iBooks Author

By Dave Ghidiu

DISCLAIMER

- Regrettably, you'll need a Mac to run the software
  - Product will only work on an iPad, or Mac
  - Mac Mini is a good choice
    - Get RAM from www.crucial.com
- Ask questions WHENEVER
- If you don't speak Mac, it will take a little while to get used to the interface
- Plug for the March 3rd talk
  - CreateSpace, KDP, Sigil, Calibre
- Not going to review fundamental text formatting
  - Spacing, fonts, etc., although they may come up in the scope of the presentation
- If you have thoughts to add, please do so WHENEVER
- If you see a shortcut for what I'm doing, please remember that I don't prefer Apples, and consequently I only use my MacBook for iBooks Author; please let me know if you see me doing something that can be done quicker!

REQUIREMENTS

- To develop an iBook on a Mac, you will need:
  - OSX 10.6.6 or later
  - OS Mavericks X has an iBooks application that lets you consume iBooks, as well as test them from your computer

- To view an iBook in development, you need:
  - An iPad 2 or better
  - OS Mavericks X

- To use more than the stock templates, you'll want:
  - Free templates found in the App store
    - Templates for iBooks Author Free
    - Designs for iBooks Author

- To place books into the iBooks marketplace, you need:
  - To create an account in iBook Store (see "Distributing" below)
  - To watch the Apple video to start selling
    - http://www.apple.com/itunes/working-itunes/sell-content/books/

- To understand a little bit more about iBooks, you'll want to read:
  - Apple FAQ on iBooks

- http://support.apple.com/kb/ht4059
- A FREE eBook
  - http://shop.oreilly.com/product/0636920025597.do

WHY iBOOKS?
- Features of iBooks are better than most eReaders
  - Reader experience
    - Highlight
    - Comment
    - Glossary
    - Study cards
    - Widgets
    - Sync across devices
    - Portrait vs landscape
  - Previewing is simple and doesn't require other devices or software
  - iBooks are WYSIWYG
  - Downsides:
    - Can only be used on Apple devices
  - VoiceOver technology is available for most text and objects
  - Version control is easy and effective
- Most mobile devices can render eBooks
  - PDF
    - Scrolling/viewing issues, especially on mobile devices
    - Annotation is difficult
      - iAnnotatePDF ($10) is a phenomenal app
    - Version issues
  - Most eBook formats are fairly universal
    - You can read a Kindle/ePub/Nook on almost any device
    - Typically, you are looking at ePub, Kindle (`.azw`), `.mobi`
      - Although Kindle eTextbooks are very similar to iBooks
        - http://www.amazon.com/Kindle-Textbooks/b?node=2223210011
    - Plug for the March 3rd talk
      - CreateSpace, KDP, Sigil, Calibre
    - eBooks wrap
    - "Kindle: Your Highlights" is a great place to see annotations
    - Annotating on most eBook formats is easy
    - Sync across devices

TEMPLATES
- The templates in iBooks Author are very appealing
- Supports ReadAloud and JavaScript
- You can override any part of the template
  - Create your own template for your brand!

ELEMENTS

Book Title
- This is the cover of the book
  - Will appear in iTunes and iBooks

Intro Media
- Apple recommends using `mp4` files
- If left empty, this will not appear in the book
- Apple also recommends 10 seconds or less, although the opening to Life on Earth is 33 seconds long (and is awesome!)

Table of Contents
- Generated automatically
  - Make sure you have a good handle on the organization before you start!
- In general, eBook authoring depends on *styles*, so make sure you get in the habit of using them
  - In iBooks Author, only "Heading 1" and "Heading 2" are included in the Table of Contents

Glossary
- Generated automatically
- Can be augmented later
- Flashcards
- Pictures are not supported in pop-up
- If you leave the Glossary blank, it will not appear in the final product

Pages
- You can change the type once it's made
  - But only the *flavor* of the page, not the *type* of page
- Types of pages
  - Chapter
    - Preface
    - Chapter
  - Section
    - Section
      - When creating new sections, make sure the title changes
    - Section Text
    - Copyright
    - Dedication
    - Foreward
  - Pages
    - Default

- 1 Column
- 2 Column
- 3 Column
- Blank

OBJECTS
- Objects are anything besides text in your publication
  - Images
    - Use the "Adjust Image" button to enhance images
    - Use the "Edit Mask" to crop, reposition, reframe images
    - Use the *Inspector: Widget* to declare the image "Maximize on tap or click"
    - Pick a sweet border
    - Play with the opacity and the shadow
    - Can't be more than 25 megapixels or 50 megabytes
  - Videos
    - Apple claims that any video supported by QuickTime can be inserted (except DRM)
    - Files will automatically be optimized
  - Shapes
    - Can be used as frames for images
      - Use the "Edit Mask" option to tweak images placed in shapes
    - Can be used as text boxes
      - Simply start typing in them
  - Widgets
    - There are nine types of Widgets
      - Gallery
      - Media
      - Review
      - Keynote
      - Interactive Image
      - 3D
      - Scrolling Sidebar
      - Pop Over
      - HTML
        - http://www.bookry.com
    - Individual components in a Widget can be customized (to an extent)
  - Use the *Inspector* when dealing with objects
- Orientation
  - Inline
    - Objects are "inline" with the text, and move with the text as the text moves
  - Floating
    - Objects will reside, unequivocally, where they are placed
  - Anchored

- Objects are "attached" to specific text, and when that text flows to another page, the image comes with it (and is placed in the same location on the new page)
- Text Wrap
  - Defines how the text will flow around the object
  - Objects can be placed behind text
- Rotate most objects by holding COMMAND while on a corner handle

LAYOUT

Aligning
- Aligning gives a very professional feel to publications
- The concept of aligning is very subtle, but makes a huge difference
- Distributing is a form of aligning that also provides professional appeal
- Alignment guides (blue lines) appear (temporarily) when moving objects
  - By default, these lines appear when lining up objects to relative centers
    - Go to iBooks Author ➣ Preferences ➣ Rulers
      - Make appropriate choices
- View ➣ Rulers
  - This enables you to create your own guides

Order
- Send Back vs. Send Backward
- Bring Forward vs. Bring to Front

DISTRIBUTING

- Show Document Warnings (under VIEW)
- You'll need an account
  - Note that you will have to decide between a "free" account or a "paid" account (the difference being that you may charge a fee in a "paid" account; but you can change the price at any time).
    - The account type cannot be changed once established
      - http://www.apple.com/itunes/working-itunes/sell-content/books/
    - A nice post regarding establishing an account
      - https://www.standoutbooks.com/authors-paid-or-free-ibooks-publisher-account/
        - Contact Apple at:
          - 1-877-206-2092
          - ibooks@apple.com
- To publish a book, you'll also need ISBN numbers:
  - Bowker sells them
    - $125 for 1
    - $250 for 10
  - Price gets cheaper with volume!
  - https://www.myidentifiers.com/isbn/main

- Books can only be 2GB if they are being distributed in the iBooks Store
- Instead of previewing, export to iBooks, load into iBooks
- Export options
  - Text
  - PDF
  - Free as an iBook
  - Through store (70%)
  - Rights
    - You retain the rights of any original publication
- Beware of copyrights

TIPS
- Inspector!
- Have it organized WELL
- Tag glossary words, but go back and define them later
- Be aware of copyright!
- Formatting/aesthetics
  - Don't mix fonts
  - Ellen's PowerPoint Tip
    - PowerPoint made it really easy to make a really bad presentation really fast
  - Chris Rock
    - You can drive a car with your feet, but that doesn't make it a good idea!
    - Don't use colors/functions just because you can
- Sometimes I copy and paste a few words into a sentence, and then the sentence into a paragraph. And then multiple sized paragraphs. And then copy and paste that.
- I use crayon colors because it is easier much easier than managing hex colors
- Timber matching
  - Stereo
- Image editing can be done in iBooks Author
  - Although use other software if you are capable and need to
- Use styles

ASSETS
- Text to copy
  - Lorem ipsum
- Images
  - Adriann's images for Gallery
    - http://www.seriouslynofilter.com
  - Circular and Triangular images for wrapping
    - Show how to use shapes
- 3D
  - House

- Planes or lines
- Pavilion
- Scrolling Sidebar
- Pop Over
- Audio
  - Opus Number 1
    - http://www.thisamericanlife.org/radio-archives/episode/516/stuck-in-the-middle
    - As heard on This American Life: 516 - Stuck in the Middle
- Movie
  - Meat Weaving
- Keynote
  - The Roscoe Diner
- Interactive Image
- HTML
  - Fireworks
  - Puzzle

LINKS

Creating photos books with iBooks Author:
http://bayimages.net/blog/articles/creating-photo-books-in-ibooks-author/

Splash page for iBooks Author
http://www.apple.com/ibooks-author/

Step by step, specific instructions for most basic iBooks Author functions
http://www.apple.com/support/mac-apps/ibooksauthor/

Apple does not own your work!
http://support.apple.com/kb/HT5071

Bookry video
http://www.youtube.com/watch?v=JJsfn7Ypkwk