

Digital Product Development

in Publishing

By Andrew Brenneman, United States



Date & Time

20 Oct 2010, 9:30am – 5:30pm



Venue

Imagination Room, L5,
National Library, 100 Victoria Street

The advent of digital media brings both opportunities and challenges in product development. This workshop, intended for publishing professionals in the areas of production, design, and editorial development, provides an overview of concepts and challenges involved in digital product development.

Course Content

Digital Product Development Defined

- Producing Digital Offerings
- Platform-driven Publishing Workflow

Digital Opportunities: New Product Offerings

- e-books
- Enhanced e-books
- Printing on Demand
- Digital Customisation
- Application-based Product

Digital Workflow

- Structured Asset Management
- Data-driven workflow
- Automation

Digital Assets

- Introduction to Digital Assets
- Product Assets
- Production Assets
- Metadata
- Semantic tagging
- Data Types

Digital Asset Management

- Asset repositories
- Process Management
- User Interfaces
- External Systems Interfaces
- System Layers

XML Overview

- XML Defined
- History and Significance of XML
- Separating Content from Style
- XML in Cross-Platform Product Development
- XML-based Workflows
- Limits to XML

Digital Design

- The Strategic Value of Digital Design
- Cross Platform Design
- Design for Non-print Product
- The Rise of the Technical Designer

Developing for Mobile Devices

- Dedicated Readers
- Beyond Readers: General Purpose Devices
- The significance of the iPad

New Skill-Sets in the Publishing Organization

- Information Architects
- Technical Developers
- Technical Quality Assurance
- Database administration

Digital Delivery Partners

- e-book Distribution Partners
- "Database" Platforms
- Application Platform Partners

Best Practices

- Normalizing Assets
- Use of Industry Standards
- Structuring content "upstream"
- Evolving Capabilities

Who Should Attend:

Editorial and Publishing Managers, Commissioning Editors, Senior Editors, and those involved in design and production.

➡ About the Workshop Leader



Andrew Brenneman is the President of Finitiv and a regular columnist for Book Business Magazine.

He has been leading digital media initiatives for over 25 years, within publishing organisations, digital agencies and Internet service companies and has been awarded Patents for digital media innovation.

He is the creator of NETg's Skill Builder digital learning platform, led the strategy and development for Thomson Learning's WebTutor e-learning platform, and led product design and execution for Freemark Mail - the first advertiser-supported email service. Andrew founded the Digital Media Group of the University of Chicago Press Books Division, where he initiated digital distribution programs for the Books Division and the creation of The Chicago Manual of Style Online.

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Course Administration

Registration Fees (please tick one)

- S\$230 per person (for SBPA member)
 S\$250 per person for group registration of 2 & above (non-SBPA member)
 S\$280 per person (non-SBPA member)

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

Ways to register

1. Register online by visiting www.bookcouncil.sg, or
2. Complete the form below and fax it to (65) 6742 9466.

Cancellation & Substitution

An invoice will be issued upon receipt of your registration form. Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 6 October 2010, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

Mailing Address

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Enquiries

Email : clap@bookcouncil.sg Tel : (65) 6848 8290

➡ Registration

Mr/Mrs/Ms/Dr _____

NRIC/FIN/Passport no.: _____ (This is collected with directives from the Media Development Authority)

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation

I will need a/an: Physical Invoice e-Invoice (via AGD)

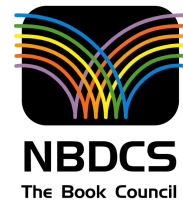
Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____

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