

Behaviours of Users of e-Publishing



COURSE

Behaviours of Users of e-Publishing

Date:	8 February 2012
Time:	9.30am – 5.30pm
Venue:	Imagination room, Level 5, National Library Board, 100 Victoria Street
Workshop Leader:	Eric Freese, US
Fees:	\$230 per person* \$250 per person for group registration of 2 & above (non-members) \$280 per person (non-members)

* For members of Singapore Book Publishers Association (SBPA), Singapore Chinese Publishers Association (SCPA), Asean Book Publishers Association (ABPA), Asia Pacific Publishers Association (APPA) and Association of Comic Artists (Singapore).

Today's content consumers are voracious omnivores. They want everything from print to Tweets to iPhone apps. Yet traditional content publishers are often dealing with production processes rooted in print practices that may be 10 to 40 years old. How can publishers prepare their company and their content for a more flexible and certain future?

Introduction: What do users want?

- Customer expectations
- Reading as a social activity
- Device capabilities

The current standards & challenges

- EPUB 3 - Introduction to the new spec
- KF8 - Introduction
- Supporting both formats
- Reflowable vs. Fixed Layout

eBook Design and Layout

- Repurposing for-print text to eBooks
- Planning for portability
- Laying out eBooks
- Laying out the book text
- Creating and using appropriate paragraph and character styles

- Unique requirements for photos, figures, illustrations, and captions in eBooks
- Graphics, video, audio, and animated content
- Internal and external hyperlinks
- Page transitions
- Creating animation and controlling timing
- Adding interactivity and rich-media to existing publications
- Fonts and eBooks
- Best practices for efficient, multi-eBook publishing

eBooks and Apps

- Discussion of differences
- Discussion of capabilities
- Delivery platforms
- Content re-use

Who Needs This Course

This workshop is targeted at those who plan or lead development projects for electronic books and applications. Consumers of electronic publishing are looking for everything from print to social media to apps. The course will cover what users want and what devices currently support. It will also cover the current standards, how they can be used to meet customer demands and go into some depth in discussing how different designs, layouts, and functionality can be accomplished using the standards. There will be several examples included in the discussions, and each item will be explained in order to enable the participants to work with during the discussions.

Your Workshop Leader

Eric Freese is a veteran of publishing production optimisation. From the early days of SGML, he has worked as a consultant, software developer and content architect. As Director/Solutions Architect for Apatara, Eric helps customers efficiently transition to cost-saving digital publishing models that simultaneously support eBooks and traditional print production.

www.bookcouncil.sg

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COURSE ADMINISTRATION

Registration Fees (please tick one):

- S\$230 per person (for SBPA, SCPA, APBA, APPA & ACAS members)
- S\$250 per person for group registration of 2 & above (non-members)
- S\$280 per person (non-members)

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**.

Payment

An invoice will be issued upon receipt of your registration form. 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". Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration form.

Cancellation & Substitution

Fees paid are non-refundable but transferable.

Requests for cancellation must be made on/before 26 Jan 2012, after which a cancellation charge of 50% of the full course fee is applicable.

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 FORM

Mr/Mrs/Ms/Dr _____

NRIC/FIN/Passport no.: _____

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 vendors@gov)

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____