

### Why Add Interactivity to Evaluation Products?

Adding interactivity to evaluation products can help:

- See the big picture along with more details, in a single visualization;
- Engage stakeholders in the evaluation process;
- Readers better understand how evaluators arrived at conclusions;
- Identify and highlight trends or patterns; and
- Develop a versatile set of tools to respond to different audience needs, budgets, and time considerations.



### How to Add Interactivity to PDFs

Interactivity is added to PDFs by creating buttons that perform an action when interacted with, for example when the user clicks on the button. Buttons can be added using InDesign or Adobe Acrobat Pro software programs. The information below explains how to create each kind of interactivity demonstrated in today's presentation.

- Adobe Help: Create Buttons in InDesign  
[http://bit.ly/buttons\\_indesign](http://bit.ly/buttons_indesign)
- Video: Create an Interactive PDF in InDesign  
[http://bit.ly/video\\_indesign](http://bit.ly/video_indesign)
- Adobe Help: Create Buttons in Acrobat Pro  
[http://bit.ly/buttons\\_acrobat](http://bit.ly/buttons_acrobat)

#### 1 Pop-up Boxes

Create the button and the pop-up box. Select the button action Show/Hide Buttons and Forms, and choose the pop-up box as the object you want to show and hide.

#### 2 Navigation

Create the button and select a button action:

- Go To First Page, Next Page, Previous Page, or Last Page
- Go To Page (i.e., to navigate to a specific page in the document, like an appendix)
- Go To URL (i.e., to navigate to an external webpage)

#### 3 Show/Hide

Create the button and the objects to be revealed/hidden. Select the button action Show/Hide Buttons and Forms, and choose the objects you want to show and hide.

### Sample Interactive PDFs

- Check out slides and examples from the session in the AEA Public Library (Session DVR2)  
[http://bit.ly/aea\\_library](http://bit.ly/aea_library)
- Healthy & Active Communities 2013 Evaluation Report, Center for Public Health Systems Science  
[http://bit.ly/cphss\\_hac](http://bit.ly/cphss_hac)
- Outcomes of the Climate Change Adaptation in Africa research and capacity building program 2006-2012, International Development Research Centre  
[http://bit.ly/idrc\\_climatechange](http://bit.ly/idrc_climatechange)
- Annual Report 2010: Sustainable Innovation around the World, Frigoglass  
<http://bit.ly/frigoglass>

### Practical Considerations

- Adobe Acrobat Pro Pricing Options  
<http://bit.ly/acrobatpricing>
- Adobe InDesign Pricing Options  
<https://creative.adobe.com/plans>