Digital Publishing Toolkit for the Arts and Culture

Projectgroep BIS

Publisher: BIS publishers
Design & development: Essense, Restruct & Sauli Warmenhoven
About BIS publishers

BIS Publishers is an international publisher based in Amsterdam. BIS has three lines of publishing:

- professional and academic books for creative practitioners and students
- visual business books for creative entrepreneurs and general business readers
- beautifully designed and smart gift books and non-books (games)
About the books

Think Like a Lawyer, Don’t act Like One

Sketching & Sketching the Basics
Project steps

1. Exploration digital publishing landscape
2. Case book 1; Think like a Lawyer EPUB3
3. Case book 2; Sketching, Hybrid App
4. Towards a Toolkit for digital publishing
Exploring digital publishing for BIS
Core research questions

digital publishing landscape: BIS publications

How can we improve e-reading experience?

How can we make rich media, highly interactive publications, accessible on multiple devices, at a reasonable cost?
What design/development tool?
digital publishing landscape: BIS publications

Indesign
Mag+
Baker Framework
Sourcefabric
Peoples E-book
PressMatrix
Layergloss
Inkling Habitat
LeanPub
Etc
Etc
What devices?
digital publishing landscape: BIS publications

Rich media layout means devices should support sound, video, internet connectivity, color screen, pref. touchscreen, sufficient memory.

Tablets: iPad, Android tablets, Kindle Fire (Amazon)
Digital Publishing

Your choice of tool or service can have a far reaching effect down the line.

We aim for rich media and connected reader-experience. Devices need to consider these criteria:
- full color screen
- high resolution/size screen
- support sound
- support video
- internet connection (wifi)
Book 1; Think Like a Lawyer, ...
Think Like a Lawyer, Don’t Act Like One

NEVER LOSE SIGHT

A conflict can arise when two people have opposite — thus clashing — interests. That makes it difficult to keep your focus on the goal. Take the Taekwondo fighter in the picture. He's missed out on the bronze medal and he's pissed. You can't really blame him: he's trained his whole life for an Olympic medal. But, in his rage, he kicks the referee in the face. No doubt he’s blowing off a lot of steam, but he’s also saying goodbye to any chance of an Olympic medal — which, after all, is what he wants. You'll only achieve your objective if you focus on it.
Goals:

• Book *conversion*: Stay as close to the original as possible.

• Keep ‘Linear’ book experience

• Size optimal for 1-on-1 conversion

• Left & right page image/text relation (reflowable content is not option), means using ‘Fixed format’

• Maintain overall type & layout control, custom fonts.

Format: EPUB3
Think Like a Lawyer, Don’t Act Like One

- Consistent page layout facilitates automated page generation
- Instead of manually creating 160+ pages, all with similar layout, create tool to do work for you.
- Tool is workmanlike, lacks polish. Does job.
- Polish by hand.
Think Like a Lawyer, Don’t Act Like One

Conclusions EPUB3 development

• When you design and develop for an e-reader application, eg iBooks, *Use* it’s navigation features, don’t interfere by adding your own.

• Epub3 and ‘fixed format’ allows for more design control, but is not suitable for large book sizes.

• Current Epub reader-Apps lack support for additional interactive elements on a page level. eg. video or an image-carousel.
Book 2; Sketching & Sketching *the basics*
2.4 UPRIGHT CYLINDERS

A circle drawn in perspective is represented by an ellipse, a mathematical shape. Ellipses are related to their axes. The major axis is the longest line possible, while the minor axis divides the major axis into two equal parts. The drawing of these lines is exactly 90 degrees to the middle. Drawn in perspective, the perspective centre of the circle is often not through the point, but depending on the amount of convergence, somewhat behind this point, as shown in the example. If you cut a glass in two equal halves you can see this difference.

To draw a cylinder you need a central line, two ellipses and two vertical tangents on the outside. The base ellipse will be smaller because of perspective. You may compare it to a block shape but you do not have to draw a block and construct a cylinder within the block.

Ellipses are drawn by tracing the shape to make sure it is drawn in a proper symmetrical shape. By drawing the other main character of ellipses the beauty of the shape.

If you want to attach something like a handle or grip to a cylindrical shape, you will need to know its position and perspective in relation to the cylinder. Therefore you can use tangents.

Tip: If you draw in 2 point perspective, it may become unclear whether you are drawing a cylinder or a cone.
Sketching

Goals:

• Incorporate a ‘non linear’ book experience. Dive into exercises and learn specific skills quickly.

• Serve intermediate and well skilled readers. (product designers ao.)

• Explore tablet environment for possibilities to support teaching & learning skills.

• Explore possibilities developing the book using web technology, and distributing the book in segments.

Format: App?
EXERCISE

SWIPE TEXT, LEAVE IMAGE IN PLACE

SHOW NEW IMAGE FROM HERE

SWIPE IMAGE = JUMP TO NEXT STEP

EXERCISE OPENS ON TOP OF EXERCISE
EXERCISE REMAINS IN PLACE TO BE ABLE TO RETURN AND CONTINUE READING THE FOLLOWING STEPS.

SKILL CAN BE "CHOPPED UP" INTO CHAPTERS

AMOUNT OF CHAPTERS SHOWN IS DEPENDENT ON THE EXERCISE.
BE ABLE TO REFER TO AN EXACT CHAPTER, USER IS ALWAYS ABLE TO SEE PREVIOUS CHAPTERS.
EG: CHAPTER 1-2, OR CHAPTERS 1-5

SKILL LIBRARY
THE SKILL LIBRARY NEED TO REPRESENT BOTH SKILLS & SKILL-CHAPTERS

LIBRARY
SKILL 1:
- CHPTR 1
- CHPTR 2
- CHPTR 3

SKILL 2:
Sketching exercise
Sketching skills
EXERCISE 02
HAIR-DRYER
Koos Eisen & Roselien Steur
SKILLS FEATURED IN THIS EXERCISE

TOOLS:
Kinds of line-sketching material

SHAPES:
Cylinders

1. Upright or vertical cylinders
2. Declined or horizontal cylinders
3. Constructing with ellipses of upright cylinders
4. Constructing with ellipses of horizontal (or declined) cylinders
5. Adding a grip to a declined cylinder

MATERIALS:
Glossy and mat Metals

This session we will make a presentational sketch of a hairdryer, practising material expression of glossy and chromium. The emphasis of this session lies on the use of cylindrical shapes and ellipses for construction. Basic knowledge you need is how to draw a declined cylinder, and use the ellipses for attaching the handle/grip. Furthermore, we assume you already know how to shade a rounded object, and use cast shadow on an elevated or floating shape.

Intro.
We will start this drawing with a declined cylinder. Make sure you find an informative orientation of the cylinder, and suitable ellipse roundness.

**EXERCISE**

**STEP 1 – 9**

**SKILLS**

1. Upright or vertical cylinders
5. Adding a grip to a declined cylinder
EXERCISE HAIRDRIER
step 1 to 9: sketching exercise

SHOWCASE
- Bugaboo, by Bugaboo design & Sales
- Senseo, by Philips

SKILLS in this exercise

Tools
- Kinds of line-sketching material

Shapes
- Multiple rounding Cylinders
- 1. Upright or vertical cylinders
- 2. Declined or horizontal cylinders
- 3. Constructing with ellipses of
CHAPTER 3.

Constructing with ellipses of upright cylinders

A circle in perspective is represented by an ellipse, a mathematical shape. Useful rules are related to their axes. The major axes is the longest line possible, while the minor axes is dividing the major axes in two equal parts. The crossing of those two lines is exactly in 90 degrees in the middle. In perspective the perspective centre of the circle is of course not through this point, but depending on the amount of convergence, somewhat behind this point, as shown in the example. If you cut a grapefruit in two equal halves you can see this difference.
Sketching
Hybrid App; what & how?

• HTML/JS/CSS -> Phonegap -> App store / Android store

• Online tool: ‘Phonegap Build’ vs. manual conversion

• Conversion with limited adaptation

• In-app purchases

• Performance issues?
Sketching
Hybrid App; why & potential

• Hybrid means using open web technology (HTML/JS/CSS) for your content, and using native code for publishing this content to multiple platforms (Apple/Android/Web).

• HTML/JS/CSS offer a lot of possibilities for rich layout and interaction

• HTML/JS/CSS are well known languages

• Distribution via various app stores (including In-app purchases)

• HTML -> content easily connected to databases and/or other publication formats