

# eBook Production Jumpstart



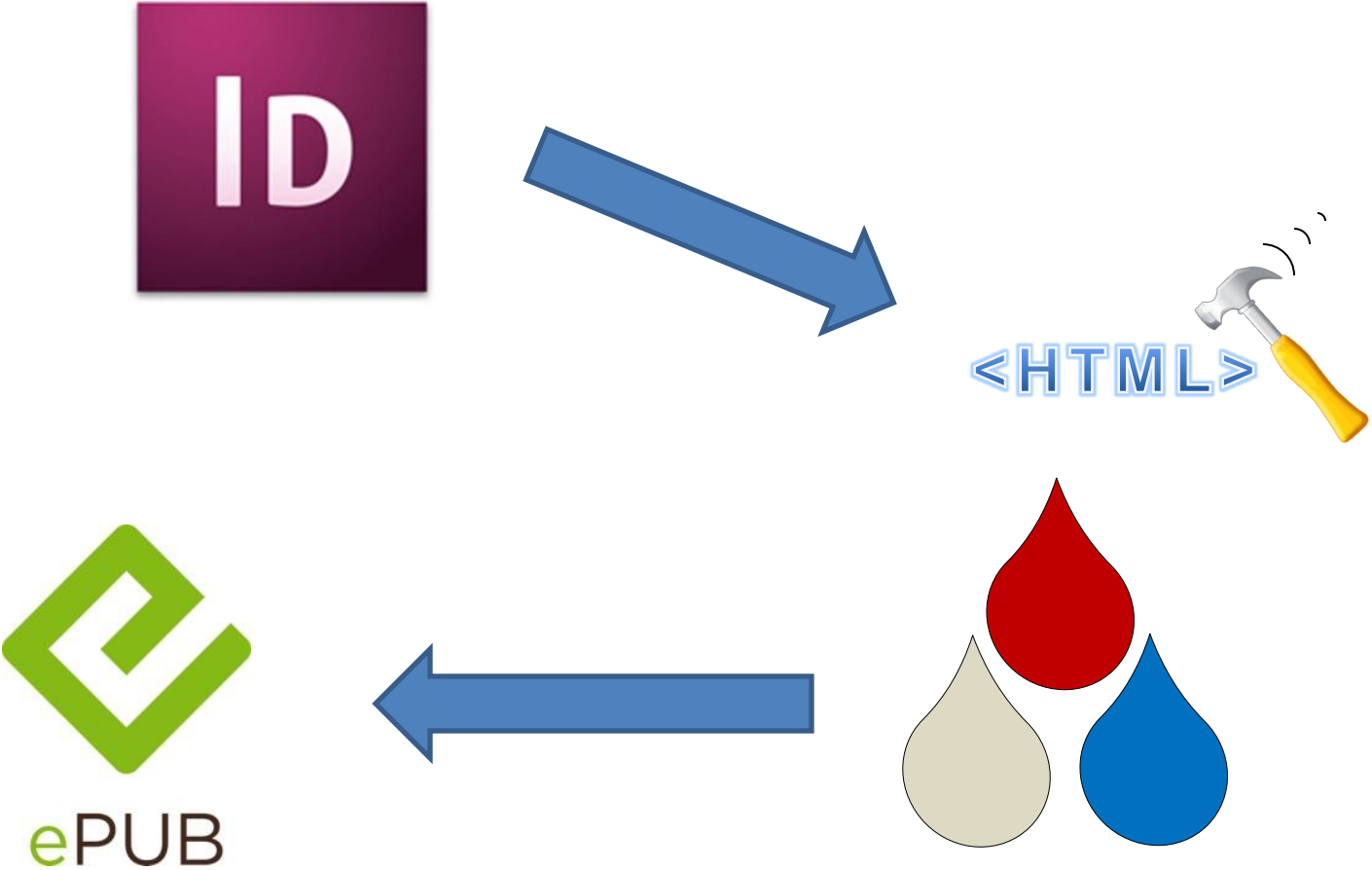
Joshua Tallent

Founder/CEO

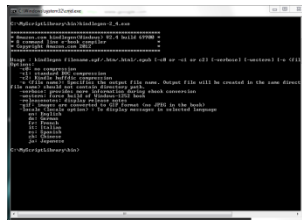
@jtallent / @ebookarchitects

# eBook Workflows

# Standard InDesign ePub Workflow



# Standard Kindle Workflow

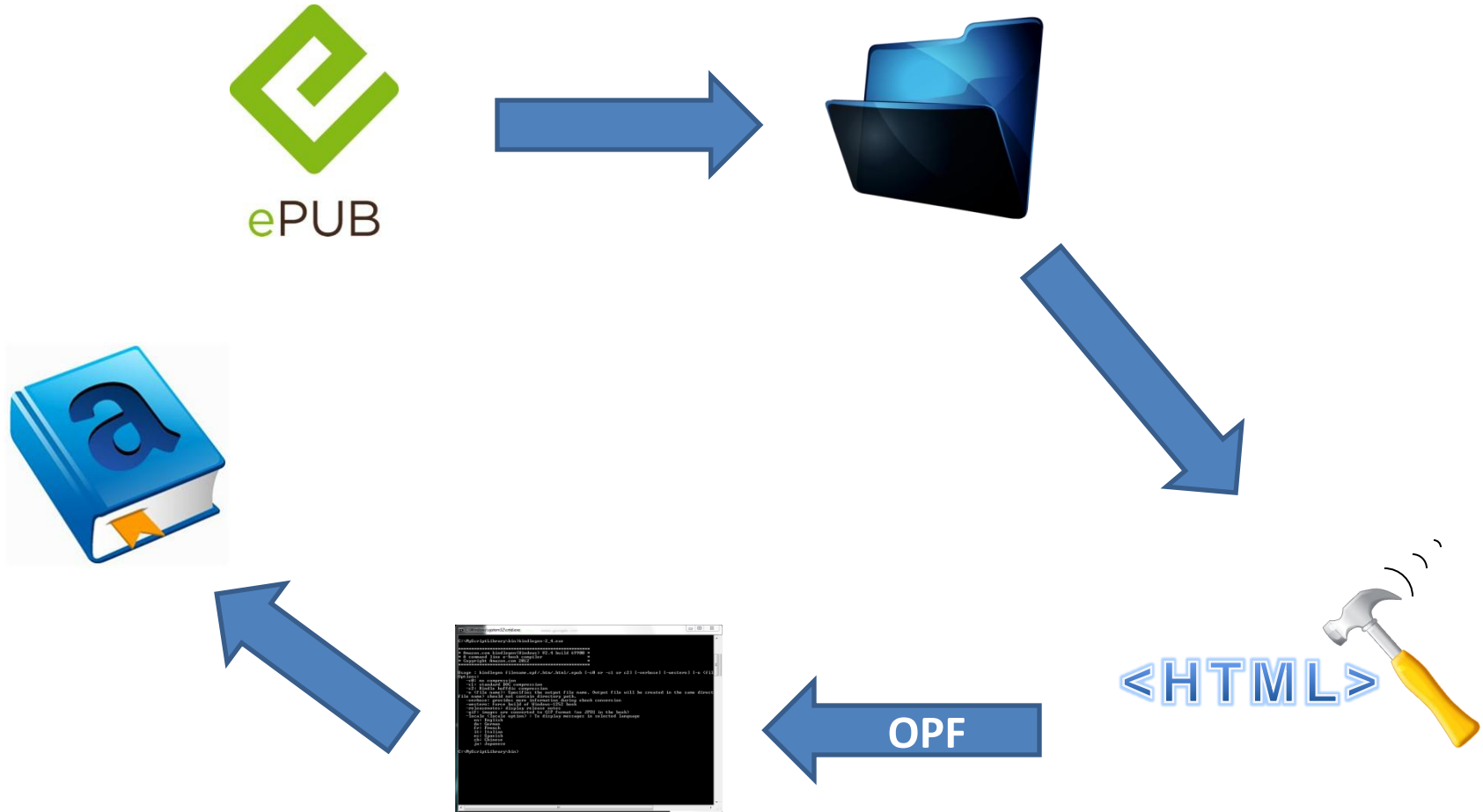


# If you must convert an ePub...

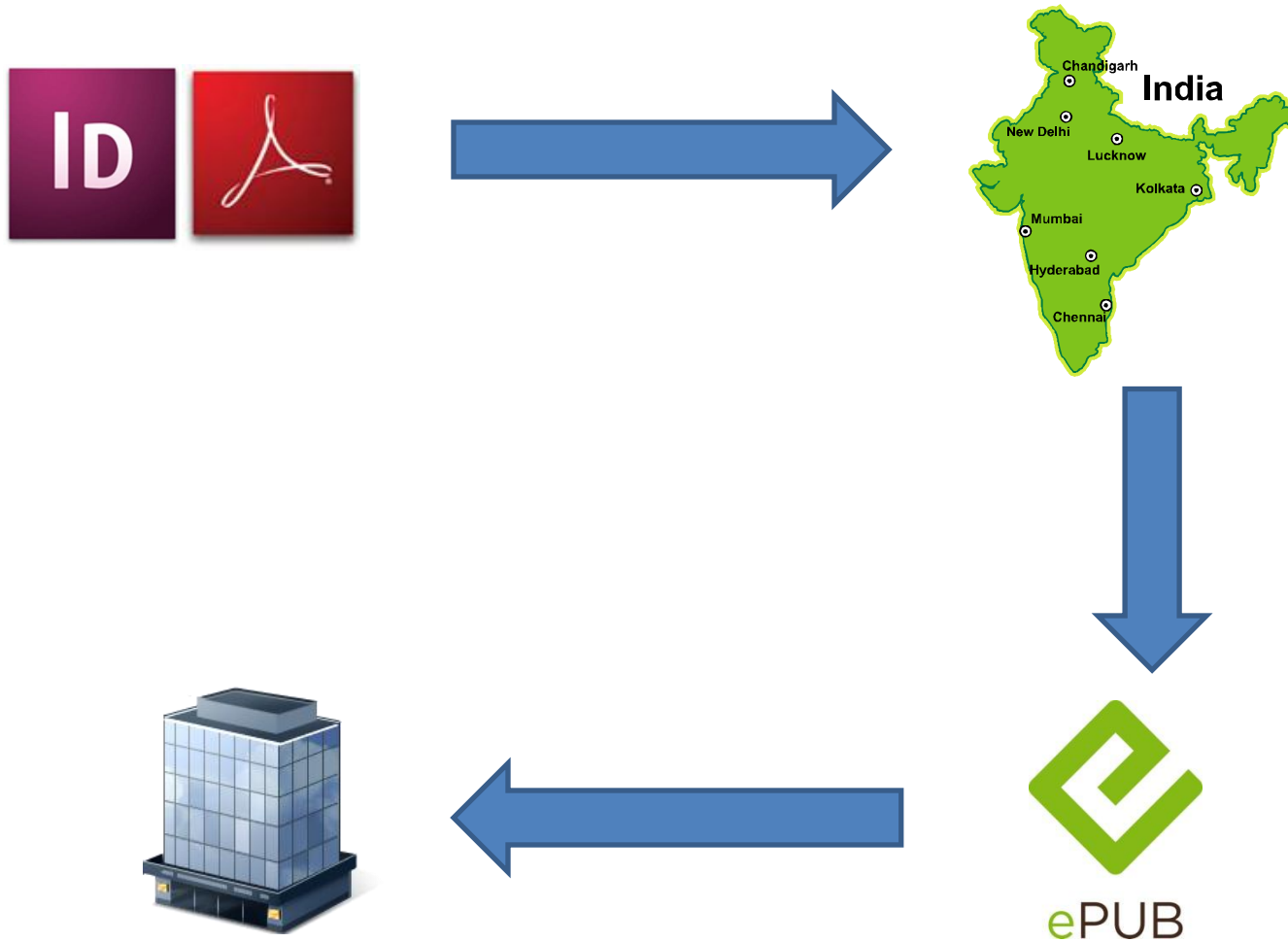


## Get used to disappointment

# Best In-House Kindle Workflow



# Common Outsourcing Workflow



# Better Outsourcing Workflow





# Signs of a Good eBook Conversion

- ePub files pass ePubCheck and ePubPreflight
- Kindle file not just a conversion from the ePub
- Clean, human-readable, semantic HTML code
- Limited number of styles, used properly
- Correctly formatted and positioned images
- NCX and OPF metadata correct
- Tables formatted properly for all devices
- Subject Index (and others) linked to page numbers
- The QED standard is a great place to start

**[qualityexcellencedesign.com](http://qualityexcellencedesign.com)**

Build a relationship with your  
conversion vendor.

In eBook conversions,  
you do get what you pay for...

# ePub 3

# New in ePub3

- XHTML5
- Spine can have HTML and SVG
- Video & audio support
- EPUB 3 Audio Overlays
- JavaScript support
- Enhanced global language support (vertical writing, writing directions)
- MathML support
- CSS media-queries
- CSS3 styling with ePub-specific prefixes

# New in ePub3

- XHTML5
- Spine can have HTML and SVG
- ~~• Video & audio support~~
- ~~• EPUB 3 Audio Overlays~~
- ~~• JavaScript support~~
- Enhanced global language support (vertical writing, writing directions)
- MathML support (not complete)
- ~~• CSS media queries~~
- ~~• CSS3 styling with ePub specific prefixes~~

# Kindle Format 8

**Kindle Format 8  
is not ePub**

# Features of KF8

- All of the same features as Mobipocket, including:
  - Image downsampling
  - Dictionary and Index markup
  - Packaged in a PRC container
- Some support for HTML5 and CSS3
- Fixed layout capabilities
- Comic books with panel view options
- Dual old and new format packaging for backwards compatibility



**Can't I just convert an ePub  
file into to the KF8 format?**

# Reasons you need a Kindle eBook

- Differences between the Kindle and ePub formats
- Differences in how Kindle files display on various Kindle devices
- Backwards compatibility issues that are easier to develop for in Kindle source code
- Complexity of creating a single ePub file for all devices

An example: Casablanca



## A Word From the Editors

**T**his project began with a challenging assignment: Find a way to publish an illustrated movie script in eBook form so that everyone could read the digital version and it would work on any eReader, tablet or computer.

The most popular eBook formats—ePub and Mobipocket—present numerous challenges to an editor or designer. With the *Inside the Script* series, we have done our best to come up with an adaptation that is as much like reading a script in print as possible, but that also offers some fascinating extra elements meant to enhance the experience.

In essence, eBooks are simple Web pages with certain limitations. The control a designer expects in print is not available. He or she can only influence the way the pages will appear. The eBook's reflowable, resizable text and user-selected

7



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eBooks have many advantages. They are convenient to read anywhere and make it easy to have a second screen experience—for example, readers can follow along in *Inside the Script* while watching the movie on a larger screen. The



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# Dropcaps

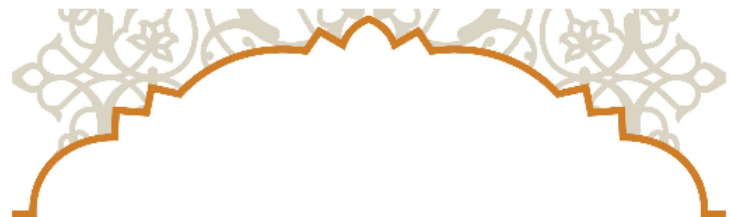
```
span.dropcap {  
    float: left;  
    font-size: 3.2em;  
    font-weight: bold;  
    line-height: 1;  
    margin: 0 0.1em 0 0;  
    height: 0.9em;  
}
```

```
span.dropcap{  
    font-size: 3.2em;  
    font-weight: bold;  
    float: left;  
    line-height: 1;  
    margin-top: 0;  
    margin-right: 0.1em;  
    margin-bottom: 0;  
    margin-left: 0;  
    height: auto;  
}
```



The story that we recently purchased  
entitled “Everybody Comes to Rick’s” will  
hereafter be known as... “Casablanca.”

**Hal Wallis**



The story that we recently purchased  
entitled “Everybody Comes to Rick’s”  
will hereafter be known as...  
“Casablanca.”

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Hal Wallis



Refugee Trail sprang up --

DISSOLVE TO:

2 ANIMATED MAP

which illustrates the trail as the  
Narrator mentions the points.

NARRATOR

(continuing)

Paris to Marseilles --  
Across the Mediterranean to  
Oran -- Then by train -- or  
auto -- or foot -- across  
the rim of Africa to  
Casablanca in French  
Morocco --

DISSOLVE TO:

3 RELIEF MAP - OF CASABLANCA

showing the ocean on one side and the  
desert on the other. The voice of the  
Narrator COMES OVER.

NARRATOR

Here -- the fortunate ones  
through money -- or  
influence -- or luck --  
obtain exit visas and  
scurry to Lisbon -- and

point on the tip of Africa. OVER THIS animated  
scene comes a voice of a Narrator.

NARRATOR

Refugees -- streaming from all  
corners of Europe towards the  
freedom of the New World -- all eyes  
turned toward Lisbon, the great  
embarkation point -- But not  
everybody could get to Lisbon  
directly -- so a Refugee Trail  
sprang up --

DISSOLVE TO:

2 ANIMATED MAP

which illustrates the trail as the Narrator  
mentions the points.

NARRATOR

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DISSOLVE TO:

## 2 ANIMATED MAP

which illustrates the trail as the Narrator mentions the points.

NARRATOR

(continuing)

Paris to Marseilles -- Across the Mediterranean to Oran -- Then by train -- or auto -- or foot -- across the rim of Africa to Casablanca in French Morocco --

DISSOLVE TO:

## 3 RELIEF MAP - OF CASABLANCA

showing the ocean on one side and the

which illustrates the trail as the Narrator mentions the points.

NARRATOR

(continuing)

Paris to Marseilles -- Across the Mediterranean to Oran -- Then by train -- or auto -- or foot -- across the rim of Africa to Casablanca in French Morocco --

DISSOLVE TO:

## 3 RELIEF MAP - OF CASABLANCA

showing the ocean on one side and the desert on the other. The voice of the Narrator COMES OVER.

NARRATOR

Here -- the fortunate ones through money -- or influence -- or luck -- obtain exit visas and scurry to Lisbon -- and from Lisbon to the Americas -- But the others -- wait in Casablanca -- and wait -- and wait --

As the Narrator's voice fades away

--

# A note about default styling



Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6



**Heading 1**

**Heading 2**

**Heading 3**

**Heading 4**

**Heading 5**

**Heading 6**

Default Paragraph. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Another Default Paragraph. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

And Another Default Paragraph. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Default Paragraph. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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# Introduction to Media Queries

**It is easier to make different  
versions of your eBooks for  
the different retailers than to  
use media queries on a single  
file**

**If you use media queries,  
test the files extensively**



# Media Queries

- Useful for applying styles that work in some devices or settings, but not in others.
- Most powerful in iBooks on the iPad, and in KF8
- Standard values are `all` and `screen`
- Can also target devices based on screen dimensions with `width` and `height`, or `min-`/`max-` values
- More general, use `orientation`
- Adobe RMSDK/ADE does not have support for media Queries except `all`; breaks when `@media` in CSS has `orientation`, etc.

# Inline Media Queries

- Nook ignores CSS after an inline media query

```
p {...}
```

```
@media all and (orientation:portrait) {  
  p {...}  
}
```

```
@media all and (orientation:landscape) {  
  p {...}  
}
```

# Linked Media Queries

- This will allow for different CSS files, for example, for general styles, portrait, and landscape:

```
<link href="styles.css" type="text/css" />  
<link media="all and (orientation:portrait)"  
  href="portrait.css" type="text/css" />  
<link media="all and  
  (orientation:landscape)"  
  href="landscape.css" type="text/css" />
```

# KF8 Media Queries

- KF8 and mobi-specific media references

```
<link media="amzn-mobi" href="mobi.css"  
      type="text/css" />
```

```
<link media="amzn-kf8" href="kf8.css"  
      type="text/css" />
```

-----

```
<link media="not amzn-mobi" href="mobi.css"  
      type="text/css" />
```

# Making KF8 source

# Converting ePub to KF8

- Rip open the ePub, pull out the OEBPS folder and related files
- Remove the Cover HTML file and all references in OPF and NCX
- Move anchors in front of formatting tags
- Optional: change anchors to `name=` (not `id=`)
- Convert poetry, lists, etc. to KF8 backwards compatibility formatting
- Flatten transparent PNGs and GIFs
- Small images must have width and height attributes

# [code example]

## The Book of Texas



**eBook**  
*NINJAS*

**eBookNinjas.com**

**#eprdctn**

**eprdctn.org**





# Q & A



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