

MEDIA 155 : E-Book Design and Publishing

Credits 5

Quarter Offered Spring

Design, publish and promote e-books and interactive publications for multiple devices on the web. Use digital publishing software to create and implement effects such as page rotation, scrolling text, and interactive images. Learn how to distribute an e-book or e-publication to an app store. Good computer and typing skills is recommended. This class may include students from multiple sections.

Course Outcomes

Learn and implement mastery of eBook formatting by apply design decisions for multiple devices and audiences.

Learn and understand publishing on major digital distribution platforms by comparing eBook formats and upload procedures for multiple e-book retailers.

Differentiate between traditional and eMedia publishing models and workflows.

Utilize various digital media publishing formats, such as EPUB, PDF, and XML.

Master an understanding of eBook sales, marketing and promotion.