

The Basics

Basic Words

- *eBook • generic reference*
- *ePub • specific file type/format*

Basic Workflow: Three A's

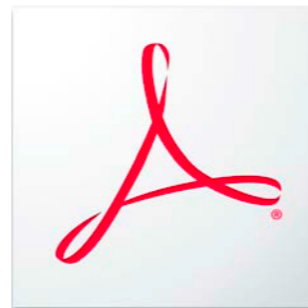
- *Authoring ePub*
- *Anatomy of an ePub file*
- *Accessing ePub*

Basic Approach

- *More designer-based: more inclined to use GUI tools instead of command line or coding*
- *Creating a workflow to create structured content for efficient publishing to print and eBook*
- *Avoid hand coding whenever possible*

Presentation vs. Content: PDF vs. eBooks

- *PDF supports presentation and appearance but restricts reflow*
 - *File readable on a variety of devices and software*
 - *Presentation is preserved, layout may be multiple columns*
 - *Navigation is more about looking at the page, bookmarks and links can be constructed.*
 - *You can zoom in/out but cannot change text size.*
- *eBook is primarily a linear, reflowing format*
 - *File readable on variety of devices and software*
 - *Content is linear and will reflow if text size is changed*
 - *Navigation features based on the table of contents and search*



or



Direct to ePub

- *Adobe Buzzword*

Layout & Design

- *Adobe InDesign*

ePub Readers

- *Adobe Digital Editions*
- *Calibre*

Hardware Readers

- *Sony eReader*
- *Amazon Kindle*
- *Apple iPhone & iPod Touch*
- *Readers that support ePub:*

<http://www.adobe.com/products/digitaleditions/devices/>

iPhone/Touch Readers

- *Stanza*
- *i2Reader*

Utilities & Aids

- *ZIP utility: Springy*
- *Text editor: BBEdit*
- *PDFXML Inspector*
http://blogs.adobe.com/digitaleditions/2008/10/a_great_tool_for_making_small.html
- *MOBI Conversion*
 - *Calibre* <http://calibre.kovidgoyal.net/>
 - *Mobipocket Creator 4.2 Publisher Edition* <http://www.mobipocket.com>
 - *LexCycle Stanza* <http://www.lexcycle.com/>

Digital Editions

- *Reading PDF & ePub*

Sony Reader

- *Supports PDF, ePub, .doc*

Kindle

- *Supports mobi and .azw formats*
- *Kindle DX supports PDF*

iPhone

- *i2Reader v. Kindle Reader*

Basic Workflow

- *Basic Source -> Acrobat Buzzword -> ePub -> mobi -> Kindle*
- *Basic Source -> InDesign -> ePub -> mobi -> Kindle*
- *Basic Source or mobi -> Amazon DTP -> Kindle*

Basic Source Files

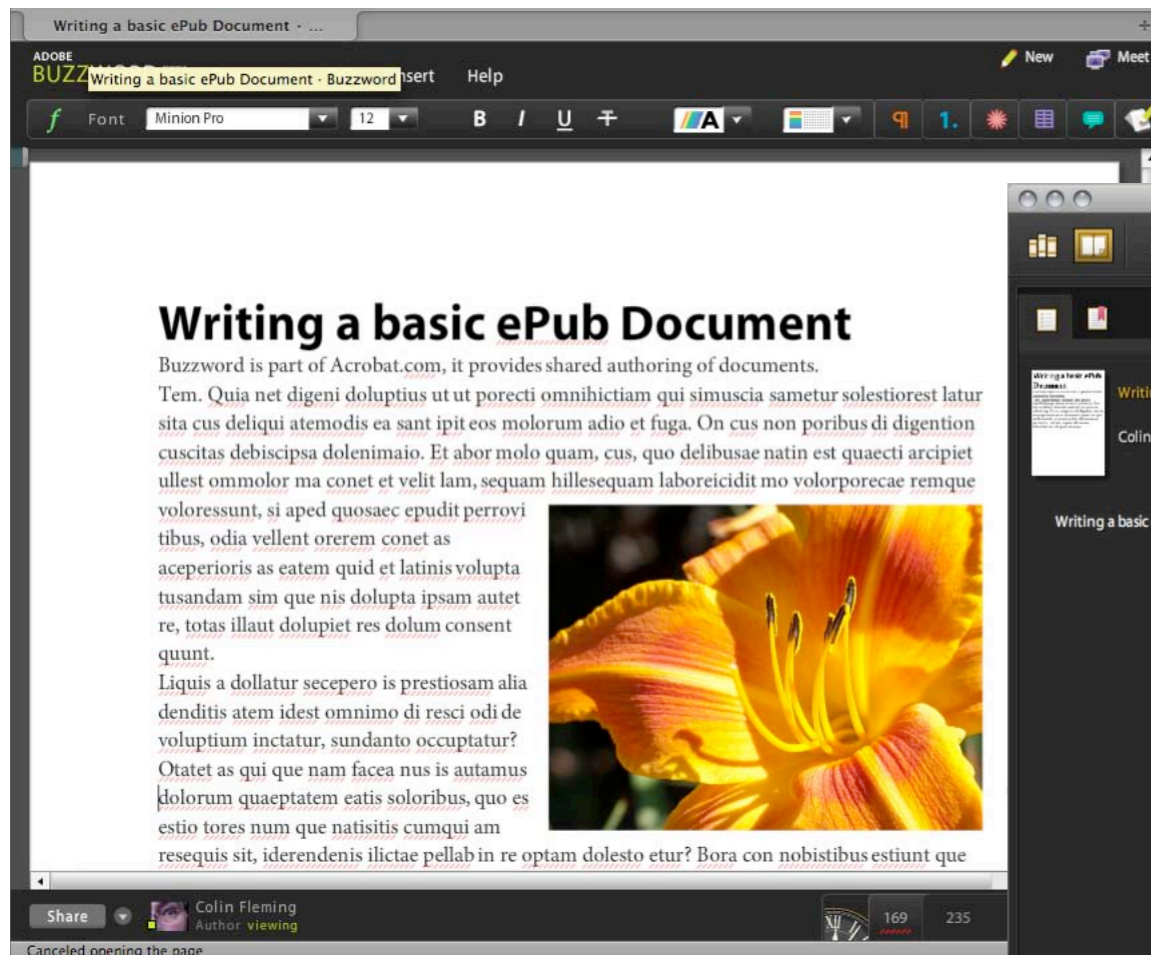
- *Article content from Word, RTF, text, etc.*
 - *Images for layout are inline elements*
 - *Stick to a structured, block-oriented layout*

Writing for Basic Conversion

- *KISS: Basic, Structured Writing and Formatting*
 - *Word, RTF can be source for both InDesign layout and direct upload/conversion for Kindle*

Basic ePub Authoring

- **Buzzword can save to ePub**
 - *This would allow collaborative writing before exporting to ePub.*
- **Limited style support, no structure for ePub (TOC, cover, etc.)**



Writing in Buzzword...



...Reading as ePub

Design Considerations

■ *Judicious Use of Styles*

- *InDesign styles will become block elements used to control the reading flow in the eBook. Styles in an InDesign make it easy to control the appearance and formatting of text and layout; and these styles will become part of the xhtml code created in the export to Digital Editions. These styles can then be controlled with a CSS for Digital Editions and ePub. Styles create block layout, manually styled content loses the manual styling.*

■ *Linear Flow*

- *You need to create a single flow of text within your document before exporting to Digital Editions. This will create a single .xhtml file for your document and make it easy to control and predict the reading order in your eBook reader. Create a single flow of text within your document.*
- *Look at your document in the Story Editor, make that look good and flow well.*

- ***Inline Graphics***
 - ***All placed graphics need to be inline or anchored objects, this will allow you to control where the graphic appears in the text flow of the document. It's part of creating the linear flow.***
 - ***Inline and anchored objects are created the same way in InDesign, simply cut the graphic, switch to the Type tool and click into the story where the graphic should go, then paste. You get an inline object initially, it can only be moved up or down within the slug where it was pasted.***
- ***Keep It Simple***
 - ***Avoid smart quotes, high-ASCII characters to minimize character encoding errors.***
- ***Some page references are not maintained in an eBook***
 - ***TOC, Index, & page references are dropped***
 - ***Footnotes & Hyperlinks to text anchors are kept***
 - ***To create an anchored object, select the inline object and use the Object > Anchored Object Options command. Then change the type to Custom and control the position by using the options in this dialog box.***

Working with Anchored Objects:

- *Textwrap only works for lines below the position of an anchored object.*
- *An anchored object is part of the paragraph, so it will appear inline with the text when viewed in an eBook reader.*
- *Controlling images and captions: group the two objects together, then turn them into an anchored object.*
- *For consistent anchored object appearance in your design layout, use an object style.*
 - *To create an anchored object, select the inline object and use the **Object > Anchored Object Options** command. Then change the type to **Custom** and control the position by using the options in this dialog box.*

TRICK:

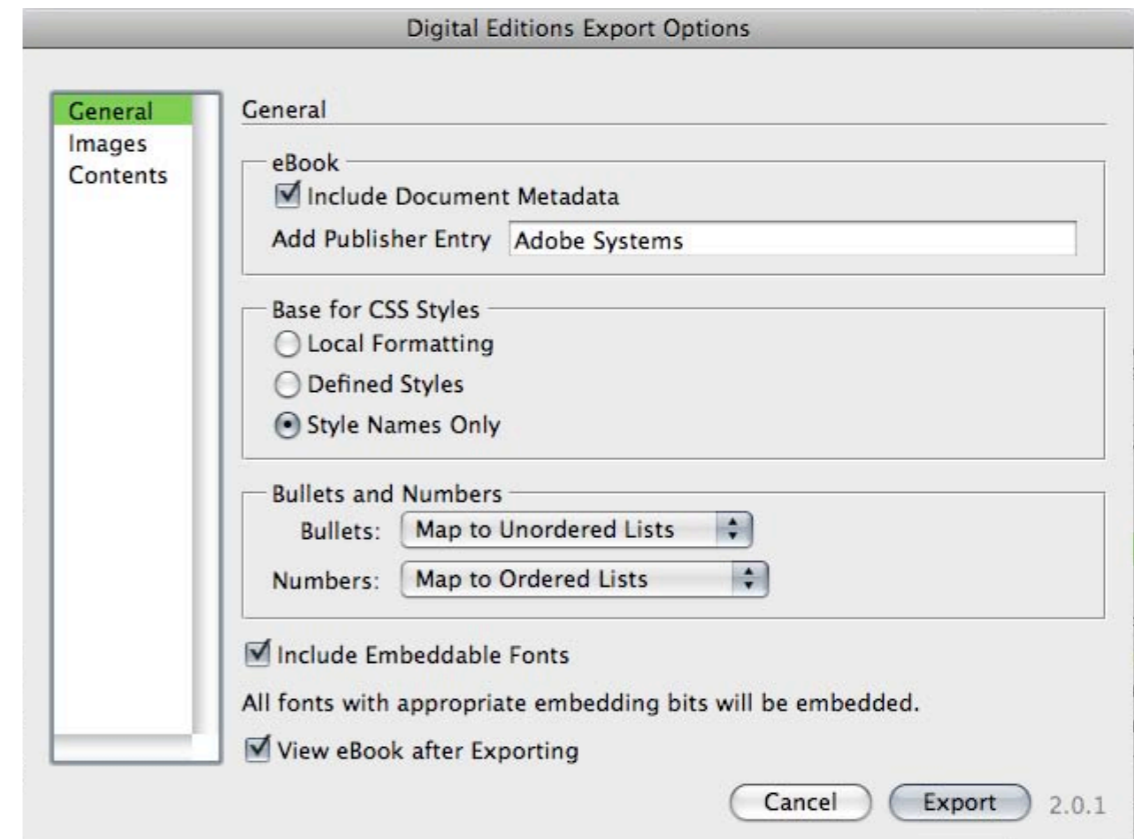
To ensure that a graphic appears between paragraphs it must be in its own paragraph. This will add a “blank” paragraph to the design but control the placement in the eBook. To control the visual layout for print and PDF you can create a paragraph style to control this vertical space in the layout. This new paragraph style should use a leading of 0 points; this will create no vertical space in the design layout. Note that if baseline grid snapping is on this may complicate your control of the layout and you might want to avoid using baseline grid snapping for your paragraph styles for body text and inline anchored object styles.

Single document export to Digital Editions

- *Simple document becomes a single ePub*
- *File metadata becomes book metadata*
- *TOC creates navigation*

Long Documents

- *Based on an InDesign book file*
 - *ePub metadata based on the master document*
 - *Synchronize styles from the master document*
- *Export to Digital Editions from the Book Panel*
 - *All files are exported*
- *Options when exporting to Digital Editions*
 - *Styles*
 - *Images*
 - *Table of Contents*

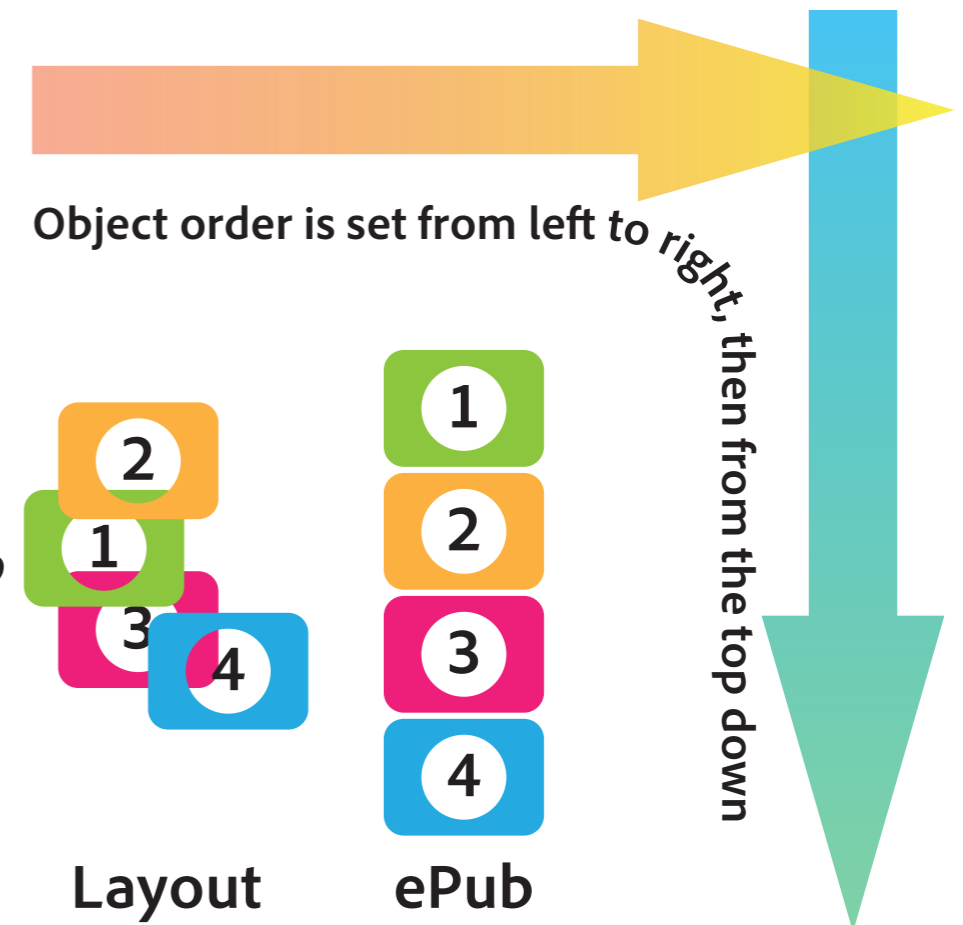


Exporting Documents: Guidelines

- **Conversion of layout is Left-Right/Top-Down**
 - *Location of layout object's upper left corner influences where the object is referenced in XHTML output*
 - *Grouping creates <div> tags*
 - *<div> location is still Left-Right/Top-Down*
 - *Content of <div> is Left-Right/Top-Down within the group*
 - *Layers do not influence conversion*

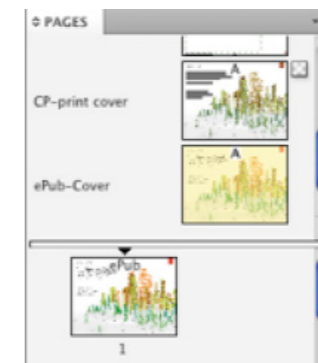
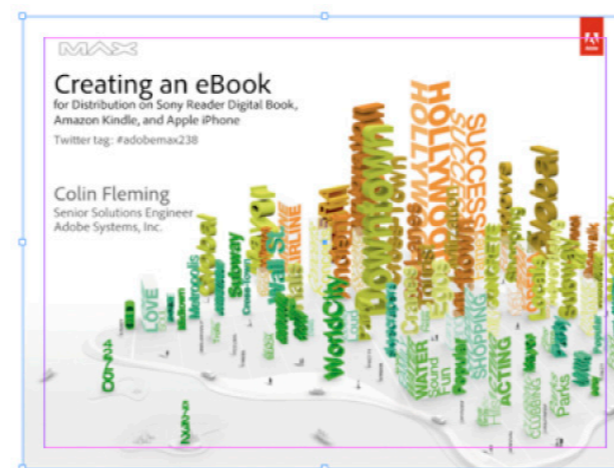
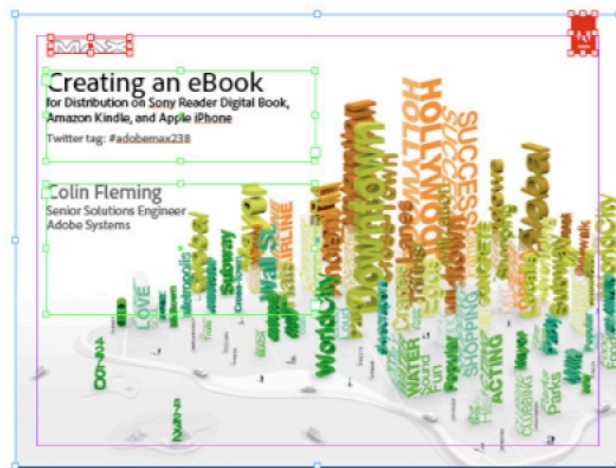
Tips

- *Extend frames to left to control flow order in conversion*
- *Use textframe insets and image frame edges to control content flow*



The cover for an ePub needs to be a single image so that the design elements are not linearized.

- *Create the cover design on a master page, then apply that master to a document page.*
- *Export the cover as a jpeg.*
- *Then place the jpeg on the cover.*
- *(Master page items are not exported to Digital Editions)*



Key Concepts:

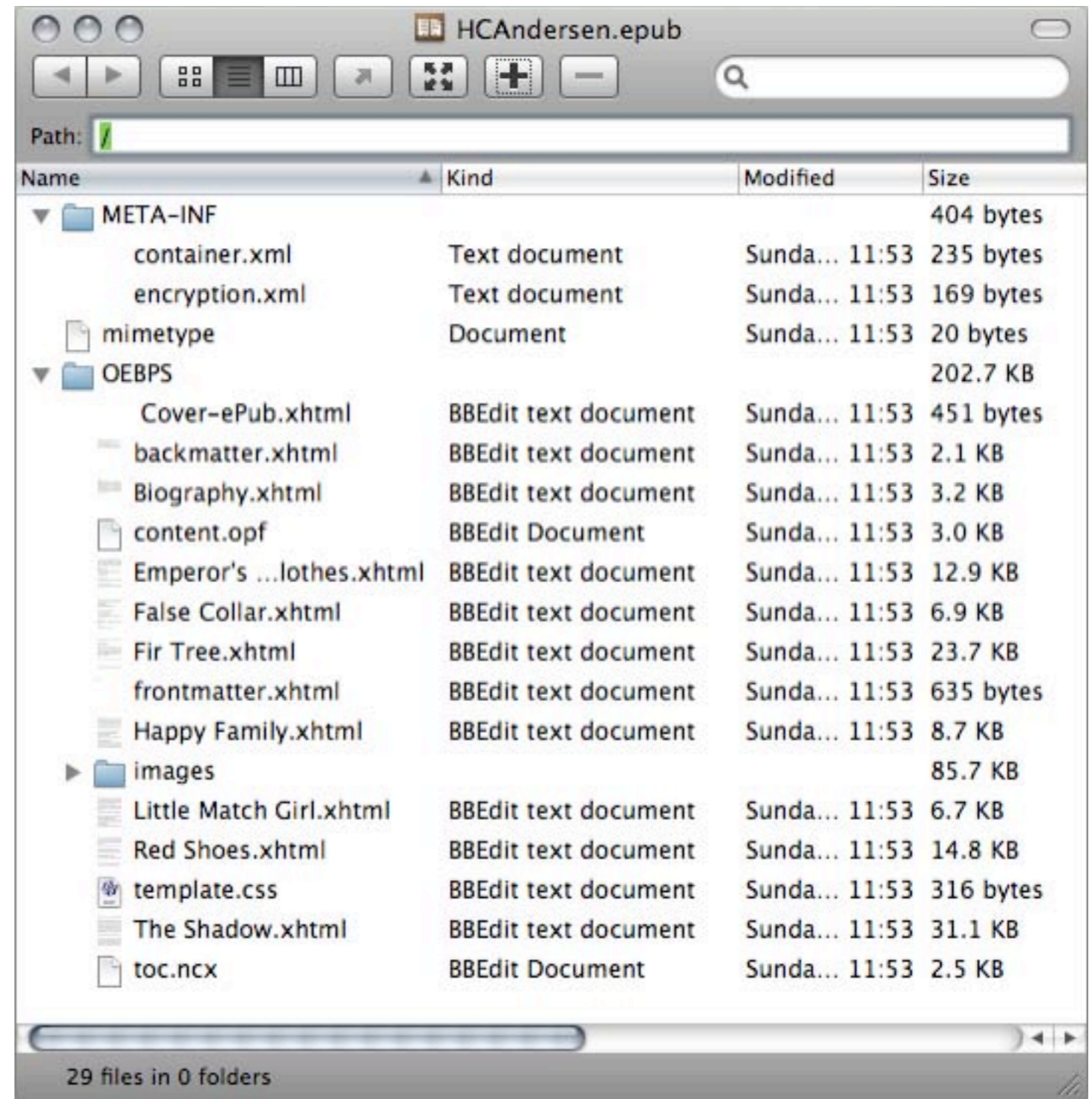
- ***Make it linear***
- ***Use inline graphics***
- ***Use a TOC***
- ***Use a book***
- ***KISS: Keep it simple, structured, styled***

Caveats:

- ***Manual formatting removed***
- ***All styles restricted to char/para/object styles***
- ***<div> tags used, no ID tags created in xhtml***
- ***Use anchored frames for image location control***
<http://blogs.adobe.com/digitaleditions/indesign-epub.html>

Contents of .epub

- *mimetype*
- *META-INF*
 - *container.xml*
 - *encryption.xml*
- *OEBPS folder*
 - *content.opf*
 - *toc.ncx*
 - *template.css*
 - *<chapters>.xhtml*
- *images folder*
- *FONTS folder*



- **content.opf**

Describes what's in the ePub

- **manifest**

Declaration of all files used by the ePub

Strict file types: jpeg not jpg

- **spine**

reading order for page through of publication (next page / previous page)

- **toc.ncx**

Defines links in Table of Contents and thumbstick navigation on Kindle

- **template.css**

controls format of ePub

- **<chapters>.xhtml**

The content of the ePub, what we read

- **images folder**

Contains images used in the publication

- **FONTS folder**

Contains embedded fonts, OpenType is recommended, some TrueType may work

template.css

- *The most obvious or appealing file to edit in an ePub. This is where you can control the presentation of your book.*
 - *Each reader supports slightly different capabilities and as you move from ePub readers to Kindle you lose more creative control of your layout and encounter less support for layout.*

content.opf

- *The most likely edits will be to the metadata and spine elements.*
 - *Most metadata can be entered via the File Info for the InDesign document or the master document in a book file.*
 - *The spine elements controls the page-through experience in a multi-file ePub; you can edit the order of files in the spine to create a custom experience.*

toc.ncx

- *The most likely edits will be to correct typos in the text elements in navLabel*

Basic Kindle Authoring

- *Submit text, rtf, doc, html, or prc file to Amazon DTP service*
 - *Works for single files.*
 - *For control, publications with images should be converted to a book format and then to a mobi format to include the images.*
- *Email to <device>@kindle.com*
 - *Fee service will download directly to Kindle*
- *Email to <device>@free.kindle.com*
 - *Converted files are emailed to primary Amazon address for the device*
 - *Free service requires user to load via USB*
- *Conversions are limited to specific email sources controlled by your Kindle account.*

Advanced Authoring with Amazon Digital Text Platform (DTP)

- ***File conversion via upload to DTP***
- ***Requires an Amazon account***
- ***Ties into your bank account to support eBook sales and tracking***
- ***Supported files:***
 - ***Plain text (.txt), Microsoft Word (.doc), HTML (.html, .htm)***
 - ***MobiPocket (.mobi, .prc)***
 - ***Adobe PDF (.pdf)***

Cover images for publishing via Amazon DTP

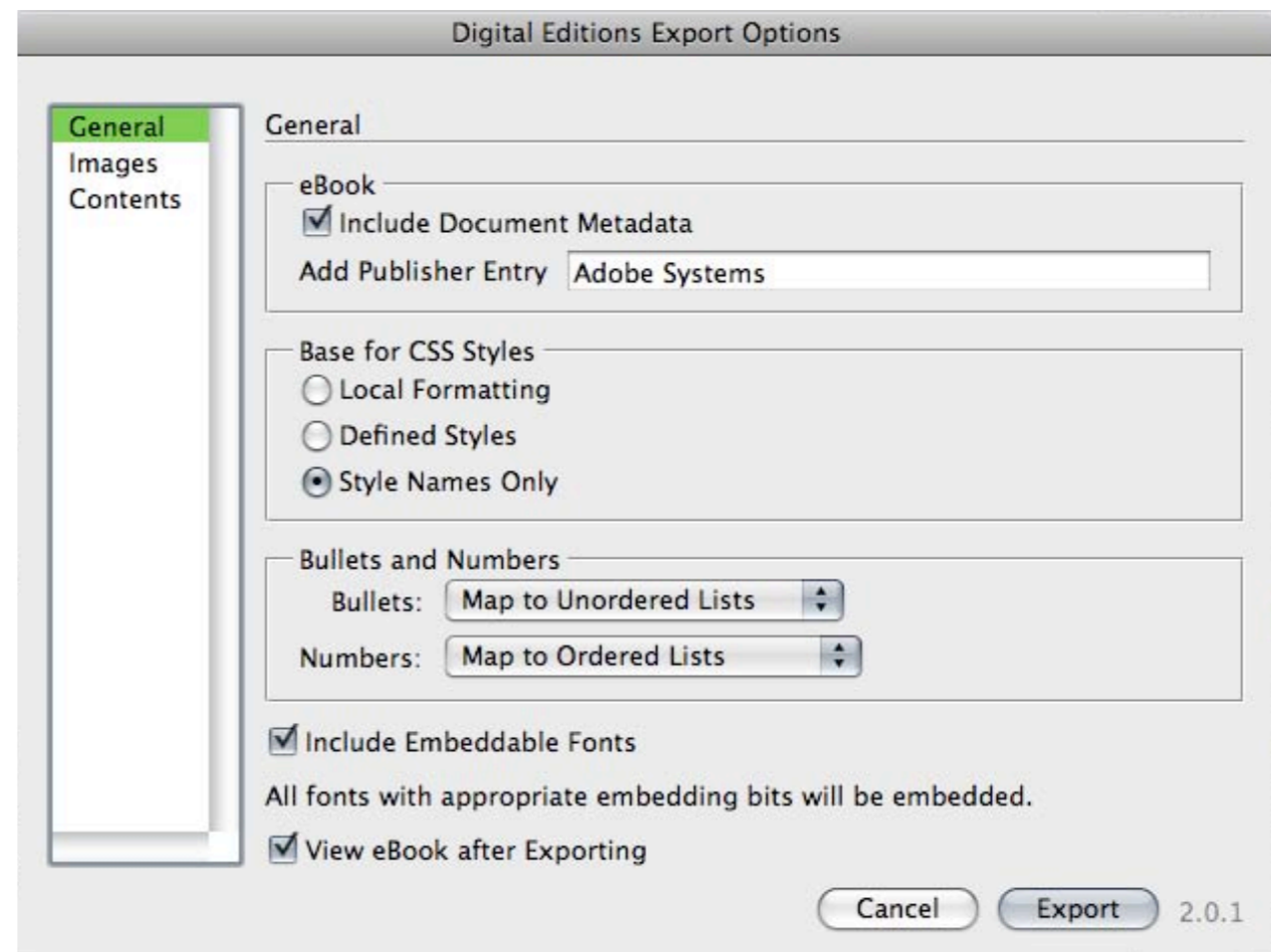
- ***RGB only as TIFF or JPEG***
- ***Image Dimensions***
 - ***At least 500 pixels on the longest side***
 - ***1000 pixels on the longest side preferred***
 - ***Filename requirements:***
 - Amazon ASIN, ISBN, EAN, JAN, or UPC followed by file extension*
 - Additional views can use 4-character variant codes: filename.variant.extension*

InDesign to Kindle

- *Convert ePub to mobi (Calibre)*
- *Data stream is the key*

Process

- *InDesign export to Digital Editions*
 - *Include Document Metadata*
 - *Style Names Only for CSS*
 - *Optimize images*
 - *Generate TOC*
- *Add ePub file to Calibre*
- *Convert ePub to mobi*
- *Load to your Kindle*



Differences between Kindle and Kindle 2

- *Em unit varies*
- *Table support new for Kindle 2*

Reader vs. Content

- *Reader software is half the challenge.*
- *Getting the eBook onto the iPhone is the second half.*

Amazon Kindle reader synchronizes to your purchased books from Amazon. Not to manually loaded or converted content.

You need a utility to load files to your device

- *i2Reader says it talks to Calibre and i2Reader has FTP built-in*
- *Bookshelf has a java (or javascript?) utility that lets you browse and load file from you laptop/desktop from your device*
- *Then use reader software on iPhone or Touch*

InDesign to Kindle white paper

<http://www.adobe.com/devnet/digitalpublishing/articles/indesigntokindle.html>

Kindle Formatting by Joshua Tallent

<http://kindleformatting.com>

Kindle Zen blog/twitter:

<http://www.kindlezen.com>

Jakob Nielsen: Kindle Content Design

<http://www.useit.com/alertbox/kindle-writing.html>

Kindle for script reading at Lions Gate

<http://www.informationweek.com/news/hardware/handheld/showArticle.jhtml?articleID=219500664>

O'Reilly Tools of Change: <http://toc.oreilly.com/>

Tools of Change AZW info: <http://toc.oreilly.com/resources/azw.html>

O'Reilly Labs EPUB Resources & Guides:
<http://labs.oreilly.com/2009/03/epub-resources-and-guides.html>

Amazon Digital Text Platform <https://dtp.amazon.com/mn/dashboard>

HTML Attributes

- *Measure in pixel, point, percent, or em*
pixel = points, em value varies between Kindle 1 and Kindle 2
 - *class*
 - *name*
 - *width*
 - *height* — *sets top margin*
 - *style*
 - *align (left, center, right)*

Supported tags

- `<head>`
- `<body>`
- `<!-- -->` *comment*
- ` ... ` *named anchor*
- ` ... ` *link*
- `<hr />`
- ``

- `<mbp:pagebreak />` *page break*

Formatting

- `<h1> </h1>` (1-6)
- `<div> </div>`
- ` `
- `<p> </p>`
- `<blockquote> </blockquote>`
- `
`
- `<center> </center>`
- ` `
- ` `
- ` `

Presentation Markup

- `<small> </small>`
- `<big> </big>`
- `<i> </i>`
- ` `
- ``
- ``
- `<cite> </cite>`
- `<var> </var>`
- ` `
- ` `
- `<u> </u>` underscore
- `<s> </s>` strikethrough

Code Markup

- `<code> </code>`
- `<kbd> </kbd>`
- `<samp> </samp>`
- `<tt> </tt>`

CSS Markup

- **Font Controls**
 - `font-size` (*xx-small, x-small, small, medium, large, x-large, xx-large, measurement, %*)
 - `font-style` (*normal, italic*)
 - `font-weight` (*normal, bold*)
- **Position**
 - `vertical-align` (*sub, super*)
- **Text**
 - `text-align` (*left, center, right, justify*)
 - `text-decoration` (*underline, line-through*)
 - `text-indent` (*measurement, %*)