Digital Publishing Update

Iain Anderson, trainingbrisbane.com

Digital Publishing Today

✤ Focusing on the iPad, because:

  ✦ Reading on a general-purpose computer is not good

  ✦ Kindle/Kobo/etc are limited while iPad supports all the eBook stores

  ✦ The iPad's retina screen is great

  ✦ Competitors to-date have been poorly received, and Apple still have a huge chunk of the market

✤ Your options:

  ✦ Adobe's solution

  ✦ Apple's solution

  ✦ A third-party solution

  ✦ Publish independently

Two Strategies for Digital Publishing

- Layout-focused (our focus here)

  - Looks like (or is) a PDF

  - Designers get to do what they want

  - You'll be using InDesign for most of the work

- Content-focused

  - Layout controls are limited

  - Text can reflow and fonts may be changeable

  - You'll likely use a third-party tool at least for final touches

- The content will dictate your choice

InDesign CC

* As the dominant tool for page layout, many designers look to InDesign to provide a solution

    * Some new features are useful to everyone

    * Some new features are especially handy in digital publishing

* Adobe recommend the Digital Publishing Suite, which ties in to InDesign

    * Third party plug-ins exist too, but they're likely to be less successful in the market

InDesign CC: New features summary

- The guts of the program no longer rely on the deprecated Carbon framework, so InDesign will continue to work on newer versions of OS X. Unfortunately this took a while to complete, so other new features took a back seat.

- Retina display support
    - Huge if you have a capable Mac

- Smaller items
    - Font menu improvements
    - Improvements to EPUB export, though EPUB is more for content-focused publications
    - QR code generation
    - Dark (though optional) interface like other CC apps
    - Improvements to the Pages panel's previews and new document previews
    - Exchange panel for easier access to scripts and add-ons

Creative Cloud sweetener for iOS

- ❖ Digital Publishing Suite (DPS) allows unlimited iOS apps for free!

  - ❖ One-off apps, not subscription apps like magazines

  - ❖ Apple Developer membership is still required

  - ❖ Process is improved

  - ❖ Integration with InDesign is better than any third-party offering

  - ❖ Finally it's possible to zoom in the resulting app, critical with the new 80% screen size iPad mini

  - ❖ While most DPS apps use PDF behind the scenes, you can now use HTML as well — though free alternatives exist if you go this route for your whole app

- ❖ Here are two free apps I made using Digital Publishing Suite:

  - ❖ Queensland Caravan Parks Directory 2013

  - ❖ Lefty and Ron (HD)

…yet not so sweet for all

✤ Critically, you can't make Android apps for free with DPS.

  ✤ The one-off app support doesn't exist on Android yet

  ✤ If/when it's implemented for Android, it might be free or it might not

  ✤ Multi-issue apps are supported (as on iOS) but you face monthly fees and per-issue download fees to the tune of several thousand dollars a year

  ✤ You still have a much larger testing problem on Android due to fragmentation of OS versions, screen resolutions and aspect ratios

We need to talk about Android

✤ Here's an analogy I came up with recently.

  ✤ If you were writing a document in English, then you might have to make a few small changes to support the world's different kinds of English speakers, in the UK, the US, Canada, Australia, New Zealand, etc.

  ✤ Turns out that maps pretty well to the iOS ecosystem, with the different, yet similar users on iPad 1/2/3/4/mini running iOS 4/5/6/7. There are differences, but they're pretty minor — especially as the vast majority of users are on the latest OS. All these devices have the same aspect ratio, and there are only two resolutions in play across all of them.

  ✤ Yet, when someone asks about developing "the Android version", it's like they've just asked you to write a document "for Europe", in French/German/Italian/Dutch/Flemish/Romansch/Ukranian/Russian/Bulgarian/etc. There is no one "Android" version. Instead, there are a multitude of different devices, with different resolutions, different aspect ratios, running different versions of the operating system. Even if you can produce an app that runs on all or most of them, you've still got to test across many more devices than on iOS.

  ✤ Add in the extra cost for publishing multi-issue apps to Android and it's a disaster.

What about PDF?

✤ Unfortunately, while PDF is a standard, most of the interactive features that have been added to it are not

  ✤ Audio, video, page turning and animation features built into InDesign don't work in PDFs unless you use Adobe Reader on a desktop

  ✤ These features don't work in Preview on a Mac, on a tablet, or on a phone

  ✤ Hyperlinks do, however work everywhere

✤ The upshot is that none of the animation features of InDesign are usable in Digital Publishing Suite projects

✤ However, PDF remains a useful way to distribute non-interactive design-focused content to everyone

The lowest common denominator solution

* No matter how nice it is, desktop users simply can't access an iPad or an Android version of your content. Therefore, the only two ways forward that make sense for a solution for everyone:

  * If you want to fix the aspect ratio for a more print-like design with limited interactivity, use PDF

  * If you want a more free-form layout to take best advantage of each device, use HTML

* At the end of the day, you need to **build a good website**.

  * Desktop and mobile users can use it, and it can form the core of an app for any devices that aren't better served with another solution like Adobe's Digital Publishing Suite or Apple's iBooks Author.

  * In summary: DPS is still a good way to make interactive apps, but you need a website or a PDF as a lowest common denominator solution.

iOS apps with Digital Publishing Suite

* Adobe have a great big document that tells you everything you need to know. Follow every step:

  * Register with Apple, pay $100/year, add your test devices, etc.

  * Use Apple's portal to create a new App ID, then download some profiles and other certificates

  * Create some icons and some previews

  * In InDesign, create a "folio" with one or more "articles"

  * Use alternate layouts for portrait and landscape if you want to support both

  * Use overlays to add interactivity (important or you could be rejected)

  * Publish your app using the Creative Cloud service, adding icons and screens when prompted

  * Test, and if it's good, submit and then wait

 * http://help.adobe.com/en_US/ppcompdoc/Step_by_step_guide_to_dps_se.pdf

Other Options: Apple's iBooks Author

✤ iBooks Author is an InDesign-free workflow which has some great benefits if you can go iPad-only, and iBookstore-only

   ✤ This may be OK if you can satisfy other users with PDF, a website, or an HTML-based app

   ✤ The iBookstore does allow regular EPUB books and fixed-layout EPUBs, but you might as well use iBooks Author if you're going the layout-focused route

✤ Critical points about iBooks

   ✤ Publications made with iBooks Author are not apps; they're readable in iBooks on iPad, iPhone and soon OS X 10.9

   ✤ You can sell or give away your iBooks through Apple's iBookstore if you wish

   ✤ You can also distribute iBooks yourself, from your own website, but only if they are free

   ✤ You can export to PDF as a lowest-common-denominator

Other non-InDesign strategies

✤ Use an HTML bridging tool for a hybrid solution (<u>PhoneGap</u>, <u>QuickConnect</u>, <u>Laker</u>)

  ✤ You're essentially packaging a web page or site as an app — <u>I've done two already</u>

  ✤ Laker/Baker in particular looks like a fantastic solution for magazines, but you'll build in HTML and not InDesign

  ✤ Tools like Edge Reflow and Muse can form an important part of these solutions

  ✤ You could also build a Flash-based app, or use something like Hype, but watch for performance issues
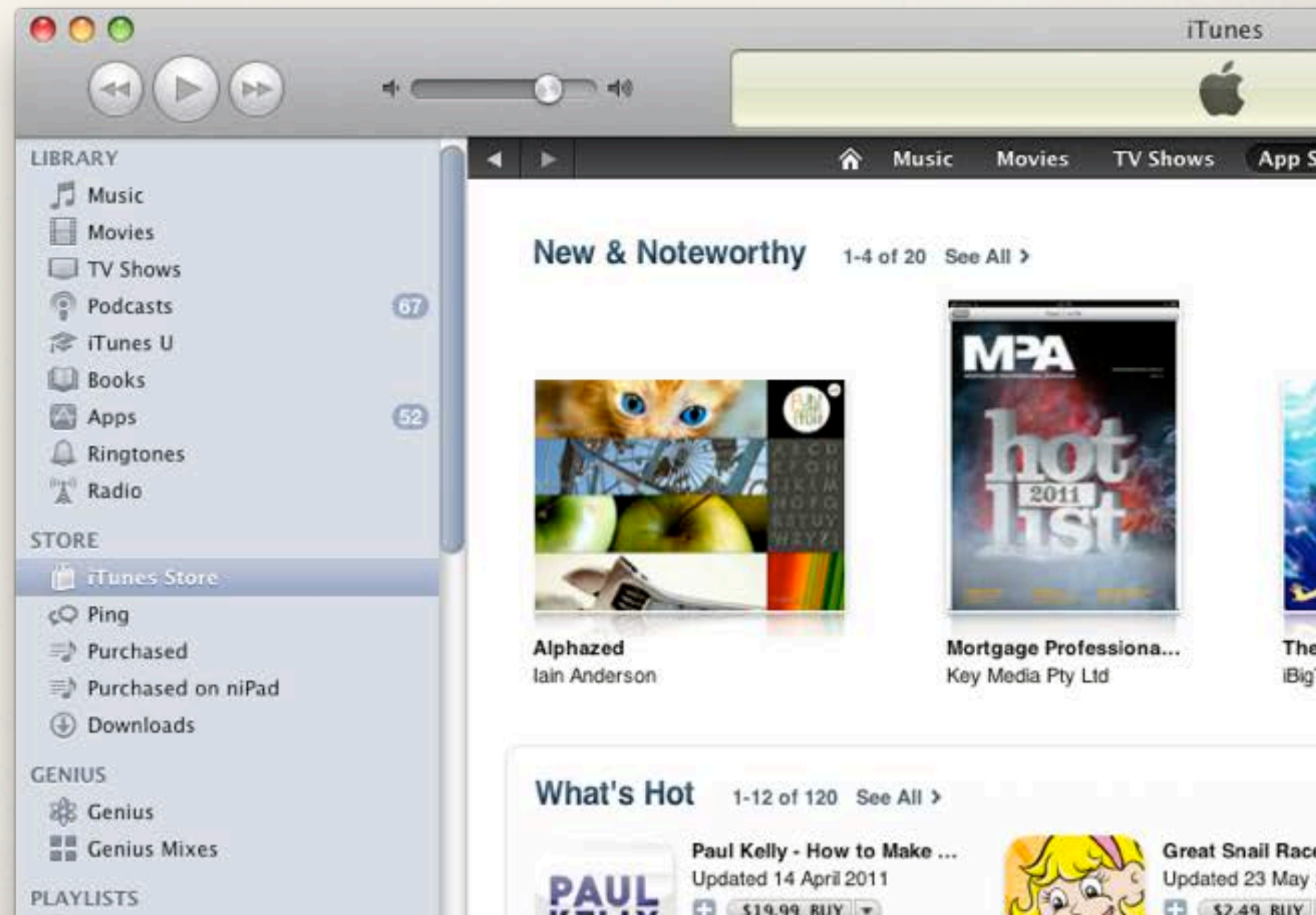
Why Publish Digitally At All?

* [eBooks] are not the future of books. Those things are very much the present of books. The future of publishing isn't actually about moving from print to digital media. It's about moving from scarcity to abundance.

  * Kate Eltham, CEO, Queensland Writers Centre

* Print is becoming an ever smaller niche

  * It's not going to completely disappear, but it won't be the only way information is distributed

  * Printed materials can hang around in a way that digital doesn't; they are read "because they're there" in the same way that people watch what's on TV rather than choosing something themselves

* You can re-use your existing print design skills, at least in part

  * Design isn't going away, but the applications and techniques will change

Print Publishing is Broken

- Retail is dead

  - Backlist (anything not a new release) is a huge problem — there's never enough space

  - On-demand printing is still too expensive

- Why would you want to be an author?

  - If you're not a hit (99.9%) you won't be on shelves the next year

  - Even if you can stay in print, you are unlikely to ever make any money (5-10% of cover price to author)

  - Yet my mother can sell knitting patterns as PDFs on Etsy and keep the vast majority of the cover price

  - And I can sell my books as apps on the App Store and keep 70% — the only problem is promotion

  - Some might say that the Australian publishing industry has their head in the sand — but I couldn't possibly comment

Convenience Always Wins

* People love having every song they own on their iPod, always with them

* The iPad lets everyone keep every book and magazine they own:

    * always with them

    * always searchable

    * shared throughout a household, for free

    * never lost, dirty or rare

* But I like the smell and feel of books!

    * People like the smell and feel of vinyl too — it's three formats old

    * It survives as a niche, as will printed material

    * Many who say they prefer paper haven't tried reading on an iPad or Kindle

    * You can buy some books on paper while usually buying eBooks, just as people collect vinyl but listen to digital audio

=

A Substitute for a "Real" Book?

A real perfume, Paper Passion

http://twelvesouth.com/products/bookbook_ipad/

Inevitability

- John Siracusa's argument:

  - Take all of your arguments against the inevitability of e-books and substitute the word "horse" for "book" and the word "car" for "e-book."

  - "Books will never go away."
    True! Horses have not gone away either.

  - "Books have advantages over e-books that will never be overcome."
    True! Horses can travel over rough terrain that no car can navigate. Paved roads don't go everywhere, nor should they.

  - "Books provide sensory/sentimental/sensual experiences that e-books can't match."
    True! Cars just can't match the experience of caring for and riding a horse: the smells, the textures, the sensations, the companionship with another living being.

  - Lather, rinse, repeat. Did you ride a horse to work today? I didn't. I'm sure plenty of people swore they would never ride in or operate a "horseless carriage" — and they never did! **And then they died**.

fin