

DIGITAL DESIGN TECHNOLOGY

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Abstract

According to research of modern market of book publishing, we can say that now electronic publications became more popular than printed. There are many factors of affection the popularity of print media. Now we can notice the replacement of paper books and magazines with their electronic versions. This article analyzes the positive qualities and problems what the user of electronic books is facing with and the rules and standards of creation and release electronic publications. This article gives an overview of possible future of e-books. In this article will be considered differences between electronic and multimedia publications. Publishing houses in Russian Federation use Adobe InDesign for creating multimedia publications. Many functions can be included in the multimedia publication by this program. Students of Moscow printing-publishing college named by Ivan Fedorov are studying technology of creating printing and digital publications; also, they are studying technology of design and making sites.

Keywords: *media, publishing, design, digital, e-books, technology.*

According to research of modern market of book publishing, we can say that now electronic publications became more popular than printed. There are many factors of affection the popularity of print media. Now we can notice the replacement of paper books and magazines with their electronic versions. People are more likely to use the digital services, because electronic books are more mobile and convenient to use. You can use it everywhere on different devices: computers, smartphones, tablets and laptops.

In fact, printed products and electronic publications, having their pros and cons, mutually complement each other, and each of them has its own sphere of application. So, for example, at present not every user has enough powerful computing and network tools necessary to implement effective access to electronic publications. And for him, printed products continue to be the main source of information. However, without doubt, electronic publications provide some advantages compared to paper-based documents. Navigation tools allow readers to jump to particular sections, e.g., to references or graphics, and from there to the relevant section in the body of the

text. References can be linked to abstracting services, from where abstracts or full texts of cited papers could be obtained, and similar publications can be retrieved based on the original article.

Electronic versions of journals usually are available in advance of printed versions, and in addition, users can browse the contents tables of forthcoming issues. Journal issues need not be shipped; this helps to avoid delays due to mailing systems. Electronic documents can be accessed from anywhere at any time and by as many users as needed.

Electronic publications also have some disadvantages. In our opinion the main disadvantage is the low quality of e-books. Electronic publications often are bad for browsing and nearly unacceptable for reading. There are special standards and rules for the creation of electronic publications. E.g. in Russian Federation this is «GOST R 7.0.83-2013 System of standards for information, library and publishing. Electronic publications. The main types and output information». According to this document electronic publication is an electronic document (group of electronic documents), which has passed editorial and publishing processing, intended for distribution in an unchanged form, with output information. However, most publications appear on the network without passing editorial and publishing processing.

Multimedia publications have many advantages over e-books. Readers can get more information from it. It include hyperlinks, pop-up windows, animation, buttons, video and audio.

We use Adobe InDesign to create multimedia publications. The exported SWF file is ready for viewing in Adobe Flash Player and can contain interactive elements such as page transitions, hyperlinks, video clips, sound clips, animations and navigation buttons.

When you create a hyperlink, the source is text, a text or graphic frame with a hyperlink. The binding is a URL, a file, an email address, a link to the page text, or a general binding, to which the hyperlink points. From one source, you can only go to one binding, but the same binding can be specified for any number of sources.

When you work with audio and video files throughout the entire production cycle, you need to monitor the media files that are added to the InDesign document. If the linked media clip is moved after you add it to the document, re-create the link to the clip using the Links panel. Together with the InDesign document itself, you should send other media files to other users as well.

The Object States panel allows you to create multiple versions of the same object. The state is the version of the page element. An object that contains several states is called an object with several states.

In the Object States panel, there are no restrictions on the number of states that can be created for a single object. Each time a new state is created, a new version of the page element is created. At each moment, only one state is displayed on the page. When printing and exporting to PDF, only the active state is used. One of the most common uses of a multi-state object is a slide show that allows you to view the SWF file as a set of images.

Page transitions in documents exported to SWF or PDF formats allow you to display decorative effects such as “dissolving” or “erasing” when turning pages. You can assign different transitions for individual pages or specify one transition for all pages. Page transitions are especially useful when creating a slideshow in PDF or SWF format.

Animation effects allow you to create moving objects in exported SWF files. For example, you can apply a motion style to the image, because of that the object will move on the left side of the screen, cutting and rotating.

New technologies and new activities in the media put forward new requirements for creators of electronic publications. Therefore particularly acute is the question of training of competent professionals in the field, knowledge of which go far beyond electronic publishing technologies.

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