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 **CERTIFIED INSTRUCTOR**  
InDesign®

 **CERTIFIED EXPERT**  
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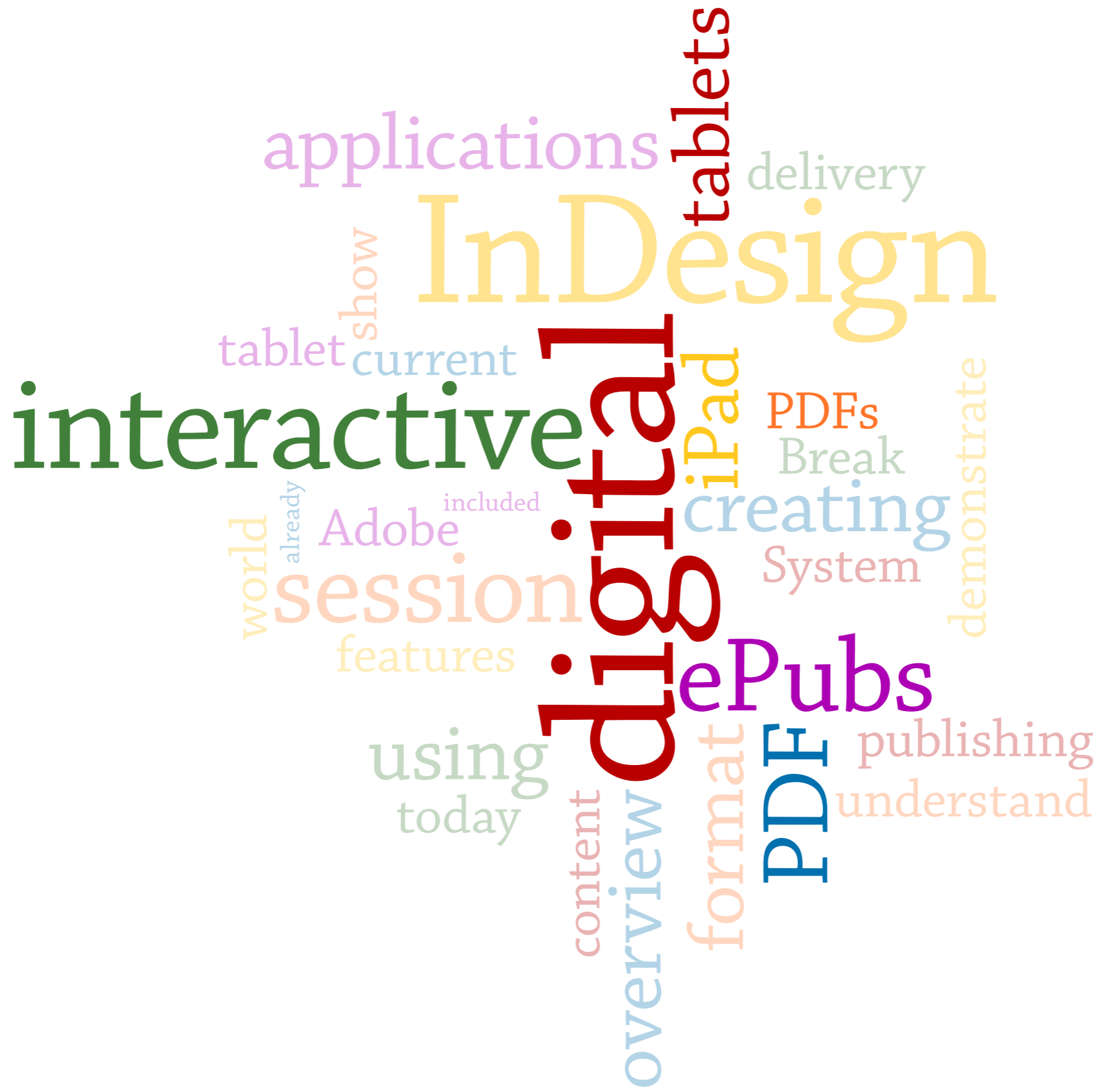
creating  
digital publications  
with **Adobe InDesign**

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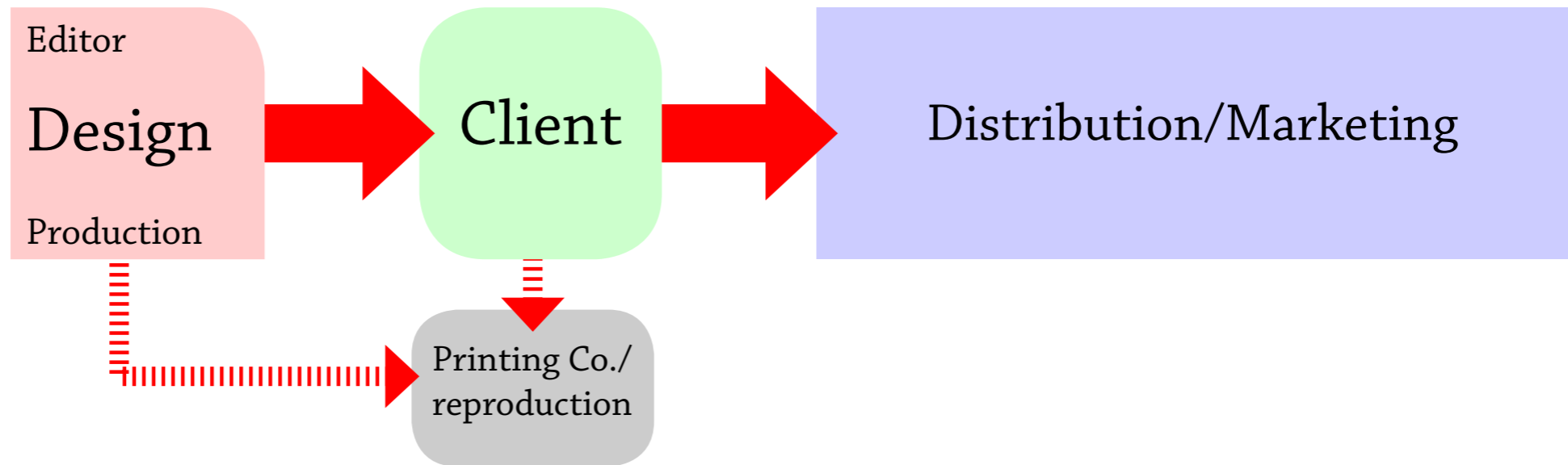
it's a  
**jungle out there!**



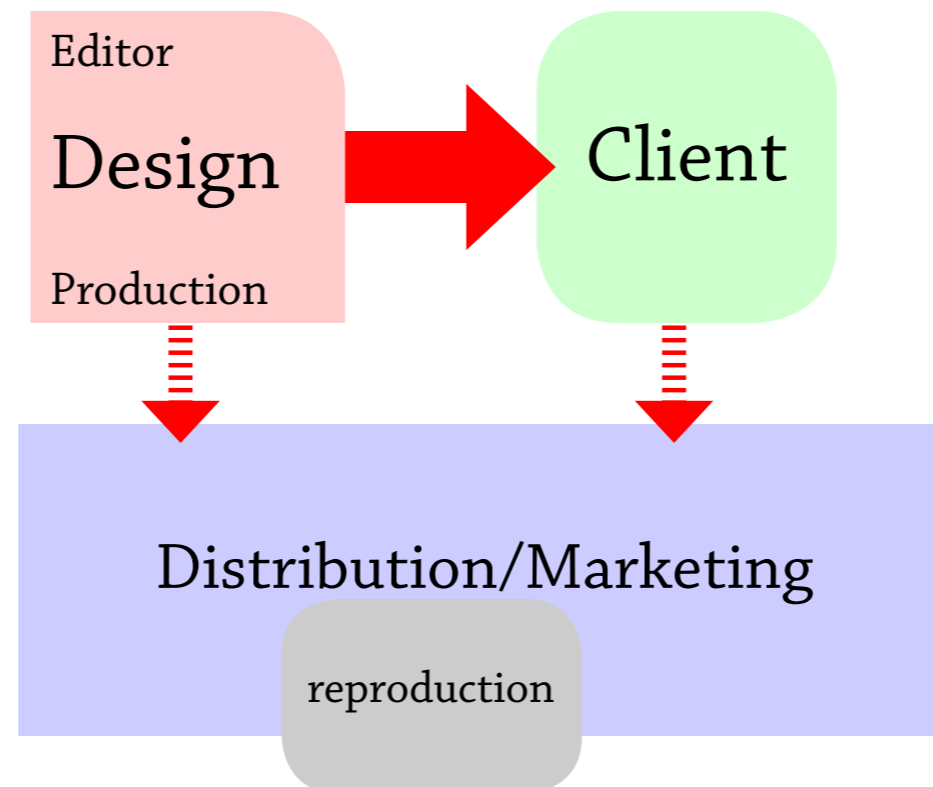


# Print vs. Digital

Print



Digital



# Interactivity Features in InDesign

- › Animation
- › Bookmarks
- › Buttons
- › Hyperlinks
- › Media (video, sound)
- › Object States (slide shows)
- › Page Transitions
- › Preview
- › Timing

# Interactivity — Now What?

- › SWF or FLA file: not so relevant
- › Interactive PDF
  - View in Acrobat Reader
- › ePub
  - iBooks on iPad
  - Sony Nook
  - Amazon Kindle
- › Tablets
  - PDF
  - Interactive Application Plug-ins (via Adobe Digital Publishing System or other 3rd-party product)
  - Custom App

# An InDesign-centric view of creating digital publications

As a designer, you know InDesign. You've even taught yourself how to use all the features in the Window > Interactive sub-menu. The question is, now what? The question is not only "what can you do with these features," or "how do they work," but "where can you 'output' them," where do they work, and where do they not work?

Below is a simplified table organized by InDesign's interactive features, showing which formats can use the interactivity on which devices.

One of things you can see right away is that ePub, while it can technically be read on all devices, has some of the least amount of interactivity of all the file formats. It's the lowest common denominator.

PDFs can be read on all devices, but there are currently no readers on tablets that support the interactive features.

SCREEN/DEVICE >>>	COMPUTER <i>desktop or laptop</i>			eBOOK Readers <i>Kindle, Nook, iBooks</i>	TABLETS <i>iPad, Kindle Fire, Nook Tablet, Android tablets</i>		
	ePUB	PDF	SWF	ePUB	ePUB <i>via reader apps like iBooks, Kindle Reader</i>	PDF <i>Mail preview or via reader apps like GoodReader, Acobat, PDFxxx</i>	DPS <i>apps in App Store or Android Store</i>
INDESIGN FEATURE							
Animation	no	only w/SWF import	yes	no	no	no	no
Hyperlinks	yes	yes	yes	yes	yes	yes	yes
Bookmarks	no	yes	no	no	no	only in some readers	no
Buttons	no	yes	yes	no	no	no	yes
Forms	no	yes	yes	no	no	no	yes
Media (Audio & Video)	yes	yes	yes	yes	yes	no	yes
Object States	no	only w/SWF import	yes	no	no	no	yes
Page Transitions	no	yes	yes	no	no	no	no



# Which InDesign interactive feature should you learn first?

The ones that work on the most devices: hyperlinks and media (video and/or audio). They work in interactive, PDFs, DPS tablet apps and in the lowest common denominator, ePub.

INDESIGN FEATURE	COMPUTER <i>desktop or laptop</i>			eBOOK Readers <i>Kindle, Nook, iBooks</i>	TABLETS <i>iPad, Kindle Fire, Nook Tablet, Android tablets</i>		
	ePUB	PDF	SWF	ePUB	ePUB <i>via reader apps like iBooks, Kindle Reader</i>	PDF <i>Mail preview or via reader apps like GoodReader, Acobat, PDFxxx</i>	DPS <i>apps in App Store or Android Store</i>
Animation	no	only w/SWF import	yes	no	no	no	no
Hyperlinks	yes	yes	yes	yes	yes	yes	yes
Bookmarks	no	yes	no	no	no	only in some readers	no
Buttons	no	yes	yes	no	no	no	yes
Forms	no	yes	yes	no	no	no	yes
Media (Audio & Video)	yes	yes	yes	yes	yes	no	yes
Object States	no	only w/SWF import	yes	no	no	no	yes
Page Transitions	no	yes	yes	no	no	no	no

## Which InDesign interactive feature should you learn next?

The interactive feature that ranks second in terms of number of formats and devices on which it can be used is buttons. They don't work in ePub, but they do work in PDFs on computers and in tablet apps.

INDESIGN FEATURE	COMPUTER <i>desktop or laptop</i>			eBOOK Readers <i>Kindle, Nook, iBooks</i>	TABLETS <i>iPad, Kindle Fire, Nook Tablet, Android tablets</i>		
	ePUB	PDF	SWF	ePUB	ePUB <i>via reader apps like iBooks, Kindle Reader</i>	PDF <i>Mail preview or via reader apps like GoodReader, Acobat, PDFxxx</i>	DPS <i>apps in App Store or Android Store</i>
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Hyperlinks	yes	yes	yes	yes	yes	yes	yes
Bookmarks	no	yes	no	no	no	only in some readers	no
<b>Buttons</b>	no	yes	yes	no	no	no	yes
Forms	no	yes	yes	no	no	no	yes
Media (Audio & Video)	yes	yes	yes	yes	yes	no	yes
Object States	no	only w/SWF import	yes	no	no	no	yes
Page Transitions	no	yes	yes	no	no	no	no

# Which InDesign interactive feature doesn't have good support accross devices?

As fun as the animation controls are to use, and I think they're actually pretty well designed, there just aren't many places you can use them.

INDESIGN FEATURE	COMPUTER <i>desktop or laptop</i>			eBOOK Readers <i>Kindle, Nook, iBooks</i>	TABLETS <i>iPad, Kindle Fire, Nook Tablet, Android tablets</i>		
	ePUB	PDF	SWF	ePUB	ePUB <i>via reader apps like iBooks, Kindle Reader</i>	PDF <i>Mail preview or via reader apps like GoodReader, Acobat, PDFxxx</i>	DPS <i>apps in App Store or Android Store</i>
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Media (Audio & Video)	yes	yes	yes	yes	yes	no	yes
Object States	no	only w/SWF import	yes	no	no	no	yes
Page Transitions	no	yes	yes	no	no	no	no