eBook Production, Platforms and Workflow

书籍制作,平台和工作流程

The choices for Publishers Flowable or Fixed, Platforms and Ecosystems

> 出版商的选择 可流动或固定平台和生态系统

Chris Jennings 2017



ntroduction The eBook formats and devices Making eBooks Break Looking at some examples

eBook Production Decisions

- Re-flowable or Fixed layout? Reading direction (Chinese) • Which platform? or Multi-platform? Backlist or fresh build?

- Print first? / Digital First?

• re-flowable and fluid to fit the size, shape and font-size of the eReader device

• fixed to a particular viewport (like on paper)

The form of an eBook can be:

Re-flowable eBooks are:

• user friendly and accessible text • easier to make • make use of the eReader user interface

- suitable for books that are mostly

eBook formats

ePub - for most portable devices
Mobi - for Amazon Kindle
PDF - still used to distribute digital documents
Comics / Graphic Novels Not really a format but some apps for special features

eBook reading devices

e-ink readers (Kindle) tablets (iPad) smartphones (iPhone) or browser plug-ins)

any computer (with software)



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CHAPTER 1

LATE SUMMER BREEZE wafted through the open kitchen window, making the twen-The ty tiny flames upon Ceony's cake dance back and forth on their candlewicks. Ceony hadn't made the cake, of course, as one should never bake her own birthday cake, but her mother was a good cook and a better baker, so Ceony had no doubts that the confection, complete with pink cherry frosting

birthday wishes, Ceony's mind wandered from the dessert and the celebration at hand. Her thoughts narrowed in on an image she had seen in a fortuity box just three months ago, after reading Magician

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The Man Who Loved Islands

Introduct

The Man Who Loved Islands

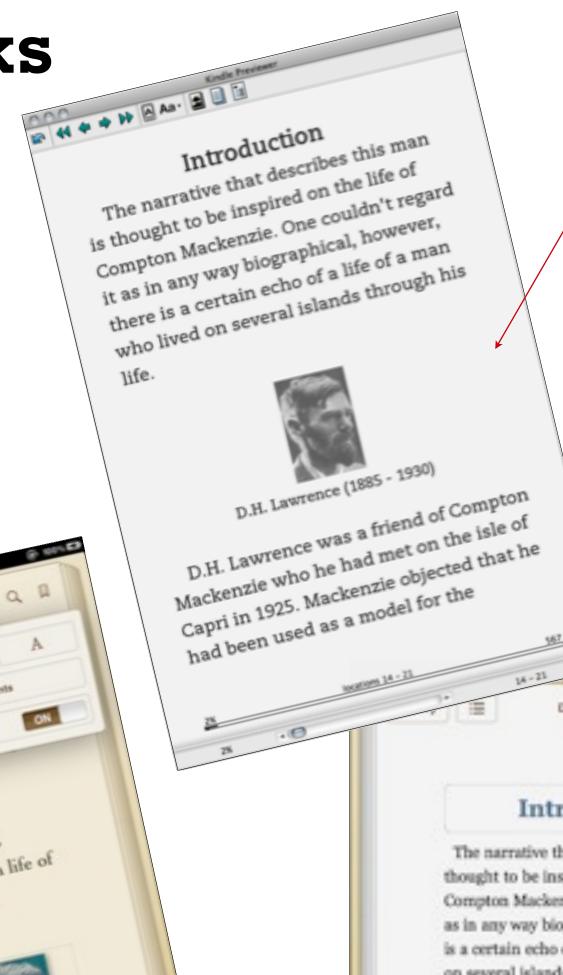
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through his life. D.H. Lawrence was a



friend of Compton Mackenzie who he had met on the isle of Capri in 1925. Mackenzie objected that he had been used as a model for the character in Lawrence's short story. There are, indeed.

ePUB format on iPad





D.H. Lawren (1885 - 1950)

MOBI format on Kindle

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The Man Who Loved Islands

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Compton Mackenzie lived on Capri from 1913 to 1920. He then leased the island of Herm and Jetou in the Channel Islands. After financial difficulties, he sold his lease for Herm and moved to the smaller island of Jetou in 1923. In 1925 he bought the uninhabited Shiant Isles near to Harris

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ePUB format on iPhone

Introduction

D. H. Lawrence

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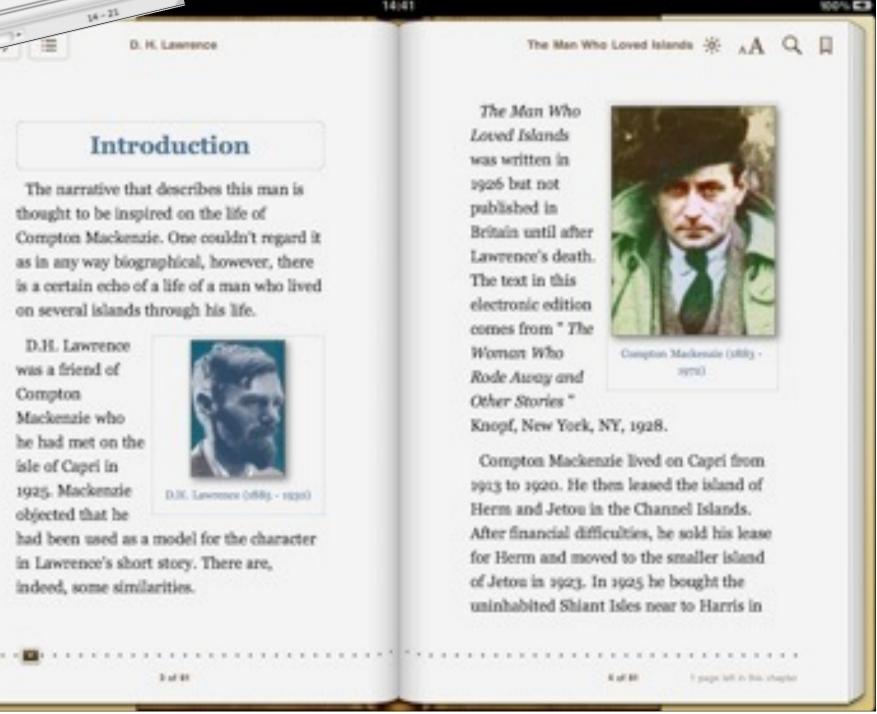
The Man Who Loved Islands was written in 1926 but not published in Britain until after Lawrence's death. The text in this electronic edition comes from " The Woman Who Rode Away and Other Stories "



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Knopf, New York, NY, 1928.

Compton Mackenzie lived on Capri from 1913 to 1920. He then leased the island of Herm and Jetou in the Channel Islands. After financial difficulties, he sold his lease for Herm and moved to the smaller island of Jetou in 1923. In 1925 he bought the uninhabited Shiant Isles near to Harris in



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言而有信,雖曰未學,吾必謂之學矣。」 7. 子夏曰:「賢賢易色,事父母能竭其力,事君能致其身,與朋友交力,則以學文。」	 6.子曰:「弟子入則孝,出則弟,謹而信,汎愛眾,而親仁。行有餘之,子曰:「道千乘之國,敬事而信,節用而愛人,使民以時。」 5.子曰:「百日三省吾身,為人謀而不忠乎?與朋友交而不信乎? 4.曾子曰:「百日三省吾身,為人謀而不忠乎?與朋友交而不信乎? 9.子曰:「道千乘之國,敬事而信,節用而愛人,使民以時。」 1.子曰:「亭田三省吾身,為人謀而不忠乎?與朋友交而不信乎? 	學而第一
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日子 鮮 女 単 人 本 単 一 」	矣;不好犯上,而好作亂者,未之有也。君子務本,本2. 有子曰:「其為人也孝弟,而好犯上者,鮮來,不亦樂乎?人不知而不慍,不亦君子乎?」1. 子曰:「學而時習之,不亦說乎?有朋自遠方	學而第一
3 pages left in this chapter	Page 5	Back to page 2

Same book but text enlarged

•••			BUY 論語		AA Q 📕 ~
	也。」子曰:「書云:『孝乎惟孝,友於兄弟,施於?」子曰:「書云:『孝乎惟孝,友於兄弟,施於	20. 季康子問:「使民敬忠以勸,如之何?」子曰:「臨之以莊則敬,孝慈則忠,舉善而教[17. 子曰:「項乎異端,斯害也己。」 19. 哀公問曰:「何為則民服?」孔子對曰:「舉直錯諸枉,則民服;舉枉錯諸直,則民不[17. 子曰:「攻乎異端,斯害也己。」 14. 子曰:「「如乎異端,斯害也己。」 14. 子曰:「有子周而不比,小人比而不周。」 20. 季康子問:「君子周而不比,小人比而不周。」 20. 季康子問:「君子周而不比,小人比而不周。」	 第二百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百百	三十而立,四十而不惑,五十而知天命,六十而耳順,民免而無恥;道之以德,齊之以禮,有恥且格。」,曰:思無邪。」,曰:思無邪。」	為政第二
Ν	lo pages left in this chapter	Page 7		Page 6 Back	to page 5

Right to left and lines read down

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稱奇道妙,也不定要世人喜悅檢讀,只愿他們當那醉淫飽臥之時, 或避世去愁之際,把此一玩, 豈不省了些壽命筋力? 就比那謀處逐 妄,卻也省了口舌是非之害,腿腳奔忙 之.再者,亦令世人換新眼 目,不比那些胡牽亂扯,忽离忽遇,滿紙才人 淑女,子建文君紅娘 小玉等通共熟套之舊稿. 我師意為何如? " 空空道人听如此說, 思忖半晌,將《石頭記》再檢閱一遍,因見上面雖 有些指奸責佞貶 惡誅邪之語,亦非傷時罵世之旨,及至君仁臣良父慈子孝, 凡倫常 所關之處,皆是稱功頌德,眷眷無窮,實非別書之可比.雖其中大 旨 談論,亦不過實錄其事,又非假擬妄稱,一味淫邀艷約,私訂偷 盟之可比.因毫不干涉時世,方從頭至尾抄錄回來,問世傳奇.從 此空空道人因空見色,由色生情,傳情入色,自色悟空,遂易名為 情僧, 改《石頭記》為《情僧 錄》. 東魯孔梅溪則題曰《風月寶 鑒》.后因曹雪芹于悼紅軒中披閱十載, 增刪五次, 纂成目錄, 分 滿紙荒唐言; 出章回, 則題曰《金陵十二釵》. 并題一絕云: 出則既明,且 都云作者痴, 誰解其中味? 一把辛酸淚 看石上是何故事.按那石上書云: 當日地陷東南,這東南一隅 有處曰姑蘇,有城曰閶門者,最是紅塵中一 二等富貴風流之地. 這 狹,人皆呼作葫蘆廟. 廟旁住著一家鄉宦,姓甄,名費,字士隱 嫡妻封氏, 情性賢淑, 深明禮義. 家中雖不甚富貴, 然本地便也推 他為望族了.因這甄士隱稟性恬淡,不以功名為念,每日只以觀花 修竹, 酌酒吟詩 為樂, 倒是神仙一流人品. 只是一件不足: 如今年 已半百,膝下無儿,只有一女,乳名喚作英蓮,年方三歲, 一日,炎夏永晝,士隱于書房閒坐,至手倦抛書,伏几少憩,不覺 朦朧 睡去. 夢至一處, 不辨是何地方. 忽見那廂來了一僧一道, 且 行且談. 只听 道人問道: "你攜了這蠢物, 意欲何往?"那僧笑

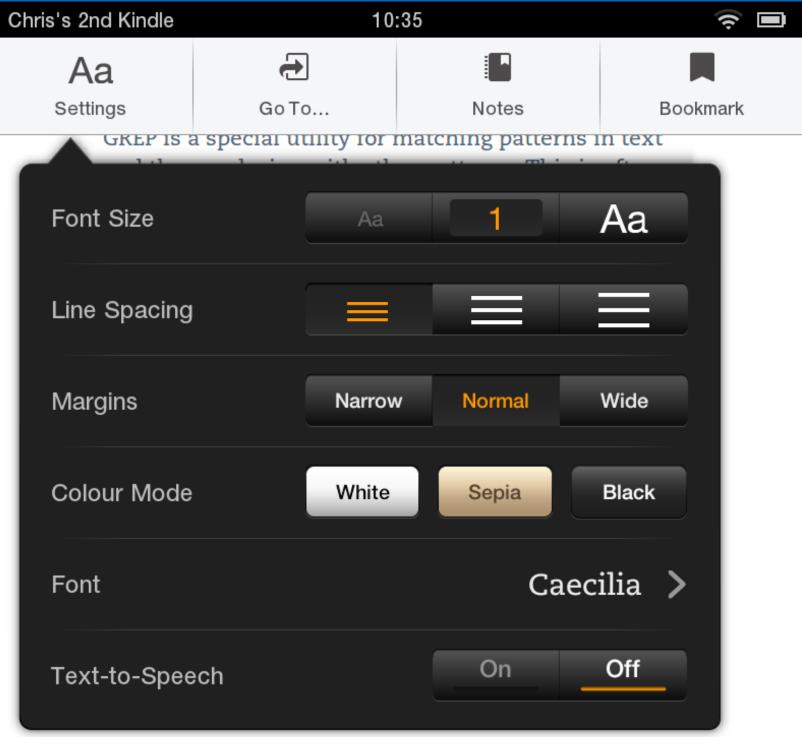
紅樓夢

道: "你放心,如今現有一段風流公案正該了結,這一干風流冤 家,尚未投胎入世,趁此机會,就將此蠢物夾帶于中,使他去經歷 "原來近日風流冤孽又將 造劫歷世去不成?但 經歷。"那道人道: 不知落于何方何處?"那僧笑道:"此事說來好笑,竟 是千古未聞 的罕事. 只因西方靈河岸上三生石畔, 有絳珠草一株, 時有赤瑕 宮 神瑛侍者,日以甘露灌溉,這絳珠草始得久延歲月.后來既受天地 精華,复得雨露滋養,遂得脫卻草胎木質,得換人形,僅修成個女 体,終日游于离恨天外,饑則食蜜青果為膳,渴則飲灌愁海水為 湯. 只因尚未酬報灌溉之德, 故其五內便郁結著一段纏綿不盡之 意. 恰近日這神瑛侍者凡心偶熾, 乘此 昌明太平朝世, 意欲下凡造 歷幻緣,已在警幻仙子案前挂了號.警幻亦曾問及,灌溉之情未 償,趁此倒可了結的.那絳珠仙子道:`他是甘露之惠,我并無此 水可還.他既下世為人,我也去下世為人,但把我一生所有的眼淚 遗他,也償還得過他了.'因此一事,就勾出多少風流冤家來,陪 他們去了結 此案。"那道人道:"果是罕聞,實未聞有還淚之說。 想來這一段故事,比 歷來風月事故更加瑣碎細膩了。"那僧 道: "歷來几個風流人物,不過傳其 大概以及詩詞篇章而已,至家 庭閨閣中一飲一食,總未述記. 再者, 大半風 月故事, 不過偷香竊 玉,暗約私奔而已,并不曾將儿女之真情發泄一二.想 這一干人入 世,其情痴色鬼,賢愚不肖者,悉与前人傳述不同矣。"那道人 "趁此何不你我也去下世度脫几個,豈不是一場功德?"那僧 道: 道:"正 合吾意,你且同我到警幻仙子宫中,將蠢物交割清楚,待 這一干風流孽鬼下 世已完,你我再去.如今雖已有一半落塵,然猶 未全集。"道人道:"既如此,便隨你去來。" 卻說甄士隱 俱听得明白,但不知所云"蠢物"系何東西. 遂不禁上前施禮 , 笑問 道: "二仙師請了。"那僧道也忙答禮相問. 士隱因說道: "适聞

Page 5

AA Q V

Left to right and lines read across



"Hello World"

So to change the *inch marks* to proper quotes use the following GREP pattern:

Search for "(.*?)	•
Replace with <">\^	<">

This will remove the inch marks either side of the content and wrap that content in the <q> tag.

Potentially, you can also provide different quote styles for different languages like this:

«Bonjour tout le monde»

This is just one example of text processing using

 \wedge





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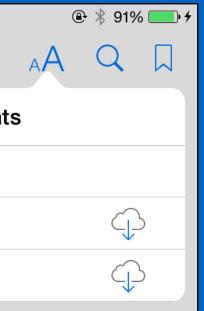
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子!平常都是紫薇唱歌給我聽,今天,妳唱一首來聽聽!』	晚要出來,這郊外的空氣,確實讓人神清氣爽!』便高興的喊:『小燕	『今天風和日麗,我們出來走走,真是對極了!怪不得小燕子一天到	乾隆看著車窗外,綠野青山,平疇沃野,不禁心曠神怡。	車外,爾康、爾泰、永琪、福倫、鄂敏、傅恒、太醫都騎馬。	車內,乾隆、小燕子、紫薇、紀曉嵐坐在裡面。	馬車,踢踢踏踏的走在風景如畫的郊道上。馬隊踢踢踏踏的相隨。	舊十分壯觀。	車,又是馬,又是武將,又是隨從。大家已經儘量『輕騎簡裝』,隊伍依	就是『微服出巡』,一位皇上要出門,仍然是浩浩蕩道	黑體 R 都體	Fonts



iPad

Print Book Designers build for page • In re-flowable eBooks, the 'page' does not really exist



Spreads in Re-flowable eBooks

double page spreads cannot be specified

• Designers cannot specify left or right arrangement

Typography

No repeatable elements (headers, footers, page numbers)
Text can be colour and elnk devices will make grayscale
Contrast for readability

Font size - this won't be ignored by the devices, but users can increase/decrease Embedding fonts - some devices can use embedded fonts

Typography -Fonts



 controls should be present to keep image and caption together large versions should be available for 'zooming up'

mages / Captions

Table of Contents

but needed for Kindle/MOBI • Will be interactive

- TOC not needed on the page for ePUB
- TOC needs special attention for nesting
- no page numbers for on page version!

A table of contents in print

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Another part of the wood

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AA Q ∎~

to Hermia

- love with Hermia
- in love with Hermia
- Master of the Revels to Theseus
- rpenter
- er
- eaver
- ows-mender
- cer
- tailor
- Queen of the Amazons, bethrothed to Theseus
- aghter to Egeus, in love with Lysander
- ove with Demetrius
- g of the Fairies
- en of the Fairies
- Goodfellow
- m: fairy

d: fairy ramus, Thisby, Wall, Moonshine, Lion are r: Quince, Bottom, Flute, Snout, Starveling, and

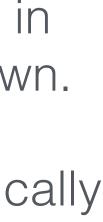
attending their King and Queen: on Theseus and Hippolyta:

Scene: Athens and a wood near it

Page 14

Last page in this chapter

Table of contents in eBook as drop down. Page numbers generated automatically



Index needs to be interactive Index can be left out of eBook • Search facility can be used instead

ndex

Fixed format eBooks

user cannot change the font-size
can be ePUB fixed-format
for iOS (iPads etc)
for Nook
many other recent devices
alternative can be book app
for iOS or Android



ePUB fixedlayout format Q ...

Medea in Performance

in Colchis before moving to Corinth. Written against the backdrop of pogroms in Eastern against the backgrop of pogronis in Lastern Europe and the influx of Jewish refugees from Russia Europe and the innux of Jewish refugees from Russia into the Austro-Hungarian Empire, Grillparzer's Medea into the Austro-Hunganan Empire, Omparzer siviedea is cast as a Hassidic Jew who represses her ethnicity in Gallery: Grillparzer's Medeas Sophie Schröder as Medea (c.1820). After a painting by Joseph Krafft; University of Cologne (click or touch image for more)

In the final scenes of the trilogy, before killing her in the final scenes of the througy, before kining her children, Grillparzer's Medea digs up a trunk she had

children, Grillparzer's wiedea digs up a trunk sne m buried on her arrival, takes out the poisoned robe which will kill Jason's new bride and puts on her own Hassidic dress. However, in Grillparzer's version it is clear that Medea's infanticide is intended to prevent clear that we deals infranticide is intended to prevent a far worse death for her children at the hands of the

Corinthians.

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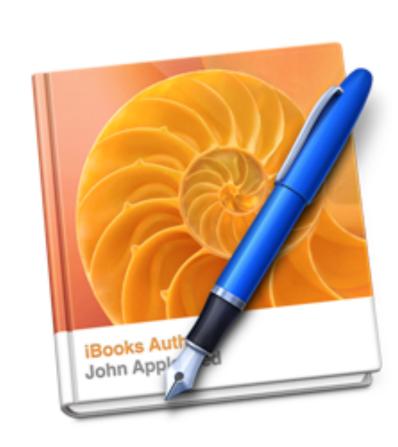
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there is another format



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version 1.1 (190)

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/ This Is Biology's Century Our living planet faces unprecedented challenges. The most important tool we can bring to bear to most those aballances is advection. The E. O. Willows Diadimensity Foundation has added to bear Our living planet faces unprecedented challenges. The most important tool we can bring to meet those challenges is education. The E. O. Wilson Biodiversity Foundation has gathered to meet those thankinges is education. The E. O. Whison blouwershy roundation has gamered together a team of teachers, scientists, graphic designers, textbook professionals, and new-media You are holding a preview of the materials we are preparing and a sample chapter that introduces Tou are notating a preview or the materials we are preparing and a sample chapter that introduces the ideas of ecology. Over the next two years, we will be releasing chapters periodically through the iBookstore.

tian's head was like a lion.

Nian's body was like an elephic

He had a horn like a thinoceros.

a had flashing green eyes.

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2. O. Wilson's Life on Earth is a complete introduction to te biosphere from molecules to cells to organisms to ecology.

Apple's 'Multi-touch' format built with iBooks Author Only available for Apple devices

Apple iBooks

based very loosely on ePUB standard but with positioning and special iOS device specific parameters

The Story of the New Year Beast

iPad 🔶

The Pinyin Song	
The New V	
The New Year Beast Did Your	
Did You Know?	
Glossary	

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60





 ePub and Apple iBooks can be enhanced with:

- Video
- Animation
- Read-aloud
- Audio / Music / Narration

Multimedia Enhancements

eBook Readers 设备

eBooks need reader software
Vendors can control distribution through the reader
eBooks are added to the user's 'library'

• quality of software is variable latest standards not always supported • can include DRM to lock eBook to device or purchaser / borrower

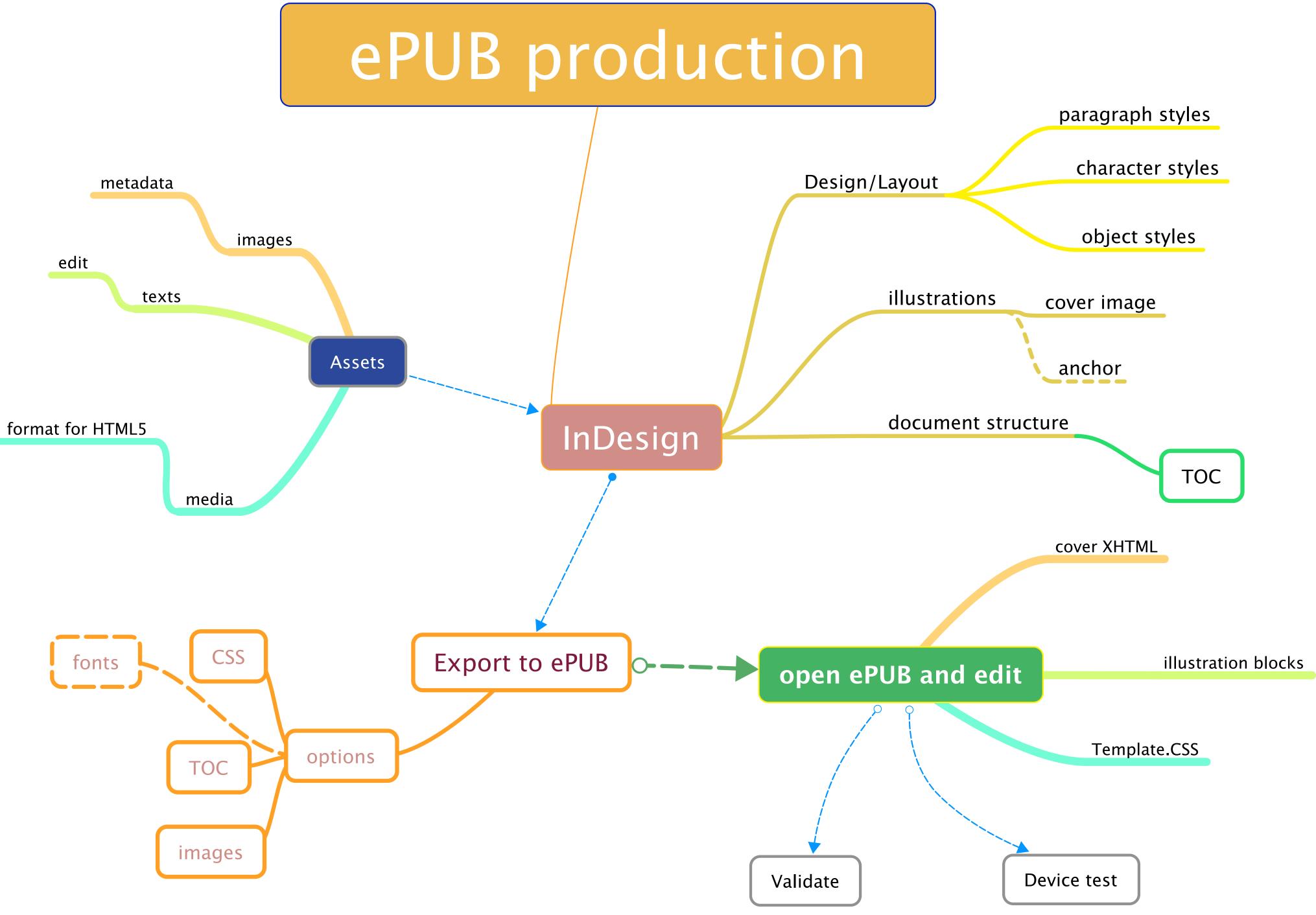


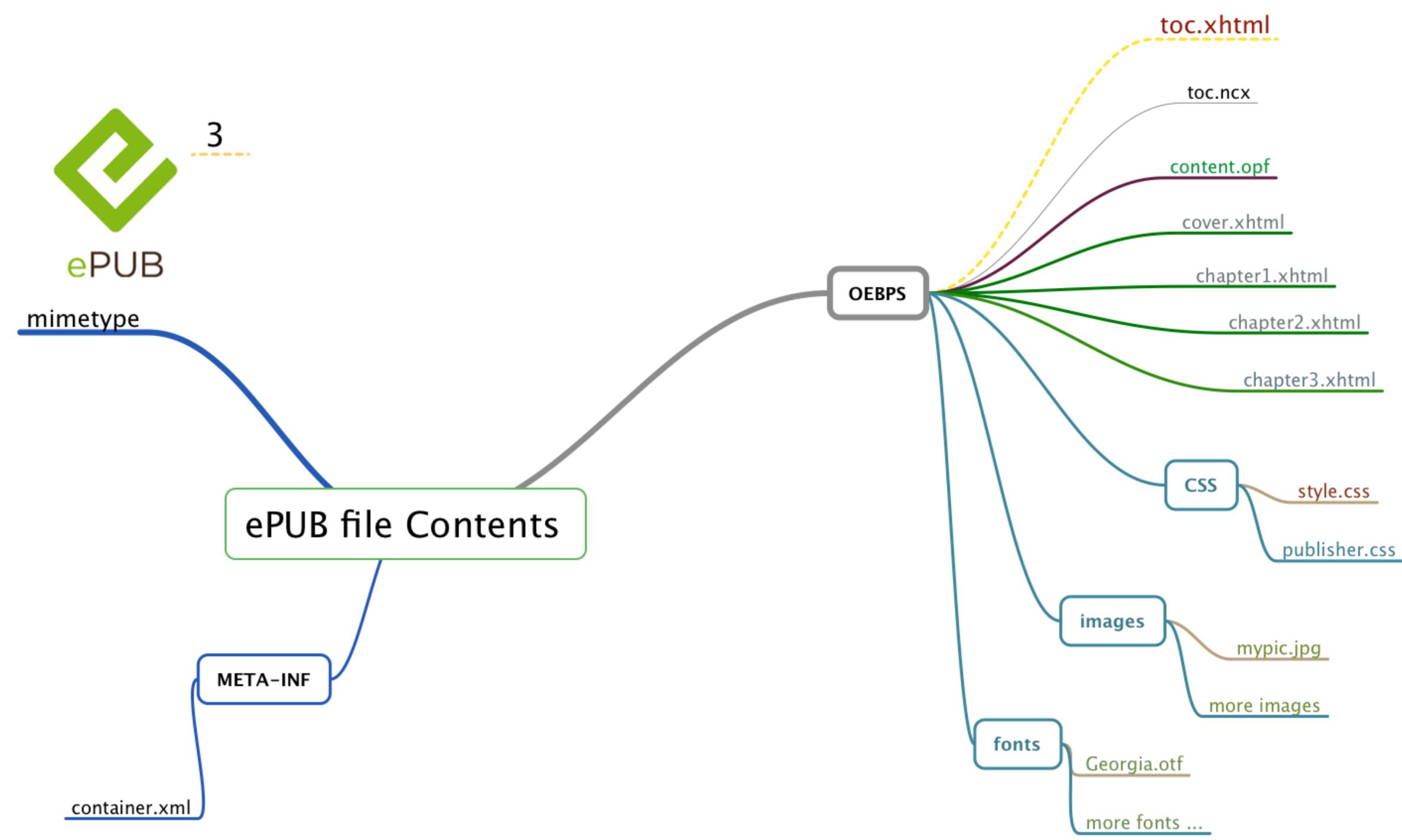


How do we make: eBooks?

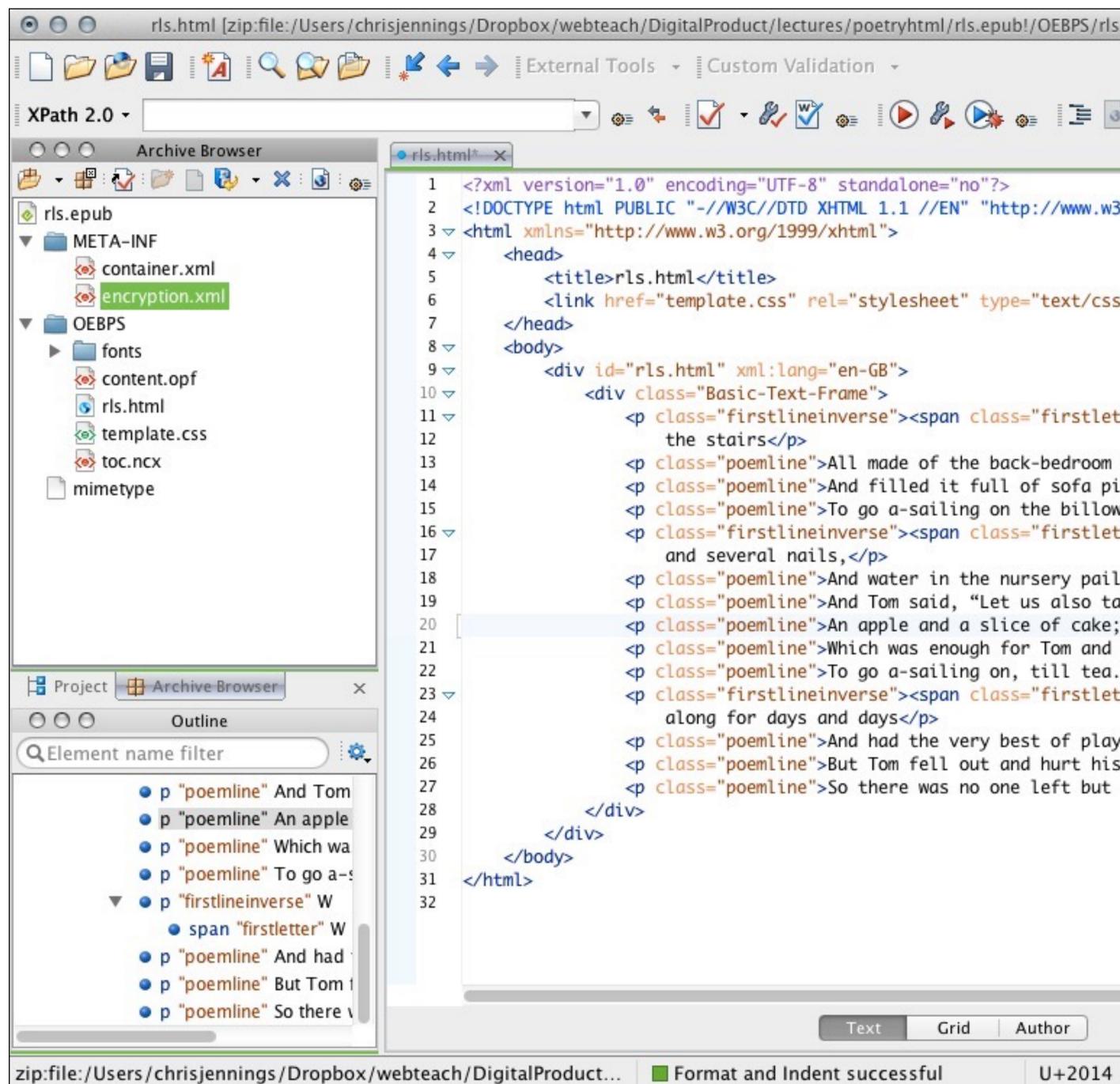
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from InDesign to:

ePub re-flowable
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IDML to use in iBooks Author

ePub post editing

- some additions may be required
- editing HTML and XML inside the package
- conversion to Mobi / Kindle

some of the ePub file may need editing

Specifics for Chinese Language

can use right to left
can use vertical reading
may need some editing of the CSS and metadata

Language Specifics

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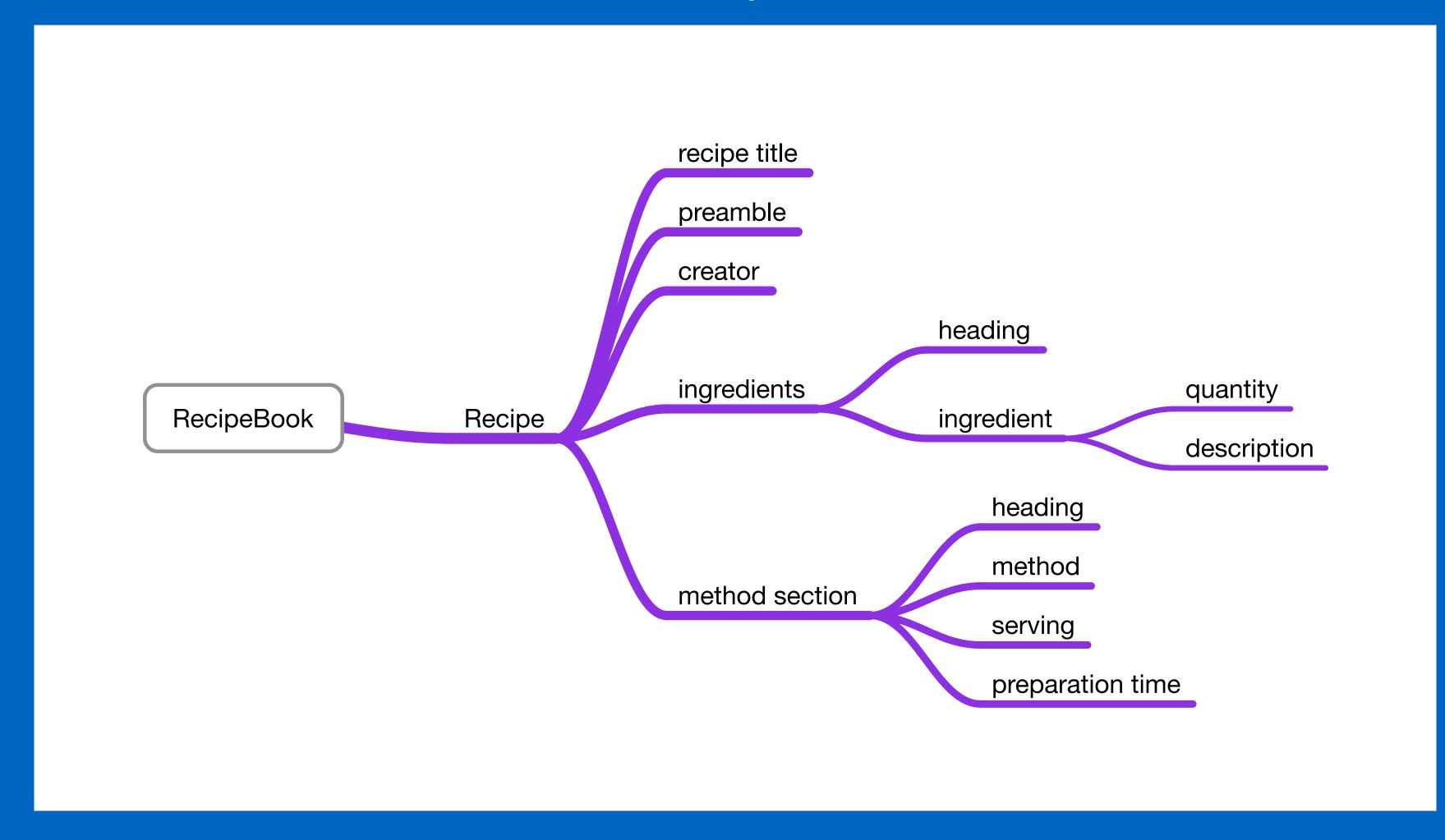
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Conversion and Export Tools

ePub can be converted to Kindle formats
can use vertical reading
may need some editing of the CSS and metadata

Using XML and WEB first





烹饪书 Example: Cookery Book



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Cook indoors or out on the barbeque. Serve up with Retsina or some cold Greek beer.

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Description
potatoes, boiled and pureed
eggs
Bunch of Parsley finely chopped
grated dried mitzithra cheese
olive oil
salt
pepper

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Web Page previews the content

Potato balls from Lesvos

A delicious summer treat. Cook indoors or out on the barbeque. Serve up with Retsina or some cold Greek beer.

Ingredients

- 1kg potatoes, boiled and pureed
- 4-5 eggs
- Bunch of Parsley finely chopped
- 1 and a half grated dried mitzithra cheese
- olive oil
- salt
- pepper

Method

Mix in a bowl the mashed potatoes with the eggs. See how tight the mixture is. If it becomes to watery do not add all the eggs. Then add the rest of the ingredients. Use plenty of parsley. Work the mixture with your hands and shape it into small round balls. Coat them with flour and fry on all sides until golden brown. Do not burn the oil because this way the potato balls might burn on the outside and remain uncooked on the inside. When ready remove from frying pan lace them in a platter on top of and absorbing paper and serve.

Serves: 4

Preparation time: 1 Hour

Submitted by: Chris Jennings





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XML is exported

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XML Imported to InDesign Template

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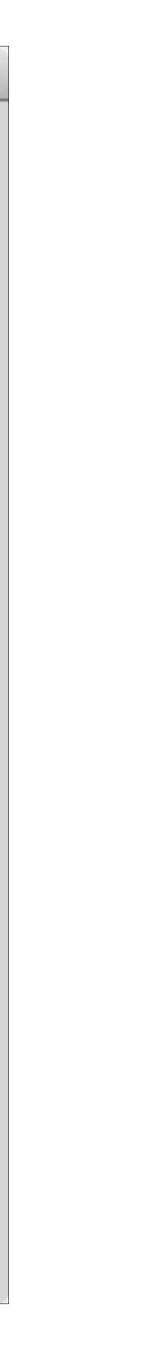




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Pavlova cake

Sweet Dish

Estonia



When strawberries are ready in July, Estonians have to make the Pavlova cake. Although it's of Australian origin, we make and eat it a lot and it has become more like our ethnic food. There are different ways of making pavlova. But the main thing is it's easy and yummy! And what else would you like during hot summer days.Here's the recipe I use and all my family and friends say it's the best pavlova they've ever tasted.

Back to page 50

Page 29

Submitted by: Lea Adamson

Ingredients

- Meringue:
- 6egg whites
- salt
- 2 dlwhite sugar
- 2 tablespoon of cornstarch
- 2 teaspoons of lemon juice
- Cream
- 400 ml35% whipping cream
- 300 grof cottage cheese
- 2,5 dlof sugar
- strawberries

Method

Directions:

Preheat the owen to 160 degrees C and cover the pan with parchment paper. Draw a 26-28 cm diameter circle to the parchment.

In a large bowl, beat egg whites and salt on a high speed until soft peaks form. Add ¾ of the sugar gradually, while continuing to whip.

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Content Management and XML

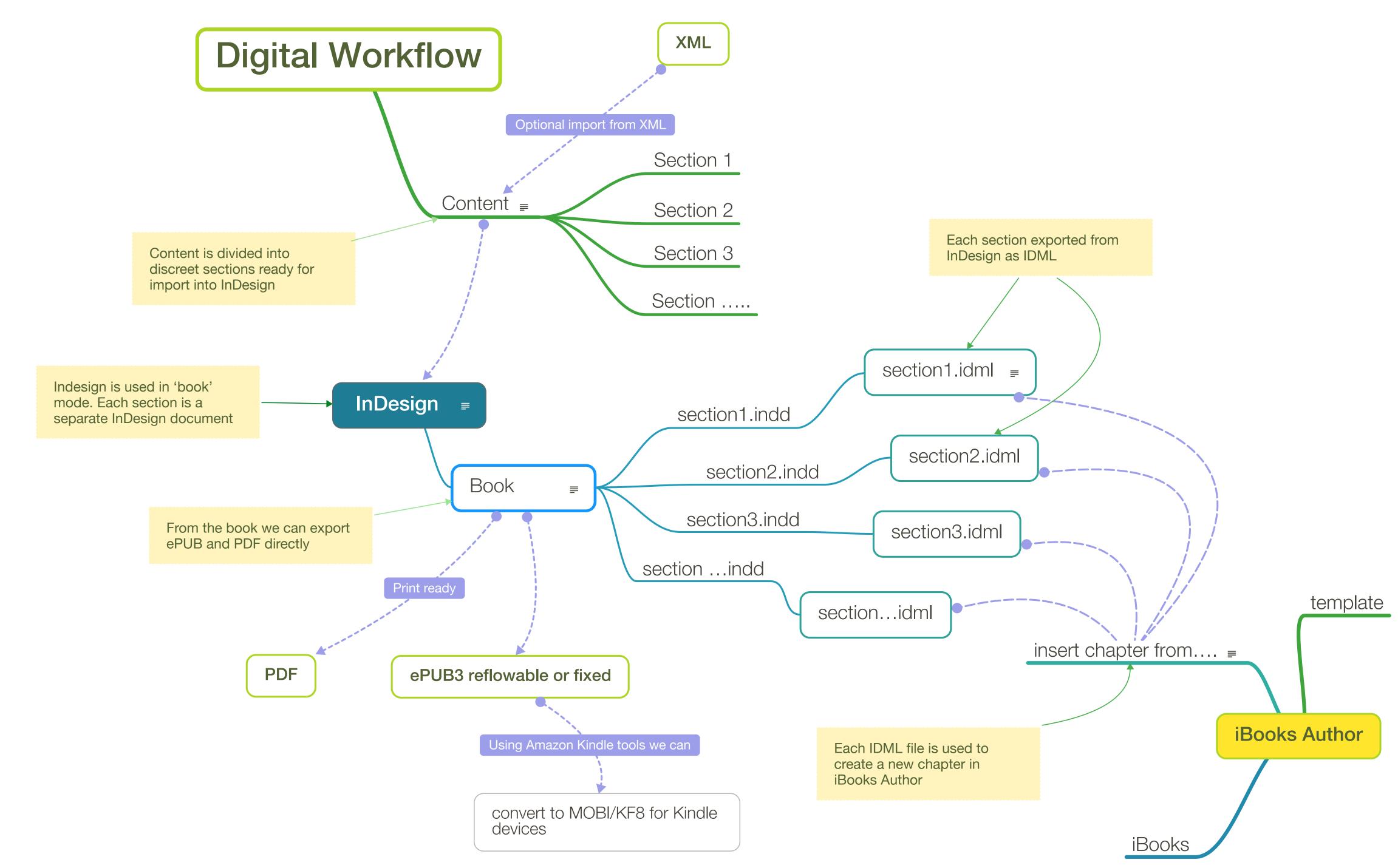
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- Content can published to the web and -
- exported as XML
- from InDesign we can get PDF for print and
- ePUB for eBooks
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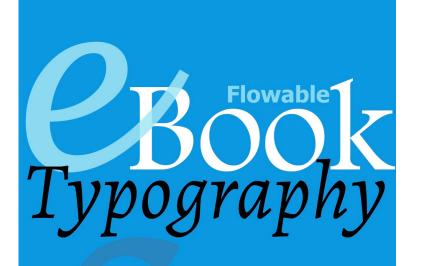
this can be imported into an InDesign template

eBook Production:

The ideal Digital workflow for maximum flexibility







Chris Jenning

PagetoScree

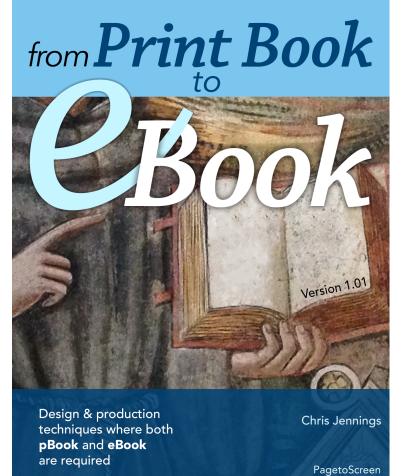
@ pageboy --chrisjennings@brookes.ac.uk





Thank You

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