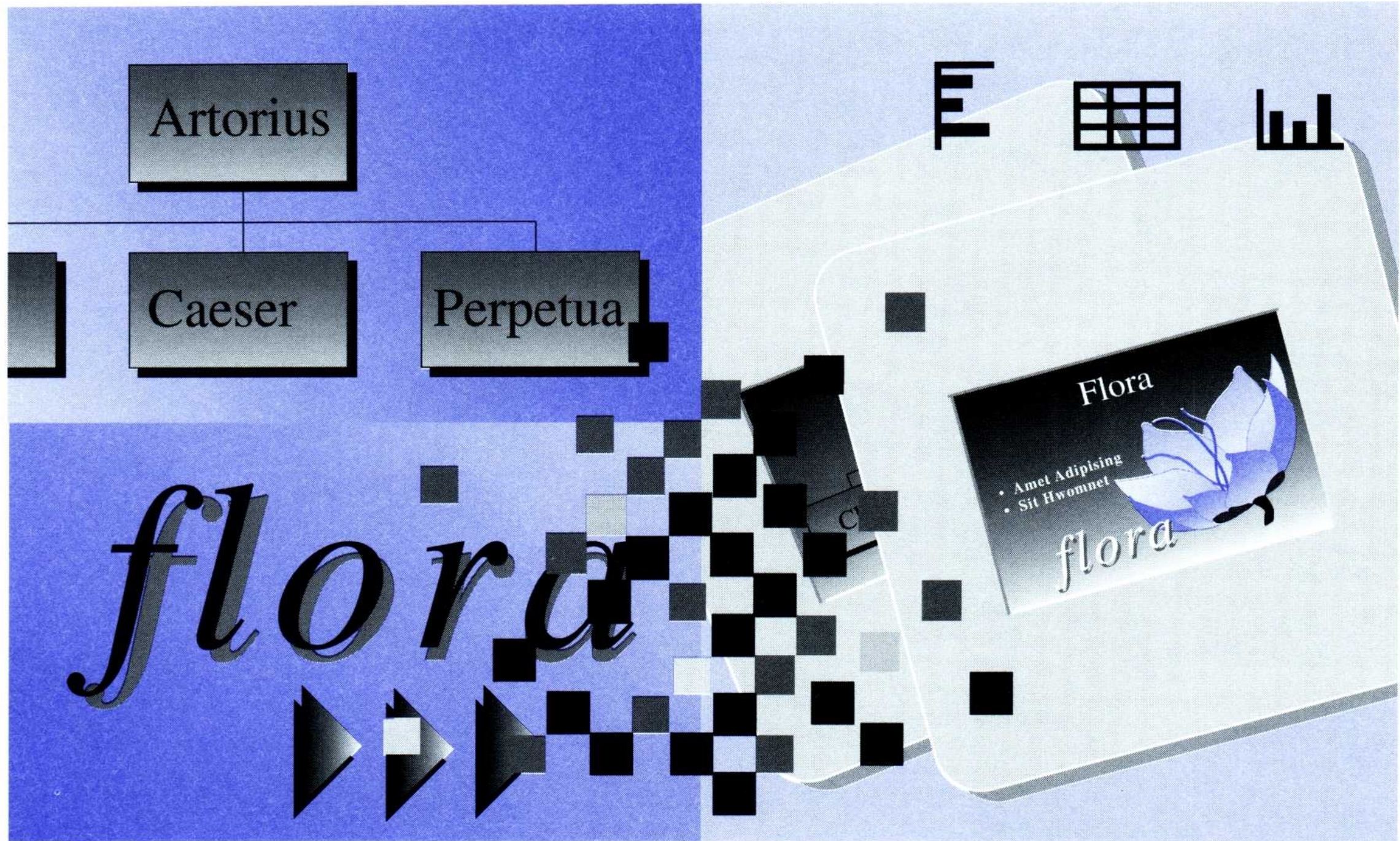
**Choose “Close” from the File menu.**

Persuasion will prompt you to save the presentation if changes have been made since the last save.

▶ **To close the presentation and exit Persuasion:**

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

Persuasion will prompt you to save the presentation if changes have been made since the last save.



## ***Lesson 2: An Enhanced Slide Show***



# Lesson 2: An Enhanced Slide Show

Lesson 2 shows you how to enhance a presentation by adding notes, subtitles, charts, graphics, and a new master. In this lesson, you'll transform the overhead proposal you created in Lesson 1 into a formal slide presentation. The principles for working with charts, drawing tools, colors, and slide masters are the same no matter what medium you use—slides, overheads, or on-screen presentations.

You can see a slide show of the presentation you'll create in Lesson 2 by double-clicking "Lesson 2 Done" in the Learning Persuasion folder within the Aldus Persuasion 2.1 folder. The presentation is set to run the slide show and will stop automatically when it's finished.



## Changing a presentation's setup

Black-and-white overhead transparencies, like those you created in Lesson 1, are appropriate for informal, in-house presentations. For formal presentations to prospective clients or other outside groups, however, color slides are often more effective. In this lesson, you'll take the overhead presentation you created in Lesson 1 and change it into a formal color slide presentation.

Changing either the output device or the media may change the page size. Any time you change the page size, you'll see the "Adjust graphics" dialog box. First, you'll change the media from overheads to 35mm slides.

### ► To change your page size:

1. Open the presentation you created in Lesson 1, "Product Proposal," by double-clicking its name in the Lesson 1 folder on the desktop. (If you did not complete Lesson 1, you can open "Lesson 1 Done" in the Lesson 2 folder.)
2. Click the Outline view icon to go to Outline view, and then choose "Page setup..." from the File menu. Click "OK" to open the "Presentation Setup" dialog box.
3. In the "Presentation setup" dialog box, select "35mm slide," and then click "OK."



**Note:** The slide shape dimensions depend on the driver selected.

A screenshot of the "Presentation Setup" dialog box. It has a title bar "Presentation setup" and an "OK" button in the top right. The "Slide shape" section has radio buttons for "Overhead", "35mm slide" (which is selected), and "Screen". Below it is a "Custom" option with input fields for "13.81" and "9.21" inches. The "Outline margins in inches" section has input fields for "Left" (0.14), "Right" (1.68), "Top" (0.75), and "Bottom" (4.40). The "Handouts" section has radio buttons for "1", "2", "3", "4" (selected), and "6" slides per page. The "Fractional character spacing" section has radio buttons for "On (better for printing)" (selected) and "Off (better for export)". There are "Cancel" and "Page..." buttons on the right side.

Presentation setup

Slide shape:  Overhead  35mm slide  Screen  
 Custom: 13.81 by 9.21 inches

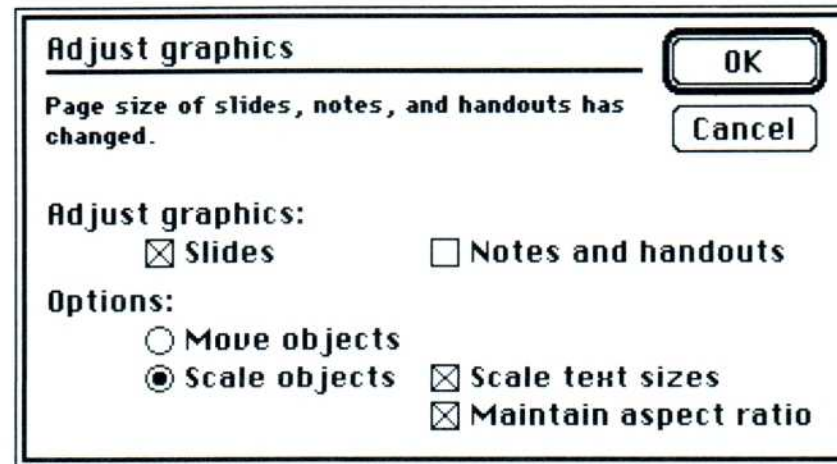
Outline margins in inches:  
Left 0.14 Right 1.68  
Top 0.75 Bottom 4.40

Handouts:  1  2  3  4  6 slides per page

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

OK  
Cancel  
Page...

- In the “Adjust graphics” dialog box, click to check “Slides.” Select “Scale objects,” and then click to check “Scale text sizes” and “Maintain aspect ratio.”

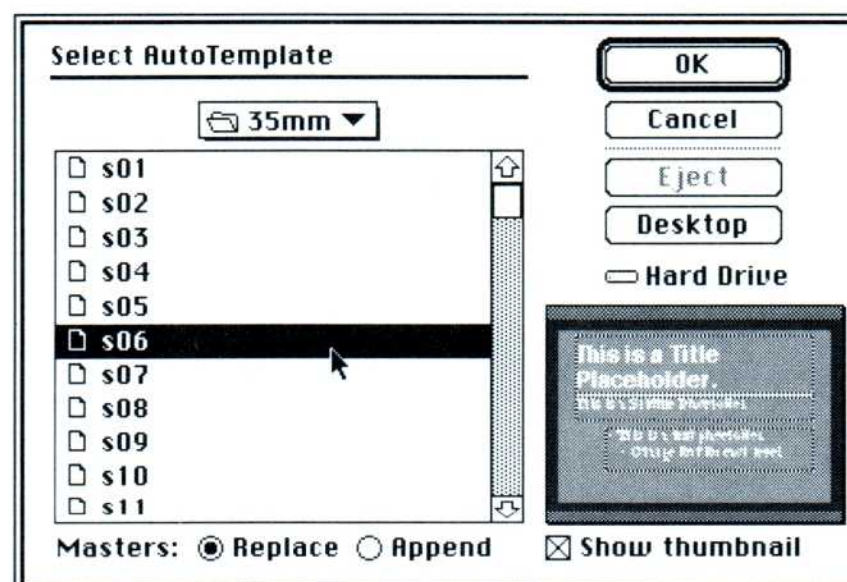


- Click “OK.”
- Return to the slide sorter by choosing “Slide sorter” from the View menu, or by holding down the Option key and clicking the Outline view icon.

Now your presentation is set up for imaging as a 35mm slide. Next you’ll replace the black-and-white masters in OB48 that are for over-heads with color ones from S06 that are for 35mm slides.

► **To replace an AutoTemplate:**

- Choose “AutoTemplates...” from the File menu.
- From the Learning Persuasion folder, open the Aldus Persuasion 2.1 folder. Double-click the AutoTemplates folder, and then the 35mm folder, and then select S06.

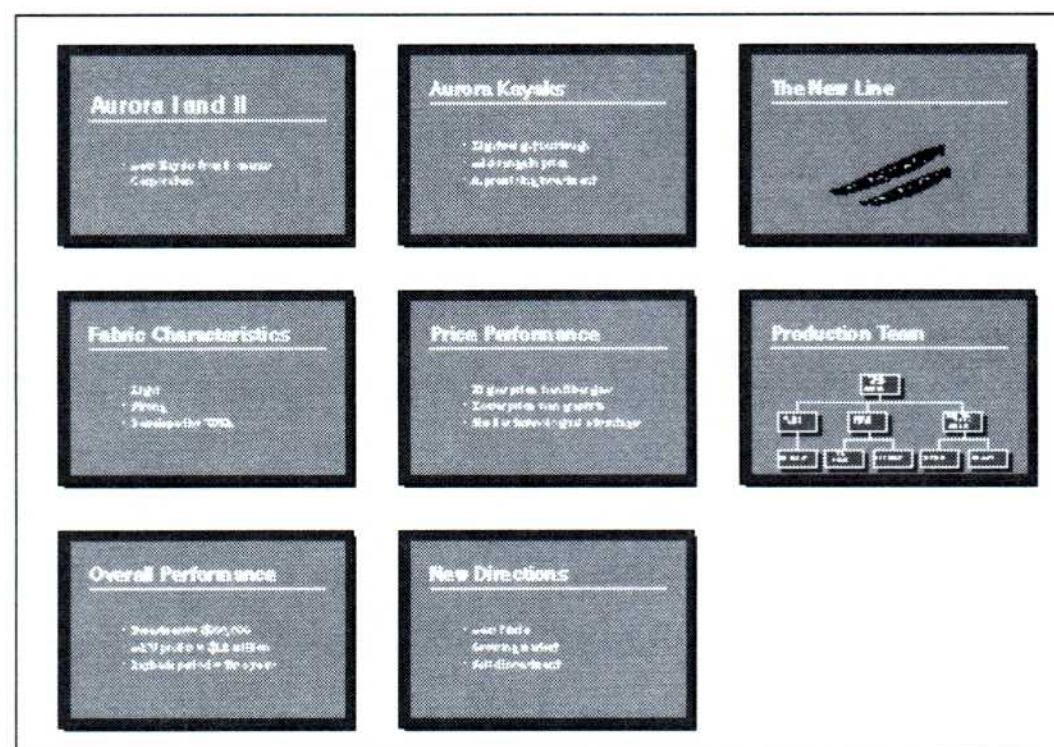


### 3. Leave “Replace” selected, and then click “OK.”

The seven masters from the S06 AutoTemplate each have the same names as the ones in the Lesson 1 presentation, so they will replace them. The colors, chart formats, and the background, notes, and handout masters are also replaced with the ones from S06. The text formats are also different—where you had centered text without bullets in OB48, you’ll now see left-aligned and bulleted text in S06.

**Note:** Some output devices require page dimensions that are different from the Persuasion default sizes. Therefore, you may have to repeat selecting options in the “Adjust graphics” dialog box. See Step 4 in the first procedure in “Changing a presentation’s setup.”

You will see the design of your slides change in the slide sorter. Even though they are now a slightly different size and shape, the text and graphics look proportional. Notice, for example, that the kayak graphic on Slide 3 is scaled to fit the slide and is in the same position as it was in Lesson 1.

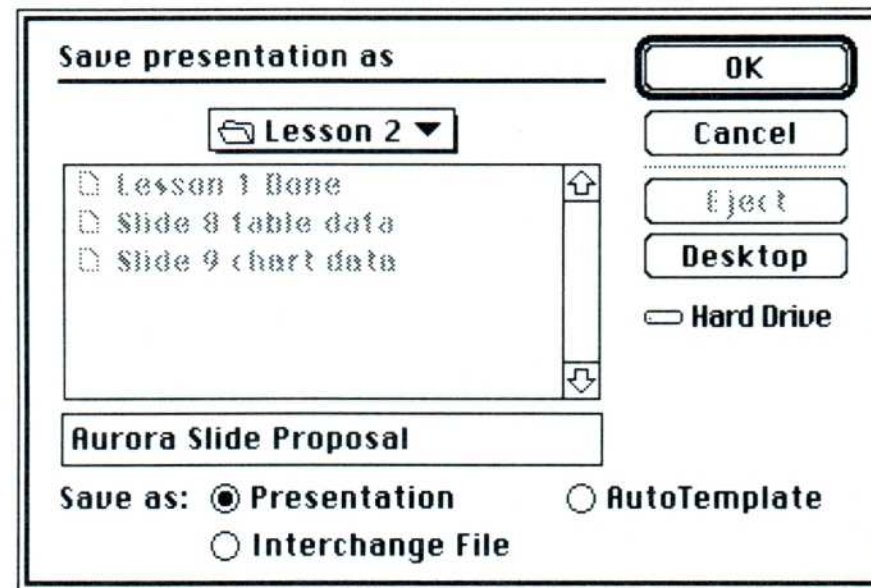


#### Tip:

If you click “OK” before completing the “Adjust graphics” dialog box, you can choose “Revert” from the File menu to return to the last saved version of your presentation. Then try again.

► **To name and save your color slide presentation:**

1. Choose “Save as...” from the File menu.
2. Open the Lesson 2 folder within the Learning Persuasion folder in the Aldus Persuasion 2.1 folder.



3. Press Tab to highlight the edit box, and type *Aurora Slide Proposal* for the filename.

For “Save as,” leave “Presentation” selected.

4. Click “OK.”

This does not replace “Product Proposal.” It still exists as a black-and-white overhead presentation, but now you also have a 35mm color slide presentation called “Aurora Slide Proposal.”

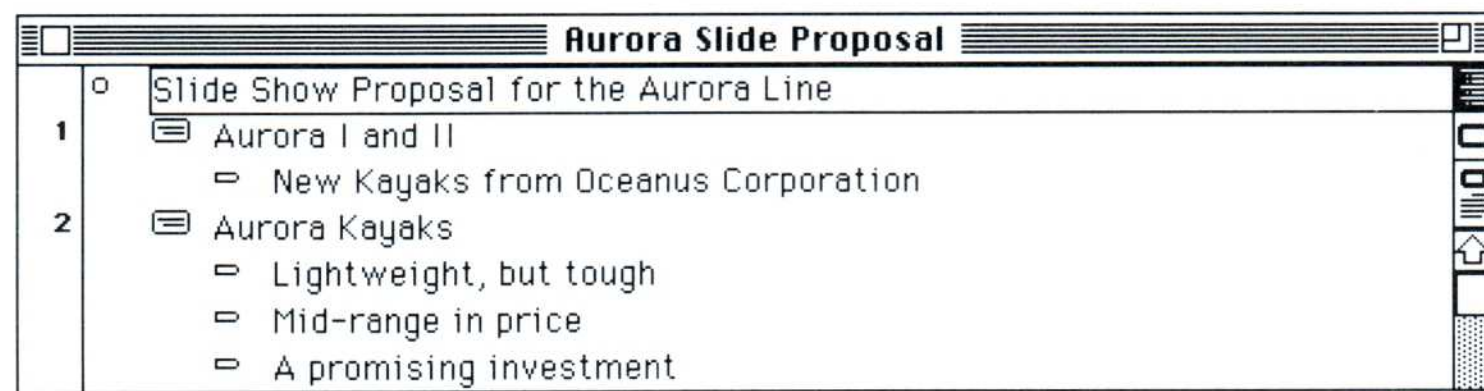
## Editing the outline

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The first step in editing your slide presentation is to change the title of your presentation in the holder of slides heading. (The text in the holder of slides heading does not appear on a slide—only on your screen and in the printed outline.) Then you can go on to add notes and subtitles.

► **To update the holder of slides heading:**

1. Go to Outline view by clicking the Outline view icon.
2. Double-click the word “Product” in the holder of slides heading to select it, and then type *Slide Show* to replace it.

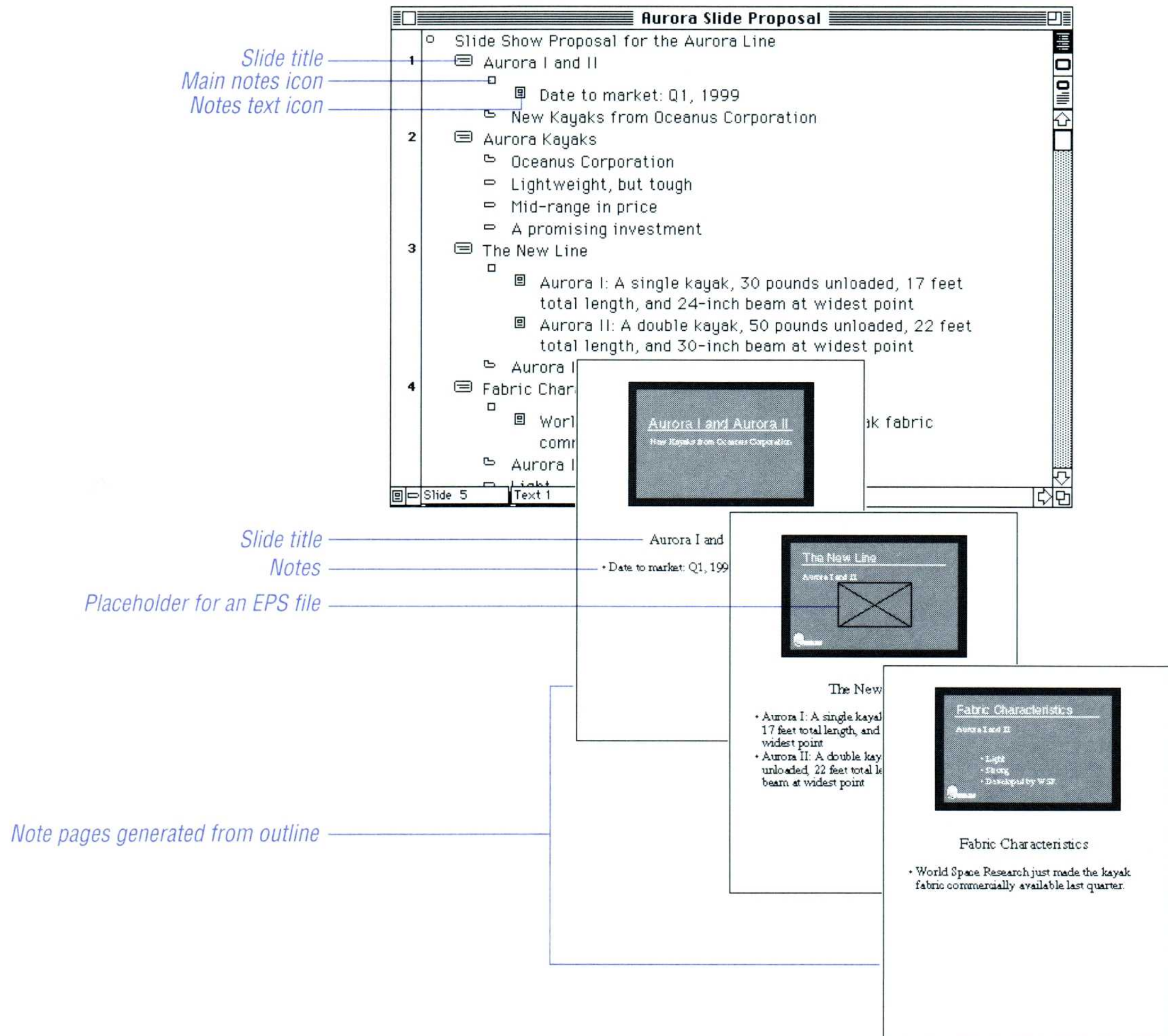


## Adding notes

Notes headings appear directly below the slide title in the outline. They consist of a main notes icon and one or more notes text icons.

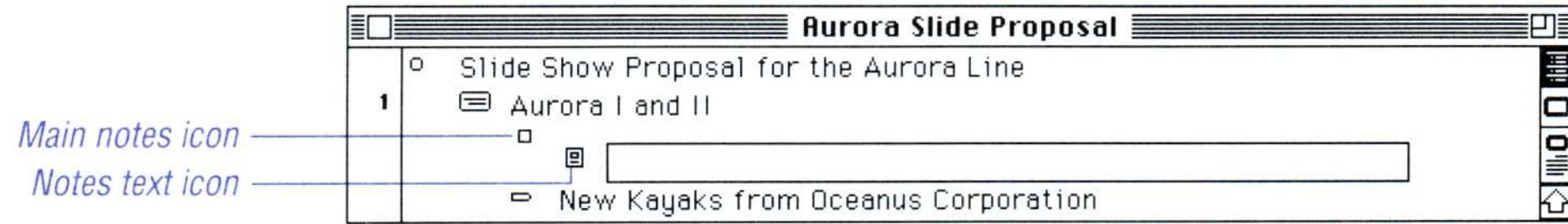
You can use the notes that you add in the outline in two ways:

- You can print them as part of the outline.
- You can print individual notes pages, one page per slide. The notes you type in the outline appear on notes pages by means of a notes text placeholder. The notes page also includes a small copy of the slide.



► **To add notes to the outline:**

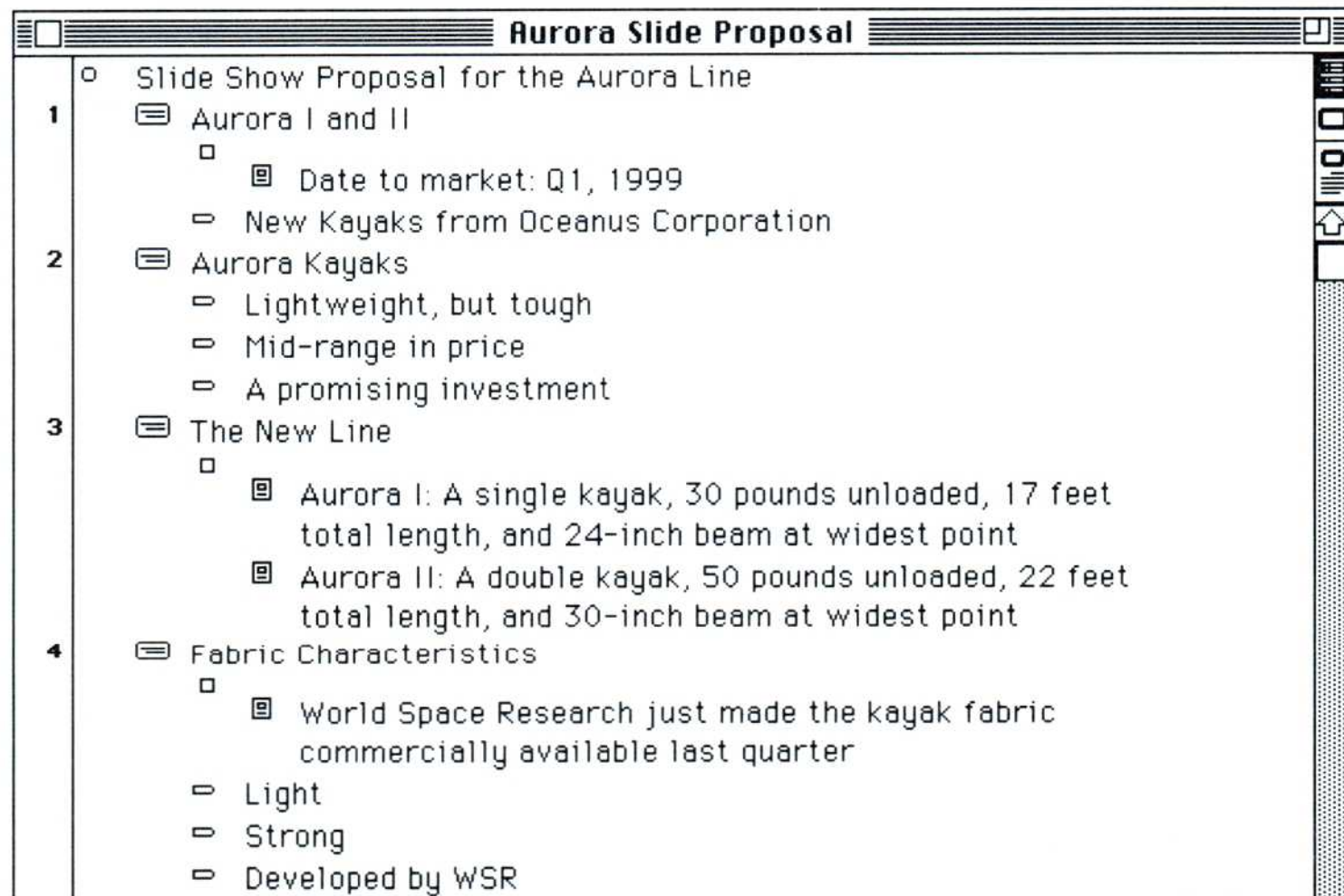
1. In Outline view, click an insertion point in the title heading for Slide 1, and then choose “Add notes” (Command + M) from the Outline menu.



2. Type ***Date to market: Q1, 1999***

3. Click an insertion point in the title heading for Slide 3, press Command + M, and then type ***Aurora I: A single kayak, 30 pounds unloaded, 17 feet total length, and 24-inch beam at widest point***  
[Press Return]  
***Aurora II: A double kayak, 50 pounds unloaded, 22 feet total length, and 30-inch beam at widest point***

4. Click an insertion point in the title heading for Slide 4, press Command + M, and then type ***World Space Research just made the kayak fabric commercially available last quarter***



Your outline looks like this with the added notes.

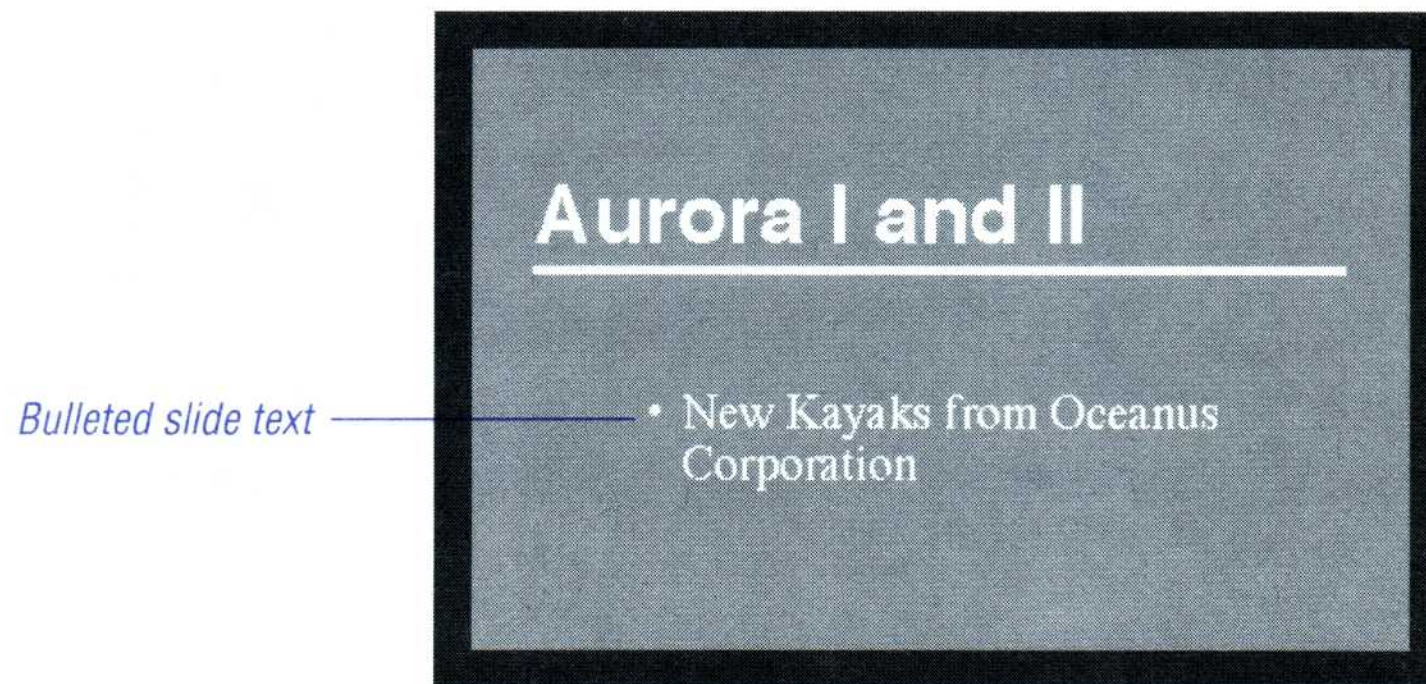
## Adding subtitles

Subtitles appear immediately below a slide title or its notes if there's a subtitle placeholder on the assigned master. In fact, if "Auto subtitles" on the Outline menu is checked when you initially type your outline, the first heading under a slide title becomes a subtitle. If you enable "Auto subtitles" after you have typed your outline, no existing headings are changed. You can, however, change specific text headings into subtitles if you want.

Since you changed AutoTemplates, the text on your slides is now bulleted. Bulleted text is not suitable for Slide 1, where the text functions essentially as a subtitle.

### ► To see the bulleted text on Slide 1 before you change it:

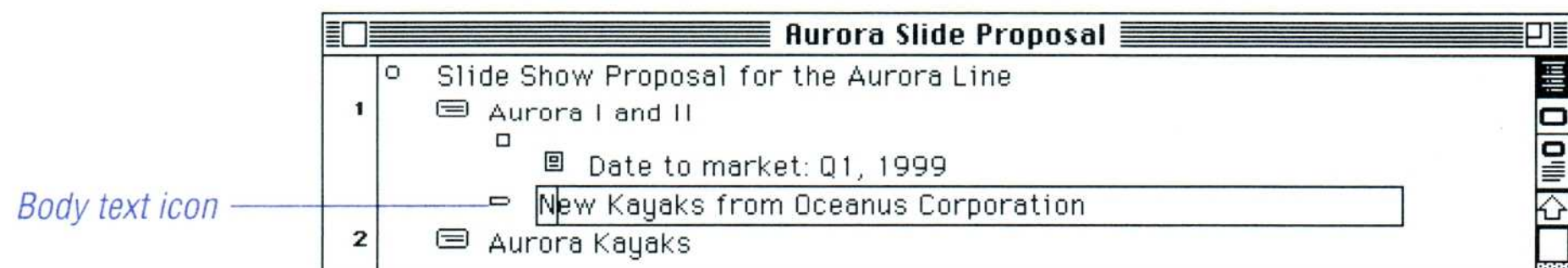
Click the "1" in the left margin of the outline.

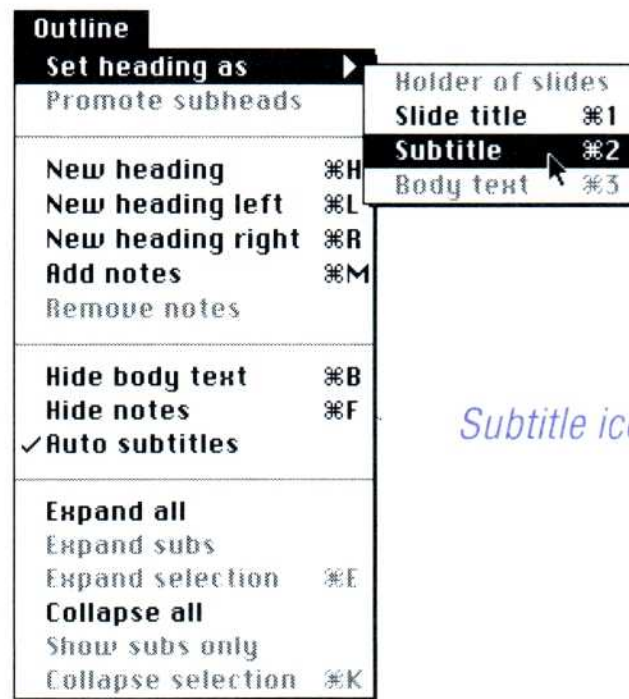


Before heading change

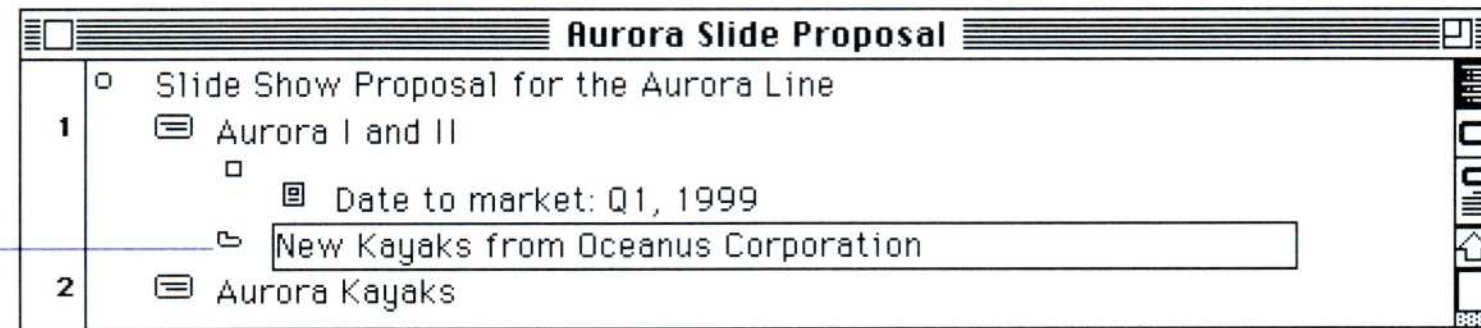
### ► To change slide text to a subtitle:

1. Click the Outline view icon to return to Outline view.
2. Click an insertion point in the text heading for Slide 1 ("New Kayaks from Oceanus Corporation").



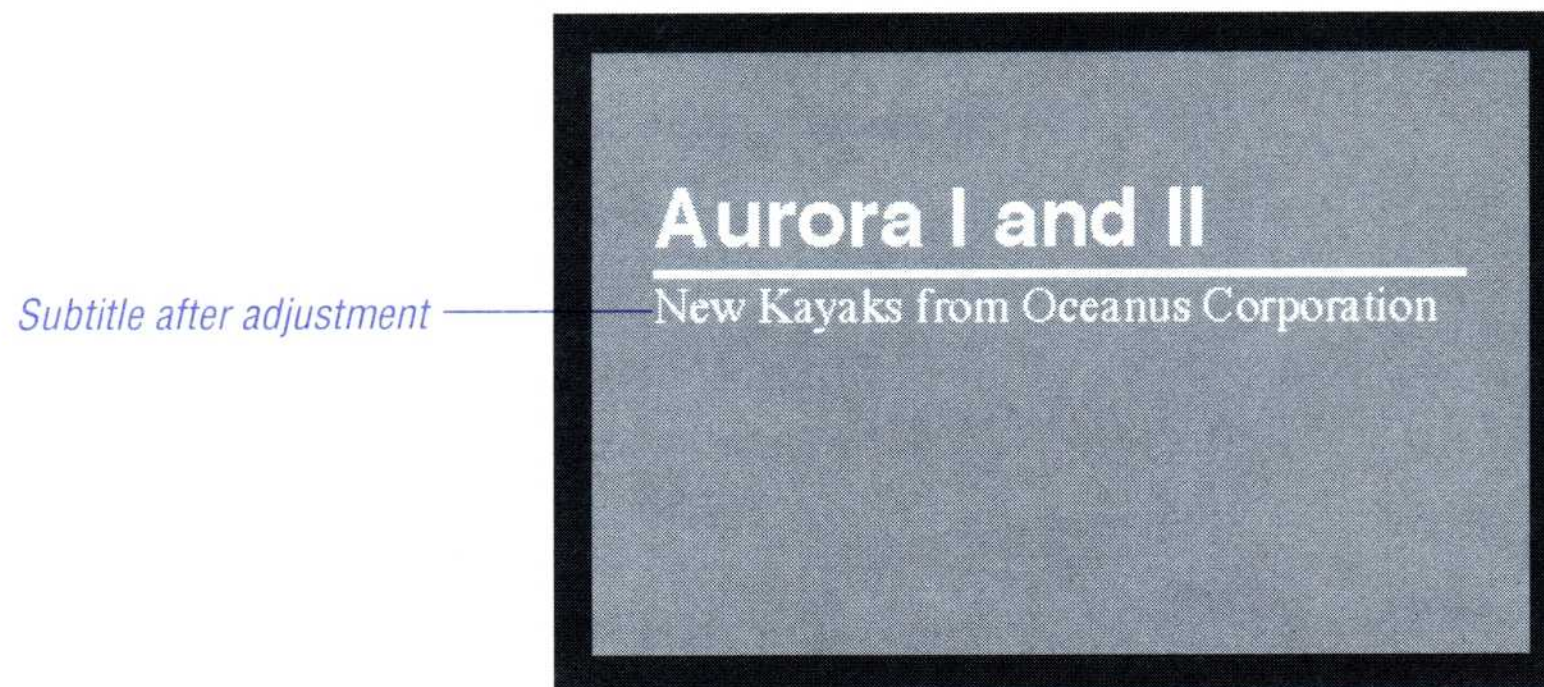


3. Choose “Set heading as” from the Outline menu, and then choose “Subtitle” (Command + 2) from the submenu.



► To see the subtitle on Slide 1:

Click the Slide view icon.

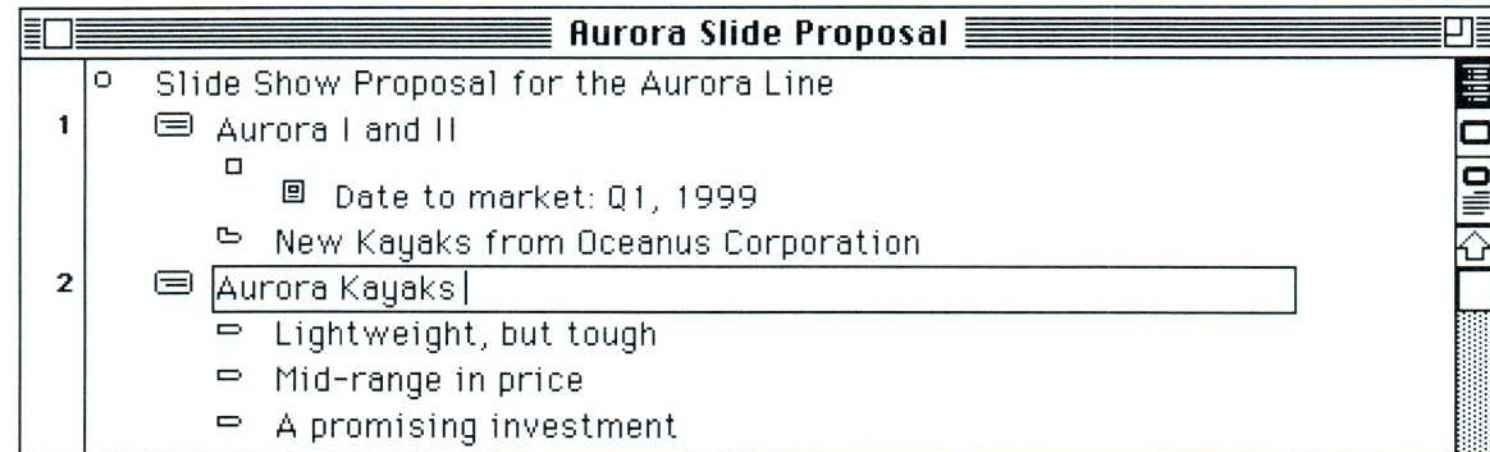


After heading change

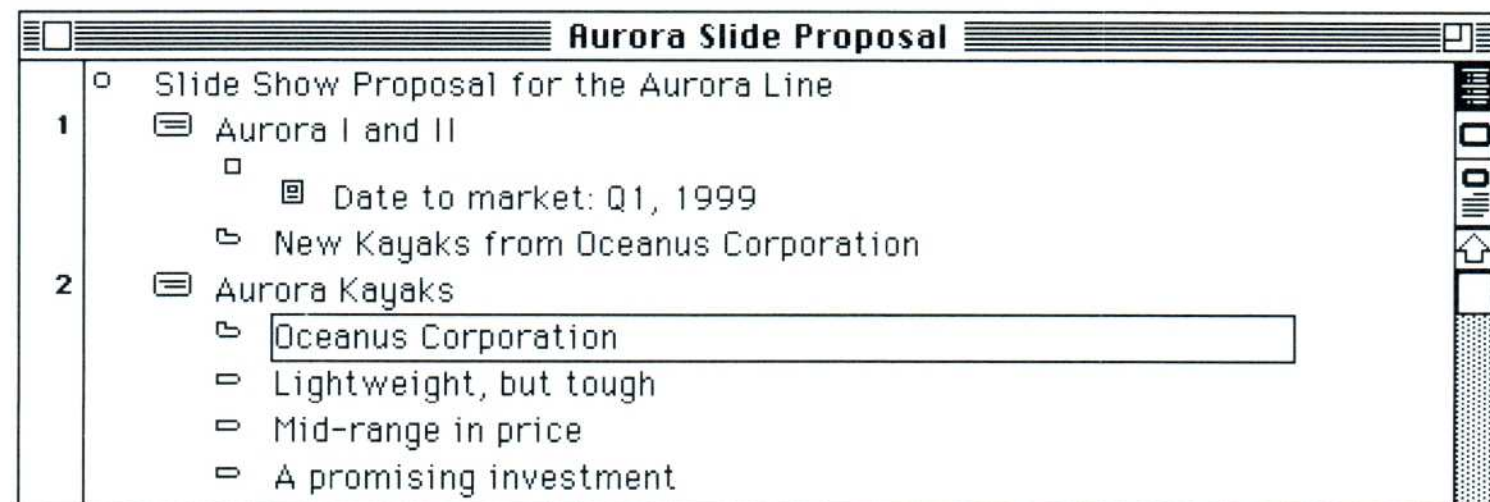


► **To create subtitle headings automatically:**

1. Click the Outline view icon, and then choose “Auto subtitles” from the Outline menu.
2. Click an insertion point at the end of “Aurora Kayaks,” the title heading for Slide 2.



3. Press Return to create a subtitle heading, and then type *Oceanus Corporation* for the subtitle.



4. Click an insertion point at the end of “The New Line,” the title heading for Slide 3, press Return, and then type *Aurora I and II* for the subtitle.
5. Choose “Copy” (Command + C) from the Edit menu to copy the heading.
6. Add the “Aurora I and II” subtitle to Slides 4, 5, 6, 7, and 8 individually by clicking an insertion point at the end of each title, and then choosing “Paste” (Command + V).

► **To see the subtitles on your slides:**

**Choose “Slide sorter” from the View menu (or hold down Option and click the Outline view icon) to look at all the slides at once in the slide sorter.**

Now that you have added notes and subtitles to your presentation, it would be a good idea to save it again. Choose “Save” (Command + S) from the File menu.

## ***Adding to the outline***

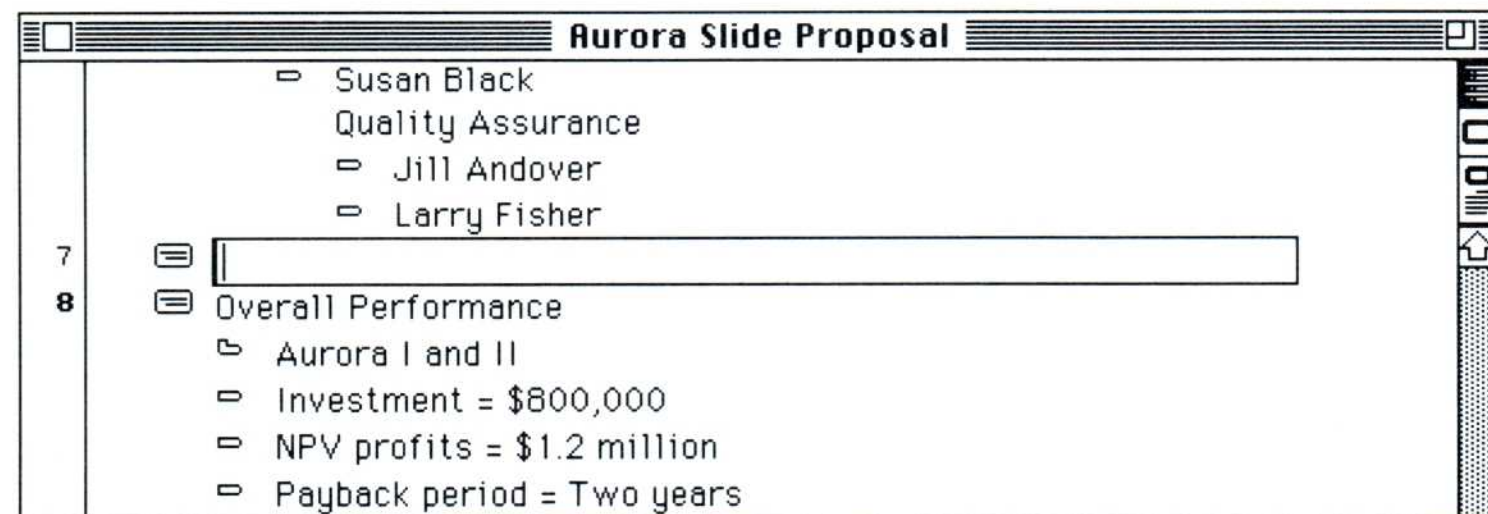
---

You can expand your slide presentation to include charts and tables that graphically demonstrate the financial reasons you are making this product proposal. You’ll add a pie chart, a bar chart, and a table to this presentation.

But first, you must create the slides on which you’ll plot your charts and assign the appropriate slide masters to them.

► **To add slides to a presentation:**

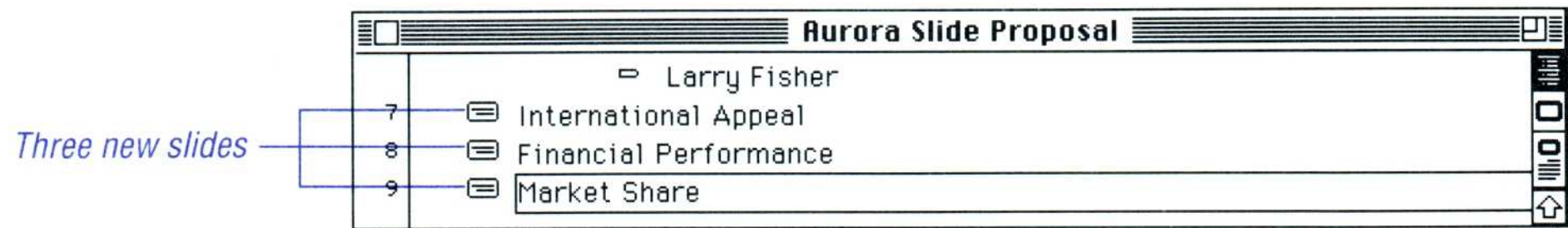
1. **In Outline view, click an insertion point at the end of Slide 6 (after “Larry Fisher”), press Return, and then press Delete three times to move the heading back to the slide title level.**



2. **Type the title of Slide 7: *International Appeal***

3. **Press Return, and then type the title of Slide 8: *Financial Performance***

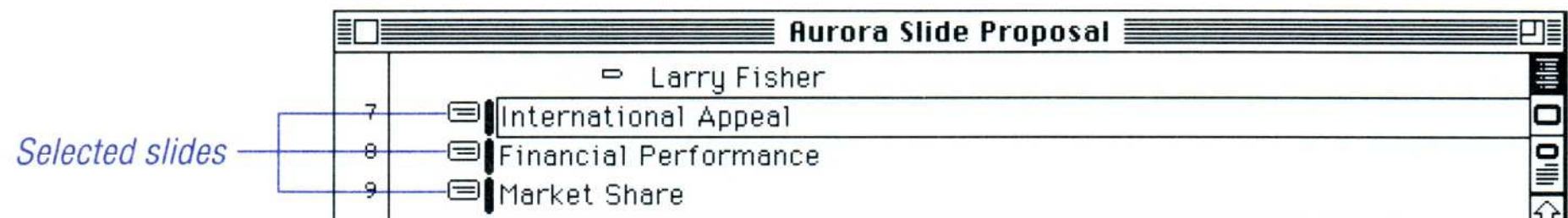
#### 4. Press Return, and then type the title of Slide 9: *Market Share*



You'll create charts for each of the three slides you have added. The "Graphic 1" slide master is suitable to assign to all three slides because it contains a title placeholder and a chart placeholder. Strictly speaking, you could leave the default slide master assignment ("Text 1") and still create your chart. However, "Graphic 1" has some formatting and layout advantages. The chart placeholder on "Graphic 1" provides chart formatting, and its placement on the slide provides consistency from slide to slide.

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

1. Select Slide 7 by clicking its slide title icon.
2. Select the range of slides from 7 to 9 by holding down Shift + Option and then clicking the icon for Slide 9.



Master pop-up menu

3. Choose "Graphic 1" from the Master pop-up menu in the lower menu bar.
4. Click outside the text to deselect the range of slides, and then select Slide 7 in the outline.

Now that Slide 7 has "Graphic 1" assigned, you can use the chart placeholder features on "Graphic 1" to help you create a chart.

## Creating a pie chart

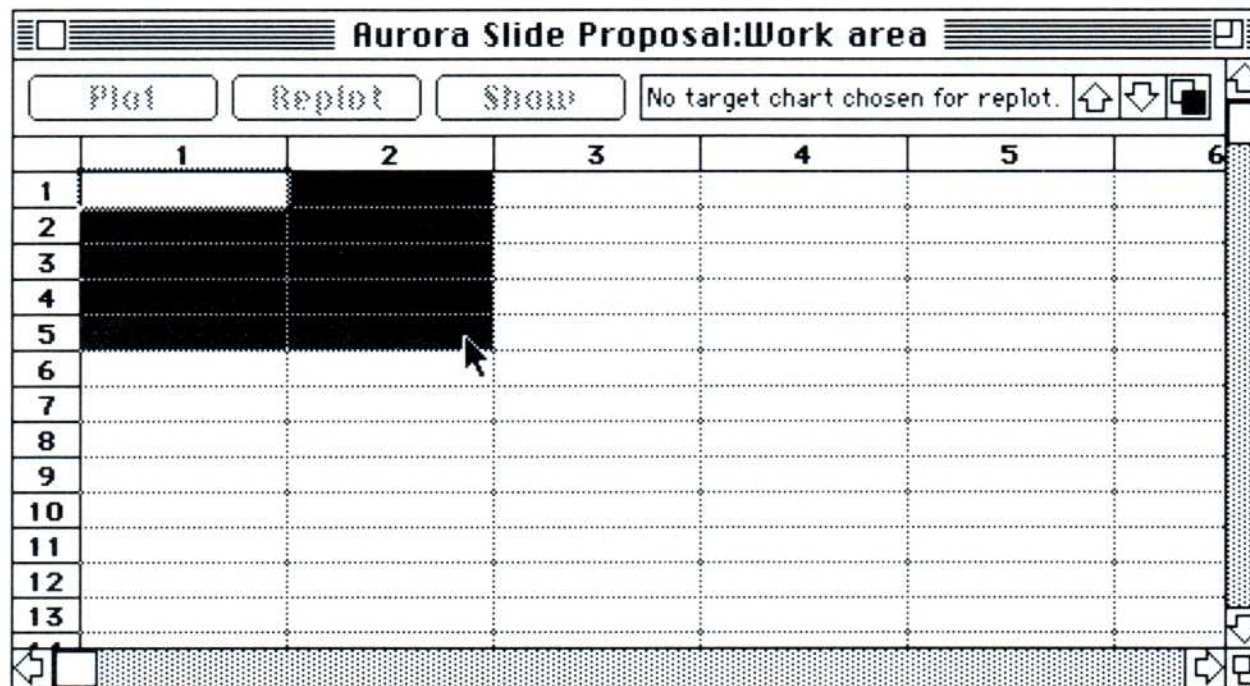
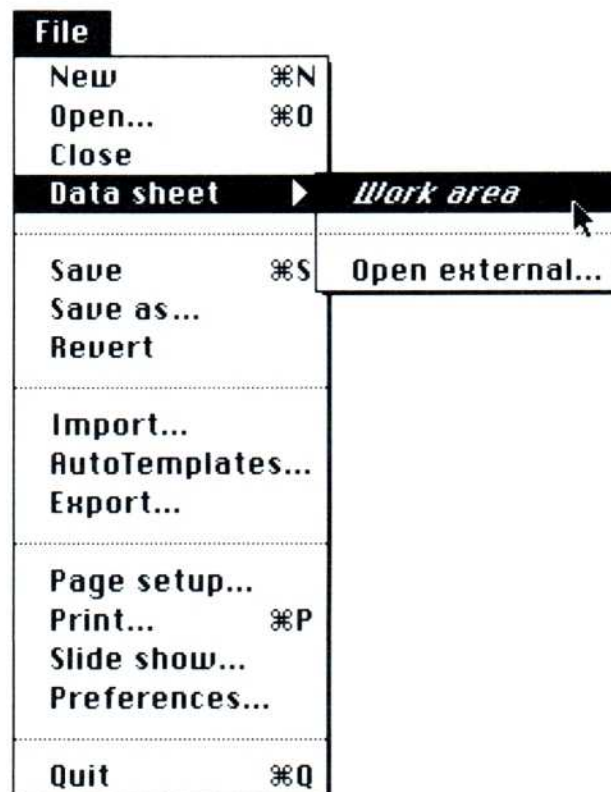
You can create a chart by simply typing data in the ledger-like work area of Persuasion's data sheet, selecting the data, and plotting it. The chart will automatically use the formatting inherent in the chart placeholder on the assigned master.

### Entering data in the data sheet

There is one data sheet per presentation, but it can contain multiple sets of data. The chart you get depends on the data you select in the data sheet.

#### ► To enter data in the data sheet:

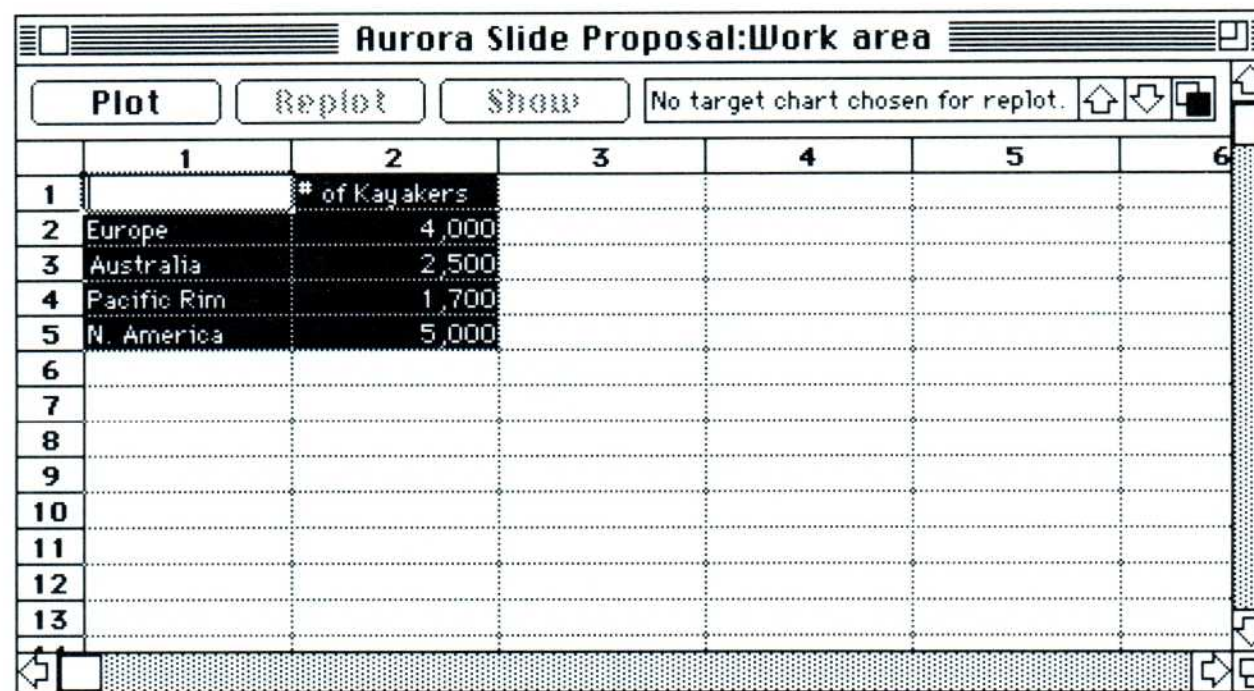
1. Choose "Data sheet" from the File menu and "*Work area*" from the submenu.
2. Drag diagonally from the upper-left cell in the data sheet to select the five rows and two columns shown below.



Selecting cells in the data sheet confines the cursor to that area when using Return and Tab.

- Press Return to move the cursor to the second cell, and then type the following data, pressing either Return or Tab after each entry, so that the data sheet looks like this:

	1	2
1		# of Kayakers
2	Europe	4,000
3	Australia	2,500
4	Pacific Rim	1,700
5	N. America	5,000



For a pie chart, leave cell 1,1 blank. After making an entry, press Return to enter data by columns; press Tab to enter data by rows.

### *Plotting a chart*

Since you are using the default chart format in the chart placeholder on the slide master, all you have to do is plot the data you entered.

#### ► To plot data in a data sheet:

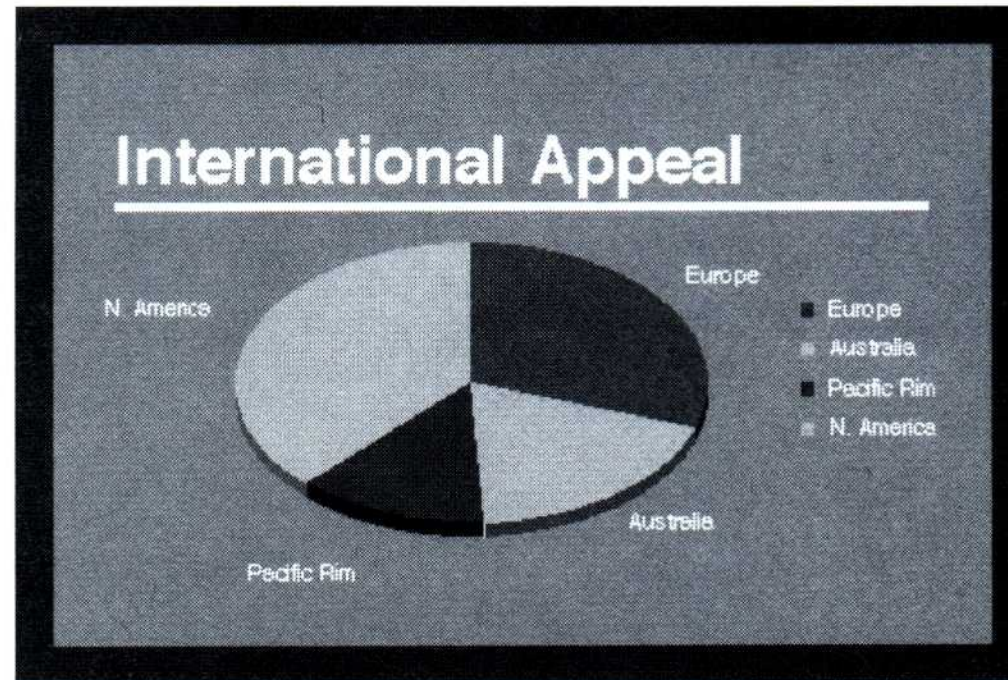


- With your data selected, click the “Plot” button to create a pie chart formatted according to the chart placeholder for “Graphic 1.”

When the plotting is finished, the message above the data sheet reads, “Pie chart on Slide 7 (Top),” and the view automatically switches to Slide view.

- Click the slide to bring it forward while leaving the data sheet open behind it. (You can close the data sheet work area, if you want, by clicking the close box in the upper-left corner of the window.)

3. Drag the pie chart up a short way on the slide so that the labels are above the bottom border of the slide.

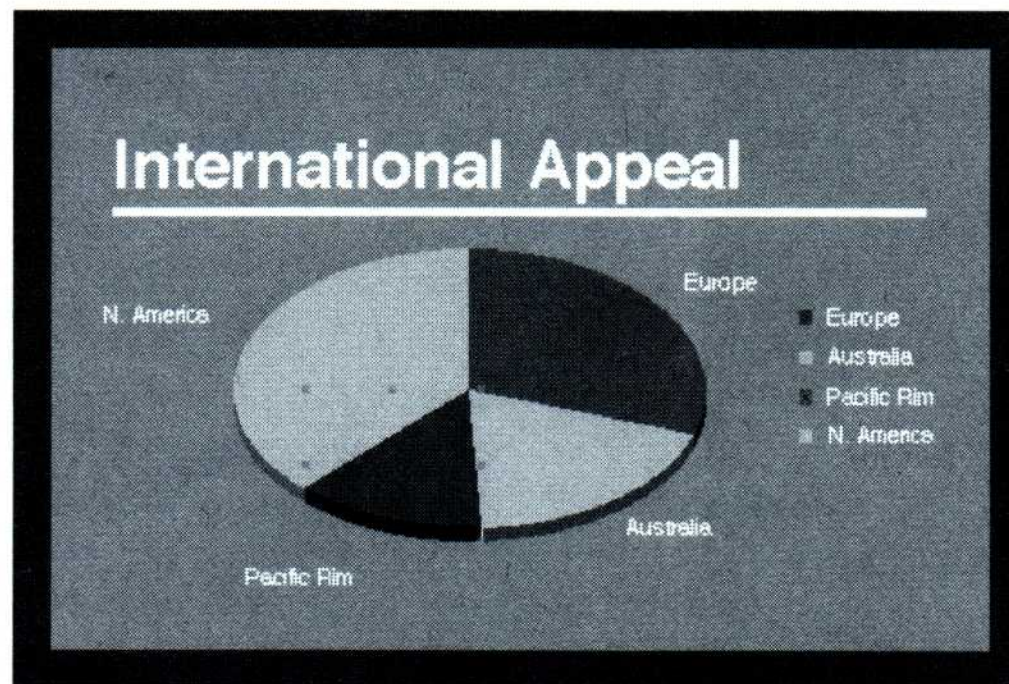


## Enhancing the pie chart

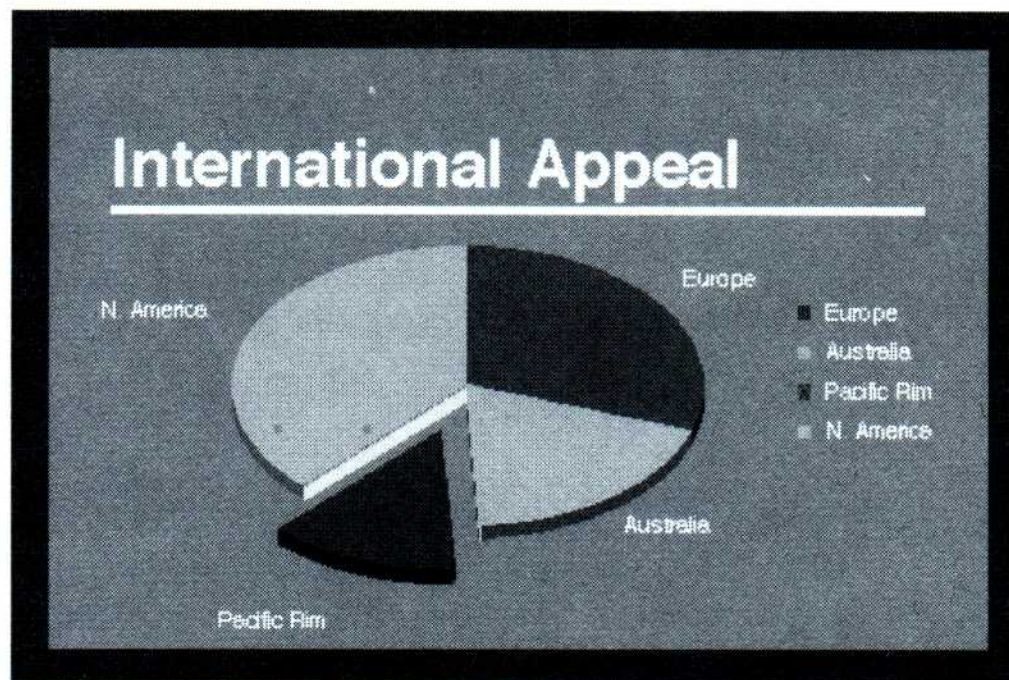
You can change the look of the pie on the slide by editing it as you would any graphic. To emphasize one piece of the pie, you'll drag it out of the pie a short way. You do not need to ungroup a chart to subselect its parts.

### ► To pull out a piece of the pie:

1. Using the pointer tool, double-click the Pacific Rim piece of the pie to select it.



2. Point to the Pacific Rim piece of the pie, hold down the mouse button, and then drag it out of the pie a short way.



### ***Importing clip art for a backdrop***

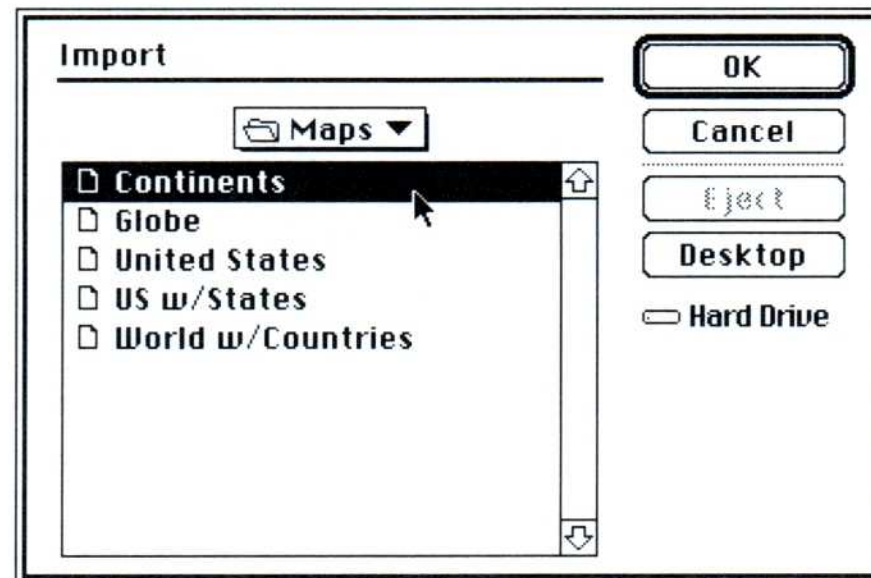
Since the pie chart is showing the worldwide market for kayaks, a world map would add to the significance and visual interest of the chart.

#### **► To import clip art:**

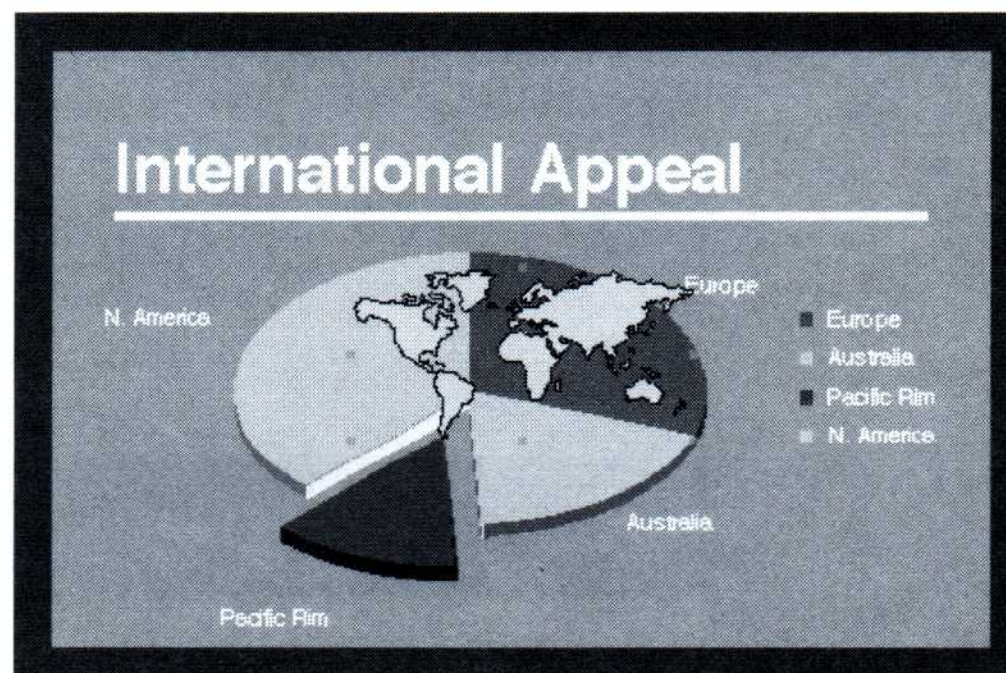
**1. Choose “Import...” from the File menu.**

The “Import” dialog box opens to the Lesson 2 folder, where you saved your file.

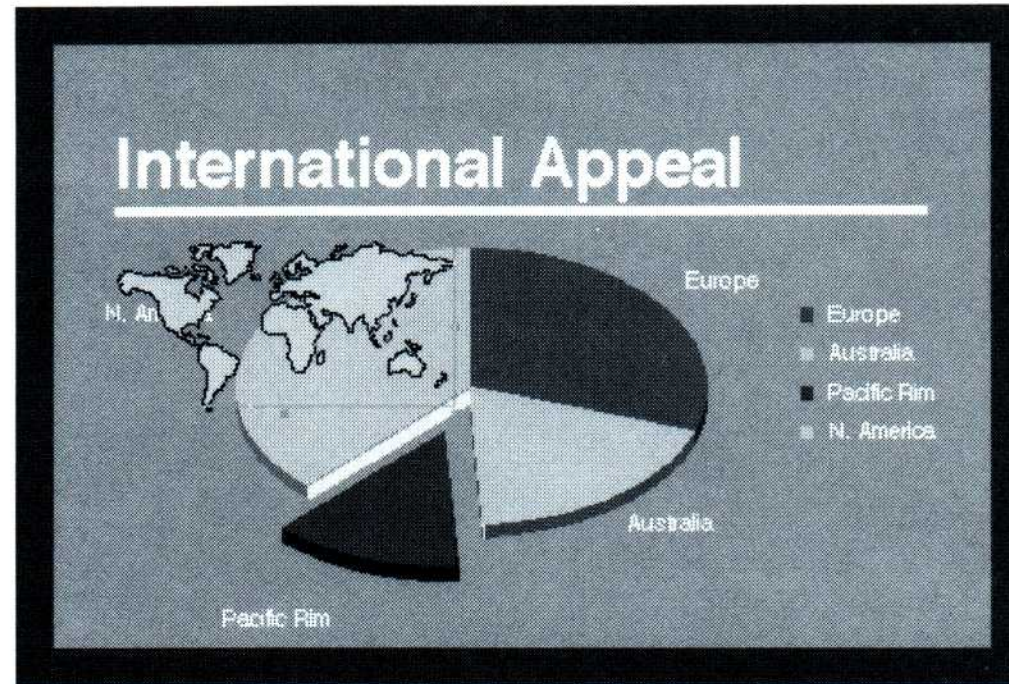
**2. From the Lesson 2 folder, open the Aldus Persuasion 2.1 folder, and then open the Art of Persuasion folder. Open the Maps folder, and select “Continents.”**



**3. Click “OK.”**

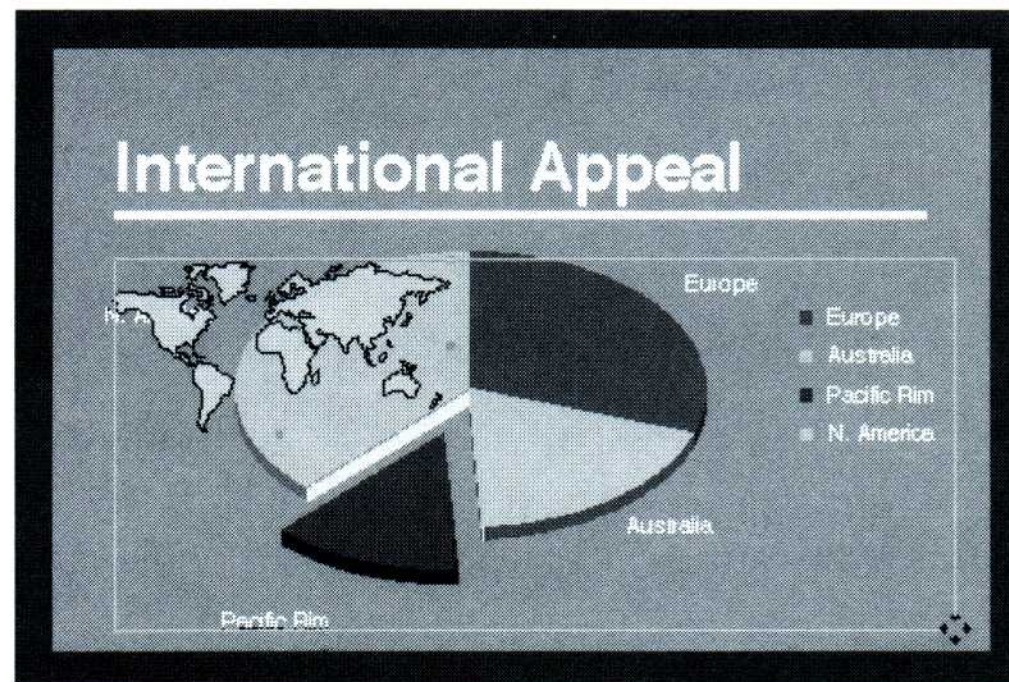


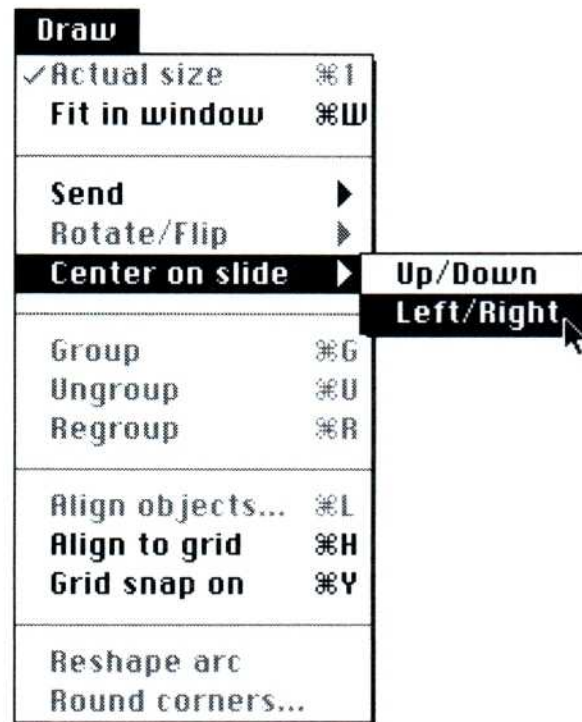
4. Drag the map of the continents to the upper-left until its bounding box is about 1/2 inch below the word “International.”



5. Hold down the Shift key to retain proportion, and then drag the lower-right handle of the map almost to the edge of the slide.

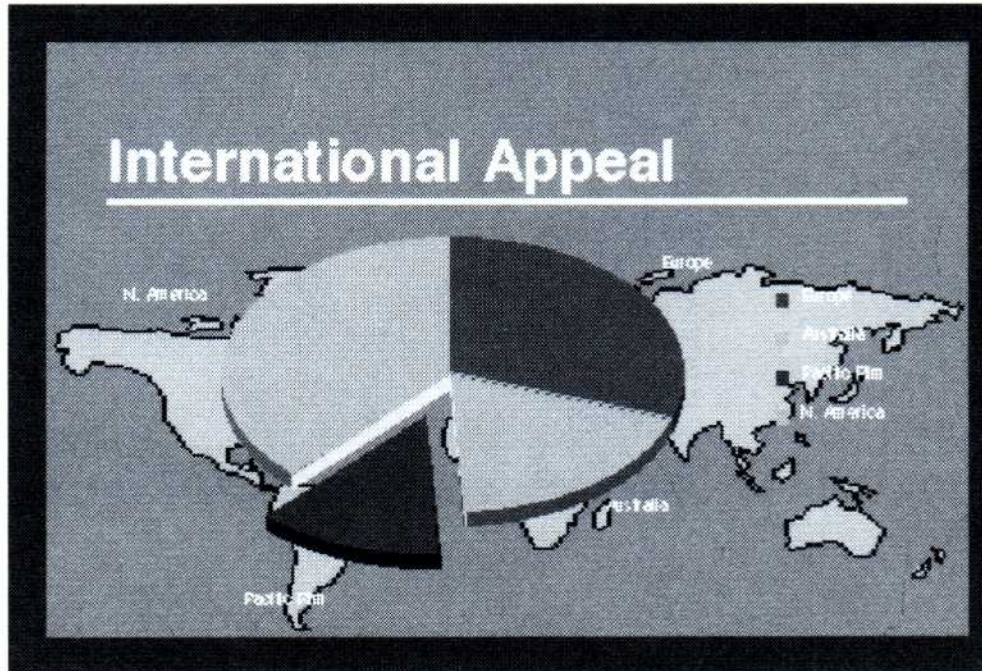
If you hold down the Command key as well as Shift, you can get the four-headed arrow for resizing by pressing the mouse button anywhere in the vicinity of the corner handle without actually grabbing it.





6. With the map still selected, choose “Center on slide” from the Draw menu, and then choose “Left/Right” from the submenu.

7. Choose “Send” from the Draw menu, and then choose “To back” (Command + B) from the submenu.



Here is what Slide 7 looks like when it is finished.

Take a moment to save your presentation (Command + S).

## *Creating a table*

Tables in Persuasion have powerful on-slide editing capabilities. You can add information to the table directly on the slide, and the box automatically adjusts to accommodate the new text. Unlike other chart types, the edited text in a table flows back to the data sheet.

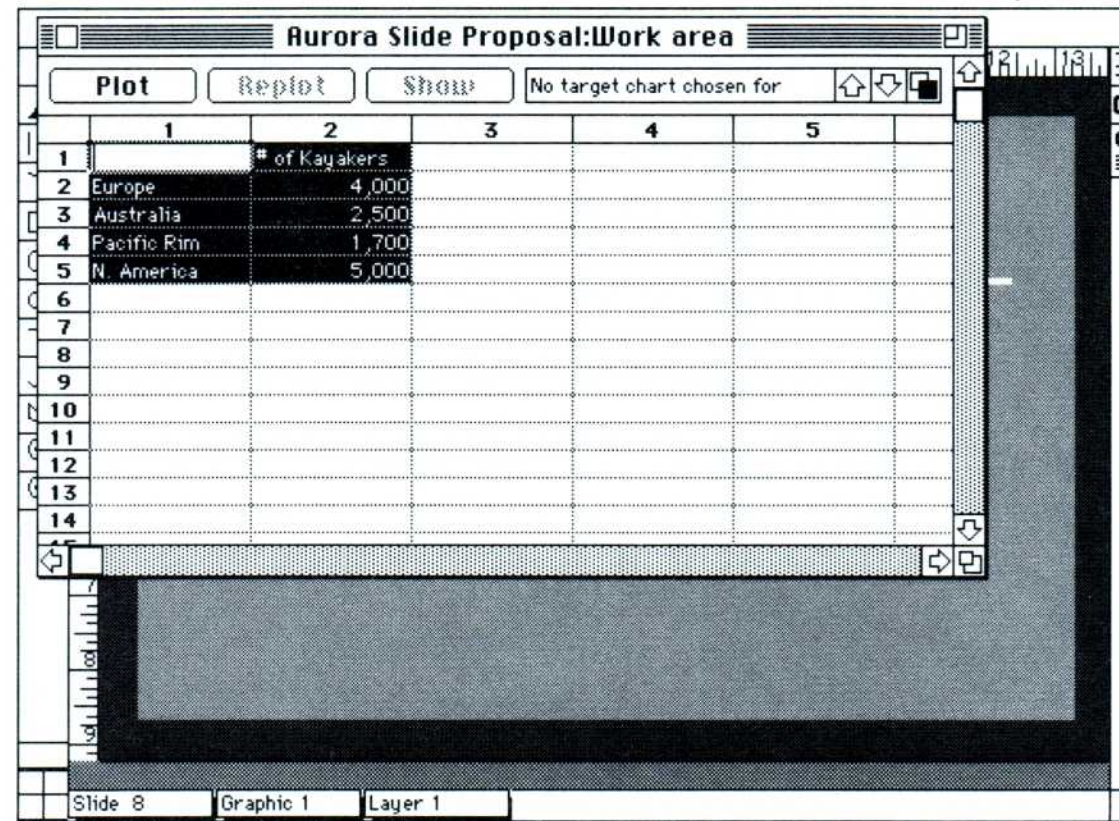
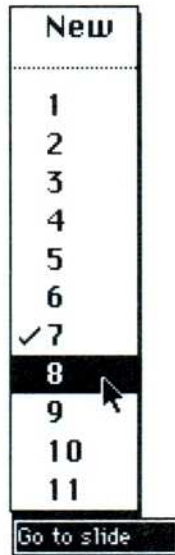
You can also easily move the column boundaries in the table by dragging them. The information automatically reformats to fill the new box size.

## Importing data to the data sheet

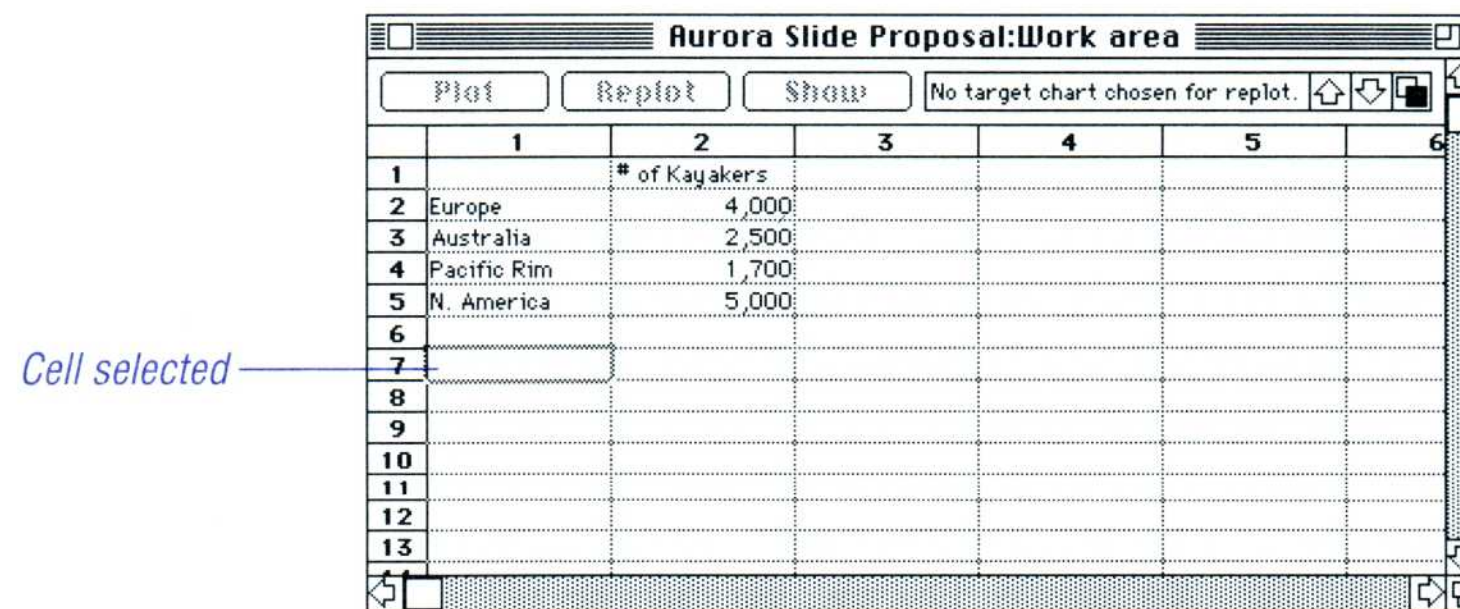
Instead of typing data in the data sheet for the table, you'll import the data to the data sheet.

### ► To import data into your presentation's data sheet:

1. Choose Slide 8 from the Slide pop-up menu in the lower menu bar to go to Slide 8.
2. Click the edge of the data sheet along the upper-left side of the slide to bring it forward. (Or, choose "Data sheet" from the File menu, and then choose "Work area" from the submenu to open the data sheet.)



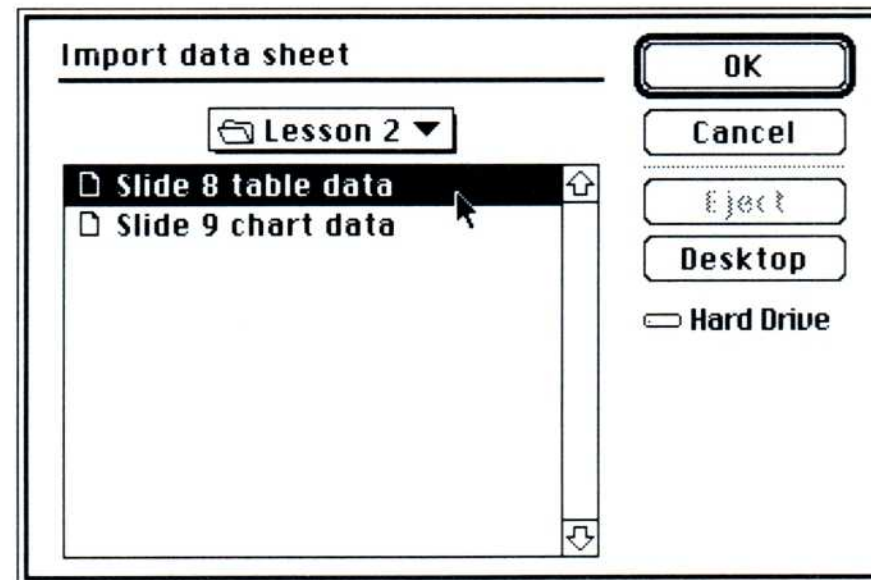
3. Click an insertion point in Row 7 of Column 1 to indicate where the new data will be imported.



4. Choose “Import...” from the File menu. When the message appears asking you to verify that your insertion point is below or beside existing data, click “OK.”

The “Import data sheet” dialog box opens to the Maps folder, the last place from which you imported a file.

5. From the Maps folder, open the Aldus Persuasion 2.1 folder, and then open the Learning Persuasion 2.1 folder. Open the Lesson 2 folder, and select “Slide 8 table data.”



6. Click “OK.”

Aurora Slide Proposal:Work area							
		1	2	3	4	5	6
1			# of Kayakers				
2	Europe		4,000				
3	Australia		2,500				
4	Pacific Rim		1,700				
5	N. America		5,000				
6							
7			This Year	Next Year	The Year After		
8	Revenue		1140	1568	1848		
9	Costs		570	705	739		
10	Margin		570	862	1108		
11	Expenses		80	90	100		
12	Net Annual Profit		245	386	504		
13							

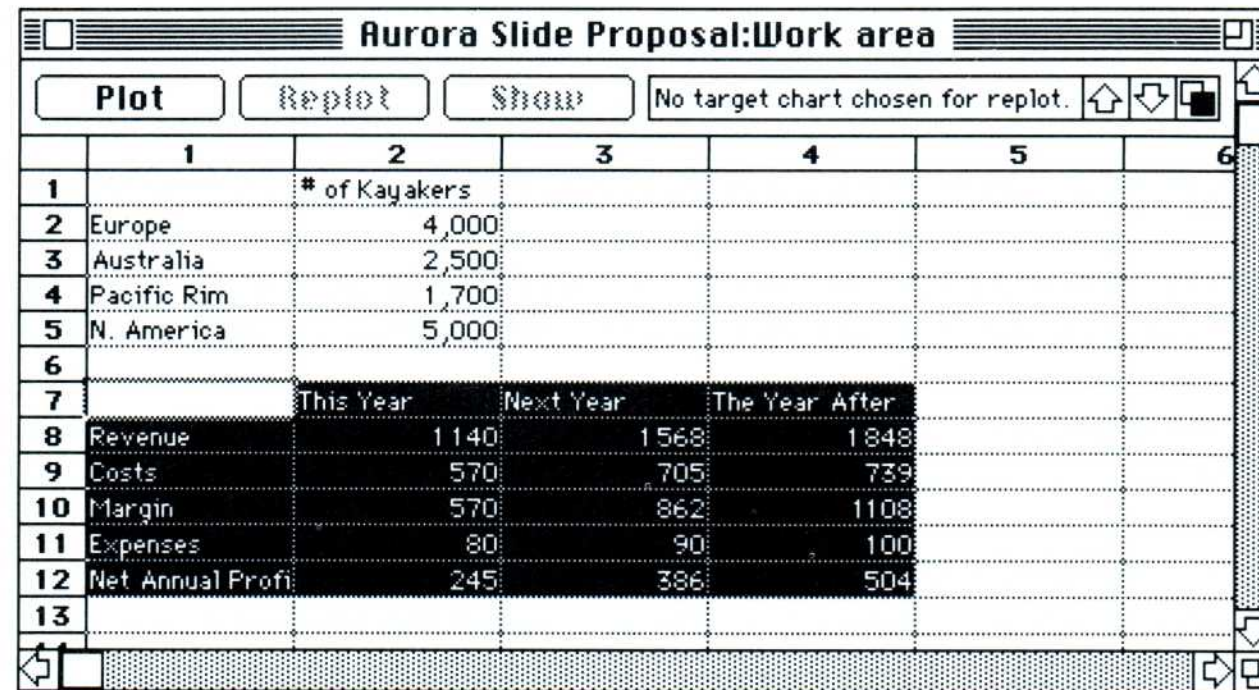
Several sets of data may be in the data sheet at one time—you select the set you need for a particular chart.

## Plotting a table

Before you plot this data, you'll need to designate "Table" as its chart type.

### ► To plot a table:

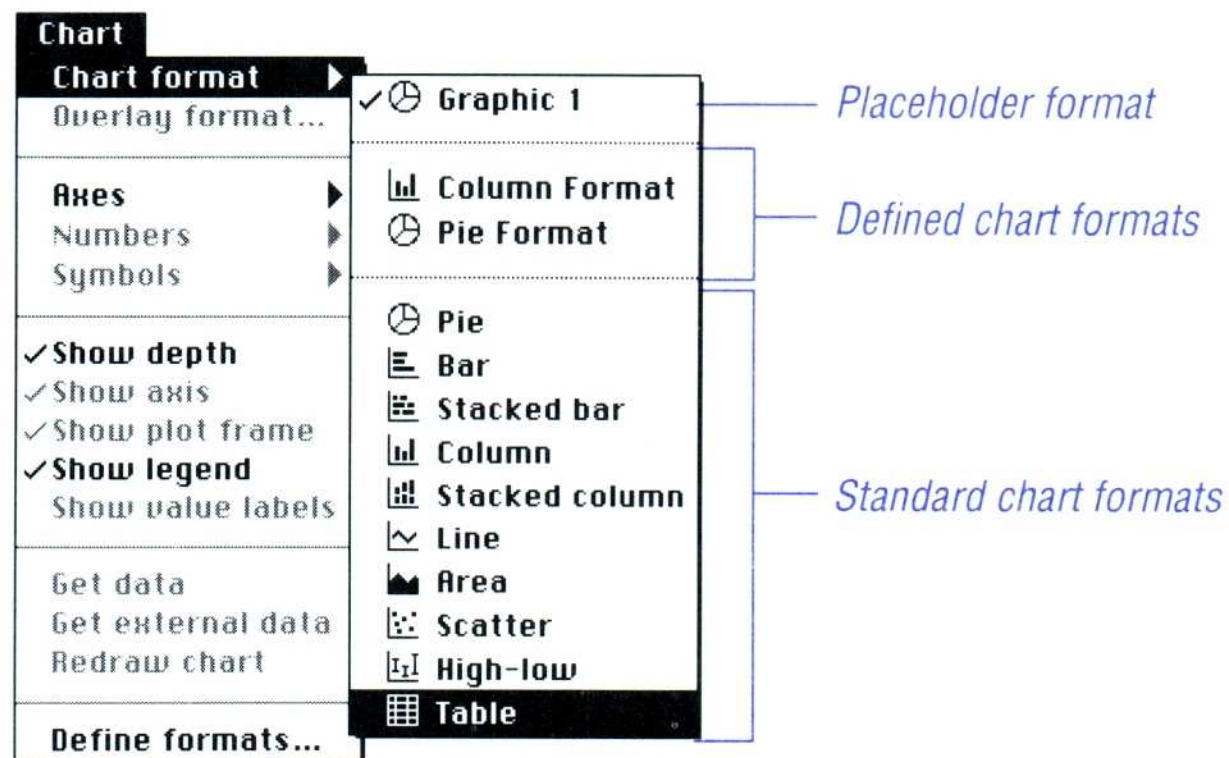
1. Drag to select the imported data.



The screenshot shows a software window titled "Aurora Slide Proposal:Work area". At the top, there are buttons for "Plot", "Replot", and "Show", along with a message: "No target chart chosen for replot." Below this is a data table with the following content:

	1	2	3	4	5	6
1		# of Kayakers				
2	Europe	4,000				
3	Australia	2,500				
4	Pacific Rim	1,700				
5	N. America	5,000				
6						
7		This Year	Next Year	The Year After		
8	Revenue	1,140	1,568	1,848		
9	Costs	570	705	739		
10	Margin	570	862	1,108		
11	Expenses	80	90	100		
12	Net Annual Profit	245	386	504		
13						

2. Choose "Chart format" from the Chart menu, and then choose "Table" from the standard chart formats at the bottom of the submenu.

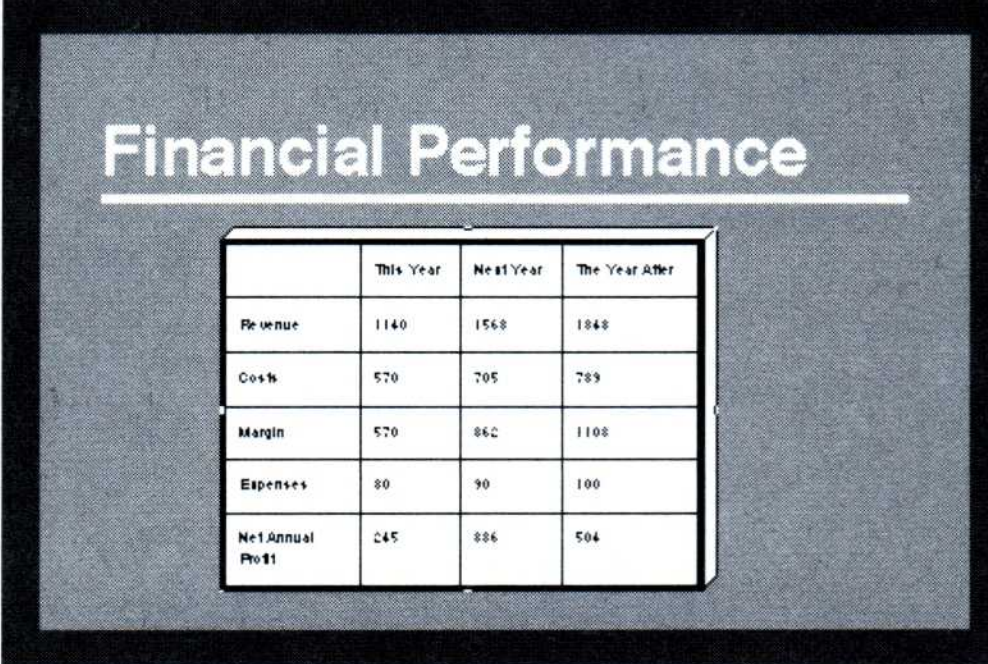


**Plot**

3. Click "Plot."

When the table is plotted, the message above the data sheet will read: "Table chart on Slide 8 (Top)."

4. Click the slide to bring it forward, and then drag the table to a more central location.



The image shows a slide titled "Financial Performance" with a table of financial data. The table has four columns: "This Year", "Next Year", and "The Year After", and five rows: "Revenue", "Costs", "Margin", "Expenses", and "Net Annual Profit".

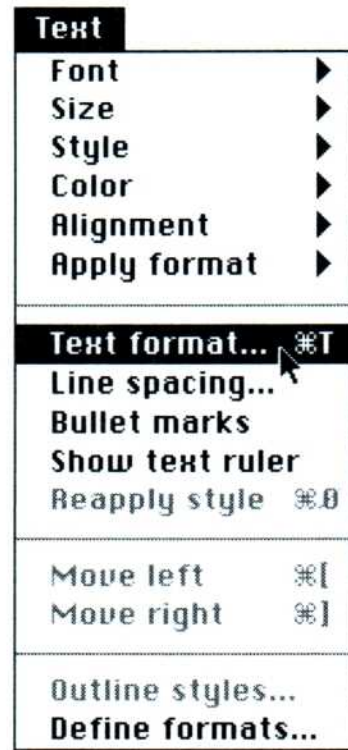
	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	789
Margin	570	863	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

Since you chose a standard chart type (table), you lose some of the benefits of the chart placeholder, such as position on the slide.

### *Enhancing the table*

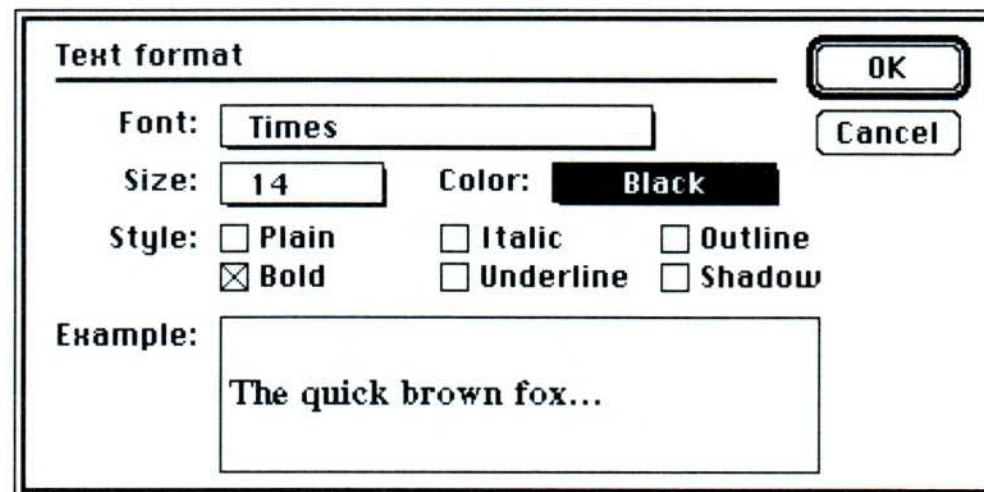
A table can be enhanced in many of the ways any object can be. The beauty of a table, though, is that it maintains its dynamic link to the data sheet throughout enhancement as long as you do not break its connection to the data sheet by ungrouping it or cutting and pasting within it. Any text changes you make in a table, for example, are also reflected in the data sheet.

► To change the size and shape of a table:



1. With the table selected, choose “Text format” (Command + T) from the Text menu, and then make these selections in the “Text format” dialog box:

- For “Font,” choose “Times.”
- For “Size,” choose “14.”
- For “Style,” choose “Bold.”



2. Click “OK.”

	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

Changing the type specifications has changed the way the text wraps in the table.

3. To lengthen the lines so they don't wrap, drag the right handle of the table about an inch or far enough to make all the labels, except "Net annual profit," display on one line. (Use the top ruler to measure the pointer movement.)

	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

All the lines have lengthened to one line, except for the longest one.

4. Choose "Center on slide" from the Draw menu, and then choose "Left/Right" from the submenu.

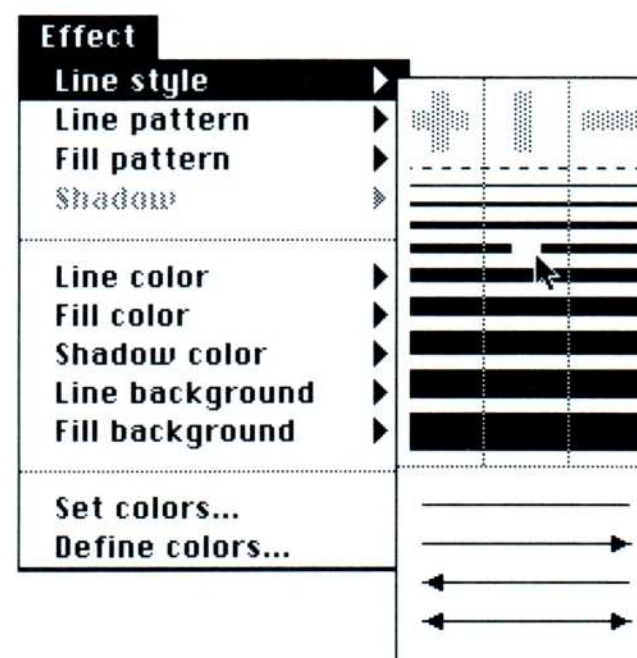
	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

- Double-click the left column divider in the table to select all the dividers, double-click the left one again to subselect it, and then drag it about  $\frac{1}{4}$  of an inch to the right to widen the left column enough to put "Net annual profit" on one line.

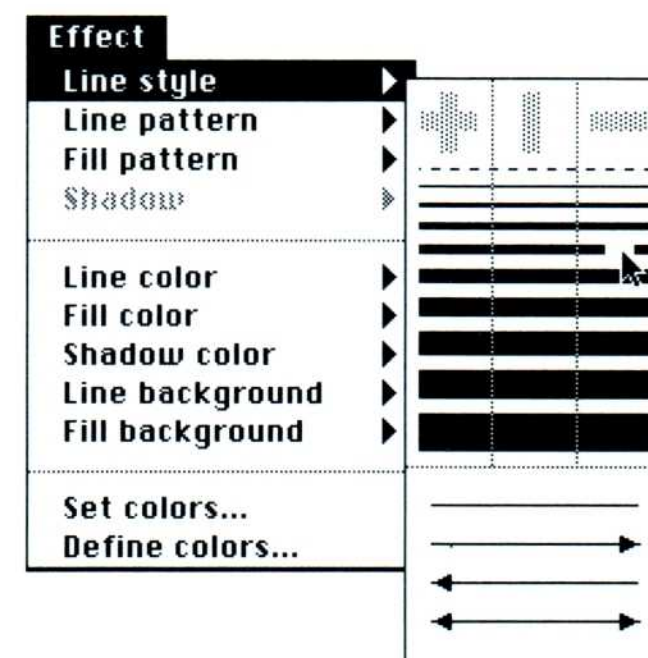
**Financial Performance**

	This Year	Next Year	The Year After
Revenue	1,400	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

- With the left column divider still selected, choose "Line style" from the Effect menu, and then select the fifth line down in the middle column on the submenu.
- Double-click the top horizontal divider twice to subselect it. Choose "Line style" from the Effect menu, and then select the fifth line down in the right column on the submenu.



First select a line from the middle column...



...and then select one from the right column.

► **To change the numbers in a table:**

1. **Point to one of the numbers in the table, and then double-click to subselect all the numbers.**

	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

2. **Choose “Font” from the Text menu, and then choose “Helvetica” from the submenu.**
3. **Choose “Alignment” from the Text menu, and then choose “Align right” from the submenu.**

	This Year	Next Year	The Year After
Revenue	1140	1568	1848
Costs	570	705	739
Margin	570	862	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

- Select the text tool, click an insertion point between the 1s in "1140" in the upper-left cell of the table, and type a comma.

	This Year	Next Year	The Year After
Revenue	1,140	1568	1848
Costs	570	705	739
Margin	570	862	1108
Expenses	80	90	100
Net Annual Profit	245	386	504

- Add commas to the other four-digit numbers in the table.
- Click the edge of the data sheet to bring it forward.

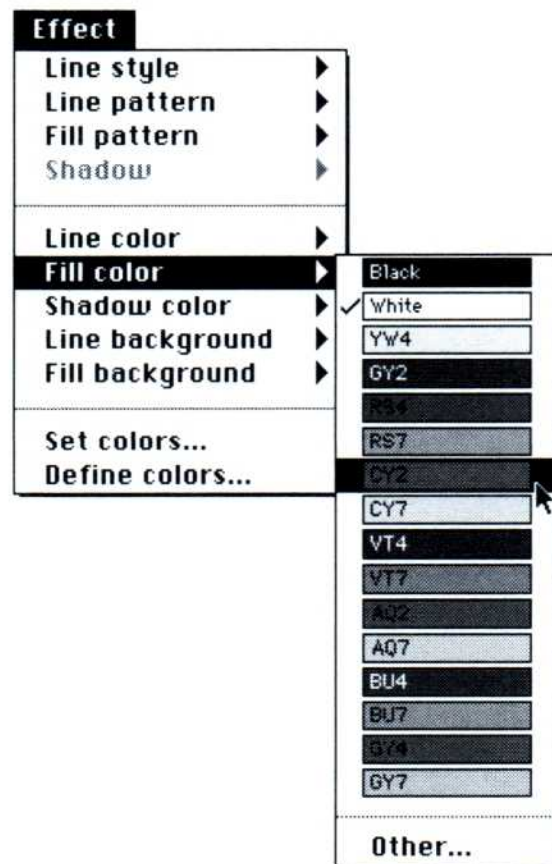
	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

Notice that the commas you added on the slide have been added to the data sheet.

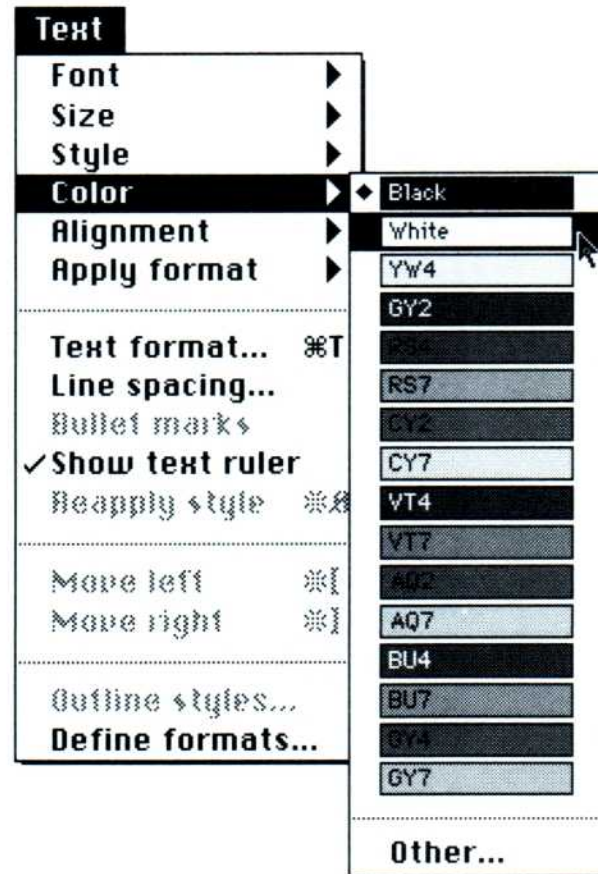
► To change the colors in a table:

1. Click the slide to bring it forward. Using the pointer tool, double-click one of the top labels to select the top row of the table.

	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504



2. Choose "Fill color" from the Effect menu, and then choose "CY2" from the working set of colors on the submenu.



3. Choose “Color” from the Text menu, and then choose “White” from the working set of colors on the submenu.
4. Double-click to subselect the left labels, and change the fill color to “CY2” and the text to “White” as in the previous two steps.

The slide displays a table with the following data:

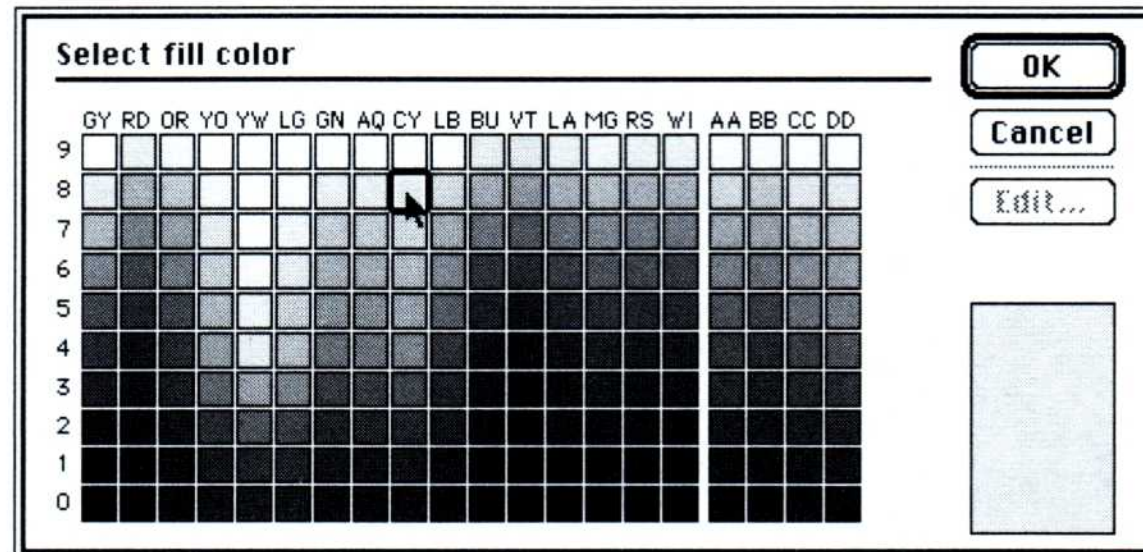
	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

5. Point to the rectangle along the top that creates the illusion of depth, and then double-click to select it.

The slide displays a table with the following data:

	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

- Choose "Fill color" from the Effect menu, and then choose "Other..." from the working set submenu.



- Click "CY8" from the standard color grid, and then click "OK."

**Financial Performance**

	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

- Repeat Steps 5 to 7 for the depth rectangle on the right.

**Financial Performance**

	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

Here's what the table looks like when you are finished.

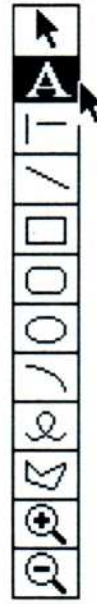
9. If the table corners do not properly align, select “Redraw chart” from the Chart menu.

### *Adding text to a slide*

You can always add independent text to a slide. You need to indicate that each number in the table represents a thousand dollars.

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

1. Select the text tool.
2. Click in the text of the top row of the table to pick up the attributes from that text. Choose “Style” from the Text menu, and then “Plain” from the submenu.
3. Click an insertion point below the table, and then type *Figures in thousands of dollars*



	This Year	Next Year	The Year After
Revenue	1,140	1,568	1,848
Costs	570	705	739
Margin	570	862	1,108
Expenses	80	90	100
Net Annual Profit	245	386	504

Figures in thousands of dollars

Slide 8 should look like this when you are finished.

It's a good idea to save your presentation again (Command + S).

## Creating a bar chart

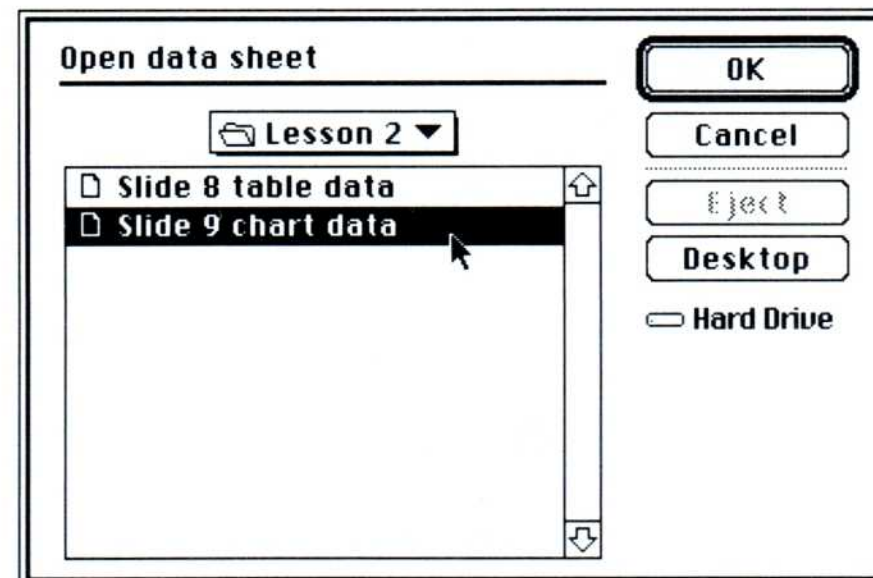
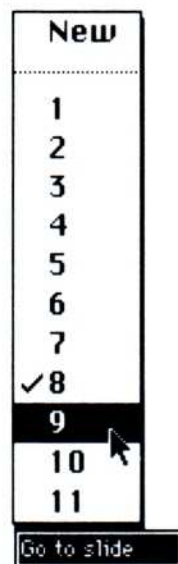
On Slide 9, you'll create a bar chart. It will retain the fill color and type size specifications from the chart placeholder on the "Graphic 1" slide master, though you'll change the chart format to a bar chart.

### Using data from an external file

Rather than importing data as you did for the table, you'll plot the bar chart directly from data in an external file.

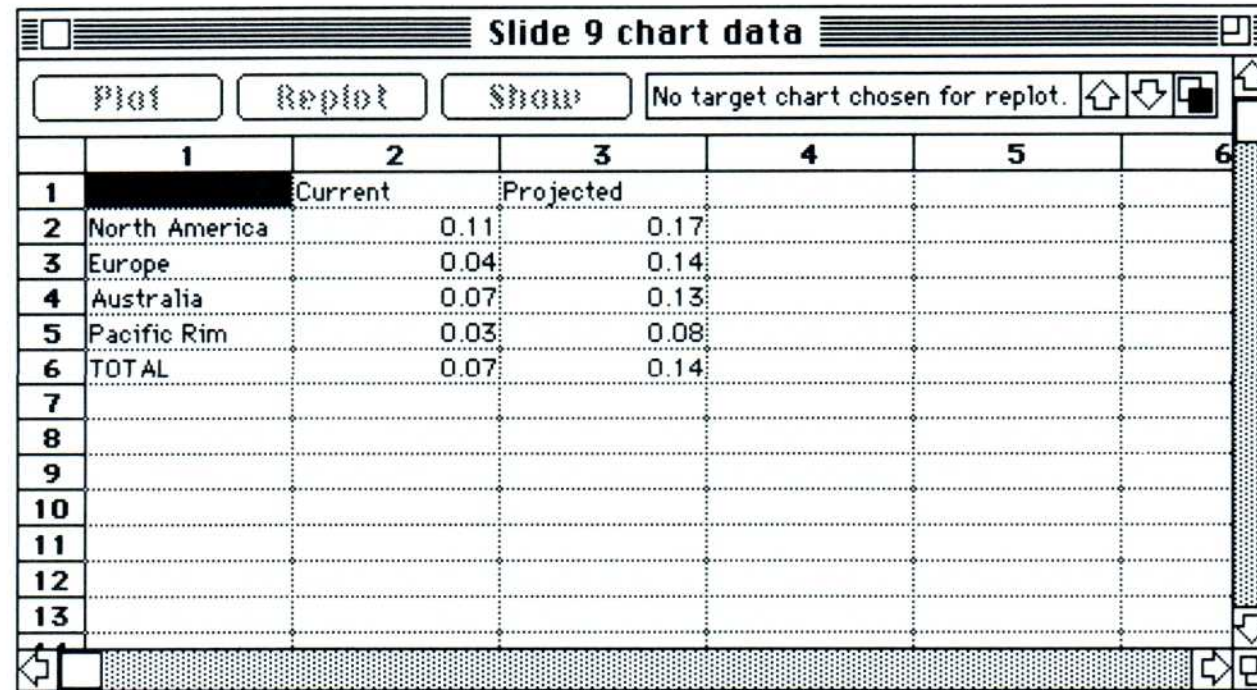
#### ► To plot a bar chart from an external file:

1. Choose Slide 9 from the Slide pop-up menu in the lower menu bar to go to Slide 9.
2. Choose "Data sheet" from the File menu, and then choose "Open external..." from the submenu.
3. Select "Slide 9 chart data" from the list box.



#### 4. Click "OK."

The chart data is not in your work area, but in a second, temporary data sheet.



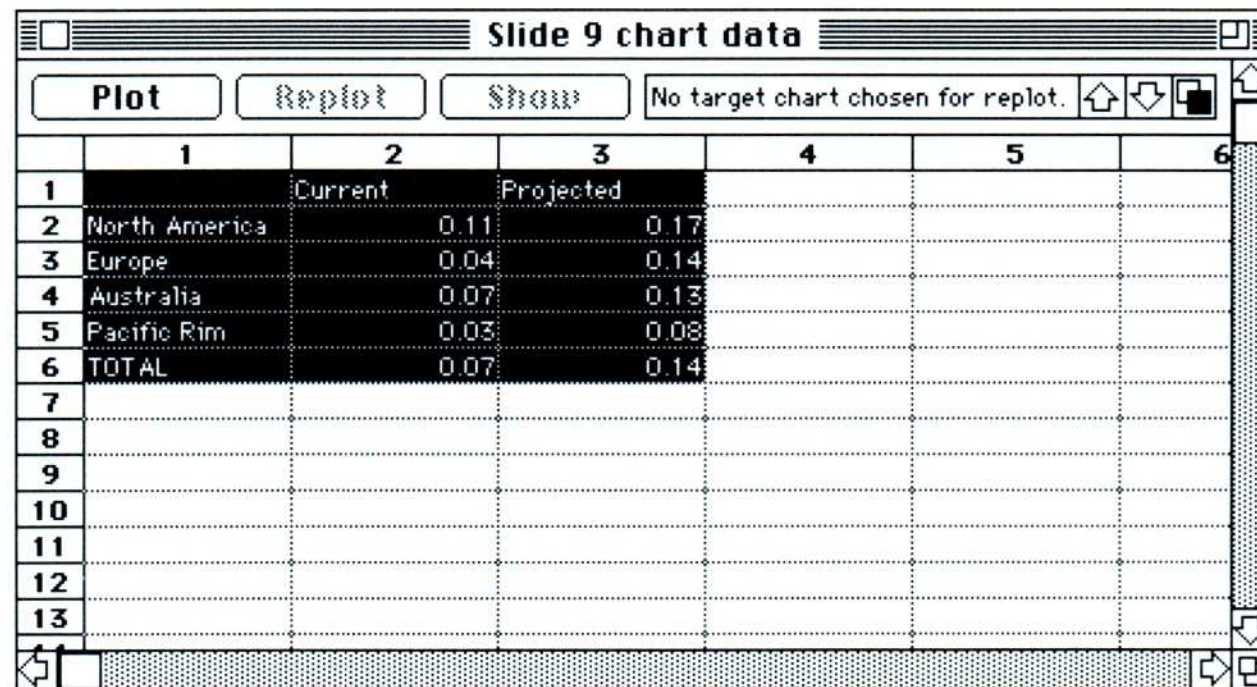
	1	2	3	4	5	6
1		Current	Projected			
2	North America	0.11	0.17			
3	Europe	0.04	0.14			
4	Australia	0.07	0.13			
5	Pacific Rim	0.03	0.08			
6	TOTAL	0.07	0.14			
7						
8						
9						
10						
11						
12						
13						

### *Plotting a bar chart*

Before you plot this chart, you'll need to format the data into a bar chart.

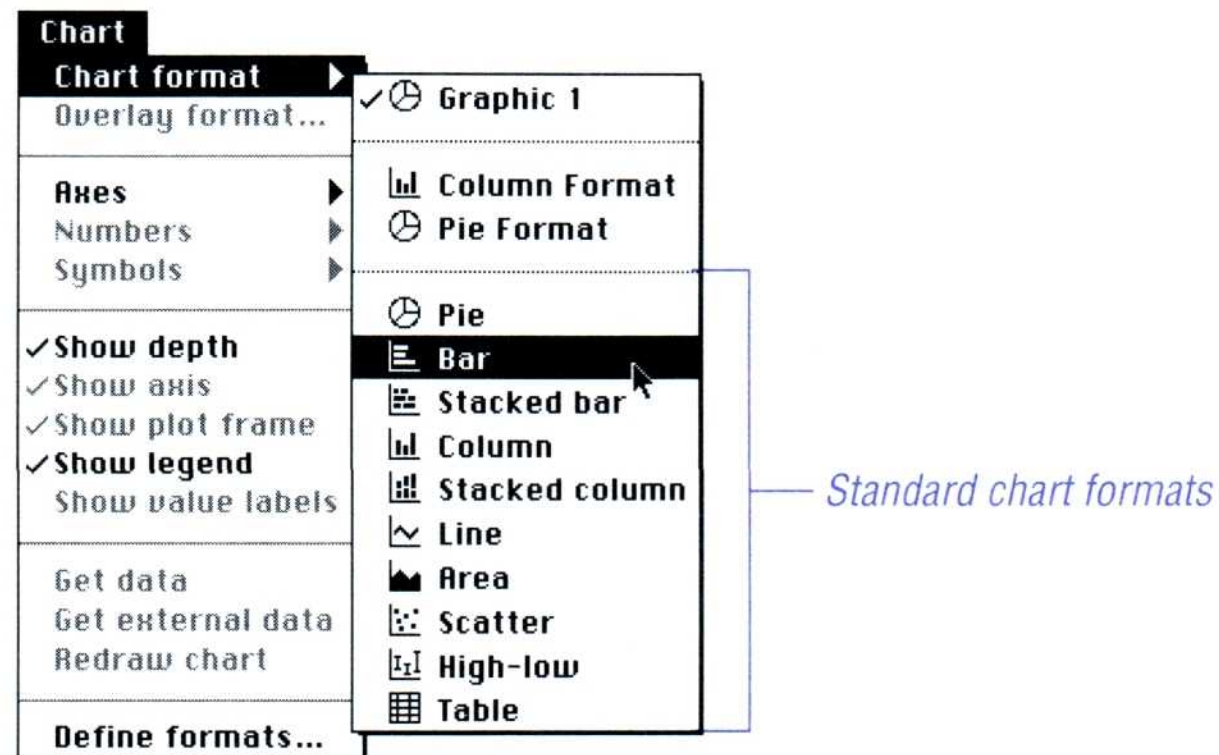
#### ► To plot a bar chart:

1. Drag to select the data for the chart.



	1	2	3	4	5	6
1		Current	Projected			
2	North America	0.11	0.17			
3	Europe	0.04	0.14			
4	Australia	0.07	0.13			
5	Pacific Rim	0.03	0.08			
6	TOTAL	0.07	0.14			
7						
8						
9						
10						
11						
12						
13						

2. Choose “Chart format” from the Chart menu, and then choose “Bar” from the standard chart formats.

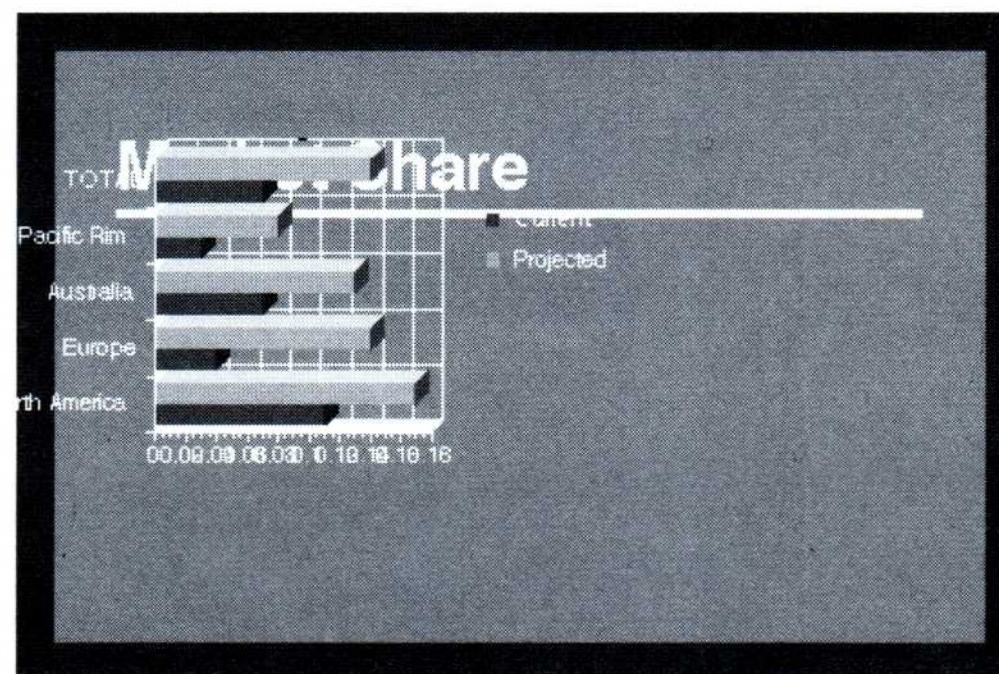


3. Click “Plot.”

When the chart is plotted, the message above the data sheet will read: “Bar chart on slide 9 (Top).”

4. Click the slide to bring it forward.

Since you chose a standard chart type (bar), you lose some of the benefits of the chart placeholder, such as position on the slide. Some features, such as fills and type size, are retained from the placeholder.



Now that your bar chart is on the slide, you can move it to a position that suits you.

## ***Adjusting and formatting the chart on the slide***

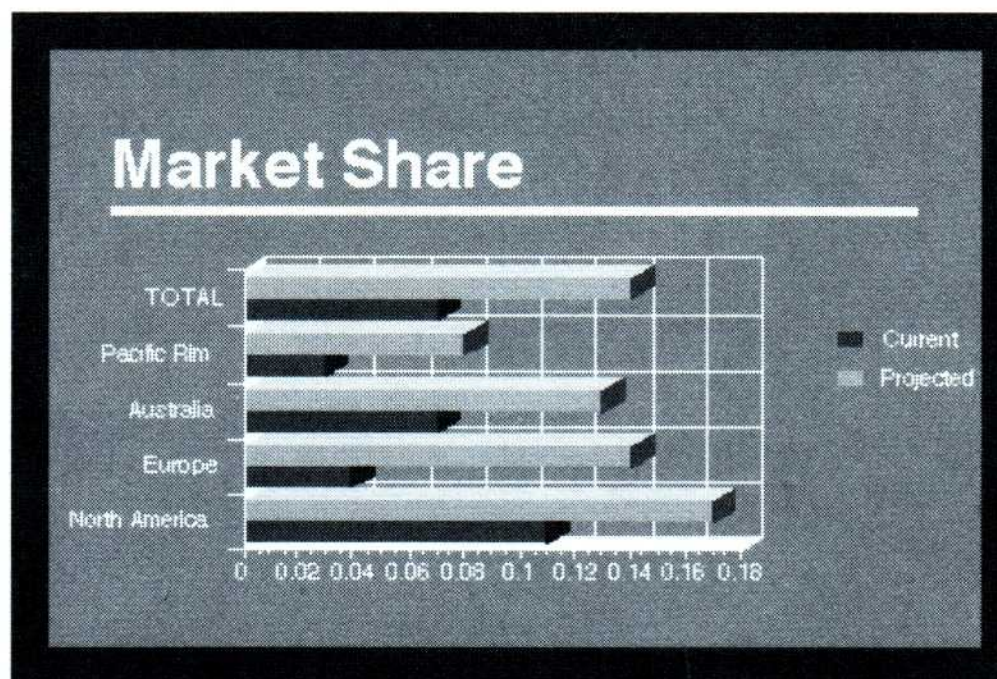
You can take a number of actions to enhance the chart on the slide.

### **► To adjust the position and size of the chart:**

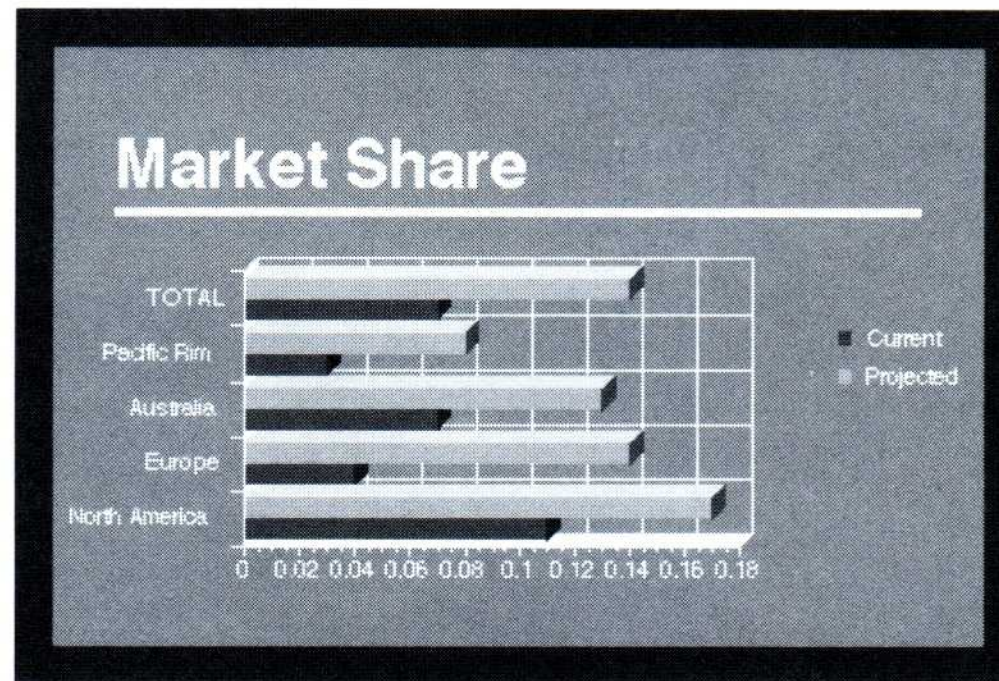
- 1. Point inside the selected chart, and then drag the entire chart down and to the right so that the labels are inside the left border of the slide.**



- 2. Drag any right handle of the selected chart to the right border to widen the chart so that it fills the slide.**



3. Ensure the chart is selected. Choose “Center on slide” from the Draw menu, and then choose “Left/Right” from the submenu.



► To change chart format features:

1. With the chart selected, choose “Numbers” from the Chart menu, and then choose “Value axis...” from the submenu.

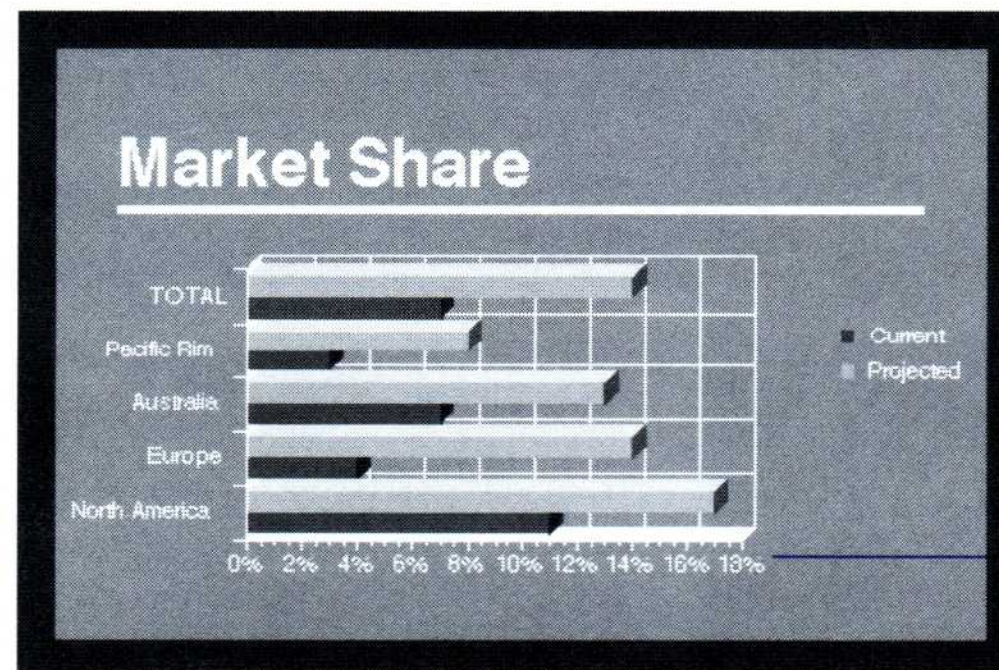
Value axis number

Format:  General  Scientific   
 Fixed  Percent  
 Currency

Negative values:  -123  (123)

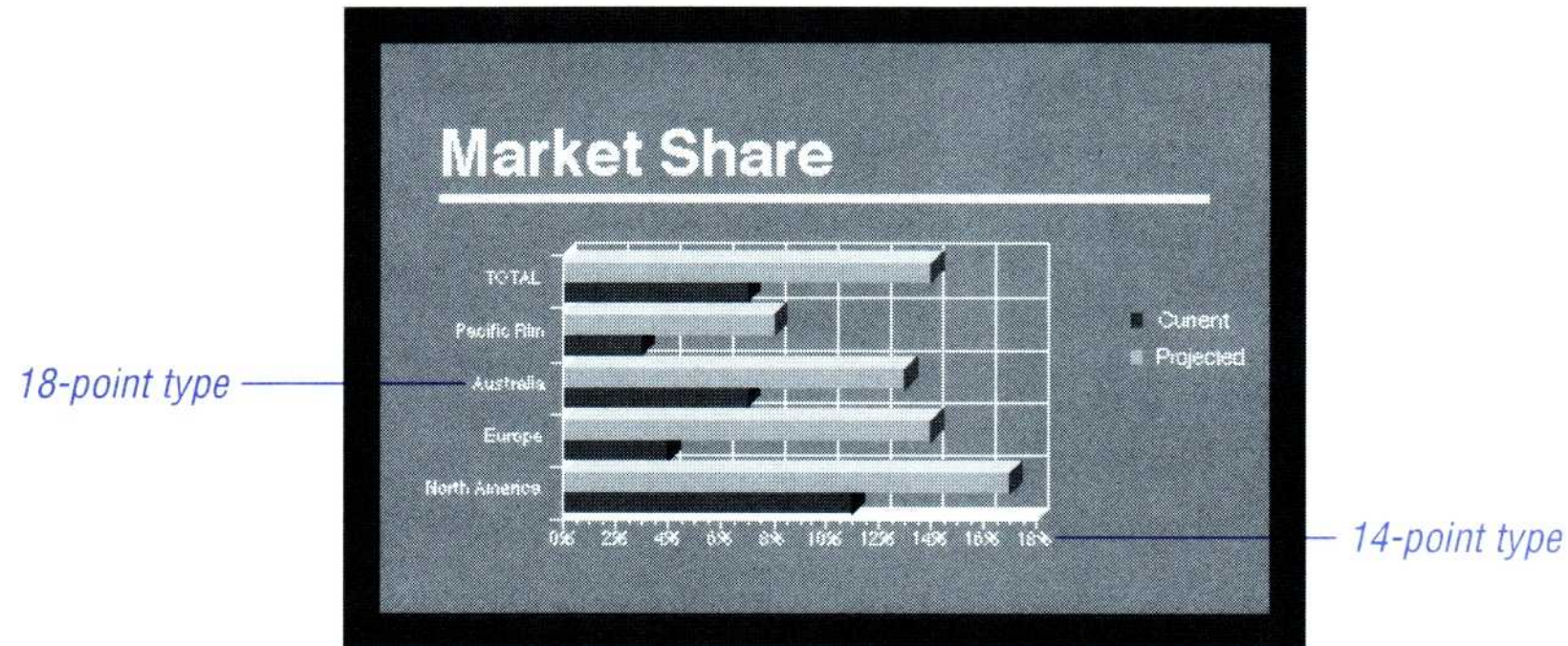
Decimal places:   Commas

2. Click “Percent,” and then click “OK.”



*Numbers in percentages*

3. With the chart still selected, double-click the percentages on the value axis to subselect labels on both axes. Double-click them again to subselect only the numbers on the value axis.
4. Choose “Size” from the Text menu, and then “14” from the submenu.



Your bar chart looks like this now.

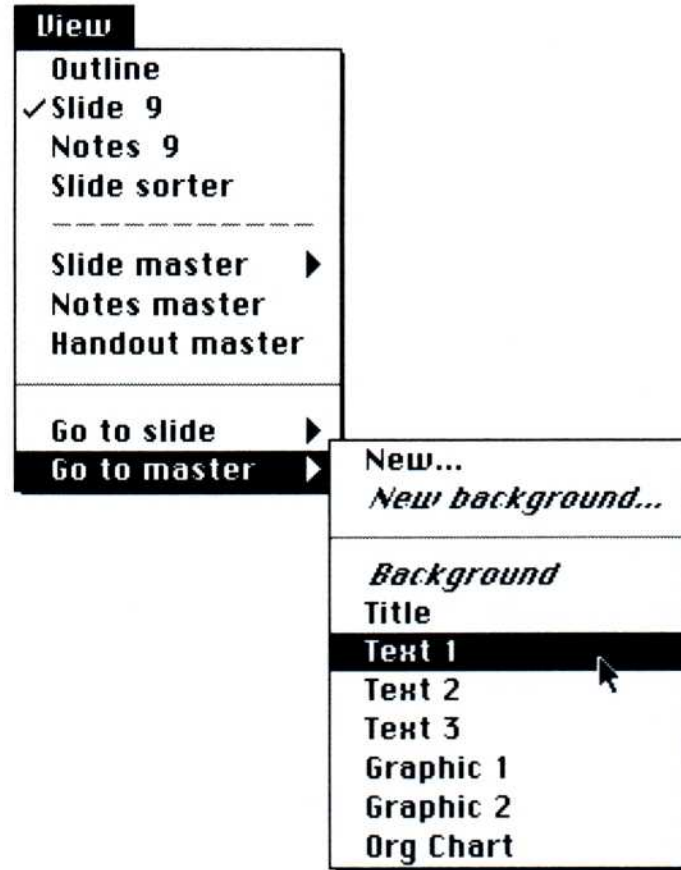
Take time to save once again (Command + S).

## *Modifying a slide master*

You can create new slide masters to fulfill special needs by choosing “New...” from the Slide master pop-up menu. In addition, you can customize the slide masters you have.

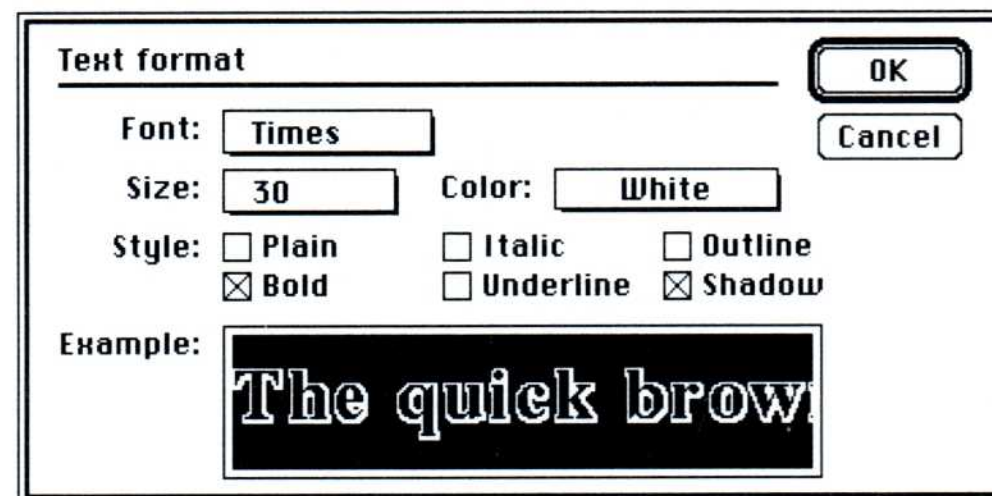
In this case, you’ll modify the “Text 1” master by drawing the company logo for Oceanus Corporation. By drawing the logo on the “Text 1” master, you lend the corporate identity to your text slides only and do not crowd your title slide or your chart slides with an additional graphic element.

You’ll begin by using the text tool to type the last six letters of the company name before using a drawing tool to create the first letter.

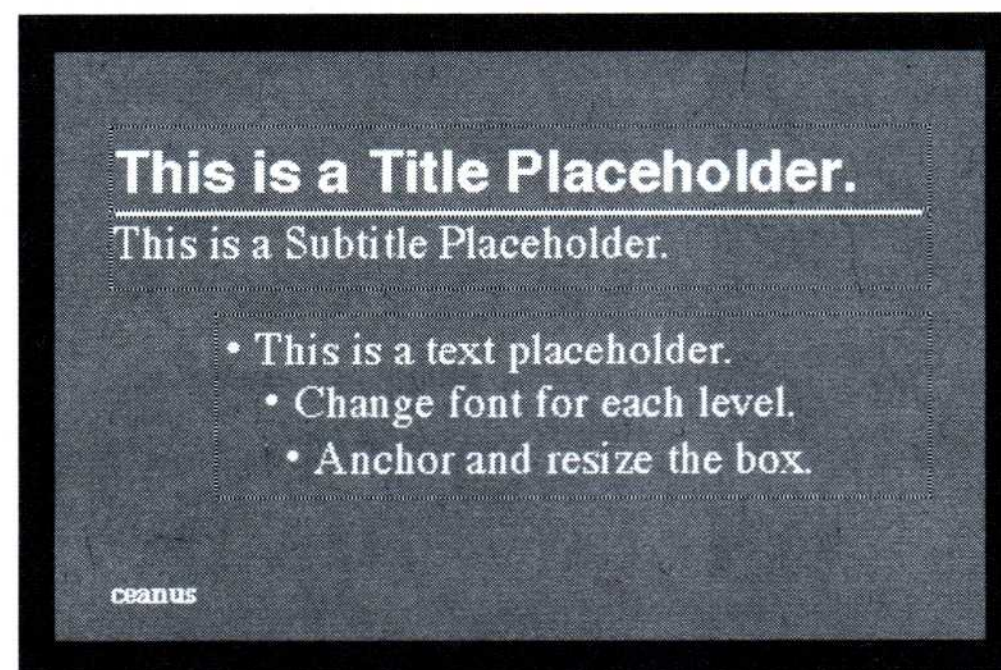


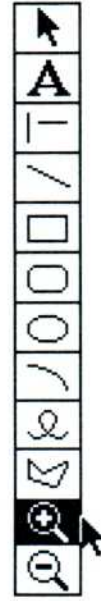
► **To type on a slide master:**

1. Choose “Go to master” from the View menu, and then choose “Text 1” from the submenu.
2. Select the text tool, choose “Text format...” (Command + T) from the Text menu, and then select these options from the “Text format” dialog box:
  - For “Font,” select “Times.”
  - For “Size,” select “30.”
  - For “Color,” select “White.”
  - For “Style,” select “Bold” and “Shadow.”

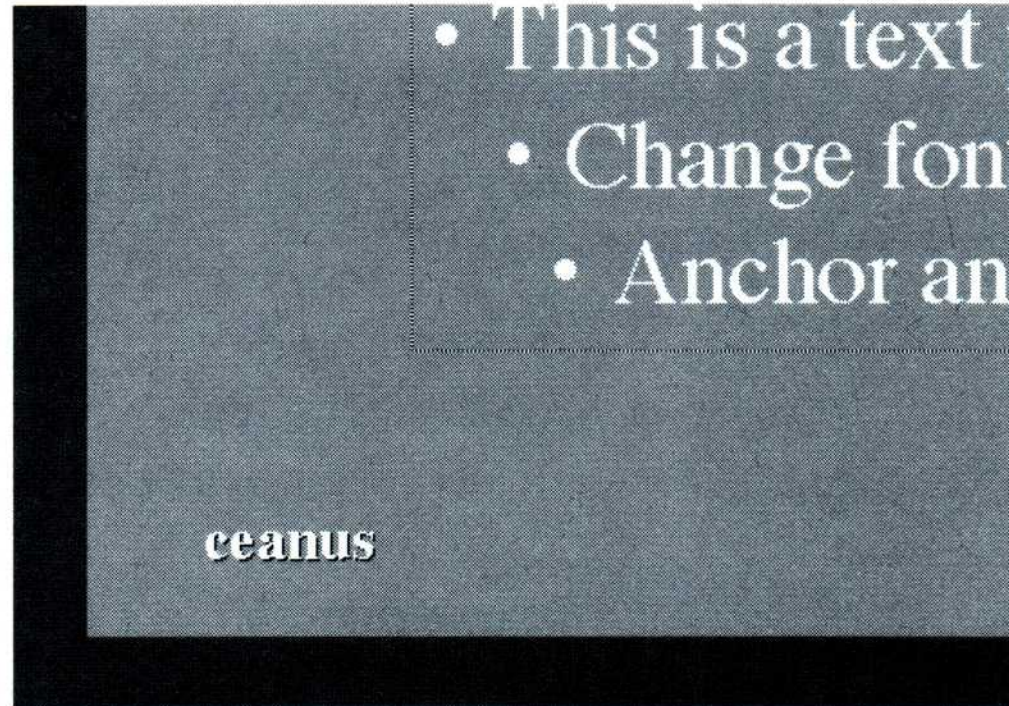


3. Click “OK.”
  4. Click an insertion point in the lower-left corner of the slide, and then type *ceanus*
- You’ll draw the “O” for “Oceanus” in the next section.



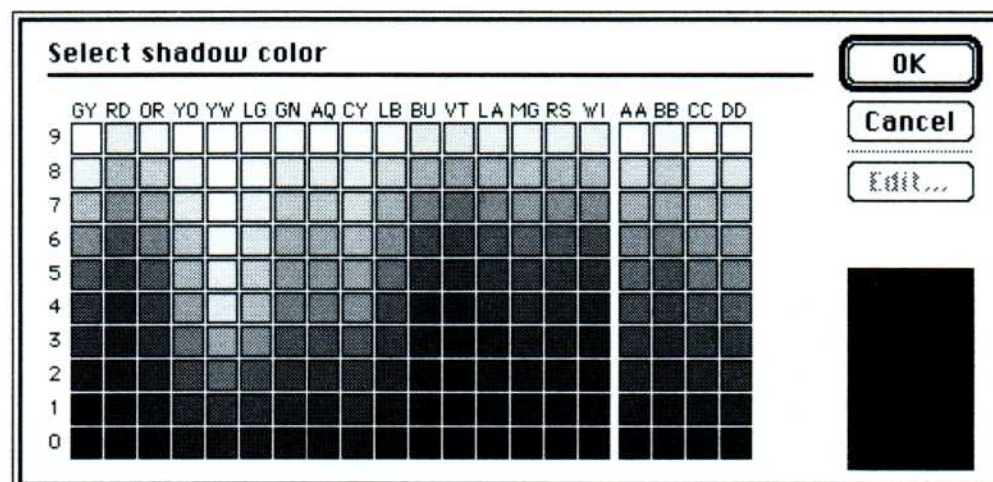


5. Select the magnifying glass tool from the toolbox, and then click once on “ceanus” to enlarge that part of the view.

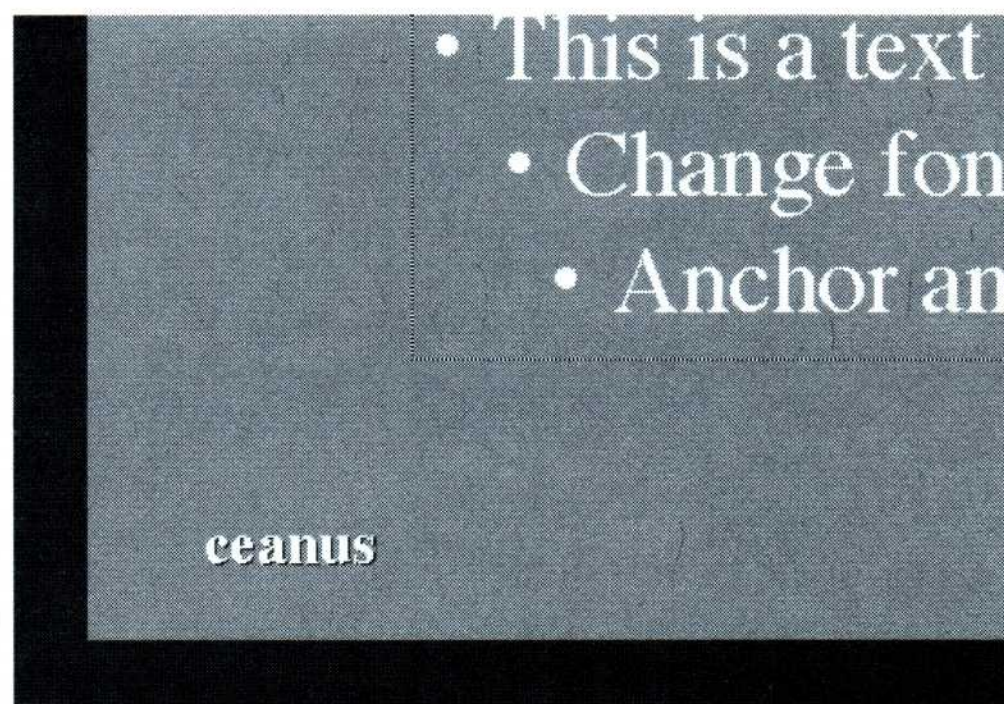


Each click of the magnifying glass tool enlarges the view by 100%.

6. Using the pointer tool, select the “ceanus” text block. Choose “Shadow color” from the Effect menu, and then choose “Other...” from the submenu.



7. Click “CY0” in the standard color grid, and then click “OK.”



## Drawing on a slide master

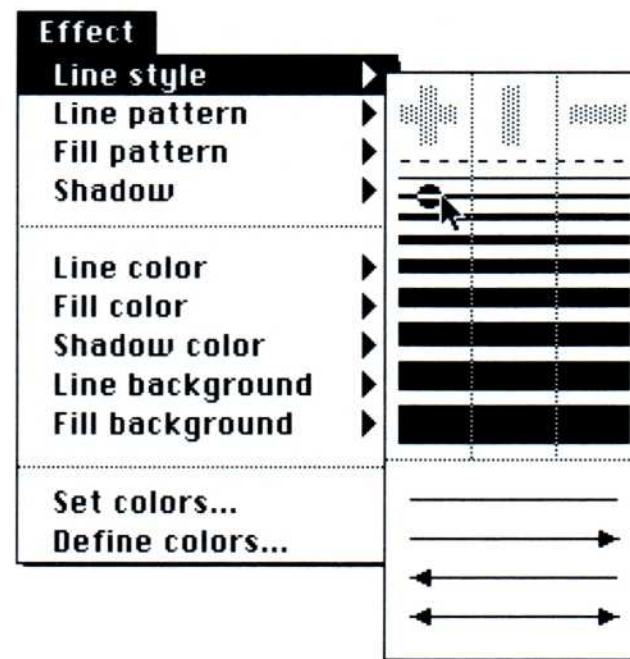
You'll draw the "O" for "Oceanus" and give it some special effects.

### ► To draw on a slide master:

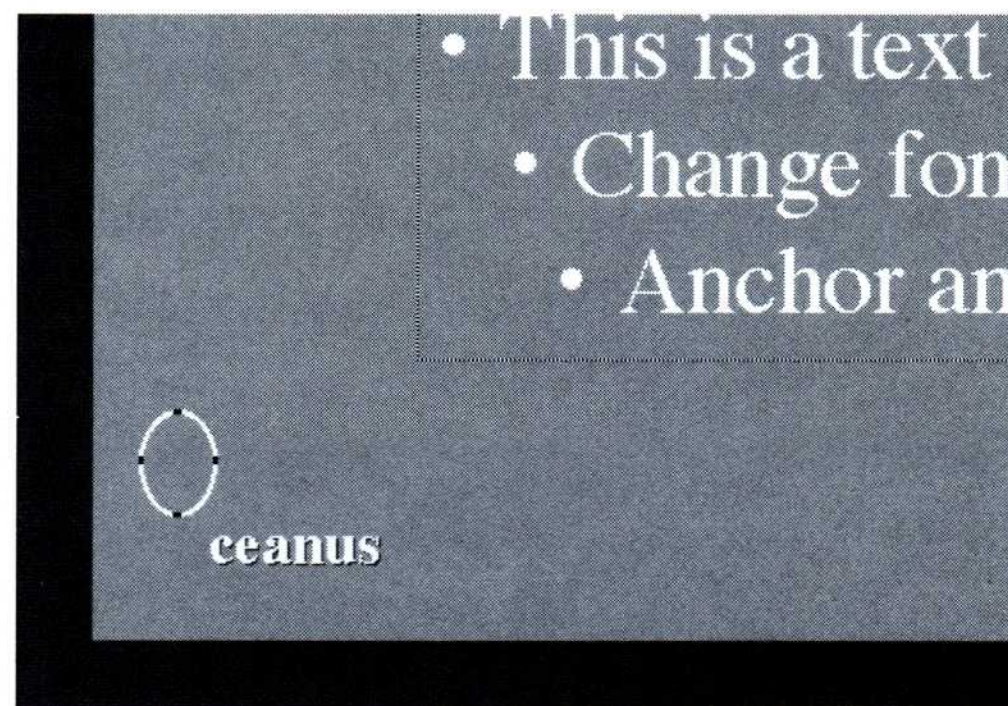


**1. Select the ellipse tool, and then choose these options from the Effect menu:**

- For "Line style," select the third line down in the left column.
- For "Fill pattern," select "None."
- For "Line color," select "White."

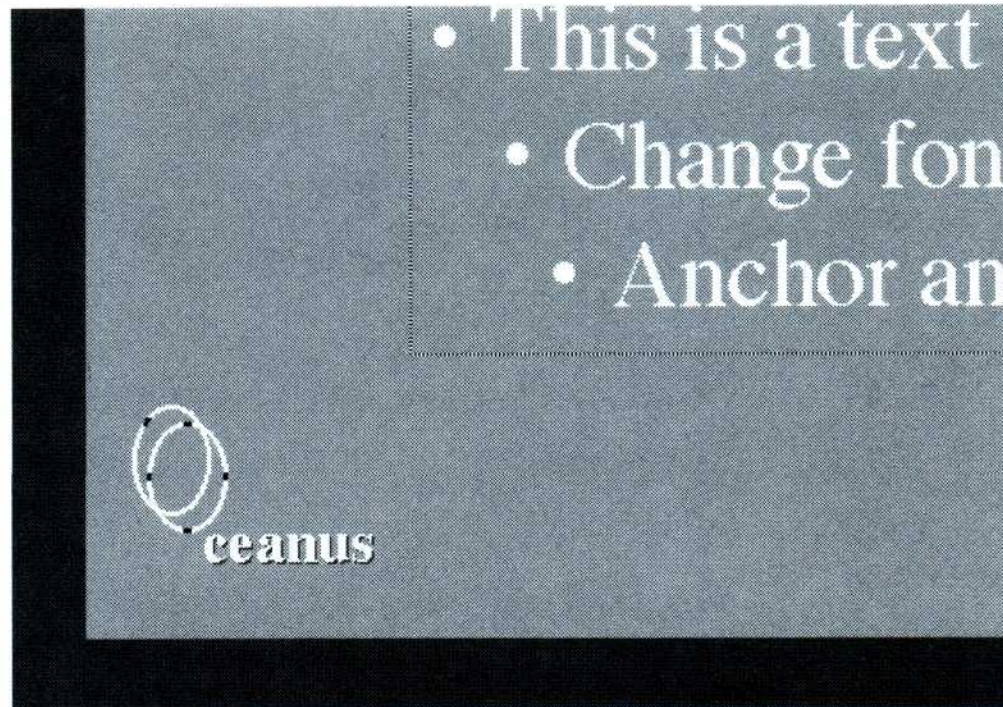


**2. Position the drawing tool about one inch in and five and a half inches down on the slide (use the ruler to measure), and then press the mouse button and drag an oval that is 1/2-inch wide and 3/4-inch long.**



Edit	
Undo	⌘Z
Cut	⌘H
Copy	⌘C
Paste	⌘V
Clear	
Select all	⌘A
<b>Duplicate</b>	<b>⌘D</b>
Editions	▶
Find/Change...	⌘F
Find again	⌘G
Change	⌘H
Change then find	⌘J
Spelling...	⌘S
Insert	⌘I
Delete	⌘K

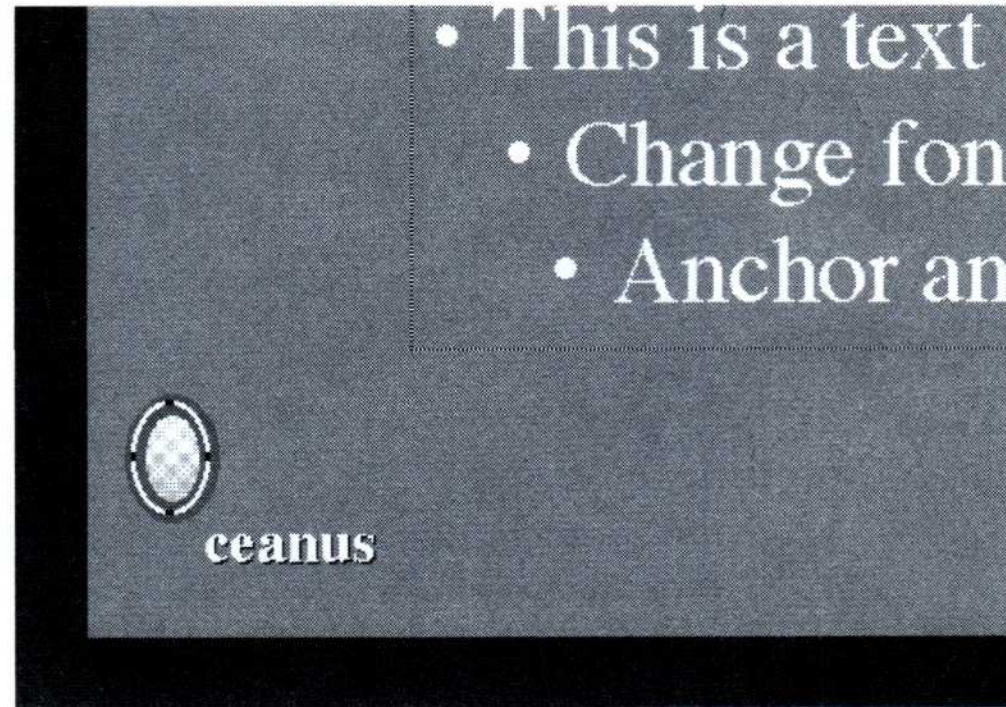
3. Select the pointer tool, select the oval you drew, and then choose “Duplicate” (Command + D) from the Edit menu.



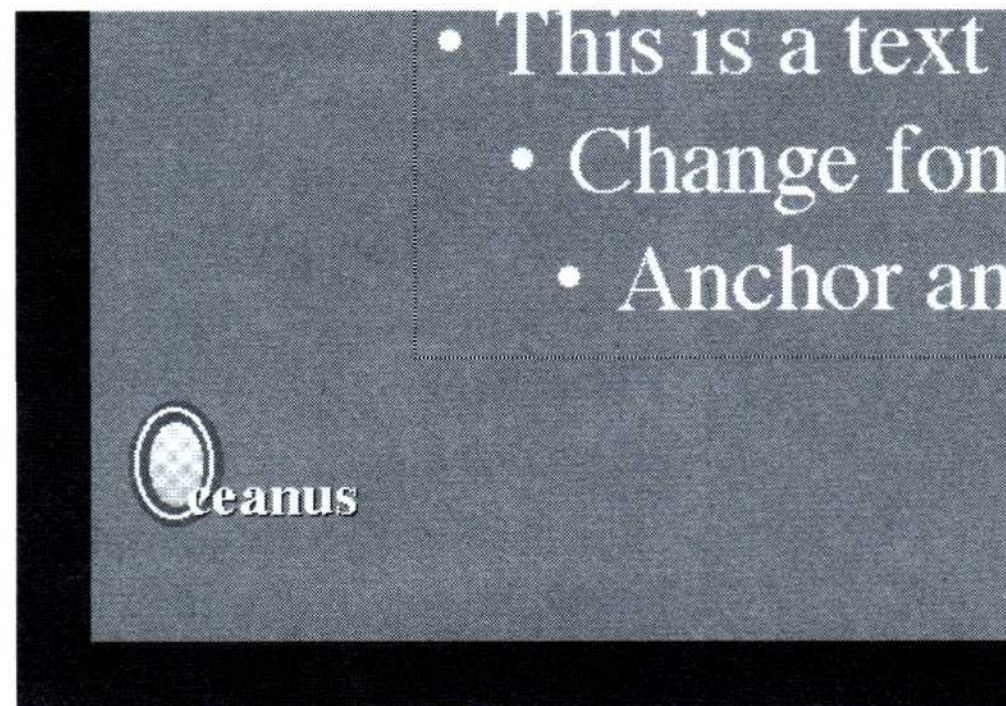
The duplicate oval is slightly offset from the original.

4. Drag the new oval out of the way for a while, and select the original one.
5. Choose these options from the Effect menu:
  - For “Line style,” select the eighth line down in the left column.
  - For “Fill pattern,” select the graduated fill in the lower-right corner of the submenu.
  - For “Line color,” select “Other...,” and then select “CY3” from the standard grid, and then click “OK.”
  - For “Fill color,” select “White.”
  - For “Fill background,” select “Other...,” and then select “CY6” from the standard grid, and then click “OK.”

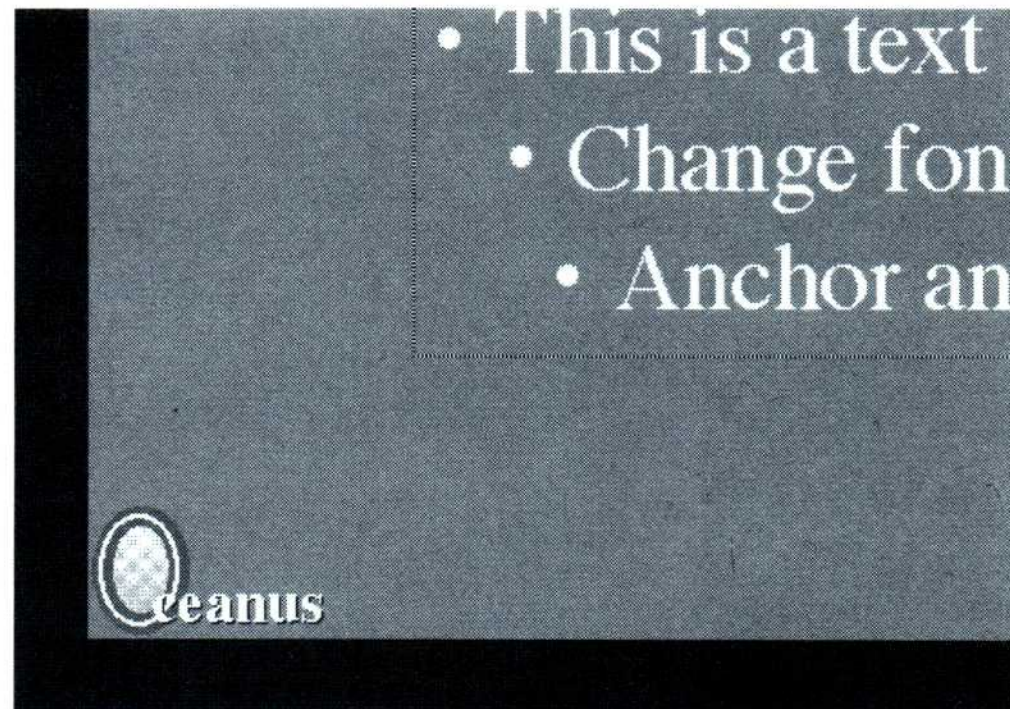
6. Drag the white oval on top of the green oval as shown below. Hold down Shift and click the green oval to add it to the selection. Choose “Send” from the Draw menu, and then choose “To back” (Command + B) from the submenu.



7. Select the text block, and drag it to overlap the ovals.



8. Hold down Shift while selecting all three elements, and then choose “Group” (Command + G) from the Draw menu. Position the logo inside the lower-left border of the slide master.



You can see the effect of the new logo by looking at your slides in Slide Sorter view. Hold down the Option key and click the Outline view icon to go to Slide Sorter view. If you do not like the placement of the logo, return to the “Text 1” slide master and move it.

## Preparing and running the slide show

---

To review what you've created, you can run the Persuasion slide show. You'll also use the slide show if you're displaying your presentation using a video projector or video projection pad directly from your Macintosh. For more information about on-screen presentations, see Chapter 7, "Producing a Presentation."

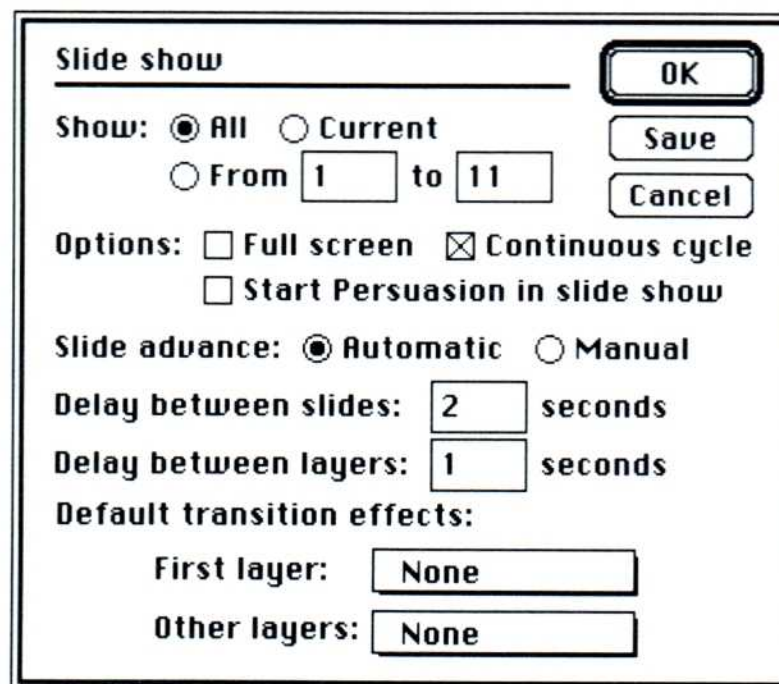
An on-screen presentation allows you to skip the process of creating overheads or 35mm slides altogether. It also gives you the full benefit of layering and transition effects, which create a dynamic presentation.

### Assigning transition effects

Whether you are running the slide show for your own preview purposes or are preparing it for an audience, transition effects enliven the show and are easy to add.

#### ► To add transition effects to a presentation and run the slide show:

1. Choose "Slide show" from the File menu.



2. From the pop-up menu for "First layer," choose "Wipe right."

You can also set different transition effects for individual slides from their Transition menus. As long as all the slides have "Default" as the setting in the Transition menu, they will adopt the global setting you make in the "Slide show" dialog box.

3. Click to check “Full screen,” and then click to uncheck “Continuous cycle.”

Slide show

Show:  All  Current  
 From 1 to 11

Options:  Full screen  Continuous cycle  
 Start Persuasion in slide show

Slide advance:  Automatic  Manual

Delay between slides: 2 seconds

Delay between layers: 1 seconds

Default transition effects:

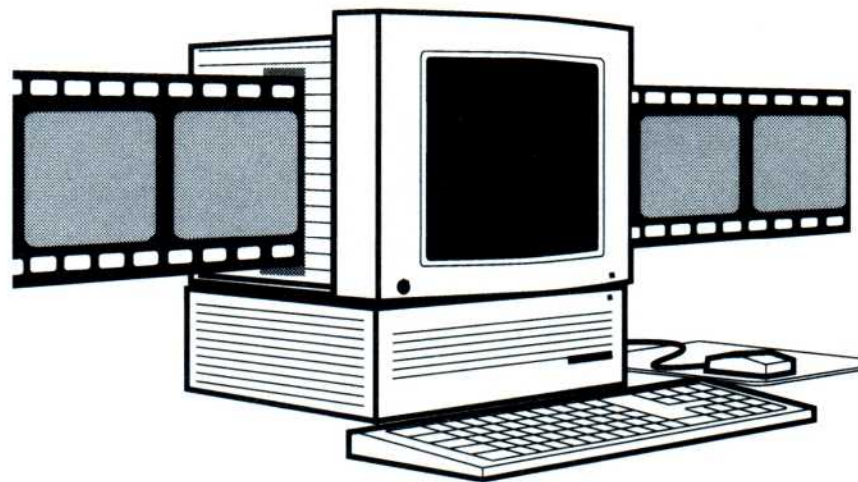
First layer: Wipe right

Other layers: None

OK Save Cancel

4. Click “OK” and enjoy the show.

The slides display consecutively on your screen with 2 seconds between each one and ending with the last in the presentation. Press Command + . (period) to end the slide show at any time. To temporarily halt the slide show on any slide, hold down the mouse button; release it to continue.



## *Proofing your slides and printing handouts and a presentation script*

Before you send your slides on disk or over a modem to a slide service bureau or image them to a film recorder, you'll want to proof them on a laser printer. It's important to catch your mistakes before you go to the expense of imaging slides.

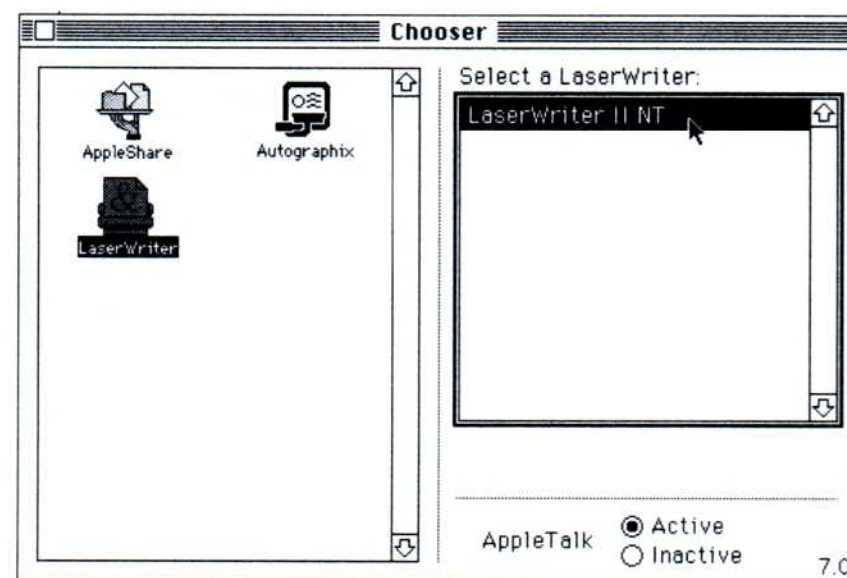
If you are not currently targeted to a laser printer, you'll need to temporarily select one in the Chooser so you can print the accompanying parts of your presentation.

In this case, you'll create a presentation script to help you deliver your presentation and a set of handouts for each member of your audience to keep. The presentation script is a printout of only the slide titles and notes from your outline.

### ► To proof your slides and print your supporting materials:

- 1. Select a laser printer in the Chooser desk accessory. In the warning dialog box, click "OK."**

If you have already changed your output device, you may have to adjust your page setup.



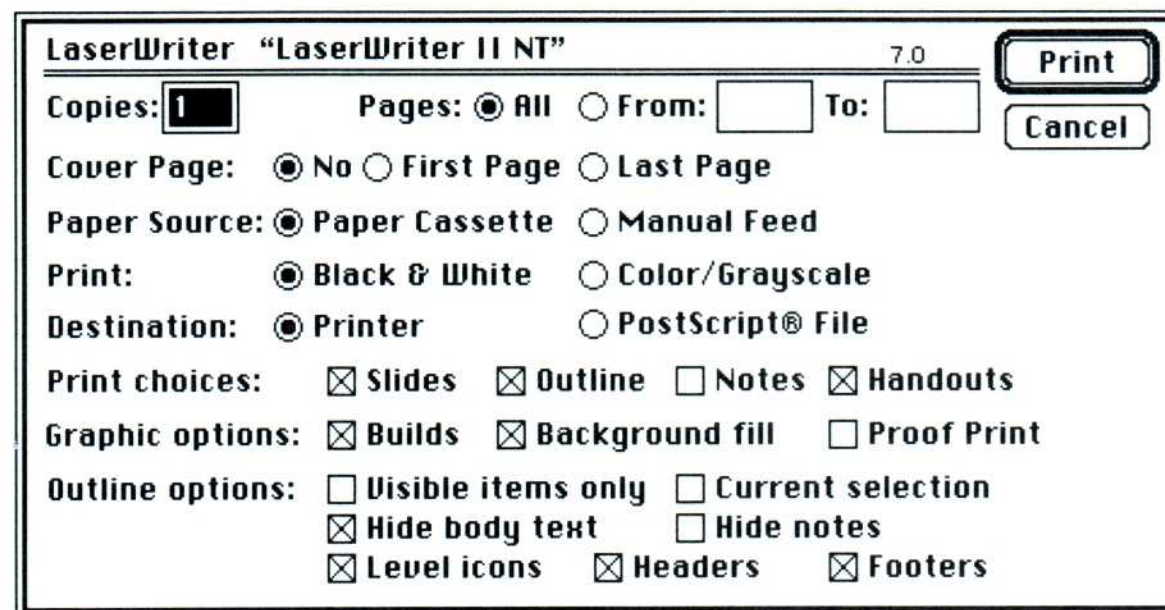
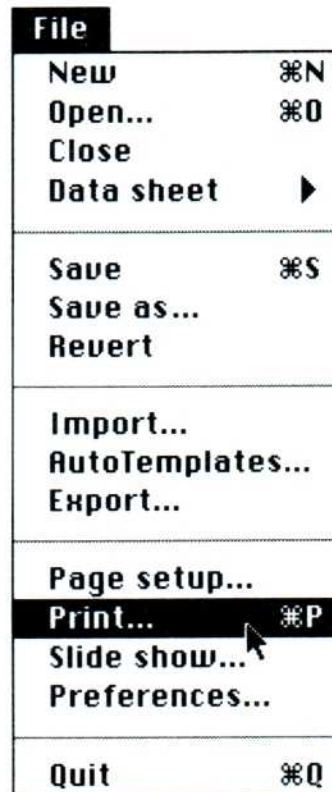
2. From Outline view or Slide view, choose “Page setup...” from the File menu. Click “OK” to open the “Presentation setup” dialog box.

3. Click “OK” in the “Presentation setup” dialog box and in the “Adjust graphics” dialog box if it appears.

**Note:** Do not change any of the settings in the “Presentation setup” or “Adjust graphics” dialog boxes.

4. Choose “Print...” from the File menu.

5. In “Print choices,” click to uncheck “Notes,” and then in “Outline options,” click to check “Hide body text.”

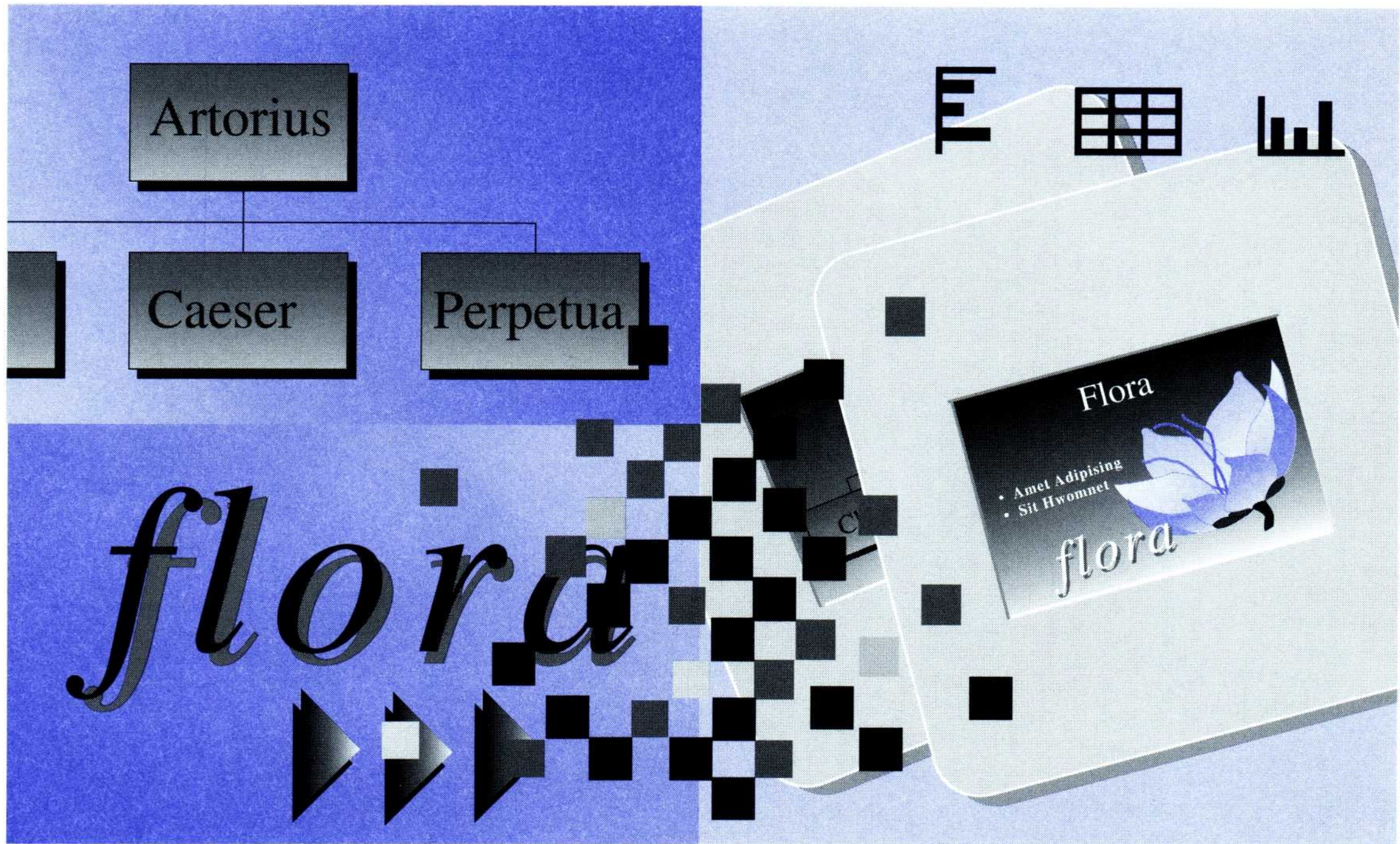


6. Click “Print.”

Refer to your slide service bureau documentation for specific information on how to transfer your presentation file to them for final production.

You now have your presentation script in hand, as well as some good-looking handouts to give your audience. Be sure to check on the availability of the projector and the room where you will be making your presentation. Review what you have to say, keeping in mind that the slides are there to provide *support* for the points you want to make. And, good luck!





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