

## Multi-Media Self-Publishing and eBooks

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eBooks are being published in three primary formats:

- EPUB
- PDF
- Amazon-friendly formats (AZW, KF8, MOBI)

EPUB dominates because it is the most universal (most devices support it) and adaptable (can be adjusted by the reader).

### ***Benefits of ePublishing***

- inexpensive
- allows for total control of content and buy-in of stakeholders
- provide opportunities for self-differentiation
- can be multi-media

### ***Potential eAuthors***

- K-12 teachers (interactive textbooks with interactive practice built in)
- Post-secondary instructors (imagine all the articles and readings from a course aggregated for you in one document)
- Reference librarians (creation of take-away “LibGuides”...)
- Entrepreneurs (experts creating how-to guides...)
- Writers (the Great American Novel, of course)

### ***Methods, depending on the type of eAuthor***

<b>For the user with a specific vision who already creates and aggregates their own content (on a blog, self-written handouts)</b>	<b>For a tech-curious user who wants to get their feet wet with multi-media instruction or content-sharing but is not interested in starting from scratch</b>
iWork Pages 2009 (for Mac) <a href="http://support.apple.com/kb/HT4168">http://support.apple.com/kb/HT4168</a> , <a href="http://images.apple.com/support/pages/docs/ePub_Best_Practices_EN.zip">http://images.apple.com/support/pages/docs/ePub_Best_Practices_EN.zip</a> iBooks Author (for Mac) <a href="http://www.apple.com/ibooks-author/">http://www.apple.com/ibooks-author/</a>	FlexBooks <a href="http://www.ck12.org/">http://www.ck12.org/</a> Ideas/Resources <a href="http://www.otoole.info/index.php/open-learning/138-open-learning">http://www.otoole.info/index.php/open-learning/138-open-learning</a> <a href="http://www.openculture.com/">http://www.openculture.com/</a> <a href="http://www.khanacademy.org/">http://www.khanacademy.org/</a>

### ***Publishing Tips (especially for the Apple-powered options)***

- Most ePublishing requires a template (because of Table of Contents and paging)—DO NOT start with a Word doc and expect the formatting to work out!
- Gather videos/pictures/text first so that it can be dumped into the template
- Videos need to be converted into smaller versions (m4v, mov), ideally 320x240 and under 15MB
- Videos (and sometimes images) work best in iBooks... other eReaders don't always support them. Also good to provide a hyperlink to content if possible