Innovative publisher uses Adobe® Digital Publishing Suite to produce subscription-based education and technology magazine for tablet devices

It started as a side project and blossomed into a transformative information platform. In 2010, Jeffrey Dunn was working as the communications manager at Harvard Law School and needed a way to keep track of all of the various educational technologies the school was investigating for possible implementation. What began as his personal blog to help manage the information, evolved into Edudemic, a convenient, online platform for exploring the impact of higher education and technology and sharing the information with audiences worldwide.

In two short years, Edudemic’s unique mix of educational videos, opinion pieces, best practices, and how-to articles from 35 authors has grown to attract more than 200,000 unique visitors to the website each month. Wanting to leverage the success of the site and the growing awareness of the Edudemic brand, Dunn set out to create a robust, engaging digital publication for tablet devices with longer, more in-depth, and more dynamic content. The company aimed to attract teachers, students, and other education insiders to learn about emerging technologies and how they can be used to further educational objectives.

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Jeffrey Dunn
Executive editor, Edudemic Magazine

Challenge
• Develop a tablet-based magazine to extend the reach of blog content
• Create a subscription-based service to expand app adoption and market penetration

Solution
• Leverage Adobe Digital Publishing Suite and Adobe InDesign to create and deliver a robust, digital magazine for tablet devices
• Streamline design and collaboration workflow with Adobe Creative Cloud

Systems at a glance
Adobe Digital Publishing Suite, Professional Edition
Adobe Creative Cloud
Adobe InDesign

“We wanted to create a digital publication that would allow for more traditional journalism, where we could provide more detail to help educate audiences about the role of technology in education. A blog didn’t provide the look and feel or dynamic viewer experience we wanted,” says Jeffrey Dunn, executive editor, Edudemic Magazine. “Adobe Digital Publishing Suite gave us a comprehensive suite of tools and services to take content we’d developed for our website, rapidly enhance it to make it more dynamic, and deliver it to tablet devices.”

Developing a dynamic, digital app
Production of the magazine leverages powerful, integrated workflows using Adobe InDesign®, Adobe Digital Publishing Suite, and Adobe Creative Cloud®. With Adobe InDesign, Edudemic staff can quickly access assets stored in Adobe Creative Cloud to embed interactive infographics and incorporate other components such as photo galleries, videos, and web-based maps that create a more entertaining, engaging reading experience. Once the design is complete, content is exported to Adobe Digital Publishing Suite for final production and publishing.

"With Adobe InDesign, I saved myself hours of work using the Folio Overlays feature alone. I’ve used the Pan & Zoom, Web Content, Panorama, and Scrollable Frame features as well,” Dunn says. “Each of these let you create immersive and high-end designs with just a few clicks. It’s incredible. The best part, though, is that you’re able to quickly upload your new issue using Folio Builder in no time flat.”

Adobe Creative Cloud serves as a creative hub that lets Edudemic consolidate its previously disparate workflows into a more streamlined experience for seamless content creation. With Adobe Creative Cloud, Edudemic Magazine’s files are kept in sync no matter where or from which device they’re accessed, helping to ensure that the team is always working from the most updated versions of the assets. The Edudemic production team saves valuable development time because they no longer have to spend inordinate amounts of time communicating via email and searching for files stored in different folders and other disparate collaboration services.

As changes are made, Dunn and the design team route the creative for edits and markups concurrently.

“We store all the content and images in Adobe Creative Cloud, so it’s easy to pull down each folio, edit on any computer, and put it right back so others can make changes as well,” Dunn says. “We save as much as 60% in development time by synching those changes through the cloud as opposed to routing our updated files via email. It’s a much more intuitive process.”

Once the issue is approved, Dunn transfers the layout files from InDesign to the Folio Producer Service in Adobe Digital Publishing Suite, for organizing, editing, and submission to the Apple iTunes App Store for approval. “Compiling all the content for publishing can be complex,” Dunn says. “As we explored and came to better understand the capabilities of Adobe Digital Publishing Suite, the compiling and publishing process now takes us just five minutes.”
Skyrocketing popularity

The popularity of *Edudemic Magazine* is undeniable. Just two months after its release, the app boasts more than 10,000 downloads in the United States, as well as Australia, New Zealand, India, and Japan. Dunn attributes the successful adoption of the tablet app to the richness and depth of content the Edudemic team is able to create with Adobe InDesign and produce using Adobe Digital Publishing Suite.

"With layout tools in InDesign, we created a template that lets us essentially pick and choose elements from a master template and copy and paste any items we need," Dunn says. “There are boxes for pull quotes, frames for videos, and templates for full-page, embedded infographics. With the template, our production process is quick and easy which leaves us more time to focus on creating themes and additional content for our issues around ideas, such as gamification in education, that drive reader engagement."

The time-saving workflows allow Edudemic designers to focus more intensely on adding new dynamic content to the magazine for each new theme. For example, developers are working on producing videos featuring interviews with students, teachers, and other industry professionals that talk about hot educational topics. The videos will provide enhanced content for the magazine and will be showcased alongside existing text and photographs.

"Adobe Digital Publishing Suite has been a transformative force for our business," says Dunn. "It’s taken us from a small blog to a multifaceted, multiplatform educational resource that fosters more involvement in the education community, which we hope will make a significant impact for everyone."