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Create, Deploy, and Manage Digital Publications

If you want to create digital publications with engaging layouts and pages that pop, let epubliishing expert Pariah Burke show you how. This book provides the information you need to design and launch your digital publications, including how to create econtent from scratch and how to convert print publications to digital formats.

This book walks you through the entire process: planning, adding multimedia and interactivity, and publishing using InDesign. Step-by-step instructions and hands-on projects help you quickly build skills. In no time, you'll design media-rich ebooks, emagazines, ecatalogs, and more!

PARIAH BURKE is a design, print, and epubliishing workflow consultant and trainer. In addition to *Mastering InDesign CS5 for Print Design and Production*, he is the author or coauthor of five other books and more than 350 published articles. He is also a coauthor of the InDesign and Illustrator CS4 and CS5 Adobe Certified Expert exams, an Adobe Community Professional, and a freelance designer with twenty years' experience. Pariah is the host of a series of digital publishing, epubliishing, and design-business webinars, as well as publisher of a network of websites, communities, and tools for creative professionals, the Workflow: Network (www.WorkflowNetwork.com).

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Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, flowing script.

Neil Edde
Vice President and Publisher
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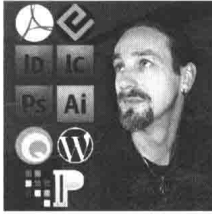
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About the Author



Pariah Burke: Empowering
and Informing Creative
Professionals

Pariah Burke is a creative professional trainer and a design, publishing, and digital publishing workflow expert and consultant whose passion is empowering, informing, and connecting creative professionals around the world (<http://iampariah.com/teaches>). As a freelance graphic designer with more than 20 years' experience, Pariah is an Adobe Community Professional and a former trainer and technical lead for Adobe's technical support team for InDesign, InCopy, Illustrator, and Photoshop. A prolific author, Pariah wrote the first Adobe InDesign book for experienced InDesign users, *Mastering InDesign for Print Design and Production*; has written books on publishing, Creative Suite, Adobe Illustrator, and QuarkXPress (<http://iampariah.com/books>); and has published more than 450 tutorials and articles (<http://iampariah.com/articles>). He is the coauthor of several InDesign and Illustrator Adobe Certified Expert exams, the tests Adobe administers to gauge the skill levels of InDesign and Illustrator instructors and experts. Pariah is the host of a series of digital publishing, publishing, and the business of design webinars (<http://iampariah.com/webinars>) and is the publisher of a network of websites, communities, and tools for creative professionals, the Workflow: Network (<http://workflownetwork.com>). When not traveling, Pariah lives in Boston, where he writes (a lot) and creates (many) projects and publications Empowering and Informing Creative Professionals.

Introduction

Print is dead! they cry.

They. Are. *Wrong*.

No, print is emphatically *not dead*. Print-only publishing, however, *is* dead.

If you (or your clients) publish anything with a larger distribution than a church bulletin only in print, then your publication will be dead before the end of the decade. (In that vein, you can find the electronic edition of this very book at www.sybex.com/go/epublishingwithindesign.)

We are hip-deep in the beginning of the largest shakeup in the publishing world since the Desktop Publishing Revolution of the 1980s. This book you're now reading is part of a comprehensive educational system that covers the entire publishing spectrum, from ebooks to fixed-layout picture books, from print-to-tablet digital replica publications to fully interactive tablet magazines, from periodicals to catalogs, and from ebooks to digital yearbooks. I say "comprehensive educational system" because this book is only the tip of the iceberg. *ePublishing with InDesign CS6* is not just a book but a full, ready-to-deploy publishing curriculum. And it goes beyond that, as well. Digital publishing is a wide and rapidly evolving set of industries. Some segments change so frequently that, had I written extensively about them in this tome, the text would be out of date before you had a chance to get the book. Consequently, I've covered those mercurial topics like fixed-layout ebooks on my website so that I can keep up to the minute with industry, format, and workflow changes so that *you* can stay up to the minute and produce the most powerful, most marketable epublications possible, using the most efficient and cost-effective methodologies available. You can find all the components at <http://abbrev.it/ePubInD>.

How This Book Is Organized

This book covers three overarching topic areas: the world and economics of publishing, ebooks, and rich-media interactive publications. Each section focuses on a different area of publishing—from the business, market, devices, and formats of epublications; then going into ebooks; and wrapping up with the area I'm most excited about, fully interactive periodicals, catalogs, and enhanced ebooks.

Chapter 1: Exploring Ereading Devices The first thing to understand about digital publishing is what devices people use to consume digital content, including what types of publications each device class can support, how people use the devices, and where ereading hardware is headed. You will find a startling array of devices on the market, but ultimately

there are only four classes of devices on which digital publications are consumed: ereaders, tablets, computers, and mobile phones. The pros and cons of each, and which epublication file formats each can support, can be maddening without this guide.

Chapter 2: Learning about Digital Publishing Formats Like devices, epublication formats are numerous and varied, with subtle differences between them but large divergences in purpose, capability, and device support. Consequently, it's most logical and productive to think of epublications in terms of format classes, with each class offering a particular combination of purpose, capability, and device support. This chapter discusses the unique characteristics and publishing experiences of EPUB; Amazon Kindle formats such as MOBI, AZW, and KF8; and PDF, digital replica, interactive-magazine, and HTML5-based epublications.

Chapter 3: Surveying the Digital Publication Types Now that I've covered the characteristics and capabilities of the available digital publication formats, it's time to think about the kind of content you want to disseminate digitally. In this chapter, I identify the purpose, character, and uses of the ebook, digital magazine, enewspaper, etextbook, and digital comic book publication types as well as explain which format classes are best suited to each type.

Chapter 4: Creating Basic Ebooks Whether creating ebooks from TXT files or word processor documents or converting existing print publications to EPUB, the basics are all the same. You must learn to think in terms of EPUB, to reevaluate how your content is organized, and to know how to structure it using InDesign's built-in tools in order to produce well organized, readable ebooks. The yellow brick road to becoming a wizard of ebook production starts with this chapter and proceeds through the next several chapters, creating progressively more interesting, more marketable ebooks and other EPUB-based publications.

Chapter 5: Working with Images and Multimedia in Ebooks Although the majority of ebooks are text-only novels and short stories, a large minority across all genres include photographs, illustrations, charts, graphs, maps, and all sorts of other imagery, and even audio and video. Moreover, even novels and short stories typically have at least cover images. Whether your publication merely needs a cover or requires lots of figures, creating and using them in ebooks differs in several distinct ways from creating and using graphics for print or other digital formats.

Chapter 6: Fine-Tuning EPUBs Successful, efficient EPUB production begins in, and centers on, InDesign and the tool set InDesign brings to the business of ebook publishing. However, InDesign isn't the *only* tool you'll need to produce ebooks of the highest quality, maximum compatibility, and utmost reader engagement. At a certain point, you'll need to go *inside* the EPUB to edit and massage the components InDesign can't reach, often working in conjunction with the original files in InDesign to build an ebook that takes fullest advantage of ereader hardware and software to provide an ideal reading experience.

Chapter 7: Creating PDF Publications for Digital Delivery Not to be overshadowed, PDF-format publications are still a viable—indeed, a popular—distribution format. PDFs support rich multimedia, hyperlinks, some pretty cool interactivity, scripting, reflowable text like an EPUB, and electronic forms. PDF viewers are available for all computer and mobile platforms, though feature support varies by platform. In this chapter, I'll use PDF to its fullest epublishing potential while defining the restrictions placed on it by certain devices. I'll also show some successful PDF-based publications that have been going strong for years.

Chapter 8: Covering the Basics of Interactive Magazines In this chapter, I'll focus on the nuts and bolts of interactive-magazine design—how to plan and build the layouts in both Adobe Digital Publishing Suite and its leading competitor, Aquafadas Digital Publishing System. I cover adapting one layout for multiple devices and orientations (including working with liquid layout behaviors to make that process as easy and quick as possible), building articles and pages the correct way, and filling in the important finishing touches.

Chapter 9: Creating Interactive Magazines with Adobe DPS Now that you know how to begin and lay out interactive magazines, I can get into the really good stuff—all the different ways in which those publications can be made interactive and engaging with Adobe Digital Publishing Suite. From adding animation and video to immersing your readers in 3D panoramic spaces, from including live web content and widgets to employing advanced content-replacement techniques to put volumes of information on a single page, at your readers' fingertips, I'll go hands-on and step-by-step, including all the interactivity in Adobe DPS and then showing how to build a viewer app for your publication and publish it to the Apple App Store, Google Play App Market, and Amazon Android App Store.

Chapter 10: Creating Interactive Magazines with Aquafadas DPS Competing head to head with Adobe Digital Publishing Suite is a comprehensive but lesser-known challenger from France, Aquafadas Digital Publishing Solution. Although not as popular as Adobe DPS, Aquafadas offers a much richer set of interactive elements for incorporation into digital magazines. Also working as an InDesign add-in, the Aquafadas system is more polished and professional-looking than Adobe's DPS tools, and, in nearly all other aspects, Aquafadas is arguably a better, more intuitive, more feature-rich system for producing digital magazines. In this chapter, I'll go hands-on through step-by-step instruction for including numerous richly interactive features, including slideshows and galleries, audio and video, read-along text, advanced content replacement, web and HTML content, and prebuilt games and activities.

How to Use This Book

You could, of course, use the print version of this book as a doorstop or to squish a bug—the aqueous coating on the cover will enable the guts to be easily wiped off if you don't leave them sitting too long. It's just thick enough that, should one of the casters fall off your office chair, this book could keep your chair perfectly balanced until it's fixed. If you find yourself trapped in the woods during the winter, there are plenty of pages herein to burn or to crinkle up and use as insulation inside your clothes.

Candidly, I prefer you read the book and use it to help you begin or expand your epublishing efforts. With that in mind, what follows is an explanation of the special way I've handled URLs in the book, a note about the lesson files, and a reminder that there's much more content available than what is directly between the bug-squishing covers of this individual printed book volume.

ASPIRIN-FREE WORKFLOW SIDEBARS

In addition to the standard tip boxes and sidebars you'll see throughout the book, I've included special Aspirin-Free Workflow sidebars to call extra attention to pointers that will make your production work a little less stressful and more efficient.

SPECIAL URLS

Throughout this book I've included a number of hyperlink addresses. To make it as easy as possible for you to use those hyperlinks while working with this book, they have been specially created and organized.

Each URL is written out so that you can type it into a web browser or make note of it for future use. In most cases, the URLs begin with `http://abbrv.it/`, which is the author's own custom URL-shortening service. These shorter URLs make it easier for you to retype what otherwise might be very long and complicated addresses. Also, because the URLs employ my own URL shortener, should the address on a third-party website change, I can update the shortened URL without invalidating the address provided in this book. Should you discover a broken link, please alert me immediately by emailing `ePublishingIND@iampariah.com` (subject: "Broken Link in *ePublishing with InDesign CS6*") so that I can fix the shortened link.

LESSON FILES

Obviously, the best way to learn some of the techniques presented in this book is by going hands-on, and you will, through numerous step-by-step tutorials. To make your hands-on learning easier, you are, of course, encouraged to work with your own production documents, but I've also provided copious examples you can dig through, manipulate, and test-publish.

Note that I used only the fonts automatically installed with InDesign. That way, when you open the INDD lesson files, you won't have to hassle with font substitution or text reflow; unless you chose not to install the Adobe Fonts or removed or deactivated them later, you already have the fonts I used installed and ready for your use.

How to Contact the Author

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Epiphanies?

Consulting inquiries?

Knock-knock jokes?

Examples of your digital publications I can use in a future edition of this book?

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