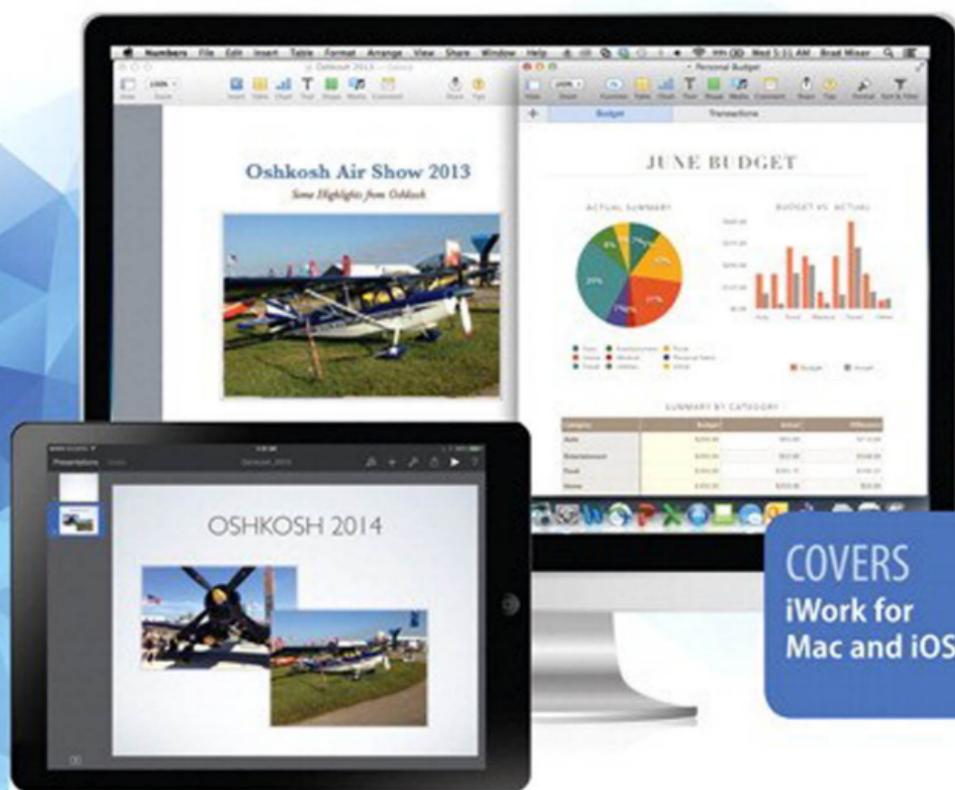


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About the Author

Brad Miser has written extensively about technology, with his favorite topic being the amazing Apple hardware and software that helps us to be so creative and productive, including Macs, iPhones, iPads, iCloud, and the iWork apps. In addition to *My Pages, Numbers, and Keynote*, Brad has written many other books, including *My iPhone*, Eighth Edition, and *My iPhone for Seniors*. He has been an author, development editor, or technical editor for more than 100 titles. He has also created videos and other content on a variety of topics.

Brad is or has been a sales support specialist, the director of product and customer services, and the manager of education and support services for several software development companies. Previously, he was the lead proposal specialist for an aircraft engine manufacturer, a development editor for a computer book publisher, and a civilian aviation test officer/engineer for the U.S. Army. Brad holds a bachelor of science degree in mechanical engineering from California Polytechnic State University at San Luis Obispo and has received advanced education in maintainability engineering, business, and other topics.

In addition to his passion for silicon-based technology, Brad is active in building and flying radio-controlled aircraft.

Originally from California, Brad now lives in Brownsburg, Indiana, with his wife Amy. Their proudest accomplishment and greatest joy in life was raising their three daughters, Jill, Emily, and Grace.

Brad would love to hear about your experiences with this book—the good, the bad, and the ugly. You can write to him at bradmiser@icloud.com.

Dedication

To those who have given the last full measure of devotion so that the rest of us can be free.

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Introducing Pages, Numbers, and Keynote

Originally a suite of software called iWork, Pages, Numbers, and Keynote are Apple's office/business productivity software applications. These apps are roughly the equivalent of Microsoft Office's Word, Excel, and PowerPoint in purpose, but they are implemented quite differently due to Apple's different approach to design and functionality.

Pages is the word processing and page layout application. You can use it to easily create a range of documents from basic letters to elaborate brochures and proposals. Pages makes it easier to produce polished documents because Apple provides a variety of templates that you can start with; of course, your own creativity is never limited because you can make any changes to documents you wish, even if you start with a template document.

Numbers is the spreadsheet application. You can use it to organize, analyze, and present data in tables that can include automatic calculations and formulas. From basic budgets to complex business analysis, Numbers can crunch the numbers for you. It also has nice charting tools that you can use to present your data graphically.

Keynote is the presentation application. You can create presentations that include slides you design and format in just about any way you can imagine. To keep things interesting for the audience and to make the information more meaningful at the same time, you can animate your presentations to make your information come alive.

Because they were originally part of a suite, each of the apps offers a similar set of tools. This is great because once you learn how to do something in one app, you automatically know how to do it in the others. For example, you can format text using the same tools in Pages, Numbers, and Keynote. This consistent interface makes the software much easier to learn and use than applications that don't have this common approach to the user interface.

Of course, because each app has its own purposes, there are some tools in each one that are unique to it. For example, Keynote is the only app that offers animation tools because animation really doesn't apply to text documents or spreadsheets.

Another great thing about these apps is that they are designed to work together. This makes it easy to share content among the various types of documents you create. Suppose you want to include a bar chart showing information in a Pages document. You can create that chart in Numbers and then copy and paste it into the Pages document.

Speaking of sharing, even more good news is that in addition to the Mac versions of these apps, there are versions for iPhones and iPads, too. And with an iCloud account, there are also online versions of the apps that you can use on any computer with a web browser and Internet connection. So not only can you share content across the apps, you can share content in the apps on the different devices you use.

As you work through this book, you'll find out how useful and easy to use these great apps are.

Using This Book

This book has been designed to help you learn how to use each app quickly and easily. As you can tell, the book relies heavily on pictures to show you how the software works. It is also task focused so that you can quickly learn the specific steps to follow to do all the cool things that Pages, Numbers, and Keynote enable you to do. You can flip to a task that you want to learn and follow the steps to learn how to complete it. The figures show you exactly where you perform each step on the screen.

The book begins and ends with information that is applicable to all three apps starting with Chapter 1, "Working with iWork Documents," and finishing with Chapter 17, "Publishing and Sharing Pages, Numbers, and Keynote Documents." Between those chapters, there are groups of chapters devoted to each app.

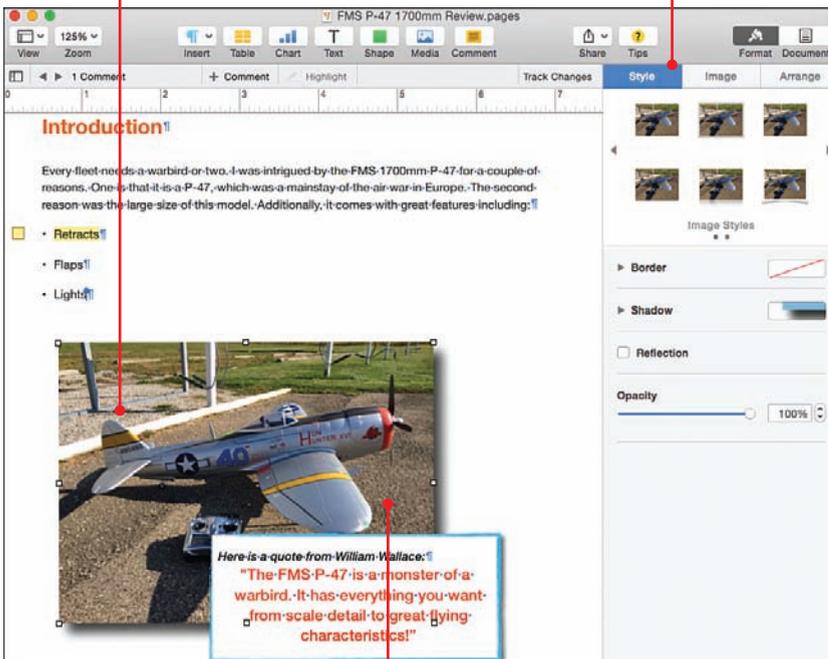
Chapter 2, “Working with Text in Pages Documents,” through Chapter 6, “Collaborating with Others on Pages Documents,” teach you how to use Pages to create great text documents. In Chapter 7, “Developing Numbers Spreadsheets,” through Chapter 10, “Finishing and Collaborating on Numbers Spreadsheets,” you learn about Numbers. Last but not least, you learn about Keynote in Chapter 11, “Developing Keynote Presentations,” through Chapter 16, “Presenting Keynote Presentations”; those chapters show you all you need to create amazing presentations.

Because there is so much commonality between the apps, instead of repeating a topic for each app, you see references back to where a topic is covered in detail. For example, you learn how to format text in Pages in Chapter 2. Because you use the same tools to format text in Numbers and Keynote, you won’t find the details repeated for those apps, but you can easily use the reference to quickly jump back to the detailed information.

I recommend you start with Chapter 1 because it applies to all three apps. From there, choose the first chapter that covers the app that you want to start with (such as Chapter 7 if you want to use Numbers) and let your interests guide you through the rest of the book. As you move through each chapter, your skills quickly grow and you’ll be able to use these apps to create amazing documents, spreadsheets, and presentations.

Use photos and other images to make your Pages documents more interesting and effective

The Inspector offers lots of tools you can use to improve the design of the graphics in your documents



You can easily add any photos in your iPhoto or Aperture libraries to Pages documents

In this chapter, you learn how to include photos and other graphics in your Pages documents. Topics include the following:

- Insert Photos and Other Graphics into Pages Documents
- Design the Photos and Other Images in Pages Documents

4

Working with Photos, Graphics, and Other Objects in Pages Documents

One age-old and extremely overused cliché states, “A picture is worth a thousand words.” This cliché is used so often because the idea that it expresses—that images communicate effectively—happens to be true. What the cliché doesn’t say is that pictures alone don’t usually tell a complete story. The most effective communication typically includes both words and images. As you’ve seen in previous chapters, Pages enables you to do a lot with text and tables. In this chapter, you learn how to use the app’s great graphics tools to include visual elements, such as photos, to enhance both the effectiveness and the visual appeal of your Pages documents.

Insert Photos and Other Graphics into Pages Documents

You can use many different types of graphics in your documents, including photos stored in your iPhoto or Aperture library, photos you've stored in other places on your Mac, images you've created and stored on your computer, and images you've downloaded. (Make sure you don't violate any copyright or other use restrictions if you are going to use a downloaded image in a document.)

There are a number of ways you can add photos and other images to your Pages documents, including these:

- Replace an image placeholder with a photo from iPhoto.
- Add an image from the Media Browser.
- Drag an image from your desktop into a document.

Each of these options is explained in the following tasks.

But Wait; There's More

You can also insert audio and video into Pages documents. Although this isn't useful for documents you deliver in hard copy format, it can be very useful when you are delivering electronic documents, such as ones in the PDF format. For example, when you are explaining the steps in a process, you can insert a video showing those steps into the document. Someone reading the PDF can view the video and read the surrounding text. Although this chapter is focused on static images, you can use similar steps to place audio or movie files into your documents. When you use audio or movie files in Pages documents, you should test your final documents, such as the PDF version, to make sure that content plays correctly before you distribute them. If possible, also test the document on a different type of device you expect your readers to use, such as an iPad or a Windows PC.

Replace an Image Placeholder with a Photo from iPhoto

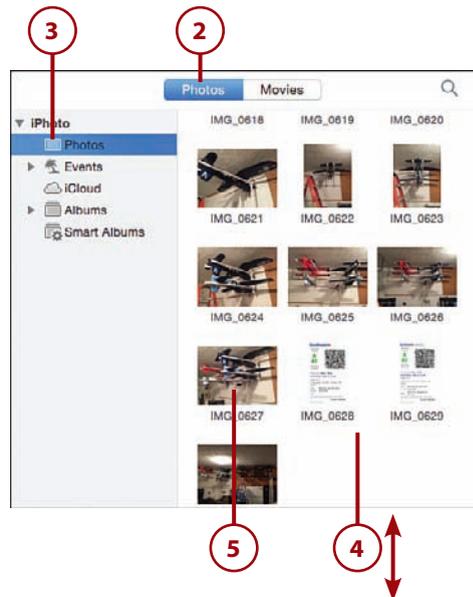
Many of the Pages document templates include image placeholders that you can replace with your own images.

1. Click the icon located in the lower-right corner of the image placeholder. The Media Browser appears.
2. Click the Photos tab. You see the photos stored in your iPhoto Photo Library. Along the left side of the browser, you see the sources of photos, which are the same as they are in iPhoto.

Use Aperture?

If you use Aperture, the Media Browser shows the photos in your Aperture library. However, if you upgraded from iPhoto to Aperture as I did, Aperture actually uses your iPhoto Library, and the Media Browser is currently labeled iPhoto. This doesn't matter so much because the browser looks at the current photo library no matter which of the two apps you use.

3. Select the source of photos you want to browse. The photos in that source appear.
4. Browse the photos in the selected source.
5. Click the photo with which you want to replace the image placeholder. The photo replaces the placeholder. (Note that the image placeholder icon disappears.)



Searchin' for Photos in All the Right Places

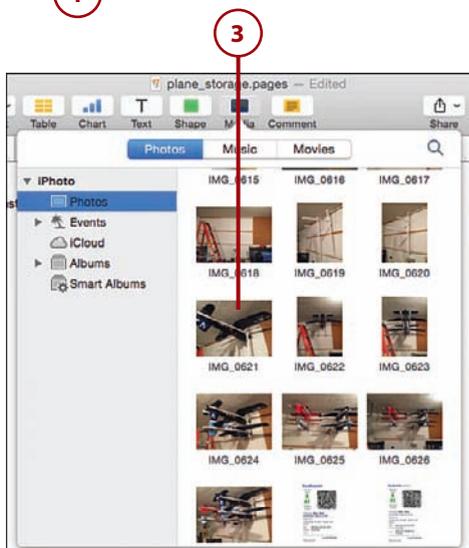
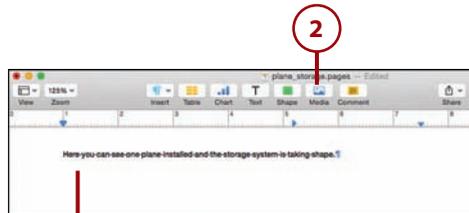
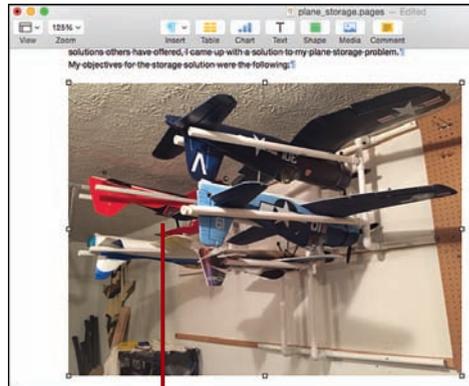
You can search for photos to insert by clicking the magnifying glass icon in the upper-right corner of the Media Browser. Enter your search term in the resulting Search bar. The photos you see in the browser are reduced to include only those that relate to the term you entered.

- Use the tools in Pages to design the photo (explained in “Design Photos and Other Images in Pages Documents” later in this chapter).

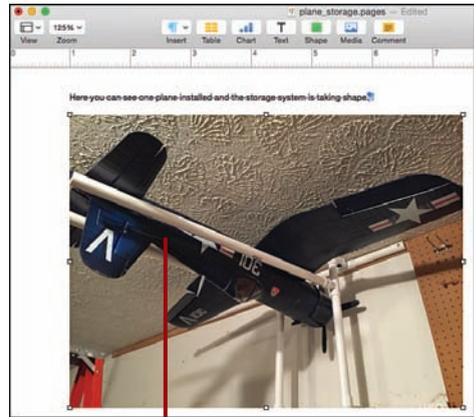
Use the Media Browser to Insert Photos into Pages Documents

You can use the Media Browser to add a photo to any location in a document.

- Position the cursor in the approximate location where you want the photo. (You can easily reposition it later.)
- Click the Media button on the toolbar. The Media Browser appears.
- Use steps 2 through 5 in the previous task to select the photo you want to insert into the document.



4. Use the tools in Pages to design the photo (explained in “Design Photos and Other Images in Pages Documents” later in this chapter).



>>>Go Further

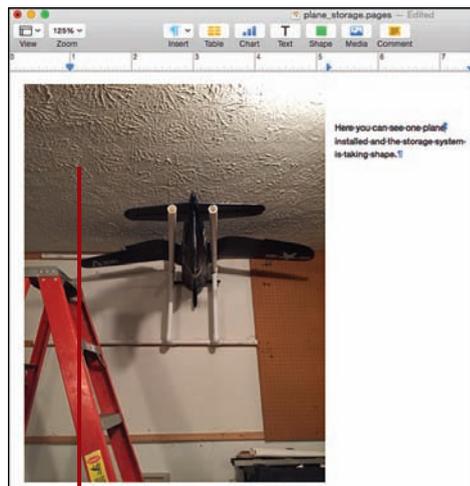
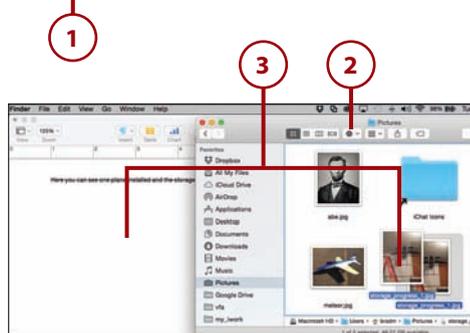
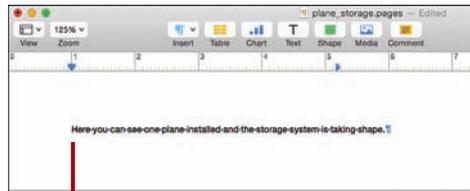
ADD SHAPES TO PAGES DOCUMENTS

You can add various kinds of shapes to your Pages documents, such as lines, curves, circles, squares, and stars. You can add shapes from the templates available in Pages and then customize them for your specific use. For example, you can change the fill color, resize them, and so on. Working with shapes is quite similar to other objects you've learned about. Click the Shape button on the Pages toolbar. Then browse the available shapes to find the one closest to the shape you want to add to your document. Click that shape, and it is added at the current location of the cursor. You can then resize the shape, position it on the page, and use the shape tools in the Inspector to format it.

Drag Photos and Other Graphics from the Mac Desktop into Pages Documents

The Media Browser can access only photos and graphics stored in iPhoto or Aperture. You can place any image stored on your Mac into a Pages document by dragging it from the desktop into the document.

1. Position the cursor in the approximate location where you want the photo. (You can easily reposition it later.)
2. Open a Finder window, and navigate to the location of the photo you want to place in the document.
3. Drag the document from the Finder window onto the Pages document. The photo is copied into the document.
4. Use the tools in Pages to design the photo (explained in “Design Photos and Other Images in Pages Documents” later in this chapter).



Is Dragging a Drag?

For yet another option, you can add a photo by choosing Insert, Other. Use the resulting dialog to move to and select the image file you want to insert, select it, and click Open. The image you selected is placed at the current cursor location. This option can be easier than dragging because you don't need to deal with positioning the Finder window so that you can see it and your Pages document at the same time.

Don't Have the Image Yet?

In some cases, you may know you want to use an image in a document, but you might not have the final version of that image ready. In this case, you can create an image placeholder to create a space for an image and replace the placeholder with the final image when it is ready. To create a placeholder, add an image to the document and size it as you will want the final image to be sized. Select the image and choose Format, Advanced, Define as Media Placeholder. The image becomes a placeholder and is marked with the placeholder icon in the lower-right corner. You can then replace it with the final image, as described in the task "Replace an Image Placeholder with a Photo from iPhoto," earlier in the chapter.

Design Photos and Other Images in Pages Documents

You can design the photos and other images in your Pages documents in a number of ways, including the following:

- **Resize photos or images.** You can change the size of images to make them fit the page or size them appropriately for their level of detail or importance to the content. You can also change the proportion of images, but this can have unintended consequences. So be careful about changing the size of images out of their original proportions, or you may end up with squished or stretched versions.
- **Rotate photos or images.** You can change the orientation of images or flip them horizontally or vertically.
- **Style photos or images.** You can use the Inspector to change the appearance of photos and images by adding borders, using drop shadows, applying a reflection, and changing their opacity. These tools enable you to make images more visually appealing and increase their impact; they also enable you to express your creativity. Like styling other elements, such as text and tables, you can use the built-in styles in Pages or create and save your own styles.
- **Mask photos or images.** Masking is useful to remove parts of images that you don't want to appear in a document. Masking is similar to cropping except that when you mask an image, you don't actually change the image; rather, you choose the part of the image you want to be shown, and the rest is covered over so that it can't be seen. Masking is

nice because it is easy to adjust the mask or simply remove it to display the full image again. (This is in contrast to cropping, in which part of the image is actually removed and is no longer available.)

- **Remove background from photos or images.** Sometimes an image has something in the background that is distracting. You can use the tools in Pages to remove the background from images so that the primary subject becomes more prominent.
- **Adjust photos or images.** Although Pages isn't a photo-editing app, it does have some basic tools you can use to improve the quality of images in your documents. These include adjusting the exposure, contrast, saturation, and other aspects of photos. You can also use the Enhance tool in Pages to have the app make semi-automatic adjustments to a photo. It's often a good idea to start with the Enhance tool, and if you don't like the changes it makes, you can easily undo them and adjust the photo manually.
- **Position photos or images manually.** You usually want photos and images to be in the area of text to which they relate. Like other objects in Pages, you can manually position photos on a page.
- **Use the Arrange tab to place photos or images.** The Inspector's Arrange tab provides tools you use to determine how photos and images interact with surrounding text. You can configure photos and images to remain on a page or float with the surrounding text. You can also layer images, rotate them, and more.

Refer to the following tasks for the details to accomplish each of these design activities.

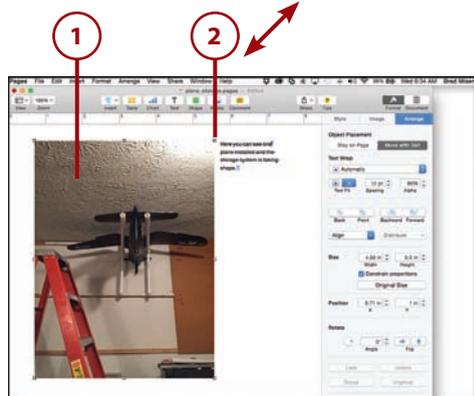
Shorthand

Because photos are the most likely types of images you add to Pages documents, all the examples you see in this chapter use photos. Up to now, I've referred to photos and images just to make it clear that you can use the same information to add images, such as drawings, to Pages documents, too. From now to the end of the chapter, I'll be referring only to photos, but most of the rest of the information in this chapter applies to other kinds of images as well.

Resize Photos in Pages Documents

You can easily resize images in documents as follows:

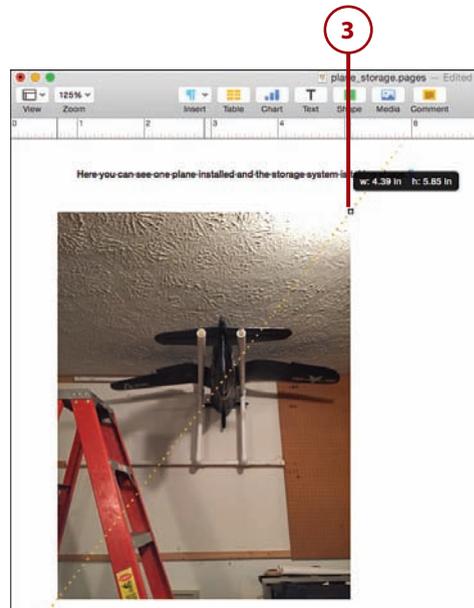
1. Select the image you want to resize.
2. Drag a selection handle located on the photo's corners to make the photo larger or smaller. As you drag, a line appears across the diagonal of the image, and its current dimensions appear next to the selection handle you grabbed.



Resizing Other Kinds of Graphics

Pages assumes you want to maintain the proportion of photos you add to documents. This is not true for other kinds of graphics you may use. To ensure you maintain the proportions of any graphic, hold down the Shift key and drag a corner of the image. Its proportions are maintained as you resize it. If you don't hold down the Shift key, the proportions may not be maintained depending on the type of graphic you are working with.

3. When the photo is the size you want it to be, release the selection handle.



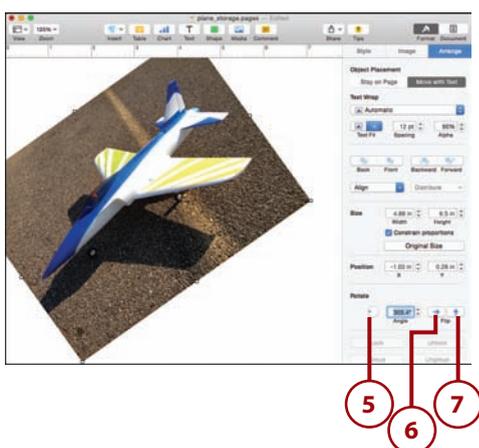
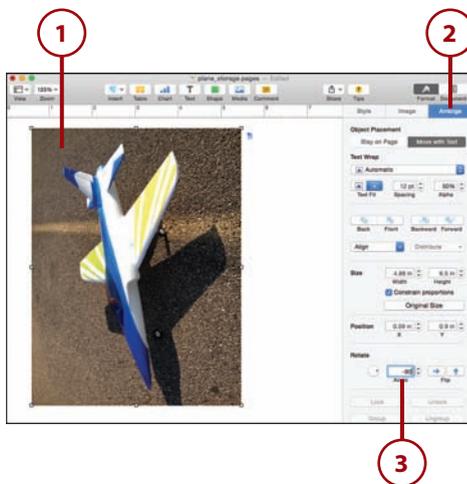
Be Precise

For more precision in resizing images, select the image you want to resize and click the Arrange tab in the Inspector. Use the Size tools to resize the image. You can enter or choose the Width and Height dimensions. Check the Constrain proportions check box to keep the image at its current proportion when you change dimensions. Click Original Size to return the image to the size it was when you placed it into the document.

Rotate Photos in Pages Documents

You can change the orientation of images or photos in your documents by performing the following steps:

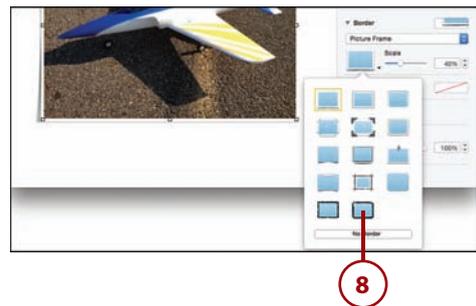
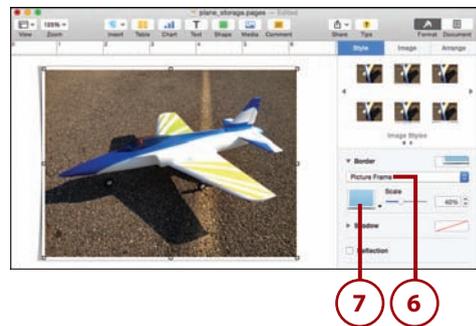
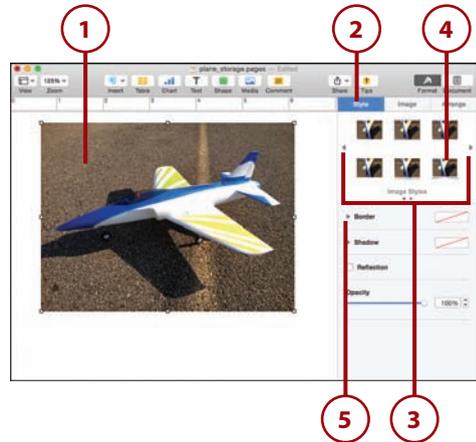
1. Select the image you want to rotate.
2. Click the Arrange tab of the Inspector.
3. In the Angle box, enter the angle with which you want to rotate the image; for example, to rotate it clockwise by 90 degrees, enter -90.
4. Press Enter. The image is rotated by the amount you input.
5. To rotate a photo, drag the Rotate wheel clockwise or counterclockwise. As you drag, the image rotates, and you see the current angle in the Angle box.
6. To flip an image horizontally, click the horizontal arrow.
7. To flip an image vertically, click the vertical arrow.



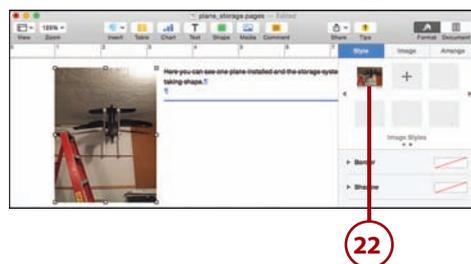
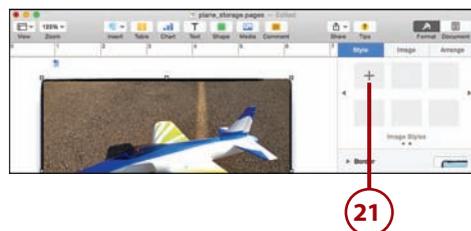
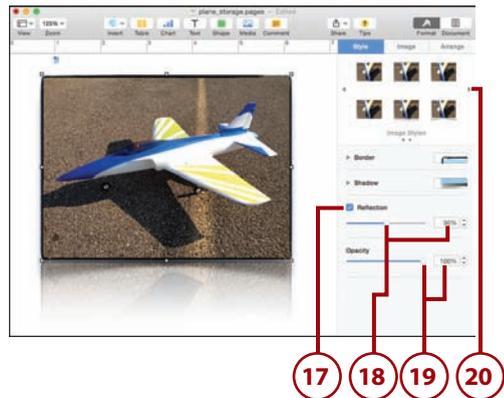
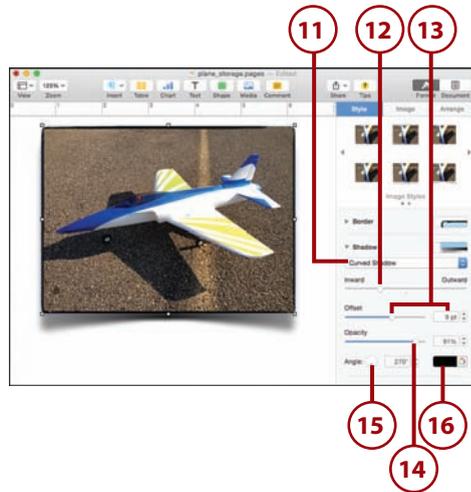
Style Photos in Pages Documents

Use the style tools to add visual interest to photos and other images in Pages documents.

1. Select the image you want to style.
2. Click the Style tab in the Inspector.
3. Click the left- or right-facing arrows to browse the available styles.
4. Click a style you want to apply to the photo. The photo is restyled accordingly. If you are happy with the photo, you can skip the rest of these steps.
5. To manually apply a border, click the disclosure triangle next to Border.
6. Choose the type of border you want to apply. The options are Line, Picture Frame, and No Border.
7. Configure the options for the type you selected; when you choose Picture Frame, click the frame menu.
8. Click the style of frame you want to apply.
9. Drag the Scale slider to the left to reduce the thickness of the border or to the right to increase it; or use the scale box to enter or choose a scale.
10. To apply a shadow to the image, click the disclosure triangle next to Shadow.



11. On the Shadow menu, choose the type of shadow you want to apply. The options are None, Drop Shadow, Contact Shadow, and Curved Shadow. These steps show the Curved Shadow option, but using the others is similar.
12. Drag the Inward slider to the left or right to determine if the shadow curves toward the image or away from it and what the amount of curvature should be.
13. Use the Offset slider or box to change the size of the shadow relative to the bottom (using a positive offset) or the top of the photo (using a negative offset).
14. Use the Opacity slider or box to make the shadow more opaque or more transparent.
15. Use the Angle wheel or box to change the angle of the shadow.
16. Use the Color tool to change the shadow's color.
17. To apply a reflection to the image, check the Reflection check box.
18. Use the Reflection slider or box to set the amount of reflection.
19. Use the Opacity slider or box to make the photo more opaque or more transparent.
20. If you want to be able to reuse the styles you have applied, click the right-facing arrow at the top of the Style tab until you see an empty style with the add (+) icon.
21. Click the empty style to save your current style settings.
22. To apply your custom style, select the image to which you want to apply it, and click the style you saved.



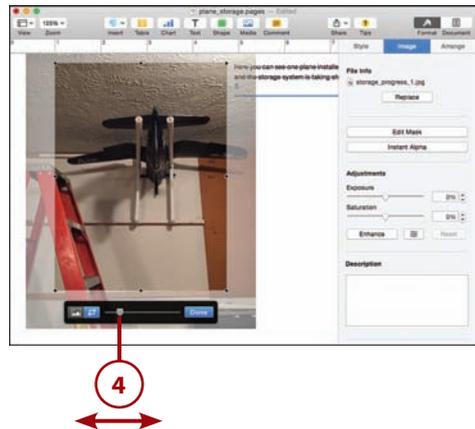
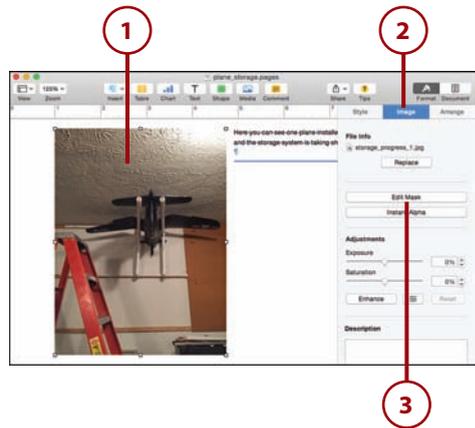
Delete Custom Styles

To delete styles you've saved, perform a secondary click on them and choose Delete Style. The saved style is removed.

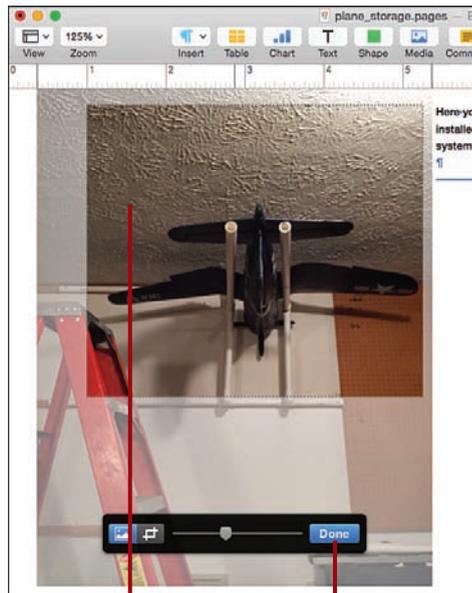
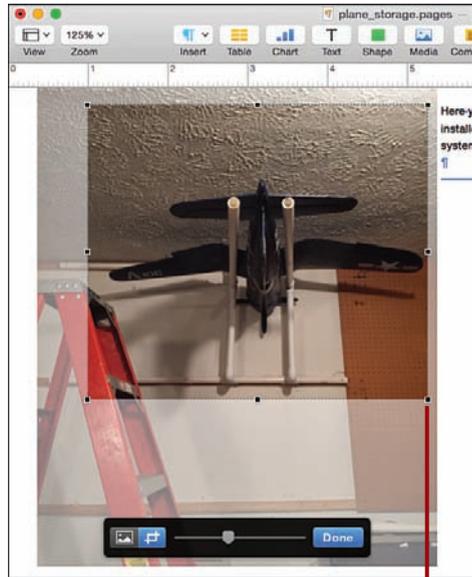
Mask Photos in Pages Documents

To hide parts of photos you don't want to appear in a document, you can mask them.

1. Select the image you want to mask.
2. Click the Image tab of the Inspector.
3. Click Edit Mask. The mask tool appears.
4. Drag the slider to the left to increase, or to the right to decrease, the size of the photo within the frame. The parts of the image that won't be displayed are grayed out.



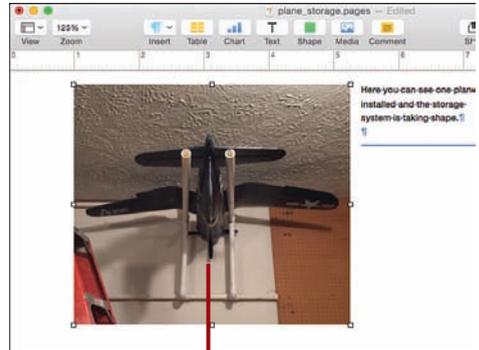
5. Drag the selection handles on the mask box to change the proportions of the box.
6. Drag the image around inside the box to change the part of the image that is displayed.
7. When you're done making changes, click Done. The photo is masked.



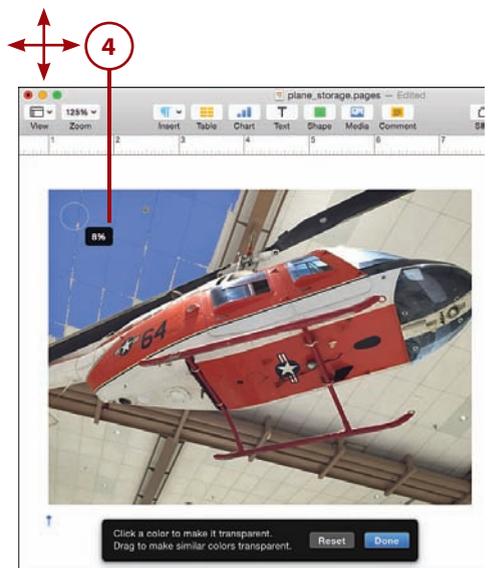
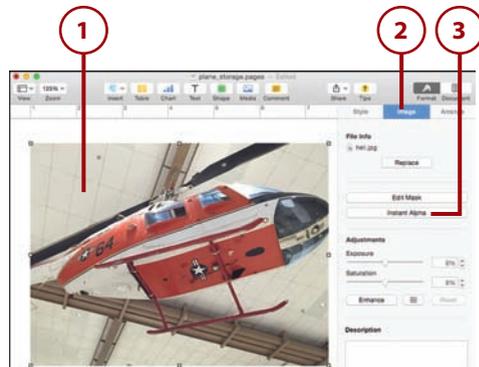
Remove Background from Photos in Pages Documents

To remove background elements, or any color for that matter, from photos, use the Instant Alpha tool.

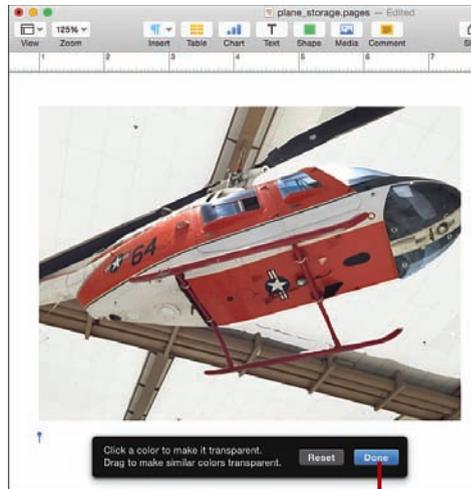
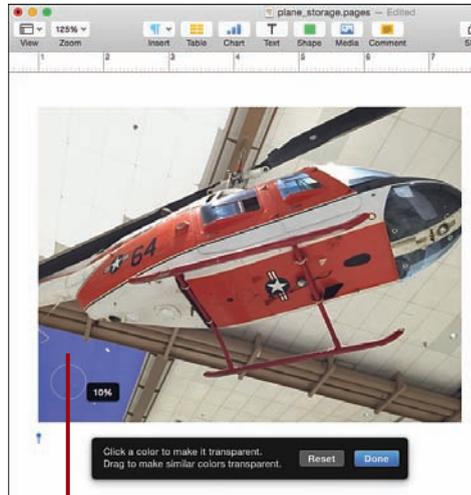
1. Select the photo you want to change.
2. Click the Image tab.
3. Click Instant Alpha.
4. Drag over areas of color that you want to remove from the photo. As colors are selected, the corresponding parts of the photo that will be hidden are highlighted in blue. (To remove a single color, just click on it instead of dragging around.)



Masking photos enables you to focus them to show the important parts



5. Continue selecting colors to remove.
6. When the image appears as you want it to be in the document, click Done.



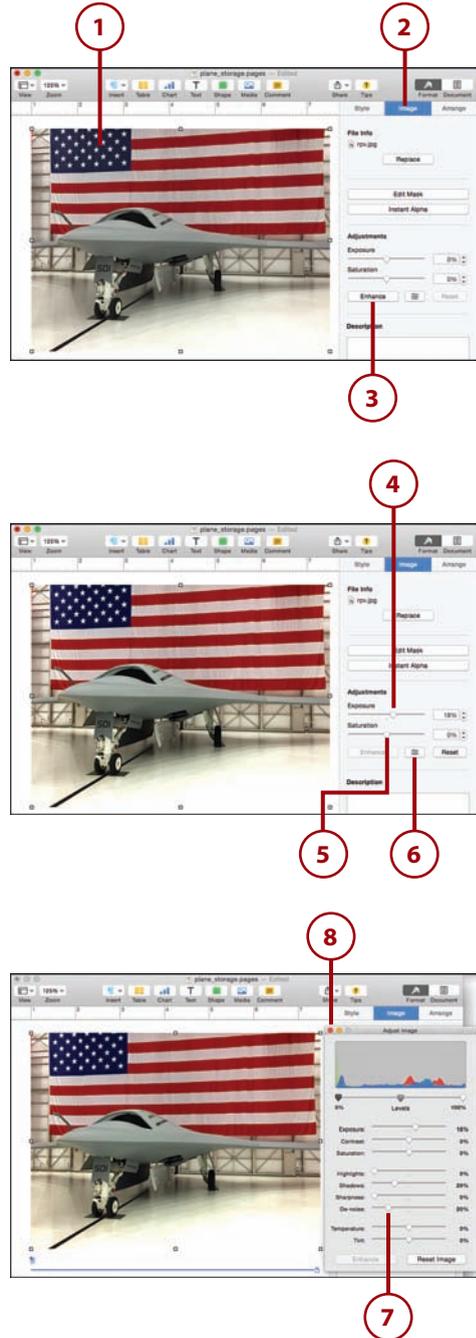
Adjust Photos in Pages Documents

Although Pages isn't a photo editing app, you can do some basic photo editing as follows:

1. Select the photo you want to adjust.
2. Click the Image tab.
3. Click Enhance to have Pages adjust the photo for you. If you like the results, you're done. If not, continue to make manual adjustments.
4. Use the Exposure slider and box to change the photo's exposure.
5. Use the Saturation slider and box to change the saturation of the colors in the photo.
6. For even more options, click the Adjust Image button. The Adjust Image palette appears.
7. Use the tools on the Adjust Image palette to make more adjustments to the image.
8. Close the palette when you're done adjusting the image.

I Take It Back!

Most of the photo tools in Pages offer a reset option that you can use to undo whatever changes you have made. For example, if you end up not liking a photo better after you have adjusted it, click Reset.



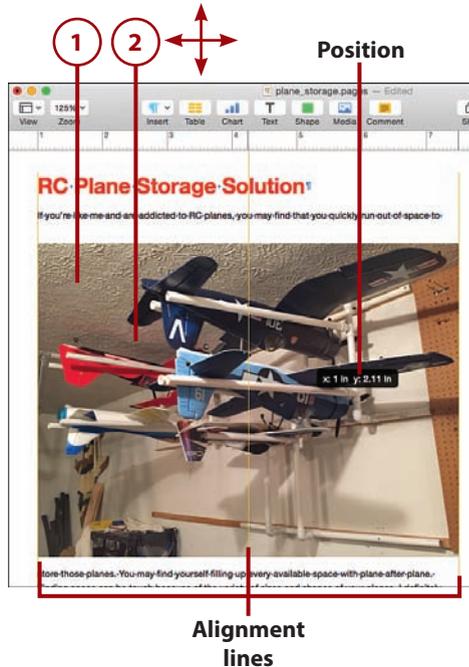
Position Photos Manually in Pages Documents

You can easily change the position of photos and other images in your Pages documents by dragging them.

1. Select the photo you want to move.
2. Drag the photo around the document. As you move it, its current location appears in the black pop-up box. Yellow alignment lines appear to show when the photo is lined up with something. For example, when you see a yellow line down the center of the photo, that means its centerline is aligned with the centerline of the document. Alignment lines can appear on each side or the top or bottom, too. Text around the photo flows according to its arrange settings (covered in the next task).
3. When the photo is where you want it, release it.

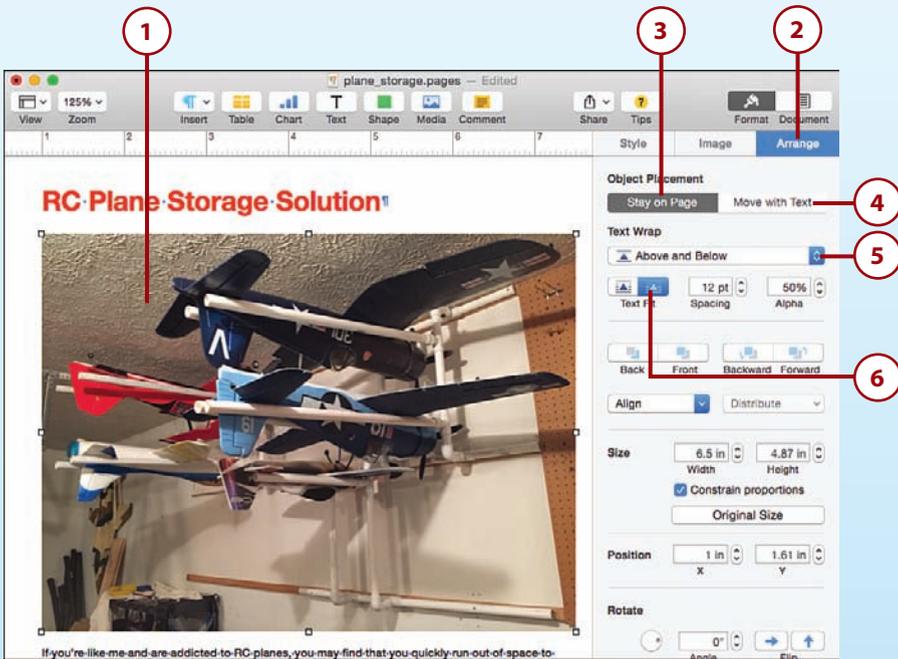
Distribute Graphics

When you have multiple graphics, you can distribute them evenly across the page. Just select the graphics you want to distribute. On the Arrange tab of the Inspector, open the Distribute menu and choose how you want the images distributed. For example, choose Horizontally to have the graphics distributed evenly across the width of the page.

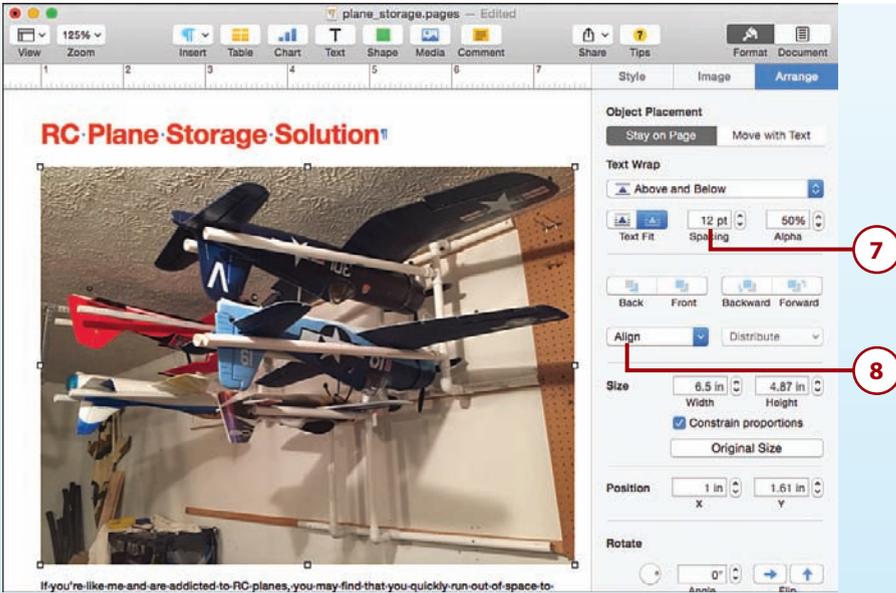


Position Photos Using the Arrange Tab in Pages Documents

Configuring a photo's Arrange settings, determine how it interacts with the text and other objects on the page on which it appears.



1. Select the photo you want to configure.
2. Click the Arrange tab.
3. If you want the photo to remain on the current page when text is added above it, click Stay on Page.
4. If you want the photo to float so that it remains in the context of the text around it when you add text or other content before it, click Move with Text.
5. On the Text Wrap menu, choose how you want the photo to interact with the text around it. Choose Automatic to have Pages flow the text automatically. Choose Around to have the text flow around the top, bottom, and sides of the image. Or choose Above and Below to have text flow along the top and bottom of the image but not along its sides.
6. Use the Text Fit buttons to determine how closely text follows the borders of the image. Click the button on the left to have the text conform to the rectangular boundary of the image. Click the button on the right to have the text flow to the shape of the image. This setting is most useful for shapes and other graphics that aren't rectangular.



7. Use the Spacing box to set the amount of space between the photo and the surrounding text.
8. Use the Align menu to align the photo left to right or top to bottom.

Lock It

To prevent a photo's position from changing, you can lock it. Select the photo, click the Arrange tab, and click Lock.

>>> *Go Further*

LAYER GRAPHICS

You can layer photos or other graphics on top of each other. For example, you might want to include a smaller photo on top of a larger one, with the smaller one showing a close-up detail that is important. To do this layering, place the first graphic in your document. Then place the second one. Drag the second one on top of the first one. You can repeat this as many times as you'd like.

To change the order of the stack, use the Back, Front, Backward, and Forward buttons on the Inspector.

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