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Interactive InDesign CC: Bridging The Gap Between Print And Digital Publishing



Synopsis

With a growing focus on digital destinations, the publishing landscape is evolving at a dizzying speed and InDesign CC is at the forefront of the digital frontier. Known as the premiere layout application for magazine and print collateral, InDesign is also a powerful creation tool for both static and interactive PDF, Flash SWF, EPUB, and apps that can be published for sale in various app stores. This tutorial-based guide to InDesign CC provides you with a hands-on experience of the EPUB creation process, InDesign animation, Digital Publishing Suite app creation, creation of interactive PDFs, and a host of techniques that serve equally well in both print and digital production. This extensively detailed book is filled with over 700 screenshots, explicit diagrams, and step-by-step real-world exercises to get you up and running with: *InDesign Animation *Buttons, forms, and other interactive elements *Interactive PDFs *EPUB *App building with DPS *The fundamentals of HTML, CSS, and GREP *A treasure trove of trips and techniques that will forever transform your work with InDesign.

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Customer Reviews

If I had been able to browse this book in a store I would not have purchased it. I cannot stress enough that this is not a reference book but an instructional book with downloadable exercises for the tutorials. First of all, that isn't how I learn. Second, I rarely find that such tutorials work the way they're supposed to, even when in a physical classroom with a living and breathing teacher. I'm much more at home with an informational approach that tells me why I'd use a function and walks

me through the menus and options (which is the approach in David Blatner's books). I got almost nothing out of Interactive InDesign CC, so why am I not trashing it? For one thing, the author is very knowledgeable and willing to share her knowledge in a non-pompous manner (I wouldn't say humble). She knows what she's talking about and provides a great deal of useful information. She recommends other sources, other authors' books but especially online resources. She's clear about the pros and cons of each publishing format (I so hate the can-do attitude always focusing on the positive then letting you get bogged down in all the obstructions they didn't mention). My primary criticism of the lessons laid out is that there's not enough said in preface to each, what you should expect to do and why you'd do it. I like an overview. I prefer to be told what everything does rather than just "now click this tab". Rubin does encourage you to play around, and I did, but the lessons themselves are not exploratory. Whether or not you learn from packaged lessons should be the deciding factor in your choice to buy this book. I made a mistake.

A fantastic reference, chock full of important information and useful tips. The book includes beautifully designed hands-on exercises that are both helpful and inspiring.

Great book! Awesome techniques and ways to simplified work in indesign and also learn how to use interactive InDesign to create great concepts.

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