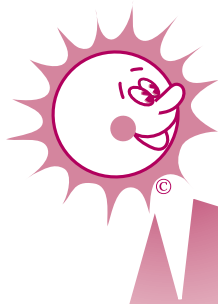


ALL Publications

"Making You Shine"



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Here's some of what I learned at the *InDesignSecrets Print and ePublishing Conference* in May 2010:

- eReaders are holding designers back because of what they're not capable of displaying.
- InDesign CS5 (the most recent release of software used by book designers) does not even support exporting lines, circles, squares, etc. to ePUB files. These must be drawn in an external program like Illustrator and imported into InDesign. So the software is still limiting as well.
- Designers are trying to use the same files for print and eBooks to maintain an efficient workflow; however, they were talking about files needing to be "dumbed down," meaning that elements need to be eliminated or modified to display correctly in ePUB files. It was said that print design needed to be dumbed down for proper export to ePUB and then dumbed down further for proper export to Kindle. The standard for eBooks seems to be, "It doesn't look bad." (With my perfectionistic tendencies, it was driving me crazy trying to use the same file and sacrifice the quality of the printed version. Therefore, my workflow will be to design a beautiful book for print and then copy the file and modify it for export to ePUB.)
- Unfortunately, InDesign CS5 does not export any ePUB file automatically that will pass ePUB Check, a tool that detects errors and validates files. Files can be modified with an XML editor and designers should have knowledge of HTML and CSS to carry this out effectively. Always more to learn, huh?

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