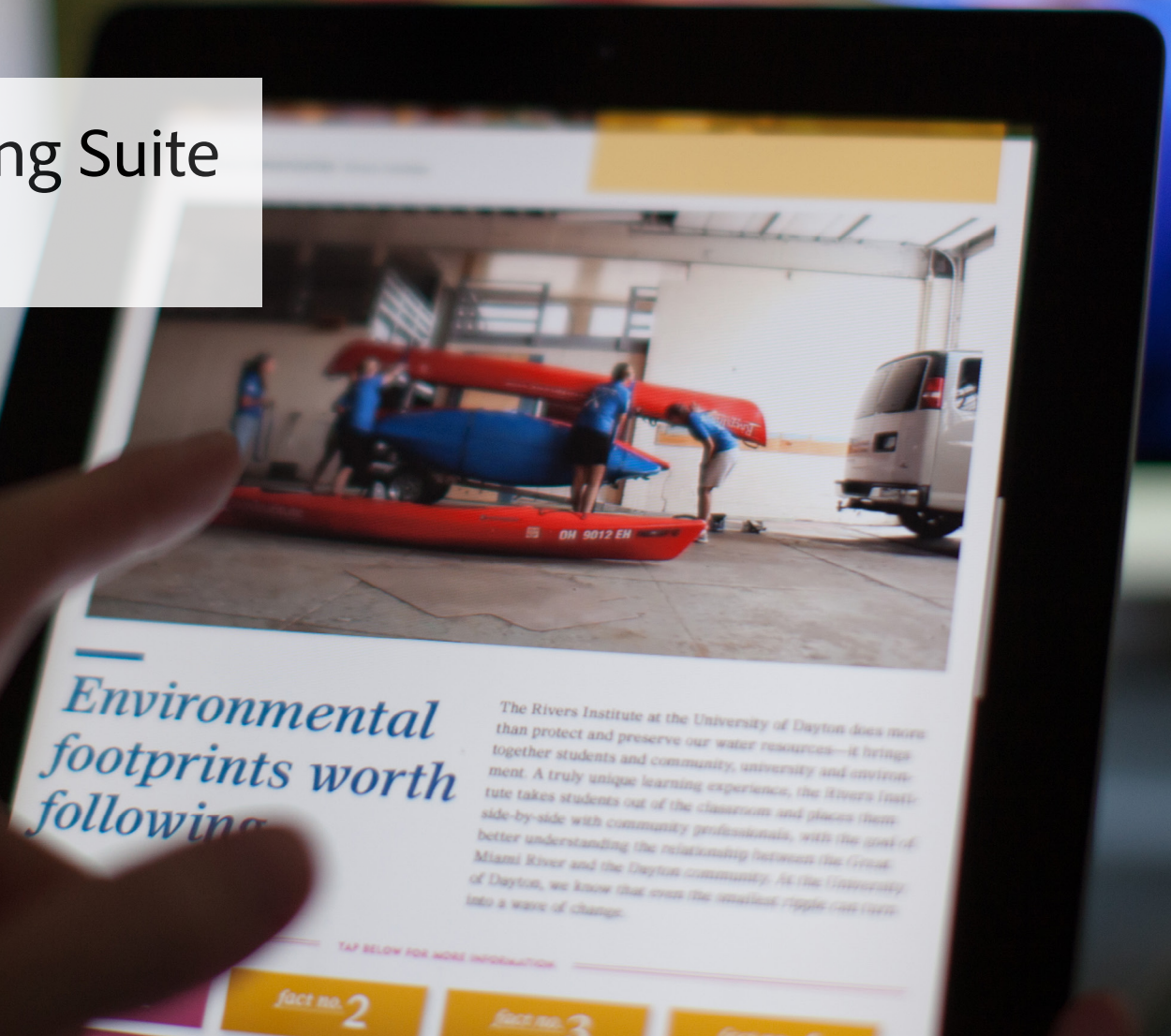


Adobe® Digital Publishing Suite Getting Started Guide



Introduction

There are hundreds of thousands of mobile apps on the Apple App Store, Google Play, and Windows Store. These apps exhibit a dizzying array of features, capabilities, and content.

Adobe Digital Publishing Suite allows you to create mobile apps with amazing, rich content; deep interaction; and finely crafted interfaces. This Getting Started Guide will help you learn how to plan, create, and distribute apps with the Digital Publishing Suite Professional and Enterprise Editions.

Overview of the publishing process

Here are the broad steps you will follow to create an app with Digital Publishing Suite.

Step 1. Decide which type of app, for which mobile devices, you are going to create.

See [Basic concepts](#) on page 4.

Step 2. Set up and configure your Digital Publishing Suite account.

See [Account setup and configuration](#) on page 15.

Step 3. Create folios and articles, and preview on your tablet.

See [Creating your first folio](#) on page 23.

Step 4. Add interactivity and/or motion graphics to the folio.

See [Adding interactivity and media on page 35](#).

Step 5. Use DPS App Builder to build and test your final app, and then distribute your app.

See [Distributing your app](#) on page 46.

In this guide

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Digital Publishing Suite Getting Started Guide

Basic concepts

Supported platforms and devices

With Digital Publishing Suite Enterprise Edition and Professional Edition you can create apps for iOS 6 and newer. Supported iOS devices include all iPad models with iOS 6 or later, as well as the Apple iPhone 3GS and later and the fourth-generation iPod touch and later.

DPS currently offers support for two Android viewers: the legacy AIR-based viewer and the native Android viewer. The legacy viewer supports only tablets (not phones) running Android™ OS 3.0 and newer. The native viewer supports both tablets and phones running Android™ OS 4.0.2 and newer. Adobe will eventually drop support for the legacy Android viewer. See adobe.ly/1dSKYWV for information about building Android apps.

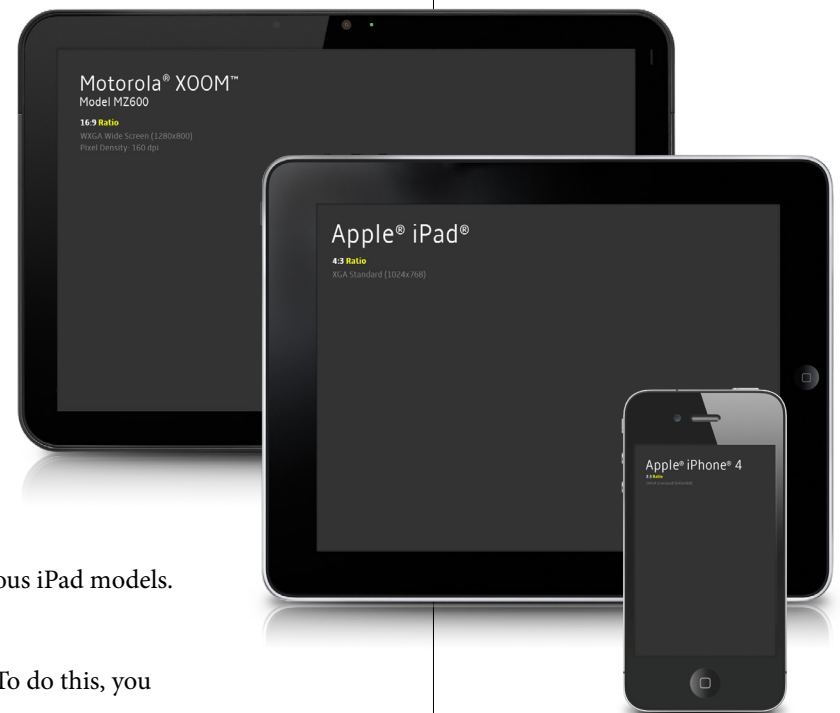
Limitations of Android devices

At this point, Android devices support only a subset of the features that you can include in an iOS app. For example, Android apps created with Digital Publishing Suite cannot contain social sharing via the web viewer, panorama overlays, or push notifications. See adobe.ly/110U1Zj for a detailed list of Digital Publishing Suite differences between iOS and Android devices.

Renditions

Since the mobile devices supported by Digital Publishing Suite contain a variety of capabilities, screen sizes, resolutions, and aspect ratios, you need to plan your app deployment carefully.

- You may decide to develop only for the iPad. Thankfully, all the iPad tablets are the same 4:3 aspect ratio. It is relatively easy to accommodate the differences in resolution between the various iPad models. See adobe.ly/112TMTf and adobe.ly/14p9YfC.
- You may decide to develop your app for the iPad and iPhone/iPod. To do this, you will need to learn how to create separate layouts and “renditions” for different screen sizes and resolutions. See adobe.ly/13941Ru.



- You may decide to develop your app for the iPad as well as Android tablets. To do this, you could create a “best of breed” app for the iPad, and then create a second, more limited app for Android tablets, perhaps necessitating removing some interactive elements. Or, you could create your app within the constraints of the more limited Android environment, and rest assured that it will still work well on iPad tablets. Android viewers scale content up or down (as much as 300%) and letterbox as needed to fit content within the display area. You can decide whether you want to use one size (such as 1024x768 or 1280x800) for all Android devices, or whether you want to create different folios that target either the phone or tablet. When you build a native Android app, you can enable enhanced rendition support to determine which folios appear in Android phones and which ones appear in Android tablets. For details, see adobe.ly/1dSKYWV.

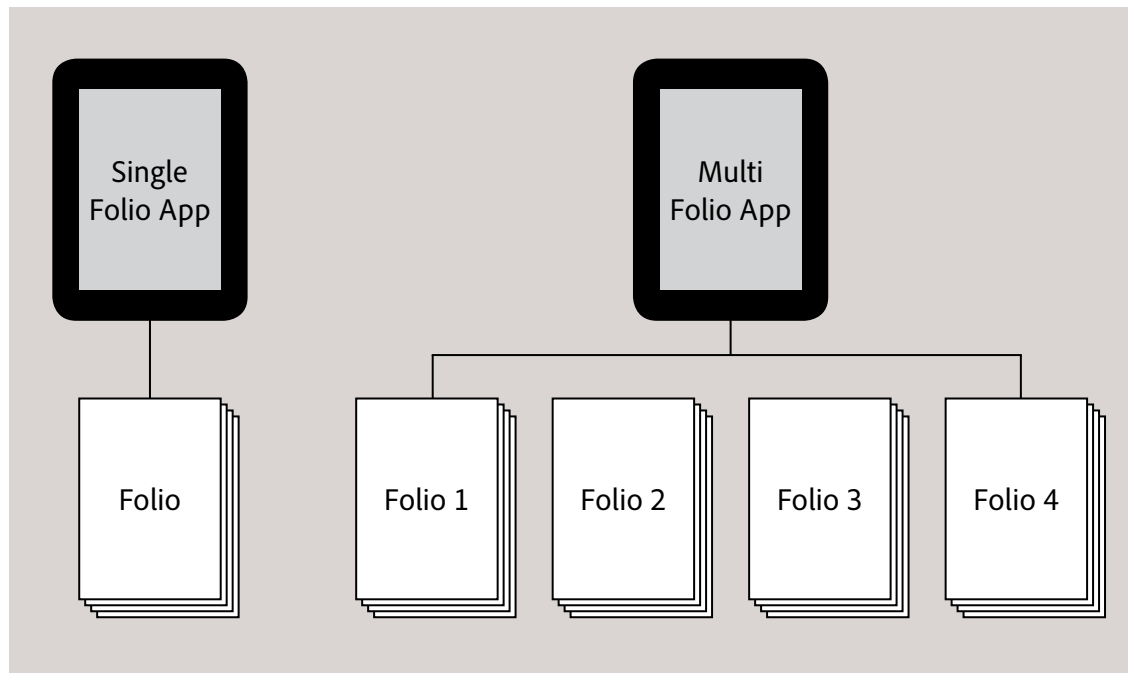
	Operating System	Resolution *	Aspect Ratio
iPad 2 and mini	iOS	1024x768	4:3
iPad (3rd & 4th generation)	iOS	2048x1536	4:3
iPhone 3GS	iOS	480x320	3:2
iPhone 4, 4S, iPod touch 4	iOS	960x640	3:2
iPhone 5	iOS	1136x640	16:9
Google Nexus 7	Android	1280x800 or 1920x1200	16:10
Google Nexus 10	Android	2560x1600	16:10
Samsung Galaxy 2 7.0	Android	1024x600	16:9.4
Samsung Galaxy 2 10.1	Android	1280x800 or 1920x1200	16:10
Samsung Galaxy 3 10.1	Android	2560x1600	16:10
Samsung Galaxy Note 10.1	Android	1280x800	16:10

* Some Android tablets display “system bars” that reduce the effective display area. The presence and size of these bars varies by manufacturer, tablet orientation, and operating system version.

Single-folio apps and multi-folio apps

Digital Publishing Suite calls one issue of content a “folio.” For example, the June issue of *Martha Stewart Living* is a folio. This month’s issue of *National Geographic* is a folio. These magazine-style apps created with Digital Publishing Suite are called multi-folio apps, because the user downloads and installs a single app from the store, and then multiple folios are downloaded into the app. Multi-folio apps are ideal for periodicals, sales tools segmented by product or geography, or any time that you want related content to be housed in a single app.

You can also create single-folio apps with DPS. These are apps that contain only a single folio, and additional folios cannot be downloaded into the app. Single-folio apps are ideal for standalone content such as reports, portfolios, viewbooks, and more. Single-folio apps are supported only on the iPad.



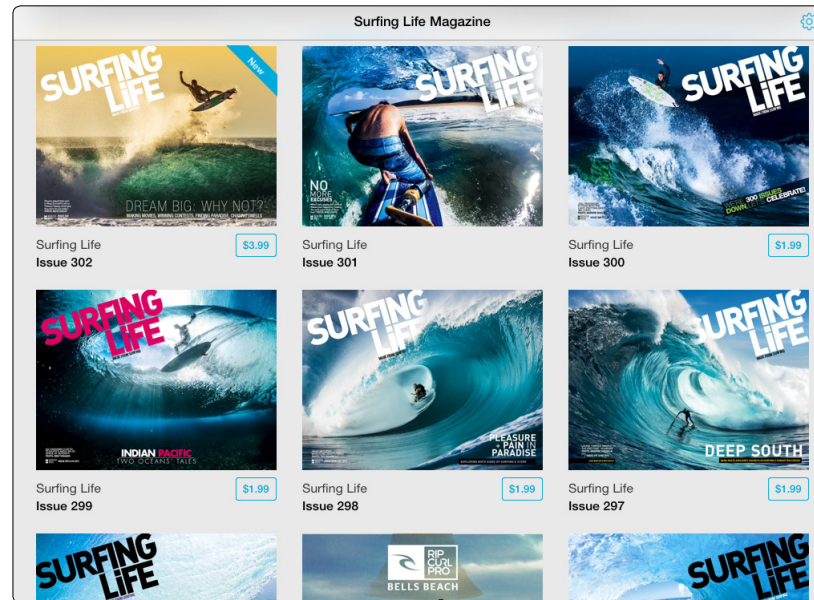
A single-folio app contains one folio that's baked into the app. A multi-folio app may contain multiple folios that are downloaded into the app over time.

Single-folio and multi-folio apps are sometimes referred to as single-issue apps and multi-issue apps. Single-folio and multi-folio are the newer, more correct terms.

When you tap an icon for a single-folio app, the app content displays immediately.



When you tap an icon for a multi-folio app for the first time, a “library” appears that displays all the folios that are available for that app.



Here’s an example. A major university wants to create the following apps with Digital Publishing Suite:

- An undergraduate viewbook, updated annually
- Viewbooks for each of three graduate schools, each updated annually
- A university alumni magazine, published four times per year
- A research magazine, published two times per year.

There are a couple of ways that the university could approach this task.

- They could create one multi-folio app called “Connect with the U” that contains all the viewbooks, magazines, and other information pieces.
- They could create four single-folio apps, one for each of the annual viewbooks. These viewbooks would be located on the App Store as separate apps and downloaded separately. Each app would have its own tablet icon. Then they could create a multi-folio app that contains all the university

magazines, or, they could create two multi-folio apps: one for the alumni magazine and one for the research magazine.

Differences between single-folio and multi-folio apps

Here are some of the practical differences between single-folio and multi-folio apps.

- Single-folio apps can only be created for iPads. Single-folio apps aren't supported on iPhone, iPod, or Android devices.
- Each time that you want to update a single-folio app, you must submit an app update to the App Store and wait for Apple to approve the update. The only way users will know that the app has been updated is if they go to the App Store and click on the "Updates" section. There they are notified of any Apps they own that have updates available.
- To update a multi-folio app with new or revised content, you upload the content to the DPS Distribution Service, click a couple of buttons, and the new content is available almost immediately. You can also opt to alert users to the new or updated content via Apple's push notification service. With push notification, the user is alerted about the new content via an icon badge, even when the app isn't running. Push notifications aren't available for Digital Publishing Suite apps on Android devices.
- Only multi-folio apps are eligible to appear in Apple's "Newsstand" category. (A free or paid subscription must also be offered.) See [Subscriptions and Apple Newsstand on page 11](#).
- Single-folio apps reside on Apple's servers, so there is no download fee associated with single-folio apps. For multi-folio apps, the app itself resides on Apple, Google, or Windows servers, but the content for each folio is downloaded from Adobe servers. Each time a user downloads a folio (makes an in-app "purchase" of free or retail content), a download fee is charged to the owner of the Digital Publishing Suite account.
- Only multi-folio apps support free or retail subscriptions.
- Multi-folio apps on iOS support social sharing via email, Facebook, and Twitter. Social sharing can be enabled in multi-folio Digital Publishing Suite apps without writing any code. Single-folio apps do not support social sharing.

	Single-folio app	Multi-folio app
Supported devices	iPad	iPad, iPhone, iPod, Android tablets
Content update process	Submit revised app to Apple. Wait for approval.	Send new or revised content to Adobe. No approval needed.
Push notifications when content updated?	No	Yes
Can app appear in Apple's Newsstand category?	No	Yes
Fee for each download?	No	Yes
Free or retail subscriptions possible?	No	Yes
Social sharing features?	No	Yes

See adobe.ly/XTo44C for further discussion of the different types of apps.

Subscriptions and Apple Newsstand

Subscriptions

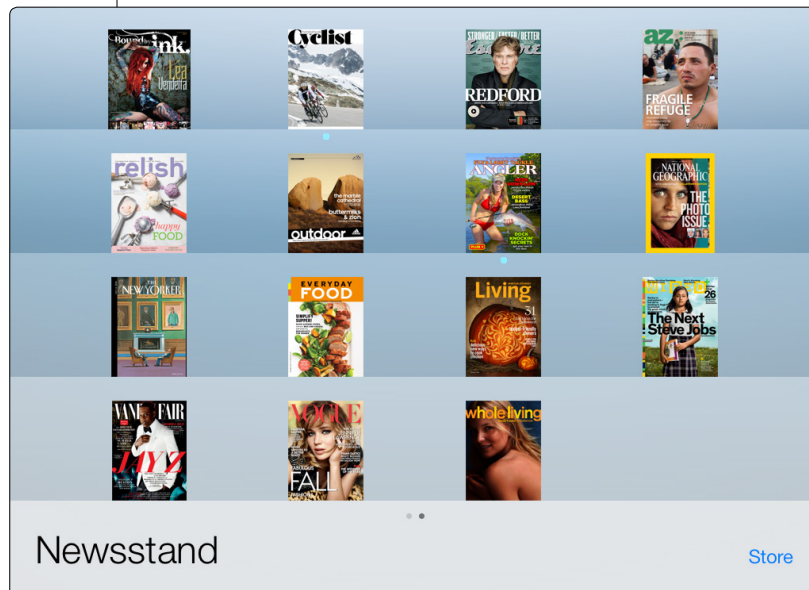
You may choose to offer subscriptions to your folio content. Subscriptions only apply to multi-folio apps. If you enable subscriptions, they can be for any duration, at any price you specify (even free). Digital Publishing Suite Professional Edition enables you to create subscriptions that are processed by Apple. Enterprise Edition enables you to set up a “custom entitlement server” to process subscriptions through your own website, or to restrict distribution of certain content to specific groups of users. See adobe.ly/XMLmYy for more information.

Apple Newsstand

If you offer subscriptions to your periodical app, either free or paid, you may choose to include your app in the Newsstand category on the Apple App Store. The app icon for a Newsstand app won't appear by itself on the screen of the user's device. Instead, a “cover image” for the app appears in the special

Newsstand icon group. Each time a new issue of your content (a new folio) is released, your cover image on Newsstand will change, and a blue dot appears below the app cover image.

To specify that you want your app to appear in Newsstand, choose the Newsstand option in DPS App Builder, and choose Newsstand during the Apple App Store submission process. Download the *Adobe iOS Publishing Companion Guide* at adobe.ly/WHR28y for more information.



Apple will only allow subscription-based periodicals that are updated at least four times per year in the Newsstand category.

App distribution

There are multiple ways to distribute apps created with Adobe Digital Publishing Suite:

- Distribute to the public via the Apple App Store, Google Play, or Windows Store. These apps are available to everyone, although the stores allow you to limit distribution to certain countries.
- Distribute privately as an iOS enterprise-signed app. An enterprise-signed app can be distributed privately within a company rather than publicly distributed on the App Store. See adobe.ly/Ycg7bC for more information. Digital Publishing Suite Enterprise Edition is required to create an enterprise-signed app. You must also enroll in the Apple iOS Developer Enterprise Program. See bit.ly/TUDLe0.

You cannot use Digital Publishing Suite to create apps that you deploy to the public on your own public web server.

Digital Publishing Suite Dashboard

The Dashboard is the nerve center of your production and publishing workflow. You can access the dashboard at digitalpublishing.acrobat.com.

Publishing Services

After you've created and previewed your content in Adobe InDesign®, use these Digital Publishing Suite services to publish an app to tablet devices. The **Folio Producer Service** allows you to perform final production tasks, while **DPS App Builder** allows you to create a branded app for submission to marketplaces. Through the **Analytics Service** you have insight into the performance of your app's content, and in the **Account Administration** panel you can grant access to Digital Publishing Suite to other users in your company, as well as configure analytics reporting. Please note that access to some of these services may depend on your account permissions.

Account Information

View fulfillment downloads for your account.

Digital Publishing Suite

DASHBOARD

PUBLISHING TOOLS

- Folio Producer
- DPS App Builder for Mac
- Analytics
- Analytics Beta
- Account Administration
- Get DPS Tools
- Notifications

DO EVEN MORE WITH...

Fulfillments Available: 72687
[Consolidated Fulfillment Report →](#)
[Balance Report →](#)
[Learn more →](#)

Need Additional Fulfillments?
 Purchase a serial number for a Fulfillment Bundle through the Adobe Store:
[Purchase More Fulfillments →](#)
[Activate Fulfillment Serial Number →](#)
 Or contact your Adobe sales representative, your reseller, or by ordering directly through the Adobe Store.

Enterprise Edition
 Drive greater digital engagement and readership with this customizable solution.
[Learn More →](#)

WELCOME

Meet the Future of Publishing

You're on the way to transforming your content into an engaging and interactive tablet experience. Whether you want to publish a brochure or a magazine, don't wait any longer to get started.

Here's how it's done:

STEP 1 Prepare
 Install everything you'll need to make the design and publishing processes as seamless as possible.
[Learn more →](#)

STEP 2 Design
 Using Adobe® InDesign®, build from scratch or convert your existing design into engaging, interactive content.
[Learn more →](#)

STEP 3 Publish
 Organize and manage your content and create your final application for publishing.
[Learn more →](#)

STEP 4 Sell
 Expand your reach by selling your content through app marketplaces and drive greater digital readership.
[Learn more →](#)

STEP 5 Analyze
 Better understand what readers are consuming with your applications.
[Learn more →](#)

LEARNING RESOURCES

- [Digital Publishing Suite Help](#)
View overview topics and detailed instructions.
- [Digital Publishing Support Forums](#)
Share information with other DPS members.
- [Contact Support & Manage Gold Contract](#)
View information about contacting technical support.

ADDITIONAL RESOURCES

- [Adobe TV Videos](#)
Watch instructional videos about digital publishing.
- [Digital Publishing Gallery](#)
View publications created using Digital Publishing Suite.
- [Companion Guides for Submitting iOS Applications to Apple](#)
Create required files for Apple submission process.

Introductory Video

Get an overview of the publishing and production process in this short introductory video.

Learning Resources

Get access to help, user forums, and support contacts in the Learning Resources pod.

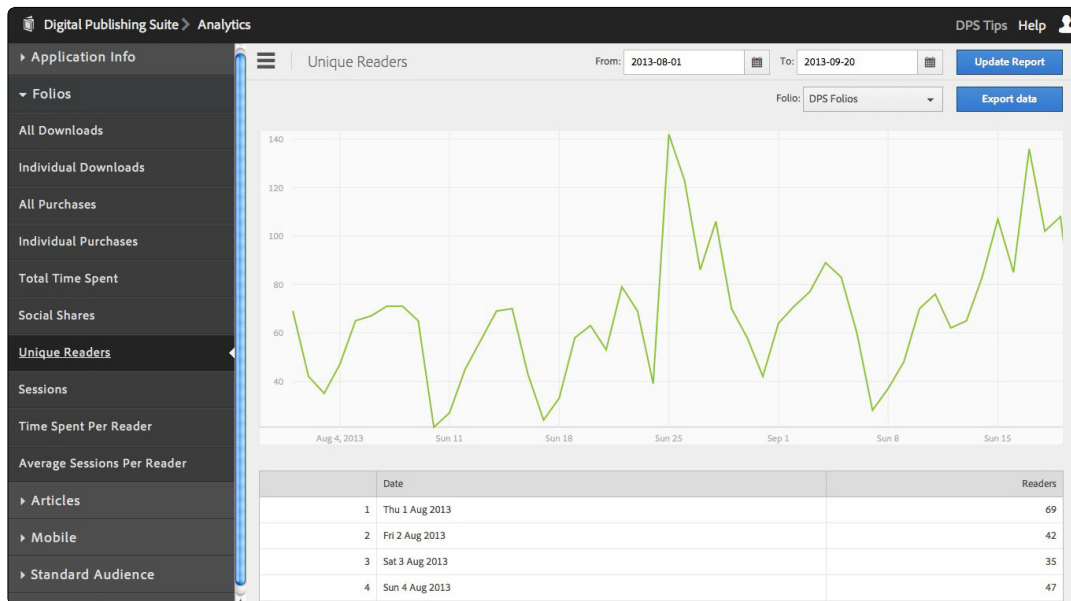
Additional Resources

View training videos on Adobe TV, get inspired in the Digital Publishing Gallery, and download additional documentation.

Analytics

The Enterprise Edition and Professional Edition both include analytics capabilities. These analytics, available through the Digital Publishing Suite Dashboard at digitalpublishing.adobe.com, allow you to track such things as the number of times an individual folio is opened, which articles were viewed most often, which videos were played the most, how many times each advertisement was viewed, and more.

If you want more advanced analytics, you can purchase and configure the Adobe Analytics solution (part of the Adobe Marketing Cloud), which enables you to view more detailed information about user behavior.



See adobe.ly/127prCj for more information about using Digital Publishing Suite analytics.

Digital Publishing Suite Getting Started Guide

Account setup and configuration

Understanding IDs, accounts, and roles

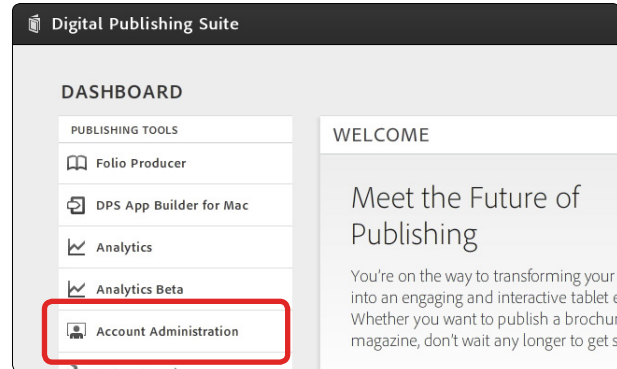
About Adobe IDs

Anyone can create a free Adobe ID at adobe.ly/WZOmEk. Each Adobe ID must be associated with a unique, verified email address. You can only have one Adobe ID per email address. However, an individual or company can have as many Adobe IDs as they need, as long as they can provide a unique, verified email address for each Adobe ID.

Accounts and roles

When you become a Digital Publishing Suite Enterprise or Professional customer, one Adobe ID from your company is assigned as the **Master account**. This Adobe ID cannot be removed or edited. This Master account can then be used to set up and configure other accounts as “delegates,” assigning different “roles” to each account.

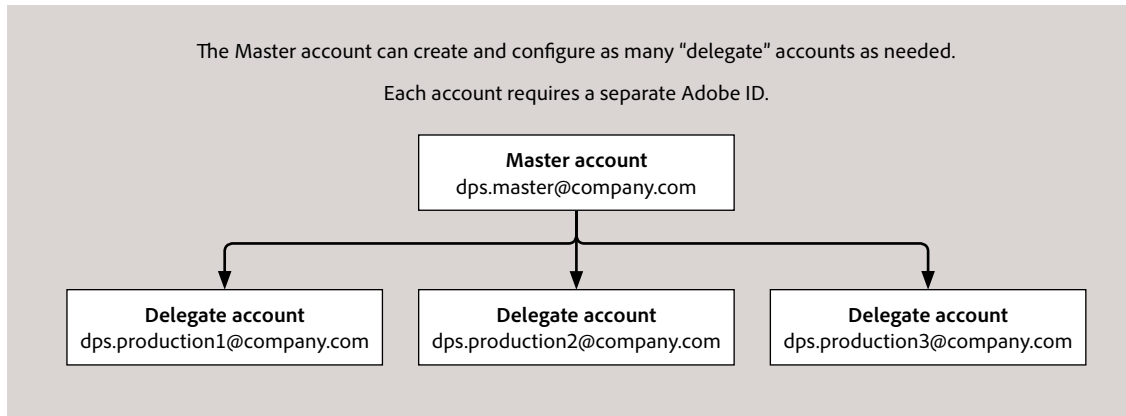
The Account Administration tool is used to set up and configure accounts, and to assign roles to these accounts. You can access the Account Administration tool from the Digital Publishing Suite Dashboard at digitalpublishing.acrobat.com. See adobe.ly/12Gjixi for instructions on how to use the Account Administration tool.



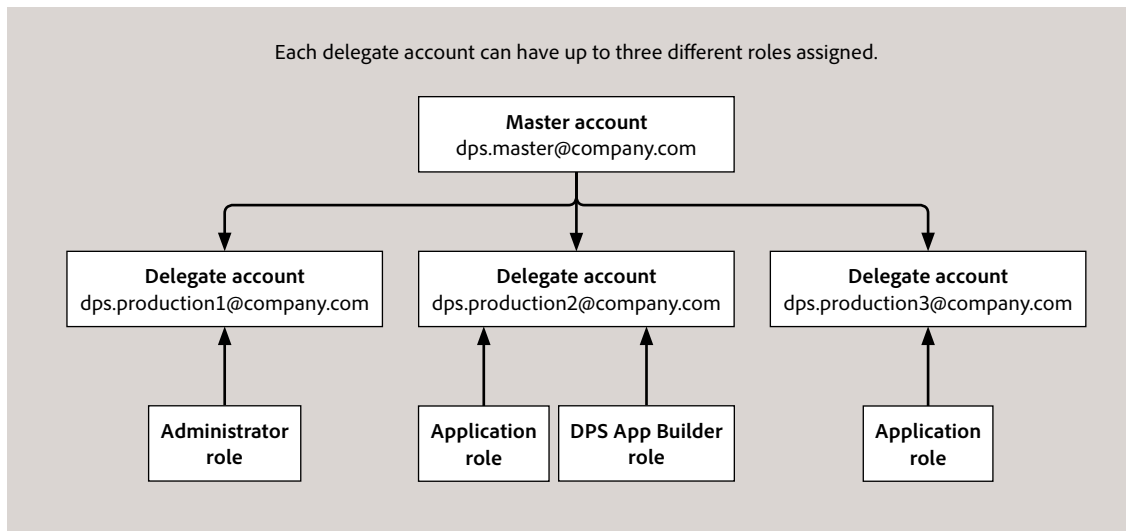
For a number of very important reasons, don't use an Adobe ID that is tied to an individual's email address to create a Digital Publishing Suite master or delegate account. Instead, create a special, dedicated email address and Adobe ID for each app. For example, dps.master@company.com and dps.appname@company.com. Note that this must be a “real” email address that you can check for incoming messages.

The process of setting up accounts and assigning roles to these accounts is sometimes referred to as account “provisioning.”

The Master account (and subsequently, any account that is assigned the Administrator role) can set up and configure as many different delegate accounts as desired. Each of these delegate accounts must use a unique Adobe ID.



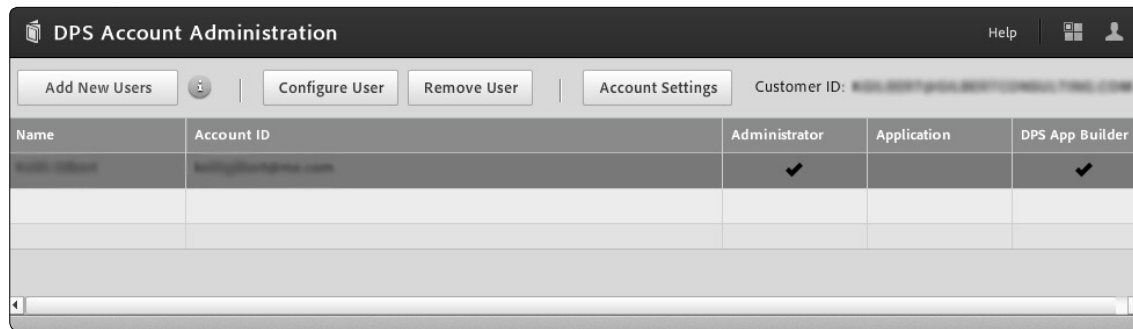
Each account can have up to three different "roles" assigned to it. The three roles are: Administrator, Application, and DPS App Builder.



Each of these roles has a different set of capabilities.

- The Master account is automatically assigned the **Administrator role**. But you can also assign the Administrator role to other accounts. An account that is assigned the Administrator role can use the Account Administration tool to add new delegate accounts and assign roles to those accounts. The Administrator role can configure and edit the various settings for each Application account, such as web viewer settings, fulfillment limits, and paywall thresholds. Unlike the Master account, an account assigned the Administrator role cannot delete other accounts.
- An account that is assigned the **Application role** allows the user to log in to the Folio Builder panel and create content for a specific app, and use the Digital Publishing Suite Dashboard to publish folios to a specific app and to view analytics reports for that app.
- An account that is assigned the **DPS App Builder role** can create or edit single-folio or multi-folio apps for any application under the Master account.
- An account that is not assigned any of the three roles is called a **Designer account**. Designer accounts can log in to the Folio Builder panel and create content for multiple apps. Even though Designer accounts are not assigned any roles, they should be created by the Master or an Administrator account through the Account Administration tool.

Name	Role	Example Email
Master account	Sets up other accounts. Deletes accounts.	dps.master@company.com
Administrator account	Sets up other accounts.	dps.admin@company.com
Application account	Owns an individual app and its content. Uses a new email address for each app.	dps.appname@company.com
DPS App Builder account	Can build an app for any application under the Master account.	dps.appbuilder@company.com
Designer account	Can contribute content to multiple apps.	dps.designer@company.com



The Account Administration tool, with a single account that is assigned the Administrator and DPS App Builder roles.

Examples

A number of factors will influence how you set up your accounts and assign roles to these accounts, including:

- The size of your company
- The number of people in your company involved with creating Digital Publishing Suite apps
- The number of different Digital Publishing Suite apps you will create
- The security procedures in place in your company
- How geographically dispersed your company is
- Whether or not you will be creating Digital Publishing Suite apps on behalf of or in conjunction with customers.

Here are a few examples of how accounts can be set up.

Example 1: A small company with a single app

Acme Publishing is a small company that creates only one app called “Widgets Today.” A single individual is in charge of the entire Digital Publishing Suite process, from designing the app content in InDesign to building the app and submitting it to the various app stores for approval. In this scenario, you could create a single email address, *widgetstoday@acmepub.com*, and create an Adobe ID for that email address. Then, using the Master Account, create a delegate account with this Adobe ID and assign all three roles to this single Adobe ID: Administrator, Application, and DPS App Builder.

Example 2: A medium-sized company with multiple apps

CookToday is a medium-sized company that creates three multi-folio cooking magazine apps, one for grill cooking, one for creole cooking, and so on. You could use the Master account to create one Administrator account for creating and configuring all the CookToday apps. Then you would create an Application account for building the content for each app. And finally, you would create a single DPS App Builder account for building all the apps. The email addresses might look like this:

- Administrator account: *dps.admin@cooktoday.com*
- Application accounts: *dps.grillcooking@cooktoday.com*, *dps.creolecooking@cooktoday.com*, *dps.frenchcooking@cooktoday.com*
- DPS App Builder account: *dps.builder@cooktoday.com*

Example 3: A large enterprise with multiple sites and many apps

PubCorp is a large company that creates dozens of multi-folio apps. You could use the Master account to create several Administrator accounts. Each Administrator account would be responsible for managing multiple apps in a particular category. Each Administrator account would create application accounts and Digital Publishing Suite App Builder accounts as needed for building the content for each app that is managed by that account. The email addresses might look like this:

- Administrator accounts: *dps.food.admin@pubcorp.com*, *dps.lifestyle.admin@pubcorp.com*, *dps.fashion.admin@pubcorp.com*
- One DPS App Builder Account for each category: *dps.food.builder@pubcorp.com*, *dps.lifestyle.builder@pubcorp.com*, *dps.fashion.builder@pubcorp.com*
- Application accounts managed by *dps.food.admin@pubcorp.com*: *dps.eatingout@pubcorp.com*, *dps.easyrecipes@pubcorp.com*
- Application accounts managed by *dps.lifestyle.admin@pubcorp.com*: *dps.sailing@pubcorp.com*, *dps.biking@pubcorp.com*, *dps.lakecabin@pubcorp.com*
- Application accounts managed by *dps.fashion.admin@pubcorp.com*: *dps.suitesandties@pubcorp.com*, *dps.shoes@pubcorp.com*, *dps.makeup@pubcorp.com*

Best practices for Adobe IDs, accounts, and roles

- Only use the Master account to create Administrator, Application and DPS App Builder accounts. Do not build content with the Master account.

When used with Digital Publishing Suite, Adobe IDs are about roles, not individual people. Multiple people may use the same Adobe ID assigned to an Application role to create content for an individual app.

- Don't use Adobe IDs that are tied to an individual's email address for creating Digital Publishing Suite accounts. Instead, create dedicated email addresses and Adobe IDs for each account.
- Once you sign in to the Digital Publishing Suite Dashboard at digitalpublishing.adobe.com with an Adobe ID and agree to the terms and conditions, that Adobe ID is considered “verified” to work with Digital Publishing Suite. You can't create a delegate account from an Adobe ID that is already verified to work with Digital Publishing Suite.
- A single Adobe ID cannot be a delegate of multiple Master accounts.
- A single Adobe ID may be assigned multiple roles. For example, a single Adobe ID can be assigned both the Application and DPS App Builder roles.
- You can change the email address that is associated with an Adobe ID, if necessary. See adobe.ly/156hzAW for instructions.
- You can copy an article created with one Adobe ID (for example, Adobe ID one) to a folio created with a different Adobe ID (Adobe ID two). The owner of the folio (Adobe ID two) would first share the folio with Adobe ID one. See adobe.ly/ZqzQ7A for details. Then Adobe ID one would select the article in the Folio Builder panel and choose the Copy To command in the Folio Builder panel menu to copy the article to the shared folio. See adobe.ly/Z1KuiY.

What if my company cannot create dedicated email addresses for DPS?

Ideally, you would set up dedicated email addresses using your company's domain for each account that will be using Digital Publishing Suite. However, in some corporate structures, this can be difficult or impossible to accomplish. Here are three possible workarounds.

1. Create an email alias, and then create an Adobe ID using that alias. An email alias is simply a forwarding email address. Email sent to it forwards to a different email address. For example, you could set up a dps.grillcooking@cooktoday.com email alias that forwards all email sent to it to john.smith@cooktoday.com.
2. You may have the ability to set up an email distribution list at your company. If so, create a new email distribution list that forwards to an individual's email address. Then create an Adobe ID using the email address for the distribution list.
3. Create an email address using an external email service such as Gmail, and then create an Adobe ID using the new email address.

You cannot use a “fake” email address to create an Adobe ID. Adobe IDs are “verified” by sending a confirmation email to the email address. This requires the user to click a link in the email to verify the address. So real, functioning email addresses must be used to create Adobe IDs.

Installing and updating the DPS Desktop Tools

The DPS Desktop Tools consist of InDesign plug-ins and the Desktop Viewer. As Adobe updates Digital Publishing Suite, you will need to occasionally update these tools. There are three ways to do this.

- In InDesign, choose Help > Updates, and update DPS Desktop Tools.
- If you are prompted by the Folio Builder panel to install a new update, follow the link in the Folio Builder panel to install the update.
- Download the DPS Desktop Tools installer from adobe.ly/15tNniD (Mac) or adobe.ly/105pheC (Windows®) and run the installer.

See adobe.ly/15OObhZ for detailed installation instructions and links to DPS tools for InDesign CS6 and InDesign CC.

If you don't have the necessary permissions to install updates on your computer, or if your corporate firewall blocks access to updates, you will need to contact your IT department to gain access to these updates.

Digital Publishing Suite Getting Started Guide

Creating your first folio

Workflow

All the content for a single-folio app or each issue of a multi-folio app is called a “folio.” A general workflow to create your first folio using InDesign and Digital Publishing Suite is as follows.

1. Determine how you are going to divide your app into logical parts. This will determine how many separate InDesign files you will create.
2. Use InDesign to create the content for one or more parts of the app.
3. Create a new folio for your app content.
4. Create an “article” for each of the InDesign files you’ve created.
5. Preview the folio on your mobile device.
6. Make changes to the content of articles, update the articles and folio, and preview the changes on your mobile device.

All of these steps are done entirely in InDesign, using the Digital Publishing plug-in for InDesign.

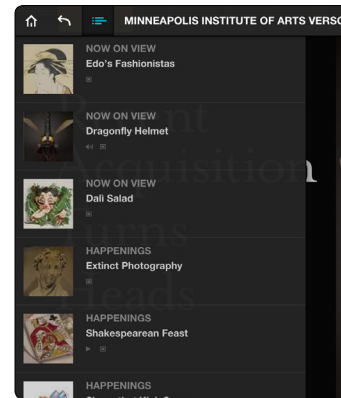
Creating content

An app created with Digital Publishing Suite typically consists of multiple “articles” of content. Articles help users find their way through your content. Articles may be actual articles in a digital magazine, sections in a report, product categories in a catalog, or whatever arbitrary divisions you wish. A separate InDesign file is required for each individual article. A typical app will consist of numerous InDesign files.

There are three reasons to separate your content into multiple articles:

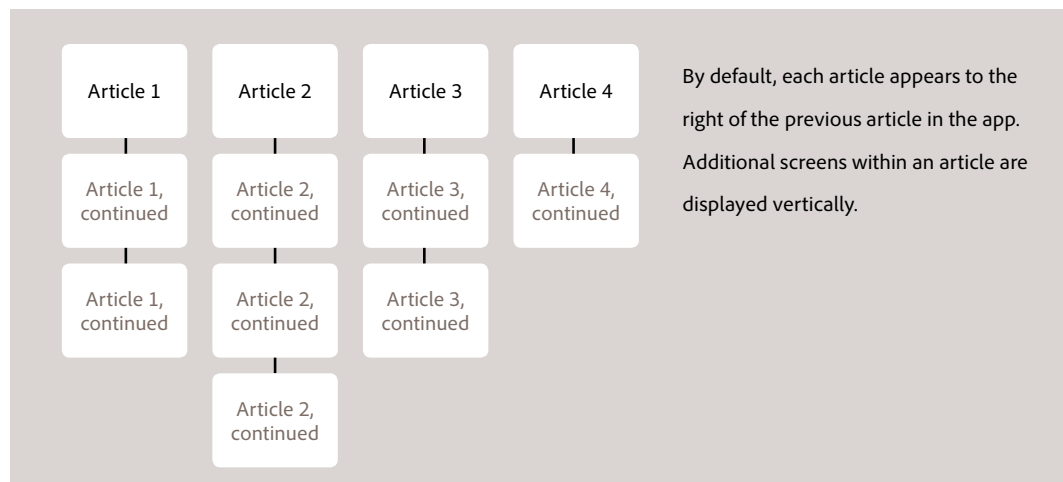
1. Automatic table of contents generation. Digital Publishing Suite automatically generates a table of contents entry for each article. If you choose, an article can be hidden from the table of contents.

The automatic table of contents created
by Digital Publishing Suite.

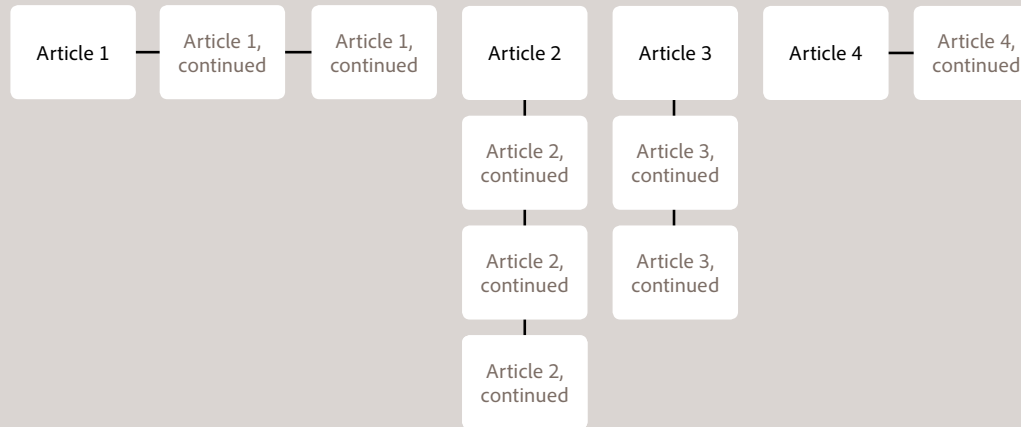


A separate InDesign file is required for each individual article. A typical app will consist of numerous InDesign files.

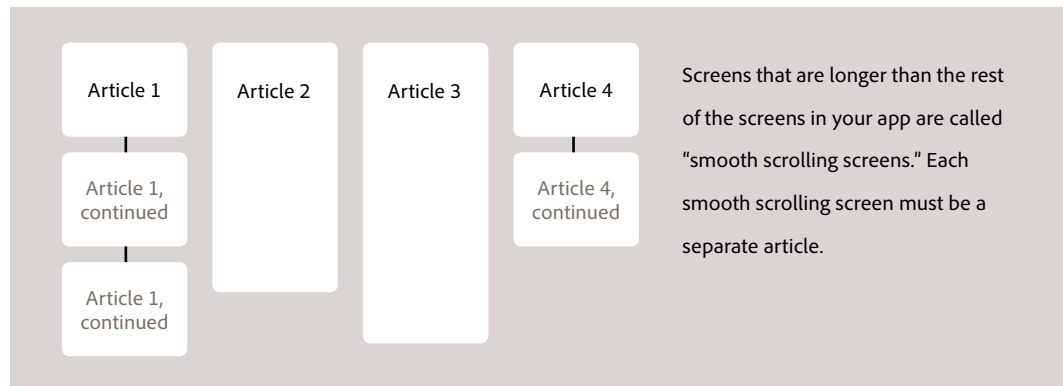
2. Arrangement of screens in the app, vertically or horizontally.



As an alternative, you may specify that all the pages of an individual article are displayed horizontally.



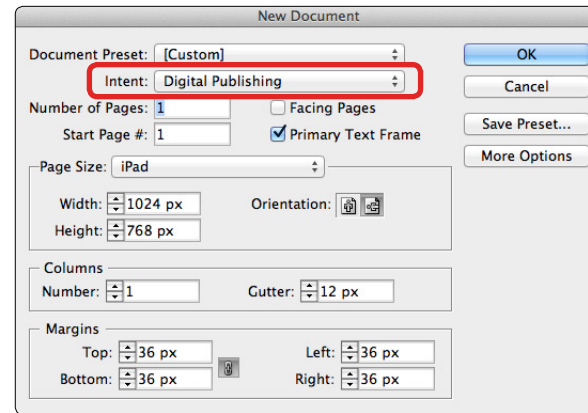
3. To create “smooth scrolling” screens.



Basic considerations for screen design

Designing an InDesign layout for an article is just like doing print design, but many of the constraints of print design are removed. For example, you don’t need to worry about bleed, color trapping, or complex transparency issues. However, there are a few things to think about that are unique to screen design.

- When you create a new InDesign file, choose Digital Publishing for the Intent. This will set the measurement system to pixels, default to iPad for the page size (you can change this), set the Transparency Blend Space to RGB, and create default RGB color swatches.



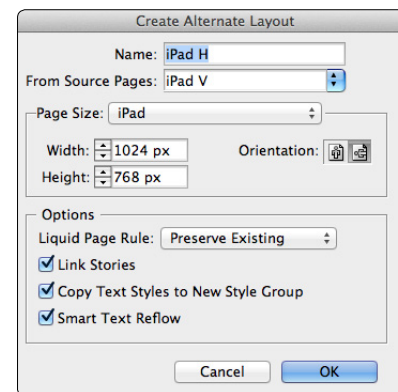
- If you are designing for the iPad, you will most likely begin by designing for 1024x768 pixel resolution, even when targeting iPads with Retina display support. For more information about page size, see adobe.ly/VzHOZz and adobe.ly/WMvfdN.
- You will find when designing at this page size that your notion of “normal” type sizes is completely wrong. In print projects, 10–12 point body text is very common, but at a page size of 1024x768 pixels, 18–20 point body text is very common.
- While PSD and AI are the file formats that work best for images and artwork in InDesign, you can include images of any file type that InDesign can handle in your Digital Publishing Suite project. Likewise, don’t worry about downsampling images. Go ahead and use high-resolution imagery. Digital Publishing Suite will take care of downsampling the images to the appropriate resolution. The exception is three types of interactive objects: image sequences, pan & zoom images, and panoramas. Images used in these types of interactive elements must be saved as JPEG or PNG images at the appropriate resolution. Also, video content and progressive audio icons must be created at the specific resolution at which they will be used. See adobe.ly/14Aobq1 for more details.
- RGB images will provide the richest, most vibrant colors on tablets. However, if your images are already in CMYK format and you no longer have RGB versions of the images, there is no benefit to converting them back to RGB. Using the CMYK images will work fine.
- If you include vector artwork from Adobe Illustrator® in your layout, the artwork will be rendered at the appropriate resolution for the device you are targeting.

Designing screens for iPad apps is much like print design. But many of the constraints of print design are removed. For example, you don’t need to worry about bleed, trapping, or transparency issues.

Optional: Creating an alternate layout

Digital Publishing Suite folios can be vertical orientation only, horizontal orientation only, or dual orientation. Once you have created a horizontal or vertical orientation layout in InDesign, you can use the InDesign Alternate Layout feature to create content for the other orientation, if desired. Follow the steps below to create a vertical orientation layout from a horizontal orientation layout. The steps are similar for creating a horizontal orientation layout from a vertical orientation layout.

1. Open the vertical orientation layout that you've created.
2. Choose Layout > Create Alternate Layout.
3. Enter the page size and orientation for the new layout, and click OK. In the Options section, you can specify Liquid Page Rules (which can help automatically adapt content from the vertical orientation layout), choose to link stories between the two layouts so that text edits made to the first layout automatically update in the second layout, and more.



4. The Pages panel will now display the pages from each layout side by side. All of the content from the vertical layout will be duplicated in the horizontal layout, ready for you to finish designing the horizontal layout.



*Here are some links
to documentation
and help for creating
alternate layouts:*

adobe.ly/XGNgg5

adobe.ly/W0oFDn

adobe.ly/PFfzKt

adobe.ly/PFg47g

adobe.ly/PFg1sj

adobe.ly/PFg2w4

adobe.ly/PFfYfQ

Creating a new folio

You will need the Folio Builder panel on your screen to create a folio. You can find this panel in Window > Folio Builder. You will also need the Folio Overlays panel, located in Window > Folio Overlays.

Offline vs. online folios

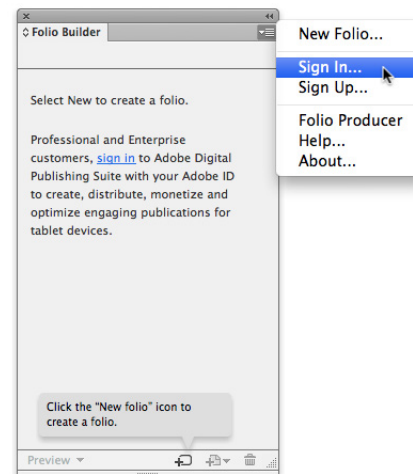
Before you create your folio, you will need to decide whether to create an offline folio or an online folio. An offline folio provides an easy way to do a very fast preview on a tablet that is tethered to your computer via a USB cable. Offline folios cannot be shared with others.

An online folio resides on Adobe servers (the Folio Producer Service). Each time you make a change to local content, that content is updated to the Folio Producer Service, so that multiple participants can sign in to their tablets to view the folio. This allows for collaboration and approval while a folio is being completed.

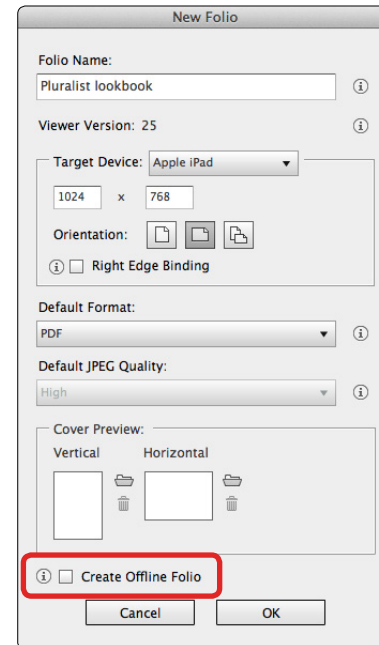
An offline folio can be uploaded to the Folio Producer Service at any time. But an online folio cannot be reverted to an offline folio. So, depending on your workflow, you may wish to begin with an offline folio, and when your project gets to a point where collaboration is required, then you can promote the folio to an online folio.

To create an online folio

1. Choose Sign In from the Folio Builder panel menu.
2. Enter an Adobe ID. Typically, you would use an Adobe ID that has an Application role and will be used to create all content for that specific app, or an Adobe ID set up as a Designer account. See *Understanding IDs, accounts, and roles on page 16* for more information about Adobe IDs and accounts.



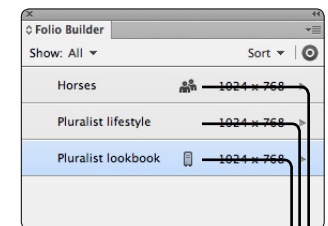
3. Choose New Folio from the Folio Builder panel menu.
4. Fill in the New Folio dialog box with the appropriate settings. See adobe.ly/Vz9VrS for detailed information about Viewer Version, Target Device, Orientation, Default Format, and more. Be sure to select vertical orientation, horizontal orientation, or dual orientation, depending on your requirements. Select the Create Offline Folio option if you want to create an offline folio; otherwise, the folio will be an online folio.



5. Click the OK button.

Now that you've created a folio, you are ready to create articles and add them to the folio.

When you are signed in to the Folio Builder panel, you can tell whether a folio is online or offline by the icon displayed to the right of the folio name.

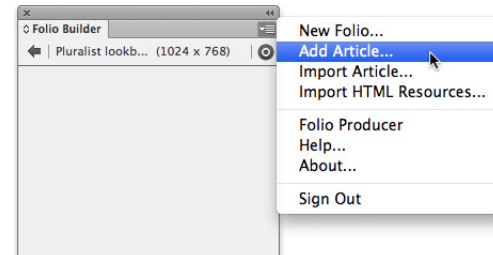


offline folio
online folio, not shared
online folio, shared

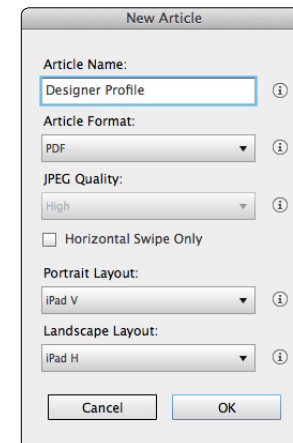
Creating articles

Once you have created content in an InDesign file and created a folio, you are ready to create an article.
To do this:

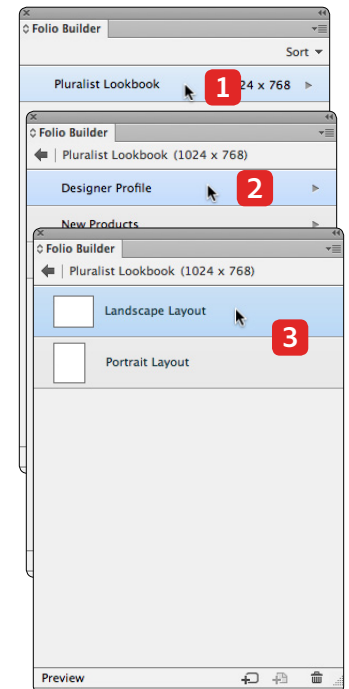
1. Open the InDesign file that contains your article content.
2. Choose Add Article from the Folio Builder panel menu.



3. Fill in the article name and other options, and click the OK button. See adobe.ly/WKqrJ5 for information about the options in the New Article dialog box.
4. You will see the article added to your folio in the Folio Builder panel. If you added an InDesign file that contained both a vertical and horizontal orientation as alternate layouts, both layouts are added to the article.
5. Repeat the steps above for each InDesign file and article you need to create.



See adobe.ly/WKqrJ5 for more information about creating articles.



To confirm that an article contains multiple layouts, do the following:
In the Folio Builder panel, double-click on the folio, **1** and then on the article, **2** to see the layouts in the article **3**.

Previewing your work

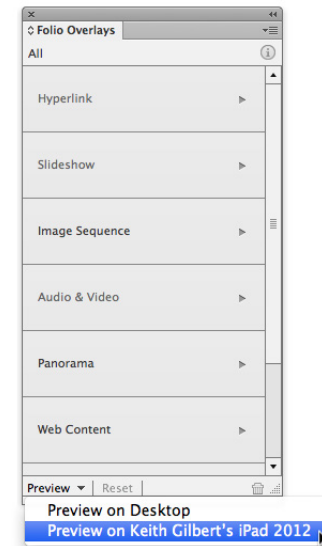
To preview your work on your tablet, you will first need to download and install the latest version of Adobe Content Viewer for your tablet from the Apple App Store, Android Appstore, or Google Play. Adobe Content Viewer is used to preview folio content as the content is being developed.

Offline preview of a single InDesign file

You can do a quick offline preview of the InDesign file you are working on at any time. Just connect your tablet to your computer via a USB cable. Next, launch Adobe Content Viewer on the tablet. Then choose Preview on [device name] from the bottom of the Folio Overlays panel. This is only available on Mac computers with iPads and iPhones, and on Mac or Windows computers with Android tablets.

For offline preview to work, the tablet must be connected to your computer with a USB cable, Adobe Content Viewer must be running on the tablet, and the tablet must be awake.

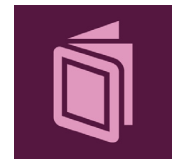
You can also preview the InDesign file you are working on using the desktop previewer. Just choose Preview on Desktop in the Preview pop-up menu at the bottom of the Folio Overlays panel.



Online preview

If you have created an online folio, you can preview the folio wirelessly on your tablet. Just launch Adobe Content Viewer on your tablet. Tap Sign In in the upper left corner of the Library screen. Enter the same Adobe ID and password that you used to sign in to Folio Builder. Your folio should display in the Library view of Content Viewer.

See adobe.ly/11DIBRC for more information about previewing articles and folios.



Find the Adobe Content Viewer app here:

iTunes:

bit.ly/Xbwwfu

Android Appstore:

amzn.to/14Aqycq

Google Play:

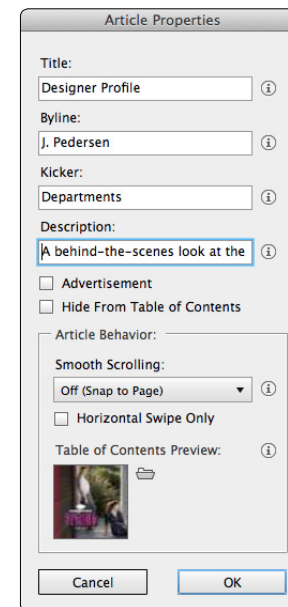
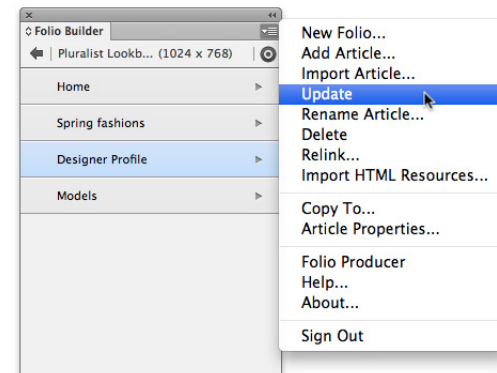
bit.ly/12nNDAX

Editing articles and folios

Making changes to an article

There are two types of changes that you might need to make to individual articles.

1. You may need to change the design or content of the InDesign file associated with an article. Each time you do this, you must select the associated article in the Folio Builder panel menu, and choose Update.
2. Various text attributes such as Title and Description, otherwise know as “metadata”, can be assigned to each article. This metadata then appears in the table of contents and the “browse mode” that is automatically built into each Digital Publishing Suite app. To change this metadata or other article properties, select an article in the Folio Builder panel, and choose Properties from the Folio Builder panel menu. See adobe.ly/UT1fzu for a detailed explanation on the use of each of these properties.



Making changes to a folio

Use the Folio Builder panel to add articles, remove articles, or change the order of articles in the folio. If you need to change the properties of a folio, such as the folio name, the version, or the preview images, choose Folio Properties from the Folio Builder panel menu.

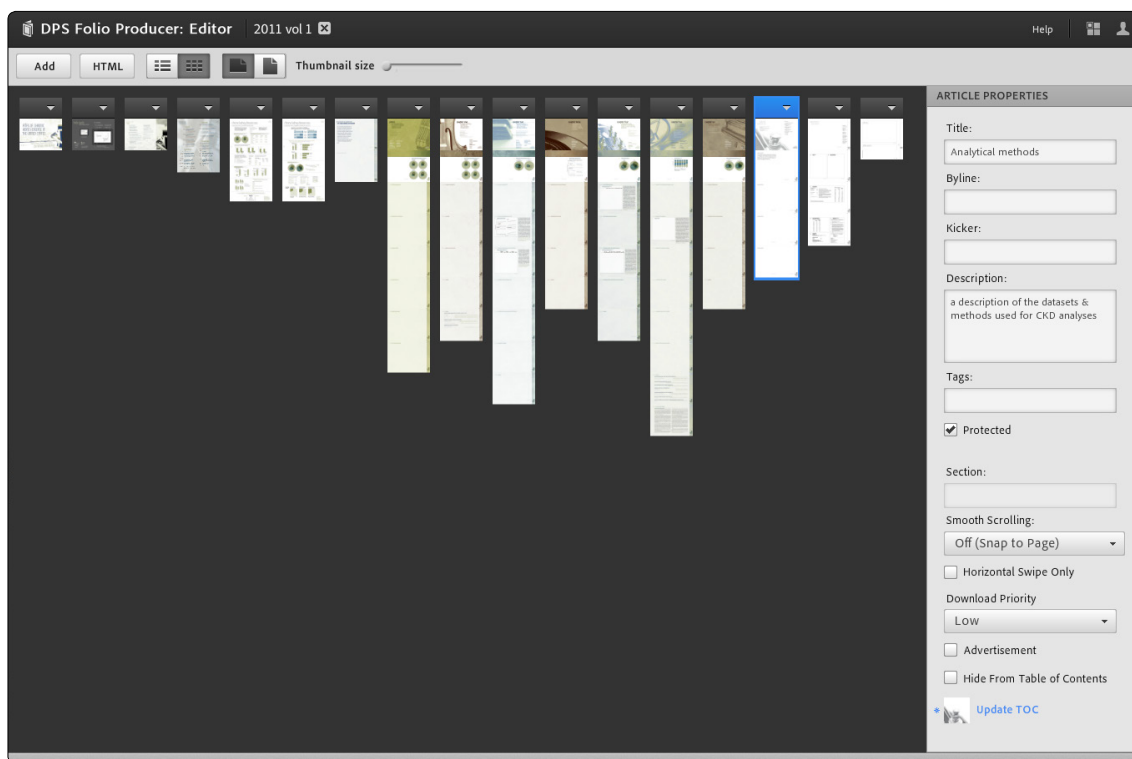
To change a folio from an offline folio to an online folio, select the folio in the Folio Builder panel and choose Upload To Folio Producer from the Folio Panel menu.

See adobe.ly/Vz9VrS for more information about editing folio properties.

Using the Folio Producer Service

The Folio Producer Service is an alternate way to make changes to article and folio metadata, or to make changes to a folio. To access this web-hosted service, go to digitalpublishing.acrobat.com. Sign in with the same Adobe ID used to log in to the Folio Builder panel in InDesign. Then click on Folio Producer in the list of Publishing Tools in the upper left corner.

You will see a list of all the folios that you have created. Click on the folio you want to edit, and click the Open button. Once you've opened the folio, you'll be able to change the order of articles, copy and delete articles, edit article metadata, and more.



See adobe.ly/VnwTro for more information about using the Folio Producer Service.

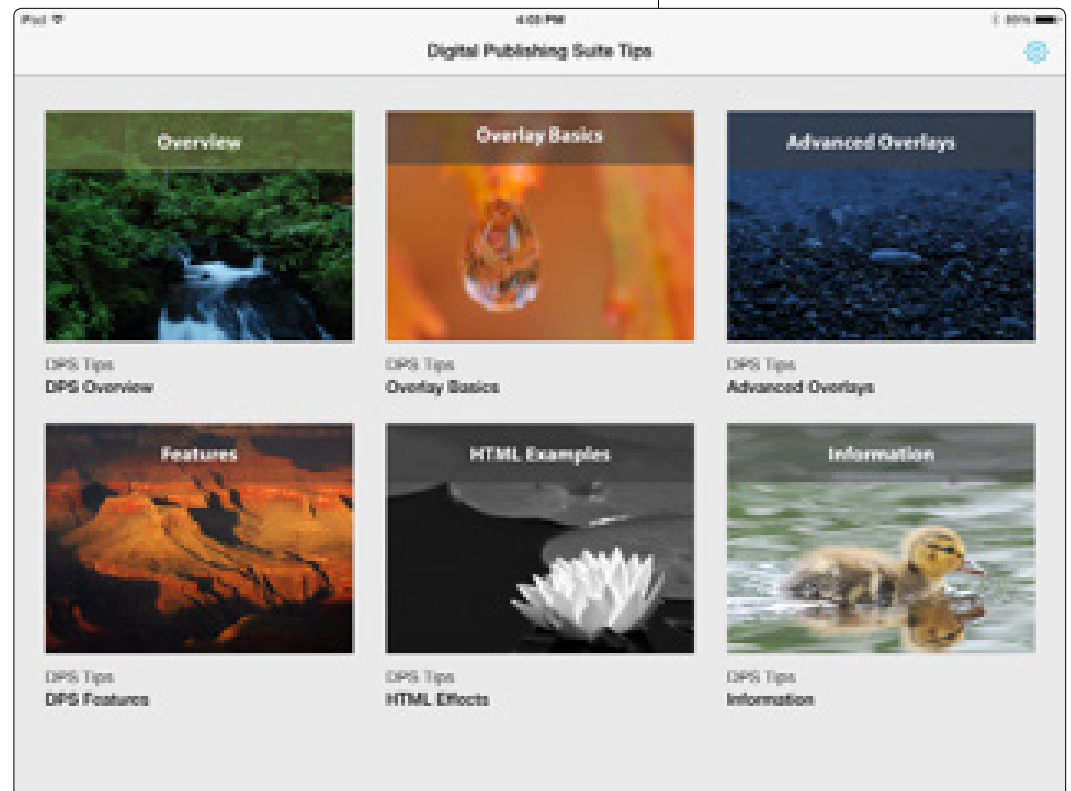
Digital Publishing Suite Getting Started Guide

Adding interactivity and media

Introduction

Tablet apps may contain all kinds of rich media and user interaction. Digital Publishing Suite allows designers to easily include media and interactive elements in apps, no programming needed. The following pages will introduce you to some interactive concepts, help you understand what types of interactivity are possible with Digital Publishing Suite, and provide links to resources for further investigation and learning.

A great resource for learning how to add interactivity and media to Digital Publishing Suite projects is the *DPS Tips* app, available from the Apple App Store at bit.ly/14PmgPx, Google Play at bit.ly/XIDLQr, and the Windows Store at bit.ly/1loitQU. You can also access much of the content of the app with a desktop web browser at adobe.ly/Yi9aDe. This app contains not only clear examples of each type of interactivity, but also step-by-step instructions on how to create different types of interactive elements.



Setting up your workspace

One of the most important steps in understanding how to add media and interactivity to your Digital Publishing Suite apps is to configure your InDesign workspace so that the features you need are front and center and easily accessible. Perhaps more important, you will want to hide panels that don't apply to a Digital Publishing Suite workflow.

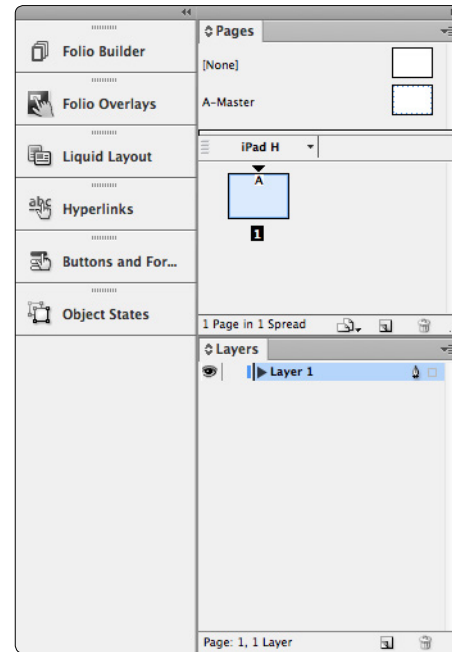
Panels that you will want on your screen when creating Digital Publishing Suite apps:

- Window > Folio Builder
- Window > Folio Overlays
- Window > Interactive > Buttons and Forms
- Window > Interactive > Hyperlinks
- Window > Interactive > Liquid Layout
- Window > Interactive > Object States

Panels that don't apply to a Digital Publishing Suite workflow, so you can remove them from your screen:

- Window > Interactive > Animation
- Window > Interactive > Bookmarks
- Window > Interactive > Page Transitions
- Window > Interactive > SWF Preview
- Window > Interactive > Timing

You cannot use any of the features of these panels when creating Digital Publishing Suite apps. These panels are for creating other types of interactive digital documents, such as interactive PDF and SWF files.



One possible panel configuration for a Digital Publishing Suite workflow

Interactive building blocks

Digital Publishing Suite features nine “building blocks” for interactivity and media that can be combined in many interesting ways. Once you master these nine building blocks, you will be able to create user interaction that ranges from very simple to quite complex.

Slideshows (multi-state objects)

Multi-state objects that are controlled by buttons are the most often used elements for creating interactivity in a Digital Publishing Suite app.

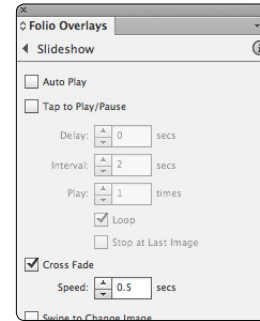
To create a simple multi-state object:

- 1 Place three images stacked on top of each other on your screen.
- 2 Select them all and choose New State from the Object States panel menu.
- 3 This will turn the three objects into a single element that has three states, each of which can be viewed individually.

The diagram illustrates the process of creating a multi-state object in three steps:

- Step 1:** Three images (a sailboat, a church dome, and a sailboat) are stacked on top of each other on the screen.
- Step 2:** The three images are selected, and the 'New State' option is chosen from the 'Object States' panel menu.
- Step 3:** The three images are now part of a single multi-state object. The 'Object States' panel shows the object name 'Multi-state 1' and three states: State 1 (sailboat), State 2 (church dome), and State 3 (sailboat). The 'All states selected' button is visible at the bottom.

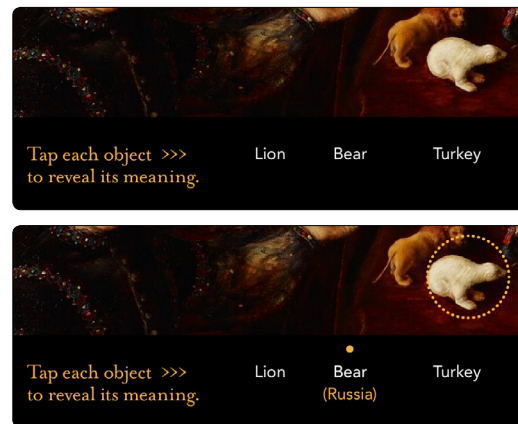
When you select a multi-state object, the Folio Overlays panel displays various options for a slideshow. These options are very useful, even if the multi-state object isn't being used as a typical slideshow.



Combining multi-state objects with buttons makes interesting interactivity possible. You can create a button to advance from one state to the next sequentially through a multi-state object, or to jump directly to a particular state. This adds tremendous power and creates interactive effects as shown below.



In the example above, a "reveal" button (the circled "i") makes a caption appear. The caption is a multi-state object with two states. One state contains the caption and the "hide" button. The other state contains just the reveal button.



In the example above, a more complex multi-state object and button arrangement is used to selectively highlight portions of a painting.

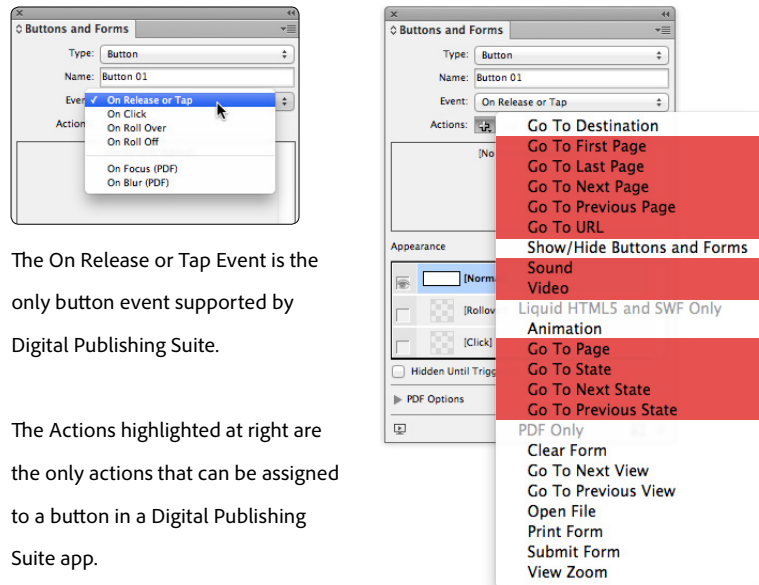
See adobe.ly/UtzFGy for more information about how to create multi-state objects.

Buttons

The Buttons and Forms panel can be used to create buttons that bring the user to a different screen in the app, go to a web URL, send an email, or go to a particular state in a multi-state object. Only some of the

Interactive elements in a Digital Publishing Suite app are often referred to as "overlays." This is because interactive content always appears above or "over" all the rest of the page content in an app.

features of the Buttons and Forms panel can be used in Digital Publishing Suite apps. See adobe.ly/XIFSU9 for more information about how to create interactive buttons in Digital Publishing Suite.

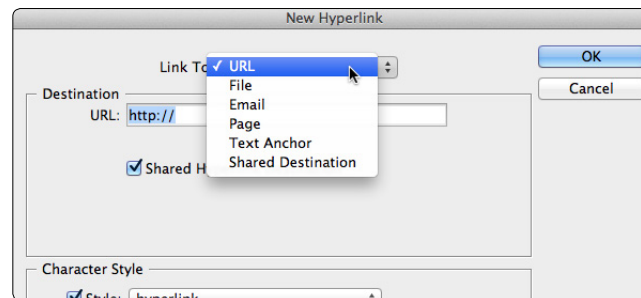


The On Release or Tap Event is the only button event supported by Digital Publishing Suite.

The Actions highlighted at right are the only actions that can be assigned to a button in a Digital Publishing Suite app.

Hyperlinks

The Hyperlinks panel can be used to create hyperlinks for text or objects that bring the user to a different screen in the app, go to a URL, or send an email. Hyperlinks are particularly useful for creating links in text. The only hyperlink types supported by Digital Publishing Suite are URL, email, or page.



Cross-references in a document are not supported by Digital Publishing Suite.

For more information about adding hyperlinks to a Digital Publishing Suite app, see adobe.ly/XIFSU9.

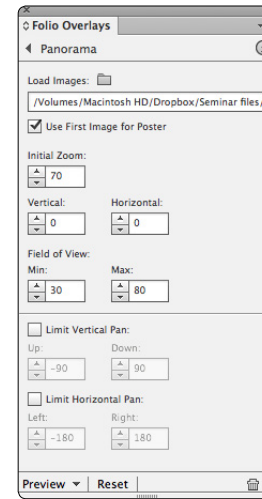
Panoramas

Panoramas are typically used to provide the user with a 360-degree view of an interior or exterior scene. Users are able to swipe left, and right, up and down to view more of the scene, as if they were turning and looking in different directions.

Creating a panorama involves carefully shooting a series of photos that overlap in a certain way, processing these photos in Adobe Photoshop®, and exporting the images with a utility such as Pano2VR. Next, you create a frame in InDesign and click on the Panorama option in the Folio Overlays panel. Then you point to the folder that contains your panorama images and choose a few options in the Panorama dialog box.

Panoramas do not work on Android tablets, only on iOS devices.

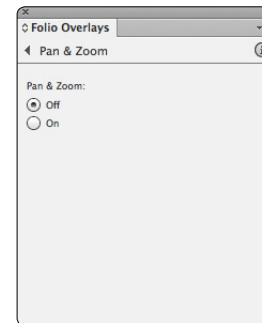
See adobe.ly/11nSX7R and adobe.ly/VnCrIY for detailed instructions on how to create Digital Publishing Suite panoramas.



Pan & Zoom

Pan & Zoom overlays are a way to allow the user to swipe and “pan” an image within a frame and then pinch to zoom into the image in the frame. It can be used to allow a user to see more detail in an image of a map, for example, or more detail in a piece of artwork. For help creating a pan & zoom image, see adobe.ly/Y8vEXV.

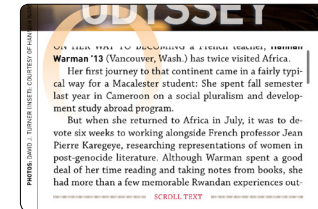
You also have the option of allowing the user to pinch and zoom on every screen of your app. See “Enable PDF Zooming” at adobe.ly/UVFFKG for more information about how to do so.



Scrollable Frames

Scrollable frames provide a mechanism for allowing text or images to “scroll” as the user swipes on the text or images. These are commonly used to fit lengthy text in a small space on the screen. The user then swipes up or down to read more of the text.

But scrollable frames can also be used for a variety of “special effects” as shown in the examples below.



Scrollable Frames overlays can be used to create a “pull tab” effect as shown in the green text frame above.



Scrollable frames can be used to create horizontally scrolling content, as shown at left.

See adobe.ly/WD8Scr for directions on how to create a scrollable frame overlay.

TABLE OF CONTENTS

PREVIOUS

NEXT

Image Sequence

To create an Image Sequence overlay, draw a frame on the page, and then select Image Sequence in the Folio Overlays panel. Next, point to a folder of sequentially numbered PNG or JPEG images. You can then set options to automatically “play” through all the images or to allow the user to swipe to advance the images.

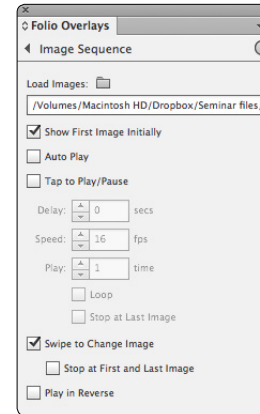
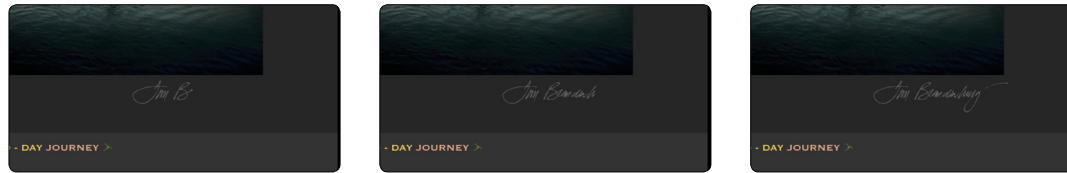


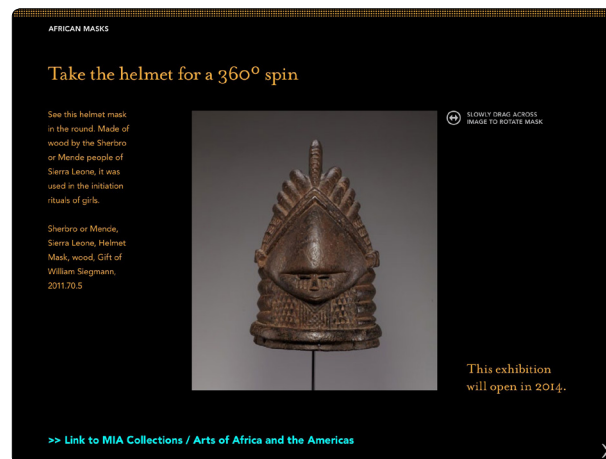
Image sequences are very useful for a variety of effects. Most typically, they are used for two common tasks.

- They provide a simple way to create “flipbook-style” animation. The “animated” signature in the example below was created with a series of 48 PNG images.



- They provide a way to allow a user to interactively rotate a “3D” object. As the user swipes across the helmet in the example below, the helmet appears to rotate. The helmet is an image sequence, a series of 72 images of the helmet. Before each image of the helmet was shot, the image was rotated 5 degrees.

See adobe.ly/YH09Xj for more information about creating image sequences.



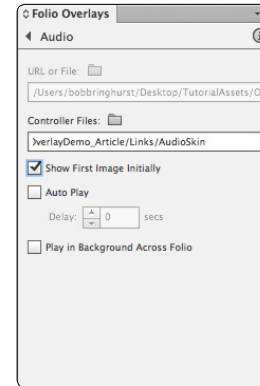
There are four ways to add motion to a Digital Publishing Suite app: video, image sequences, slideshows, and web content. Each method has benefits and drawbacks depending on the complexity of the animation and what you are trying to achieve.

Audio

Audio can easily be added to Digital Publishing Suite apps. To add audio to a folio, just place an MP3 audio file on your page, select it, and you will see options displayed in the Folio Overlays panel for controlling the audio.

You can specify that audio plays when a button is tapped, that it plays automatically when you display a certain screen, or that it plays in the background as the user navigates throughout the app.

See adobe.ly/YWLNGb for more details about using audio in Digital Publishing Suite apps.



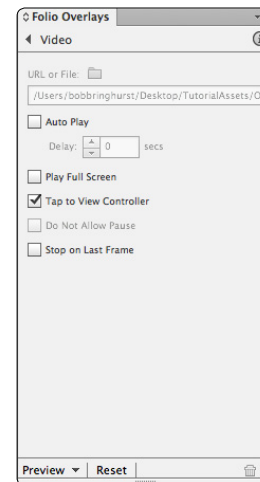
Video

In the same way, you add video to a Digital Publishing Suite app by first placing an MP4 video file on the page. When you select it, you will see video options displayed in the Folio Overlays panel. You can specify that the video play “in place” in a frame on the screen, or that it play full screen. Video can play when tapped or automatically when the user turns to the screen that contains the video. You can also specify that video stop on the last frame of the video. This is particularly useful for creating animation.

Adobe Media Encoder, which is included with InDesign, is a good tool for converting video from various formats into the MP4 format required by Digital Publishing Suite.

You can also add links to web-based video content in a Digital Publishing Suite app. For example, you could link to video content on YouTube or Vimeo via a simple URL link or using a Web Content overlay.

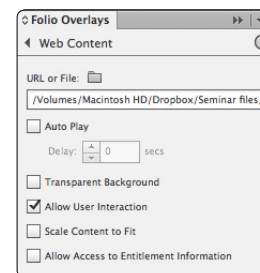
See adobe.ly/1gPP0z1 for more details about using video in Digital Publishing Suite apps.



*Adobe After Effects®,
Adobe Premiere® Pro,
and the new video editing
capabilities of Adobe
Photoshop CC are useful
for preparing video assets
for use in apps.*

Web Content

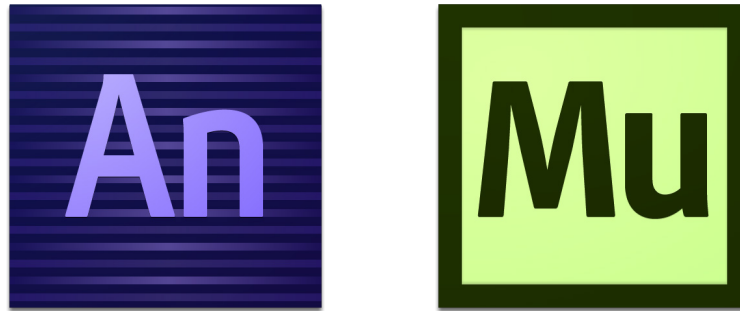
A Web Content overlay consists of HTML content that resides and “plays” in a frame on a Digital Publishing Suite screen. To create a Web Content overlay, you first design your layout in InDesign, and then create a frame the size of the web content that you want to include in the layout. When you click on Web Content in the Folio Overlays panel, you will see a place to specify either an external web URL or a location on your hard drive or file server that contains an HTML file, along with other options.



Web content overlays are a good way to add interactive maps, live Twitter feeds, or fillable forms to Digital Publishing Suite apps. Since local HTML content can contain not only HTML files but also linked folders, JavaScript, and CSS content, this is another way to add interactive elements beyond what can be created with the built-in Digital Publishing Suite tools.

Another way to include web content in an app is to export an OAM file from Adobe Edge Animate, place the OAM file in InDesign, and specify the Web Content options in the Folio Overlays panel. See adobe.ly/14VG3Nc for more information about creating Web Content overlays.

You can also create an entire article that consists solely of HTML content. This is an article that doesn't contain an InDesign file at all, but is purely HTML content. See adobe.ly/11sS7GW for more information.



Adobe Edge Animate adobe.ly/TQubsF and Adobe Muse™ adobe.ly/WDUsJb are two designer-friendly tools that can be used to create local HTML content for apps.

Digital Publishing Suite Getting Started Guide

Distributing your app

Distributing through the Apple App Store

These are the general steps to submit an iOS app to the Apple App Store. For more detailed information on this process, download the *Adobe iOS Publishing Companion Guide* from adobe.ly/WHR28y.

1. Enroll in Apple's iOS Developer Program at bit.ly/UKByTY.
2. Read the App Store Review Guidelines to make sure that your App meets the strict criteria for admittance to the Apple App Store.
3. Create various security certificates required by Apple.
4. Test your certificates.
5. Register your test iPads/iPhones/iPods with Apple.
6. Create an App ID required by Apple.
7. Create mobileprovision files required by Apple.
8. Create required assets (icons, splash screens, and so on).
9. Assign an Application role to an Adobe ID.
10. Build the app with DPS App Builder.
11. Test the development app.
12. Download the distribution app.
13. Submit the distribution app to the App Store.
14. Wait for approval from Apple.

Distributing in other app stores

Google Play distribution

These are the general steps to submit an Android app to Google Play. For more information see adobe.ly/1dSKYWV.

1. Sign up as a Google Play developer at bit.ly/127HsMB.
2. Create the certificate file required by Google Play.
3. Create required assets (icons, splash screens, and so on).
4. Assign an Application role to an Adobe ID.
5. Build the app with Web-based DPS App Builder.
6. Test the app.
7. Submit the app to Google Play.

Windows Store distribution

These are the general steps to submit an Android app to the Windows Store. For more information see adobe.ly/1jhTFbr.

1. Create an Windows Store developer account at bit.ly/1mC3gdh.
2. Create required assets (icons, splash screens, and so on).
3. Assign an Application role to an Adobe ID.
4. Ask an Adobe representative to build the app.
5. Test the app.
6. Submit the app to the Windows Store.

Distributing your app privately

If you want to distribute an iOS app within a company rather than distributing the app publicly on the App Store, you need to create an “enterprise-signed” app. Digital Publishing Suite Enterprise Edition is required to create an enterprise-signed app.

These are the general steps for creating an enterprise-signed app.

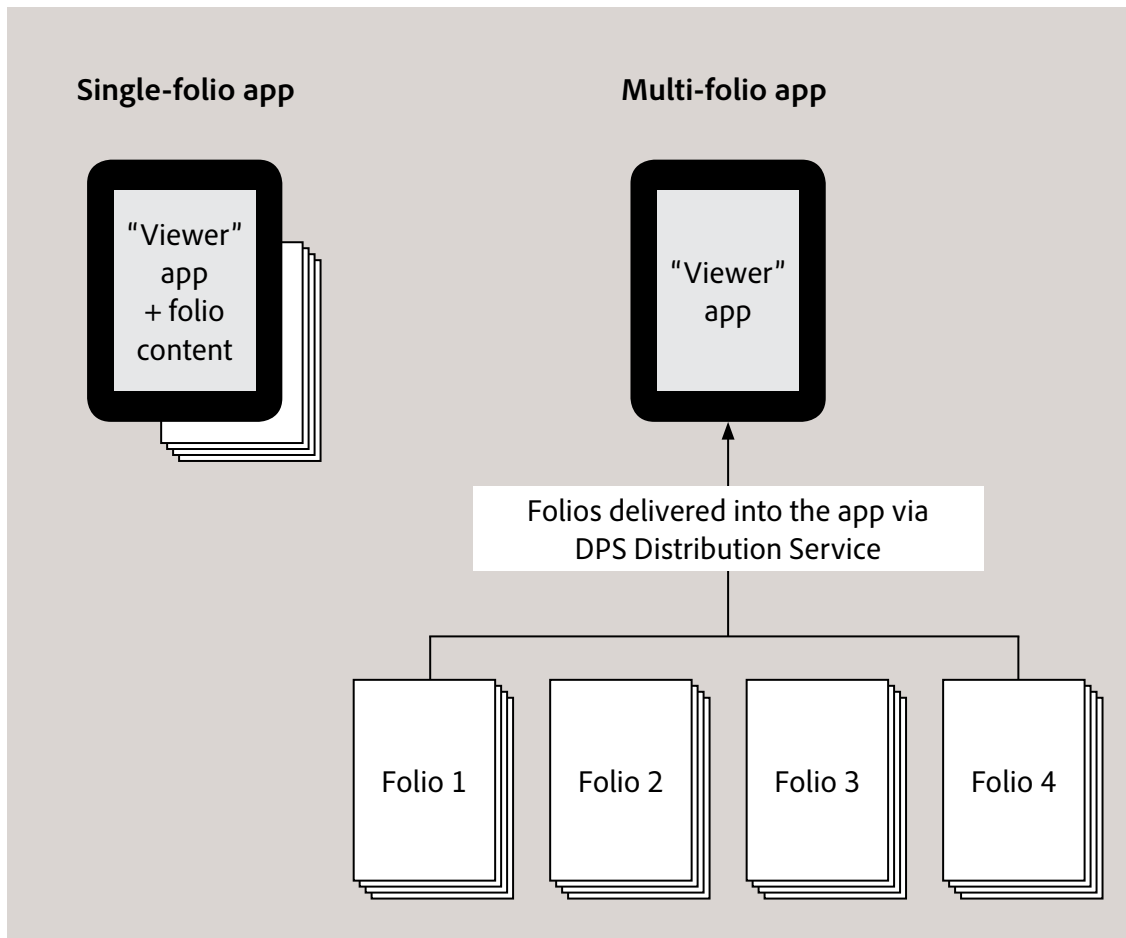
1. Enroll in Apple’s iOS Developer Enterprise Program at bit.ly/TUDLe0.
2. Create various security certificates required by Apple.
3. Test your certificates.
4. Create mobileprovision files required by Apple.
5. Create required assets (icons, splash screens, and so on).
6. Assign an Application role to an Adobe ID.
7. Build the app with DPS App Builder.
8. Download the enterprise IPA file from DPS App Builder.
9. Distribute the mobileprovision file and IPA file through email or file server to the end users.

See adobe.ly/Ycg7bC and adobe.ly/YK0kRx for more information.

Preparing to use DPS App Builder

After you have created your first folio in InDesign and previewed it on a tablet, DPS App Builder is used to build the final app, ready for upload to the Apple App Store or Google Play Store. This final app will include all of your folio content if you are creating a single-folio app. If you are creating a multi-folio app, the app will be only a “viewer.” Folio content is then pushed into this viewer when users run the app.

Use the desktop DPS App Builder to build iOS apps; use the Web-based DPS App Builder to build native Android apps.



Before you use DPS App Builder, you may want to use the checklists at adobe.ly/UK6wfb to gather all the various assets that you will need to build your app. This way the assets you need will be readily available as you use DPS App Builder. These assets will include items such as security certificates, multiple icons at specific sizes, and splash screens.

Johannes Henseler has created a handy Photoshop template that automatically creates all the required sizes of application icons from a single Illustrator or Photoshop Smart Object. Download the free template at bit.ly/RMJL5a.

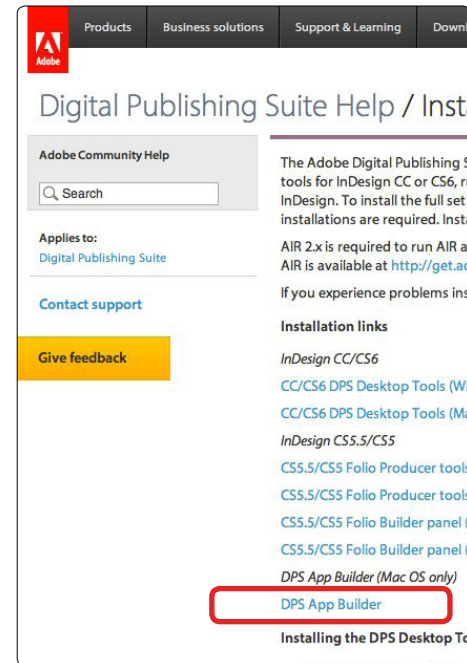
For a very complete, in-depth guide to creating the various required security certificates for iOS apps, download the *Adobe iOS Publishing Companion Guide* from adobe.ly/WHR28y.

For more information about creating certificates for Google Play Store, see adobe.ly/127vVwC.

Using DPS App Builder to build iOS apps

The desktop DPS App Builder is a Mac-only program that is used to create the final build of a Digital Publishing Suite iOS app. (The Web-based DPS App Builder for native Android apps works on both Mac and Windows.) To use DPS App Builder:

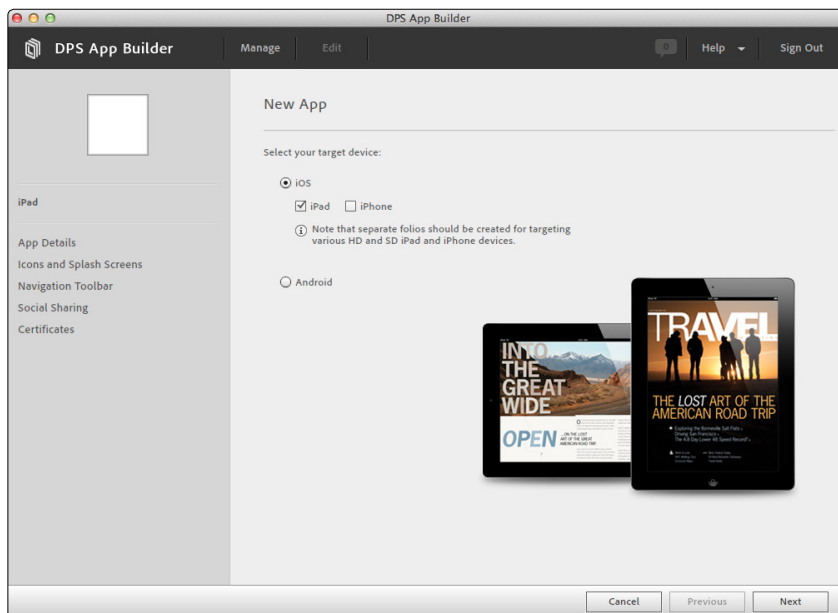
1. Locate the DPS App Builder program in your Applications folder, and double-click to launch it. Desktop DPS App Builder is installed with your DPS Desktop Tools. If you can't find DPS App Builder in your Applications folder, download it from the “Installing DPS tools” topic at adobe.ly/17zkh27.



2. Log in using the Adobe ID assigned to a delegate account you created that has the DPS App Builder role assigned to it.
3. Click the New button in the bottom right corner of the screen.

DPS App Builder is a “wizard style” application that walks you through the process of collecting the necessary information that Adobe needs to build your app.

The first screen asks what type of device you are creating the app for. Then, as you fill in subsequent screens and click the Next button, you will specify various details about how you wish the app to appear and behave; specify icons, splash screens, and security certificates; and choose any social sharing options you wish to include.



Keep in mind that it is during this step that you are able to specify a number of options that will affect both the appearance and behavior of your app, above and beyond what you are able to see in Adobe Content Viewer. For example, when you are building an app for the iPad, you can:

- Enable app-wide pinch and zoom (if you have created a PDF folio)
- Enable bookmarks so that users can bookmark their favorite articles in the folio
- Enable auto-hiding of the vertical scrollbars that appear at the right side of the screen
- Hide the top navigation bar
- Create “hot zones” for navigation purposes
- Enable a “rate this app” dialog box
- Display an analytics “opt-in” dialog box

For specific details about all the options and settings in DPS App Builder, see adobe.ly/YJCqFV.

For details about using Web-based DPS App Builder to build native Android apps, see adobe.ly/1dSKYWV.

Digital Publishing Suite Getting Started Guide

Client workflows

Introduction

If you are an advertising agency, design firm, or other entity that will be producing work for or on behalf of a single client or multiple clients, there are some things that you will want to work out in advance with your client. Ideally you will do this at the start, before you begin your app.

Who is going to publish the app?

Regardless of whether the app will be distributed via the Apple App Store, the Windows Store, or Google Play, the issues are the same. Either you, or your client, will end up being the “publisher” of the app. Are you going to publish the app for your client? If so, you need to understand the benefits and drawbacks of this approach. Or are you just going to create the folio content and the client will create the app and publish it to Apple, Windows, and Google? If so, does the client have the resources to do this? To help you determine the best workflow between you and your client, look at some of the options more closely.

Two requirements

In order to build a finished app, two things are required.

1. You, or your client, must be a Digital Publishing Suite Enterprise or Professional customer.
2. You, or your client, must enroll in the Apple iOS Developer Program, create a Windows Store developer account, or sign up as a Google Play developer.

Whose accounts you will use will depend on who is going to publish the app.

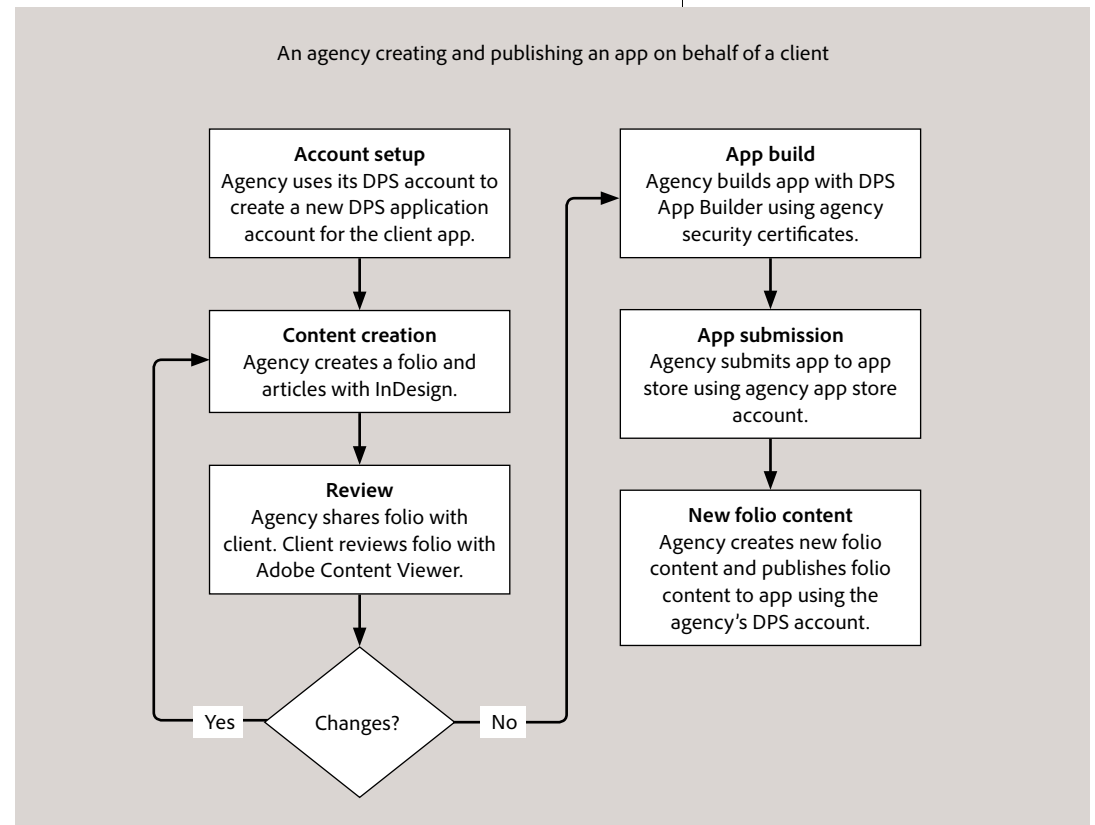
For an extensive description of various workflows between clients and agencies, see adobe.ly/X3bOxr.

Publishing an app for a client

If you wish to publish an app for your client, the workflow is very straightforward. You use your Digital Publishing Suite account and your Apple, Windows, or Google developer account to create the app for your client. The client doesn't need to be a Digital Publishing Suite customer or sign up for the Apple, Windows, or Google developer programs.

There are a few downsides to this workflow.

- The fine print on the app store(s) will display the name of your company, not the client company.
- Any revenue collected from the app will be deposited by Apple or Google into your bank account, not the client's bank account.
- Only you will have access to the Digital Publishing Suite analytics for the app, so the client must depend on you to compile and present the app analytics.
- This workflow "locks" the relationship between you and your client, since there is no way to "re-sign" a Digital Publishing Suite app from one Digital Publishing Suite account to another at a later date.



Helping a client publish an app created by you

This is where it gets a bit more complicated. In this scenario, you will create the app, or the content for the app, but the client will publish the app. The reasons for doing this may include:

- The client wants its name to appear as the publisher of the app in the app store.
- The client wants revenue collected from the app to be deposited directly into its bank account.
- The client wants direct access itself to Digital Publishing Suite analytics.
- The client wants to “own” the app, so that it can move to a different agency in the future, if necessary, to continue app or content development.
- The client wants to “own” the app so that it can continue app or content development in-house in the future.
- The client is going to create an enterprise-signed app to distribute privately within the company.
- The client has a Digital Publishing Suite Enterprise license and wants to add advanced options itself such as direct entitlement (print-digital bundling) or custom storefronts.

Working with a client in this way opens up a number of security concerns. How these concerns are handled will depend on a variety of factors, including your relationship with the client, the number of parties involved, and the level of trust between you and the client.

There are four potential agency-client workflows. ***Each of these four workflows requires the client to be a Digital Publishing Suite customer and allows the client to “own” the app, which gives it greater flexibility in the future.*** The four workflows are:

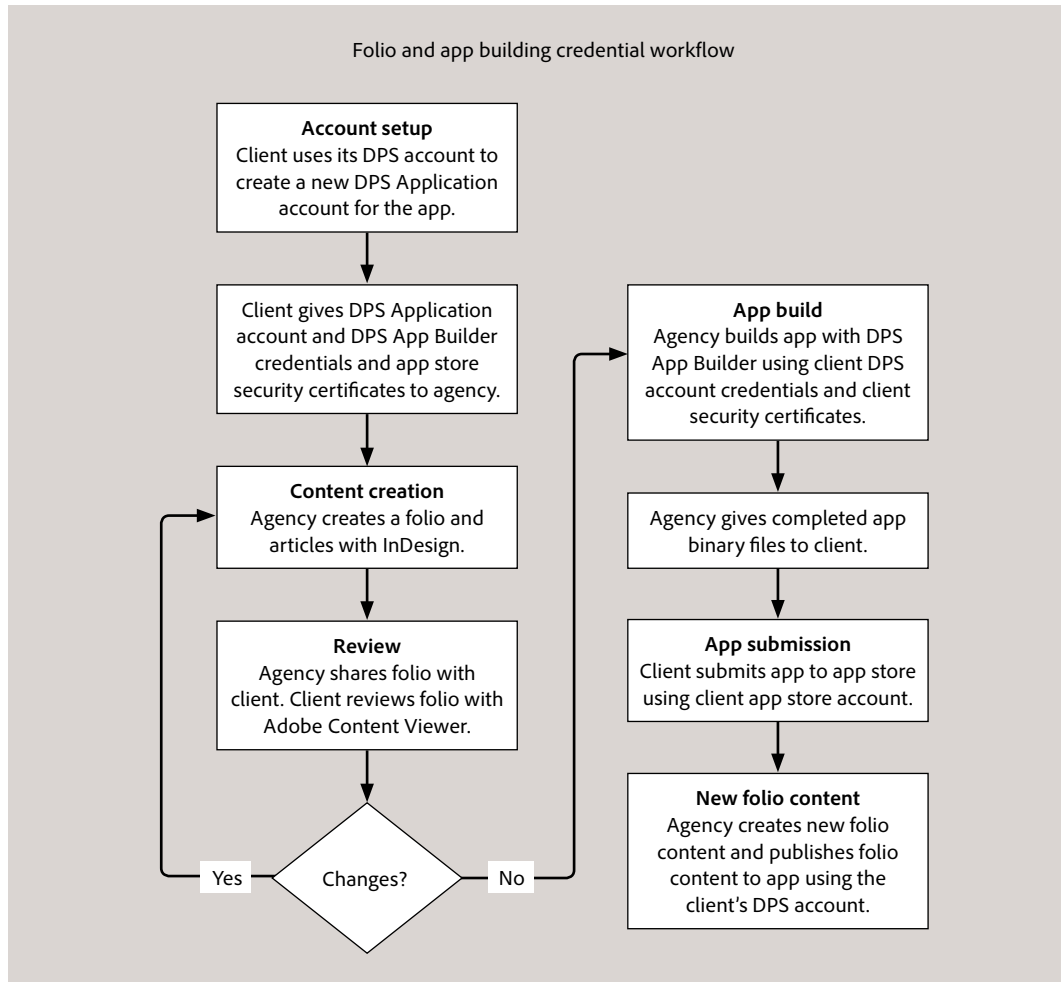
- Folio and app building credential workflow
- Folio-only credential workflow
- Customer-share workflow
- Agency-share workflow

The following sections explore each workflow in more detail.

For more information about direct entitlement, see adobe.ly/zcjQDQ and adobe.ly/WrzTU4. For more information about custom storefronts, see adobe.ly/Zj2ZBo.

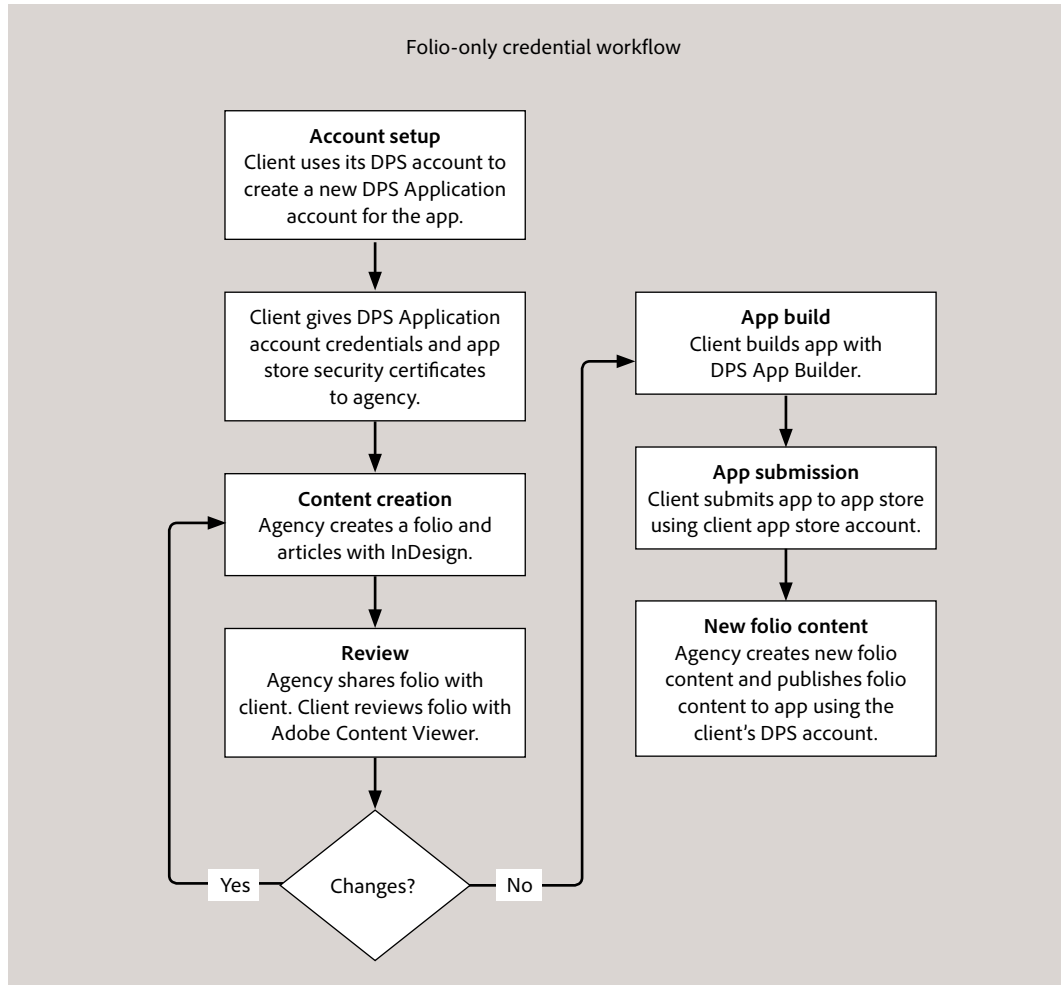
Folio and app building credential workflow

In this workflow, the client gives the agency its DPS Application account and DPS App Builder account credentials, as well as the necessary security certificates needed for Apple, Windows Store, or Google Play. The agency is then able to produce both a complete app and folio content for the app. The client can submit the completed app itself to Apple, Windows, or Google stores. The agency continues to create new folio content and publish that content to the app, using the client's DPS Application account credentials.



Folio-only credential workflow

In this workflow, the client gives the agency Application account credentials. This allows the agency to build and publish folio content, but not to create or modify the app itself. The client takes on the task of using DPS App Builder to build the app itself. This workflow allows clients to work with multiple agencies, each of whom may handle the content for a different application.



Two additional workflows for highly regulated industries

In certain highly regulated industries, such as pharmaceutical or medical device industries, the client may need to control exactly when folio content is made public. In order to accomplish this, a “customer share workflow” or an “agency share workflow” can be put in place. These workflows are more complex and require more teamwork between the client and the agency. For details about these workflows, see adobe.ly/X3bOxr.

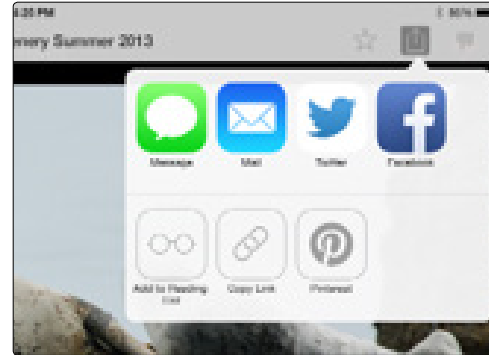
Digital Publishing Suite Getting Started Guide

Answers to common questions

Answers to common questions

What kind of social sharing capabilities are possible?

You can enable an option within Digital Publishing Suite to allow the user to tap a button to share a link to an individual article via Facebook, Twitter, email, or a website link. When a user taps this link, a special “web viewer” version of the article appears in the user’s desktop browser. The user does not need a tablet to view the article.



Is there a desktop viewer for Digital Publishing Suite apps?

There is no standalone desktop viewer for viewing DPS apps on the desktop. But the web viewer version of articles that appears when an article is shared via Facebook, Twitter, email, or a website link, offers most of the functionality of the tablet experience.

Is the text in Digital Publishing Suite apps searchable?

No, text in Digital Publishing Suite apps is not searchable, except for text in HTML articles or HTML overlays. See [Web Content](#) on page 44.

Must I create folios that are dual-orientation, or can I create single-orientation folios with Digital Publishing Suite?

No, it is not necessary to create dual-orientation folios. You can choose landscape-only orientation or portrait-only orientation when you create your folio. Single-orientation folios are less work to create and result in much smaller file sizes and faster downloads.

Do I have to pay download fees for single-folio apps?

No, single-folio apps do not incur download fees, only multi-folio apps. See [Differences between single-folio and multi-folio apps](#) on page 9.

An individual folio can be either vertical orientation only, horizontal orientation only, or dual orientation. A multi-folio app may contain folios with a mix of vertical, horizontal, or dual orientations.

Can I add a single-folio app to Newsstand?

No, only multi-folio apps can appear on Apple's Newsstand. See [Subscriptions and Apple Newsstand on page 11](#).

Why can't I sign in to the Folio Builder panel?

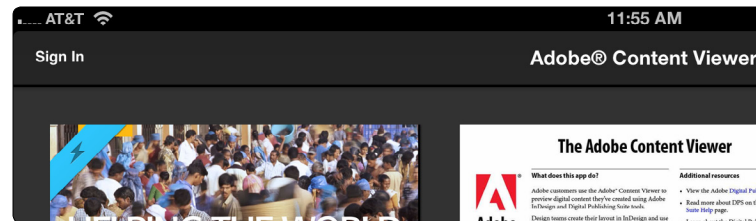
Be sure that you are using an Adobe ID that has been set up as a delegate account with the Application role assigned. See [Understanding IDs, accounts, and roles on page 16](#).

Why can't I sign in to Adobe Content Viewer on my tablet?

Only Adobe IDs that have been set up as delegate accounts or that have been “verified” to work with Digital Publishing Suite can be used to log in to Adobe Content Viewer. To verify an Adobe ID, sign in to the Digital Publishing Suite Dashboard at digitalpublishing.adobe.com and agree to the terms and conditions.

Why doesn't my folio appear in Adobe Content Viewer?

For folio content to appear wirelessly in Adobe Content Viewer on a tablet, you must tap the “Sign In” button in the



upper left corner of Adobe Content Viewer and sign in with the same Adobe ID and password that you used to sign in to the Folio Builder panel when you created the folio. Or you can use an Adobe ID that you have shared the content with using the Share command in the Folio Builder panel menu.

Why do my animations work in the SWF Preview panel but not in viewer?

Animation created with the Timing panel in InDesign will not function in Digital Publishing Suite apps. Do not use the SWF Preview panel to preview folio content. See [Previewing your work on page 32](#).

How secure is Digital Publishing Suite?

For an in-depth discussion of this topic, see the *Adobe Digital Publishing Security FAQ* at adobe.ly/T6PbuD.

Digital Publishing Suite Getting Started Guide

Training and support

Training and support

Get your team up to speed quickly on the tablet publishing workflow through these additional training and support resources.

Digital Publishing Suite online Help

This is a comprehensive reference to the entire breadth of Digital Publishing Suite. It also contains information about what is new in each release of Digital Publishing Suite. adobe.ly/Zbc2oq

Tutorials (with sample assets)

adobe.ly/W6biyH

Adobe TV

Learn how to use Digital Publishing Suite through training videos on the Digital Publishing Suite channel on Adobe TV at adobe.ly/YtREOr.

DPS Tips app

This is a great resource for learning Digital Publishing Suite, available from the Apple App Store at bit.ly/14PmgPx, Google Play at bit.ly/XIDLQr, and the Windows Store at bit.ly/1loitQU. You can also access much of the content of the app through a desktop web browser at adobe.ly/Yi9aDe.

Digital Publishing Suite user forums

The user forums are a great place to look to see if others are asking the same questions you have and to get your questions answered! adobe.ly/151PDxc

Digital Publishing Suite Developer Center

Find technical tutorials, code samples, and information for developers in the Digital Publishing Suite Developer Center at adobe.ly/XkH37q.

Adobe iOS Publishing Companion Guide Professional & Enterprise

This PDF details all the steps necessary to submit an app to the Apple App Store: adobe.ly/WHR28y.

DPS Status page

This website is updated whenever there is an interruption in the Digital Publishing Suite services, or if there is a scheduled maintenance outage: bit.ly/UzFRjF.

Digital Publishing Design Center

This center contains articles about how various designers are using Digital Publishing Suite in innovative ways: adobe.ly/YiFSVg.

Blogs

Adobe Digital Publishing blog: adobe.ly/151RfqC

InDesign Docs: adobe.ly/YC4tVP

Secrets & Happiness of Digital Publishing: bit.ly/WHUyzT

Digital Publishing Suite on Twitter and Facebook

twitter.com/AdobeDigitalPub and facebook.com/adobedigitalpub

Gold Support

Your edition of Digital Publishing Suite has access to allow a number of users to contact support via phone, web, or email. View specific support contact information in the Dashboard at digitalpublishing.acrobat.com.

Digital Publishing Suite Getting Started Guide

Inspiration

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Inspiration

Check out these examples of publishers, companies, and agencies using Digital Publishing Suite to create compelling digital publications including magazines, digital catalogs, merchandising, and internal publications to tablets.



◀ Red Bull / Brand engagement

The Red Bulletin, Red Bull's customer lifestyle publication, conveys a deeper experience of the brand and incorporates exclusive content like videos and interactivity. bit.ly/XYE083



Sotheby's International Realty / Marketing collateral (private publishing) ▶

The Sotheby's International Realty app helps its member firms articulate to clients the benefits of listing properties with the company. Real estate professionals can showcase to clients the firm's unique media relationships, social media footprint, branded website, and more.

Sotheby's International Realty uses private distribution, meaning it delivers the app only to its member firms, making the app available through the company intranet. adobe.ly/10kGtwU



◀ Benjamin Moore / Merchandising

In Benjamin Moore's publications, customers experience paint colors in the convenience of their home and view merchandising materials on iPad, iPhone, and Android.

bit.ly/W6gxym and adobe.ly/JnVMbh

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◀ Biomet / Sales tool

This portable sales tool allows medical device reps to show white papers, 3D device models, and videos to surgeons, while restricting the information to only authorized sales reps (private publishing). View video (03:10–09:25) at

adobe.ly/11R7KrG



▲ Marcolina Slate / Portfolio and pitch material

Prospective clients of this design agency can experience sample work directly in-app, including through immersive, full-screen video.

bit.ly/151SXbB



◀ National Geographic magazine / Monthly magazine

The iconic publisher, National Geographic, uses Adaptive Design Tools to efficiently publish to mobile devices. It also designs a layout tailoring the content to the iPhone user experience. The growing digital audience is captivated by engaging stories that extend beyond the printed page, told through video, animation, and interactive, 360-degree views. bit.ly/XTYiws and adobe.ly/SJepcH

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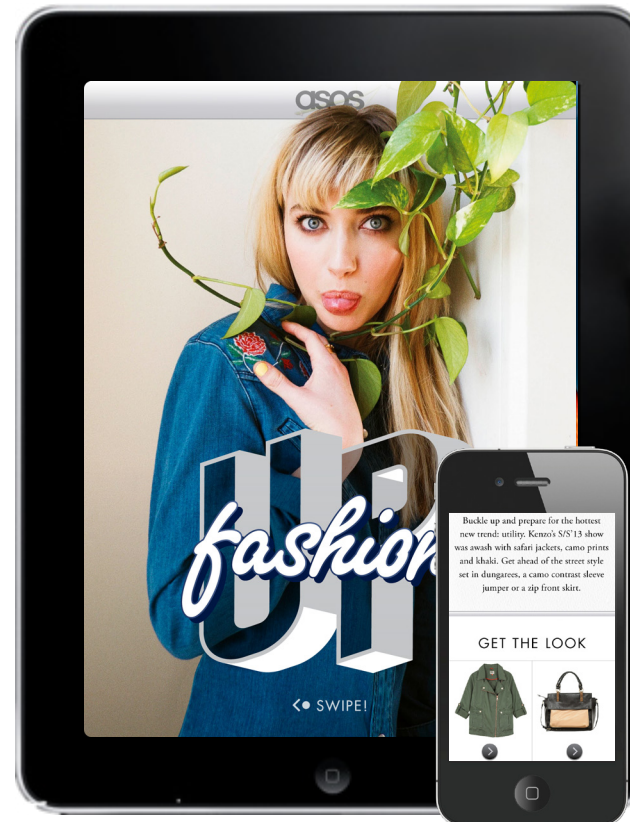
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◀ Bayer Annual Report / Annual report

The annual report for the German-based pharmaceutical company includes financial information and the chairman's message.

bit.ly/Y3pc6i



◀ ASOS Fashion Up / Merchandising

The U.K. fashion retailer produces a free weekly interactive magazine on iPad and iPhone to showcase new clothing lines and accessories. It captivates its hip, young audience by incorporating ASOS products into editorial on celebrities and the latest trends. The app is integrated with the ASOS website so that readers can add products to online shopping carts without leaving the app.

bit.ly/13CNEBf and adobe.ly/W795XH



◀ Sooners Gameday program / Customer (fan) communication

The Oklahoma Sooners football team converted its print Gameday program to an iPad and iPhone app using Adobe Digital Publishing Suite. The app is published on a weekly basis during football season and reaches fans both at the game and at home. It heightens the reading experience through video and audio recordings of past games and extended stats and information on each player.

adobe.ly/ULUC19 and bit.ly/XsCn2U

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Heifer International / Catalog ▶

Heifer International and Bates Creative Group released *World Ark* magazine and catalog just in time for the December 2012 holiday season. The editorial showcases inspiring stories of individuals and communities impacted by Heifer International and includes "The Most Important Gift Catalog in the World," which allows readers to browse gifts and invest in the lives of individuals in developing nations through Heifer International's online purchasing form. adobe.ly/V6ZURz and bit.ly/13HvE90



