Publishing with iBooks Author

WHAT IS A eBOOK?

The Kindle accepts Mobi ad PDF, but not EPUB. iBooks accepts EPUB and PDF, not Mobi. Apple allows users to use Author to create eBook using its own iBook publishing platform - *.iBooks.*

LEARNING OBJECTIVES

- Requirements for publishing with iBooks Author
- Download iBooks Author to computer
- Basic interface, template chooser and tools
- Page Layout
- Interactivity and widgets
- Share options

What do you Need to create an iBook?

1. Computer with Mac OS Lion
2. iPad
3. iBooks Author application

Template Chooser

The first thing you see when you open iBooks Author is the Template Choose. There are 6 templates for you to choose for the general look of your book: **Basics, Contemporary, Modern Type, Classic, Editorial,** and **Craft**. Each template has its own preset styles, graphics and text layout. You can change most parts of the template, but not all. Templates are already filled with placeholder images and text.   You can also choose the Basic blank template to start creating your book from scratch.
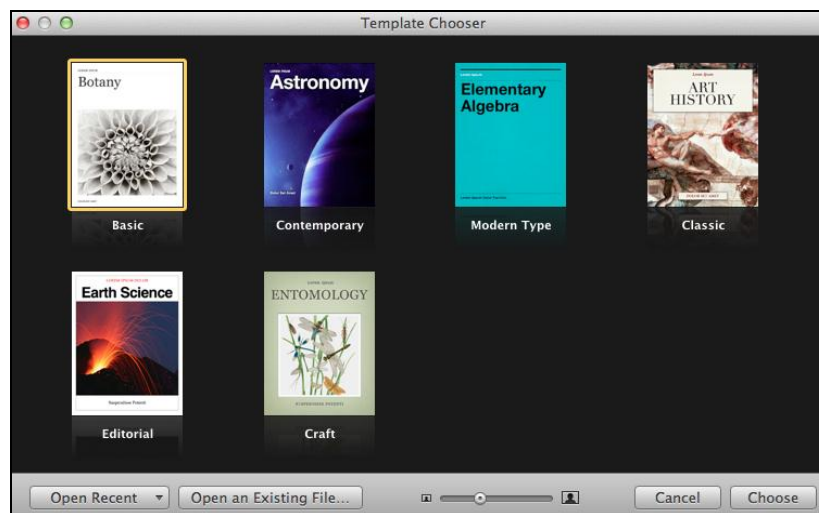
Editing Window

The editing window consists of the **Toolbar,** the **Format Bar,** and your book **pages.**

The Toolbar

A few things to consider: **Rulers, Author > Preferences > Rulers, Show/Hider Invisibles, Show/Hide Layout Boundaries**

Orientation

Portrait mode – very rigid layout; scrollable text; all widgets appear as small clickable thumbnails in the left margin. Text scrolls up and down like a web page. Some graphics and text boxes will not show up at all in this view. Layout in Landscape format, you will get the portrait layout for free.

Landscape mode – all widgets are interacting directly on the page.

Inspector

Every object has an inspector to help you customize and fine-tune your object.

The Format Bar

Format bar is just right below the Toolbar, which contains many options depending on what object you have selected. For example, if you are selecting text, you will have options on fonts, background colors, font style, alignment, line spacing etc.

The Book Menu

The Book menu consists of **title page, intro media, table of contents,** and **glossary,** followed by a book outline or page thumbnails depending on what you desire as **View option.**

The intro media allows you to add an image, audio file, or movie to introduce your book. The audio or movie will play automatically if you choose to include one.

Table of Content

Table of contents is generated automatically for each chapter of the book as you are compiling it. You cannot edit any of the auto-generated text on the TOC, but you can add new text boxes and a short paragraph to describe the chapter.

The **gray boxes** at the bottom of each of the TOC page will be filled with icons of the first page of each chapter when you export your book, giving users a visual view for easy navigation.

Use the **little dots** at the bottom of the screen to switch to the TOC pages for different chapters.
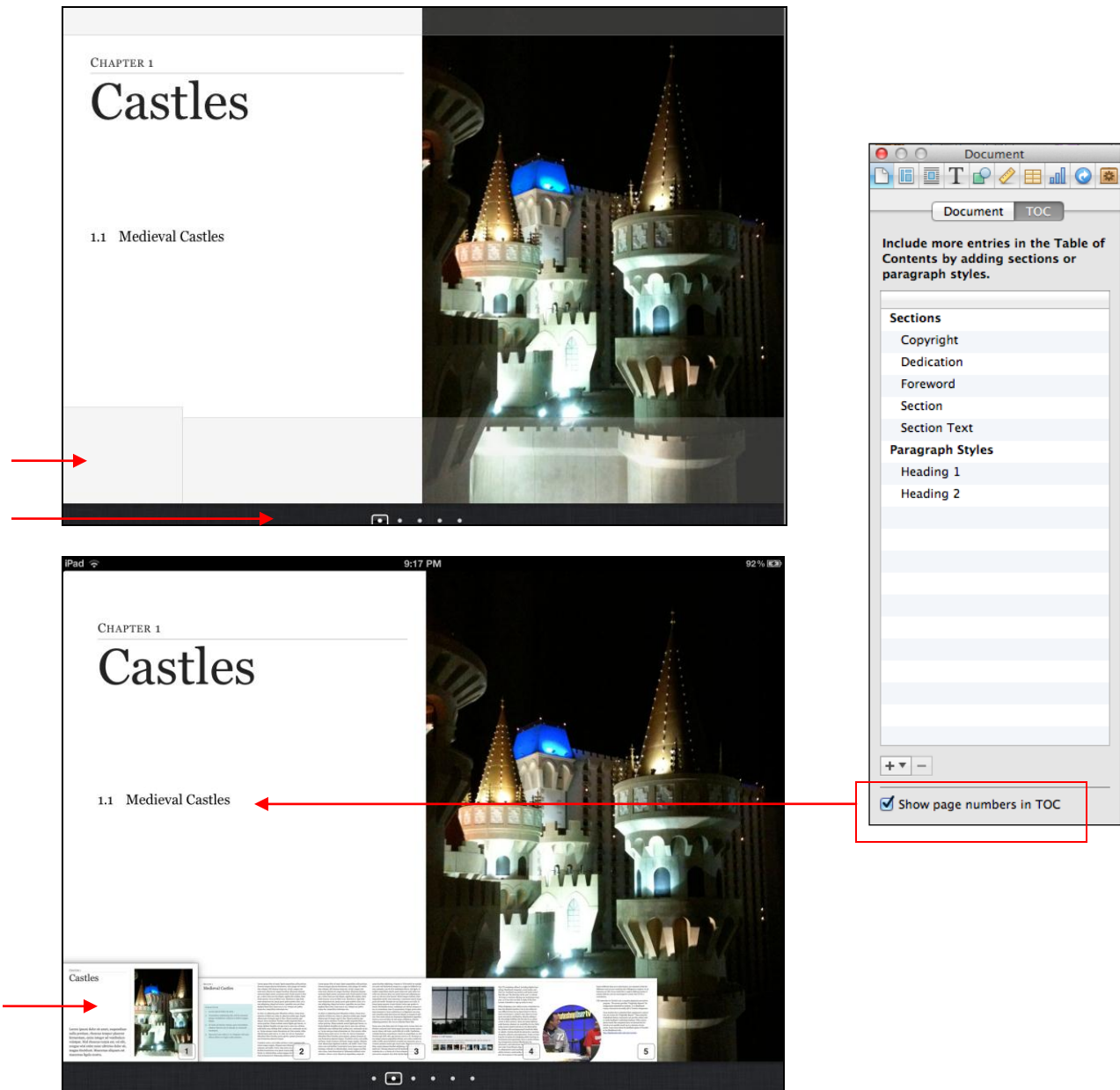
Glossary

Glossary can be easily created by double-clicking to select a word, then right-click/Cmd+click to choose '**Create New Glossary Term from Selection'** from the content menu. The word will then turned **bold** indicating that it has been added to the Glossary. You can also add a new glossary

terms from the **Glossary toolbar** by typing the term and clicking **Add Term**. Make sure you have to select the word first.

To define a term, select the word for a glossary term and then add a dictionary definition.

The Index section tells you where you can find a term in your book. It automatically links to the place in the book where you originally set a word into a glossary term, but you can also add as many index entries to other locations as you want. To do this, make sure that you have the **Glossary toolbar** displayed, and then select the word that you want to add a link to, choose the glossary term from the '**Index link for'** drop-down menu, and click **Add Link**. You can use the '**Find term'** button from the Glossary to search the book for every occurrence of a glossary term, and add Index Links to any or all of the found results too. Study cards can be created on your iPad Preview with glossary terms.

Document Inspector

Couple of things to note here…

1. If you don't want your readers to be able to read your book in portrait mode, turn on the '**Disable portrait orientation'**.
2. Turn off **Hyphenate** if you want your words to not break across lines.
3. If you wish to password-protect your file, check the box '**Require Password to Open'**.

Page Layout

PDF are fixed layout formats, while EPUB and Mobi are fluid formats allowing text to reflow to fit the container of the text. iBooks Author gives freedom to the user further by allowing them to read from the iPad in either portrait or landscape view.

Note the differences as you explore between the two views in respect to the following elements:
*Page numbering, content presentation, caption, image, interactivity, video, TOC.*

Formatting Text

Define placeholder text
Format > **Advanced** > **Define as Placeholder Text.**

Add Text
Choose **Insert** > **Chapter from Pages or Word Document**. Choose one of the layout options when you choose the file to import. Author will use the document filename as the title of the chapter or section, which you will have to change later.
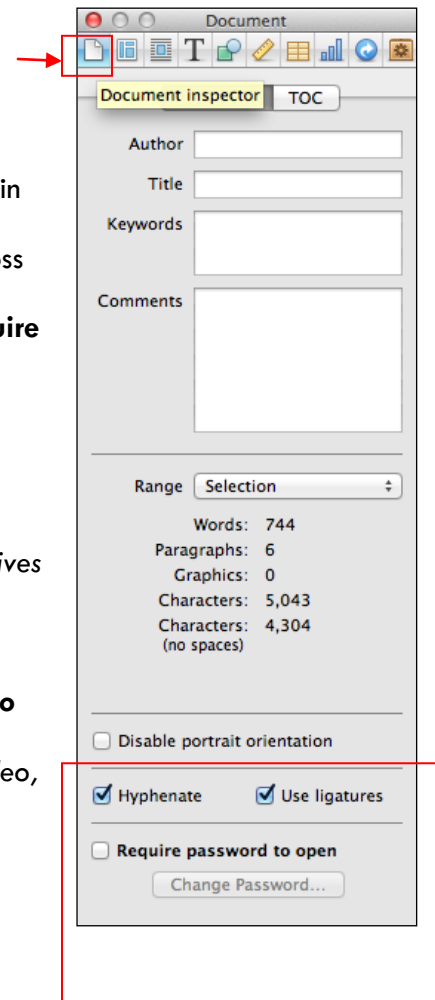
When importing text, choose '**Preserve document paragraph styles on import'** if you want to keep the styles you have already formatted in Word or Pages.

Author will use the **document filename as the title** of the chapter or section, and you can change it later as desired.

Author always leave the first paragraph filled with placeholder text even after you have imported text for your new chapter. It is waiting for you to replace it with an introductory paragraph.

Columns and Page breaks

Choose the text where you want it to break and choose **Insert** > **Column Breaks** or **Page Breaks**. To delete a column or page break, click in the text immediately following the break and hit the **Delete** key.

Sidebars

Sidebars are usually text in a separate box set away from the main text. Each template has its own matching sidebar boxes created for you, but you can create your own too.

To add a sidebar, you can do one of the followings:
1. Insert a new page that includes the sidebar from the template.
2. Copy a sidebar from another location in your book and paste it in the desired place.

To create your own sidebar from scratch, simply add a new text box and apply a custom color, background, stroke, and text. Once you have the sidebar created, you can choose **Format > Copy Graphic Style** and then apply this style to another image using **Format > Paste Graphic Style.**

Note: Sidebar boxes disappear when users switch to portrait orientation. To avoid this, you must turn them into widgets by adding a label.

Widgets can be formatted by adding borders and backgrounds, styles, text and captions. From the **Widget** panel > under **Layout** tab >check the box next to **Title**. Choose **None** for **Label**. Turn **caption** or **background** on if desired.

Tables

Click the **Table** button in the toolbar to add a table to your book. By default, the new table is set in the **middle** of your page, and set to **float** so that you can drag and drop it anywhere you like. The **Inline** button in the **Format bar** will allow you to put the table in the flow of the text.

Adding Pages

To add extra pages to your book manually, you can click the **page thumbnail** that you want to add pages after, and then click the **Add Pages** button in the top left of the Toolbar. Choose the **page layout style** you want for your new page.

Note: **You WILL NOT be able to move the page around once it's there, so make sure you add them in the correct spot**.

Adding Sections and Chapters

This works the same as adding pages. **However, unlike individual pages, you can reorder the sections and chapters** by dragging them around.

Change Page Layout

You can change layout for any page, sections or chapters. First select the page you want to change, and then click the little arrow that appears to the right, and choose from the list of layouts.

Choose **View** > **Show Page Layout** to see all layouts.

Page Numbering

All page numbering is based on the landscape orientation. In iBooks Author, you can see page numbers in the Book pane, to the left of each thumbnail while in the landscape orientation. In the finished book, page numbers appear in the lower-right corner of the page in both orientations. Chapters, sections, and pages are automatically numbered. (Chapters and sections are numbered separately from one another.) By default, these items are numbered sequentially throughout the entire book, but you can make a section or page start with a specific number.

Change section or page numbers

1. Select the chapter or section in the Book pane.
2. If the Layout inspector isn't open, click Inspector in the toolbar and click the **Layout Inspector** button.
3. In the **Layout inspector**, click **Numbering**.
4. Do any of the following:

   - To number sections based on their order within a chapter or book: Choose an option from the **Section Numbers** pop-up menu. You can number sections continuously throughout the book, or you can number them on a per-chapter basis. For example, if sections are numbered by chapter, Section 4.2 identifies the second section in the fourth chapter.
   - To remove numbering from a chapter or section: Choose **None** from the **Section Numbers** pop-up menu.
   - To continue numbering from the previous section: Select "**Continue numbering.**"
   - To start the section or page with a specific number: Select "**Start at**" and enter a number.
   - To change the numbering format: Choose an option from the **Format** pop-up menu.
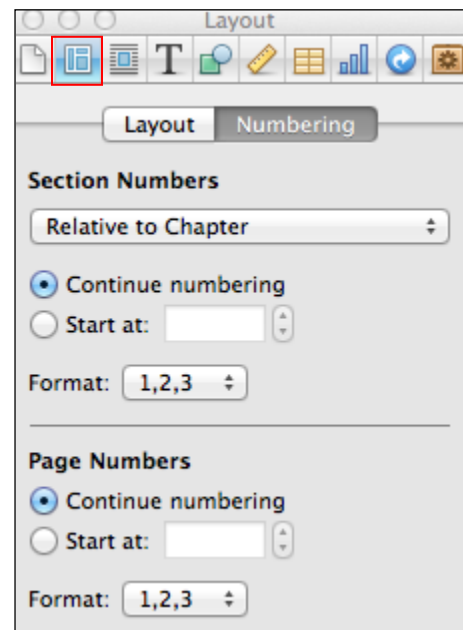
Images

To add an image, simply drag and drop your image into your page. While you are selecting your image, the Format Bar changes to cater to your selection. You can then add a border, stroke etc. to your image.

Graphic Inspector

Graphic inspector allows you to add a background color to your selected object such as shapes or text boxes; add strokes, style, and shadow and adjust opacity.

Levels

Click the levels button to open the **Adjust Image** window where you can adjust the color balance, sharpen your image, enhance brightness, contrasts, saturation, temperature, exposure etc.

Mask

Masking shows only a portion of the image. Click **Format** > **Image** > **Mask** or **Mask with Shape**.

Anchors

Anchored image is better than flowing an image. It ties you image to a specific point within the text on the same page while you still being to move it.

Figures

You can turn an image into a numbered figure in the book. Select the image > choose **Widget Inspector** > turn on **Title** checkbox, choose **Figure** from the **Label** drop-down menu.

Charts

Click the **Charts** button in the toolbar or go to **Insert** > **Chart** to add a chart to your page.

Widgets

Widgets are special sidebars with different contents. Use them to add image galleries, slideshows, video or audio elements into your page.

Note: Widgets don't appear on the first page of a chapter in portrait orientation.

Gallery

You can use the Gallery widget to put multiple images into a photo gallery. Click **Widgets** in the **Toolbar** > and choose **Gallery.** Author adds an empty sidebar to your page with placeholder text. Drag and keep adding images on top of the picture icon.

Add/remove images - Use the **Interaction tab** to add or remove images from your Gallery.

Title - You can only add one title to the Gallery sidebar, but you can add different captions for each image.

Media

You can add movie or audio file to the page via the Widgets in the toolbar. Click **Widgets** in the **Toolbar** > and choose **Media.** Author will add a box in the middle of your page. You can then drag the desired file from the Finder and pop it to your page.

Movie files (**.m4v**) – select the movie file (.mov) in **Quicktime** and choose **File > Export**. Choose '**ipad, iPhone and Apple TV'** format. Click **Export**. The movie will be saved as m4v format. You can now drag and drop your movie to your page. Position it and adjust the size of the video as desired.

Audio files (.m4a) – open the file in **iTunes,** right-click or control-click on the file name and choose '**Create AAC version**' from the context menu.

Note: Author supports only one **movie format – .m4v** and one **audio format - .m4a.** Movies can be pretty big files, which affects loading time on the iPad and will take up more storage space. Author

does NOT embed any videos, movies or images into your pages. Instead, it saves the files in a special folder and links to them.

Review

Quiz questions can be created using Author – basic MC with image, adding text labels, adding image labels. Click **Widgets** in the **Toolbar** > and choose **Review.**

Use the **+** or **– buttons** to add or delete questions. Drag the image from the **Finder** or from the **Media Browser** into the image box if you want to add images to your questions.

Keynote

Click **Widgets** in the **Toolbar** > and choose **Keynote.** Author will add a box in the middle of your page labeled **Presentation**. Drag the file into the box.

Note: Author only accepts **Keynote** files, not PowerPoint. But Keynote can open a PowerPoint file and convert it for you – simply right-click your PowerPoint file in Finder and choose **Open with Keynote**. Transitions, timings and voice-over narration in your presentation will not be supported on your iPad iBook.

Interactive Image

Click **Widgets** in the **Toolbar** > and choose **Interactive Image.** Author gives you two interactive labels, and you can delete one if you wish. Drag your image into the middle of the page, and then start to add interactivity.

Click a label and Author will zoom into a random place on your image. Adjust the **zoom slider** and drag your image until it is right. Click to edit the text label and description as desired, and click '**Set View**' after you are done. Turn on the '**Show transport controls'** if you wish the users to interact with the page in a different way.

3D

Add 3D **collada (.dae**) files to your book for a 3D experience. Collada files can be created with **Google Sketchup Pro**. Click **Widgets** in the **Toolbar** > and choose **3D.** Drag the box wherever you like and drag your file into it. Turn on the '**Auto-rotate object when idle'** option if you want the object to spin around even when the users are not using it.

HTML

Dashcode comes installed on all new Macs and you can check out how to build your own Dashcode applications using HTML on http://bit/ly/yEqA1B. *A Dashcode Example: Mac HD > Library > Widgets > calculator*.

Layouts

Apply changes to existing layout

Choose **View** > **Show Layouts** to display all different layout options. Click one to open it and make a few changes to it if you like. Then click the big red **Apply Changes** button. Doing so will also change the existing pages you use this layout in the book.

Create a new layout

If you want to make a new layout from scratch, first you select a type of layout – chapter, section or page. Then in the **Toolbar,** click the **Add layout** button. A new page is now added to that group.

Click twice on the name of the new page to **rename** it. You can add as much as you like to a layout page, and fill it with boxes, colors, page number etc. If you want to change your layout elements on a page-to-page basis, you need to select the item and check the '**Editable on pages using this layout'** checkbox in the **Layout Inspector**.

Text boxes in your Layout pages helps to flow text as needed. For each text box, turn on 'Editable on pages using this layout' in the Layout Inspector. You will also need to tag the text box. These tags allow Author to know what kind of text goes into each box. If there's overset text, Author will find the next text box with the same tag and flow the rest of your text in there. Therefore, you can only use one tag once per page. Any linked text boxes share the same tag.

Save new layout as Template

If you have heavily customized a layout, you can then save it as a new template and use if for future books. Choose **File** > **Save as Template**. Give it a unique name and **Save**. Next time when you open Author, you will see the template listed in the **Template Chooser**.

If you messed up on a layout and want to revert back to the original layout, you can move your mouse over the page thumbnail in the Book menu and then click the little arrow that appears to the right. Choose '**Reapply Layout'**. This does not delete the additional stuff you have added to the layout such as text, sidebars or images etc.

Glossary and Study Cards

1. **View > Show Glossary Toolbar.**
2. Select a term in your text.
3. Click the **Add Term** button. The glossary term is now bolded.
4. Click on **Glossary** on the left sidebar and you will see the term listed on the right. Replace the placeholder definition for the term.
5. From your iPad, open your iBook. Tap on the glossary term to see the definition.
6. Click on **Glossary index** button from the pop-up window to review a list of all glossary entries. Click **Done** to exit screen.
7. To use glossary entries to study, go back on the page where the glossary term is. Tap once on the page and click the **Study Card** icon.
8. Click on the **Study Cards** button on top left of the right column.
9. Click on the **Flip** icon to review the definition. Click **Done** twice to go back to the page.

Save our Book

Changes you make to your documents are saved automatically. **You need to save a document only once, to name it and decide where to store it**. After you save a document, you can save additional *versions* of the document as you use iBooks Author. If you don't like the changes you made to your document, you can browse a **timeline** of all saved document versions and revert to one of your previous versions. You can also undo your changes by choosing **Edit** > **Undo** multiple times. **You don't need to save before closing iBooks Author**. If you have multiple documents open when you close iBooks Author, all the documents open the next time you open iBooks Author. You can open a specific book by double-clicking it in the Finder or dragging the file to the iBooks Author icon in the Dock.

Save a specific version of a document

Choose **File** > **Save a Version**.

You must have saved the document at least once before you can save a version. Versions saved this way are called archived versions.

Browse archived versions of a document
1. Open the document for which you want to access older versions, and hold your pointer over the name of the document at the top of the main window.
2. Click the triangle that appears and choose **Browse All Versions** from the pop-up menu.
3. To move back in time and see older versions of the document, move your pointer over the timeline on the right side of the screen.
4. When you find a version you want to look at, click it.

To restore an older version
Click **Restore** when the version you want is on top. The restored document appears on your desktop, replacing the last version you were working on. That version is saved in the timeline if you want to retrieve it.

Save a copy of a document with a new name
1. Choose **File** > **Duplicate**.
2. Choose **File** > **Save**.

Preview your Book

Follow the following steps to preview your book:

1. You must **install iBooks 2.0** on your iPad available from the App Store.
2. Use a **USB cord** to connect between your iPad to your Mac.
3. Open **iBooks** on you iPad.
4. In **Author**, click the **Preview** icon.

Share your Book

Export
1. Notice that your original file is a **.iba** extension, which is editable in Author.
2. To share your book, choose **File** > **Export** > choose **iBooks**.
3. Or, **Share** > **Export**.
4. Click **Next**, and then choose file destination.
5. Your file is now a **.ibook** extension to be viewed on your iPad.
6. To share privately, one option is to drop it to your **Dropbox** or to the Cloud.
7. iPad users can now access your shared Dropbox folder on their ipads and open the file in iBooks via the '**Open with iBooks'** option.
8. Users can also drag and drop the .ibook file from their computer to their iPad via a connector cable.

Email
Choose **Share** > **Send via Mail** to export your iBooks Author file for Mac, iBooks for iPad file, or a PDF. PDF files will not support the interactivity the Book offers.

Submitting your Book to the iBookstore
Choose **Publish** > choose '**Learn more about publishing to the iBookstore'**. Choose an account that meets your needs.

- Setup an account in iTunes Connect.
- Download and install iTunes Producer via iTunes Connect.
- Establish a contract with Apple.
- Prepare a sample version of your book.
- Publish to the iBookstore.

Different ISBN are required of the same book in digital and print versions. You can purchase ISBN from Bowler website service, or Wiley.

Meeting Apple requirements and submitting an application to apply for a Paid Books Account does not automatically guarantee that you have a contract with Apple. Apple can reject your application for different reasons. Upon that, they might refer you to an Apple-approved aggregator, which has its own application process and distribution fees and setup process. The process takes a couple of days, and you will be notified via email or a notification via iTunes Connect if there is a problem with your submission.

For every sale, Apple takes 30% you make through the iBookstore. Also, Apple prohibits the sale of files created with Author in any channel other than the iBookstore.

Creating the Sample Book
You can use **Copy** and **Paste** at the section or chapter level to create your sample book as an entire new book.

Once you are done, you can choose **File** > **Export** and save it as *name.ibooks*.

Package your Book with iTunes Producer
To load your book to the iBookstore, you need to use a separate application called **iTunes Producer**, which you will only have access to after you have set up your Paid or Free Books account.

Free Books Account
There's no need for an ISBN for free books account. However, you might want to add **screenshots**, **book description**, and **metadata** to build searchability and marketability of your iBook.

Note: The **iTunes Producer User Guide** is very helpful and can be downloaded from the '**Deliver your Content'** section in **iTunes Connect**. There are also training videos and other resources available for you in Apple's documentation.

Resources

YouTube Video on Publishing to Apple store - http://www.youtube.com/watch?v=N8Tx3NmRgz8
ISBN number purchase – try **http://epubbud.com**