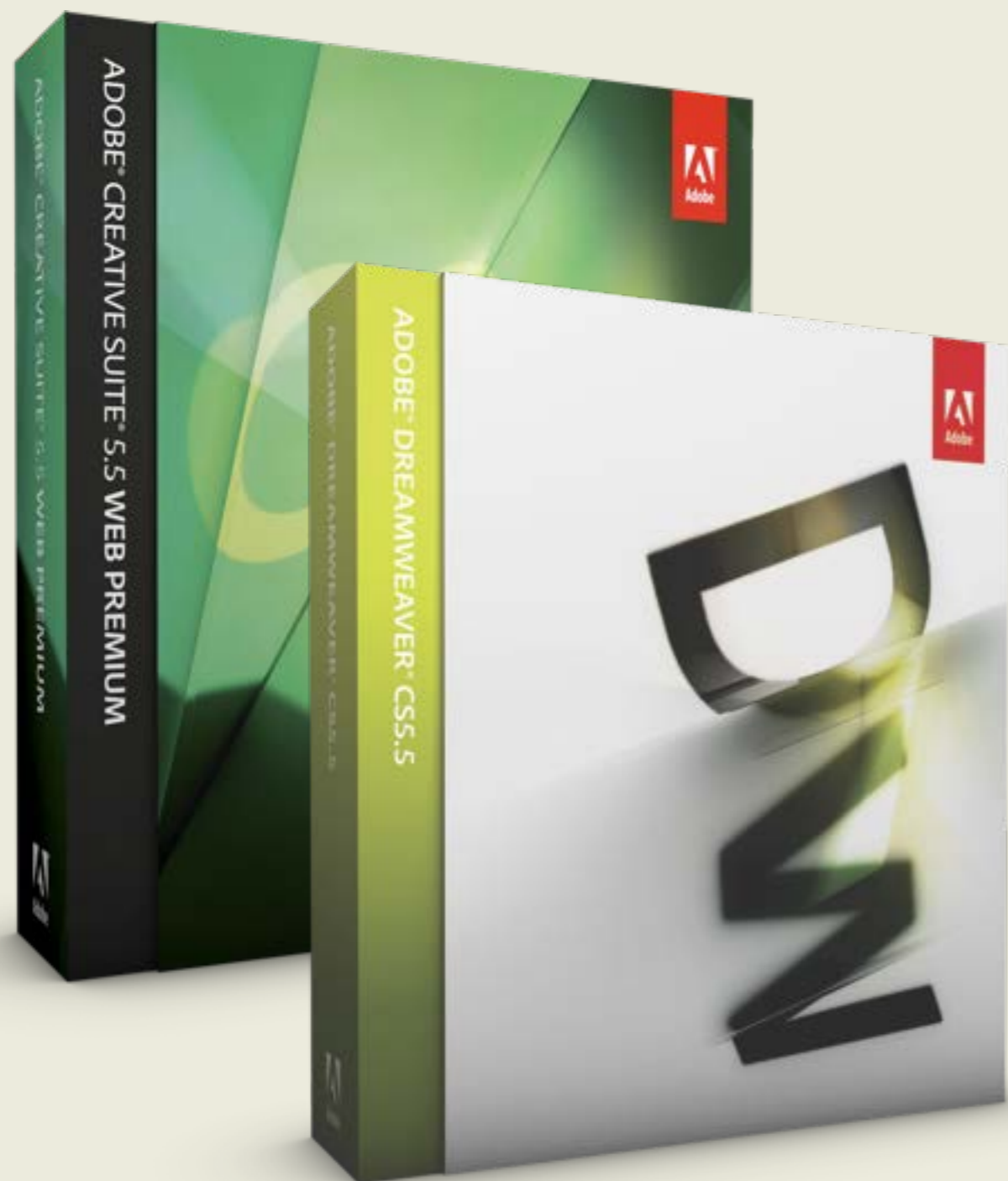


# ツールの進化から見る Web制作環境の変化

+

電子書籍

鷹野雅弘 (株式会社スイッチ)



2011.5  
CS5.5



Dreamweaver

CS5 → CS5.5



Fireworks

CS5 → CS5.1





# Fireworks

CS5  $\doteq$  CS5.1



Illustrator

CS5.1



Photoshop

CS5.1



給らあししいよ〜





モバイル対応

HTML5/CSS3



# Fireworks





# Fireworks CS5

- GIFのレンダリング
- グラデーションの処理
- ピクセルにスナッチ



# CSS3 Mobile Pack

[CSS3 Properties] パネル

jQuery Mobile テーマ作成

 Fireworks CS5.1

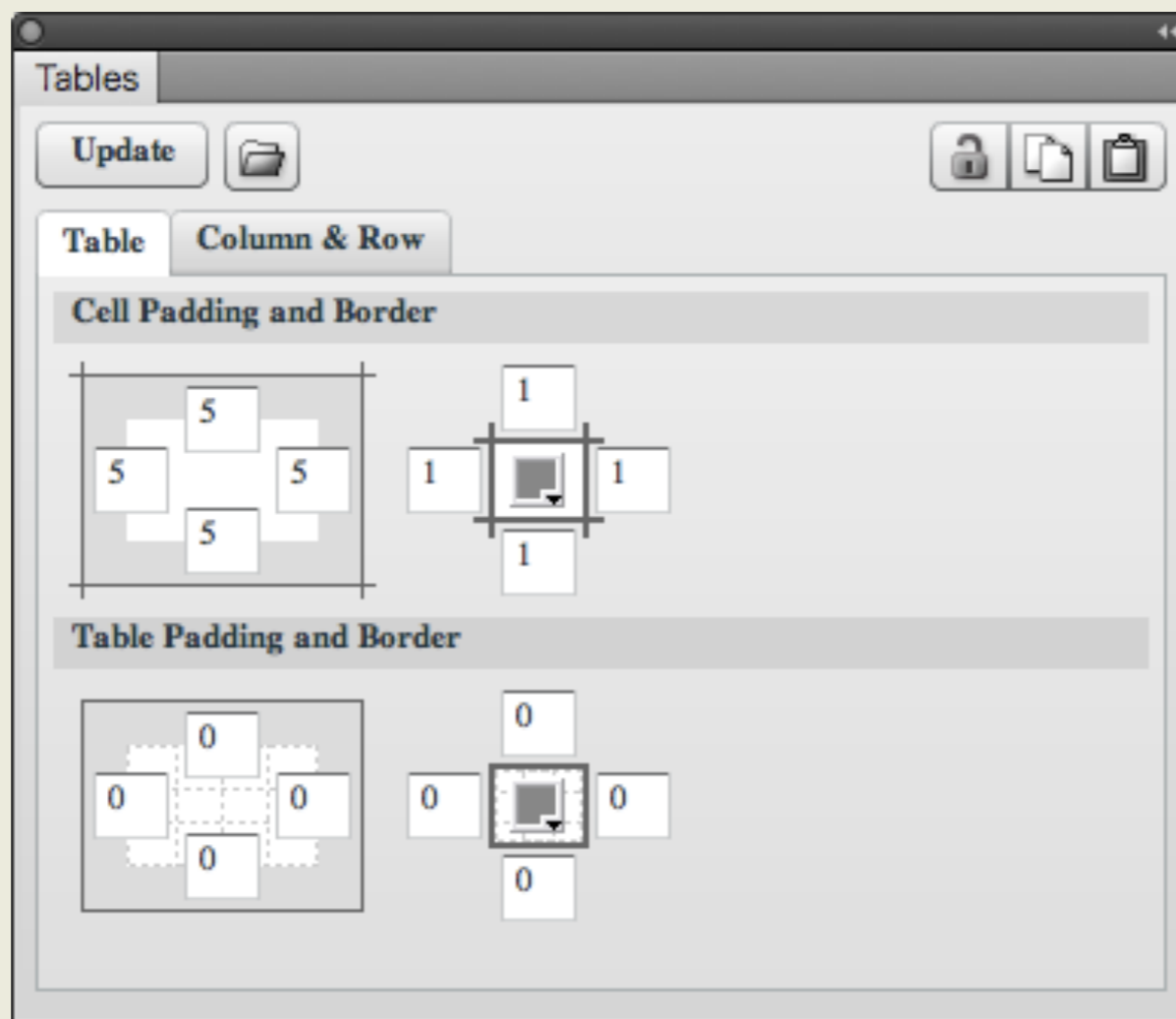
 Fireworks CS5

 Fireworks CS4

					
	9.0	X	<i>Design Standard</i>	<i>Design Premium</i>	<i>Web Premium</i>
 <b>Acrobat</b>	9.0	X	●	●	●
 <b>Illustrator</b>	5.0	5.0	●	●	●
 <b>Photoshop</b>	5.0	5.1	●	●	●
 <b>InDesign</b>	5.0	5.5	●	●	●
 <b>Dreamweaver</b>	5.0	5.5	●	●	●
 <b>Fireworks</b>	5.0	5.1	●	●	●
 <b>Flash</b>	5.0	5.5	●	●	●
 <b>Flash Catalyst</b>	5.0	5.5	●	●	●
 <b>Flash Builder</b>	4.0	4.5	●	●	●
 <b>Contribute</b>	5.0	5.1	●	●	●



# Tables 拡張機能



# VIVID COLORS+BLOG

Web Designer YUKI's Diary

Every day with vivid colors.

今すぐチェック!

Fireworks  
チュートリアルサイト  
運営中!



ブログトップ + サイトについて + ポートフォリオ + フォトギャラリー + コンタクト +

いろいろ

2011/ 11/ 18



## Fireworksの本を書きました! まだ発売前なのですが 先に中身を紹介させていただきます!!

チェック

いいね!

382

ツイートする

187

1 user



この記事は約7分で読めます。

この度、ご縁があってFireworksの本を書かせていただくことができました。

### 15分で自社サイトが作れます。 しかも無料で。



with Google

- ✓ 中小企業に最適化
- ✓ 業種別テンプレート
- ✓ 独自ドメイン

7ステップで  
すぐ始められます

楽しく学べる  
Fireworksの本、書きました!

本書内で作るものの一部

Fireworks CS5/4/3

12月7日  
発売!

アドビ・ファイヤーワークスも  
使いこなしたい人のための  
決定版テキスト!



こちらで本の内容紹介中 →



# Dreamweaver





jQuery Mobile

表示領域の固定

PhoneGap



モバイル対応

HTML5/CSS3

**CS2**  
2005.7

**CS3**  
2007.6

**CS4**  
2008.12

**CS5**  
2010.5

23  
ヶ月

18  
ヶ月

17  
ヶ月

CS4  
2008.12

CS5  
2010.5

CS5.5  
2011.5

8  
ヶ月

17  
ヶ月

12  
ヶ月

CS5  
2010.5

CS5.5  
2011.5

CS6  
2012.5

12  
ヶ月

12  
ヶ月

# Adobe Creative Cloud

2012リリース

5,000円/月





三河一向一揆

アドビ税



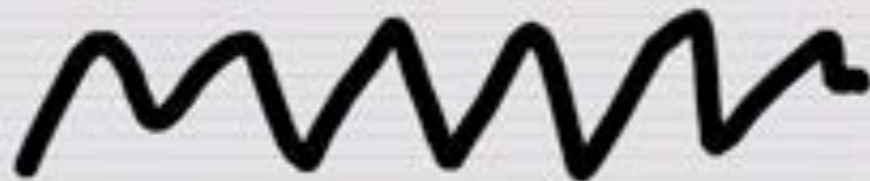
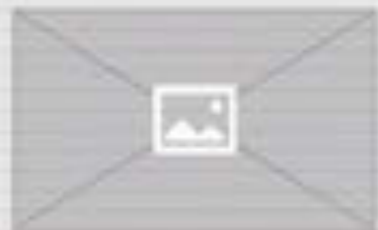
三河一向一揆

税収方式が変わった



# Adobe Touch Apps





Search

Submit

Menu 1

Menu 2

Menu 3

Menu 4

Menu 5

Menu 6

Menu 7

Breadcrumb: Lorem ipsum > Lorem ipsum > Lorem ipsum

# Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

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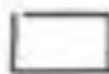


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

### Gesture Guide



DEV



IMAGE



VIDEO

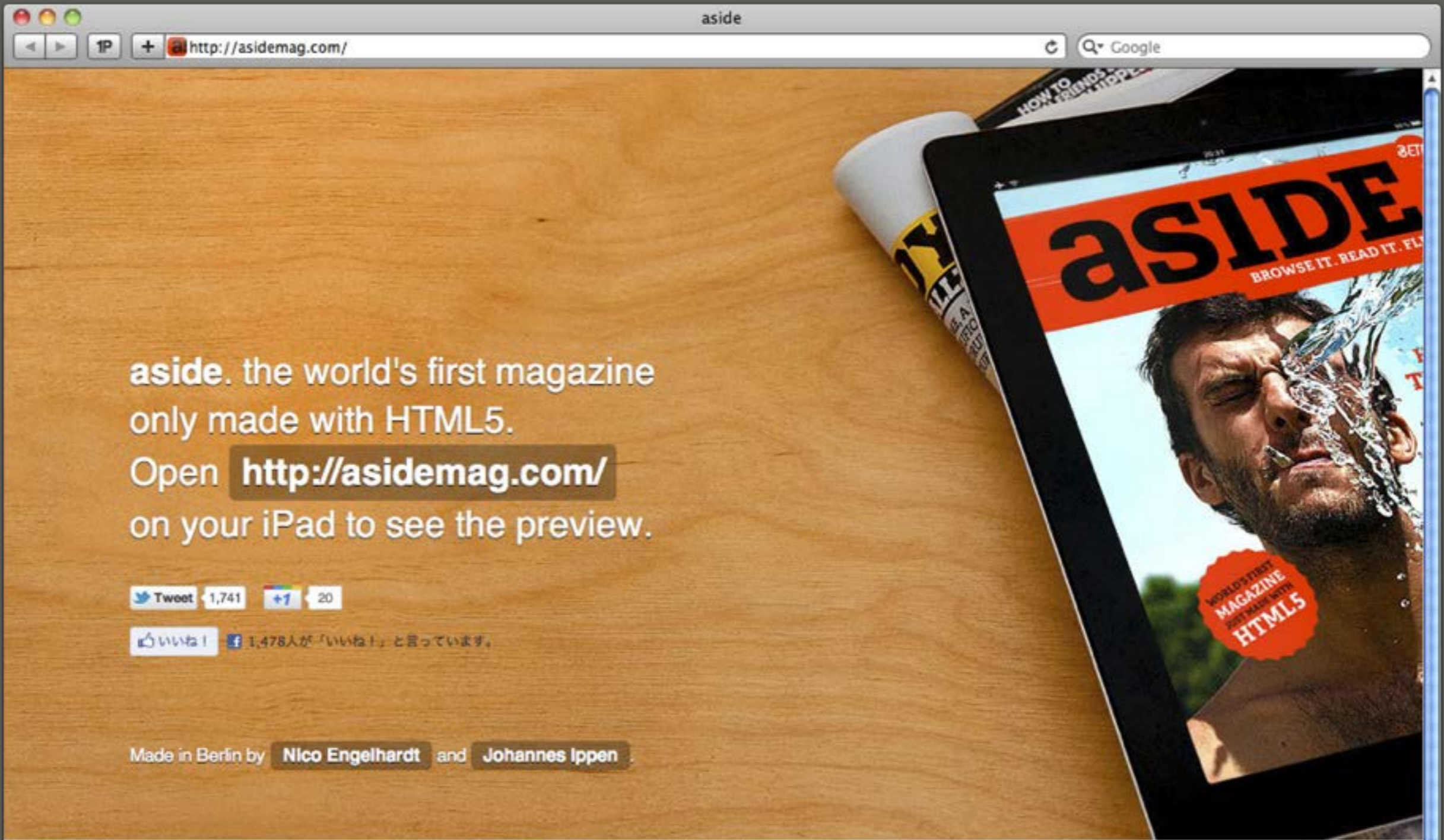


HEADER



Vertical toolbar with icons: +, hand, undo, redo, pencil, text, dev, image, video, header, zoom, back

# 電子書籍



**aside.** the world's first magazine  
only made with HTML5.  
Open <http://asidemag.com/>  
on your iPad to see the preview.

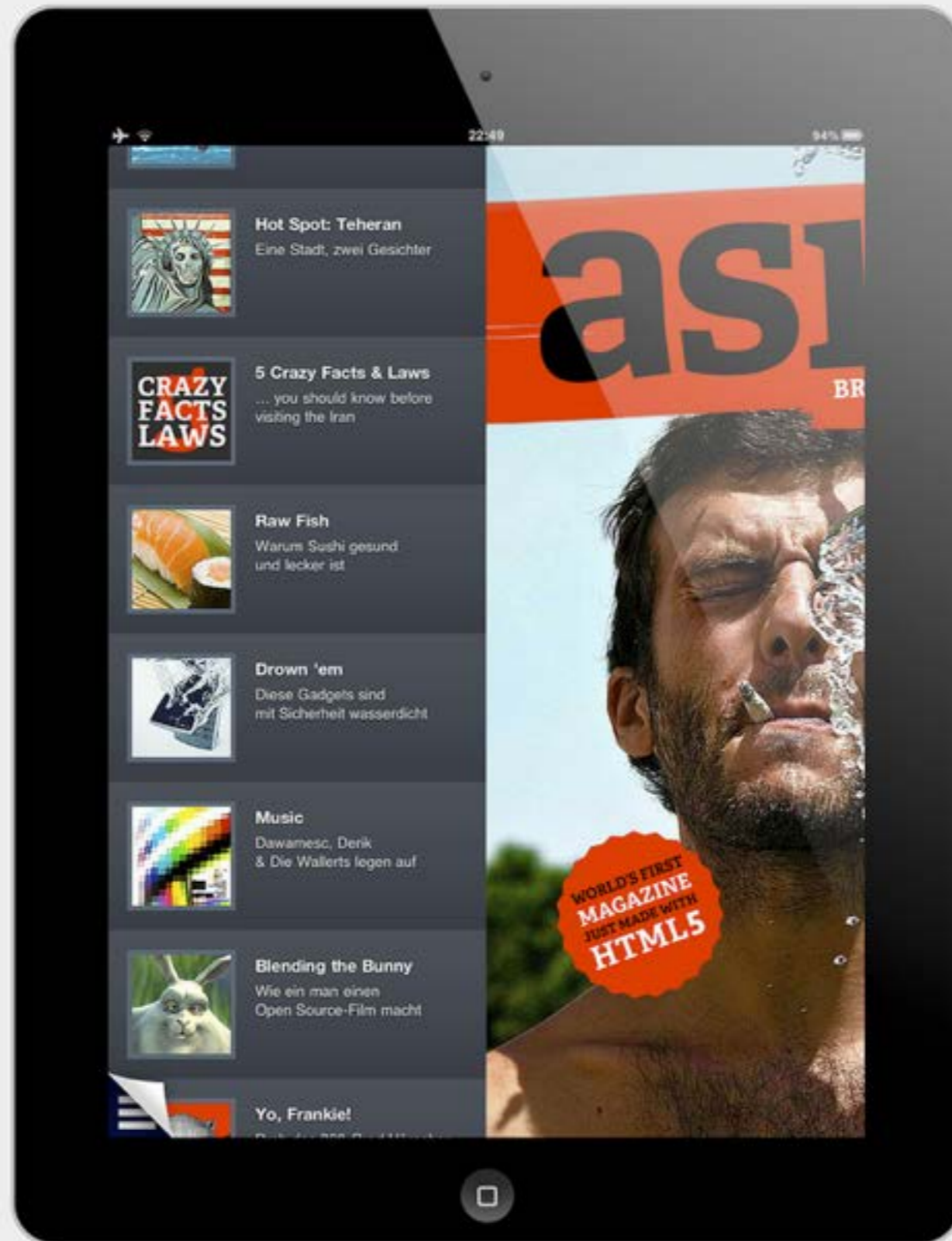
Tweet 1,741 +1 20

いいね! 1,478人が「いいね!」と言っています。

Made in Berlin by [Nico Engelhardt](#) and [Johannes Ippen](#)

No iPad? Check out the Video Trailer below!





**Hot Spot: Teheran**  
Eine Stadt, zwei Gesichter



**5 Crazy Facts & Laws**  
... you should know before visiting the Iran



**Raw Fish**  
Warum Sushi gesund und lecker ist



**Drown 'em**  
Diese Gadgets sind mit Sicherheit wasserdicht



**Music**  
Dawamesc, Denik & Die Walerts legen auf



**Blending the Bunny**  
Wie ein man einen Open Source-Film macht

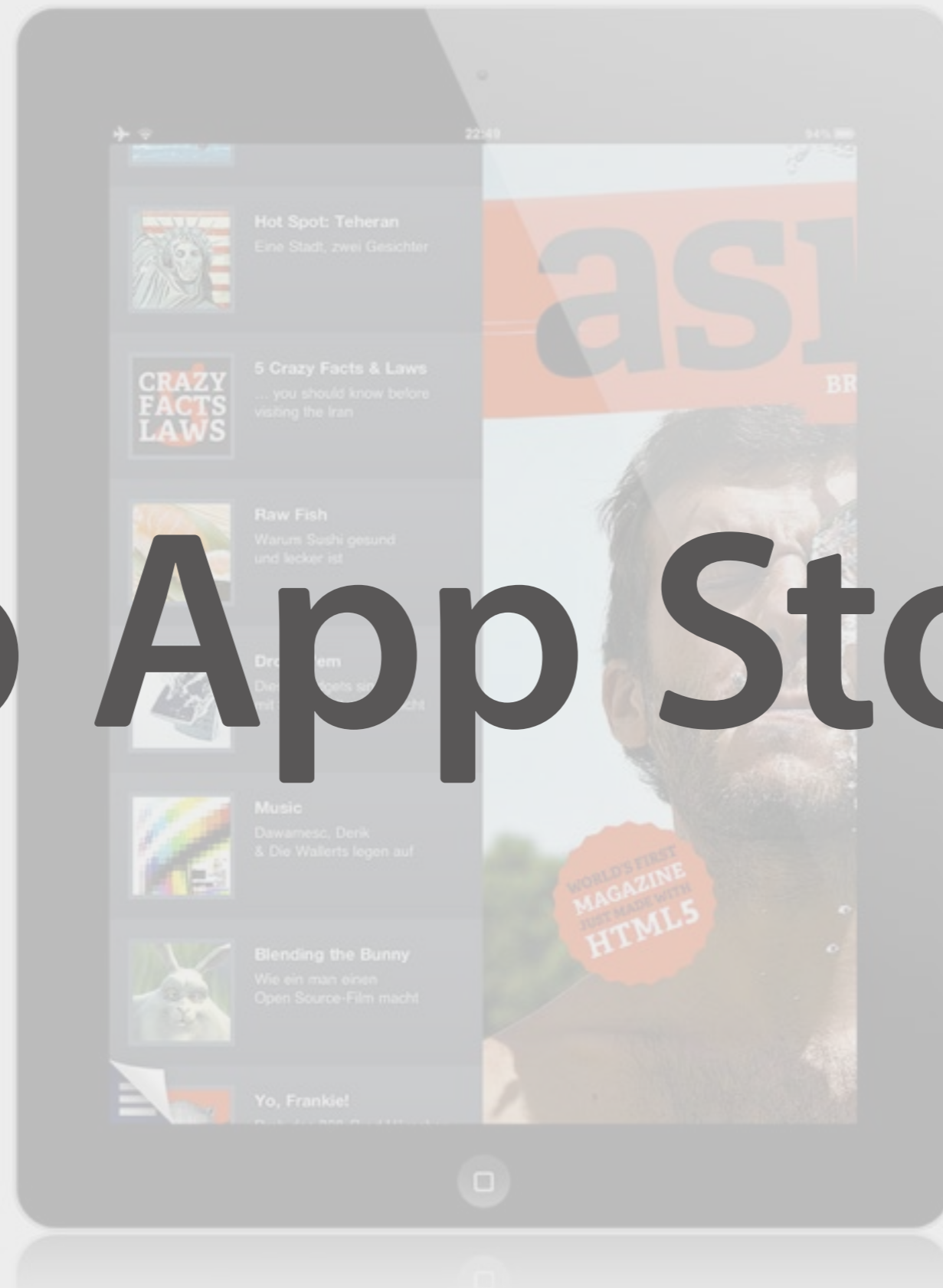


**Yo, Frankie!**

asi

WORLD'S FIRST  
MAGAZINE  
JUST MADE WITH  
HTML5

# No App Store



22:49 54% 988

**Hot Spot: Teheran**  
Eine Stadt, zwei Gesichter

**CRAZY FACTS LAWS**  
5 Crazy Facts & Laws  
... you should know before  
visiting the Iran

**Raw Fish**  
Warum Sushi gesund  
und lecker ist

**Dreieck**  
Die ...  
mit ...

**Music**  
Dawamesc, Denik  
& Die Wallerts legen auf

**Blending the Bunny**  
Wie ein man einen  
Open Source-Film macht

**Yo, Frankie!**

asi  
BR

WORLD'S FIRST  
MAGAZINE  
JUST MADE WITH  
HTML5





Baker is a **HTML5** ebook framework to publish interactive books & magazines on **iPad & iPhone** using simply open web standards.

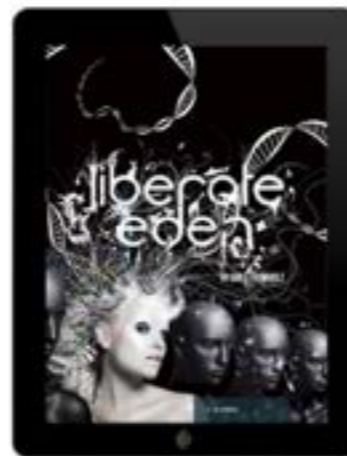
Showcase

Tutorials

Community

Changelog

Donate



### 1. Design for iPad and iPhone

To design for the Baker Framework you just have to build HTML5 pages prepared for the iPad and iPhone screen and you can unleash the power of **WebKit**.

That's all. Use your favorite tools.

### 2. Package in the HPub format

Baker uses the open and simple HPub 1.0 format: one folder, "book/", contains all your HTML pages and all your assets.

Inside, one short file, **book.json** specifies page order, title, url

### 3. Publish using Baker Framework

Download the Baker Framework and follow the simple instructions contained in the readme file:

- Rename the Xcode project
- Include your book
- Include your icon

Baker Ebook Framework 3.0

http://bakerframework.com/

# Baker

BOOK FRAMEWORK

Baker is a **HTML5** ebook framework to publish interactive books & magazines on **iPad** & **iPhone** using simply open web standards.

- Showcase
- Tutorials
- Community
- Changelog
- Donate

### 1. Design for iPad and iPhone

To design for the Baker Framework you just have to build HTML5 pages prepared for the iPad and iPhone screen and you can unleash the power of **WebKit**.

That's all. Use your favorite tools, test it on the iPad from Safari, refine as much as you want, include all the HTML5 goodness: **video**, **audio**, **animations**.

Portrait? Landscape? iPad & iPhone? Web too? No problem with **CSS 3.0**.

[Design your publication by following this tutorial](#)

### 2. Package in the HPub format

Baker uses the open and simple HPub 1.0 format: one folder, "book", contains all your HTML pages and all your assets.

Inside, one short file, **book.json** specifies page order, title, url identifier and properties of your publication.

Design your own navigation using an additional HTML file: **index.html**.

[Download HPub example](#)  
ebook packaging example

### 3. Publish using Baker Framework

Download the Baker Framework and follow the simple instructions contained in the readme file:

- Rename the Xcode project
- Include your book
- Include your icon
- Follow the **App Store Developer** submission instructions

[Download Baker 3.0.2](#)  
Xcode 4.2 project, BSD licensed

Laker compendium - Designing digital publications in HTML5

http://www.lakercompendium.com/

# Laker <sup>beta</sup>

OVERVIEW HOW TO USE DOWNLOAD ABOUT BLOG

*It's free!*

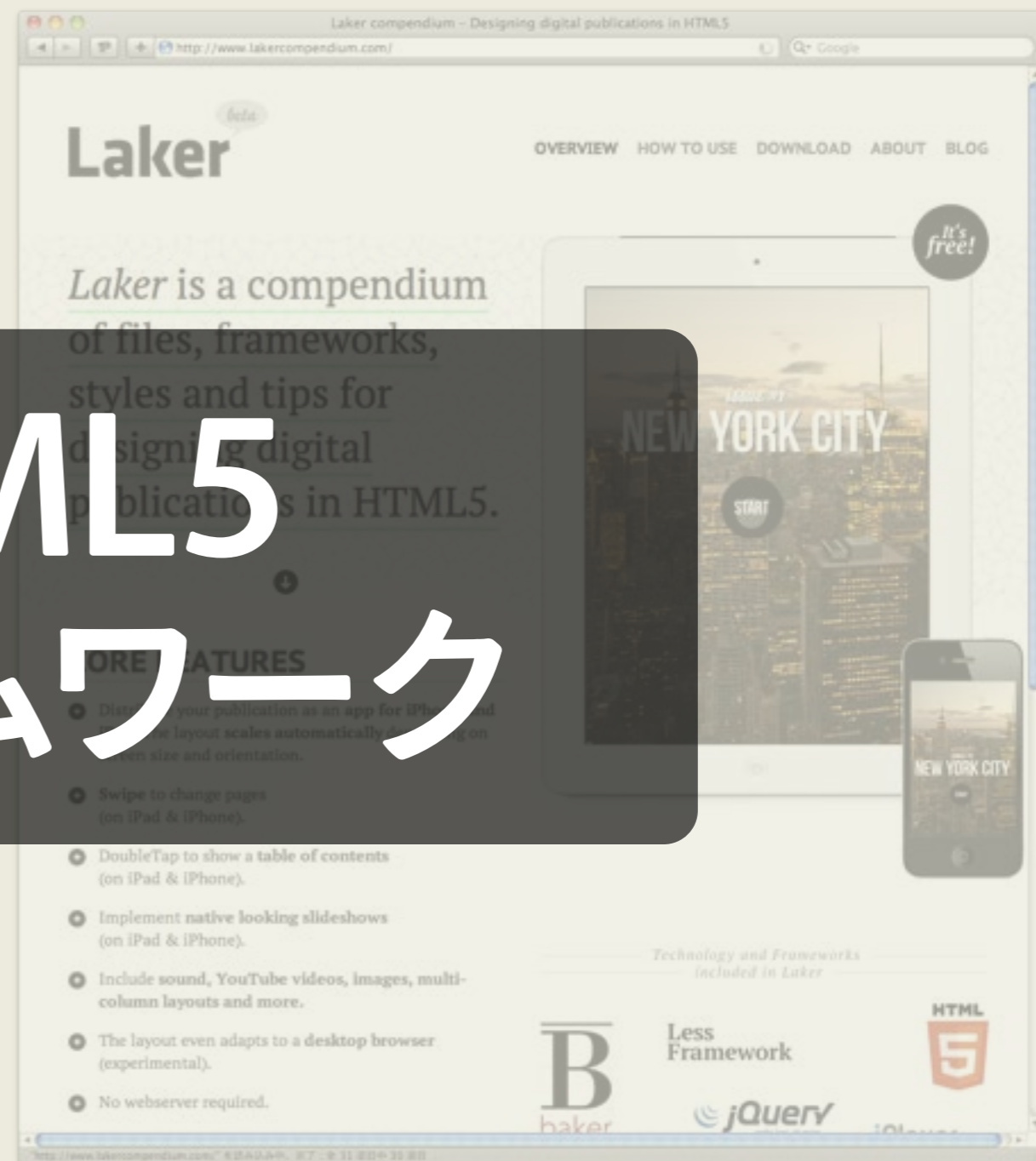
## Laker is a compendium of files, frameworks, styles and tips for designing digital publications in HTML5.

### CORE FEATURES

- Distribute your publication as an app for iPhone and iPad. The layout scales automatically depending on screen size and orientation.
- Swipe to change pages (on iPad & iPhone).
- DoubleTap to show a table of contents (on iPad & iPhone).
- Implement native looking slideshows (on iPad & iPhone).
- Include sound, YouTube videos, images, multi-column layouts and more.
- The layout even adapts to a desktop browser (experimental).
- No webserver required.

Technology and Frameworks included in Laker

http://www.lakercompendium.com/ 62A0A4P, 87 : 8 31 804 31 80



# HTML5 フレームワーク



ePUB



ePUB

	電子書籍端末	書籍	ファイル形式 フォーマット
Amazon	✓	✓	azw, mobi
Apple	✓	✓	ePub
Google		✓	ePub
Sony	✓	✓	ePub
Samsung	✓		ePub
Barnes & Noble	✓	✓	ePub



**iBooks**

## 草枕

## 夏目漱石



夏目漱石 (Natsume Soseki、慶応3年1月5日・大正5年12月9日) は、日本の小説家、評論家、英文学者。本名、夏目金之助。「吾輩は猫である」「こゝろ」などの作品で広く知られる。江戸の牛込馬場下横町出身。俳号は愚陀仏。

## 一

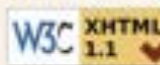
山路を登りながら、こう考えた。

智に働けば角が立つ。情に棹させば流される。意地を通せば窮屈だ。とにかくに人の世は住みにくい。

住みにくさが高じると、安い所へ引き越したくなる。どこへ越しても住みにくいと悟った時、詩が生れて、画が出来る。

人の世を作ったものは神でもなければ鬼でもない。やはり向う三軒両隣りにちらちらするただの人である。ただの人が作った人の世が住みにくいからとて、越す国はあるまい。あれば人でなしの国へ行くばかりだ。人でなしの国は人の世よりもなお住みにくかろう。

越す事のならぬ世が住みにくければ、住みにくい所をどれほどか、寛容で、東の間の命を、東の間でも住みよくせねばならぬ。ここに詩人という天職が出来て、ここに画家







ストア

Mac

iPod

iPhone

iPad

iTunes

サポート



## 採用情報

ようこそ

Apple Japan

Apple Store

検索開始

### 本社での仕事を探す。

アップルジャパンでは、モチベーションが高く、積極的に変革を起こしていきたいという方を募集いたします。

#### 職務内容

**Title:** iBooks Manager

**Reports to** Country Manager, iTunes Japan

**Introduction:** This position is responsible for launching and growing the iBook business in Japan and building an extensive offering for customers. This will involve working with the iBooks and iTunes teams in Cupertino, Japan, and other countries, and with content partners to secure content from U.S., international and local providers, and to market that content on the iBooks store and through other marketing programs.

The role includes: working with management, regionally and in Cupertino to determine strategies and priorities for iBooks in Japan; identifying content providers to target, establish and develop relationships; working with legal and production teams to finalize relationships and secure content; and coordinate launches with partners, production, and

#### 応募方法

一部の職種では、英文の書類もご送付いただきますので、募集要項をご確認の上、ご応募くださいますようお願いいたします。

面接にお進みいただく場合のみ、2週間以内を目処にご連絡差し上げますので、emailアドレスは必ずご記入頂きますようお願いいたします。なお応募書類は返却しませんので、予めご了承ください。

#### 待遇と福利厚生



AL GORE  
OUR CHOICE





81万台

2010年



1888万台

2011年



75万台

2010年



158万台

2011年



# iPad 一人勝ち





kindle

## PROLOGUE

Though I often looked for one, I finally had to admit that there could be no cure for Paris. Part of it was the war. The world had ended once already and could again at any moment. The war had come and changed us by happening when everyone said it couldn't. No one knew how many had died, but when you heard the numbers—nine million or fourteen million—you thought, impossible. Paris was full of ghosts and the walking wounded. Many came back to Rouen or Oak Park, Illinois, shot through and carrying little pieces of what they'd seen behind their



kindle

## PROLOGUE

Though I often looked for one, I finally had to admit that there could be no cure for Paris. Part of it was the war. The world had ended once already and could again at any moment. The war had come and changed us by happening when everyone said it couldn't. No one knew how many had died, but when you heard the numbers—nine million or fourteen million—you thought, impossible. Paris was full of ghosts and the walking wounded. Many came back to Rouen or Oak Park, Illinois, shot through and carrying little pieces of what they'd seen behind their



Kindle 19:52

Newsstand Books Music Video Docs Apps Web



The image shows three Kindle devices in a row, slightly overlapping. The leftmost device is a Kindle Fire, displaying a page with the word 'PROLOGUE' and some text. The middle device is a Kindle Touch, also displaying a page with 'PROLOGUE' and text. The rightmost device is a Kindle Fire HD, displaying a home screen with various app icons and a book cover. The text 'Kindle Fire' is overlaid on the left device, 'Kindle Touch' on the middle device, and 'Kindle Fire' on the right device. To the right of each device name is a price in Japanese yen.

Kindle Fire

Kindle Touch

Kindle Fire

79ドル

99ドル

199ドル





eBook デザイナーは  
Webのスキルを  
活かせる職域かも

ありがとうございました。

twitter 

swwwitch

facebook

swwwitch

swwwitch