

The Next Step

DPS

Adobe Digital Publishing Suite

Apple cofounder Steve Jobs stated in a 1983 speech

“that his company’s strategy is really simple. What we want to do is we want to put an incredibly great computer in a book that you can carry around with you and learn how to use in 20 minutes ... And we really want to do it with a radio link in it so you don’t have to hook up to anything and you’re in communication with all of these larger databases and other computers.”

The iPad

Appeared in the US, April 3, 2010

- iPad 1 and 2 screen resolution is 1024 x 768 px
- iPad 3 Retina display resolution is 2048-by-1536
 - 44 percent greater color saturation
 - an astounding 3.1 million pixels
- iPads 1, 2, 3 have the same screen size - 9.7"
- iPad 3 has four times the number of pixels than in iPad 1 and 2 and a million more than an HDTV.

Those pixels are so close together, your eyes can't discern individual pixels at a normal viewing distance.

When you can't see the pixels, you see the whole picture. Or article. Or game. In ways you never could before.

The iPad Mini

Appeared in the US, 2012

- iPad Mini resolution is 1024 x 768 px
- iPad Mini screen size - 7.9"
- iPad Mini - 23% thinner than the iPad
- iPad Mini - 53% lighter than the iPad
- 5 mega pixel camera

What is an eBook/ePub?

An electronic book (*ebook, digital book, or even e-edition*) is a book-length publication in digital form, consisting of text, images, or both, and produced on, published through, and readable on computers or other electronic devices.

EPUB is a free and open ebook standard. It is designed for reflowable content, meaning that an EPUB reader can optimize text for a particular display device. It also supports fixed-layout content. It can be viewed on screen in three different ebook types: an EPUB (*similar to a web page and read by an ereader*), as a PDF and as a MOBI file (*specifically for Amazon Bookstore*).

What is an eMagazine?

A digital reproduction of a print magazine title available on a tablet. These publications are available for a fee as a single publication as well as a monthly and yearly subscription.

A new medium that could now display motion, interactivity and sound on the screen.

eBook Vs eMagazine

Differences between the two:

- **eBooks:**

- Tablets, eReaders – Nook /Kindle
- Text will reflow layouts
- Can Resize text
- Selectable and Searchable text
- Notes
- No interactivity

- **eMagazines:**

- iPad, Android tablets, Kindle Fire
- Rich layouts: Interactivity
- Audio, video
- Text does not reflow
- Slide shows
- Pan and zoom
- 360° Rotation
- Integrated Web content
- No notes
- Typically can't select or resize text

The iPad

Critics said it was just a larger iPhone.

Wired magazine made an observation-

It was not just a larger iPhone.

By expanding iPhones applications the iPad creates a new paradigm – paper that's alive.

Publishing companies realized the implications – a new medium that could now add motion and sound to a printed page when it is displayed it on the screen.



Why the iPad/Tablet Device?

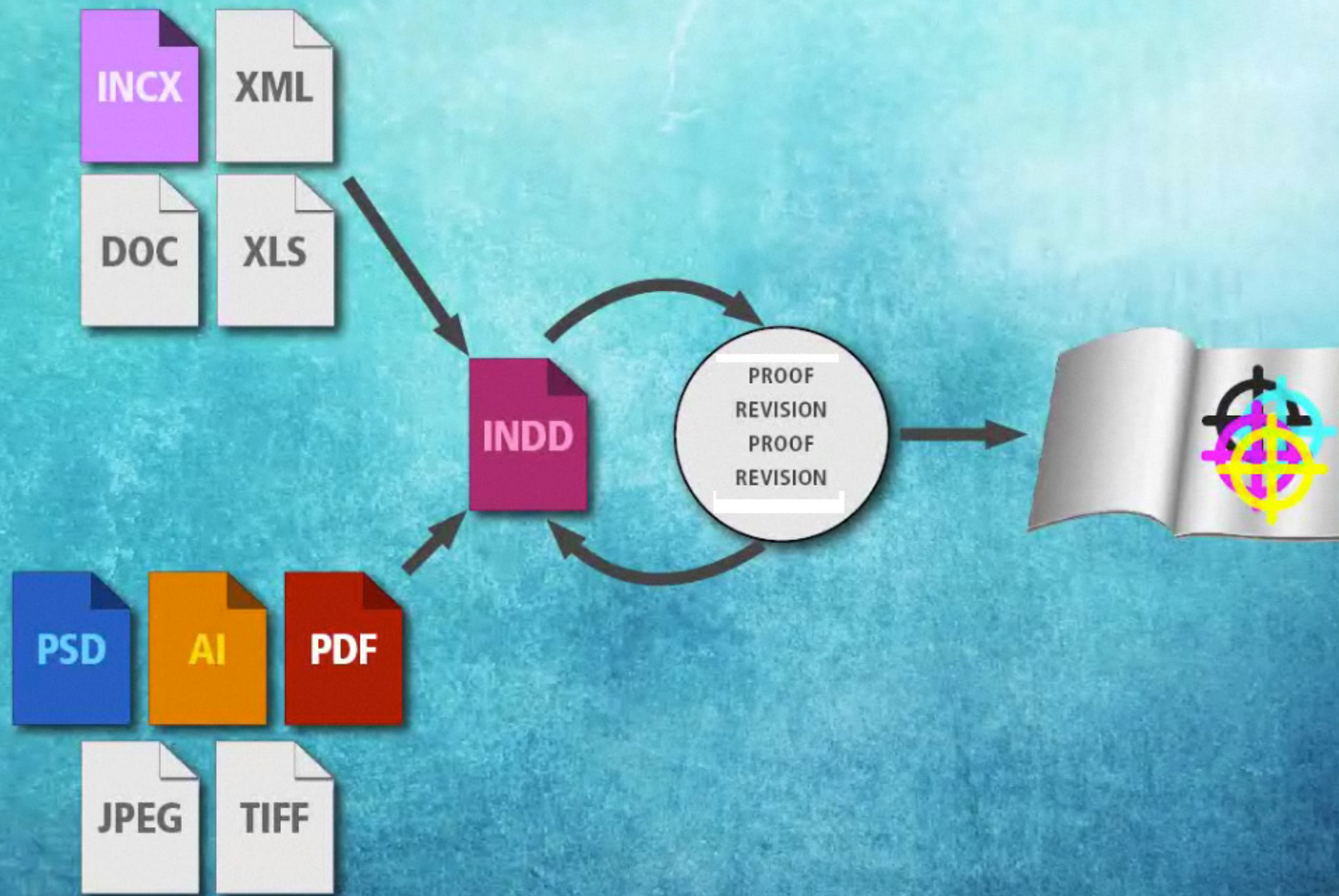
- The iPad and other tablets have provided an opportunity for magazines to reinvent themselves.
- These new devices allow for beautiful design, breathtaking use of images, immersive storytelling and longer pieces of prose in a way that websites don't.
- The iPad is an intimate experience for a user.
- The direct touch input removes a layer of abstraction (using a mouse).

What is Digital Publishing Suite (DPS)?

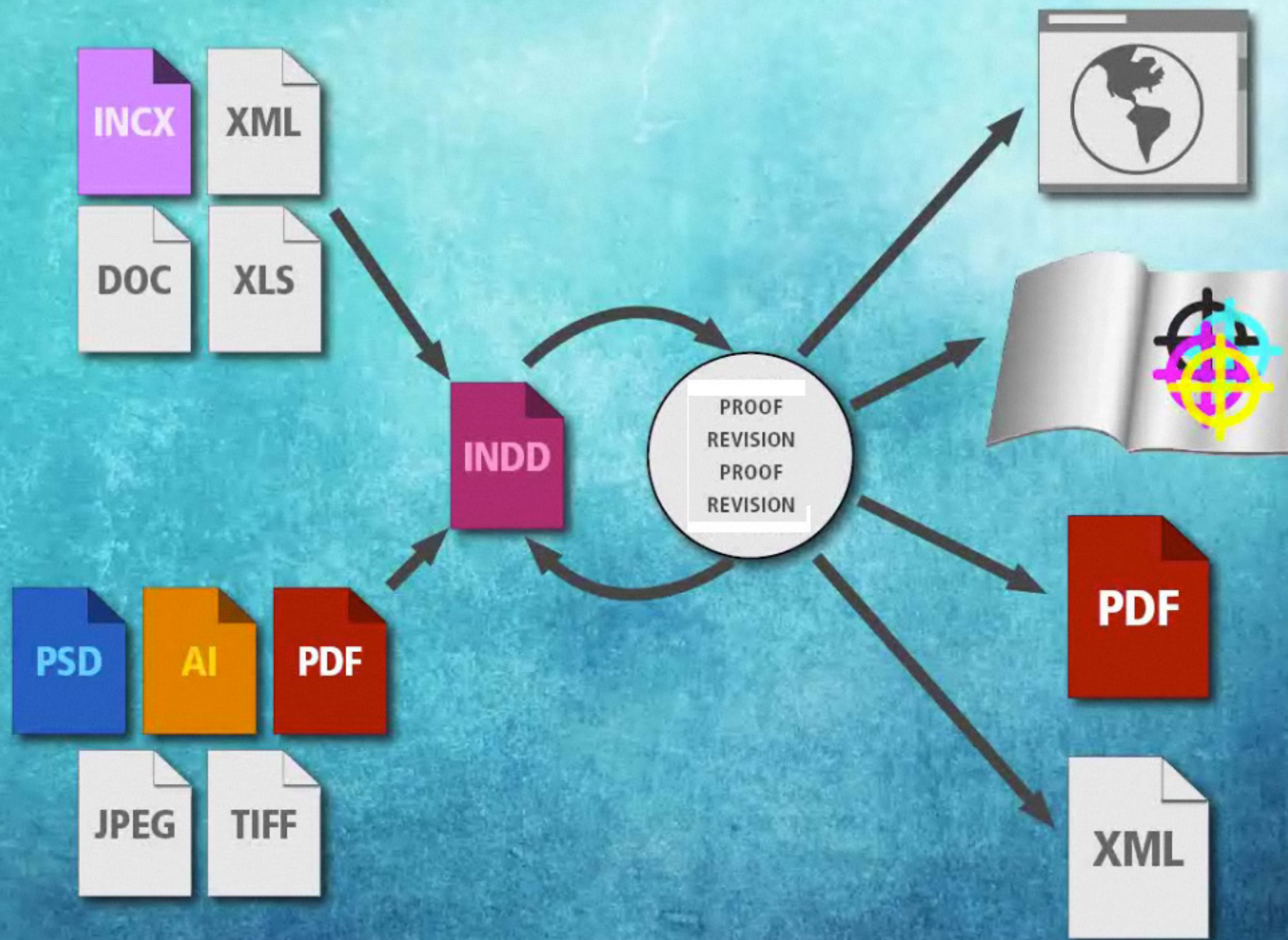
- Adobe Indesign solution that allows designers to develop publications for mobile devices viewers.
- Creative designers who publish print magazines using Adobe® InDesign® CS5.5, CS6.0 or Creative Cloud (CC) can make that content interactive in a magazine format.
- Publishers can supplement their designs with interactive content, allowing their audience to view media in an entirely different way.
- Customers can use hand gestures to flip through a slideshow, pan images, rotate objects 360°, and more.

Designing for the iPad is unlike print or the web

- iPad Terminology (*Folio Builder, Folio Overlays, Folio Producer*)
- An iPad app doesn't have pages, it has screens or views
- You don't click, you tap
- You don't scroll, you swipe
- You can view publication in a portrait orientation and in a landscape orientation
- The two orientations require two different layouts.
- The direct interface really does mean reevaluating every assumption when it comes to interactive design.
- Exciting to be designing for a device that, even just a few years ago, would have been a crazy sci-fi pipedream.
- iPads and the oncoming wave of similar devices are going to be around for a good long time.



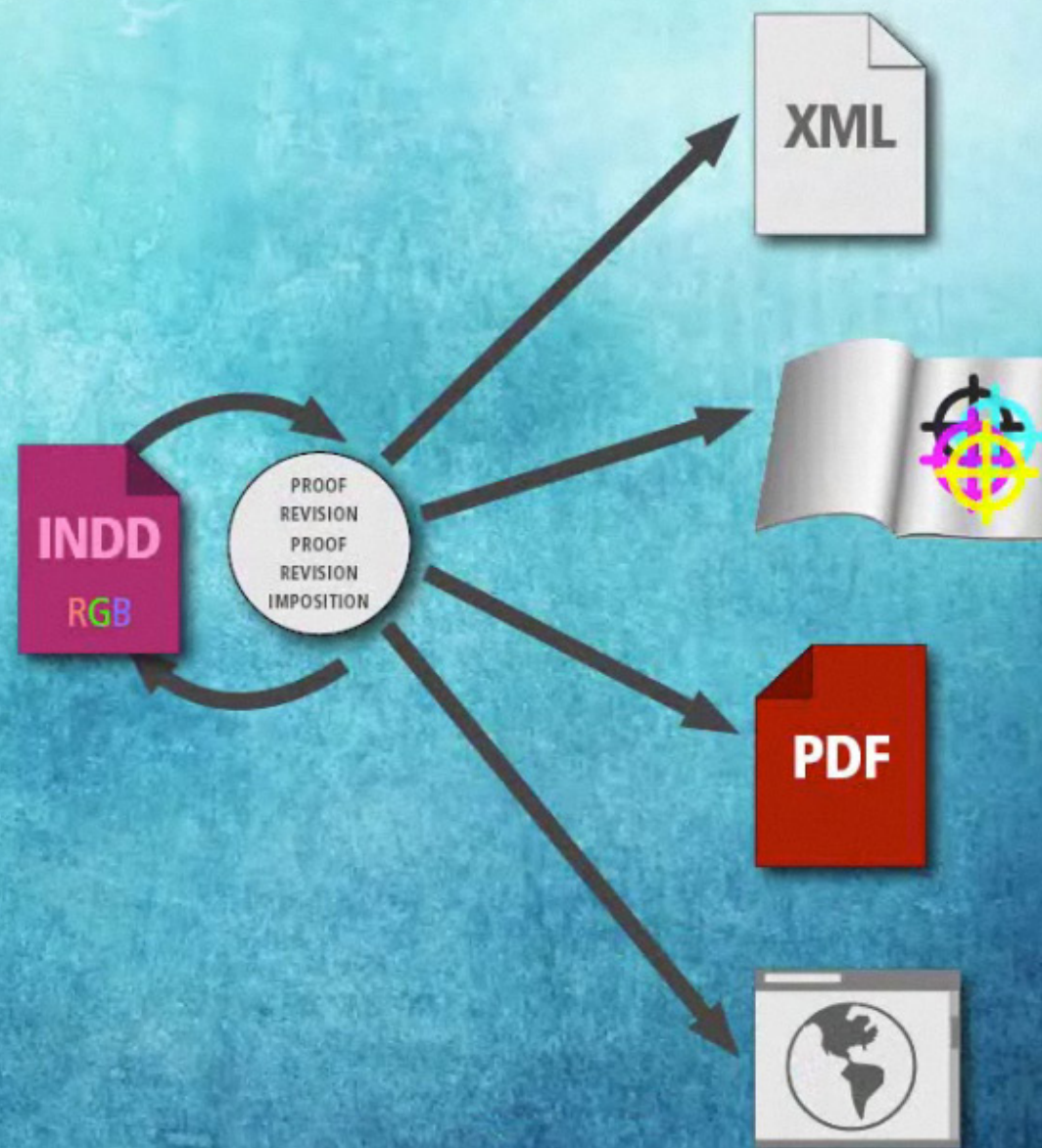
Print Only Publishing Work Flow



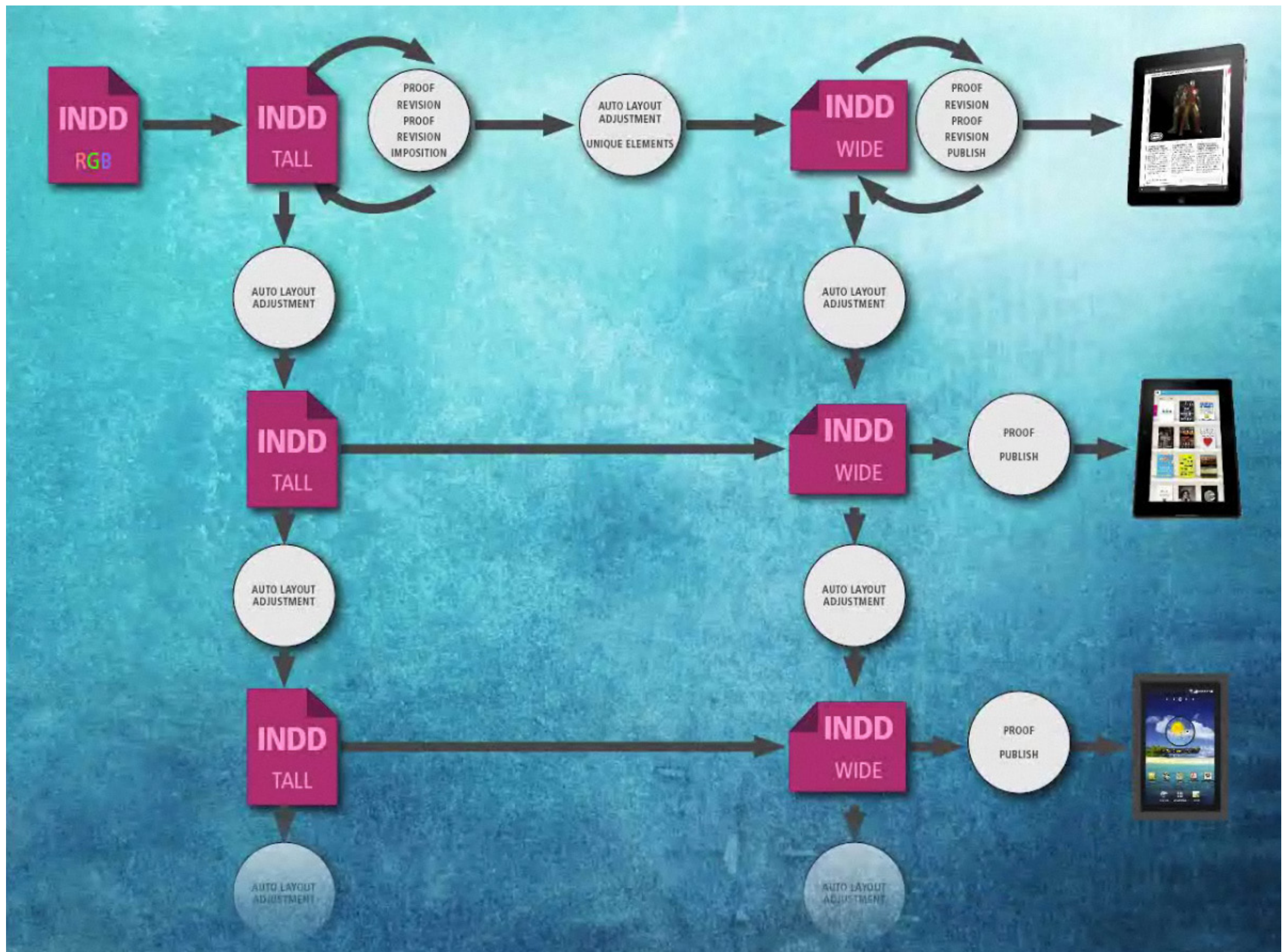
Modern Print Publishing Workflow



Complete Publishing Workflow



RGB/Screen Only Publishing Work Flow



Tablet Publishing Work Flow

DPS Tools in Indesign

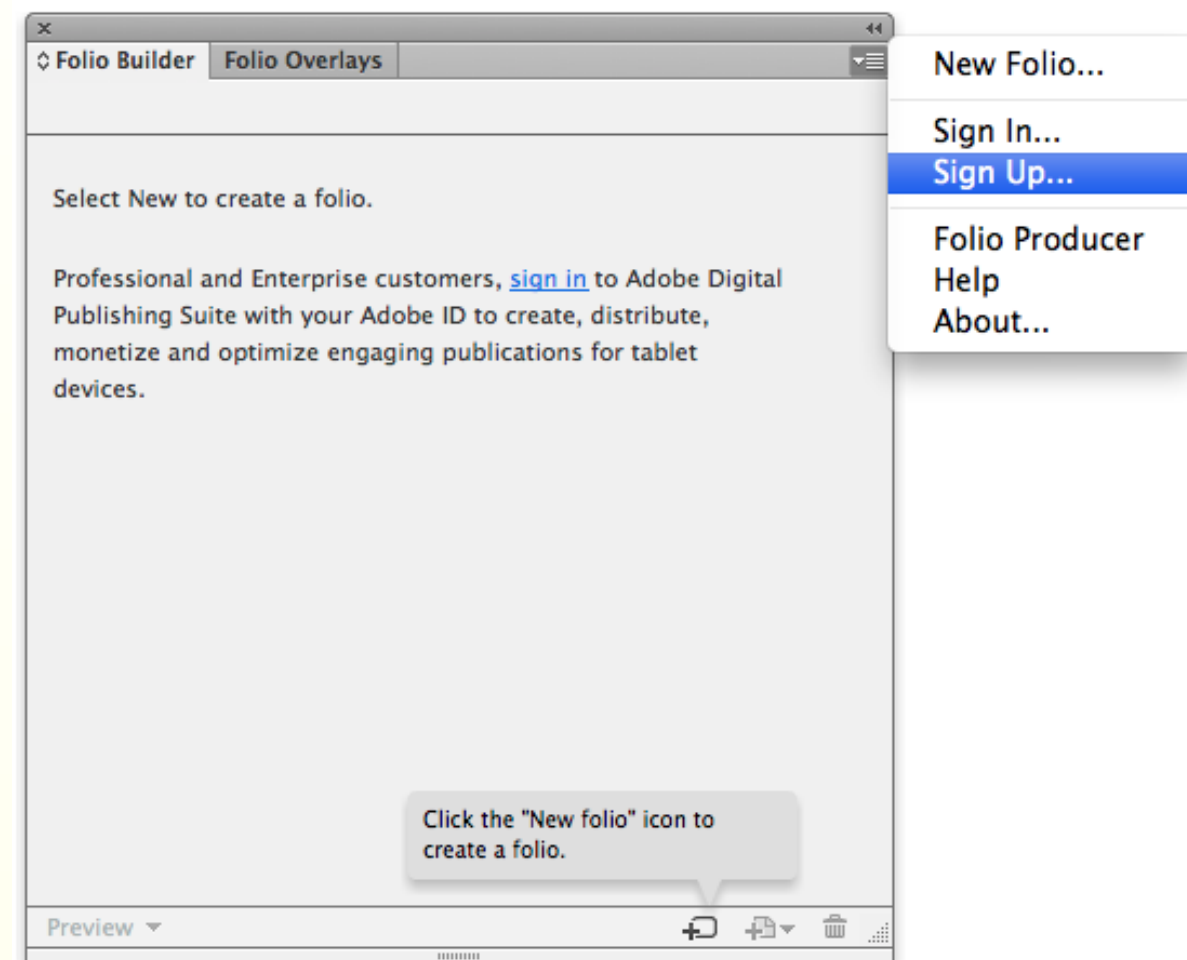
- Digital Publishing Suite (DPS toolkit):
 - Folio Builder Panel
 - Folio Overlays Panel
 - Folio Producer
- **Folio Overlay Panel** is where you create interactive content that will display as interactive overlays in your publication on your device.
- **Folio Builder** is where you bind together various chunks of content (*articles*) into a Folio.
- The folio is the “magazine” that contains the articles.
- **Folio Producer** organize and edit folios.

If you sign in using a subscription account, you can publish folios.

The Folio Producer includes an Organizer page that displays available folios and an Editor page that displays the articles in a folio.

Downloading the Digital Publishing Suite Tools

- Indesign CS6/CC: tools are installed when you install InDesign. However, those tools often need to be updated.
- Folio Builder will tell you when to update.
- Create an Adobe ID (it's free).
- Sign up is on the Folio Builder Panel in Indesign.

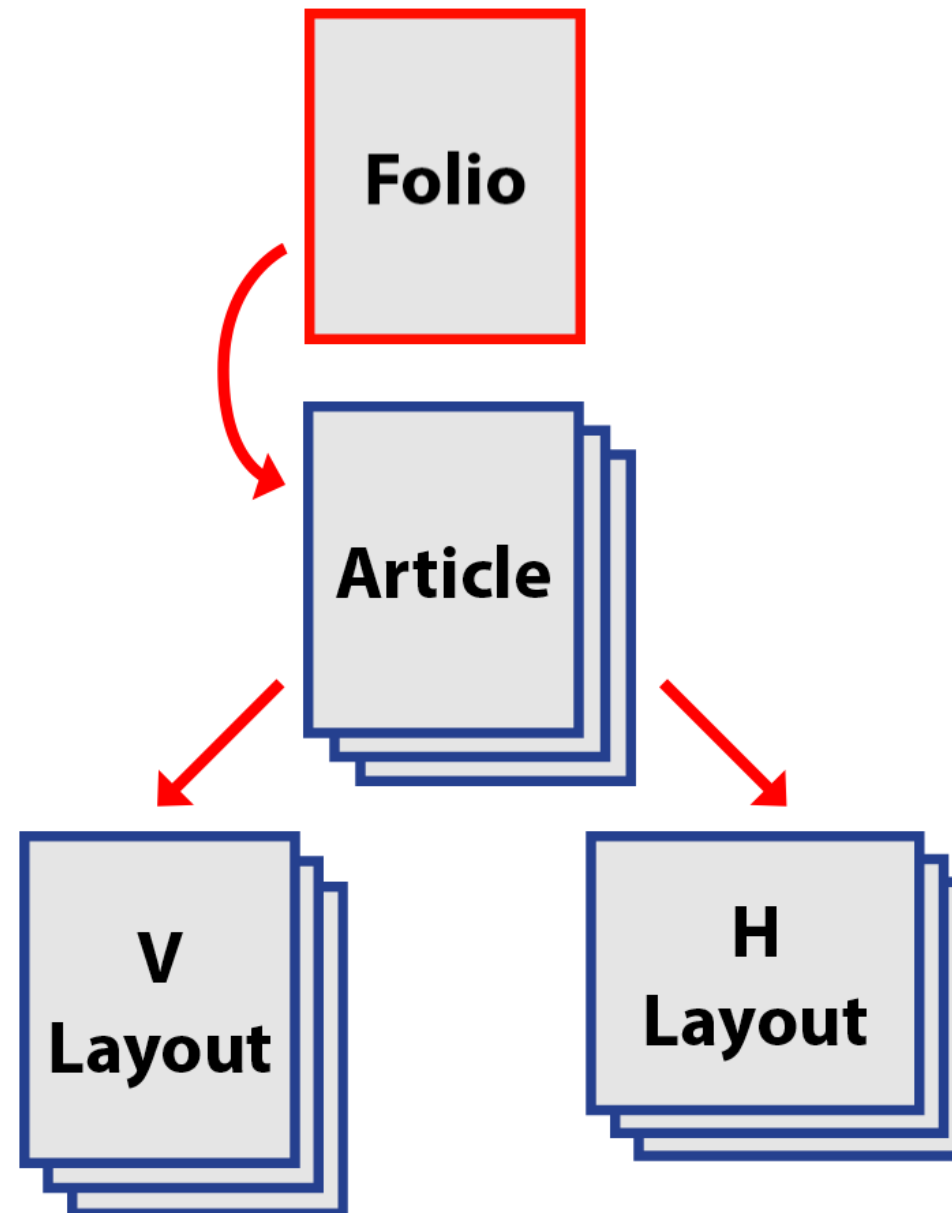


Different Tablets - Different Sizes

Tablet Resolutions and Screen Sizes

Folio View

FOLIO BUILDER	
Show: All ▾	Sort ▾
DPS Effects	1232 x 752 ▶
DPS Effects	1024 x 600 ▶
DPS Folios	1024 x 768 ▶
DPS Folios	2048 x 1536 ▶
DPS Folios	480 x 320 ▶
DPS Folios	1024 x 600 ▶
DPS Folios	960 x 640 ▶
DPS Folios	1232 x 752 ▶
DPS Folios	1155 x 705 ▶
DPS Overlays	1024 x 768 ▶
DPS Overlays	1232 x 752 ▶
Preview ▾	



Interactivity

A truly interactive mobile publication goes beyond the standard definition of electronic publishing as “computer based production of text” by immersing the reader in the experience, both visually and tactilely, and as a result provides greater opportunities and incentive for advertisers to engage with and receive valuable information from the audience. (Wikipedia)

Folio Interactivity Support Details

- Audio: MP3 files only; no looping, no streaming
- Video: MP4 (h264 encoding)files only; no looping, no streaming
- Web content overlays
- Image sequences (slide show)
- Pan and zoom images
- Scrollable frames
- Panoramas/3D Rotation: Not real 3D; 6-image composite

- Hyperlinks: URL, mailto:, and Go to URL only; text anchor and shared destinations not supported
- Buttons: Only the On Release event is supported. You can use multiple button actions. Button actions are played in sequence. Supported hyperlink actions include:
 - Go To First Page
 - Go To Last Page
 - Go To URL
 - Sound, Video
 - Go To Page.
- Supported slideshow actions include:
 - Go To State
 - Go To Previous State
 - Go To Next State.
- Actions: Go To Destination, Go To Next/Previous Page

Interactivity features not supported

- Animation: Animated objects are flattened when the article is created.

One workaround is to export an animated InDesign document in FLA format and use the CreateJS plugin in Flash Professional CS6 to export an HTML5 file. You can then use this HTML5 file as a Web Content overlay. Many publishers use Adobe Edge to create animation.

- Certain hyperlinks: Text Anchor and Shared Destination
- Certain button actions:
 - Go To Destination
 - Go To Next Page
 - Go To Previous Page
 - Show/Hide Buttons actions
 - On Click and On Rollover events
- Bookmarks, cross-references, and page transitions

Typography: Is it comfortable to read?

- Is the font big enough?
- Is it too big?
- Does it render well?
- How does it feel to read?

Use web fonts

- Google Web Fonts for FREE
- TypeKit web font site
- Font sizes - minimum 11pt
- Smaller space does not mean smaller font sizes

Image Best Practices

Best practices define that everything should be visible and easy to navigate.

Users will navigate the user interface with their fingers.

That means each touch point in the UI needs to be large enough to point with a finger, not a mouse.

- iPad 1 and 2 display 1024 x 768
- iPad 3 display is 2048 x 1536
- Always create the image the exact size needed for your design.
- DO NOT resize it in Indesign. Resize in Photoshop
- 72ppi is the resolution size

“For InDesign Magazine the PDFs are always created at 150 ppi. I think this is a good resolution for interactive PDF files, because it allows for zooming in.

Because DPS doesn't currently allow zooming, 72 is fine.

Another way to put this is the old photoshop adage that size doesn't matter, only pixel dimensions matter. A 1024 x 768 image at 20ppi or 2000ppi is the same thing.”

David Blatner