Prezi Cookbook

Charlotte Olsson      Christina Hoyer

What this book will do for you...

- Insert and edit text images, symbols, shapes, and diagrams
- Make your presentation come to life with video and sound features
- Get to grips with animations, frames, and paths
- Master the moves - use zoom and turns as part of your visual storytelling
- Understand the basic design principles and make your presentation look professional
- Take advantage of easy-to-use tools for sharing, presenting remotely, and collaboration
- Get valuable design and presentation tips from the pros

Inside the Cookbook...

- Straightforward and easy-to-follow format
- A selection of the most important tasks and problems
- Carefully organized instructions for solving the problem efficiently
- Clear explanations for what you did
- Apply the solution to other situations

Prezi is the presentation tool of the future. Its amazing canvas lets you easily create presentations that have high impact. This book will take you from inserting and editing images to making your presentations come to life. It will teach you how to make use of features like animation, frames, paths, zoom and turn, and much more. The book will then move on to cover how to enhance your project, reusing PowerPoint, and adding sounds and video effects to Prezi. You will go on to cover Prezi on different devices, such as smartphones and iPad. Finally, making it easy for you to use Prezi’s state-of-the-art tools, you will be ready to stand strong as a presenter using Prezi.

Inside the Cookbook...

- Straightforward and easy-to-follow format
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- Carefully organized instructions for solving the problem efficiently
- Clear explanations for what you did
- Apply the solution to other situations

Prezi Cookbook

Over 100 simple but incredible recipes to create dynamic, engaging, and beautiful presentations using Prezi

Charlotte Olsson      Christina Hoyer

In this package, you will find:

- The authors biography
- A preview chapter from the book, Chapter 2 'Inserting Text, Images, and Links'
- A synopsis of the book’s content
- More information on Prezi Cookbook

About the Authors

**Charlotte Olsson** is a certified Prezi expert. She has studied adult pedagogy and psychology. She has worked with Prezi since 2011 and has over 12 years of experience as a software trainer.

In 2012, Charlotte cofounded Imprezzing, which specializes in Prezi solutions.

Charlotte is a gifted communicator. She loves Prezi because it helps companies and individuals share their stories. Since 2011, she has been providing Prezi training and Prezi designs to a wide range of companies worldwide. Her expertise and solutions are praised by all her clients.

Charlotte is based in California, where she manages Imprezzing's operations in the U.S.

**Christina Hoyer** is a cofounding partner of Imprezzing and has worked with Prezi since 2010. She is the owner and manager of Imprezzing Scandinavia. Based in Copenhagen, she provides training, design, and complete Prezi implementations for companies and organizations throughout Scandinavia (in Danish and English).

Christina is a certified Prezi expert and is active within the international community of Prezi experts. She has a master's degree in arts and business management, and is experienced in strategic communication and presentations mentoring. Since 2004, she has been the CEO of her own company.

Christina is a sought-after keynote speaker and has authored a Danish book about presentation skills, named *Tag ordet I din magt - en værktøjskasse for talere.*
Prezi Cookbook

Prezi is the presentation tool of the future. Its amazing canvas lets you easily create presentations that have high impact. Unlike traditional presentation software, Prezi allows you to create non-linear presentations that easily embed your own content or content from the web and can be easily shared via URL links.

It is easy to understand and enables you to create eye-catching presentations that can captivate and impress your audience. The secret? Prezi combines a non-slide format that gives you the freedom to combine text, images, and other materials in new and great ways. Add some of the zooms and turns that make Prezi stand out, and you will stand strong as a presenter.

With this book, you will learn how professionals build their presentations using Prezi quickly and efficiently. In short, in this book we make it easy and straightforward for you to work with Prezi.

What This Book Covers

Chapter 1, Administer Your Account and Your Prezi, teaches you how to create, save, and locate your prezis and also set their access through privacy settings. You will see how to arrange your prezis using a Prezi folder system. Renaming the folder and sharing it with your colleagues are some of the tasks that you can perform on the folders.

Chapter 2, Inserting Text, Images, and Links, teaches you how to work on the Prezi canvas, and how to work with text and images. You will learn to apply templates, and use different methods to insert and edit text and images.

Chapter 3, Symbols and Shapes, Lines and Arrows, deals with symbols and shapes, a useful collection of simple graphic items that you can easily insert on the canvas to enhance it. You will also learn about arrows and lines that are attractive and useful in your presentations.

Chapter 4, Editing Elements on the Canvas, teaches you how to work with texts, images, videos, frames, and other such elements on your canvas. You will learn how to resize, turn, move, group, and layer these elements.

Chapter 5, Path and Steps, shows how to arrange the elements on your canvas and show them in a specific order. Elements that can be used as steps are anything that you can put on the canvas; texts, image, videos, symbols, shapes, grouped elements, PDF, and so on. You will learn to create steps, and how to create and edit a path in Prezi.
Chapter 6, *Frames and Prezi Ratio*, will cover frames, which are an integral part of how Prezi works. You will learn to add and remove content in frames, group and organize them, and control how the content is presented. This chapter also shows how to set the overall ratio for your prezi, and how this setting reflects on your frames so that they automatically match the required screen proportions.

Chapter 7, *Zoom and Turn*, provides a hands-on approach to learning zooms and turns. When zooms and turns are used correctly, they become powerful tools that greatly enhance your prezi. You will see how to create them, how to combine them with each other, and how they can be applied to all the elements we insert on the canvas.

Chapter 8, *Animation*, teaches you how to make animations. It shows how to create them and how to edit and reset your animations. It will also show you how to fade a group of elements.

Chapter 9, *Reuse Favorite Frames and Elements*, will go in-depth into Prezi’s advanced features. Knowing how to transfer and reuse a number of elements or whole sections between the prezis in your Prezi account enables you to reuse material, so that you will not have to spend time recreating what you already created once.

Chapter 10, *Media Files in Prezi*, will be a fun chapter to read because media enhances your presentations in great ways and is so easy to add to your prezi. Adding speech and background music to your prezi or adding videos will be great enhancements.

Chapter 11, *Templates, Colors, and Fonts*, will teach you how to choose, use, and edit Prezi templates. Using Theme Wizard, you can customize the look of your prezi.

Chapter 12, *Presenting with Prezi*, covers all the functions in Prezi’s present mode. With this chapter, Prezi’s presenting features become easy to learn and understand, making it possible for all presenters to feel at home with these functions.

Chapter 13, *Prezi on Other Devices*, will show you how to work with Prezi for Windows/Mac and Prezi for iPhone/iPad. You will also learn how to create your prezis offline using the Prezi App.

Chapter 14, *PowerPoint and Prezi*, will explore three different methods for importing material from a PowerPoint presentation onto your Prezi canvas.

Chapter 15, *Sharing and Collaborating*, shows how to collaborate real time in Prezi to allow your colleagues to do real-time editing on your prezis and also shows you how to give your presentations in collaborative mode. Using the portable feature of Prezi, you can download and show your prezi anywhere.
Appendix A, Design, explores the basic design principles that will actively support and strengthen your prezi.

Appendix B, Transitions, covers how you can make your presentation move forward smoothly in the present mode.

Appendix C, Keyboard Shortcuts, has a collection of shortcuts that can be used during presentation and for editing your prezis.
In this chapter, we will cover the following recipes:

- Choosing a Prezi template
- Navigating the Prezi canvas
- Working with text in Prezi
- Multiple textboxes for different styles
- Copying and pasting text and images
- Inserting images from your computer
- Inserting images from Google/Flickr
- Editing the images by cropping
- Using effects of Prezi's photo editor
- Understanding image file types in Prezi
- Inserting hyperlinks

Introduction

This chapter covers how to work on the Prezi canvas, and how to work with text and images. You will learn to apply templates and use different methods to insert and edit text and images.
Before we begin teaching you all the good stuff, it is important that you know that Prezi's editing tools are organized in two structures with some overlap of commands. We have the right-click menu, and we have the black toolbar that appears over a selected item, as shown in the following screenshot:

![Right-click menu and toolbar screenshot](image-url)

When you activate these tools, their options will be different depending on the item that you are working with. As an example, you will have different options to edit a frame versus text.

Some of the tools are only available in the right-click menu (such as rearranging your layers), so be sure to check out both tools when you are editing an item.

## Choosing a Prezi template

### Getting ready

When you create a new prezi, the first step is always choosing a template. There is no way to create a prezi without the use of a template.

Prezi offers a wide range of templates with graphics and frames. If you wish to design your prezi from scratch (without any imagery, and only a minimum of frames and placeholders for text), choose the template called "Blank".

### How to do it...

1. Click on the **New Prezi** icon in the account overview window.
2. Use the **Choose your template** window to view the many designs.
3. Click on **More** to view the complete collection.
4. Click on the template you want to use.
5. Click on **Use template** to create the prezi.
There is a shortcut to create a blank prezi, the white button to the left of **Use template**, as shown in the following screenshot:

![Choose your template](image)

**How it works...**

The ready-made templates offer a huge variety, not only in looks, but in structure and content as well. This is because the different templates serve different purposes. Some templates are structured to describe a process, others to support a message about a conflict, and others will be great to illustrate a forward-moving storyline.

The templates offer a variety of color schemes. For some of the templates, you can edit the underlying graphics and the color scheme, for others you cannot. To best support your message, choose colors that will appeal to your audience and match your subject.

In Prezi, the visuals are an integrated part of your message. When you choose a template or edit your design, it is very important that the visuals reflect your message in style and structure.
There's more...

Be aware that using the pre-designed templates in Prezi presents a potential pitfall.

Using the templates that Prezi supplies means using a template that others use too. This creates a risk for identical presentations at a meeting or for someone in your audience having seen that template before.

Starting your prezi based on the blank template (called Blank) gives you the option to create a prezi that is truly unique and that can be customized to fit the design guidelines for your company or organization 100 percent.

Use the templates to educate yourself on prezi design. Study the color schemes and the use of frames and path in these templates that are created by professional designers. Reuse all the ideas that you like in your own prezis.

See also

Please refer to Appendix A, Design, to read more about choosing the right template and structure for your prezi in the Basic design principles–composition section.

Please refer to Chapter 11, Templates, Colors, and Fonts, to learn about changing colors, fonts, and the background image for a template.

Navigating through the Prezi canvas

The canvas in Prezi is our working area. This is where we insert or create every item that we want to have in our prezi.

The canvas is flexible in many ways. It is a three-dimensional canvas, which means that we can work not only on the horizontal and vertical planes, but also in depth, by zooming in and out.

Prezi users often ask us "How big is the canvas?" or "How much can you zoom in Prezi?". These questions are very relevant and we are happy to answer because it is all good news: the canvas is potentially huge, and you can zoom a lot.

There are no set numbers or measurements to describe the exact size or depth of the Prezi canvas. When you reach Prezi's limits for width or depth of the canvas, you will get a message saying something like "Cannot zoom in/out more" or "Cannot pan more". These limits cannot be changed and you must adjust your content to fit the limits for the canvas area and depths.
However, the canvas is huge in width and depth and you will only seldom experience that you cannot move in a direction or depth.

The canvas in Prezi is large, flexible, and three-dimensional. Before you begin creating prezis, we recommend that you spend a few minutes to familiarize yourself with how the canvas works.

**Getting ready**

Create a new prezi by clicking on the **New Prezi** icon in the account overview window. Your new prezi opens in edit mode. Edit mode is where you see the Prezi canvas and the controls that you will use to create your content and edit the prezi. The following screenshot shows prezi in edit mode:

![Prezi canvas](image)

**An overview of the canvas**

On the canvas is a small toolbar that allows you to get an overview of your canvas. It is placed to the very right, midway vertically. The toolbar becomes visible when you hover your mouse over this area. It has three options, which are as follows:

- **House/Home**: This option adjusts your canvas to show a complete overview of all items on your Prezi canvas
- **Magnifying glass**: This option zooms into the canvas
Magnifying glass - This option zooms out of the canvas

If you ever feel that you've gotten lost on your canvas and don't know what's up and down or where you currently are, click on the House/Home icon to zoom in/out to a complete overview of your canvas.

**How to do it...**

Because the canvas is large, we sometimes need to move it around (to the sides or up and down) to access areas that are currently not visible on our computer screen. Moving the canvas is easy! Just use your mouse to:

1. Click anywhere on the canvas
2. Hold the left mouse key down
3. Move the canvas by dragging to the sides or up and down

**Zoom on the canvas**

The Prezi canvas has depth and you can insert and access content on any zoom level. It is easy to do! Using the scroll wheel on your mouse is the easiest way to zoom in and out. Notice where your mouse is pointing as you turn the wheel. This position on the canvas is where you are zooming into or out from.

Clicking and holding an element towards the visible edge of the canvas will move (push) the canvas to allow room for that element.

Familiarize yourself with zooming techniques in Chapter 7, Zoom and Turn.
Working with text in Prezi

Working with text in Prezi is very easy. All work with text is done in textboxes.

How to do it...

1. Click (once) anywhere on the canvas to create an open textbox.
2. Type in the textbox or paste copied text from another source into the box.
3. Click outside the textbox to close it.
4. To edit the text, reopen the textbox by clicking on it twice.

Take a look at the following screenshot:

If you don't want the new textbox you opened, cancel it by using the Esc key on your keyboard.

Textbox – an editing tool

The textbox shown in the previous screenshot is the toolbar that you will use for all text edits, except adjustments of size and turning.

To edit a previously created text, double-click on the text to access the textbox tools.

An open textbox offers a wide range of editing options. If a specific portion of text is selected, only this portion will be affected by the edits. Changes (edits) are applied to all the content in the textbox if you do not select a specific portion before applying.
**Style options in the textbox**

A style is a collection of settings for text. In Prezi, we can work with a maximum of three different styles for the text. These styles are Title, Subtitle, and Body.

A textbox can only have one kind of style in it, so any style that is chosen will affect all text in the textbox.

Click one of the three Prezi styles to apply it to your text. The following screenshot shows three different styles applied to the text in three textboxes:

![Three different styles applied](image)

**There's more...**

To use different styles for your text, you must create separate textboxes. This means that if you want to use the heading style and the body style, you create two separate textboxes. Read more about this in the Multiple sections for different styles section.

**Other options in the textbox**

Clicking on the icons circled in the following screenshot will change the text size in increments:

![Text size options](image)

To change the fonts for the styles, please refer to Chapter 11, Templates, Colors, and Fonts, to understand how to do it and refer to Appendix A, Design, for suggestions on how to choose fonts for different purposes.

The following screenshot shows the black icon used to access the color palette:
Clicking on the black icon opens the palette that allows you to change the color of the text. Select a portion of text to apply a color to that portion only, or just click on a color to apply to all text in the textbox. Then select a color by clicking on the palette.

Read more about applying colors in Chapter 11, Templates, Colors, and Fonts. Read more about colors as an element in your design in Appendix A, Design.

The following screenshot shows icons that can be used to apply bold or italics to your text:

Use these icons to apply bold or italic style to your text. Click again to remove bold or italic and go back to regular style.

Select a portion of text to apply a bold or italic style to that portion only. If applied with no text selected, bold or italic style will be applied to all the text in the textbox.

The following screenshot shows an icon to apply the background color to your textbox:

Click on the icon shown in the previous screenshot to apply background color to the textbox. Background color will be applied to all content in the textbox.
Inserting Text, Images, and Links

The icon shown in the following screenshot is used to apply bullets to the text in the textbox:

Click on the icon shown in the previous screenshot to apply bullets to your text. Bullets will be applied to the line you are currently working in, or all the text that you selected.

The icon shown in the following screenshot is used to choose the alignment for your text:

Click on the icon shown in the previous screenshot to choose the alignment for your text. The chosen alignment will be applied to the line you are currently working on, or all the text that you selected.

The icon shown in the following screenshot is used to apply indentation to the text:

Click on the icon shown in the previous screenshot to apply indentation to your text. Indentation will be applied to the line that you are currently working in, or all the text that you selected.

The handle shown in the following screenshot is used to adjust the width of your textbox:
Dragging the handle with the double-headed arrow allows you to adjust the width of your textbox. You can make it very narrow, very wide, or anything in between, according to your taste and needs.

Dragging the circle corner of the handle will change or adjust the size of the text. The textbox will adjust to fit the size of the text in it. Take a look at the handle shown in the following screenshot:

![Textbox handle screenshot]

**There's more...**

Most times, we adjust the size of the text without even opening the textbox. We have two different methods to do this.

Take a look at the following screenshot:

![Textbox screenshot]

Click to select the text. The black toolbar opens. We have two options to adjust the size of the text:

- You can use the + and – signs to change the size in increments
- Alternatively, just click and hold one of the four square markers in the corners to pull or drag to resize the text
Multiple textboxes for different styles

The choice of font and size for a textbox applies to all the text in a box. This means that you will have to create individual textboxes for size and/or font variations in text design.

If you have already created the text and then realize that you want to add a different design to different parts of it, all you have to do is split the textbox into more textboxes. It is very easy to do.

How to do it...

1. Place the cursor in the line of text that you want to remove from the textbox.
2. Each separate text paragraph (one for each time you hit Enter) in a textbox has a handle. Place the cursor on a paragraph to see its handle.
3. Grab the handle to drag this paragraph out of the textbox.
4. Drop it anywhere on the canvas.

Take a look at the following screenshot:

Copy and paste text and images

In Prezi, we use copying a lot because this is often the easiest and fastest way to create a copy that has the exact same size and settings as the original. We use it to copy all kinds of material such as text, images, videos, links, and frames.

Because Prezi is so flexible with size and angling of items, it can be hard or time-consuming to try and recreate a second item with the exact same settings as the original. On many occasions, it is often a good idea to copy and adjust an item instead of building it from scratch.
Prezi offers two methods of copying: duplicating, and copy and paste. They are both very easy and straightforward. Both methods can be used whether you want to copy just a single item or many items at a time. (You may want to read Chapter 4, Editing Elements on the Canvas, to learn about selecting multiple items.)

What is especially cool is that you can even use the copy and paste method to copy material from one prezi to another in your account.

**Getting ready**

Duplicating is a quick way to reuse material that you have in your prezi. It will help you save time by helping you avoid recreating or reimporting material that you already have in a prezi.

Open a prezi that has some kind of content on the canvas. We used an image file but any item will work.

**How to do it...**

Perform the following steps to duplicate an item:

1. Click on the item that you wish to duplicate, to select it.
2. Use the command Ctrl + D to create a duplicate item.

Perform the following steps to copy and paste an item:

1. Click on the item that you wish to copy, to select it.
2. Use Ctrl + C to copy the item to your clipboard.
3. Use Ctrl + V to insert the item on the Prezi canvas.

**There’s more...**

The copy and paste method can also be used to copy items from one of your prezis to another. The feature will not work across different prezi accounts, but you can copy from one prezi to another that you have in one specific account.

The copy and paste method can even be used to copy text from a word processing program into Prezi. In these cases, any formatting does not get transferred, but you will get the full (unformatted) text inserted onto your canvas.
Inserting images from your computer

Images can be inserted onto the Prezi canvas from your computer, or from the Internet. In both cases, you will begin by going to the Insert menu and choosing Image.

How to do it...

One way to insert images into the Prezi canvas is as follows:

1. Go to the Insert menu.
2. Choose Image.
3. Use the dialogue box now available to the right of the Prezi canvas.
4. Click on Select files to access your computer.
5. Locate the image you want.
6. Insert it by selecting it and clicking on Open or by double-clicking the image, as shown in the following screenshot:
Another method is drag and drop. It is so easy to insert images in a prezi using this cool drag-it method. You don't even have to use the **Insert** menu to insert great images in your canvas. Perform the following steps to insert the images:

1. Share your screen between your prezi and your image folder. To do this, click on **Restore Down** (upper-right corner of the screen) for the prezi's window and the image folder's window to allow the open windows to fit side by side on your screen.

2. Locate the image that you want in your prezi.

3. Drag the image from the folder to the canvas (this will create a copy of your image), as shown in the following screenshot:

![Dragging image](image.png)

Pressing on the key **L** (use lower case) on your keyboard opens your filesystem for easy access to insert an image on the canvas. See more shortcuts in *Appendix C*.

**There's more...**

Too many large images in your prezi can make your prezi's movements slow, and may cause it to not run smoothly during your presentation.

The maximum size for an image for Prezi is 2880 x 2880 pixels. You can safely insert at least 20 images as big as this in your prezi. If you insert more, it may cause the presentation to run less smoothly when presenting; worst case scenario being that it crashes and cannot run.

The solution is to only use large images when you need to zoom into them. And this is where Prezi actively lends a hand to help you.
When you are inserting a large image in your Prezi, Prezi opens the dialog box as shown in the following screenshot to ask if you need the image to keep its current (large) size or if you prefer that Prezi resizes the image in order to make it smaller. Consider this as an offer! If you do not need to zoom into this image, click on **Resize image**. If you need the image to be large enough for close zooming, click on **Keep original**.

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**Inserting images from Google/Flickr**

Let's now learn how to insert images from Google images and Flickr.

**How to do it...**

1. Go to the **Insert** menu.
2. Choose **Image**.
3. Use the dialog box now available to the right of the Prezi canvas.
4. Click on the search box just below the **Search images on the web** text.
5. Fill in a search term (such as climbing mountains, parrot, or whatever you need).
6. Click on the blue magnifying glass to start the search.
7. View the found images below the search box.

To insert one of these images on the canvas, just select, click, and drag the image from the sidebar to the canvas area. Take a look at the following screenshot:
Images for commercial use

If you are creating a prezi to use it for work or other professional purposes, you need to make sure that you are legally okay to show the images that you have in your prezi. When you buy images, you'll need to buy the right kind of license. When you are using Prezi's Insert function, you can filter your search to exclude images that are not licensed for commercial use:

1. Click on the triangle in the search field.
2. Go to the bottom of the small drop-down menu.
3. Put a checkmark next to Show only images licensed for commercial use.
The authors of this book cannot guarantee that all images found through a filtered search as described are licensed for your commercial use.

Editing images by cropping

Prezi is a presentation tool. It is not designed to be your main source for image editing. However, it does provide a feature that allows you to crop your images. Check it out—it’s fun.

How to do it...

Some images are beautiful but may contain an area that you do not need to show. In this case, you can use the cropping feature. (Cropping works like virtual scissors that let you "cut off" a slice of your image.) Perform the following steps to crop an image:

1. Click once on an image on your canvas to activate the toolbar for the image.
2. Choose Crop Image.
3. Pull the corner markers to control which portion of the image you want to show/hide.
4. Close the cropping tool by clicking outside the image (on the canvas) or by hitting Esc on your keyboard.
Using effects of Prezi's photo editor

For subscribers to the Pro and Edu Pro accounts, Prezi offers a tool that lets you apply a number of different effects to your image. The tool is called photo editor. Despite its name, the photo editor works for all images (not just photos) provided the file type is jpg, png, or gif.

Open the Photo Editor by clicking on Effects on the toolbar above a selected image, as shown in the following screenshot:

How to do it...

1. Open the Photo Editor by clicking on the image that you want to edit.
2. Choose Effects on the toolbar to open the Photo Editor.
3. Click to choose the effect that you want to apply to your image.
4. Click on Apply to add an effect.
5. When you are done, click on Save to save your edits.
Inserting Text, Images, and Links

The photo editor offers a whole range of great effects that you can use to change your image. The options offered in the editor include great features, such as enhancing image color, changing the light, adding contrast, removing red eyes in portraits, and much more.

![Photo Editor](image)

**There's more...**

Note that the photo editor offers a selection of frames that you can add to any image. Adding identical frames to images are a great way to create a more uniform look for the images in your prezi, even if they are quite different.

Once you save an image with the applied effects, it is not reversible. Help yourself by duplicating your image before editing it (Click to select the image and press Ctrl + D).

Understanding image file types in Prezi

There is no set maximum value for the size of a prezi. However, many years of experience tell us that a prezi can become too large for its own good. A prezi that has too much content will not run smoothly, and may eventually crash. It does not happen often, especially if you stick to the principles for image sizes.

**Image sizes**

Prezi recommends that you use images with a maximum size of 2800 x 2800 pixels. It is possible to insert images that are larger, but they may prevent your prezi from running smoothly.

If your prezi has images that you do not plan to zoom in on, a size of 1200 x 800 will look beautiful on any computer screen and fill it out without pixelating. Smaller image sizes also work well depending on how close-up you want the image to show.
When inserting a large image file, Prezi sometimes asks if you want to resize the image. If you do not need to zoom into the image, accept the resizing to keep down the size of your prezi. The proposed size for your image will be fine. If you need to zoom into the image when presenting, keep it at its original size.

File types for images

Prezi works with a large number of file types for your images. Each file type has its own characteristic, so check out the following list before you go looking for images.

Interesting image fact: Did you know that all images are actually square in shape?

Look at the cat in the following image. When we insert it on the Prezi canvas and select it, it is easy to see that this image (as with all images) is rectangular in its shape. While the cat is visible, the image background is invisible. This is called transparency when working with images. If the background is not transparent, it is typically white or black. Some file types can use transparency for their background, others cannot. Read on!

**PNG**
- Commonly used image format for the web
- Can use a transparent background

**JPG**
- Commonly used image format for the web
- Always has a colored background (background can be white, black, or any other color but will always be present)
Inserting Text, Images, and Links

GIF
- Commonly used image format for the web and many other purposes
- Gif format comes with the option of transparency

SWF
- Swf files are vector artwork that will not pixelate
- Swf format comes with transparent backgrounds
- The use of swf files requires access to a professional image editing program such as Adobe illustrator

PDF
- Can be used for images and text
- Pdf is zoom friendly and you can zoom quite close before you see pixelation
- Contains white background in most cases
- If your .pdf files have more pages, such as a brochure, it will upload to the canvas as separate pages

Inserting hyperlinks

Prezi is all about sharing information in any form that fits the canvas. With links, you can even share information that is not in Prezi, but located outside of Prezi.

Insert hyperlinks on the Prezi canvas to easily guide the viewers of your prezi to materials and sites that you are referring to in your prezi.

[Inserting a video is also done by inserting links on the canvas. Read Chapter 10, Media Files in Prezi, to learn more about inserting videos.]

Hyperlinks work as doors that open when clicked, to provide access to websites outside Prezi.

Getting ready

Perform the following instructions to insert a hyperlink:

1. Open a prezi (create a new one or use an existing one).
2. In another browser window, navigate to the address (URL) that you want your viewer to access. We used www.Imprezzing.com.
3. Copy the URL from the address line at the top of the browser window.
How to do it...

1. In your prezi, navigate to the section of the canvas where you want to insert your link.
2. Click on the canvas.
3. In the textbox provided, you can now paste your link.
4. Make sure that the http:// part is included as shown in the following image:

   ![Image of a link](http://imprezzing.com/)

How it works...

Links in your prezi only work when the presentation is in Present mode.

The link is underlined so that it is easily recognized as a link. To use it, just click on it as you would any other link.

There's more...

If you think the link does not look very nice, do as we did in the following image. Make http:// and .com invisible by editing the text so that it has the same color as the background.

![Image of a link with customized text](imprezzing.com)

URLs with anything other than HTTP or HTTPS protocols (for example, ftp://, mailto:, and so on) do not work in Prezi.
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