



UNIVERSITÀ DEGLI STUDI DI MILANO

DIREZIONE ORGANIZZAZIONE E SVILUPPO RISORSE UMANE
SETTORE BENESSERE E SVILUPPO PROFESSIONALE
UFFICIO FORMAZIONE CONTINUA E AGGIORNAMENTO PROFESSIONALE

Enhanced ebooks & EPUB3

A new way of storytelling

When: November 2023

Total hours: 12

Where: Microsoft Teams

Wednesday 8 November 9.00 - 13.00

Module 1: Reinventing reading [4h]

The evolution of electronic books from the first prototypes to the new generation of *enhanced* ebooks.

Ebook design: creating engaging and informative ebooks to provide immersive reading experience.

Case studies and best practices.

Digital and multimedia storytelling. Case studies and best practices

Tuesday 14 November 9.00 - 13.00

Module 2: EPUB3 revolution [4h]

The three actors of digital publishing: ebook, ereader, reading software. A brief taxonomy of formats.

What is EPUB3, and why the digital publishing landscape needed it.

A "website in a box": anatomy of an EPUB3 package

What's new? Rich media assets, interactivity, global language support, text-to speech and other enhanced features.

EPUB3 in action: the potential of *enhanced* ebooks in non-fiction: educational, children books, manuals, audioebooks and more.

A Quality Model for ebooks: accessibility, usability, navigation, contents and metadata.

Thursday 16 November 9.00 am - 1.00 pm

Module 3: Workshop [4h]

How to create an *enhanced* EPUB3 ebook

How to design a new project from the mockup to the prototype

How to choose the best layout for your project

Editing and graphic session: advanced typography and styling features, fonts

Embed audio and video clips using HTML5 technology, add interactive elements

Create read-aloud ebook synchronizing text with narrated audio tracks.

Publish, distribute and secure your ebook