people that walk with their heads downward! The Antipathies, I think—' (she was rather glad there WAS no one listening, this time, as it didn't sound at all the right word) '—but I shall have to ask them what the name of the country is, you know. Please, Ma'am, is this New Zealand or Australia?' (and she tried to curtsey as she spoke—fancy CURTSEYING as you're falling through the air! Do you think you could manage it?) 'And what an ignorant little girl she'll think me for asking! No, it'll never do to ask: perhaps I shall see it written up somewhere.' Down, down, down. There was nothing else to do, so Alice soon began talking again. 'Dinah'll miss me very much to-night, I should think!' (Dinah was the cat.) 'I hope they'll remember her saucer of milk at tea-time. Dinah my dear! I wish you were down here with me! There are no mice in the air, I'm afraid, but you might catch a bat, and
DIY E-BOOKS
An Introduction

THE RISE OF E-READING
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• 51% of E-Reader owners read on their device on a daily basis.
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• Those who own E-Book readers and tablets are avid readers of books in all formats.
WHAT IS AN EBOOK?
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• EPUB (2.0)
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• KF8
EPUB CHARACTERISTICS

**EPUB**
- Re-Flowable text
- Reader controls font style and size
- Swipe for page turn
- Image positioning difficult

**PDF**
- Text doesn’t re-flow when enlarged
- Usually fixed font style and size
- Vertical scrolling for page turn
- Exact image positioning
ANATOMY OF AN EPUB

epub
VENDOR CONVERSIONS
VENDOR CONVERSIONS

Smashwords
VENDOR CONVERSIONS

Smashwords
VENDOR CONVERSIONS

Smashwords  Lulu.com
VENDOR CONVERSIONS

Smashwords

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Smashwords    Lulu.com    Amazon KDP
VENDOR CONVERSIONS

Smashwords  
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APPLICATIONS
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iWork Pages
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- Firefox EPUB Reader Plugin
- Ibis Reader
VALIDATING YOUR EPUB

Validation is submitting your EPUB to a program that checks that your EPUB is following the set of standards established by the International Digital Publishing Forum.

All major resellers require that EPUBs adhere to these rules.
WHY MANUALLY EDIT YOUR EPUB?
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CRACKING OPEN YOUR EPUB
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YOUR EPUB

Change .epub to .zip on a PC
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ePub Zip 1.0.3 app
CODE EDITORS
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EPUB PRODUCTION
WORKFLOW

Conversion & Pre-processing
EPUB PRODUCTION WORKFLOW

Conversion & Pre-processing

1. Convert from Source File to EPUB.
Conversion & Pre-processing

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2. Validate.
EPUB PRODUCTION
WORKFLOW

Conversion & Pre-processing

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2. Validate.
3. Review in Adobe Digital Editions or similar.
**EPUB PRODUCTION WORKFLOW**

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4. Make corrections in source application.
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SALES & DISTRIBUTION

Sources of Sales

- Amazon.com: 38%
- Own eCommerce site: 25%
- iTunes/iBookstore: 3%
- Barnes & Noble eBook store: 1%
- Kobo/Borders: 1%

Distribution Channels

- Own eCommerce site: 16%
- Barnes & Noble eBook store: 13%
- Sony eBook store: 8%
- Kobo/Borders: 8%
- iTunes/iBookstore: 18%
- Amazon.com: 18%
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Fixed Layout EBOOKs
• Image-rich books, comics, text books with interactivity, etc.
• Specify where lines break and keeps (poems, captions stay with images)
• Text is still live, searchable, selectable, and can be superimposed over images
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• Control image positioning
• Full-spread layouts
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• Interactivity with scripts

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• Support for HTML5
  • Embedded media such as video and audio
• Support CSS3
• Support for Scripting for interactivity
• Greater support for text to speech

Monday, March 4, 13
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Thomas Dodson