eBook Production, Platforms and Workflow

书籍制作，平
台和工作流程

The choices for Publishers
Flowable or Fixed, Platforms and Ecosystems

出版商的选择
可流动或固定平台和生态系统

Chris Jennings 2017

Introduction

- **The eBook formats and devices**

- **Making eBooks**

  Break

- **Looking at some examples**

eBook Production Decisions

- **Re-flowable or Fixed layout?**

- **Reading direction (Chinese)**

- **Which platform? or**

- **Multi-platform?**

- **Backlist or fresh build?**

- **Print first? / Digital First?**

The *form* of an eBook can be:

- **re-flowable** and *fluid* to fit the size, shape and font-size of the eReader device

- **fixed** to a particular viewport *(like on paper)*
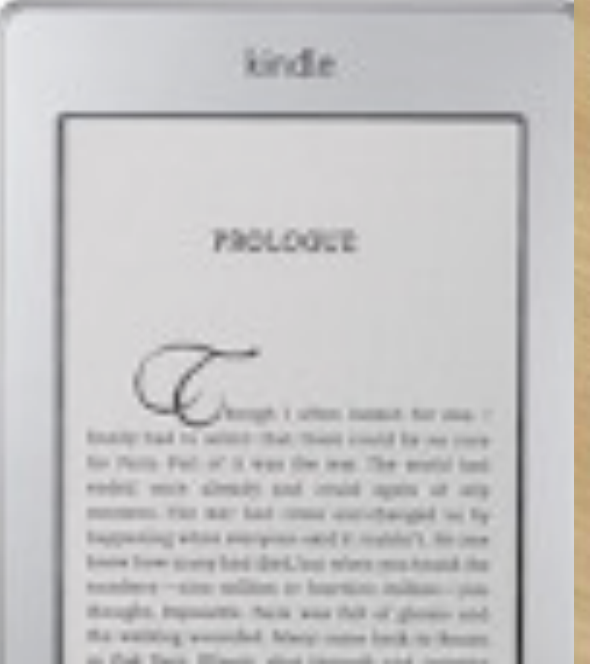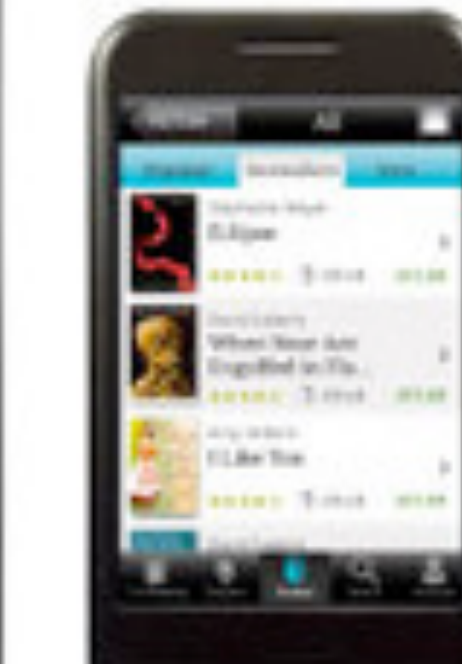
Re-flowable eBooks are:

- **user friendly and accessible**

- **suitable for books that are *mostly text***

- **easier to make**

- **make use of the eReader user *interface***

eBook formats

- **ePub -** for most portable devices

- **Mobi -** for Amazon Kindle

- **PDF -** still used to distribute digital documents

- **Comics / Graphic Novels**
Not really a format but some apps for special features

eBook reading devices

- e-ink readers (Kindle)

- tablets (iPad)

- smartphones (iPhone)

- any computer (with software or browser plug-ins)

Re-flowable eBooks

MOBI format on Kindle

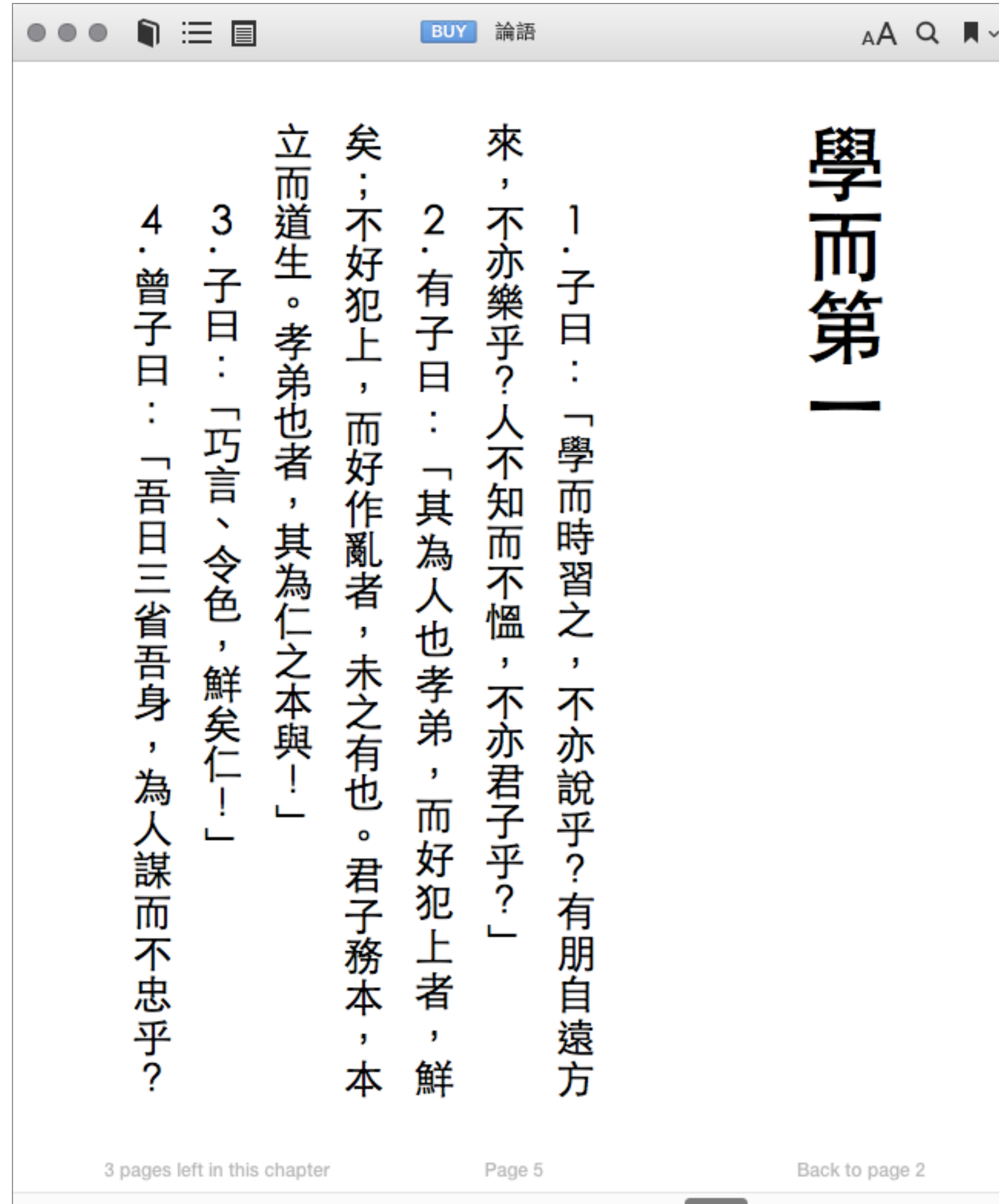ePUB format on iPhone

ePUB format on iPad

Re-flowable eBooks

學而第一

1. 子曰：「學而時習之，不亦說乎？有朋自遠方來，不亦樂乎？人不知而不慍，不亦君子乎？」
2. 有子曰：「其為人也孝弟，而好犯上者，鮮矣；不好犯上，而好作亂者，未之有也。君子務本，本立而道生。孝弟也者，其為仁之本與！」
3. 子曰：「巧言、令色，鮮矣仁！」
4. 曾子曰：「吾日三省吾身，為人謀而不忠乎？與朋友交而不信乎？傳不習乎？」
5. 子曰：「道千乘之國，敬事而信，節用而愛人，使民以時。」
6. 子曰：「弟子入則孝，出則弟，謹而信，汎愛眾，而親仁。行有餘力，則以學文。」
7. 子夏曰：「賢賢易色，事父母能竭其力，事君能致其身，與朋友交言而有信，雖曰未學，吾必謂之學矣。」

學而第一

1. 子曰：「學而時習之，不亦說乎？有朋自遠方來，不亦樂乎？人不知而不慍，不亦君子乎？」
2. 有子曰：「其為人也孝弟，而好犯上者，鮮矣；不好犯上，而好作亂者，未之有也。君子務本，本立而道生。孝弟也者，其為仁之本與！」
3. 子曰：「巧言、令色，鮮矣仁！」
4. 曾子曰：「吾日三省吾身，為人謀而不忠乎？」

Same book but text enlarged

Re-flowable eBooks

為政第二

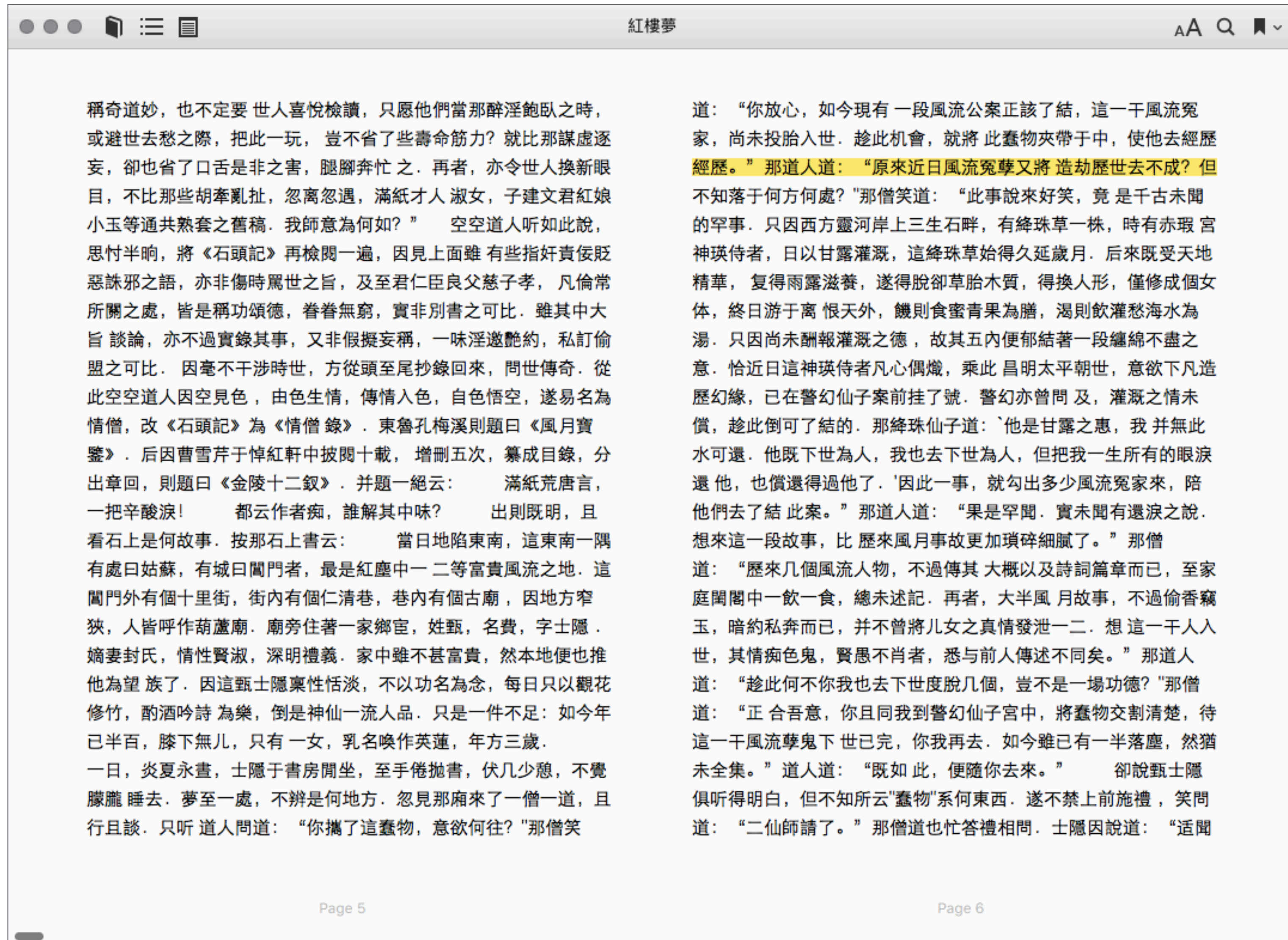1．子曰：「為政以德，譬如北辰，居其所而眾星共之。」

2．子曰：「詩三百，一言以蔽之，曰：思無邪。」

3．子曰：「道之以政，齊之以刑，民免而無恥；道之以德，齊之以禮，有恥且格。」

4．子曰：「吾十有五而志於學，三十而立，四十而不惑，五十而知天命，六十而耳順，七十而從心所欲，不踰矩。」

5．孟懿子問孝。子曰：「無違。」樊遲御，子告之曰：「孟孫問孝於我，我對曰，『無違。』」樊遲曰：「何謂也？」子曰：「生，事之以禮；死，葬之以禮，祭之以禮。」

6．孟武伯問孝。子曰：「父母唯其疾之憂。」

7．子游問孝。子曰：「今之孝者，是謂能養。至於犬馬，皆能有養；不敬，何以別乎？」

8．子夏問孝。子曰：「色難。有事，弟子服其勞；有酒食，先生饌，曾是以為孝乎？」

9．子曰：「吾與回言終日，不違如愚。退而省其私，亦足以發，回也不愚。」

10．子曰：「視其所以，觀其所由，察其所安。人焉廋哉？人焉廋哉？」

11．子曰：「溫故而知新，可以為師矣。」

12．子曰：「君子不器。」

13．子貢問君子。子曰：「先行其言，而後從之。」

14．子曰：「君子周而不比，小人比而不周。」

15．子曰：「學而不思則罔，思而不學則殆。」

16．子曰：「攻乎異端，斯害也已。」

17．子曰：「由！誨女知之乎！知之為知之，不知為不知，是知也。」

18．子張學干祿。子曰：「多聞闕疑，慎言其餘，則寡尤；多見闕殆，慎行其餘，則寡悔。言寡尤，行寡悔，祿在其中矣。」

19．哀公問曰：「何為則民服？」孔子對曰：「舉直錯諸枉，則民服；舉枉錯諸直，則民不服。」

20．季康子問：「使民敬忠以勸，如之何？」子曰：「臨之以莊則敬，孝慈則忠，舉善而教不能則勸。」

21．或謂孔子曰：「子奚不為政？」子曰：「書云：『孝乎惟孝，友於兄弟，施於有政。』是亦為政，奚其為為政？」

22．子曰：「人而無信，不知其可也。大車無輗，小車無軏，其何以行之哉？」

23．子張問：「十世可知也？」子曰：「殷因於夏禮，所損益可知也；周因於殷禮，所損益可知也。其或繼周者，雖百世，可知也。」

24．子曰：「非其鬼而祭之，諂也。見義不為，無勇也。」

Right to left and lines read down

Re-flowable eBooks

稱奇道妙，也不定要 世人喜悅檢讀，只願他們當那醉淫飽臥之時，或避世去愁之際，把此一玩，豈不省了些壽命筋力？就比那謀虛逐妄，卻也省了口舌是非之害，腿腳奔忙之．再者，亦令世人換新眼目，不比那些胡牽亂扯，忽离忽遇，滿紙才人淑女，子建文君紅娘小玉等通共熟套之舊稿．我師意為何如？" 空空道人听如此說，思忖半晌，將《石頭記》再檢閱一遍，因見上面雖 有些指奸責佞貶惡誅邪之語，亦非傷時罵世之旨，及至君仁臣良父慈子孝，凡倫常所關之處，皆是稱功頌德，眷眷無窮，實非別書之可比．雖其中大旨 談論，亦不過實錄其事，又非假擬妄稱，一味淫邀艷約，私訂偷盟之可比．因毫不干涉時世，方從頭至尾抄錄回來，問世傳奇．從此空空道人因空見色，由色生情，傳情入色，自色悟空，遂易名為情僧，改《石頭記》為《情僧錄》．東魯孔梅溪則題曰《風月寶鑒》．后因曹雪芹于悼紅軒中披閱十載，增刪五次，纂成目錄，分出章回，則題曰《金陵十二釵》．并題一絕云： 滿紙荒唐言，一把辛酸淚！ 都云作者痴，誰解其中味？ 出則既明，且看石上是何故事．按那石上書云： 當日地陷東南，這東南一隅有處曰姑蘇，有城曰閶門者，最是紅塵中一 二等富貴風流之地．這閶門外有個十里街，街內有個仁清巷，巷內有個古廟，因地方窄狹，人皆呼作葫蘆廟．廟旁住著一家鄉宦，姓甄，名費，字士隱．嫡妻封氏，情性賢淑，深明禮義．家中雖不甚富貴，然本地便也推他為望 族了．因這甄士隱稟性恬淡，不以功名為念，每日只以觀花修竹，酌酒吟詩 為樂，倒是神仙一流人品．只是一件不足：如今年已半百，膝下無兒，只有 一女，乳名喚作英蓮，年方三歲．一日，炎夏永晝，士隱于書房閒坐，至手倦拋書，伏几少憩，不覺朦朧 睡去．夢至一處，不辨是何地方．忽見那廂來了一僧一道，且行且談．只听 道人問道："你攜了這蠢物，意欲何往?"那僧笑

道："你放心，如今現有 一段風流公案正該了結，這一干風流冤家，尚未投胎入世．趁此机會，就將 此蠢物夾帶于中，使他去經歷經歷。"那道人道："原來近日風流冤孽又將 造劫歷世去不成？但不知落于何方何處?"那僧笑道："此事說來好笑，竟 是千古未聞的罕事．只因西方靈河岸上三生石畔，有絳珠草一株，時有赤瑕 宮神瑛侍者，日以甘露灌溉，這絳珠草始得久延歲月．后來既受天地精華，復得雨露滋養，遂得脫卻草胎木質，得換人形，僅修成個女体，終日游于离 恨天外，饑則食蜜青果為膳，渴則飲灌愁海水為湯．只因尚未酬報灌溉之德，故其五內便郁結著一段纏綿不盡之意．恰近日這神瑛侍者凡心偶熾，乘此 昌明太平朝世，意欲下凡造歷幻緣，已在警幻仙子案前挂了號．警幻亦曾問 及，灌溉之情未償，趁此倒可了結．那絳珠仙子道：`他是甘露之惠，我 并無此水可還．他既下世為人，我也去下世為人，但把我一生所有的眼淚還 他，也償還得過他了．'因此一事，就勾出多少風流冤家來，陪他們去了結 此案。"那道人道："果是罕聞．實未聞有還淚之說．想來這一段故事，比 歷來風月事故更加瑣碎細膩了。"那僧道："歷來几個風流人物，不過傳其 大概以及詩詞篇章而已，至家庭閨閣中一飲一食，總未述記．再者，大半風 月故事，不過偷香竊玉，暗約私奔而已，并不曾將儿女之真情發泄一二．想 這一干人入世，其情痴色鬼，賢愚不肖者，悉与前人傳述不同矣。"那道人道："趁此何不你我也去下世度脫几個，豈不是一場功德?"那僧道："正 合吾意，你且同我到警幻仙子宮中，將蠢物交割清楚，待這一干風流孽鬼下 世已完，你我再去．如今雖已有一半落塵，然猶未全集。"道人道："既如 此，便隨你去來。" 卻說甄士隱俱听得明白，但不知所云"蠢物"系何東西．遂不禁上前施禮，笑問道："二仙師請了。"那僧道也忙答禮相問．士隱因說道："适聞

Left to right and lines read across

說是『微服出巡』，一位皇上要出門，仍然是浩浩蕩蕩的。又是車，又是馬，又是武將，又是隨從。大家已經儘量『輕騎簡裝』，隊伍依舊十分壯觀。

馬車，踢踢踏踏的走在風景如畫的郊道上。馬隊踢踢踏踏的相隨。

車內，乾隆、小燕子、紫薇、紀曉嵐坐在裡面。

車外，爾康、爾泰、永琪、福倫、鄂敏、傅恆、太醫都騎馬。

乾隆看著車窗外，綠野青山，平疇沃野，不禁心曠神怡。

『今天風和日麗，我們出來走走，真是對極了！怪不得小燕子一天到晚要出來，這郊外的空氣，確實讓人神清氣爽！』便高興的喊：『小燕子！平常都是紫薇唱歌給我聽，今天，妳唱一首來聽聽！』

Fonts

Back

黑體 ✓

宋體

楷體

3 of 22
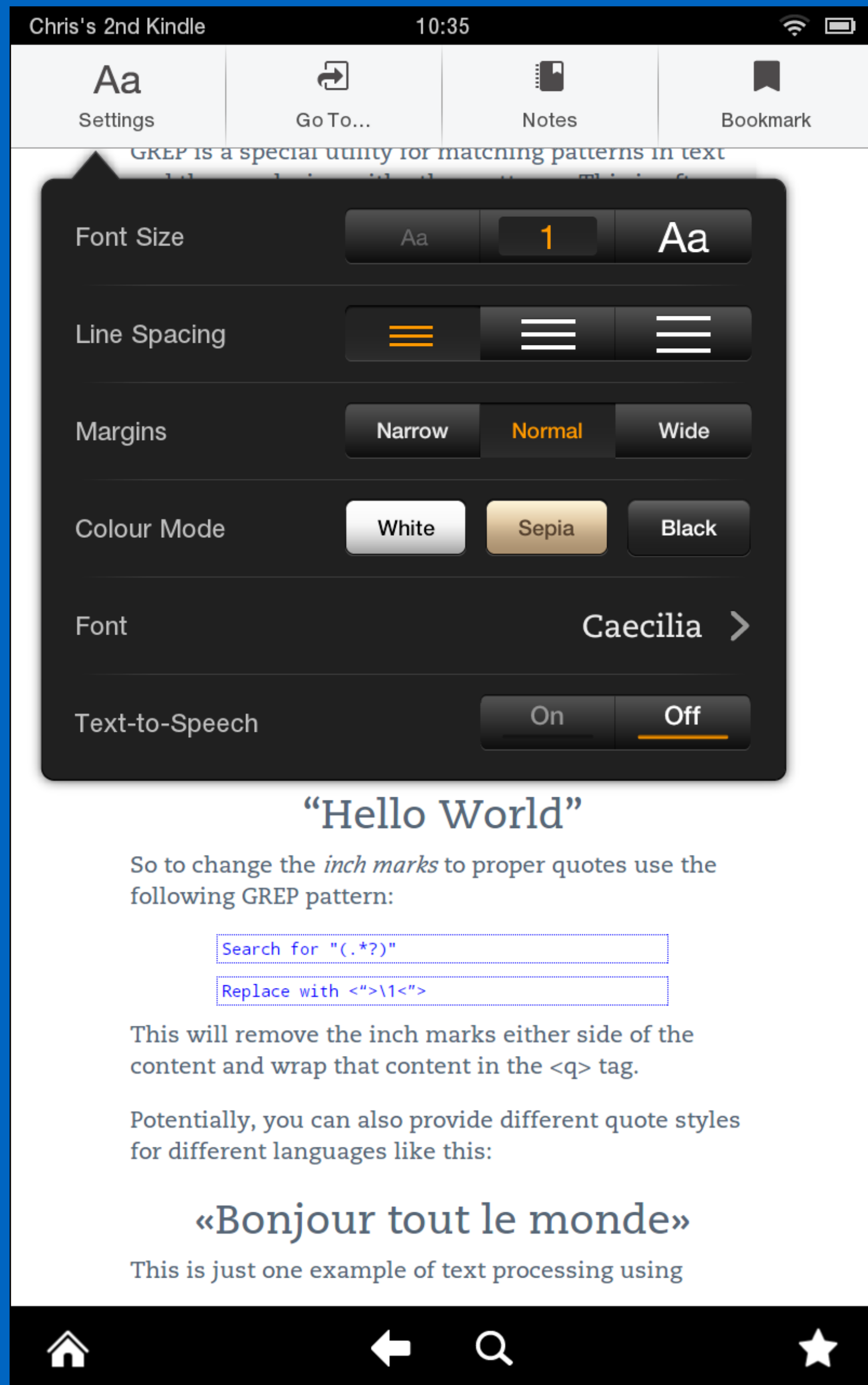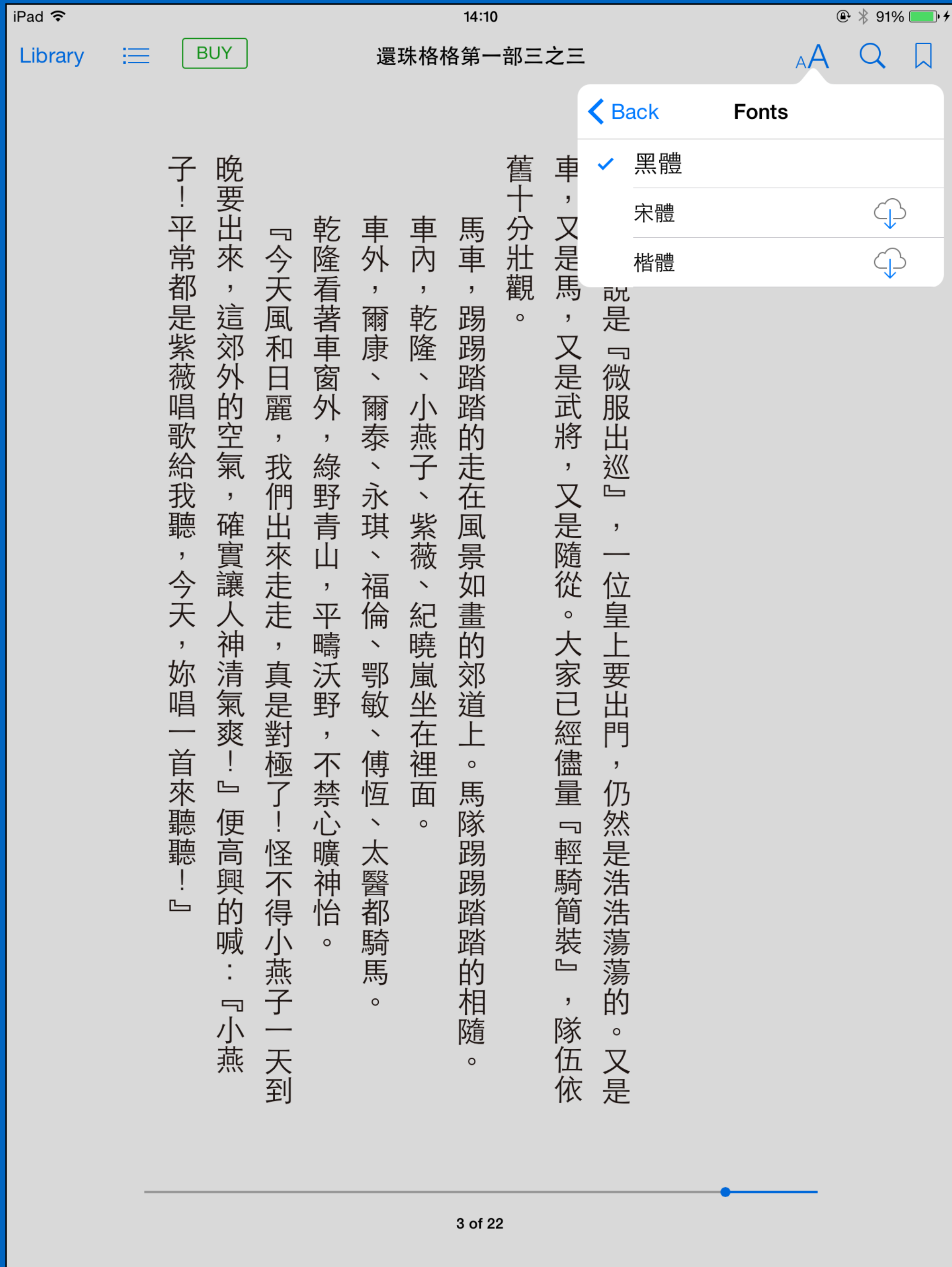
The **Page?**

- **Print Book Designers *build* for page**

- **In *re-flowable* eBooks, the 'page' does not *really* exist**

Spreads in Re-flowable eBooks

- **Designers cannot specify double page spreads**

- **left or right arrangement cannot be specified**

Typography

- **No repeatable elements (headers, footers, page numbers)**

- **Text can be colour and eInk devices will make grayscale**

- **Contrast for readability**

Typography -Fonts

- **Font size**
  - this won't be ignored by the devices, but users can increase/decrease
- **Embedding fonts**
  - some devices can use embedded fonts

Images / Captions

- **controls should be present to keep image and caption together**

- **large versions should be available for 'zooming up'**

Table of Contents

- **TOC not needed on the page for ePUB but needed for Kindle/MOBI**

- **TOC needs special attention for nesting**

- **Will be interactive**

- **no page numbers for on page version!**

A table of
contents
in print

Contents

Table of Contents

Egeus: father to Hermia
Lysander: in love with Hermia
Demetrius: in love with Hermia
Philostrate: Master of the Revels to Theseus
Quince: a carpenter
Snug: a joiner
Bottom: a weaver
Flute: a bellows-mender
Snout: a tinker
Starveling: a tailor
Hippolyta: Queen of the Amazons, bethrothed to Theseus
Hermia: daughter to Egeus, in love with Lysander
Helena: in love with Demetrius
Oberon: King of the Fairies
Titania: Queen of the Fairies
Puck: Robin Goodfellow
Peaseblossom: fairy
Cobweb: fairy
Moth: fairy
Mustardseed: fairy
Prologue: Pyramus, Thisby, Wall, Moonshine, Lion are presented by: Quince, Bottom, Flute, Snout, Starveling, and Snug
Other Fairies attending their King and Queen:
Attendants on Theseus and Hippolyta:

Scene: Athens and a wood near it

Table of contents in eBook as drop down. Page numbers generated automatically

Index

- **Index needs to be interactive**
- **Index can be left out of eBook**
- **Search facility can be used instead**

Fixed format eBooks

- **user cannot change the font-size**

- **can be ePUB fixed-format**

  - **for iOS (iPads etc)**

  - **for Nook**

  - **many other recent devices**

- **alternative can be book app**

  - **for iOS or Android**
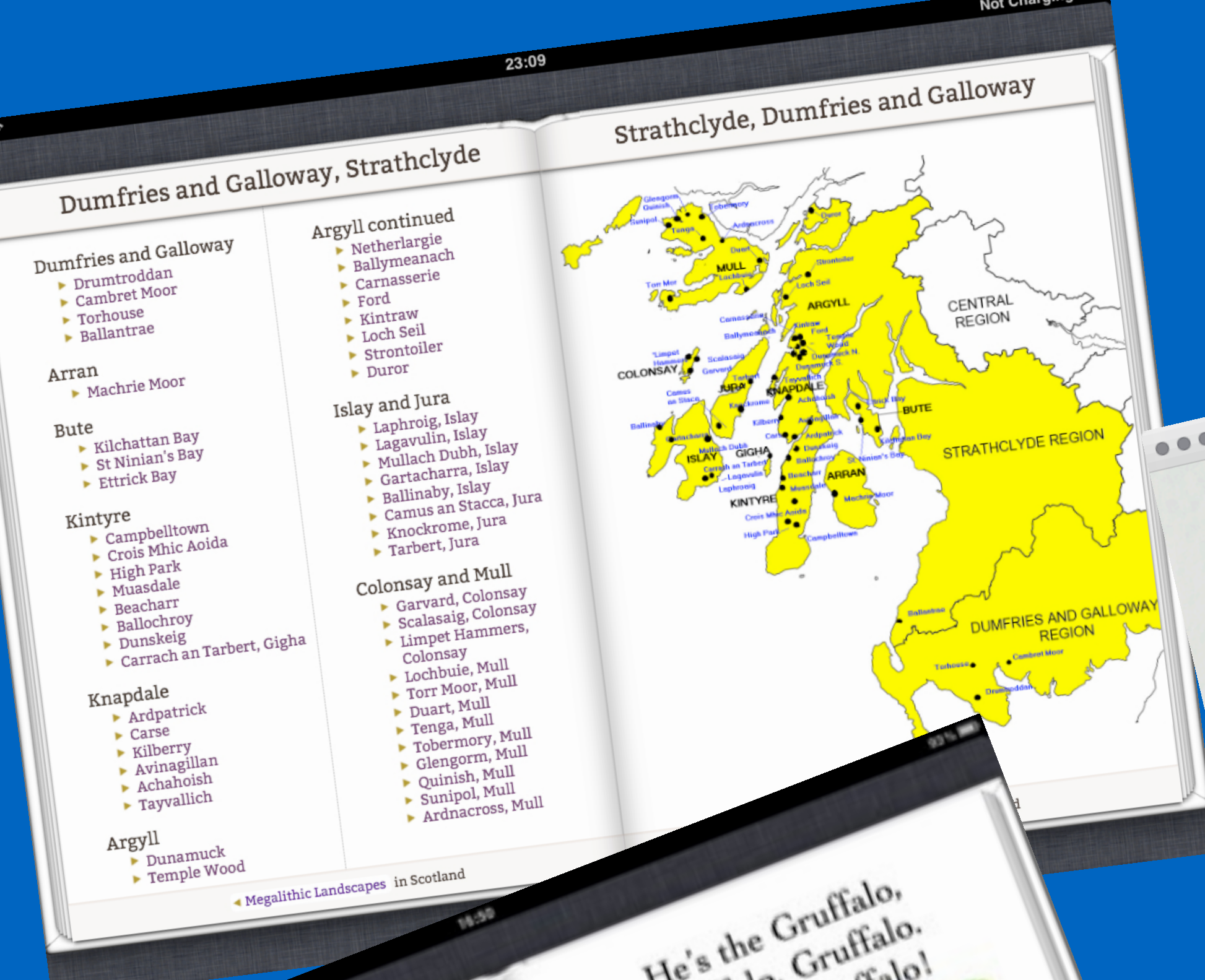
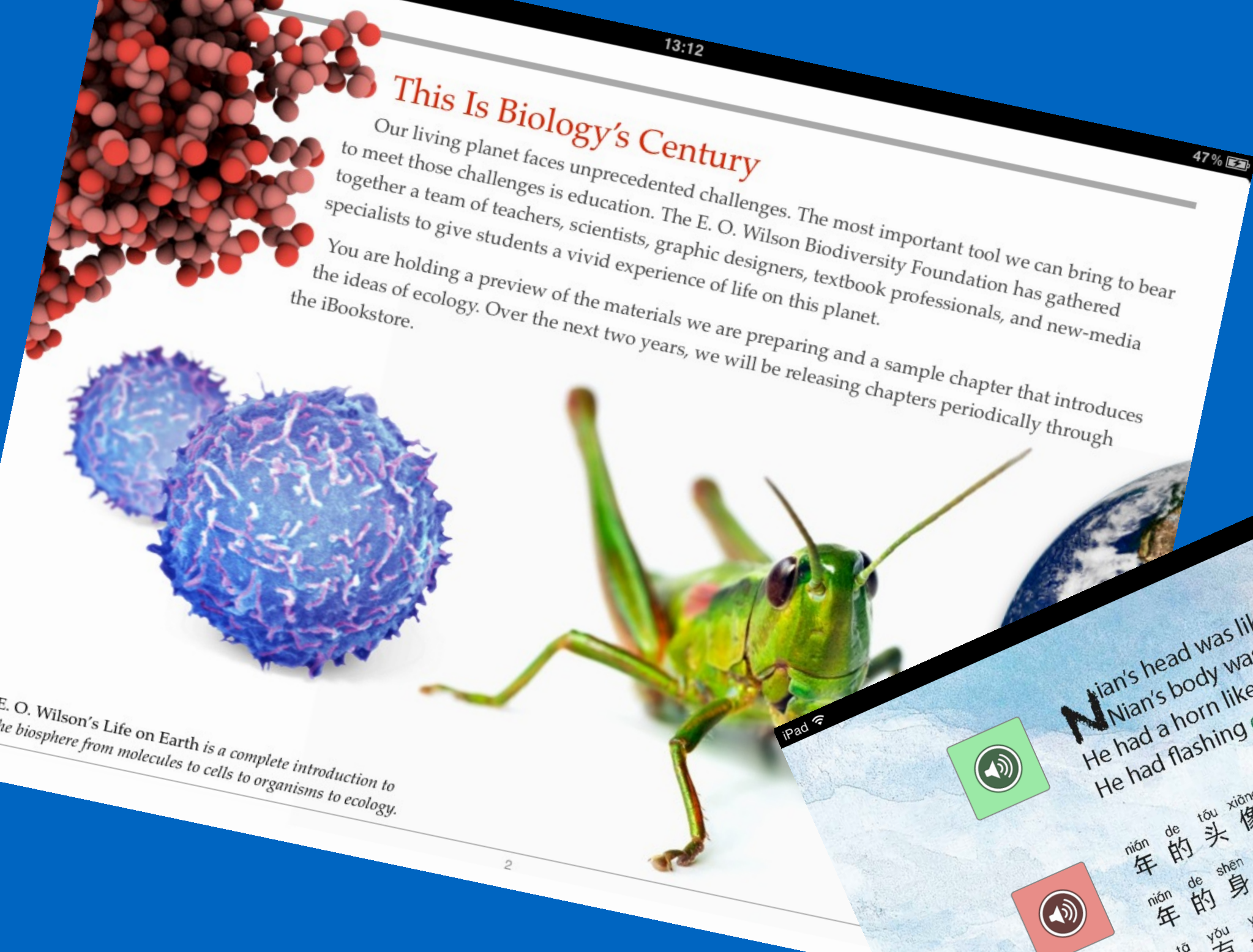# ePUB fixed-layout format

但

there is another format

Apple iBooks

based *very loosely* on ePUB standard but with positioning and special iOS device specific parameters

Apple's 'Multi-touch' format built with iBooks Author
Only available for Apple devices

Multimedia Enhancements

- ePub and Apple iBooks can be enhanced with:
  - Video
  - Animation
  - Read-aloud
  - Audio / Music / Narration

eBook Readers
设备

- **eBooks need reader software**
- **Vendors can control distribution through the reader**
- **eBooks are added to the user's 'library'**

eBook Readers
设备

- **quality of software is variable**
- **latest standards not always supported**
- **can include DRM to lock eBook to device or purchaser / borrower**

Creating eBooks
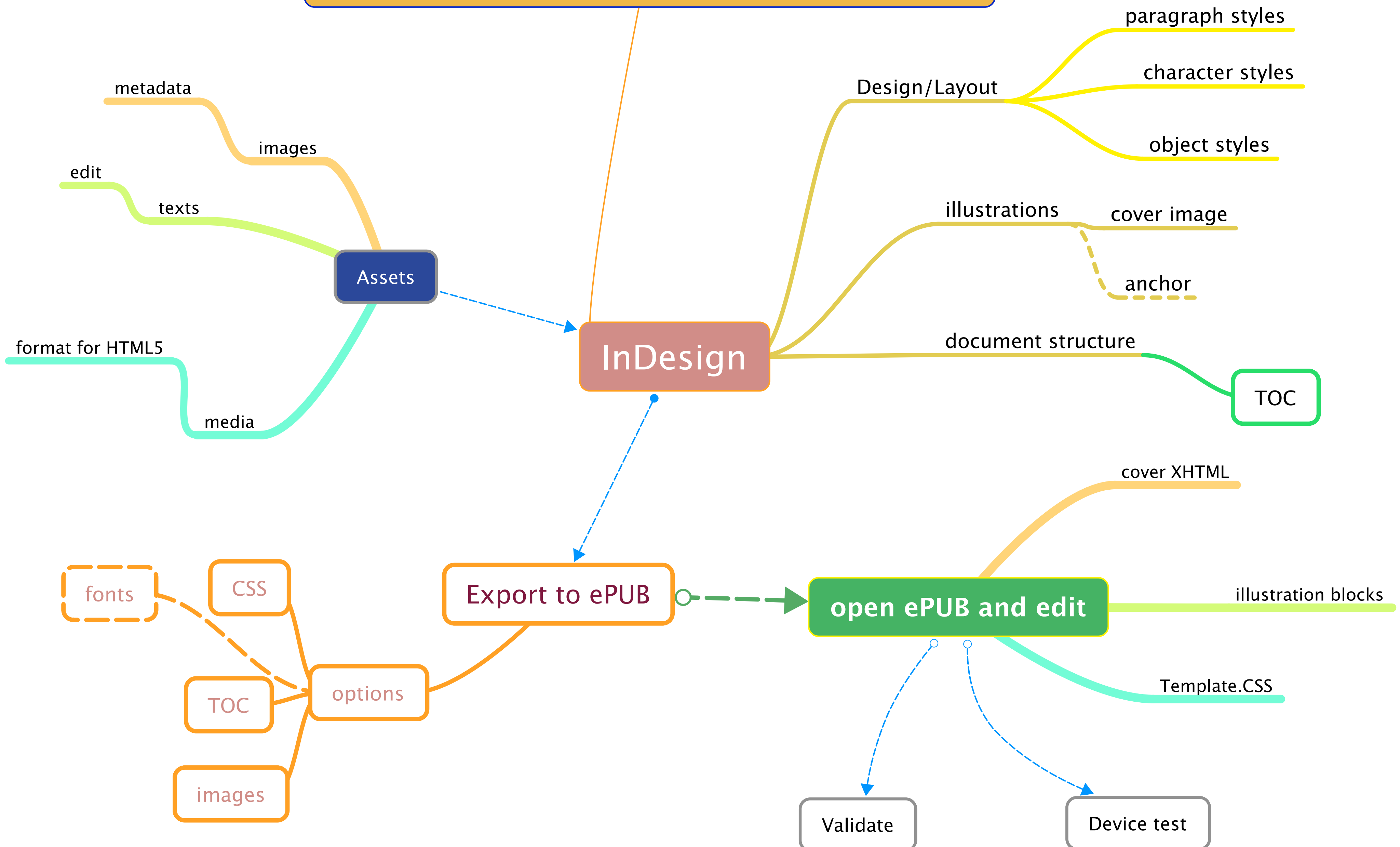
How *do we make:* eBooks*?*

- for ePUB standard
  - use Adobe InDesign+
  - some editing of HTML and CSS
- for Kindle
  - convert from ePUB standard
- Skills needed
  - design and layout / typography
  - knowledge of web technology

ePUB

ePUB production

Assets
- metadata
- images
- edit
  - texts
- format for HTML5
  - media

InDesign
- Design/Layout
  - paragraph styles
  - character styles
  - object styles
- illustrations
  - cover image
  - anchor
- document structure
  - TOC

Export to ePUB
- options
  - fonts
  - CSS
  - TOC
  - images

open ePUB and edit
- cover XHTML
- illustration blocks
- Template.CSS
- Validate
- Device test

ePUB

3

ePUB file Contents

mimetype

META-INF
container.xml

OEBPS
toc.xhtml
toc.ncx
content.opf
cover.xhtml
chapter1.xhtml
chapter2.xhtml
chapter3.xhtml
CSS
style.css
publisher.css
images
mypic.jpg
more images
fonts
Georgia.otf
more fonts ...

XPath 2.0 ▾

Archive Browser

- rls.epub
- ▼ META-INF
  - container.xml
  - encryption.xml
- ▼ OEBPS
  - ▶ fonts
  - content.opf
  - rls.html
  - template.css
  - toc.ncx
- mimetype

Project | Archive Browser

Outline

Element name filter

- p "poemline" And Tom
- p "poemline" An apple
- p "poemline" Which wa
- p "poemline" To go a-s
- ▼ p "firstlineinverse" W
  - span "firstletter" W
- p "poemline" And had
- p "poemline" But Tom
- p "poemline" So there

rls.html*

```xml
 1  <?xml version="1.0" encoding="UTF-8" standalone="no"?>
 2  <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1 //EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
 3  <html xmlns="http://www.w3.org/1999/xhtml">
 4      <head>
 5          <title>rls.html</title>
 6          <link href="template.css" rel="stylesheet" type="text/css" />
 7      </head>
 8      <body>
 9          <div id="rls.html" xml:lang="en-GB">
10              <div class="Basic-Text-Frame">
11                  <p class="firstlineinverse"><span class="firstletter">W</span>e built a ship upon
12                      the stairs</p>
13                  <p class="poemline">All made of the back-bedroom chairs,</p>
14                  <p class="poemline">And filled it full of sofa pillows</p>
15                  <p class="poemline">To go a-sailing on the billows.</p>
16                  <p class="firstlineinverse"><span class="firstletter">W</span>e took a saw
17                      and several nails,</p>
18                  <p class="poemline">And water in the nursery pails;</p>
19                  <p class="poemline">And Tom said, "Let us also take</p>
20                  <p class="poemline">An apple and a slice of cake;"–</p>
21                  <p class="poemline">Which was enough for Tom and me</p>
22                  <p class="poemline">To go a-sailing on, till tea.</p>
23                  <p class="firstlineinverse"><span class="firstletter">W</span>e sailed
24                      along for days and days</p>
25                  <p class="poemline">And had the very best of plays;</p>
26                  <p class="poemline">But Tom fell out and hurt his knee,</p>
27                  <p class="poemline">So there was no one left but me.</p>
28              </div>
29          </div>
30      </body>
31  </html>
32
```

Text | Grid | Author

zip:file:/Users/chrisjennings/Dropbox/webteach/DigitalProduct...   ■ Format and Indent successful   U+2014   20 : 67   Modified

from InDesign to:

- **ePub re-flowable**
- **ePub fixed layout**
- **IDML to use in iBooks Author**

ePub post editing

- **some of the ePub file may need editing**
- **some additions may be required**
- **editing HTML and XML inside the package**
- **conversion to Mobi / Kindle**

Specifics for Chinese Language

- **can use right to left**
- **can use vertical reading**
- **may need some editing of the CSS and metadata**

Language Specifics

```
@charset "utf-8";
html {-epub-writing-mode: vertical-rl;}

<spine toc="ncx" page-progression-
direction="rtl">

EPUB uses HTML5 ruby elements:
<ruby>両隣<rt>りょうどな</rt></ruby>
```
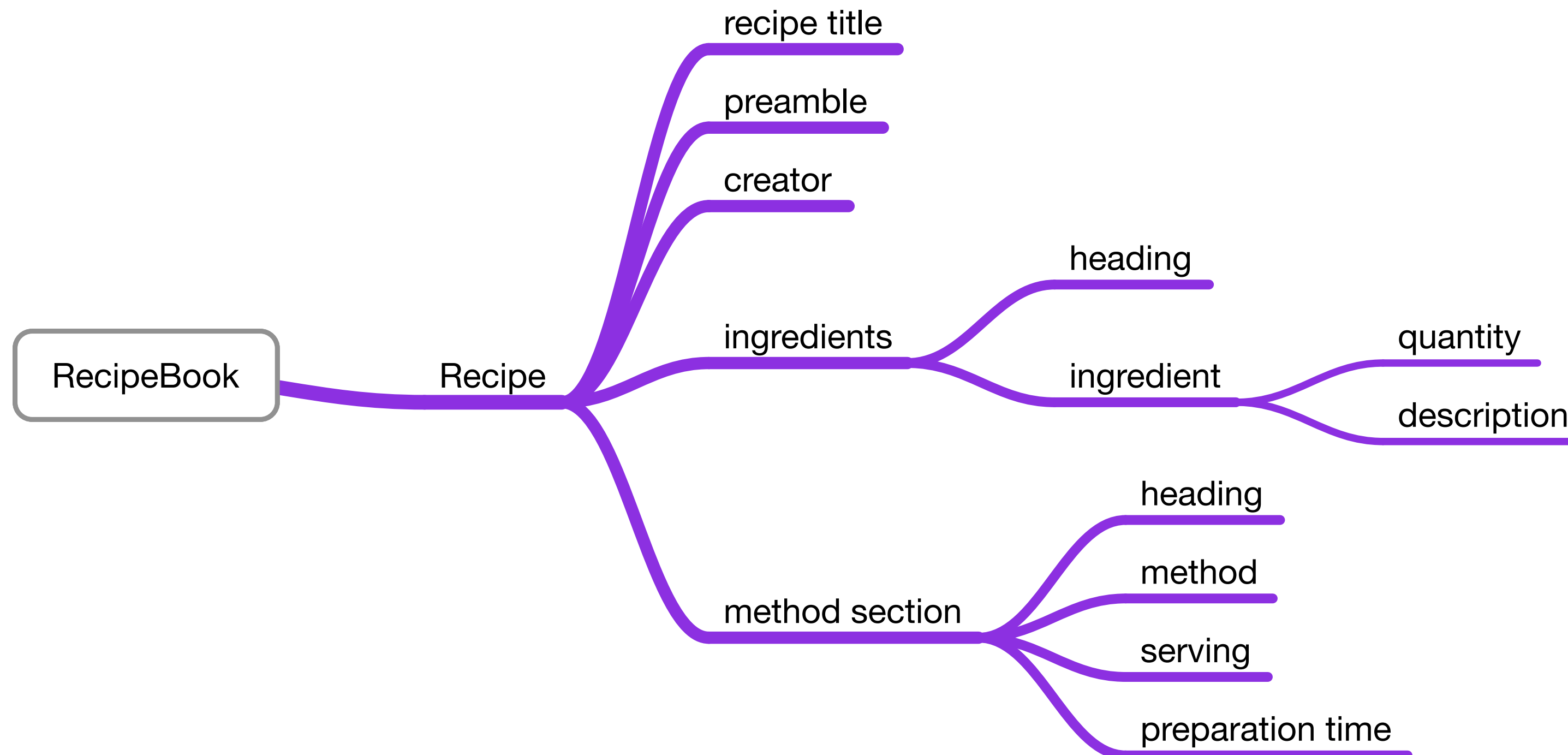
Conversion and Export Tools

- **ePub can be converted to Kindle formats**
- **can use vertical reading**
- **may need some editing of the CSS and metadata**

Using XML and WEB first

烹饪书

Example:

Cookery Book

RecipeBook — Recipe
- recipe title
- preamble
- creator
- ingredients
  - heading
  - ingredient
    - quantity
    - description
- method section
  - heading
  - method
  - serving
  - preparation time

DTD

```
1  <!-- this is the start of the recipes DTD -->
2  <!ELEMENT recipes (recipe)+>
3  <!ELEMENT recipe (recipetitle,main_photo*,caption*,preamble?,creator*,ingredients, method_section)>
4  <!ELEMENT recipetitle (#PCDATA)>
5  <!ELEMENT main_photo (#PCDATA)>
6  <!ELEMENT caption (#PCDATA)>
7  <!ELEMENT heading (#PCDATA)>
8  <!ELEMENT creator (#PCDATA)>
9  <!ELEMENT preamble (#PCDATA)>
10 <!ELEMENT ingredients (heading,ingredient+)>
11 <!ELEMENT ingredient (quantity?,description)>
12 <!ELEMENT quantity (#PCDATA)>
13 <!ELEMENT description (#PCDATA)>
14 <!ELEMENT method_section (heading,method*,serving,preparationtime)>
15 <!ELEMENT method (#PCDATA)>
16 <!ELEMENT serving (#PCDATA)>
17 <!ELEMENT preparationtime (#PCDATA)>
18 <!ATTLIST main_photo href CDATA #REQUIRED>
19 <!ATTLIST main_photo alt CDATA #REQUIRED>
20 <!ATTLIST recipe origin CDATA #REQUIRED>
```

recipelist.dtd*   all_recipes_1373551652.xml

One or more times

Optional but as many as you like

Optional but only one

Editors Login and enter content

▼ * Title

Potato balls from Lesvos

▼ * Country of Origin

Instructions: Select a country from which this recipe comes from

Greece ⇕

▼ Preamble

✂ 📋 | Paragraph ▾ | **B** *I* ᴬᴮꞔ

A delicious summer treat. Cook indoors or out on the barbeque. Serve up with Retsina or some cold Greek beer.

Path: p

▼ Main Photo

Instructions: select one photo and add a caption (optional)

Main Photo	Short caption
⊗ potatoballsfromlesvos.jpg	

▼ Ingredients

	Quantity	Description
1	1kg	potatoes, boiled and pureed
2	4-5	eggs
3		Bunch of Parsley finely chopped
4	1 and a half	grated dried mitzithra cheese
5		olive oil
6		salt
7		pepper

⊕

▼ Instructions

Paragraph ▾ | **B** *I* | ☰ ☰ ☰ ☰ | ∞ ⊠ ᴴᵀᴹ ✅ | 🖼

Mix in a bowl the mashed potatoes with the eggs. See how tight the mixture is. If it becomes to watery do not add all the eggs. Then add the rest of the ingredients. Use plenty of parsley. Work the mixture with your hands and shape it into small round balls. Coat them with flour and fry on all sides until golden brown. Do not burn the oil because this way the potato balls might burn on the outside and remain uncooked on the inside. When ready remove from frying pan lace them in a platter on top of and absorbing paper and serve.

Web Page previews the content

Potato balls from Lesvos

A delicious summer treat. Cook indoors or out on the barbeque. Serve up with Retsina or some cold Greek beer.

Ingredients

- *1kg* potatoes, boiled and pureed
- *4-5* eggs
- Bunch of Parsley finely chopped
- *1 and a half* grated dried mitzithra cheese
- olive oil
- salt
- pepper

Method

Mix in a bowl the mashed potatoes with the eggs. See how tight the mixture is. If it becomes to watery do not add all the eggs. Then add the rest of the ingredients. Use plenty of parsley. Work the mixture with your hands and shape it into small round balls. Coat them with flour and fry on all sides until golden brown. Do not burn the oil because this way the potato balls might burn on the outside and remain uncooked on the inside. When ready remove from frying pan lace them in a platter on top of and absorbing paper and serve.

Serves: 4

Preparation time: 1 Hour

Submitted by: Chris Jennings

XML is exported

```xml
<?xml version="1.0" encoding="utf-8" standalone="no"?>
<!DOCTYPE recipes SYSTEM "recipelist.dtd">
<?whitespace-handling use-tags?>
<recipes xmlns:aid="http://ns.adobe.com/AdobeInDesign/3.0/">
<recipe origin="Greece"><recipetitle>Potato balls from Lesvos</recipetitle><aid:br/>

<type>Vegetarian</type><aid:br/>
<origin>Greece</origin><aid:br/>
<main_photo href="assets/images/potatoballsfromlesvos.jpg" alt="Potato balls from
Lesvos"></main_photo><aid:br/>
<preamble>A delicious summer treat. Cook indoors or out on the barbeque. Serve up with Retsina
or some cold Greek beer. </preamble><aid:br/>
<creator>Submitted by: Chris Jennings</creator><aid:br/>
<ingredients>Ingredients</ingredients><aid:br/>
<ingredient><quantity>1kg</quantity><description>potatoes, boiled and
pureed</description></ingredient><aid:br/>
<ingredient><quantity>4-5</quantity><description>eggs</description></ingredient><aid:br/>
<ingredient><description>Bunch of Parsley finely chopped</description></ingredient><aid:br/>
<ingredient><quantity>1 and a half</quantity><description>grated dried mitzithra
cheese</description></ingredient><aid:br/>
<ingredient><description>olive oil</description></ingredient><aid:br/>
<ingredient><description>salt</description></ingredient><aid:br/>
<ingredient><description>pepper</description></ingredient><aid:br/>
<methods>Method</methods><aid:br/>
<method>Mix in a bowl the mashed potatoes with the eggs. See how tight the mixture is. If it
becomes to watery do not add all the eggs. Then add the rest of the ingredients. Use plenty of
parsley. Work the mixture with your hands and shape it into small round balls. Coat them with flour
and fry on all sides until golden brown. Do not burn the oil because this way the potato balls might
burn on the outside and remain uncooked on the inside. When ready remove from frying pan lace
them in a platter on top of and absorbing paper and serve.</method><aid:br/>
<serving>Serves: 4</serving><aid:br/>
<preparationtime>Preparation time: 1 Hour</preparationtime><aid:br/>
</recipe>
</recipes>
```
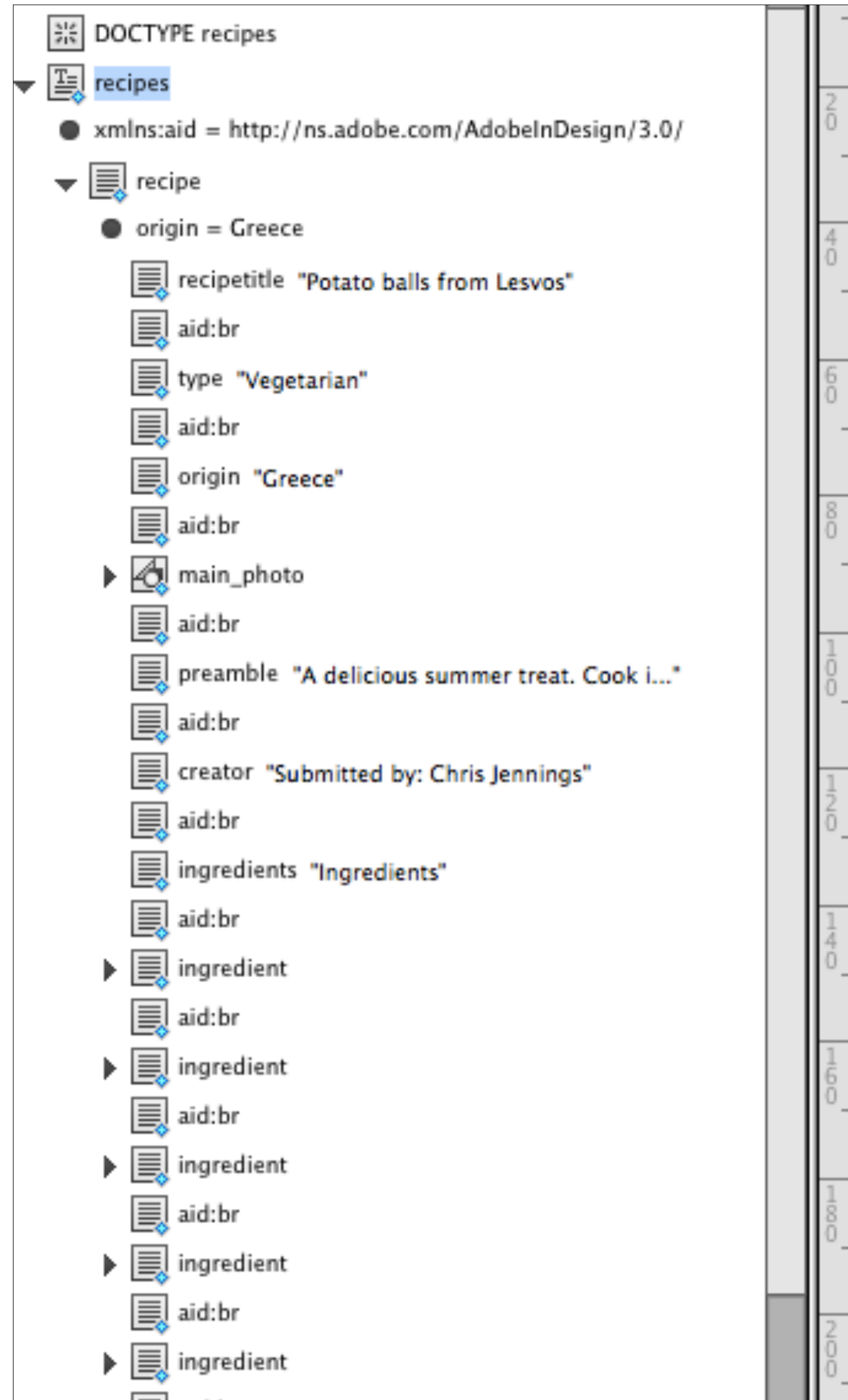
XML
Imported to
InDesign
Template

XML structure panel:

- DOCTYPE recipes
- recipes
  - xmlns:aid = http://ns.adobe.com/AdobeInDesign/3.0/
  - recipe
    - origin = Greece
    - recipetitle "Potato balls from Lesvos"
    - aid:br
    - type "Vegetarian"
    - aid:br
    - origin "Greece"
    - aid:br
    - main_photo
    - aid:br
    - preamble "A delicious summer treat. Cook i..."
    - aid:br
    - creator "Submitted by: Chris Jennings"
    - aid:br
    - ingredients "Ingredients"
    - aid:br
    - ingredient
    - aid:br
    - ingredient
    - aid:br
    - ingredient
    - aid:br
    - ingredient
    - aid:br
    - ingredient

Layout preview text:

Potato balls from Lesvos
Vegetarian
Greece

A delicious summer treat. Cook indoors or out on the barbeque. Serve up with Retsina or some cold Greek beer.
Submitted by: Chris Jennings
Ingredients
1kg potatoes, boiled and pureed
4-5 eggs
Bunch of Parsley finely chopped
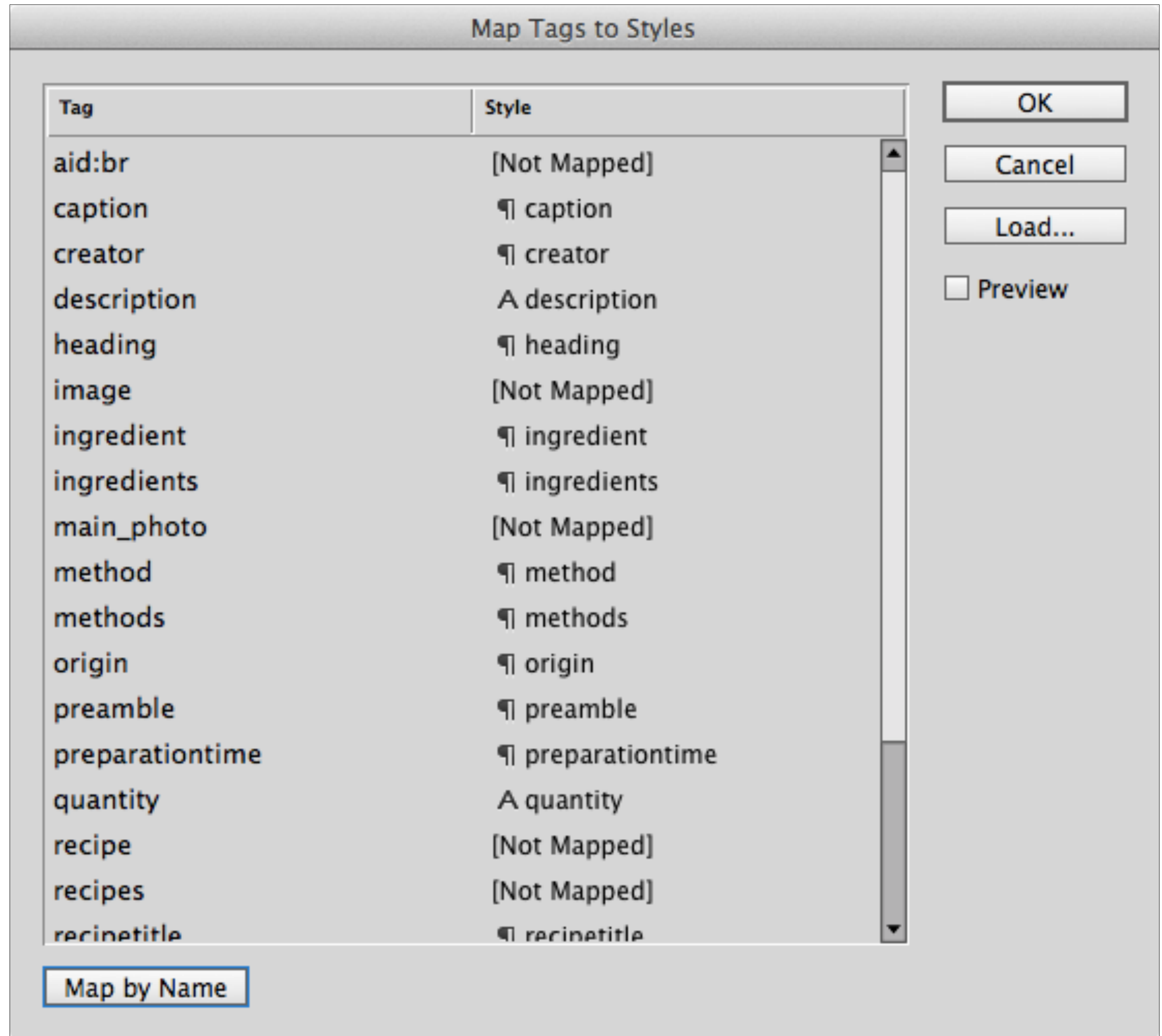1 and a half grated dried mitzithra cheese
olive oil
salt
pepper
Method
Mix in a bowl the mashed potatoes with the eggs. See how tight the mixture is. If it becomes to watery do not add all the eggs. Then add the rest of the ingredients. Use plenty of parsley. Work the mixture with your hands and shape it into small round balls. Coat them with flour and fry on all sides until golden brown. Do not burn the oil because this way the potato balls might burn on the outside and remain uncooked on the inside. When ready remove from frying pan lace them in a platter on top of and absorbing paper and serve.
Serves: 4
Preparation time: 1 Hour

XML Tags are
mapped to styles
in template

Map Tags to Styles

Tag	Style
aid:br	[Not Mapped]
caption	¶ caption
creator	¶ creator
description	A description
heading	¶ heading
image	[Not Mapped]
ingredient	¶ ingredient
ingredients	¶ ingredients
main_photo	[Not Mapped]
method	¶ method
methods	¶ methods
origin	¶ origin
preamble	¶ preamble
preparationtime	¶ preparationtime
quantity	A quantity
recipe	[Not Mapped]
recipes	[Not Mapped]
recipetitle	¶ recipetitle

OK

Cancel

Load...

☐ Preview

Map by Name

Pavlova cake

Submitted by: Lea Adamson

Sweet Dish

Estonia

Ingredients

- Meringue:
- *6*egg whites
- salt
- *2 dl*white sugar
- *2 tablespoon*of cornstarch
- *2 teaspoons*of lemon juice
- Cream
- *400 ml*35% whipping cream
- *300 gr*of cottage cheese
- *2,5 dl*of sugar
- strawberries

When strawberries are ready in July, Estonians have to make the Pavlova cake. Although it’s of Australian origin, we make and eat it a lot and it has become more like our ethnic food. There are different ways of making pavlova. But the main thing is - it’s easy and yummy! And what else would you like during hot summer days.Here’s the recipe I use and all my family and friends say it’s the best pavlova they’ve ever tasted.

Method

Directions:

Preheat the owen to 160 degrees C and cover the pan with parchment paper. Draw a 26-28 cm diameter circle to the parchment.

In a large bowl, beat egg whites and salt on a high speed until soft peaks form. Add ¾ of the sugar gradually, while continuing to whip.

Content Management and XML

- If the documents and assets are managed in a web environment

- Content can published to the web and -

- exported as XML

- this can be imported into an InDesign template

- from InDesign we can get PDF for print and

- ePUB for eBooks

- effectively this is a **web first model**

eBook Production:

The ideal Digital workflow for maximum flexibility

Digital Workflow

XML

Optional import from XML

Content ☰
- Section 1
- Section 2
- Section 3
- Section .....

Content is divided into discreet sections ready for import into InDesign

Each section exported from InDesign as IDML

InDesign ☰

Indesign is used in 'book' mode. Each section is a separate InDesign document

Book ☰
- section1.indd → section1.idml ☰
- section2.indd → section2.idml
- section3.indd → section3.idml
- section …indd → section…idml

From the book we can export ePUB and PDF directly

Print ready

PDF

ePUB3 reflowable or fixed

Using Amazon Kindle tools we can

convert to MOBI/KF8 for Kindle devices

insert chapter from.... ☰
- template

Each IDML file is used to create a new chapter in iBooks Author

iBooks Author

iBooks

谢谢

Thank You

Chris Jennings 2017