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What is eBook Training with InDesign?

Are you struggling to stand out in a crowded online market? Break through the stream with a different form of content – **eBooks**. We've developed our **eBook Training with InDesign Course** specifically to meet the demand for creating content for tablets, mobiles and eReaders.



Publishing eBooks is ideal for content marketing in 2013. Web pages don't cut it anymore; people read, move on and forget. eBooks are downloaded, stored and returned to – they're usually better looking, more useful and more substantial than web pages or blog posts.

eBooks are perfect for brand awareness, building authority in your niche and even link building! One of the top uses for eBooks is for capturing data for email lists. By requiring basic information to download an eBook from your site, you can build up some great new sales leads, and you know what they're interested in based on what they download! In fact, we have a free eBook for you to download all about InDesign paragraph styles, that was created using InDesign!

However! Publishing eBooks is not as easy as many device manufacturers make out. It's not just a case of writing, hitting publish and marketing it. As well as design considerations there are formatting issues. Different tablets, eReaders and smartphones accept different file types, and different file types allow for different functions – from very interactive documents heavy with graphics and video to just text and links. On this eBook course you won't just be learning the practical side, you'll find out what your options are in a somewhat confusing market and be confident that you're using the right tools.

Why Use InDesign?

As the industry standard tool for document layout and design, we believe that Adobe InDesign

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However, being able to use InDesign doesn't mean being able to create eBooks. With our InDesign eBook course you will learn how to use your existing skills to create eBooks that meet industry design and publishing considerations.

Why ePub?

With the wide range of devices and eBook stores at the moment there is a lot of discussion as to which is the best publishing format. On this course we discuss your options but focus on ePub as the most widely recognised format. ePub is one of the most supported file types for eReaders, and is easily converted into other formats for incompatible devices.

Can't make it to Brighton? We also offer in-company courses at your premises. Call us on +44 (0)1273 622272 to discuss your options and arrange a quote.

Prerequisites

Before attending this InDesign eBooks course, you should first attend our 1-day InDesign Course or have equivalent experience using InDesign.

Course Objectives

After attending our InDesign eBook training course you will be able to:

- Use InDesign to create an eBook from scratch
- Adopt a best practice approach to formatting eBooks using InDesign
- Publish & distribute your eBook to popular channels

- Overview of how ePubs work
- Pros and Cons of PDF, ePub and DPS
- Setting up the necessary tools for ePub publishing
- Controlling the flow of documents
- Anchoring content into the text flow
- Using the articles panel
- Techniques for managing sections and chapters
- Managing images in ePub
- Creating a cover image
- Image export options
- Creating a table of contents suitable for ePub
- Using object output settings
- Setting metadata
- Exporting ePubs
- Validating ePubs
- Publishing considerations

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To meet the rising demand for digital publishing skills, we have launched our InDesign eBook Training Course. As well as learning how to use InDesign to create eBooks using the ePub format, you'll also gain an overview of how ePublishing works and a best practice approach to eBook design.