BIC Training Courses

Training for an empowered, informed supply chain

April 2017

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:
eBook Creation: Advanced & Practical Training Course

Course Location:
Ibis Styles
Borough Market
47 Southwark Bridge Road
London
SE1 9HH

Who is the Course Aimed at:
This course is aimed at those who would like a deeper understanding of the techniques and processes involved in the creation and production of eBooks, including the following:

- Those who are currently responsible for the production of eBooks as part of their workflow whether that be production teams, editors and designers or independents.

- Self-Publishers and/or authors that would like to produce their own eBooks.

- Librarians looking to help their patrons produce eBooks or add to the existing eBook content available in their library collections.

Course Level:
A small amount of knowledge of CSS, InDesign and XML is helpful but not essential.

Course Content:
You will see the various elements inside an ePub file and learn how to think "digitally" when working on or assembling content for eBooks. You will also learn the pros and cons of using different source material for creating your front and backlist titles.

The course will take you through the features and essential differences between the main formats, giving you an understanding of which format best suits the different types of content and the different types of reading devices.

Using group exercises and technical hands-on demonstrations, this course will help you to understand the terminology and process of producing eBooks for all platforms. The course covers various production methods including working with conversion houses (be it typesetters, repro houses or XML project management organisations that provide your ePub files) so that your eBook expectations are met.

Envisioning your eBook:

Enhanced eBooks: Publishers and authors use the term "enhanced" to describe eBooks that include interesting features like embedded media, interactivity, narration, and more. Some eBook enhancements are limited to specific eBook devices and apps, tis course will take an independent look at each system to help you make the best of your content for each one.

What Is NOT An Enhancement: The term 'enhanced' is used to describe the multimedia content within the file. Multimedia in this case is audio and video – nothing more. You CAN add pictures, letters, photos and more to your content without 'enhancing' the file.

Audio and Video: This course will show you how to place and export audio and video files into an eBook.

Audio Narration: This course will look at samples files with audio narration and discuss the formats that support it.

Animations and Interactivity: The course will look at animation samples and discuss the reading systems that currently support these functions.

iBooks Author: Our trainer will show you how to create custom .iba content for iPads.

Reading Systems: The course will look at which systems support these features.

Adding pertinent Metadata: We discuss the metadata you need so that your book can be found by readers and booksellers.

Course Length:
This is a full day course.

Course Dates:
Wednesday 8th November 2017.

Price:

BIC Members	*£315+ VAT*
Friends of BIC	*£365+ VAT*
Non Members	*£415+ VAT*

Travel and accommodation costs are **not** included.

Course Trainer:

Ken Jones, Founder and Director, Circular Software

Ken Jones is a publishing software expert with over ten years' experience as Technical Production Manager, software trainer and developer at Pearson and Penguin Group UK. Ken now specialises in writing applications for publishers and offering training and consultancy on print and digital publishing software and workflows.