

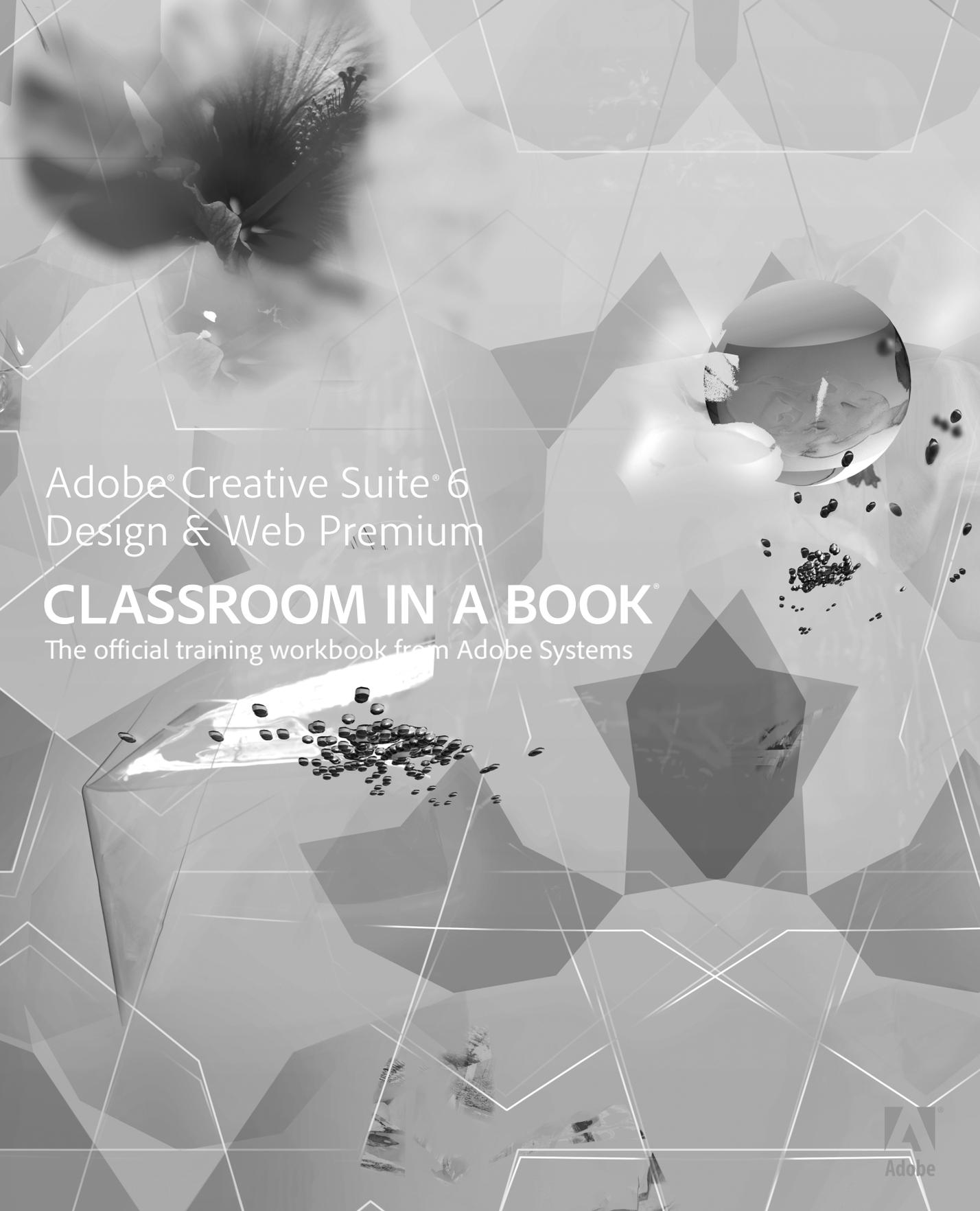


Adobe Creative Suite 6
Design & Web Premium

CLASSROOM IN A BOOK

The official training workbook from Adobe Systems

DVD-ROM Included for Windows and Mac OS



Adobe® Creative Suite® 6
Design & Web Premium

CLASSROOM IN A BOOK®

The official training workbook from Adobe Systems

Adobe Creative Suite 6 Design & Web Premium Classroom in a Book

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EBOOK READERS: FIND YOUR LESSON FILES

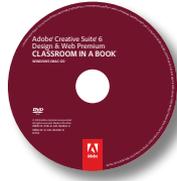
Throughout this title you will see references to lesson or resource files on a disc. Please note that these files are available to eBook readers via high-speed download. Please [click here](#) to go to the last page in this eBook for the download location and instructions.

Adobe Creative Suite 6 Design & Web Premium CS6 Classroom in a Book includes the lesson files that you'll need to complete the exercises in this book, as well as other content to help you learn more about Adobe Creative Suite 6 Design & Web Premium CS6 and use it with greater efficiency and ease. The diagram below represents the contents of the lesson files directory, which should help you locate the files you need.



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Throughout this title you will see references to lesson or resource files on a disc. Please note that these files are available to eBook readers via high-speed download. Please [click here](#) to go to last page in this eBook for the download location and instructions.

GETTING STARTED

Adobe Creative Suite 6 Design & Web Premium is the ultimate toolkit for professional design. With it you can deliver eye-catching digital images and craft graphics that remain crisp when scaled. You can also lay out high-impact print pages with exquisite typography, build HTML5/CSS3 websites that look great on any screen, and design applications for tablets and smartphones.

This Classroom in a Book introduces you to the key elements and applications of Adobe Creative Suite 6 Design & Web Premium.

About Classroom in a Book

Adobe Creative Suite 6 Design & Web Premium Classroom in a Book is part of the official training series for Adobe graphics and publishing software developed with the support of Adobe product experts. Each lesson in this book is made up of a series of self-paced projects that give you hands-on experience using the following Adobe products: Adobe Photoshop CS6 Extended, Adobe Illustrator CS6, Adobe InDesign CS6, Adobe Dreamweaver CS6, Adobe Flash Professional CS6, Adobe Fireworks CS6, Adobe Acrobat X Pro, and Adobe Bridge CS6.

Adobe Creative Suite 6 Design & Web Premium Classroom in a Book includes a disc attached to the inside back cover. On the disc you'll find all the files used for the lessons in this book along with additional learning resources.

Prerequisites

Before you begin working on the lessons in this book, make sure that you and your computer are ready.

Computer requirements

You'll need about 1.07 GB of free space on your hard drive to store all of the lesson files and the work files that you'll create as you work through the exercises. You'll need less space if you don't store all of the lesson folders on your hard drive at once.

Required skills

The lessons in this book assume that you have a working knowledge of your computer and its operating system. Make sure that you know how to use the pointer and the standard menus and commands, and also how to open, save, and close files. You should also know how to use context menus, which open when you right-click/Ctrl-click items, and scroll (vertically and horizontally) within a window to see content that may not be visible in the displayed area.

If you need to review these basic and generic computer skills, see the documentation included with your Microsoft Windows or Apple Mac OS X software.

Installing Adobe Creative Suite 6 Design & Web Premium

Before you begin using *Adobe Creative Suite 6 Design & Web Premium Classroom in a Book*, make sure that your system is set up correctly and that you've installed the required software and hardware. You must purchase the Adobe Creative Suite 6 Design & Web Premium software separately. For system requirements and complete instructions on installing the software, see the Adobe Creative Suite 6 Design & Web Premium Read Me file on the application installation disc or the Adobe Creative Suite Support Center on the web at www.adobe.com/support/creativesuite.

Make sure that your serial number is accessible before installing the software; you can find the serial number on the registration card or disc sleeve. For software you downloaded as an electronic purchase directly from Adobe, look for your serial number in the order confirmation e-mail and in your Adobe Store account on Adobe.com.

Copying the Classroom in a Book files

The disc attached to the inside back cover of this book includes a Lessons folder containing all the files you'll need for the lessons. Each lesson has its own folder; you must copy the folders to your hard drive to complete the lessons. To save room on your hard drive, you can copy only the folder necessary for each lesson as you need it, and remove it when you're done.

Copying the lesson files from the disc

- 1 Insert the *Adobe Creative Suite 6 Design & Web Premium Classroom in a Book* disc into your optical disc drive.
- 2 Browse the contents and locate the Lessons folder.
- 3 Do one of the following:
 - To copy all the lesson files, drag the Lessons folder from the disc onto your hard drive.
 - To copy only individual lesson files, first create a new folder on your hard drive and name it Lessons. Then drag the lesson folder or folders that you want to copy from the disc into the Lessons folder on your hard drive.
- 4 When your computer has finished copying the files, remove the disc from your optical disc drive and put it away.

● **Note:** The files on the disc are practice files provided for your personal use in these lessons. You are not authorized to use these files commercially or to publish or distribute them in any form without written permission from Adobe Systems, Inc., and the individual photographers who took the pictures, or other copyright holders.

Additional Resources

Adobe Creative Suite 6 Design & Web Premium Classroom in a Book is not meant to replace documentation that comes with the program or to be a comprehensive reference for every feature. Only the commands and options used in the lessons are explained in this book. For comprehensive information about program features and tutorials, please refer to these resources:

Adobe Community Help: Community Help brings together active Adobe product users, Adobe product team members, authors, and experts to give you the most useful, relevant, and up-to-date information about Adobe products.

To access Community Help: To invoke Help, choose Help > [product name] Help. For example, in Photoshop, choose Help > Photoshop Help.

Adobe content is updated based on community feedback and contributions. You can add comments to both content or forums—including links to web content, publish your own content using Community Publishing, or contribute Cookbook Recipes. Find out how to contribute at www.adobe.com/community/publishing/download.html

See <http://community.adobe.com/help/profile/faq.html> for answers to frequently asked questions about Community Help.

Adobe Creative Suite Help and Support: www.adobe.com/support/creativesuite/ where you can find and browse Help and Support content on adobe.com.

Adobe Forums: <http://forums.adobe.com> lets you tap into peer-to-peer discussions, questions and answers on Adobe products.

Adobe TV: <http://tv.adobe.com> is an online video resource for expert instruction and inspiration about Adobe products, including a How To channel to get you started with your product.

Adobe Design Center: www.adobe.com/designcenter offers thoughtful articles on design and design issues, a gallery showcasing the work of top-notch designers, tutorials, and more.

Adobe Developer Connection: www.adobe.com/devnet is your source for technical articles, code samples, and how-to videos that cover Adobe developer products and technologies.

Resources for educators: www.adobe.com/education includes three free curriculums that use an integrated approach to teaching Adobe software and can be used to prepare for the Adobe Certified Associate exams.

Also check out these useful links:

Adobe Marketplace & Exchange: www.adobe.com/cfusion/exchange/ is a central resource for finding tools, services, extensions, code samples and more to supplement and extend your Adobe products.

Adobe Creative Suite 6 Design & Web Premium product home page:
www.adobe.com/creativesuite/design.html

Adobe Labs: <http://labs.adobe.com> gives you access to early builds of cutting-edge technology, as well as forums where you can interact with both the Adobe development teams building that technology and other like-minded members of the community.

Adobe Certification

The Adobe training and certification programs are designed to help Adobe customers improve and promote their product-proficiency skills. There are four levels of certification:

- Adobe Certified Associate (ACA)
- Adobe Certified Expert (ACE)
- Adobe Certified Instructor (ACI)
- Adobe Authorized Training Center (AATC)

The Adobe Certified Associate (ACA) credential certifies that individuals have the entry-level skills to plan, design, build, and maintain effective communications using different forms of digital media.

The Adobe Certified Expert program is a way for expert users to upgrade their credentials. You can use Adobe certification as a catalyst for getting a raise, finding a job, or promoting your expertise.

If you are an ACE-level instructor, the Adobe Certified Instructor program takes your skills to the next level and gives you access to a wide range of Adobe resources.

Adobe Authorized Training Centers offer instructor-led courses and training on Adobe products, employing only Adobe Certified Instructors. A directory of AATCs is available at <http://partners.adobe.com>.

For information on the Adobe Certified programs, visit www.adobe.com/support/certification/main.html.

ADOBE CREATIVE SUITE 6 DESIGN & WEB PREMIUM

Deliver innovative ideas for print, web, tablets, and smartphones

Adobe Creative Suite 6 Design & Web Premium software is the ultimate design toolkit for creative freedom and precise control. With Design & Web Premium, you can deliver eye-catching digital images and craft illustrations and graphics that remain crisp when scaled; lay out high-impact print documents with exquisite typography; lay out publications for iPad and other tablet devices; build HTML5/CSS3 websites and applications that look great on any screen; and choose from among several tools to design compelling apps for delivery to tablets and smartphones via mobile marketplaces.

This overview begins by introducing you to Creative Suite 6 Design & Web Premium, discusses its key advantages, and then introduces the Adobe Creative Suite family.

The lessons in the rest of this book cover specific aspects of using the applications in much more detail.



As a designer, your job is to create content with impact—content that attracts, informs, inspires, and persuades. With Design & Web Premium, you can translate ambitious ideas into reality, moving smoothly and efficiently across multiple media.

The Ultimate Design Toolkit for Creative Freedom and Precise Control

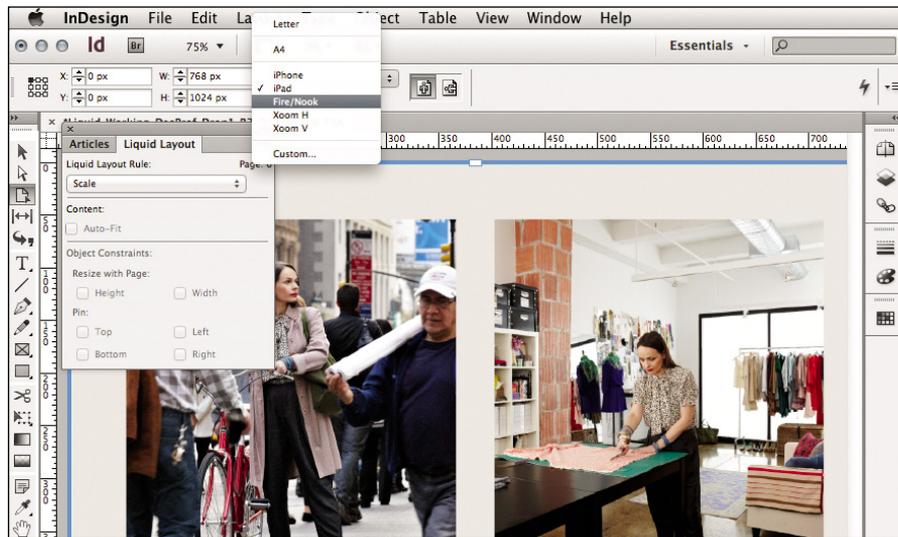
The tools in Creative Suite 6 Design & Web Premium are best-of-class, optimized for performance and efficient workflow, and link to each other in ways that save you time and work. For example, Adobe InDesign CS6 can import your Adobe Photoshop CS6 document while preserving its layers, and Adobe Bridge serves as a hub and organizer for the images, video, text, and fonts you use throughout Design & Web Premium.

Adobe InDesign CS6

With deep roots in high-end print publishing, InDesign has evolved to provide powerful and precise layout features that you can use to meet the highest professional standards of creative design, typography, production, and final output. As a hub for publication design and production, InDesign is where everything comes together: With InDesign, you can lay out pages that include content, such as images from Adobe Photoshop CS6, scalable artwork from Adobe Illustrator CS6, and styled text from your word processor.

The highly sophisticated layout capabilities in InDesign now power digital publishing, from fast and efficient output of PDF files and EPUB ebooks, to the ability to work directly with Adobe Digital Publishing Suite to create book apps for tablets and smartphones. In Adobe InDesign CS6, Liquid Layout rules, Alternate Layouts, Linked Content, and Content Collector greatly simplify creating and maintaining layouts for multiple devices from one publication.

The new Liquid Layout feature in Adobe InDesign CS6 lets you define layout rules so you can design a layout once and have it adapt as you resize it to multiple page sizes, such as for tablets and other mobile devices.

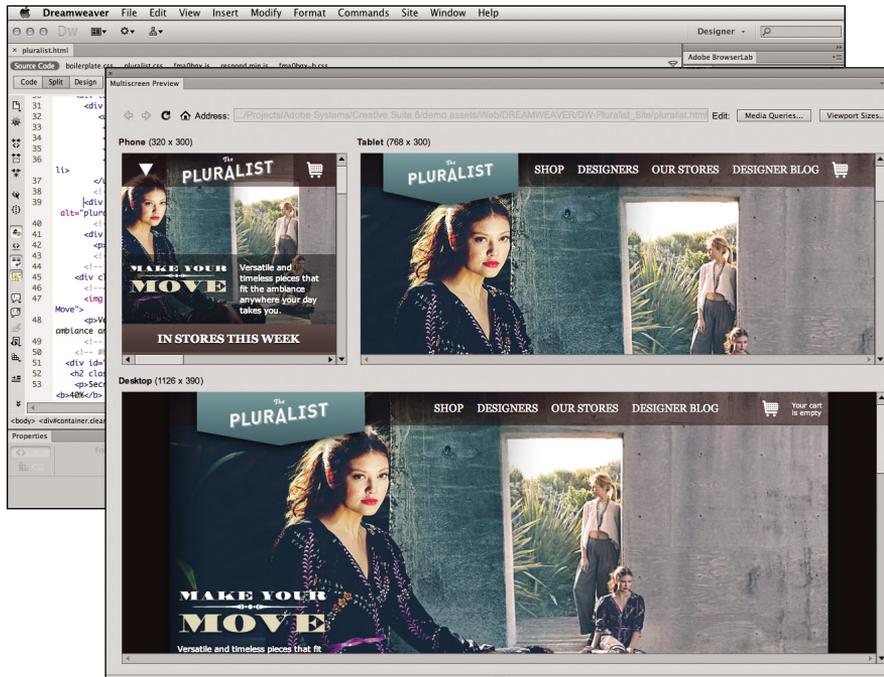


Adobe Dreamweaver CS6

With Adobe Dreamweaver CS6 you can design, develop, and maintain standards-based websites and applications. The scope and power of Adobe Dreamweaver CS6 extends well beyond designing web pages. You can design to high visual standards using CSS3 and rich typography; manage pages, content, and code across an entire website; and ensure that your site is compatible with web standards and with a wide range of web browsers on desktop and laptop computers, tablets, and smartphones.

In a Dreamweaver project you can bring in content, such as images from Adobe Photoshop CS6, scalable artwork from Adobe Illustrator CS6, rich interactive content from Adobe Flash Professional CS6, and highly designed web graphics and layouts from Adobe Fireworks CS6.

In Adobe Dreamweaver CS6, development for modern web standards, such as HTML5 and CSS3, is made easier with features like Fluid Grid, which lets your layout adapt to different screen sizes.



Multiscreen Preview in Dreamweaver CS6 lets you preview how a web page layout looks on different mobile devices, and Fluid Grid lets the layout adapt to different page sizes.

Adobe Photoshop CS6 Extended

With Adobe Photoshop CS6 Extended, you can create powerful images with the standard in professional image editing software, and discover new dimensions in digital imaging. You can use Content-Aware retouching tools to greatly reduce the time it takes to correct and precisely retouch photographs for any medium, from print to online to mobile. You can also use intelligent editing tools to correct lens curvatures and other distortions, create photographic blur effects, straighten images in seconds, create 360-degree panoramas, extend depth of field, and more.

But Photoshop isn't just for photographs. You can design amazing graphics in the fewest number of steps using new and reengineered creative tools, and use type styles for consistent formatting, adjust the opacity and fill of multiple layers at once, blend images smoothly, and more.

Now that it's easier to create motion and 3D content, you can use Photoshop CS6 Extended to work with video and 3D elements; easily create rich 3D artwork with shadows, lighting, and animation; create vibrant videos and design anything you can imagine using intuitive tools; and get blazingly fast performance with the Monaco Graphics Engine.

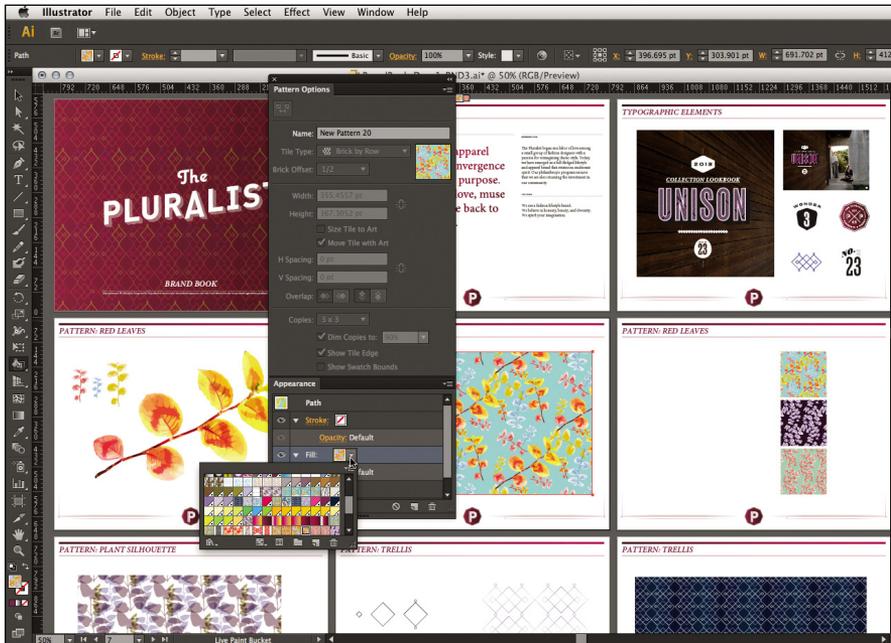
Tilt-Shift Blur simulates shallow depth of field in Adobe Photoshop CS6 using intuitive new on-image controls.



Adobe Illustrator CS6

With Adobe Illustrator CS6, you can express your vision with shapes, color, effects, and typography. Adobe Illustrator CS6 software is the industry's premier vector-drawing environment for creating graphics that scale across media. You can work efficiently and move easily among Adobe applications and experiment freely with perspective, image tracing, transparent gradients, patterns, brushes, and strokes, which are all driven by the Venus Performance System so you can make fast work of your most complex designs.

Create your artwork in Adobe Illustrator when you want to draw smooth curves and logos that stay sharp when scaled to any size, detailed linework, information graphics, and symbol-based artwork and patterns that you can easily update.

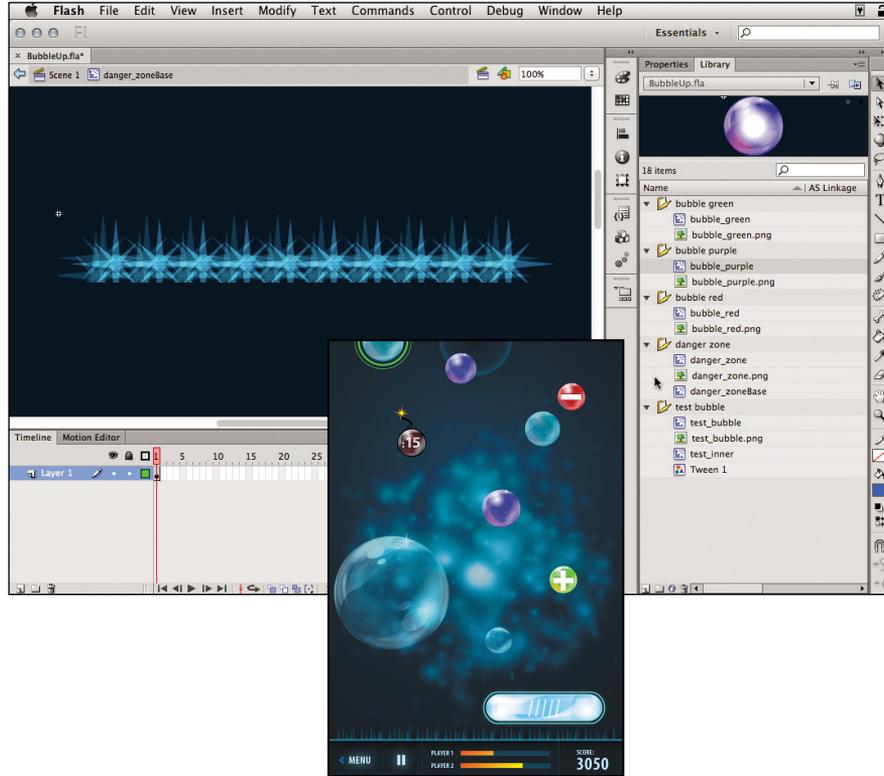


Design seamless patterns intuitively with new tools in Adobe Illustrator CS6, and view your artwork more quickly with the Venus Performance System.

Adobe Flash Professional CS6

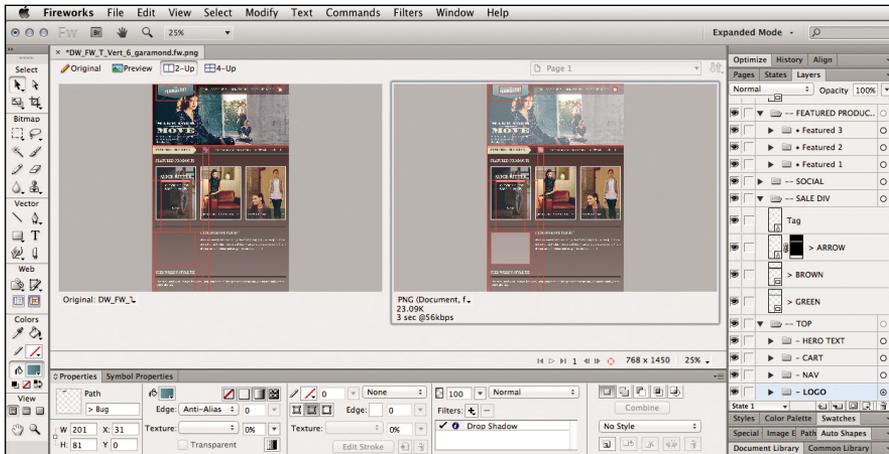
Create and deliver rich, engaging experiences across devices with Adobe Flash Professional CS6, which is powerful authoring software for creating animation and multimedia content. With pixel-precise drawing and animation tools, professional typography, efficient coding features, high-quality video, and sprite-sheet generation, you can deliver immersive interactive experiences that can display consistently to audiences practically anywhere.

Export symbols and animation sequences from Adobe Flash Professional CS6 to instantly generate sprite sheets that improve gaming experience, workflow, and performance.



Adobe Fireworks CS6

Create beautiful designs for websites and mobile apps, all without coding and in a snap, with Adobe Fireworks CS6 software. You can deliver vector and bitmap images, mockups, 3D graphics, and interactive content for popular tablets and smartphones. You can optimize graphics and web content to display consistently across devices, and jump-start your designs with templates, rich symbols, and CSS sprites. In addition, you can smooth the workflow between design and coding with CSS extraction and jQuery Mobile themes.



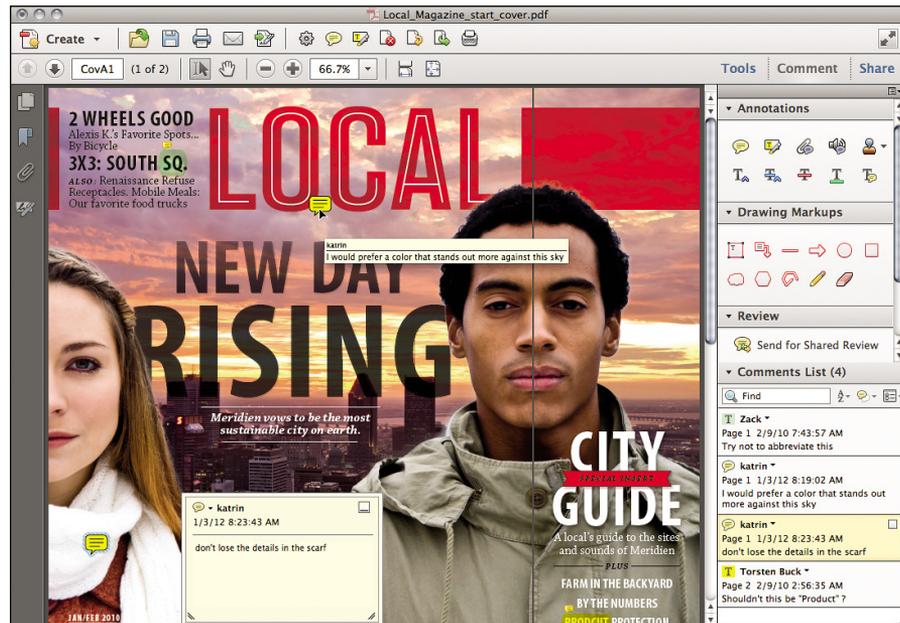
Adobe Fireworks CS6 is optimized for designing visually compelling websites and mobile apps quickly and without coding.

Adobe Acrobat X Pro

With Adobe Acrobat X Pro, you can create and edit professional PDF files that can include rich media, share information securely, and manage document reviews efficiently. If you design print publications, PDF is a standard format for delivering print jobs to press, and for this reason, Acrobat X Pro integrates smoothly with Adobe InDesign CS6.

PDF is also a standard format for sharing documents online. You can design interactive forms, protect sensitive information, add media such as video and audio, and include multiple materials in one file. You can also organize and track online reviews of shared documents and collect comments.

With Acrobat X Pro, you can create professional PDF documents that are easy to share online. Acrobat is also an effective way to manage shared document reviews and feedback.



Adobe Bridge CS6

With Adobe Bridge CS6, you can manage your media with centralized access to all of your creative assets. Regardless of the Adobe Creative Suite software you use, your projects will likely involve various files and formats. You may be organizing documents and graphics from different sources or finding your way through a large media library. Adobe Bridge is a powerful media manager that helps you quickly locate and organize the files you need, and move them directly into the Adobe Creative Suite software you're using. Bridge helps you work with images, text, the native file formats of Creative Suite software—such as Photoshop, InDesign, and Illustrator—videos, fonts, and more. Powerful searching, content filters, and thumbnail views help you home in on the files you need, and large previews let you ensure that you're opening the correct file. Use the Output panel to batch-process files to PDF contact sheets, HTML web galleries, and more; and to upload images to online services such as Flickr and Facebook.



Stay organized by using Adobe Bridge CS6 to quickly locate, identify, and collect the files you use in Adobe Creative Suite projects. You can also apply keywords and metadata to photographs in bulk.

Keep Pace With Today's Media

Adobe has continually worked to keep Adobe Creative Suite in step with the latest standards and audiences. Adobe Creative Suite 6 Design & Web Premium includes essential performance and workflow enhancements, and brings you the tools you need to efficiently create HTML5/CSS3 media for new platforms, such as smartphones and tablets, while maintaining a professional level of control and precision.

Enjoy blazing-fast image editing and illustration

Adobe Creative Suite 6 Design & Web Premium features performance enhancements in several tools so you can deliver your best ideas at astonishing speed and take advantage of today's computer hardware. You can also work with large, complex files and apply creative effects, such as blurs, glows, and drop shadows, without missing a beat.

You'll work more quickly for two reasons: faster software and more efficient workflows. Key tools, such as Photoshop CS6, Illustrator CS6, Dreamweaver CS6, and Bridge CS6, are optimized for 64-bit hardware and contain performance enhancements that get the most out of today's systems. More efficient workflows include the Content-Aware tools that save you hours of manual retouching in Photoshop CS6, and easy pattern creation and accurate image tracing in Illustrator CS6.

Expand your design repertoire

With Design & Web Premium, you can break new creative ground without learning new software; take advantage of the 3D and video tools in Photoshop Extended to extend your portfolio beyond 2D still images; and go beyond print by creating highly designed ebooks and media-rich publications for iPad and other tablet devices in InDesign. Versatile preview options in Dreamweaver, Fireworks, and InDesign make it easier to see how your work will look on different screens.

Leverage essential tools for web design

You can craft layouts that respond to any screen by building HTML5/CSS3 websites in Dreamweaver. Dreamweaver also offers support for the latest HTML5/CSS3 standards and frameworks, including jQuery Mobile, PhoneGap, and WebKit.

The Adobe Creative Suite 6 Family

Adobe Creative Suite 6 Design & Web Premium is part of the Adobe Creative Suite 6 Family. This range of breakthrough interactive design tools enables you to create, deliver, and optimize beautiful, high-impact digital experiences across media and devices; create once and deliver that same experience virtually everywhere thanks to the ability to create a wide range of output, including web standard format, PDF, and Flash; and maximize the impact of what you've created through integration with SiteCatalyst and the Adobe Online Marketing Suite. You can choose from several editions of Adobe Creative Suite 6 to meet your specific needs.

Adobe Creative Suite 6 Design & Web Premium

Adobe Creative Suite 6 Design & Web Premium software is the ultimate toolkit for designers who need to express their wildest ideas with precision; work fluidly across media; and produce exceptional results in print, web, interactive, and mobile design. Craft eye-catching images and graphics, lay out stunning pages, build standards-based websites, create interactive content without writing code, and extend page layouts for viewing with ebook reading devices.

Adobe Creative Suite 6 Design & Web Premium software offers a host of productivity features for print design, including more precise image selection in Adobe Photoshop, enhanced object editing in Adobe InDesign, and perspective drawing in Adobe Illustrator. Revolutionize everyday creative work with innovative painting tools in Photoshop and Illustrator.

Design & Web Premium combines full new versions of InDesign CS6, Illustrator CS6, Photoshop CS6 Extended, Flash Professional CS6, Dreamweaver CS6, Fireworks CS6, and Acrobat X Pro, and Adobe Bridge CS6.

Adobe Creative Suite 6 Design Standard

For design and production professionals focused on print publishing who do not need the full-fledged web, interactive, and mobile design capabilities of Dreamweaver, Flash, and Fireworks, or the advanced video, animation, and 3D editing tools in Photoshop Extended, Adobe offers Adobe Creative Suite 6 Design Standard software.



Adobe Creative Suite 6 Production Premium



Conquer today's deadlines and tomorrow's challenges with Adobe Creative Suite 6 Production Premium software, the ultimate video production toolkit. Craft video productions, motion graphics, visual effects, and interactive experiences with high-performance, industry-leading creative tools. Boost your productivity with tightly integrated components that deliver breakthrough performance and smooth production workflows, giving you the power to produce engaging media for virtually any screen.

With the latest versions of Adobe's best-of-breed video, audio, and design tools, CS6 Production Premium offers enhancements that help you work more efficiently when tackling a broad spectrum of planning, production, and postproduction tasks. Each component offers a familiar user interface and integrates with other components for a complete, end-to-end toolset that accelerates video editing workflows from scriptwriting through postproduction.

For motion graphic designers and visual effects artists, CS6 Production Premium offers best-of-breed video, animation, compositing, audio, and design tools that feel like a natural extension of your creative process. Work more efficiently with high-resolution projects and benefit from tight integration between Adobe Photoshop Extended, Illustrator, and Adobe Premiere Pro.

Production Premium combines full new versions of Premiere Pro CS6, After Effects CS6, Photoshop CS6 Extended, Illustrator CS6, Flash Professional CS6, Adobe Audition CS6, and Encore CS6, and with Adobe Bridge CS6 and Dynamic Link.

Adobe Creative Suite 6 Master Collection



Tell your story from start to finish with one comprehensive offering. Adobe Creative Suite 6 Master Collection software enables you to design and develop amazing work, collaborate effectively, and deliver virtually anywhere.

With this software package, you can craft a corporate identity using Illustrator CS6 to engage your audience online, extending your creative reach. Design and deliver immersive experiences. Use Flash Professional CS6 to engage your audience with microsites and casual games that present your designs consistently across desktops, browsers, and mobile devices.

Take your story to any screen. Enhance HD video productions with high-resolution imagery from Photoshop CS6 Extended. Add intricate effects using After Effects CS6, and edit dramatically faster in Adobe Premiere Pro CS6.

Master Collection combines full new versions of Photoshop CS6 Extended, Illustrator CS6, InDesign CS6, Acrobat X Pro, Flash Professional CS6, Flash Builder 4, Dreamweaver CS6, Fireworks CS6, Premiere Pro CS6, After Effects CS6, Adobe Audition CS6, Encore CS6, Adobe Bridge CS6, Adobe Prelude CS6, and Dynamic Link.

Common features

No matter which edition of Creative Suite 6 you choose, you gain a toolset with integration that's enhanced by the following:

Adobe Bridge CS6 software is a powerful media manager that provides centralized access to all your creative assets.

In Production Premium CS6 and Master Collection, Adobe Dynamic Link gives you tighter-than-ever integration when moving assets between Adobe After Effects CS6, Adobe Premiere Pro CS6, and Encore CS6. An integral part of Adobe Creative Suite 6 Production Premium and Master Collection software, Dynamic Link enables you to work faster and stay in the creative flow by eliminating intermediate rendering when you make changes to assets—whether you're editing a sequence of clips in Adobe Premiere Pro, changing a composition in After Effects, or refining a project in Encore.

Adobe Creative Cloud

Adobe® Creative Cloud™ is a creative hub where you can explore, create, publish, and share your work using Adobe Creative Suite desktop applications, Adobe Touch Apps, and services together for a complete idea-to-publishing experience. Adobe Creative Cloud turns previously difficult, disparate workflows into one intuitive, natural experience, allowing you to create freely and deliver ideas on any desktop, tablet, or handheld device.

Adobe Creative Cloud is an optional membership that isn't just about online services. It provides you with all of the Adobe Creative Suite desktop applications (the Master Collection), as well as the Adobe Touch Apps for mobile devices, and a set of online services such as cloud storage for your files, device sync, and Adobe Typekit web-based fonts. Adobe Creative Cloud also provides the latest versions of the tools you rely on, so that you can easily stay up-to-date with the constant, rapid changes in the industry.

At the time this book was published, Adobe Creative Cloud was being prepared for its initial release. For the latest information about Adobe Creative Cloud, visit <http://www.adobe.com/products/creativecloud.html>.



4 CREATING MOBILE VERSIONS OF A PRINT LAYOUT

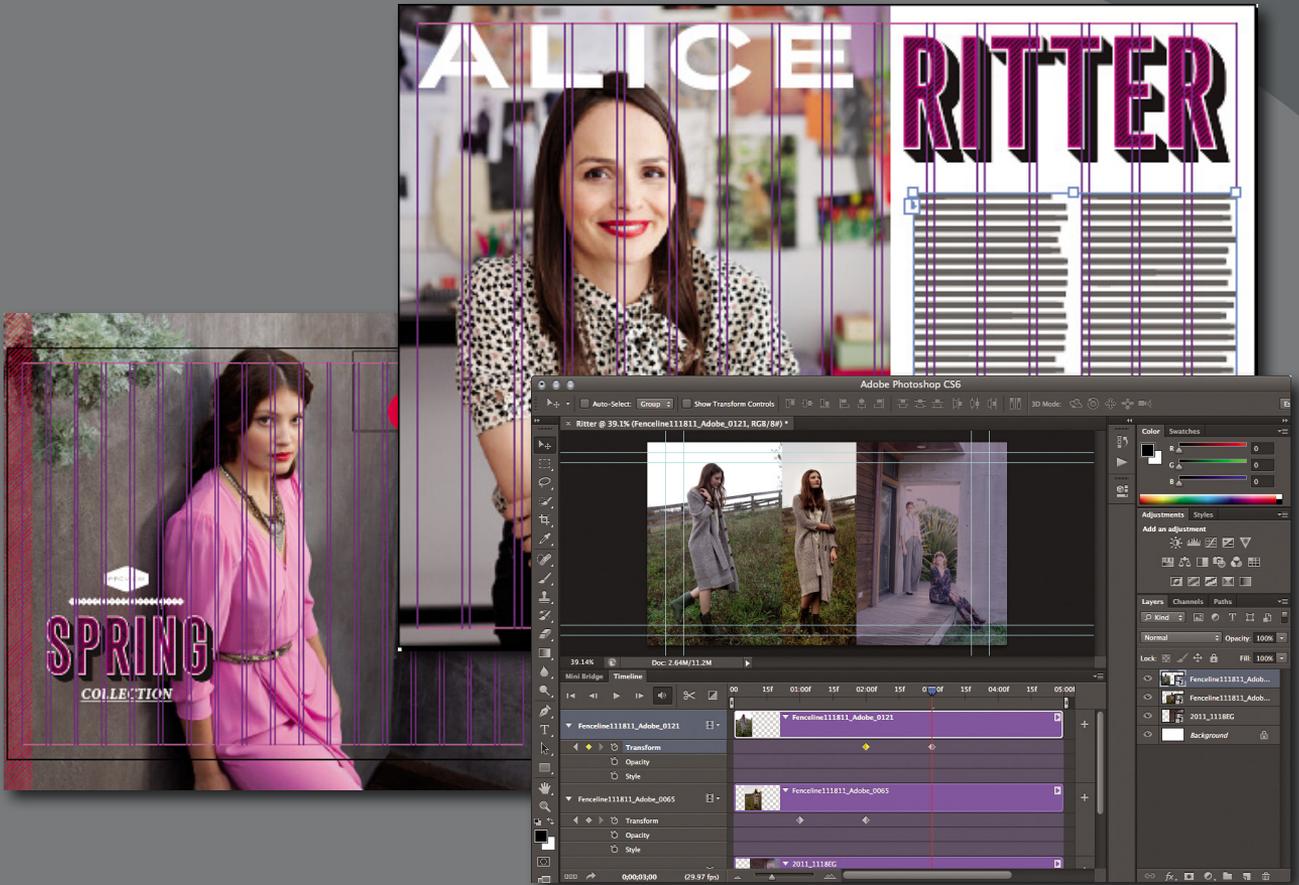
Lesson Overview

In this lesson you'll learn key skills and techniques that will help you convert a printed brochure to a mobile format:

- Adding animation
- Adding interactivity
- Editing movie files in Adobe Photoshop
- Adding video
- Creating alternate layouts for different screen sizes
- Exporting to iPad and EPUB formats



You'll probably need between one and two hours to complete this lesson.



Learn how to use Adobe InDesign CS6 to adapt your print content for mobile media. Prepare video and online media, add them and other interactive elements to the document, and then export it as an iPad magazine and an EPUB eBook.

● **Note:** Before you start working on this lesson, make sure that you've installed the Creative Suite 6 software on your computer and that you have correctly copied the Lessons folder from the DVD in the back of this book onto your computer's hard drive (see "Copying the Classroom in a Book files" on page 3).

Mobile Publishing with Adobe InDesign

In Lesson 3, you learned how the latest web technologies help web designers and developers create designs that adapt to different screen sizes, screen shapes, and device hardware when building a website from scratch with HTML, CSS, and JavaScript. When you start from a print-oriented Adobe InDesign publication and you want to adapt it for viewing as an EPUB for eBooks or as a magazine-style app on a tablet, such as iPad, it's a different situation. Designing for print publications and desktop websites has traditionally assumed one target layout. As with websites, the way forward with EPUBs and tablet apps is to have a way of making a publication available in layouts that fit a range of screens and devices.

Many publications start from a print perspective because print design is so mature that it's where the most creative layouts and advanced typography is possible. When starting from a print publication and moving to mobile devices, a complicating factor is that HTML, CSS, and JavaScript cannot handle all of the design and typography features that are available in print. When preserving the sophistication of a print layout is very important, InDesign offers a powerful range of tools and options for adapting the content, such as alternate layouts, layout rules, the Content Collector, and linked content. You'll explore these later in this lesson.

Converting a Print Publication to EPUB Format

In this lesson, you'll put the finishing touches on a promotional booklet, export the document as an EPUB, and then preview the exported document.

Because electronic publications are fundamentally different than print publications in several key ways, some basic information about EPUBs may help as you work through this lesson.

The EPUB standard was designed to let publishers create reflowable content that can be displayed on any electronic reading device and software that supports the EPUB format, such as the Barnes & Noble Nook, Kobo eReader, Apple's iBooks for iPad, iPhone, Sony Reader, and Adobe Digital Editions software. Because the size of e-reader screens varies from device to device and content flows in a single, continuous thread, the page size of the InDesign document doesn't have to correspond to any particular screen size. Therefore, the fact that the document starts out at 7.5 inches by 10 inches is purely due to its original print page size, not because of any EPUB requirements.

Also, the current EPUB format does not accommodate highly designed layouts; it is primarily designed for a single text story, such as the chapter of a novel. Each page of creatively composed graphics in the sample publication will need to be exported as a single rasterized image.

Install Adobe Digital Editions

To be able to read the EPUB format documents you'll produce during this lesson, Adobe Digital Editions software must be installed on your computer. You can use Adobe Digital Editions software to download and purchase eBooks and other digital content and read them both online and offline. You can also highlight text and add comments, as well as borrow eBooks from libraries.

- 1 Using your web browser, go to www.adobe.com/products/digitaleditions.
- 2 On the web page, click the Launch button for Adobe Digital Editions Installer.
- 3 Follow the installation instructions. At the end, you'll be asked to activate the Adobe Digital Editions software. This is optional but recommended.



Open the sample document

In this lesson, you'll convert the same print-oriented InDesign document to more than one output format. So that you can easily start from scratch for each part of the lesson, the sample InDesign document is saved as a template.

- 1 Start InDesign. To ensure that the panels and menu commands match those used in this lesson, choose **Window > Workspace > [Advanced]**, and then choose **Window > Workspace > Reset Advanced**. To begin working, you'll open an InDesign document that is already partially completed.
- 2 Open the Lesson04 folder in your Lessons folder, and double-click the file **Print.indt**.

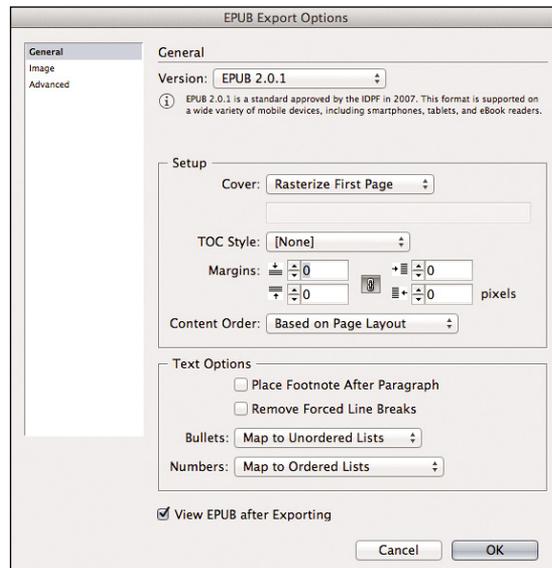
- 3 Choose File > Save As, and save the document into your Lesson04 folder as **Pluralist.indd**. If you find the guides distracting, press W to switch to Document Preview mode.



You can see that this is a highly designed, print-oriented document that includes several double-page spreads. The EPUB format is not set up to accommodate the level of design in this document. You'll export an EPUB version of the current document to observe this.

- 4 Choose File > Export. Navigate into the EPUB Exported folder in your Lesson04 folder, choose EPUB from the Format menu, and click Save.
- 5 In the EPUB Export Options dialog box, make sure View EPUB After Exporting is selected, leave the rest of the options at their default settings, and click OK. The EPUB document opens in Adobe Digital Editions.

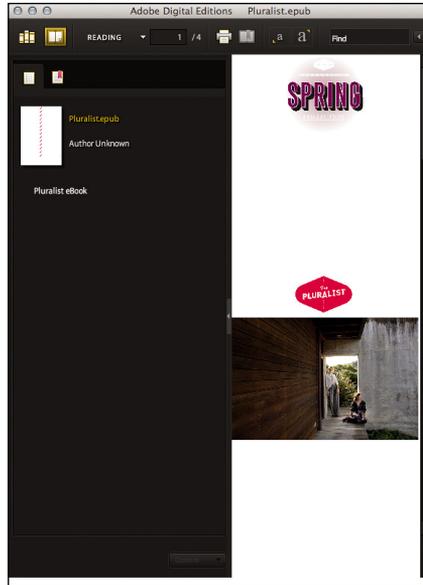
► **Tip:** If the EPUB opens in an application other than Adobe Digital Editions, close that application, start Adobe Digital Editions, choose Library > Add to Library, and then locate and double-click the EPUB file you exported in step 4.



6 Scroll through the document.

You will naturally find it disappointing. The layers of objects and images appear in sequence instead, destroying all of the carefully composed layouts. The only part that seems to display correctly is the long article of text, which is what the EPUB format is optimized for.

7 Return to your Pluralist.indd document in InDesign and choose File > Save.

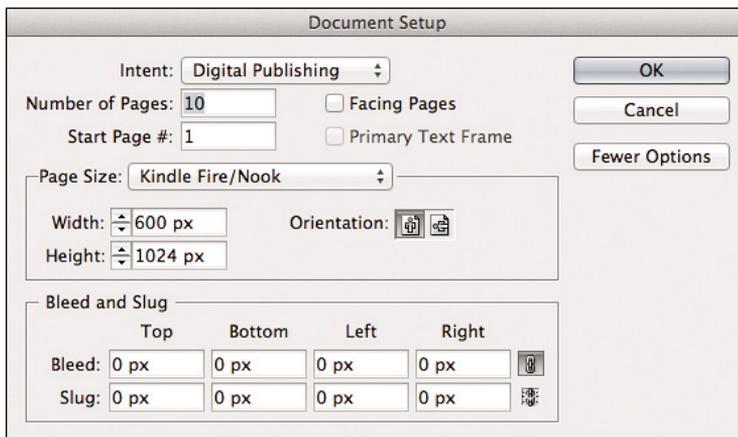


Preparing page layouts for the EPUB format

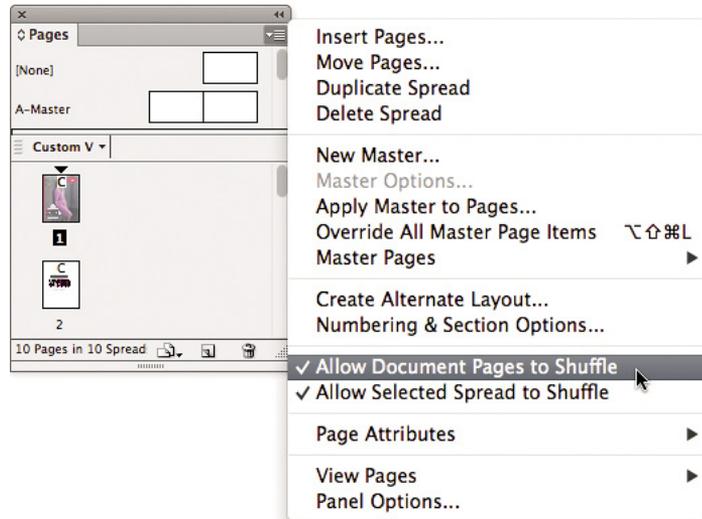
To include the highly graphical pages, you'll have to set them up to be rasterized at export time. Any pages that primarily consist of imported and graphic objects must be grouped into a single object and then set up for rasterization. In particular, you should redesign the double-page spreads as single vertical pages.

1 In the Pluralist.indd document, choose File > Document Setup. Set the Intent to Digital Publishing, set the Page Size to Kindle Fire/Nook, set the Orientation icon to Portrait, and click OK.

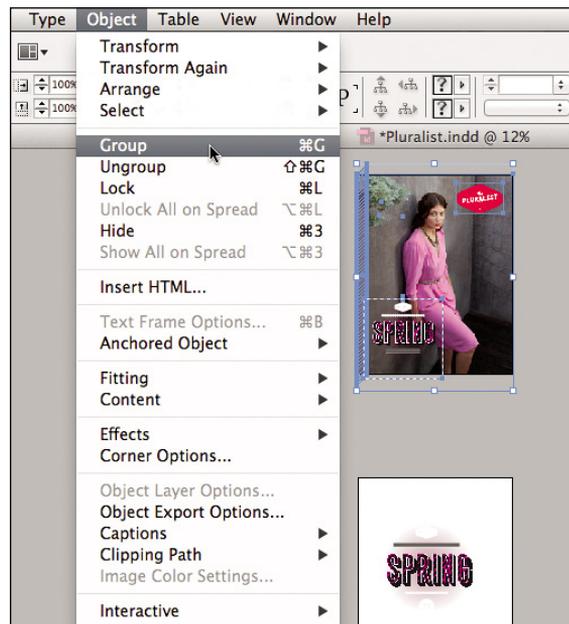
Note: Setting the Document Intent to Digital Publishing automatically turns off Facing Pages.



- Choose Allow Document Pages to Shuffle from the Pages panel menu. If an alert asks you if you want to maintain the number of pages on each spread, click No. All spreads should now be single pages.



- With the Selection tool, drag a selection marquee around all of the objects on page 1, and choose Object > Group.



- With the group still selected, choose Object > Object Export Options.

Online publishing with the EPUB format

The rise of eBook readers brought about the need for a standard format optimized for onscreen reading. A format that performs this role is EPUB, a digital version of a conventional printed book. The EPUB format is a free, open eBook standard. EPUB files can be read on a diverse range of eBook readers—from handheld devices (like the Sony Reader and Barnes & Noble Nook) to reading applications for desktops, tablets, and smartphones.

The EPUB format is an XML-based format designed to enable text to reflow according to the capabilities of various eBook readers, which means that you can resize the text, change the font, or view an eBook on different screen sizes, and the text will reflow to fill the available view area. This makes the EPUB format the best choice for eBooks that are read on small, handheld reading devices. In contrast, the PDF format preserves the original layout of a document, giving you complete control over page design and presentation. PDF is the optimal choice for eBooks that have a complex design or will only be read on regular-sized computer screens.

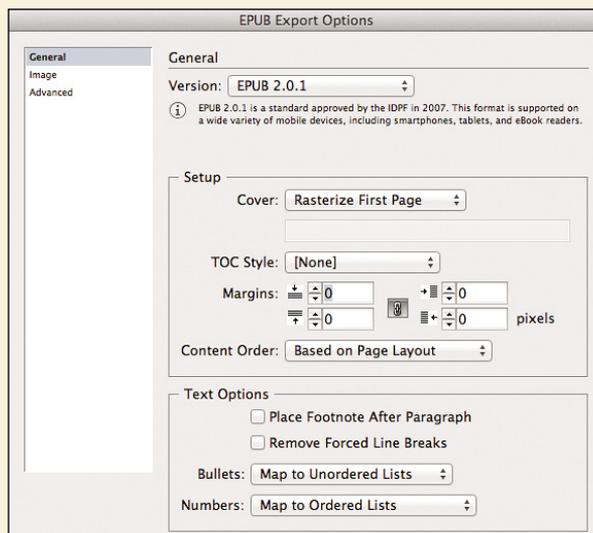
Because EPUB is XML-based, the format can be converted into other proprietary formats, such as the MOBI format, which is compatible with the Amazon Kindle. For detailed instructions on converting InDesign documents for the Kindle, see the links on the web page <http://www.adobe.com/devnet/digitalpublishing/articles/indesigntokindle.html>.

The EPUB format does not define page structure, so all the content flows together in one continuous, linear stream. This can present a problem for publications that have an elaborate design. If your layout is quite simple, you probably won't notice much of a difference between it and its eBook equivalent. Because the EPUB format is based on XML, which is similar to the CSS web standard, the more a publication is formatted similarly to a CSS layout, the higher the chance that the document will translate well to EPUB.

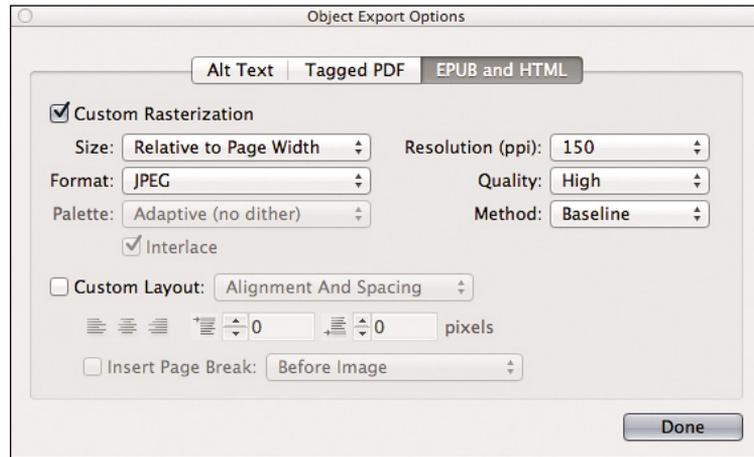
Some publications may be too design-intensive to be properly presented as an EPUB file. In such cases, PDF is a more suitable format for online viewing.

InDesign CS6 can export directly to the EPUB format; just choose File > Export for > EPUB. In the EPUB Export Options dialog box, you can specify how formatting in the InDesign file will be translated to the EPUB format.

To preview your EPUB documents, use Adobe Digital Editions software, which is a free download from adobe.com.

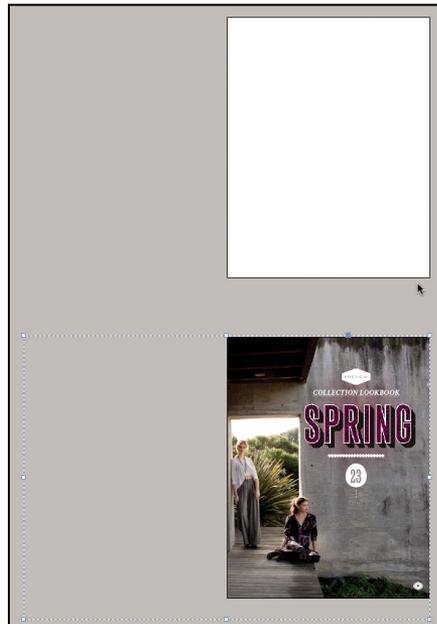


- 5 In the Object Export Options dialog box, click the EPUB and HTML tab, and select Custom Rasterization. For Resolution (ppi), choose 150. Leave the other settings as they are, and click Done.



► **Tip:** If some of the grouped objects export to EPUB as separate objects, make sure you have grouped all objects on the page and properly set the Object Export Options to rasterize the group.

- 6 Drag the Spring type from page 2 to page 3, and compose it with the photo on page 3. When you're done, group everything on page 3 as you did in step 3.

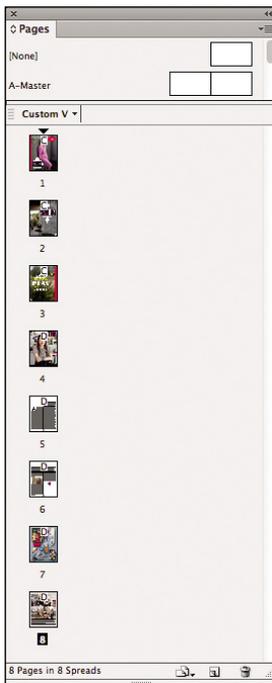


- 7 Set the Object Export Options for the group on page 3, as you did in steps 4 and 5.

- 8 Recompose the objects on page 4 and 5 to fit on page 4 only. You can scale down the Beauty text.



- 9 For page 4, repeat steps 3 through 5 to create one group out of all the objects on the page.
- 10 Use the Pages panel to delete the empty pages 2 and 5.

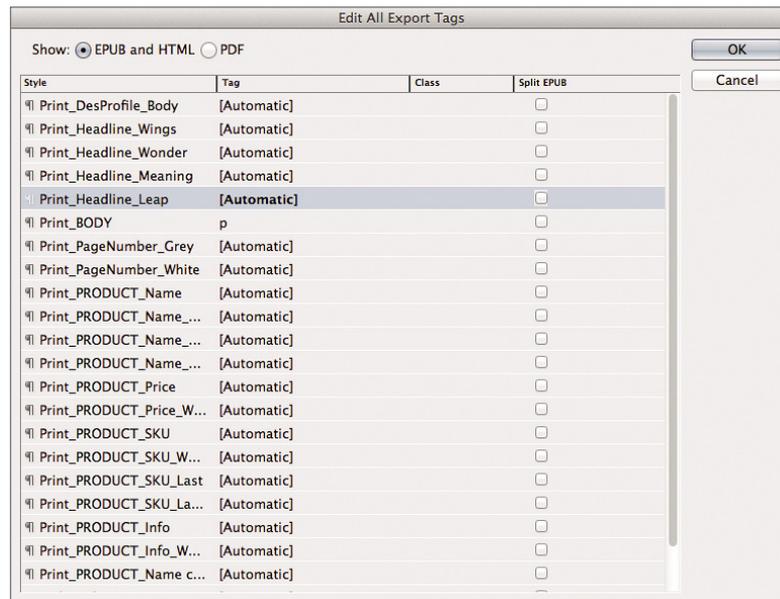


- 11 On pages 5 and 6, delete all objects except the two-column text frame. Leaving only the text frame allows it to flow as a single text story, which is the optimum design for an EPUB document because it doesn't rasterize the text.
- 12 If you didn't delete the "A" drop cap, delete it now, because the graphic drop cap won't translate to EPUB format.
- 13 Then, using the Type tool, click an insertion point at the beginning of the two-column text frame and type a capital A to replace the drop cap.
- 14 Open the Paragraph Styles panel (Window > Styles > Paragraph Styles), and choose Edit All Export Tags from the Paragraph Styles panel menu.

EPUB is based on HTML, so for compatibility with the widest selection of e-readers, it's a good idea to map publication styles to HTML CSS styles.

- 15 For the style Print_BODY, click Automatic in the Tag column; then click the arrows to see the style choices, and choose p. Click OK.

► **Tip:** The Split EPUB option you see in the Edit All Export Tags dialog box is a way to insert a page break before specific paragraph styles. You may want to do this to control pagination and make long documents easier to navigate. However, this option results in a higher number of files in the EPUB package.



This particular document isn't text-heavy, but if it was, mapping the rest of the styles to standard HTML CSS styles would make a more noticeable visual difference. In addition, you'd be able to define styles that set page breaks, and then apply those styles to headings or inline graphics to mark the beginning of each page.

Adding metadata

When an EPUB document is listed in an e-reader or other database, the information that's visible is taken from the metadata for the file. It's a good idea to customize that information.

- 1 Choose File > File Info.
- 2 For Document Title, type **Pluralist**. For Author, type your name.

Note that the rest of the dialog box gives you an opportunity to enter detailed descriptive text, including a copyright notice.

The screenshot shows the 'File Information for Pluralist eBook.indd' dialog box. The 'Description' tab is selected. The 'Document Title' field contains 'Pluralist' and the 'Author' field contains 'M. Y. Name'. There are five star icons for the 'Rating' field. The 'Copyright Status' is set to 'Unknown'. The 'Copyright Notice' field is empty. The 'Copyright Info URL' field is empty with a 'Go To URL...' button next to it. The dialog also displays creation and modification dates, application name (Adobe InDesign CS6), and format (application/x-indesign). At the bottom, there are buttons for 'Preferences', 'Import...', 'Cancel', and 'OK'. The 'Powered By xmp' logo is visible in the bottom left corner.

- 3 Click OK.

Understanding More Details About Exporting to EPUB

Now it's time to export the document again, to see whether the settings you changed will result in a better EPUB document than the one you exported earlier.

- 1 Choose File > Export. Navigate into the EPUB Exported folder in your Lesson04 folder, choose EPUB from the Format menu, and click Save without changing the filename. Click Replace when asked if you want to replace the existing document.
- 2 In the EPUB Export Options dialog box that appears, make sure View EPUB After Exporting is selected.

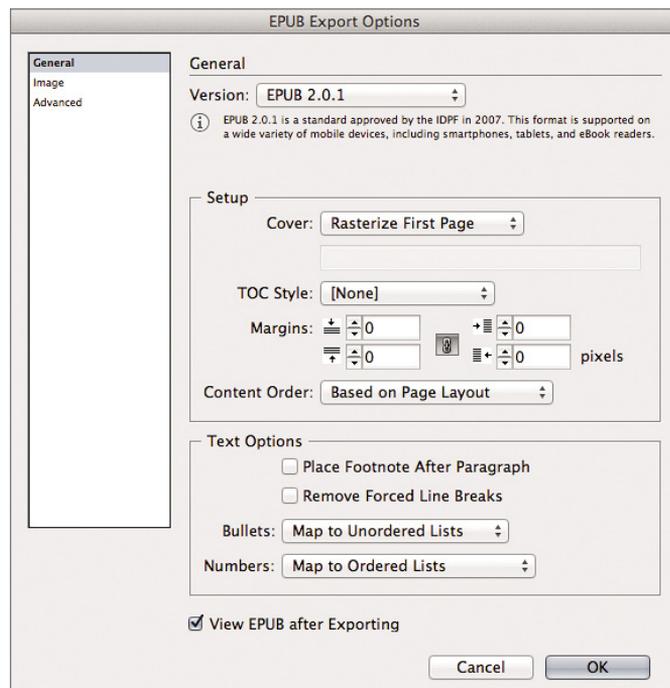
Although many of the EPUB export options can remain at their default settings, you may consider adjusting the following:

- In the General pane under the Text Options section, it's a good idea to select Map to Unordered Lists in the Bullets menu and select Map to Ordered Lists in the Numbers menu.
- In the Image pane, make sure Preserve Appearance from Layout is selected to maintain image cropping and settings.
- In the Advanced pane, leave all the check boxes selected to help preserve the original appearance of the document.

● **Note:** Not all e-readers support font embedding. If possible, test your EPUB on various devices to ensure that you're satisfied with the output.

● **Note:** InDesign automatically generates a Unique ID for an EPUB; however, for commercial EPUBs, you would enter the ISBN.

● **Note:** By default, items on a page that was originally designed for print may not appear in an ideal order when exported to EPUB format. For more control over the reading order and the relationships among page items, arrange them in the Articles panel (Window > Articles).



- 3 Click OK. The EPUB document opens in Adobe Digital Editions.

The result this time should look much better, resolving the issues seen after the previous time you exported to EPUB. If you were to design an EPUB document from scratch, you would design it as one, long, text story with full-page layouts consolidated into single, rasterized graphics.

- 4 Exit Adobe Digital Editions, and in InDesign close the document Pluralist.indd.

● **Note:** By default, hyperlinks open in an in-app Viewer, not in Safari. You can use the Folio Overlays panel to change the settings of a hyperlink to Open In Device Browser so that it opens a website in Safari.

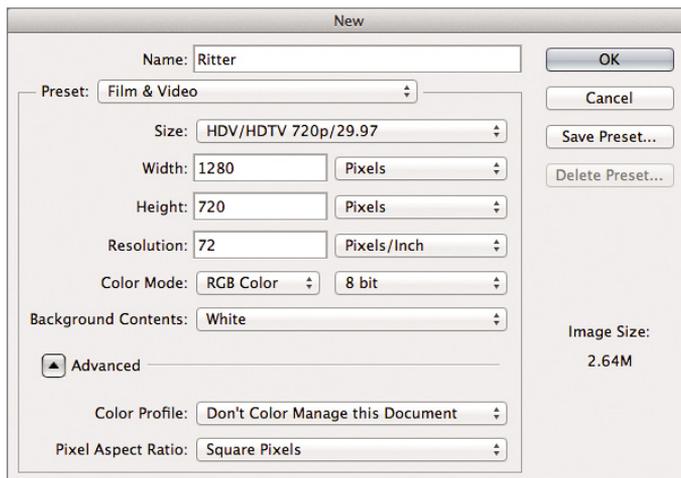
Creating a Video with Photoshop

When you move a publication from paper to mobile devices, you introduce the possibility of adding media, such as a video, that you couldn't use in a printed piece. Video is now easy to capture using most mobile devices, easy to edit on almost any new computer, and easy to distribute over broadband networks. Consistent with these trends, the video-editing features that were once included only in Adobe Photoshop Extended are now in the Standard edition of Adobe Photoshop CS6. .

You'll use Photoshop to create an animated piece that's included in an iPad publication you'll build later in this lesson.

- 1 Start Adobe Photoshop CS6.
- 2 Choose Window > Workspace > Essentials (Default), and then choose Window > Workspace > Reset Essentials.
- 3 Choose File > New. From the Preset menu, choose Film & Video. For Size choose HD/HDTV 720p/29.97. For Name, type **Ritter**, and click OK. If you see a pixel aspect ratio warning, click OK.

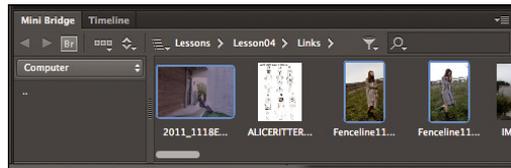
● **Note:** The video-editing features in Photoshop CS6 are not meant to replace the full power of a professional, video-editing application, such as Adobe Premiere Pro CS6 (which is not included in Adobe CS6 Design & Web Premium). Instead, the video tools in Photoshop are intended to let designers easily work with video and include it in design projects



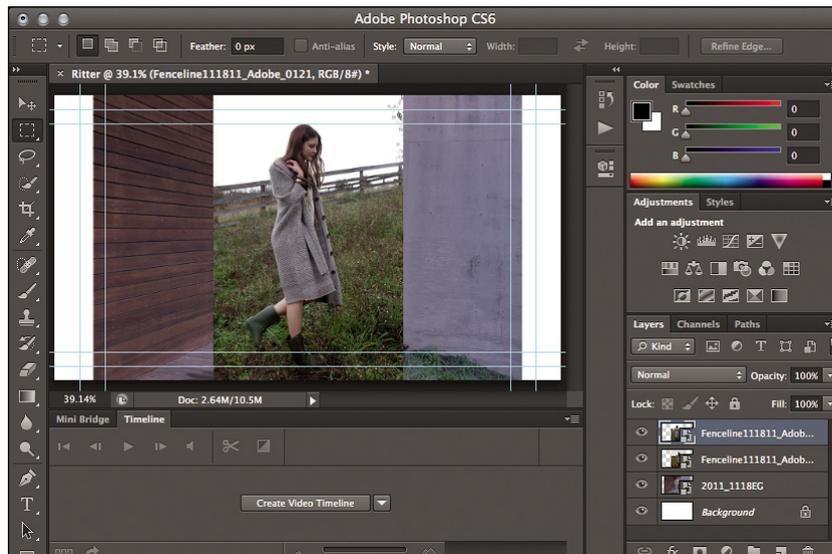
- 4 Click the Mini Bridge tab at the bottom of the workspace to expand the panel, and then click Launch Bridge. (If you don't see a Mini Bridge tab, choose Window > Mini Bridge.)



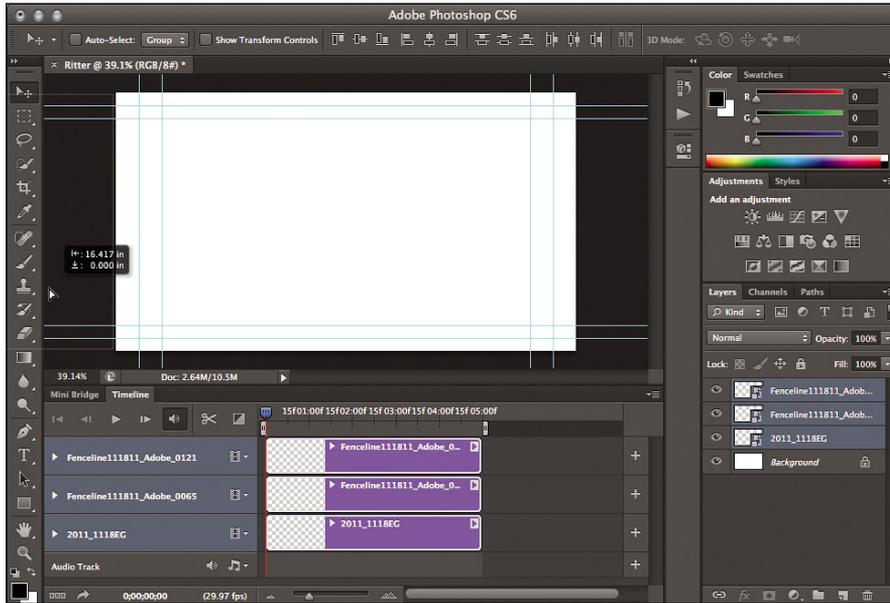
- 5 Use Mini Bridge to locate and select the folder Links in your Lesson04 folder. Images should appear in Mini Bridge.
- 6 Click the Sort icon, and make sure it's set to sort by filename.
- 7 Select the first three photo thumbnails in Mini Bridge (not including the sketches), and drag them into the document.



- 8 When the first image appears in the document, press Enter to place it in the document as a Smart Object. Continue pressing Enter until all images are placed.
- 9 Click the Timeline tab to reveal the Timeline panel, and then click Create Video Timeline. Photoshop creates a video timeline of all layers in the document; the timeline is five seconds long by default. Drag the top edge of the Timeline panel so you can see all of the layers.

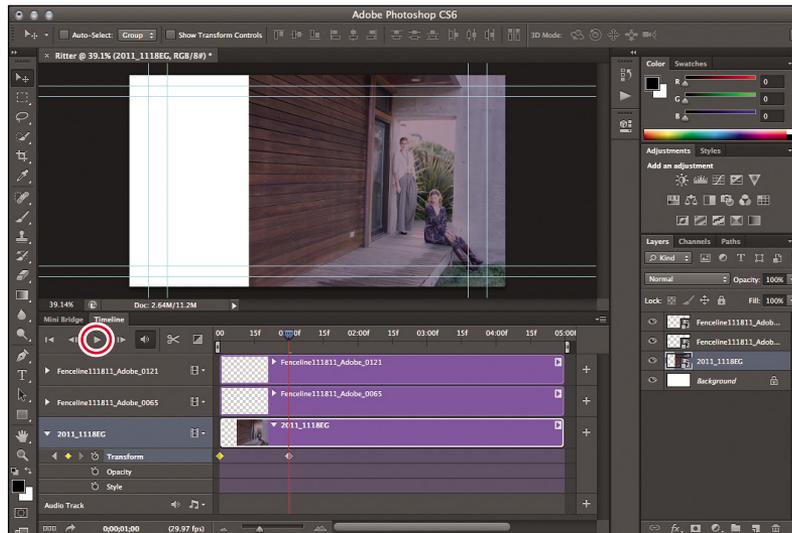


- 10** In the Layers panel or the Timeline panel, Shift-select all three photo layers, and then with the Move tool, Shift-drag all selected layers to the left until they are offscreen.

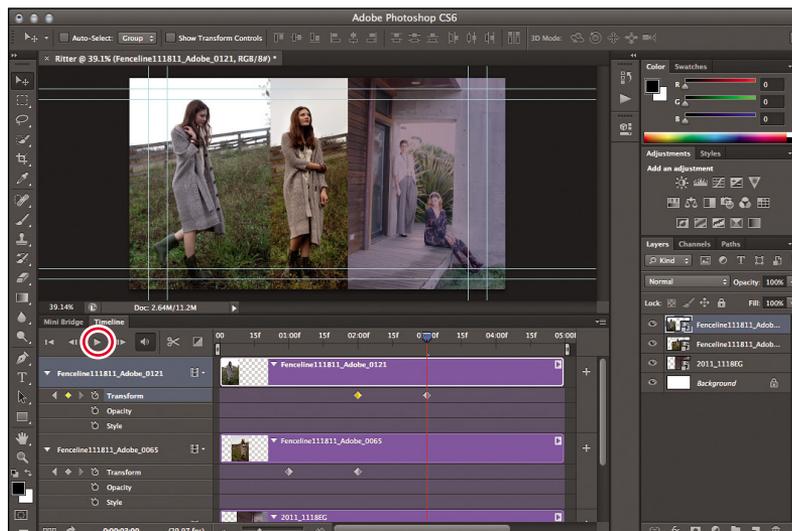


- 11** Choose Select > Deselect Layers.
- 12** In the Timeline panel, click the disclosure triangle to the left of the bottom layer, 2011_1118EG. Click the icon for the Transform property to enable it, adding yellow keyframe markers to the Timeline.
- 13** Drag the blue current-time indicator to the 1-second mark on the Timeline.

- 14** With the Move tool, drag layer 2011_1118EG until the sitting model's boots are just inside the action-safe guides.



- 15** Move the current-time indicator to the beginning of the Timeline, and click Play. The two keyframes you set control the start and end of the layer animation.
- 16** Select the middle layer in the Timeline. Repeat steps 11 through 13, but this time set the starting keyframe at 1 second and the ending keyframe at 2 seconds, and stop the image before it overlaps the left model in the bottom layer.
- 17** Select the top layer in the Timeline. Repeat steps 11 through 13, but this time set the starting keyframe at 2 seconds and the ending keyframe at 3 seconds, and stop the image as soon as it's aligned with the left edge of the frame.

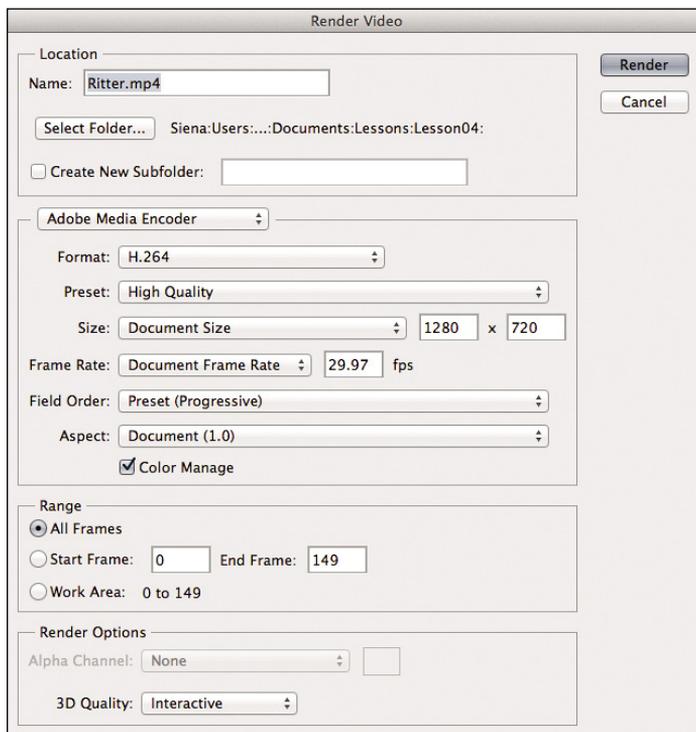


- 18 Return the current-time indicator to the beginning of the Timeline, and click Play. The three layers should appear in turn, filling the frame from right to left.

Render the timeline to a final video file

Up until now, the video exists only as objects on a timeline. When you're done editing, you need to export the timeline into a video format that's appropriate for your purposes. Because you plan to use this video as part of a mobile application, you'll use the H.264 format.

- 1 Choose Render Video from the Timeline panel menu.
- 2 In the Render Video dialog box, click Select Folder and navigate to the Links folder in the Lesson04 folder.



- 3 Make sure Adobe Media Encoder and the H.264 format are selected; click Select Folder, navigate to the Lesson04 folder and click Choose, and then click Render.
- 4 When rendering is complete, double-click the Ritter.mp4 video file to view it.

Of course, this is just a taste of the Timeline because you're not limited to working with stills. You can also edit video clips in the Timeline, add text layers, and add audio, and none of these tasks are more difficult than animating stills, as you just did.

Converting a Print Publication to an iPad App Using InDesign

Earlier you adjusted a layout for export to the EPUB format, and in the process you learned about the limitations of EPUB. When you want to preserve more layout flexibility and distribute your publication on tablets, such as the Apple iPad, you can create a mobile app from an InDesign document with the help of the Adobe Digital Publishing Suite (DPS). The advantage of using the DPS app over the EPUB format is that you use the advanced layout capabilities of HTML5 when rendering through WebKit-based browsers, which means you can more easily execute sophisticated designs and rasterize entire pages less often. The DPS mobile app is more appropriate for a magazine-style layout.

When you create a DPS publication, you create a folio, which contains one or more digital publishing articles. You can view folios using the Adobe Content Viewer, which comes with InDesign.

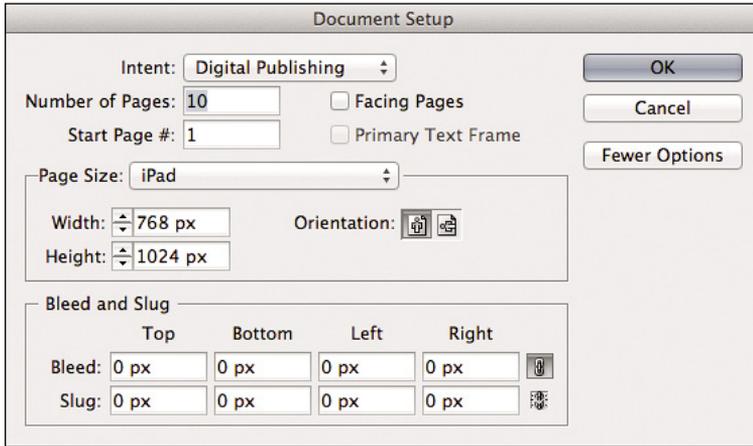
One of the ways InDesign enables mobile apps is by allowing for multiple layouts in a single InDesign document, including the ability to link primary and secondary layouts so that you have to edit content only once. You'll start by converting a print publication so that you can work with alternate layouts, such as the horizontal and vertical orientations of a tablet.

Setting up the vertical layout

To streamline the production of mobile apps, InDesign uses a primary layout and alternate layouts. The primary layout is the initial layout of a document and contains the source content for alternate layouts you create later. Content in alternate layouts can be linked so that you need to edit only one instance of the content.

- 1 Double-click the file `Print.indt` in the `Lesson04` folder.
- 2 Choose `File > Save As`, and save the document as **Pluralist iPad.indd**.

- 3 Choose File > Document Setup, and choose Digital Publishing from the Intent menu. Make sure iPad is the selected Page Size and that the Orientation icon is set to Portrait, and click OK. Notice that the page size changes.



Adding interactive elements

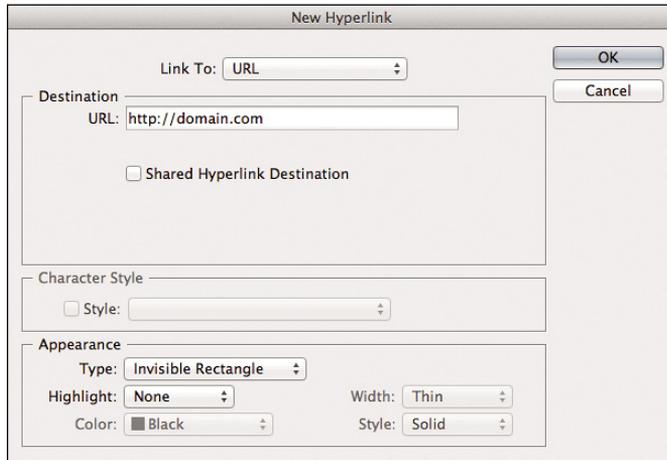
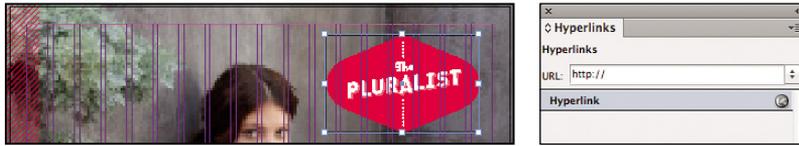
Interactive elements in a digital publication include slide shows, hyperlinks, graphics that a viewer can pan and zoom, and movies and sounds. Much like you can modify a graphics frame by adding a stroke or a special effect like a drop shadow or rotation, you can control the appearance and function of interactive elements.

Creating hyperlinks and buttons

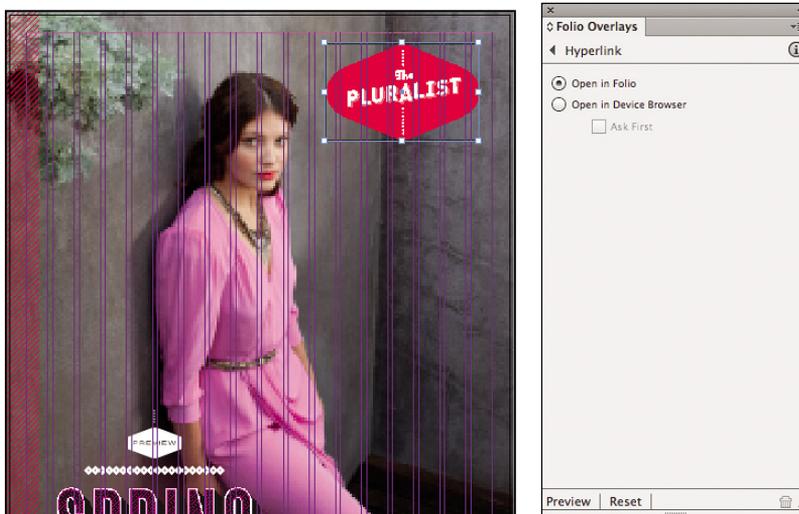
Hyperlinks let viewers jump to other locations in a document, as well as to other documents or websites. A hyperlink includes a source (text, a text frame, or a graphics frame) and a destination, which is the URL, file, e-mail address, page text anchor, or shared destination to which the hyperlink jumps. Next, you'll create a hyperlink to a website using an empty graphics frame.

- 1 Select the Rectangle Frame tool (F), and drag a rectangle around the Pluralist logo on page 1.
- 2 Choose Window > Interactive > Hyperlinks.
- 3 Choose New Hyperlink from the Hyperlinks panel menu.

- 4 Select URL from the Link To menu, and type a URL address in the URL field. Deselect Shared Hyperlink Destination. Under Appearance, leave Invisible Rectangle and None selected. Click OK.



- 5 Choose Window > Folio Overlays, and make sure Open in Folio is selected. This will come into play when you preview the link later.



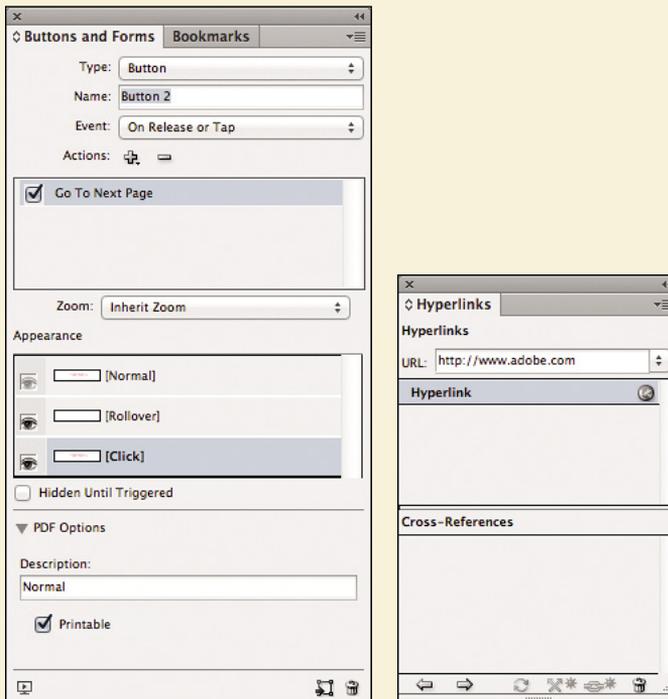
- 6 Choose Edit > Deselect All.

Comparing buttons and hyperlinks

You can use buttons and hyperlinks to build navigation controls in InDesign. At first glance, it might seem that there's overlap between what buttons and hyperlinks can do, so to choose between them, you need to know a few key differences in how they work.

Buttons are generally graphic in nature, such as a picture or drawn object that you set up as a button. A button works much like a graphics frame; for example, you can replace the contents of a button. Buttons can also have multiple states. Options for buttons are in the Buttons panel (Window > Interactive > Buttons). You're more likely to use buttons in graphically engaging multimedia projects where appearance and compelling interactivity is important.

Hyperlinks are generally text-based and can be generated from text. For example, InDesign can create a live URL hyperlink from URL text you've selected. Hyperlinks have fewer display and rollover options than buttons, and have only a couple of basic states. Hyperlink options are in the Hyperlinks panel (Window > Interactive > Hyperlinks). You're more likely to use hyperlinks in a text-heavy reference document where the hyperlinks may be automatically generated and also automatically preserved when you export the file to EPUB or PDF.



Adding a video

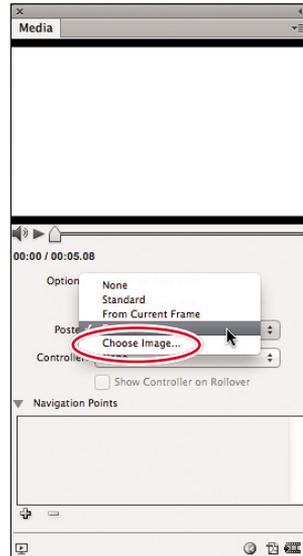
InDesign CS6 lets you easily add a video to a document so that it can play back on desktop and mobile devices that support video. Adding a movie to a digital publishing document is the same as adding a photo or illustration to a print document. You'll import a movie into the document and use the Media panel to choose a graphic as the poster image for the movie. Then you'll use the Folio Overlays panel to control how the movie plays.

- 1 Go to page 2.
- 2 Choose File > Place and select the Ritter.mp4 video file that you created in the Links folder in the Lesson04 folder. Click Open.
- 3 On page 2, drag the Place icon to create a rectangle to the right of the models, about halfway down the page, to contain the video.
- 4 Choose Object > Fitting > Fit Frame to Content to make the frame fit exactly the size you dragged.

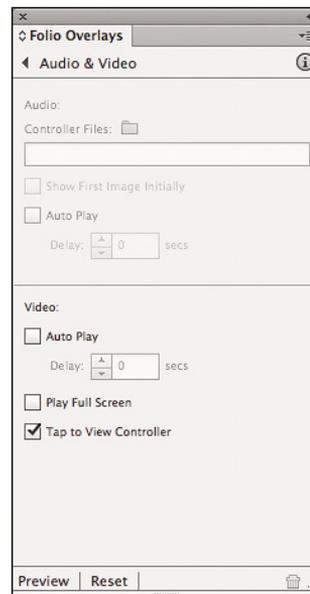


- 5 Choose Window > Interactive > Media.

- From the Poster menu in the Media panel, choose **Choose Image**. Select the `IMG_0968.jpg` in the `Links` folder in the `Lesson04` folder, and then click **Open**. This sets the image that appears on the page when the video isn't playing.



- With the movie object still selected, make sure that **Auto Play** and **Play Full Screen** are not selected in the **Folio Overlays** panel, and that **Tap To View Controller** is selected.
- Choose **File > Save**.



Testing interactivity

You can use the Folio Overlays panel to preview the interactive overlays you've added.

- 1 At the bottom of the Folio Overlays panel, click Preview.
An alert appears warning you that only one page per spread is supported. The reason is that mobile devices typically display one page per screen. You'll need to convert all spreads to single pages, as you did for the EPUB document earlier in this lesson.
- 2 Choose File > Document Setup, and make sure Facing Pages is deselected. Click OK.
- 3 Choose Allow Document Pages to Shuffle from the Pages panel menu. If an alert asks you if you want to maintain the number of pages on each spread, click No. All spreads should now be single pages.
- 4 Due to the logo on page 2, which is left over from a double-page spread, page 1 and page 2 are now redundant, so in the Pages panel, drag page 2 to the trash can icon. Do the same for the empty page 4. If a warning appears, click OK.
- 5 At the bottom of the Folio Overlays panel, click Preview. Adobe Content Viewer starts and displays the document. Scroll through the document using the up and down arrow keys or by swiping up and down with the mouse.



- 6 Go to page 1 and click the logo with the link you created. It should go to the link. Click Done to return to the document.
- 7 Go to page 2 and click the movie you created. It should begin playing back.

Set up layout rules

The document is set up for a vertical orientation only. But a mobile app also needs a layout for a horizontal orientation. InDesign provides for this through alternate layouts and helps you adapt your layouts with Liquid Layout rules.

Each page can have its own Liquid Layout rule:

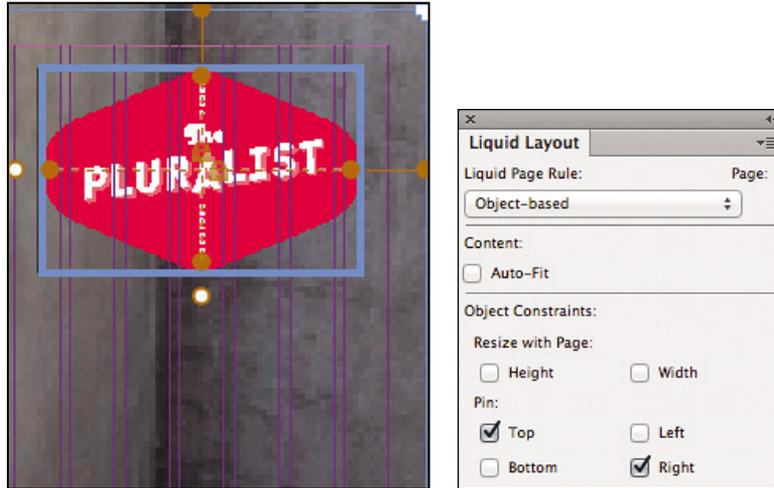
- **Scale** simply fills the new page size with the current content resized.
- **Re-center** keeps content centered within the new layout
- **An object-based rule** allows for rules that control a specific object; you can pin any corner to maintain its relationship to the edge of a page.
- **A guide-based rule** constrains page adjustment along layout guides you position.

You'll set up a combination of these rules, and then create an alternate layout based on them.

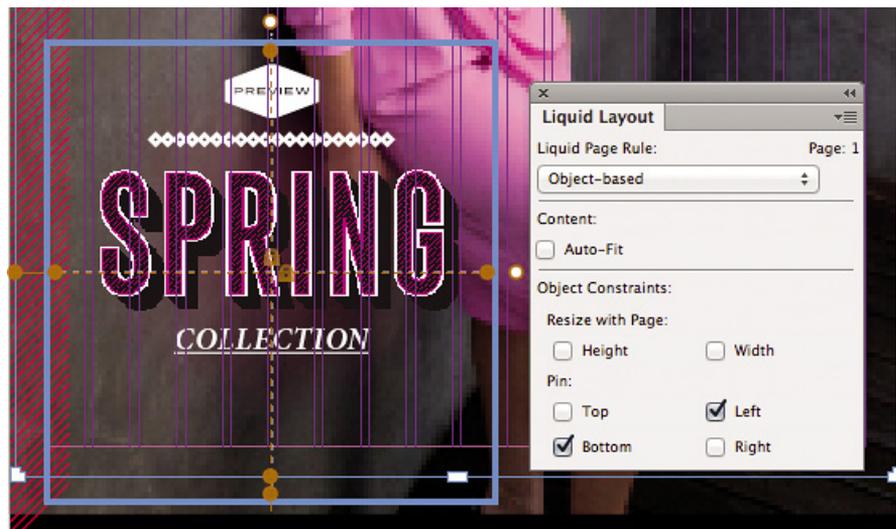
- 1 In InDesign, choose Layout > Liquid Layout.
- 2 On page 1, use the Page tool (Shift+P) to select the diagonal red stripes along the left side of the page.
- 3 In the Liquid Layout panel, choose Object-based, and for Pin, select Left.



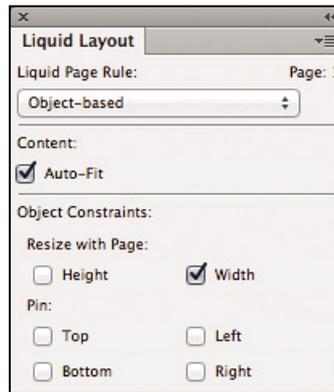
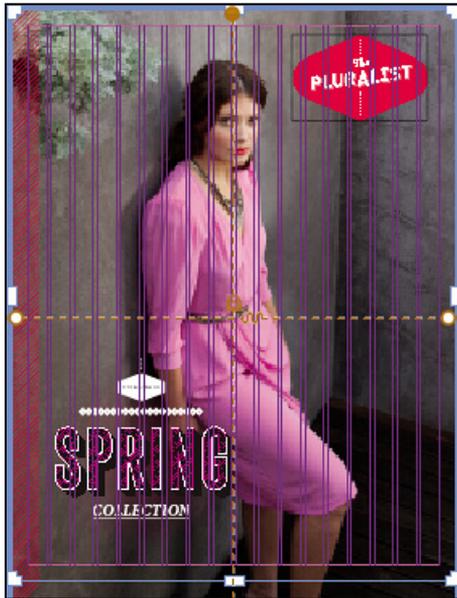
- 4 Position the mouse over the handles on the selected object. Tool tips describe how the object will behave when the page is resized.
- 5 Still using the Page tool, select The Pluralist logo in the top-right corner, and in the Liquid Layout panel, choose Object-based and set the Pin options to Top and Right.



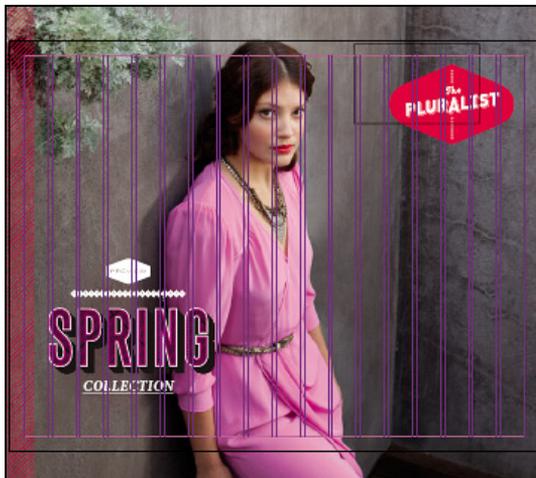
- 6 Select the Spring Collection logo in the bottom-left corner, and in the Liquid Layout panel, choose Object-based and set the Pin options to Bottom and Left.



- 7 Select the photo, and in the Liquid Layout panel, choose Object-based, and select the Auto-Fit and Width options.



- 8 With the Page tool still selected, test your settings by clicking the Landscape orientation icon in the Control panel. All objects on the page that use Liquid Layout rules should reposition and resize to maintain the intended layout despite the radical change in proportions.

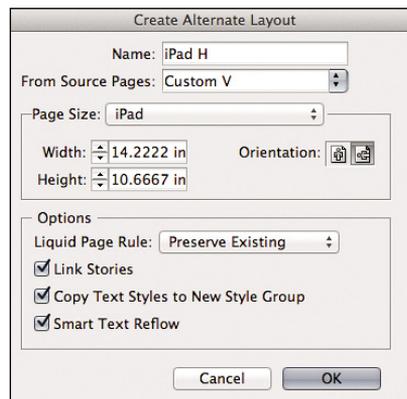


- 9 Choose Edit > Undo Resize Item to restore the original orientation.
- 10 Choose File > Save.

Create a horizontal layout

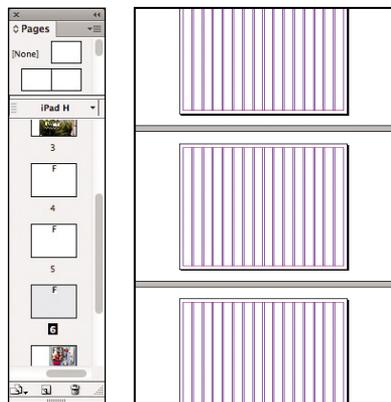
In programs that don't allow alternate layouts, creating a layout for a mobile device's multiple orientations typically requires creating a separate document for each orientation. In InDesign, you simply create an alternate layout that exists as a separate section in the same InDesign document. You've already set up the rules that describe how page objects translate from one orientation to the other; now you'll actually create the alternate layout for the landscape (horizontal) orientation.

- 1 Choose Layout > Create Alternate Layout.
- 2 For Page Size, choose iPad, and make sure the Orientation icon is set to landscape.
- 3 Click OK.

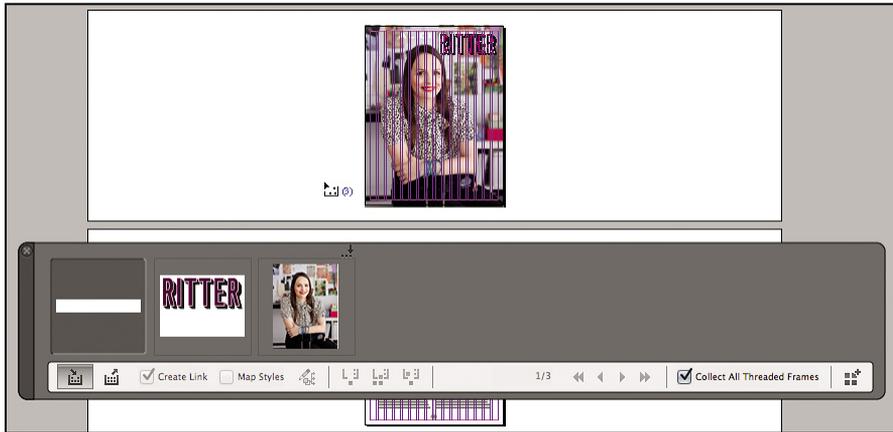


A new section appears in the document, duplicating the original pages but using a horizontal orientation. Notice how page 1 adapted well to the landscape orientation but the rest of the pages did not. The reason is that layout rules weren't applied to the rest of the pages. You can experiment with applying layout rules to achieve an optimum conversion. Alternately, you can lay out the content manually but as linked content—where the content of the alternate layout is linked to the primary layout so you only have to update the primary content.

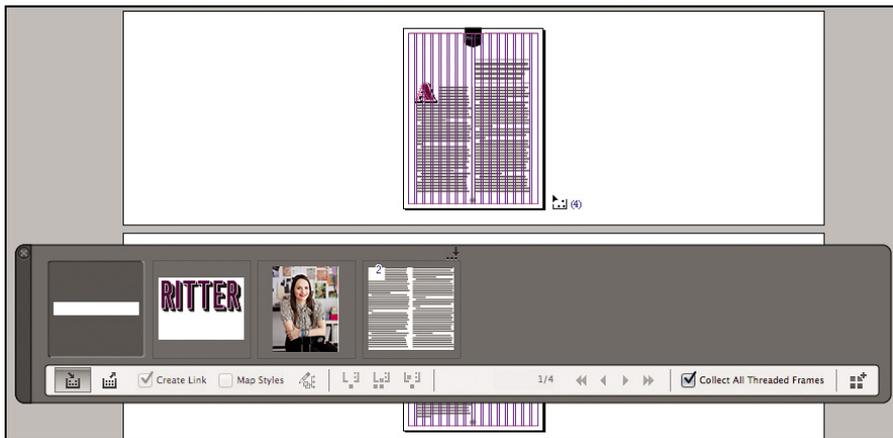
- 1 Go to page 4 of the alternate (horizontal) layout section, and delete the objects on that layout. Do the same for the alternate layouts for pages 5 and 6.



- 2 Go to page 4 of the primary (vertical) section, and use the Content Collector tool (B) to click the Alice and Ritter graphic headline text as well as the photo. Notice that they appear in the Content Collector conveyor.

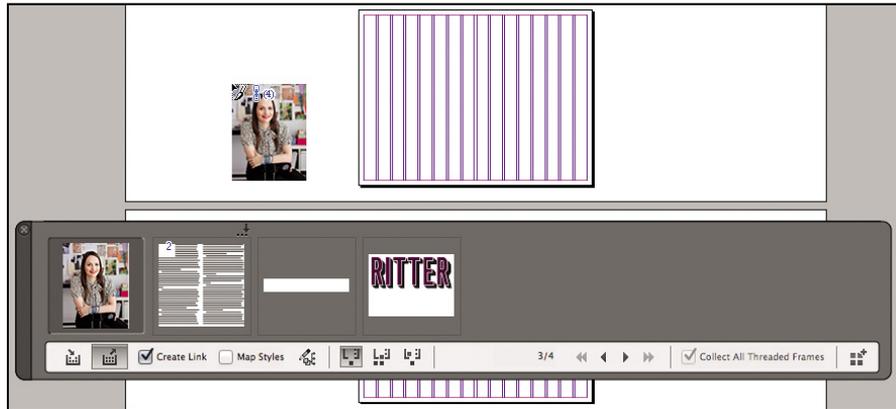


- 3 In the Content Collector conveyor, make sure Collect All Threaded Frames is selected; then on page 5, use the Content Collector tool to click the frame containing the threaded story.



- 4 Go to page 4 of the alternate (horizontal) layout section.

- 5 In the conveyor, click the Content Placer icon and make sure Create Link is selected.

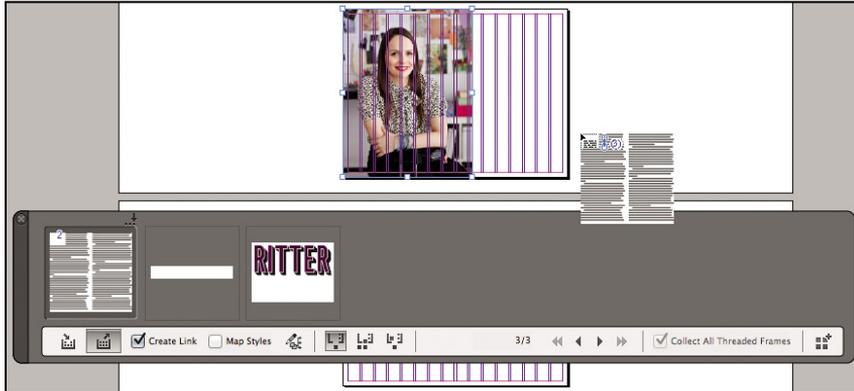


Publishing an app through a store

To be able to submit an InDesign folio as an app to a store such as the Apple App Store, there are a few more requirements that are outside the scope of this lesson. You'll need:

- An Adobe Digital Publishing Suite account (<http://digitalpublishing.acrobat.com>), so you can organize, edit, and publish folios with Folio Producer, and arrange articles and edit metadata with Folio Producer Editor. You can sign into Adobe Digital Publishing Suite using your Adobe ID.
- An Adobe Digital Publishing Suite Single Edition serial number to publish a single issue with a single folio, a Professional Edition subscription for unlimited custom viewer apps and folios, or an Enterprise Edition subscription for advanced customization and analytics. You can view pricing information for these options at <http://www.adobe.com/products/digital-publishing-suite-family/buying-guide.html>.
- Any membership required for the store where you want to submit your app. For example, submitting an app to the Apple App Store requires membership in the Apple iOS Developer Program, which involves an annual fee.
- An Internet connection so that you can interact with Adobe Digital Publishing Suite and the stores where you want to submit your app.

- 6 Press the left or right arrow key to cycle through the items in the loaded pointer until you see the photo. On page 4 of the horizontal layout, drag from the top-left corner to the bottom-right corner to place the image.



- 7 Drag the white Alice text over the photo and the Ritter text across the top of the right half of the page.
- 8 Drag the text frame across the rest of the page, and then use the Selection tool to extend its width across the page if needed.



By selecting Create Link, the content you transferred is now linked to the primary layout. If you need to edit any part of the content, you only need to do so in the primary layout; the alternate layout will update, saving you time. The Content Collector helps you transfer multiple items more efficiently than dragging and dropping or copying and pasting.

Previewing the updated document

To see how your alternate layout looks while viewing any of the pages in the landscape format section, choose File > Folio Preview.

InDesign exports the folio to Adobe Content Viewer, where you can test the document. To navigate, drag the layout up and down or press the up arrow and down arrow keys. You can use the commands on the View menu to preview other screen sizes and orientations. Remember to click the movie you added on page 2.

Note: You can also preview your folio by installing Adobe Content Viewer from the App Store, starting it, and signing in using your Adobe ID.



You can share the folio file with other individuals using Folio Producer, a publishing tool available when you log into Adobe Digital Publishing Suite using your Adobe ID. If you want to be able to submit a folio as an app to a store, additional steps and fees are required; see the sidebar “Publishing an App Through a Store.”

Wrapping Up

Congratulations! You’ve learned techniques for converting a print document into an EPUB document and an iPad app. Although manual adjustment was necessary, layout rules, mapped styles (in the Edit All Export Tags dialog box), alternate layouts, the Content Collector, and the Folio Viewer all work together to minimize the amount of rework you might have had to do otherwise, making it easier to publish mobile versions of your documents.

Review questions

- 1 When would you want to export an InDesign document to the EPUB format, and when would you want to export it as a mobile application?
- 2 In InDesign, what is the difference between a button and a hyperlink?
- 3 What's the difference between how you test EPUB documents and mobile applications in InDesign?
- 4 What is a poster image, and how do you set it?
- 5 What is the value of an object-based layout rule?

Review answers

- 1 You would export to EPUB when you want to distribute a document to ereaders and when the document is primarily text. You would export as a mobile application for more sophisticated magazine-style layouts that are beyond the capabilities of EPUB.
- 2 Buttons tend to be graphics, and hyperlinks are usually text-based.
- 3 You can test EPUB documents in Adobe Digital Editions and mobile applications in Adobe Content Viewer.
- 4 A poster image is the frame that represents a video in an InDesign layout. By default, the poster image is the first frame of a video, but you can change that in the Poster menu in the Media panel.
- 5 An object-based layout rule lets you control how an object responds to a change in page dimensions. For example, you can pin the top and left edges of a graphic to the page so that it remains at the top-left corner of the page.

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