

Chapter 1 : flipgorilla - Free PDF FlipBook with HTML5/CSS3 - works on all devices

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often than not, can be just as much fun for an adult. Even though flipbooks are nothing new, digital flipbooks the ones you can embed on your blog or website – they look like digital magazines are fresh on the market. A lot of people are used to seeing features on blogs, but showing them an entire magazine you designed yourself is something else entirely. A flipbook works if you have a lot of great ideas that you want to present in a professional, creative way. With a free account, TheCompany lets you create flipbooks with up to three PDF inside, each a max of 15 pages. You can design your book, magazine, newsletter, catalog, etc. I could easily insert pictures and make as many edits as I needed without any of the confusion of learning a more advanced program. I tinkered around with the layout, fonts and design for a few days, but ultimately I had a nice first issue saved in my documents and was ready to publish it with TheCompany. This is a great starting point though, and gives you plenty of opportunity to create three flipbooks, receive feedback and decide whether or not the format is for you. This is the first step. Customizing All of the predetermined flipbook layouts have an edit feature that allows you to further customize your creation through a gallery of stock images, textures and colors. Embed When it came time to show off my finalized work, I was happy to see how easy it was to embed it on my personal blog. I was even able to immediately share my finished product on social media thanks to their in-site company partnerships with Facebook, Twitter, and Pinterest, to name a few. A couple of my friends told me they thought the flip sounds were a little tacky, so I went back and turned them off. Publishing My personal favorite part of creating any flipbooks is getting to preview them before actually publishing. Here you can go through the pages and experience your entire flipbook from front to cover the same way readers will. I would recommend sitting back and reading through your whole flipbook at this time. Design for Success Each flipbook will have its own unique style, just like its creator, but you pay extra attention to the type of design you go with. Since I was writing about indie music, I decided to choose fonts that were big and bold, often times a little grungy, for headers and titles. They looked great on top of band photos and fit the laid-back vibe I was going for. Looking through various magazines helped me realize that not all pages need to have text on them. At first I thought this was essential, because I wanted people to read as much as I had written as possible, but then I thought about the real appeal in magazines, and that was their visually engaging style. Most of the comments on my later issues were complimenting the great shots that I let speak for themselves. The act of scrolling or clicking through picture after picture disrupts the flow, but a flipbook is seamless and allows readers to be carried on a journey right along with you. Marketing Your Flipbook Getting readers for your flipbook I began advertising my flipbook via social media. In my case, I wanted to promote up-and-coming bands in the indie rock scene and feature them in interviews, as well as publish my experiences at various musical festivals around the country. TheCompany allows you to customize your site profile so that anyone who clicks on it can learn more about you and be linked directly to your site. This was how I started expanding my blog; at first, only my followers read my flipbooks, but because TheCompany is all about sharing across all the major online platforms, my flipbook was able to be seen by more and more people thanks to my followers sharing. That brings me to another piece of advice. By then, I had become comfortable enough with my designing and creating style that I knew I could make my flipbooks even better with interactive links, audio clips and videos. When you want to make better flipbooks, you need more tools. Plus, after I reached my three PDFs limit, I knew I had to continue creating and TheCompany was the easiest I took the plunge and upgraded my account and was amazed at how much better my flipbooks became afterwards. With my Premium account, I could add audio files and video clips to my pages to really give my readers the full concert experience. Linking out to band websites, Twitter profiles and more was also an incredible feature and a great way to help create a flow of traffic across the web. You can read more about upgrading the service here. Unlimited amount of pages per Flipbook Finally, this solution also offers the ability to amend the book. This comes in handy when you want to create a flipbook and customize it. 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Chapter 6 : Make your own Phonics Flip Book

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