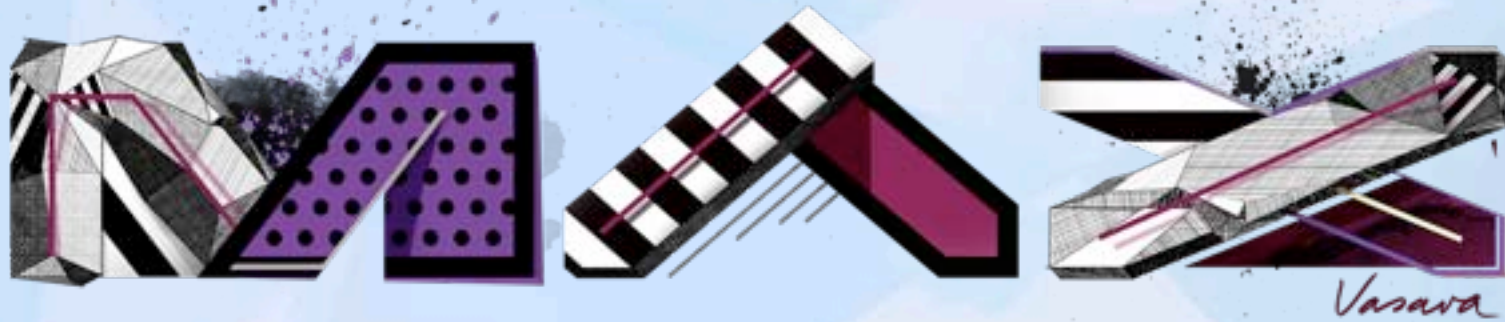




Beyond Print: Digital Content from InDesign (PDF, EPUB, DPS, HTML)

David Blatner | co-creator, InDesignSecrets.com, *InDesign Magazine*



THE CREATIVITY CONFERENCE



Who am I?

- Co-host of InDesignSecrets.com
- Co-creator of PEPCON: The Print + ePublishing Conference
- Publisher, *InDesign Magazine*, CreativePro.com
- Author, *Spectrums: Our Mind-Boggling Universe From Infinitesimal to Infinity*, *Real World InDesign*, and 13 other books
- Developer: Blatner Tools and PatternMaker plug-ins

What Did We Learn at PEPCON?

There are no Clear Answers.

“I’m feeling both
uncomfortable and reassured.”

—Debbie, PEPCON attendee

Desktop/Laptop vs Tablet

- On the one hand: Just a CPU in a box
- On the other hand: speed and battery mean they're really different beasts
- Tablets are currently clumsy:
 - No Flash
 - Problematic PDF
 - Limited app and document management

Why InDesign?

- It's still just "page layout"
- InDesign is the best page-layout tool on the planet
- The content is already here

From InDesign to Desktop

- PDF
- SWF
- ePUB
- HTML
- App/Air

From InDesign to Tablet

- ePUB / Kindle
- PDF
- App / Content delivery app
- HTML/Web App

ePUB / Kindle

- Imagine a Word document
- + browser wars of 1999
- Not page-based
- Readers vary widely (ADE is among the worst)
- ePUB vs. Kindle azw (mobi)
- Fixed Layout (FLE)
 - use ePUBcrawler, CircularFlow, Flipick, hand-code
 - (iBooksAuthor=no InDesign workflow; limited to Apple)

ePUB / Kindle

- Pros:
 - Reflowable
 - Searchable
 - You can easily sell it through Apple or Amazon
 - InDesign ePUB export is improving fast!

ePUB / Kindle

- Cons:
 - Difficult to replicate page design
 - Limited interactivity
 - (changing with ePUB3 and iBooksAuthor)
 - “Requires” knowledge of HTML & CSS (cracking)
 - Oxygen XML editor; BBedit; etc.
 - If only Dreamweaver could open archives!

HTML and WebApps

- InDesign HTML export: No geometry!
 - Articles panel and Object Export Options helps
 - Designed for integration with DW or template systems
- eDock.com
- In5 (ajarproductions.com)

Apps and Content Delivery Apps

- Apps offer maximum interactivity and user experience
- Single apps vs. Issue-apps
- Analytics

Apps and Content Delivery Apps

- Cons, Part 1:
 - Surprise, you're a software developer now!
 - You're competing with apps
 - Must redesign your pages (2+ times)
 - Can be (very) expensive
 - But single editions are free with CC subscription!

Apps and Content Delivery Apps

- Cons, Part 2:
 - Apple is the gatekeeper
 - Many documents just aren't apps
 - Fractured Android market
 - You have to become a software developer!
 - Adobe's tools = Great. Publishing = "Grueling."

Apps and Content Delivery Apps

- Adobe DPS is clearly ahead in the market (Woodwing was 2nd but is now DPS-based)
- Plenty of others nipping at heels: Twixl, App Studio, Aquafadas, Mag+ (all have InDesign plug-in solutions)
- Baker Framework and other HTML5 wrappers
- What happened to Flash to IPA?

PDF for iPad and Tablet

- PDF is a Standard
- ...a fixed-layout, tagged, searchable, good-looking, inexpensive, easy-to-create standard!
- Non-linear or designed publications
- Especially good for free distribution

PDF for iPad and Tablet

- Pros:
 - Your own server
 - Your own design
 - Virtually no cost
 - You remain a publisher, not a developer
 - You already know how to make them!

PDF for iPad and Tablet

- Cons:
 - Minimal interactivity
 - No central marketplace/distribution
 - No text reflow

PDF for iPad and Tablet

- Interactivity Concerns:
 - No Flash for mobile/tablet
 - InDesign's animations no go
 - SWF in PDF trick no go
 - Buttons
 - Hyperlinks work best
 - Movies
 - No prepress proofing!



PDF for iPad and Tablet

- PDF Readers:
 - iBooks
 - Adobe Reader
 - PDF Expert
 - GoodReader
 - PerfectReader
 - BlueFire Reader
 - many more...



PDF for iPad and Tablet

- PDF Apps:
 - Zinio
 - MagCloud
 - many more...
- Other PDF Options:
Lulu and other print-on-demand services



PDF for iPad and Tablet

- Roll your own app!
 - PDF libraries available
 - Adobe, fastPDFkit, muPDF, etc.
 - Working with Elara Systems on creating a PDF to app workflow
 - Using *InDesign Magazine* as an example prototype

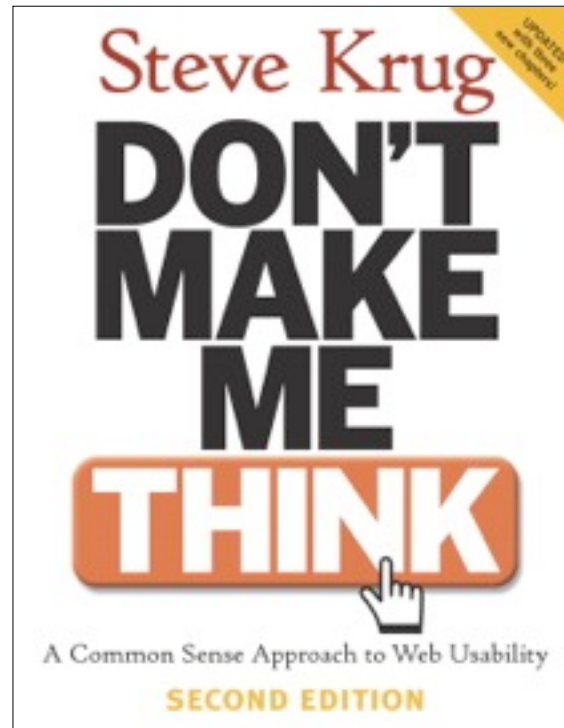


Future of PDF

- Adobe Reader should:
 - fully support HTML5
 - support embedded EPUB for reflow
 - handle video, buttons, and other common interactive features
 - support distribution methods (Dropbox, targeted folders, etc)
 - be bundled on all tablets (become ubiquitous again)

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Every survey you submit enters your name to win the daily grand prize - an **Apple® iPod Nano®**.

