Creating an Interactive Book iPad App
FenCon presentation - September 23, 2012

This are mostly the same notes I have written out on large pieces of paper as talking points for the presentation AKA old-school PowerPoint.

If you have any questions, please contact me through my website (http://www.heidi2524.com/contact/) and I'll be happy to talk with you. ☺

Thanks,
 Heidi

WHY I'M GIVING THIS PRESENTATION
-   developed the Bud the Bunny iPad app (http://itunes.apple.com/us/app/bud-the-bunny/id524306896?mt=8)
-   lots of info on eBooks, not so much on apps
-   for the right property, app is a great way to engage audience
-   want to share what I learned

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iPAD vs. iPHONE vs. ANDROID
-   this presentation is not about marketshare, value culture, distribution
-   is about screen real estate and development tools

PS. From now on, "app" = "iPad app"

APP	EBOOK
- a lot or a little text	- mostly text
- a lot of images	- can have images
- iPad, Android (operating systems/OS)	- epub, mobi, pdf (file formats)
- can have audio	- can have audio
- can have video	- can have video
- can have animation	- can have animation
- MUST HAVE INTERACTIVITY (reacts to user touch)	

Apps are software development. eBooks are translated into different file formats.

APP[LICATION] DEVELOPMENT (because apps are software)

- project management
- copy/text/words
- graphics/illustrations/photography
- animation
- audio
    o voice over
    o sound effects
- coding/programming
- quality assurance (QA)/testing
- submission for distribution

APP CREATION OPTIONS

1. Someone Else = money
2. You = time
3. Combo = money & time

Assumption: you wrote the story and you **want** to develop an app

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1. SOMEONE ELSE = MONEY

HAVE A SIGNED CONTRACT - no matter who the someone else is.

1.1 SOMEONE ELSE PAYMENT OPTIONS

- cashy money ($3,000 - $10,000+)
- services exchange
- revenue share (App Store gets 30% first)
- combo of above

TANSTAAFL - there is no such thing as a free lunch*

*most of the time .... Clare Kramer (http://www.clarekrameronline.com/) is an exception - she recorded the voice over for the Bud the Bunny app and it only cost the studio time.

2. YOU = TIME

Be prepared to spend a lot of time.

Bud the Bunny took 333 hours over 95 days (avg. 3.5 hrs/day - in reality, 0 hrs some days and 9-11 hours other days)

2.1 3rd PARTY TOOLS/SOFTWARE/SERVICES

READ AND UNDERSTAND THE LEGAL STUFF
- "Terms & Conditions"
- "Digital Publishing Agreement"
- "Rights Usage"
- "Licensing"

One option I looked at had a contract where they would own all rights to anything uploaded through their service - so if I had used them, they would own everything about Bud the Bunny - from plays and plush toys to any other stories with that character. Not acceptable.

THIS IS YOUR INTELLECTUAL PROPERTY AND NO ONE CARES AS MUCH ABOUT IT AS YOU DO - READ AND UNDERSTAND THE LEGAL STUFF!

2.1.1 3rd PARTY TOOLS/SOFTWARE/SERVICES DUE DILLIGENCE

- who keeps what rights
- how is the revenue split (after the App Store takes 30%)
- cost
    - upfront
    - monthly fee
- available support
    - tutorials (written user's guide, videos)
    - forum
        - when was the last interaction
        - how many involved members
        - do questions get answered
        - any examples of finished projects using that tool/software/service

EX: uTales, Demibooks Composer (what I used to develop Bud the Bunny), Adobe, Filemaker, Quark, etc.

NOTE: anything that says it is an SDK (software development kit), such as Corona, is designed for programmers and you will have to learn and type in code.

I can code, I don't like to.

I wanted something to use that would do what I wanted without having to write code, which is why I chose Demibooks Composer (http://demibooks.com/composer/).

It uses pre-determined IF/THEN statements that are selected from a menu, so IF user touches this graphic, THEN do this action. You do not need to know anything about code to use Demibooks Composer, and they have a great support forum (one of the main reasons I chose them).

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3. COMBO = MONEY & TIME

- Someone else does [X] and you HAVE A SIGNED CONTRACT
- You do [X] and you have READ AND UNDERSTAND THE LEGAL STUFF

EX: OCG Studios