

Creating Appealing Pages for ePub

Learning Objectives

- Provide students the causes of common problems in ePub design.
- Teach students the best methods to solve common problems in ePub design.
- Teach attendees formatting methods that work reliably and those that cause problems.
- Teach students layout methods that simplify their work and best avoid problems.

Major Topics

- Typography controls
- Drop caps and lead-in text
- Text alignment
- Indents, block quotes, setting poetry, etc.
- Controlling page breaks
- Keeping text together
- How fonts work; font embedding do's and don'ts
- Special characters, Unicode, etc.
- Hyphenation issues
- Using named styles, objects, and tables
- Formatting tables
- Placing images accurately
- Wrapping text
- Image captions
- Sidebars and other non-threaded text
- Fixing CSS/HTML mistakes
- Setting up book cover art
- Adding metadata
- Different eReaders, different results
- Working around eReader limitations

Students Will Learn

- How to properly design their ePub so that it will render properly on their eReader.
- How InDesign layouts translate into ePub format.
- How to avoid common ePub production mistakes
- How to set up their pages so that they produce the best results when translated into ePub format.
- The most reliable formatting methods to use when creating an ePub, and which ones to avoid.
- How to identify and solve the most common ePub design issues.