



A Pragmatist's Guide to InDesign CS6 + EPUB

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June 5, 2012



3 questions I get asked a lot

- What do I need to know if I'm new to the world of ebooks?
- What's new in InDesign CS6 for ebooks?
- Where do you see ebooks going?

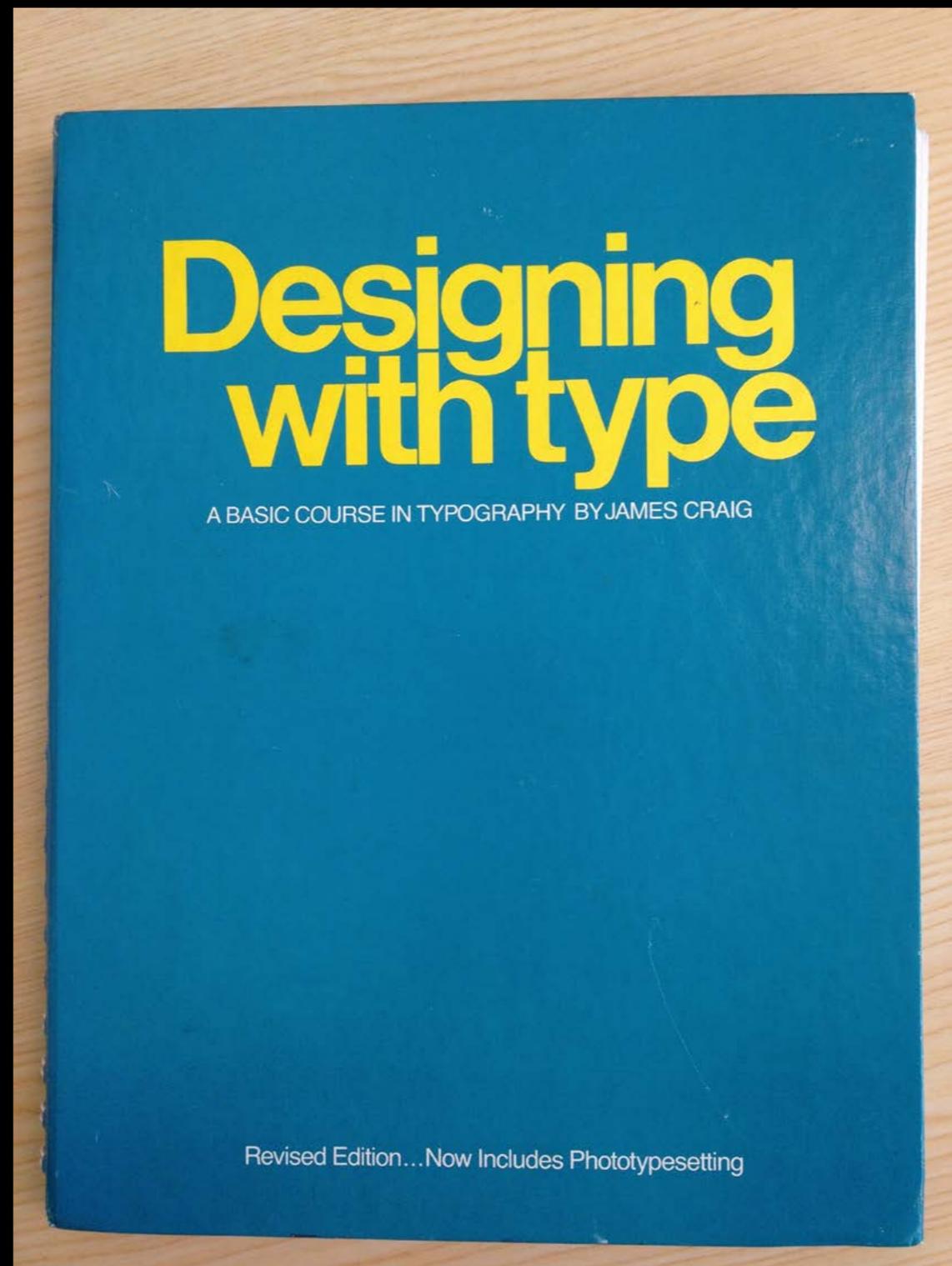
What do I need to know if
I'm new to ebooks?

But first, a little about who I am
and where I'm coming from

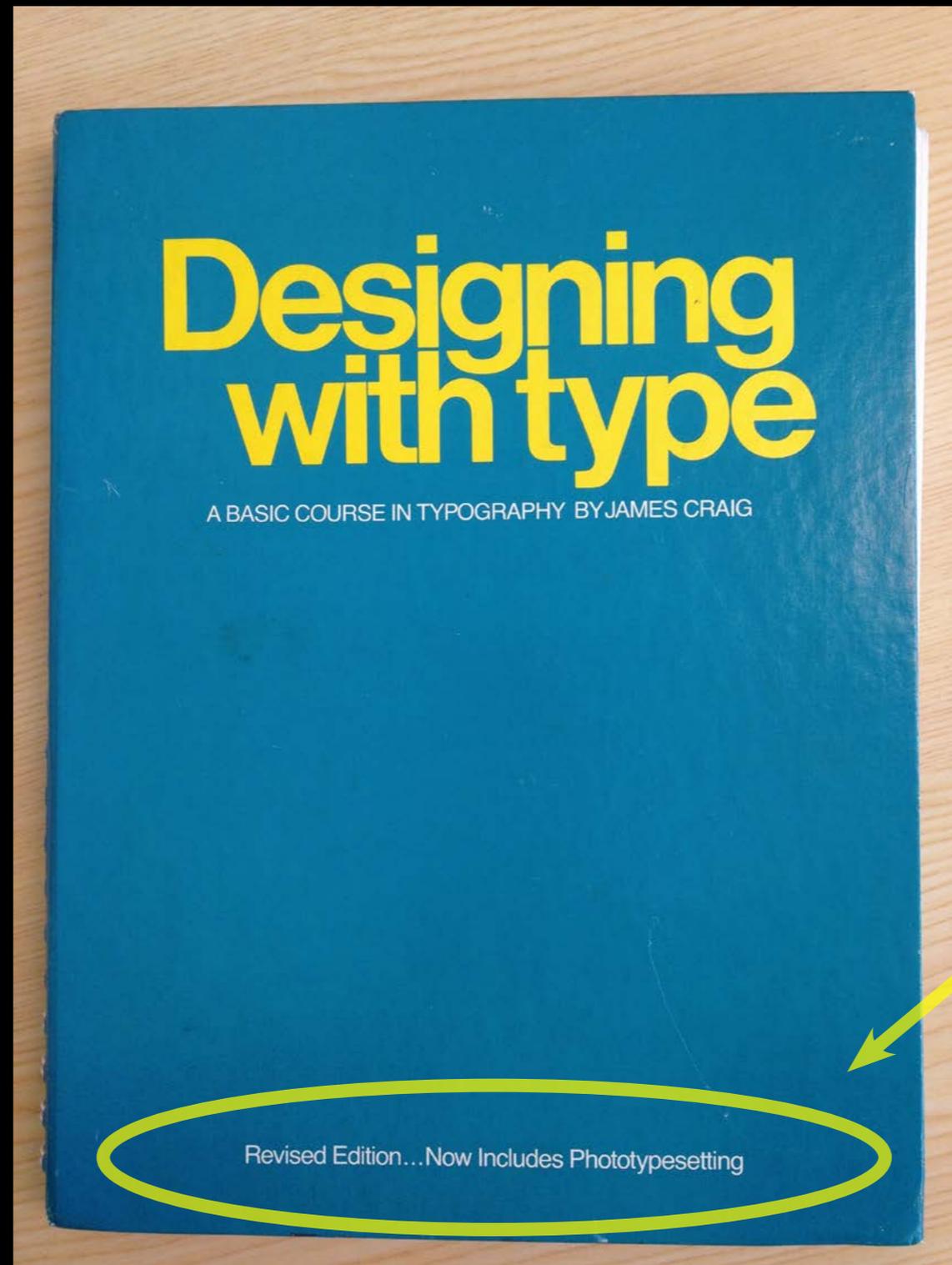
Disclaimer

- I'm not an engineer
- I'm not an EPUB expert
- I can't claim that I know "best practices"
- I have a creative education...
- Combined with a print, web, and interactive production background...
- And many years working with companies of all sizes/markets
- With the exception of specific product features, I'm sharing opinions based on my personal observations, experience, and values

You can learn a lot about a person by looking at their books



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Yes, I am
this old!

Digital Typography

• An Introduction to
Type and Composition for
Computer System Design

Richard Rubinstein

Digital Equipment Corporation

I rediscovered this classic book on my bookshelf. It has some prescient words for the ebook age.

— 6

Matching Screen, Paper, and Expectation

Oft expectation fails, and most oft there
Where most it promises.

— William Shakespeare
All's Well that Ends Well

MANY electronic publishing systems display on a screen a representation of what will later be printed on paper. Generally, the paper output is the objective of the work: a letter, proposal, report, memo, article, plan, or book. Sometimes the paper is only a proof of more-finished printed material that will be typeset on fancier equipment. In either case, the screen image is supposed to match the printed output. This matching of screen and paper goes by the name of WYSIWYG, pronounced wizzy-wig, which stands for What You See is What You Get. Many typesetting and word-processing systems are advertised as having this property; it is a marketing virtue, perhaps

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Digital Typography — 6

“With WYSIWYG, the screen image is a facsimile of the page to be printed. To varying degrees, the two presentations can match or not match in these ways:

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Typeface design, size, weight, set, variation, and style;

Position of text and graphics on the page;

Line and page breaks;

Line spacing;

Margins and page layout;

Quality of text and graphic images;

General appearance—color, texture, and mood.

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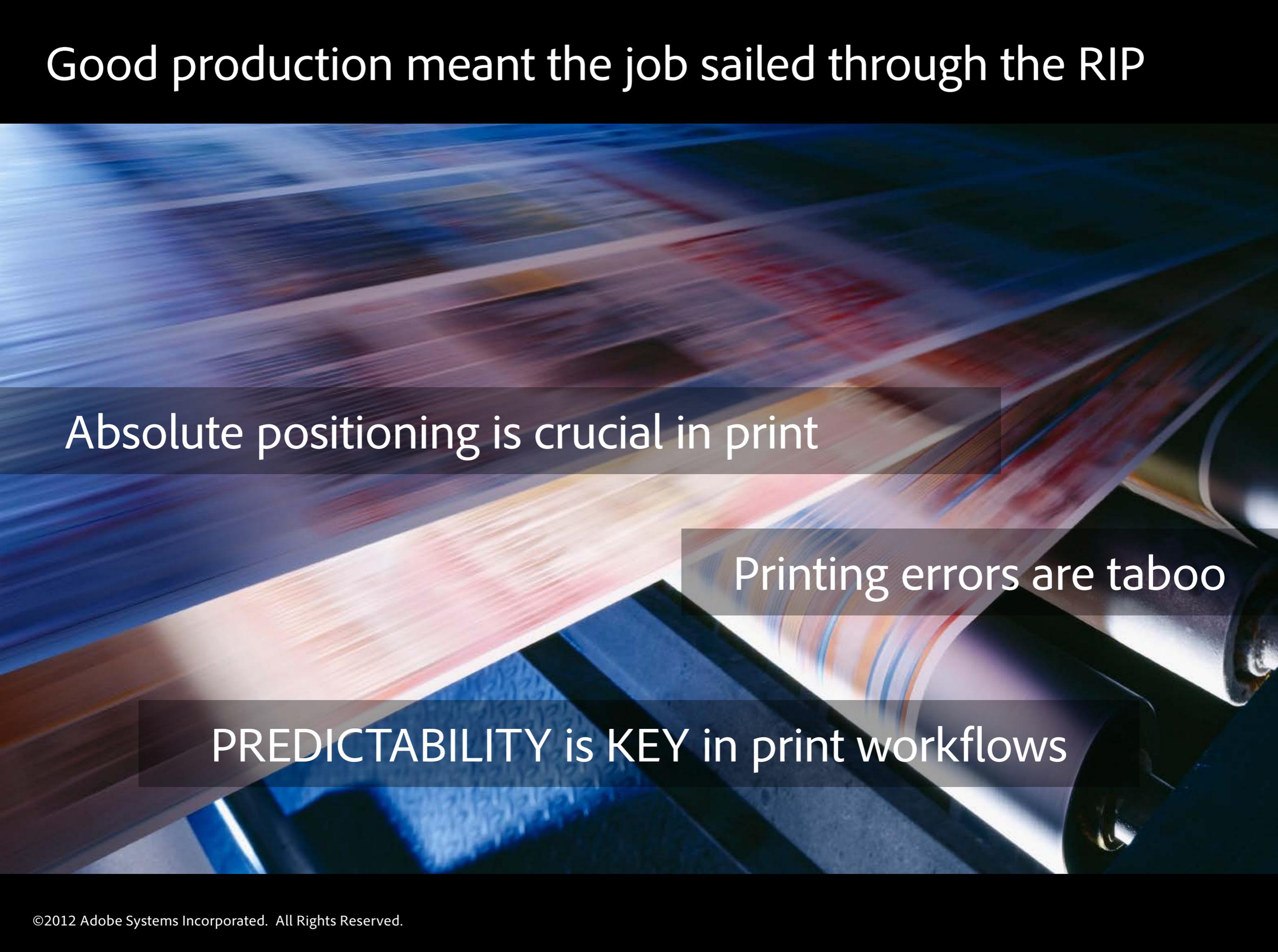
and Layout! // I added this for ebooks ;-)

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Good production meant the job sailed through the RIP

Absolute positioning is crucial in print

Printing errors are taboo

PREDICTABILITY is **KEY** in print workflows

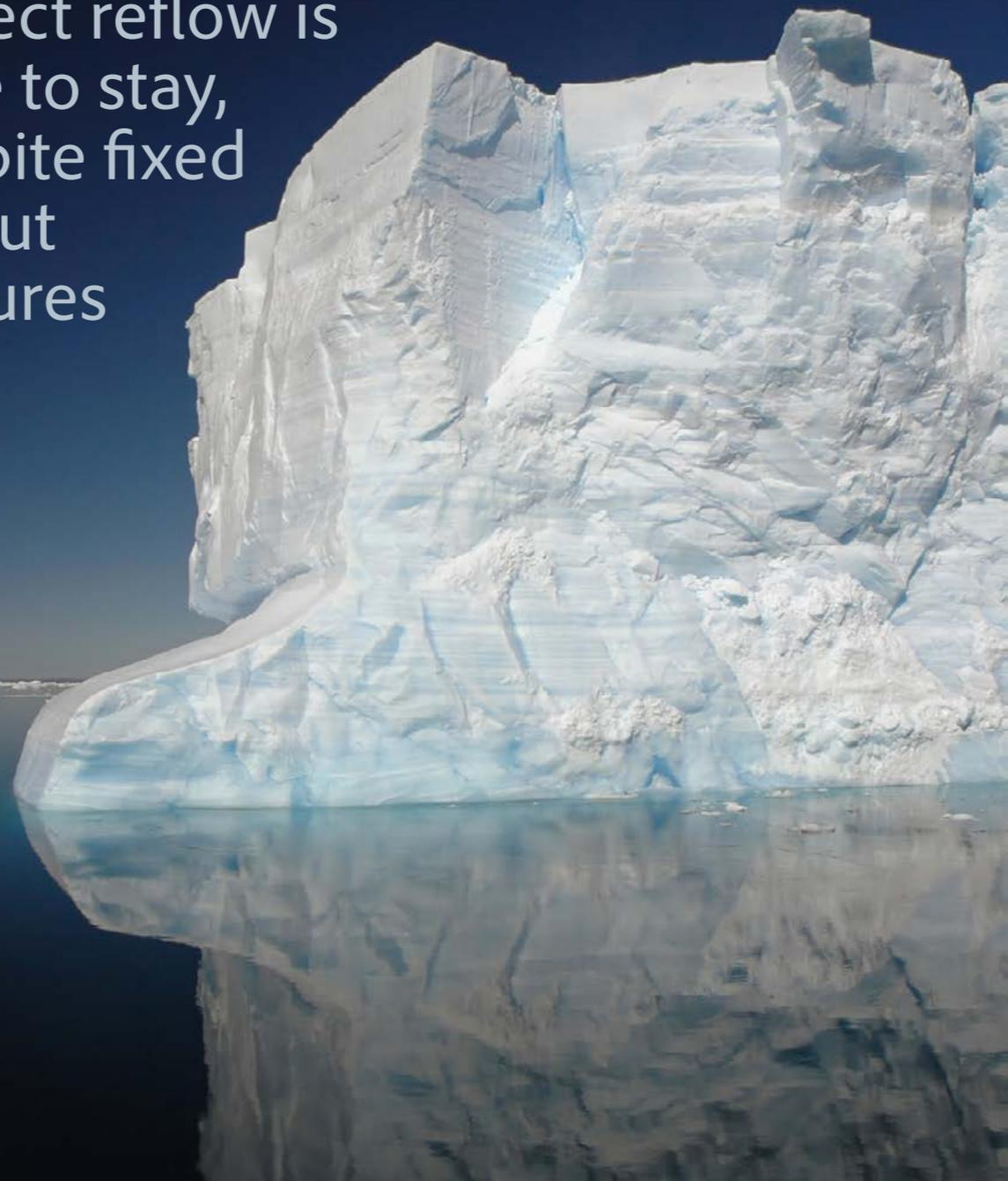
But EPUB is about flow, not fixed positioning



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Expect reflow is here to stay, despite fixed layout features

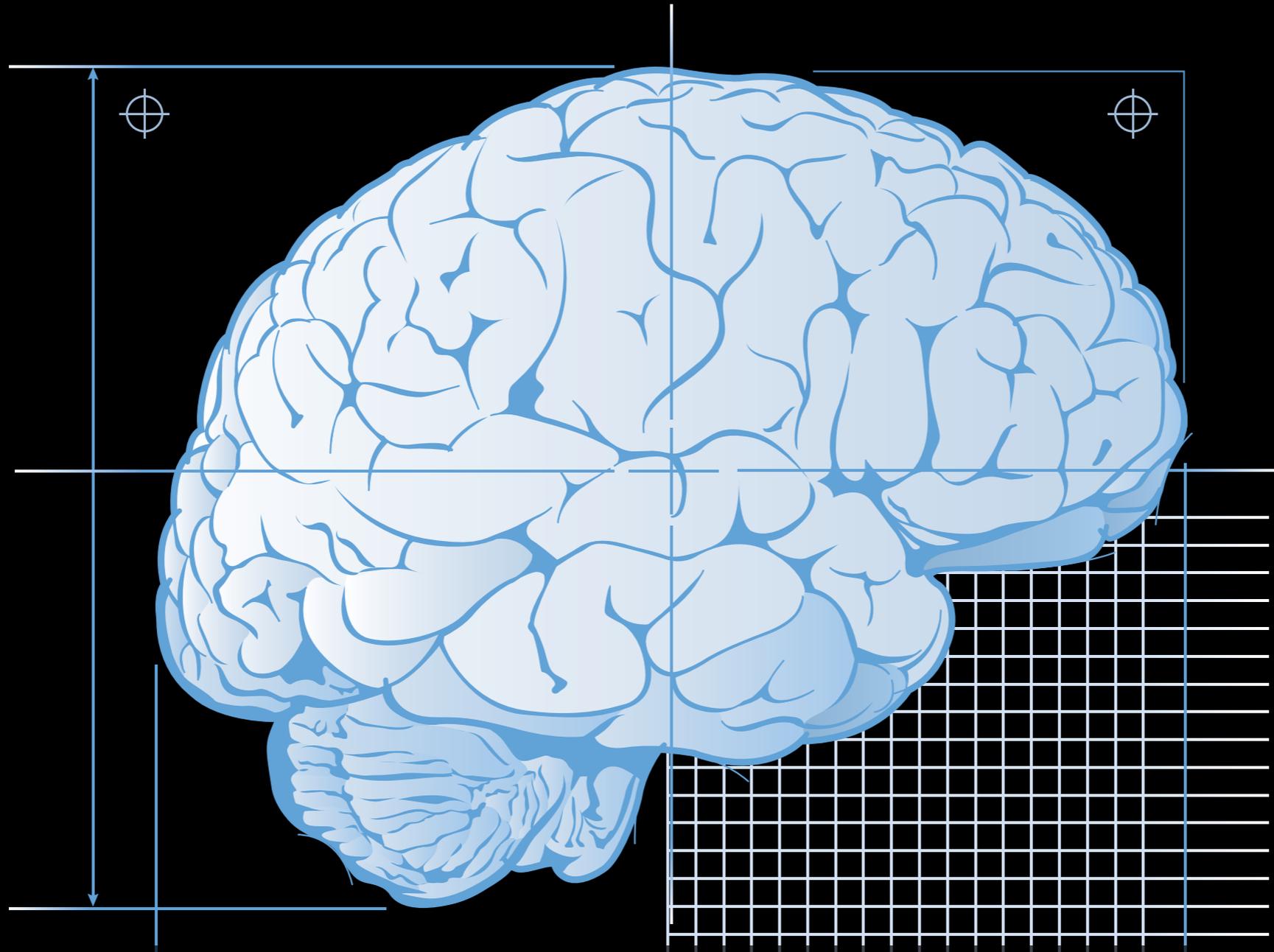


EPUB workflows must support a diverse eco-system



It takes time for standards to become adopted





In other words, we have to change our expectations and ways of thinking when targeting EPUB workflows

Web designers have already embraced this



The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn't have the same constraints, and design for this flexibility. But first, we must "accept the ebb and flow of things."

John Allsopp, *"Dao of Web Design"*, April 7, 2000

<http://www.alistapart.com/articles/dao/>

Pragmatic tips for the ebook newbie (IMHO)

- Let go of WYSIWYG and pixel perfection (EPUB ≠ PDF)
 - There isn't any one-click export yet
- Embrace the constraints of ebooks, and understand that the formats and capabilities differ—in both small and large ways
- Be prepared to TEST on the device itself because formats and capabilities on each device (and mobile app) are a moving target
 - Think of the device as your new “press check”
- For InDesign users without a coding background:
 - Leverage the Articles feature
 - Consider using new CS6 features like Content Collector and Style Mapping to create a simplified document based on the printed version
 - Validate and submit EPUB 2 to various ebook distributors
 - For Kindle, option to submit EPUB 2 or to use the Kindle Plug-in for InDesign (see Resource slide)
- For those who need more control, or want to explore advanced features in EPUB, be prepared to code (or find a friend who can)

What's new in
InDesign CS6
for ebooks?

Where do you see
ebooks going?

InDesign CS5.5 EPUB 2 features

- Control order of the resulting flow using Articles panel
- Map Styles to HTML elements
- Take more control over image optimization on a per object basis
- Add <audio> and <video> tags
- Fixes for lists, sub-lists, footnotes, tables, and code efficiency

InDesign CS6 EPUB 2 features

- Reorganization of EPUB Export UI
- New options in Object Export dialog to float the frame Left or Right
- Additional in-line and anchored text frame attributes captured in CSS
 - Ex: size, border style and width, fill color, padding (inset on text frame), and margin (on text wrap)
- Ability to set separate values for EPUB margins (top, bottom, left, right)
- Option to link to multiple custom CSS files
- New Paragraph Style Export Tag attribute to “split” EPUB files into smaller documents for older ebook devices
- New XHTML document created when linking to an external ebook cover file
- Added support for converting InDesign’s table cell styles to CSS in the EPUB file
- EPUB table dimension now includes attributes for column width and row minimum height
- InDesign custom bullet and numbering marker strings now exported in EPUB
- Added support for Japanese Ruby: font, size, and color
- Font obfuscation algorithm used when embedding fonts is now compliant with EPUB standard
- Various fixes: in-line group-ordering when using Articles panel; object style names for classes; soft-returns as single white space; correct .xhtml extensions, and more

InDesign CS6 EPUB 3 features

- Support for the new EPUB 3 package format
 - NOTE: While our tests pass EPUB 3 validation, it is not a complete implementation of EPUB 3 at this point in time
- CS5.5 audio and video tags moved from EPUB 2 to EPUB 3 export
- Option to link to multiple custom external javascripts
- Support for vertical Japanese text
- Ability to export placed HTML and placed Adobe Edge HTML animations to EPUB 3
 - NOTE: EPUB 3 validators may report errors if the placed HTML or HTML animations is not fully XHTML compliant. However, EPUB 3 viewers may still function correctly. Adobe Systems cannot guarantee how placed HTML or Adobe Edge animations will perform in third party EPUB 3 viewers

InDesign CS6 EPUB 3 with Layout

- **Support for Advanced Adaptive Layout:** Adobe is working with IDPF members to extend EPUB 3 to add support for complex layouts in paginated digital publications
 - Styling markup based on CSS conventions
 - Works with modern browser engines like Webkit
- CSS solutions do not enable layout features like spanning heads, sidebar-main content relations, and layouts that adapt to different screen sizes
- Use InDesign CS6 to layout pages and then export to this extended EPUB 3 format, but some caveats:
 - No publicly available viewer
 - Not officially part of the EPUB specification

Demo

More resources

Adobe: Creative Cloud	http://www.adobe.com/products/creativecloud.html
Adobe: Creative Suite 6	http://www.adobe.com/products/creativesuite.html
Adobe: Digital Publishing Suite	http://www.adobe.com/products/digital-publishing-suite-family.html
Adobe: EPUB Developer Center	http://www.adobe.com/devnet/digitalpublishing.html
Adobe: InDesign CS6	http://www.adobe.com/products/indesign.html
A List Apart: A Dao of Web Design by John Allsopp	http://www.alistapart.com/articles/dao/
Amazon: Kindle Plug-ins for InDesign v0.96 (beta)	http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000234621
IDPF: Advanced Adaptive Layout Charter	http://code.google.com/p/epub-revision/wiki/AdvancedAdaptiveLayoutCharter
IDPF: EPUB 2	http://idpf.org/epub/201
IDPF: EPUB 3	http://idpf.org/epub/30
W3C: CSS Exclusions and Shapes Module Level 3	http://dev.w3.org/csswg/css3-exclusions/
W3C: CSS Regions	http://dev.w3.org/csswg/css3-regions/

Q & A

THANK YOU!