

This Old Book

**Renovating Print Assets
For Digital Publishing**

Mike Rankin

The Topic

- ▶ InDesign-centered workflow to re-purpose legacy print content for digital publishing



The Problems

- ▶ Page Layout is rooted in PostScript
- ▶ Digital publishing is rooted in HTML
- ▶ Creating structure where there was none
- ▶ Coping with fragmentation



Can I Ride In Your Starship?



InDesign CS 5.5 New Features

- ▶ Re-engineered EPUB export
- ▶ Articles panel: Goodbye Structure “Pain”
- ▶ Object Export Options
- ▶ Export Tagging options for styles
- ▶ Drag and drop anchored items
- ▶ Metadata, TOCs, tables, footnotes



It's As Simple As...

- ▶ collect & evaluate assets
- ▶ standardize assets
- ▶ make design & editorial decisions
- ▶ license assets for digital
- ▶ develop CSS
- ▶ rename assets

- ▶ clean up text
- ▶ remove transformations
- ▶ apply styles
- ▶ structure content
- ▶ adjust/optimize images
- ▶ create TOCs
- ▶ create new covers
- ▶ add metadata
- ▶ set up export tags
- ▶ export

- ▶ validate
- ▶ preview
- ▶ EPUB editing*
- ▶ version/conversion
- ▶ delivery

*magic happens here

Collect and Evaluate Assets

- ▶ Identify print artifacts
 - References to page #s, color, location
 - Special effects
 - Bleeds
- ▶ Redesign large elements
 - Page spans
 - Tables
- ▶ Identify font dependencies
 - Special glyphs
 - Mathematical expressions
- ▶ Evaluate complex page elements
- ▶ Evaluate list numbering
- ▶ Evaluate footnotes and endnotes
- ▶ Evaluate index and TOC options
- ▶ Confirm or acquire proper licensing for fonts and images (or find alternatives)

Standardize Assets

- ▶ Quark XPress
- ▶ “Vintage” InDesign docs
- ▶ PDF
- ▶ paper



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Quark XPress

- ▶ Quark 9 has Export to EPUB
- ▶ Markzware Q2ID
- ▶ Markzware PageZephyr



Legacy InDesign

- ▶ Batch convert via script
- ▶ Conversion issues: reflow, missing 3rd party content, styles changed, anchored item spacing



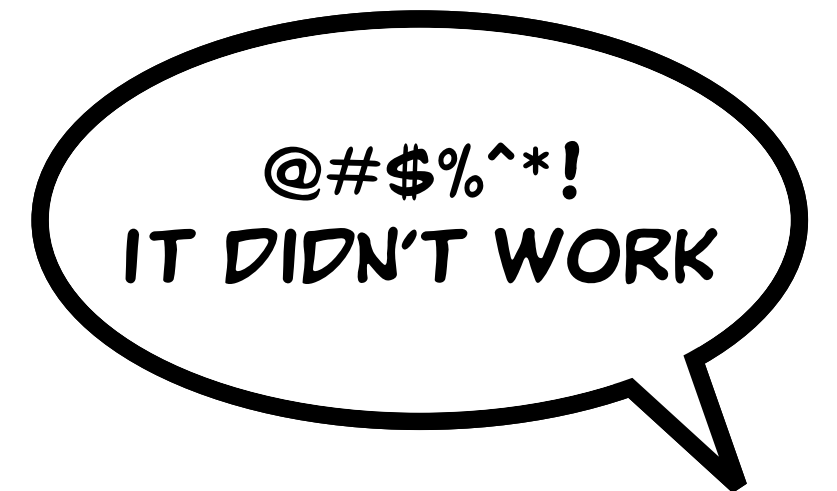
Paper or Plastic, er, PDF

- ▶ Adobe Acrobat Scan to PDF
OCR Text Recognition
- ▶ Recosoft PDF2ID
- ▶ Markzware PDF2InDesign (beta)



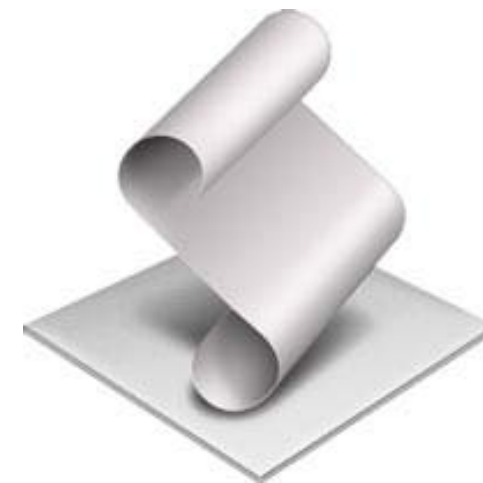
Rename Assets

- ▶ Letters, numbers, underscores, and hyphens
- ▶ No spaces
- ▶ Include InDesign file, Photoshop/Illustrator files, video files, audio files, CSS files, etc.
- ▶ Tomaxxi's Link Rename Script



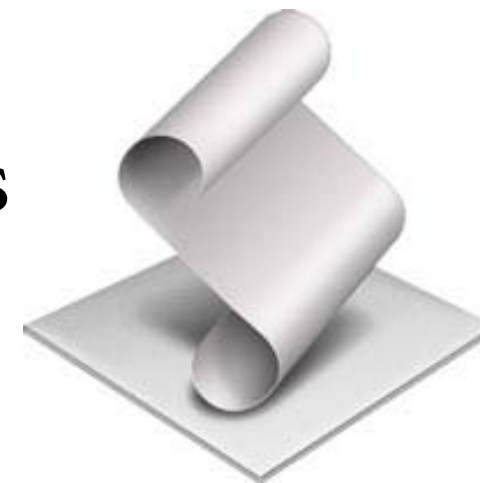
Clean-up Text

- ▶ Eliminate whitespace characters that won't be exported. Use styling instead for spacing.
- ▶ Eliminate forced line breaks (*aka* soft returns), discretionary hyphens, and other undesirables.
- ▶ Good: Find/Change
- ▶ Better: Find/Change by List
- ▶ Best: Automation's Multi-Find/Change



Apply Styling

- ▶ The cleaner the styling, the cleaner the code
- ▶ Remove or replace local overrides via 2 great scripts
Show Local Formatting
Prep Text
- ▶ Clear transformations
- ▶ Styles are used for TOCs and separating files
- ▶ Nested Styles and GREP styles
export from 5.5



Structure Content

- ▶ Articles Panel
- ▶ Object Export Options
- ▶ Creating Order
- ▶ Drag and drop to anchor items



Create Navigational TOC

- ▶ Navigational TOCs come from TOC styles
- ▶ Nested entries via Levels in TOC style



Create New Covers

- ▶ Redesign
- ▶ Simplify



Add Metadata

- ▶ File Info
- ▶ Adobe Bridge
- ▶ Tomaxxi's XMP script
- ▶ EPUB Export dialog box



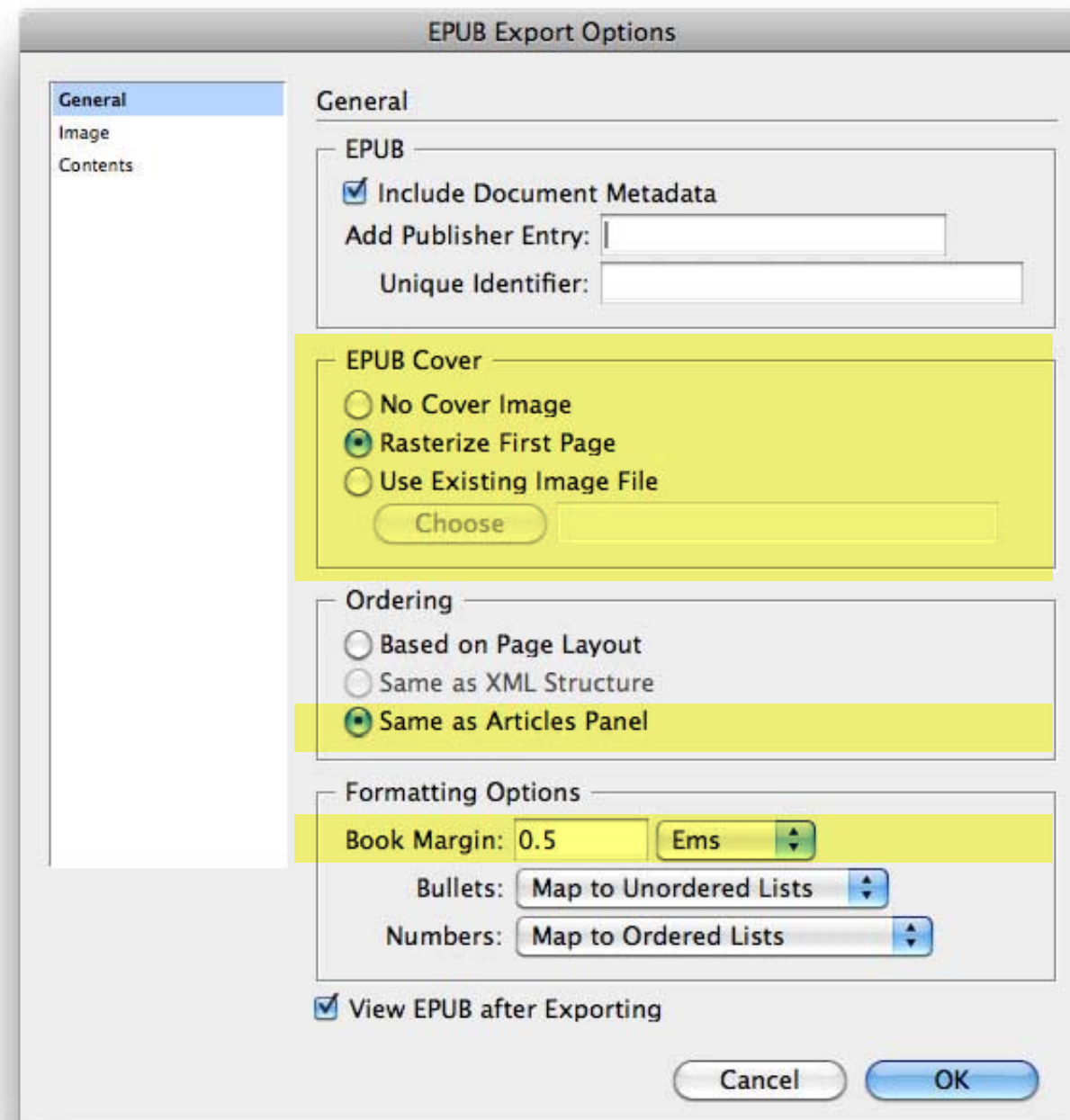
Export Tags for Styles

- ▶ Every paragraph and character style can be mapped to an HTML tag and/or class
- ▶ The cure for “classitis”



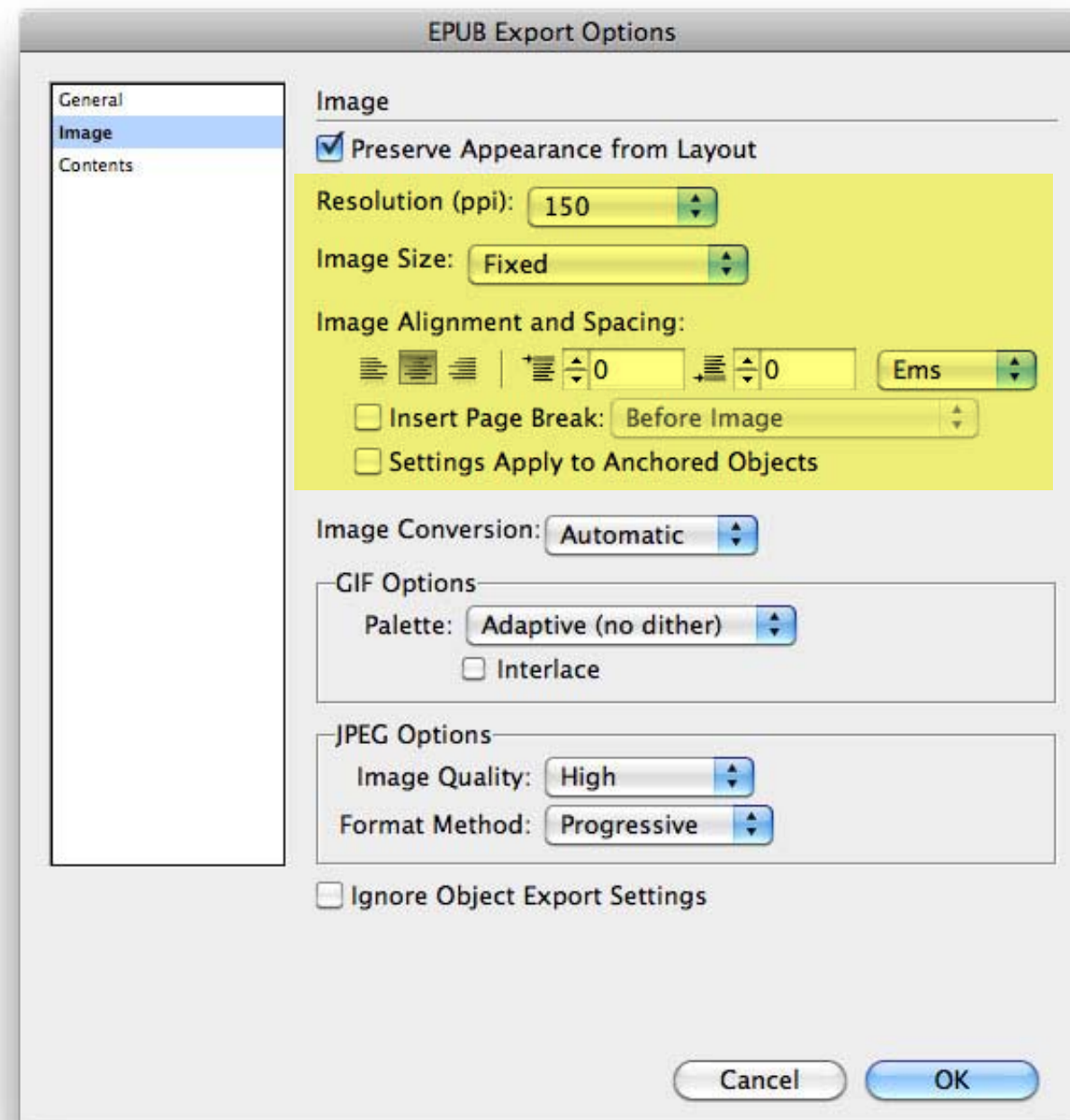
EPUB Export Options: General

- ▶ New in CS5.5 highlighted



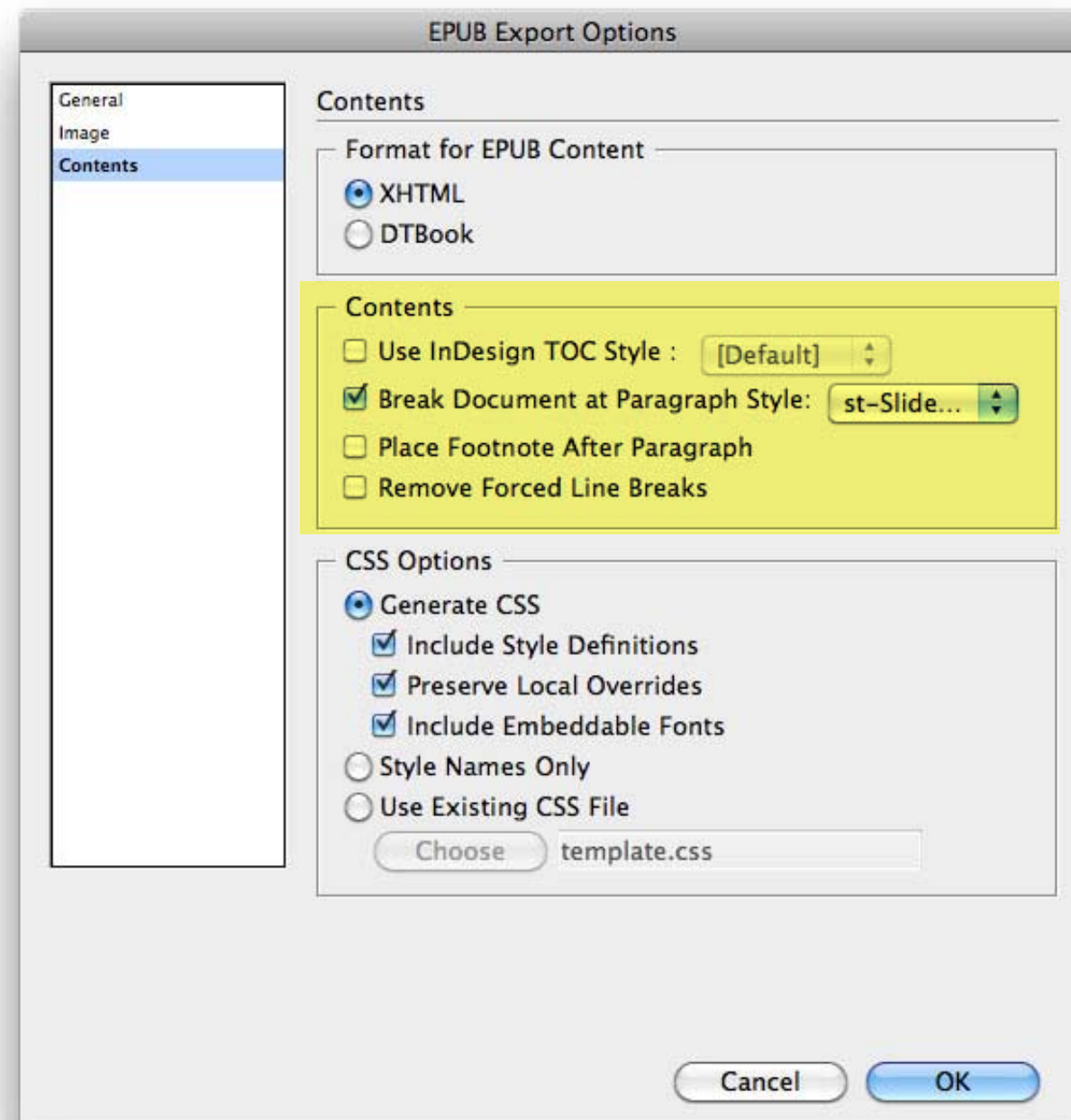
EPUB Export Options: Image

- ▶ New in CS5.5 highlighted



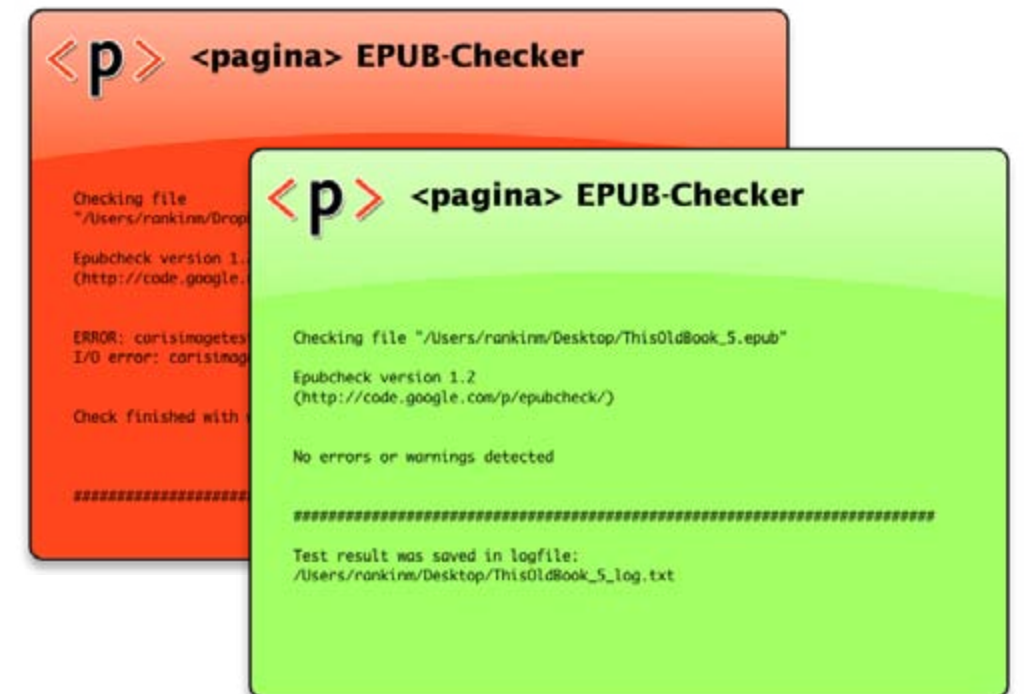
EPUB Export Options: Contents

- ▶ New in CS5.5 highlighted



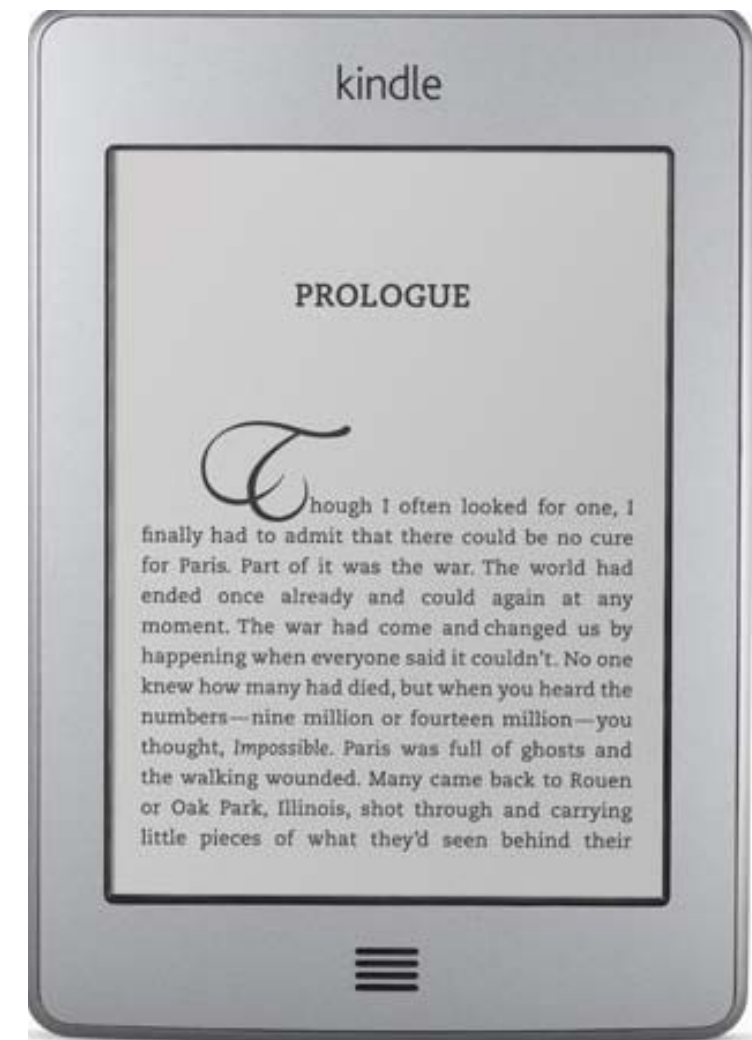
Validation

- ▶ Online validation: <http://validator.idpf.org/>
- ▶ Epubcheck
- ▶ Scripts at Mobileread.com
- ▶ EPUB-Checker widget
- ▶ Oxygen



Conversion to Mobi

- ▶ Calibre
- ▶ Kindlegen
- ▶ Kindle Previewer



Previewing

- ▶ Soft proofing in software
- ▶ Hard proofing on hardware
- ▶ Proof on each intended delivery device



EPUB Editing

- ▶ Oxygen Author
- ▶ BBEdit,
- ▶ Notepad++ for Win
- ▶ Text Wrangler + Springy, BetterZip for Mac
EPUB zip/unzip scripts from Mobilereads
- ▶ Dreamweaver

Declare Victory



Upcoming Events

- ▶ PePCon San Francisco

May 14-16

Discount code: SFMR88



- ▶ InDesignSecrets Live! NYC

June 12-13

Discount code: IDMAG



Additional Resources

- ▶ Twitter #eprdctn
- ▶ Liz Castro's blog and books
<http://www.pigsgourdsandwikis.com/>
- ▶ Anne-Marie Concepcion's Lynda.com videos
- ▶ EPUBSecrets.com
- ▶ eBook Ninjas Podcast

Links

Editing

OxygenXML Author

\$350

<http://www.oxygenxml.com/epub.html>

BBEdit

\$50

<http://www.barebones.com/products/bbedit/>

Coda

\$99

<http://www.panic.com/coda/>

TextWrangler

FREE

<http://www.barebones.com/products/textwrangler/>

Sigil

FREE

<http://code.google.com/p/sigil/>

EPUBFixer (WIN ONLY)

<http://code.google.com/p/epubfixer/>

Notepad++ (WIN ONLY)

FREE

<http://notepad-plus-plus.org/>

Springy

\$20

<http://www.springyarchiver.com/>

BetterZIP

\$20

<http://macitbetter.com/>

Previewing

Adobe Digital Editions

<http://www.adobe.com/products/digitaleditions/>

Kindle Previewer

<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000234621>

Phone Disk

\$20

<http://www.macroplant.com/phonedisk/>

Validation

EPUB Validator

<http://validator.idpf.org/application/validate>

EPUBCheck

<http://code.google.com/p/epubcheck/>

epubcheck script

<http://www.mobileread.mobi/forums/showthread.php?t=55576>

epubchecker widget

<http://www.pagina-online.de/software/epub-checker/#c1067>

FlightCrew

<http://code.google.com/p/flightcrew/>

Metadata

Dublin Core Metadata Initiative

<http://dublincore.org/documents/2004/12/20/dces/>

Formatting Guides

Amazon Kindle Publishing Guideline

[kindlegen.s3.amazonaws.com/
AmazonKindlePublishingGuidelines.pdf](http://kindlegen.s3.amazonaws.com/AmazonKindlePublishingGuidelines.pdf)

Amazon Kindle Publishing Guidelines for Kindle Plug-in for InDesign

[http://kindlegen.s3.amazonaws.com/
KindlePluginForAdobeInDesign_
PublishingGuidelines.zip](http://kindlegen.s3.amazonaws.com/KindlePluginForAdobeInDesign_PublishingGuidelines.zip)

B&N Nook PubIt! EPUB Formatting Guide

[https://simg1.imagesbn.com/pimages/pubit/
support/pubit_epub_formatting_guide.pdf](https://simg1.imagesbn.com/pimages/pubit/support/pubit_epub_formatting_guide.pdf)

eBook Architects

<http://kindleformatting.com/>

Image Optimization

<http://zevrix.com/linkoptimizer.php>

Blogs

Liz Castro

<http://www.pigsgourdsandwikis.com/>

EPUB Secrets

<http://epubsecrets.com/>

InDesign Secrets

<http://indesignsecrets.com>

Specifications

EPUB 2 Spec

<http://idpf.org/epub/201>

EPUB 3 Spec

<http://idpf.org/epub/30>

What Is EPUB?

[http://www.jedisaber.com/eBooks/
Introduction.shtml](http://www.jedisaber.com/eBooks/Introduction.shtml)

B&N Fixed-Layout

[http://code.google.com/p/epub-revision/wiki/
BNFixedFormat](http://code.google.com/p/epub-revision/wiki/BNFixedFormat)

Apple iBooks FAQ

[http://www.apple.com/itunes/content-
providers/book-faq.html](http://www.apple.com/itunes/content-providers/book-faq.html)

Legacy Content Extraction

Markzware Page Zephyr

\$99 (LIMITED TIME)
<http://pagezephyr.com/>

Markzware Q2ID

\$199
<http://markzware.com/products/q2id/>

Recosoft PDF2ID

\$399
[http://www.recosoft.com/products/pdf2id/pdf-
to-indesign.htm](http://www.recosoft.com/products/pdf2id/pdf-to-indesign.htm)

InDesign Scripts

Automation Multi-Find/Change

\$40
<http://automation.com/index.php?id=12>

Peter Kahrel's Batch Convert

[http://www.kahrel.plus.com/indesignscripts.
html](http://www.kahrel.plus.com/indesignscripts.html)

Marijan Tompa *aka* TOMAXXI

<http://tomaxxi.com/downloads/>

Show Hide Local Formatting

[http://www.indiscripts.com/post/2010/05/
show-local-formatting-in-indesign-cs4](http://www.indiscripts.com/post/2010/05/show-local-formatting-in-indesign-cs4)

eReaders

Adobe Digital Editions

<http://www.adobe.com/products/digitaleditions/>

Bluefire Reader

<http://www.bluefirereader.com/>

Ibis Reader

<http://ibisreader.com/>

Nook

<http://www.barnesandnoble.com/u/free-nook-apps/379002321/>

Fonts

Monotype ebook font solutions

http://www.fonts.com/fontpackages/_ebookfontolutions.htm

How to Embed Fonts in EPUB Files

THREEPRESS

<http://blog.threepress.org/2009/09/16/how-to-embed-fonts-in-epub-files/>

Open Font Library

<http://openfontlibrary.org/>

Google Web Fonts

<http://www.google.com/webfonts>

Font Licensing 101

<http://www.creativepro.com/article/when-its-safe-use-free-fonts>

Conversion

Calibre

FREE

<http://calibre-ebook.com/>

Kindlegen

FREE

<http://www.amazon.com/gp/feature.html?docId=1000234621>

Kindle Previewer

<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000234621>

Forums

Adobe InDesign

http://forums.adobe.com/community/indesign/indesign_general

Apple iBooks

https://discussions.apple.com/community/app_store/ibooks?forumID=1372

Kindle Direct Publishing (KDP)

<http://forums.kindledirectpublishing.com/kdpforums/forumindex.jspa>

MobileRead

<http://www.mobileread.com/forums/>

B&N PubIt!

<http://bookclubs.barnesandnoble.com/t5/PubIt-Help-Board/bd-p/pubit>

Podcast

eBook Ninjas

<http://ebookninjas.com/>

Events

InDesignSecrets Live!

NEW YORK JUNE 12-13

DISCOUNT CODE: IDMAG

<http://indesignsecretslive.com/seminars.html>

PePCon: Print + ePublishing Conference

SAN FRANCISCO MAY 14-16

DISCOUNT CODE: SFMR88

<http://www.pepconference.com/>

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