BIC Training Courses

Training for an empowered, informed book industry supply chain

2022

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:
eBook Creation: Advanced & Practical Training Course

Course Location:
Central London Venue – to be confirmed

Purpose of the Course:
Would you like to know what's going on under the digital hood? Picking up where the BIC eBook Creation: Investigated & Explained training course leaves off, this course is a practical, hands-on look at the production of eBooks. It investigates the different platforms, creation methods and workflows, plus their application and the pros and cons of each.

Benefits of Attending:
Using a combination of group exercises and technical, hands-on demonstrations, this course will help delegates to understand the terminology and process of producing eBooks for all platforms. The course covers various production methods including working with conversion houses (be they typesetters, repro houses or XML project management organisations that provide EPUB files) so that our delegates' eBook expectations are met.

Delegates will be provided with the tools to brief suppliers well and to understand the overall mechanics of eBooks. To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 10.

Course Level:
The course is aimed at those who would like a deeper understanding of the techniques and processes involved in the creation and production of eBooks, including the following:

- Those who are currently responsible for the production of eBooks as part of their workflow whether they are production teams, editors and designers or independents
- Self-publishers and/or authors that would like to produce their own eBooks
- Librarians looking to help their patrons produce eBooks or add to the existing eBook content in their collections

A small amount of knowledge of CSS, InDesign and XML is helpful but not considered essential.

Course Content:
Delegates will see the various elements inside an EPUB file and learn how to think "digitally" when working on or assembling content for eBooks. They will also learn the pros and cons of using different source material for creating front and backlist titles.

This course will take delegates through the features and essential differences between the main formats, giving them an understanding of which format best suits the different types of content and the different types of reading devices.

The topics covered will include:

- **Envisioning your eBook** – The various stages involved in eBook production including the elements of an EPUB file and the formats available.

- **Enhanced eBooks** – Publishers and authors use the term "enhanced" to describe eBooks that include interesting features like embedded media, interactivity, narration, and more. Some eBook enhancements are limited to specific eBook devices and apps, this course will take an independent look at each system to help you make the best of your content for each one.

- **What Is NOT An Enhancement** – The term 'enhanced' is used to describe the multimedia content within the file. Multimedia in this case is audio and video – nothing more. You CAN add pictures, letters, photos and more to your content without 'enhancing' the file.

- **Audio and Video** – This course will show you how to place and export audio and video files into an eBook.

- **Audio Narration** – This course will look at samples files with audio narration and discuss the formats that support it.

- **Animations and Interactivity** – The course will look at animation samples and discuss the reading systems that currently support these functions.

- **iBooks Author** – Our trainer will show you how to create custom .iba content for iPads.

- **Reading Systems** – The course will look at which systems support these features.

- **Adding pertinent metadata** – We discuss the metadata you need so that your book can be found by readers and booksellers.

Course Length:
This is a full day course.

Course Trainer:

Ken Jones – Founder, Circular Software
Ken 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.