

# How To Create...

## // front of house video promotions

Creating an animated presentation for use front of house, playing directly from an iPod touch

### Advantages of this method:

- Run content for your screens / projectors, without a dedicated PC.
- Include both animations, text, images and video in one slideshow.
- Easy to update and to customise.

### You will need:

- A **Mac with Keynote** installed, for creation only (this would work similarly on Windows with Powerpoint, as long as the eventual video is converted for iPod specifications).
- An **iPod touch** (or iPhone), for playback.
- An **iPod-to-VGA** converter.
- A **projector** or **screen.**

## >> 10 Steps – From your computer to front of house screens

1. In Keynote, create an 800 x 600 size slideshow.
2. **Make your slideshow.** [See below for tips and suggestions.]
3. **For each slide and build (action), set time limits.** 7-9seconds is usually good for a static slide – if you set builds (actions) that last longer, they will over-ride the default anyway.



4. **Once completed, choose:**

>> *File >> Export*

**then select:**

“Fixed Timing”, (it will automatically include your specified timings for each slide & action, but set the times as ‘7 seconds’ and ‘2 seconds’ transition, in case you missed one.)

5. **Open the exported file in Quicktime Player.**

6. **From quicktime, choose:**

>> *File >> Export*

**Then in the option, export for:**

“iPod Touch”

7. We should now have a .m4v file that will work on iPod touch.

**Drag the file into iTunes.**



8. iTunes will automatically treat this .m4v file as a ‘Movie’. Actually, **we want it regarded as a ‘music video’** which will allow us to loop it during playback.

>> *Right click (or CTRL Click) the file*

>> “Get info”

**In ‘options’ tab, under ‘media kind’, choose:**

“Music Video”

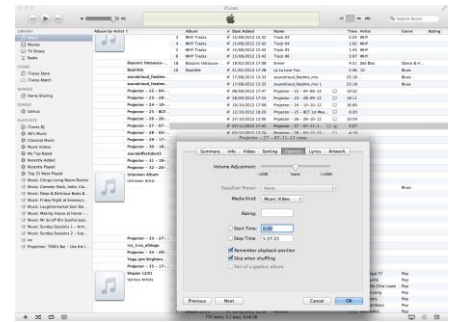
9. You'll now find the file in your 'Music' library in iTunes.

**Connect your iPod**

>> Drag the file into the iPod (as shown in iTunes)

10. You'll now find the file in your 'Music' library on the iPod. Remember to check the 'repeat' icon on screen.

>> Plug your iPod, via the converter cable, into VGA cable, into your projector / screen.



## >> Tips for creating the slideshow

- First off, play with the settings, see what looks good. Keynote is much smarter than your average slideshow, as it treats all elements as individual (rather than flat slides). It's got some great effects.
- 'Inspector' is your main window, for all effects, edits and additions.
- Use the "Magic Move" if you want to keep some elements on each page the same, whilst changing your show image and details.
- Create a 'logo page', with an animated version of your logo, website, twitter, etc. This can intersperse show promotion pages.
- Videos can be dragged directly into keynote. Simply set the 'build' (or 'action', in powerpoint language) to 'Start Movie' when the slide begins. The slide will automatically move on once the movie has finished. Movies can also be cropped using the 'quicktime' tab.

