



The Joy of a Finely Crafted eBook

Andrew J Harvey

Principal of Hague Publishing;
Author of the *Clemhorn Trilogy*, and
the *Portal Adventures*.



Andrew J Harvey

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Andrew J Harvey is the founder and principal of Hague Publishing, an independent publisher of Science Fiction and Fantasy (see following).

In addition to writing and/or editing a number of public reports for Parliament, Andrew has been a Principal for the Davies Literary Agency; editor and publisher of The Western Australian Year Book for three years; and editor and writer for Afterlife - the on-line magazine for Atmosphere users.

Andrew's first adult SF novel, Nightfall (Book 1 in the Clemhorn trilogy), was published by Zmok Books in February 2019. The first three books in The Portal Adventures (a series of young adult/middle grade SF) will be released by Peasantry Press in the first half of 2020, with Trouble on Teral to be released on 7 January.

Hague



Publishing

Hague Publishing

www.haguepublishing.com

Hague Publishing was established in 2011 as a new, independent Australian publisher of Science Fiction and Fantasy. It is registered in Western Australia, and publishes original work by Australian and New Zealand authors. 2019 will see the release of our 14th book.

Hague Publishing is not a vanity press, and adheres to the Independent Book Publishers Association Code of Ethics. We pay royalties to those authors whose work we accept for publication. Authors are not charged for any part of the publication process.

EBooks are available through all major international eBook distributors, while paperbacks are available to purchase from Amazon.com, our own webshop, and throughout the world using Ingram's Global Connect Program.

Outcomes

The joy of a finely crafted eBook

At the end of this session participants will be able to:

1. describe how an eBook is constructed
2. create a simple stylesheet in Jutoh and/or MS Word
3. understand the limitations of eBook design
4. convert a simple word file to an eBook using Anthemion's Jutoh
5. understand the need to thoroughly check an eBook on a variety of displays before publishing.

Resources for this session

Required:

- Jutoh – (<http://www.jutoh.com/>). Has demo version with some restrictions. The full version costs \$39US.

Suggested:

- Calibre – (<https://calibre-ebook.com/>) A free eBook reader and editor.
- Sigil – (<https://sigil-ebook.com/>). A free eBook editor/
- Scrivener – (<https://www.literatureandlatte.com/scrivener/overview>). Has a demo version that runs for 30 days. The registered version costs \$45US.
- Microsoft Word – to be used in conjunction with Smashwords (<https://www.smashwords.com/>) or Draft2Digital (<https://www.draft2digital.com>).
- Amazon's Kindle Previewer 3 – (<https://www.amazon.com/gp/feature.html?ie=UTF8&docId=1003018611>)

Parts of a book

(The Chicago Manual of Style 16th Edition)

- Cover
- Front Matter
 - Half Title Page (not normally included in an e-book)
 - Title (less subtitle)
 - Title page
 - Title
 - Subtitle
 - Author
 - Name and location of publisher
 - Copyright page
 - Information including copyright notice, ISBN, publisher etc etc
 - Dedication
 - Table of Contents
- Text
 - Chapters, scenes, paragraphs
- End Matter
 - Glossary
 - About the Author

The Construction of an eBook

What is an eBook?

- An eBook is a series of folders that has been 'zipped'. If you copy the eBook and change the .epub to .zip you will actually be able to open it.
- The ePUB container must contain:
 - At least one content document.
 - One navigation document.
 - One package document listing all publication resources. This file should use the file extension .opf. It contains metadata, a manifest, fallback chains, bindings, and a spine. This is an ordered sequence of ID references defining the default reading order.
- The ePUB container may contain:
 - style sheets.
 - PLS Documents.
 - media overlay documents.
- **Question: why is the style sheet optional?**

An example from Shaune Lafferty Webb's *The Unforgotten* (published by Hague Publishing) (available 26 November 2019)

200x300-Unforgotten.jpg	25/07/2019 2:51 PM	JPG File	53 KB
content.opf	25/07/2019 2:51 PM	OPF Document	6 KB
CoverDesign.jpg	Type: OPF Document Size: 5.77 KB	JPG File	577 KB
CoverPage.htm	Date modified: 25/07/2019 2:51 PM	Chrome HTML Do...	1 KB
image3.jpg	25/07/2019 2:51 PM	JPG File	11 KB
image4.jpg	25/07/2019 2:51 PM	JPG File	16 KB
section-0001.html	25/07/2019 2:51 PM	Chrome HTML Do...	1 KB
section-0002.html	25/07/2019 2:51 PM	Chrome HTML Do...	2 KB
section-0003.html	25/07/2019 2:51 PM	Chrome HTML Do...	2 KB
section-0004.html	25/07/2019 2:51 PM	Chrome HTML Do...	3 KB
section-0005.html	25/07/2019 2:51 PM	Chrome HTML Do...	40 KB
section-0006.html	25/07/2019 2:51 PM	Chrome HTML Do...	36 KB
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section-0017.html	25/07/2019 2:51 PM	Chrome HTML Do...	60 KB
section-0018.html	25/07/2019 2:51 PM	Chrome HTML Do...	1 KB
section-0019.html	25/07/2019 2:51 PM	Chrome HTML Do...	3 KB
section-0020.html	25/07/2019 2:51 PM	Chrome HTML Do...	1 KB
styles.css	25/07/2019 2:51 PM	Cascading Style S...	19 KB
toc.ncx	25/07/2019 2:51 PM	NCX File	6 KB
Vignette-3snowflakes_grasses-150x69...	25/07/2019 2:51 PM	JPG File	4 KB
Vignette-3snowflakes_grasses-591x27...	25/07/2019 2:51 PM	JPG File	9 KB

Cover design

<http://blog.haguepublishing.com/?p=50>

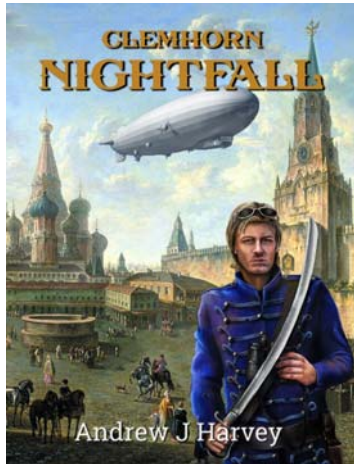
- **Required cover sizes (ebook)**
 - Jutoh recommends 600x800 pixels for eBooks
 - Hague Publishing generally uses 600x900 pixels
 - Amazon requires 1600x2560 pixels
 - Smashwords requires a minimum of 1400 pixels for the width
- For a 6"x9" paperback cover @ 300dpi (front only) this is 1800 x 2700 pixels, plus bleed.

Cover design

example of commissioner work (allows POD & eBook)

At 300dpi full size image is 2211 x 2920 pixels (7.37" x 9.73") – ratio 0.76

All main elements contained within an area of 1843 x 2835 pixels (6.14" x 9.45") – ratio 0.65. This allows you to trim it to the required size, ratio, and density,



eBooks: HTML & CSS

- eBooks are like a website and are built using both HTML and CSS
- HTML
 - The content document is written in HTML
 - NEVER, EVER USE MS-WORD TO PRODUCE HTML
- CSS
 - *Stylesheets*
 - *Paragraph styles*
 - *Indents and spacing (avoid use of fonts)*
 - *Word styles*
 - *Fonts, Italics, bold, font size*

What you can and can't do

- *What you can't do (and why)*
- *What can you do (and why)*

The limitations of eBook design

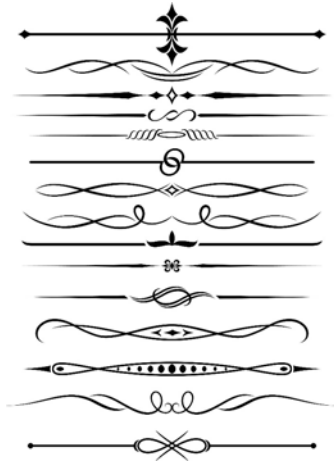
- Fonts are restricted (see Amazon's choice)
 - Amazon Ember
 - **Amazon Ember Bold**
 - Baskerville *
 - Bookerly (an improved Baskerville)
 - Ecgekrk
 - Ecgekrk Eqp fgpugf
 - Futura
 - Helvetica
 - OpenDyslexic
 - Palatino *
- Flow (changes in font size will muck things up)
 - How do you create emails, or typed letters

So what **can** you do?

- Pictures
 - Disadvantages
 - The reader can't change how it looks (eg unreadable text – family chart)
 - Makes the size of the book bigger (350 kbyte vs ???)
 - A picture must be big enough to read on a tablet
 - Advantages
 - The reader can't change how it looks, eg drop capitals, or Chapter headings
 - Repeating a picture multiple times doesn't make the book bigger
- CSS (and cross your fingers)

Vignettes

Shutterstock.com
vignette-antique-shutterstock_90127078



Original art by Hague Publishing



Vignettes

- Standard size for Hague Publishing
 - 591 x 270 pixel (sized for POD)

	Title Page	Chapter
Width	40%	25%
Min Width	438 px	200 px
Max Width	591 px	591 px

What **type** of pictures can you use?

Amazon recommends that all images are submitted at 300 pixels per inch at the size they will appear in your eBook. To make sure readers have the best experience, use high-definition images wherever possible.

Kindle devices and reading applications do not support TIFF, multi-frame GIFs, or any image with a transparency.

KF8 supports GIF, BMP, JPEG, PNG, and Scalable Vector Graphics (SVG) images.

Drop Capitals

Original art by Hague Publishing



HTML

```
<p class="Body-First"><span class="drop-caps">I</span>t is a truth universally acknowledged that a single man of good fortune must be in want of a wife.</p>
```

CSS

```
p.Body-First {
    text-indent: 0;
}

span.drop-caps {
    float:left;
    font-family: Zapfino, cursive, serif;
    color:darkred;
    font-size:3em;
    line-height:1;
    margin-bottom:-0.353em;
    margin-right:0.15em;
    margin-left:-0.15em;
    margin-top:0.5em;
}
```

CSS Units

	Recommended	Occasional use	Not recommended
Screen	em px %	ex	pt cm mm in pc
Print	em cm mm in pt pc %	px ex	pc ex

The relation between the absolute units is as follows: 1in = 2.54cm = 25.4mm = 72pt = 6pc

- The em and ex units depend on the font and may be different for each element in the document. The em is simply the font size. In an element with a 2in font, 1em thus means 2in. Expressing sizes, such as margins and paddings, in em means they are related to the font size, and if the user has a big font (e.g., on a big screen) or a small font (e.g., on a handheld device), the sizes will be in proportion. Declarations such as text-indent: 1.5em and margin: 1em are extremely common in CSS.
- But for font sizes it is even better to use em. The idea is (1) to not set the font size of the BODY element (in HTML), but use the default size of the device, because that is a size that the reader can comfortably read; and (2) express font sizes of other elements in em: H1 {font-size: 2.5em} to make the H1 2½ times as big as the normal, body font.

Example of a simple style sheet

Heading 1 (eg Book Title)

- Based on text
- Font size: 3 em
- Bold

Heading 2 (eg Chapter Heading)

- Based on text
- Font size: 2 em
- Bold / italic

Text (eg normal)

- No style required, can leave to the reader

Centred Text

- Based on Text
- Centred
- Italics

Creating a simple stylesheet

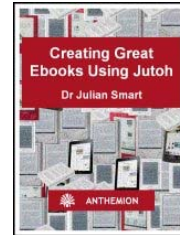
- Title (Heading 1)
- Chapter Heading (Heading 2)
- First paragraph
- Normal paragraph (Second and subsequent)
- Centred text
- Scene break (centred)
- Vignette
- Other

Use the right tool

- *Use the tool that's right for the job (don't use a hammer for a screw)*
- *Jutoh*
- *Scrivener*
- *Word (Smashwords and D2D)*

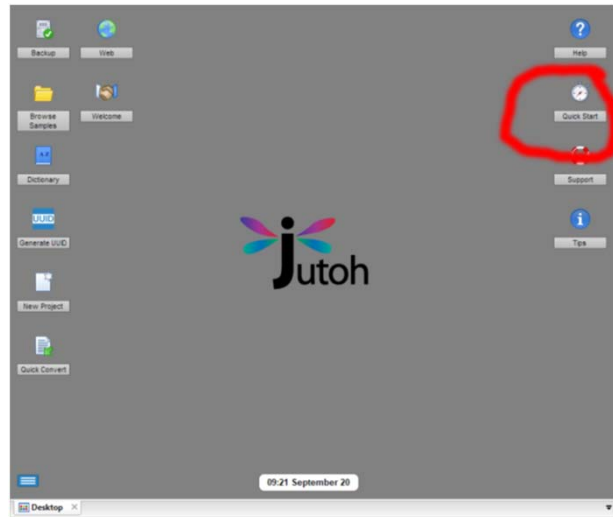
Convert a simple word file to an eBook using Anthemion's Jutoh

- Jutoh is available from: <http://www.jutoh.com/>. There is a demo version with some restrictions. The full version costs \$39US.
- There is a very exhaustive 'help' built into the software
- *Creating Great Ebooks Using Jutoh* is free and available from: <http://www.jutoh.com/book.htm>



Creating an eBook using Jutoh

- The simplest approach is to run Quick Start from Jutoh's welcome screen:



Creating an eBook using Jutoh

The Quick Start aims to quickly get you started in Jutoh in ten steps without needing to read through the rest of the manual immediately. You'll learn how to create a new project from existing files and create an Epub file; it should take just a few minutes.

1. Enter metadata
2. Choose your project location
3. Choose reflowable or fixed layout
4. Choose import options
5. Choose an existing book
6. Specify how to split your book
7. Design your cover
8. Compile an Epub file
9. Edit project properties
10. Edit and create new sections

Additional steps creating a mobi (kindle) eBook

Jutoh will assist you to download Amazon's converter. This basically doubles the size of the mobi file produced so if you are looking at distributing it yourself you may wish to use Calibre to produce the mobi file.

Alternative approach used by Hague Publishing

1. Import the word file into an already **existing** Jutoh file.
2. Change project name
3. Amend metadata
4. Remove chapters relevant to previous book
5. Set the entire book to Standard paragraph (this will leave all italics in the text – italics is used for emphasis)
Why doesn't this overwrite italics?
Why does this remove page breaks, and ensure that Chapters do not have an empty page inserted?
6. Change Chapter headers to Heading 2
7. Split documents into chapters at Chapter header
8. Insert centred paragraph following Chapter header
9. Insert Vignette into centred paragraph
10. Copy the Vignette into all Chapters
11. Change first paragraph to First paragraph in all chapters
12. Search and replace Scene break *** to centred style
13. Insert commissioned cover
14. Update all non-text pages (eg Title, copyright, author)
15. Create a new table of contents (**Edit project properties, Indexes, Run Table of Contents Wizard**)
16. Compile to epub and allow Jutoh to automatically check against epub check 4.1.0 and Validating using EPUB version 2.0.1 rules (or 3.0 depending on version chosen).

Why you have to check your eBook

1. understand the need to thoroughly check an eBook on a variety of displays before publishing.

- Epub
- Mobi (
- Kindle tools
- Tablets / eReaders / phones /

Examples: *Nightfall's* extra pages

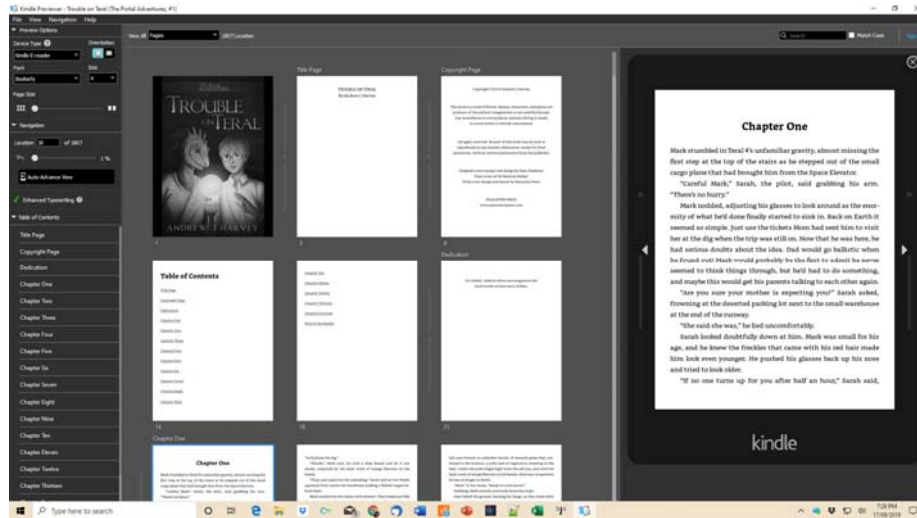
Vignettes appearing too small

Kindle Previewer 3

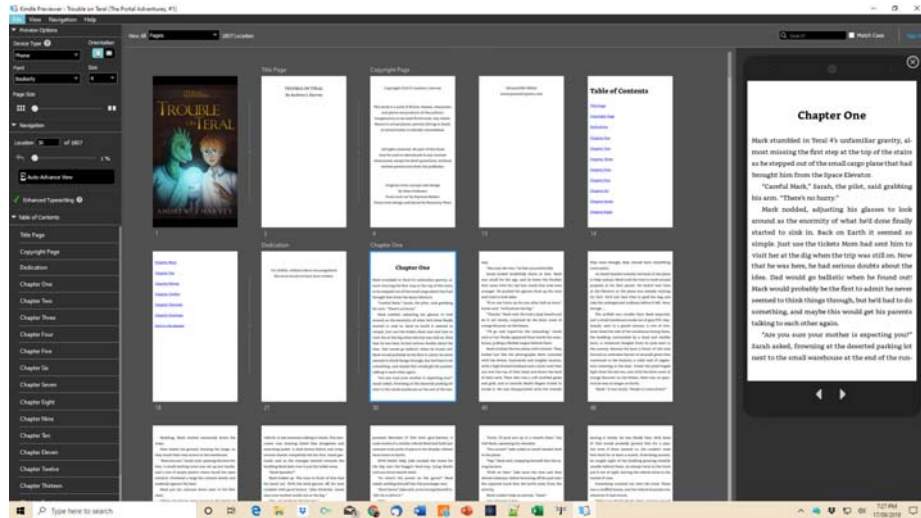
<https://www.amazon.com/gp/feature.html?ie=UTF8&docId=1003018611>

Preview key aspects of your book such as images, tables, drop caps and links.

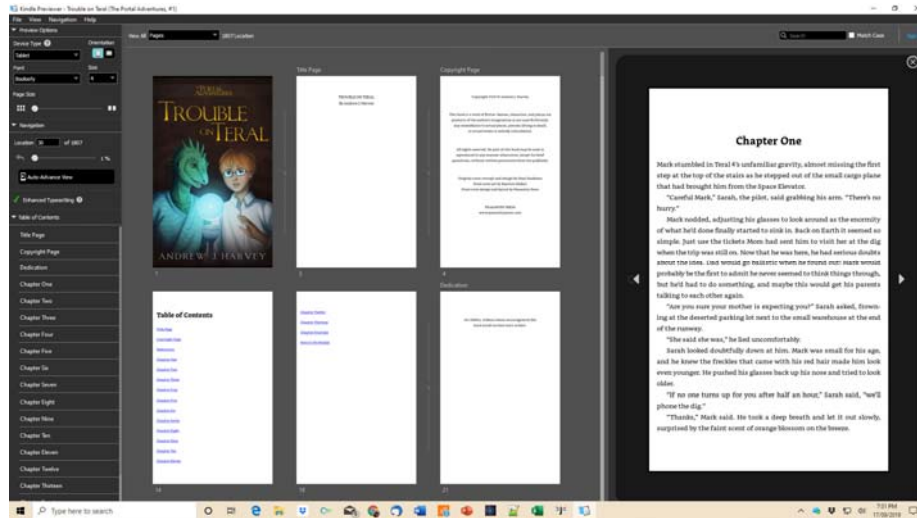
Kindle Previewer 3 - kindle



Kindle Previewer 3 - phone



Kindle Previewer 3 - tablet



Thank you



The Joy of a Finely Crafted eBook

Creating a Simple Style Sheet

Title (Heading 1)	<ul style="list-style-type: none">•••••
Chapter Heading (Heading 2)	<ul style="list-style-type: none">•••••
First Paragraph	<ul style="list-style-type: none">•••••
Normal Paragraph (second and subsequent)	<ul style="list-style-type: none">•••••
Centred Text	<ul style="list-style-type: none">•••••
Scene Break (centred ***)	<ul style="list-style-type: none">•••••
Vignette	<ul style="list-style-type: none">•••••
Other	<ul style="list-style-type: none">•••••