

# Evening Digital Publishing for Mobile Devices Course

friends  
of  
design

ACADEMY  
OF  
DIGITAL  
ARTS

Adobe's new Digital Publishing Suite gives traditional publishers and layout designers a chance to create and distribute content that wows - without application development. Extras such as the Folio Bundler and Content Viewer make the workflows that much easier from testing and bundling to final distribution. Learn to export your layouts to mobile devices such as the iPad and Blackberry Playbook with ease and efficiency, reaching out to your target market in a more interactive and richer way.

## Phase (Module) 1: Adobe InDesign to Tablet : Adobe Digital Publishing Suite

- Overview
- Overview of the Workflows, InDesign to Tablet
- Interactive InDesign (for PDF, Tablet)
- Overview of Product info matrix
- Best Practices for Tablet Design
- Technical Setup for Bundling
- Indesign Interactive Tools Do's & Don't
- Comprehensive DPS Tools
- Setting up Folio Bundling
- Distribution

## Phase (Module) 2 Cont :

- Working with Covers in ePUB / Mobi
- Tables in ePUB / Mobi
- Working with InDesign / Illustrator content
- Perfecting layouts with CSS (Cascading Stylesheets)
- Testing & Validation of ePUBS

## Phase (Module) 2: Adobe Indesign to ePUB / MOBI for mobile / Readers and Tablets

- Positioning of books in the digital market
- Design specs / requirements for ePUB in general & Mobi (Kindle on Amazon)
- Best Design Practices for ePUB / Mobi for Readers & Tablets
- Images in General
- Tables of Content

## Phase (Module) 3: XHTML / CSS Skills for ePUB / MOBI for Print Designers

- Understanding the components of ePUB
- XHTML Basics
- CSS Component
- Text Formatting
- Image Formatting
- Basic Tables
- DIV Layers in XHTML

Name	Course Duration	Cost p/p Incl Vat	Times
<b>5 Weeks Print to Screen Design Migration :</b>	5 Weeks 17 Oct 2011 - 16 Nov 2011	R 4850.00	6:00pm - 9:00pm Mon, Tues & Wed  Any class falling on a public holiday will be carried over to be held the Thursday evening of the same week (to be arranged between the lecturer and class).

# Description

Are you an experienced Print Designer looking to migrate to screen? Let us help you get there - Friends of Design has launched this specialised 5 week course to teach Print Designers to effectively work with Adobe InDesign and Adobe's new Digital Publishing Suite to create stunning and readable content on mobile devices such as the Apple iPad and Blackberry Playbook.

Publishing Digital Content is the way of the future, with many well known publishing companies and brands heading in that direction. Consumers are also on board, eager to experience a richer, more interactive experience with the brand, and helping them feel more connected with the message that the brand is putting across.

From creating the layout design itself, to publishing it onto the mobile device, Friends of Design will guide you through each step, and ensuring you as a client receive the best training possible in order for you to deliver your best material to your target market.

All courses are intended for experienced layout artists who have worked with Adobe InDesign CS5.

# General

Please note the following:

- You will be issued with an access tag, this tag needs to be returned on the last night you attend class
- All work will be deleted from our server one month after you complete the course, please ensure that you bring a memory stick to transfer your work.
- Please ensure that all modules are paid in full on the commencement of the course, please supply us with proof of payment to that effect.

# Enrolment

Complete and fax / email an enrolment form (also available online) and proof of payment of your deposit to 021 402 0303. Or email the info to us at [info@friendsofdesign.net](mailto:info@friendsofdesign.net)

Friends of Design - Academy of Digital Arts  
Branch: Standard Bank Cape Town - Adderley Street  
Account No.: 070282692  
Branch Code: 020009

# Contact us

via email - for course queries & Enrolments: [info@friendsofdesign.net](mailto:info@friendsofdesign.net)

via phone - Telephone 021 402 0303