

PRINT VS. DIGITAL

Why create for the tablet?

What is being created for the tablet?

“Content Doesn’t Win.
Optimized Content
Wins.”

~ Li Evan,
Search Marketing guru

DIRECTIONS

WHAT IS THE DIGITAL PUBLISHING SUITE AND WHAT DOES IT PRODUCE? THIS ASSIGNMENT WILL HELP YOU ANSWER THAT QUESTION.

1. Receive your assigned iPad

2. Explore through the already downloaded magazines on the Newsstand App. While you are exploring ask yourself the question, “why would I read this magazine on a tablet vs. in print?”

3. Explore through the Overdrive App. and “borrow” up to three EBooks. As you are skimming through the three borrowed books from the Overdrive App. ask yourself, “why would I read this book on a tablet vs. in print?”



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DIRECTIONS

CONTINUED

4. Once you have explored enough that you have become familiar and comfortable with the digital publishing world on the tablet start your Google Doc titled “Class Name, Digital vs. Print.”

5. Google Doc: In the Google Document you need to provide three positive aspects about a magazine on the tablet vs. in print. You need to be specific and provide a different magazine for each resource (total three magazines.) You also, need to do the same for an Ebook which you borrowed on Over Drive but you only need to provide one reason and one book.

EXAMPLE ASSIGNMENT #1

FROM GOOGLE DOC

Magazine (would need three total)

People Magazine: Reading this magazine on a tablet was better than print because even on the cover it had dynamic text with the title. This caught my eye and made me want to read more of the magazine. In one of the articles, there was a scrolling picture, which in a book could never happen. The most interesting dynamic content in this magazine was a picture that you could wipe away to reveal another picture (weight loss).

EBook (only need one)

The Hitchhikers Guide to the Galaxy: Reading this book on the tablet was better than in print because of how much easier it makes the reading process. On a tablet, you are able to skip to a chapter immediately and you always know how many more pages there are left in the chapter. You can also change the size of the font if you are having trouble reading a certain size.

Using the Overdrive Application

1. Log into the Overdrive App using your Adobe Account for the username and password.
2. To “borrow” a book use Safari to log into <http://natickps.lib.overdrive.com>
Username: Same as Moodle
Password: Student ID#

3. Find a book and click “borrow”
4. Click on “Download Button” and download as EPub file which will automatically open in the Overdrive App. If this does not automatically open go into the Overdrive App. manually.

EXAMPLE ASSIGNMENT #2

Document can be found at:

https://docs.google.com/document/d/1eQutDime6yZucqTUtywAc5jUW_ITFmzPGQjRHI4VAe8/edit?usp=sharing

For magazines, I looked at Vogue, Elle, and The Economist.

Positives of Magazine on Tablet vs. Print

1. In Vogue something interesting I noticed was that they starred certain items and made it so that you could purchase items through links and get what you see in the magazine, this was a really interesting feature because often times in paper magazines, you can view the cloths, but its quite difficult to purchase them.
2. On the Economist there was an option to listen to the articles and it was quite easy to make it back to the table of contents or swipe to other articles, there were also sub points that could be scrolled through allowing for a much more interactive layout. There is also the option to favorite and share the articles, which is something that can't be done on the print version. It also does a good job in terms of linking its ads to their respective websites.
3. In Elle, the pictures were much more crisp, and it was easier for me to scroll than on print magazines. It also let me zoom into the clothing, so I could better view the patterns or fabric, which is definitely something I can't do on a print magazine. However, there were countless opportunities to add links to purchasing the products, like Vogue did, which might have been a lost opportunity for Elle.

Positives of Book on Tablet vs. Print

Difference between iPad and paper book, with the iPad (and other e-readers) you have the ability to change the font style and size. In addition you have the option to skip to chapters and scroll quickly through books. I downloaded 'The London Eye Mystery' which is a childrens book, so the font was large and text was quite crisp.

Tablet**Cons**

1. More stories on print
2. No posters, perfumes, extra pull outs
3. Easier to damage
4. Some can't adjust well to increased light

Pros

1. Zoom in and out
2. Clear images
3. More information
4. Cover can be more dynamic
5. animation
6. More uses than just a single book or magazine
7. Options in fashion magazines to purchase directly from links