

How to Create Presentations for an iPad

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The iPad is an excellent presentation tool. It's light, portable, and clearly made for eye-catching visuals. Here are some tips for ensuring your presentations look their best when viewed on an iPad.

Things to consider before creating your presentation

Ensure your presentation venue is ideal for the iPad.

If you're giving a talk in a small conference or lecture-style room, you can hook your iPad to a projector. However, you will not be able to use a remote control with your iPad, so you will have to be sitting nearby to tap the screen.

Not planning on using a projector? You can also show clients your presentation straight from the device. However, with the iPad's screen size, you will need to be seated close to your client. While this setup limits your presentation environment, it also allows you to present in an engaging and conversational manner.

Once you've determined that the iPad is something you can use for your presentation, you can then create your presentation.

Things to consider when creating your presentation

Presentation Size

When designing your presentation, set the size to 1024×768, the same as the iPad, to avoid any viewer compatibility issues.

Your presentation tool of choice

Creating presentations for the iPad is easy if you're a Mac user and use Keynote to create your slideshows and presentations.

However, if your desktop computer uses Microsoft tools, bear in mind that PowerPoint is not supported by iPad.



Fortunately, there are solutions to ensure your presentation can still be viewed on an iPad:

- Turn your presentation into a video

To preserve the animation, transitions, audios, and video clips within your PowerPoint slides, there are PowerPoint-to-video converters that allow you to convert PowerPoint presentations to iPad supported video formats: .m4v, .mp4, and .mov. ([Here's](#) one that's free, and you'll find many more to chose from.)

You can also use screen-capturing software (such as [Snagit](#)) to convert your PowerPoint presentation into video.

- Convert your slides into pictures

If your presentation is made up mostly charts, tables, or photos, this is a great solution for you, since iPad is equipped with a slideshow photo viewer.

Unfortunately, animations, transitions, and sound and video clips will not be preserved when you convert your presentation to pictures. In that case, stick to using video.

- Save it as a PDF file

If you have a newer version of PowerPoint (2007 and 2010), you can create a PDF copy of your slides. The iPad supports PDF files, so this works best if your presentation is mostly graphic content.

Again, this method of conversion is not without its disadvantages. If your presentation has many animations, audios and video, these will not be retained once your PPT file is saved as PDF.

Your Presenter's Visuals

One of the perks of using the iPad for your presentations is that everything looks better, brighter, and bolder in it. Images are clear and crisp, and if you've already got a good design, this will be enhanced on the iPad's screen.

The iPad makes for the ultimate storytelling device. Boost your message by backing your content with outstanding design.

- Less text, more images

To make full use of the iPad's capabilities, you're going to have to do more than just using titles and bullets, which you might have been using with earlier presentations.



Maximize the iPad's vibrant display through the use of colorful pictures, images, and charts.

Being engaging and conversational is one way you can adapt to a presentation that's mostly focused on visuals and less on text.

- Size matters

Given the iPad's limited screen size, using the "title on top, main points in the middle" setup is not be the most effective way to present your points.

You will have to make sure each slide has one central point of interest, such as a large text, chart, or a picture.

Also, with the absence of a keyboard and a remote control, your finger will be moving around the iPad's screen a lot. To compensate, you need to make your design bigger.

- Don't knock motion

There was a time when animated slides didn't have a place in "serious" presentations. But most people's favorite activity for the iPad is watching video. Just imagine how engaging and powerful your impact will be if you recreate that same experience in your presentation.

Both generations of iPad do not support Flash. But don't let this keep you from inserting great animation in your slides. [CustomShow](#) is just one of the many apps you can use to add movement to your presentation.

Conclusion

The iPad is a groundbreaking device. It was dismissed largely as an entertainment diversion, however. But its power in the office is proof that the iPad is a useful and multidimensional tool. And, if used in a way that allows it to display its strength, the iPad is an effective presentation tool.

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