Keynote

Crafting Impactful presentations

The Art of Simplicity and Storytelling

Ratnesh Jain

Keynote

Crafting Impactful PPT?

PPT

Power Point Presentation

PPT

Microsoft Power Point Presentation

Keynote

Apple Keynote Presentation

Keynote

Apple Keynote Presentation

“Specifically developed for Steve Jobs”

iPod
Phone
Internet

Keynote

Apple Keynote Presentation

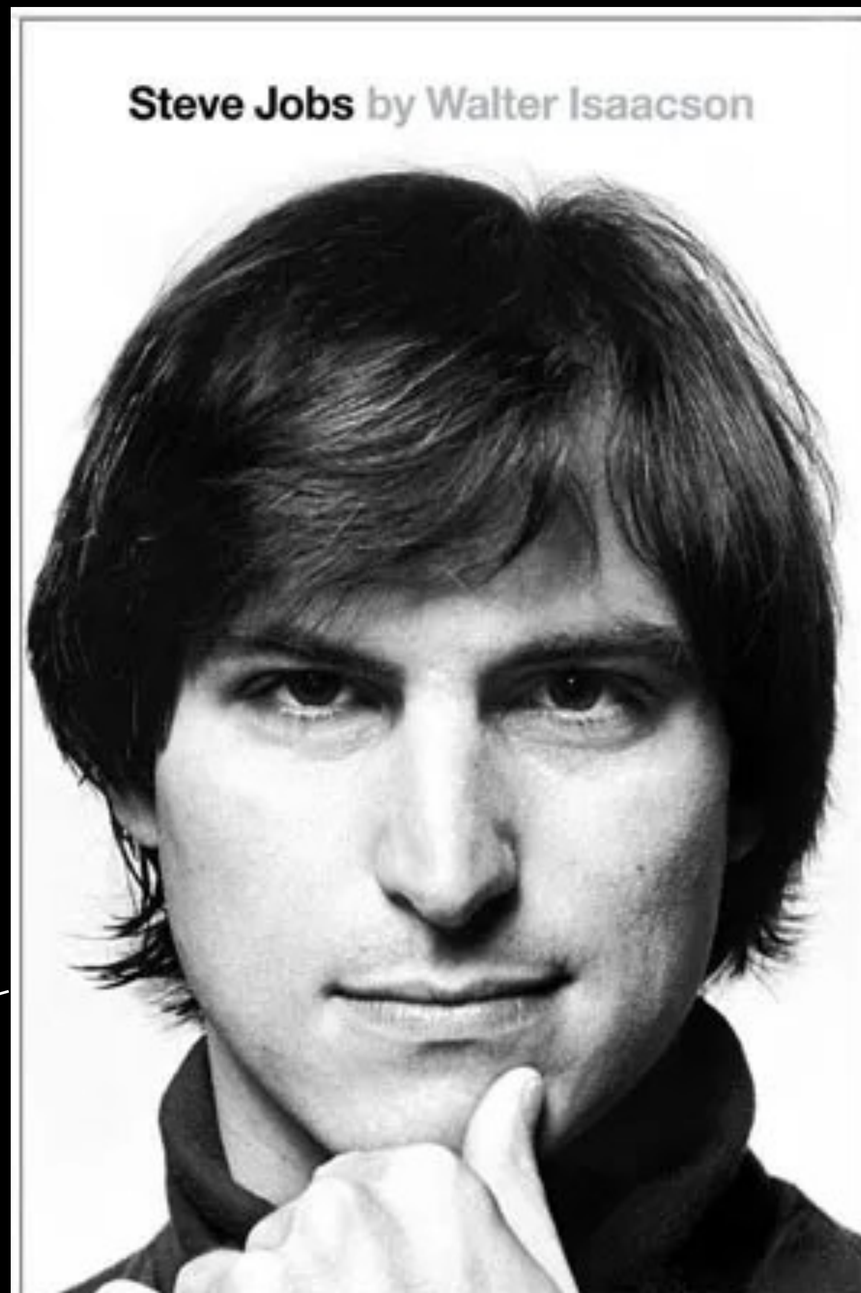
“Specifically developed for Steve Jobs”

Keynote

Apple Keynote Presentation

“Specifically developed for Steve Jobs”

Image With Background



Keynote

Apple Keynote Presentation

“Specifically developed for Steve Jobs”

Image Background Removed

What is Slide?

What is Slide?

“Move easily and without interruption over a surface”

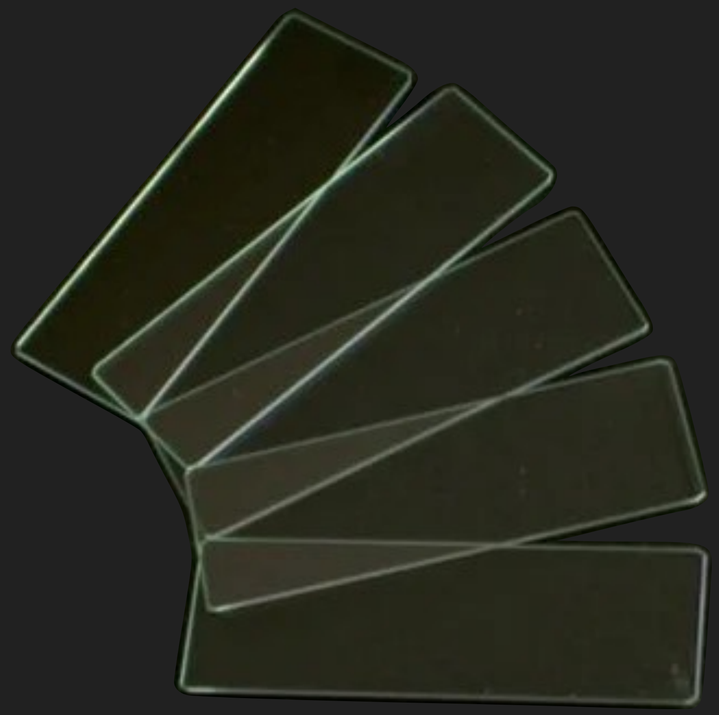
Let’s go back in Time

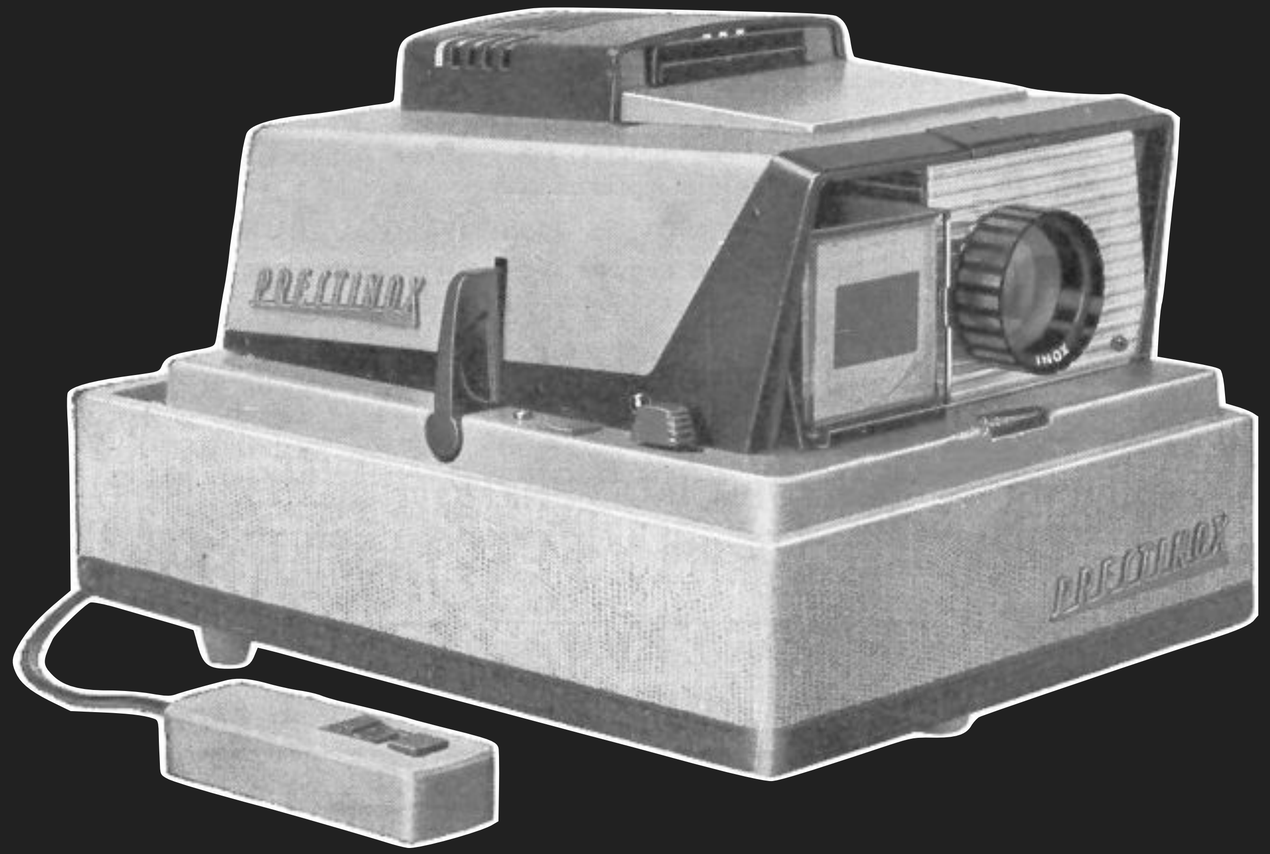
1881

Continuous Slide Lantern

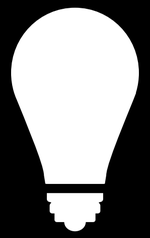
1881

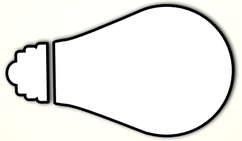
Continuous Slide Lantern

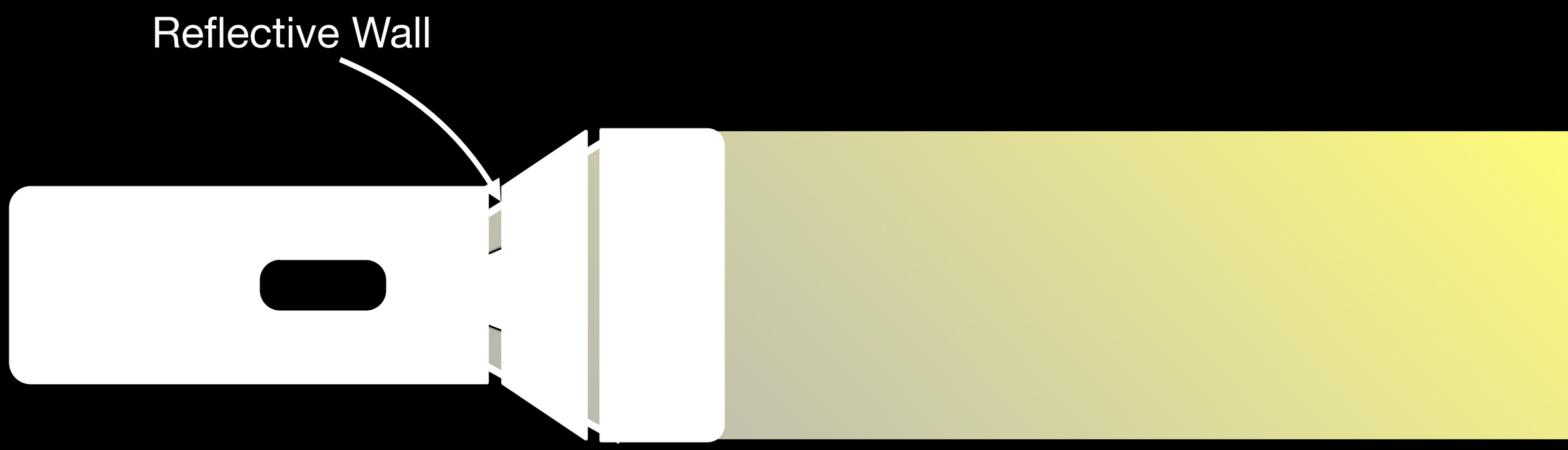


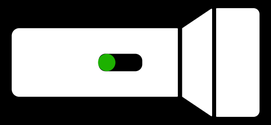


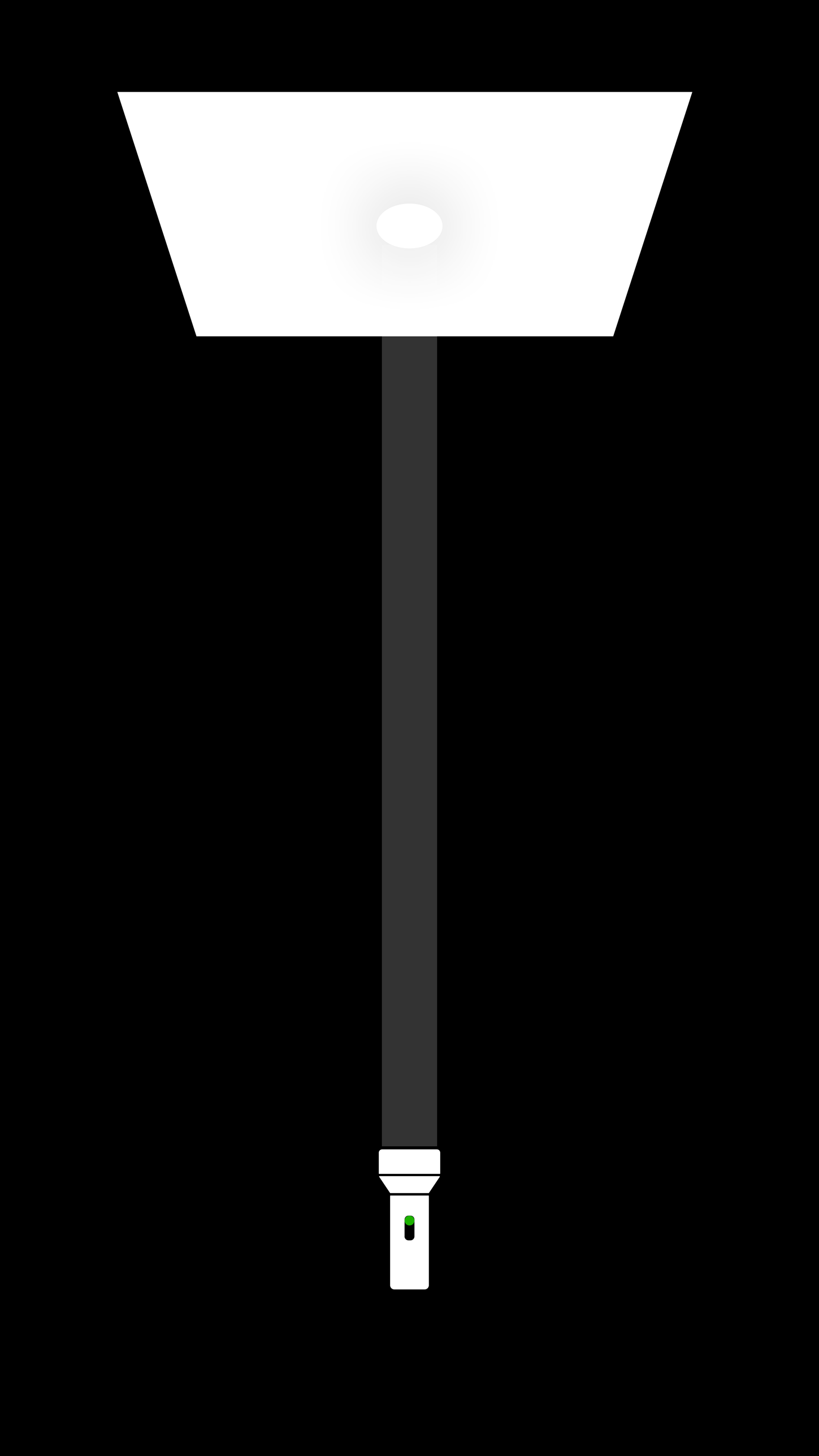
Glass Slide Projector

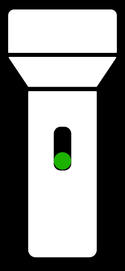


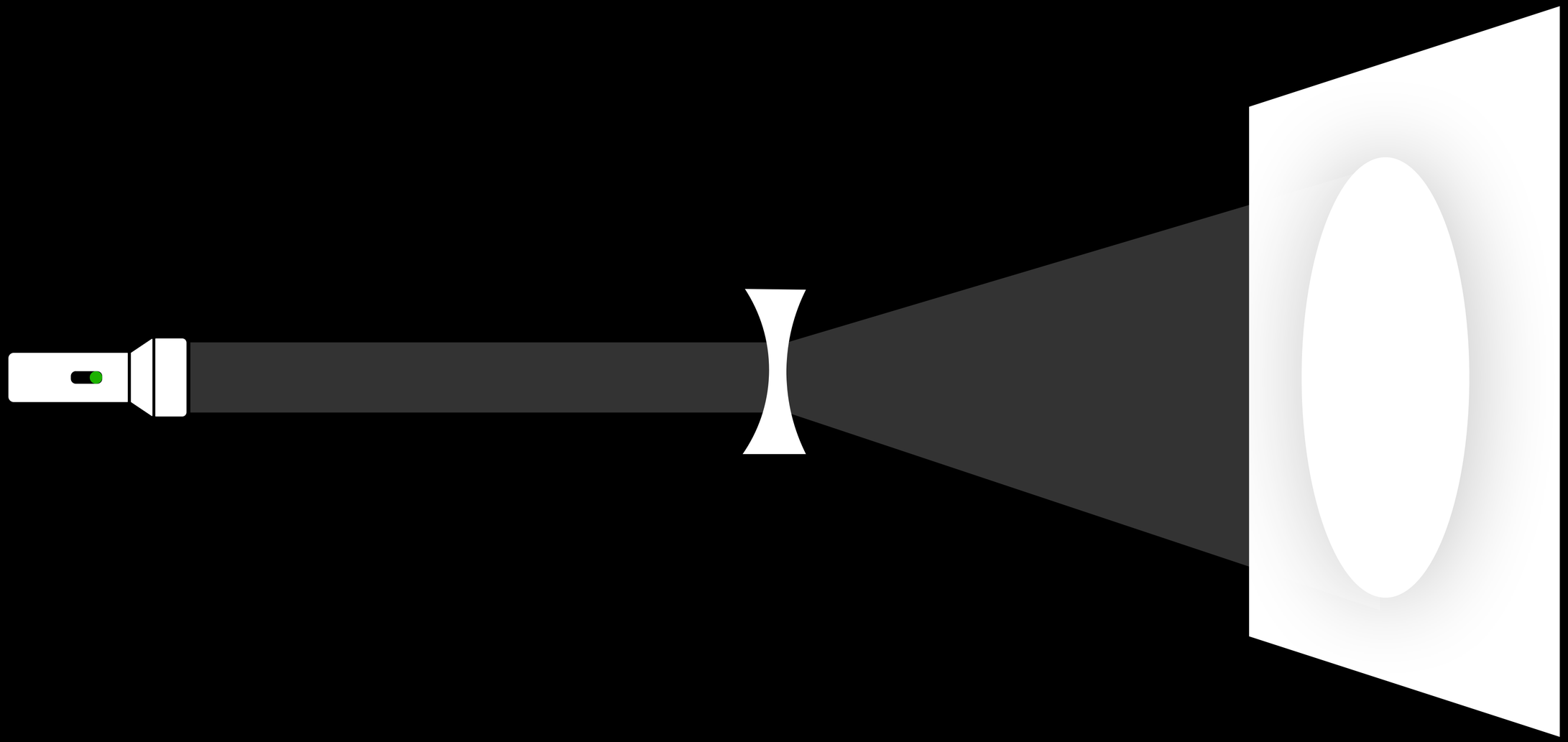


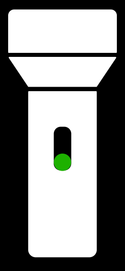

Reflective Wall

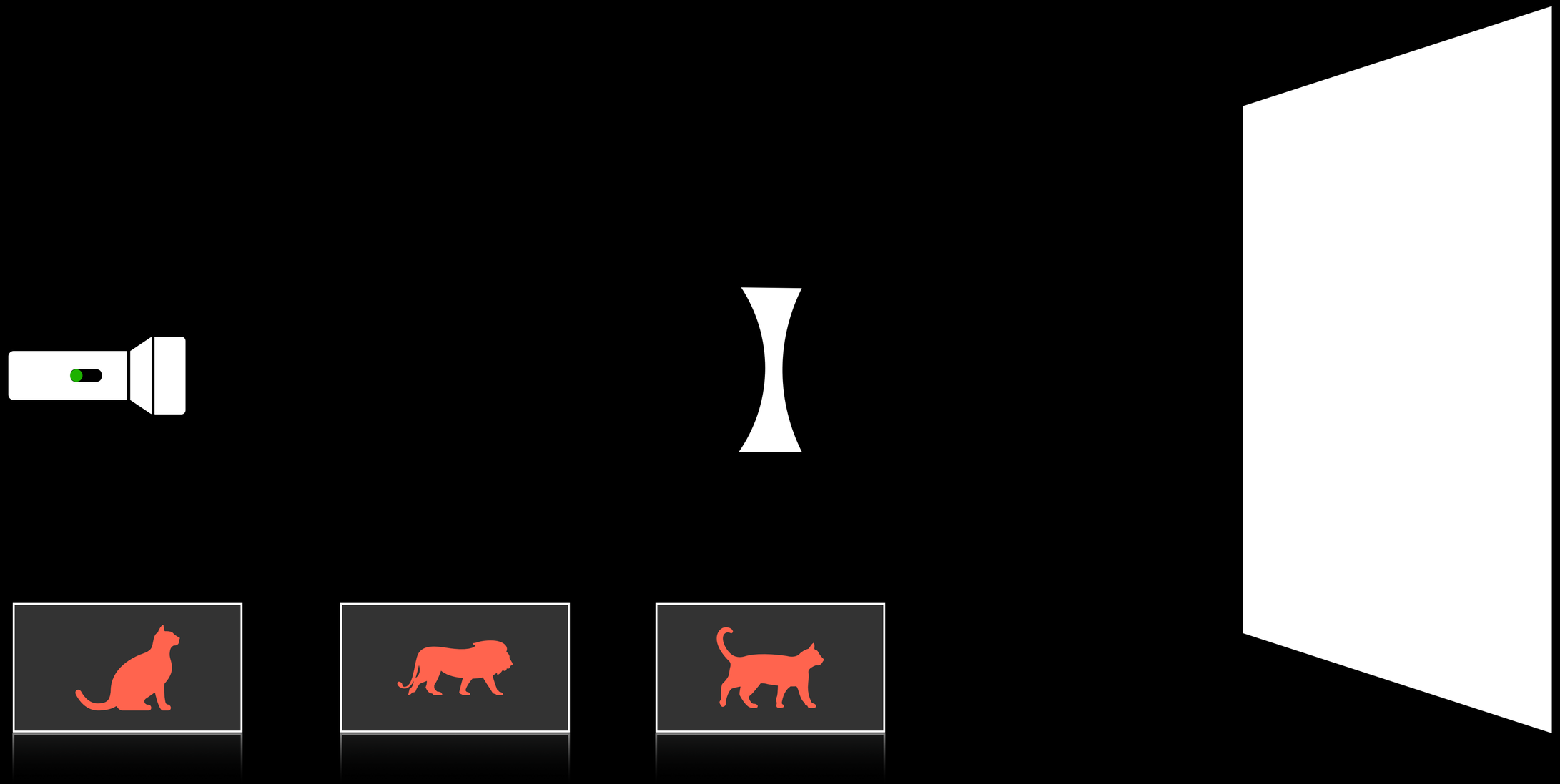


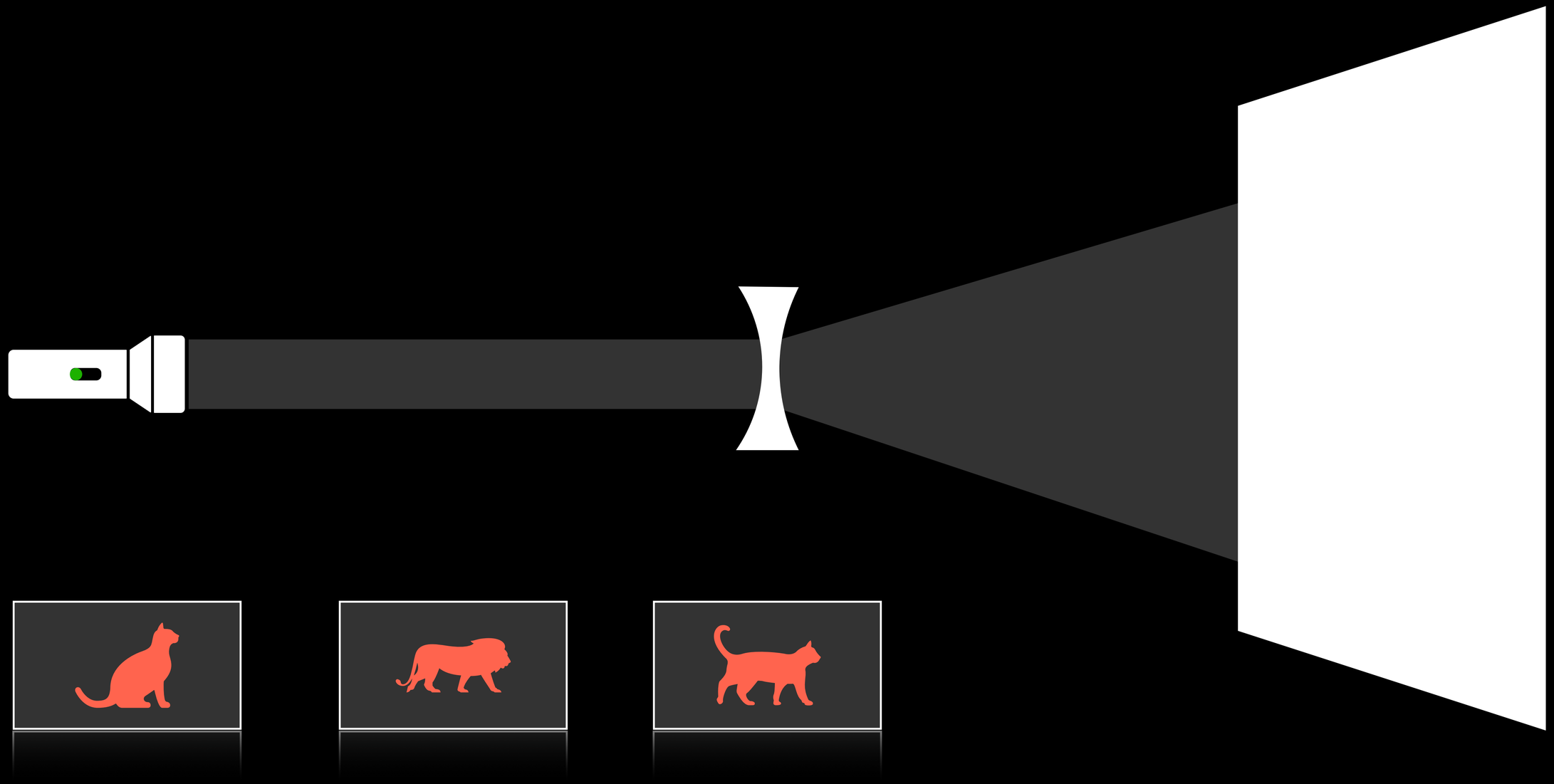


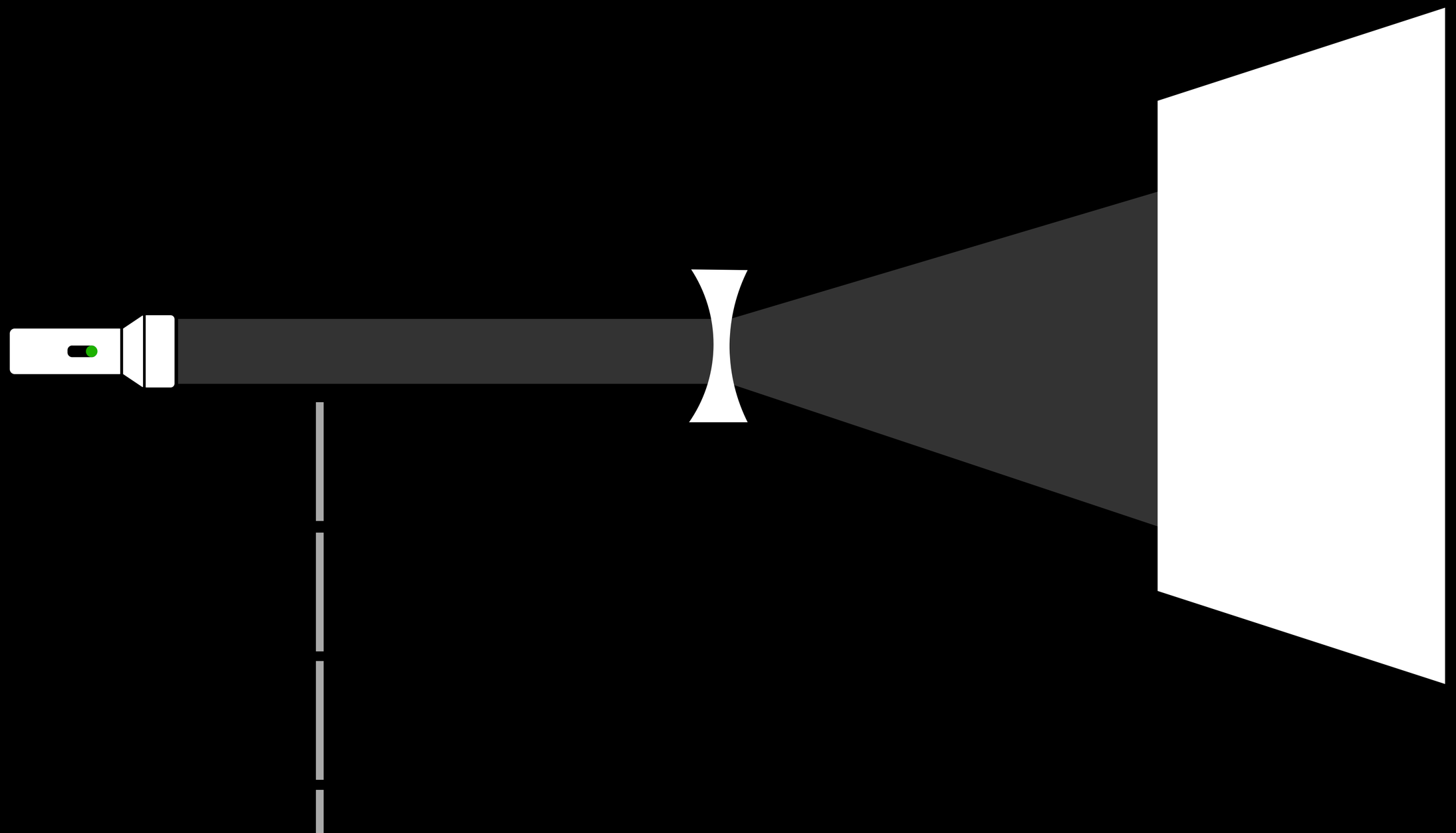


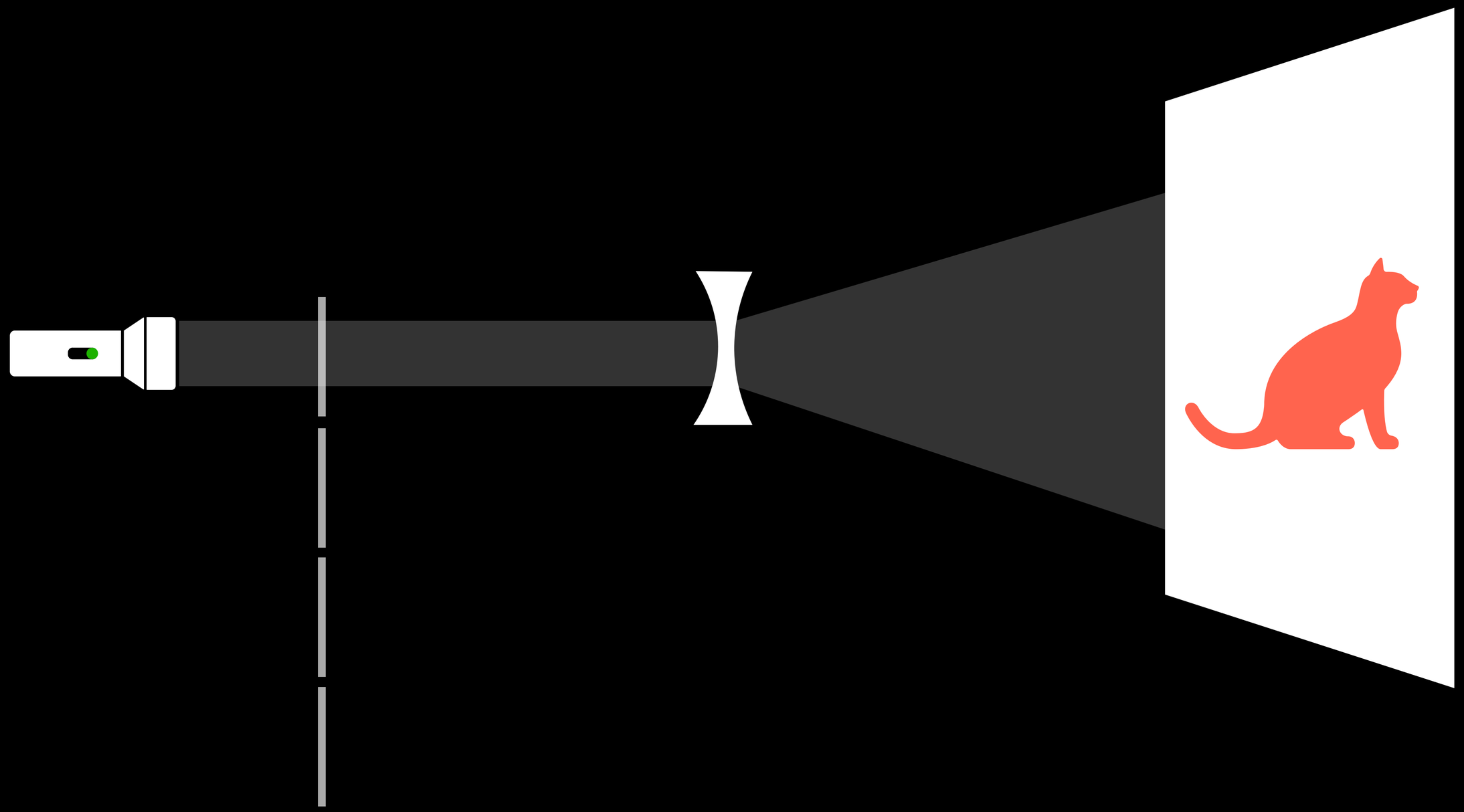


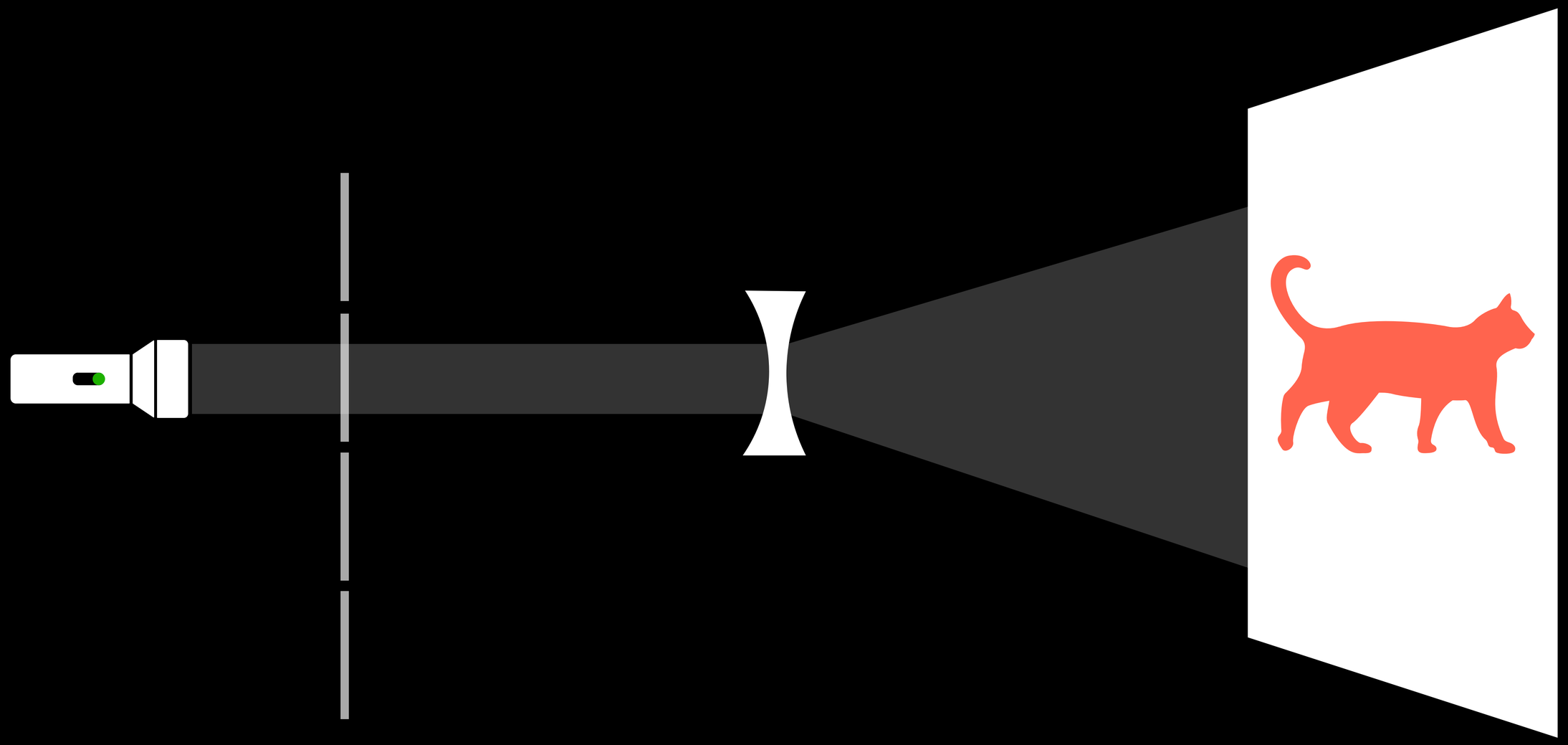


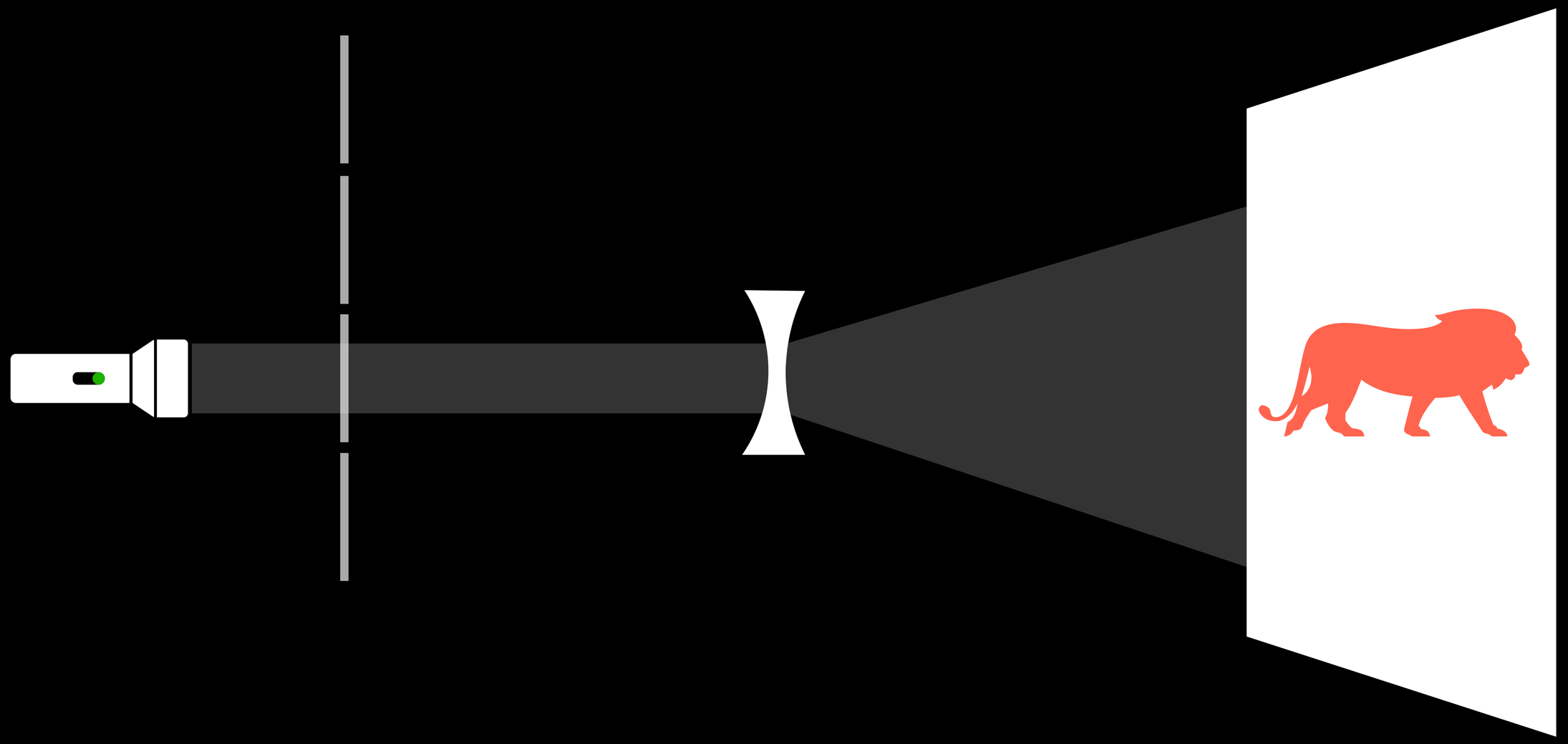


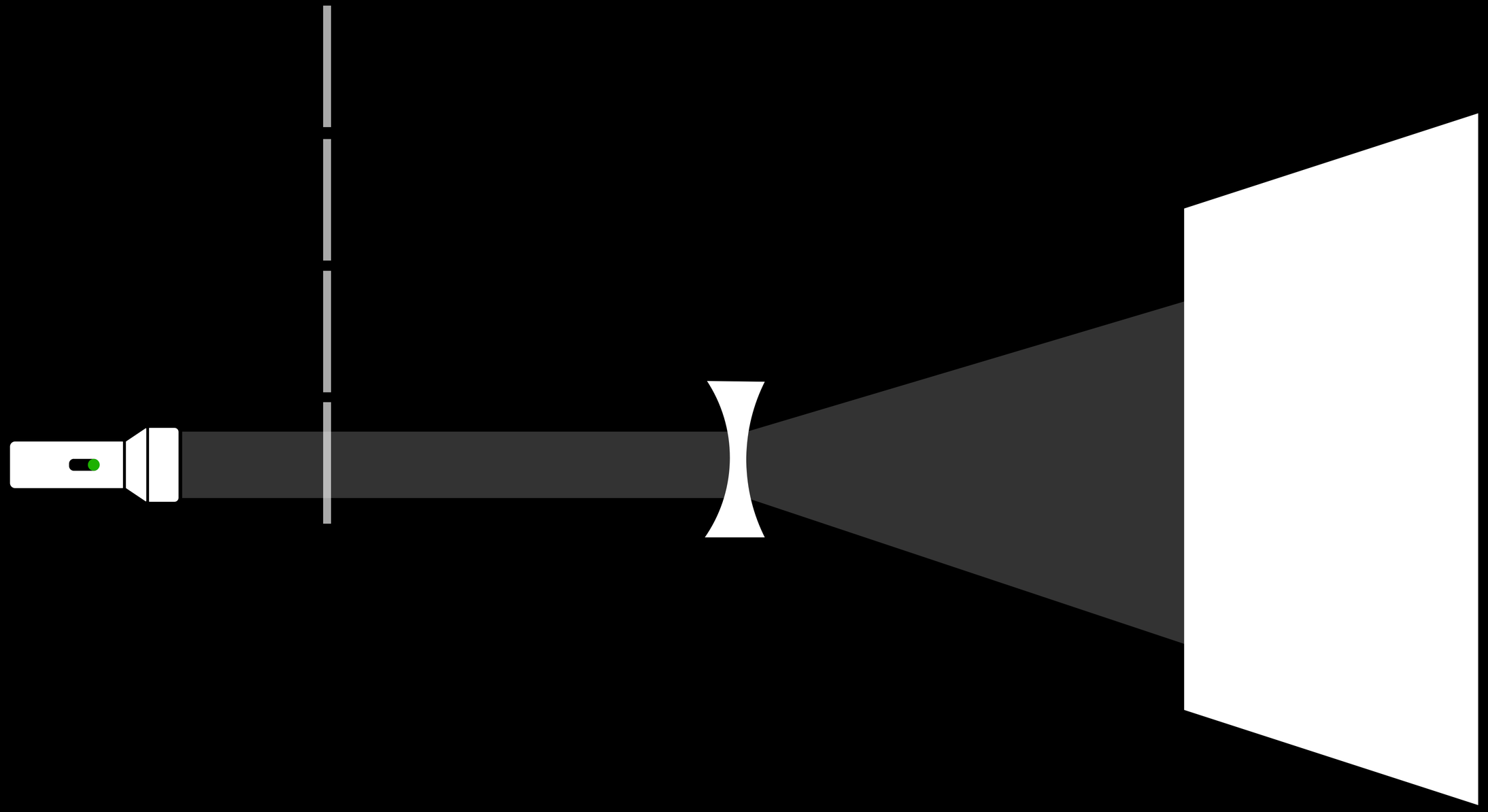


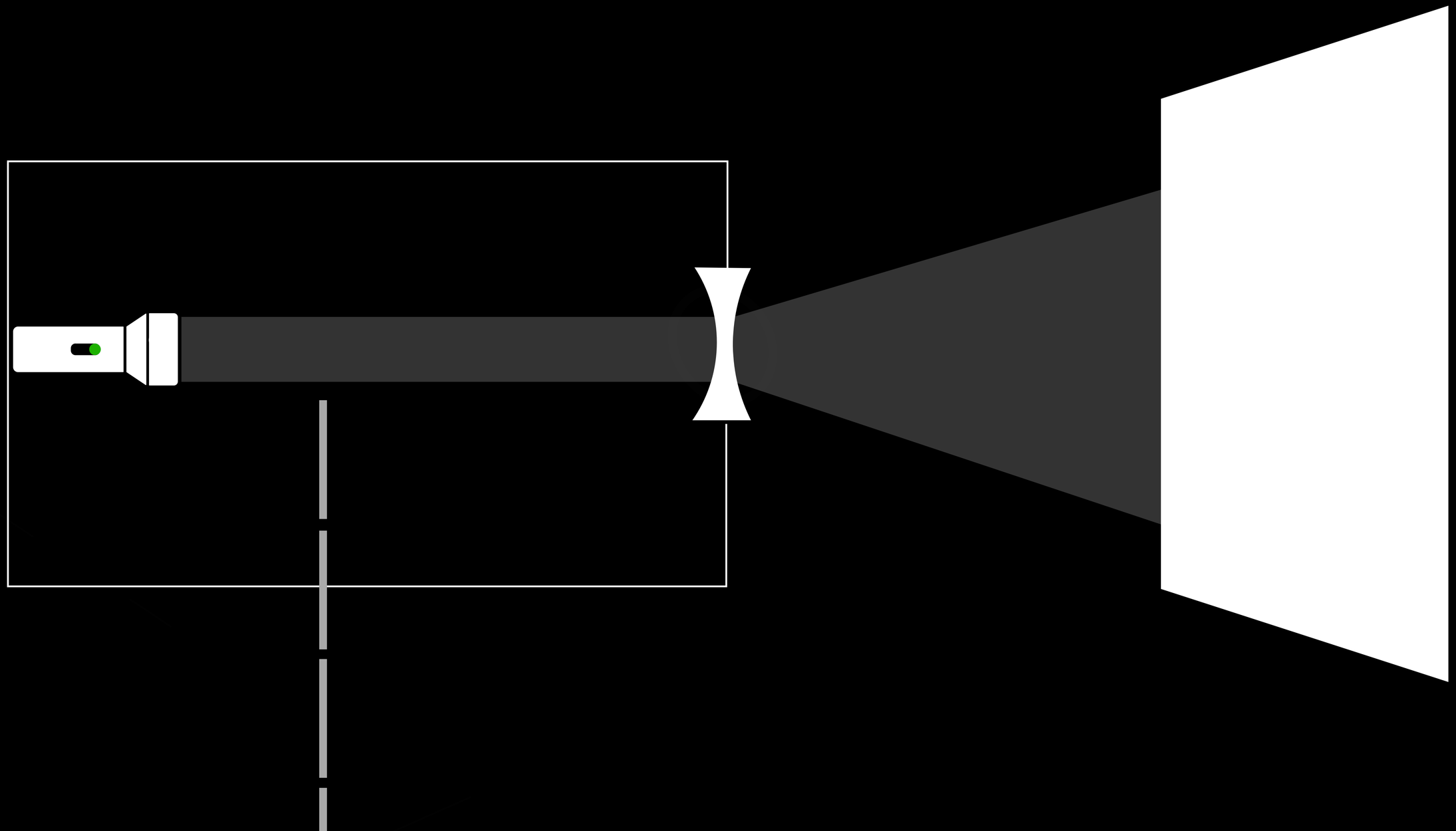


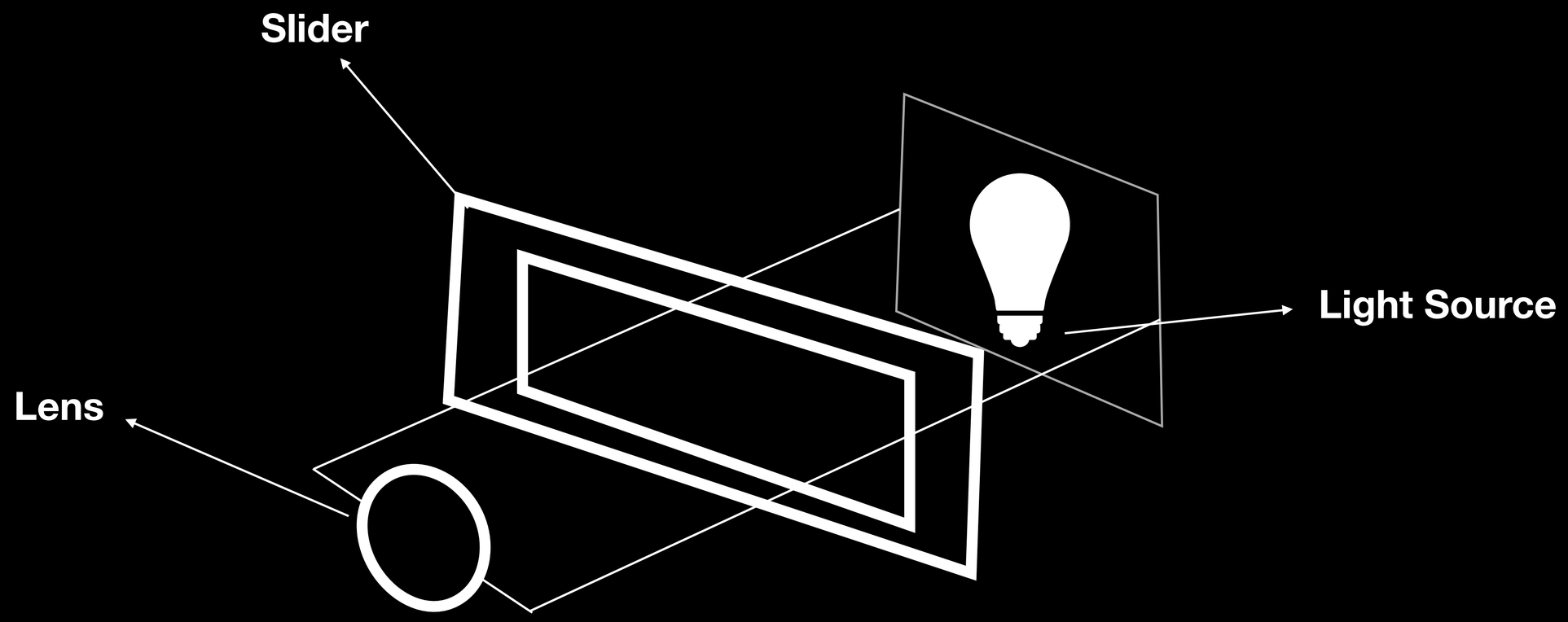




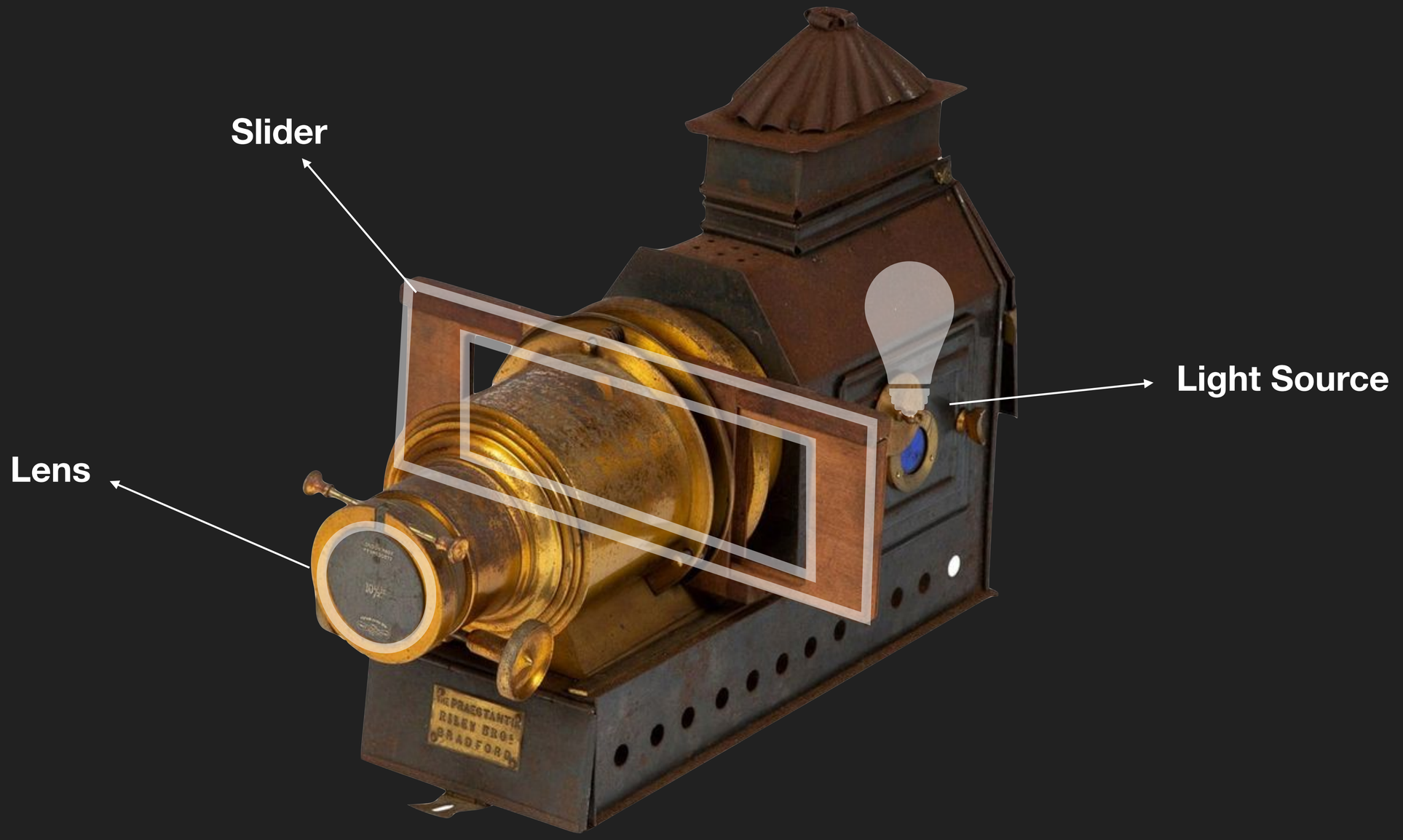




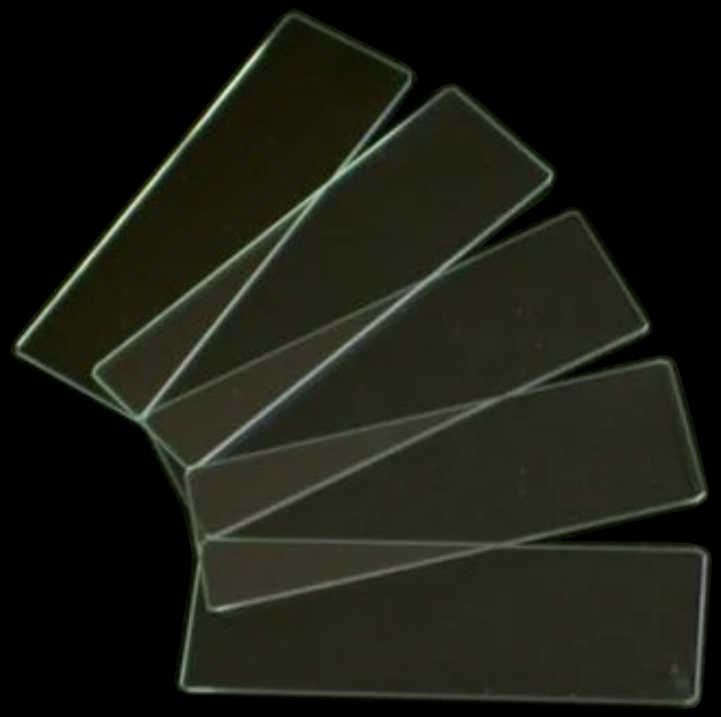


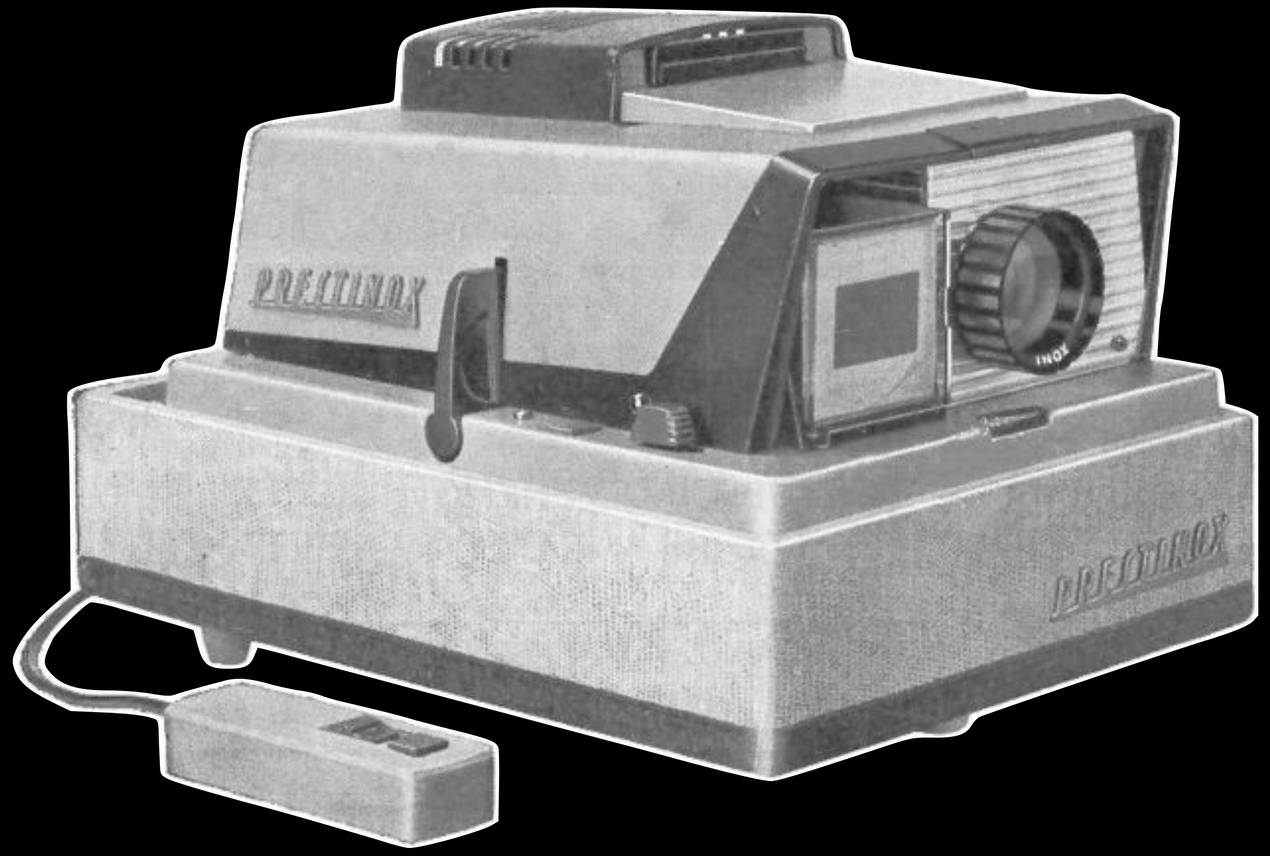

Slider
Light Source
Lens

1881



Continuous Slide Lantern

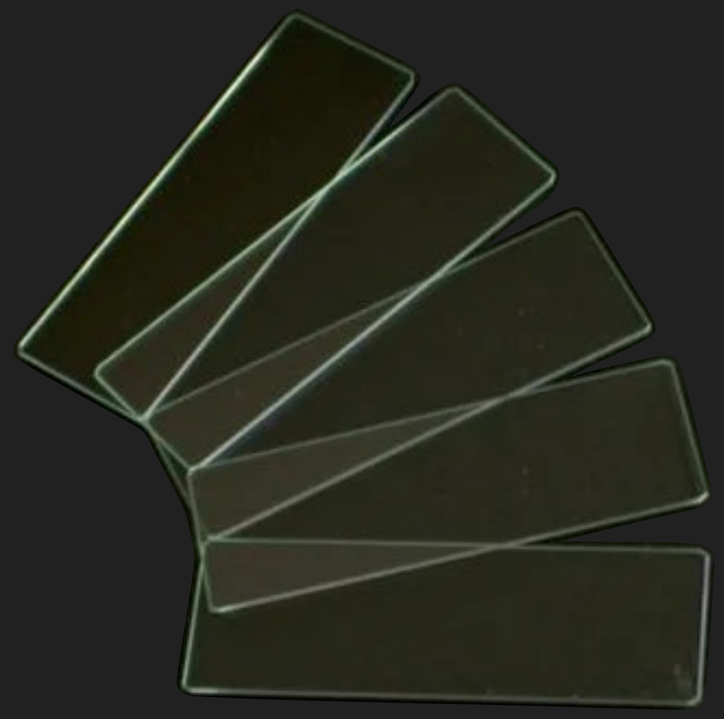


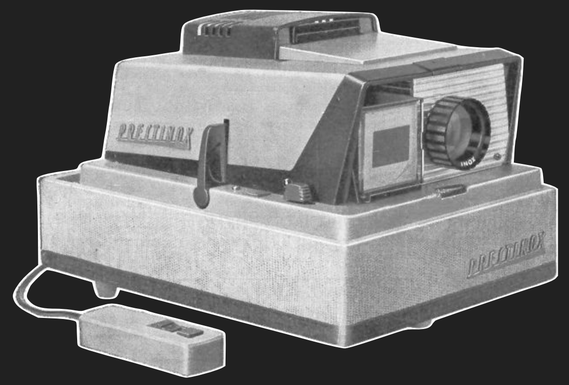


Glass Slide Projector

Glass Plates

- 🖨️ Use to print content on the glass plates
- 🤕 Editing was a headache
- 💰 Costlier to produce
- 🕰️ Time consuming process
- 📽️ Mechanical system for sliding glass plates
  - aka Magic Lantern Slides





Where
1992
San Francisco

1992

Where

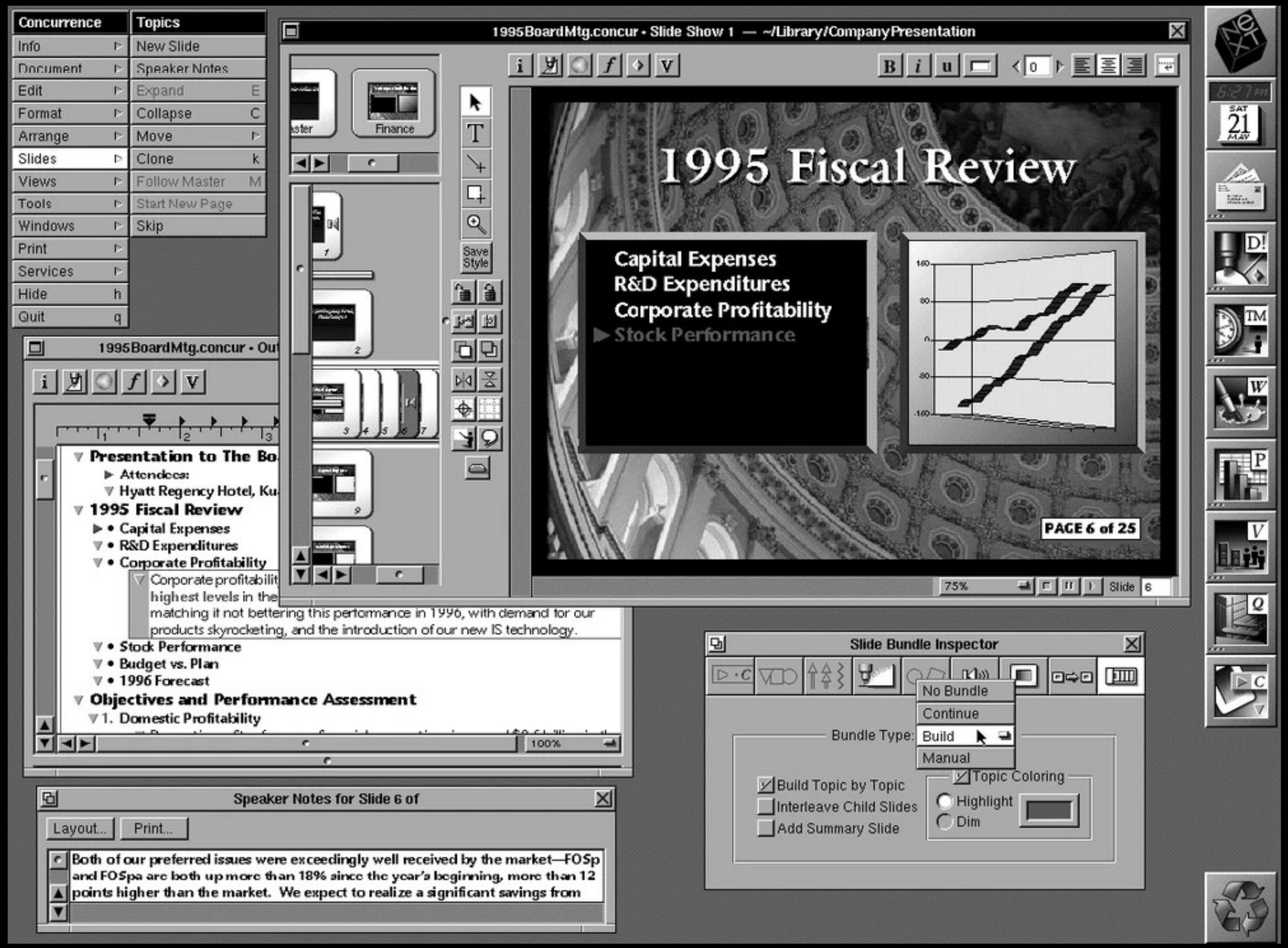
https://www.youtube.com/watch?v=bAWAEGknPd0

1992

Where

Steve Jobs using a presentation software at NeXTWorld Expo

1992


Concurrence
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Format
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Tools
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Print
Services
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Quit q
Topics
New Slide
Speaker Notes
Expand E
Collapse C
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Start New Page
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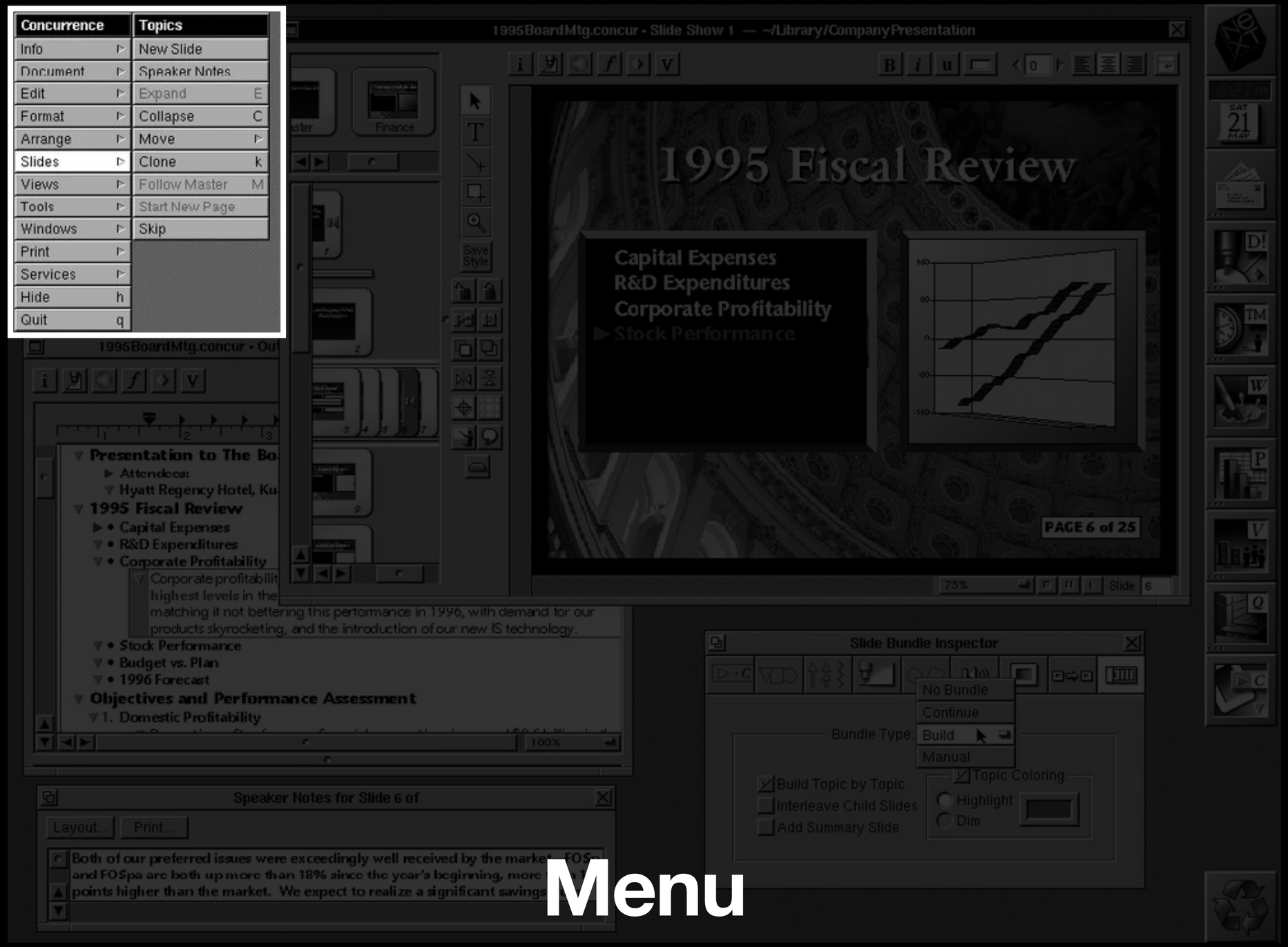
Finance
Save Style
1995 Fiscal Review
Capital Expenses
R&D Expenditures
Corporate Profitability
Stock Performance
PAGE 6 of 25
75%
Slide 6
1995BoardMtg.concur • Out
Presentation to The Bo
Attendees:
Hyatt Regency Hotel, Ku
1995 Fiscal Review
Capital Expenses
R&D Expenditures
Corporate Profitability
Corporate profitabilit
highest levels in the
matching it not bettering this performance in 1996, with demand for our
products skyrocketing, and the introduction of our new IS technology.
Stock Performance
Budget vs. Plan
1996 Forecast
Objectives and Performance Assessment
1. Domestic Profitability
100%
Speaker Notes for Slide 6 of
Layout...
Print...
Both of our preferred issues were exceedingly well received by the market—FOSp
and FOSpa are both up more than 18% since the year's beginning, more than 12
points higher than the market. We expect to realize a significant savings from
Slide Bundle Inspector
No Bundle
Continue
Bundle Type:
Build
Manual
Build Topic by Topic
Interleave Child Slides
Add Summary Slide
Topic Coloring
Highlight
Dim

1992


Concurrence
Info
Document
Edit
Format
Arrange
Slides
Views
Tools
Windows
Print
Services
Hide h
Quit q
Topics
New Slide
Speaker Notes
Expand E
Collapse C
Move
Clone k
Follow Master M
Start New Page
Skip
1995BoardMtg.concur • Slide Show 1 — ~/Library/CompanyPresentation
1995 Fiscal Review
Capital Expenses
R&D Expenditures
Corporate Profitability
Stock Performance
PAGE 6 of 25
Presentation to The Bo
Attendees:
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No Bundle
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Build Topic by Topic
Interleave Child Slides
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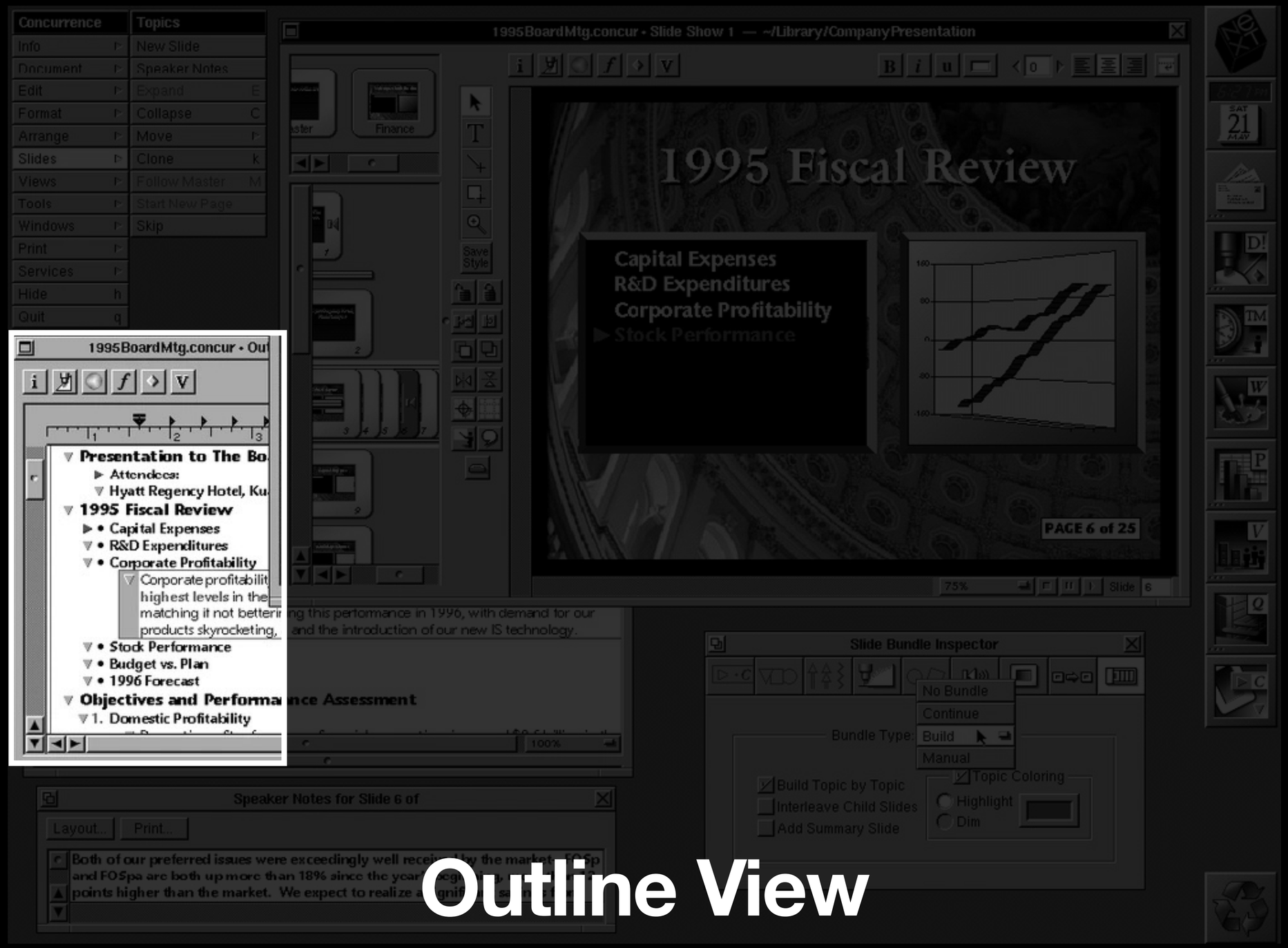
Topic Coloring
Highlight
Dim
Speaker Notes for Slide 6 of
Layout...
Print...
Both of our preferred issues were exceedingly well received by the market
and FOSpa are both up more than 18% since the year's beginning, more
points higher than the market. We expect to realize a significant savings

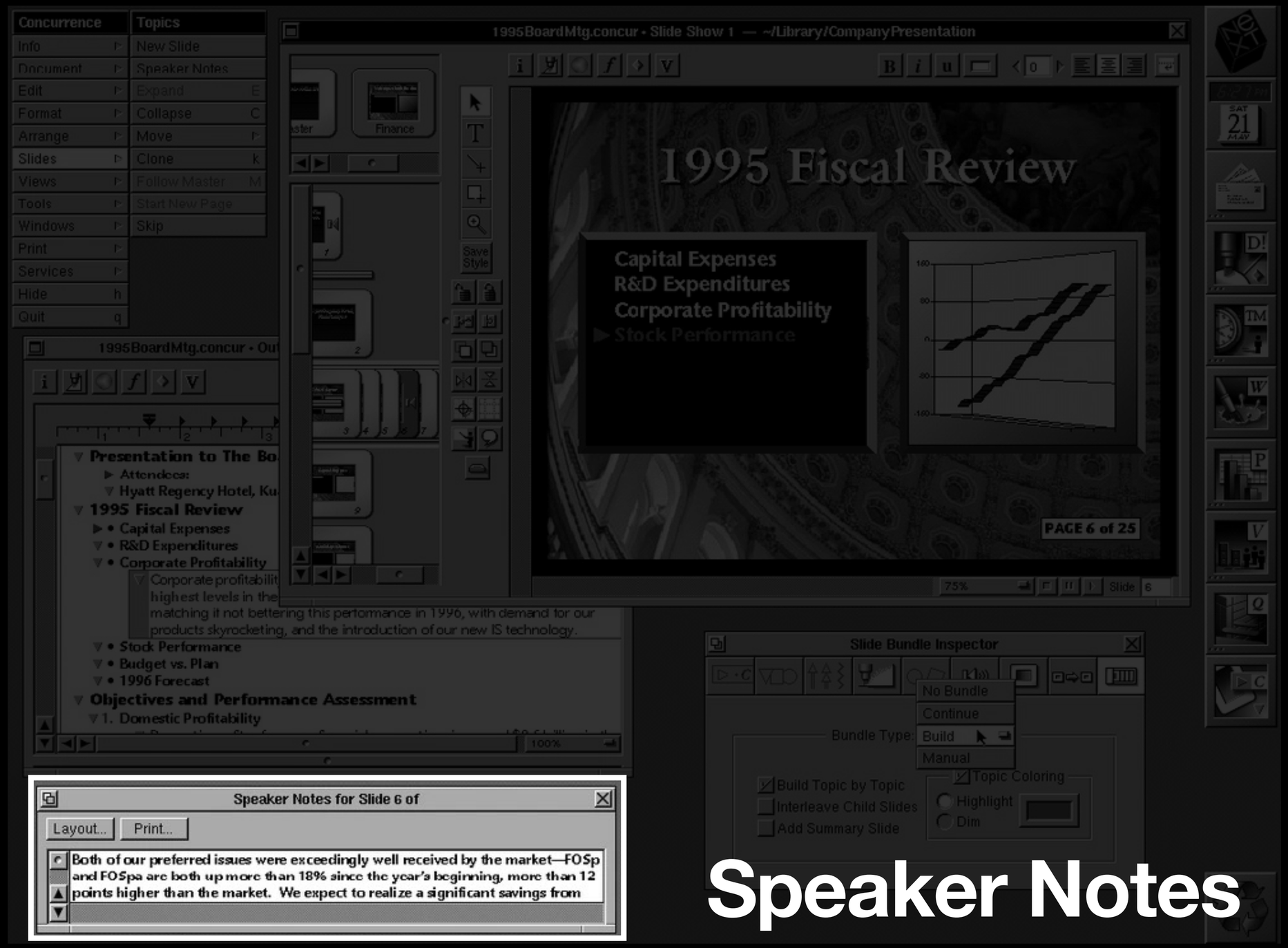
Menu

1992



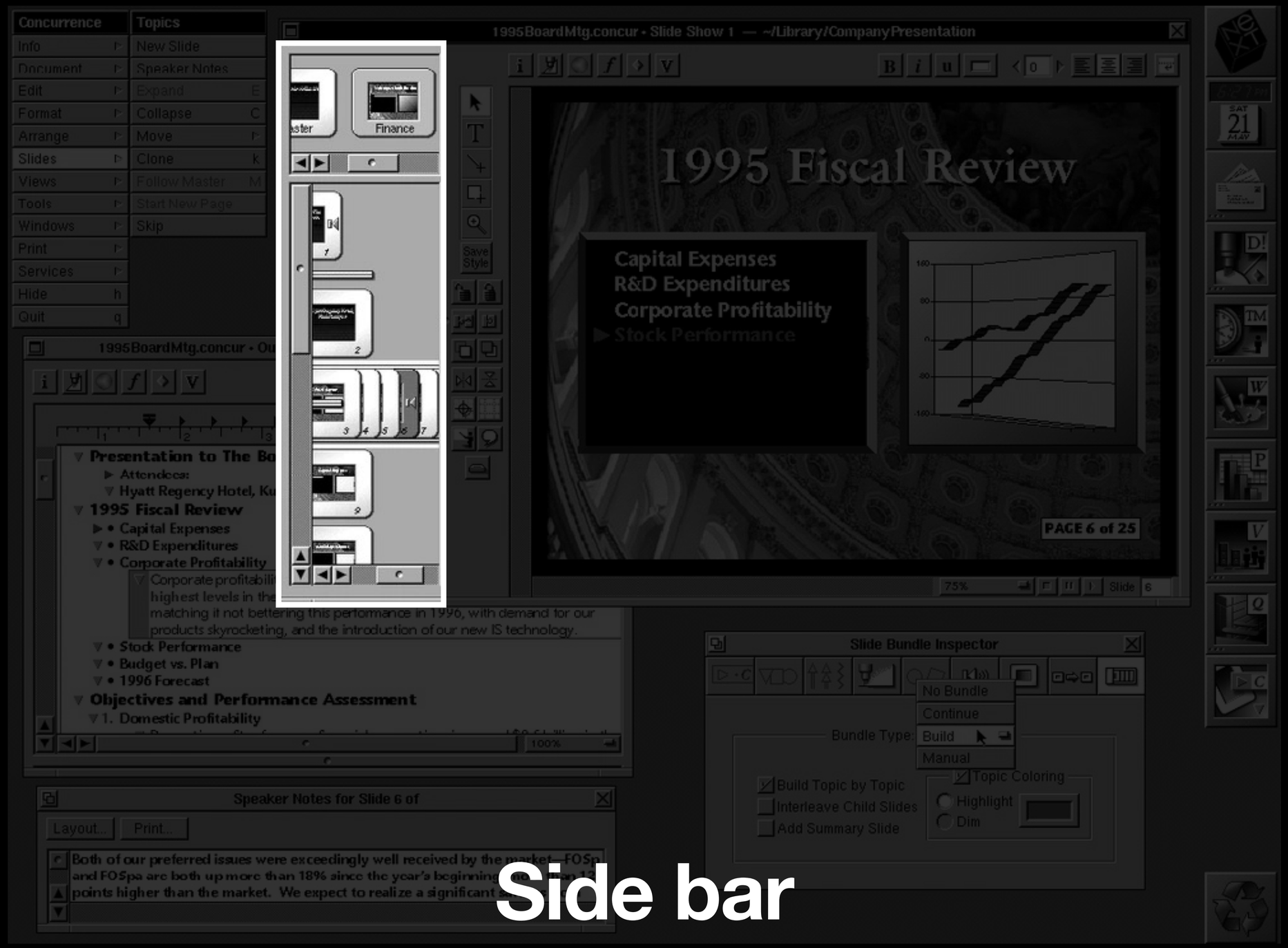
Outline View

1992



Speaker Notes

1992

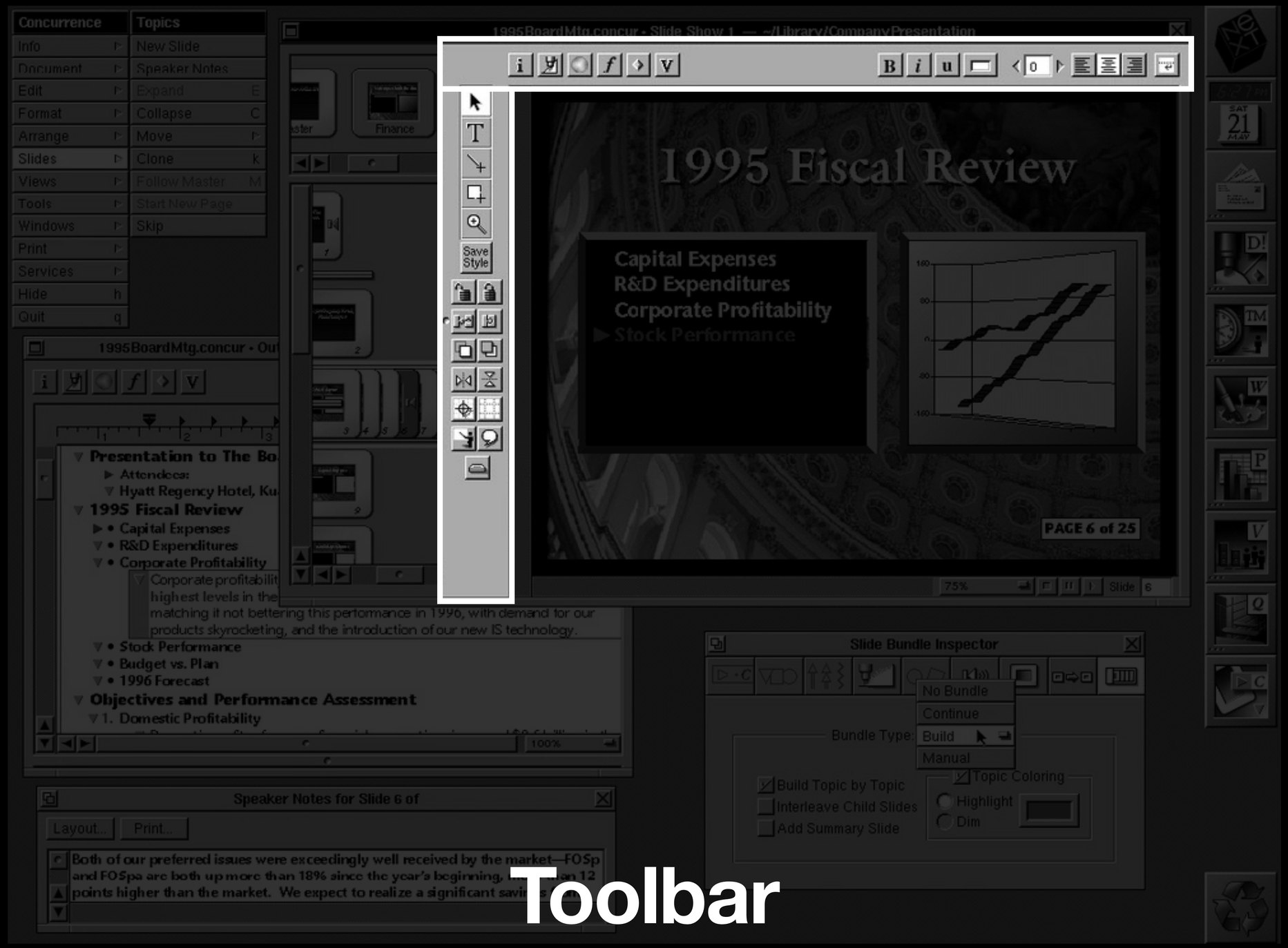


Side bar

1992

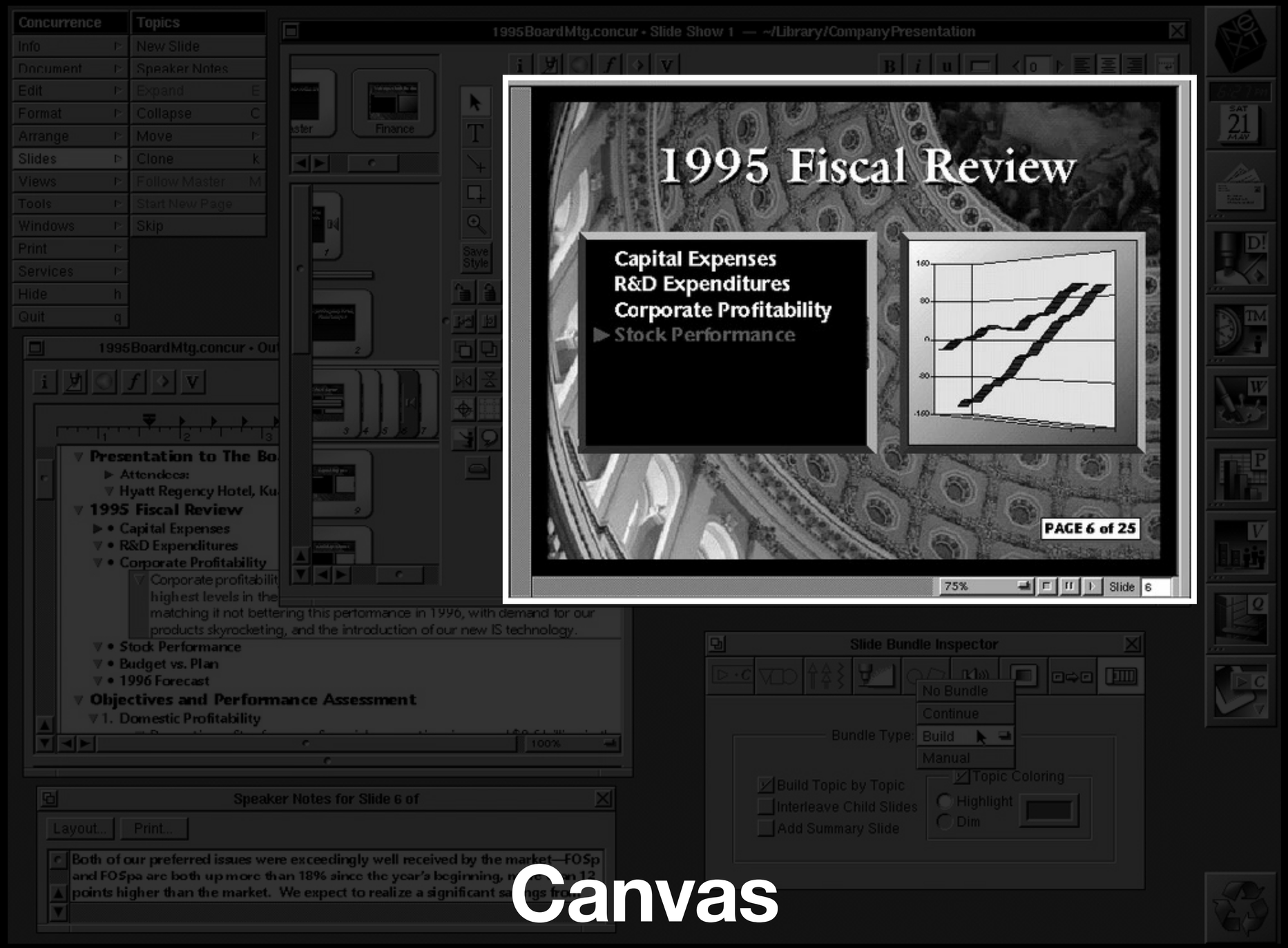
Inspector

1992



Toolbar

1992


Concurrence
Topics
1995BoardMtg.concur • Slide Show 1 — ~/Library/CompanyPresentation
1995 Fiscal Review
Capital Expenses
R&D Expenditures
Corporate Profitability
Stock Performance
PAGE 6 of 25
Presentation to The Bo
1995 Fiscal Review
Capital Expenses
R&D Expenditures
Corporate Profitability
Stock Performance
Budget vs. Plan
1996 Forecast
Objectives and Performance Assessment
1. Domestic Profitability
Slide Bundle Inspector
Speaker Notes for Slide 6 of
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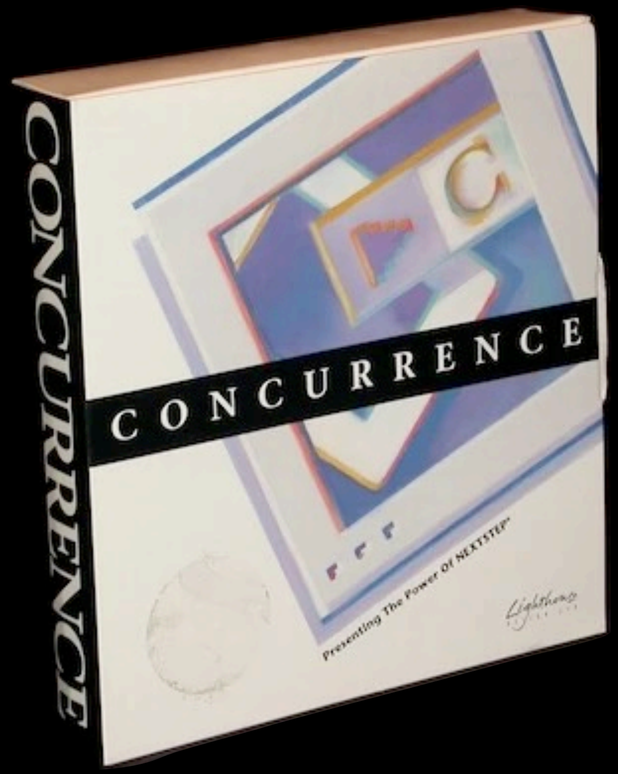
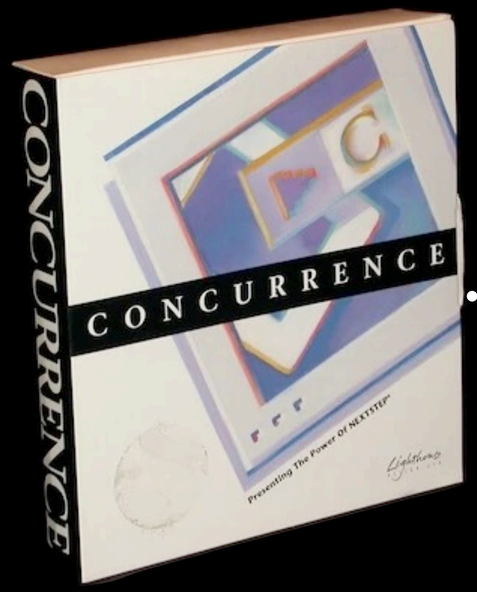
Canvas



Concurrence

When

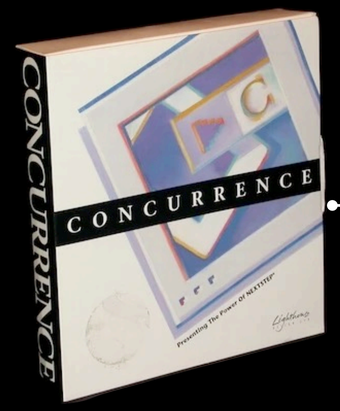


Concurrence

Steve Jobs using Concurrence

1992

When & Who



Concurrence

Roger Rock Rosner

Lighthouse
DESIGN LTD

NextWorld Expo

1989

1992

When & Who

Lighthouse DESIGN LTD

Concurrence

NextWorld Expo

Acquired by Sun Microsystem

1989

1992

1996

When & Who

Blue Fish Labs

Concurrence

NextWorld Expo

Lighthouse Design Acquisition

CoFounded

1989 **1992** **1996** **2000**

When & Who

Blue Fish Labs

Concurrence

1989

NextWorld Expo

1992

Lighthouse Design

1996

Blue Fish Labs

2000

2001

Acquired by Apple Computers

When & Who

Director of iWork

Roger Rock Rosner

Concurrence

NextWorld Expo

Lighthouse Design

Blue Fish Labs

Apple Computers

1989 **1992** **1996** **2000** **2001** **2004**

When & Who

Concurrence

1989

NextWorld Expo

1992

Lighthouse Design

1996

Blue Fish Labs

2000

Apple Computers

2001

Director of iWork

2004

Director of iWork

Present

iWork

Suite of Software

Pages
(word processing)

Numbers
(spreadsheets)

Keynote
(presentations)

https://www.apple.com/iwork/

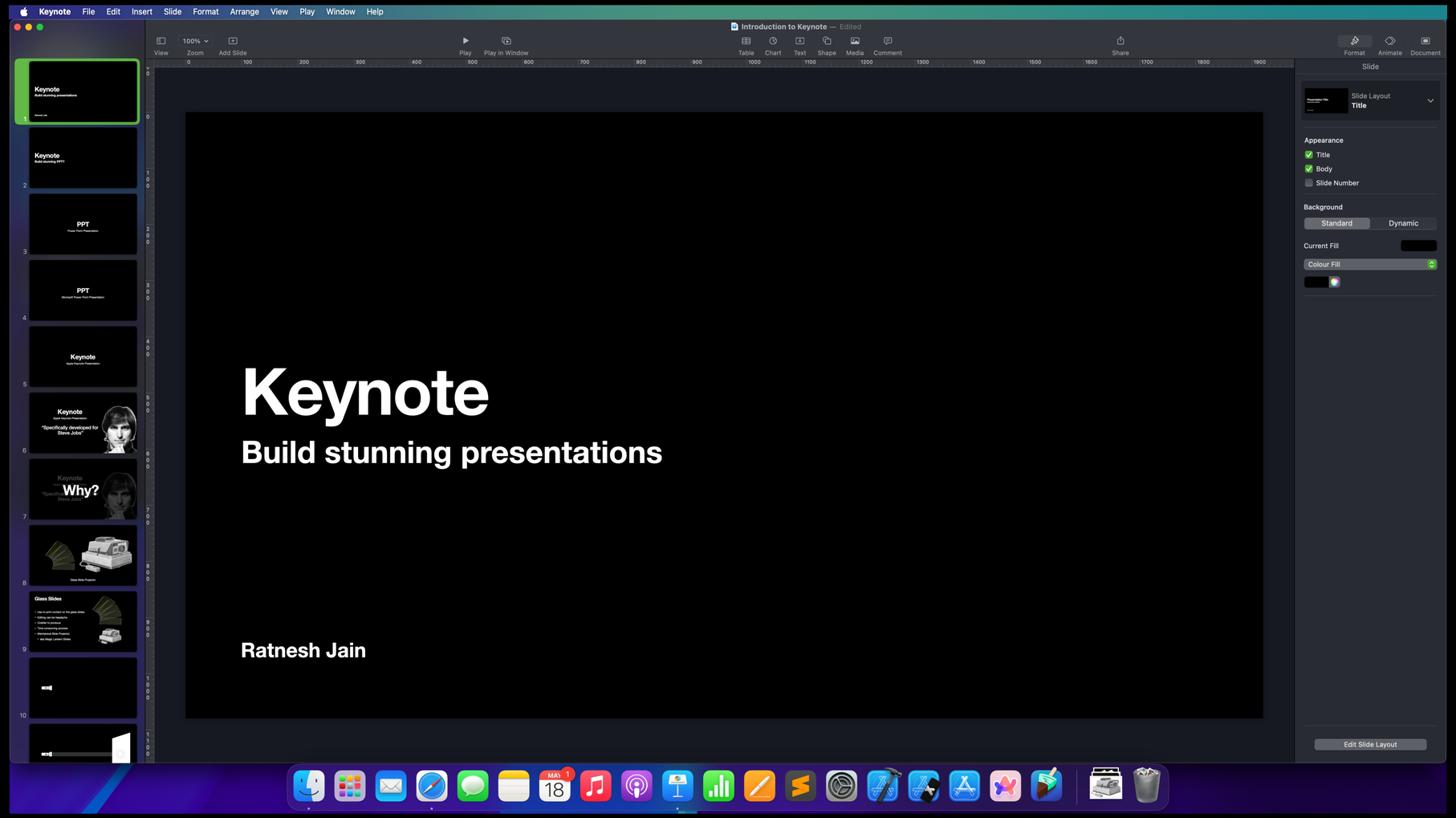
Keynote

Create stunning presentation

- Software
- Content
- Delivery / Presentation
- Performance

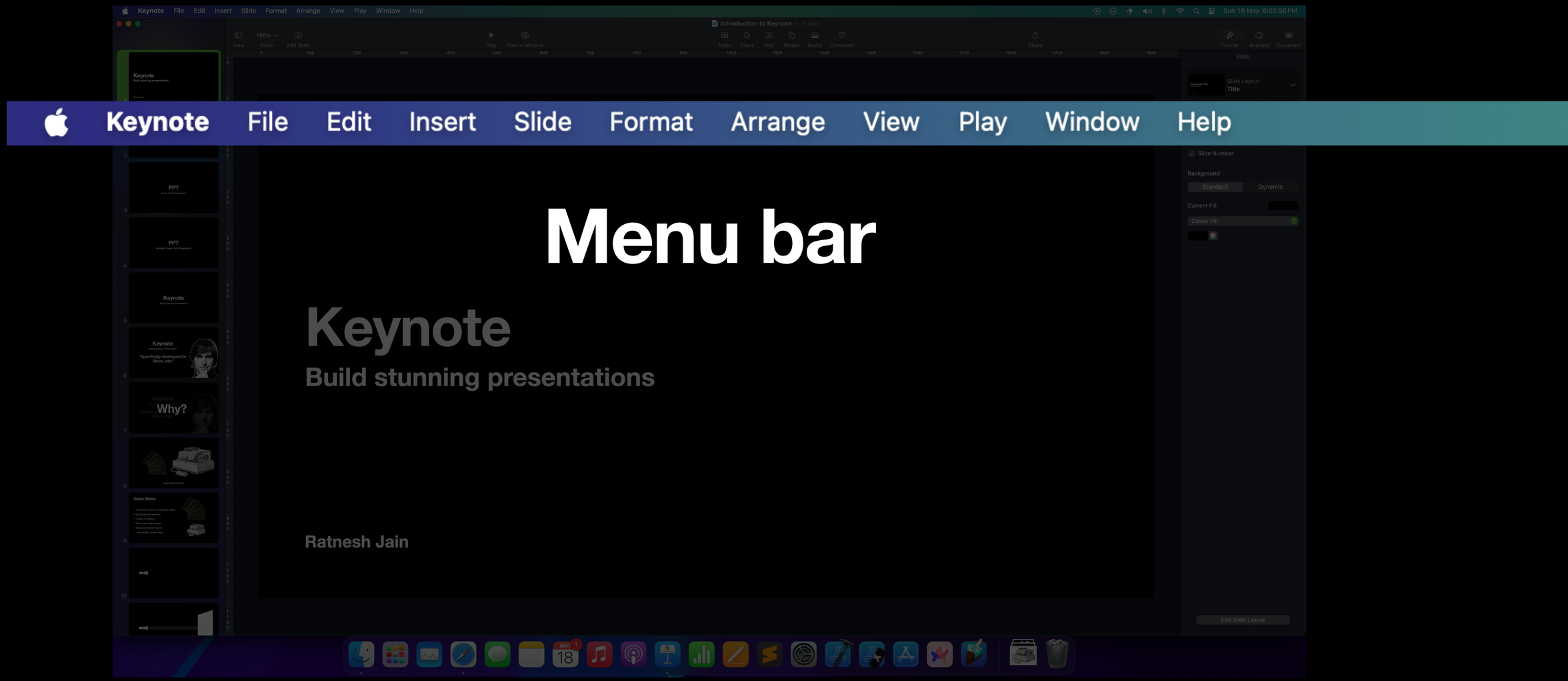
Keynote Software

Layout



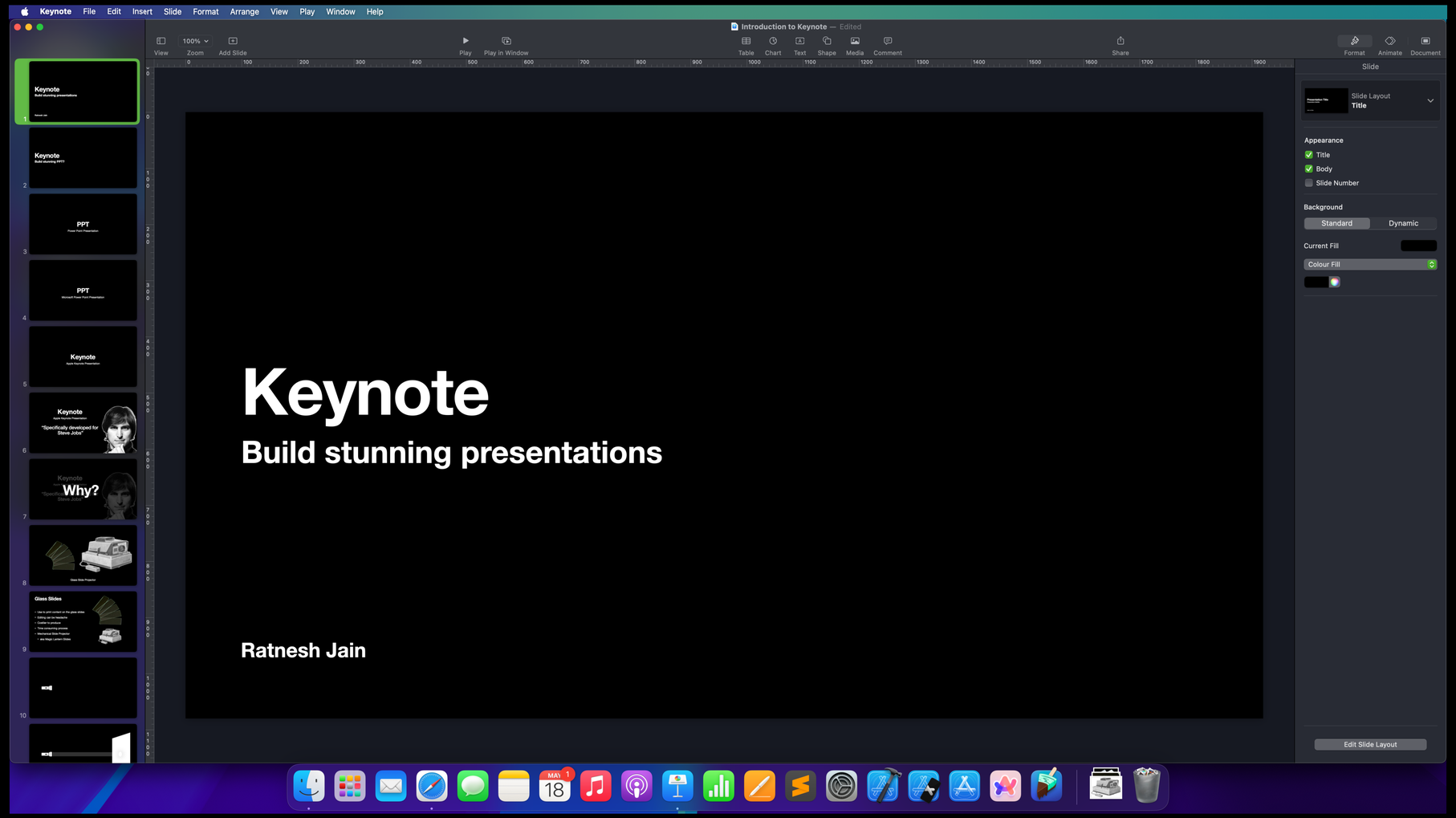
Keynote Software

Layout



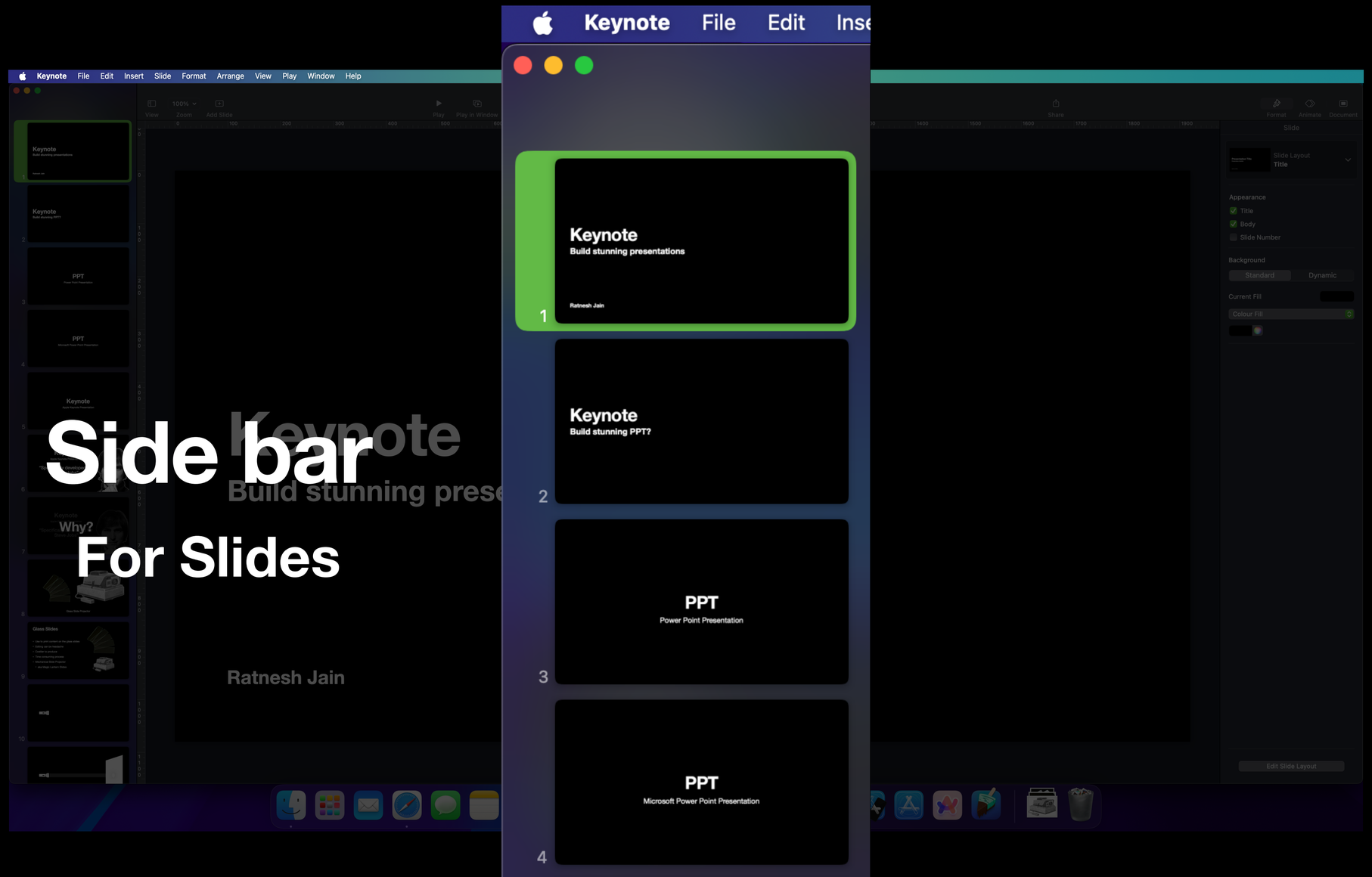
Keynote Software

Layout



Keynote Software

Layout

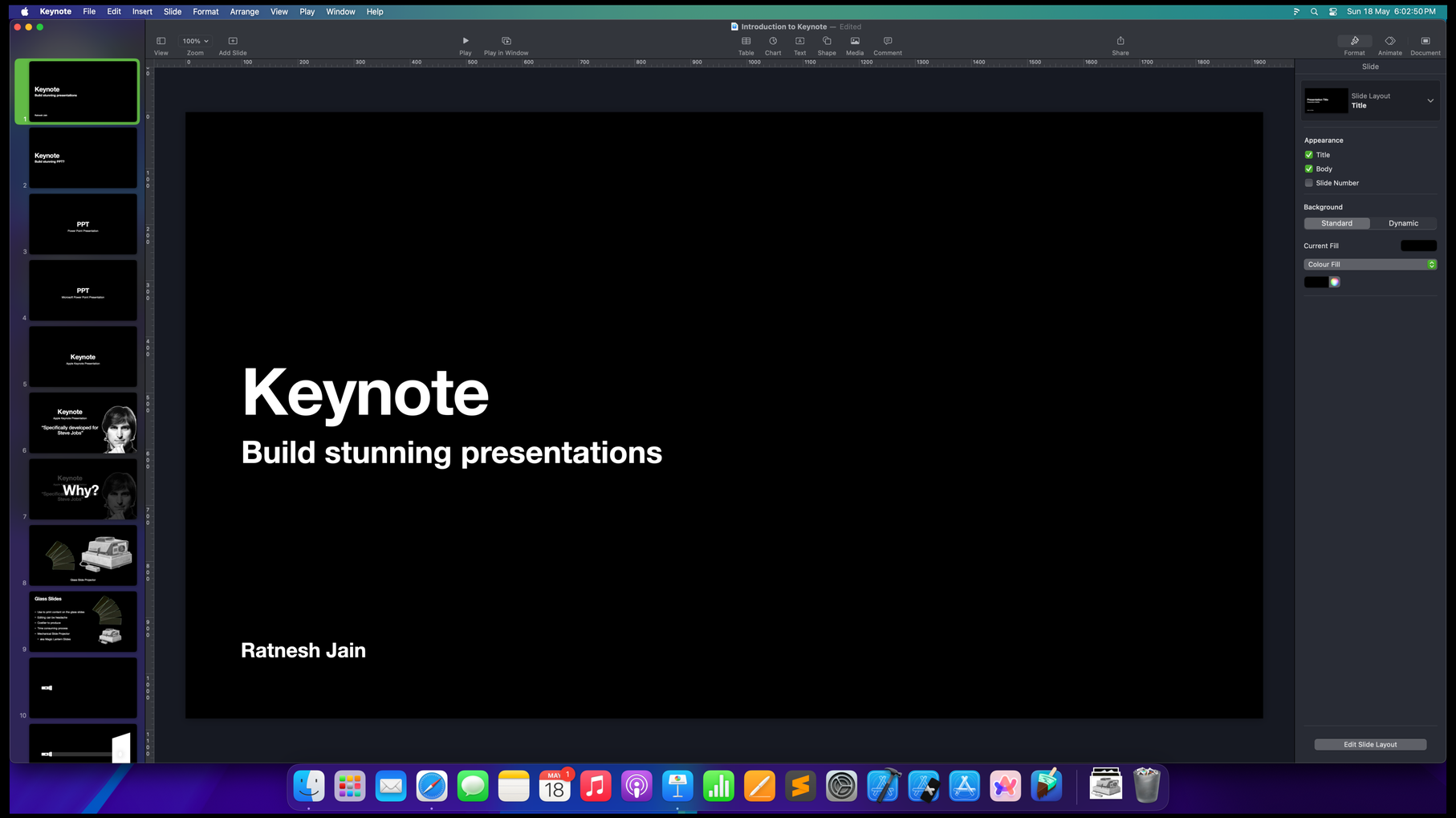


Side bar

For Slides

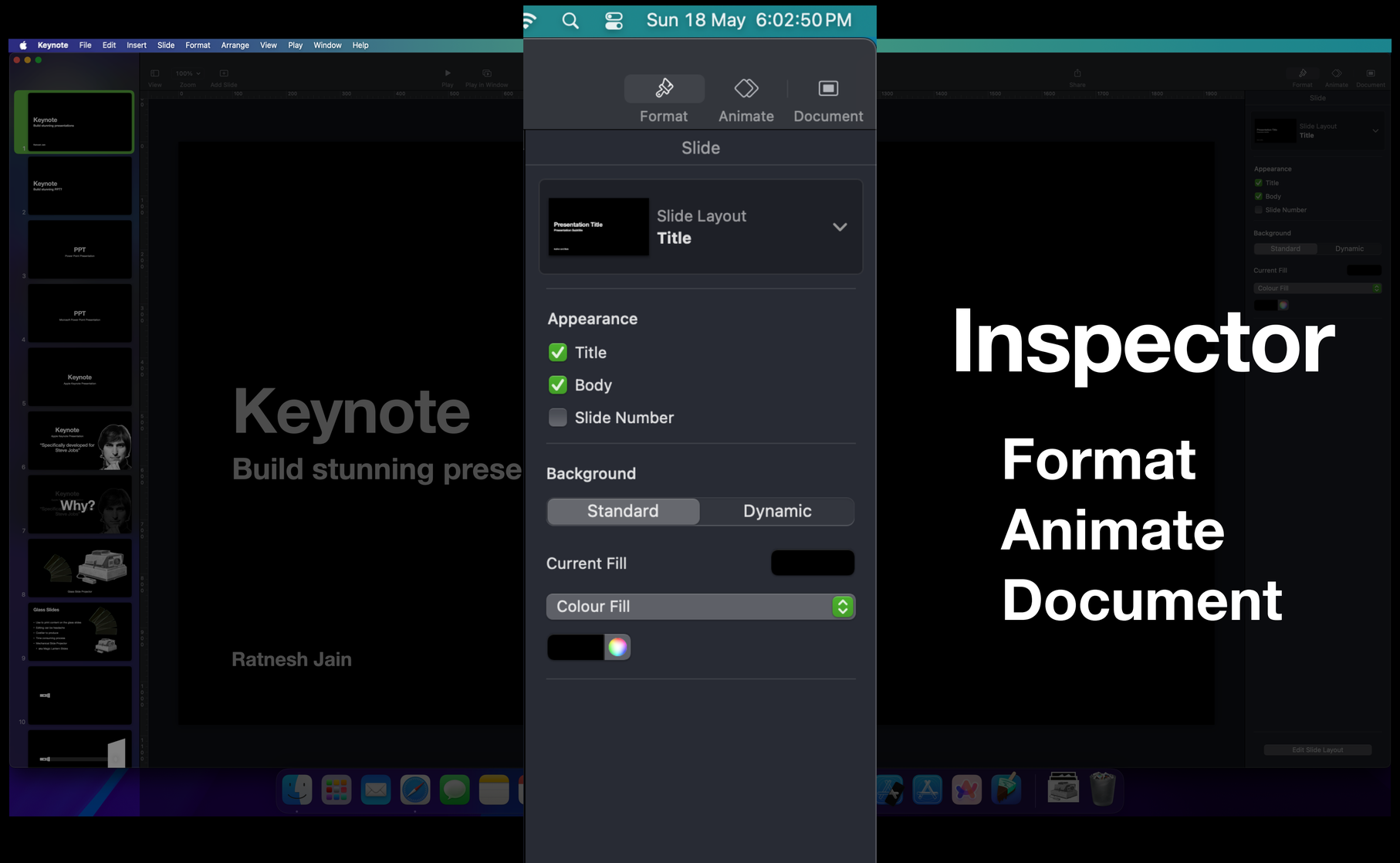
Keynote Software

Layout



Keynote Software

Layout

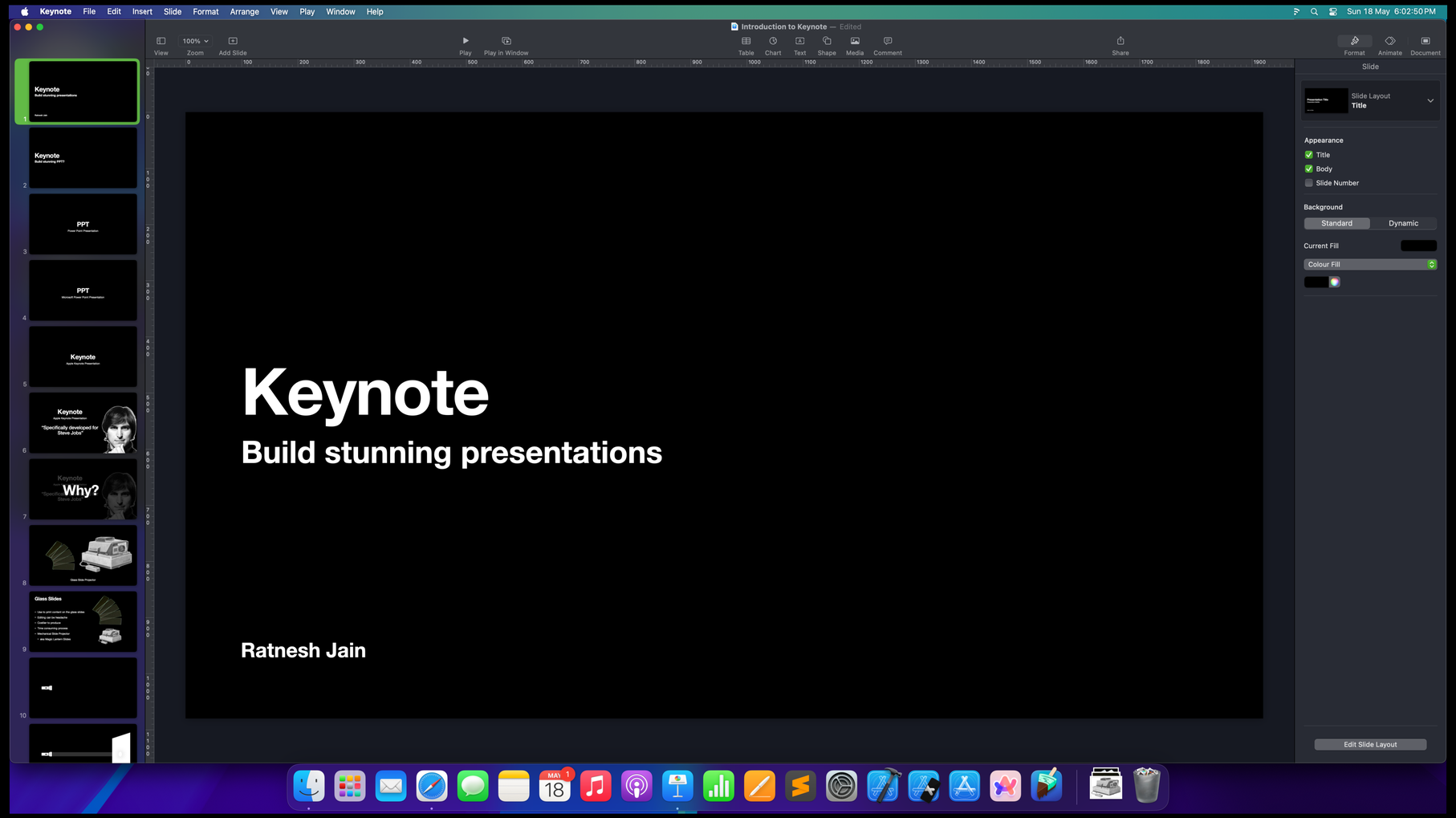


Inspector

Format
Animate
Document

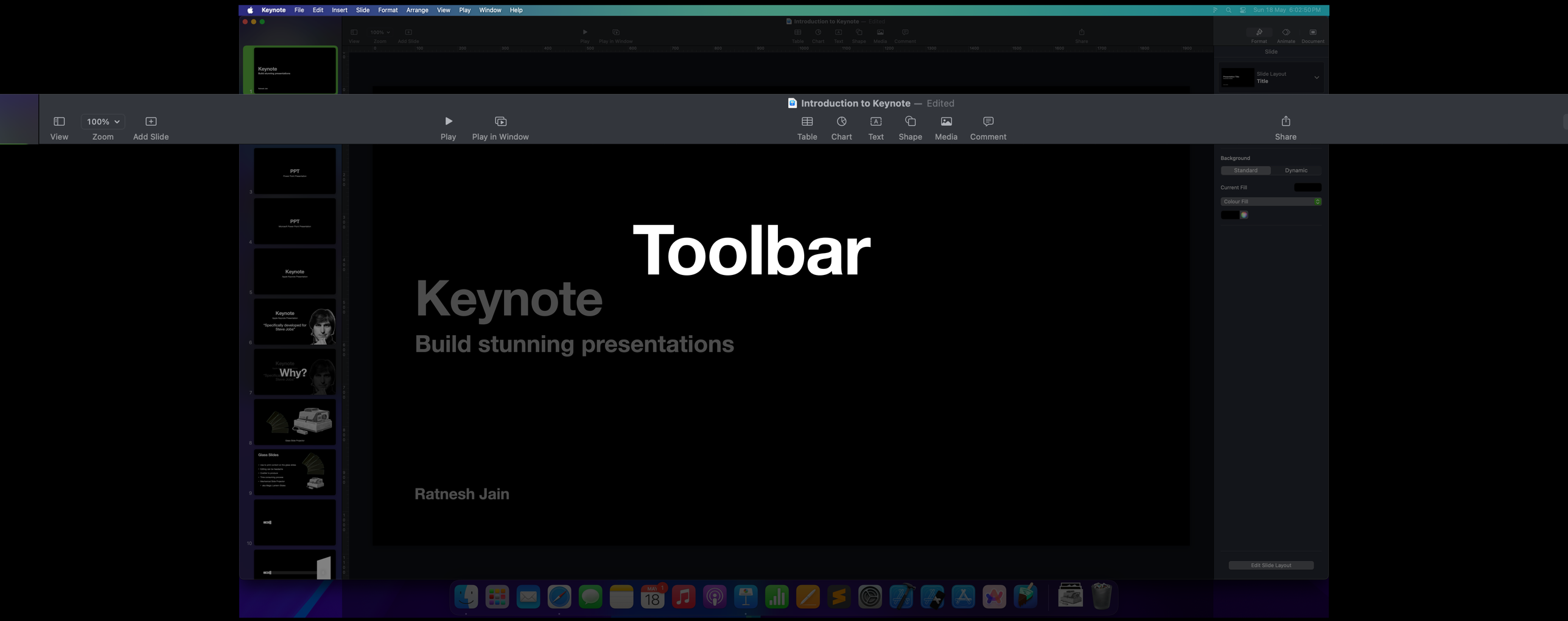
Keynote Software

Layout



Keynote Software

Layout



Keynote Software

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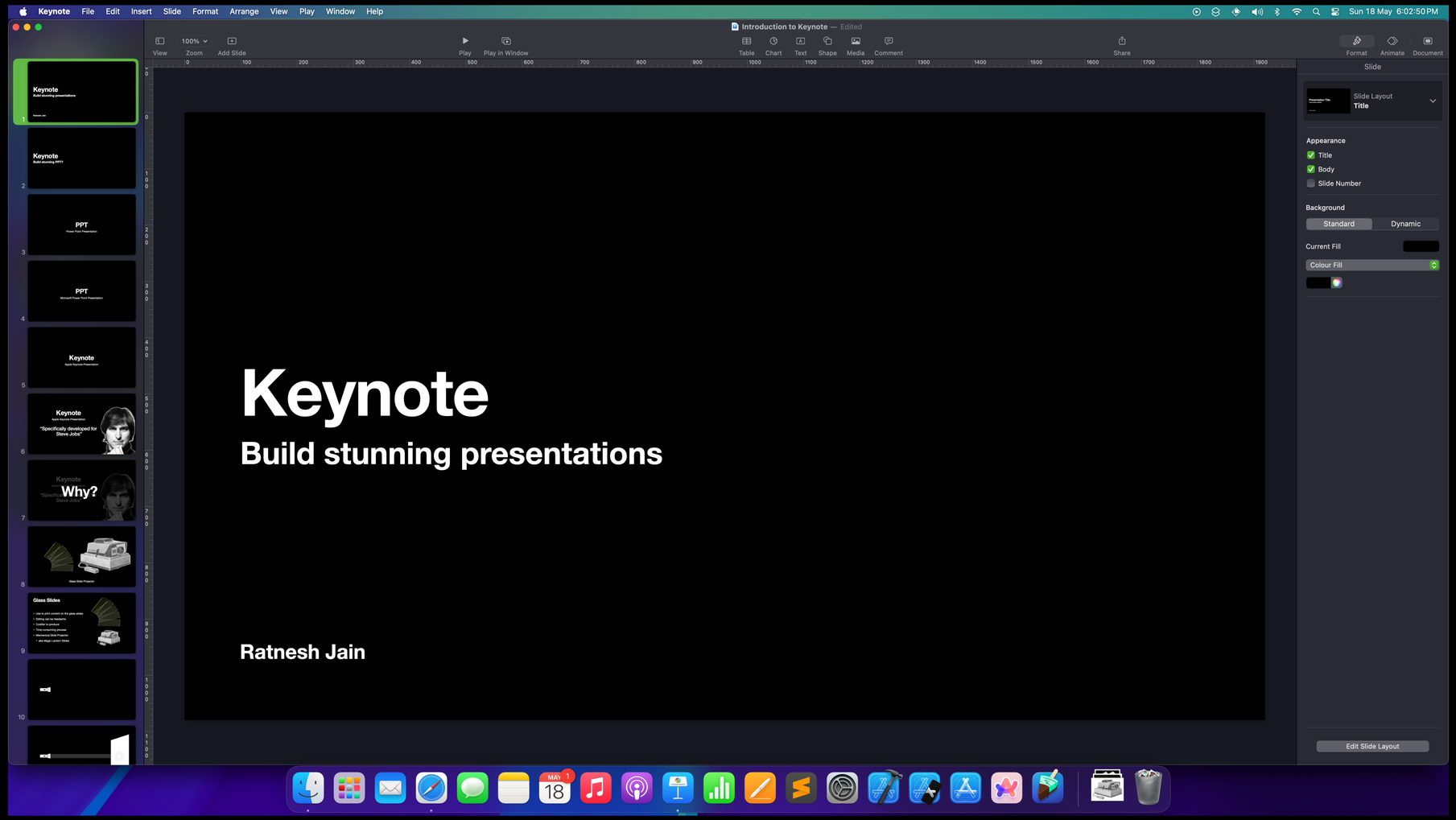
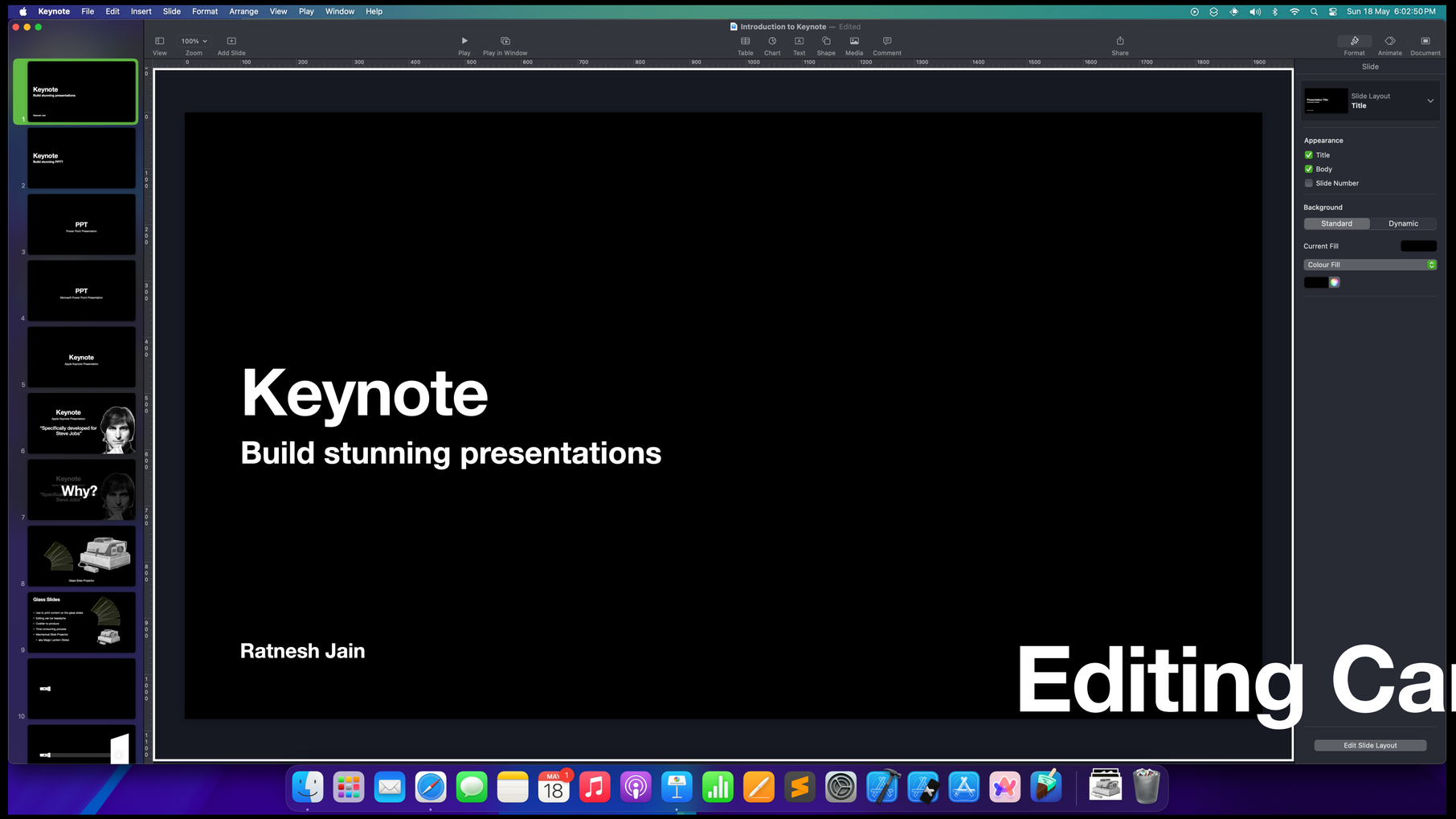


Keynote Software

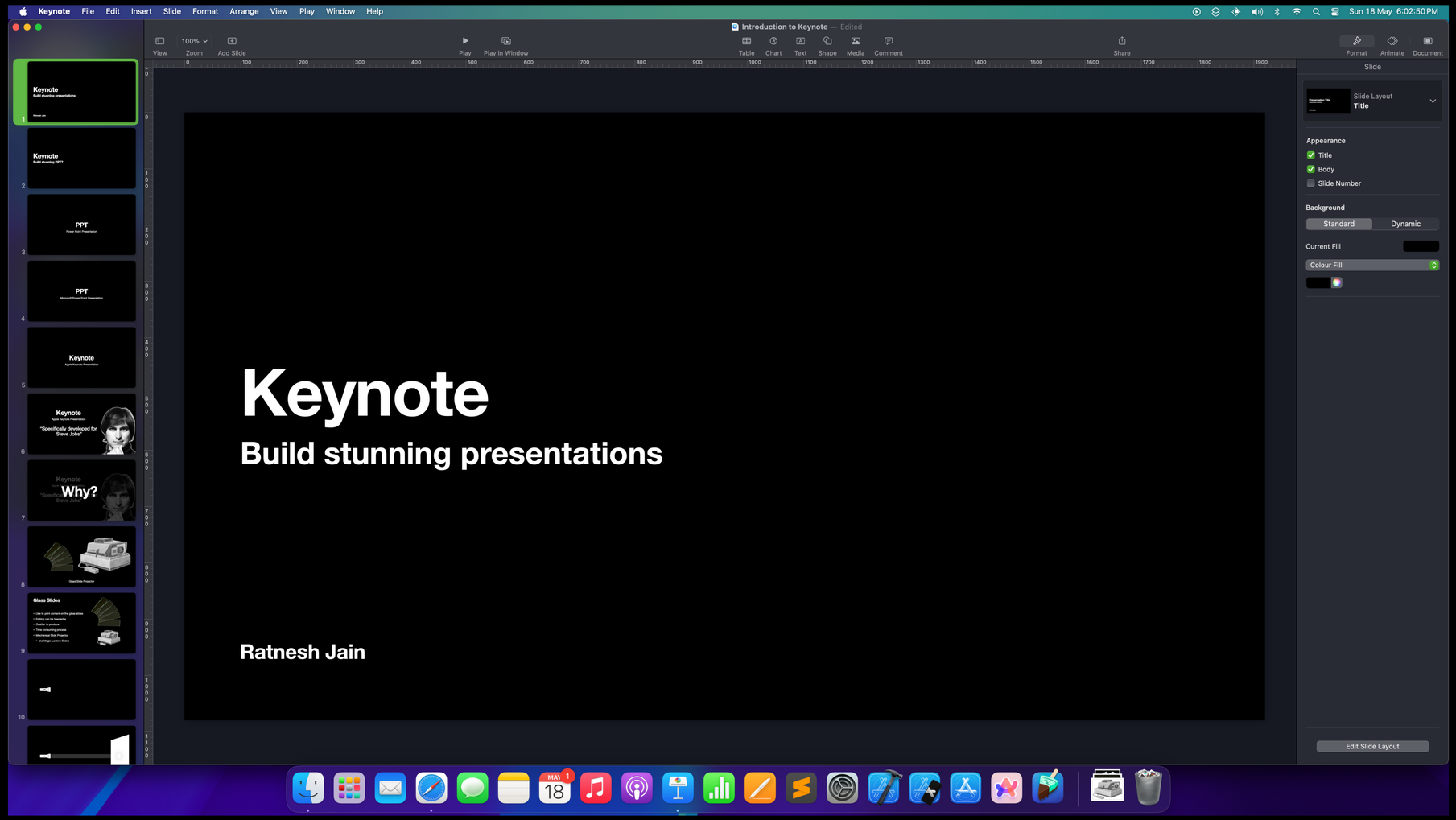
Layout



Editing Canvas

Keynote Software

Layout



Keynote

Create stunning presentation

- Software
- Content
- Animation, Transition
- Delivery / Presentation
- Performance

Content

How to prepare content?

Why?

How to prepare content?

Why Present?

Clear Purpose

- Explain topic, concept, code
- Showcase product(s)
- Communicate Core Messages
- Many other reasons

Why Present?

Clear Purpose

- Explain topic, concept, code 🧐
- Showcase product(s) 📱
- Communicate Core Messages 💬
- Many other reasons 🧠

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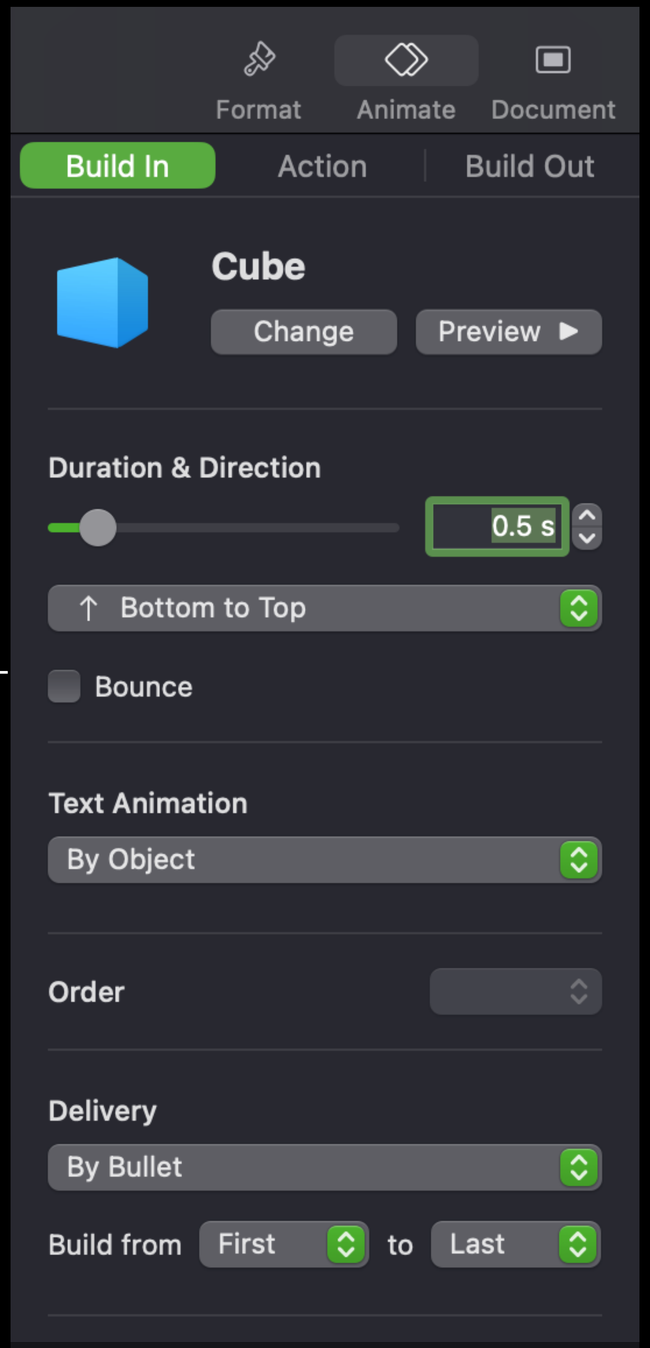


Content

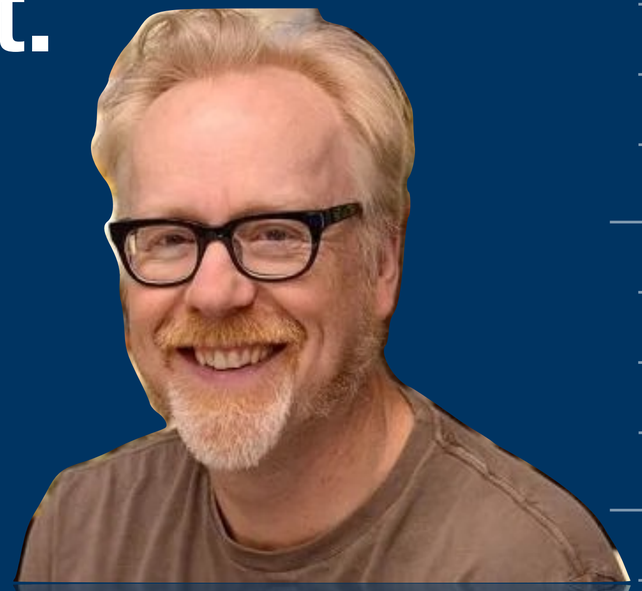
How to prepare content?

- Whenever I had trouble understanding a concept.

Adam Savage (from **Myth Busters**)

- Whenever I had trouble understanding a concept.
- I go back and I research people <u>WHO</u> discovered the concept.

Adam Savage (from **Myth Busters**)



- Whenever I had trouble understanding a concept.
- I go back and I research people WHO discovered the concept.
- I look at the story HOW they come to understand it.

Adam Savage (from **Myth Busters**)
How simple ideas lead to scientific discoveries (Ted talk)

- Whenever I had trouble understanding a concept.
- I go back and I research people WHO discovered the concept.
- I look at the story HOW they come to understand it.

Adam Savage (from **Myth Busters**)
How simple ideas lead to scientific discoveries (Ted talk)

Reflection

- Whenever I had trouble understanding a concept.
- I go back and I research people WHO discovered the concept.
- I look at the story HOW they come to understand it.

No Reflection

Adam Savage (from **Myth Busters**)
How simple ideas lead to scientific discoveries (Ted talk)

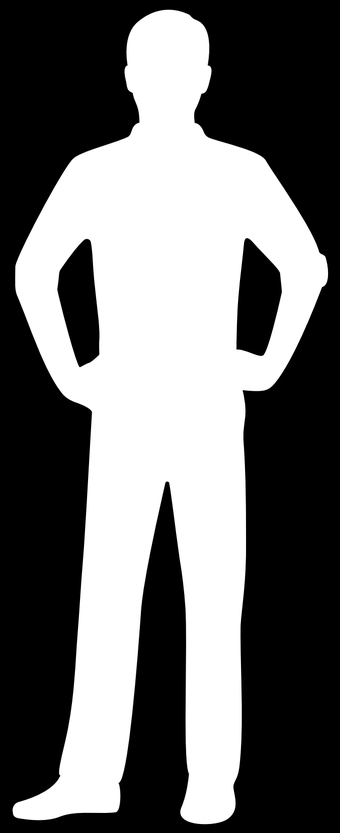
- Whenever I had trouble understanding a concept.
- I go back and I research people WHO discovered the concept.
- I look at the story HOW they come to understand it.

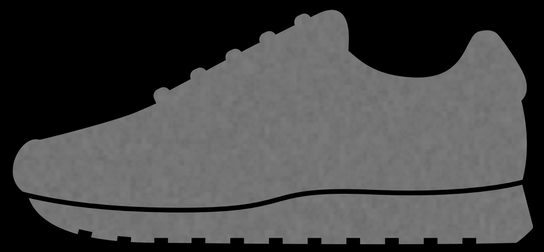
Adam Savage (from **Myth Busters**)
How simple ideas lead to scientific discoveries (Ted talk)

Reflection

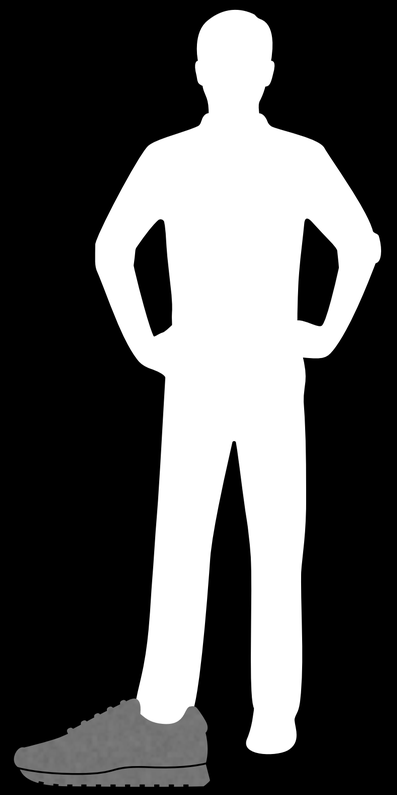
“Put yourself in someone else's shoes”

“Put yourself in someone else's shoes”





“Put yourself in someone else's shoes”



Keynote

Create stunning presentation

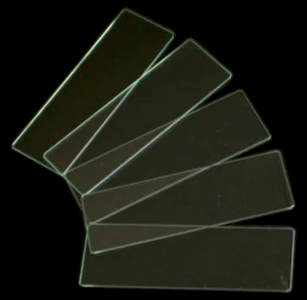
- Software
- Content
- Animation, Transition
- Delivery / Presentation
- Performance

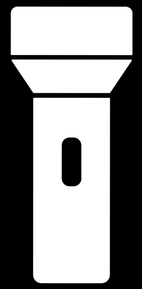
Content

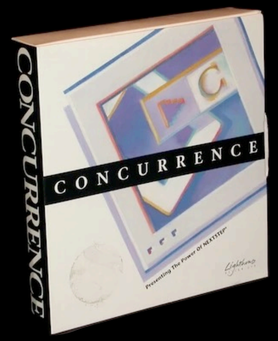
- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Content

- WHAT





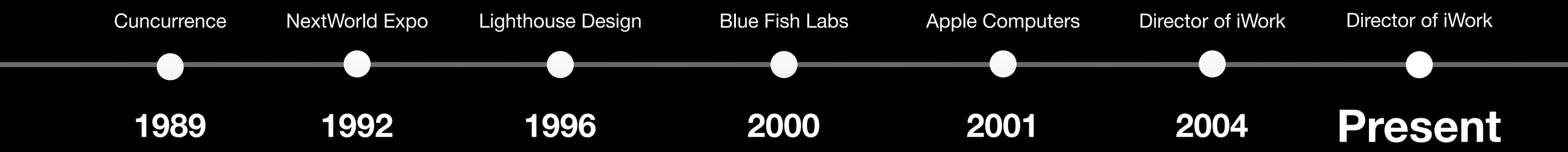


Content

- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Content

- WHEN



Content

- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Content

- WHERE

Content

- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Content

- WHO

Steve

Sun Microsystems

Apple Computers Inc.

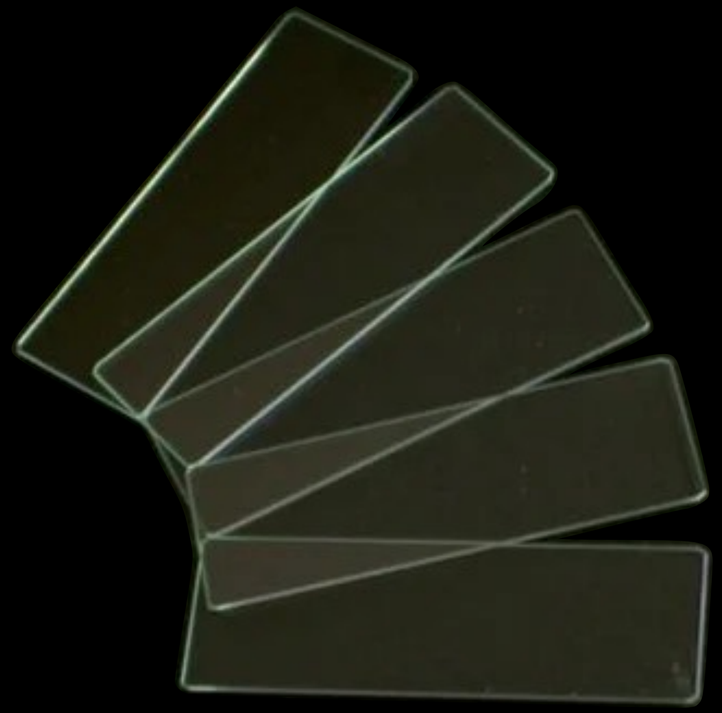
Roger Rock Rosner

Content

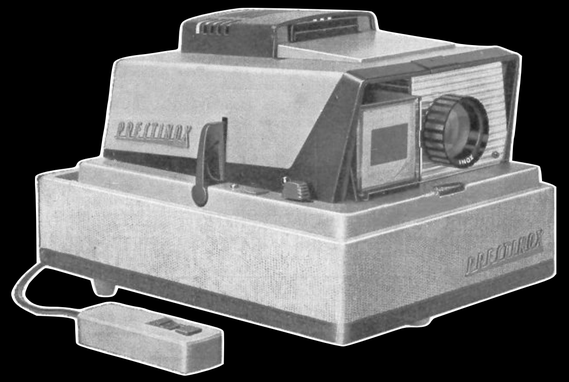
- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Content

- WHY



Very long wired remote



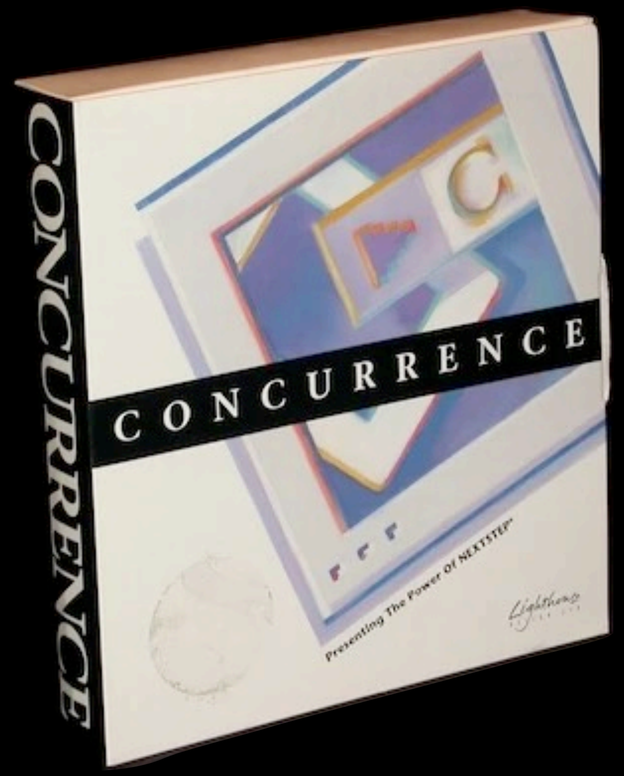
Content

- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Content

- HOW

PRAECTANT
RISLEY BROS
BRADFORD


CONCURRENCE
CONCURRENCE
Presenting The Power Of NEXTSTEP

Content

- WHAT
- WHEN
- WHERE
- WHO
- WHY
- HOW

Keynote

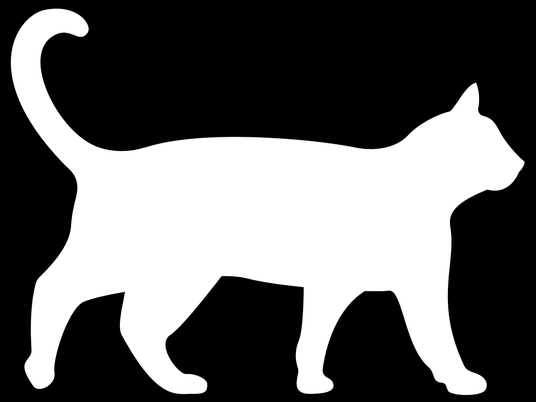
Create stunning presentation

- Software
- Content
- Animation, Transition
- Delivery / Presentation
- Performance

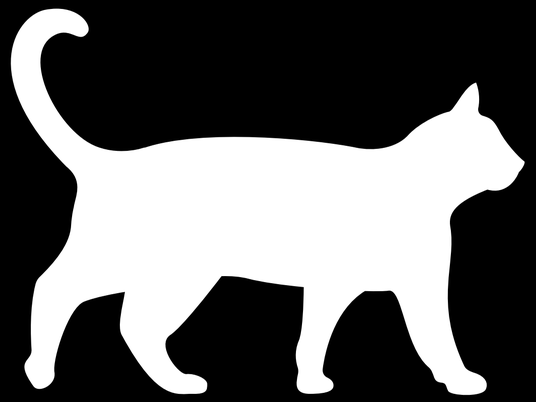
Animation, Transition

- Modifying component property = Animation
- Modifying slide change = Transition
- Animation curve
  - Ease In
  - Ease Out
  - Ease In Out

Animation



Animation



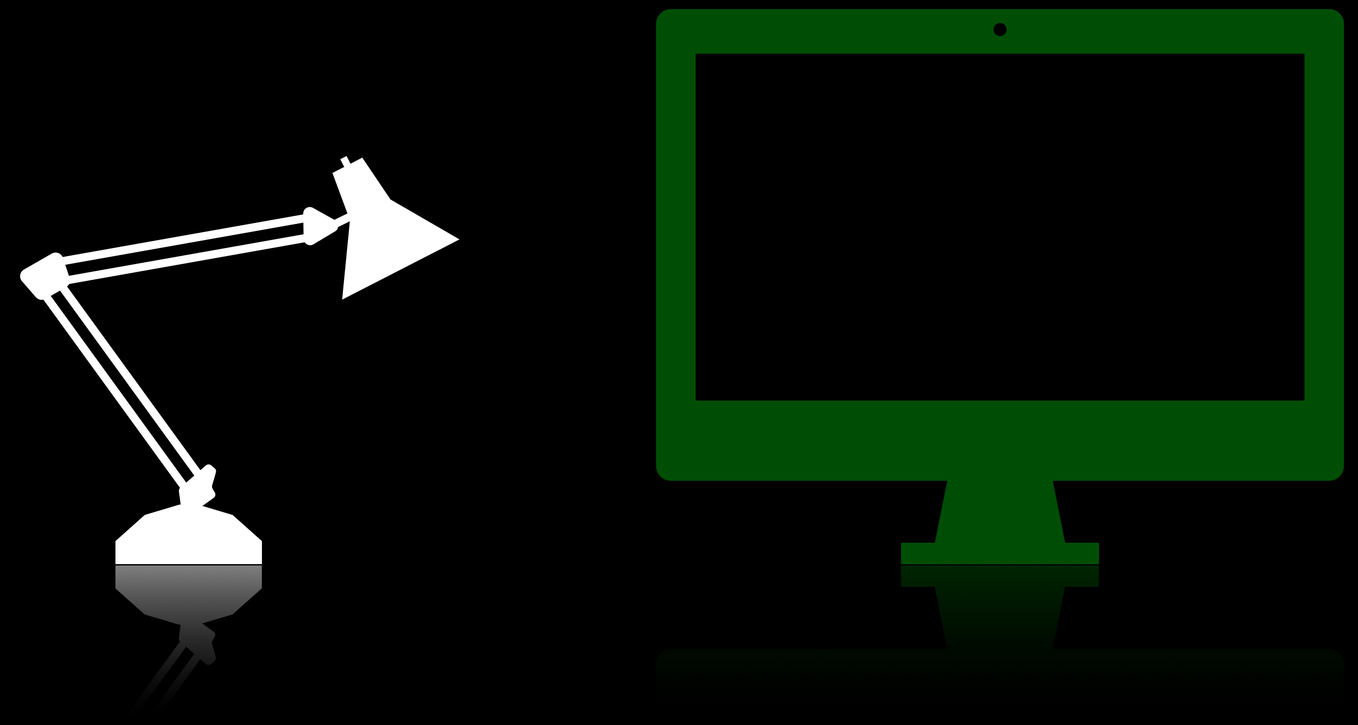
Activity

Animation, Transition

- Modifying component property = Animation
- Modifying slide change = Transition
- Animation curve
  - Ease In
  - Ease Out
  - Ease In Out

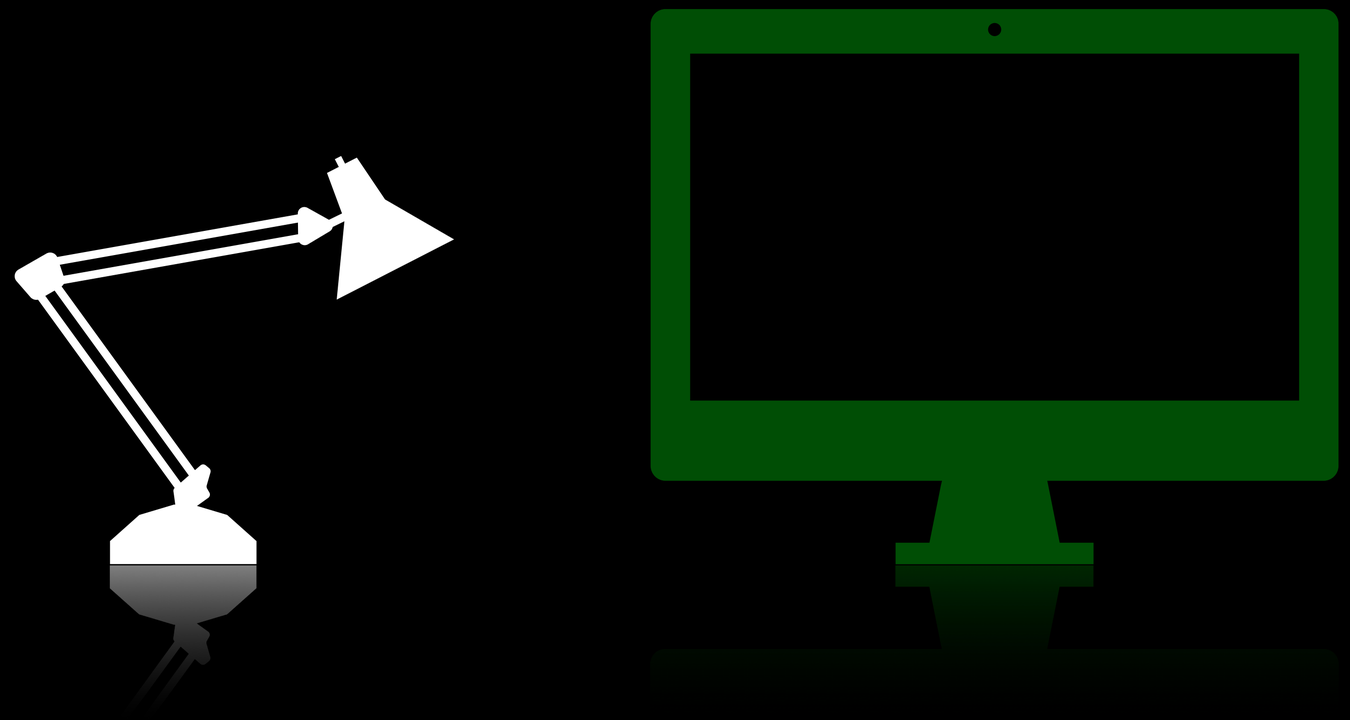
Transition

Magic Move



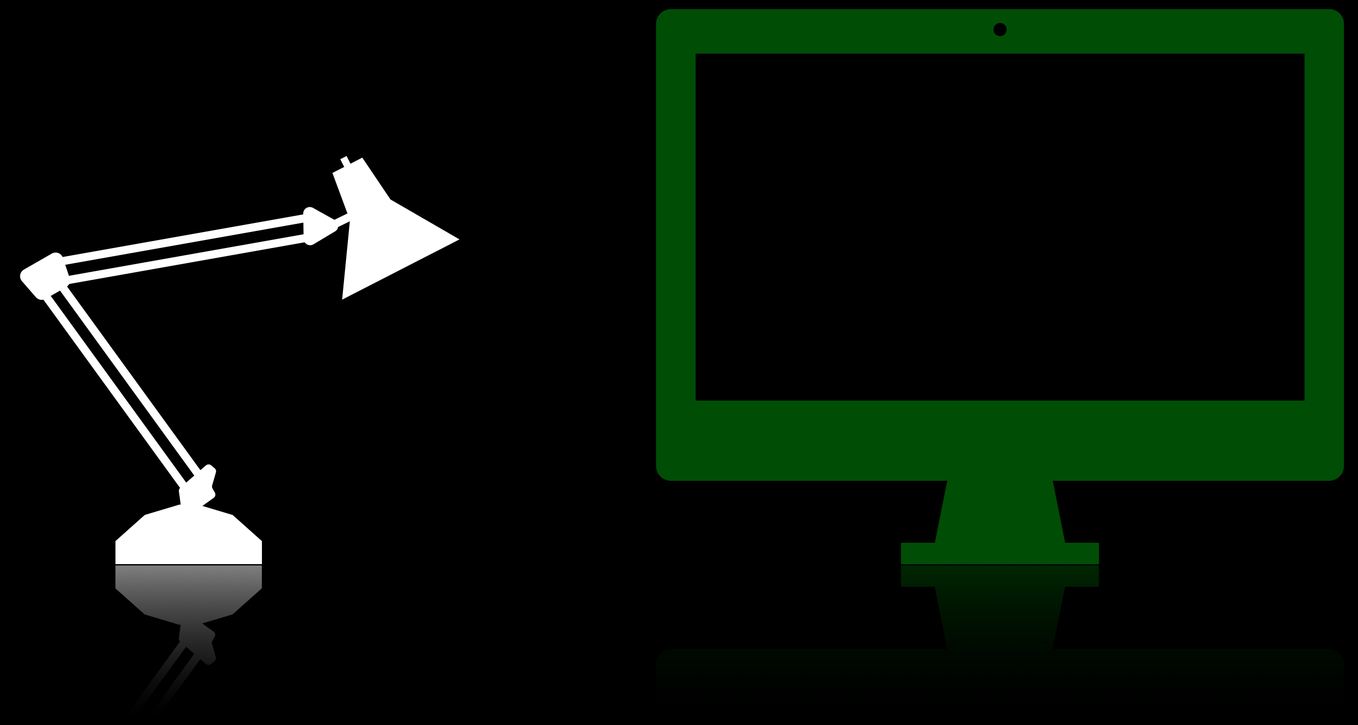
Transition

Colour Planes



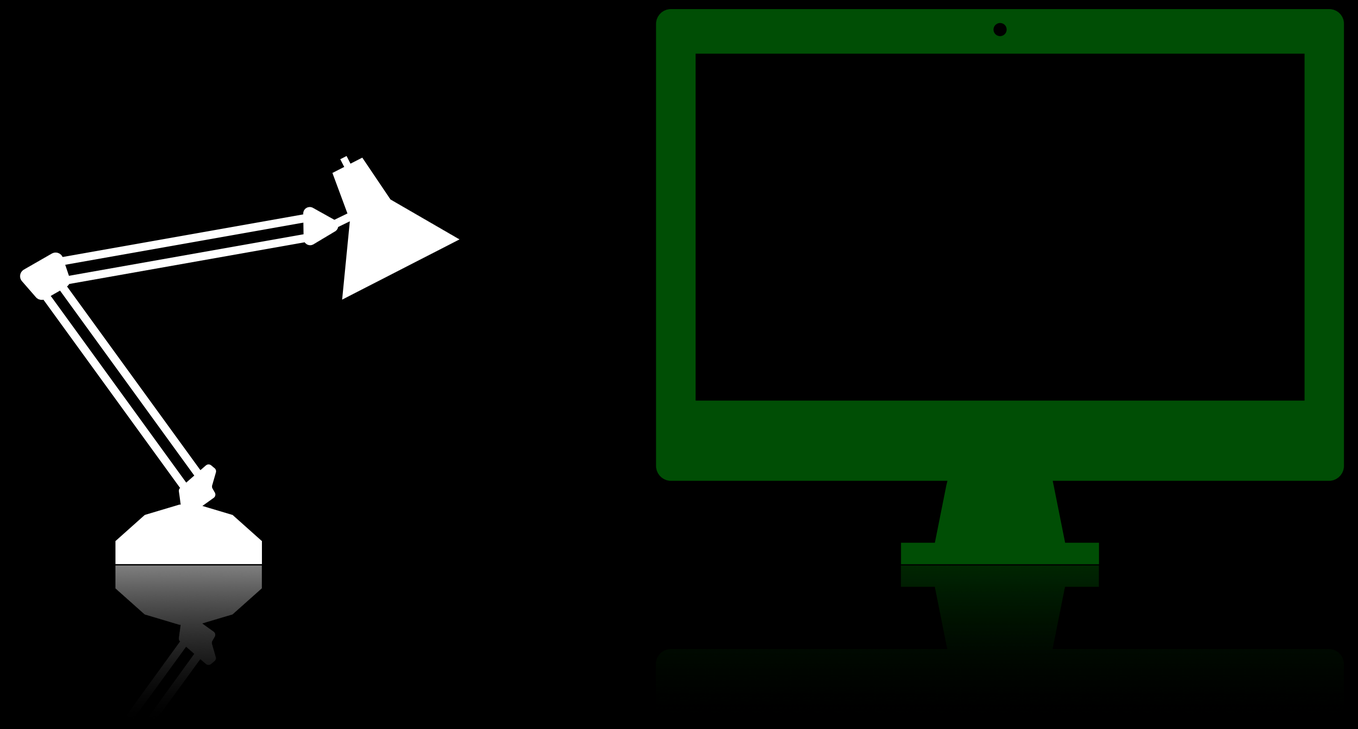
Transition

Object Revolve



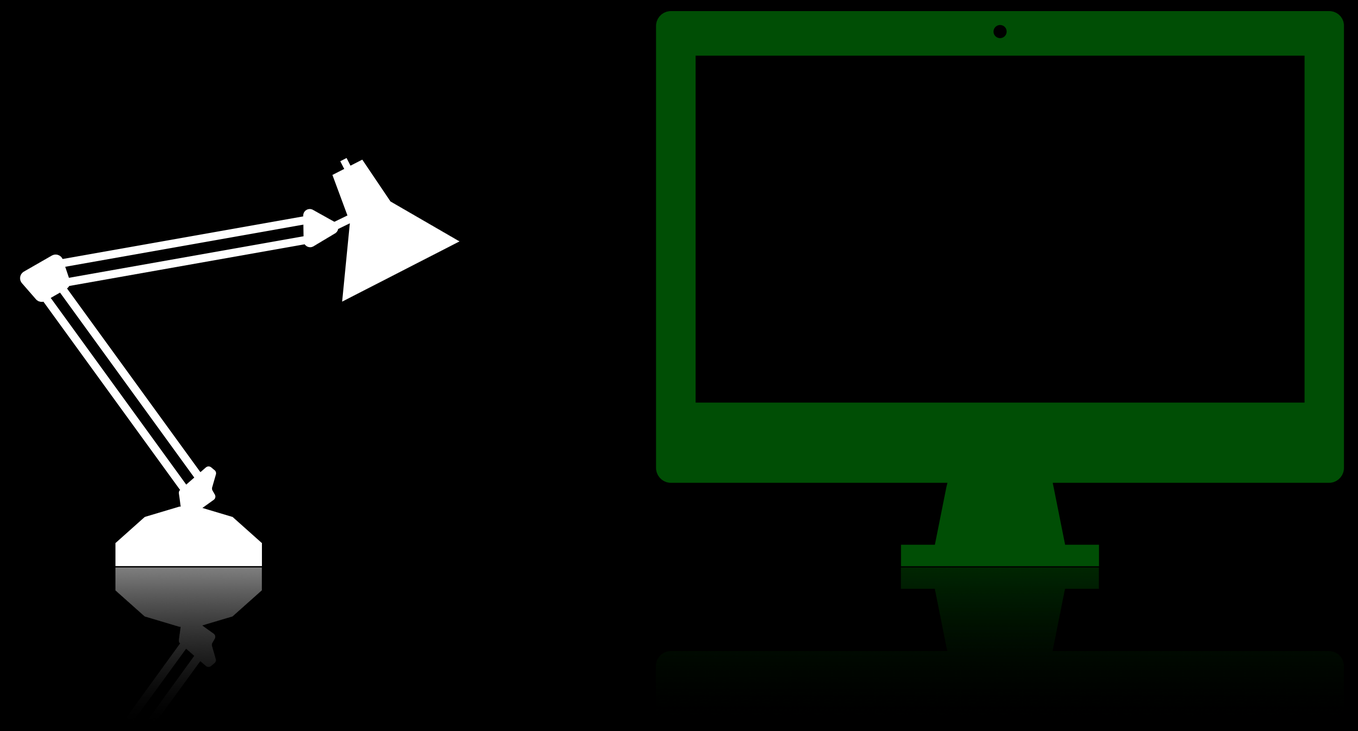
Transition

Shimmer



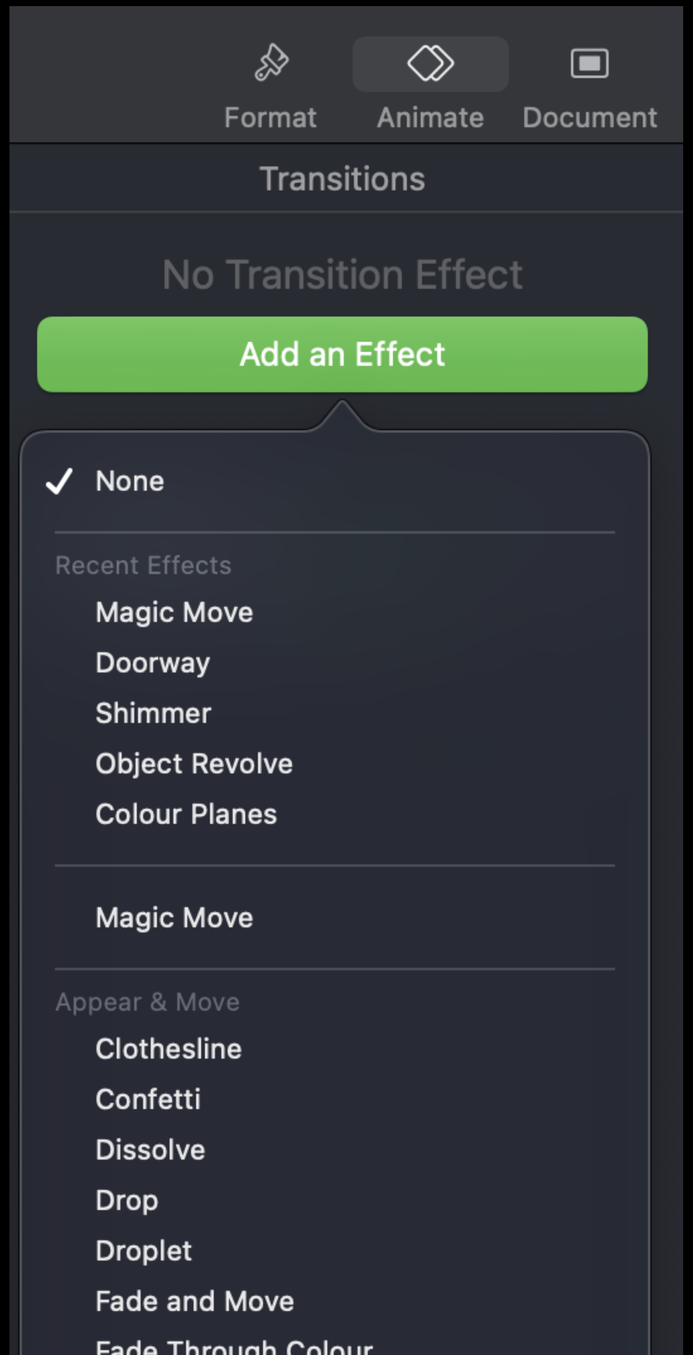
Transition

Doorway



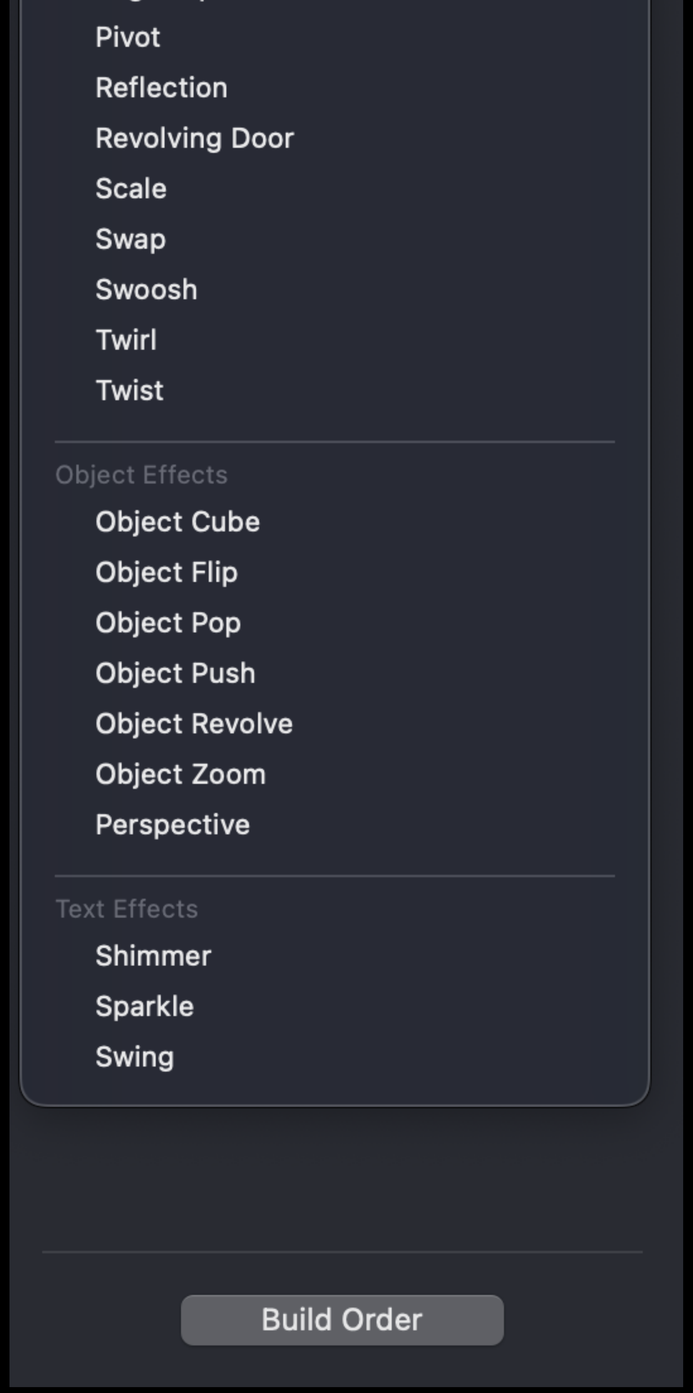
Transition

Magic Move



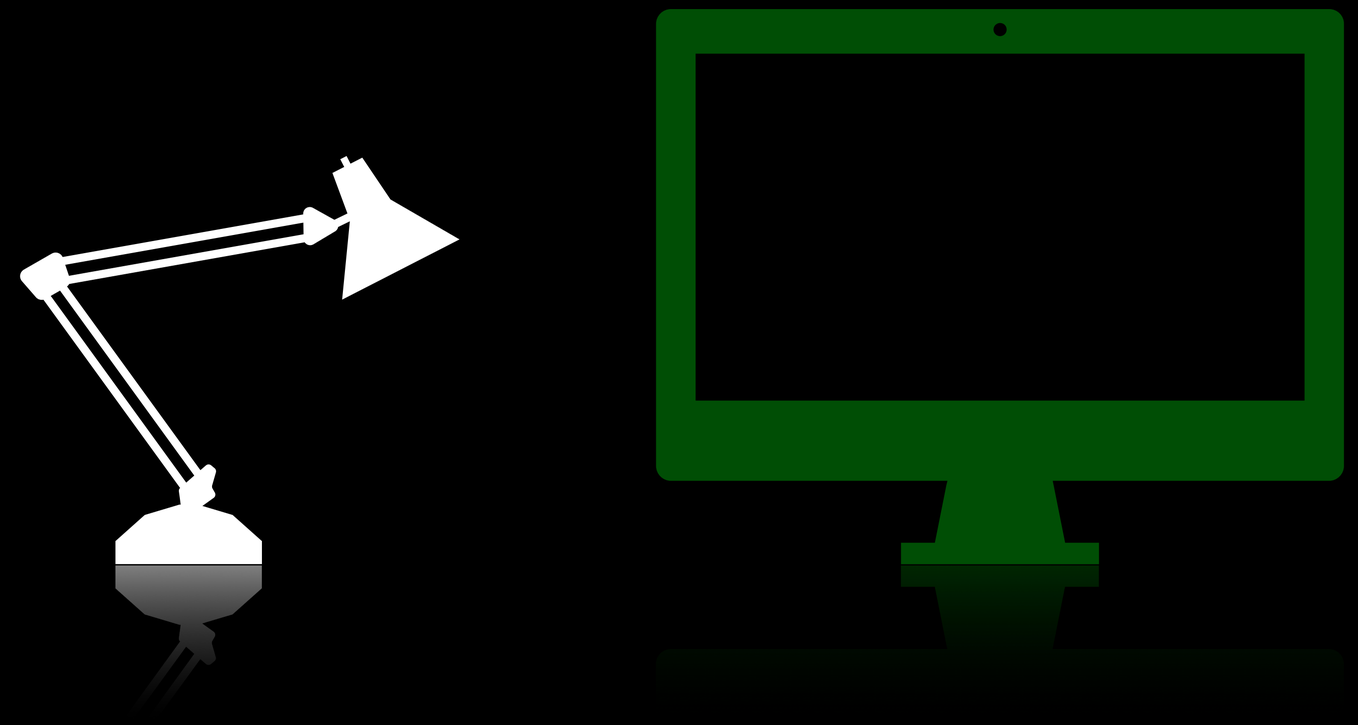
Transition

Twist



Transition

Magic Move



Keynote

Create stunning presentation

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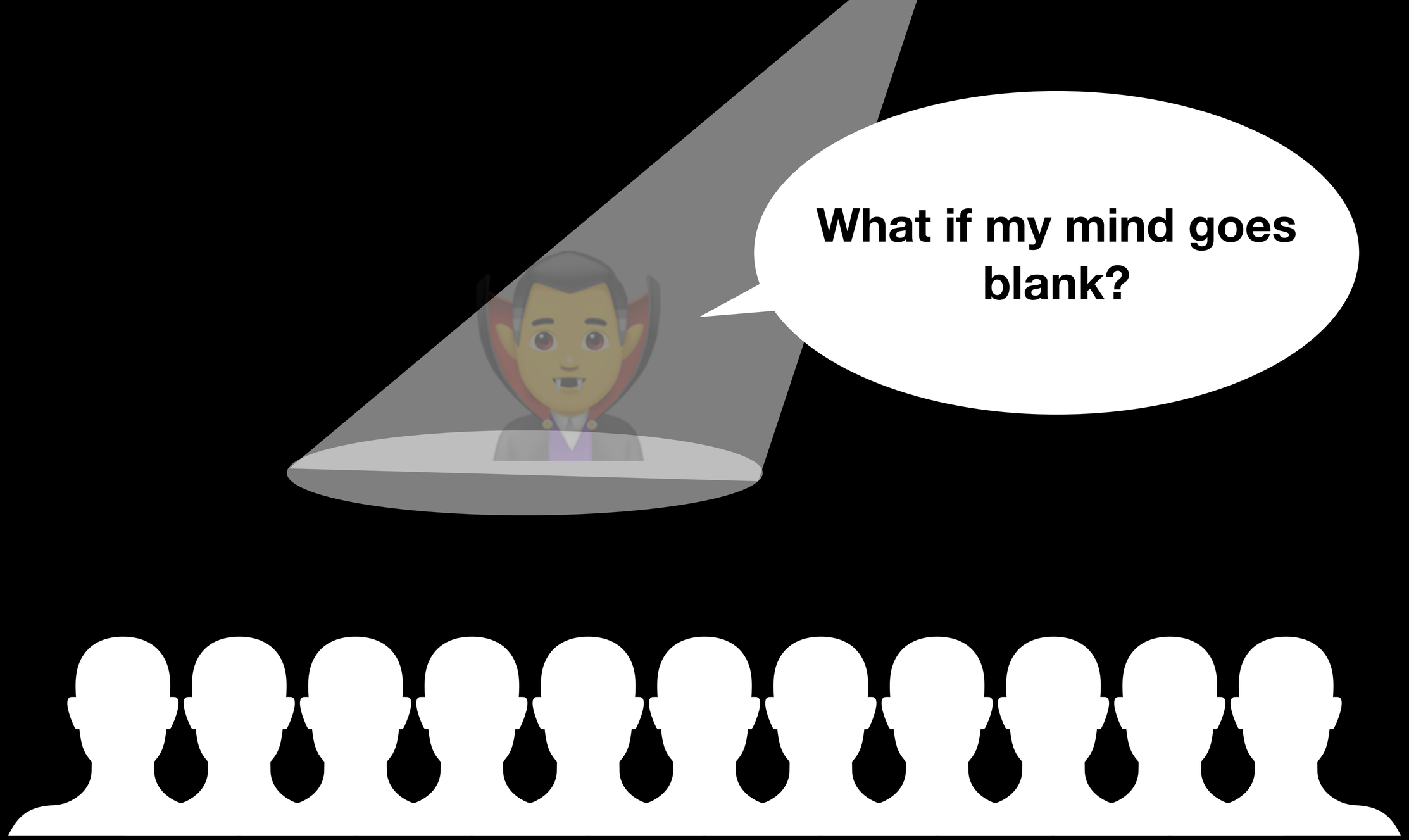
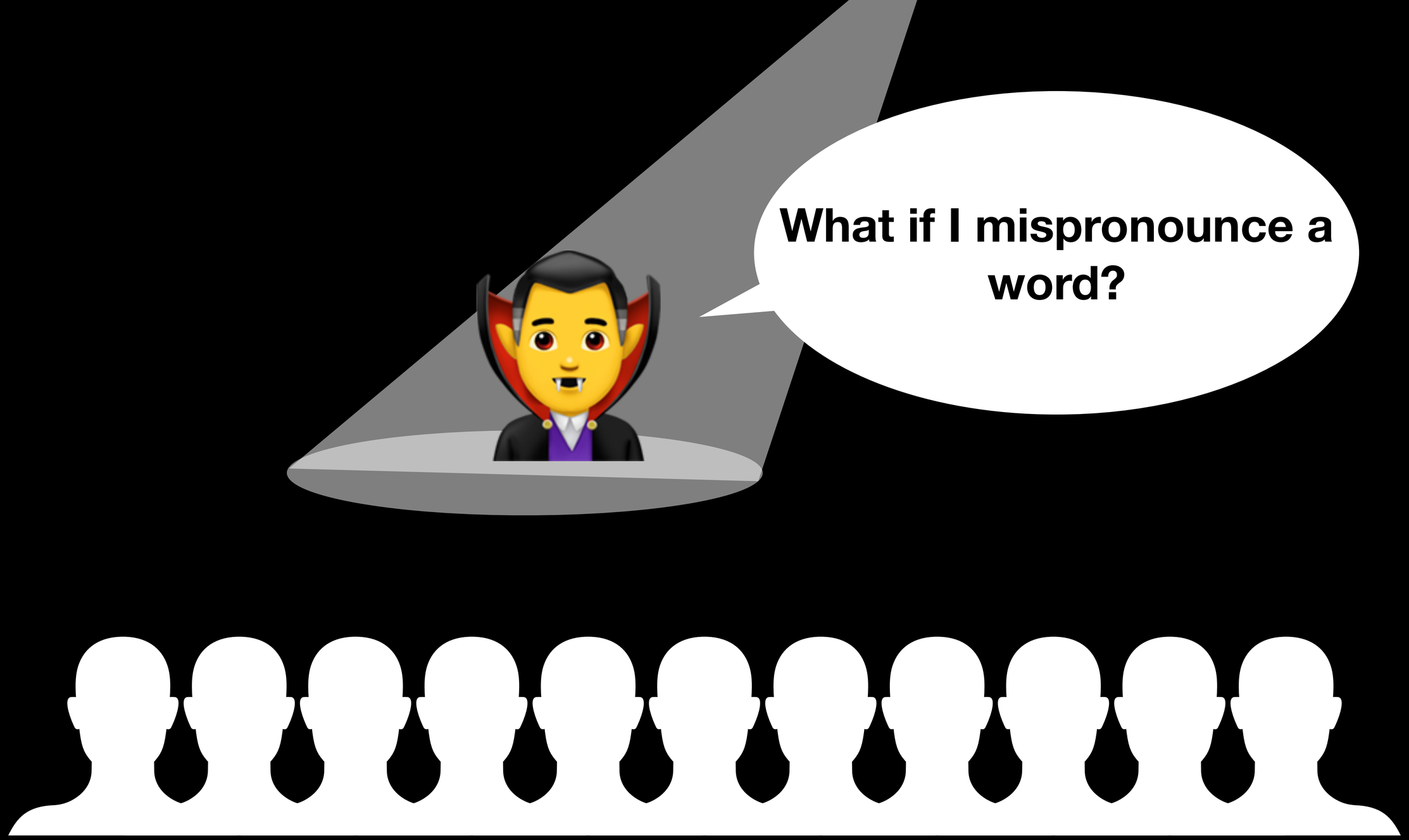
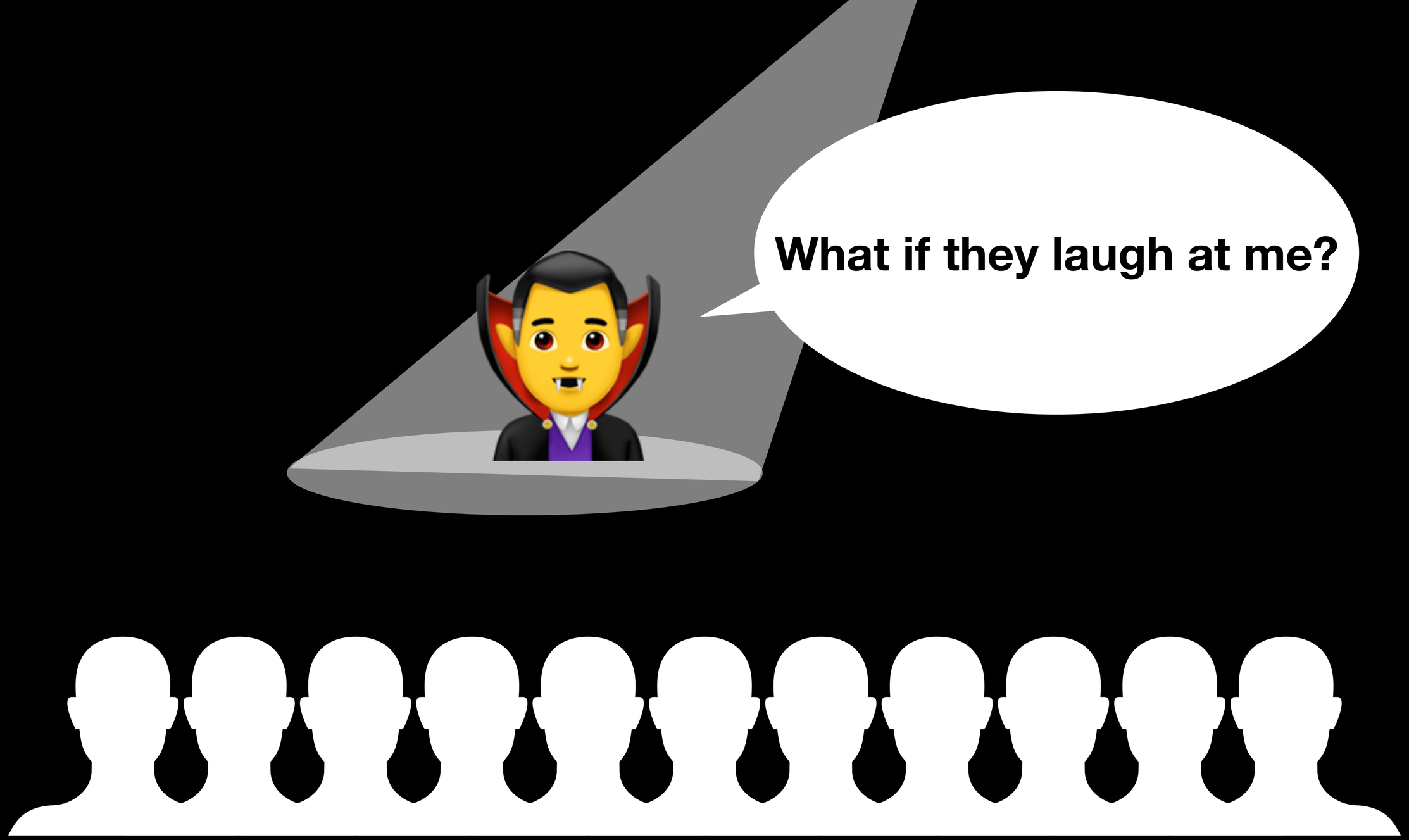
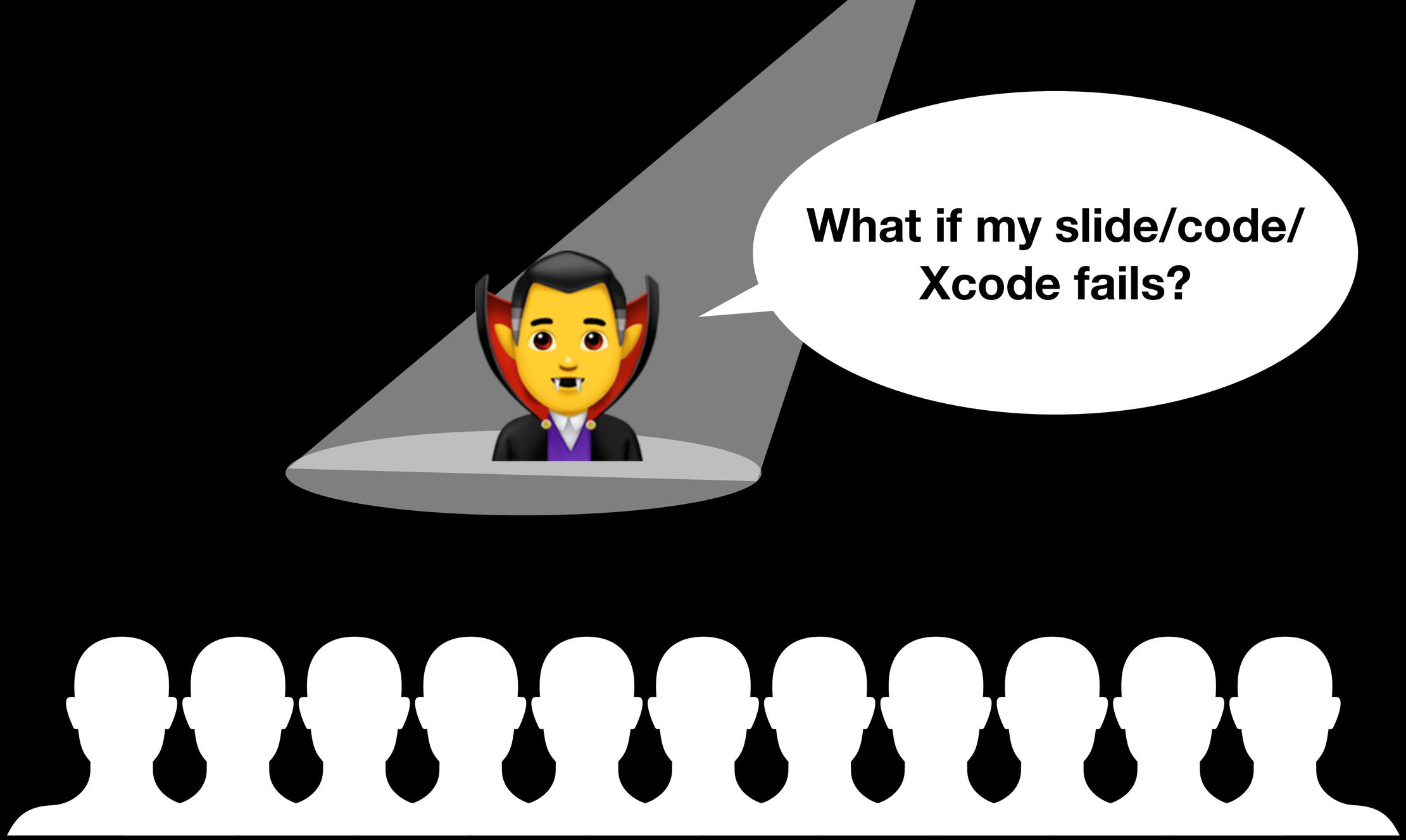
Delivery / Presentation

- Public Speaking
- Language
- Stage Fear
- 2x Eyes contact


What if my mind goes blank?


What if I mispronounce a word?

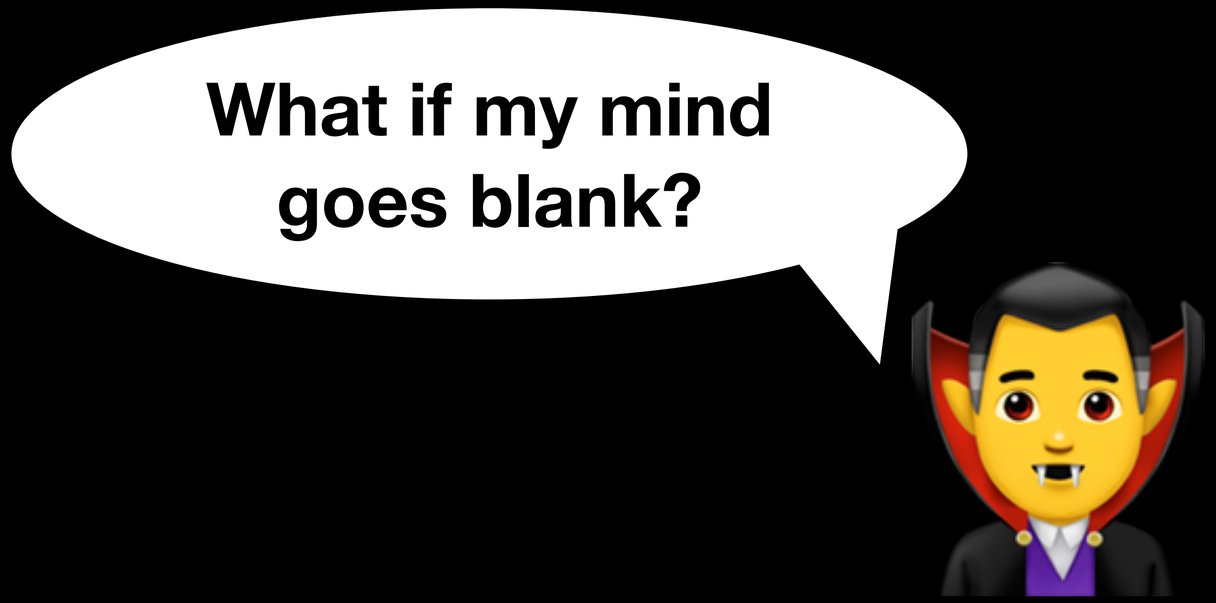

What if they laugh at me?


What if my slide/code/
Xcode fails?

Tackle the Fear

- 🔍 Inspect and Examine Fear
- 🧠 Action rewrites our brain
- 👻 Face the fear
  - 🔬 Identify the fear
  - 🔨 Break it down
  - 🚶 Take step
  - 👍 Reflect

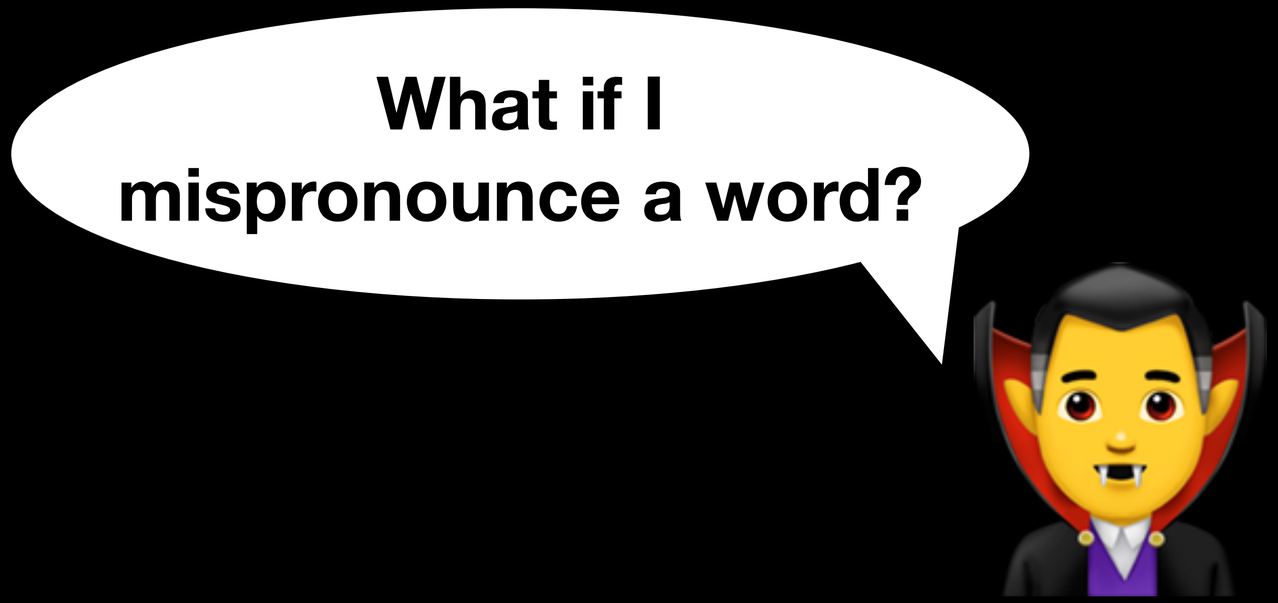
Tackle the Fear



- Plan and prepare in advance
- Imagine yourself as a Storyteller
- Prepare like a Story
- Practice with friends

Tackle the Fear

- Breath
- Speak slow
- Try to keep a comfortable pace
- No one is perfect
- It can be fixed/improvised
- Don’t memorise, understand
- Don’t write paragraphs
- Prepare short bullet points

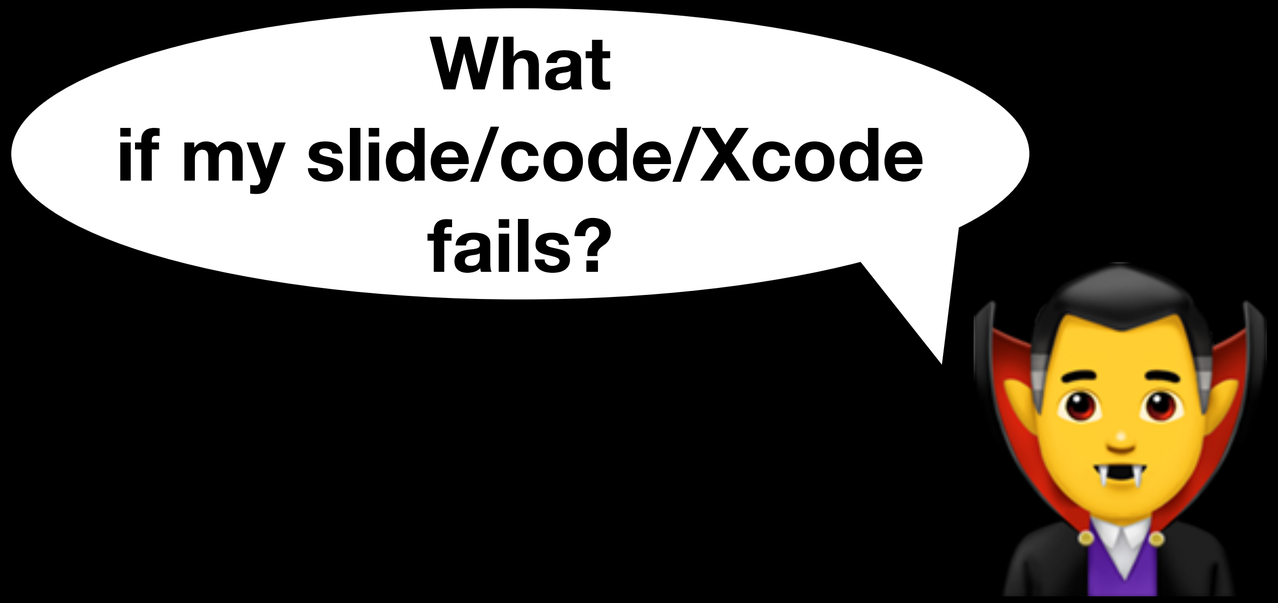


Tackle the Fear

- Instead think like
  - “What if they laugh WITH me?”
- You are human too.
- If they laugh
  - Pause, smile, acknowledge
  - Continue
- Audience want you to succeed.
- Speak anyway

Tackle the Fear

- Practice
- Keep documents/references
- Prepare/Export a video/pdf
- For Code demos
  - Keep a working copy (project)
  - Keep code screenshots
  - Record working video



Tackle the Fear

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Delivery / Presentation

- Public Speaking
- Language
- Stage Fear
- 2x Eyes contact

Keynote

Create stunning presentation

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Performance

- Keynote is also a software
- Use Single Responsibility Principle from SOLID
- Lesser components efficient presentation
- Remove used components moving forward
- Keep Less Mathematical interpolation equation solver

Keynote

Create stunning presentation

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- Performance

Thank You

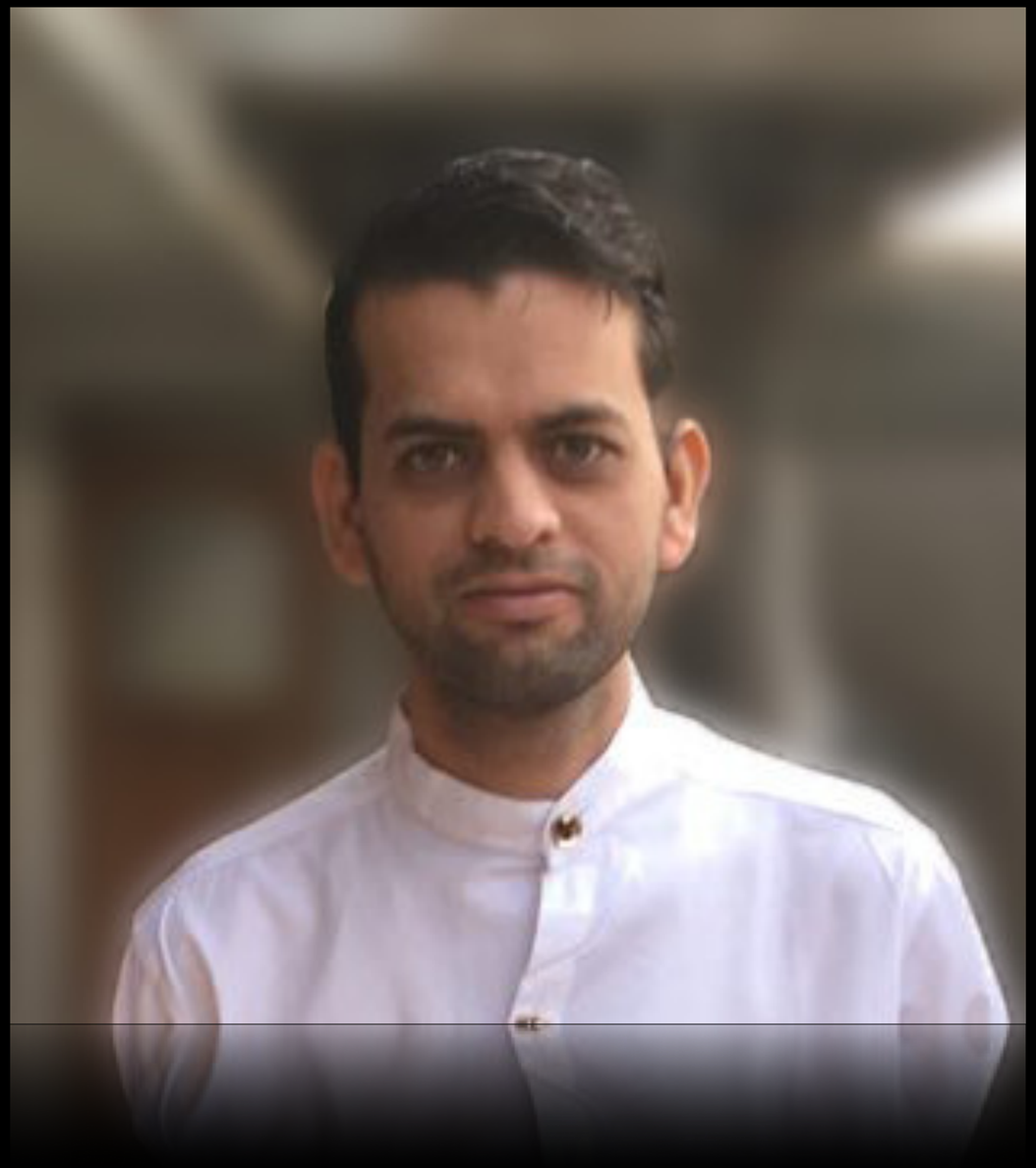
Swift Ahmedabad

Thank You

Ratnesh Jain

Sr. iOS Engineer

- Open Source Contribution
  - @ratnesh-jain/swiftui-fetching-view/
  - @ratnesh-jain/swift-image-downloader
  - @ratnesh-jain/AssetPluginLibrary
  - @ratnesh-jain/swiftui-status-reporting
- Blog posts
  - ratnesh-jain.github.io
- Social Media
  - https://linktr.ee/ratneshjain1993



Ratnesh Jain

Sr. iOS Engineer

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  - @ratnesh-jain/AssetPluginLibrary
  - @ratnesh-jain/swiftui-status-reporting
- Blog posts
  - ratnesh-jain.github.io
- Social Media
  - https://linktr.ee/ratneshjain1993

```swift
struct ContentView: View {
    var body: some View {
        VStack {
            Image(systemName: "globe")
                .imageScale(.large)
                .foregroundStyle(.tint)
            Text("Hello, world!")
        }
        .padding()
    }
}
```

```swift
struct ContentView: View {
    @State var count = 0
    var body: some View {
        VStack {
            Image(systemName: "globe")
                .imageScale(.large)
                .foregroundStyle(.tint)
            Text("Hello, world!")
        }
        .padding()
    }
}
```