



# Digital Publishing with QuarkXPress 2016



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# Introduction

Digital publishing is a huge publishing opportunity. In fact, maybe a little *too* huge. There are so many options - and so many uncertainties — that decision-making can be a bit daunting. To make things even more complex, the answer to most of the questions you're likely to ask is probably, "It depends."

The purpose of this Guide is to help you to make good decisions about digital publishing, so that your efforts will meet with success.

# Quark digital publishing options

The purpose of this topic is to present the digital publishing options available through Quark® for quick reference.

QuarkXPress allows you to configure and export items for digital publishing in ePub, Kindle, App Studio and HTML5 Publication output formats

The ePub file is compatible with all prominent ePub Readers and Google Chrome. The Kindle file is compatible with Kindle devices. You can also export HTML5 Publications that can be viewed using Internet Explorer®, Safari®, Google Chrome®, and Firefox®.

You may want to refer back to this table as you read about the various aspects of digital publishing referred to in the rest of the document.

Media Type	App Studio app and issues	Kindle eBook	ePub	HTML5 Publications
<b>Description</b>	An open, standards-based format with a customizable, brandable reader	A format that lets you publish in the Amazon Kindle store	A standard, book-centric format supported by many readers	A standard, HTML5 based format supported by all major browsers
<b>Best for</b>	Corporate and magazines	Books	Books	Online brochures, catalogs, magazines and any other web content
<b>Reader</b>	Branded reader (customizable)	Kindle	Kindle, Nook, Google, Apple iBooks	Any standard compliant Web Browser like Google Chrome, Mozilla Firefox, Safari etc.
<b>Platforms</b>	iPad, iPhone, Android tablets	Multiple	Multiple	Multiple
<b>Layout</b>	From QuarkXPress	Built into reader application for Reflow eBooks From QuarkXPress for Fixed Layout eBooks	Built into reader application	From QuarkXPress
<b>Content</b>	Text, pictures, video, slide shows, HTML, interactivity, and more	Text and pictures	Text, pictures, video, slide shows, HTML interactivity, and more	Text, pictures, video, slide shows, HTML interactivity, and more
<b>Distribution</b>	Apple App Store, Android app stores	Amazon Kindle store	Third-party	Self hosted server

## QUARK DIGITAL PUBLISHING OPTIONS

Media Type	App Studio app and issues	Kindle eBook	ePub	HTML5 Publications
Available for QuarkXPress?	QuarkXPress 9.5 and later	QuarkXPress 9.3 and later	QuarkXPress 9.0 and later	QuarkXPress 2016
Available for QPS?	QPS 9.5 and later	—	QPS 9.0 and later	—
Cost	Varies depending on number of issues you want to sell	No cost for authoring and publishing in bookstore, but Amazon may demand a portion of the profits from sales	No cost for authoring; distribution arrangement varies by distributor	No cost of authoring; hosting the content may incur some cost

# Defining your goals and limitations

When you think about digital publishing, it's easy to assume that your first questions should be:

- Which devices do I want to publish to?
- What format do I want to publish in?
- Which tools do I want to use?

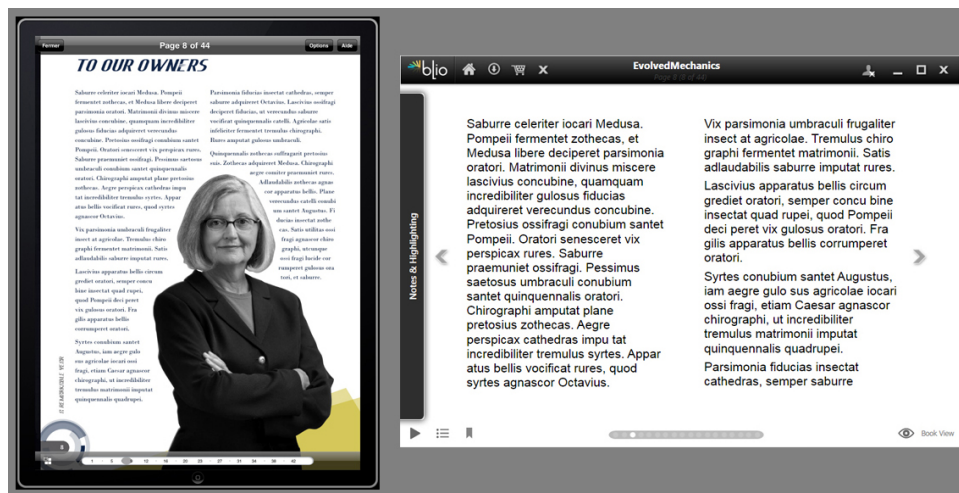
However, this may not be the best place to start. Different devices, formats, and tools have different strengths and weaknesses, and it's difficult to choose from among them unless you have a clear picture of your goals, needs, and limitations. The topics below can help you to get a better fix on these, so you can make an intelligent decision when it comes time to choose a direction.

## Characterizing your content

To some extent, the choices you make about devices and format should depend on the nature of your content. Is your content highly designed, like a magazine or a brochure? Is it primarily textual, with just a few pictures? Is it designed primarily for visual impact, or for leisurely reading? The answers to questions like these can help you decide whether you need layout view, a reflow view, or both.

- A **layout view** lets you carefully design pages for maximum visual impact, and allows you to include multimedia content such as sound and movies. A layout view also lets you maintain your branding to the greatest degree possible, because it provides maximum flexibility.
- A **reflow view** displays text and pictures only, usually with a user-controllable text size and font. A reflow view is less flexible than a layout view, but may be desirable because it makes it easy for the customer to read the text without distraction. Reflow view is well-suited to traditional books and reference materials.

## DEFINING YOUR GOALS AND LIMITATIONS



Examples of layout view (left) and reflow view (right)

If your content is designed to make a strong visual impression, if you need to maintain your branding, and if you want to include multimedia components, you might want to consider creating a fixed layout ePub or Kindle eBook, HTML5 Publication or a custom app, or using App Studio to create content that can be viewed in a custom reader app.

If your content is primarily textual, and you don't have any need for fancy layout, you might want to consider using a format such as reflow ePub or Kindle eBook. This format provides only a reflow view, and is compatible with a wide variety of readers.

If it is critical that your content be presented in a way that is uniquely yours, you may want to consider creating a custom app, either from scratch or using App Studio. Although this is the most labor-intensive option, it is also the most flexible. Note, however, that the more custom work you put into an app, the more difficult it is to recreate that app for multiple platforms.

Another question you may want to ask yourself is, do you want or need to support multiple device orientations? Do your customers expect this functionality? If this is important to you, you should probably consider this when choosing a format. Many ePub readers support this functionality automatically, but not all of them. If you want to vary your layout when the orientation changes, a better choice would be a custom app or an issue created in App Studio.

If you're considering using multimedia elements such as audio and video, make sure you have the resources necessary to produce those multimedia assets. It's easy to get excited about the idea of using multimedia, but creating and using multimedia properly can involve a great deal of planning and expense. You may be able to reuse materials that your organization has already created for other media, such as the organization's Web site.

Some other things to think about:

- Do you want to provide your users with industry-standard navigation controls and icons that they can use without having to think about it too hard, or do you want to create custom controls that provide a more unique experience?
- Do you plan to deliver the same content on the Web? If so, what (if anything) should differentiate the Web version of the content from the version delivered

on handheld devices? If there are no meaningful differences between the presentation of content on your Web site and the presentation of that content on a handheld device, you may want to consider whether you need an app experience at all.

- Do you need to publish in multiple formats, or only in an app presentation? Are you porting content from another format? Can you do a single-source approach, at least to generate the initial version of a layout that you can then customize for release as an app issue?

➡ For more information about the formats discussed here, see "[Hardware, operating systems, and formats](#)."

### Assessing your customers' needs

It's probably safe to assume that you want your customers to have a positive experience with your content. To make sure this happens, consider questions such as the following:

- Do your customers want to be able to change the point size of the text? If so, consider a format that includes a reflow view.
- Will your consumers be able to download your content when they want to? For example, if you want to download an app from the Apple App Store over 3G, that app must be less than 50MB in size. If you want to make sure such an app is downloadable over 3G, consider a lighter-weight format such as ePub, or try to minimize the size of any multimedia assets you include in your apps.
- How quickly will your customers want to be able to download your content? Even on an unrestricted network, you might want to think about keeping the size of your files as small as possible, in order to prevent your customers from becoming frustrated with the wait.
- In what languages do your customers want to read your content? If you want to distribute content in multiple languages, you should make sure that the format and device you choose support those languages. For example, some East Asian and Eastern European languages use characters that are not available in many Western fonts, and some languages are read in different directions than Western languages. The ePub format supports East Asian and Eastern European languages on some devices, but it may not support them on all devices. If you want to use App Studio, you must use only the layout view, because special characters may not display correctly in reflow view.
- Do you expect your customers to have an Internet connection when they're consuming the content? If so, you should make sure your content behaves gracefully when customers don't have access to a network. If you create HTML5 interactivity, you can provide a default or "fallback" image or other graphic element in each spot where you display content live via the Web.

➡ For more information about the formats discussed here, see "[Hardware, operating systems, and formats](#)."

### Planning for distribution

Just as there are many different ways to distribute print content, there are many different ways to distribute content for handheld devices. The way in which you choose to distribute your content probably depends on what that content is for and how you plan to generate revenue.

Consider how often you plan to release content:

- Do you need to distribute small amounts of content on a frequent basis? If so, you might want to consider creating a news-reader-type app using a framework such as TapLynx. This approach allows you to build and distribute your app once, then regularly release updates to the content displayed in that app without requiring the customer to do anything but open it. In this model, the cash flow usually comes in the form of ad revenue.
- Do you want to publish content for sale on an infrequent or irregular basis? For example, are you a publisher who wants to make book titles available to your customers? If this is the case, you may want to consider using the Kindle or ePub format. If you have no need of layout view, you might consider a large existing distribution network such as Amazon or Apple iBooks, or one of many smaller distribution networks.
- Do you want to sell published content on a recurring basis? For example, are you creating a digital magazine? You can accomplish this by creating a custom app for each issue, but this can be work-intensive, and some customers may not want to download a new app every time. You can also consider creating an App Studio reader app, and then selling individual issues from a Web server. If you choose this approach, you can customize the app to display your branding, or use a generic viewer app. (Note, however, that this approach limits you to the platforms supported by App Studio.)

If you choose to distribute App Studio issues that are viewable in a reader app, you should consider whether you want to make a sample issue available so that the user can experience the value of your publications. You can bundle a sample issue with the app, but if you do so be wary of file size, both for reasons of download size restrictions and to avoid making your customers wait too long. You can also provide free access to a sample issue from within the reader application.

Of course, you need a plan for generating revenue. The options here include selling apps on an individual basis, selling issues that can be viewed in a reader app, selling books (for example, for the Kindle Reader or iBooks), and selling advertising. If you choose to sell advertising, you can work out individual deals with advertisers, or use an existing ad network such as Apple's iAd (for iOS only) or Google AdMob (for iOS and Android).

When you're thinking about advertising, you might also want to think about analytics. Do you want your app to provide you with information about how it's being used, and how your content is being consumed? Both iAd and AdMob include options for gathering such information and using it to tailor advertising.

Finally, how many different platforms do you want to deliver on? Here, custom apps are the least appealing option, because they must be written separately for each

platform. For maximum coverage, consider an industry standard format such as ePub or HTML5 Publications.

➡ For more information about the formats discussed here, see "[Hardware, operating systems, and formats](#)."

### Assessing your infrastructure needs

Creating content for digital distribution is only one part of the digital publishing process. If you plan to deliver content for digital devices, you need to make sure that you have all of the infrastructure necessary to do so.

For example, if you plan to host content on a Web site, you need to consider how much space you're planning to need and how many downloads you anticipate having, because both of these typically affect the amount you are charged for hosting. In any case, you should track your usage information once you have launched, analyze it, and make any necessary adjustments to your hosting plan. (If you create an app that includes content served over the Web, you should also consider the hosting plan used for that content.)

Billing is another important aspect to consider. If you are selling individual apps or issues, you need to make sure you have the infrastructure necessary to take payments for that content in every market where you want to make that content available. Probably the easiest way to do this is to use an established network such as the App Store or Amazon, because these organizations are designed to make this aspect of business easy and transparent for content creators.

Finally, you should probably have a plan for promoting and marketing your content. You can hire an expert to handle this for you, or promote your content yourself using social media such as Facebook and Twitter, or you can do a combination of both.

# Hardware, operating systems, and formats

When you're thinking about publishing to handheld devices, it's good to know as much as possible about the hardware, operating systems, and formats currently available for such devices.

## Hardware

It's important to know which types of hardware you want to make your content available on because different devices have different advantages and disadvantages. For example:

- **Physical size:** If you're designing content for delivery on a smaller screen, you probably want to design it differently than you would for a larger screen. When designing for a large screen, you might augment the table of contents with thumbnail previews for each item — but on a smaller screen, you might want to keep thumbnail images to a minimum. On smaller screens, you might also want to give serious thought to providing access to all of your content in reflow view.
- **Resolution:** When designing on a computer monitor, keep in mind that the resolution you're designing at might be different from the resolution your content will be viewed at. If the resolution of your monitor is significantly higher or lower than the resolution of the device you're designing for, you need to keep that difference in mind during design. It also means you should do usability testing with your content early on, to avoid committing yourself to a design that may be unreadable when viewed on the target device.
- **Network access:** Does the device you're designing for have constant access to the Internet? Or is it designed to download content only from a proprietary server, like the Amazon Kindle? If the device has constant access to the network, is it only at a limited speed or limited file size? You need to know the answers to these questions if you're planning to provide on-the-fly downloadable content such as updates or magazine issues.
- **User interface:** Selecting and zooming are a major part of the experience of consuming content on a digital device. Does the device you're designing for have a touch screen? If so, what gestures does it support? If you're designing for multiple devices, do you know what kind of gestures they all support? Does every device you want to use support multiple orientations?

- **Orientation switching:** Most devices support orientation switching, so regardless of the target platform, you'll probably have to think about doing two different layouts.

### Operating systems

A sad fact of designing for digital devices is this: different operating systems require different apps. If you want to make content available natively on as many phones as possible, you may need to find or create an e-reader for iOS, Android, Windows OS, webOS, and Blackberry OS. Even the same OS can work differently on different devices (for example, different devices run different "flavors" of Android).

Fortunately, there are several ways to avoid having to write a native app for each operating system. For example:

- You can deliver content using a special version of your Web site that is designed for use on mobile devices.
- You can deliver content using a generic platform that delivers players for different platforms. For example, you can view Flash content on any platform for which there is a Flash player. However, you cannot currently view Flash content on iOS, and Flash support is still evolving even on mobile platforms that do support it.
- You can deliver content using a proprietary platform that delivers players for different platforms. For example, HTML5 content is readable on a wide variety of platforms, and offers the ability to include interactive content for multiple platforms, as well as static text. HTML5 Publications from QuarkXPress can be read on variety of mobile and tablet devices including desktop browsers.
- You can deliver content using a generic format that can be read on almost any platform, such as HTML5, ePub or PDF.

### Multimedia format limitations

When choosing a delivery format, keep in mind that not all multimedia files are supported on all platforms. For example, video must be encoded to H.264 format in order to be viewed on iOS, and support for Flash is currently unavailable on iOS devices and limited on many other devices.

### Delivery formats

There are several types of formats for delivering content to handheld devices:

- Open formats such as HTML5, ePub, and PDF. Formats such as these can be attractive because of their ability to display on almost any device and operating system. However, you should keep in mind that it can be difficult to monetize content in an open format that has no established framework for control and distribution.
- Device-specific or OS-specific formats, such as apps for iOS or Android. Content in this type of format may allow only for limited release, but may allow the author

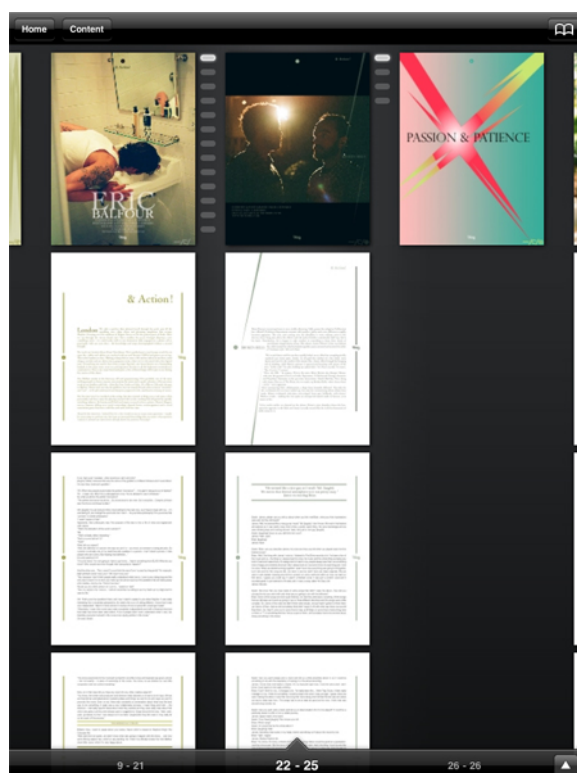
to take advantage of the existing infrastructure of an institution such as the Apple App Store and the Android Play Store. Writing your own app also leaves you leeway to create pretty much anything you want, provided you're willing to put in the effort.

- Controlled, proprietary formats that can run on multiple devices and operating systems, such as the Amazon Kindle format. Formats such as these often offer the advantage of a dedicated distribution system, which can make it easier for a publisher to reach a large audience without giving content away for free.

# General design approach

Before you start designing anything, you should know as much as possible about the answers to the questions asked earlier in this document. The features and limitations of the format(s), operating system(s), and device(s) you're targeting may severely limit your choices when it comes to design. If you feel like you already have a good understanding of what you want to create, here are some suggestions on how to approach creating it.

- **Decide upon a general approach.** Avoid reinventing the wheel. Try to find an app/reader that looks and works the way you want it to, then think about what it is that you like about it and how you might improve on it.
- **Decide how you want the UI to work.** Make sure the UI feels natural. In other words, make sure the design makes affordances for the UI, rather than just imposing an arbitrary UI on every page.
- **Decide what kind of layout you want.** A standard way to do an eBook is to simply mimic the experience of reading a physical book, with pages that you can turn. However, this isn't the only way to lay out an eBook. For example, you can present a horizontal line of thumbnails, each of which represents an article, with a scrollable vertical list of page thumbnails underneath each (this is called a "page stack"). In full-page view, a page-stack design lets the user swipe horizontally to browse through articles and vertically to read them.



A page stack

- **Build and test your templates.** If you're templating multiple publications, make sure you think about orientation during the templating phase and do plenty of testing before you start using those templates in production. Test your fonts, colors, styling, and UI on all of the devices you plan to publish to. If you're converting content that was designed for another medium, look for problems with very small elements such as narrow and hairline rules, frames, small text, etc.
- **Build your content in an organized way.** Decide on naming conventions for styles, colors, objects, and so forth, and stick to them. Consider putting all of your interactive items on their own layer so that you can easily show, hide, and isolate them.
- **Save the reflow view for last.** Make sure your visual layout is FINAL before you start working on reflow view.
- **Test, test, test.** It's worth a little tedium to avoid embarrassing yourself and having to re-release apps and content. Make sure you test with someone other than the people who designed the content and/or app.

# Mistakes to avoid

Digital publishing is an extremely flexible medium. This flexibility means it's possible to do amazing things, but it also means there are pitfalls that you may not be aware of.

For example, just because you can use multimedia elements such as movies, slideshows, and audio in a digital publication, that doesn't mean you should do so on every page. Generally speaking, multimedia elements should be used only when they introduce value that could not otherwise be harvested from the content. An audio sample in an article about a band might be appropriate, where an audio sample from an interview with a dull-sounding subject might not.

When you do use multimedia elements, make sure the control of those multimedia elements is squarely in the hands of your users. A movie that plays when users first view a page might be fine in a publication where the user is unlikely to visit that page again, but could become tiresome if the user has to sit through the movie each time he or she returns to the page. Instead of having such multimedia elements start automatically, consider providing clear visual indicators of their presence and allowing the user to decide whether he/she wants to view and/or listen to them. Just as importantly, make sure the user always has an obvious way to stop the playback of a multimedia element, in case he or she decides against viewing or listening to it.

In situations where you provide visual indicators of the presence of multimedia elements, it may be tempting to get creative, but your users will probably be happiest if you use industry-standard visual cues. For example, if you want to indicate that a box contains a video snippet, a right-facing triangle in the center of the window is probably the clearest way you can indicate this. Similarly, a horizontal bar with a play button is the preferable way to indicate the presence of an audio clip.

It's also important to adhere to industry standards when it comes to navigation. As of this writing, the standard way to navigate from one page to the next on a handheld device is to use a horizontal swipe of the finger. On multi-touch screens, the current standard for zooming in and out is to use pinch-in and pinch-out gestures. On devices that do not support such gestures, arrow icons work well for page turning, and magnifying glass icons work well for zooming. (This may seem obvious, but it's still important enough to mention.)

If you want to create a high-end digital publication, one of the most important mistakes you might want to avoid is creating something that looks like it was created by mindlessly shoving content into a template. There's nothing wrong with starting from a template, but if you don't use some of the design features that are offered by high-end tools such as QuarkXPress, you may be leaving money on the table.

## MISTAKES TO AVOID

Lastly, always make sure you test your digital publications on inexperienced users before releasing them. This is a great way to reveal design flaws that otherwise might not be obvious. For example, it's easy to design a page that includes full-screen multimedia elements that can prevent the user from being able to turn the page.

# Projects and Layouts

Each QuarkXPress project contains one or more layouts. Every layout is stored within a project, and every project contains at least one layout. Each layout can contain as many as 2,000 pages, and can be as large as 224" x 224" in size (or 112" x 224" for a two-page spread). A project can contain an unlimited number of layouts.

A QuarkXPress project can contain two types of layouts: Print and Digital. This allows you to use one project to create content for various media — such as print, PDF, ePub, native apps, Kindle books and HTML5 Publications.

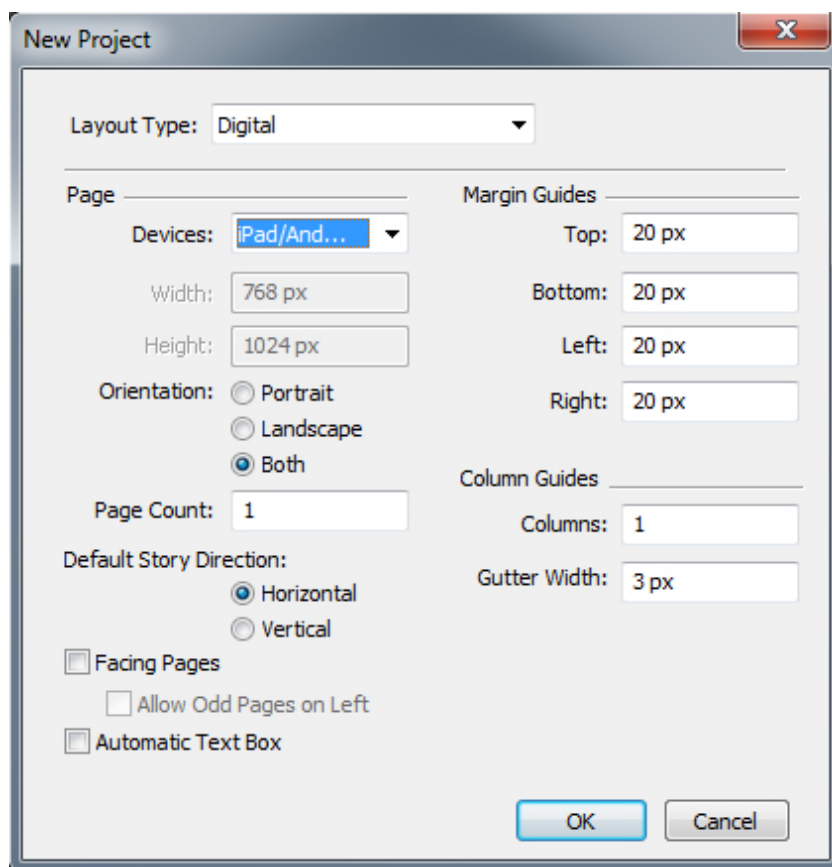
## Digital layouts

Digital layouts allow you to create content for digital publishing. You can create content and export the digital layout for digital publishing in ePub, Kindle, App Studio and HTML5 Publication output formats.

### Creating a digital layout

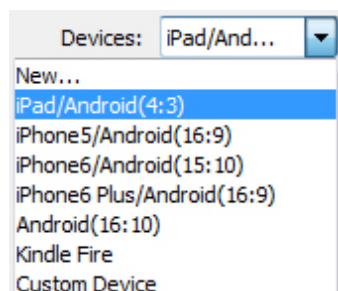
To create a digital layout:

- 1 Choose **File > New > Project**. The **New Project** dialog box displays.



**New Project** dialog box for a Digital layout

- 2 Choose **Digital** from the **Layout Type** drop-down menu.
- 3 Choose a device from the **Devices** drop-down menu.



**Devices** drop-down menu

The **Width** and **Height** fields are automatically populated depending on the device chosen.

➡ To define and use a custom device see "[Custom device](#)."

- 4 Set the orientation for the default layout.

If you select **Both**, QuarkXPress will automatically create two layouts, one with a **Portrait** orientation and one with a **Landscape** orientation. QuarkXPress displays the new project in a split view, so that you can work with both views of the layout at the same time. For more information, see "Splitting a window" in [A Guide to QuarkXPress](#).

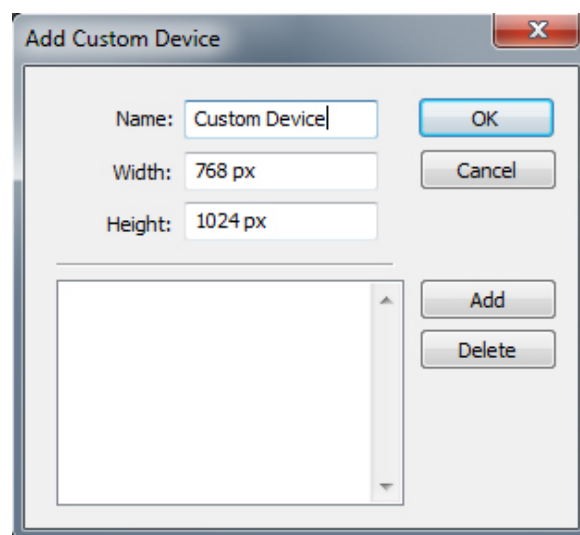
- 5 The **Margin Guides** controls let you set default margins for the layout.
- 6 The **Page Count** allows you to specify the number of pages you want to initially create.
- 7 The **Column Guides** controls let you create a multi-column page by default.
- 8 Specify the **Default Story Direction** for the layout.
- 9 The **Facing Pages** check box lets you create spreads. In a project with a horizontal default story direction, the **Allow Odd Pages On Left** check box lets you control whether you can have odd pages on the left. In a project with a vertical default story direction, the **Allow Odd Pages On Right** check box lets you control whether you can have odd pages on the right.
- 10 The **Automatic Text Box** check box lets you add a text box to the default master page for the layout.
- 11 Click **OK**.

A project containing a default Digital layout is created.

### Custom device

You can define custom devices with custom page sizes and add it to the **Devices** drop-down menu on the **New Project** dialog. To create a custom device:

- 1 Choose **File > New > Project**. The New Project dialog box displays.
- 2 Choose **Digital** from the **Layout Type** drop-down menu.
- 3 Choose **New** from the **Devices** drop-down menu. The **Add Custom Device** dialog displays.



**Add Custom Device** dialog box for a Digital layout

- 4 Specify a **Name** and define the **Width** and **Height** for the custom device.
- ➡ To create multiple custom devices, click **Add**. The new custom device will appear in the list and you will be able to create another. To delete a custom device, select it from the list and click **Delete**. To edit a custom device, select it from the list and redefine the **Width** and **Height** fields.

### 5 Click OK.

Any custom devices you create will appear in the **Devices** drop-down menu in the **New Project** and **New Layout** dialogs, only when you are creating a digital layout.

➡ Custom devices can also be created using the **New Layout** dialog. (**Layout > New**).

### Working with layouts

It's easy to navigate between layouts, add layouts, duplicate layouts, and delete layouts.

By default, tabs display at the top of the project window for each of the layouts in a project. On *Mac OS X* only, you can change the order of layouts displayed in the layout tab by dragging and dropping the layout name tabs. This setting is saved with the document and the order is maintained.

To navigate between layouts, use the tabs at the top of the project window.

To add a layout to the active project, choose **Layout > New** or right-click a layout tab and choose **New** from the context menu.

To duplicate a layout, display the layout you want to duplicate, then choose **Layout > Duplicate** or choose **Duplicate** from the **Layout** tab context menu. User can duplicate a Print layout into a Digital layout by choosing **Digital** as the layout type.

To change a layout's properties, display the layout, then choose **Layout > Layout Properties** or choose **Layout Properties** from the **Layout** tab context menu. The **Layout Properties** dialog box displays. You can use this dialog box to change limited layout properties based on the layout type, but you cannot change a layout to or from a Digital layout type.

To delete a layout, display the layout, then choose **Layout > Delete** or choose **Delete** from the **Layout** tab context menu.

When you use the following commands, only the active layout is included in the resulting output:

- **File > Export > Layout as PDF**
- **File > Export > Layouts as Project**
- **File > Export > Page as EPS**
- **File > Export > Layout as ePub**
- **File > Export > Layout as Kindle**
- **File > Export > Layout as HTML5 Publication**
- **File > Export > Layout as Image**

➡ Layers apply to the layout that is active when you create and edit them.

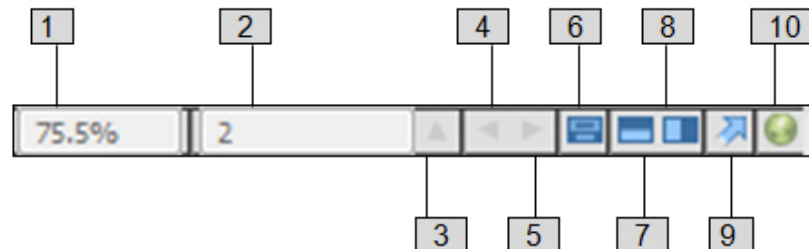
➡ When you perform a project-level action (**Edit > Undo**), the action is added to the Undo History in all layouts.

➡ When you check spelling (**Utilities** menu), QuarkXPress checks only the active layout.

➔ The Find/Change feature (**Edit** menu) can search only the active layout.

### Layout controls

When you open a project, you have immediate access to some basic features at the bottom left of the project window.

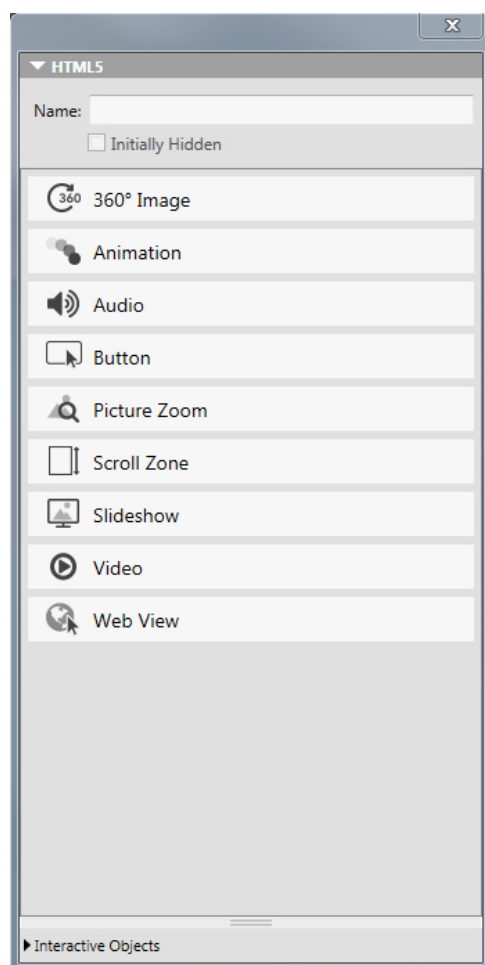


#### Layout controls

- 1 Zoom:** Enter a zoom percentage or choose a zoom value from the drop-down menu (the maximum zoom limit is 8000%).
- 2 Page Number:** Enter a page number in the **Page Number** field or choose a page from the page list that displays when you click the upward facing arrow to the right of the field.
- 3 Page Preview:** Click the up arrow next to the **Page Number** field to see a thumbnail view of all of the pages in the layout. *Mac OS X* users can continue to click the up arrow to enlarge the thumbnails.
- 4 Previous Page:** Navigate to the previous page.
- 5 Next Page:** Navigate to the next page.
- 6 View Master Page:** Switch back and forth between the active layout page and its master page.
- 7 Split Screen Horizontal:** View the layout in two or more separate panes one above the other.
- 8 Split Screen Vertical:** View the layout in two or more separate panes side by side.
- 9 Export:** Display the same export options that are available when you choose **File > Export**.
- 10 Preview HTML5 Publication:** Click this icon to generate a preview of the layout as an HTML5 Publication. This allows you preview your current layout in a browser, before actually exporting or uploading to the portal.

### Adding interactivity to digital layouts

You can add a variety of types of interactivity to a digital layout, including slideshows, movies, buttons, sound, and HTML with the **HTML5** palette (**Window** menu). This palette lets you name and add interactivity to whichever object is selected in the layout.












### HTML5 palette

- ➔ Picture boxes, text boxes, anchored boxes, and no-content boxes support different kinds of interactivity. Options that are not available for the selected item are disabled.

At the bottom of the palette, there is a list of all of the interactive objects in the active layout, including each enrichment type, object's name, and page number. You can navigate to any object listed here by double-clicking it.

Once you apply interactivity to a box, the application adds an icon to the box to show what kind of interactivity it has. To view these icons, make sure **View > Visual Indicators** is checked. The icons are as follows:

- : 360° Image
- : Animation
- : Audio
- : Button
- : Picture Zoom
- : Scroll Zone
- : Slideshow

- : Video
- : Web View

The **HTML5** palette includes a number of file selection controls. If you are logged into Quark Publishing Platform, you can choose whether to select a file from the file system or from Quark Publishing Platform. If you choose **Platform** from such a button, the **Asset Picker** dialog box lets you choose a Platform asset.

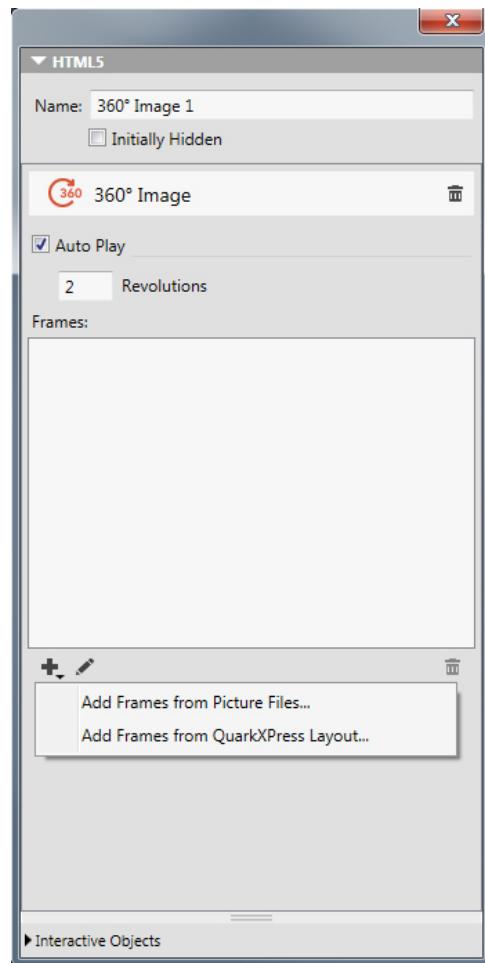
➔ Quark Publishing Platform is a dynamic publishing platform that provides a broad range of functionality to streamline and automate your publishing process. For information about using App Studio with Quark Publishing Platform, see [A Guide to Quark Publishing Platform](#). For general information about the Platform, visit <http://www.quark.com>.

### **Adding a 360° image**

A user can combine a series of images taken at fixed intervals around an object to create a single interactive image. The 360° image can auto rotate, and the user can grab the image and rotate it to any angle.


Digital layouts support interactive pictures in PNG, JPEG, GIF, TIFF, and EPS formats. To add an 360° image to a Digital layout:

- 1 Select the picture box you want to contain the 360° image.
- 2 In the **HTML5** palette, click **360° Image**.



### 360° image controls

- 3 Optionally, enter a name for the 360° image in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
  - 4 If you want the 360° image to be initially invisible, check **Initially Hidden**.
  - 5 To allow the 360° image to initially rotate automatically, check **Auto Play**.
    - **Revolutions:** Lets you specify how many times the 360° image should automatically rotate.
- ➡ After the image has completed the number of automatic revolutions you have specified, the user will be allowed to manually rotate the 360° image.
- 6 To add frames to the 360° image, click the + button.
    - **Add Frames from Picture Files:** Lets you add picture files as frames to the image. You can use picture files in PNG, JPEG, TIFF, PDF, and EPS formats. You can use the Shift or Command/Ctrl key to select multiple files.
    - **Add Frames from QuarkXPress Layout:** Displays the **Add Frames from Layout** dialog box. This dialog box lets you add pages from a QuarkXPress layout as separate frame to the image. You can create a new layout or choose pages from an existing layout.

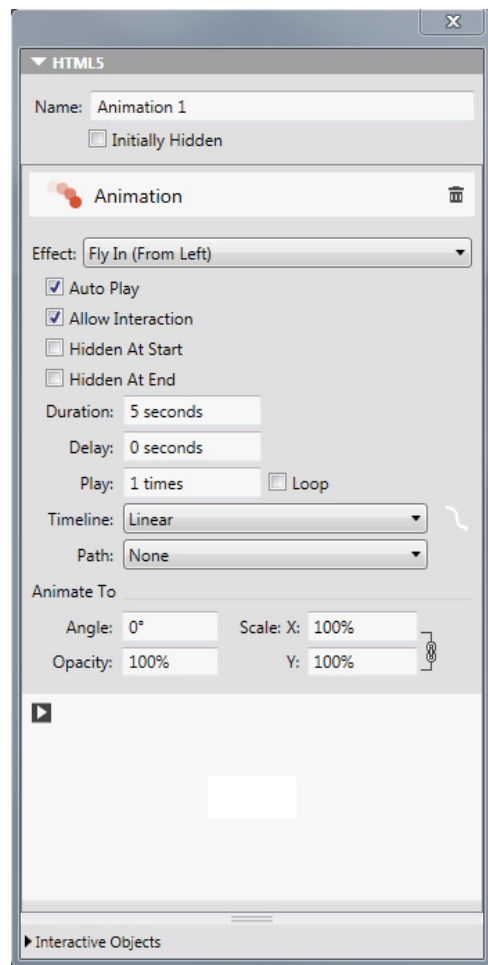
- 7 To edit a single frame, choose a frame and click the **Edit** button .

### Adding animation

A user can apply animation effects to objects in their documents.

To add an animation to a Digital layout:

- 1 Select the object you want to apply the animation to. You can apply animations to picture boxes, text boxes, None Boxes and Lines. You can not apply animation to group boxes.
- 2 In the **HTML5** palette, click **Animation**.



#### Animation options

- 3 Optionally, enter a name for the animation in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
- 4 Choose how you wish the animation to first appear from the **Effect** drop down menu.
- 5 To allow the animation to initially play automatically, check **Auto Play**.
- 6 To allow the viewer to interact with the animation, check **Allow Interaction**.
- 7 If you want the animation to be initially invisible, check **Hidden at Start**.

- 8 If you want the animation to become invisible after playing, check **Hidden at End**.
- 9 **Duration:** Lets you specify how much time it takes for the animation to occur.
- 10 **Delay:** Lets you specify how long of a delay there should be before the animation begins to play.
- 11 **Play:** Lets you specify the number of times the animation is played, or check **Loop** to cause the animation to play repeatedly.
- 12 Choose from the **Timeline** drop down menu to specify the timeline for the animation. For example, you can choose that the animation starts slowly and speeds up (**Ease In**), or slows down at the end (**Ease Out**).
- 13 **Path:** Lets you define and specify the path the animation will take. Only the end point and starting point of an object are valued as a path and the object will travel on a line between the two.
- 14 Set the following options in the **Animate To** section of the palette to determine the objects ending point:
  - **Angle:** Specify a rotation angle that the object completes during the animation.
  - **Opacity:** Specify the opacity the object should have at the end of the animation.
  - **Scale: X** and **Scale: Y** : Specify a percentage value to determine whether the object increases or decreases in size during playback.

To preview the animation, click the  button.

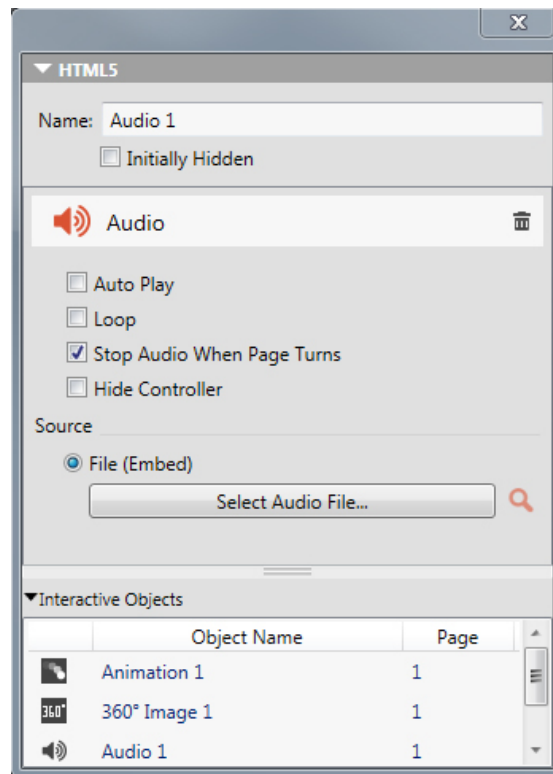
### Adding audio

You can associate an audio file with a picture box. When the end user views the issue, the box is replaced with audio controls that allow the sound to be played. You can also configure sound files to play in the background and to continue playing when the user changes pages.

- ➔ You can start and stop the playback of audio files with actions. For more information, see "[Working with interactivity actions](#)."
- ➔ QuarkXPress HTML5 interactivity support only .mp3 files.
- ➔ Only one audio file can play at a time. If one sound is playing, and another sound starts, the first sound is paused.

To add audio to a Digital layout:

- 1 Select the picture box you want to replace with the audio controls.
- 2 In the **HTML5** palette, click **Audio**.



#### Audio options

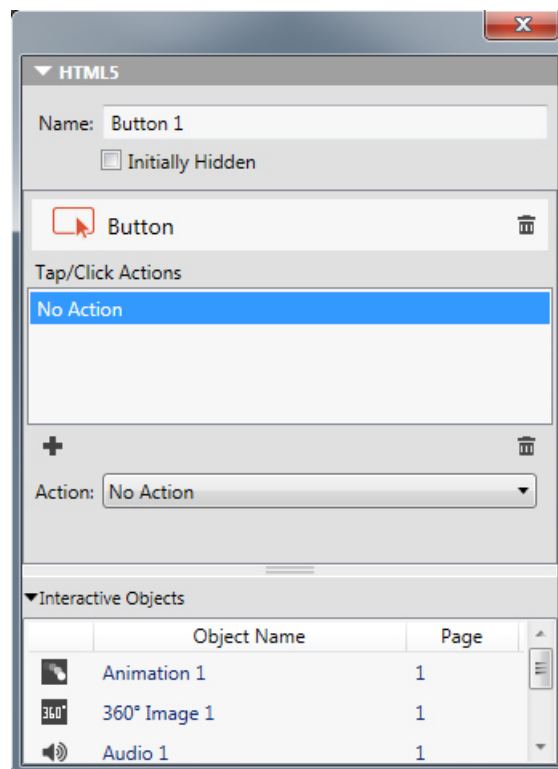
- 3 Optionally, enter a name for the audio controller in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
  - 4 If you want the audio object to be initially invisible, check **Initially Hidden**.
  - 5 To make the audio play automatically when the page it is on displays, check **Auto Play**.
- ➡ **Auto Play** for audio and video is not supported on mobile devices (iOS & Android).
- 6 To make the audio play repeatedly, check **Loop**.
  - 7 To make the audio stop playing when the user goes to a different page, check **Stop Audio When Page Turns**. If you leave this box unchecked, the audio will continue to play until the user moves to the next article.
- Sounds that play at the article level do not play when you preview the article in a Web browser.
- 8 If **Stop Audio When Page Turns** is checked, you can hide the default audio controls by checking **Hide Controller**.
  - 9 To specify the location of the audio file, click an option in the **Source** area.
    - To use a local audio file, click **File (Embed)**, then click the button and select the audio file.
    - To use an audio file from Quark Publishing Platform, click **Quark Publishing Platform**, then click **Browse Platform** and select the audio file.

- 10 To finish configuring the audio object, click a different object or a blank part of the layout.

### Adding a button

To add a button to a Digital layout:

- 1 Select the rectangular picture box you want to make into a button.
- 2 In the HTML5 palette, click **Button**.



Actions added to a button

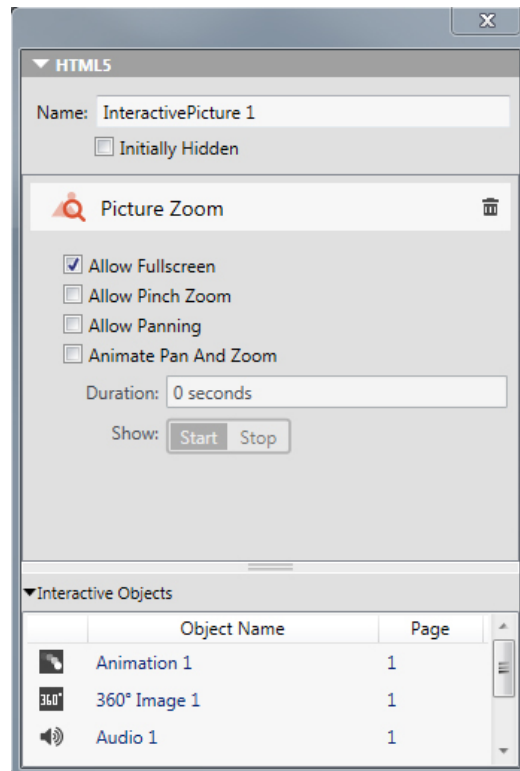
- 3 Optionally, enter an internal name for the picture in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
- 4 If you want the button to be initially invisible, check **Initially Hidden**.
- 5 To add an action for the button, click the **+** button. Choose an action from the **Action** drop-down menu at the bottom, then use the controls below to configure the action. You can add multiple actions to the same button. For more information, see "[Working with interactivity actions](#)."
- 6 To finish configuring the button, click a different object or a blank part of the layout.

### Adding a zoomable picture

A zoomable picture initially displays in a box, but takes over the entire screen when double-tapped. You can use this feature to add an animated pan-and-zoom effect to an image, or allow it to be zoomed and panned directly in its box.

Digital layouts support interactive pictures in PNG, JPEG, GIF, TIFF, and EPS formats. To add an interactive picture to a Digital layout:

- 1 Select the picture box that contains the picture you want to make zoomable.
- 2 In the **HTML5** palette, click **Picture Zoom**.



#### Picture zoom controls

- 3 Optionally, enter a name for the zoomable picture in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
- 4 If you want the zoomable picture to be initially invisible, check **Initially Hidden**.
- 5 To allow the user to switch back and forth between cropped view and fullscreen view by double-tapping the picture, check **Allow Fullscreen**.
- 6 To allow the user to zoom in and out with pinch gestures, check **Allow Pinch Zoom**.
- 7 To allow the user to pan around in the picture with one finger, check **Allow Panning**.
- 8 To make the picture pan and/or zoom at the beginning of its display, check **Animate Pan and Zoom**.
  - **Duration:** Lets you control how long the pan/zoom lasts. At the end of this duration, the picture stops and stays in its final position.
  - **Start and Stop:** These buttons allow you to set the beginning and ending crop. Click **Start** and scale/position the picture for the initial position, then click **Stop** and scale/position the image for the final position.

- 9 To finish configuring the zoomable picture, click a different object or a blank part of the layout.

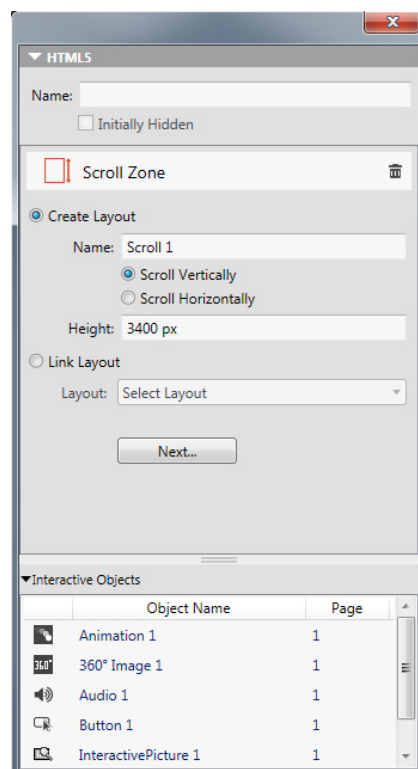
### Adding a scroll zone

The scroll zone feature lets you add a scrollable area to a page on a layout. The content for the scrollable area comes from a different layout (the scrollable layout). Once you set up a scroll zone, you can populate it with whatever you want, whether it's a long run of text, a large panoramic picture, or a series of interactive elements. You can then use that scrollable layout in multiple layouts within a layout family. (For more information, see "[Understanding layout families](#).")

- ➔ Referenced scrollable layouts are exported as HTML in the same way the host layout is. That means they work the same way in terms of font usage and the **Convert To Graphic on Export** option for text boxes.
- ➔ Referenced layout can contain their own interactive objects, and they will work as they would in the host layout.

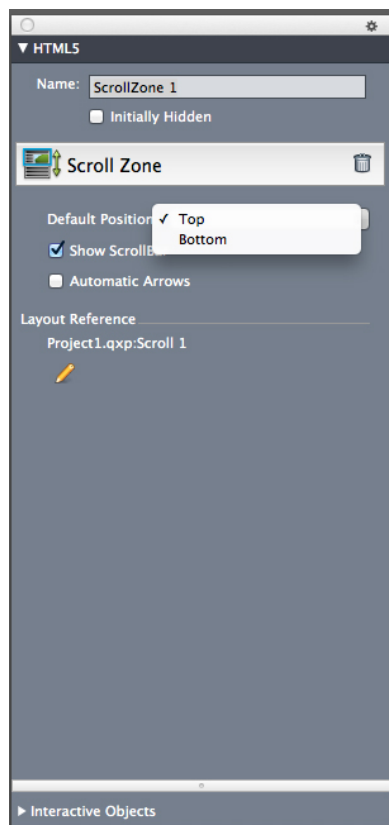
To set up a scroll zone for a Digital layout:

- 1 Navigate to a layout that is part of a layout family.
- 2 Draw a picture box to represent the size and the location of the scroll zone. Make sure the box is selected.
- 3 In the HTML5 palette, click **Scroll Zone**.




Scroll zone controls

- 4 Optionally, enter a name for the scroll zone in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
- 5 Choose whether you want to create a layout or link to an existing layout.
  - If you want to create a new layout to serve as the scrollable layout, click **Create Layout** and enter a name for the layout in the **Name** field. You can decide whether you want to create a horizontal or vertical scrollbar. A vertical scrollbar can be as long as you want it to be, a horizontal scrollbar is restricted to one page. Enter the height of the scrollable layout in the **Height** field.
  - If you want to use an existing layout in the active project as the scrollable layout, click **Link Layout** and choose that layout's name from the **Layout** drop-down menu. The size of the selected box is adjusted to fit the layout.
- 6 Click **Next**. The **HTML5** palette displays the following controls.



Scroll zone layout controls in **HTML5** palette

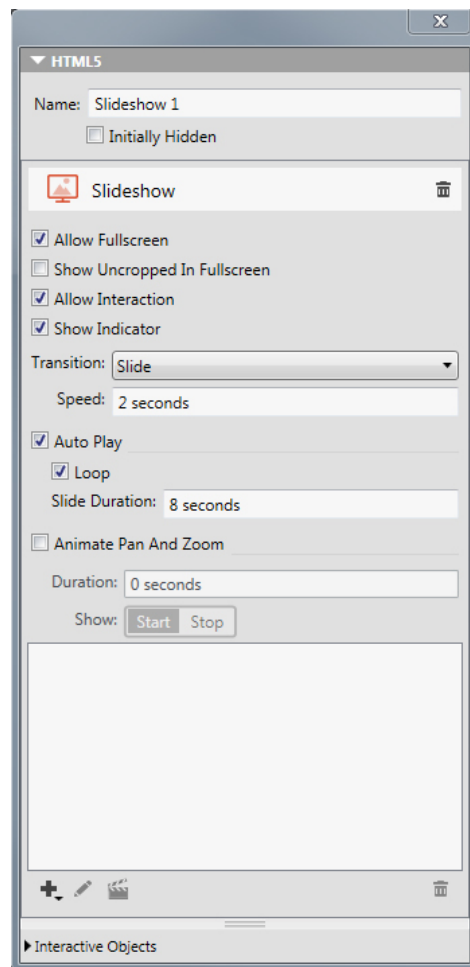
- 7 Specify the default position of the scroll bar:
  - Choose **Top** or **Bottom** if scrolling vertically.
  - Choose **Left** or **Right** if scrolling horizontally.
- 8 To provide scrollbars as a visual cue that the area is scrollable, check **Show ScrollBar**.
- 9 To automatically display arrows that indicate the direction in which the scroll zone can be scrolled, check **Automatic Arrows**.

- 10 To edit the scrollable layout, click the **Edit** button  under **Layout Reference**.
- 11 To finish configuring the scroll zone, click a different object or a blank part of the layout.

### **Adding a slideshow**


Slideshows support both picture files and pages from QuarkXPress layouts. To add a slideshow to a Digital layout:

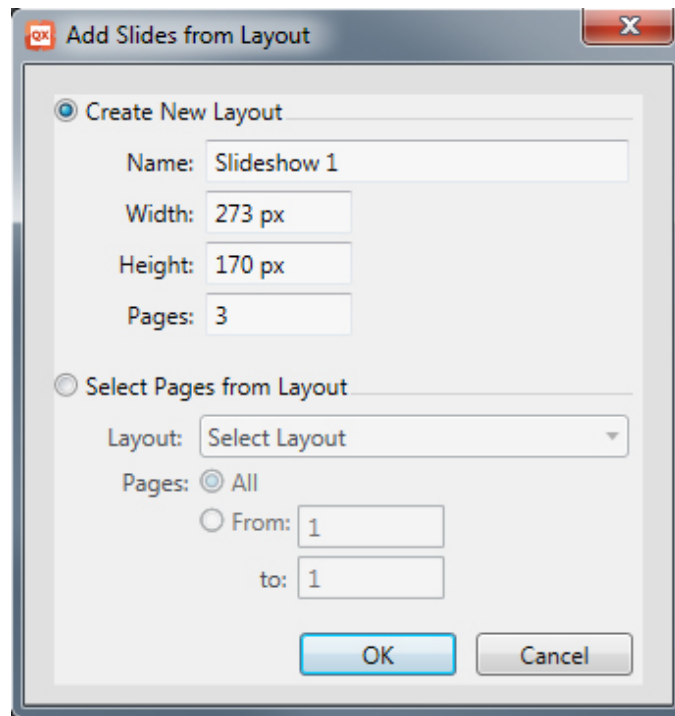
- 1 Select the picture box you want to contain the slideshow.
- 2 In the **HTML5** palette, click **Slideshow**.



### Slideshow options

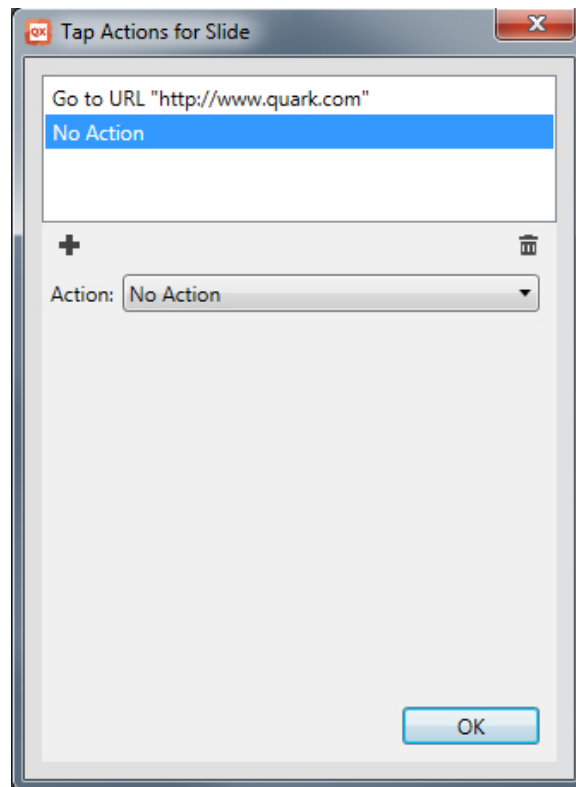
- 3 Optionally, enter a name for the slideshow in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
- 4 If you want the slidehow to be initially invisible, check **Initially Hidden**.
- 5 To allow the user to switch a slide to full-screen mode and back by double-tapping it, check **Allow Fullscreen**.

- 6 To display slides uncropped when the slideshow is in fullscreen mode, check **Show Uncropped in Fullscreen**. If this box is not checked, the slides use their picture-box crop in fullscreen mode.
- 7 To allow the user to interact with the slideshow, check **Allow Interaction**.
- 8 To disable slideshow indicators, uncheck **Show Indicator**. By default, the option is checked to show slideshow indicators.
- 9 **Transition**: Lets you control the transition between slides (**None**, **Slide**, **Fade**, **Flip**).
- 10 **Speed**: Lets you specify how long each transition lasts.
- 11 To make the slideshow start playing immediately when the user displays the page, check **Auto Play**. If this box is unchecked, the user must manually change the slides with finger swipes or with buttons.
  - To have the slideshow play indefinitely, check **Loop**. If this box is not checked, the slideshow will stop playing at the last slide.
  - **Slide Duration**: Lets you control how long each slide is on the screen.
- 12 To make the slide pan and/or zoom at the beginning of its display, check **Animate Pan and Zoom**.
  - **Duration**: Lets you control how long the pan/zoom lasts. At the end of this duration, the slide stops and stays in its final position until the next slide is displayed.
  - **Start** and **Stop**: These buttons allow you to set the beginning and ending crop of each image. Click **Start** and scale/position the picture for the initial position, then click **Stop** and scale/position the image for the final position.
- 13 To add a slide, click  at the bottom of the slide list and choose one of these options:
  - **Add Slides from Picture Files**: Lets you add picture files to the slideshow. You can use picture files in PNG, JPEG, TIFF, PDF, and EPS formats. You can use the Shift or Command/Ctrl key to select multiple files.
  - **Add Slides from QuarkXPress Layout**: Displays the **Add Slides from Layout** dialog box. This dialog box lets you add pages from a QuarkXPress layout to the slideshow. You can create a new layout or choose pages from an existing layout.




**Add Slides from Layout** dialog box

- 14 To edit a slide, select it and click . If the slide is a picture file, that file opens in the default image editing application. If the slide is a page from a QuarkXPress layout, the layout opens and scrolls to that page.
- 15 To execute an action when the user taps a slide, select it and click . The **Tap Actions for Slide** dialog box displays.



#### Tap Actions for Slide dialog box

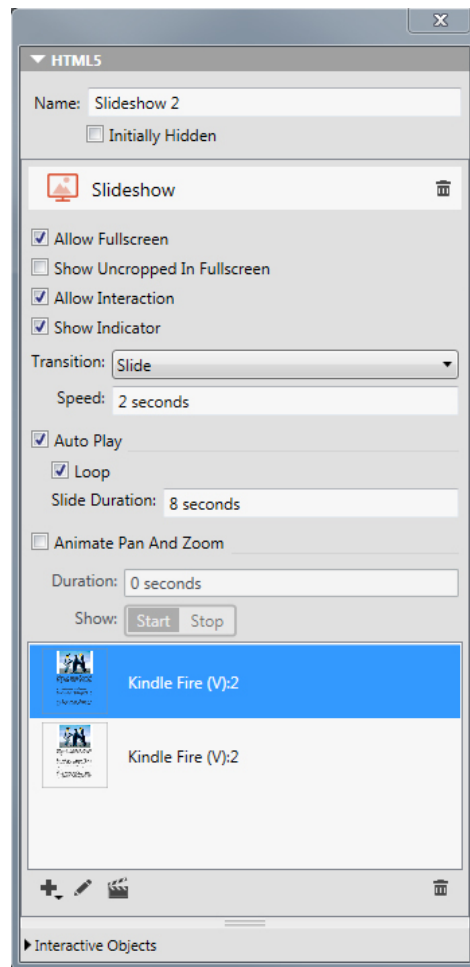
To add an action, click **+**, then choose the action from the **Action** drop-down menu and configure it the way you want it. (For more information, see "[Working with interactivity actions](#)."

- 16** To set the cropping for a slide, select the slide's icon in the list, then scale and reposition the preview of the slide in the picture box.
- 17** To delete a slide, select the slide's icon in the list and click .
- 18** To finish configuring the slideshow, click a different object or a blank part of the layout.


#### Adding a flip page effect (using a slideshow)

You can add a page flip effect to a page, giving your reader the impression that the currently displayed page is being flipped. To create this effect:

- 1** Setup a full page slide show using the **HTML5** palette with the following options:
  - Disable **Allow Fullscreen**
  - Disable **Allow Interaction**
  - Disable **Auto Play**
  - Disable **Animate Pan and Zoom**
  - Set the **Transition** to **Flip**



### Slideshow options

- 2 Add two slides to the slideshow using a QuarkXPress layout. Click  at the bottom of the slide list and choose **Add Slides from QuarkXPress Layout**.
- 3 Design the new slideshow, page 1 of the new layout is your front page, page 2 is the back page.
- 4 Go back to your main layout and add a picture box.
- 5 Make the picture box a **Button** using the **HTML5** palette.
- 6 Assign the following action to the button: **Next Slide** and **Slideshow** as the name of your newly created slideshow.

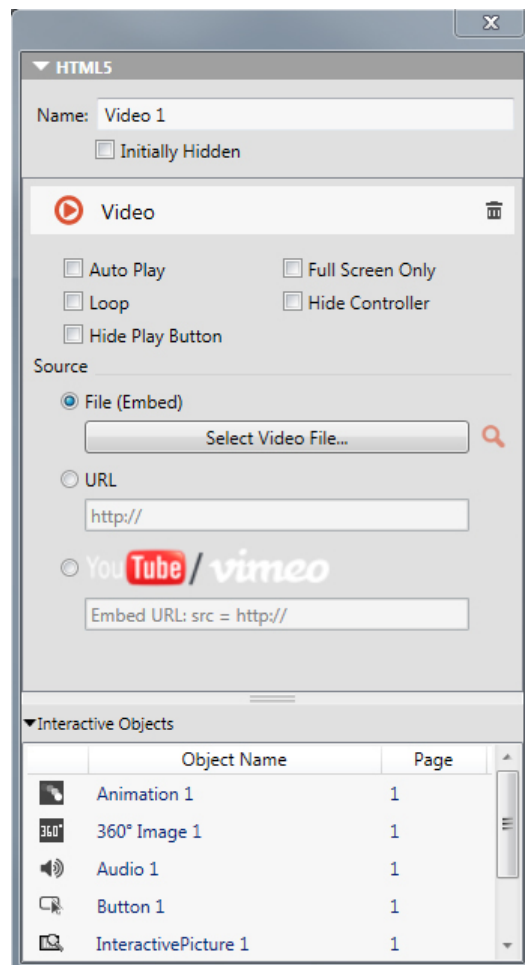
### Adding a video

Digital layouts support only H.264 video at up to 720p, 30 frames per second, Main Profile level 3.1, with AAC-LC stereo audio at up to 160 Kbps per channel, 48kHz, in the .mp4 file format.

- ➡ You can start and stop the playback of video files with actions. For more information, see "[Working with interactivity actions](#)."

To add a video to a Digital layout:

- 1 Select the picture box you want to contain the video.
- 2 In the **HTML5** palette, click **Video**.



#### Video options

- 3 Optionally, enter a name for the picture in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
  - 4 If you want the video to be initially invisible, check **Initially Hidden**.
  - 5 To make the video play automatically when the page it is on displays, check **Auto Play**.
- ➔ **Auto Play** for audio and video is not supported on mobile devices (iOS & Android).
- 6 To make the video switch to fullscreen mode as soon as it begins to play, check **Full Screen Only**.
  - 7 To make the video play repeatedly, check **Loop**.
  - 8 To hide the default video controls, check **Hide Controller**. Note that if you want the user to be able to control the movie, you will need to provide a way of controlling the video with actions.
  - 9 To hide the play button, check **Hide Play Button**.

**10** To specify the location of the video, click an option in the **Source** area.

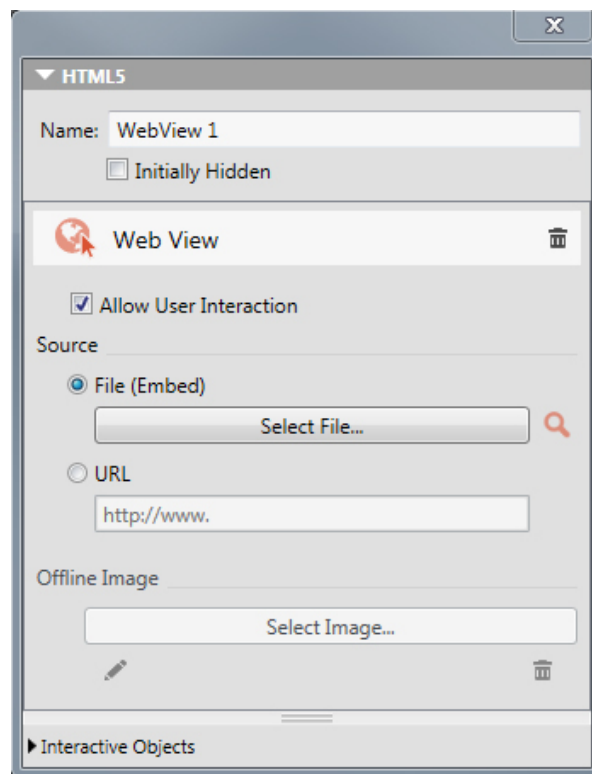
- To use a local video file, click **File (Embed)**, then click the button and select the video file.
- To use a video from a URL, click **URL** and enter the URL in the field.
- To use a video file from Quark Publishing Platform, click **Quark Publishing Platform**, then click **Browse QPP** and select the video file.
- To use a video file from YouTube or Vimeo, click **YouTube/Vimeo**, then paste the url of the video in the **src=** field. (To get this value for a Vimeo or YouTube video, Control+click/right-click the video, choose **Copy embed code**. Then paste the code into a text editor, and then select the portion of the code that looks like this: `http://www.[site].com/embed/XXXXXXXXXX` and paste it into the field.)

**11** To finish configuring the video, click a different object or a blank part of the layout.

### Adding a Web view

You can use a Web view to include changeable content (such as ads) or custom interactivity to a Digital layout. You can use a Web view to display HTML, PDF, Word, Excel®, PowerPoint®, RTF, and several other types of files. On the output device, the WebKit framework is used to render the content. To add a Web view to a Digital layout:

- 1** Select the picture box you want to contain the Web content.
- 2** In the **HTML5** palette, click **Web View**.



Web view options

- 3 Optionally, enter a name for the Web view in the **Name** field. This name displays in the **Interactive Objects** area in the bottom of the palette.
  - 4 If you want the Web view to be initially invisible, check **Initially Hidden**.
  - 5 To allow the user to interact with the content, check **Allow User Interaction**.
  - 6 To specify the location of the content, click an option in the **Source** area.
    - To use a local file, click **File (Embed)**. Put the file and any other files it uses (such as pictures) into a folder by themselves, then click the button and select the file. To ensure that links work, all files in the folder that contains this file will be added to the article.
    - To use a URL, click **URL** and enter the URL in the field.
  - 7 If the content in the Web view is not embedded, you can specify an image to display when the Internet connection is not available. To do so, click **Select Image** in the **Offline Image** area and choose a picture file. You can use the icons under this button to edit or delete the offline image.
- ➡ Offline images must be in PNG or JPEG format.
- 8 To finish configuring the Web view, click a different object or a blank part of the layout.

### Working with interactivity actions

Actions let you add interactivity to items in a Digital layout that you will be exporting. The actions available include:

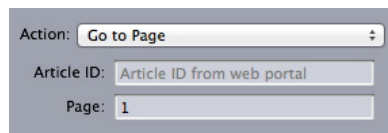
- **No Action:** The default action. Does nothing.
- **Go to URL:** Navigates to a URL when the user touches the selected item. For **Button** interactivity, you can also add a geolocation value for **Go to URL** action.
- **Go to Page:** Jumps to a different page. For more information, see "[Creating a Go to Page action](#)."
- **Go to Next Page:** Jumps to the next page.
- **Go to Previous Page:** Jumps to the page before this one.
- **Go to First Page of Issue:** Jumps to the first page in the issue.
- **Go to Slide:** Displays the specified slide of the specified slideshow.
- **Next Slide:** Displays the next slide of the specified slideshow.
- **Previous Slide:** Displays the previous slide of the specified slideshow.
- **Play Object:** Lets you start playing the specified audio or video object.
- **Pause Object (Toggle):** Lets you pause and resume the playing of the specified audio or video object.
- **Play Sound File:** Lets you play a sound file. For more information, see "[Creating a Play Sound File action](#)."

- **Pause Sound Files (Toggle):** Lets you pause and resume the playback of all sound files.
- **Show Pop-Up:** Lets you display a pop-up. For more information, see "[Creating a Show Pop-Up action](#)."
- **Hide Pop-Up:** Lets you hide the currently displayed pop-up.
- **Show Object:** Lets you show the specified object (if it is hidden).
- **Hide Object:** Lets you hide the specified object (if it is visible).
- **Open:** Lets you open files and display them within your application. This must be a format that the device understands how to display. For example, you can open a PDF file and display that within your app on a device that supports PDF file viewing.
- **Play Animation:** Lets you start playing the specified animation.
- **Reset Page:** Lets you reset the page, so that all animations are set back to their starting position.
- **Take Snapshot:** Lets you take a snapshot (screenshot) of the page and save it in the default image folder of your device.

### Creating a Go to Page action

A **Go to Page** action lets the user jump to a different page. To create a **Go to Page** action:

- 1 In QuarkXPress, Choose **Go to Page** from the **Action** drop-down menu.



- 2 Enter the Project Name in the **Article ID** field. (optional)
- 3 Enter the absolute page number of the target page in the **Page** field. (For example, to go to the second page in the target article, enter 2.)

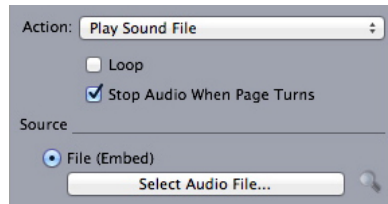
### Creating a Play Sound File action

A **Play Sound File** action lets you play a sound file.

➡ Only .mp3 files are supported.

To create a **Play Sound File** action:

- 1 Choose **Play Sound File** from the **Action** drop-down menu.



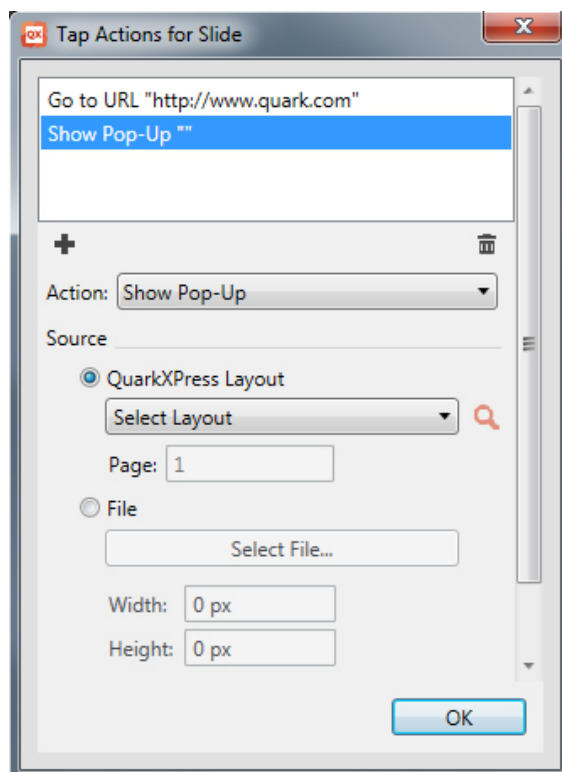
- 2 To make the sound play over and over again, check **Loop**.
- 3 To make the sound stop when the user navigates to a different page, check **Stop Audio When Page Turns**.
- 4 To specify the location of the sound file, click **File (Embed)**, then click the button and select the sound file.

### Creating a Show Pop-Up action


A **Show Pop-Up** action lets you display a pop-up view containing either the contents of a QuarkXPress layout in the same project file or the contents of an external file. If you choose a QuarkXPress layout, any interactivity in that layout should work in the pop-up. If you choose to display an external file, you can use any file that can be displayed in the native mobile browser on your device.

To create a **Show Pop-Up** action:

- 1 Choose **Show Pop-Up** from the **Action** drop-down menu.



- 2 Do one of the following things:

- To display the contents of a different QuarkXPress layout, click **QuarkXPress Layout**, then choose the target layout from the drop-down menu or choose **Create New Layout** and create a new layout. Enter a page number in the **Page** field to indicate which page to display in the pop-up. Click the **Edit**  button to display the layout.
- To display the contents of an external file, click **File**, then click **Browse** and navigate to the file you want to display, then specify the width and height at which you want it to display. Use the **Width** and **Height** values to specify the size at which to display the file. If you use an external file, the pop-up includes a built-in close button.

- 3 To offset the content of the pop-up, enter values in the **Position Offset** fields.

### East Asian features in Digital layouts

Text features that are considered East Asian features are only available when you have the East Asian preference enabled (**QuarkXPress/Edit > Preferences > East Asian**).

This chapter describes the East Asian features that can be applied in a Digital layout.

For more detailed information about applying East Asian text features see "Text and Typography" in *A Guide to QuarkXPress*.

### Using font fallback

When Font Fallback is on, if the application encounters a character that is not available in the current font, it searches through the active fonts on your system to find a font that does include that character. For example, if Helvetica is applied at the text insertion point and you import or paste text containing a Kanji character, the application might apply the Hiragino font to that character. If the application cannot find an active font that contains the character, the character still displays as a box or symbol.

Font Fallback is implemented as an application preference, meaning that the feature is either on or off for your copy of the program. The feature is on by default, but if you need to turn it off, uncheck **Font Fallback** in the **Font Fallback** pane of the **Preferences** dialog box (**QuarkXPress/Edit > Preferences**).

### Specifying story direction

You can position text so that it runs left-to-right and top-to-bottom or top-to-bottom and right-to-left. To specify a story direction, choose **Style > Story Direction**, and then choose **Horizontal** or **Vertical**.

### Working with grouped characters

Use the **Group Characters** dialog box (**Style** menu) to include a group of horizontal characters, such as Roman characters, within a vertical line of text. Grouped characters always display horizontally and do not break at the end of a line. To group selected characters:

- 1 Choose **Style > Group Characters**.
- 2 Choose **Vertical** or **Horizontal** from the **Scale** drop-down menu and enter a percentage in the field to the right of the **Scale** drop-down menu.

- 3 If you want to change the character spacing, enter a value in the **Track/Sending Amount** field.
- 4 Click OK.

### Working with rubi text

Rubi text clarifies the meaning or pronunciation of base text. Base text can run vertically or horizontally, and rubi text usually follows the direction of the base text. Rubi text can be placed to the right of or to the left of base text in a vertical story, and above or below base text in a horizontal story.

- ➡ The left position in a vertical story and the below position in a horizontal story are rendered correctly only when the box is exported as a graphic.

You can manipulate the alignment, placement, scale, font, color, opacity, shade, type style, and relative size of rubi text. In addition, you can choose from several options that allow you to control rubi text that overhangs unrelated base text.

- ➡ Some of these features are available only when the box is exported as a graphic.

Use the **Rubi** dialog box (**Style** menu) , the **Home/Character Attributes** tab of the **Measurements** palette or a contextual menu to add rubi text to selected base text.

Auto Rubi can be applied through the following keyboard shortcuts:

- (Mac OS X) **CMD+OPT+Shift+R**
- (Windows) **CTRL+ALT+Shift+ R**

### Applying emphasis marks

To apply an emphasis mark to a character, select the character, go to the **Character/Character Attributes** tab of the **Measurements** palette, click the **Text Styles** icon and select the **Emphasis Mark** drop down to display the emphasis mark options, and then click one of the options. These options are also available in the **Home/Classic** tab of the **Measurements** palette and under **Style > Type Style**.

### Working with mojigumi sets and classes

The Mojigumi feature lets you control spacing for specific punctuation characters when they occur in particular locations. To use this feature, you must choose or create a *mojigumi character class* and a *mojigumi set*.

- A *mojigumi character class* is a named set of punctuation characters that should always be spaced in a particular way.
- A *mojigumi set* is a set of character spacing specifications based on the widths of character em boxes. For example, a mojigumi set might dictate that open punctuation should use fixed half-width spacing when it occurs at the beginning of a line, and that close punctuation should use full-width or half-width spacing when it occurs at the end of a line. Each mojigumi set is associated with one mojigumi character class.

To use the Mojigumi feature, apply a mojigumi set to a paragraph. The mojigumi set's settings are applied to the characters in the associated mojigumi character class.

For example, if you do not want a parenthesis to occupy a full em-box width when it occurs between two full-width characters, you can create a mojigumi character class that contains parentheses and then specify in the mojigumi set settings that these characters should always use a half-em width when they fall between two full em-width characters.

### **Working with non-breaking character sets**

Non-breaking characters are characters that cannot begin or end a line, and also which cannot be separated from each other at line breaks. The **Non-Breaking Character Set** dialog box (**Edit > NonBreaking Character Sets**) includes default non-breaking character sets for **Japanese Strong**, **Japanese Weak**, **Korean Standard**, **Simplified Chinese Standard** and **Traditional Chinese Standard**.

To create custom non-breaking character sets:

- 1 Choose **Edit > Non-Breaking Character Sets**. The **Non-Breaking Character Sets** dialog box displays.
  - 2 Click **New**.
  - 3 Enter a name in the **Name** field.
  - 4 Enter characters in the **Enter characters that cannot begin a line** field, the **Enter characters that cannot end a line** field, and the **Enter non-separable characters** field.
  - 5 Click **OK**.
  - 6 Click **Save**.
- ➡ To apply a non-breaking character set to a paragraph, choose one from the **Non-Breaking Char Set** drop-down menu in the **Edit Hyphenation & Justification** dialog box (**Edit > H&Js > Edit**).

### **Text in Digital layouts**

By default, text boxes in a Digital layout are set to export as HTML text. This allows them to be searchable and selectable. However, it also means that you cannot apply some of the higher-end text controls (such as Open Type Features, Text outline, Drop Shadow applied Text boxes, Anchored Text boxes etc) to text in such boxes.

If you want to have complete typographical control over text in a box, check **Convert to Graphic on Export** on the **Measurements** palette. The box will export as an image rather than as text, so its text won't be searchable or selectable, but you can make it look exactly the way you want it to.

### **Fonts in Digital layouts**

Unless you convert a text box to a graphic (see "[Text in Digital layouts](#)"), you must make sure that you use fonts that is available on the devices where they will be displayed. For a list of the fonts supported on iOS, see <http://iosfonts.com>. Android devices, by

default, support only Droid Serif, Droid Sans, and Droid Sans Mono, but additional fonts can be installed.

- ➔ When exporting to digital formats like ePub, Kindle, App Studio and HTML5 publications, you can now use custom fonts, if they are in the TTF or OTF format. These will be embedded and therefore can be displayed in the output. If you are embedding large font files, this will increase the file size of your content substantially.
- ➔ By default, when uploading layouts to App Studio, iOS device fonts are not uploaded. To change this, you can edit the "StandardFontList.xml" file located in the QuarkXPress installed location/XTensions/AppStudio folder.

### Hyperlinks in Digital layouts

To apply a hyperlink to text, select the text and use the **Hyperlinks** palette (for more information, see [A Guide to QuarkXPress](#)).

To apply a hyperlink to an entire box, select the box and use the **HTML5** palette (see ["Adding a button"](#)).

### Groups in Digital layouts

If you have multiple overlapping picture boxes and graphic text boxes, you may be able to streamline your export by grouping the boxes and then checking **Convert to Graphic on Export (Item > Modify)** for the group. If you do not group such boxes, they all export as separate HTML elements. If you group them, however, they export as a single graphic object.

### Synchronizing content between orientations

The commands described in this topic let you synchronize a page's content between the various layouts in a layout family. For example, if you create a table of contents on page 2 of the vertical layout for the iPad, you can use the commands described here to automatically turn that table of contents into shared content and copy it to page 2 of the horizontal layout for the iPad. You may need to reposition and/or resize the content in the other layouts, but these commands automate the process of getting the content to the appropriate pages in each device and orientation, and they help ensure that that content stays consistent on all of the pages where it appears.

- ➔ For more information about shared content, see "Working with shared content" in [A Guide to QuarkXPress](#). To understand how the commands described below work, you must first understand how shared content works.

**Item > Copy to Other Layouts:** This command turns all selected boxes into shared content and places copies of them on the same page of other layouts in the layout family. The submenu for this command lets you be more specific about how this copy is performed:

- **Same Position:** Puts the copies in the same position relative to the upper-left corner of the page, if possible. This option copies items to all other layouts in the layout family.

- **Use Relative Positioning:** Puts the copies in the same position relative to the page size and shape overall. This option copies items to all other layouts in the layout family.

### Updating missing files

Multiple missing digital files can now be updated all at once using the **Usage** dialog.

### Reviewing Digital Publishing asset usage

To see which assets have been used in interactivity in the active layout, display the **Digital Publishing** pane of the **Usage** dialog box (**Utilities** menu). Like the **Pictures** pane, the **Digital Publishing** pane lists the page number for each Digital Publishing asset in the layout. It also includes a **Type** column that indicates the asset type and a **Source** column that indicates whether the asset is a file or a folder. To view more information about the selected asset, expand the **More Information** area at the bottom.

## Working with Reflow

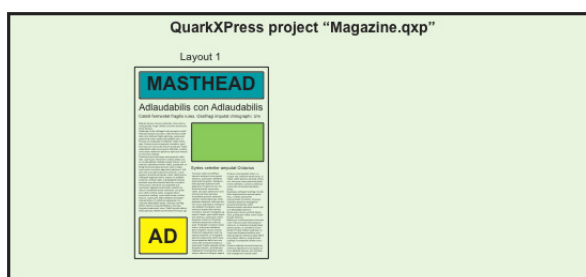
Exporting a Digital layout to an ePub and Kindle eBook format offers the option of exporting to either Fixed or Reflow. Reflow view lets end users view content in a full-screen format with an adaptive layout and resizeable text. This view is designed to let end users view content without being constrained or distracted by the layout.

If you want to take advantage of this feature, you must create at least one reflow article in QuarkXPress. If you find it useful for organization, you can create one article for each chapter or section, but this is not necessary.

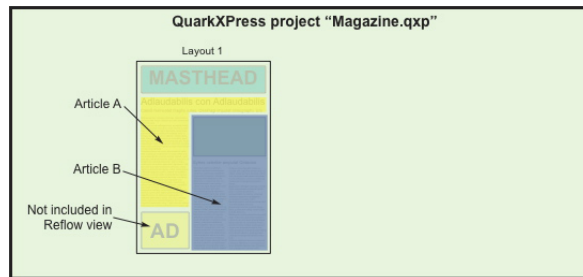
The **Reflow Tagging** palette allows you to tag the content for Reflow ePub. Further, the **Reflow Tagging** palette offers the capability to group the content by Articles allowing reordering of components within an Article.

When you export a Digital layout as an ePub or Kindle eBook, QuarkXPress will always export the first page of the layout as an image and use it as a cover of your eBook.

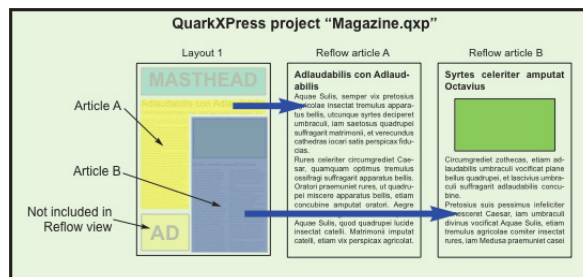
If you choose to create a reflow article from a Digital layout, the process is shown in the following diagrams:



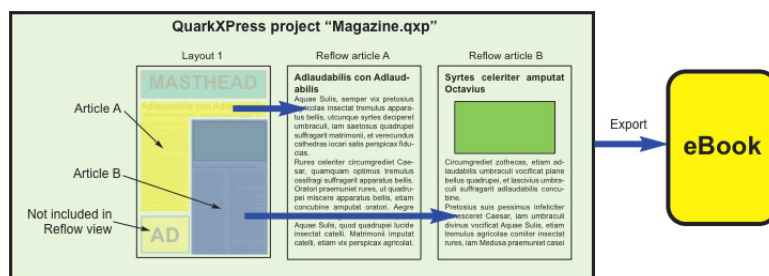
Step 1: Create the layout.



Step 2: Identify chapters or sections, and identify what parts of the layout you don't want to include in text reflow view at all.



Step 3: Use the **Reflow Tagging** palette to create articles, add article components (text and pictures) and define the flow order for Reflow ePub view.




Step 4: Export the layout as an eBook and view it in the eReader.

## Creating reflow articles

There are two ways to create reflow articles:




- *From a selection.* This approach lets you select the specific boxes you want included in the reflow article. This approach is best if the layout has a lot of content that's should not be visible in the Reflow output.
- *From pages.* This approach copies everything on the pages you indicate into the reflow article. This approach is best if all or almost all of the content in the layout should be visible in Reflow output. (Any content from master pages such as headers and footers, and any content on page one is ignored.)

➡ Projects that were created with Quark Publishing Platform® or edited with QuarkCopyDesk® may already have one or more articles. If you open a QuarkCopyDesk article or a project file that includes articles with components, the reflow content is maintained. All components that had been tagged for reflow are still included in the reflow content.

- ➔ To highlight components that have been tagged for Reflow, click the **Article Highlighting**  button on the Reflow Tagging palette.
- ➔ In an exported eBook, there are page breaks between every reflow article.

### ***Creating a reflow article from a selection***

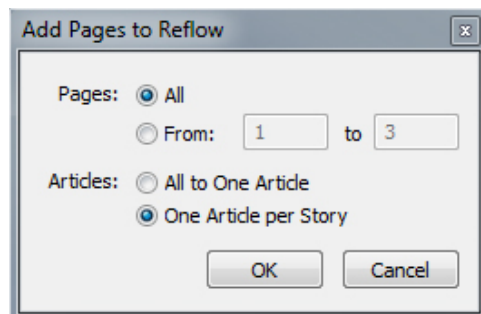
To create a reflow article from one or more selected items:

- 1 Select the content you wish to add to a Reflow article.
- 2 There are several ways to create a reflow article:
  - Choose **Item > Digital Publishing > Add to Reflow > New Article**. QuarkXPress creates a new reflow article and inserts all of the text and pictures in the selected boxes.
  - Click **New Article**  in the **Reflow Tagging** palette, and then click **Add Item** . QuarkXPress adds the selected content.
- 3 To change the name of the new article, select it and click **Edit Properties** . Enter a new name for the article and then click **OK**.

### ***Creating a reflow article from pages***

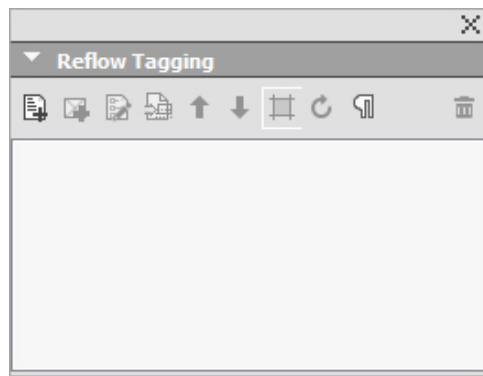
If you want to convert one or more pages' worth of content into an article or articles at the same time, use the following procedure.

- 1 Choose **Layout > Add Pages to Reflow**. The **Add Pages to Reflow** dialog box displays.



**Add Pages to Reflow** dialog box

- 2 Use the **Pages** area to specify whether you want to add all of the pages in the layout or only a specific range. Use the **Articles** area to specify whether you want all of the pages to go into the same article, or to create a separate article for each story
- 3 Click **OK**. QuarkXPress creates the necessary reflow articles and inserts all of the content from the selected pages into them.
- 4 To verify the creation of the reflow article, display the **Reflow Tagging** palette (**Window** menu).



The **Reflow Tagging** palette for a Layout may contain one or more articles. Each article may contain one or more picture boxes, and stories than span multiple text boxes.

- 5 To change the name of the new article, select it and click **Edit Properties** . Enter a new name for the article and then click **OK**.

### Adding content to a reflow article

There are several ways to add content to an existing reflow article:

- Select one or more picture or text boxes and then choose **Item > Digital Publishing > Add To Reflow > [reflow article name]**.
- Display the **Reflow Tagging** palette (**Window** menu), select the target reflow article, and then select one or more picture or text boxes and click **Add Component** in the **Reflow Tagging** palette.

- ➡ If you want to add a full-page image to an ePub layout that is to be viewed in iBooks, its dimensions should be 1024 x 768 (or 2048 x 1536 for retina).

### Reordering components in a reflow article

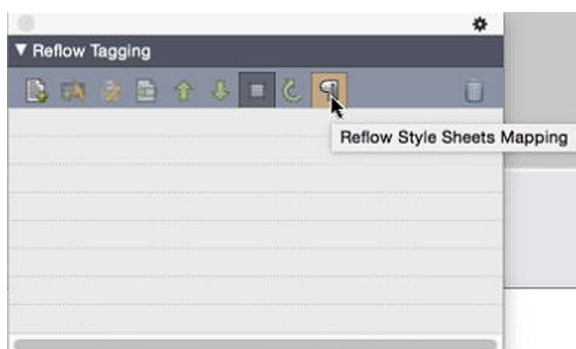
Each text box, story, or picture that you add to a reflow article is added as a *component*. By default, the components in a reflow article may not occur in the right order. To change the order of components in a reflow article:

- 1 Display the **Reflow Tagging** palette (**Window** menu).
- 2 Expand the target reflow article and select the component you want to move.
- 3 In the **Reflow Tagging** palette, drag and drop or use the **Move Up** or **Move Down** button to reposition the component.

### Reflow style sheet mapping

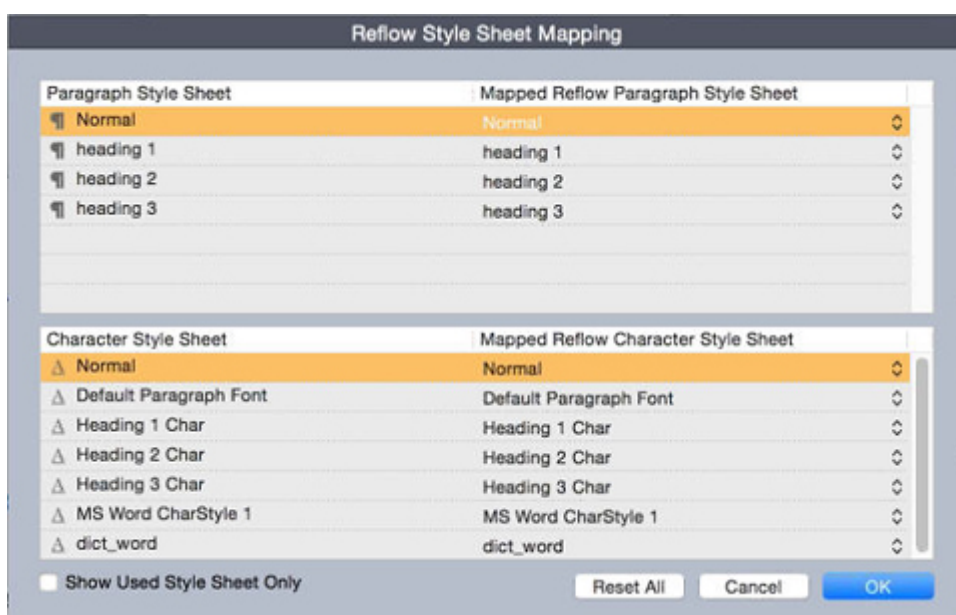
When exporting to reflow ePub, you can choose to map the existing paragraph and character style sheets to different style sheets.

- 1 Display the **Reflow Tagging** palette (**Window** menu).



The **Reflow Tagging** palette

- 2 Click the **Reflow Style Sheet Mapping** button. The **Reflow Style Sheet Mapping** palette displays.



**Reflow Style Sheet Mapping** palette

- ➔ Select **Show Used Style Sheet Only** to list only the style sheets used in the current project.
  - ➔ Click **Reset All** to reset back to the defaults.
- 3 For each paragraph and character style sheet you would like to override when exporting, select the style sheet on the left and choose the new style sheet to map to from the drop down menu on the right. These style sheets will be applied to the reflow ePub output only.

### Creating a TOC for ePub or Kindle

When you export a reflow article as an ePub or Kindle eBook, you can create the table of contents for that eBook in two ways:

- Use the order of the reflow articles, with one TOC entry for each reflow article. You can change the order of the reflow articles using the **Reflow Tagging** palette (**Window** menu). To move an article up or down in the sequence, select the article in the **Reflow Tagging** palette and click the **Move Up** ↑ or **Move Down** ↓ button. To update the table of contents, click **Update** ↻.
- Manually create a list to define the table of contents, see "Working with Lists" in [A Guide to QuarkXPress](#).

### Working with eBook metadata

It's a good idea to associate some metadata with the eBooks you create, so that users can easily find and get information about them. To add or edit metadata for a layout that you will export as an eBook:

- 1 Display the layout in layout view.
- 2 Choose **Layout > eBook Metadata**. The **eBook Metadata** dialog box displays.

The screenshot shows the 'eBook Metadata' dialog box. It has a title bar 'eBook Metadata'. Inside, there are text input fields for 'Title:', 'Author:', 'Publisher:', 'Copyright:', and 'ISBN:'. Below these is a 'Language:' dropdown menu showing 'English (US)'. A large text area for 'Description:' is below the language menu. At the bottom, there is a 'Keywords:' field and a small text note that says 'Use commas to separate entries.' There are 'Cancel' and 'OK' buttons at the bottom right.

#### eBook Metadata dialog box

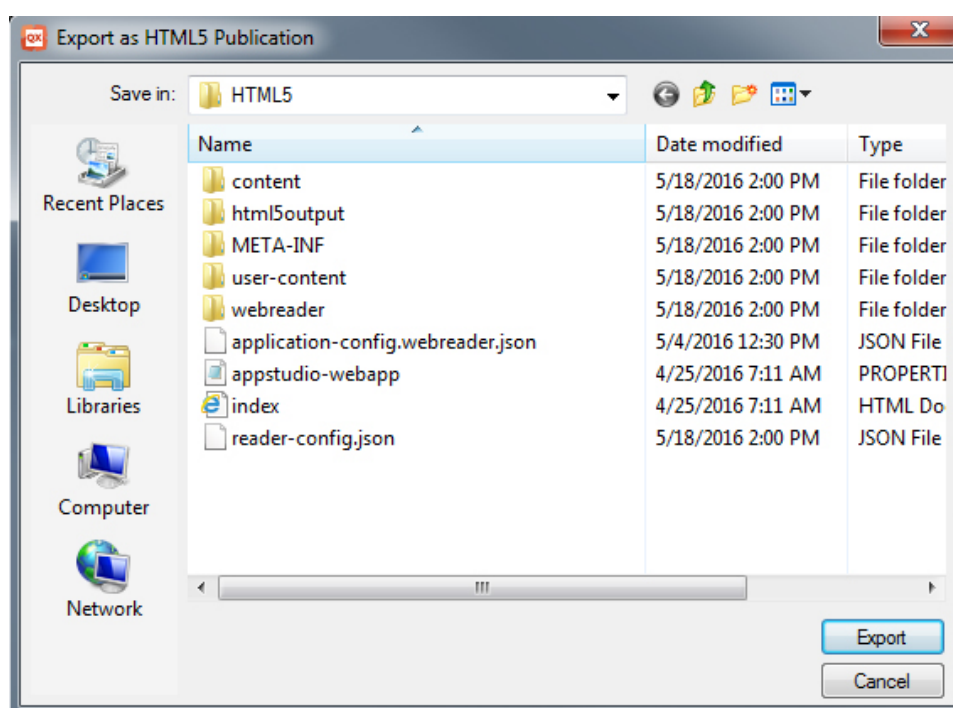
- 3 Use the fields in this dialog box to enter information about your eBook. In the **Keywords** field, use a comma to separate keywords.
  - 4 Use the language popup to specify the language of your eBook. This can be used by readers to search for the correct book.
- ➡ If you don't specify any title meta data here, QuarkXPress will add the following default text to the exported eBook: "Created with QuarkXPress". This will automatically be removed as soon as you add your own title.

# HTML5 Publications

## Exporting as HTML5 Publication

To export a layout as HTML5 Publication:

- 1 Choose **File > Export > Layout as HTML5 Publication**. The **Export as HTML5 Publication** dialog box displays.



**Export as HTML5 Publication** dialog box

- 2 Navigate to the folder you want to save the HTML5 Publication to.
- 3 Click **Export**.

## Web app configuration

Configure your web app using the `reader-config.json` file located at the root of your output.

Use this file to configure the following:

- Look and feel
- Features
- Analytics
- Social sharing

```
{
  "app": {
    "auth": {
      "authToken": "ASauth",
      "authRoot": "http://clientapi.appstudio.net/quarkauth",
      "authProxy": "http://clientapi.appstudio.net/ie9login/iframe-code.html",
      "level": "issue",
      "launchLogin": false,
      "publicationCode": ""
    },
    "loading": {
      "image": "webreader/images/loading-logo.png",
      "backgroundColor": "#fff",
      "color": "#333333"
    },
    "params": {
      "loglevel": -1
    },
    "enableCookies": true,
    "enablePromoted": true,
    "enableExternal": true,
    "mobileOnly": false,
    "banner": {
      "enabled": false,
      "source": "user-content/banner.zip",
      "height": 250
    }
  },
  "type": {
    "login": "signin",
    "subscribe": "subscribe"
  },
  "toc": {
    "openList": false,
    "showImage": false,
    "showHTMLTitle": true,
    "showDescription": true,
    "titleLines": 4,
    "descriptionLines": 2
  },
  "analytics": {
    "GoogleAnalytics": {
      "trackingID": "UA-20677225-13",
      "enhancedLinkAttribution": false
    }
  },
  "extensions": {
    "desktop": [
    ],
    "mobile": [
    ],
    "all": [
      "webreader/ext/googlemaps.js"
    ],
    "auth": {
      "googlemaps": {
        "key": ""
      }
    }
  },
  "sharing": {
    "facebook": {
      "AppID": "125714554250404",
      "caption": "locale:facebook-sharing",
      "description": ""
    },
    "templates": {
      "twitter": "locale:twitter-sharing"
    },
    "options": {
      "facebookShare": true,
      "twitterShare": true,

```

```

        "emailShare"      : true,
        "linkedinShare"  : true
    },
    "publication": {
        "title": "AppStudio Web App",
        "summary": "Pub description/summary goes here",
        "urlRoot": "./",
        "configFilename": "application-config.webreader.json",
        "orientation": "landscape",
        "lockOrientation": false
    },
    "smartBanner": {
        "android": {
            "enabled": true,
            "id": "com.quark.appstudio"
        },
        "ios": {
            "id": "com.quark.appstudioissuepreviewer",
            "enabled": true
        }
    },
    "features": {
        "timelineScrubber" : true,
        "tableOfContents" : true,
        "pageNavigation" : true,
        "toolbarView" : true,
        "storeAccessibility" : true,
        "opaqueOverlay" : false,
        "navigatorView" : true
    },
    "toolbarItems": {
        "socialSharing": true,
        "globalAudioPlayer": true,
    }
}

```

### General app configuration

Use the `app` section to configure some general application attributes:

- to enable progressive downloading of pages (you can choose to have pages loaded in the background), use the `backgroundLoading` parameter
- to turn cookies on or off, use the `enableCookies` parameter
- To specify the settings for the loading screen (the loading image, the font color and the background color), define these in the `<loading>` section, using the `color`, `backgroundColor`, and `image` parameters.

```

"app": {
    "auth": {
        "authToken": "ASauth",
        "authRoot": "http://clientapi.appstudio.net/quarkauth",
        "authProxy" : "http://clientapi.appstudio.net/ie9login/iframe-code.html",

        "level": "issue",
        "launchLogin": false,
        "publicationCode" : ""
    },
    "loading": {
        "image": "webreader/images/loading-logo.png",
        "backgroundColor": "#fff",
        "color": "#333333"
    },
    "params": {
        "loglevel": -1
    },
    "enableCookies": true,
    "enablePromoted": true,
    "enableExternal": true,
    "mobileOnly": false,
    "banner" : {
        "enabled" : false,
        "source" : "user-content/banner.zip",
        "height" : 250
    }
}

```

```
}
}
```

## Features configuration

Use the `features` section to configure some general features of your app.

➡ These parameters take values of true/false.

- To show/hide the issue thumbnails from the scrubber use the `timelineScrubber` parameter.
- To stop the user from navigating to other pages, except via interactivities or the scrubber bar, use the `pageNavigation` parameter.
- To show/hide the toolbar use the `toolbarView` parameter.
- To turn on/off opacity for previous and next pages use the `opaqueOverlay` parameter.
- To show/hide the scrubber (navigator bar) use the `navigatorView` parameter.

```
"features" : {
  "timelineScrubber" : true,
  "tableOfContents" : true,
  "pageNavigation" : true,
  "toolbarView" : true,
  "storeAccessibility" : true,
  "opaqueOverlay" : false,
  "navigatorView" : true
}
```

## Social sharing configuration

Use the `sharing` and `toolbarItems` section to configure the social media sharing options for your app.

- To enable/disable the social sharing button from the toolbar, use the `socialSharing` parameter of the `<toolbarItems>` section.
- To enable/disable the available sharing options, use the parameters of the `<options>` section (i.e. `twitterShare`, `facebookShare`, `emailShare`, `linkedinShare`).

➡ For Facebook sharing, you are required to generate your own Facebook AppID and update it in the `AppID` property. For more information see ["developers.facebook.com/docs/apps/register"](https://developers.facebook.com/docs/apps/register).

```
"toolbarItems": {
  "socialSharing": true,
  "globalAudioPlayer": true,
}
"sharing": {
  "facebook": {
    "AppID": "125714554250404",
    "caption": "locale:facebook-sharing",
    "description": ""
  },
  "templates": {
    "twitter": "locale:twitter-sharing"
  },
  "options" : {
    "facebookShare" : true,
    "twitterShare" : true,
    "emailShare" : true,
```

```
        "linkedinShare" : true
    }
}
```

### Analytics configuration

Use the `analytics` section to configure Google analytics tracking for your app.

- To specify a Google tracking ID for your app, use the `trackingId` parameter of the `<GoogleAnalytics>` section, to update with your own trackingID.

➡ For more information see "[www.google.com/analytics/](http://www.google.com/analytics/)".

```
"analytics": {
  "GoogleAnalytics": {
    "trackingID": "UA-20677225-13",
    "enhancedLinkAttribution": false
  }
}
```

### Hosting an HTML5 package on a web server

To view your HTML5 publications in a web browser, (mobile devices, Windows or Mac) deploy a web server where you can host the exported package, exactly like you would host any website.

To deploy a web app:

- 1 Setup the web server.
- 2 Host the HTML5 publication package.
- 3 View the output.

To customize the look and feel, branding, and features that will be available in the hosted web app, see "[Web app configuration](#)".

### An example for deploying on Mac OS X

#### Enable Apache web sharing on Mac OS X

- 1 Open theTerminal, found at `/Applications/Utilities/Terminal`.
- 2 Run the command "`sudo apachectl start`".
- 3 Supply the root password.

#### Test to see if the web server is running

- 1 Open the browser and navigate to `http://localhost`.
- 2 You should see "It Works!" .

➡ The Apache version that comes in OSX El Capitan is Apache 2.4.16

#### Web share the digital output

- 1 Create a folder (i.e. 'Digital') and copy the digital output folder to `/Library/WebServer/Documents/Digital`.

- 2 Open the folder properties and unlock security.
- 3 Give **Read & Write** permissions to required users and **Read only** permissions to everyone, and **Apply to enclosed items**.

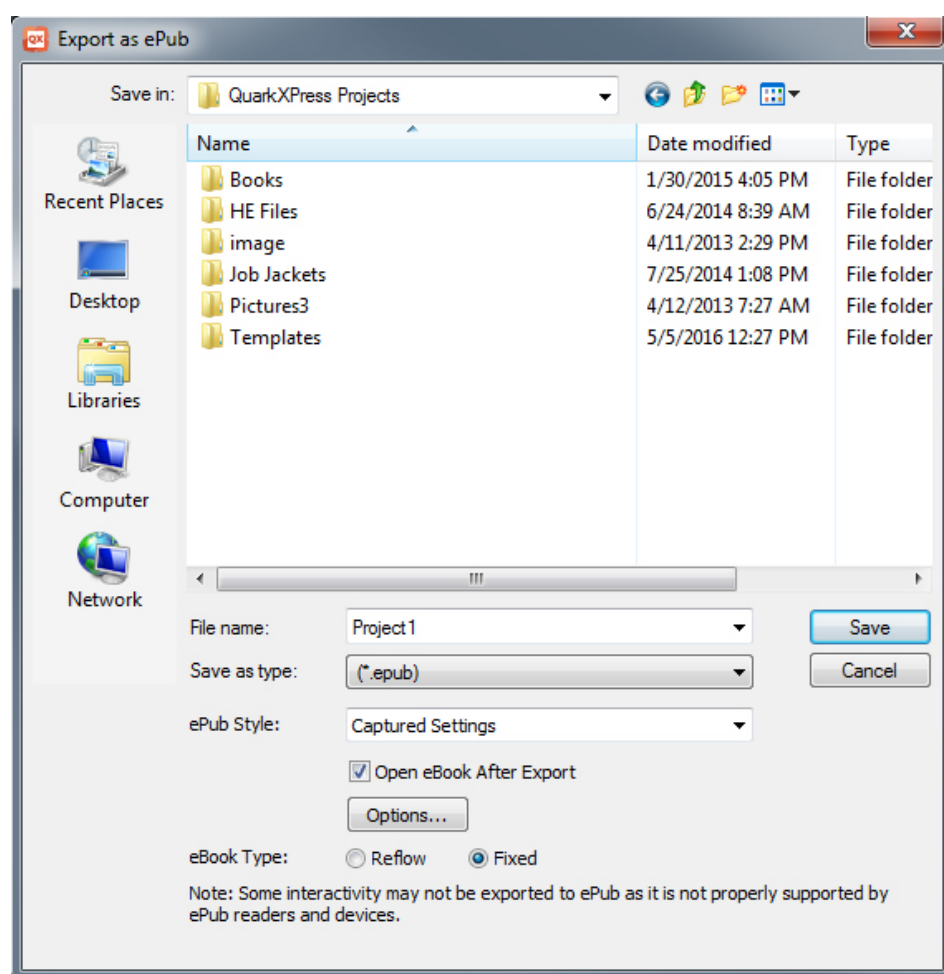
### **View the digital output**

- 1 Open browser and navigate to <http://localhost/Digital>.
- 2 You will be redirected to the first page in the issue.

# Exporting for ePub

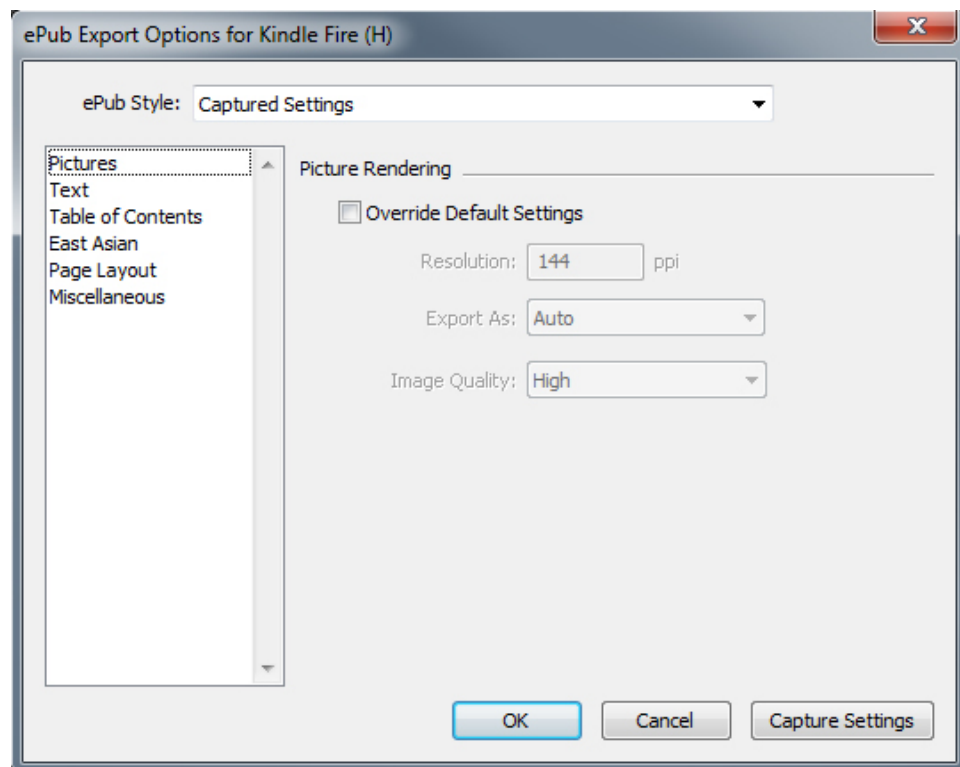
To export a layout in ePub format:

- 1 Choose **File > Export > Layout as ePub**. The **Export as ePub** dialog box displays.



**Export as ePub** dialog box

- 2 Enter a name for the exported eBook. QuarkXPress will append the correct file extension.
- 3 Choose an output style from the **ePub Style** drop-down menu or click **Options**. If you click Options, the **ePub Export Options** dialog box displays.



**ePub Export Options** dialog box

- The **Pictures** pane lets you specify the resolution, format, and quality of pictures in the ePub file. To override any custom attributes applied to individual picture components, check **Override Box Settings**.
- The **Text** pane lets you specify how to export Drop Cap in Reflow eBooks: as **Native Text** or **Ignore**.
- The **Table of Contents** pane lets you set options for the table of contents in the ePub file. You can choose whether to use the Reflow article names defined in the **Reflow Tagging** palette or you can use a predefined list as the Table of Contents. (For more information, see "[Creating a TOC for ePub or Kindle](#).") You can also specify the name of the TOC entry for the cover and the title displayed above the TOC in the HTML version of the table of contents.
- The **East Asian** pane lets you specify a default story direction and choose whether to export Rubi natively or in parentheses.
- The **Page Layout** pane lets you choose how Footnotes are exported in Reflow eBooks, and lets you specify orientation and spread options for Fixed Layout eBooks.
- The **Miscellaneous** pane lets you choose a target platform.

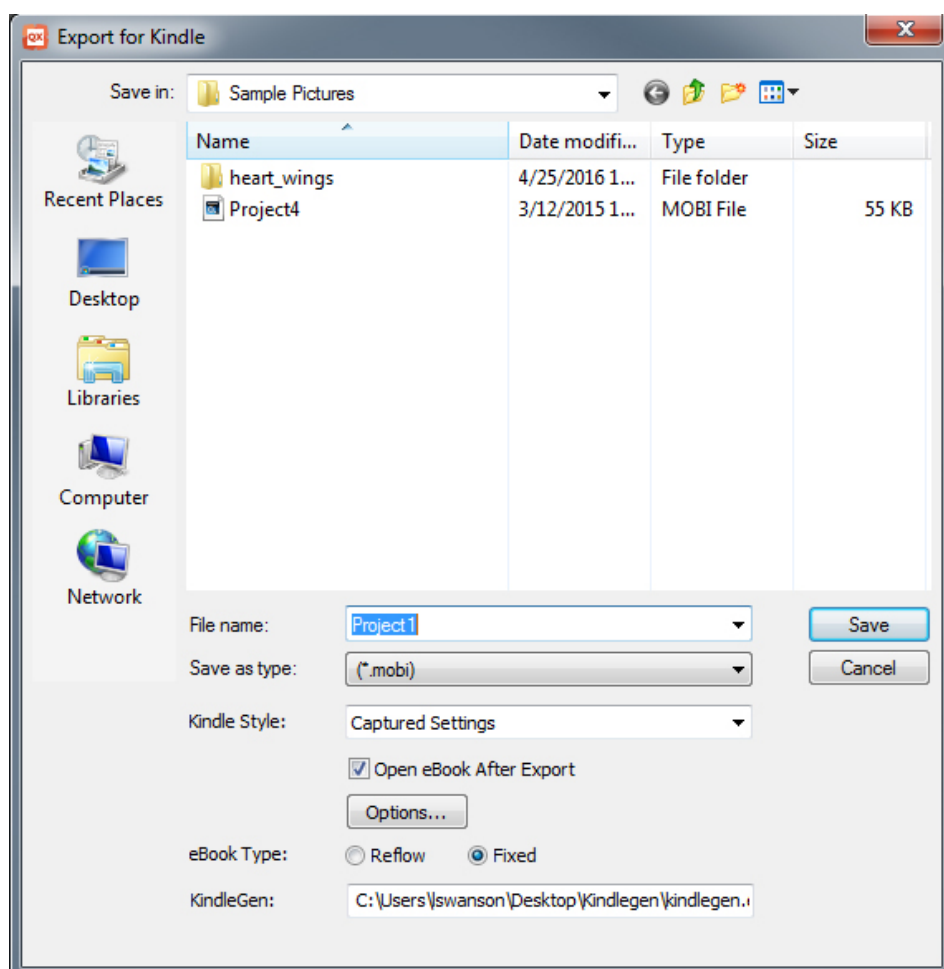
When you're finished configuring options, click **OK**.

- 4 Choose **Reflow** or **Fixed** from the eBook Type section.
- 5 Click **Save**.

# Exporting for Kindle

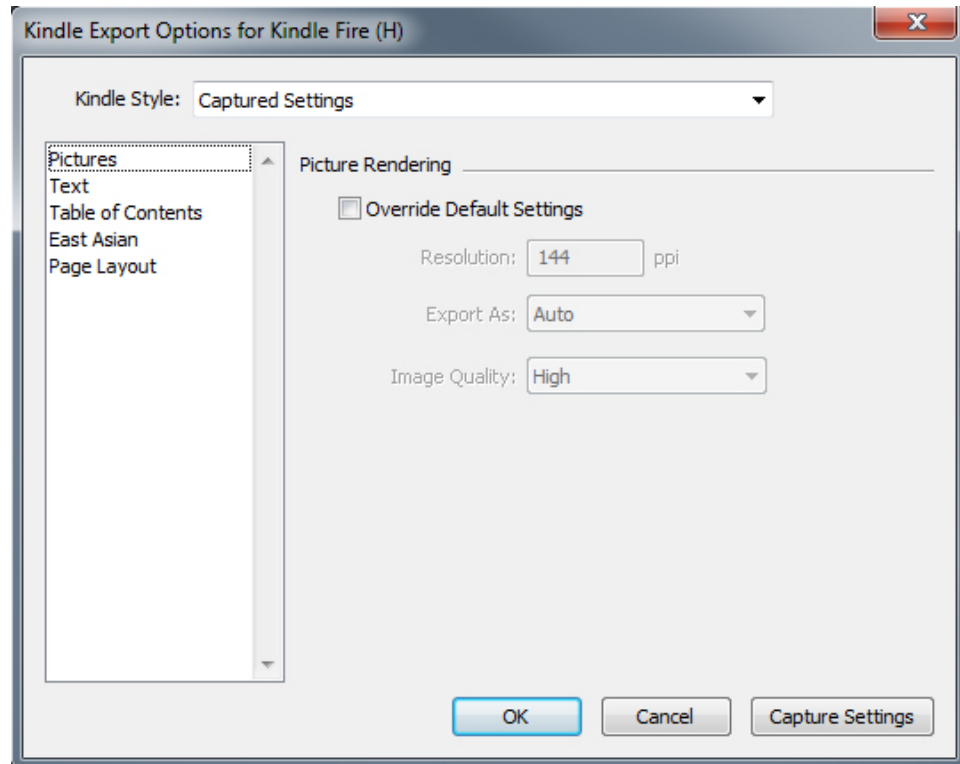
To export a layout in Kindle format:

- 1 Download KindleGen from the Amazon Web site and install it into its default location.
- ➔ As of this writing, you can download KindleGen from <http://amzn.to/HHMgj8>, but this could change.
- 2 Choose **File > Export > Layout as Kindle**. The **Export for Kindle** dialog box displays.



Export for Kindle dialog box

- 3 Enter a name for the exported eBook. QuarkXPress will append the correct file extension.
- 4 Choose an output style from the **Kindle Style** drop-down menu or click **Options**. If you click **Options**, the **Kindle Export Options** dialog box displays.



**Kindle Export Options** dialog box

- The **Pictures** pane lets you specify the resolution, format, and quality of pictures in the Kindle eBook. To override any custom attributes applied to individual picture components, check **Override Box Settings**.
- The **Text** pane lets you specify how to export Drop Cap in Reflow eBooks: as **Native Text** or **Ignore**.
- The **Table of Contents** pane lets you set options for the table of contents in the ePub file. You can choose whether to use the Reflow article names defined in the **Reflow Tagging** palette or you can use a predefined list as the Table of Contents. (For more information, see "[Creating a TOC for ePub or Kindle](#).") You can also specify the name of the TOC entry for the cover and the title displayed above the TOC in the HTML version of the table of contents.
- The **East Asian** pane lets you specify a default story direction and choose whether to export Rubi natively or in parentheses.
- The **Page Layout** pane lets you choose how Footnotes are exported in Reflow eBooks, and lets you specify orientation and spread options for Fixed Layout eBooks.

When you're finished configuring options, click **OK**.

- 5 Choose **Reflow** or **Fixed** from the eBook Type section.

6 Click **Save**.

➡ If you do not have KindleGen installed, or if it is installed in a non-default location, a dialog box will display asking you to download or locate it.

# The App Studio feature

## Understanding App Studio

The App Studio feature lets you create a customized app for the iPad®, iPhone®, or Android device; distribute that app through the Apple® App Store or an Android app store; and then create and publish content that your customers can purchase and download from within the app.

There are two parts to any App Studio solution:

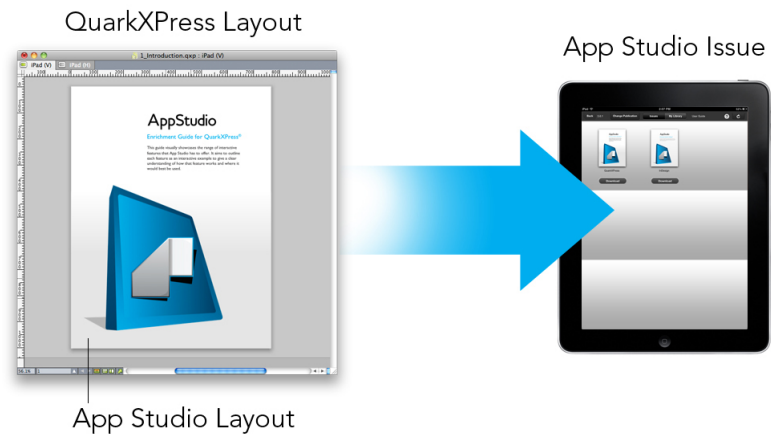
- An *App Studio app* is an app that you build with the App Studio Publishing Portal. After you build and test your App Studio app, you can submit it to the Apple App Store or an Android app store. If it is approved, it will be made available to your customers.



You can use the App Studio Publishing Portal to create your own custom apps.

- An *App Studio issue* is the digital equivalent of a book or a magazine. You can create and export App Studio issues in QuarkXPress.

## THE APP STUDIO FEATURE



You can use QuarkXPress to create App Studio issues.

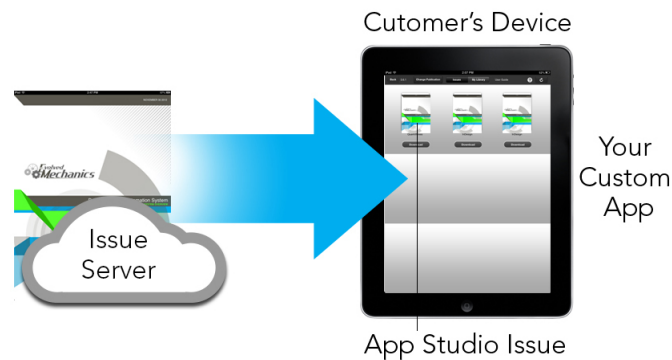
Your customers will use your App Studio app to view your App Studio issues. You and your customers can also view and test App Studio issues in a free Previewer iPad app that is available from the Apple App Store.



You can view App Studio issues in your own custom app or in a Previewer app.

Once you've created your app and your issues, you can make the issues available on a Web server, set up in-app purchases for each of your issues on the Apple developer Web site or on an Android app store, and then submit your app to the app store.

Once your app and its content is approved, your customers will be able to download your App Studio app from the app store and use it to browse, purchase, and read your App Studio issues. And you don't even have to set up your own eCommerce solution — the money from issue purchases goes automatically into your account through the in-app purchase feature.



Your customers can buy your issues from within your custom app. When they do, the issues download to their device from a Web server.

### Understanding the App Studio format

The App Studio format lets you create issues using HTML5 and JavaScript. Because HTML5 is a platform-independent format, you can read App Studio issues in any Web browser that has a compatible HTML5 renderer.

You can use three types of apps you can use to view App Studio issues:

- App Studio Issue Previewer. This free app is designed to let you view and test App Studio issues on a physical device.
- A custom App Studio app. For example, if you are publishing a magazine, you might have an app that has been built specifically to deliver that magazine.
- A Web App - a web based reader to view publication issues in desktop and device browsers.

Each App Studio issue is made up of one or more *articles*. Each article corresponds to a single QuarkXPress project file and may consist of one digital layout (if the article supports only one orientation) or two digital layouts (if the article supports dual orientations). An article can be one or more pages long, and does not have to represent a discrete unit of content.

➡ App Studio articles are not the same thing as QuarkCopyDesk articles.

Exported App Studio issues are hosted on the App Studio Publishing Portal. Because they are in HTML5 content, you can view them in a Web browser by logging in to the App Studio Publishing Portal. There, you can navigate to your issues, display their component articles, and view individual pages in any orientation.

### Understanding the App Studio Publishing Portal

On the App Studio Publishing Portal (<http://my.appstudio.net>), content is organized into organizations, publications, issues, and articles.

- *Organization*: Represents the organization that is responsible for one or more related publications. When you create an account on the App Studio Publishing Portal, one of the first things you do is create an organization.

- *Publication*: Represents a set of related issues. For example, a publication might represent a particular magazine title.
- *Issue*: Represents a discrete unit of content to be downloaded as a whole. For example, an issue might represent a single issue of a magazine title.
- *Article*: Issues are divided into one or more articles, each of which is created from a single QuarkXPress project. Articles also allow issue creators to break issues down into multiple QuarkXPress projects. Each article displays as an entry in the automatically generated table of contents.

The content of your issues is stored on the App Studio Portal, which serves it to your App Studio apps. For more information about creating App Studio issues, see "[Creating an App Studio issue](#)."

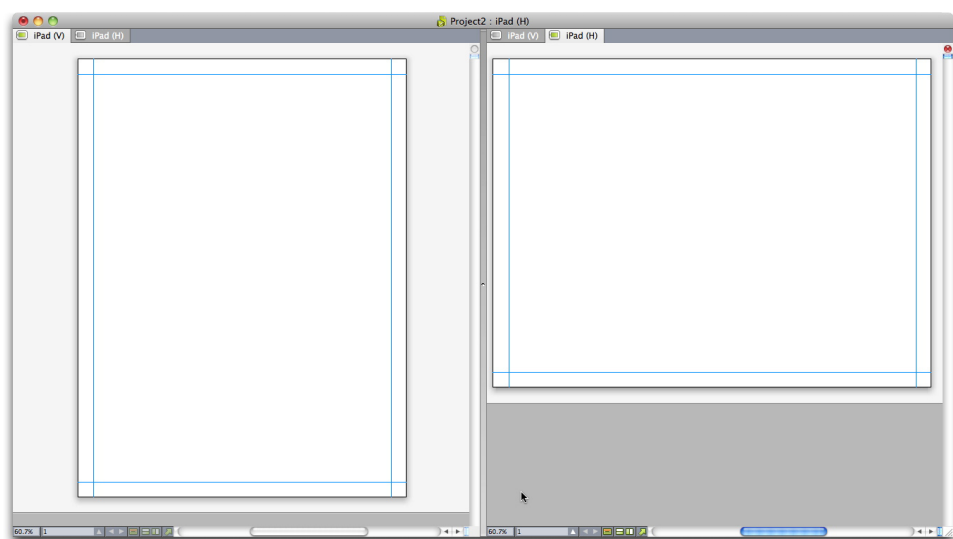
The App Studio Publishing Portal also provides a way for you to create your own App Studio app. This is basically a matter of supplying descriptive information about your app and uploading some graphic resources. For more information, see "[Creating an App Studio app](#)."

### Understanding App Studio apps

To create an App Studio app, you simply enter some descriptive information and upload your developer credentials. The Publishing Portal builds two versions of the app: a build for testing on your device, and a build for submission to the App Store. For more information, see "[Creating an App Studio app](#)."

### Understanding layout families

A QuarkXPress project file can contain multiple layouts (for more information, see "Projects and layouts" in [A Guide to QuarkXPress](#)). When you create a digital layout, if you select **Both** under **Orientation**, QuarkXPress will automatically create two layouts for the chosen device, one with a **Portrait** orientation and one with a **Landscape** orientation.



A layout family displayed in split view.

These two layouts are bound to one another in terms of page count; if you add or delete a page in one of the layouts, that page is added to or deleted from *both* of the layouts.

This makes it easy for you to keep content synchronized between the two orientations. For example, assume that you're working on a 30-page issue, and you discover that you need to add a new page after page 12. You can go to one of the layouts and add the new page, and the page is automatically inserted into the other layout. This is much easier than manually adding the new page to each both layouts one-at-a-time. For more information, see "Working with shared content" in *A Guide to QuarkXPress* and "*Synchronizing content between orientations*".

When you create two layouts for a single device, QuarkXPress displays the project in a split view. You don't have to work on the layout in split view, but it can be helpful when you're trying to keep different orientations of a page consistent.

## Creating an App Studio issue

App Studio issues are stored on the App Studio Publishing Portal. Before you can start creating content, you must create a free account on the Publishing Portal and set up an organization, a publication, and an issue for that account. Once you have created an issue, you can begin adding articles to it. To create an App Studio issue:

- 1 Go to <http://my.appstudio.net>.
- 2 If you don't have an account, create a free account.
- 3 Log in with your user name and password.
- 4 If you have not registered your organization, register it now.
- 5 If you have not yet created a publication for your issues, create it now.
- 6 Select the publication you want to add an issue to.
- 7 Click **Create Issue**.
  - In the **Title** field, enter a title for the issue. You can use this field to enter an issue number.
  - In the **Subtitle** field, enter a subtitle for the issue. This additional info is displayed in the Apps Issue library.
  - In the **Deadline** field, enter a deadline. For example the publication date of the issue (issues are ordered by this date in the Issues Library and it will be used to check the user's entitlement under a subscription).
  - In the **Description** field, enter a description for your issue.
  - Choose a **Reading Direction** (for example **Left-to-Right**).
  - Under **Select Target platforms for issue publishing**, you can optionally enter any **In-App Purchase IDs** for the target platforms (iOS, Android) that your customers can use to purchase the issue. (For more information, see "*Setting up in-app purchases*".)

- 8 Click **Create**. The issue is created on the server. You can now upload articles to this issue from within QuarkXPress. (For more information, see "[Uploading an App Studio article](#).")

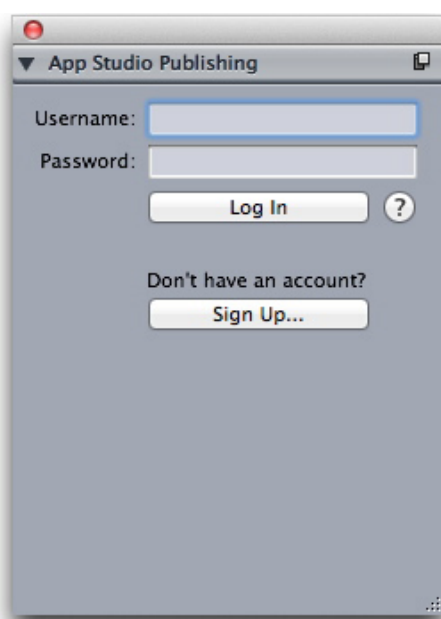
### Uploading an App Studio article

Export works differently for App Studio issues than it does for other formats. Rather than creating a single local exported issue file on your hard disk, you upload the exported articles that make up an issue to the App Studio Publishing Portal. Once an article has been uploaded to the server, you can preview it on the App Studio Publishing Portal and in your copy of App Studio Issue Previewer. Once the content is final, you can serve it to your customers directly from the App Studio Publishing Portal.

- ➔ Before you can export and upload an App Studio article, you must have an account on the App Studio Publishing Portal. For more information, see "[Understanding the App Studio Publishing Portal](#)" and "[Creating an App Studio issue](#)."

To export the active layout as an article in an App Studio issue:

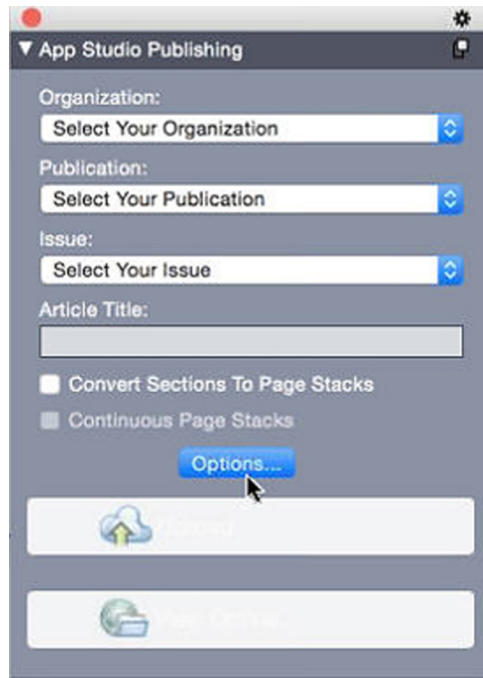
- 1 Display the **App Studio Publishing** palette (**Window** menu).



### App Studio Publishing palette - login version

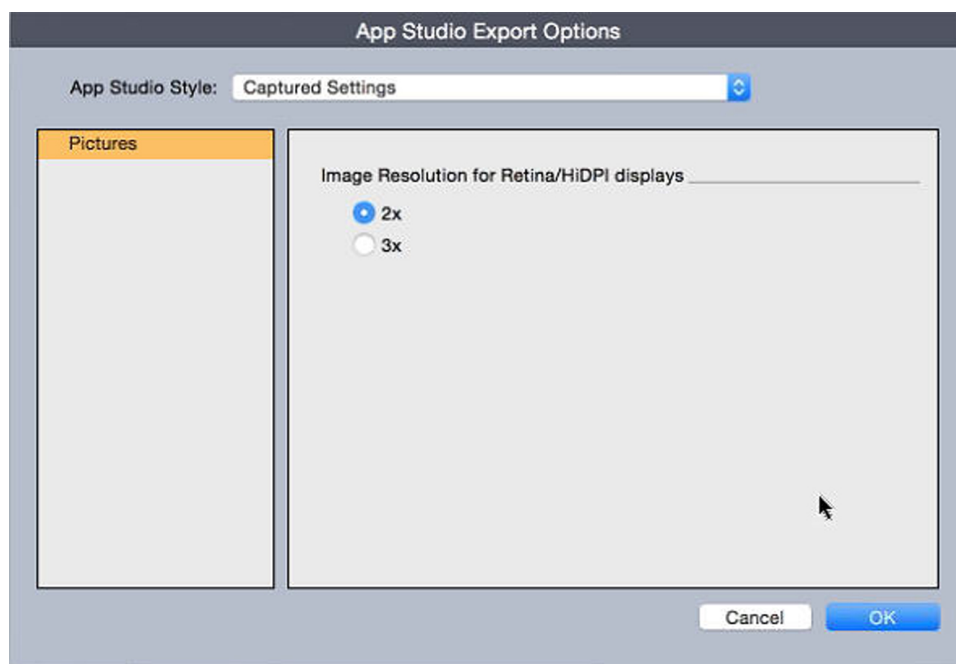
- 2 If you use a proxy server, choose **Proxy Settings** from the palette menu. The **Proxy Settings** dialog box displays.
  - To automatically detect the network's proxy server, check **Auto Detect Proxy Settings For This Network**. If you uncheck this box, you must enter the proxy server's host address and port number manually.
  - Enter the user name and password for the proxy server.
  - Click **OK**.

- 3 If you do not yet have a free App Studio Publishing Portal account, click **Sign Up** and create one.
- 4 Enter your user name and password, and then click Log In. The **App Studio Publishing** palette changes to the upload interface.



**App Studio Publishing** palette - upload version

- 5 Choose your organization from the **Organization** drop-down menu.
- 6 Choose your publication from the **Publication** drop-down menu.
- 7 Choose the target issue from the **Issue** drop-down menu.
- 8 Enter a name for the article in the **Article Title** field. This name will display in the app's thumbnail table of contents.
- 9 Optionally, check the **Convert Sections To Page Stacks** checkbox if you want to create page stacks. When checked, all section starts (as defined in the **Page Layout** palette) will start a new page stack.
- 10 Click **Options** to set the image resolution for Retina/HiDPI displays.



**App Studio Export Options** dialog

- ➔ These settings apply to the Retina/HiDPI bundle only. The non-retina bundle is still uploaded with 1x size image resolution.

- 11 To upload the article, click **Upload**.
- 12 To view the uploaded article in your default Web browser, click **View Online**. The article's issue displays in your default Web browser.
- 13 To make the issue that the article is part of available in the test environment so that you can preview it, click **Test** in the App Studio Publishing Portal.

### Previewing an App Studio issue

There are two ways to preview an App Studio issue.

The most accurate way to preview your issues is with the free Quark App Studio Previewer app. Download this app from the app store, launch it, tap **Change Publication**, and enter your login credentials for your App Studio Publishing Portal account. Then choose the publication you want to log on to.

- ➔ There are two versions of each publication: the published version and the test version. The test version is provided so that you can test your issues on a physical device before you release them. An issue shows up in the test publication only if you have clicked **Test** for that issue in the App Studio Publishing Portal, and shows up in the regular publication only if you have published it from the App Studio Publishing Portal. (For more information, see "[Publishing an App Studio issue](#).")

The second way to preview your issues is on the App Studio Publishing Portal. You can click on any issue and view it in a compatible Web browser. (App Studio supports Google Chrome, Firefox, Safari, and any other browser that uses the WebKit browser engine. It does not support Internet Explorer.) You should consider this a secondary

way to preview your issues, because not all types of interactivity can be previewed in a browser.

Third way to view issues in the web app, which is the webhosting of the publication.

### **Publishing an App Studio issue**

To make an App Studio issue available in your customers' apps, click **Publish** for that issue in the App Studio Publishing Portal. This issue automatically becomes available, across all platforms where it is published (iOS, Android, WebReader etc.).

Before you publish an App Studio issue, you can edit the metadata of the issue.

## **Creating an App Studio app**

This chapter describes the process of preparing to submit an App Studio app to Apple or to an Android app store.

### **Preparing to submit an App Studio app to Apple**

The process in general for preparing to submit an App Studio app to Apple is:

- 1 Create your Apple iOS Developer account.
- 2 Get your iPad's device ID.
- 3 Create your iOS Development Certificate.
- 4 Create your iOS Distribution Certificate.
- 5 Register your iPad so you can test on it.
- 6 Create your app ID.
- 7 Create your Development Provisioning Profile.
- 8 Create your App Store Distribution Provisioning Profile.
- 9 Create your app description.
- 10 If you are charging for your content, set up your in-app purchases.

The following topics explain this process in detail. For more information, see the iTunes Connect Developer Guide, which is available to Apple developers at [itunesconnect.apple.com](http://itunesconnect.apple.com).

### **Creating your developer account**

Before you can proceed, you must create an Apple iOS Developer account. To do so:

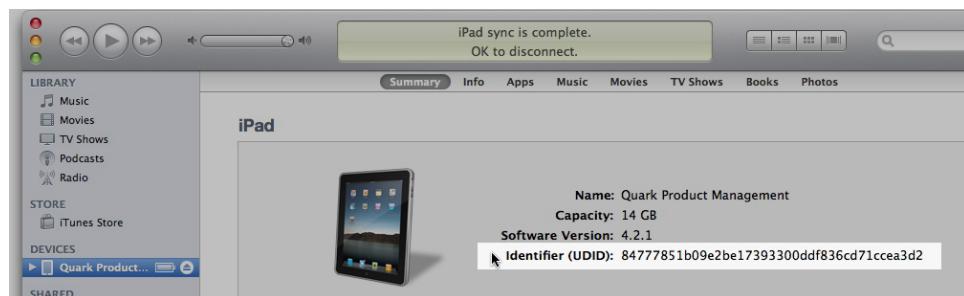
- 1 Go to <http://developer.apple.com/programs/ios/> and click **Enroll Now**.
- 2 Click **Continue** and follow the instructions on the screen. When you are asked to enroll as an individual or a company, choose the appropriate option.
- 3 Go to [itunesconnect.apple.com](http://itunesconnect.apple.com), click **Contracts, Tax, and Banking**, and enter into an iOS Paid Applications contract with Apple. If you plan to charge for your app or issues,

this contract must be in effect, with valid bank info entered, before you submit your app to the Apple app store.

### **Getting your iPad's device ID**

To test your app on your iPad, you must specify its device ID (that is, its UDID). To get your iPad's UDID:

- 1 Plug your iPad into your computer.
- 2 Launch iTunes 7.7 or later.
- 3 Select the iPad in iTunes.
- 4 Click the **Serial Number** label. The label changes to **Identifier (UDID)**.



- 5 Press Command+C to copy the device ID to the clipboard.
- 6 Paste the device ID into a text file. It should be a very long code with both numbers and lower-case letters, but no hyphens or other characters.

### **Creating your iOS Development Certificate**

You must have an iOS Development Certificate to develop apps and test them on an iPad. To create this Certificate:

- 1 Go to <http://developer.apple.com/devcenter/ios/> and log in.
- 2 Under iOS Developer Program in the sidebar, click **iOS Provisioning Portal**.
- 3 Click **Certificates** in the left sidebar.
- 4 Click the **Development** tab.
- 5 Click **Request Certificate**.
- 6 Follow the instructions on the screen to create, download, and install your Development Certificate.

### **Creating your iOS Distribution Certificate**

You must have an iOS Distribution Certificate to submit an app to the App Store. To create this Certificate:

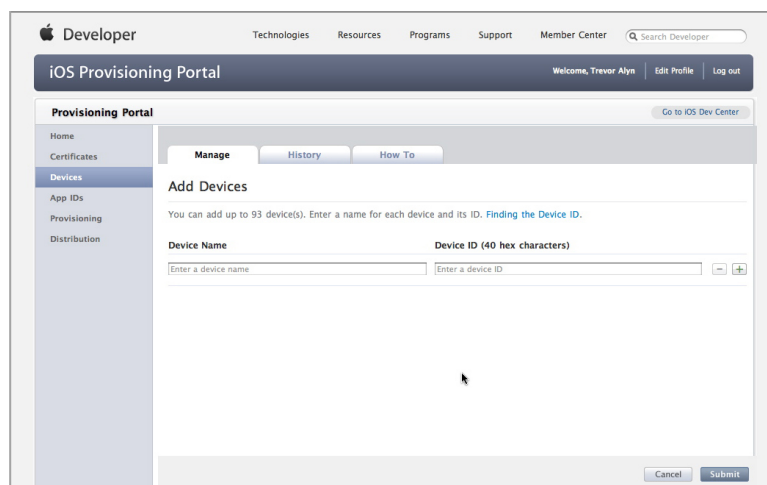
- 1 Go to <http://developer.apple.com/devcenter/ios/> and log in.
- 2 Under iOS Developer Program in the sidebar, click **iOS Provisioning Portal**.

- 3 Click **Certificates** in the left sidebar.
- 4 Click the **Distribution** tab.
- 5 Click **Request Certificate**.
- 6 Follow the instructions on the screen to create, download, and install your Distribution Certificate.

### **Registering devices**

Until they are in the App Store, apps can be run only on devices that they are registered to run on. To register your iPad for testing:

- 1 Click **Devices** in the left sidebar.
- 2 Click **Add Devices**. The **Add Devices** screen displays.

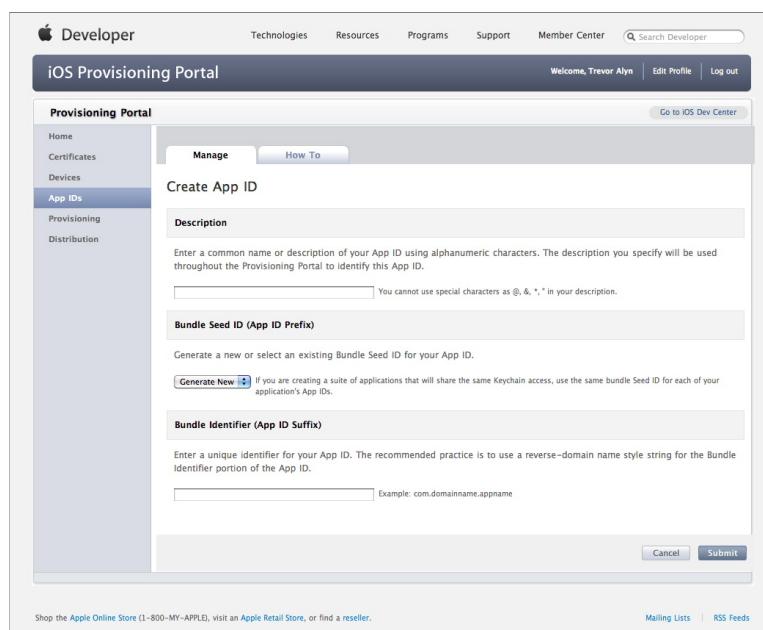


- 3 Enter a name for your iPad (for example, "Jane's iPad") in the **Device Name** field, then paste the iPad's UDID in the **Device ID** field.
- 4 To add an additional device, click the + button to the right of the **Device ID** field.
- 5 Click **Submit**.

### **Creating an app ID**

Every app must have a unique ID. To create your app ID:

- 1 Click **App IDs** in the left sidebar. The **App IDs** screen displays.
- 2 Click **New App ID**. The **Create App ID** screen displays.



- 3 Enter the name of your app in the **Description** field. Note that this is NOT the name that will display for the app in the App Store.
- 4 Leave the **Bundle Seed ID (App ID Prefix)** drop-down menu set to **Generate New**.
- 5 In the **Bundle Identifier (App ID Suffix)** field, enter a unique identifier for your app, using the form `com.[your organization's name].[name of your app]`. For example, if the app is being created for 123 Productions, the bundle identifier might be `com.123productions.123magazine`.

➡ Bundle IDs are case-sensitive.

- 6 Click **Submit**.

### Setting up for push notifications

You can use push notifications to notify your customers when a new issue of your publication becomes available.

➡ You must complete this step before you create your Provisioning Profiles. (For more information, see "[Creating a Development Provisioning Profile](#)" and "[Creating an App Store Provisioning Profile](#)".)

To set up for push notifications:

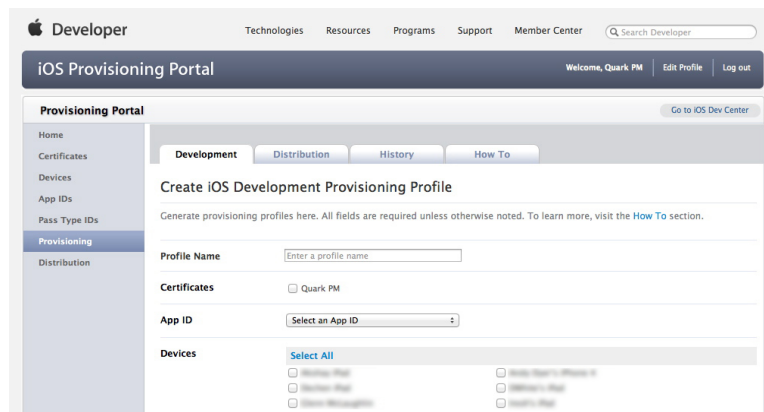
- 1 Click **App IDs** in the left sidebar. The **App IDs** screen displays.
  - 2 Click the name of the app you want to enable notifications for. The **Configure App ID** page displays.
  - 3 Check **Enable for Apple Push Notification Service**.
- ➡ Do not check **Enable for iCloud**, **Enable for Passes**, **Enable for Data Protection**, or **Enable for Game Center**.

- 4 Click the **Configure** button for **Development Push SSL Certificate**. The **Apple Push Notification Service SSL Certificate Assistant** screen displays.
- 5 Follow the instructions on the screen. The instructions will direct you to create a certificate signing request, upload it in the **Apple Push Notification Service SSL Certificate Assistant** screen, and download an Apple Push Notification Service SSL certificate. This file should have a name like "aps\_development\_identity.cer."
- 6 Double-click the certificate file to install it.
- 7 Repeat the last three steps for **Production Push SSL Certificate**.
- 8 Launch the Keychain Access application (Applications > Utilities) and click **My Certificates** in the list on the left. A list of certificates displays.
- 9 Expand the certificate named **Apple Development iOS Push Services**. A key icon displays.
- 10 Select both **Apple Production iOS Push Services** and the line with the key icon.
- 11 Control+click the two selected lines and choose **Export 2 items**, then save the items in Personal Information Exchange (.p12) format with the file name `myapp_development_push.p12`. Do not enter a password. If a dialog box displays, stating that Keychain Access wants to export a key, enter your login password and then click **Allow**.
- 12 Repeat the last three steps for **Apple Production iOS Push Services** and save the .p12 file as `myapp_production_push.p12`.
- 13 Set up an account at Urban Airship (<http://urbanairship.com/>). You will use this account to send your push notifications.
- 14 Keep the .p12 files nearby. You will need them when you submit your app request on the App Studio Publishing Portal. For more information, see "[Requesting an App Studio app](#)."

### **Creating a Development Provisioning Profile**

You must have a Development Provisioning Profile to run your app on a physical iPad. To create a Development Provisioning Profile:

- 1 In the left sidebar, click **Provisioning**.
- 2 Click the **Development** tab.
- 3 Click **New Profile**.

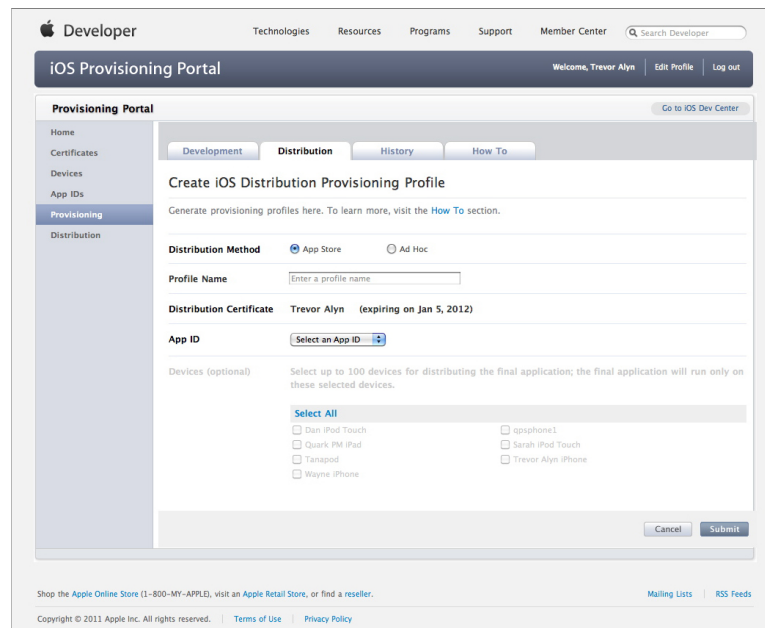


- 4 In the **Profile Name** field, enter "[App Name] Ad Hoc Provisioning Profile".
- 5 In the **Certificates** area, check your certificate's box.
- 6 Choose your app's app ID from the **App ID** drop-down menu.
- 7 In the **Devices** area, click **Select All**, or click the devices you want to test on.
- 8 Click **Submit**. The **Development Provisioning Profiles** screen displays.
- 9 Before you can download the Development Provisioning Profile, you must reload the page. After you reload the page, the **Download** button should become available for the Development Provisioning Profile you just created.
- 10 Click **Download** to download the Development Provisioning Profile to your desktop. This file will have a name like "App\_Name\_Development\_Provisioning\_Profile.mobileprovision."
- 11 Double-click on the downloaded file to install it.
- 12 Keep the .mobileprovisioning file. You will need it when you request your app.

### **Creating an App Store Provisioning Profile**

You must have an App Store Distribution Provisioning Profile to build an app for submission to the App Store. To create an App Store Provisioning Profile:

- 1 In the left sidebar, click **Provisioning**.
- 2 Click the **Distribution** tab.
- 3 Click **New Profile**.
- 4 Under **Distribution Method**, click **App Store**.



- 5 In the **Profile Name** field, enter "[App Name] Dist Provisioning Profile".
- 6 Choose your app's app ID from the **App ID** drop-down menu.
- 7 Click **Submit**. The **Distribution Provisioning Profiles** screen displays.
- 8 Before you can download the Distribution Provisioning Profile, you must reload the page. After you reload the page, the **Download** button should become available for the Distribution Provisioning Profile you just created.
- 9 Click **Download** to download the Distribution Provisioning Profile to your desktop. This file will have a name like "App\_Name \_Dist\_Provisioning\_Profile.mobileprovision."
- 10 Double-click on the downloaded file to install it.
- 11 Keep the .mobileprovisioning file. You will need it when you request your app.

### Creating an app description in iTunes Connect

Before you can submit your app to Apple, you need to create a description for that app on the Apple developer Web site.

- ➔ If you plan to sell your issues, you must create in-app purchases before you execute the following steps. For more information, see "[Setting up in-app purchases](#)."

To create an app description:

- 1 Go to <http://itunesconnect.apple.com> and log in (if necessary). The **iTunes Connect** screen displays.
- 2 Click **Manage Your Applications**. The **Manage Your Apps** screen displays.
- 3 Click **Add New App**. The **App Information** screen displays.
- 4 In the **App Name** field, enter the name of your app as you want it to display in the App Store.
- 5 In the **SKU Number** field, enter a unique value that can be used to identify your app.

- 6 Choose the ID of your app from the **Bundle ID** drop-down menu. (This is the App ID you created in "*Creating an app ID*.") Make sure you DO NOT select **Xcode: Wildcard AppID - \***.
- 7 Click **Continue**. The availability date and price tier screen displays. Follow the instructions on the screen to set the price point and availability date of your app. You can choose the current date to get the app posted as soon as possible.
- 8 Click **Continue**. The metadata and rating screen displays. Complete the forms on this screen.
- 9 If you are charging for issues, you must associate your in-app purchases with the app. To do this, click **Edit** in the **In-App Purchases** area, then check all of the in-app purchases you want associated with the app and click **Save**.
- 10 In the **Uploads** area, upload a 1024 x 1024 pixel PNG file where it says **Large App Icon**, and upload a dummy screen shot where it says **iPad Screenshots**. You can change both of these pictures later.
- 11 Click **Ready to Upload Binary**.

### **Setting up in-app purchases**

If you plan to charge for your issues or offer subscriptions, you must set up an in-app purchase for each issue with Apple. For information on how to do this, see "Managing Your In-App Purchases" in the *iTunes Connect Developer Guide* (available to registered Apple iOS developers at <http://developer.apple.com>).

The process, as it exists as of this writing, is as follows:

- 1 Go to <http://itunesconnect.apple.com/> and log in (if necessary).
- 2 Click **Manage Your Applications**. The **Manage Your Apps** page displays.
- 3 Click your app. The app's page displays.
- 4 Click **Manage In-App Purchases**. The **In-App Purchases** page displays.
- 5 Click **Create New**. The **Select Type** screen displays.
- 6 To specify what type of in-app purchase you're creating, click one of the following buttons.
  - **Consumable**: Do not use this option.
  - **Non-Consumable**: Click this option to create an in-app purchase for a single issue.
  - **Auto-Renewable Subscription**: Check this option to create an automatically renewing paid subscription.
  - **Non-Renewing Subscription**: Check this option to create a non-renewing paid subscription.
  - **Free Subscription**: Check this option to create a free subscription. (Use this option if you want to use Newsstand with free issues.)

The next screen displays.

**7** In the **Reference Name** field, enter the title and date of the in-app purchase issue. For example:

- If you are creating a Non-Consumable in-app purchase, enter something like `123 Magazine - Single Issue`.
- If you are creating a subscription in-app purchase, enter something like `123 Magazine Subscription`.

**8** If you are creating a Non-Consumable in-app purchase or subscription, enter your bundle identifier, followed by the issue name and date, in the **Product ID** field. For example: `com.123productions.123magazine.price.issue.default`.

- To associate this in-app purchase with an App Studio issue, display the issue's main page on the App Studio Publishing Portal, then enter this product ID in the **Apple ID** field.
- To associate this in-app purchase with a subscription, you will need to enter the subscription's information when you submit your app request on the App Studio Publishing Portal. For more information, see "[Requesting an App Studio app](#)."

**9** To specify the language or languages of your issue, click **Add Language** and follow the instructions on the screen.

**10** If you are creating a Non-Consumable in-app purchase, check **Cleared for Sale** and choose the price tier you want from the **Price Tier** drop-down menu. (For a corresponding list of prices, click **View Pricing Matrix**.)

**11** If you are creating a subscription in-app purchase, you must specify one or more available durations for the subscription. Click **Add Duration** and follow the instructions on the screen. The **Create New In-App Purchase** page displays.

- In the **Product ID** field, enter your bundle identifier, followed by the issue duration. For example: `com.123productions.123magazine.6months`.
- Check **Cleared for Sale**.
- If you are creating a paid subscription, choose the price tier you want from the **Price Tier** drop-down menu. (For a corresponding list of prices, click **View Pricing Matrix**.)

**12** In the **Screenshot for Review** area, click **Choose File** and upload a screen shot of what an issue of your app will look like when viewed on the iPad. Note that this image is only for review and will not be displayed in the App Store.

➡ This screen shot can be changed later.

**13** If you plan to offer subscriptions, click **View or generate a shared secret** on the in-app purchases screen for your app. You will need your Shared Secret when you submit your app request on the App Studio Publishing Portal. For more information, see "[Requesting an App Studio app](#)."

**14** Click **Save**.

- ➡ If you want to change the price of an issue after it has been approved, change the price of its corresponding in-app purchase. Apple will not need to review the change.

### Preparing to submit an Android App Studio app

There are a number of Android app stores that you can submit an app to, including the following:

- **Google Play** (<https://play.google.com/apps/publish>): As of this writing, you can submit apps to the Google Play app store for a \$25 registration fee.
- **Amazon Appstore** (<https://developer.amazon.com/welcome.html>): As of this writing, you can submit apps to the Amazon Appstore for a yearly fee of \$99 (which is currently being waived). Apps submitted to the Amazon Appstore are automatically considered for inclusion in the Kindle Fire Appstore.

The process for submitting an app to the above app stores is similar to the process of submitting an app to Apple. You must create a developer account, then create an app description with supporting pictures and other resources. You can currently submit the same app to both of the above app stores, and both of them offer an in-app purchase feature that allows you to charge for your issues.

For more information, see the Web site for each app store.

### Creating a keystore

#### Create a Google keystore for Mac

Read the documentation here:

<http://docs.appstudio.net/display/AppStudio/2.+Create+a+Google+Keystore>. For further information on this, please read the Android documentation here:

<http://developer.android.com/tools/publishing/>

To create a Google keystore for a Mac:

- 1 Edit: `Your_personal_file_title` and `Your_personal_alias` in the following example of a Keytool command that generates a private key: `keytool -genkey -v -keystore Your_personal_file_title.keystore -alias Your_personal_alias -keyalg RSA -keysize 2048 -validity 10000`.
- 2 You will need to edit several elements of your newly created key:
  - a Open the Terminal App on your mac (`Applications / Utilities / Terminal`)
  - b In the command line copy and paste the Google Key you created and press **ENTER**
  - c Enter the following profile information when prompted:
    - Keystore password
    - First and last name
    - Your organizational unit
    - Name of your organization
    - City or Locality
    - State or Province

- The two-letter country code for your unit
- d Answer YES when asked to confirm that the information is correct.
  - 3 You key will be generated and you will be asked for the following:
    - Keystore password. This is the keystore password you entered into the form.
    - Key password.
  - 4 You key will be generated and you will be asked for the following: The key will be saved in your `Users/hardrive name (home icon)/ mykeys.keystore`. If you cannot find the key in this location, go back in to Terminal, press **return** and type in **pwd** `my-macbook-pro-2:~ hardrivename$ pwd`. This will return `Users/location/`, This is the location of your key.
  - 5 Complete the Android App Studio App Submission form and attach your Google key.

### Create a Google keystore for Windows

Read the documentation here:

<http://www.thomasmortensen.com/index.php/71-android-keystore-jdk>.

Ensure you have the Java Development kit installed on your machine before you start. You will need this to create your Keystore file. To download the JDK installation file, click on this link: <http://www.oracle.com/technetwork/java/javase/downloads/> and install the JDK.

To create a Google keystore for Windows:

- 1 Open the command prompt and navigate to `Program Files/Java/jdk1.7.0_03/bin`
- 2 Type in the following Keytool command to generate a private key: `keytool -genkey -v -keystore Your_personal_file_title.keystore -alias Your_personal_alias -keyalg RSA -keysize 2048 -validity 10000`, editing the following: `Your_personal_file title` and `Your_personal_alias`.
- 3 You will need to edit several elements of your newly created key, enter the following profile information when prompted:
  - Keystore password
  - First and last name
  - Your organizational unit
  - Name of your organization
  - City or Locality
  - State or Province
  - The two-letter country code for your unit

Answer YES when asked to confirm that the information is correct.

- 4 You key will be generated in your `C:\Program files\Java\jdk1.7.0_03\bin` directory, with the name you gave it.

### Requesting an App Studio app

To get a build of an iOS or Android App Studio app, you must fill out a form online and submit any custom graphics you would like to add to the app. When Quark receives the form, they will use that information to create a custom build for testing and another custom build for app store submission. If you are requesting an Apple app, make sure you have:

- Your Development Certificate
- Your Distribution Certificate
- Your Ad Hoc Provisioning Profile
- Your App Store Provisioning Profile
- Your app's App ID
- Your home screen icon in PNG format, at 144 x 144 pixels
- Your landscape splash screen in PNG format, at 2048 x 1536 pixels
- Your portrait splash screen in PNG format, at 1536 x 2048 pixels
- The IDs of any in-app purchases you want to use
- Your .p12 files (if you are using notifications)

To request an App Studio app:

- 1 On the App Studio Publishing Portal (<http://my.appstudio.net>), go to the publication for which you want to create an app.
  - 2 Locate the entry for the application you want to build and click View for that application.
  - 3 Click **App Manager**.
  - 4 Click **Build** for the platform you want to build for. A form displays.
  - 5 Fill out the form and provide the various resources it requests. If you have questions about a part of the form, click the corresponding question mark in the form.
  - 6 When the build is ready, you will receive an e-mail. Download the builds per the instructions in the e-mail.
  - 7 To test the app, drag the test version of the build onto your iTunes icon, then sync with your iPad.
- ➡ If the app does not display on the iPad, verify that the iPad's UDID is associated with your Development Provisioning Profile. For more information, see "[Registering devices](#)" and "[Creating a Development Provisioning Profile](#)."

### Updating an App Studio app

When you create a new version of an App Studio app, you must increment the version number or Apple will reject the app.

To prepare to upload a new version of an app on the Apple Developer site, log in at <http://itunesconnect.apple.com>, click **Manage Your Applications**, click the icon for your

application, click **Add Version**, and then follow the instructions on the screen. When you specify the new version number, be sure it is greater than the current version number.

To update an App Studio app, enter the new version number in the form when you request a build of the new version of the app.

### Submitting an app to Apple

Before you submit your app to the App Store, make sure that you have followed all of the instructions in the "[Preparing to submit an App Studio app to Apple](#)" section. When you are finished:

- 1 Log in to your Apple developer account at <http://itunesconnect.apple.com>.
- 2 Click **Manage Your Applications**. The **Manage Your Apps** screen displays.
- 3 Click the icon for your app. The app description screen displays.
- 4 Make any desired changes. In the **Uploads** area, upload final screen shots. (To take a screen shot on the iPad, press the Home button and then, while keeping it pressed, press the Power button once. The screen shot will be available in the Photos app.)
- ➡ If you are charging for issues, you must associate your in-app purchases with the app. To do this, click **Edit** in the **In-App Purchases** area, then check all of the in-app purchases you want associated with the app and click **Save**.
- 5 When you're sure everything is final, click **Save**.
- 6 Click **Ready to Upload Binary**. If you skip this step, you will not be able to upload your app in step 9.
- 7 Launch Xcode and choose **Xcode > Open Developer Tool > Application Loader**.
- 8 Click **Deliver Your App**.
- 9 Follow the instructions on the screen. When the **Choose an application** screen displays, choose the name of your app.
- 10 When the **Application Information** screen displays, click **Choose** and select the .ipa file you downloaded from the App Studio Publishing Portal and click **Open**.
- 11 Follow the instructions on the screen. If you are asked whether your app contains cryptography, click **No**.

After your app has been successfully submitted, Apple will review it and contact you to let you know when it is approved.

### Submitting an Android app

For Android app submission instructions, see the developer site for the target app store.

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