

Building Books With iBooks Author

Session 503

Charles Migos

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Section 15.2

Geographic distribution

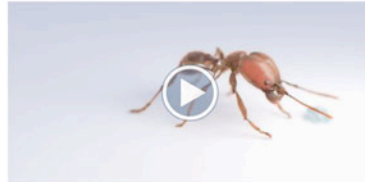
The distribution of plants and animals that Darwin saw during his South American travels first suggested evolution to Darwin. He observed that animals on the South American mainland were more similar to other South American animals than they were to animals living in similar environments in Europe. The South American mara, for example, inhabited a niche that was occupied by the English rabbit. You can compare a mara and an English rabbit in **Figure 16**. Darwin realized that the mara was more similar to other South American species than it was to the English rabbit because it shared a closer ancestor with the South American animals.

Patterns of migration were critical to Darwin when he was developing his theory. Migration patterns explained why, for example, islands often have more plant diversity than animal diversity: the plants are more able to migrate from the closest mainland as seeds, either by wind or on the backs of birds. Since Darwin's time,

Oriente Sea/Flickr/Getty Images



scientists have confirmed and expanded Darwin's study of the distribution of plants and animals around the world in a field of study now called **biogeography**. Evolution is intimately linked with climate and geological forces, especially plate tectonics, which helps explain many ancestral relationships and geographic distributions seen in fossils and living organisms today. Some geographic distributions are illustrated in **Figure 16**.



Movie Chemical Language of Pheromones

Ants communicate using combinations of ten to twenty chemical signals.

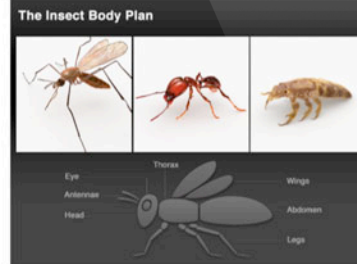
In July and August of 2011 the team filmed in Gorongosa National Park in the southern African nation of Mozambique, bringing home feature material for four chapters in ecology. While shooting in the rain forest atop Gorongosa Mountain, we spent a little time collecting. The carpenter ant to the left, collected on our trip, is a species of the genus *Camponotus* that was previously unknown to science.



Our goal is to have students see the living world the way a naturalist sees it.

To "see," for example, the chemical environment of organisms, such as the plumes of **pheromone** and territory-marking molecules that organisms use to communicate. Ants have been the study of a lifetime for Edward O. Wilson. We'll bring some special lessons to students from the world of ants.

Interactive Insect Body Plan



The word insect is derived from the Greek meaning "cut into sections." The evolutionary success of insects and their distinctive physiology can be measured by this: as much as 90 percent of all animal species are insects.

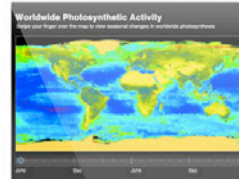
In terms of total mass, there is about 1,000 times more phytomass (photosynthetic plants, phytoplankton, and so on) on the planet than animals. Yet animals consume almost 20% of the total phytomass produced each year by nibbling, scraping, and filter-feeding through the microbial pastures of the ocean. Who owns the planet, plants or animals?



Plants paint a record of climate conditions on the face of the earth. In response to extended warming trends, plant hardiness zones move north. The Carolina perennial becomes a Maryland perennial.

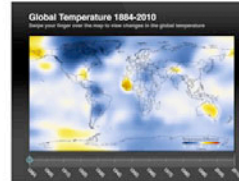
Readers of *Life on Earth* will understand how environmental factors like temperature and precipitation act like control handles that govern the functioning of the ecosystem and determine the regional viability of plants and animals.

As the keystone species of the Earth, proprietors of an industrial civilization, we have choices to make. Education now is the key to wisdom later.



Interactive Worldwide Photosynthetic Activity

Green represents peak photosynthesis. Ocean phytoplankton account for half or more of global photosynthesis.



Interactive Global Temperature 1884-2010

This map compares temperature readings against five year averages. Blue is cooler than average, red is hotter.



iPad 9:41 AM

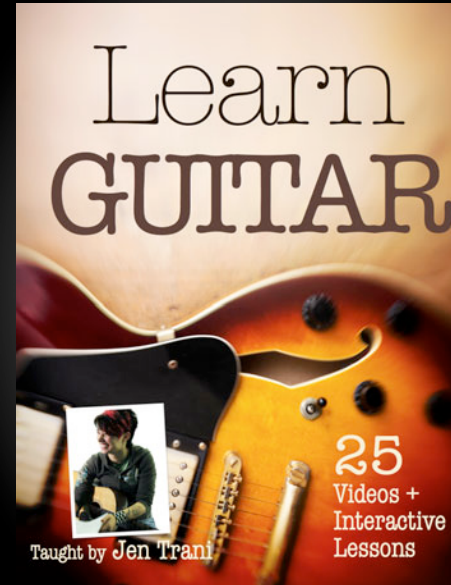
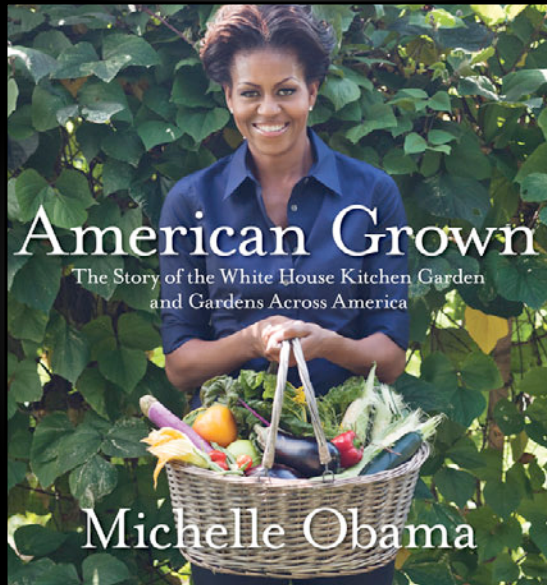
CHAPTER 1
Welcome

- 1.1 Molecular Pageant
- 1.2 Cells Are the Unit of Life
- 1.3 Small Creatures Rule the Earth
- 1.4 Green Planet
- 1.5 Project-Based Learning

Welcome

1 2 3 4 5 6













“Olson guesses that using iBooks Author offered them a factor of ‘5, 6, or even 7 times improvement’ in man hours versus developing a traditional iOS application.”

Erica Sadun - TUAW.com

Today's Agenda

- Overview of Multi-Touch books in iBooks, for developers and readers
- Learn the basics of the iBooks Author interface and features
- Learn more advanced skills that will enable you to set yourself apart

Multi-Touch Books in iBooks

For developers and readers

Multi-Touch Books in iBooks

A compelling platform for developers and readers

- Merges the best aspects of printed book and iPad touch experience
 - Graphic design, layout + interactivity
- App-like experience without the code
 - Plug-and-play interactivity through widgets
 - Custom interactivity via the HTML widget
- Your readers can take advantage of built-in features
 - Highlighting and notes
 - Integrated glossary and flash cards
 - Text-optimized view in portrait (for free)

Using iBooks Author

Getting started

Using iBooks Author

Professional results with exceptional ease of use

- If you know iWork, you know iBooks Author
- Templates are an excellent starting point, but they can be easily customized to suit your needs
- When in doubt, create your own layouts and templates
- Working alone or in groups, preparing template, text, and assets in advance will save you time
- You can make changes to your book at any point in your process
- Configuring the widgets differently will give you greater variety and more dynamic content

Tips and Tricks Recap

Differentiate your content

- Add Title or Caption to images to make them interactive
- Anchor your interactive objects to their related text
- Section Title fields are the tool for naming your chapters and sections
- Chapter and Section layouts have two components
 - Head page and a default body page in landscape
 - Head region and body region in portrait
- Remember the special object tags for your layouts
 - “Body” for creating text body containers
 - “Main image” to define an image to be used in head page and TOC
- Disable numbering for your chapter or section when needed

More Information

iBookstore Application

<http://www.apple.com/itunes/sellcontent>

iTunes Connect

itunesconnect.apple.com

Developer Forums

<https://developer.apple.com/devforums>

iBookstore Publisher Support

ibookstore@apple.com

iBookstore Affiliates

apple.com/go/iBookstoreAffiliates

iBookstore Widget Builder

widgets.itunes.apple.com/builder

Related Sessions

Building Interactive Books with EPUB 3 and JavaScript

Marina
Wednesday 9:00AM

HTML, CSS, and DOM for Book Authors

Nob Hill
Wednesday 3:15PM

Improving Accessibility in Books

Russian Hill
Thursday 9:00AM

Tools, Services, and APIs for iTunes Affiliate Program Marketing

Nob Hill
Thursday 11:30AM

Labs

iBooks Author Lab

Safari & Web Lab
Tuesday 3:15PM

iBooks Open Lab

Safari & Web Lab
Wednesday 10:15AM

In Conclusion

Anyone can be a published author

- It's easy for anyone to create books and add rich, app-like interactivity
- iBooks Author is for more than textbooks—
It's a new tool for a new medium
- The iBookstore connects you to a huge
and growing worldwide audience
- We can't wait to see what you do with it

Q&A

 WWDC2012