NICOLETTA SALVATORI

# THE PERFECT CATALOG? AN EBOOK

*2. pro & cons of a ePub3 fixed layout*

SUMMER SCHOOL "DIGITAL TOOLS FOR HUMANISTS" 2021

# E-CATALOGS: NOT A SINGLE FORMAT

➤ A catalog can be a responsive site or an APP

➤ Catalogs can also be eBooks with flowable (ePub2) or fixed layouts (ePub3) enhanced with video and audio files, photo galleries and animations

Just like the ebook you have among your files

# E-CATALOGS: NOT A SINGLE FORMAT

➤ A catalog can be a responsive site or an APP

➤ Catalogs can also be eBooks with flowable (ePub2) or fixed layouts (ePub3) enhanced with video and audio files, photo galleries and animations

Just like the ebook you have among your files

# THE FLIP BOOK – A CATALOG TO BROWSE ON LINE

- ➤ If we want something better than a simple pdf and less difficult to create than an ebook fixed layout we can realize a **flip book**

- ➤ Flipbooks are interactive, **online publications.** The page flip animation will add something to your publication, making it a real page turner. You can even embed video and audio files in your book.

- ➤ There are **online services** that allow you to make your PDF file browsable and share the link to it on your site or on social networks

- ➤ There are **PC programs** that allow you to read PDFs as if they were books or paper magazines,

- ➤ There are even **mobile apps** that can give the reader the same experience

Remember to enjoy a flip book you need a wi-fi connection

# THE FLIP BOOK – A CATALOG TO BROWSE ON LINE

➤ If we want something better than a simple pdf and less difficult to create

Among the advantages of a flip-book there are SEO benefits
Digital flip books are made by HTML5, which is a web standard.
This makes it easy for search engines to crawl the content and identify the different elements included.

➤ There are **PC programs** that allow you to read PDFs as if they were books or paper magazines,

➤ There are even **mobile apps** that can give the reader the same experience

Remember to enjoy a flip book you need a wi-fi connection

# HERE SOME CLUES FOR BROWSING PDFS ONLINE

➤ **Issuu** is a platform that allows you to transform a PDF into a digital magazine, share it on social networks or insert it on an external site. Issuu is also an App. Issuu allows you to upload PDFs of a maximum of 500 pages and no more than 100 MB in size - https://issuu.com/

➤ **FlipSnack** is an online PDF browsing service. Upload a PDF file, convert it into a digital magazine in seconds, and get the embed code to make it visible on an external site. In FlipSnack you can even realize PDF on line with its own editor. The **basic version is free** but has limitation. https://www.flipsnack.com/

➤ **Sfogliami** https://www.sfogliami.it/ in its free version allows you to convert PDF files into digital magazines and share them on social networks, websites and via email. In the Premium version it even allows you to sell your creations.

# FEW WORDS ABOUT EBOOKS

There are Key Difference between PDF and an Ebook

➤ The PDF format is essentially an electronic variant of paper. It's static and unchangeable. Just as anything that has been printed on paper cannot be altered.

➤ The PDF format is extremely easy to use, share, and distribute. That's perhaps why eBooks in the PDF format remain in circulation even today.

➤ The eBook compensates for the one thing that PDF lacks – **customization**. Besides The fixed layout ePUB can incorporate elements (videos, animations, photo gallery, interactivity) to make their content more engaging.

# FEW WORDS ABOUT EBOOKS

PDF
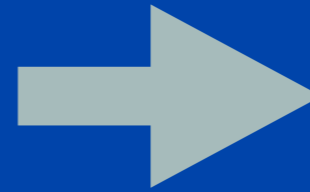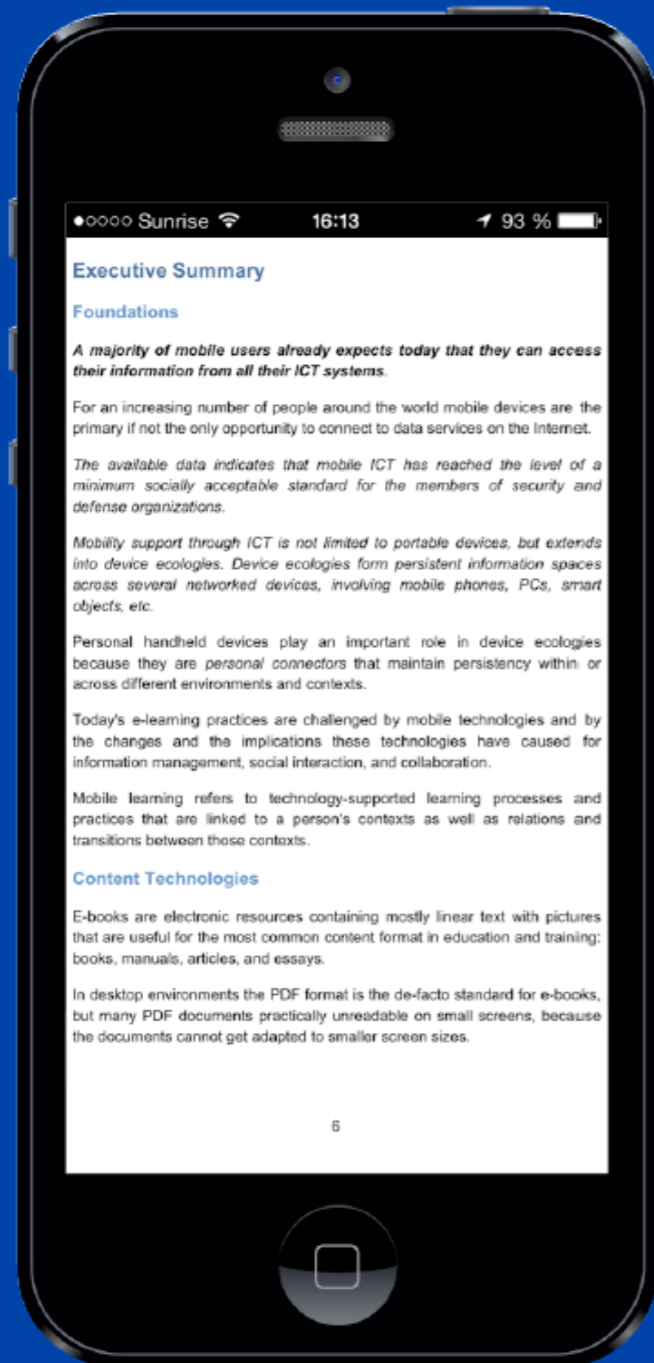
ePub

ebooks can adapt their layout to the screen where they are visualized
They are FLOWABLE and they let you change the size of the fonts or the fonts itself
They can be read OFF LINE
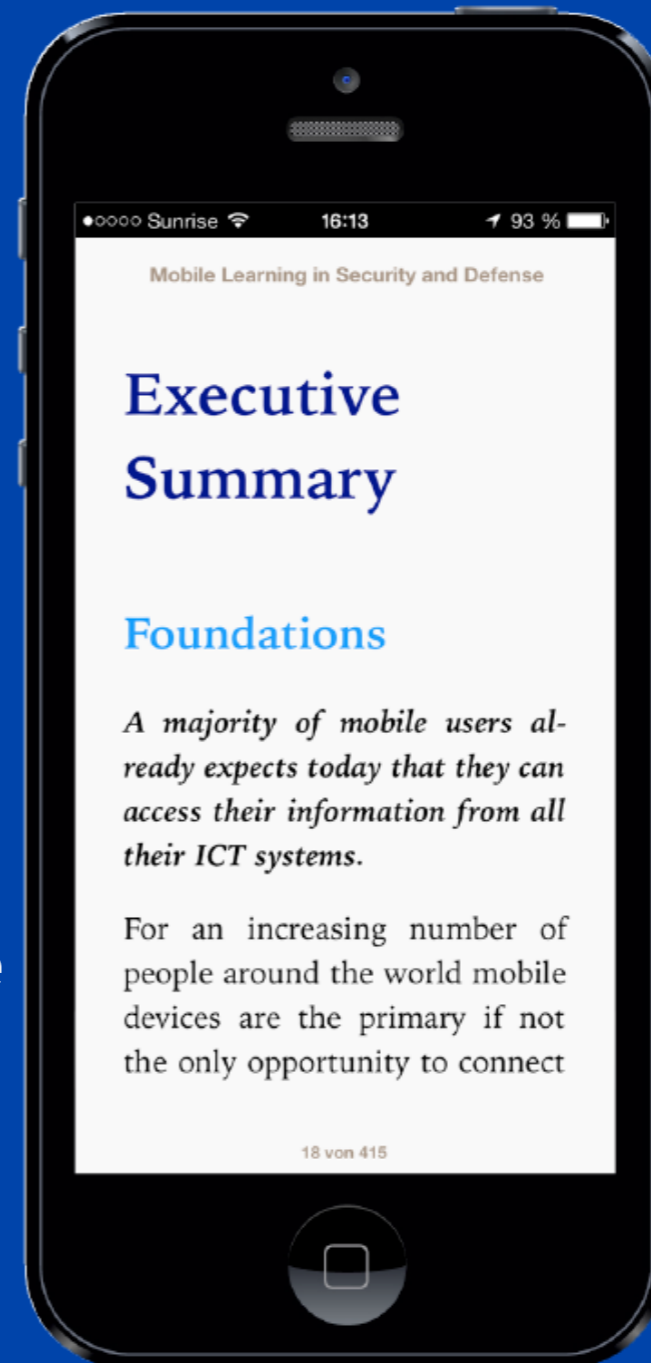
# TEXTS LIKE WATER

A true eBook presents correctly formatted text and images no matter the size of the screen it's being displayed on.

In order to do this, ebooks get rid of the idea of a page; the text will format to flow properly, and when one screen is full, will flow to the next — eBooks are liquid, they are flowable.

# TEXTS LIKE WATER

A true eBook presents correctly formatted text and images no matter the size of the screen it's being displayed on.

In order to do this, ebooks get rid of the idea of a page; the text will format to flow properly, and when one screen is full, will flow to the next — eBooks are liquid, they are flowable.

**CONTENT IS LIKE WATER**

This means that page 23 on your laptop of the same eBook may be page 12 on my big monitor or page 124 on my smartphone.
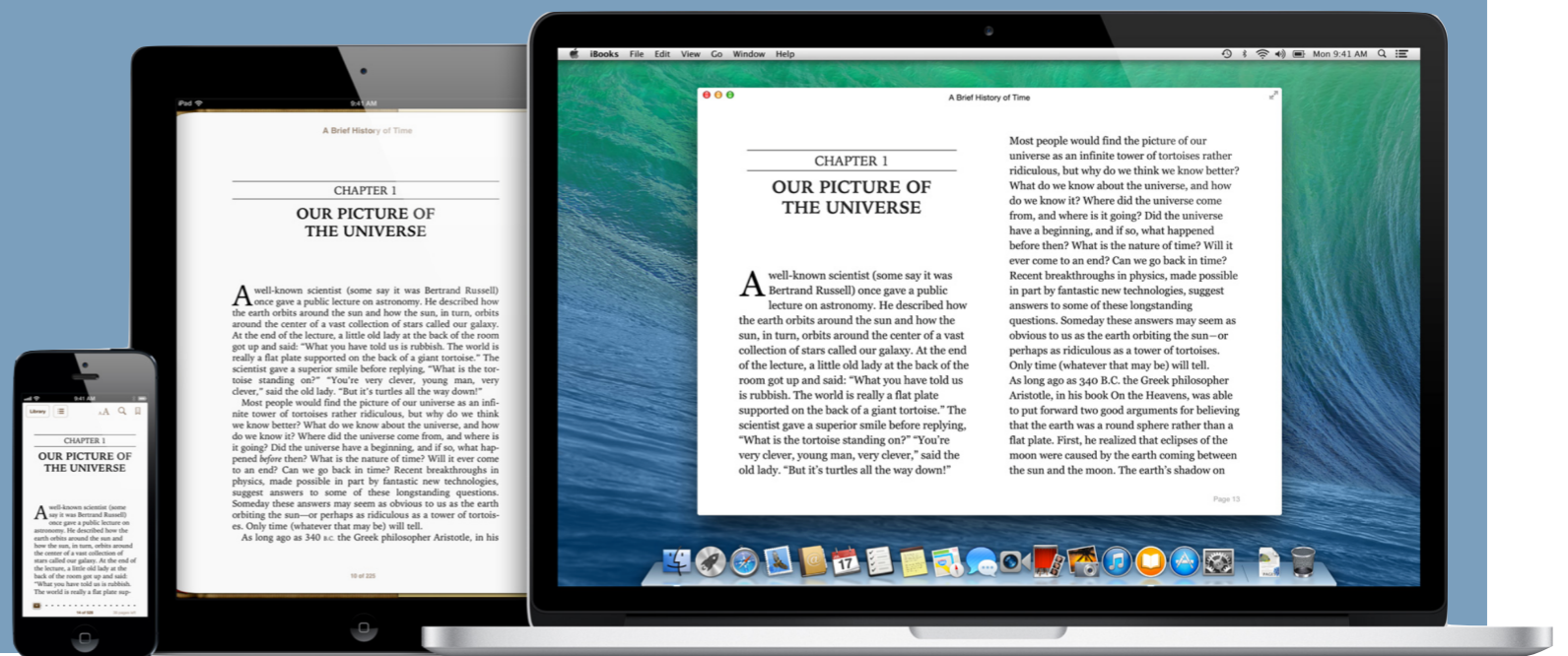
# EBOOKS FORMATS

➤ Now we Know very well that Web pages provide exactly the flexibility that ebooks require.

➤ So when in 2007 the IDPF International Digital Publishing Forum (now absorbed by W3C The World Wide Web Consortium) created a new eBook standard they looked to the language of the Web — HTML — as a basic building block.

➤ The IDPF created a open format (a self-contained set of HTML files) called ePub (electronic publication). In the past decade it has become the standard eBook file format. Most ebook reader, apps and devices use some variation on the ePub file format to display text and images.

# EBOOKS FORMATS

the ePub file (electronic Publication) is nothing
more than a self-contained package containing a group
of HTML files, with its own set of styles for formatting
and a navigation document for making sure
everything gets displayed in the right order.

We could say that an eBook is a website in a box.

➤ The IDPF created a open format (a self-contained set of HTML files) called ePub (electronic publication). In the past decade it has become the standard eBook file format. Most ebook reader, apps and devices use some variation on the ePub file format to display text and images.

# EBOOKS FORMATS

the ePub file (electronic Publication) is nothing
more than a self-contained package containing a group
of HTML files, with its own set of styles for formatting
and a navigation document for making sure
everything gets displayed in the right order.

We could say that an eBook is a website in a box.

Amazon's KF8 format is now in fact
a variation on the ePub standard,

Amazon sells its own ebooks in the AZW3 format
exclusive for Kindle but let you download its own
free app to read them on all the devices

# EBOOK FIXED LAYOUT
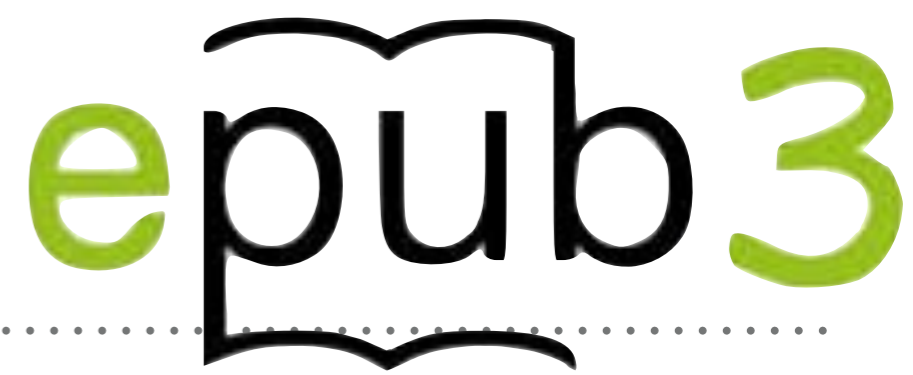
➤ The liquid layout of ebooks is great if I need to read a novel o a written report on different kind of device but **it is not the best thing if I want create a digital catalog**

➤ We have seen that in such a publication the graphic design and the importance of the images are of the utmost importance

➤ In 2013 the ePub format has been improved = **The ePub3 include:**

  ➤ Ability to add media (video and audio) as well as tables and **math formulas**

  ➤ The ability to create **fixed-format ebooks with an elegant graphic design**
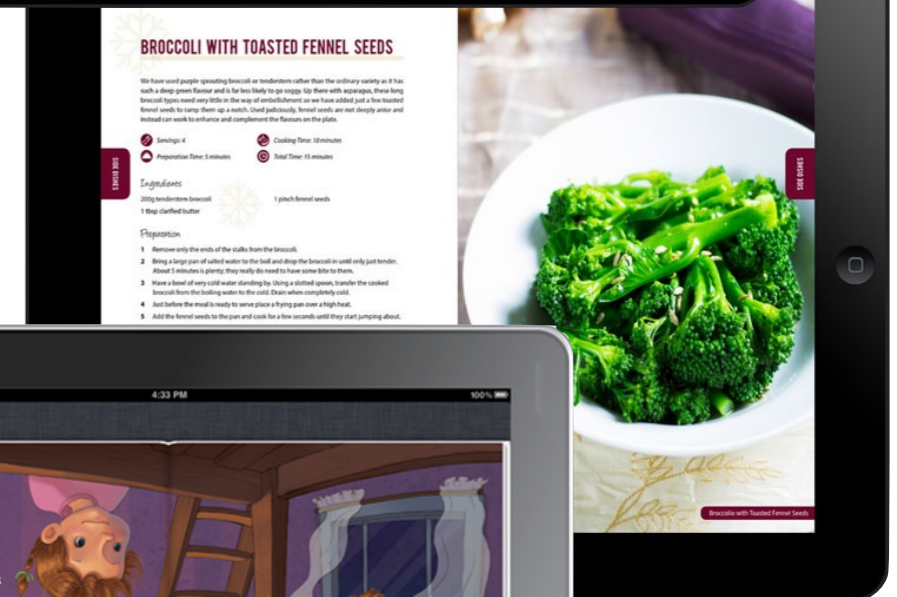
# EBOOK FIXED LAYOUT

➤ The liquid layout of ebooks is great if I need to read a novel o a written report on different kind of device but **it is not the best thing if I want create a digital catalog**
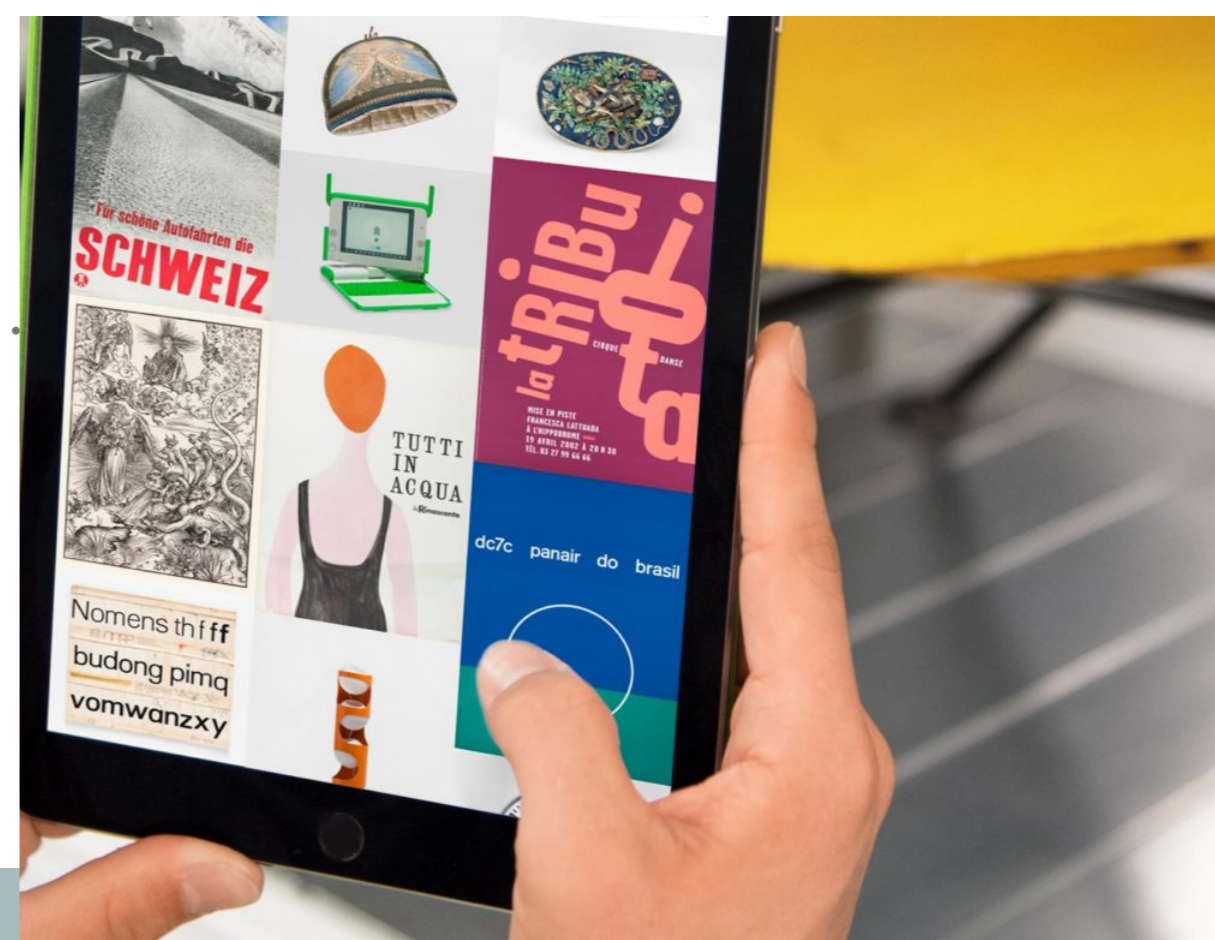
Marketing has discovered the superpowers of the this enhanced ebook.
Catalogs have reborn for retailers and art exhibitions,
Museums and galleries have begun to use them as visitors guides…

➤ Ability to add media (video and audio) as well as tables and **math formulas**

➤ The ability to create **fixed-format ebooks with an elegant graphic design**
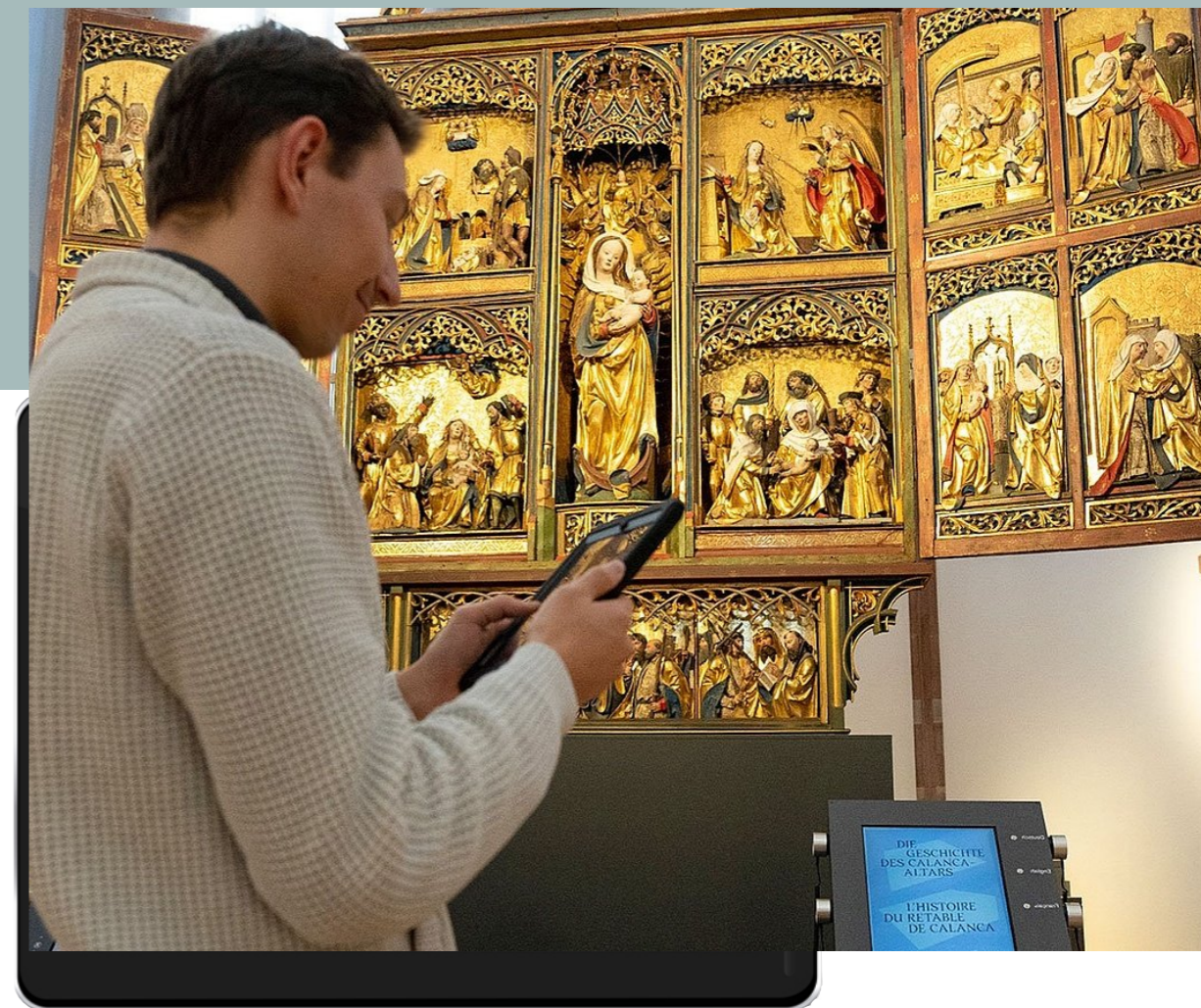
# EPUB3 IS THE GREAT FORMAT FOR A REAL E-CATALOG

➤ Catalogs, illustrated children's books, cookbooks, coffee-table books, photographic books, graphic novels, technical manuals, or any book that relies on a heavily designed, static presentation **should be a fixed-layout ebook**.

➤ **A fixed-layout e-catalog** preserves page design, which allows your ebook to maintain the same layout as your print book. Instead of the fluid, or flowable, layout used for most ebooks, fixed layout "fixes" images and text to exact spots on each page. This creates beautiful layouts and prevents images and text from shifting around. These ebooks give the experience of reading a traditional print book enhanced with **multimedia**.

# EPUB3 IS THE GREAT FORMAT FOR A REAL E-CATALOG

Fixed layout can be used if the book has a sophisticated layout with lots of images. Such fixed layout books are made with desktop publishing (DTP) programs like Adobe InDesign, Quark XPress, or Microsoft Publisher. Scribus is working on it.

a fixed-layout ebook.

➤ **A fixed-layout e-catalog** preserves page design, which allows your ebook to maintain the same layout as your print book. Instead of the fluid, or flowable, layout used for most ebooks, fixed layout "fixes" images and text to exact spots on each page. This creates beautiful layouts and prevents images and text from shifting around. These ebooks give the experience of reading a traditional print book enhanced with **multimedia**.

# HOW REALIZE AN E-CATALOG IN EPUB3?

➤ One of the developments in the ebook industry has been the emergence of **online services** for ebook conversion. These 'self-service' sites allow a publisher and also a self-publisher to upload a manuscript, metadata and cover image, and to receive back — in some cases almost instantly — an ebook ready for distribution.

➤ **Online ebook conversion services** are one of the main reasons that **ebook self-publishing is booming**. But they're also used by many small publishing Co. because they free them from much of the complexity of the production process.

➤ Smashwords

➤ Lulu

➤ BookBaby

➤ Kindle Direct Publishing

➤ Ilmiolibro …

# DO YOU WANT TO TRY TO DO IT BY YOURSELF?

These programs allow you to realize an ePub3 e-catalog by yourself

➤ **Calibre** https://calibre-ebook.com/

Calibre is a powerful and easy to use e-book manager but it could be used as an ebook editor. It's also **completely free** and *open source* .

➤ **Sigil** https://sigil-ebook.com/

Sigil is a multi-platform EPUB ebook editor. It is a **free and open source** software. Not so friendly to use (some knowledge of html code is needed) it supports ePub2 and ePub3 format.

➤ **ePubeditor** https://www.epubeditor.it/

ePUB Editor is an italian online platform for the simple and immediate creation of ebooks in EPUB3 format. The ebooks can include multimedia and interactive functions. **The basic version is free.** The full version costs 36 euros/year

# DO YOU WANT TO TRY TO DO IT BY YOURSELF?

These programs allow you to realize an ePub3 e-catalog by yourself

➤ **Calibre** https://calibre-ebook.com/

➤ Pubcoder https://www.pubcoder.com/
Pubcoder allows to create interactive content without the direct use of code. It is available for download in a free version of 30 days, after which the subscription costs 99 euros per year. (special price for students and teachers). The program is primarily intended for creatives and designers and allows you to produce both e-books and apps

➤ Adobe Indesign https://www.adobe.com/it/products/indesign.html
Adobe InDesign is the industry-leading software for design and layout of pages for print and digital media. In InDesign you will find everything you need to create and publish books, digital magazines, eBooks, posters, interactive PDFs and much more.
The monthly subscription costs 24,39 euros per month
Creative Cloud (a collection of more than 20 desktop and mobile apps and services for photography, design, video, web) costs 61 euros per month (Teachers and students 20 euros/month)

pub coder

Id

# TIME TO EMBRACE EPUB3?

➤ To publish a fixed layout Catalog one must take into account the plurality of the devices that can be used to read it (e-reader, tablet, smartphone) their different dimensions and the different operating system (OS) to be sure of the full accessibility to this product.

➤ Moreover eReaders, tablets and smartphones (according to a study published by the WallStreet Journal, smartphones are increasingly used as a reading device) need an App to be able to process an ePub3 file.

# TIME TO EMBRACE EPUB3?

➤ To publish a fixed layout Catalog one must take into account the plurality of the devices that can be used to read it (e-reader, tablet, smartphone) their different dimensions and the different operating system (OS) to be sure of the full accessibility to this product.

➤ Moreover eReaders, tablets and smartphones (according to a study published by the WallStreet Journal, smartphones are increasingly used as a reading device) need an App to be able to process an ePub3 file.

The ePub3 readers Apps

ePub3 Reader for Microsoft
Gitden for Android OS
iBooks for iOS

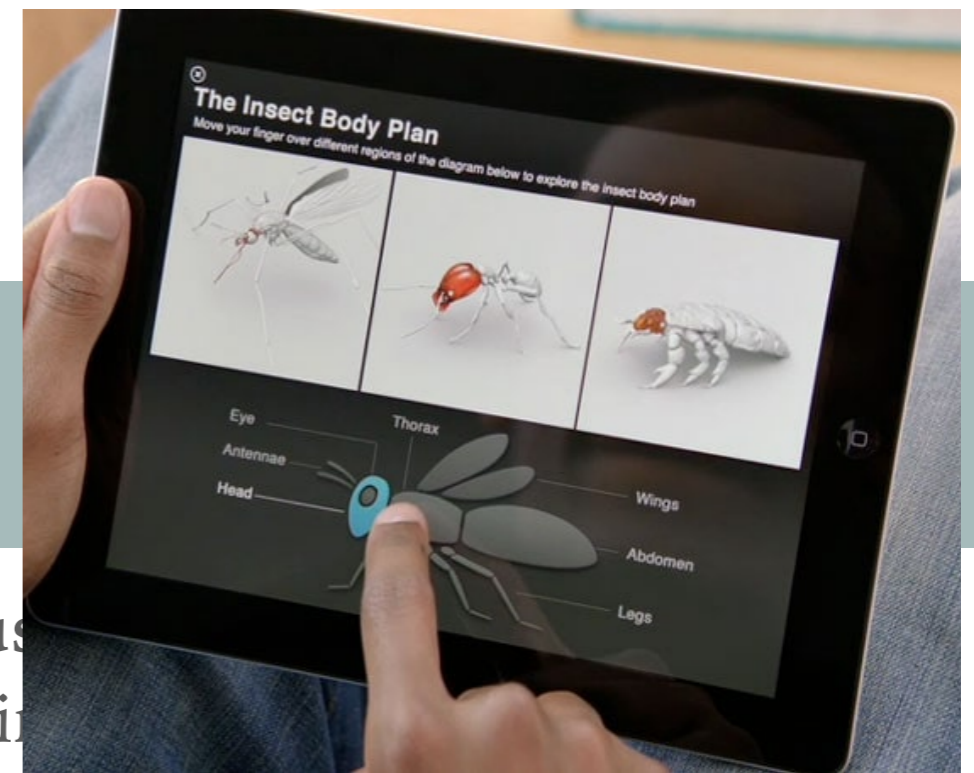# AND THERE ARE SOME OTHER ISSUES

➤ The key design factors for a e-catalog in ePub3 are **readability** and **usability** on all screens.

➤ This could not be a problem if your catalog is a **business tool** (all your agents should have the same device) neither if it a guide in an exhibition and you give to the visitors the same device with the e-catalog embedded

➤ But if you want **to sell or distribute** to a wider audience your e-catalog (an EPUB3 with fixed layout and multimedia for instance) you should consider **that**:

   ➤ this enhanced design will cause the **loss of potential readers** (They need a tablet or a smartphone up to date and, likely, they will need to download an App to read the ePub file)

   ➤ a fixed layout e-catalog could be **a very large file**. Too large to be dowloaded in devices which are usually full. Moreover there are **file size limitations** in most ebook stores (200-300 MB)and the images, audio and especially video of  your e-catalog overcome them

# AND THERE ARE SOME OTHER ISSUES

It seems that multimedia in eBooks is a great idea, but there's nowhere to sell these enhanced eBooks profitably: the retailers don't like them, the publishers even less…

➤ This could not be a problem if your catalog is a bus[...] should have the same device) neither if it a guide i[...] to the visitors the same device with the e-catalog embedded

➤ But if you want **to sell or distribute** to a wider audience your e-catalog (an EPUB3 with fixed layout and multimedia for instance) you should consider **that**:

   ➤ this enhanced design will cause the **loss of potential readers** (They need a tablet or a smartphone up to date and, likely, they will need to download an App to read the ePub file)

   ➤ a fixed layout e-catalog could be **a very large file**. Too large to be dowloaded in devices which are usually full. Moreover there are **file size limitations** in most ebook stores (200-300 MB)and the images, audio and especially video of your e-catalog overcome them

# A SHORTCUT? CONVERT FROM PDF TO FXL EPUB

Scribus might some day get an "ePub exporter" but as for now one way to create an ebook out of a Scribus document is **to create the ePub document out of an exported PDF** ( https://wiki.scribus.net/canvas/PDF_to_ePub_ebook ).

**An ePub converter for Scribus** will probably be released with Scribus 1.6 next year.

The main reason why most publishers and authors consider PDF to ePub3 FXL conversions in the first place is embedding interactive elements. You can also add to your ebook-catalog user-friendly features such as highlights, bookmarks, links, read-aloud, hyperlinks, and transitions.

There are open source and commercial tools to convert PDF to ePub3-fxl, but some have drawbacks.

You must invest time and resources to zero-in on one that suits your requirements the best – both in terms of quantity and quality. Look for a tool that offers **more than just basic conversions**.

GRAZIE

skype: dipendedalvento
nicolettasalvatori@gmail.com