

Keynote Kung-Fu:

Getting Bad Ideas Out Of The  
Way With Keynote



My name is Travis Isaacs,  
and I'm from Dallas.



# Keynote Kung-Fu

Wireframe Toolkit For Keynote version 2.4



Buy Now For \$12

## Uncover your best ideas by getting the bad ones out of the way

Use Keynote to create wireframes and **clickable prototypes** for **the web** and **mobile devices**.

Dozens of templates for Keynote OS, Keynote for iPad, and PowerPoint



### What makes Keynote such a great prototyping tool?



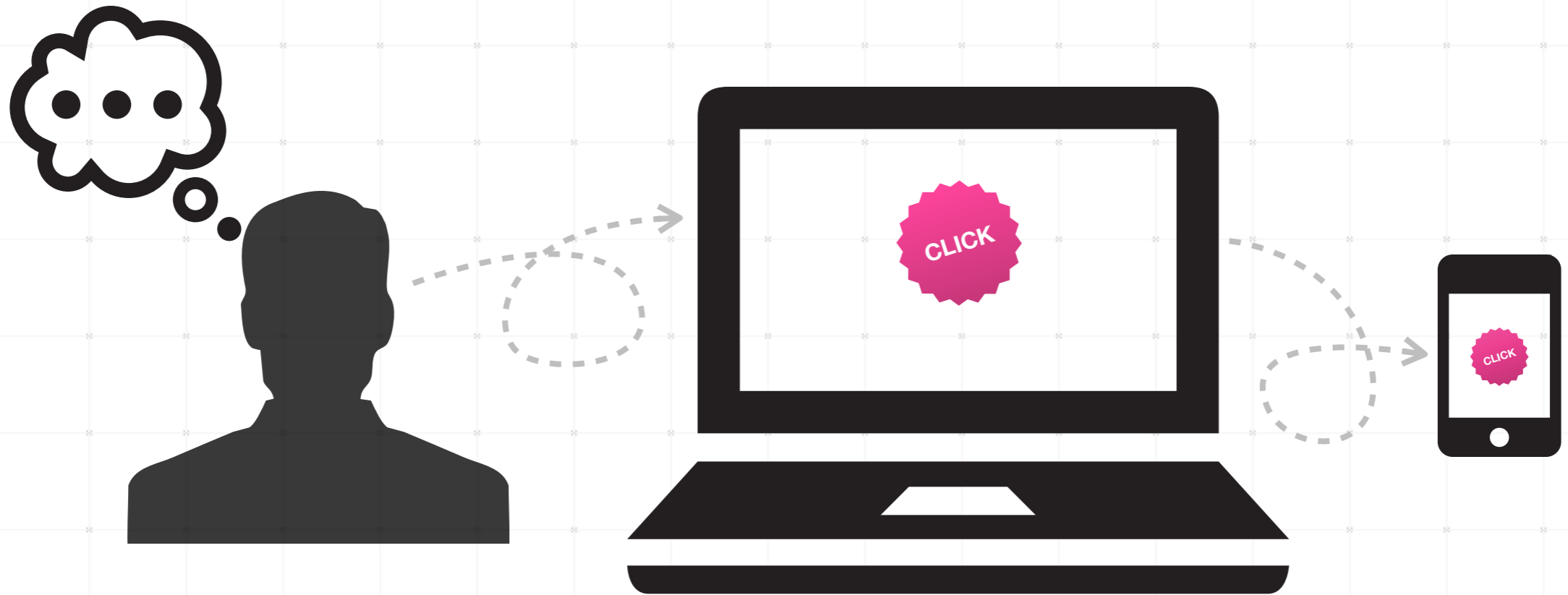
No need to learn a complex design tool — you already know Keynote (and it's probably on your Mac or iPad already)



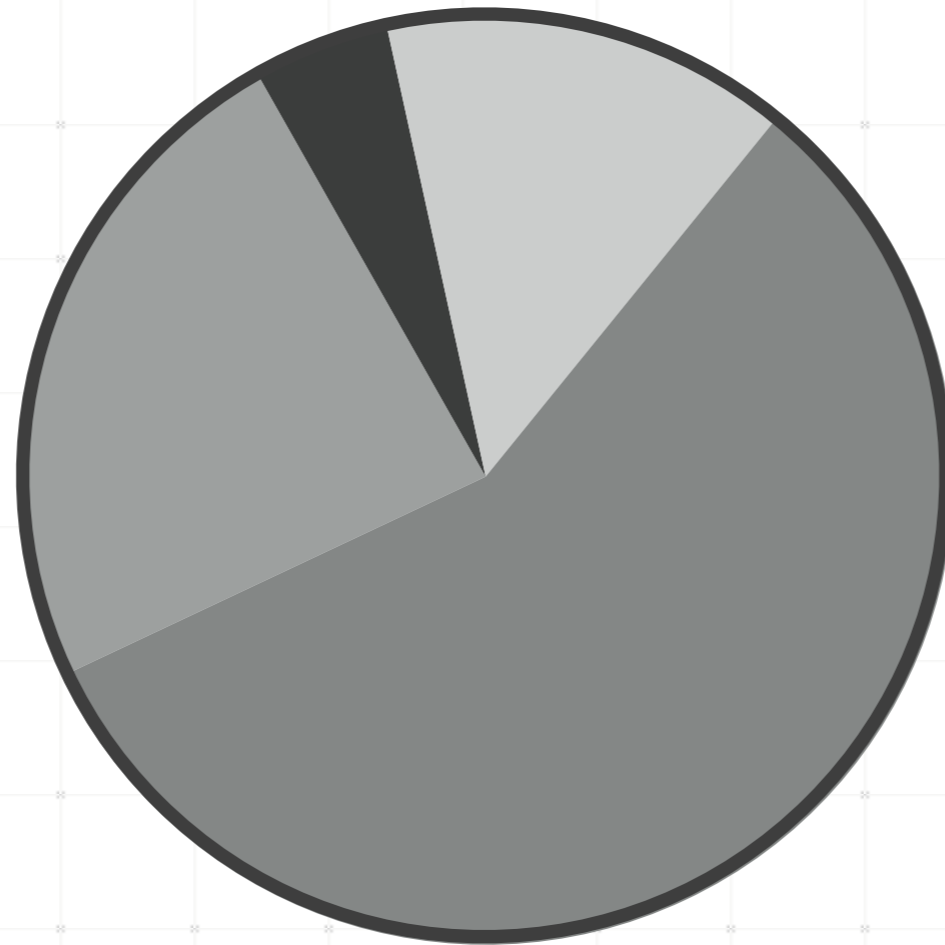
It supports all the fidelity you need without adding complexity to your workflow

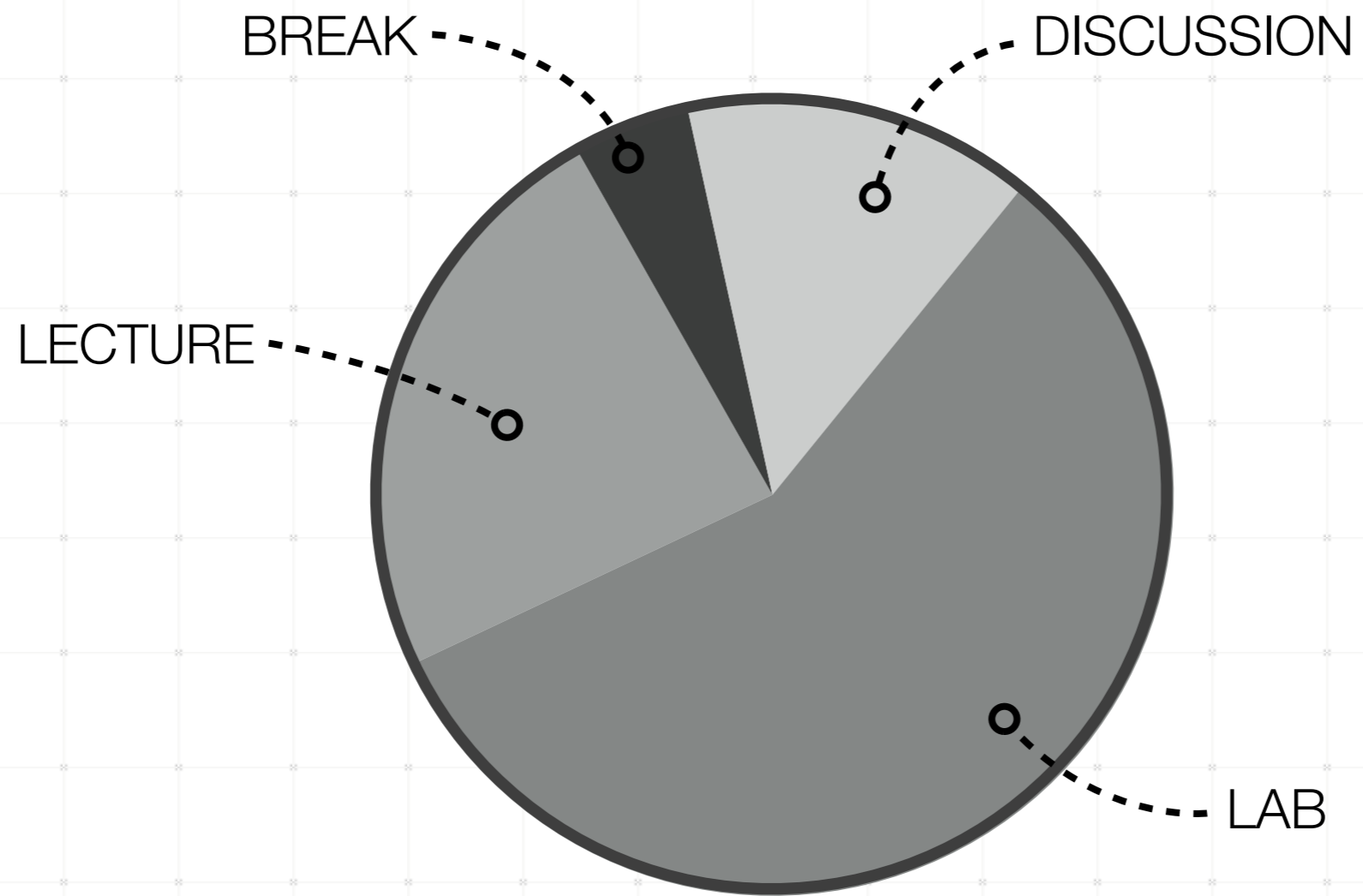


Links, animation, actions, and transitions give you the power to interactively tell a story with your designs.









守 破 離

SHU HA RI

<http://en.wikipedia.org/wiki/Shuhari>

# 破

SHU

*Learn the fundamentals,  
obey the rules*

<http://en.wikipedia.org/wiki/Shuhari>

守

HA

*Break the rules!*

<http://en.wikipedia.org/wiki/Shuhari>

離

RI

*Transcend*

<http://en.wikipedia.org/wiki/Shuhari>



守 破 離

SHU

HA

RI

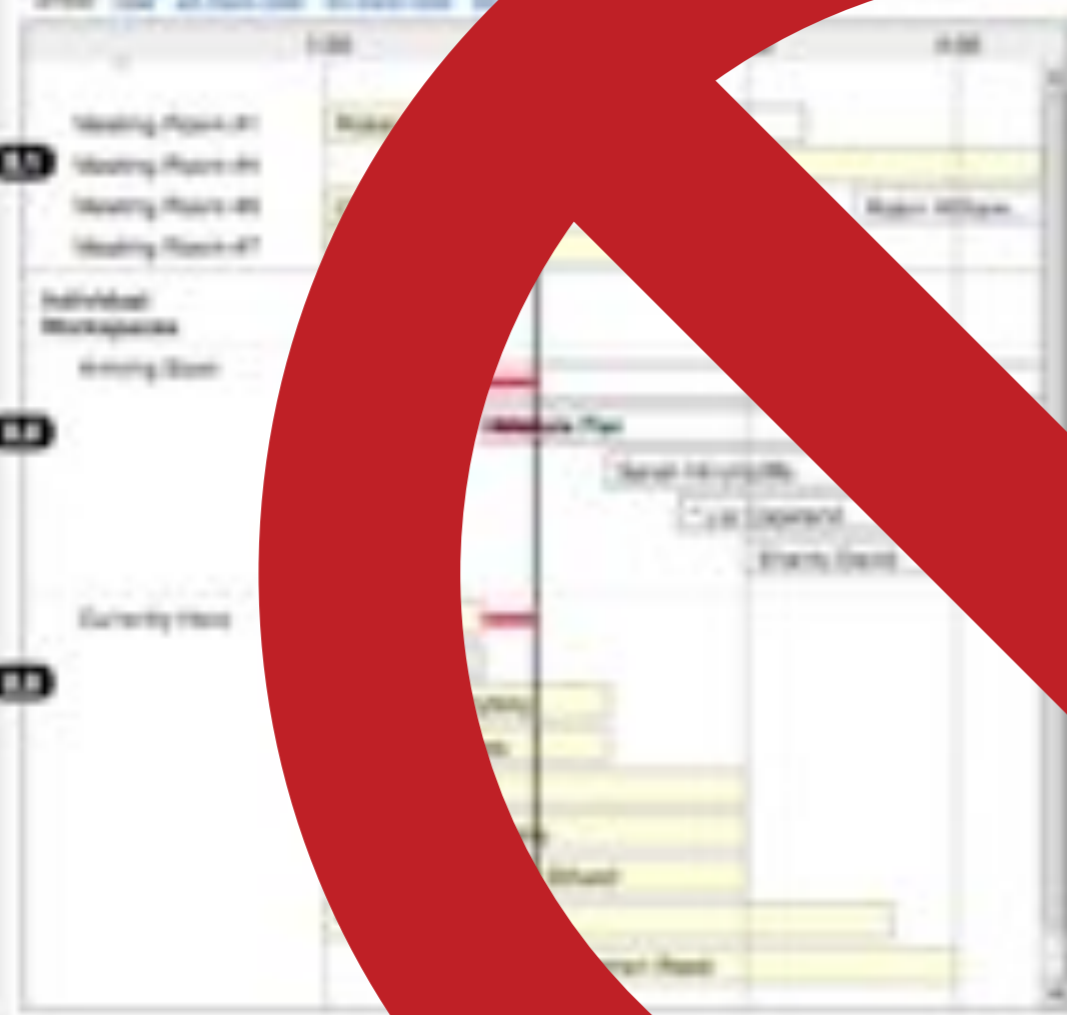
<http://en.wikipedia.org/wiki/Shuhari>



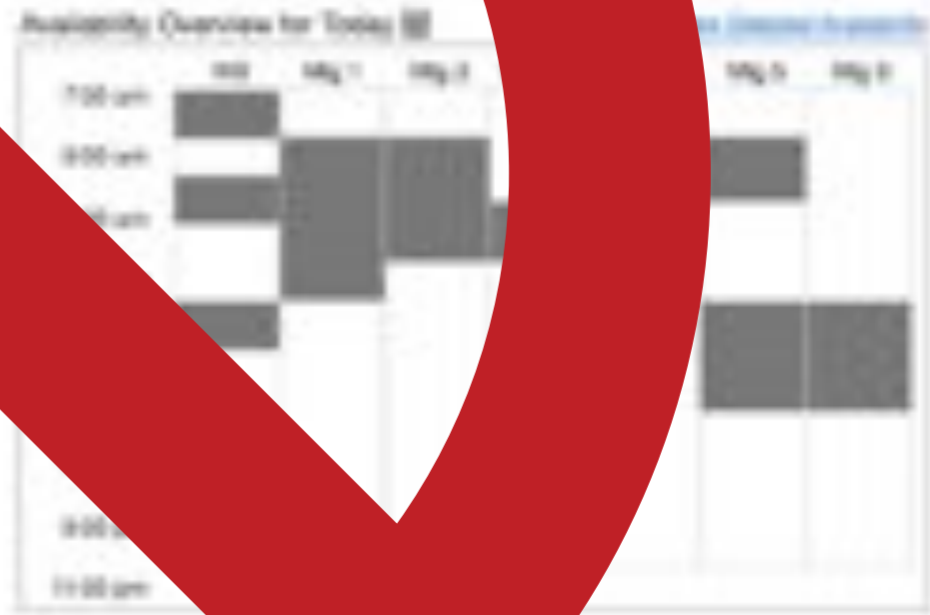
**I don't wireframe.**

No Show: John Smith is 20 minutes late.  
Equipment: 10 items need to be checked in

Engaged Resources



Item Name	Last Name	Status	Speed	Check In
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...



Dashboard

Projects

Invoices & Estimates

Clients

Team

New ▼

Who is this for?

name@example.com

Addresses

COMPANY LOGO

Travis Isaacs  
555 Maple Street  
Anywhere, TX 76054

SEND

Save for later or Cancel

Invoice 1411

SENT 10/09/2009  
Due 11/9/2009 (NET 30)

KIND	QTY	DESCRIPTION	PRICE	TOTAL
HRS			\$100	\$0.00

[New line](#)

Subtotal	\$0.00
<input checked="" type="checkbox"/> Tax (8.75%)	\$0.00
<input checked="" type="checkbox"/> Freight	\$0.00
<b>Total Due</b>	<b>\$0.00</b>

Add to invoice:

- + Hours 66 hrs
- + Expenses \$433
- + Services

Convert to estimate

Invoice theme:

- Theme name
- Theme name ✓
- Theme name

Invoice notes

Empty text area for invoice notes.



DASHBOARD



ESTIMATES



PURCHASES

[Plans](#) [Subdivisions](#) [Items](#) [Options](#) [Trade Partner Requests](#)

[SETUP](#)

## Take-offs for [#1750 \(The Venetian\)](#) for [all elevations](#) and [all options](#)

1200	<a href="#">Plumbing Fixtures</a>	
1400	<a href="#">Frame I Walls and Joists</a>	
1440	<a href="#">Windows</a>	<input checked="" type="checkbox"/>
1450	<a href="#">External Doors</a>	<input checked="" type="checkbox"/>
1460	<a href="#">Framing Labor</a>	
1530	<a href="#">Electrical</a>	
1550	<a href="#">HVAC</a>	<input checked="" type="checkbox"/>
1600	<a href="#">Insulate Walls</a>	
1610	<a href="#">Sheetrock Material</a>	
1630	<a href="#">Sheetrock Hang, Tape, Bed, and Texture</a>	
1800	<a href="#">Paint</a>	<input checked="" type="checkbox"/>
1810	<a href="#">Stain/Finish Cabinets</a>	<input checked="" type="checkbox"/>
1830	<a href="#">Interior Doors &amp; Trim</a>	<input checked="" type="checkbox"/>
1840	<a href="#">Interior Trim Labor</a>	
1870	<a href="#">Insulate Ceilings</a>	



DASHBOARD



ESTIMATES



PURCHASES

[Plans](#) [Subdivisions](#) [Items](#) [Options](#) [Trade Partner Requests](#)

[SETUP](#)

## Take-offs for [#1750 \(The Venetian\)](#) for [all elevations](#) and [all options](#)

1200 [Plumbing Fixtures](#)

1400 [Frame Walls and Joists](#)



1440 [Windows](#)



1450 [External Doors](#)



1460 [Framing Labor](#)

1530 [Electrical](#)

1550 [HVAC](#)



1600 [Insulate Walls](#)

1610 [Sheetrock Material](#)

1630 [Sheetrock Hang, Tape, Bed, and Texture](#)

1800 [Paint](#)



1810 [Stain/Finish Cabinets](#)



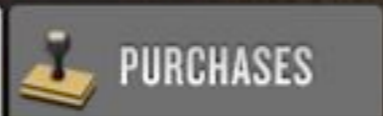
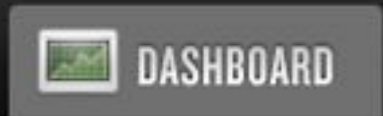
1830 [Interior Doors & Trim](#)



1840 [Interior Trim Labor](#)

1870 [Insulate Ceilings](#)






Plans Subdivisions Items Options Trade Partner Requests

SETUP

## Take-offs for #1750 (The Venetian) for all elevations and all options

1200 Plumbing Fixtures

1400 Frame I Walls and Joists

Item	UOM	Quant
▶ 1/2x12 Text 104 Siding	EA	17
▶ 1/4 x 3/4 Flat screen mould	LF	22
▶ 10x24 Arch Cedar Louver	EA	0
▶ 10x24 Rough Cedar Rectangle Vent	EA	3
▶ 1-1/2 Joist Hanger Nails 50#	EA	100
▶ 12in x 200' 6 mil Black Poly	EA	10
▶ 12x12 Text Fcp Lap	EA	10
▶ 12x24 Arch Top Cedar Vent	EA	5
▶ 1-3/4x14in Level Micro Lamb Ship 2-19' Pcs	LF	0
▶ 1-3/4x16in Level Micro Lamb Ship 3-24' Pcs	LF	0

[Add Item](#)

Take-off complete

or [Cancel](#)

1440 Windows 

1450 External Doors 



DASHBOARD



ESTIMATES



PURCHASES

[Plans](#) [Subdivisions](#) [Items](#) [Options](#) [Trade Partner Requests](#)

[SETUP](#)

## Take-offs for [#1750 \(The Venetian\)](#) for [all elevations](#) and [all options](#)

1200 [Plumbing Fixtures](#)

1400 **Frame I Walls and Joists**

<a href="#">Item</a>	<a href="#">UOM</a>	<a href="#">Quant</a>
▶ 1/2x12 Text 104 Siding	EA	<input type="text" value="17"/>
▶ 1/4 x 3/4 Flat screen mould	LF	<input type="text" value="22"/>
▶ 10x24 Arch Cedar Louver	EA	<input type="text" value="0"/>
▶ 10x24 Rough Cedar Rectangle Vent	EA	<input type="text" value="3"/>
▶ 1-1/2 Joist Hanger Nails 50#	EA	<input type="text" value="100"/>
▶ 12in x 200' 6 mil Black Poly	EA	<input type="text" value="10"/>
▶ 12x12 Text Fcp Lap	EA	<input type="text" value="10"/>
▶ 12x24 Arch Top Cedar Vent	EA	<input type="text" value="5"/>
▶ 1-3/4x14in Level Micro Lamb Ship 2-19' Pcs	LF	<input type="text" value="0"/>
▶ 1-3/4x16in Level Micro Lamb Ship 3-24' Pcs	LF	<input type="text" value="0"/>

[Add Item](#)

Take-off complete

or [Cancel](#)

1440 [Windows](#)

1450 [External Doors](#)



## Add Items to Frame I Walls and Joist (#1750 - the Venetian)

Components

[Labor Rates](#)

[Fixed-Fee Services](#)

[Substitution Code](#)

Select a component class:

Appliances

Windows

Concrete

Drywall

Flooring

Hardware

Light Fixtures

Plumbing Fixtures

Lumber

Masonry

F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$212.02



Align



Distribute



Wall Color



Mat Dimensions: 11 1/4" x 9 1/4"

▶ 1: Photo of Children

▼ Add More Artwork

Grandparents

10"x8" ▼

10"

x

8"

Normal condition ▼

Photography ▼

ADD

F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$212.02



Align



Distribute



Wall Color



Mat Dimensions: 11 1/4" x 9 1/4"

▶ 1: Photo of Children

▼ Add More Artwork

Grandparents

10"x8" ▼

10"

x

8"

Normal condition ▼

Photography ▼

ADD  
CLICK

F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$490.29



Align



Distribute



Wall Color

▶ 1: Photo of Children

▶ 2: Photo of Grandparents

▼ Add More Artwork

*Image description*

*Image size*



*Width*

x

*Height*

*Image condition*



*Image type*



1: Children

10" x 8"

2: Grandparents

10" x 8"

ADD

Mat Dimensions: 27" x 16"



F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$490.29



Align



Distribute



Wall Color

▶ 1: Photo of Children

▶ 2: Photo of Grandparents

▼ Add More Artwork

Image description

Image size



Width

x

Height

Image condition



Image type



ADD

1: Children  
10" x 8"

2: Grandparents  
10" x 8"  
CLICK

Mat Dimensions: 27" x 16"

F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$490.29



Align



Distribute



Wall Color

▶ 1: Photo of Children

▼ 2: Photo of Grandparents

Grandparents

10"x8" ▼

10"

x

8"

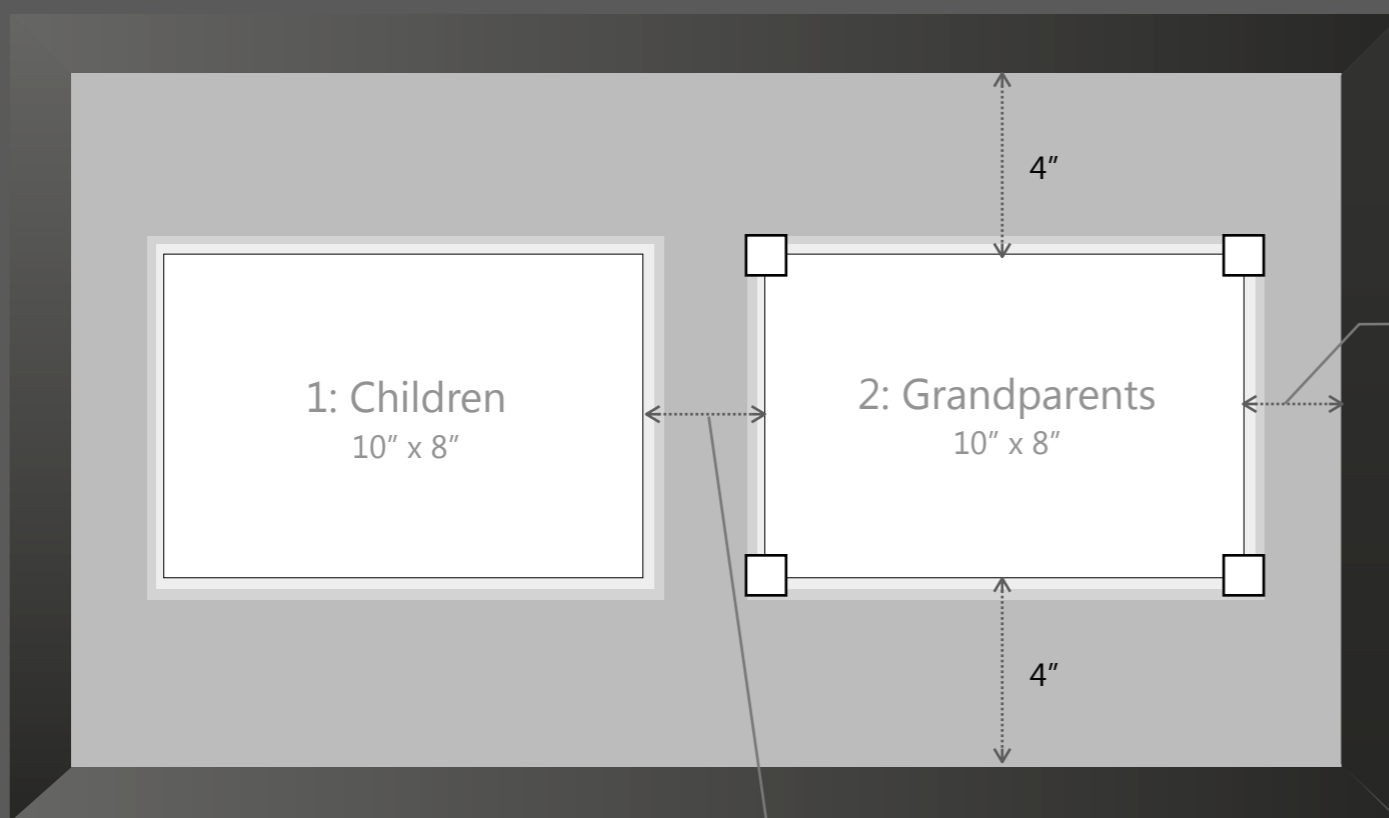
Normal condition ▼

Photography ▼

SAVE

Delete

▶ Add more artwork



Mat Dimensions: 27" x 16"

F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$490.29

Align Distribute

*I can make edits here...*

▶ 1: Photo of Children

▼ 2: Photo of Grandparents

Grandparents

10"x8" ▼

10"

x

8"

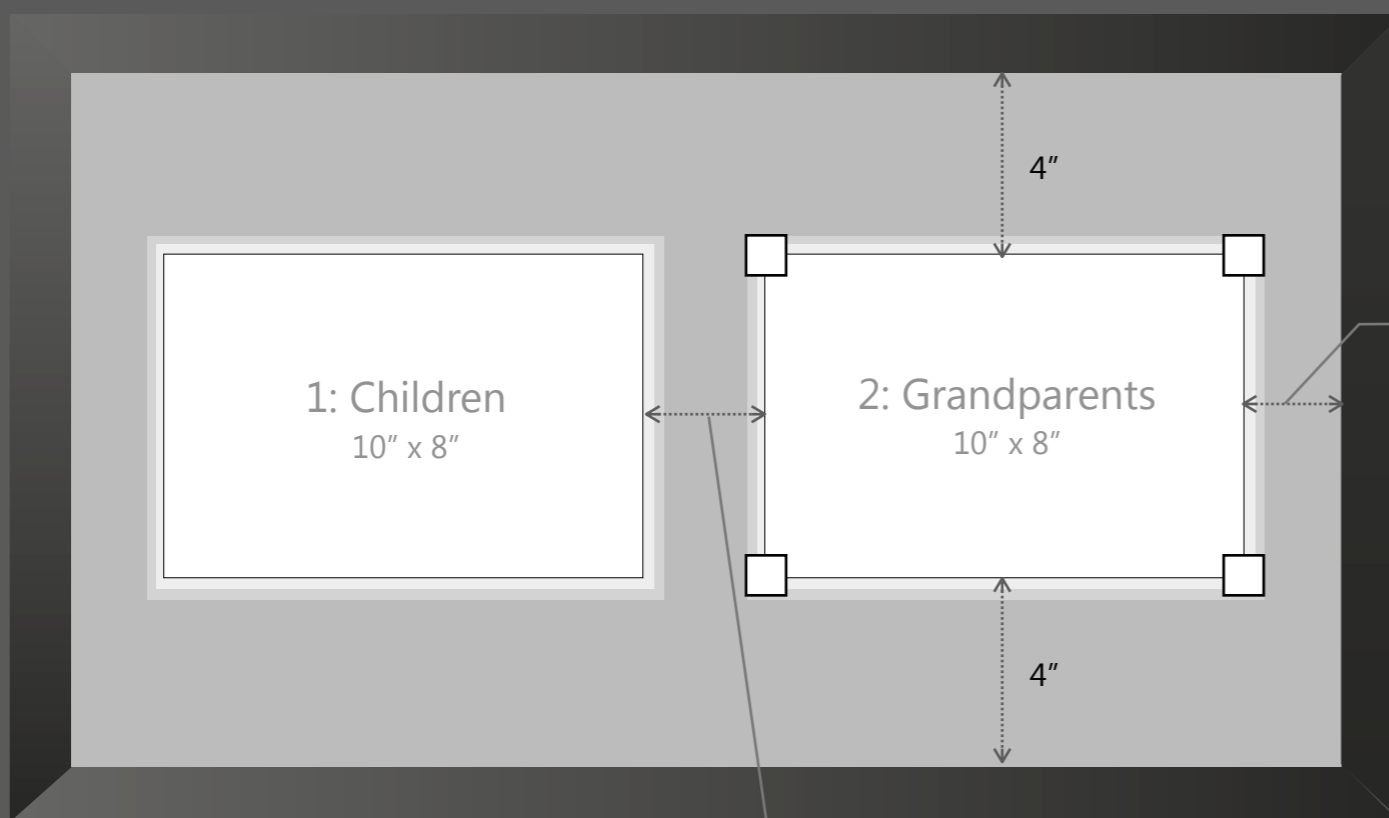
Normal condition ▼

Photography ▼

SAVE

Delete

▶ Add more artwork



Mat Dimensions: 27" x 16"

F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$490.29



Align



Distribute



Wall Color

...Or by clicking on a dimension

▶ 1: Photo of Children

▼ 2: Photo of Grandparents

Grandparents

10"x8" ▼

10"

x

8"

Normal condition ▼

Photography ▼

SAVE

Delete

▶ Add more artwork

1: Children  
10" x 8"

2: Grandparents  
10" x 8"

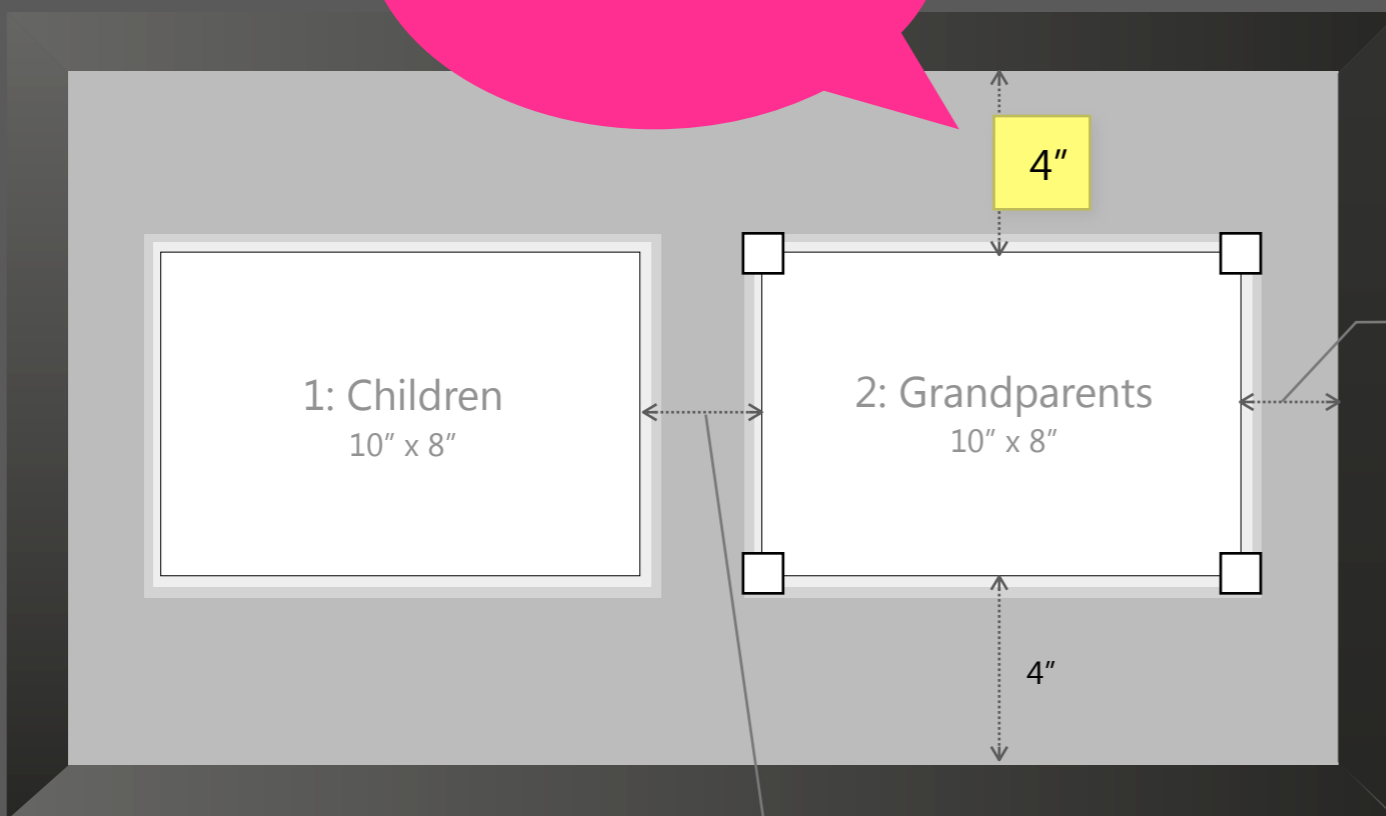
4"

4"

2"

Mat Dimensions: 27" x 16"

3"



F1: Add Artwork

F2: Mats

F3: Frames

F4: Finishing

TOTAL: \$490.29



Align

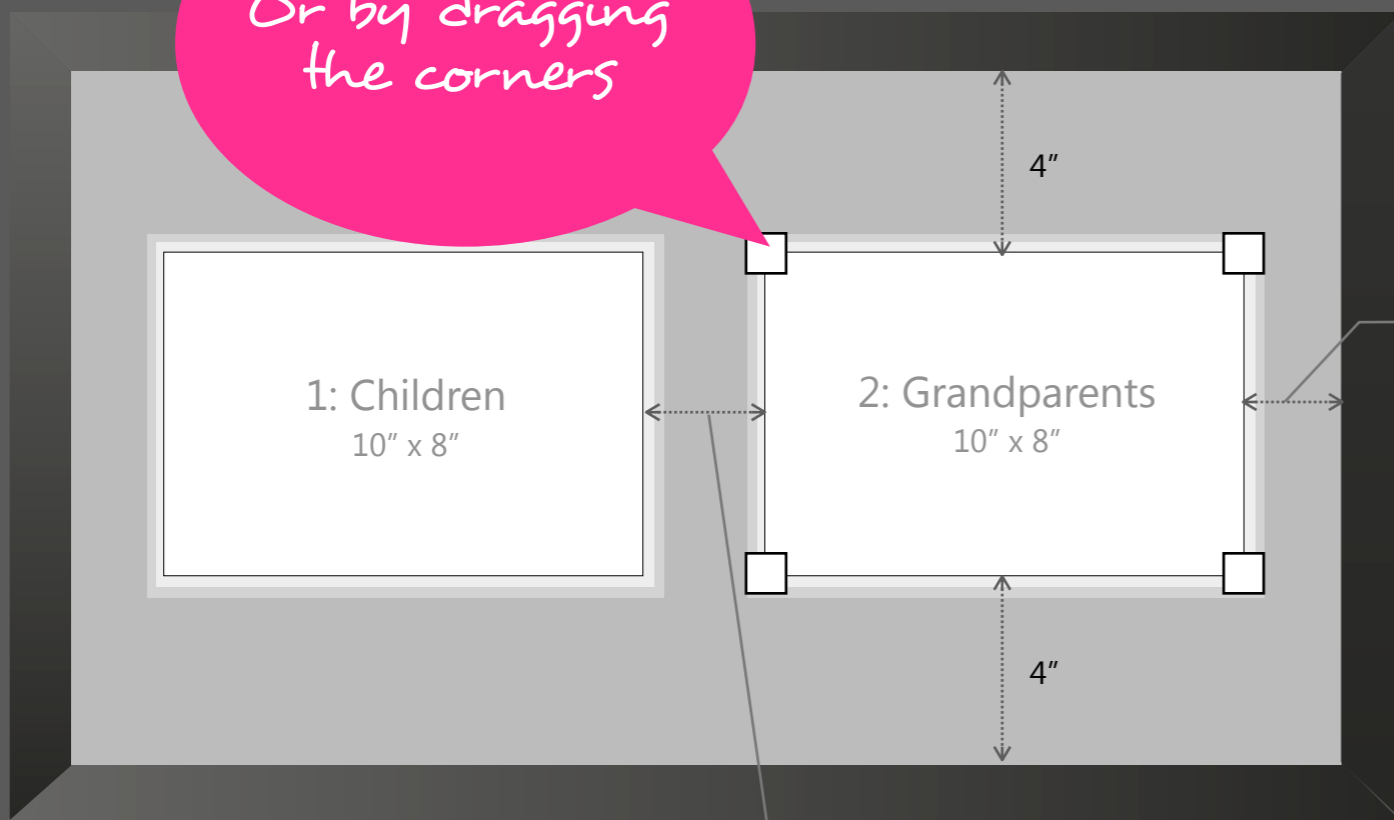


Distribute



Wall Color

Or by dragging the corners



Mat Dimensions: 27" x 16"

▶ 1: Photo of Children

▼ 2: Photo of Grandparents

Grandparents

10"x8"

10"

x

8"

Normal condition

Photography

SAVE

Delete

▶ Add more artwork

# Have you played these games?

All Platforms Xbox 360 PS3 Wii DS PSP PC Xbox PS2 More Platforms ▾

find a game

Box Art

Red Dead Redemption

Played It!

Box Art

Red Dead Redemption

Played It!

Box Art

Red Dead Redemption

Played It!

Box Art

Red Dead Redemption

Played It

Box Art

Red Dead Redemption

Played It!

Box Art

Red Dead Redemption

Played It

## Your Gamer DNA™

[See other gamers like you](#)

### Games Played

96

Rookie

75% of members have played more games than you.

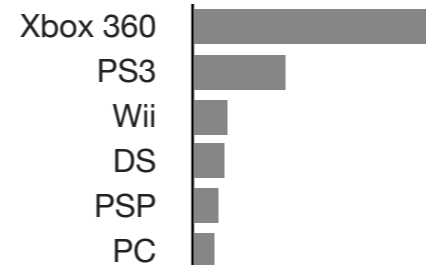
[See leaderboards for more](#)

### Gamer Type

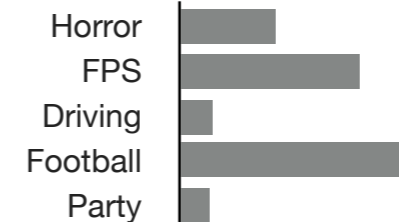
**Zombie killing  
social butterfly**

You like games that involve zombies and that are multiplayer or massively-multiplayer.

### Favorite Platform



### Favorite Genres



### Community Stats

Member since: 8/10/2010

Games you've rated: 0

Comments: 0

Forum posts: 0

Following: 0 [invite friends](#)

Followers: 0





# KPIs:

Daily Production

Budget

Base

Wedge

Recompletion

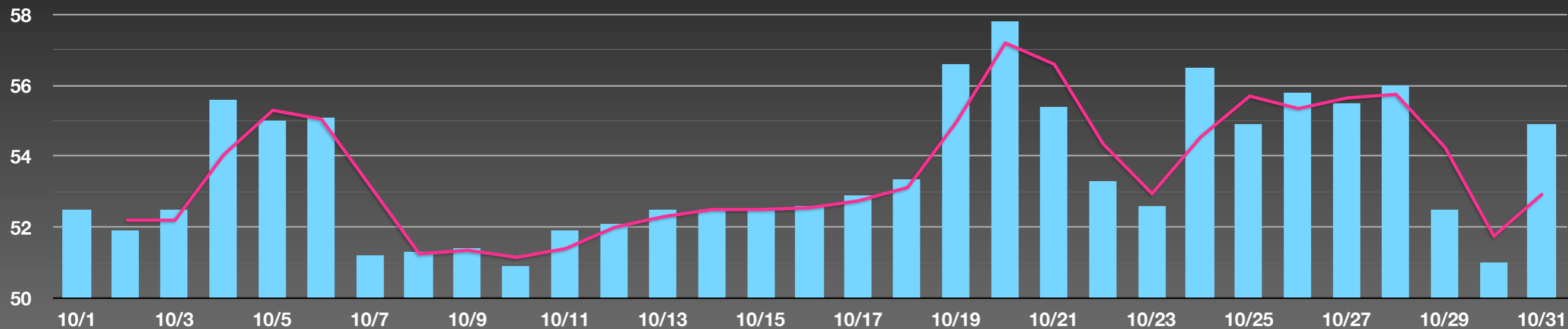
Drilling

Production By Category

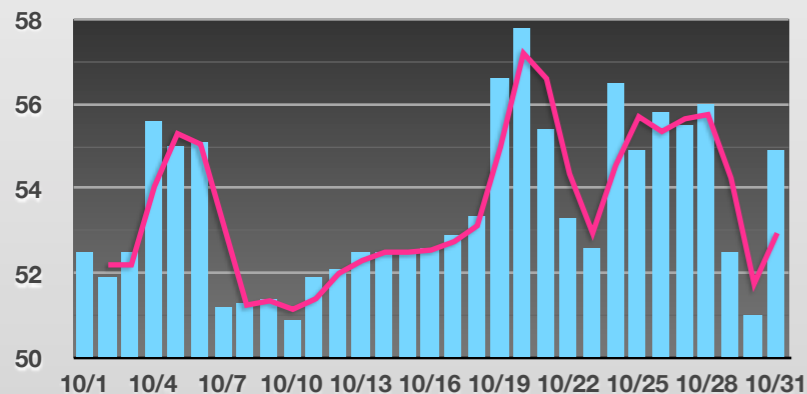
LOE

Lease Expiration

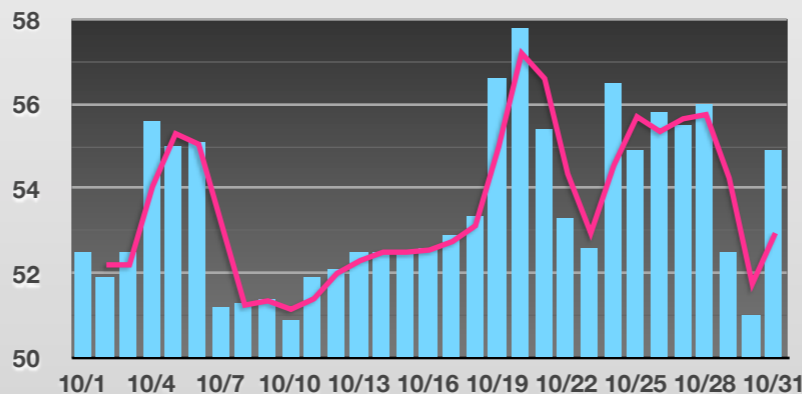
## Daily Production Summary



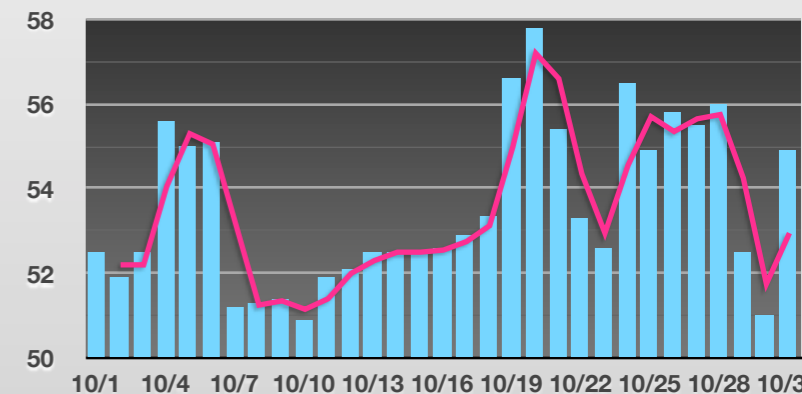
### Laredo



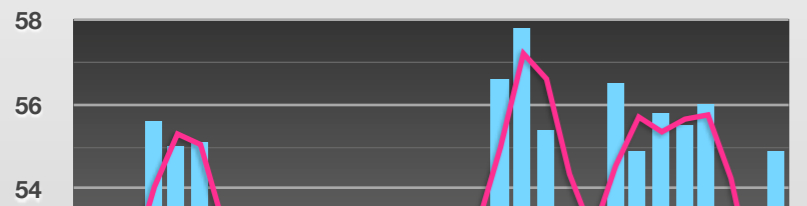
### Andarko



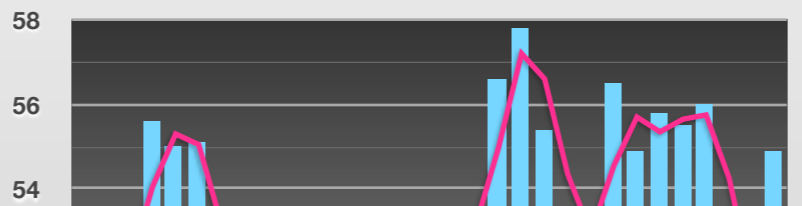
### Panhandle East



### Panhandle West



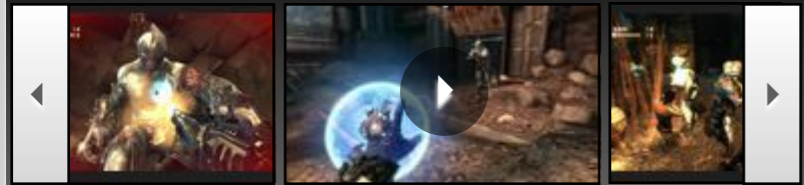
### Arkoma



[Playstation 3](#)

for Xbox 360

[Nintendo Wii](#)



Average Rating

10.0

**9.5** 

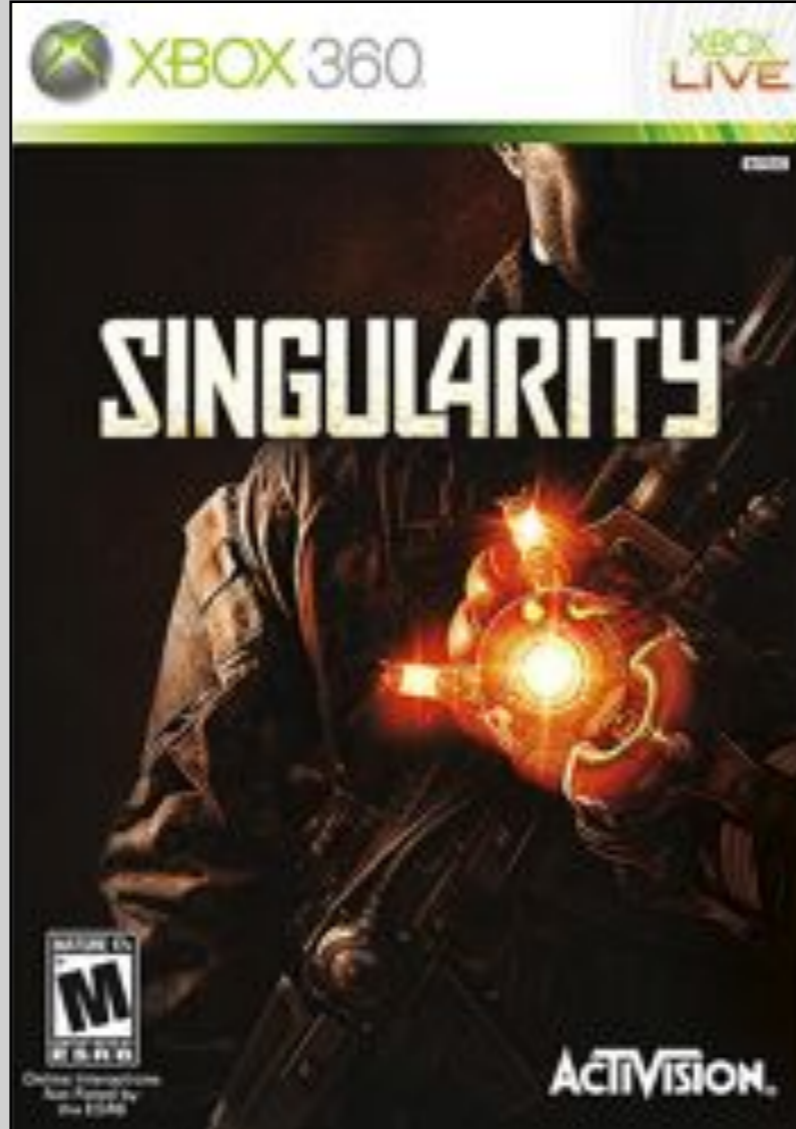
Based on [345 ratings](#)

9.0

8.0

7.0

Played it? Rate it!



BUY NEW  
**\$59.99**

ADD TO CART

Usually ships in 24 hours [details](#)

BUY PRE-OWNED  
**\$49.99**

ADD TO CART

[Guaranteed](#) to work!

[Add to wish list](#) ▾

 **Store Pickup**

In stock as of 8am EST at these locations.

[Shops of Southlake](#) ▾

Southlake, TX 76092

Pick Up Here

[View more locations](#) »

JUMP TO

 [Buzz](#)

 [News](#)

 [Game Details](#)

 [Polls](#)

 [GameStop Wiki](#)



Wednesday 2/29  
West Side



- Classes
- Workshops
- ▲ Appointments

- 8:00 AM ● **Elements** >  
Katie DeLuca
- 9:00 AM ■ **NorCal On Ramp** >  
Chrissy Gower
- 9:00 AM ● **Elements** >  
Katie DeLuca





GPS

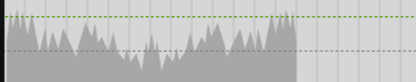
N

CURRENT (MPH)

15.99 AVG.  
22.29 MAX.

13.99

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20



645 FT Climb

985 Calories Burned

SPLIT

OVERALL

ELAPSED

+13s

-1m 33s

1h 44m 33s

☀️ 53°

🌊 SE at 11mph

Featured Projects

Crafting (43)

Cross Stitch and Needle Work (10)

Exclusively New (22)

Knit and Crochet (39)

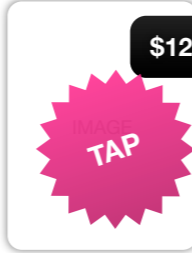
Papercrafting (13)

Quilting (4)

Recipes (18)

Double-Take Helmet Set to Crochet

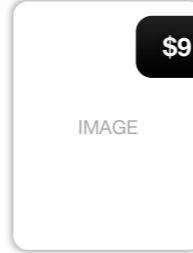
\$12



12 pages

Chocolate Brownie Bump Ice Cream

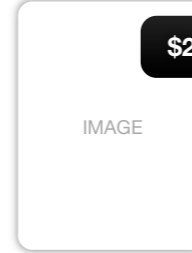
\$9



4 pages

Patriotic Flip-Flops

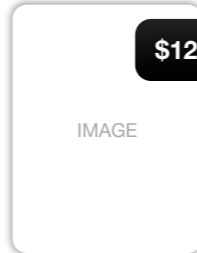
\$2



2 pages

Double-Take Helmet Set to Crochet

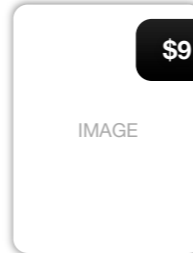
\$12



12 pages

Chocolate Brownie Bump Ice Cream

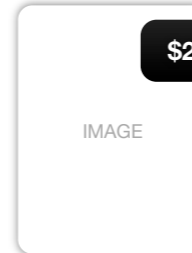
\$9



4 pages

Patriotic Flip-Flops

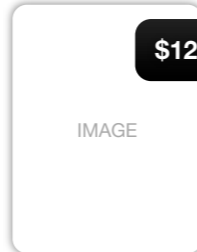
\$2



2 pages

Double-Take Helmet Set to Crochet

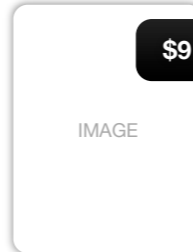
\$12



12 pages

Chocolate Brownie Bump Ice Cream

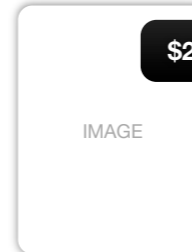
\$9



4 pages

Patriotic Flip-Flops

\$2



2 pages

Double-Take Helmet Set to Crochet

\$12



IMAGE

Chocolate Brownie Bump Ice Cream

\$9



IMAGE

Patriotic Flip-Flops

\$2



IMAGE

My Stuff





Search flights, hotels, cars, and more



## Near You

### Hotels

 <p><b>Hilton Garden Inn</b> \$449</p>	 <p><b>Hotel Statler H</b> \$579</p>
---	--

### Activities



REDACTED

Q search for games or accessories

[Store Locator](#)

[Order Lookup](#)

[Weekly Ad](#)



# Call of Duty: Black Ops

Xbox 360

[Average User Rating:](#)



8.0

**BUY NEW**

Usually Ships in 24 hrs

\$49.99

**BUY PRE-OWNED**

**Online Price Only**

Guaranteed To Play

\$39.99

Buy at your local

REDACTED

Share:



Like

334



Tweet

6,314



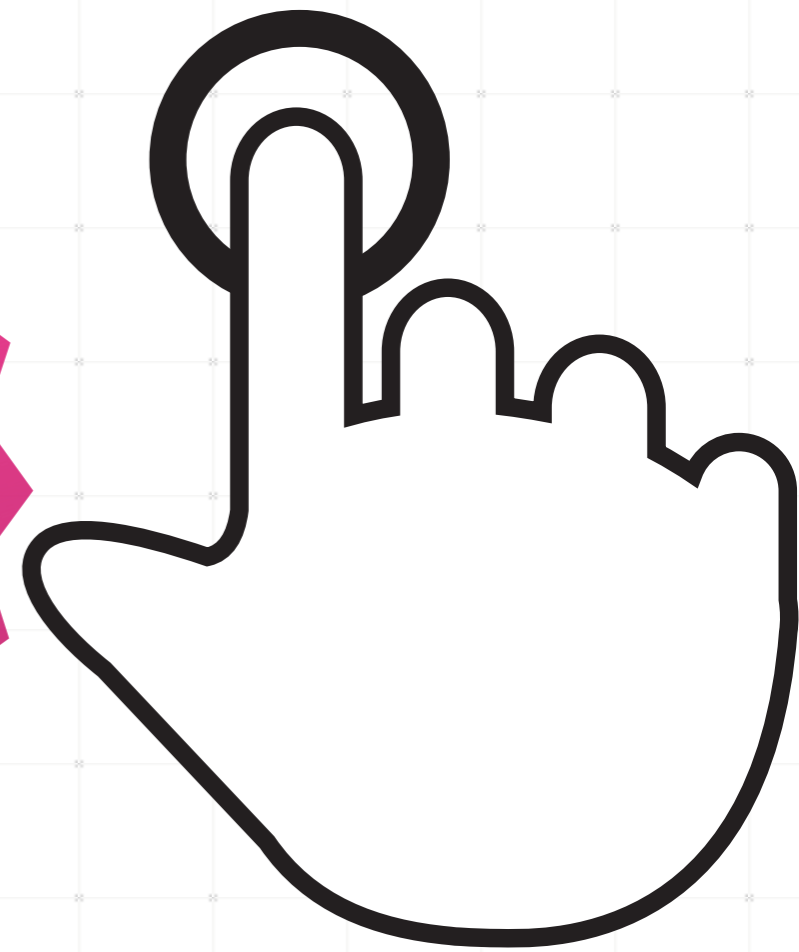
**CLICK**

**Story told by annotations and interactions**





**Story told by annotations and interactions**



**Story told by annotations and interactions**



*At just enough fidelity*

It's ~~\$79~~ ~~\$49~~ \$19

The screenshot shows the Proficient Builder software interface. The main content area displays the following information:

**Take-offs for #1750 (The Venetian) for all elevations and all options**

1200 Plumbing Fixtures

1400 Frame | Walls and Joists

Item	VOM	Quant
▶ 10x12 Teak 104 Sliding	EA	17
▶ 1/4 x 3/4 Flat screen mould	LF	22
▶ 10x24 Arch Cedar Louver	EA	0

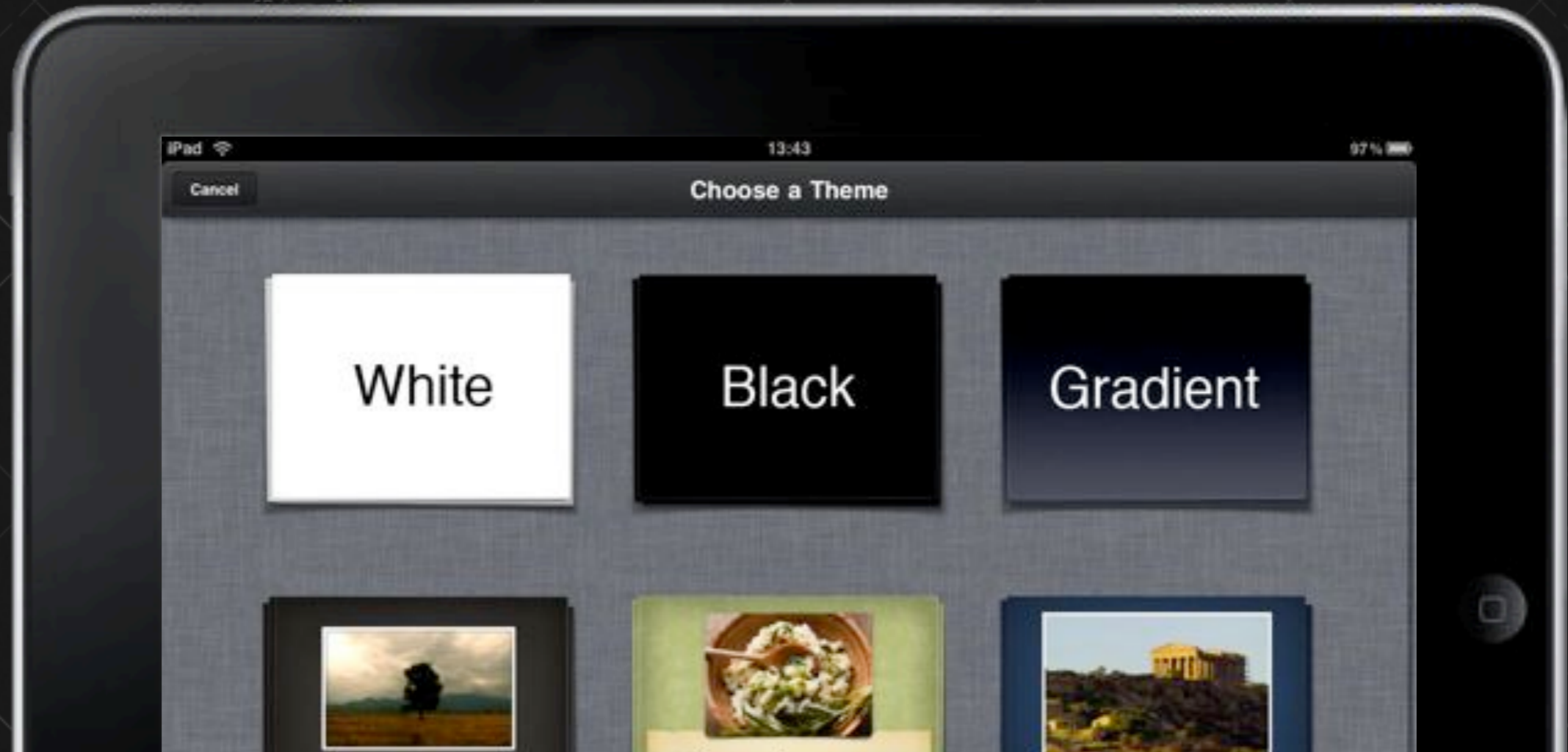


# Gorgeous Presentations

The screenshot displays the Proficient Builder software interface. The top navigation bar includes 'Dashboard', 'Estimates', and 'Purchases'. The main content area shows a take-off report for project #1750 (The Venetian) for all elevations and all options. The report lists items and their quantities:

Item	VOM	Quant
1200 Plumbing Fixtures		
1400 Frame I Walls and Joists		
10x12 Teak 104 Sliding	EA	17
1/4 x 3/4 Flat screen mould	LF	22
10x24 Arch Cedar Louver	EA	0

# Crazy Portable





A black tablet with rounded corners is shown against a dark background. The screen is white and displays the text "Insanely portable" in a green, sans-serif font. The tablet has a circular home button on the right side.

Insanely portable





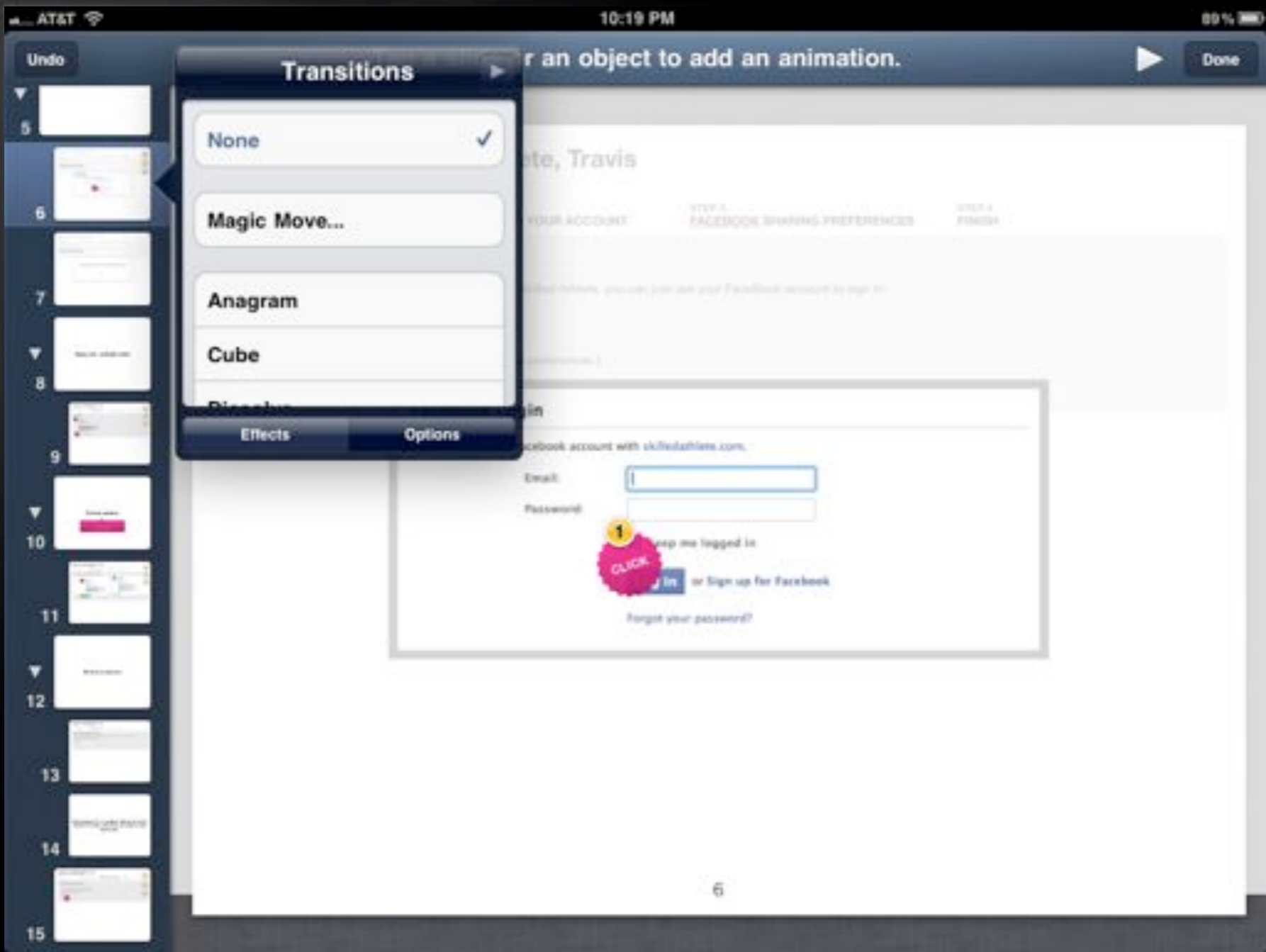






Fully functional\*

\*if you are working solely on the iPad





AT&T 10:22 PM 88%

Presentations Undo onboarding\_spec-20110627-tbi-002

1 2 3 4 5 6 7 8 9 +

Media Tables Charts Shapes

### Welcome To Skilled Athlete, Travis

You're just a few seconds away from getting started.

STEP 1 FACEBOOK CONNECT    STEP 2 CONFIRM YOUR ACCOUNT    STEP 3 FACEBOOK SHARING PREFERENCES

#### FaceBook Sharing Preferences

- Automatically share my workout results on Facebook
- Ask me each time to share my workout results on Facebook
- Never share my results on Facebook
- Decide later

CLICK

15

AT&T 10:22 PM 88%

Presentations Undo onboarding\_spec-20110627-tbi-002

1 2 3 4 5 6 7 8 9 +

Media Tables Charts Shapes

T

Facebook Sharing Preferences

- Automatically share my workout results on Facebook
- Ask me each time to share my workout results on Facebook
- Never share my results on Facebook
- Decide later

CLICK

15

AT&T 10:22 PM 88%

Presentations Undo onboarding\_spec-20110627-tbi-002

1 2 3 4 5 6 7 8 9 +

**Welcome To Skilled Athlete, Travis**  
You're just a few seconds away from getting started.

STEP 1 FACEBOOK CONNECT STEP 2 CONFIRM YOUR ACCOUNT STEP 3 FACEBOOK M...

**FaceBook Sharing Preferences**

- Automatically share my workout results on Facebook
- Ask me each time to share my workout results on Facebook
- Never share my results on Facebook
- Decide later

CLICK

15

Style Text Arrange

B I U

Title

Title Small

Subtitle

Body

Body Small

- Bullets
- Bullets Small



AT&T 10:14 PM 91%

Presentations Undo onboarding\_spec-20110627-tbi-002


6  
7  
8  
9  
10  
11  
12  
13  
14  
15

### Welcome To Skilled Athlete, Travis

You're just a few seconds away from getting started.

STEP 1 FACEBOOK CONNECT    STEP 2 CONFIRM YOUR ACCOUNT    STEP 3 FACEBOOK SHARING PR...


#### Is This You?

 Your Name:  
**Travis Isaacs**

Your Email:  
**travis.isaacs@\*\*\*\*\***

Your Last Five Recent Workout Results:

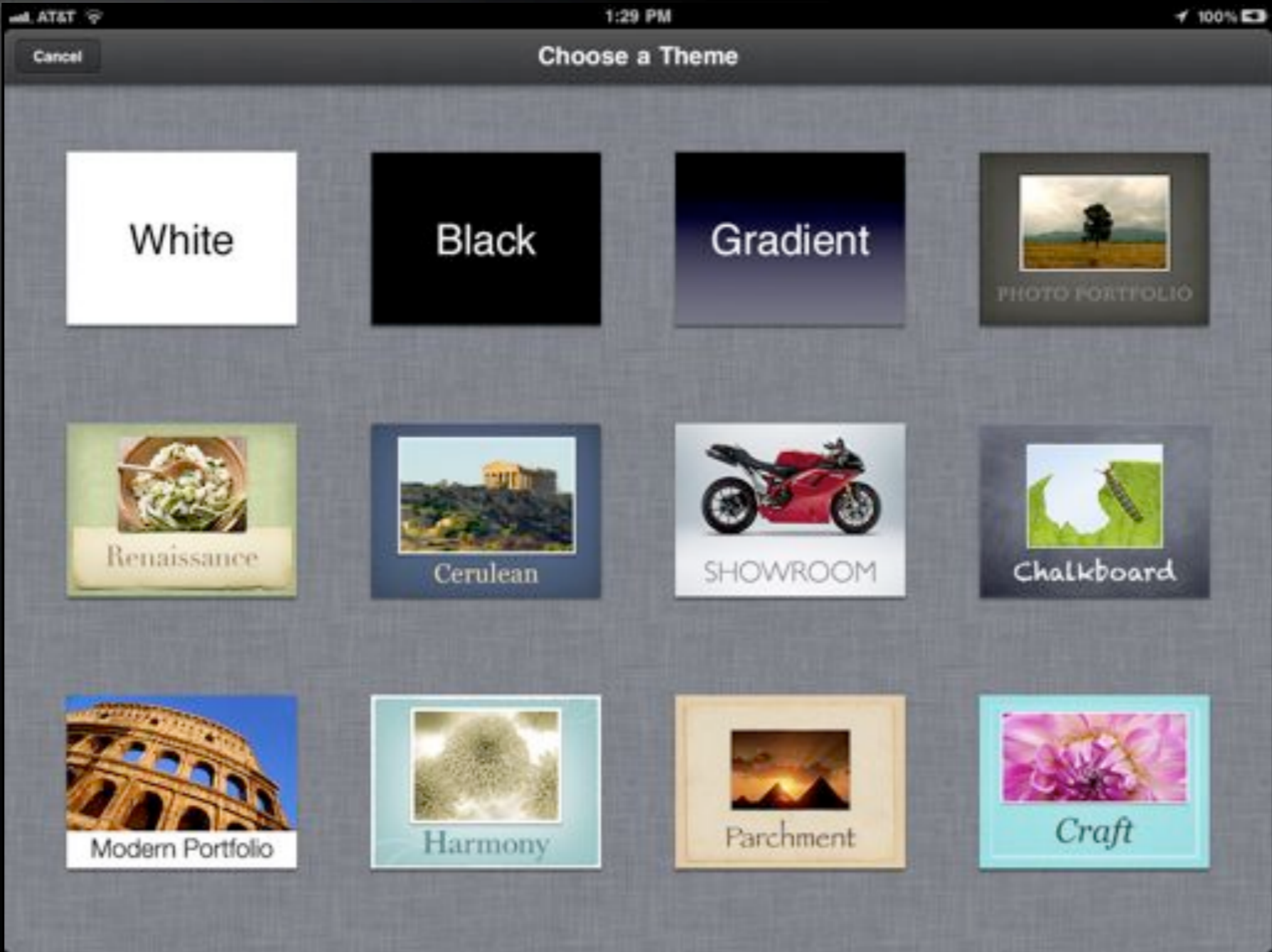
- Monday, June 27th: 145lbs, 185lbs, 3:08
- Friday, June 24th: 275lbs
- Wednesday, June 22nd: 12:08 @ 954
- Tuesday, June 21st: 24 pull-ups, 2:42 row
- Monday, June 19th: 17:06 RX

   This is not me

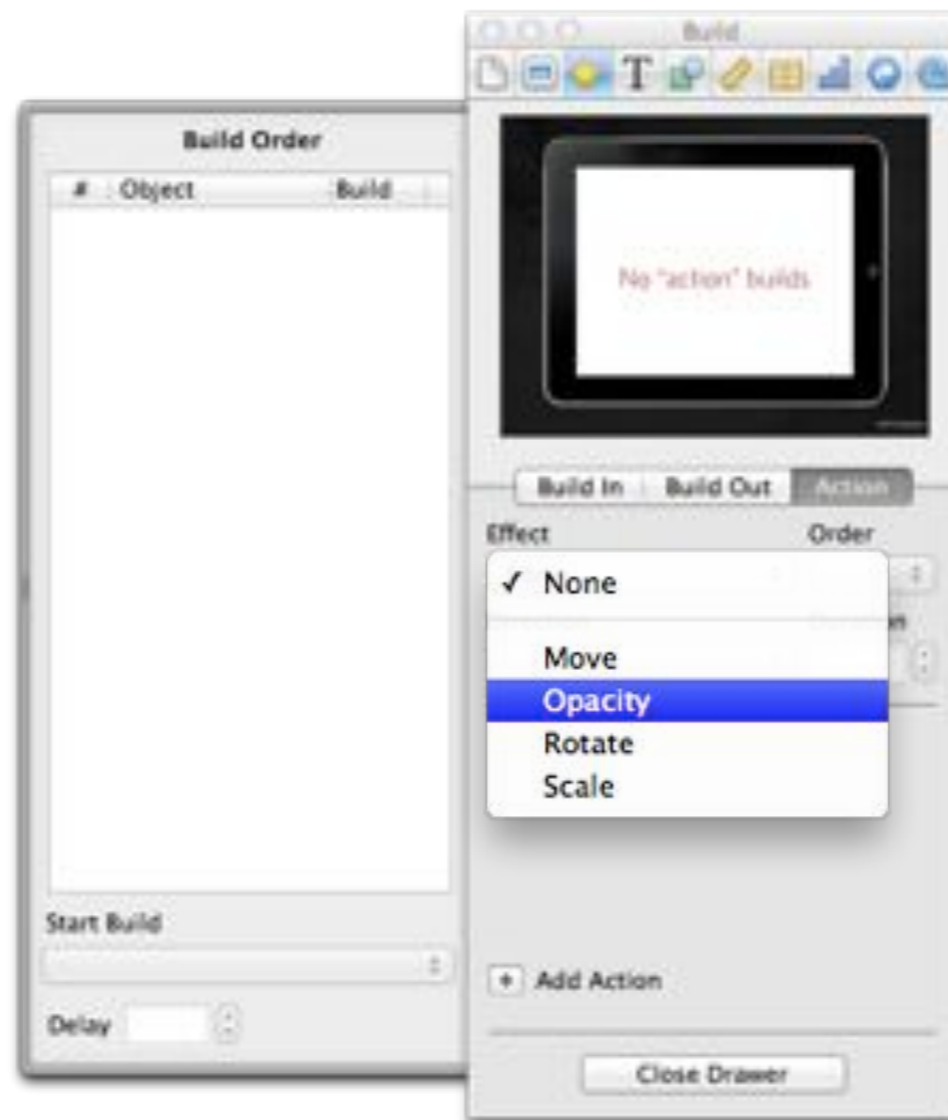
Share and Print

- Email Presentation
- Print
- Share via iWork.com
- Send to iTunes
- Copy to iDisk
- Copy to WebDAV

You can have any slide size that you want, as long as it's 1024x768



No "action" builds





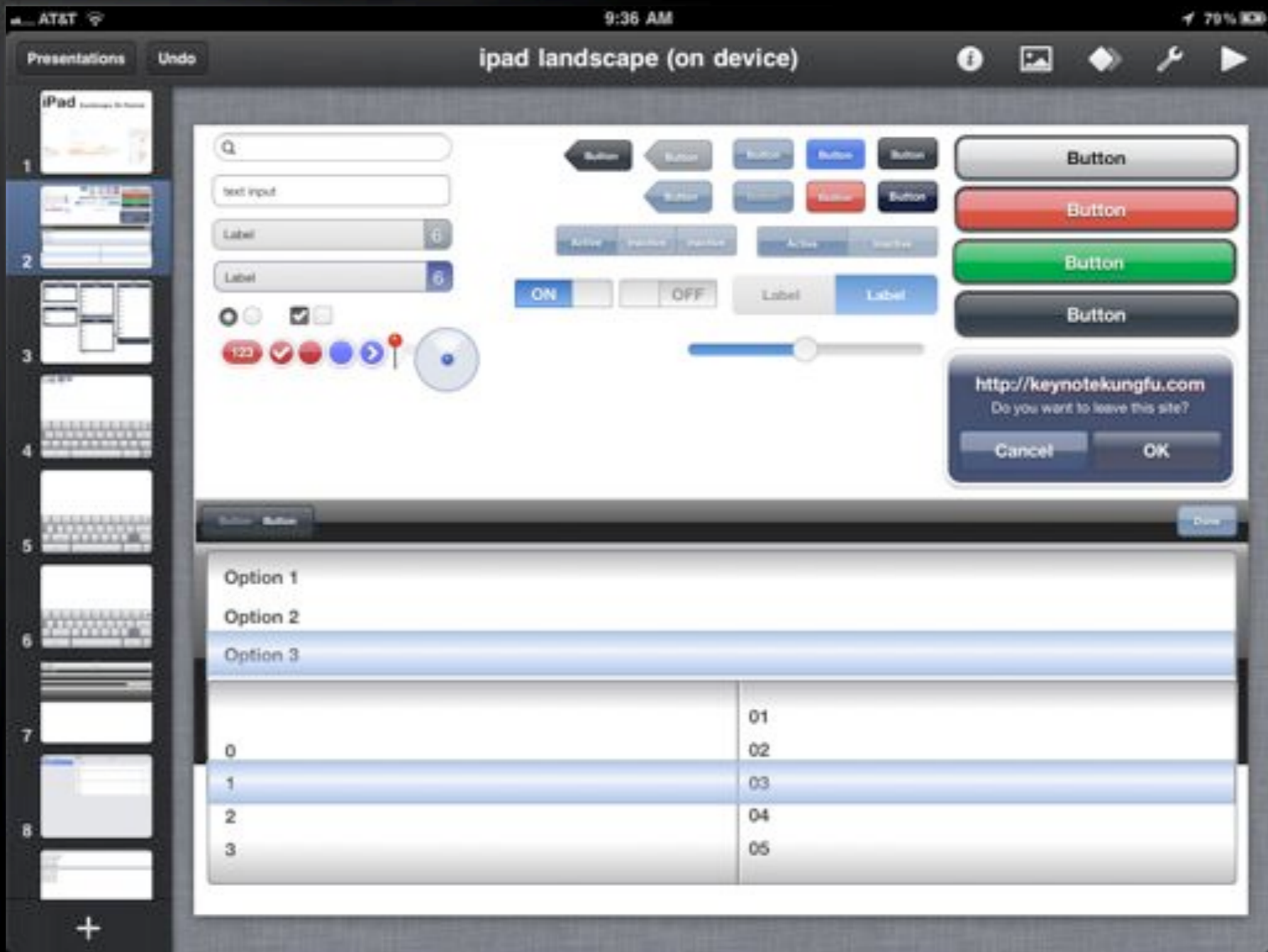
No locked objects

No custom master  
slides



Too bad.



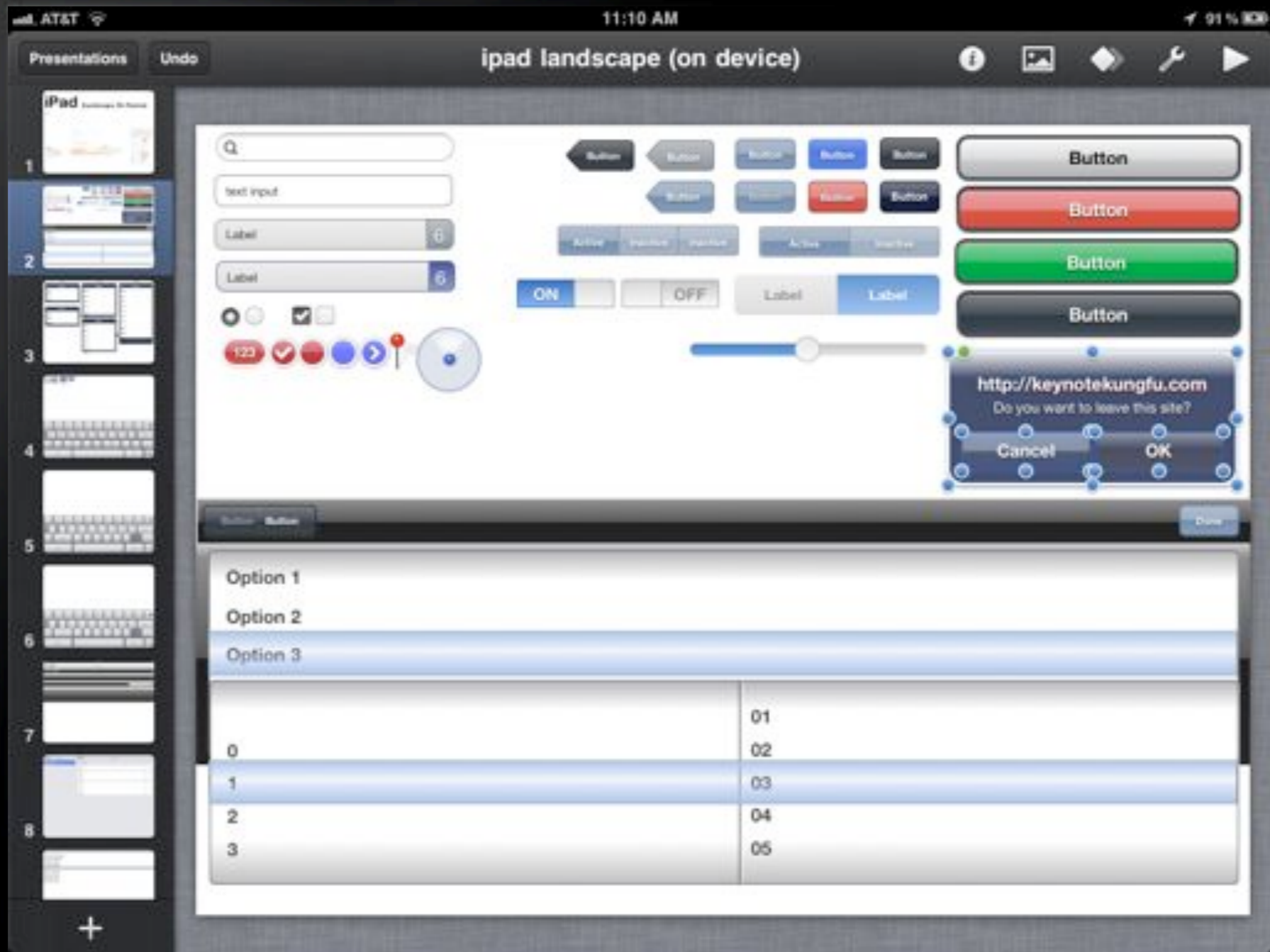


You can't edit grouped  
elements









# Powerful Drawing Tools

The screenshot displays the Proficient Builder software interface. The main window title is "demo-uploaded-to-basecamp". The interface includes a sidebar on the left with a tree view of project items. The main content area shows a navigation bar with "Proficient Builder" and "Account Logout". Below this is a menu with "DASHBOARD", "ESTIMATES", and "PURCHASES". A search bar contains "Reference or Keyword". The main content area displays "Take-offs for #1750 (The Venetian) for all elevations and all options".

1200 Plumbing Fixtures

1400 Frame | Walls and Joists

Item	VOM	Quant
▶ 12x12 Teak 104 Sliding	EA	17
▶ 1/4 x 3/4 Flat screen mould	LF	22
▶ 10x24 Arch Cedar Louver	EA	0



# MARKED FOR LIFE TATTOO CUSTOMER INFORMATION

**NOTE: The information below is required by the Indiana Health Department. All information will kept confidential.**

1 **LAST NAME:**  **FIRST NAME:**

2 **STREET:**  **CITY:**  **STATE:**  **ZIPCODE:**

3 **DAYTIME PHONE:**  -  -  **EVENING PHONE:**

Where this whole Keynote thing started...

4 **IDENTIFICATION:** The Indiana Health Department requires a photo identification and a proof of address.

**Photo ID provided (check one):**

- Driver's License
- Student ID
- State ID
- Employee ID
- Other photo ID:

**Signature ID provided (check one):**

- Credit/Debit card
- Calling card
- Wholesale membership card
- Hunting/Fishing license
- Other:

Please attach your ID's to this form so they can be photocopied.

5 **DATE OF BIRTH:**  /  /   **If you are under 18, a guardian will need to sign for you (below)**

6 **SIGNATURE:**  **DATE:**  -  -

*I hereby affirm under the penalties of perjury that the preceding statements are true/correct to the best of my knowledge.*

## GUARDIAN CONSENT (ONLY NEEDED FOR MINORS)



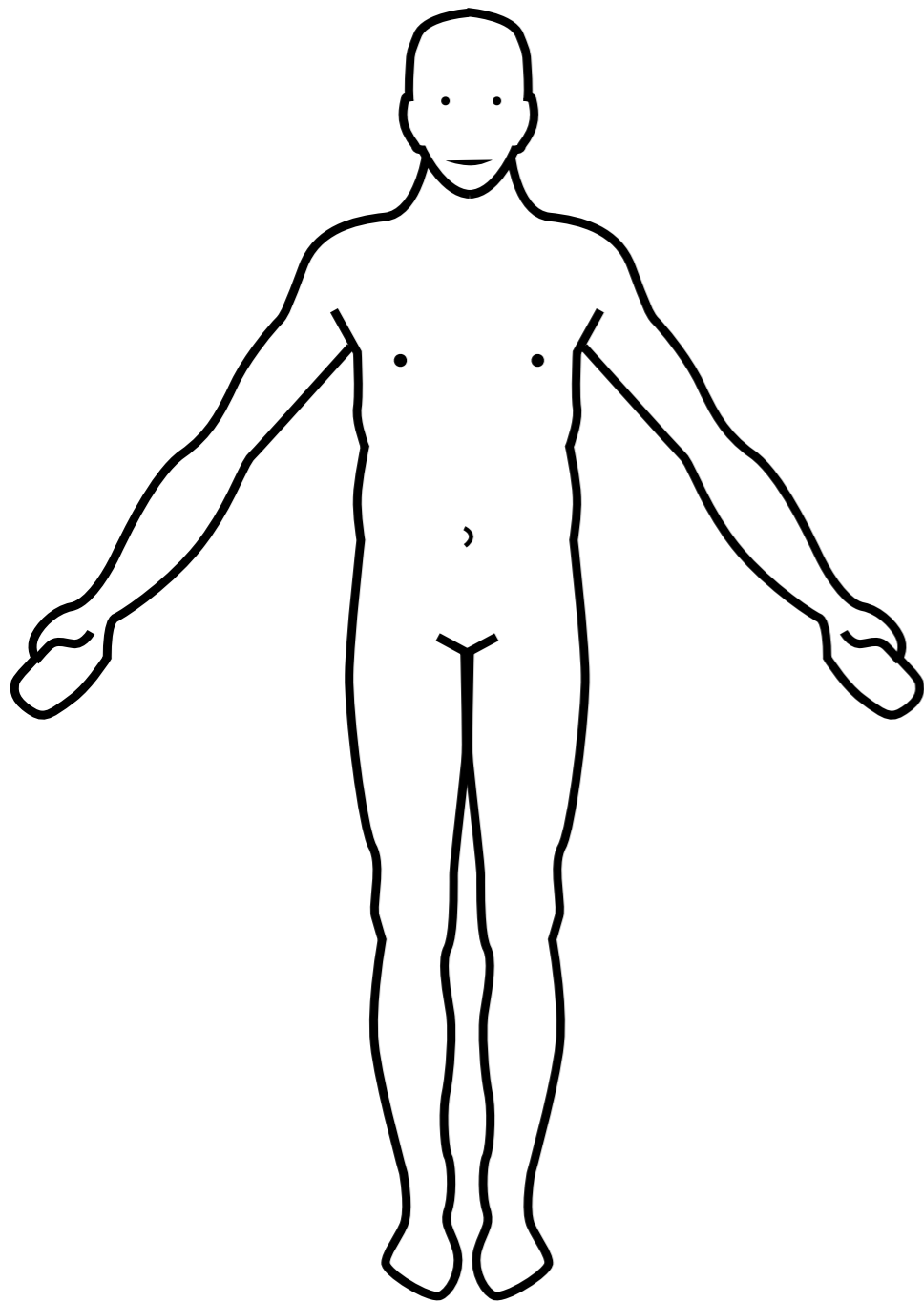
<http://travisisaacs.com/2008/07/31/information-design-tattoos/>

**LAST NAME:**

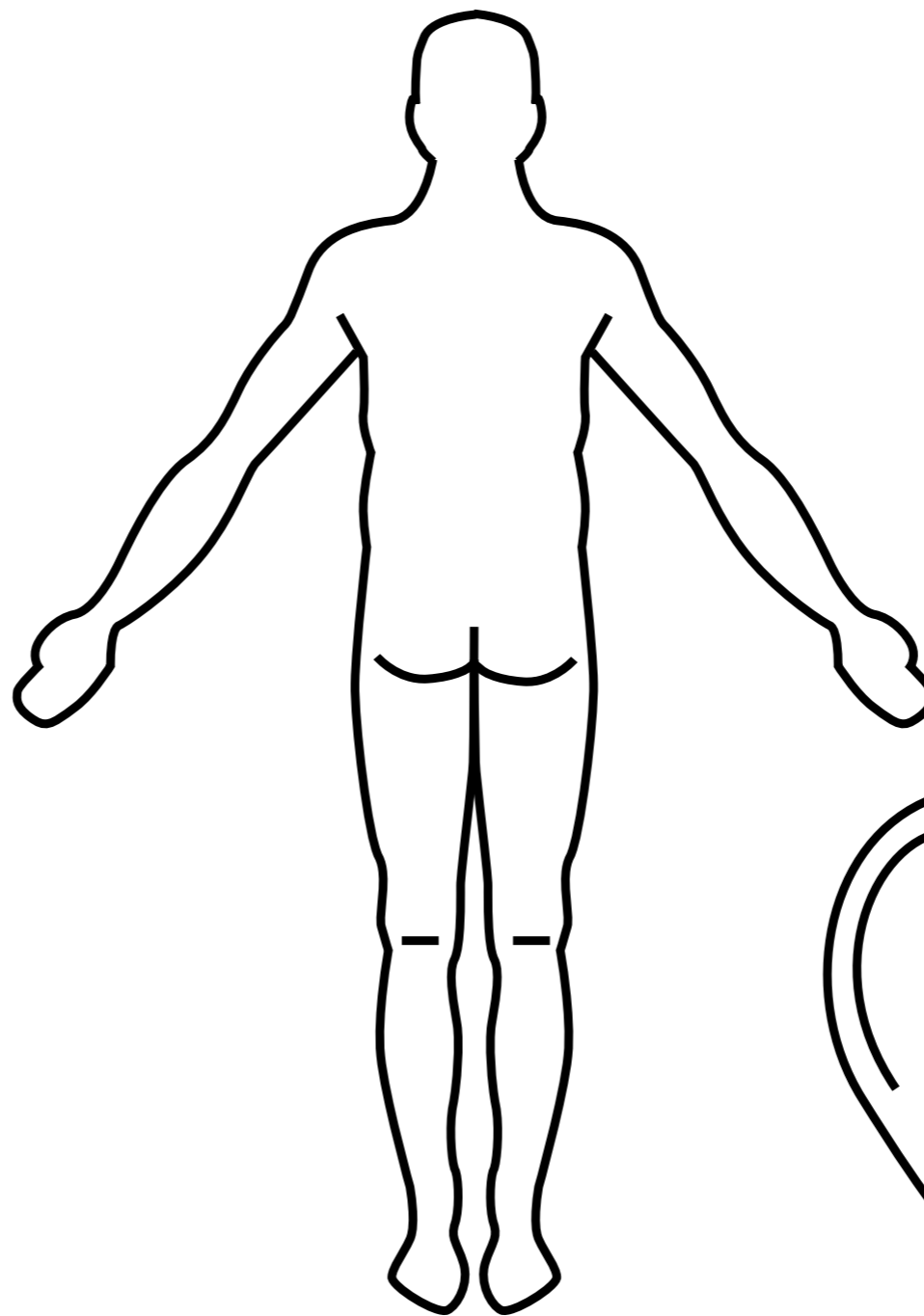
**FIRST NAME:**

4

Use the diagram below to indicate where your tattoo(s) or piercing(s) will be located:



FRONT



BACK




RIGHT EAR



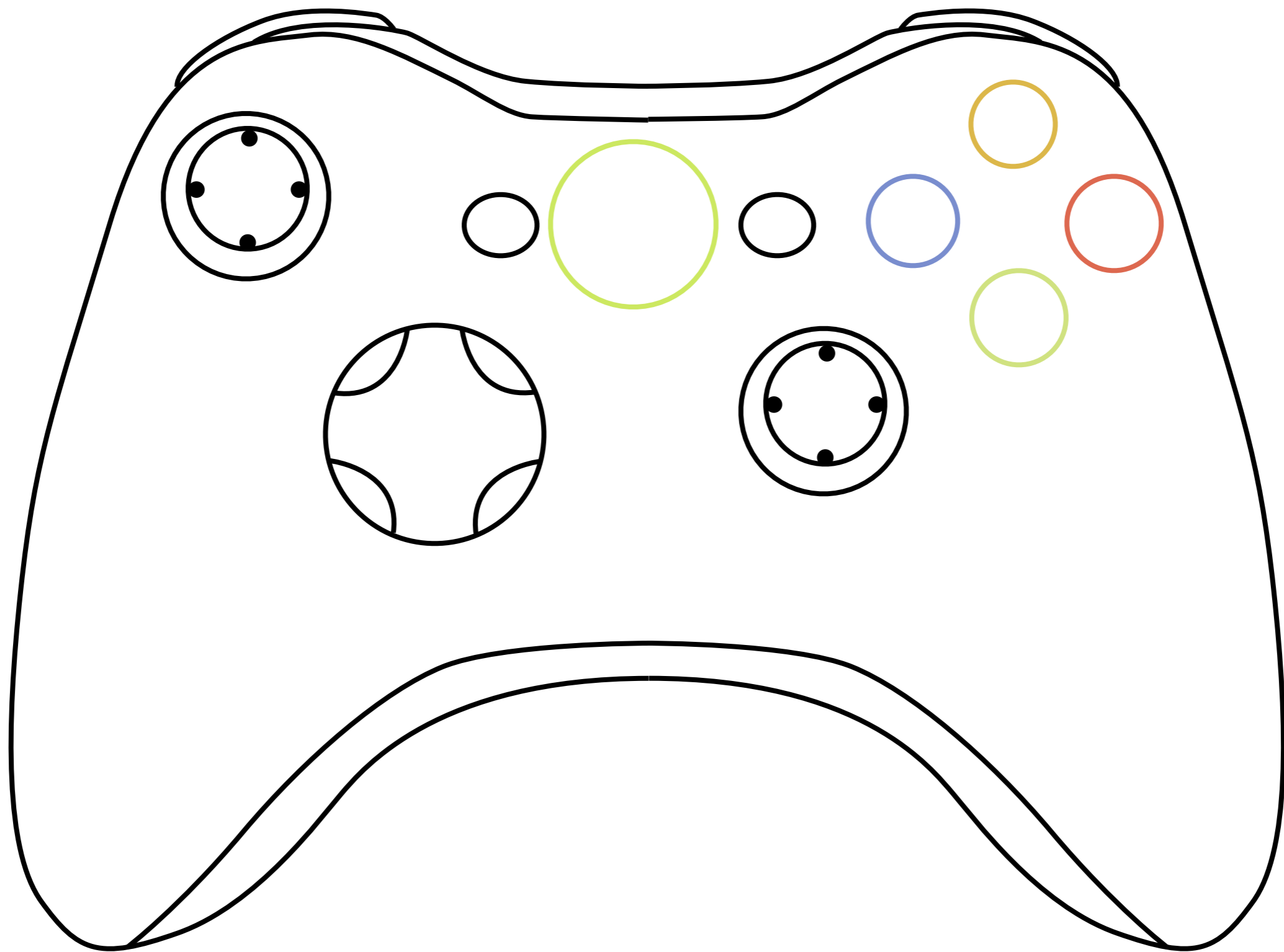
LEFT EAR

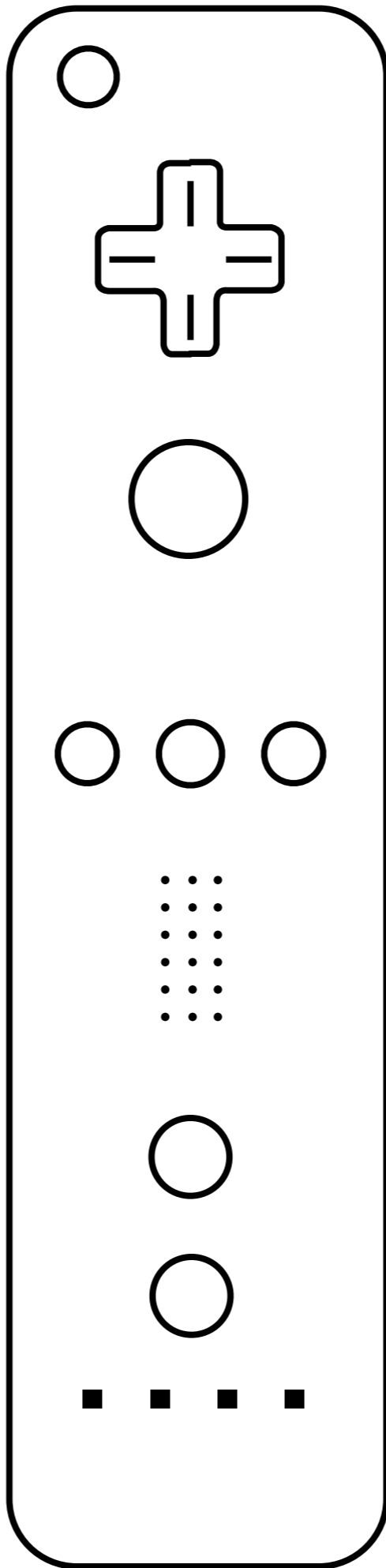
5

SIGNATURE:

 <http://travisisaacs.com/2008/07/31/information-design-tattoos/>

*I hereby affirm under the penalties of perjury that the preceding statements are true/correct to the best of my knowledge.*





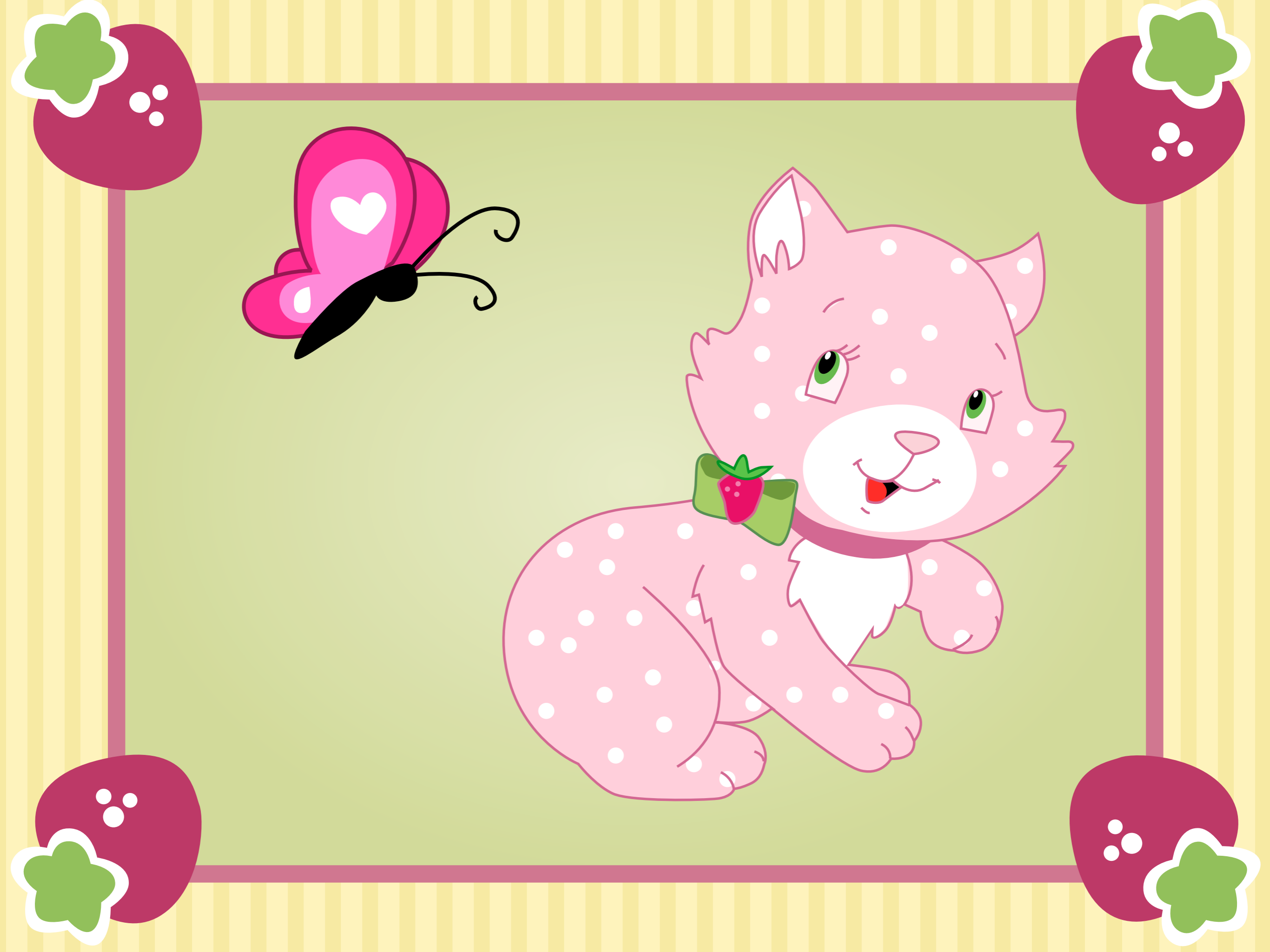
















# Flexible Output

The screenshot shows a web browser window displaying the 'Proficient Builder' application. The browser's address bar shows 'demo-uploaded-to-basecamp'. The application interface includes a top navigation bar with 'Dashboard', 'Estimates', and 'Purchases' buttons, and a search bar. Below the navigation, there are links for 'Plans', 'Subdivisions', 'Items', 'Options', and 'Trade Partner Requests'. The main content area displays 'Take-offs for #1750 (The Venetian) for all elevations and all options'. A table lists items with their quantities and units.

Item	QTY	Unit
1200 Plumbing Fixtures		
1400 Frame I Walls and Joists		
▶ 10x12 Teak 104 Sliding	EA	17
▶ 1/4 x 3/4 Flat screen mould	LF	22
▶ 10x24 Arch Cedar Louver	EA	0

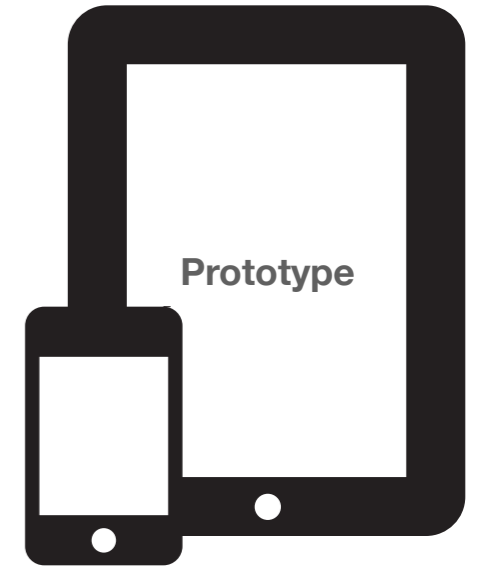




Document



Presentation

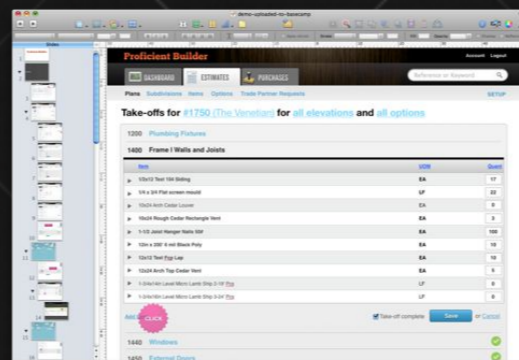
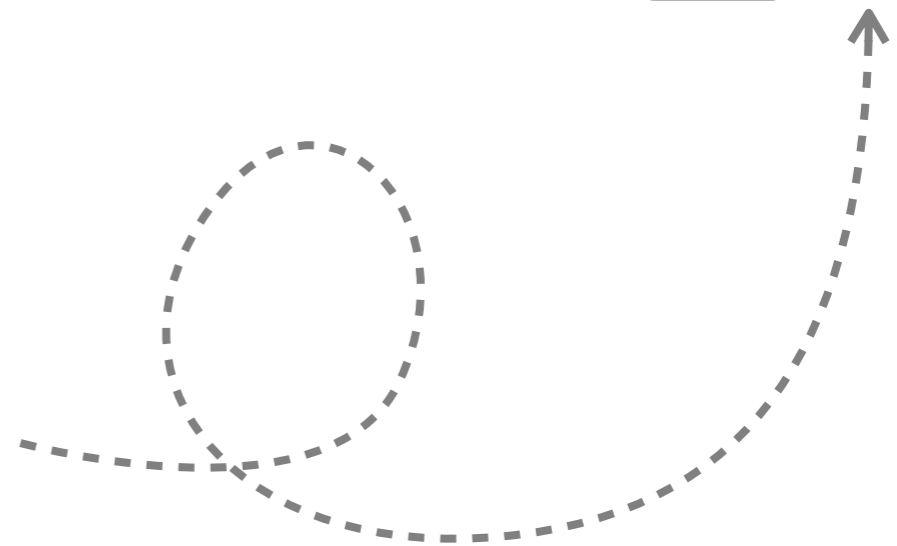
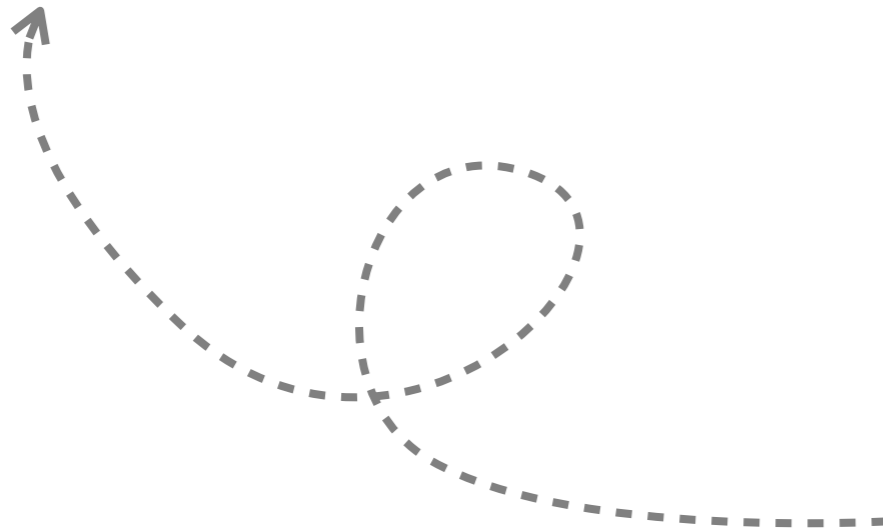


Prototype



PDF

my\_idea.pdf





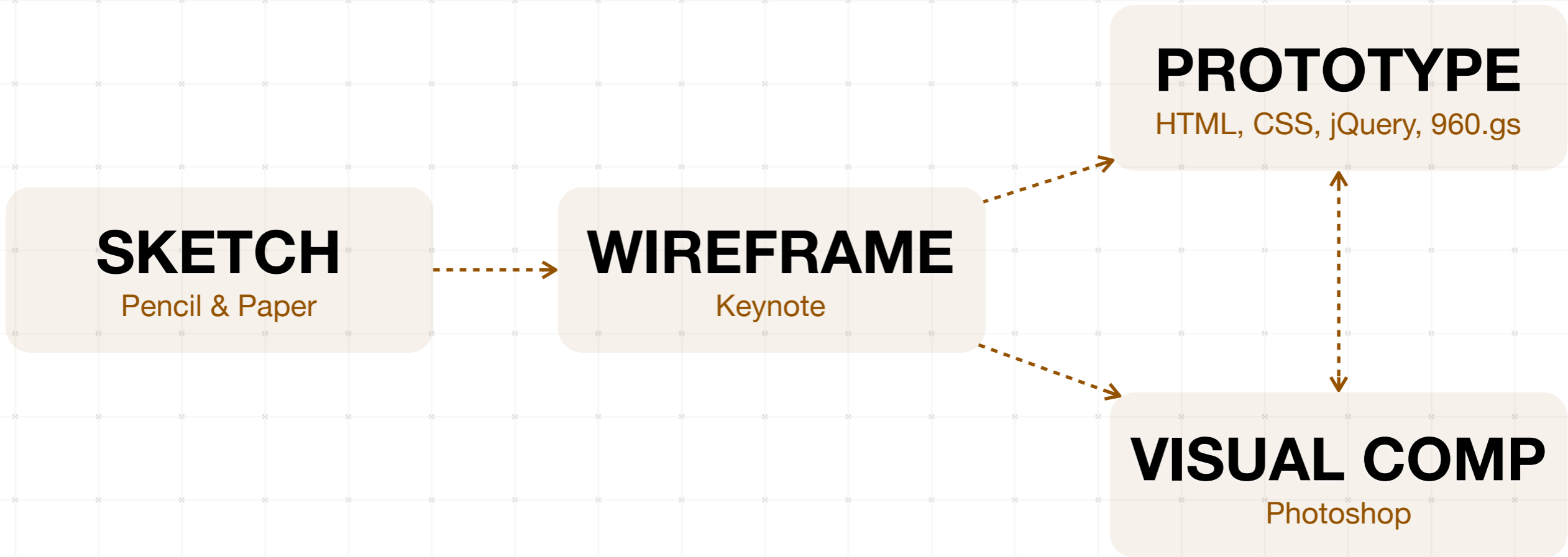


# CROSS-CHANNEL MARKETING & SELLING

# Reusable Artifacts

The screenshot shows a web application interface for 'Proficient Builder'. The main content area displays 'Take-offs for #1750 (The Venetian) for all elevations and all options'. Below this, there are two sections: '1200 Plumbing Fixtures' and '1400 Frame Walls and Joists'. A table lists items with their VOM (Volume of Material) and Quant (Quantity).

Item	VOM	Quant
▶ 10x12 Teak 104 Sliding	EA	17
▶ 1/4 x 3/4 Flat screen mould	LF	22
▶ 10x24 Arch Cedar Louver	EA	0



Much less emotional  
investment in bad ideas

**SKETCH**  
& Paper



**WIREFRAME**  
Keynote



**PROTOTYPE**

HTML, CSS, jQuery, 960.gs



**VISUAL COMP**

Photoshop



**HTML  
PROTOTYPE**



**VISUAL COMP**



**INTERACTIVE  
WIREFRAME**



**DESIGN  
DOCUMENT**



**WIREFRAME**



HARD FOR DESIGNER

EASY FOR DESIGNER

EASY FOR CLIENTS  
TO UNDERSTAND

HARD FOR CLIENTS  
TO UNDERSTAND

HTML  
PROTOTYPE



DESIGN  
DOCUMENT



VISUAL COMP



HARD FOR DESIGNER

EASY FOR DESIGNER

EASY FOR CLIENTS  
TO UNDERSTAND

HARD FOR CLIENTS  
TO UNDERSTAND

*“Don’t show clients  
wireframes. Ever.”*

- Internet Famous Designer

**HTML  
PROTOTYPE**



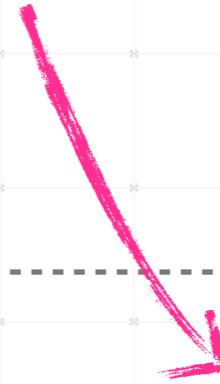
**VISUAL COMP**



**DESIGN  
DOCUMENT**



*Agreed. Hide these*



**EASY FOR CLIENTS  
TO UNDERSTAND**



**INTERACTIVE  
WIREFRAME**

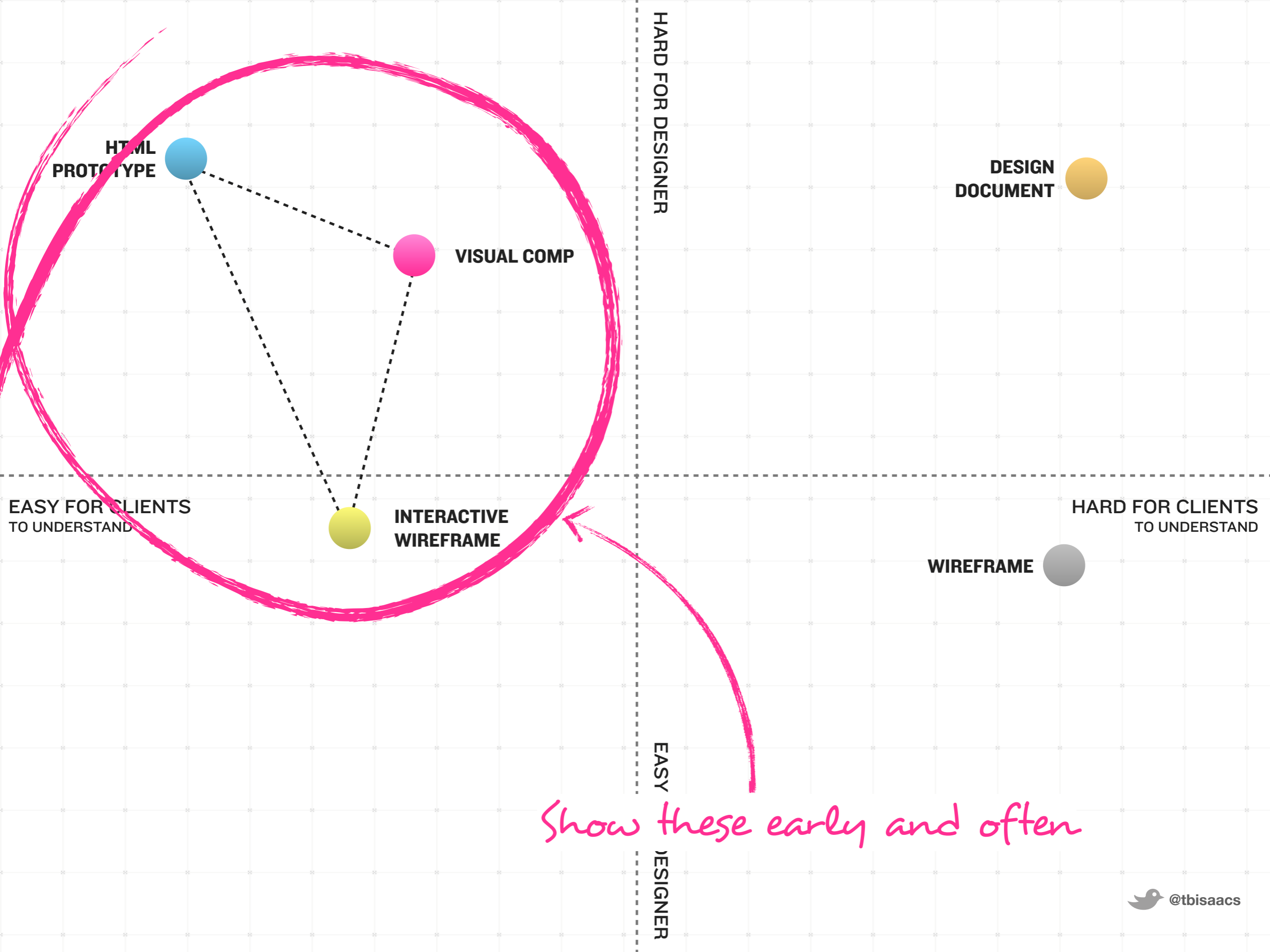
**HARD FOR CLIENTS  
TO UNDERSTAND**

**WIREFRAME**



**EASY FOR DESIGNER**

**HARD FOR DESIGNER**



*Ideal, but can be costly to create*

**HTML  
PROTOTYPE**



**DESIGN  
DOCUMENT**



**VISUAL COMP**



**HARD FOR CLIENTS  
TO UNDERSTAND**

**WIREFRAME**



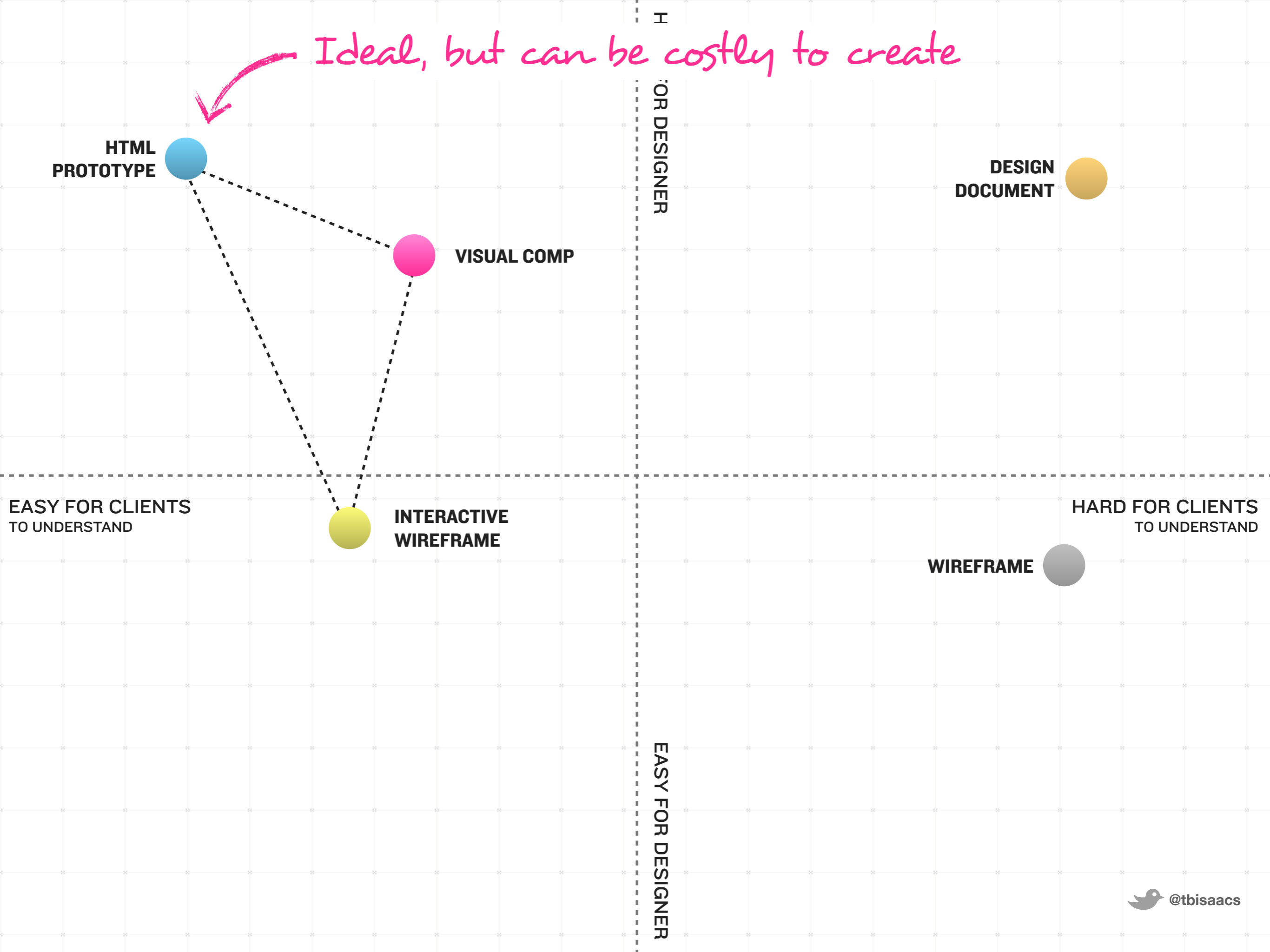
**INTERACTIVE  
WIREFRAME**



**EASY FOR CLIENTS  
TO UNDERSTAND**

**EASY FOR DESIGNER**

**HARD FOR DESIGNER**





*Polished, but difficult to describe interaction*

**HTML  
PROTOTYPE**



**VISUAL COMP**

**DESIGN  
DOCUMENT**



**EASY FOR CLIENTS  
TO UNDERSTAND**



**INTERACTIVE  
WIREFRAME**

**HARD FOR CLIENTS  
TO UNDERSTAND**

**WIREFRAME**



**HARD |**

**ESIGNER**

**EASY FOR DESIGNER**

**HTML  
PROTOTYPE**



**VISUAL COMP**



**INTERACTIVE  
WIREFRAME**



**DESIGN  
DOCUMENT**



**WIREFRAME**



HARD FOR DESIGNER

EASY FOR DESIGNER

EASY FOR CLIENTS  
TO UNDERSTAND

HARD FOR CLIENTS  
TO UNDERSTAND

*Enough fidelity, interactive, cheap to create*

Enough fidelity,  
interactive, cheap to create

Enough fidelity,  
interactive, cheap to create

idea



good idea



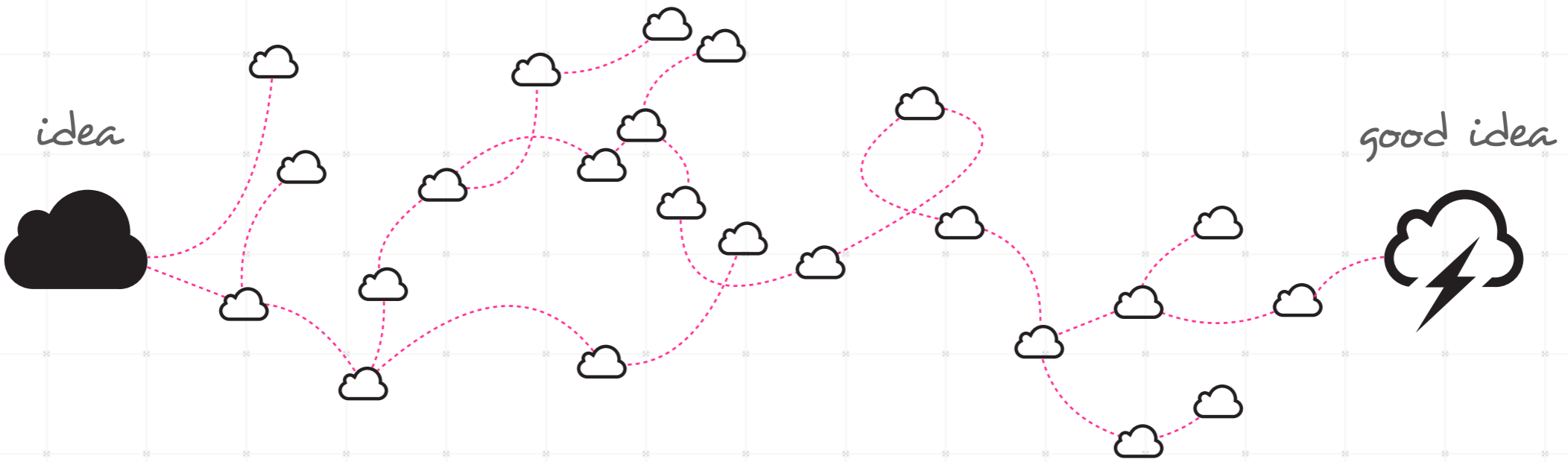


idea



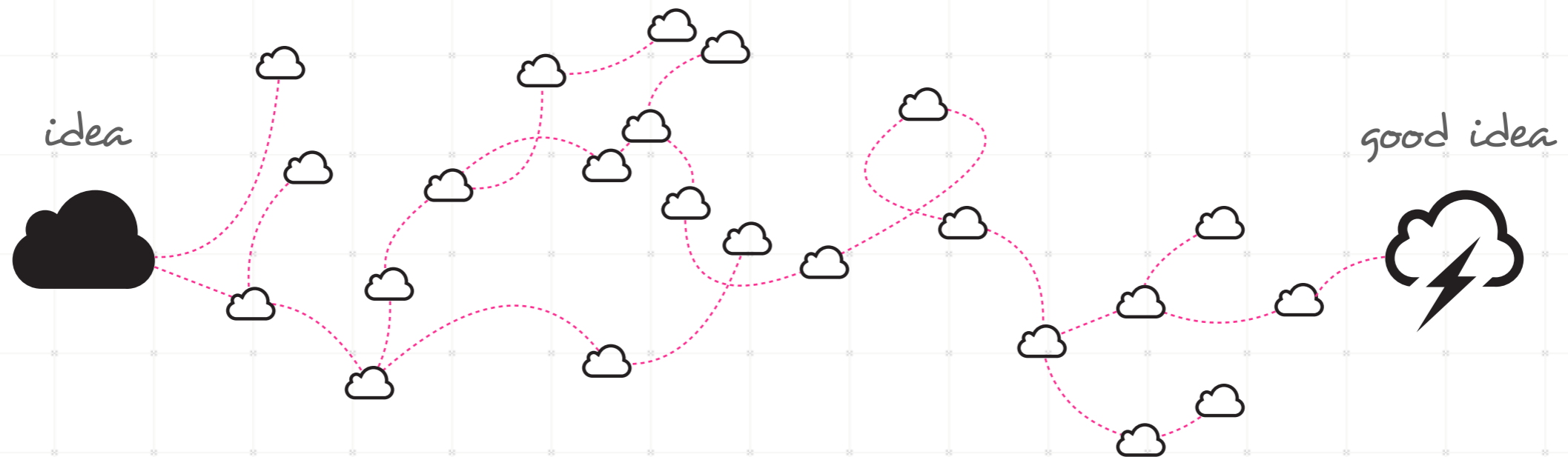
good idea

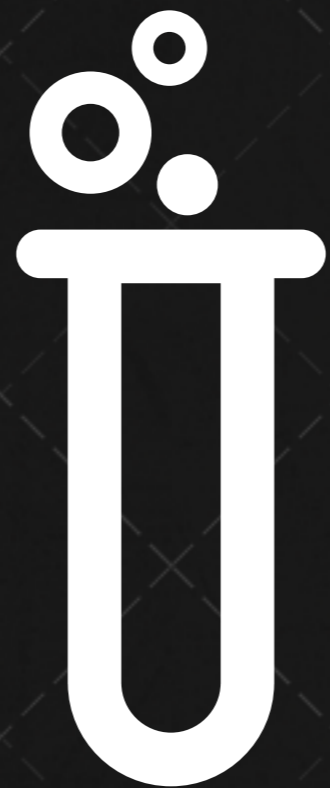




*“Your first design may be the best, but you won’t know until you can’t find a better one.”*

[Jason Fried](#)





**Lab**

Quick Show Of Hands:

Do You Have Keynote (with you?)





Quick Show Of Hands:

Keynote for iOS (with you)?



Quick Show Of Hands:  
Powerpoint?



Quick Show Of Hands:

Do you have an iPhone?



Quick Show Of Hands:

Do you have an iPad?



Quick Show Of Hands:

Do you have an Android device?





Environment Setup

Working With Shapes & Objects

Visual Design

Linking, Animations, and Interactions

Testing On-Device

 **Prototyping Exercise**

Show & Tell

Keynote  
Basics



Environment Setup

Working With Shapes & Objects

Visual Design



Linking, Animations, and Interactions

Testing On-Device



**Prototyping Exercise**

Show & Tell

Environment Setup

Working With Shapes & Objects

Visual Design

Linking, Animations, and Interactions

Testing On-Device



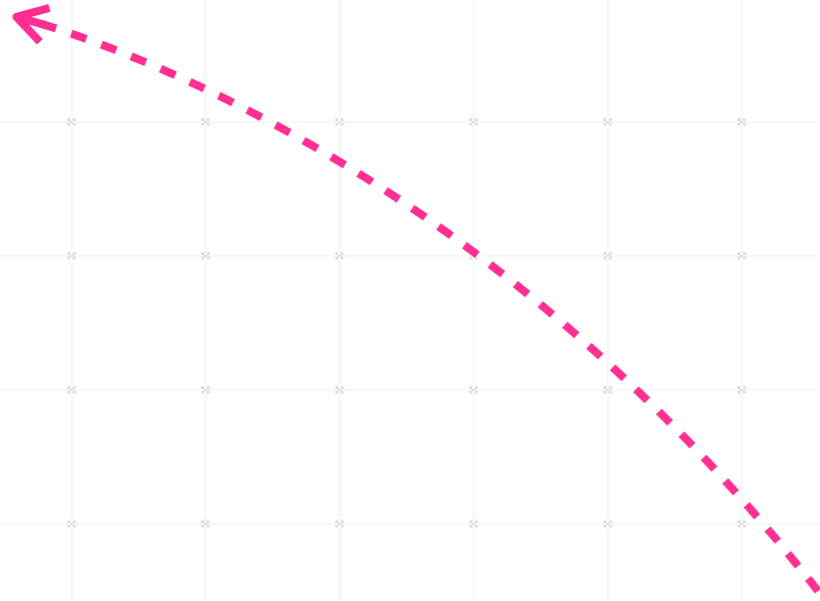
## Prototyping Exercise

The Fun  
Stuff

Show & Tell



You



Your turn to do something

# Environment Setup





You



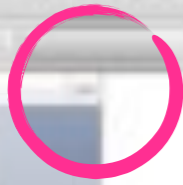


You



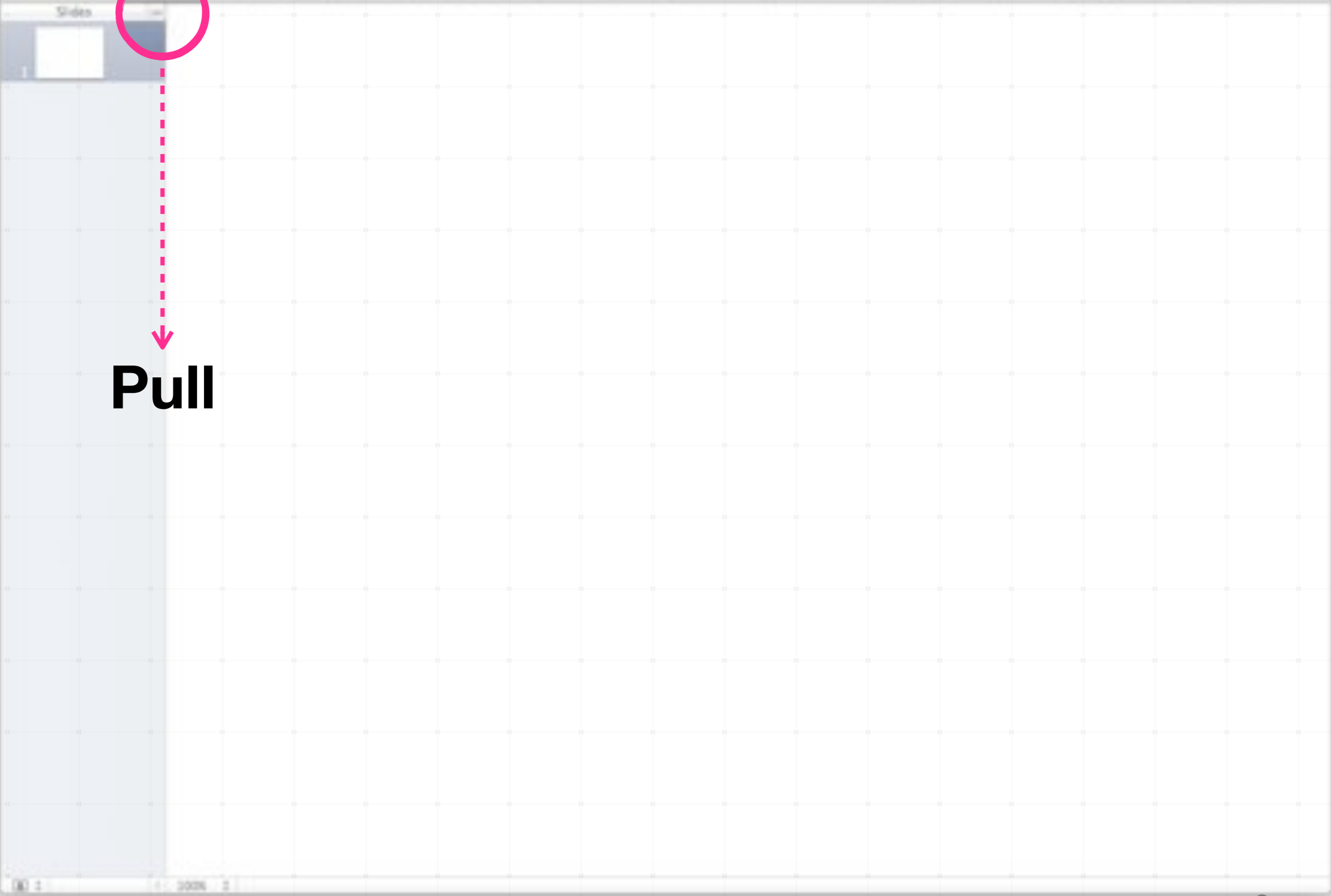
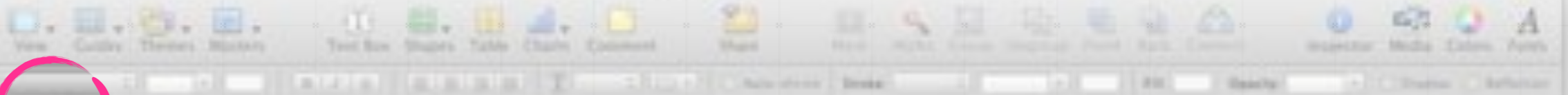


You



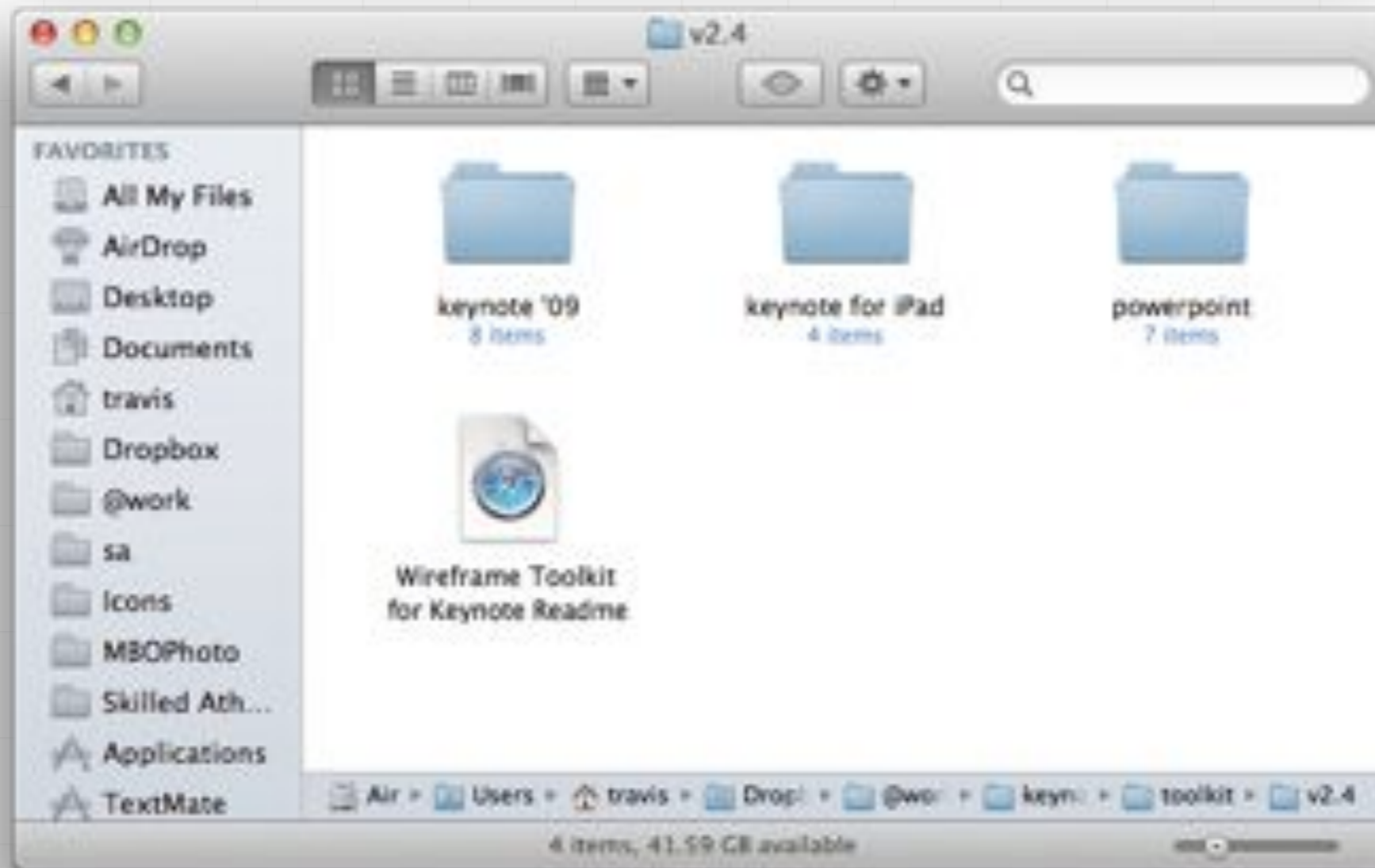
**Pull**

Untitled



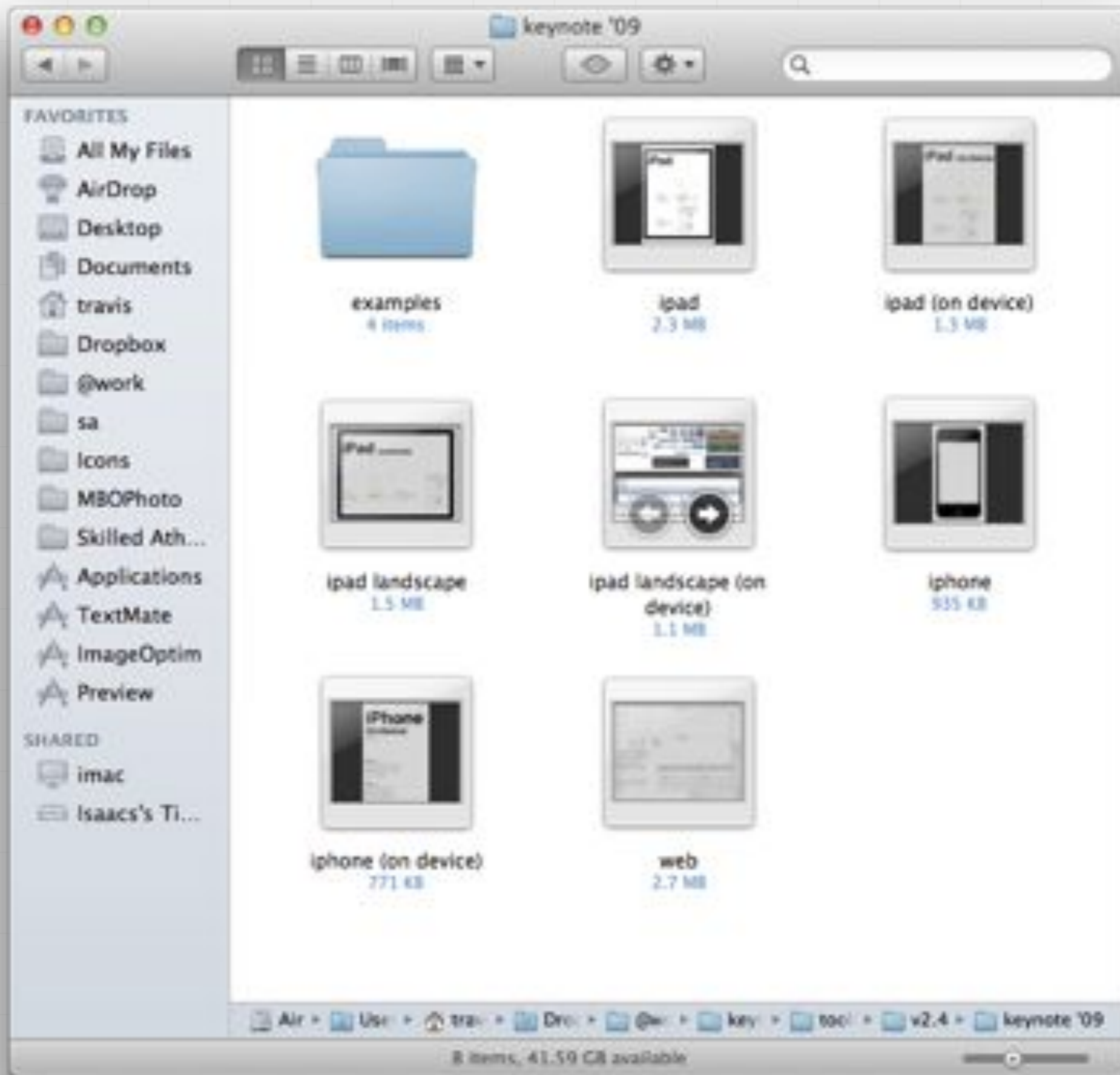


You



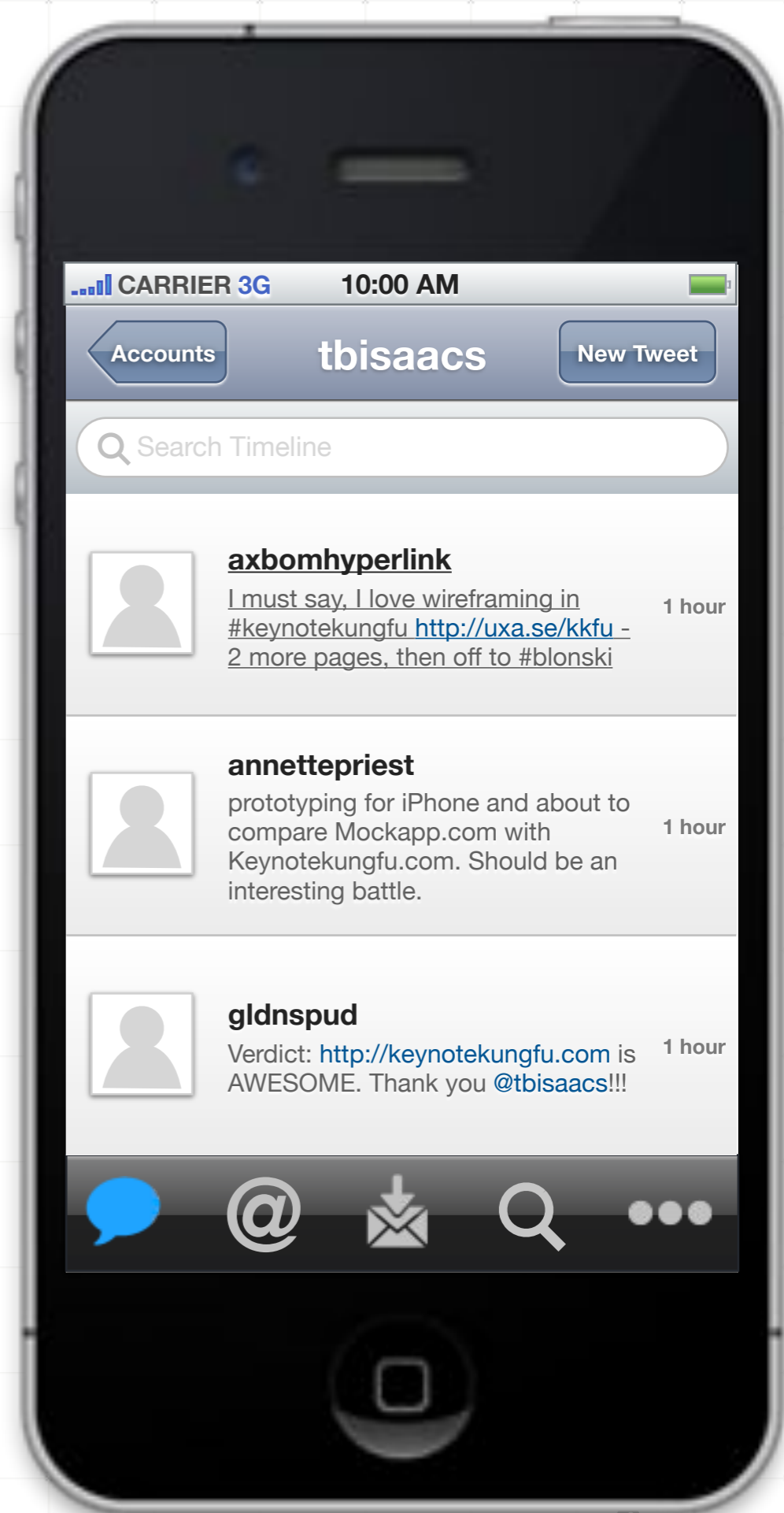
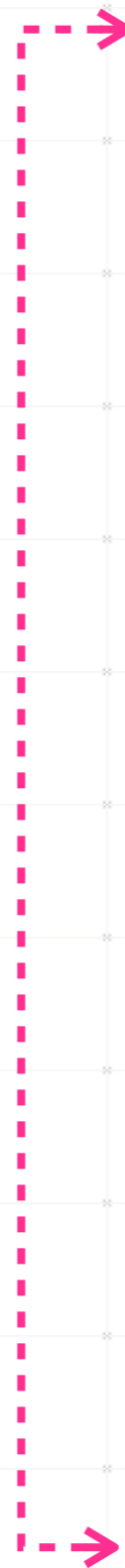


You



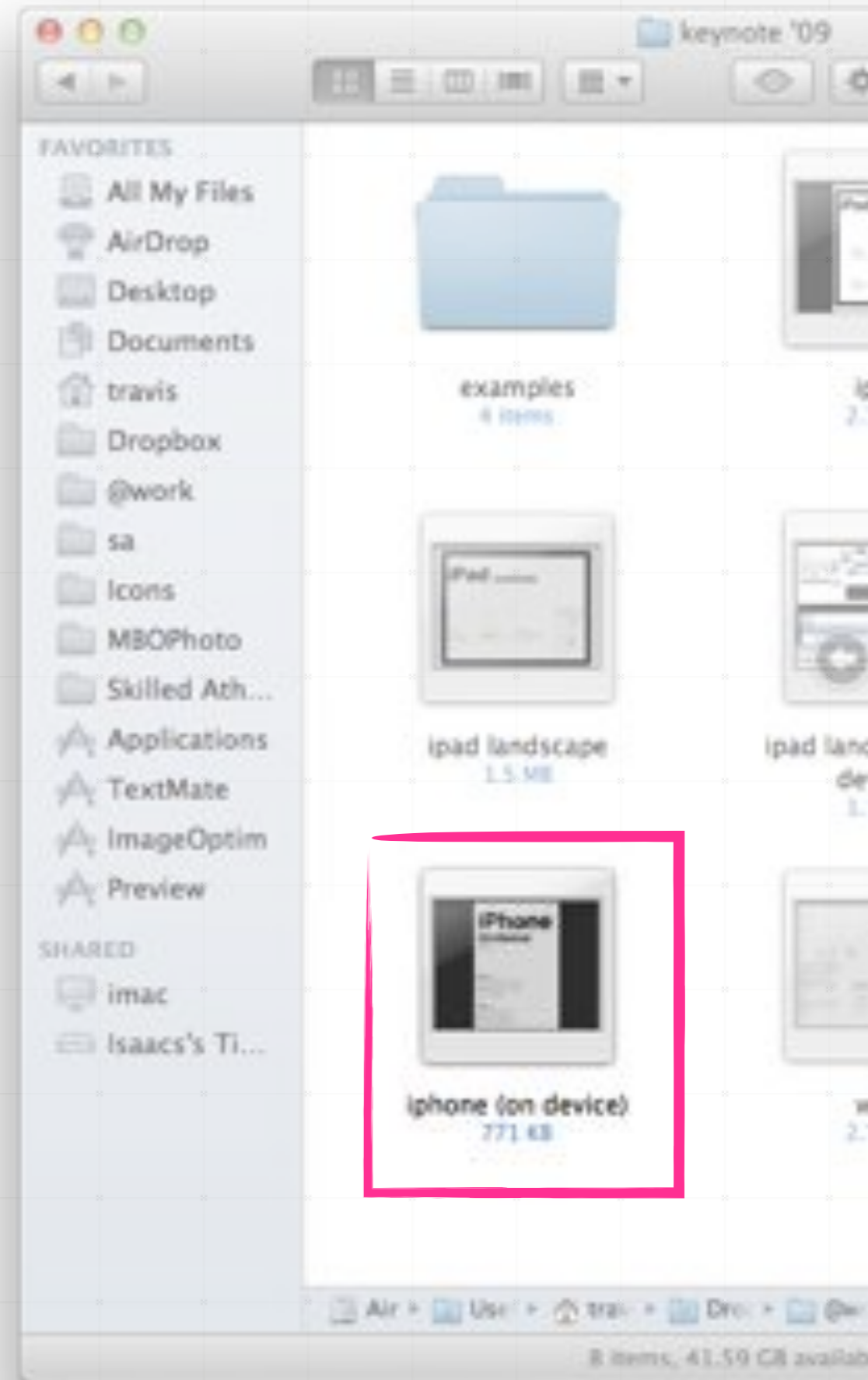
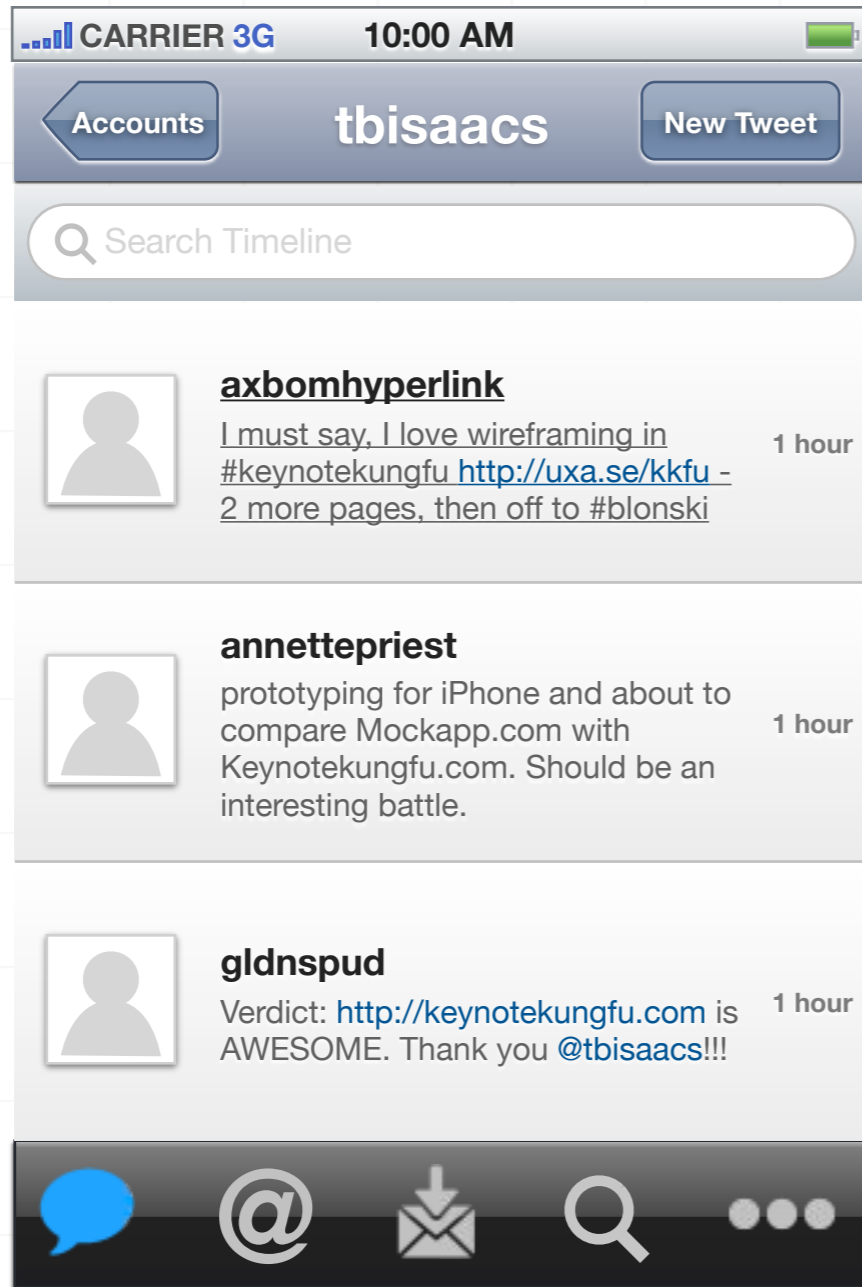


Includes device chrome,  
meant to be displayed  
on screen



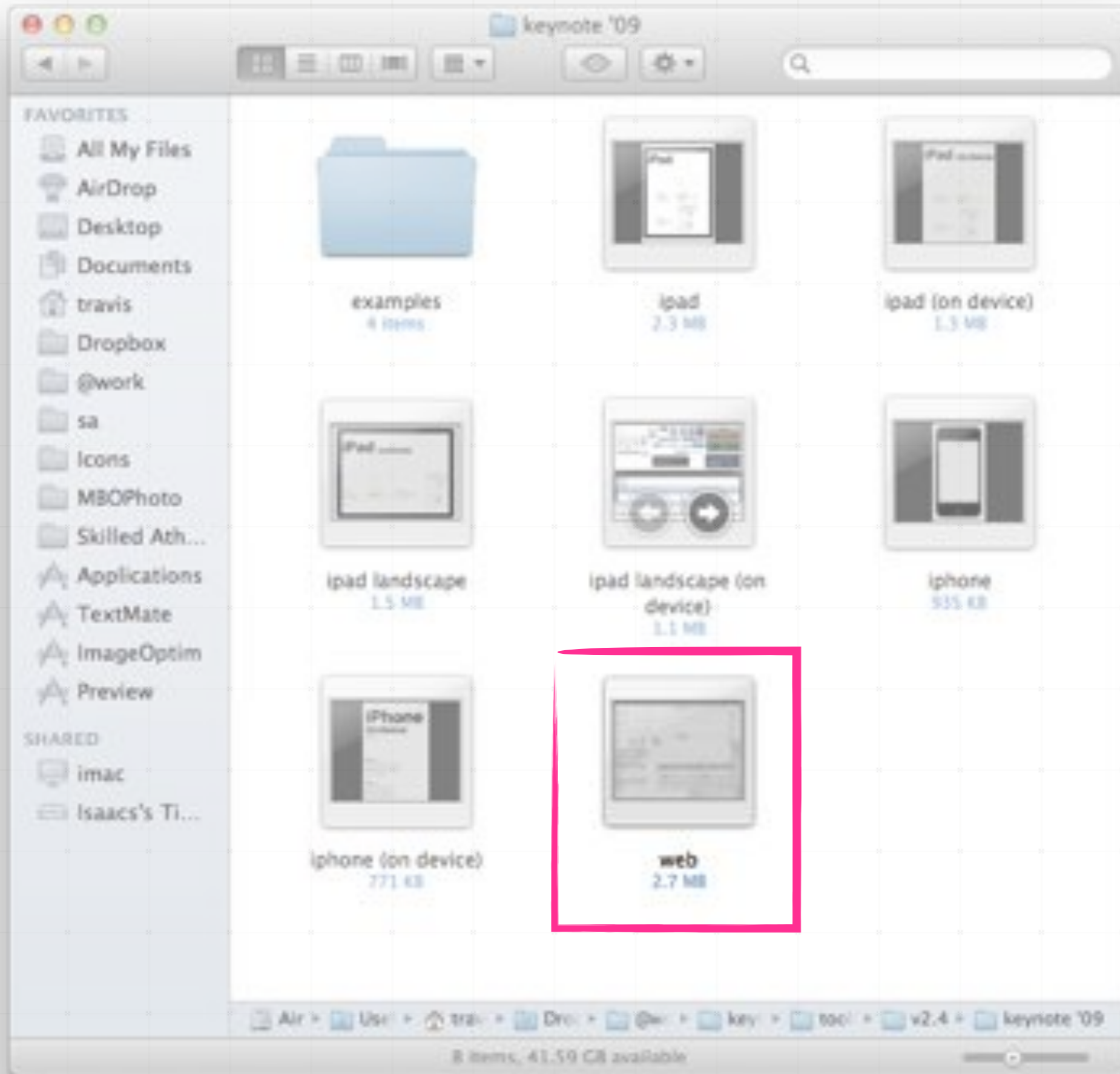


No chrome, meant to be shown on the device





You



# Have you played these games?

All Platforms Xbox 360 PS3 Wii DS PSP PC Xbox PS2 More Platforms +

Find a game

Red Dead Redemption

Red Dead Redemption

Red Dead Redemption

Red Dead Redemption

Red Dead Redemption

Played It

Played It

Played It

Played It

Played It

← Wireframe In Here

## Your Gamer DNA™

See other

Games Played	Gamer Type	Favorite Platform	Favorite Genres
96 Rookie 70% of Gametop members have played more games than you. <a href="#">See statistics for more</a>	Zombie killing You like games that involve zombies and that are multiplayer or massively-multiplayer.	Xbox 360 PS3 Wii DS PSP PC	Horror FPS Driving Football Party

← Prototype In Here

# Have you played these games?

All Platforms Xbox 360 PS3 Wii DS PSP PC Xbox PS2 More Platforms



Bad Ideas



Safety Net



Good Ideas



Master Slides

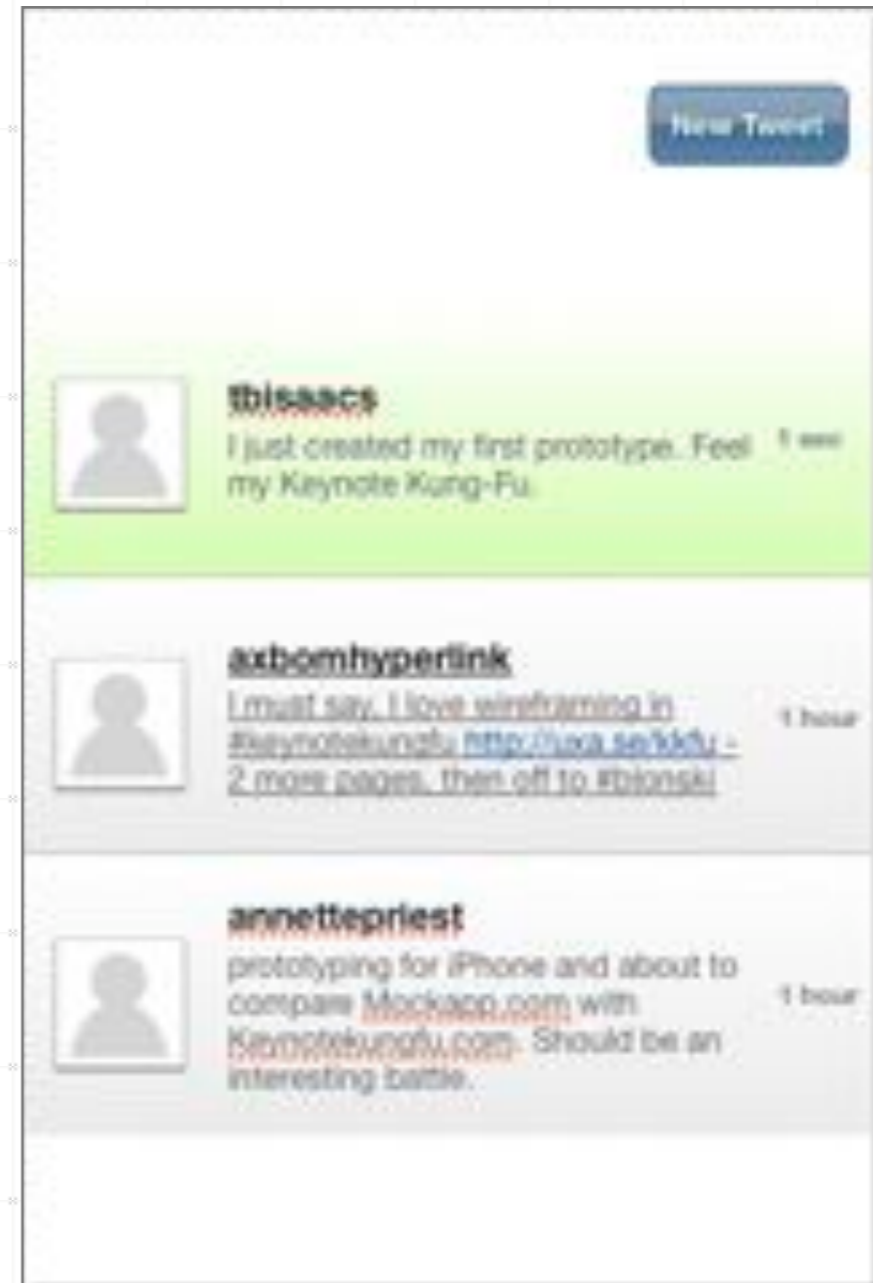
- 100
- Blank
- Camer DNA - blank
- ✓ Camer DNA - popovers
- 11 Slides
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19



Master Slide



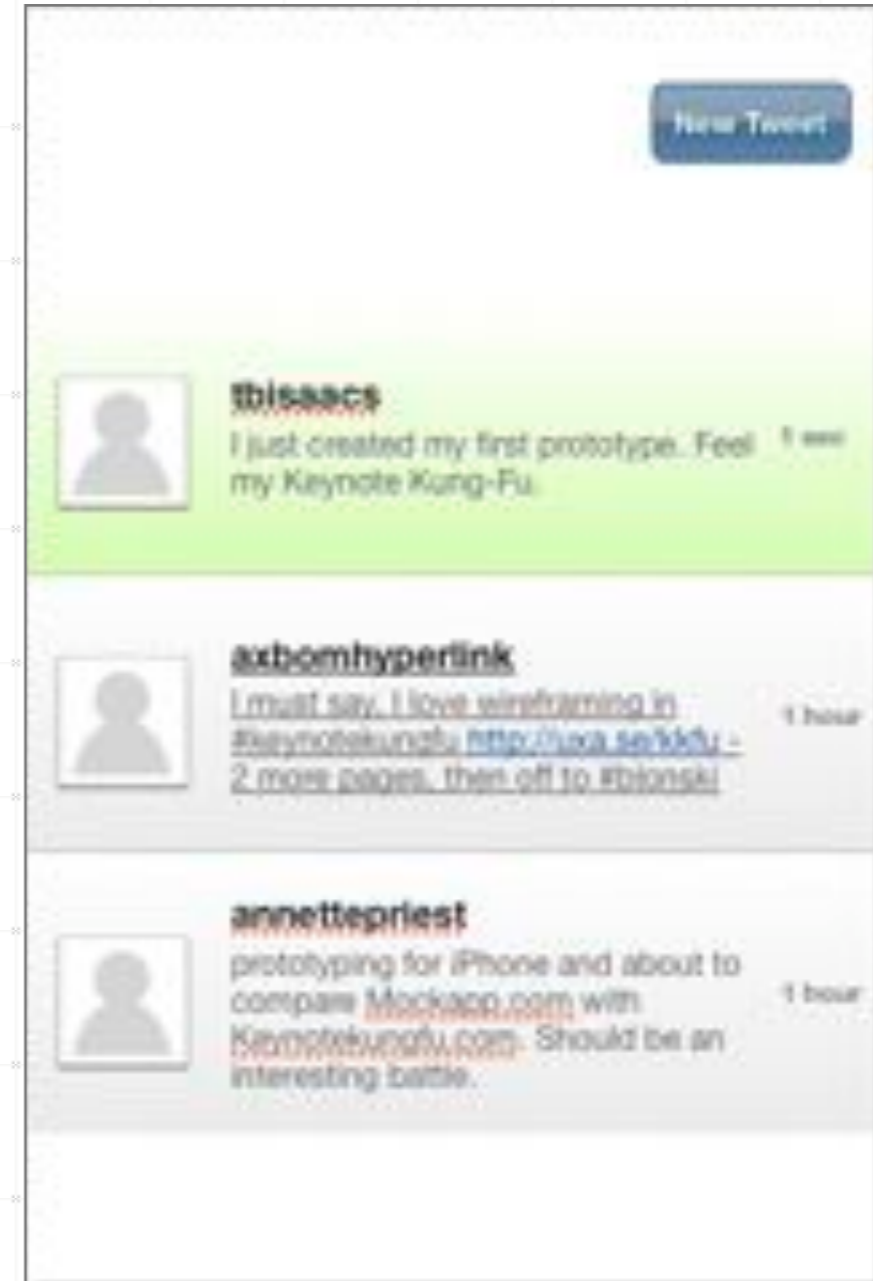
Slide



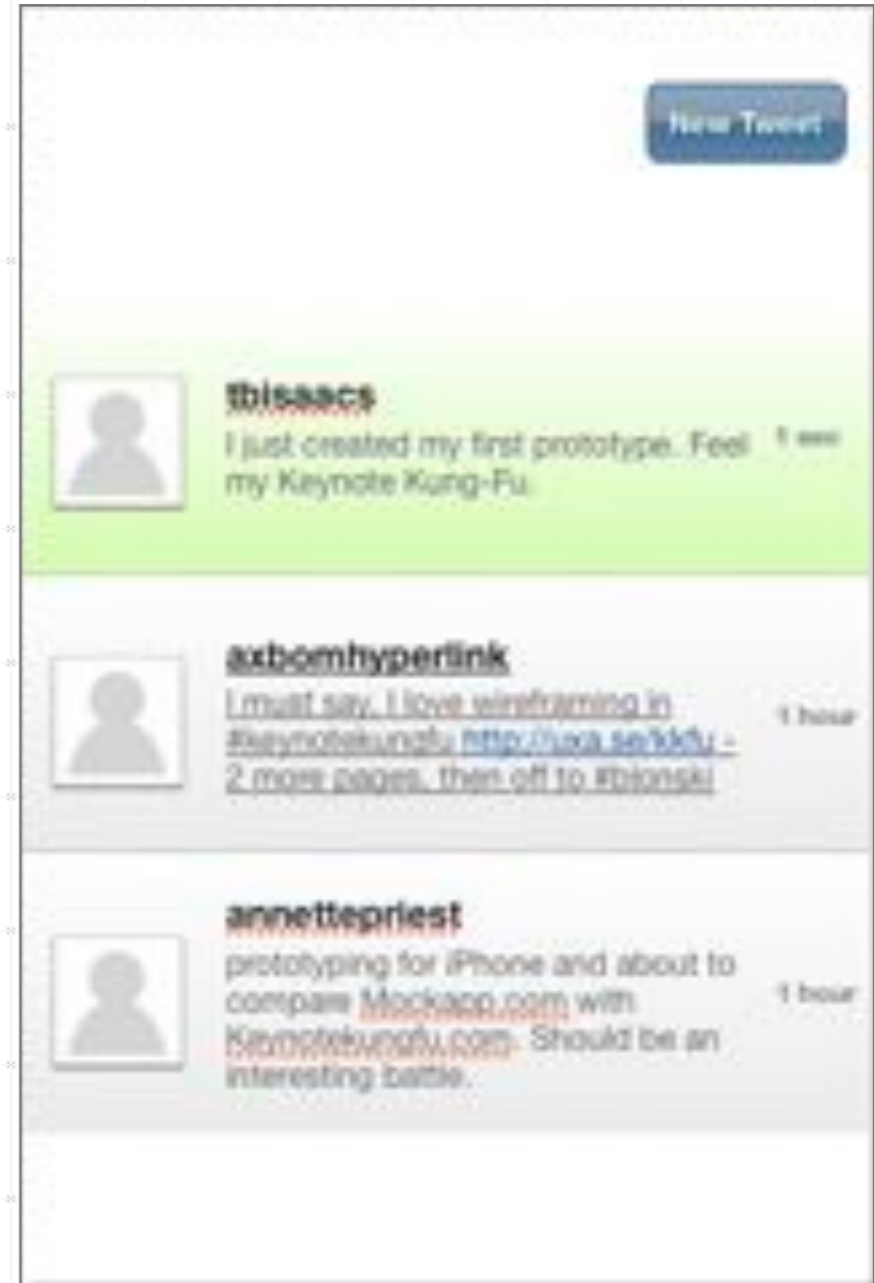
Static

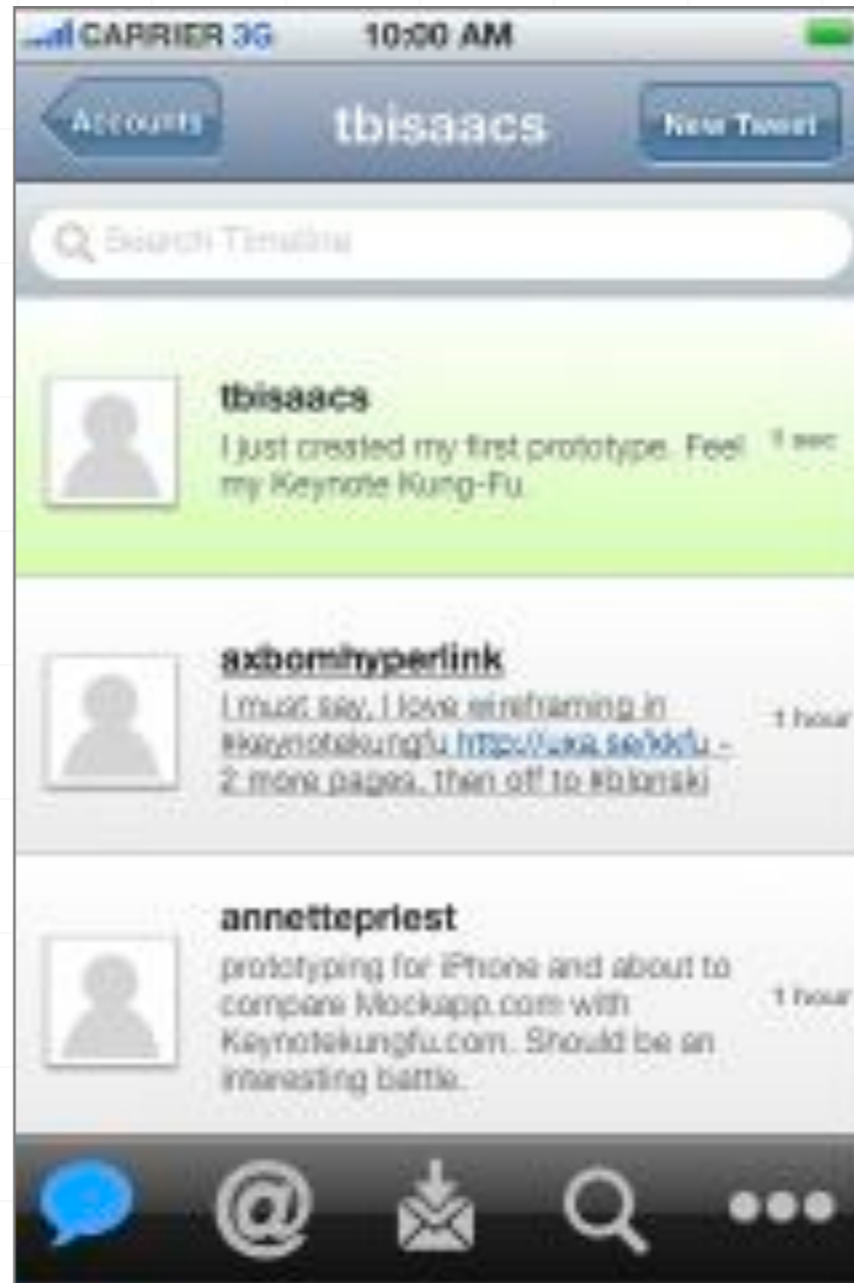


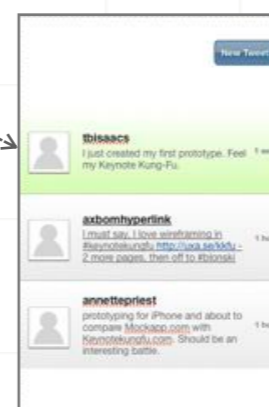
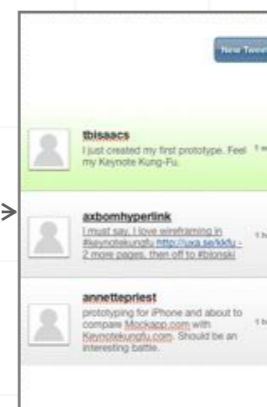
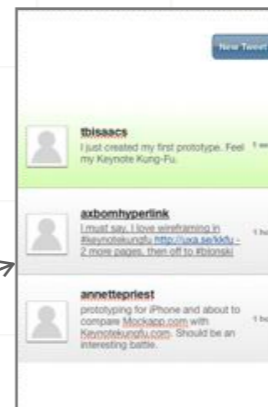
Interactive













You



Keynote

File

Edit

Insert

Slide

Format

Arrange

View

Play

Window

Share

Help

New ⌘N

New from Theme Chooser...

Open... ⌘O

Open Recent ▶

Close ⌘W

Save a Version ⌘S

Duplicate

Revert Document...

Export...

Reduce File Size

Record Slideshow

Clear Recording...

Choose Theme...

Save Theme...

Print... ⌘P



You



Keynote File Edit Insert Slide Format Arrange View Play Window Share Help

Theme Chooser



Crayon Line



Notebook



Linen Book



Fun Theme



ipad



ipad (on device)



ipad landscape



ipad landscape (on device)



iphone



iphone (on device)



web





You

Theme Chooser



Crayon Line



Notebook



Linen Book



Fun Theme



ipad



ipad (on device)



ipad landscape



ipad landscape (on device)



iphone

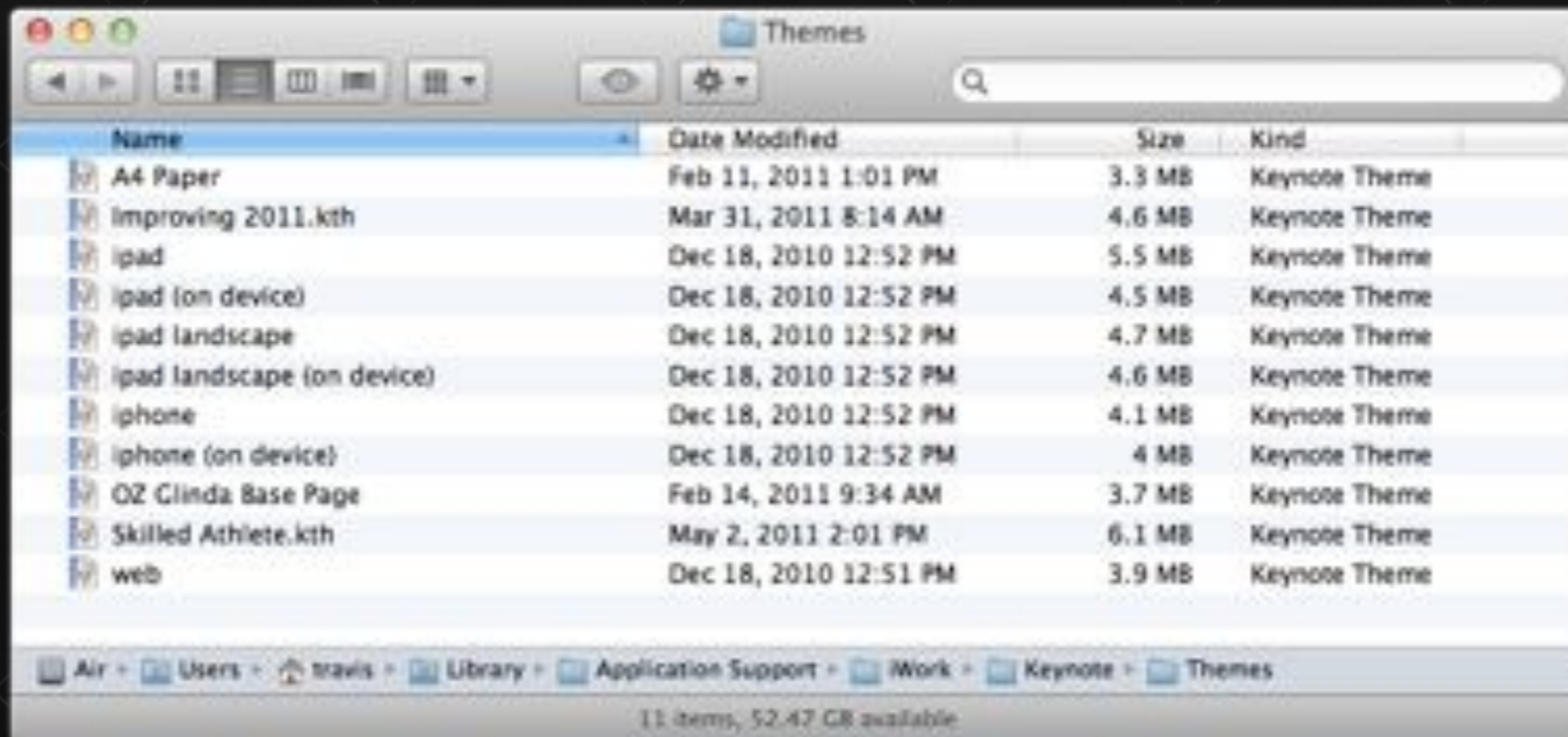


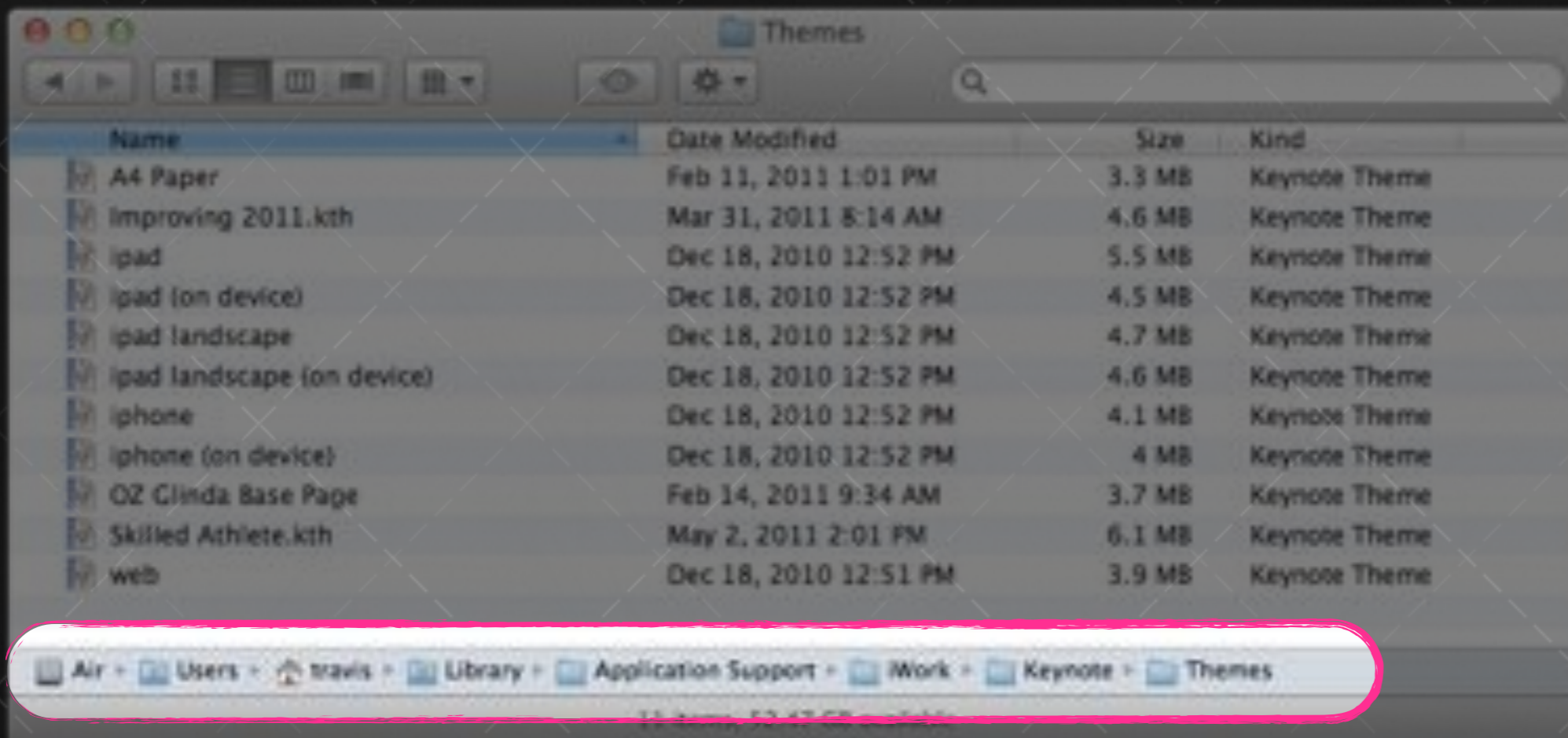
iphone (on device)



CLICK









You

Untitled



**Master Slides**

- misc
- social
- width = 12 col
- 960.gs - 16 col
- 960.gs - 24 col
- Twitter Bootstrap
- Twitter Bootstrap
- Slides







You

Untitled



Master Slides

- misc
- social
- img - social - master slide
- 960.gs - 16 col
- 960.gs - 24 col
- Twitter Bootstrap
- Twitter Bootstrap
- Slides



You

Untitled



Master Slides

misc



social



DRAG

960.gs - 16 col



960.gs - 24 col



Twitter Bootstrap



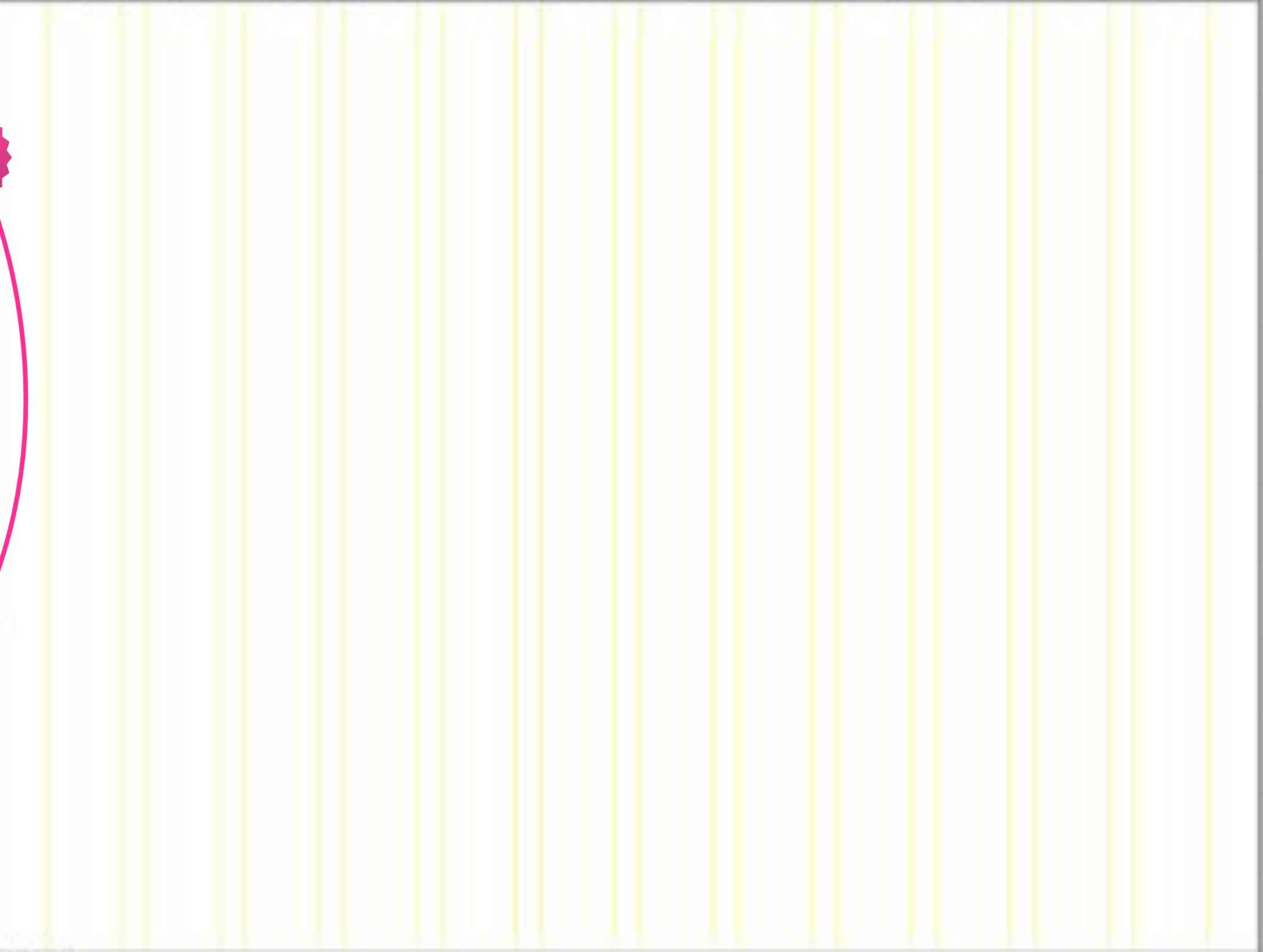
Twitter Bootstrap



Twitter Bootstrap



Sides





You



Master Slides

- boxes
- infographics
- note taking
- misc
- social
- the visual system**
- 960.gs - 16 col
- 960.gs - 24 col

Slides

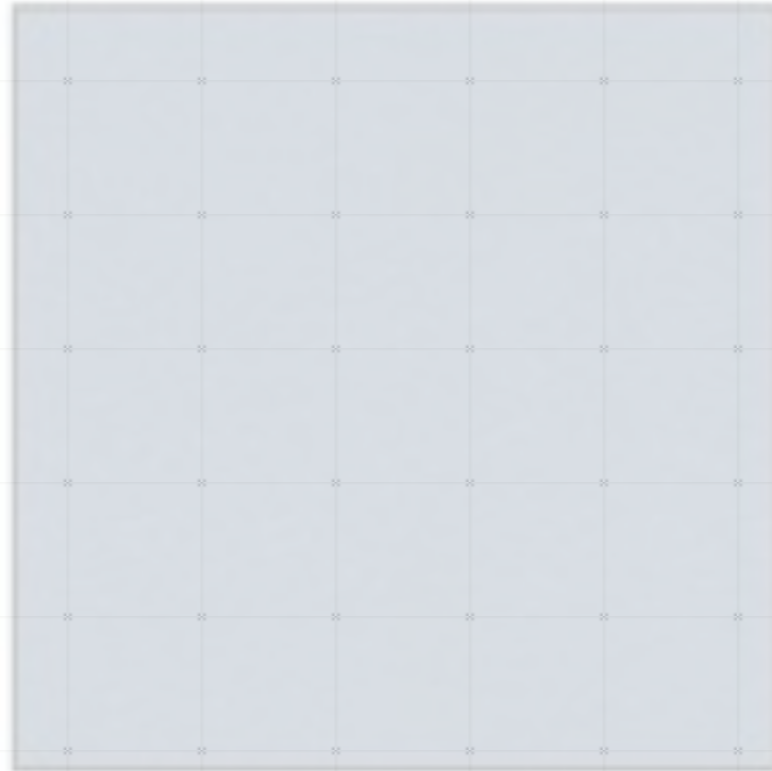
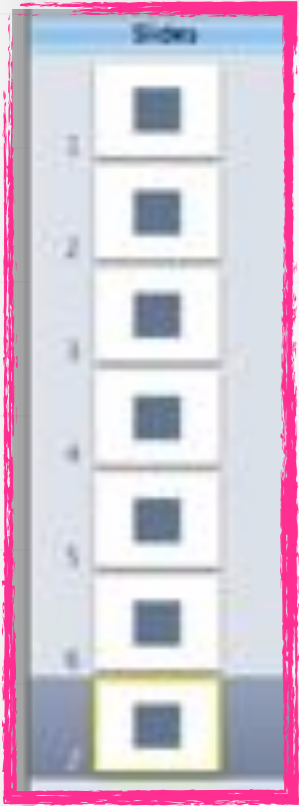
- the visual system







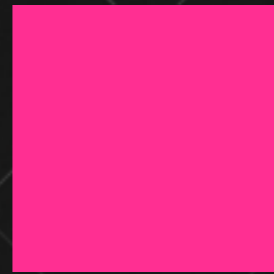
You



# Working With Shapes & Objects

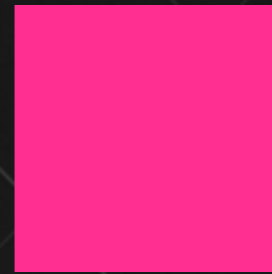


**Shift+ Arrow Key:**  
Move 10 pixels at a time



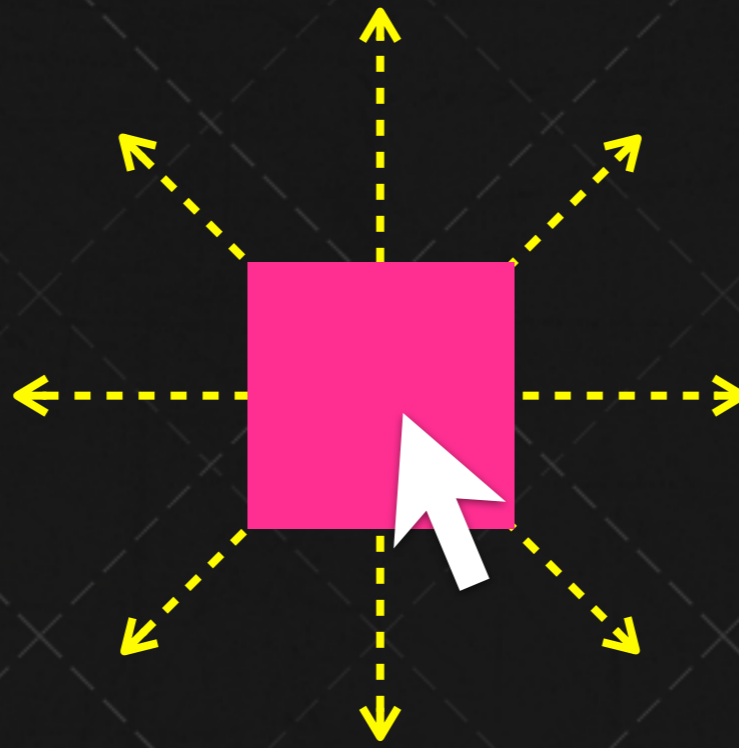


**Shift+ Arrow Key:**  
Move 10 pixels at a time

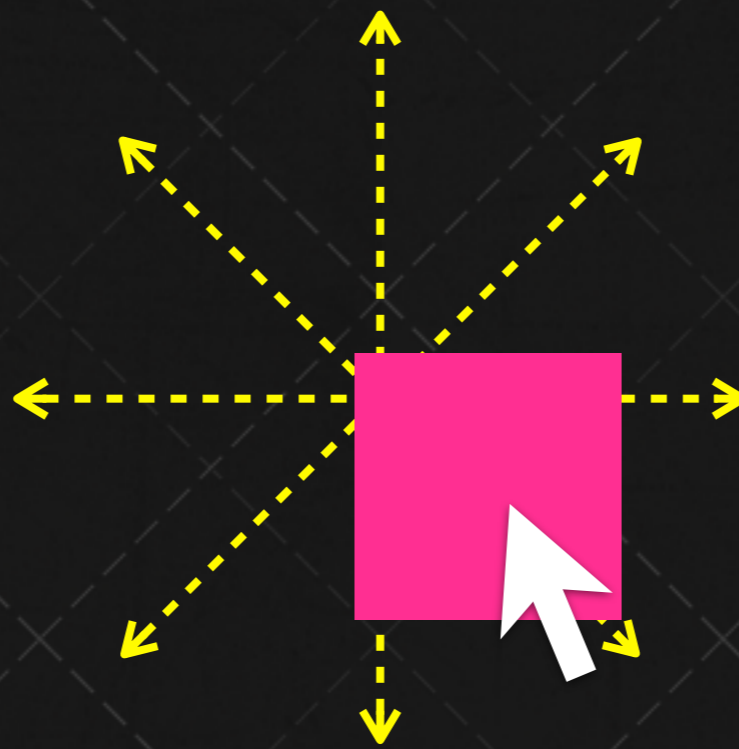




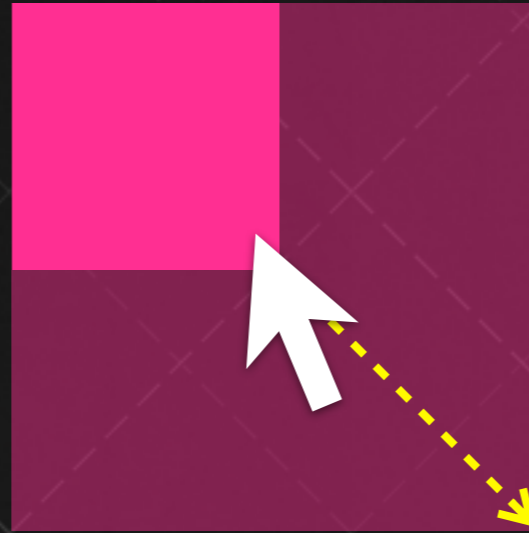
# Shift+ Drag: Constrain Movement



# Shift+ Drag: Constrain Movement

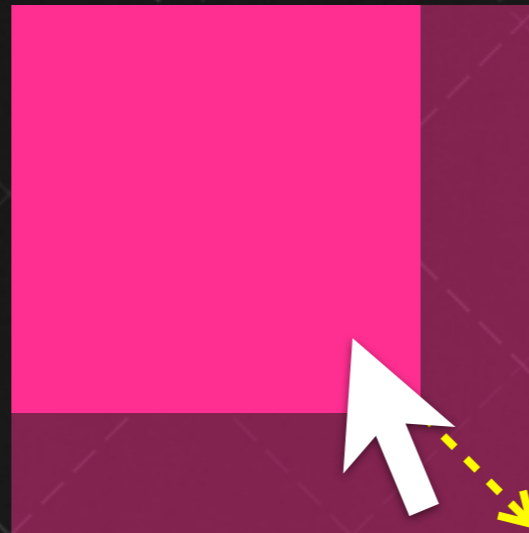


# Shift+ Resize: Resize Proportionally

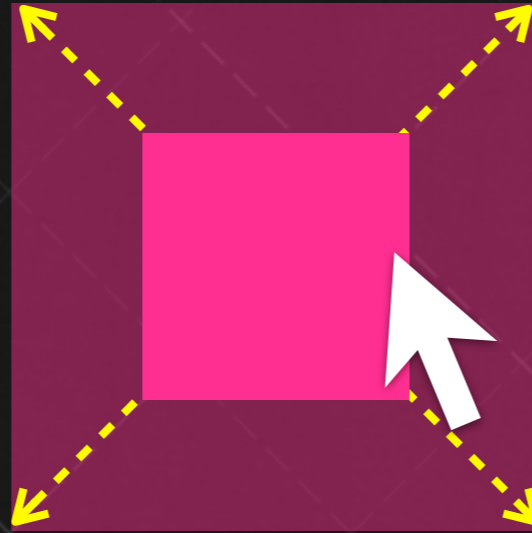




# Shift+ Resize: Resize Proportionally

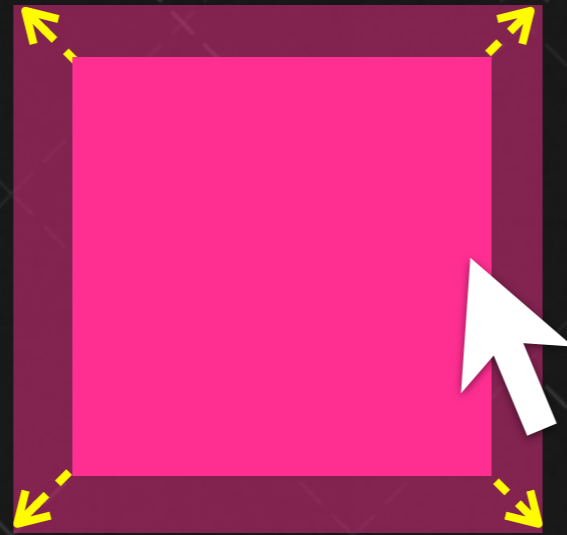


**Option+Resize:**  
Resize from  
center



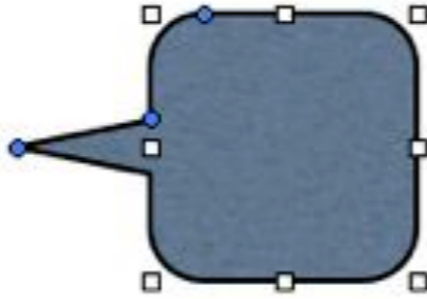
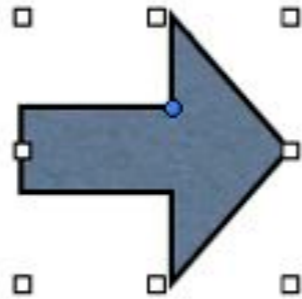


**Option+Resize:**  
Resize from  
center





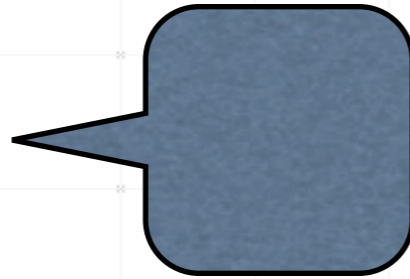
You



Points:  5

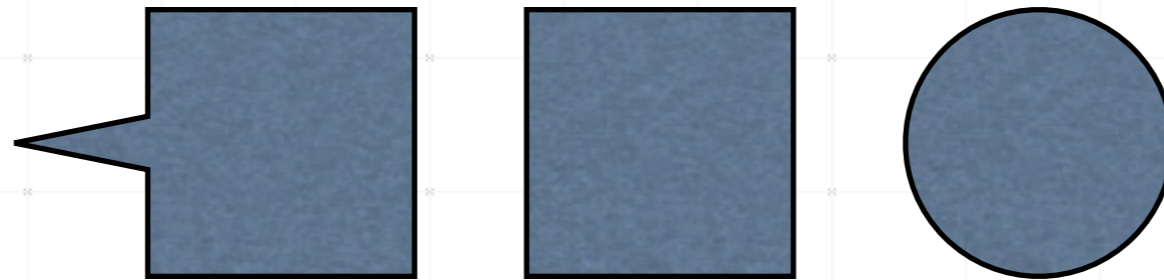


You



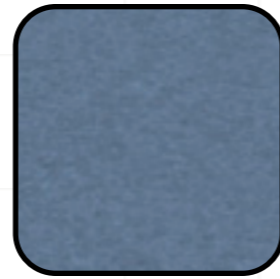


You





You







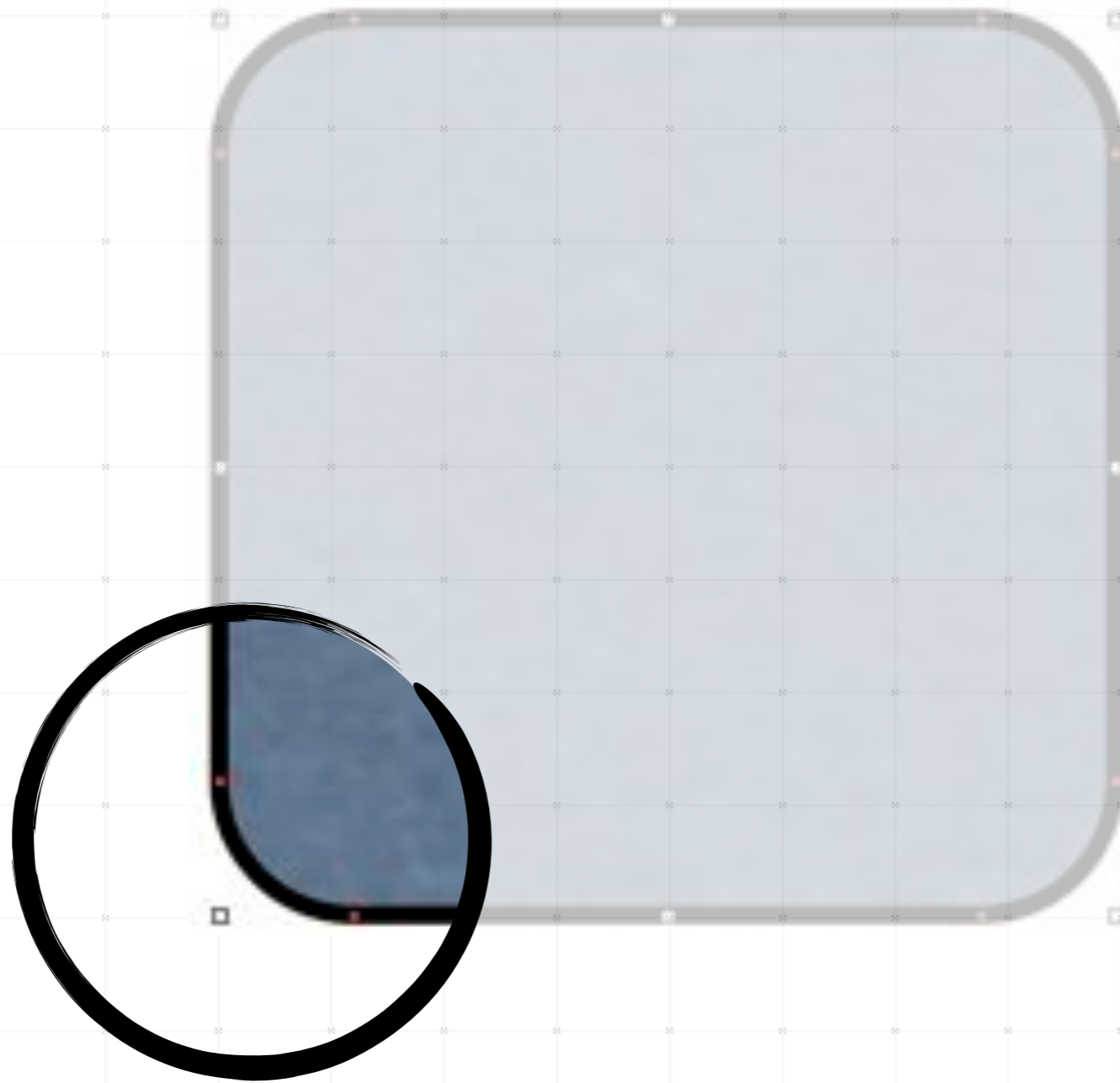
You

- Font
- Text
- Table
- Chart
- Shape**
- Image
- Copy Style ⌘C
- Paste Style ⌘V
- Copy Animation
- Paste Animation
- Mask ⌘M
- Mask with Shape**
- Instant Alpha
- Remove Instant Alpha
- Reapply Master to Selection
- Advanced**

- Smooth Path
- Sharpen Path
- Make Editable**
- Make Motion Path from Shape
- Reset Text and Object Handles

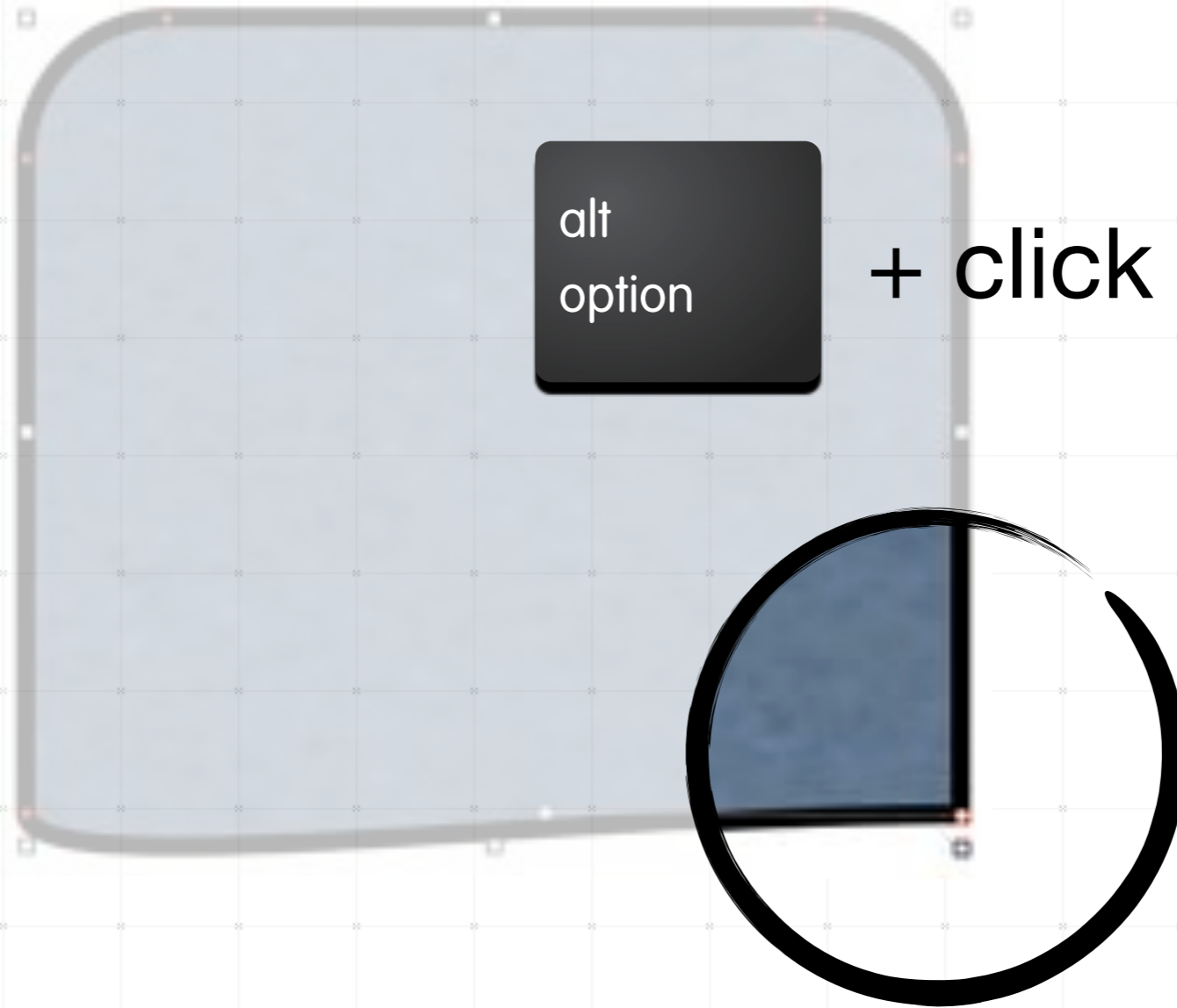


You





You



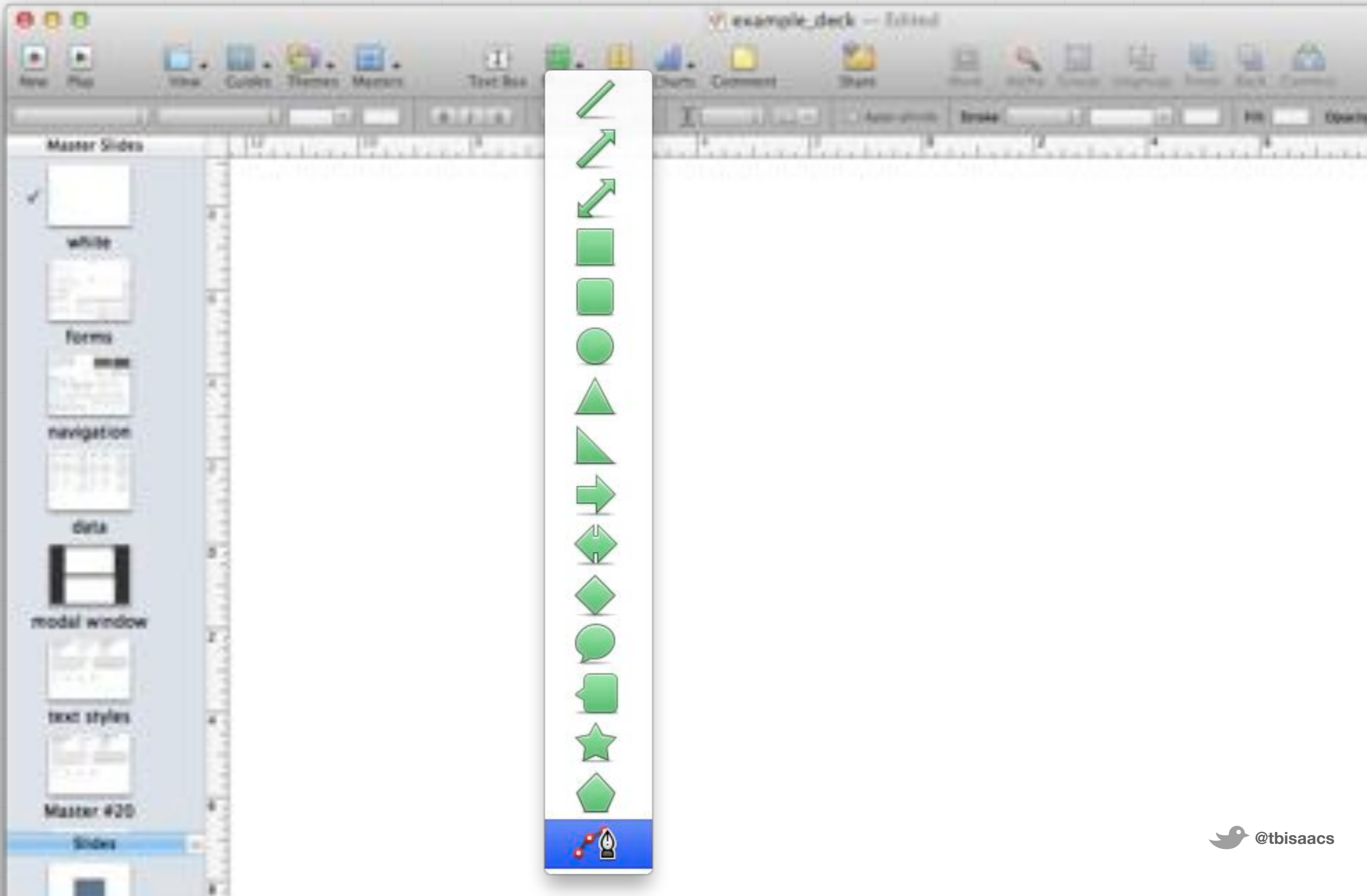


You

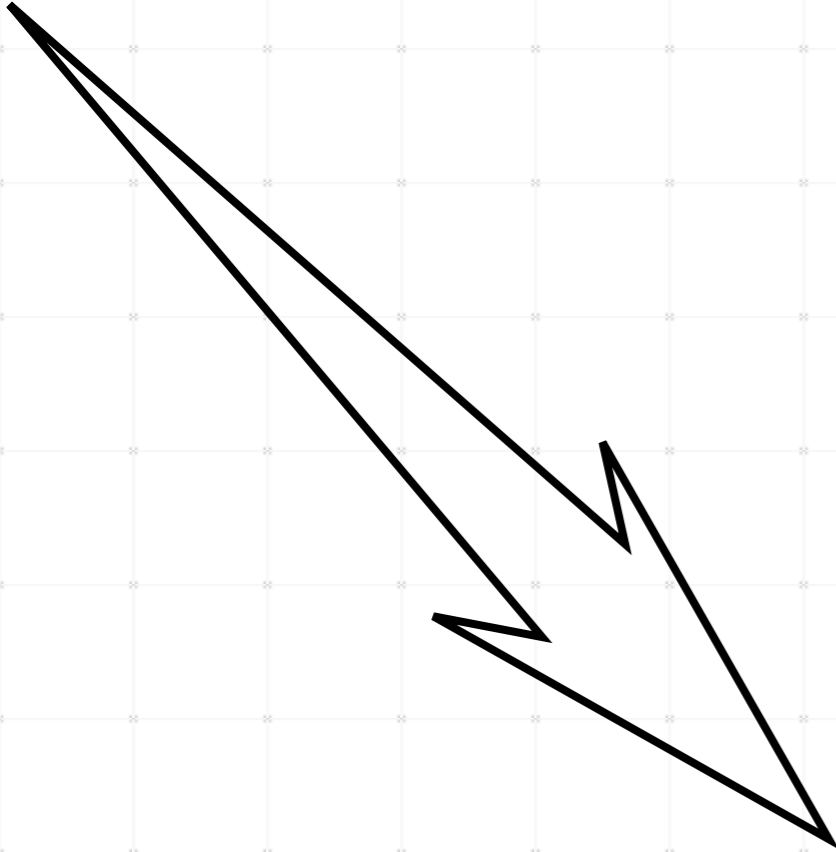
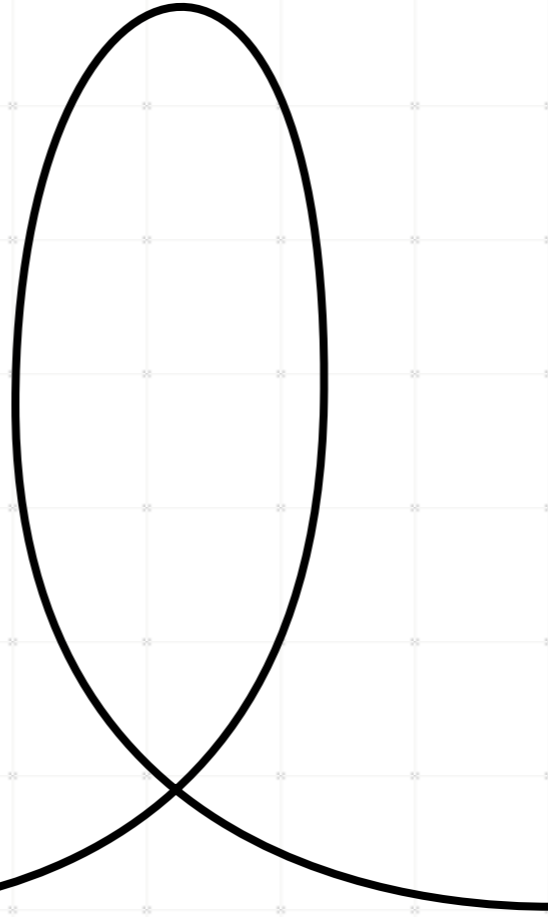
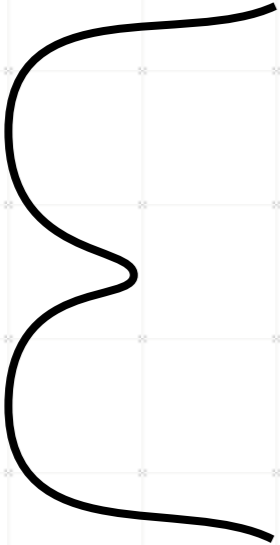
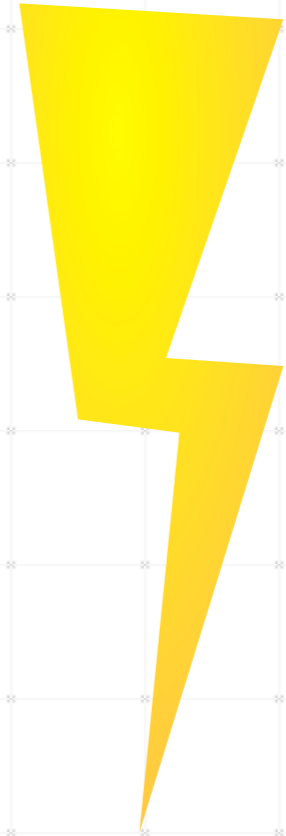




You







⌘  
command

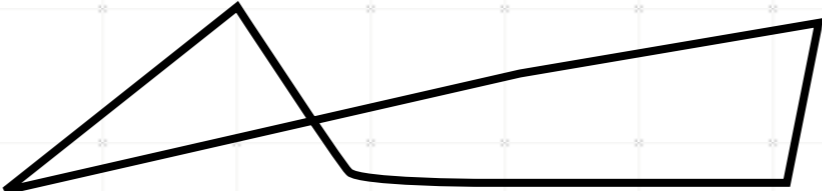


**make point editable**

⇧  
shift



**constrain point placement to 0°/45°/90° angles**



# Visual Design

**Select**

**Select**

Select



**Select**

Select

**Select**

**Select**

Select

**Select**

**Select**

**Select**

Select

**Select**

**Select**

**Select**

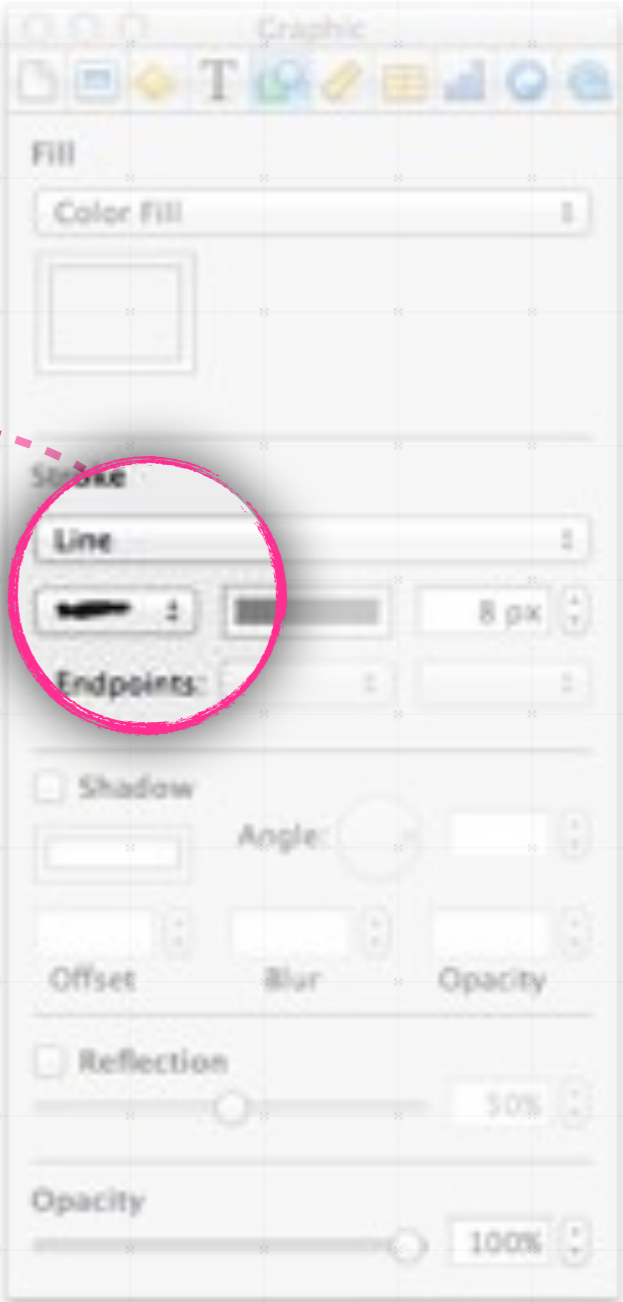
Select

Select

Select

Select

Select



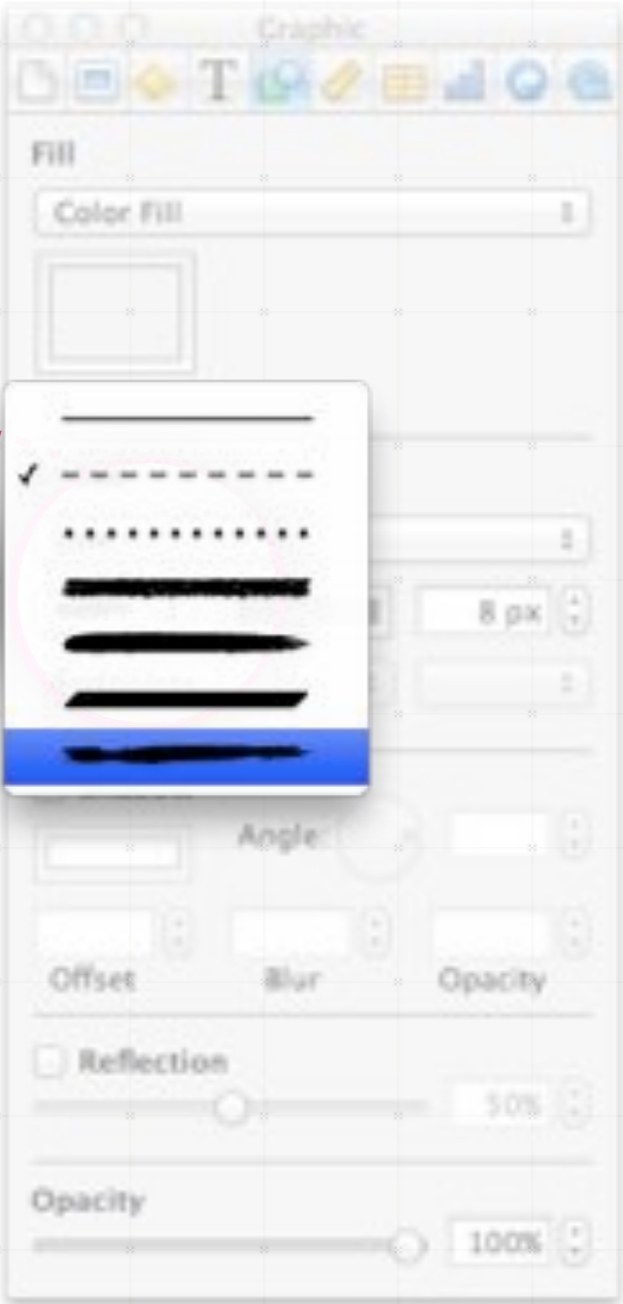
Select

Select

Select

Select

Select





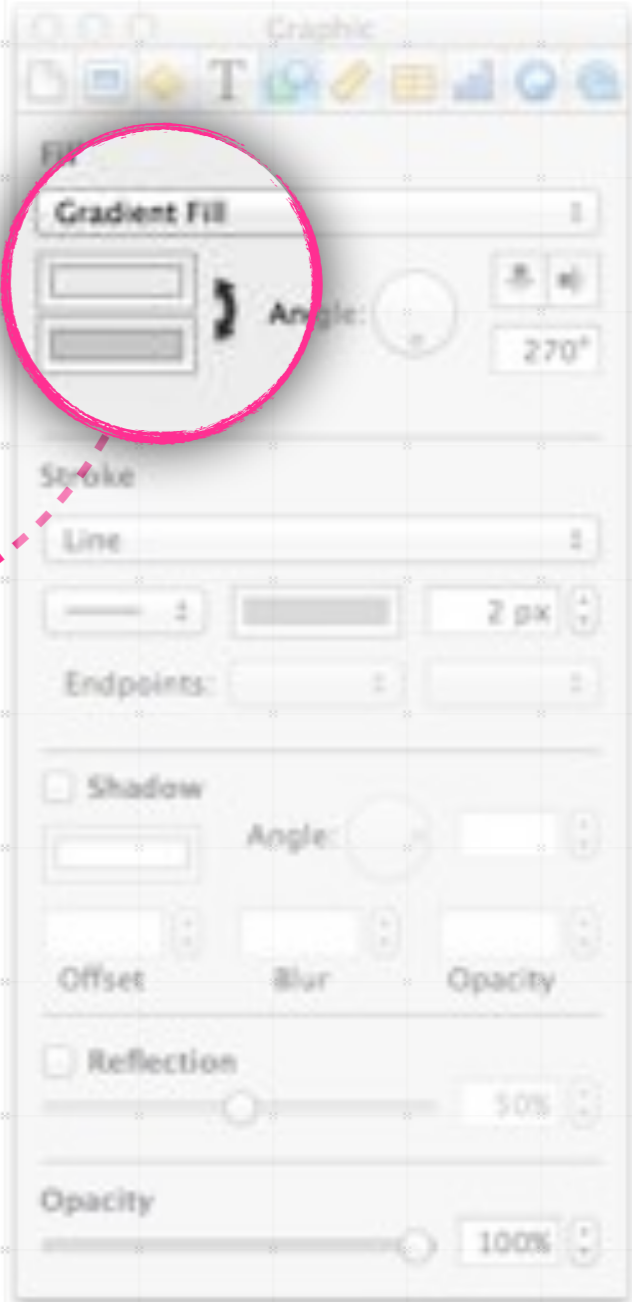
Select

Select

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Select

Select

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Select

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Select





You

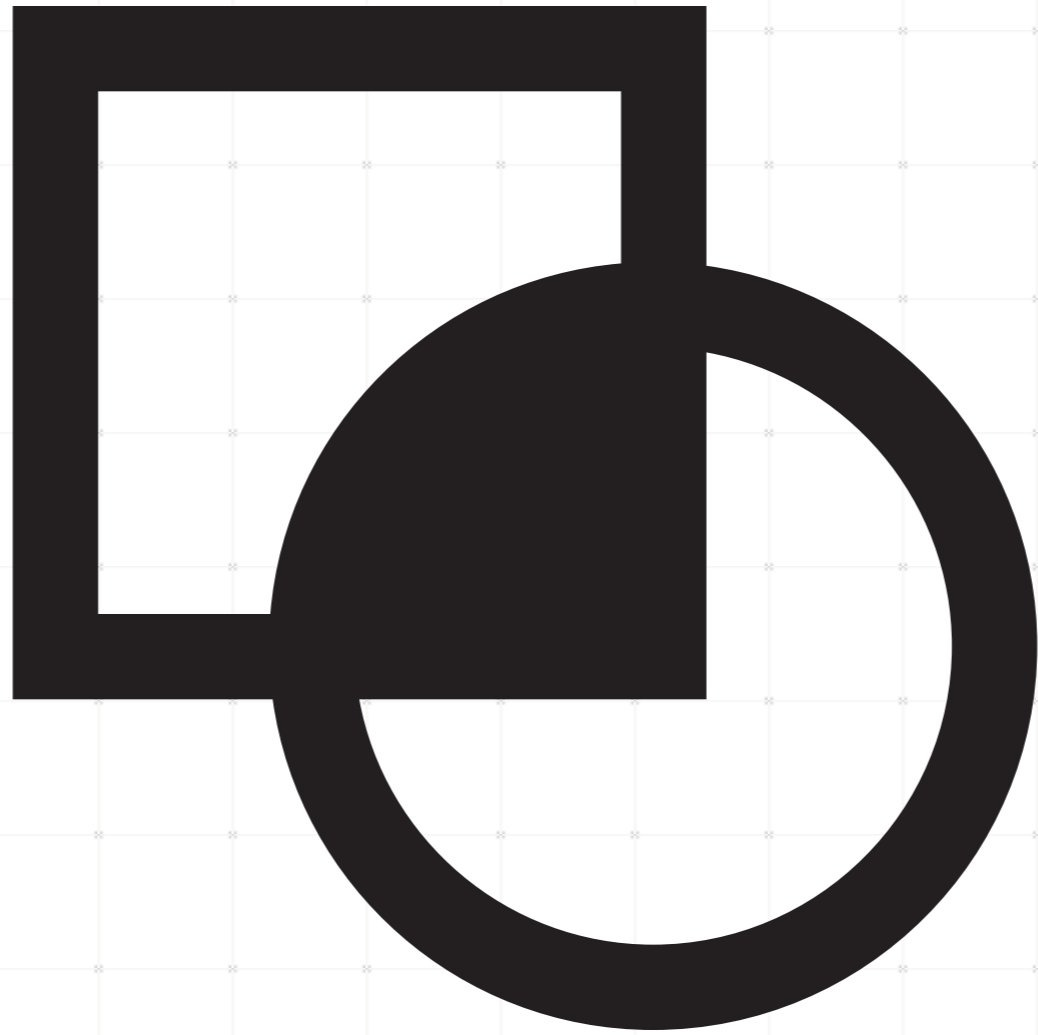
Select

Select

Select

Select

Select













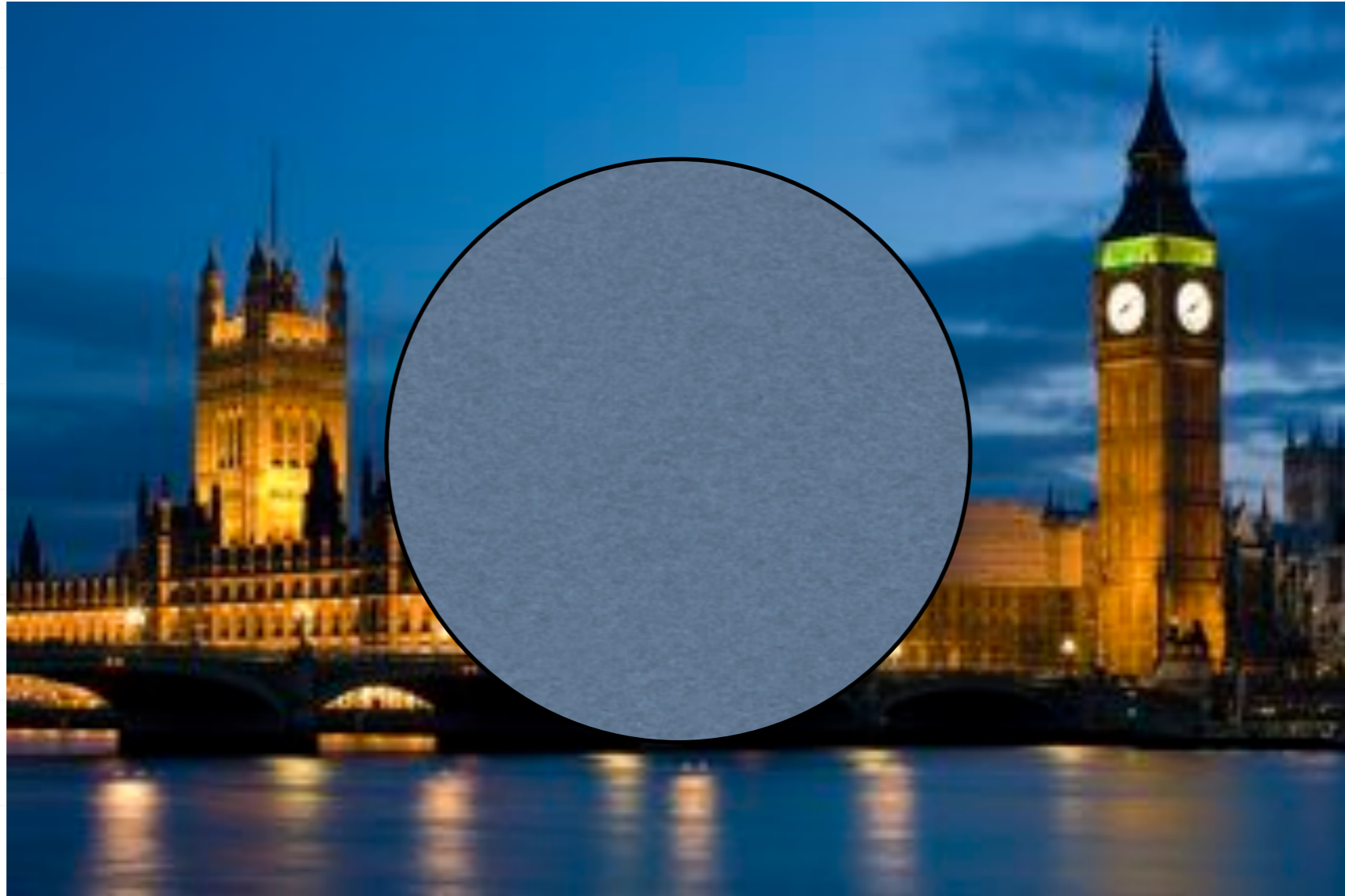


You





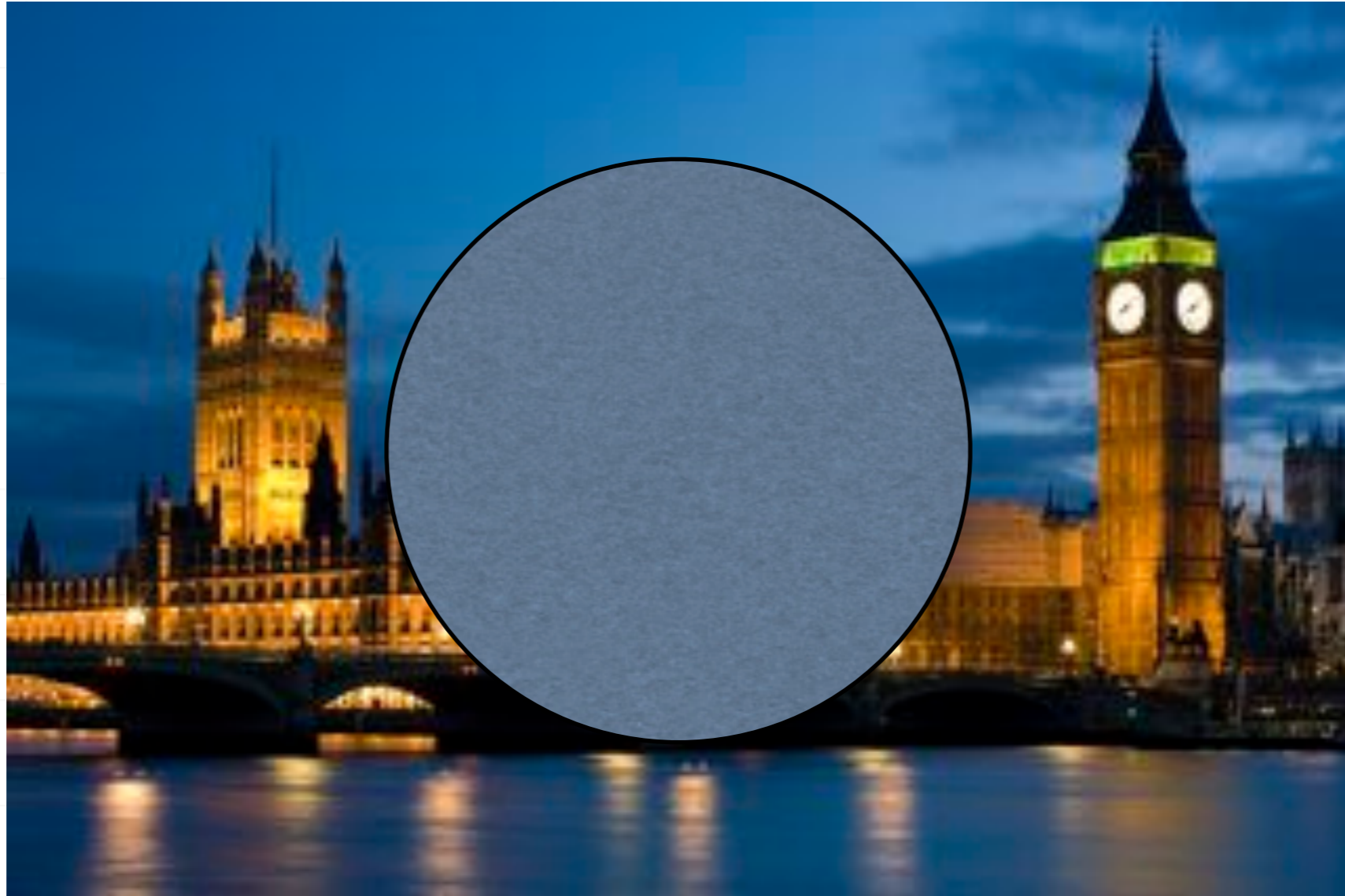
You







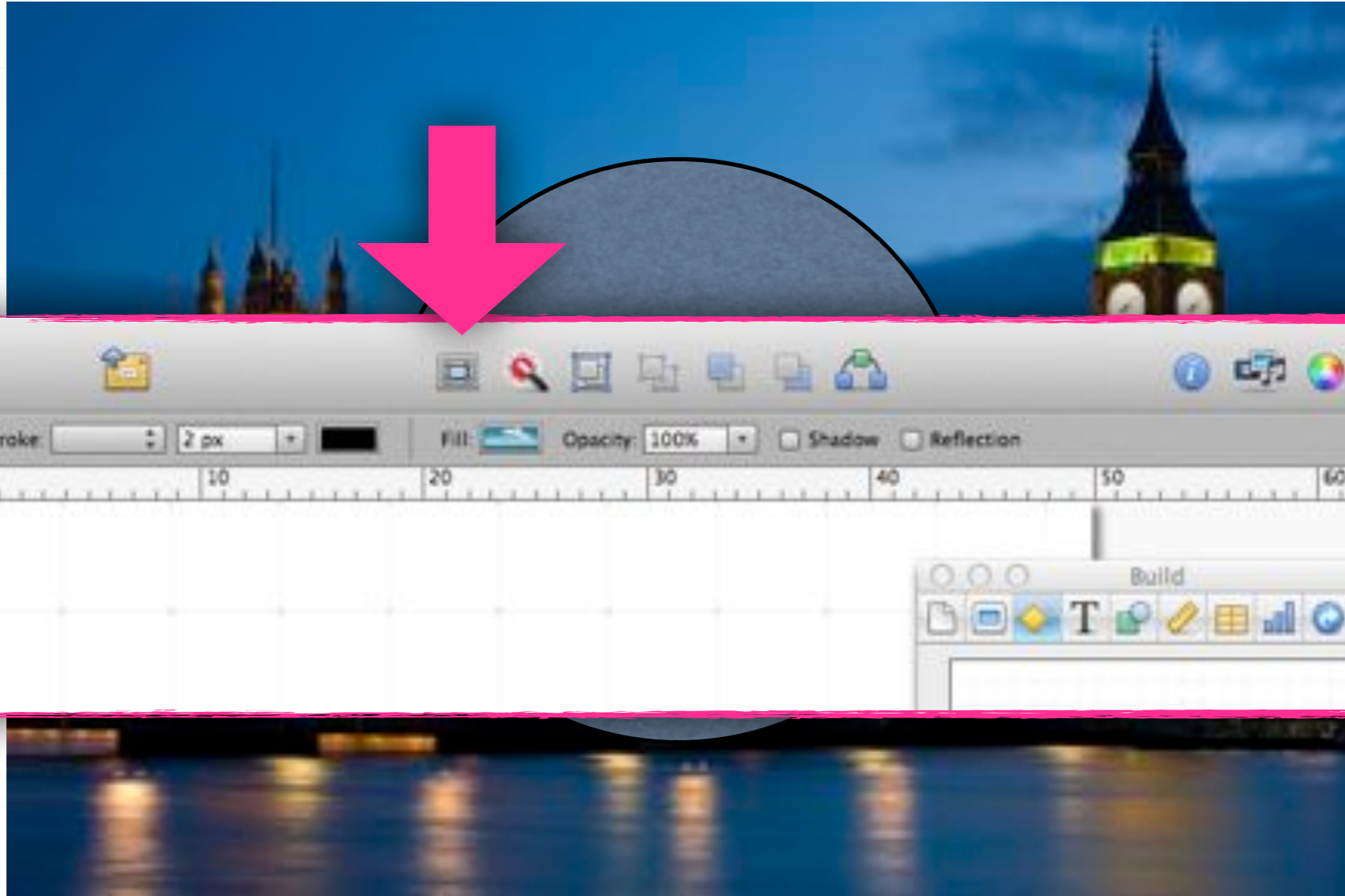
You







You





You









Project Assets sidebar containing categories: ad units, photos copy, photos 2, Glyphs, icons, boxes copy, staff, infographics, and more.

# PICTOS







- Font ▶
- Text ▶
- Table ▶
- Chart ▶
- Shape ▶
- Image ▶
- Copy Style ⌘⌘C
- Paste Style ⌘⌘V
- Copy Animation
- Paste Animation
- Mask ⌘⌘M**
- Mask with Shape ▶
- Instant Alpha
- Remove Instant Alpha
- Reapply Master to Selection
- Advanced ▶

 Search

 Print

 Radiation

# PICTOS

www.bigdesign.com



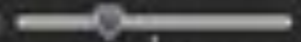


 Mail

 Search ?

 Print


 Radiation

0%  100%

Edit Mask



 Mail

 Search


 Print

 Radiation

  
Edit Mask



 Mail

 Search

 Print

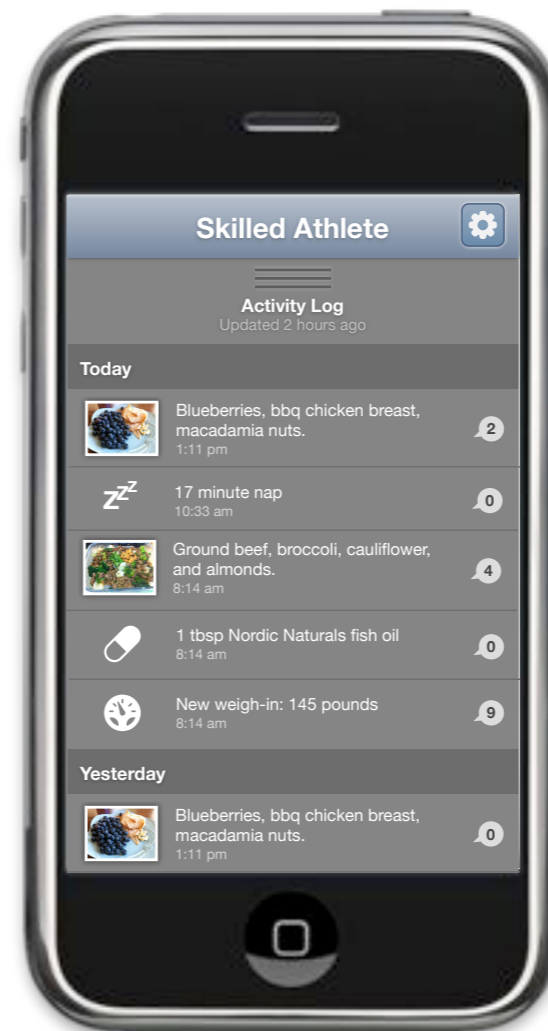
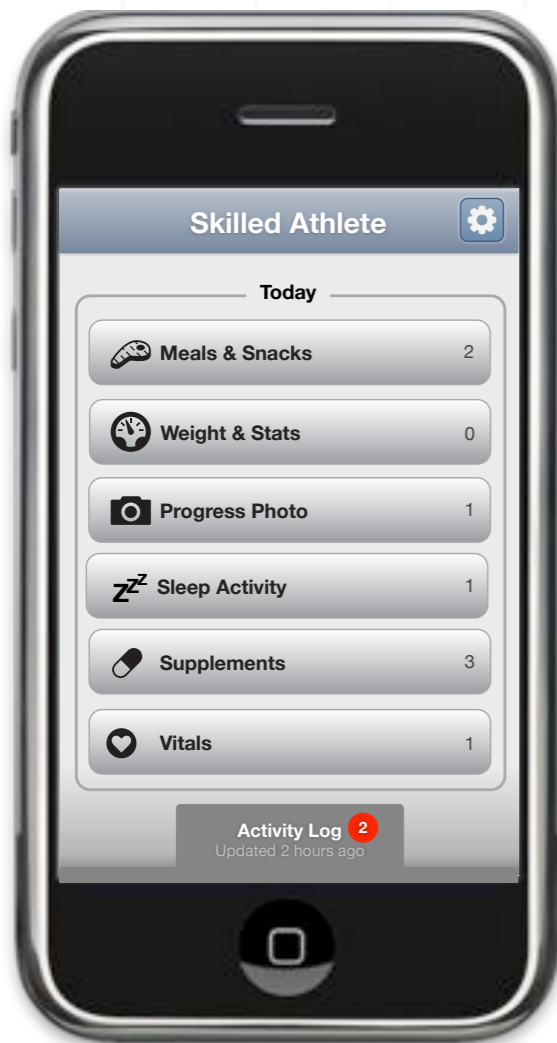
 Radiation



Edr Mask



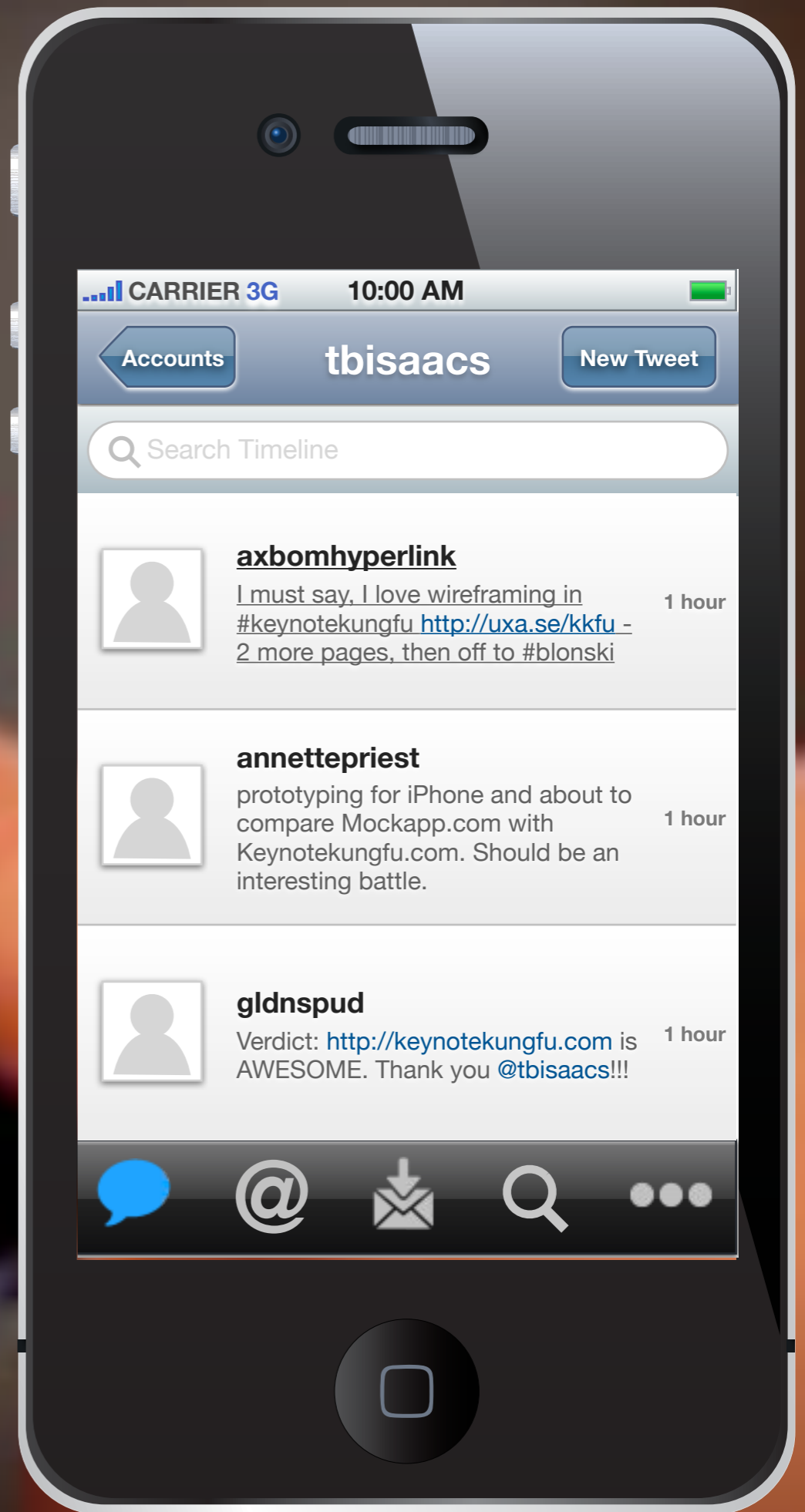
# Links & Interactions





Wireframe

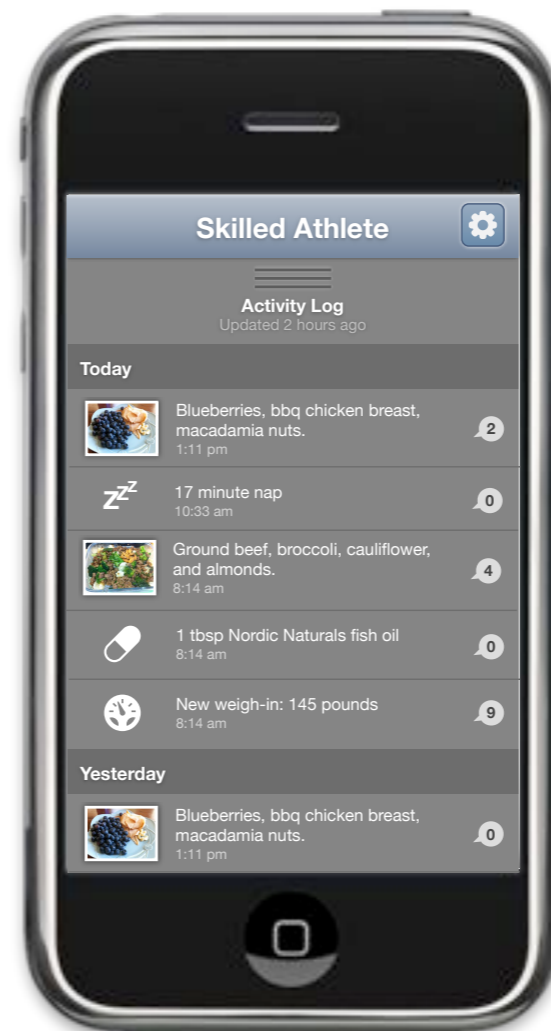
Prototype



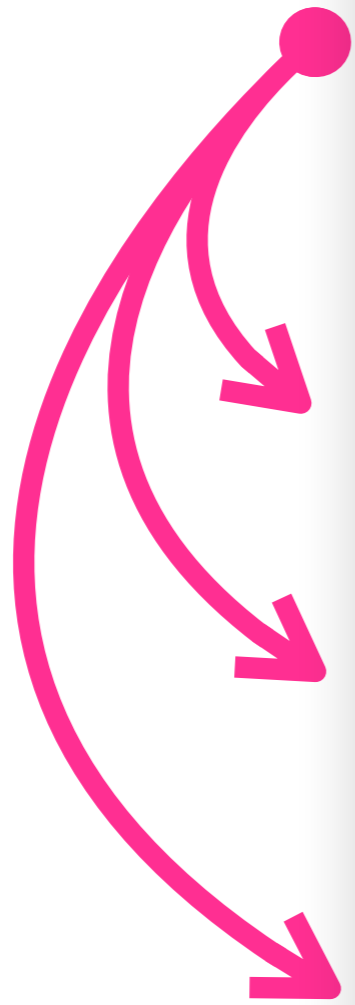


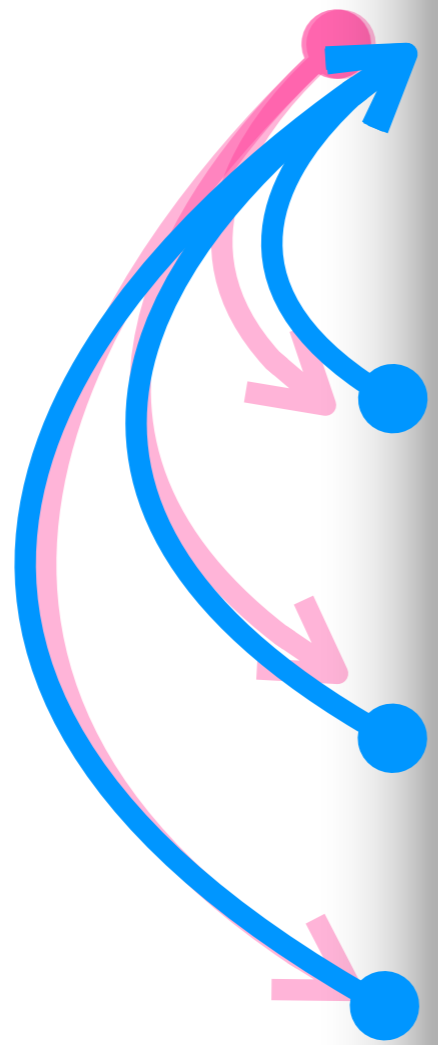


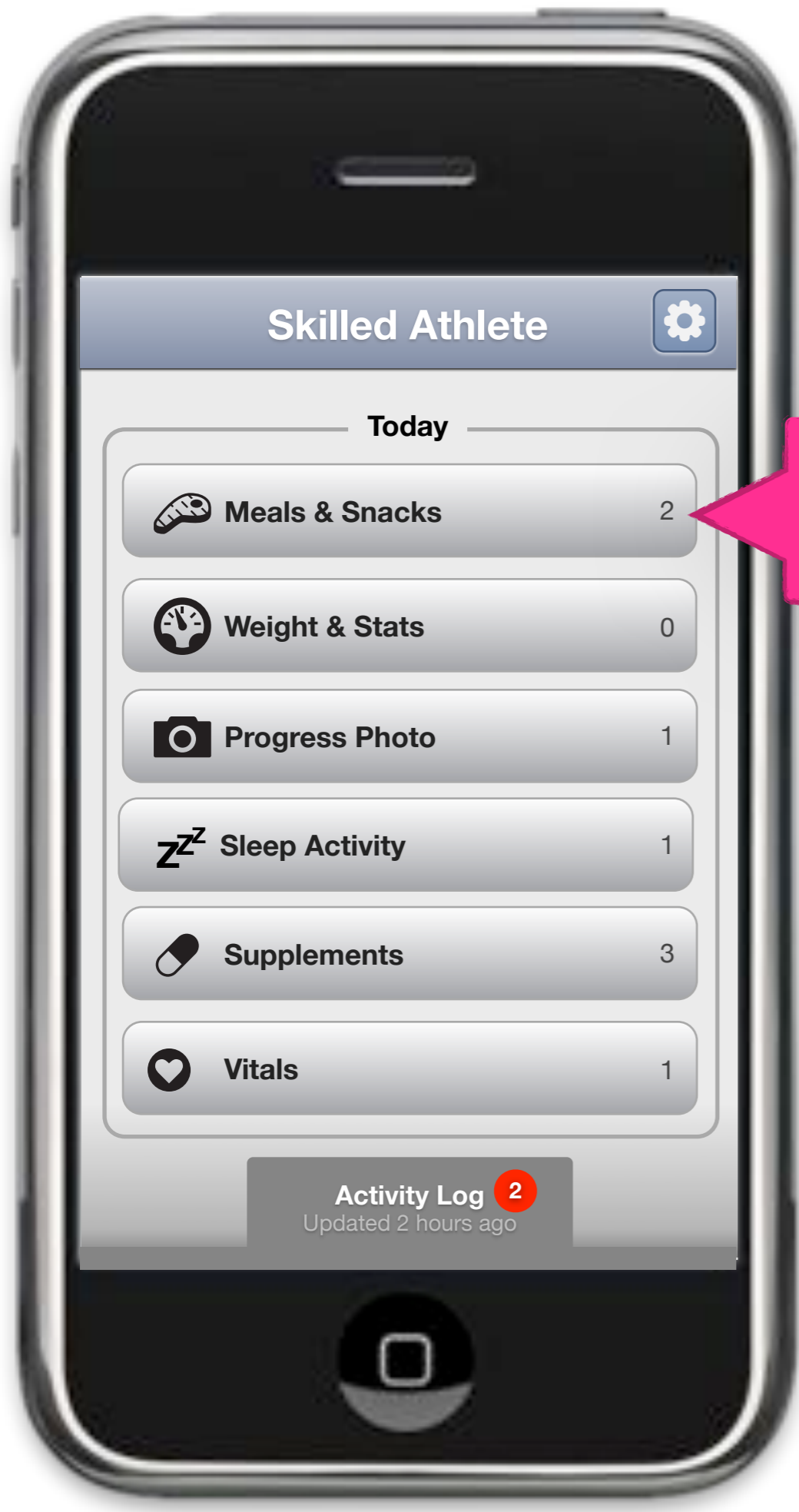
Keynote's powerful linking system allows the creation of completely non-linear, stand-alone prototypes.









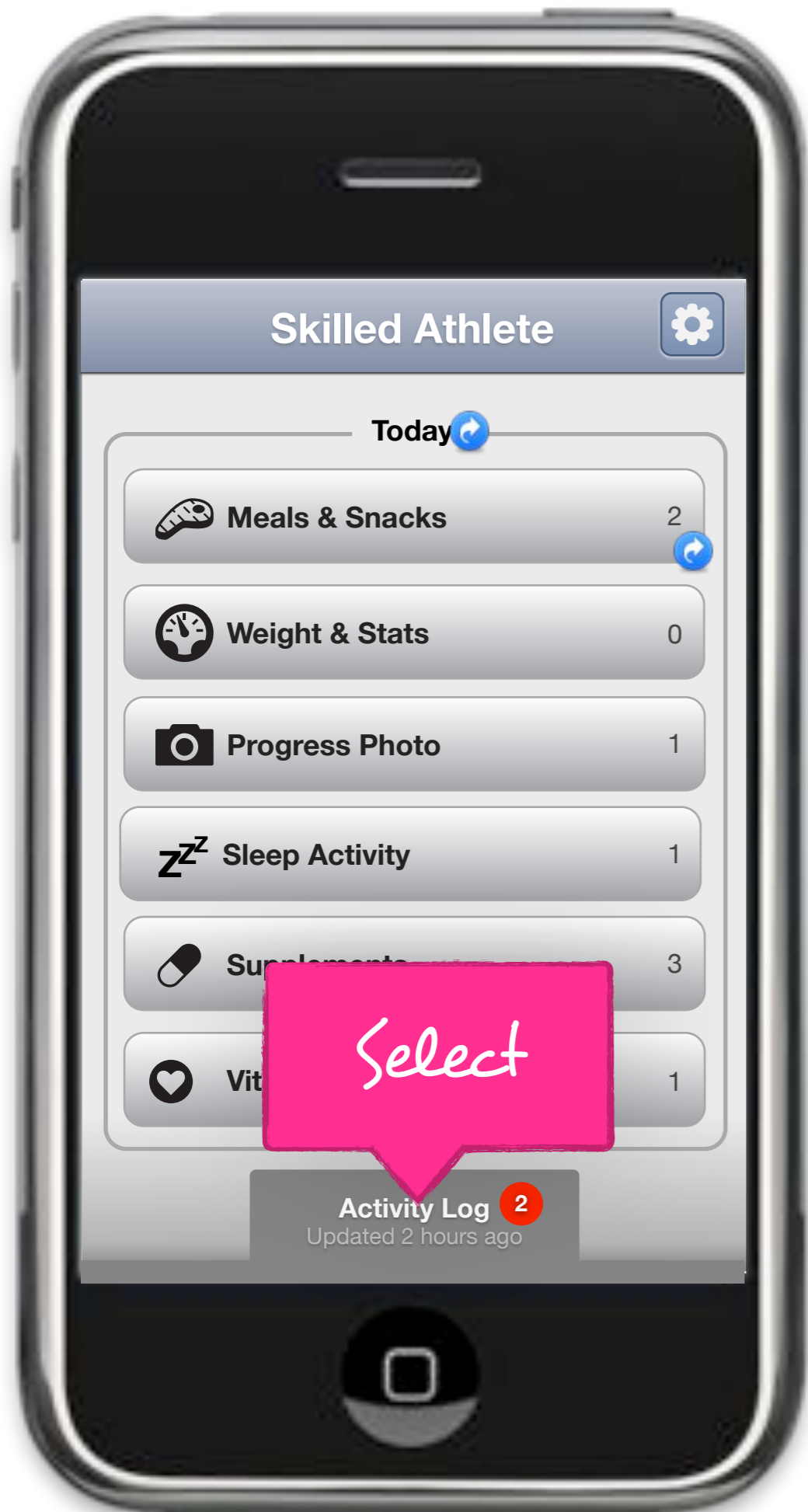


Select



Always link to a slide number!








Select

Select







... CARRIER 3G 10:00 AM 



## My Places



**Downtown**  
12345 Maple Drive, Dallas, TX 76051




**West Side**  
12345 Maple Drive, Dallas, TX 76051



**Midway**  
12345 Maple Drive, Dallas, TX 76051





... CARRIER 3G 10:00 AM 



## My Places



**Downtown**  
12345 Maple Drive, Dallas, TX 76051

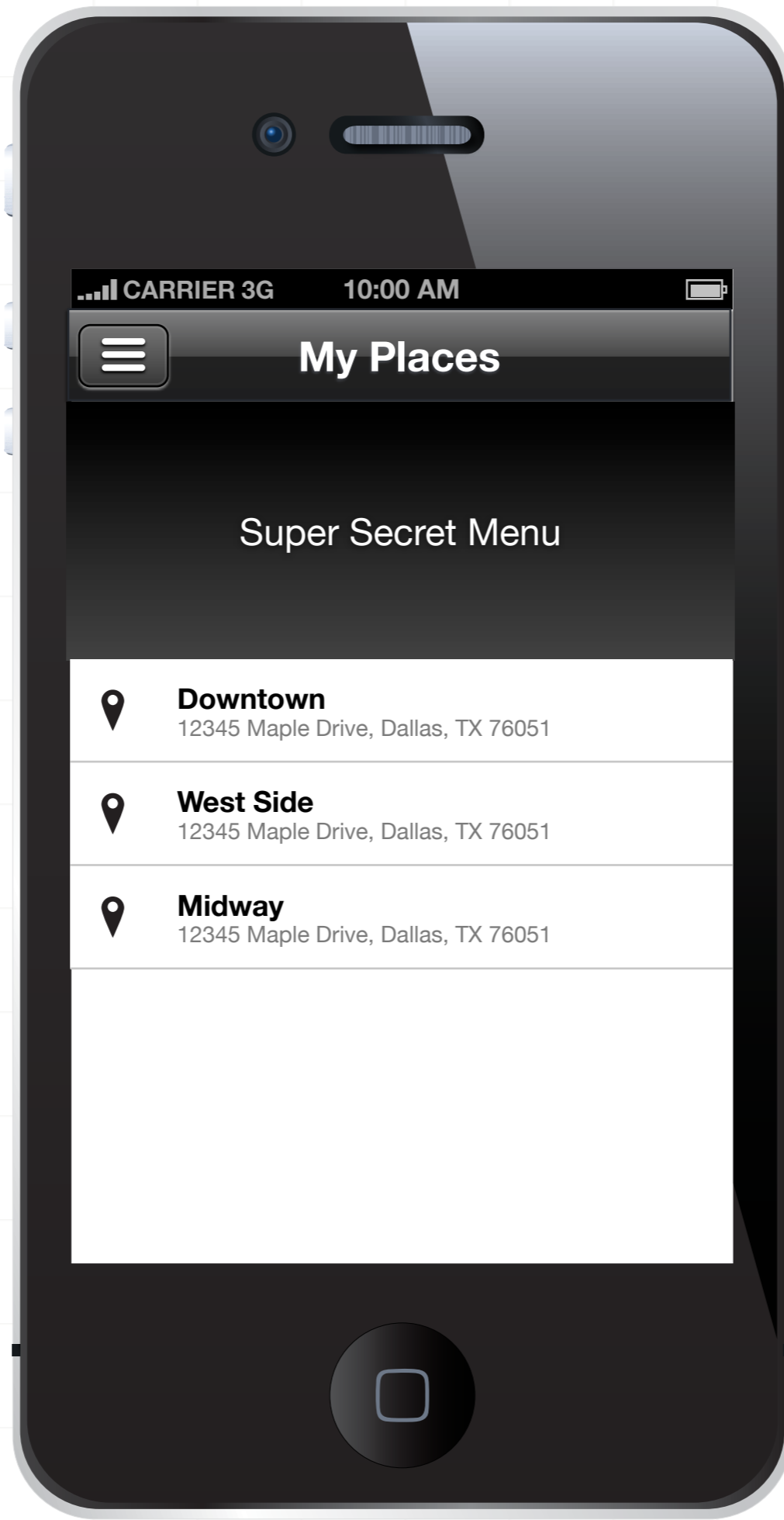



**West Side**  
12345 Maple Drive, Dallas, TX 76051



**Midway**  
12345 Maple Drive, Dallas, TX 76051





... CARRIER 3G 10:00 AM 



## My Places

### Super Secret Menu



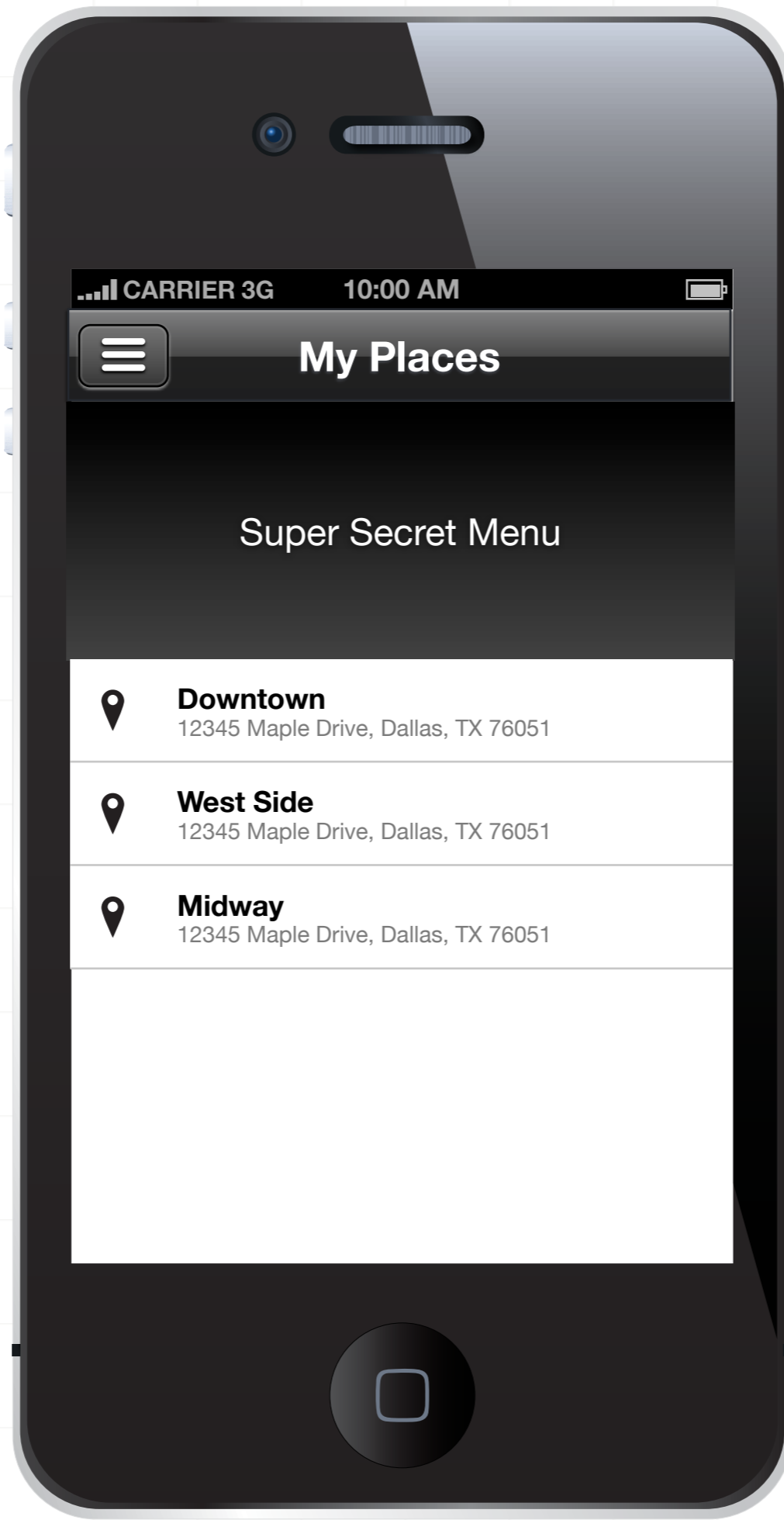
**Downtown**  
12345 Maple Drive, Dallas, TX 76051




**West Side**  
12345 Maple Drive, Dallas, TX 76051



**Midway**  
12345 Maple Drive, Dallas, TX 76051



... CARRIER 3G 10:00 AM 



## My Places

### Super Secret Menu



**Downtown**  
12345 Maple Drive, Dallas, TX 76051




**West Side**  
12345 Maple Drive, Dallas, TX 76051



**Midway**  
12345 Maple Drive, Dallas, TX 76051



... CARRIER 3G 10:00 AM 



## My Places



**Downtown**  
12345 Maple Drive, Dallas, TX 76051

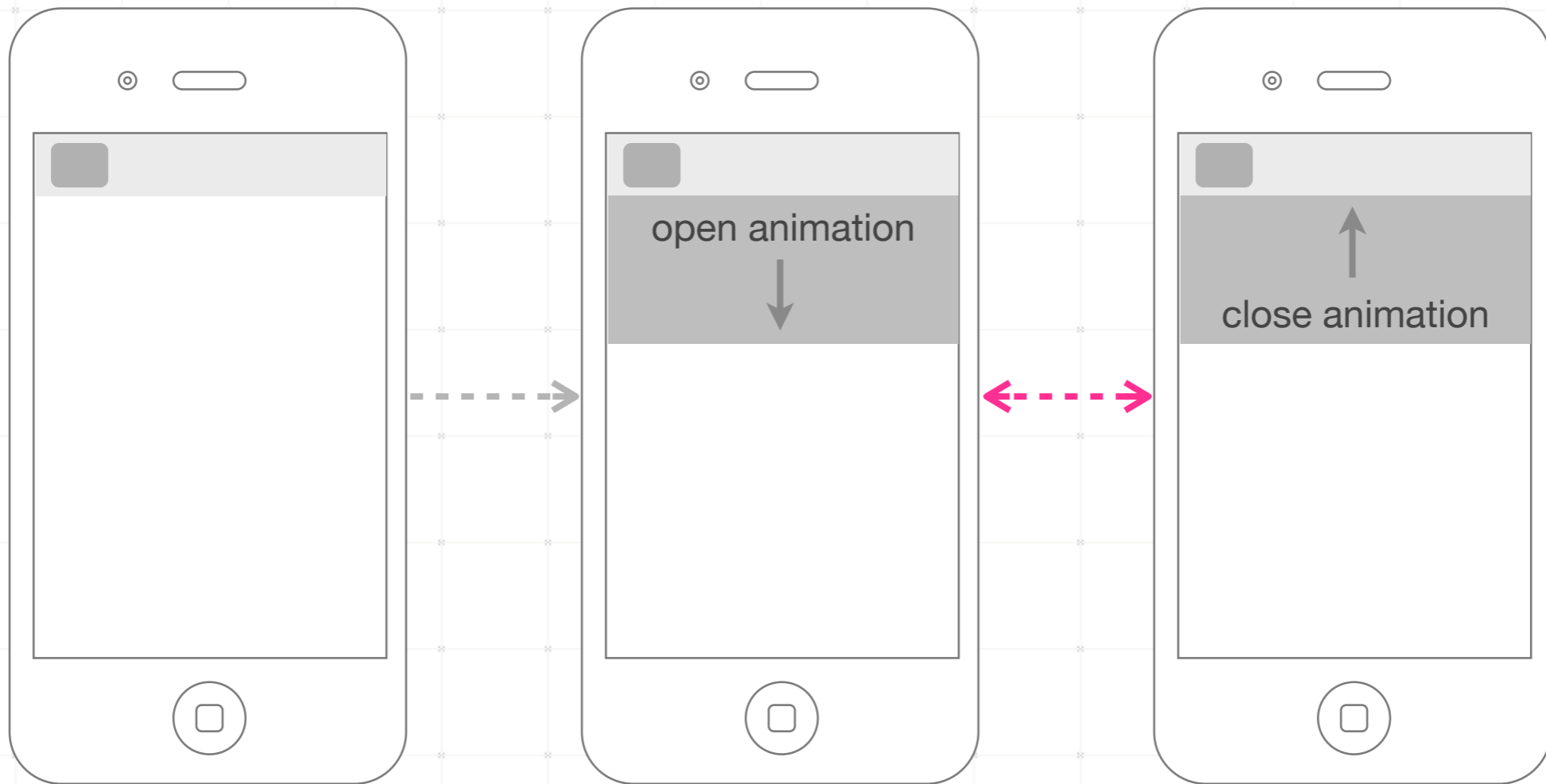


**West Side**  
12345 Maple Drive, Dallas, TX 76051



**Midway**  
12345 Maple Drive, Dallas, TX 76051









You

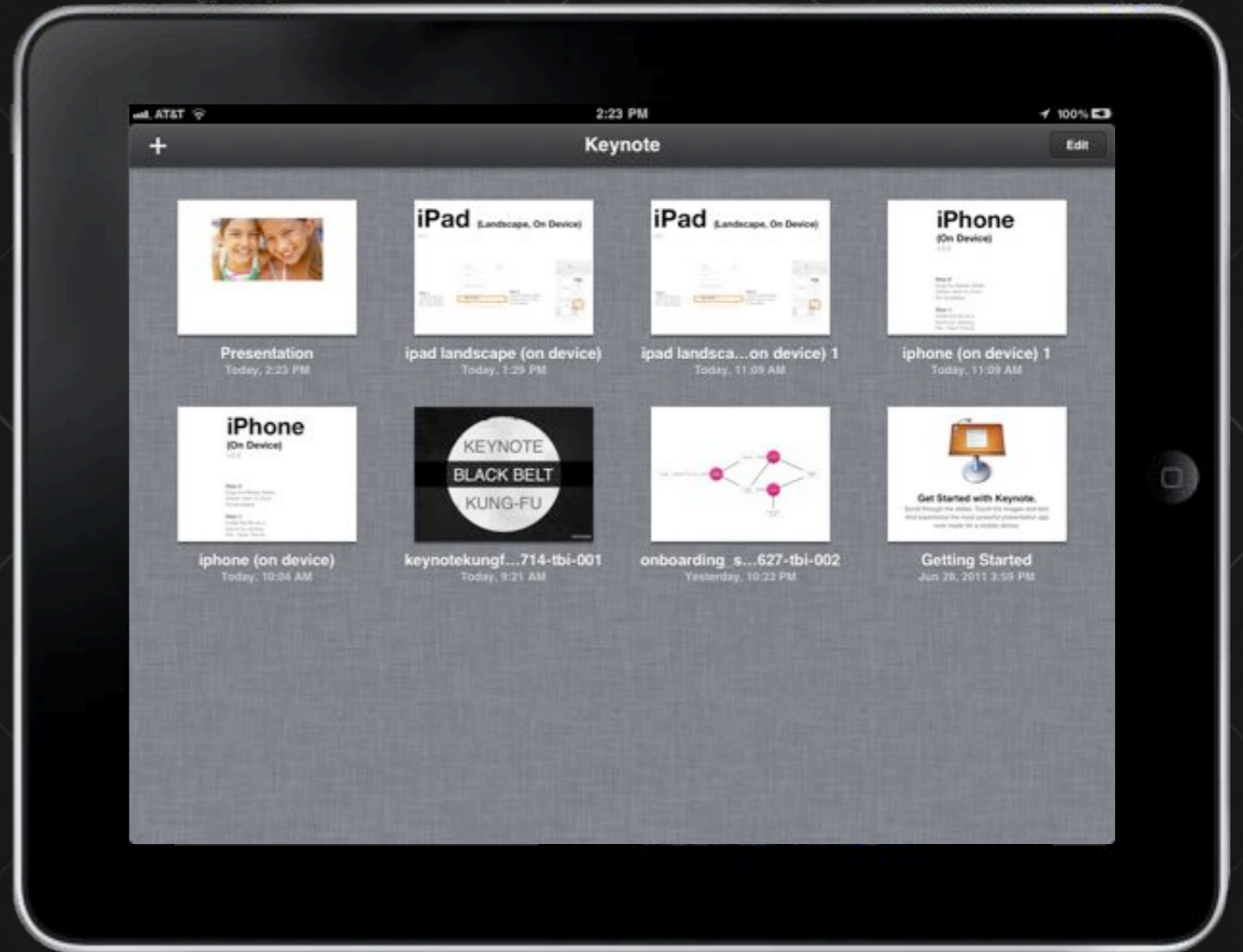




You



# Testing On Device



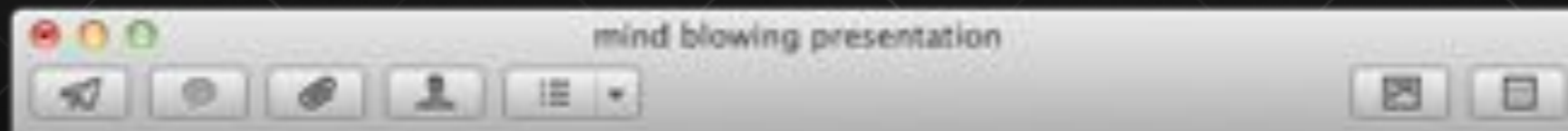












To: **Travis Isaacs**

Cc:

Bcc:

Subject: mind blowing presentation

From: **Travis Isaacs <travis.isaacs@gmail.com>** Signature: **Default CSS**



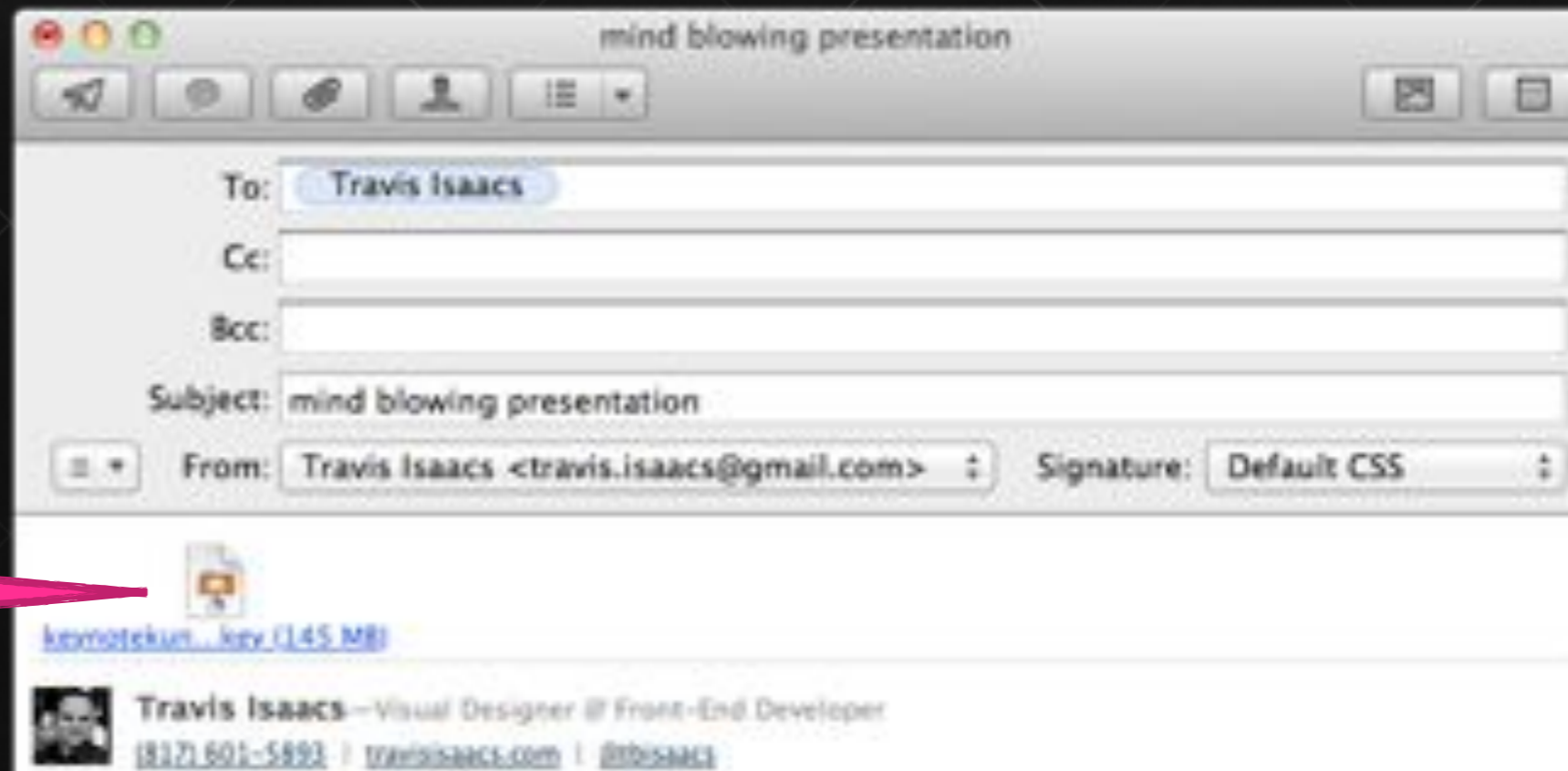
[keynotekun...key \(145 MB\)](#)

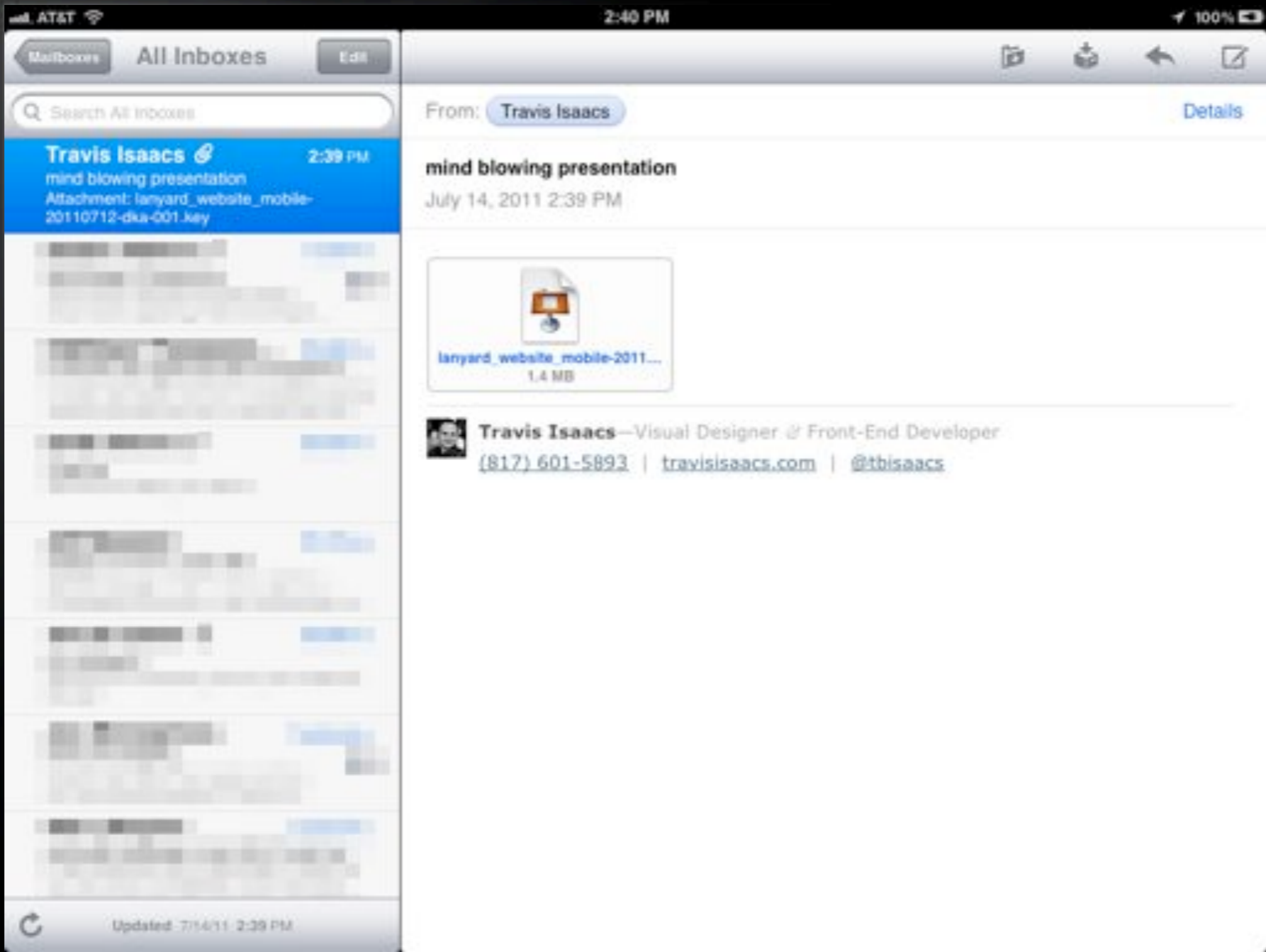


**Travis Isaacs** — Visual Designer @ Front-End Developer

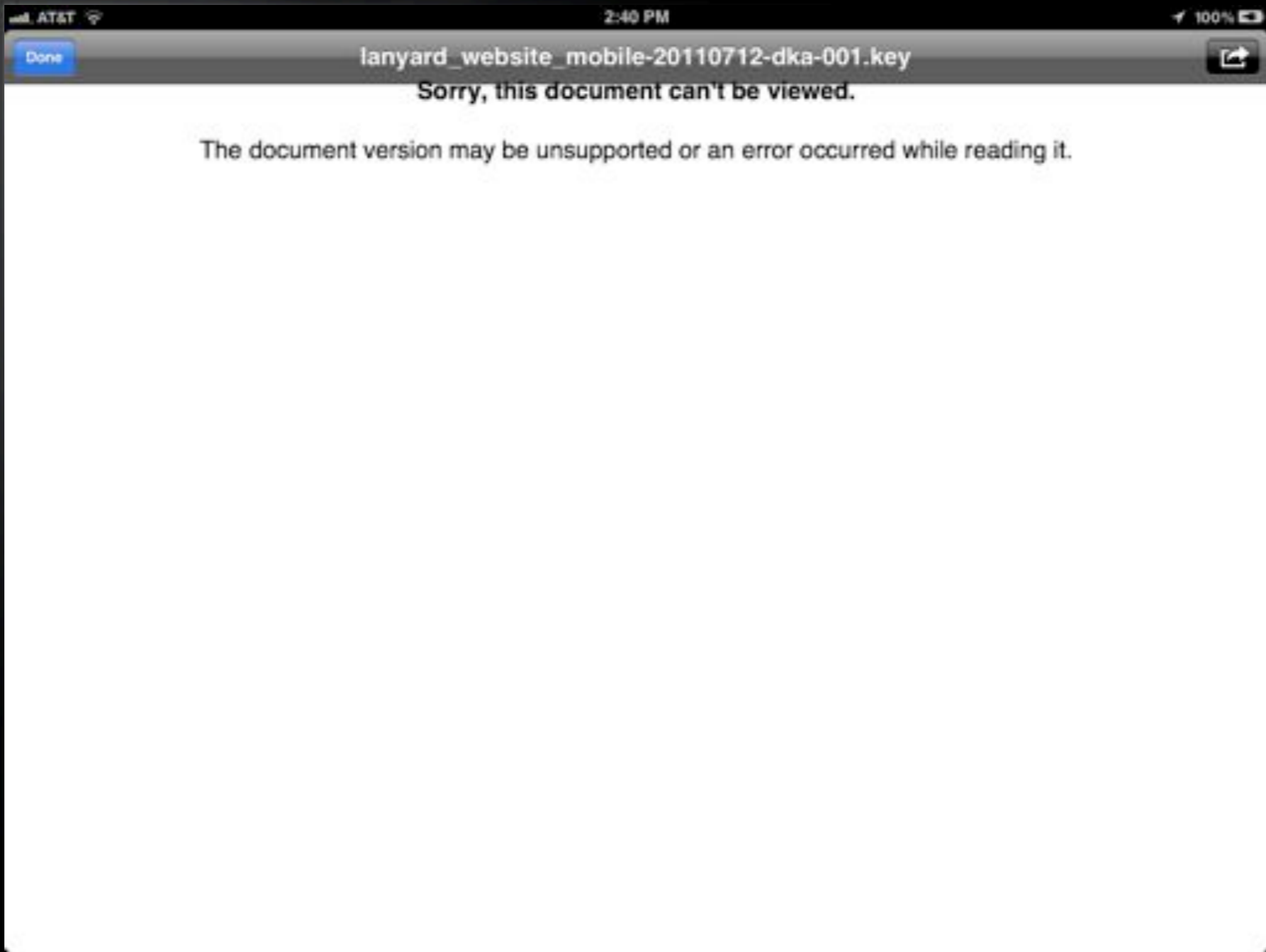
(817) 601-5893 | [travisisaacs.com](http://travisisaacs.com) | [@tbisaacs](https://twitter.com/tbisaacs)

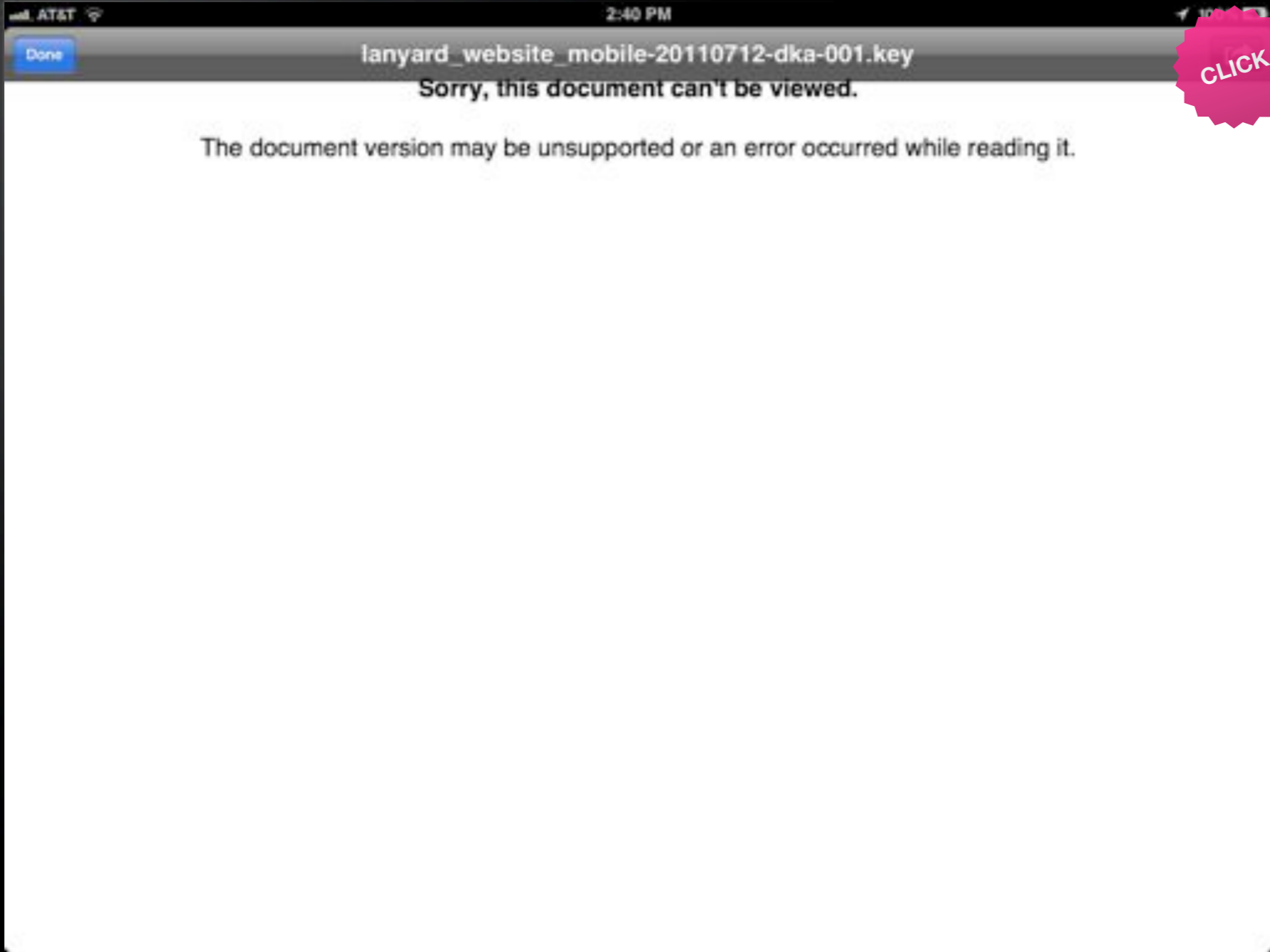
Limited by file size





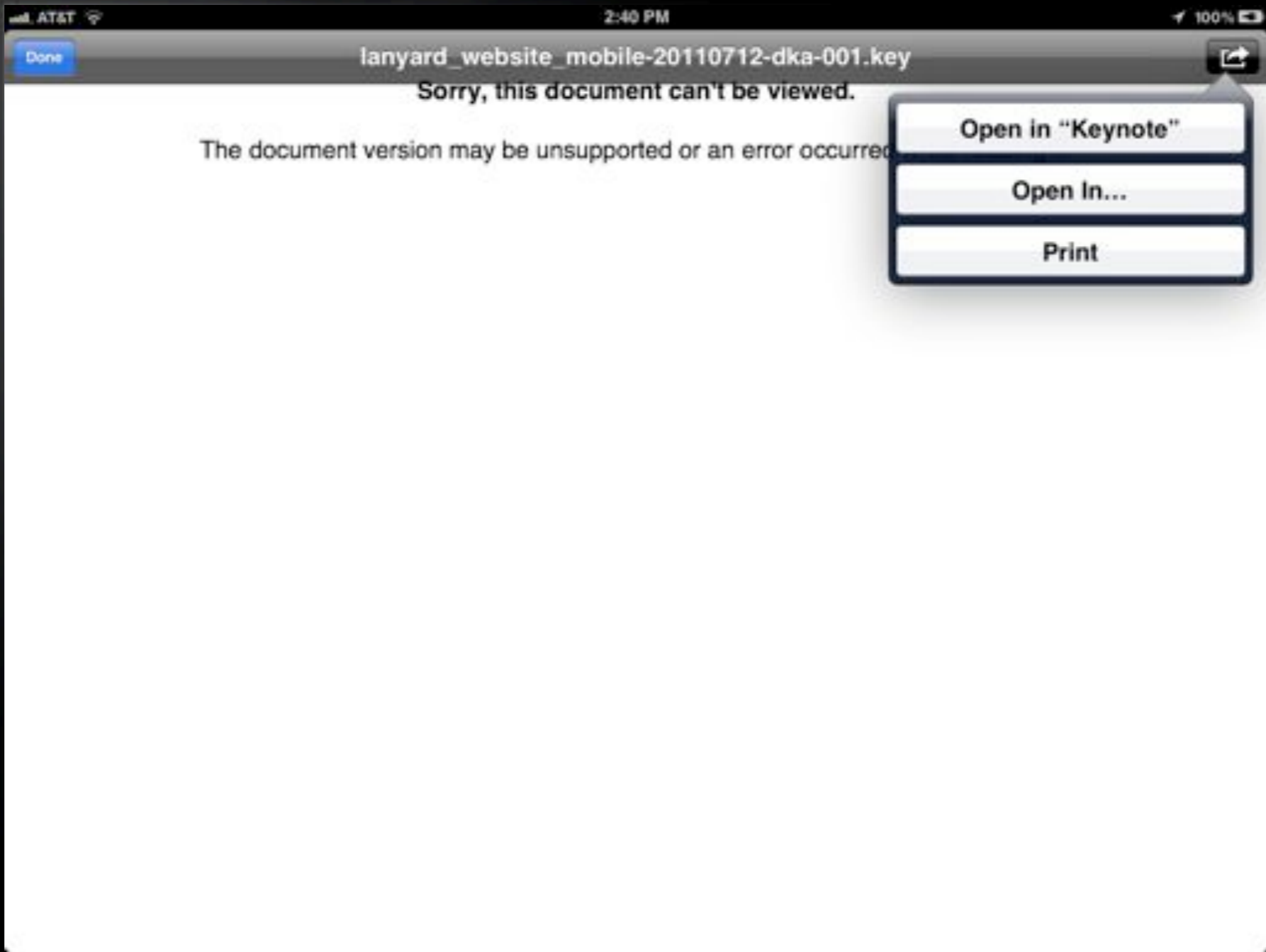






CLICK





AT&T 9:12 AM 77%

Keynote

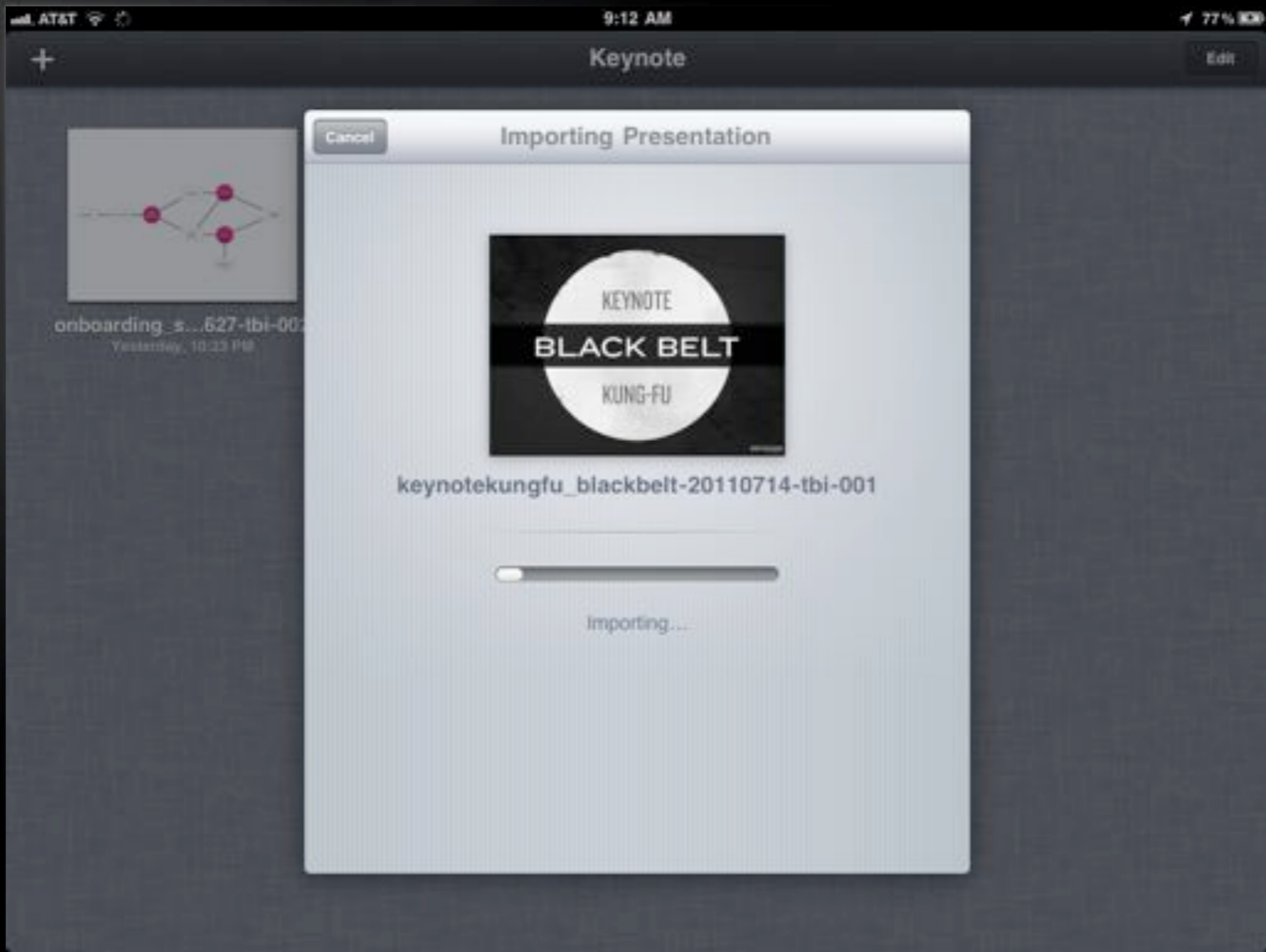
onboarding\_s...627-tbi-001  
Yesterday, 10:23 PM

Importing Presentation

KEYNOTE  
BLACK BELT  
KUNG-FU

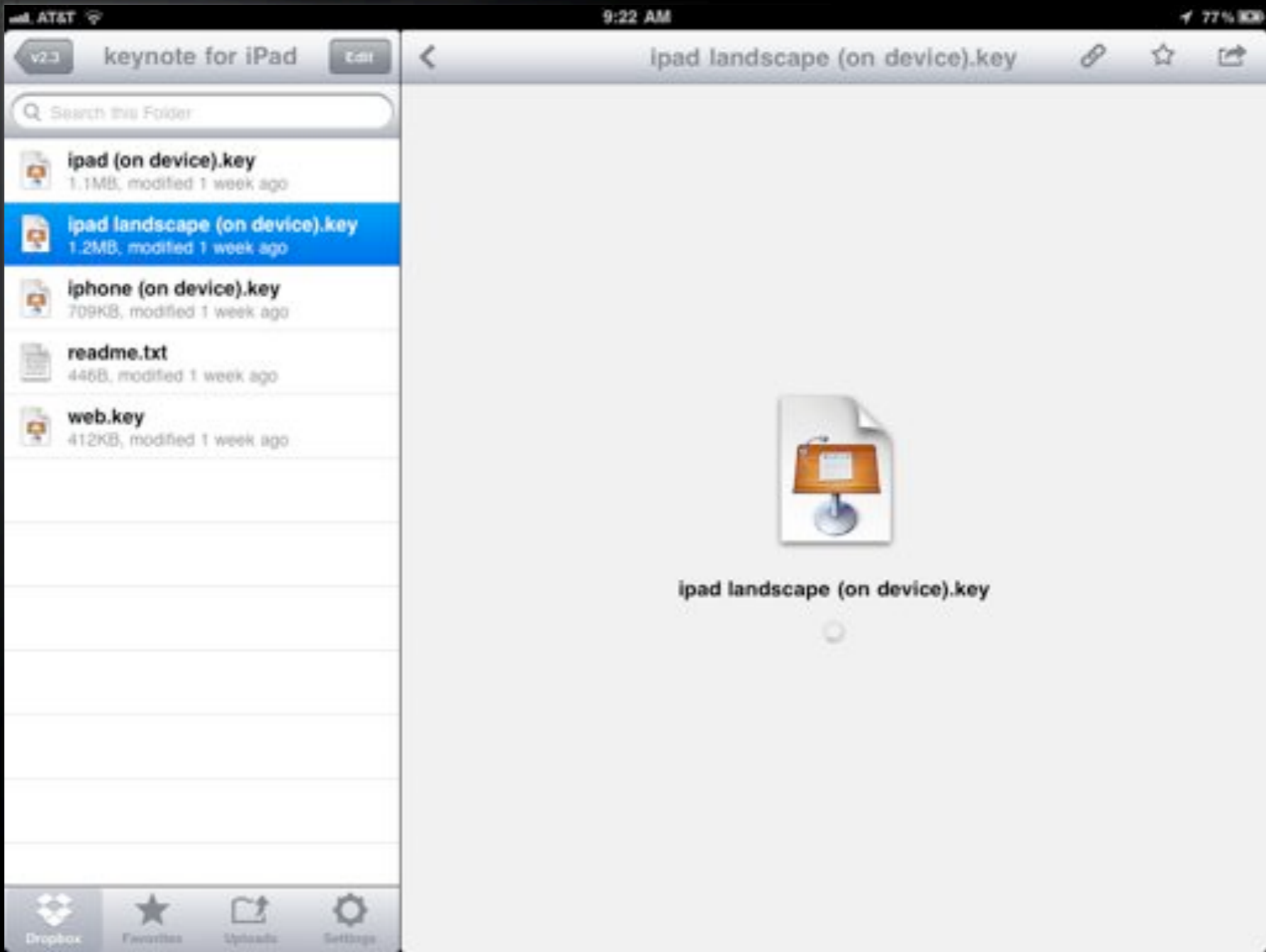
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Importing...

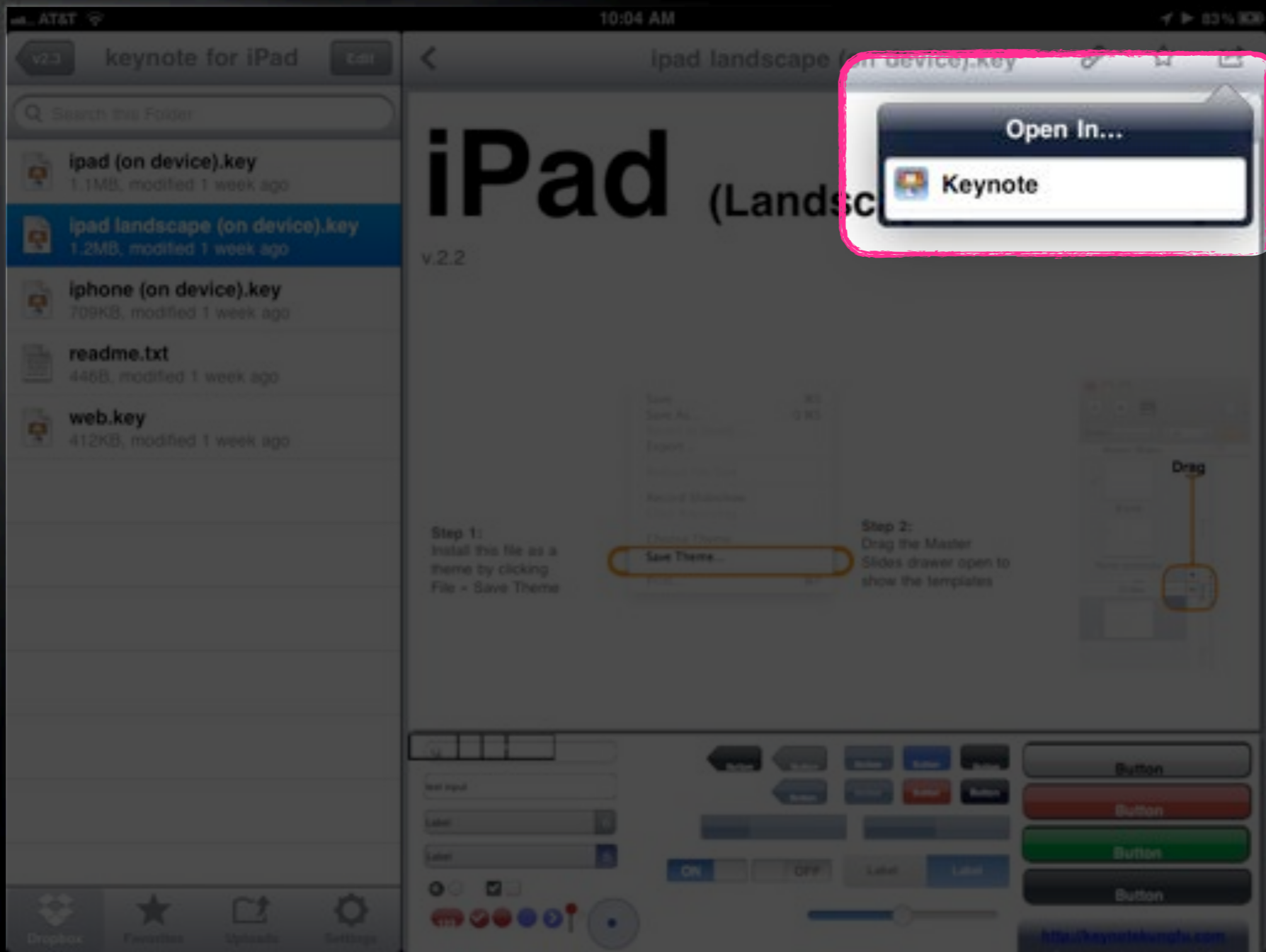




Dropbox







AT&T 9:12 AM 77%

Keynote

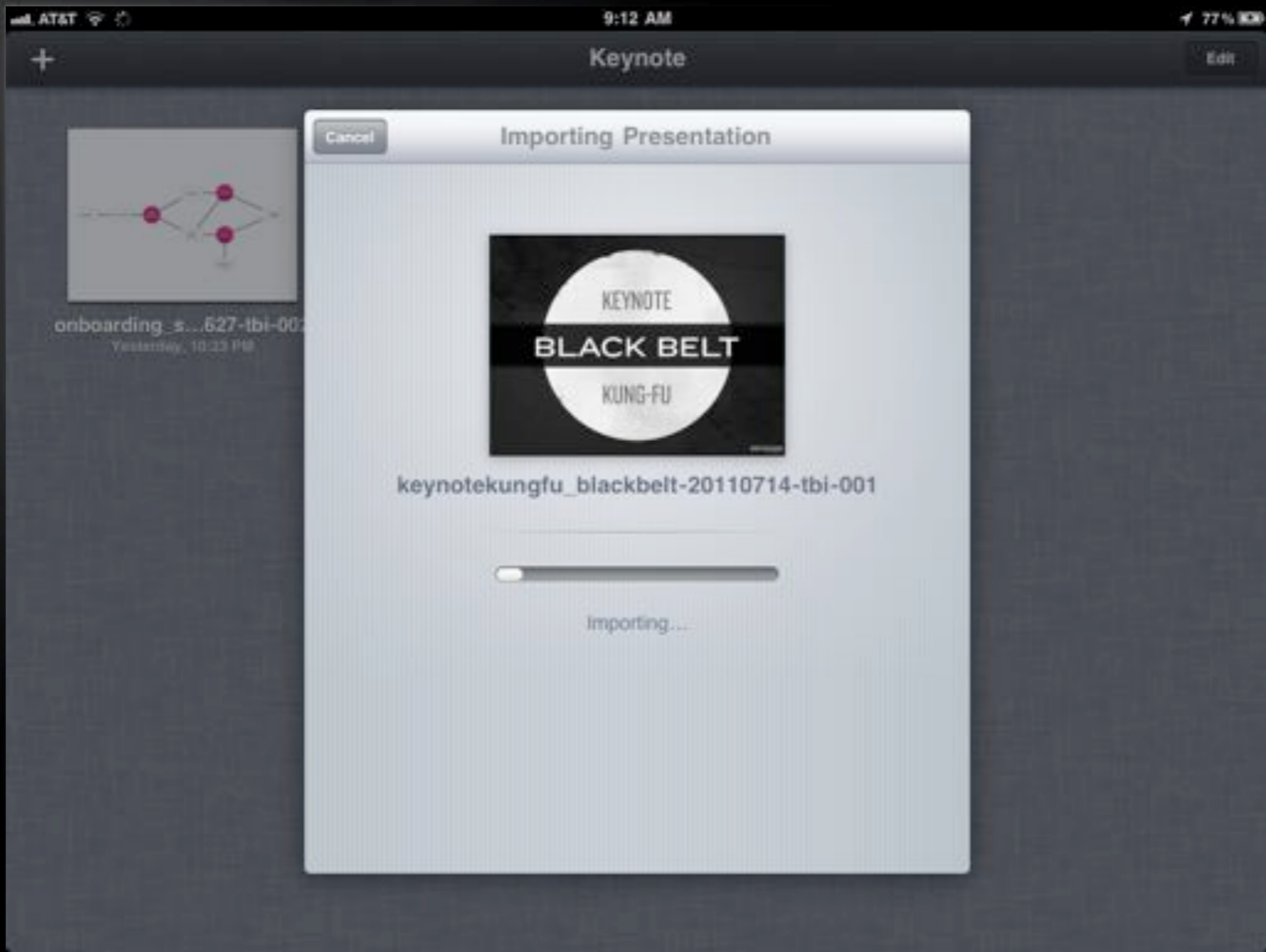
onboarding\_s...627-tbi-001  
Yesterday, 10:23 PM

Importing Presentation

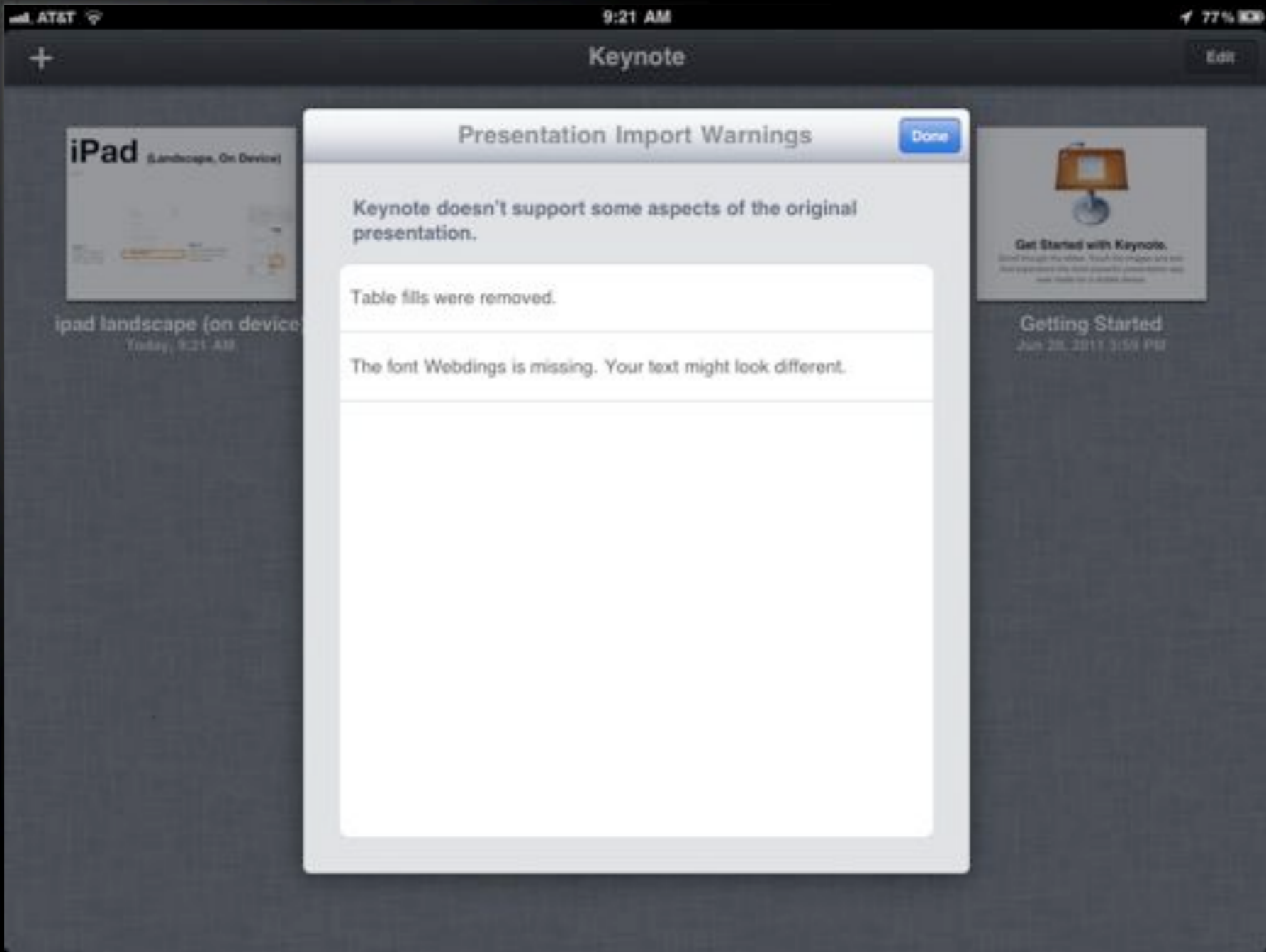
KEYNOTE  
BLACK BELT  
KUNG-FU

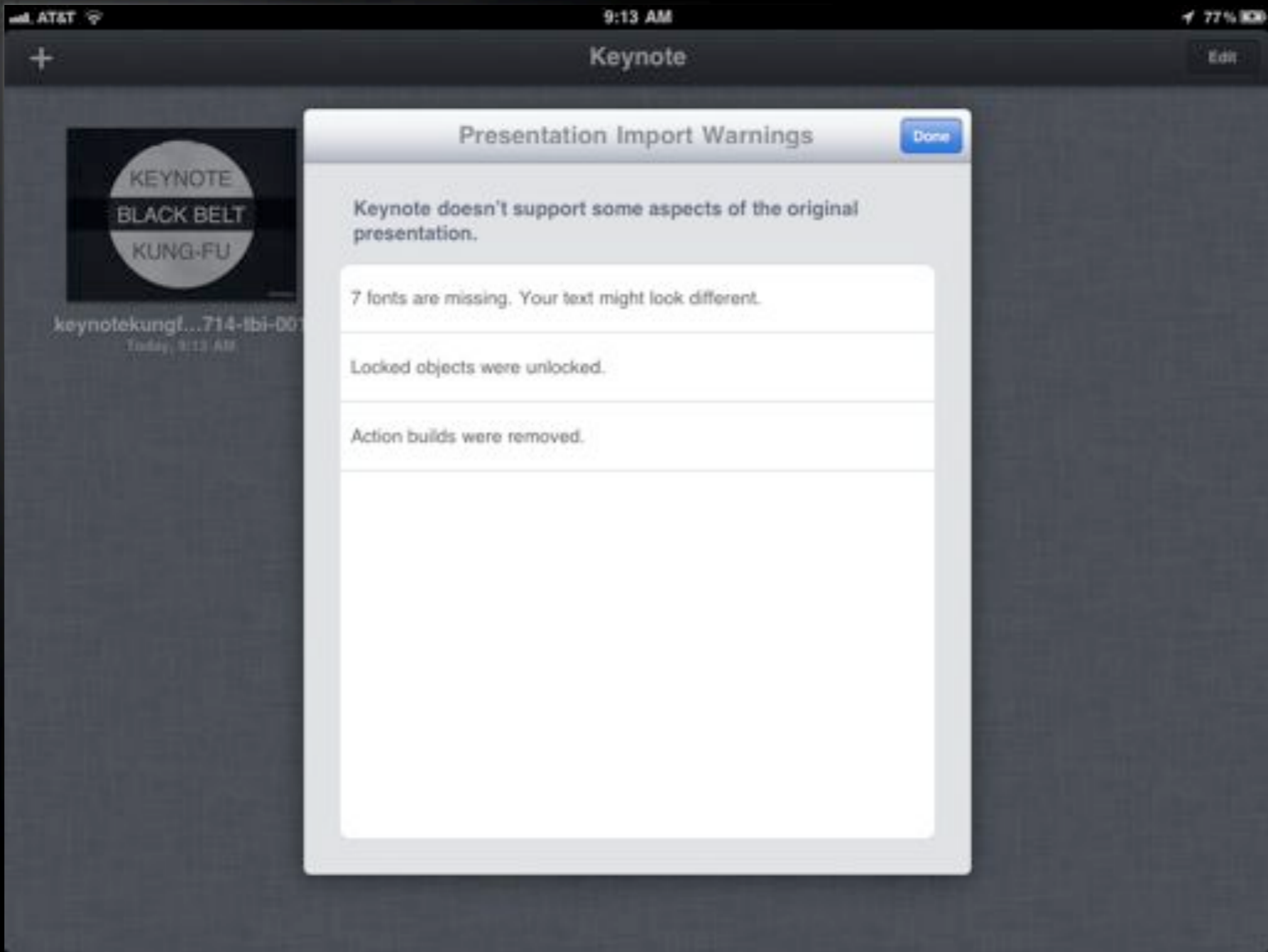
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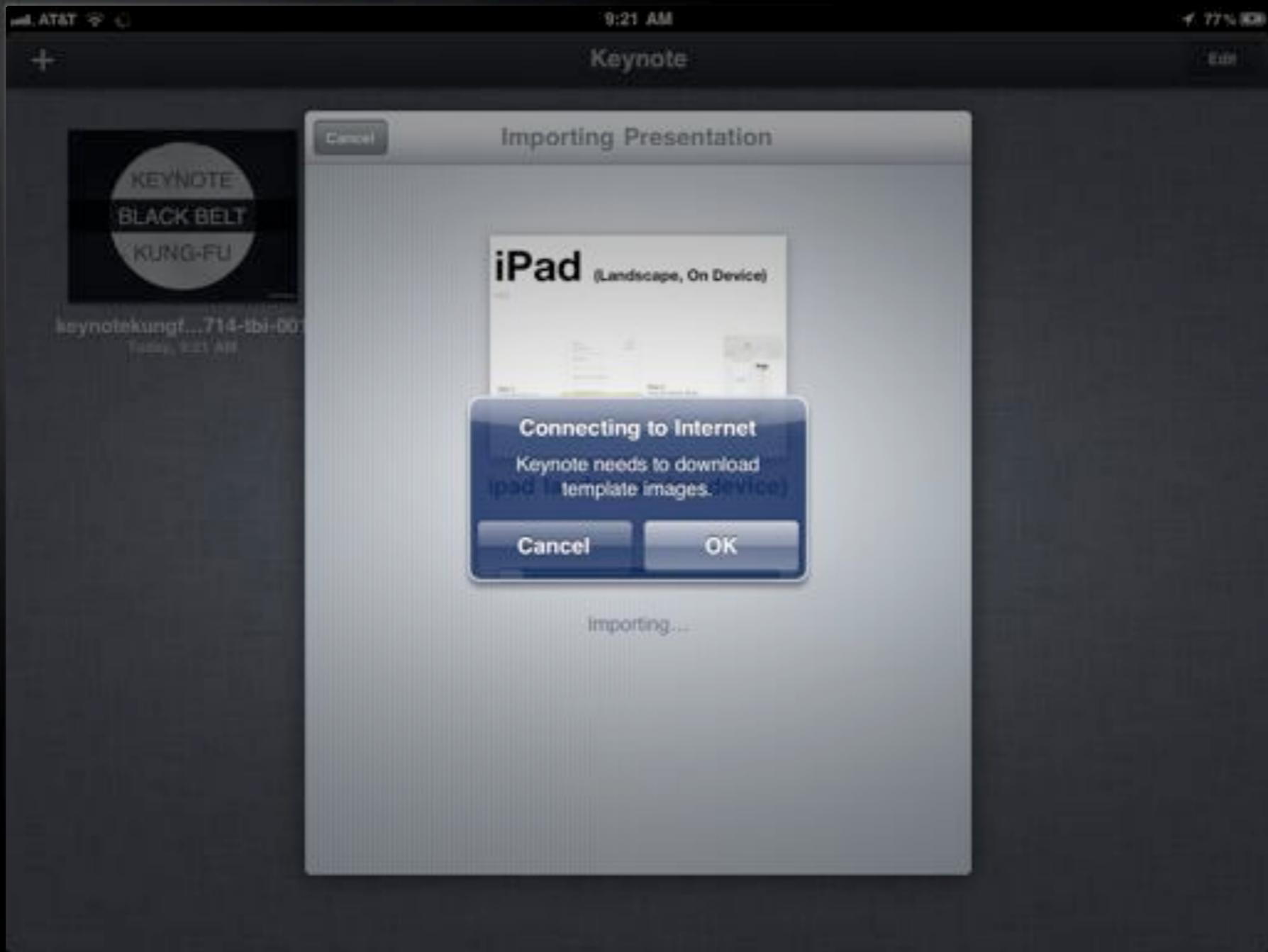
Importing...

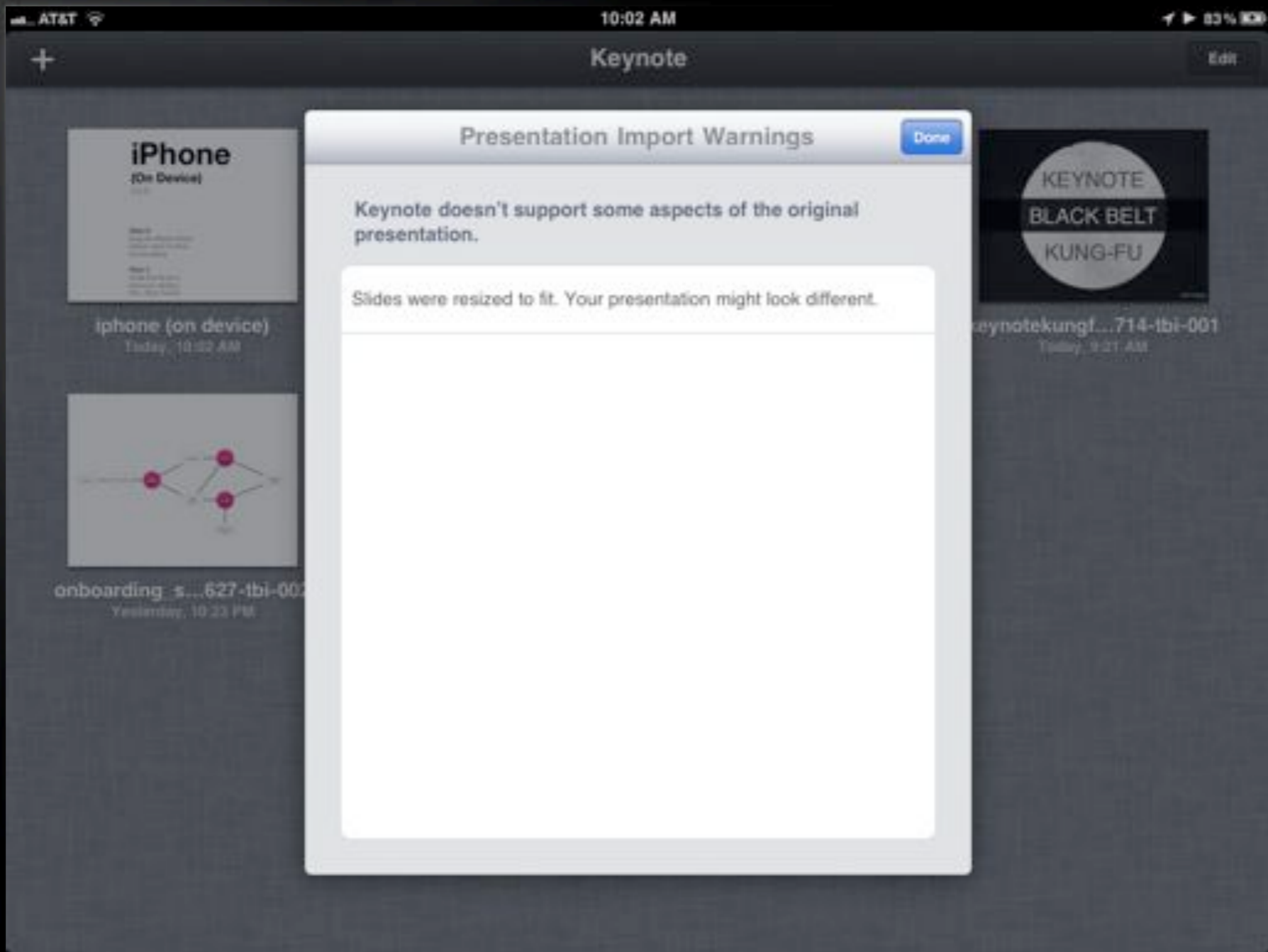




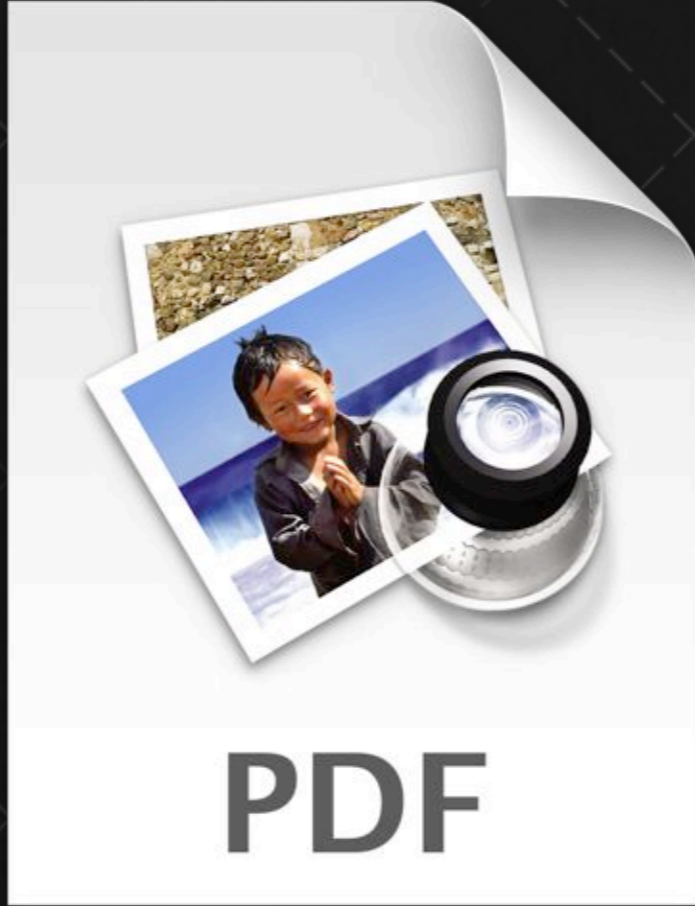


















TAP

LANYARD  
CONFERENCE COMPANION

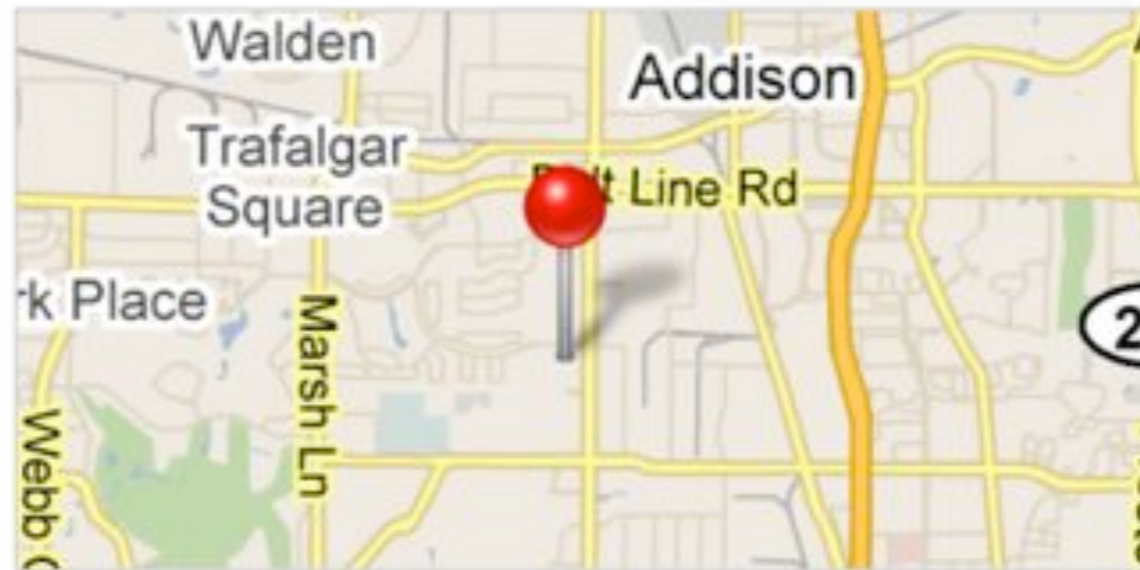
The slide action is disruptive to the prototype



# Conferences

July 14-16 in Da

## BIG DESIGN 2011



- Open In...
- GoodReader
  - iBooks
  - Keynotopia
  - Dropbox

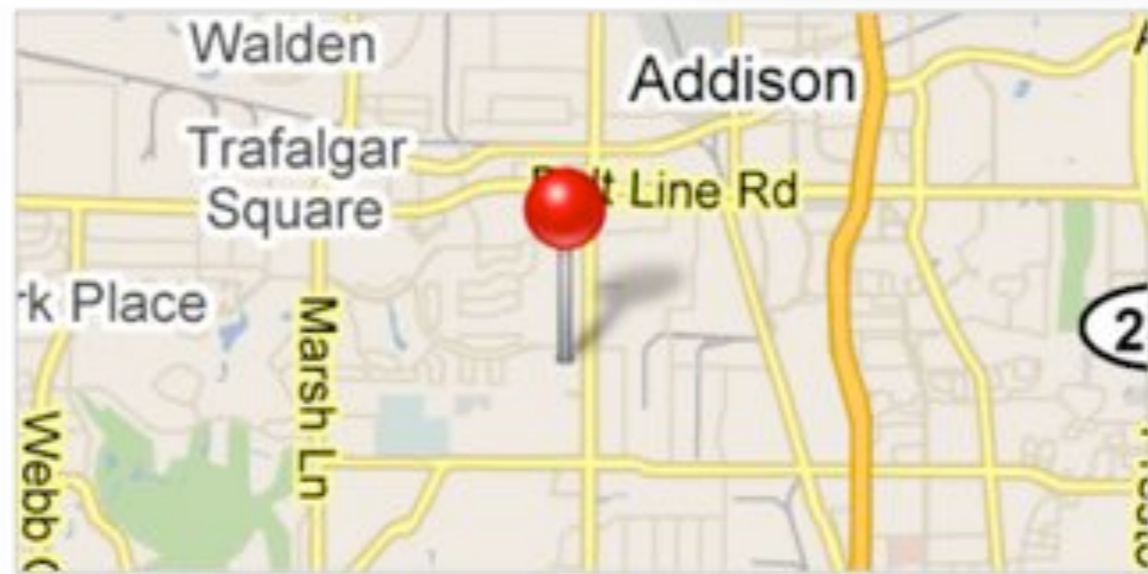
Search For Other Conferences

Search Conferences



Let's try iBooks!

- Open In...
- GoodReader
  - iBooks
  - Keynotopia
  - Dropbox



Search For Other Conferences

Search Conferences







Lanyard Would Like To Use  
Your Current Location

Don't Allow

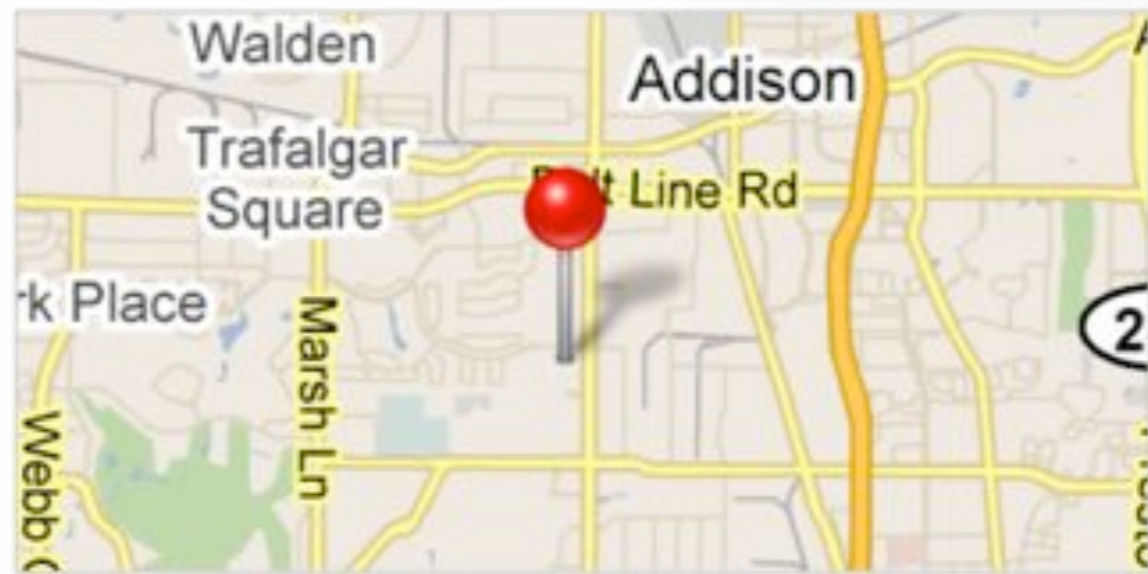
OK

LANYARD  
CONFERENCE COMPANION

# Conferences

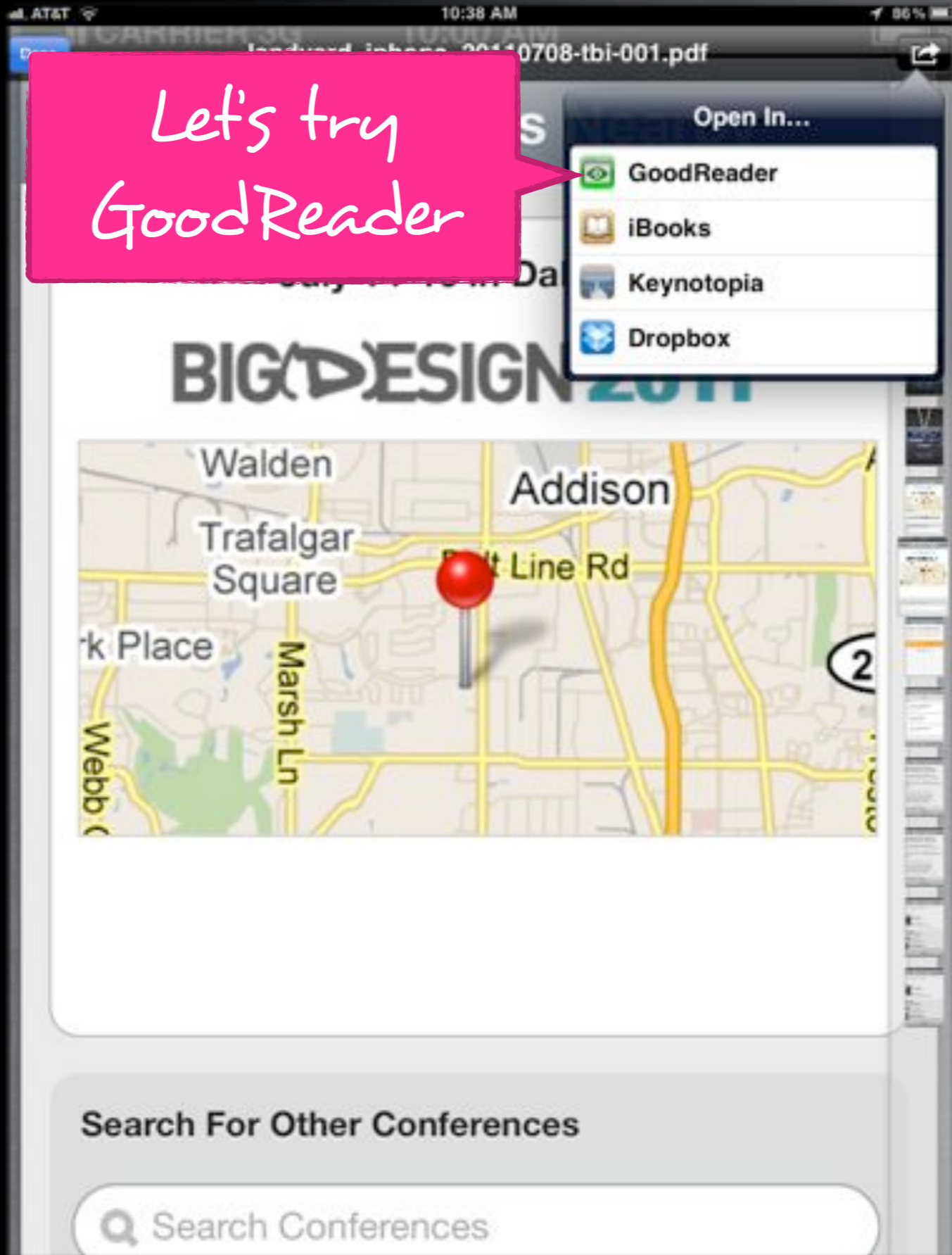
July 14-16 in Da

## BIG DESIGN 2011



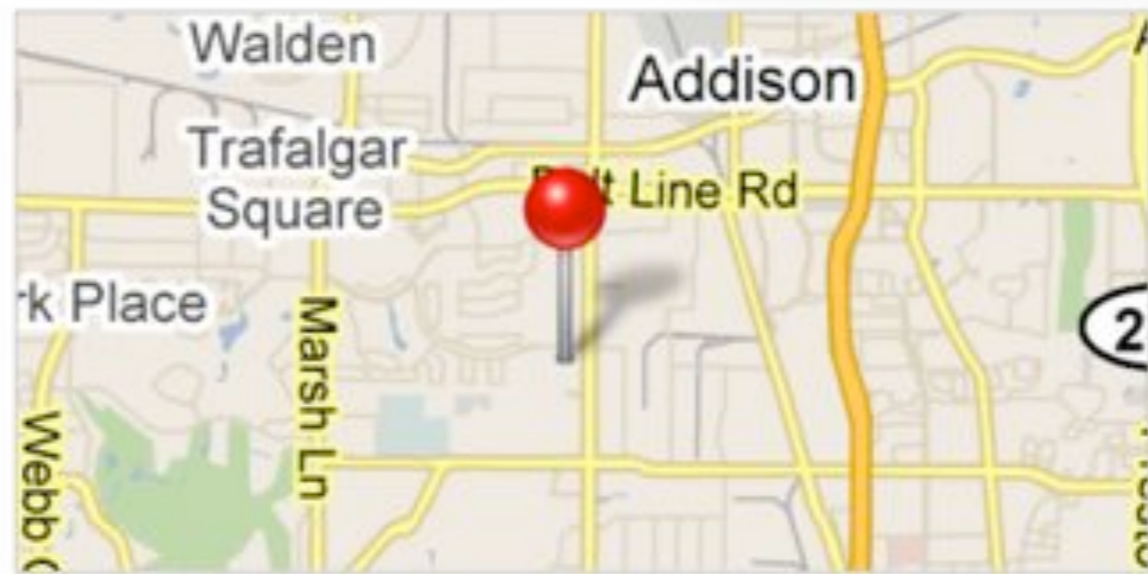
- Open In...
- GoodReader
  - iBooks
  - Keynotopia
  - Dropbox

Search For Other Conferences



Let's try  
GoodReader

- Open In...
- GoodReader
- iBooks
- Keynotopia
- Dropbox



Search For Other Conferences

Search Conferences







It looks complex upon initial view...



Looks  
promising.



LANYARD  
CONFERENCE COMPANION

Looks promising.



LANYARD  
CONFERENCE COMPANION

*Nailed it.*

Lanyard Would Like To Use  
Your Current Location

Don't Allow

OK

LANYARD  
CONFERENCE COMPANION

Lanyard Would Like To Use  
Your Current Location

Don't Allow

OK

LANYARD  
CONFERENCE COMPANION



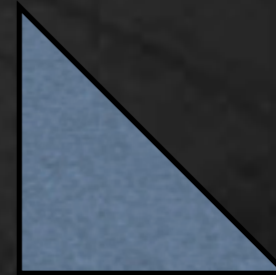
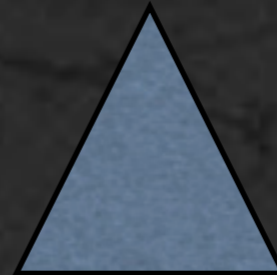
# Prototyping Exercise



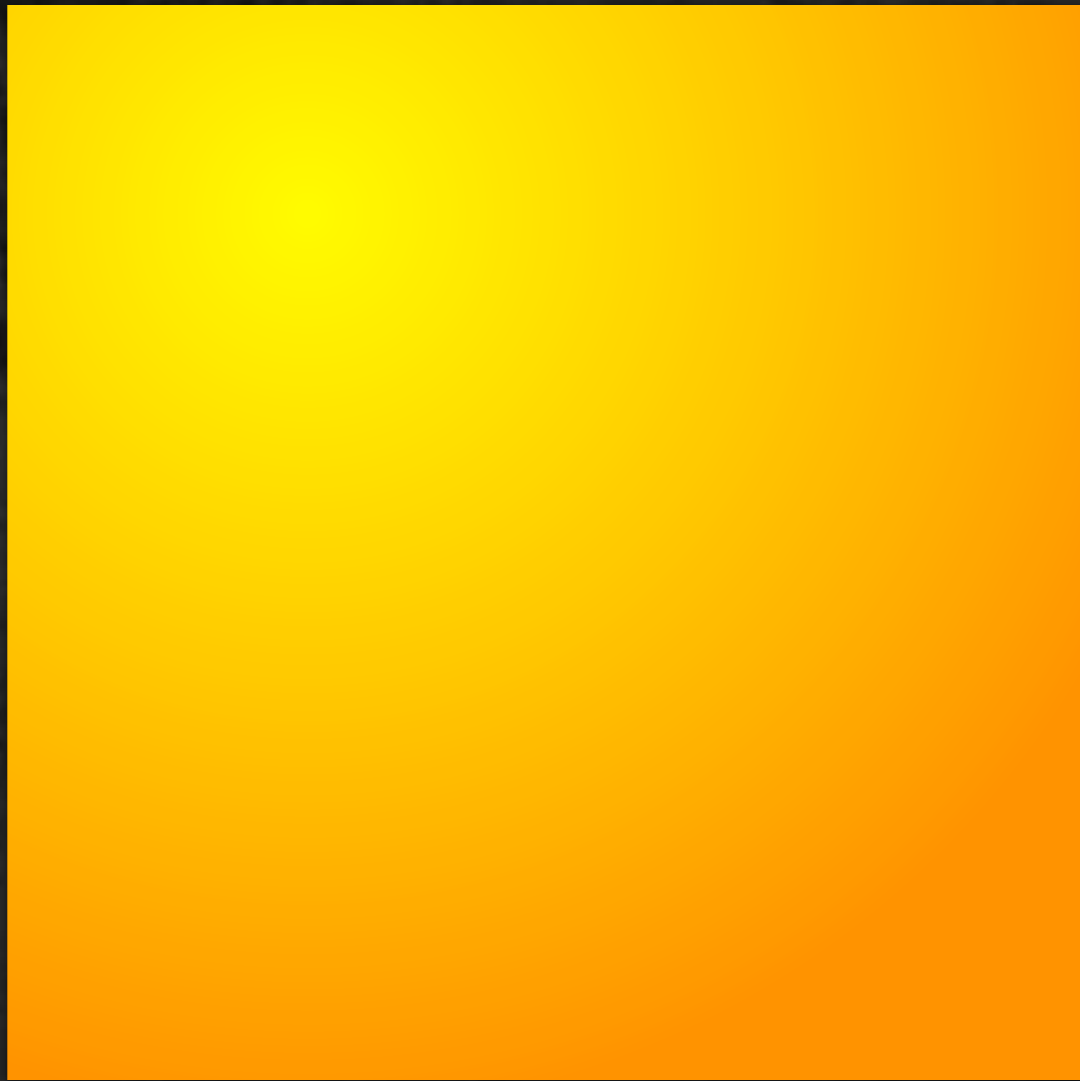




Blue construction paper texture is  
EXACTLY what this slide needs.  
AMIRIGHT?











- Font ▶
- Text ▶

---

- Table ▶
- Chart ▶
- Shape ▶
- Image ▶

---

- Copy Style ⌘⌘C
- Paste Style ⌘⌘V
- Copy Animation
- Paste Animation

---

- Mask ⌘⌘M
- Mask with Shape ▶

---

- Instant Alpha
- Remove Instant Alpha

---

- Reapply Master to Selection
- Advanced ▶**

- Font ▶
- Text ▶
- Table ▶
- Chart ▶
- Shape ▶
- Image ▶
- Copy Style ⌘⌘C
- Paste Style ⌘⌘V
- Copy Animation
- Paste Animation
- Mask ⌘⌘M
- Mask with Shape ▶
- Instant Alpha
- Remove Instant Alpha
- Reapply Master to Selection
- Advanced ▶**

- Define Shape for Current Master
- Define Shape for All Masters**
- Set Chart and Legend Geometry for All Masters
- Set as Default for Current Theme
- Define as Text Placeholder ⌘⌘T
- Define as Media Placeholder ⌘⌘I



BOOM.





# LESSON 6

Copy/Paste style properties to save time.

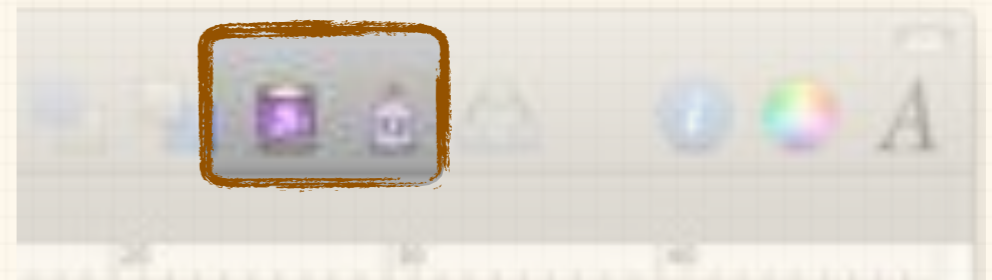
## To add to your toolbar:

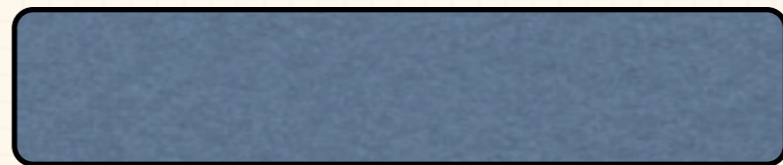
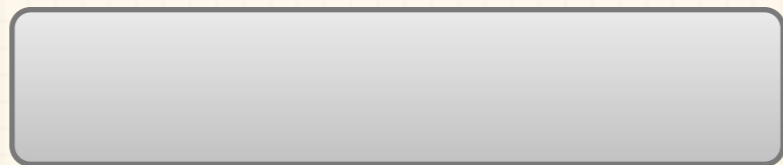
Right click on the toolbar, click customize

Copy style will copy all of the element's properties, including: fill, border, font face, font size, font color, stroke, stroke style.

*But... it doesn't copy line-height, letter spacing, paragraph spacing, or inset margin.*

SAD TROMBONE

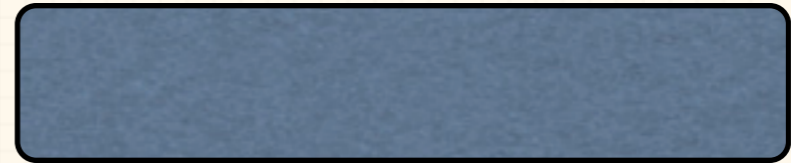
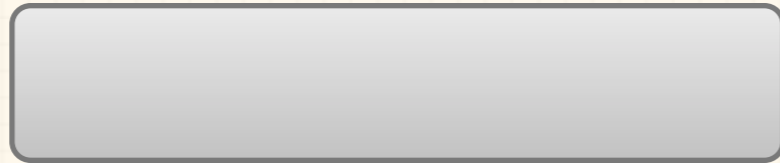




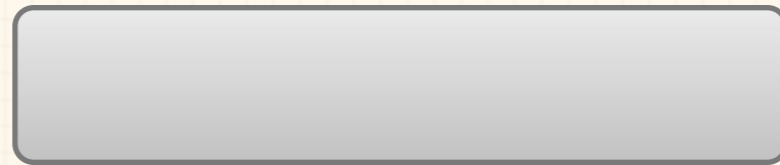
1




or alt + ⌘ + c

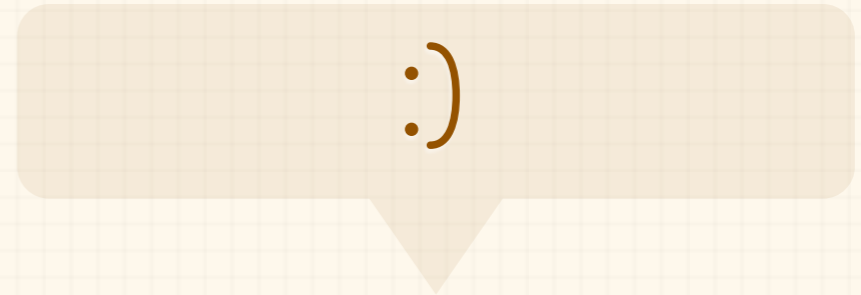
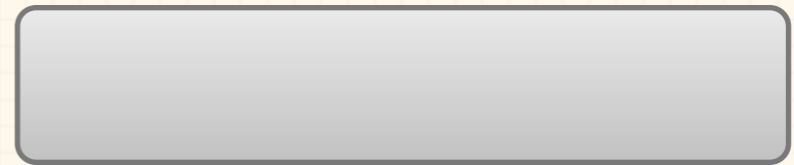
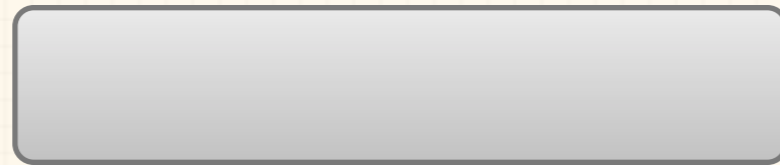


2



 or alt + ⌘ + v

3

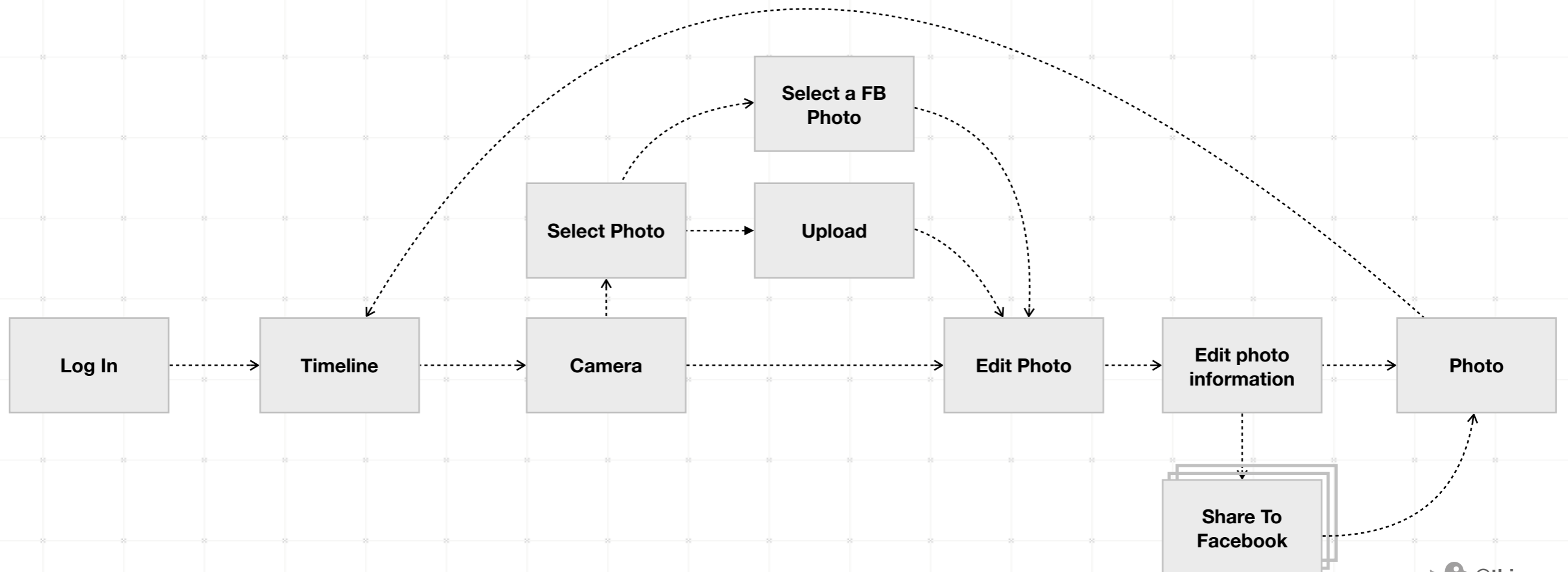






# Let's imagine Instagram with more Facebook:

- You can now log in using Facebook Connect
- “My Facebook Photos” becomes a photo source
- Extended Facebook sharing options:
  - Post photo to a specific album (not just “Instagram Photos”)
  - Enhanced privacy controls (friends, friends of friends, private)
  - Tag a Facebook friend (ooh, facial recognition?!)
  - Make this photo my Facebook Profile Photo
- Comments post on Facebook are aggregated into Instagram



GO FORTH AND BUILD.



*And, Thank You!*