

WHAT IS DIGITAL PUBLISHING?



Digital publishing is the process of creating and sharing content through digital platforms instead of traditional print. This includes eBooks, online magazines, blogs, websites, social media posts, newsletters, and more.

In simple words:
It's publishing without paper — fast, flexible, and accessible with internet access.



WHAT'S TRENDING IN DIGITAL PUBLISHING: KEEP UP WITH THESE HOT TRENDS



Short-form videos dominate - Tik Tok, Reels, and Shorts lead in engagement



AI content tools rise - ChatGPT, Jasper & others assist content creation



Newsletters are back - Substack-style long-form content gains followers



Visual-first design - Clean layouts, carousels, and infographics convert



Cross-platform publishing - Blogs, TikTok, Instagram & Email combined.

THE DIGITAL PULSE



EXPLORING THE DIGITAL WORLD OF CONTENT PUBLISHING

"DESIGN IT. PUBLISH IT. SHARE IT. THE WORLD IS WATCHING."

-BATRISYIA NAJWA BINTI MOHAMAD AZI
-NURUL HUDA BINTI HASERI
-SITI NURFATIAH BINTI MOHD FAISAL
-SHARIFAH SHADIAH BINTI SYED MAHMOOD
-ATHIRA NATASHA BINTI ABDUL AZIZ @ MUHIYIDDIN



WHAT'S HOLDING DIGITAL PUBLISHING BACK?



1

COPYRIGHT AND PLAGIARISM



ONLINE CONTENT IS EASY TO COPY. ALWAYS CREDIT SOURCES AND BE AWARE OF COPYRIGHT LAWS

2

DIGITAL LITERACY GAPS



NOT EVERYONE IS FAMILIAR WITH USING DIGITAL TOOLS, ESPECIALLY THOSE NEW TO TECHNOLOGY.

3

INFORMATION OVERLOAD



WITH SO MUCH CONTENT ONLINE, IT'S HARD TO STAND OUT OR KEEP READERS' ATTENTION.

4

COMPLEXITY OF ADVANCED TOOLS



SOME PROFESSIONAL TOOLS LIKE ADOBE INDESIGN REQUIRE TRAINING OR TIME TO LEARN.

5

INTERNET DEPENDENCY

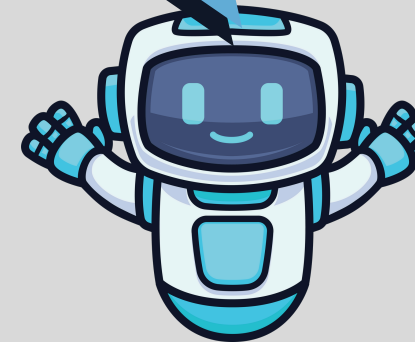


WITHOUT INTERNET ACCESS, IT'S HARD TO VIEW OR EDIT DIGITAL CONTENT.

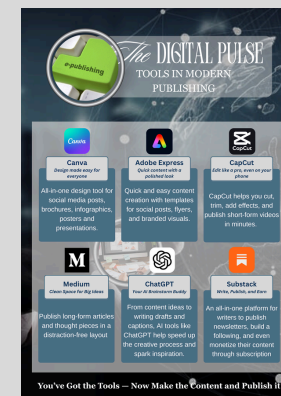
READY TO GO DIGITAL?

You have got the tools.
You have seen the trends.
Now it's your turn to create!

**"DON'T WAIT FOR A PUBLISHER.
— BE THE PUBLISHER."**



CHECK OUT ALSO:



**DIGITAL PULSE:
POSTER EDITION**



**DIGITAL PULSE: MINI
MAGAZINE EDITION**