



**9:00-9:05**      **Opening Address**  
**Noah Genner and Laura Brady**

**9:10-9:55**      **Ebook UX: Bringing User Experience Design into the Picture**  
**Anne Kostick**

UX (User Experience) refers to research and design in product development, especially in digital and interactive development. Book publishers have never really had to pay much attention to UX: in their industry, the customers already know how to use the product, and the basic specs of that product have not changed for centuries. Until recently.

Now publishers often see their product intermediated, transmuted, mashed-up, and mangled. Customers find they need to learn new behaviours and skills to do what seemed to come so naturally before. How can UX R&D work in digital publishing, and how can we use it to improve our products and processes?

**10:00-10:30**      **Crafting Art (e)Books**  
**Tina Henderson**

Many different types of books fall into the category of art books: the zine-y artist's book, the coffee-table book, the museum exhibition catalogue, the scholarly catalogue raisonné. We'll look at examples of each type, along with the digital formats that work best for each. We'll explore digital art book projects by major museums, university presses, and artists themselves. Some projects worked well and others not so well. Some were expensive experiments while others were produced inexpensively in-house. You'll leave with a better understanding of what art book publishers want and how to give it to them.

**10:30-11:00 — Break**

**11:00-11:30**      **Sequential Art, Semantic Superpowers, and Standards Compliance**  
**Pablo Defendini**

The state of digital comics is strong, with new players and incumbents alike leading the charge to bring sequential art onto tablets and other devices, prompting a renaissance in readership and creator-owned content. But most approaches presuppose the shoehorning of print publications into a digital container—what does a digital-native comic look like? How does the creation and consumption of the graphic narrative form benefit from techniques like responsive design, and tools like version control systems and APIs?

**11:35-12:05**      **A Typographic Methodology for Ebooks**  
**Charles Nix**

Ebook design and typography are on the verge of truly great things. Real typographic choice, meaningful improvements to eReader software and hardware, and an ever-growing audience for ebooks are all part of the picture.

Ebook designers have a once-in-a-lifetime opportunity to shape a new reading experience. Charles Nix presents an ordered guide to typography for ebooks—balancing time-tested principles with the opportunities unique to the next reading environment.

**12:05-1:30 — Lunch**

**1:30-2:00**      **A Cautionary Tale about Poor Ebook Markup**  
**Liza Daly**

Everyone likes to take pride in their craft, but in the end, does ebook markup really matter if it “looks fine on Kindle”? Yes! What happens inside the privacy of your own copy of InDesign or Sigil can have a measurable, positive effect on readers, reading systems, and publisher revenue. Liza Daly will share some war stories from Safari's “Chamber of Ebook Horrors,” and celebrate how beautiful markup facilitates discovery, engagement, and even dollars.

**2:05-2:35**      **EPUB Accessibility and Conformance Standards**  
**Matt Garrish**

**2:35-3:05 — Break**

**3:05-3:50**      **The Ebook Unicorn: Standards in Ebook Development**  
**Baldur Bjarnason, Jean Kaplansky, Joshua Tallent, and Laura Brady (moderator)**

In the nascent field of ebook development, the question of common standards seems like a straightforward puzzle to solve. But developers must deal daily with device fragmentation, increasingly diverse vendors and apps, and mediocre adherence to the specs. Epub2, Epub3, KF8 – how on earth are we to produce one fit file for all the vendors and still sport nicely designed, responsive ebooks? During this panel session we will talk about the state of standards compliance and speculate on the best path forward.

**3:55-4:40**      **A Narrative Future in Augmented Reality**  
**Caitlin Fisher**

This session will outline some of the experiments with future forms of the book currently underway in Fisher's Augmented Reality Lab at York University, and will include a show-and-tell of some recent augmented reality projects built by Fisher and her collaborators and students, including literary pieces, educational apps, and children's pop-ups. Fisher will talk about custom code and off-the-shelf solutions, thoughts on hardware beyond the tablet, and share some of her thoughts in progress about the potent, shifting spaces between the literary and the game, the book and the app, and changing literacies, viewing situations, and expectations.

**4:45-4:50**      **Closing Remarks**  
**Laura Brady**

**6:00**              **Code Meet Print Toronto**  
**#CMPTO Tech Forum Edition: #FAIL and Learn**

Join us at the Stealth Lounge after ebookcraft for drinks, networking, and some great presentations about the rocky road to success. Details: [www.meetup.com/CMP-TO](http://www.meetup.com/CMP-TO)