BIC Training Courses

Training for an empowered, informed supply chain

March 2016

BIC TRAINING

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:
eBook Creation: Investigated & Explained Training Course

Course Location:
Faber Creative Spaces
Bloomsbury House
74-77 Great Russell Street
London
WC1B 3DA

Who is the Course Aimed at:
The course is aimed at those who are or would like to be responsible for the production of e-books. It provides a practical, commercial overview to e-books.

Course Level:
The course is aimed at those new to e-book production and those who have learnt 'on the job' who would like a deeper understanding of the techniques and processes in the creation and sale of e-books.

Course Content:
The course has a commercial bias, all theoretical elements are accompanied by their practical application. Each section contains a problem-solving element, to enable the attendees to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur.

Fixed Format vs Reflowable e-books – We discuss pros and cons of bespoke e-book design vs replicating the print. We look the different user experience of fixed format vs reflowable ebooks when it's appropriate to use them and their technical requirements. Providing a practical guide on how to produce them well.

Workflow – We explain and evaluate the standard workflows used by the industry, including, the advantages of an "XML first" versus back-end XML workflows. We carefully look at the challenges of a true "XML first" workflow. We look at the workflow tools available and how a digital workflow differs from a print workflow, authoring tools, templates etc.

XML – We define XML and explain its use in the creation of e-books.

DTD – Using practical examples we establish what constitutes a good DTD and how to create one. We look at the pros and cons of standard vs bespoke DTDs.

File formats – We explain and evaluate the standard file formats used by the industry including, Adobe e-books, mobi, KF8, ePub 2 and ePub 3. This session also looks to the future and tries to predict what will happen next, including a close look at HTML5, its uses and pros and cons.

Interactivity and embedded enhancements – We look at the options for adding interactivity and embedding enhancements into an e-book including the difference between content and functionality enhancements. We examine the business case for doing so, customer expectation, brand enhancement, potential retail value etc.

Apps, e-books and online products – We explain what they are, the differences between the, and why would you choose one over another for a project.

Devices – We look at the devices on the market their pros and cons and limitations. We discuss the things to consider when producing e-books for multiple platforms.

Impact of channels to market – We look at the e-book distribution and retailers, their requirements and how this impacts the publishing business. We also discuss the practical requirements in uploading to each of them.

Accessibility – We look at the considerations required to ensure the e-book is fully accessible.

Partnerships and developers – What do you need to consider when looking for a partner or developer? How to build an agreement for the creation of digital products, e.g. who owns each element. How to produce a complete and useful brief to avoid confusion, problems and expense in the future.

DRM – We define DRM, the types available and their pros and cons.

Digital Rights – Digital Rights are key to publishing and this session looks at the problems associated with them and what we need to consider when purchasing them.

Metadata and Discoverability – Metadata is integral to the production of e-books, this session explains why and how to produce it well.

Piracy and File Security – We look at how to keep your files secure and what you can do to try and prevent piracy.

Costs – What are the costs involved in getting an e-book to market including a look at the cost of distribution.

Course Length:

This is a full day course.

Course Dates:

Tuesday 21st June 2016.

Price:

BIC Members	*£305+ VAT*
Friends of BIC	*£355+ VAT*
Non Members	*£405+ 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.