



# INDEX

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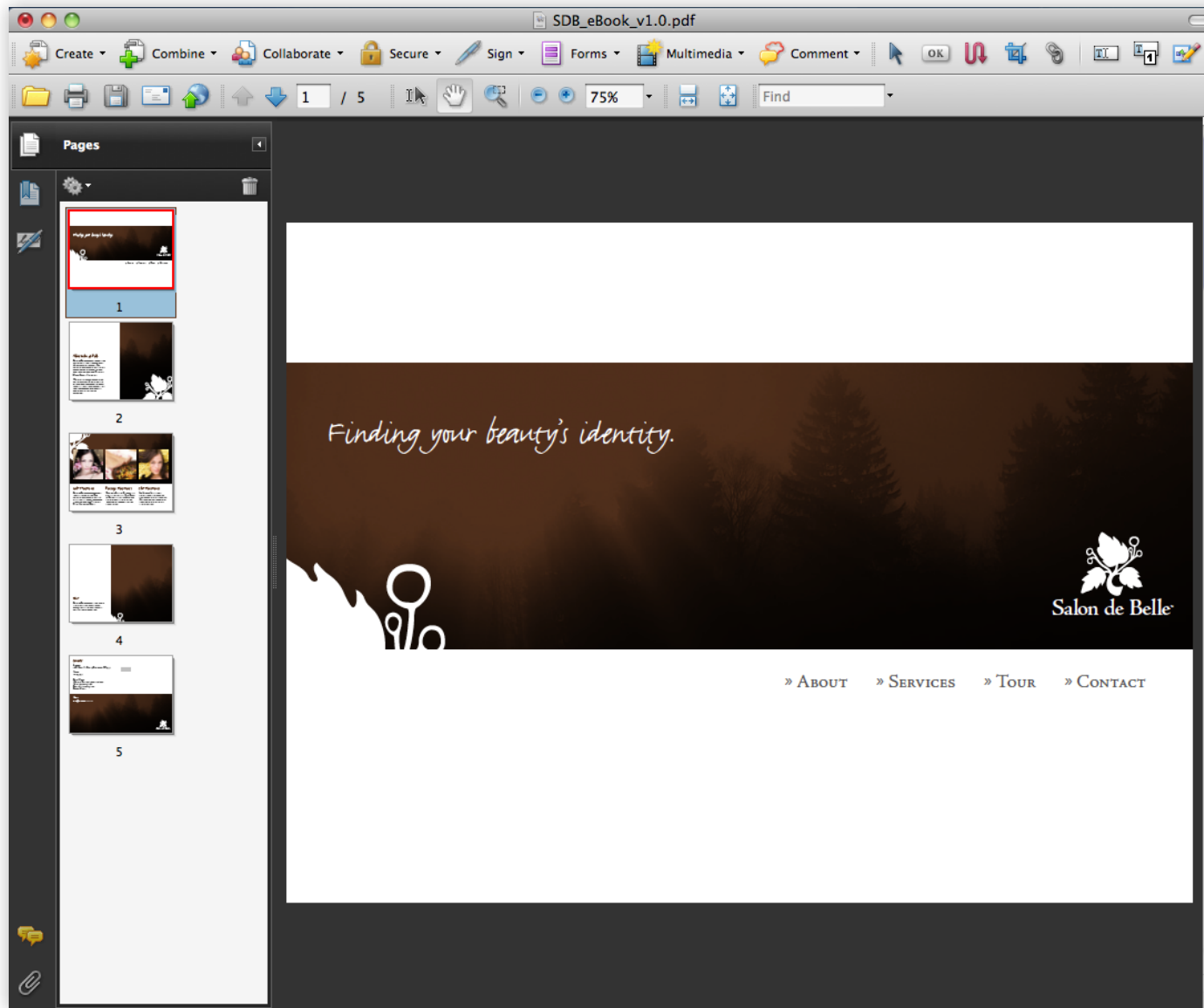
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## ABOUT THIS E-BOOK



Thank you for downloading our e-Book on creating e-Books. It is our hope that by applying the lessons learned in this tutorial you will be able to produce your own interactive e-Books that can drive users to your website.

In this e-Book we will outline the process used to create a simple interactive e-Book. The steps we used are definitely not the only way to accomplish the tasks in Adobe Acrobat, so feel free to experiment with the different tools to make your e-Book unique.

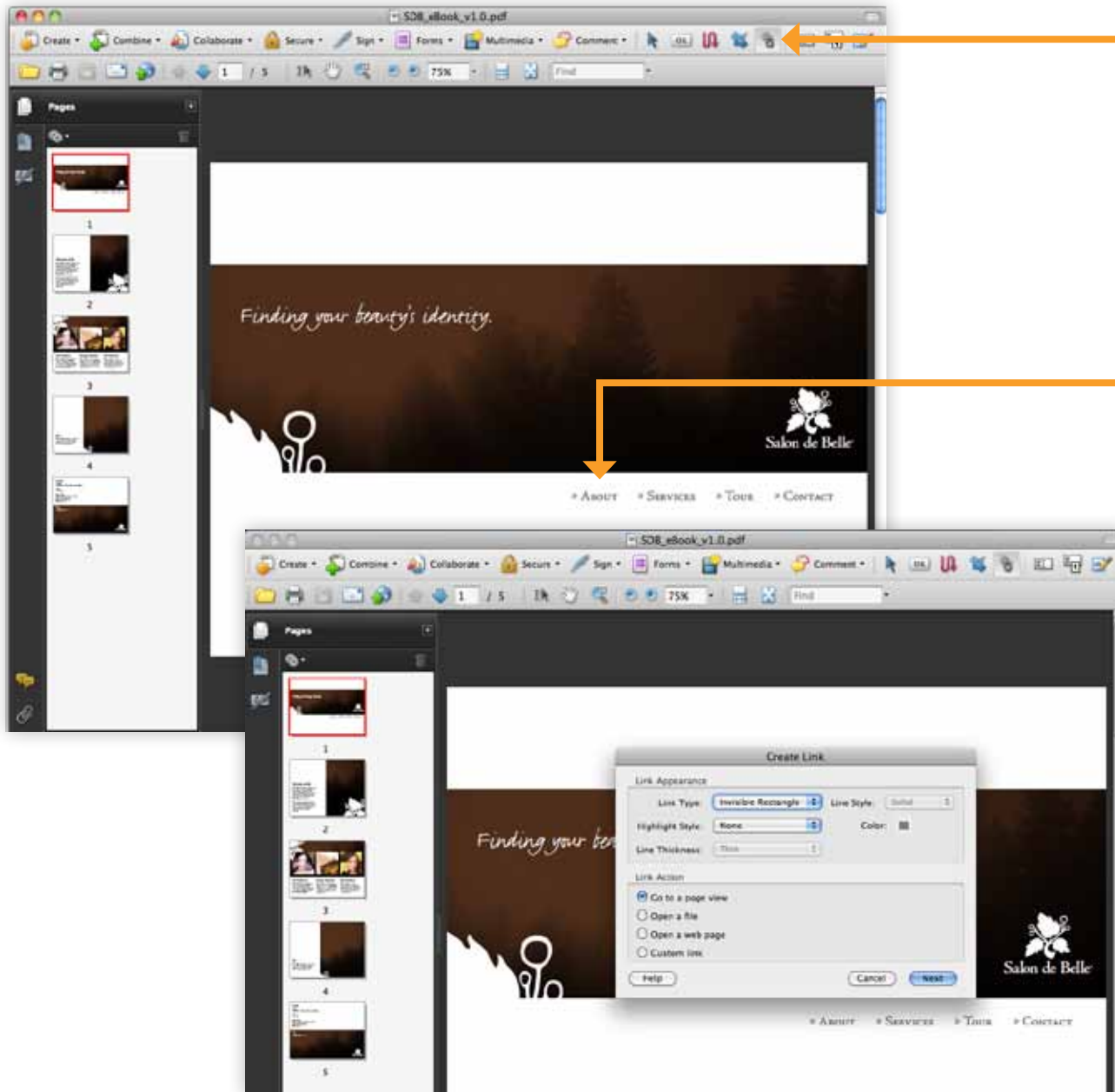
There are a couple of things you will need if you want to follow all the steps in this tutorial. First you will need to have Adobe Acrobat Professional (the full version, not just Reader). Secondly you will need to create the following assets:

- » A PDF for your e-Book. I used Adobe InDesign to create my e-Book PDF, but you can use any Publishing program like Word or Powerpoint to export your PDF.
- » A strong Call to Action button (.JPG, .GIF, .PDF, etc.)
- » A Flash animation (.SWF)
- » A poster image for the animation (.JPG, .GIF, .PDF, etc.)

Lets get started!



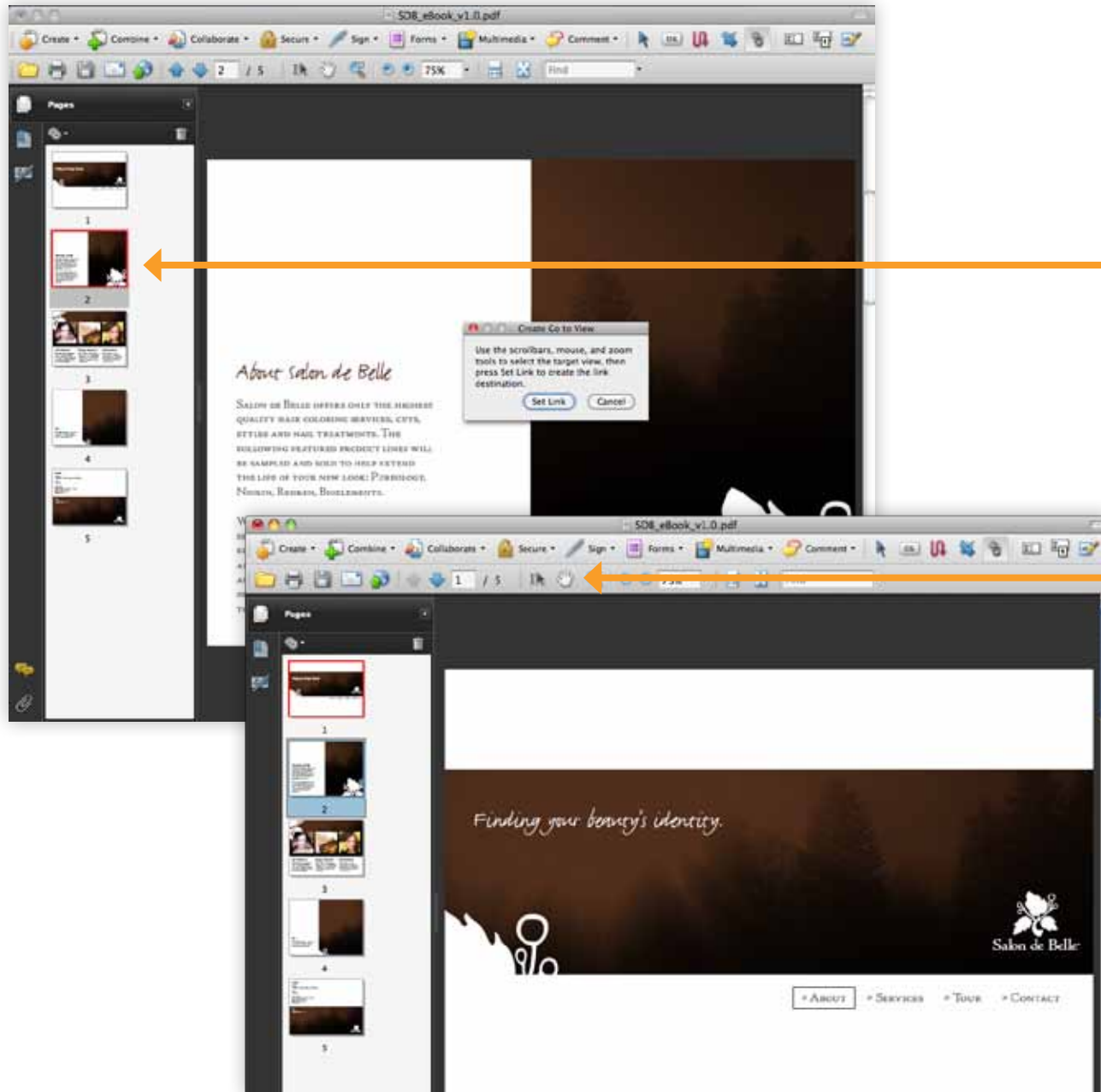
## CREATING A NAVIGATION LINK



To create a navigation link to another part of your document:

- 1) Click on the Link Tool in the Advanced Editing Toolbar.
  - » Note: if you don't have the Advanced Editing Toolbar open, it can be opened by going to Tools > Advanced Editing > Show Advanced Editing Toolbar.
- 2) Click and drag to create your link's hotspot area. If it's not exactly perfect, don't worry about it at this point. It can be modified at any time using the Select Object Tool (the Arrow).
- 3) In the Create Link dialog box, set your Link Type and Highlight Style. In this example I selected Invisible Rectangle and None because I don't want the link to be seen.
- 4) Under Link Action choose Go to a page view and click Next.

## CREATING A NAVIGATION LINK - CONTINUED



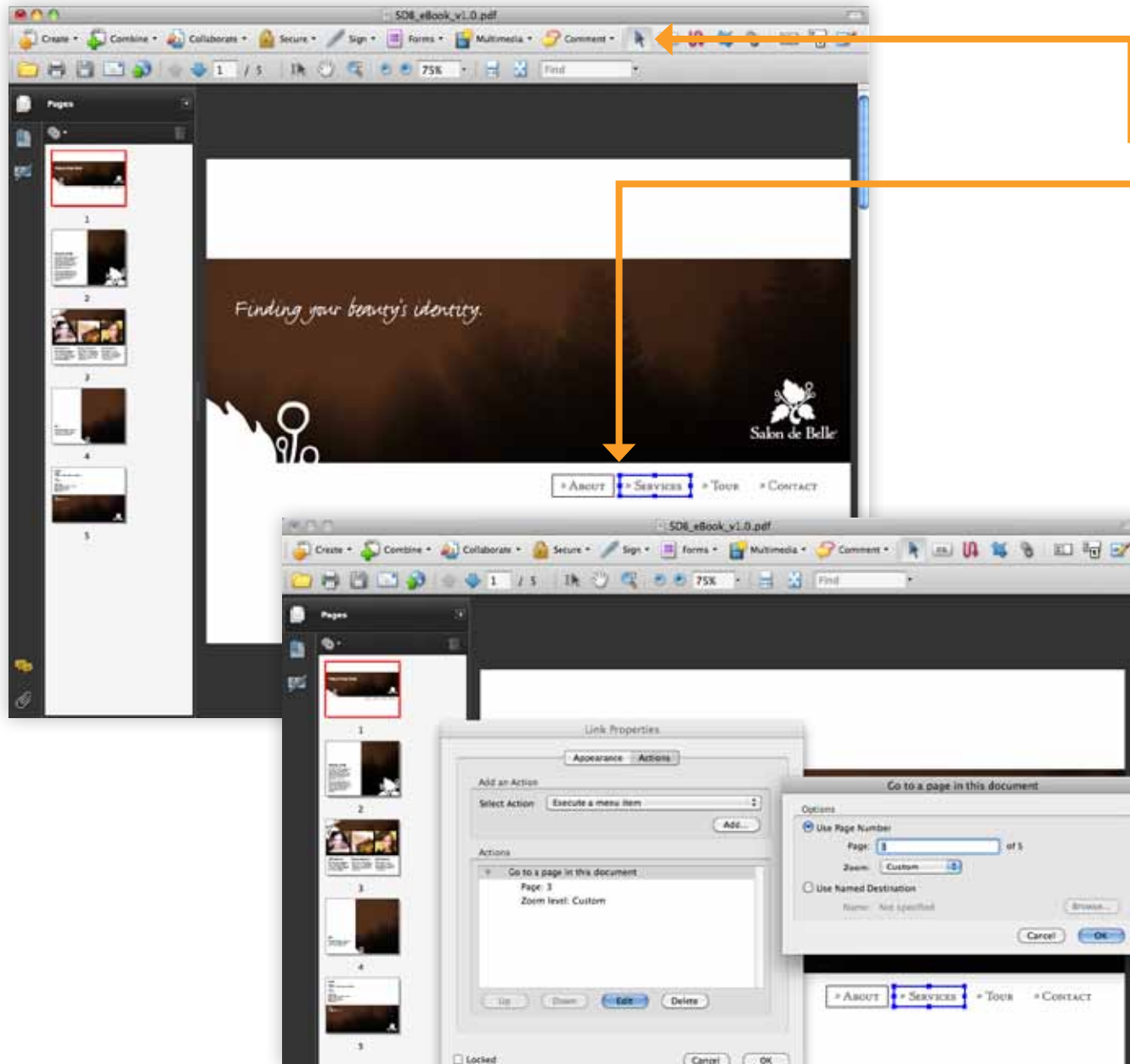
5) When you see the Create Go to View box, navigate to the page you want the link to take the user to. Then click Set Link.

» Note: If you change the magnification of the page during this step, the magnification will change when the user clicks the button.

6) If you want to test your button, click on the Hand Tool, and then click your newly created link.



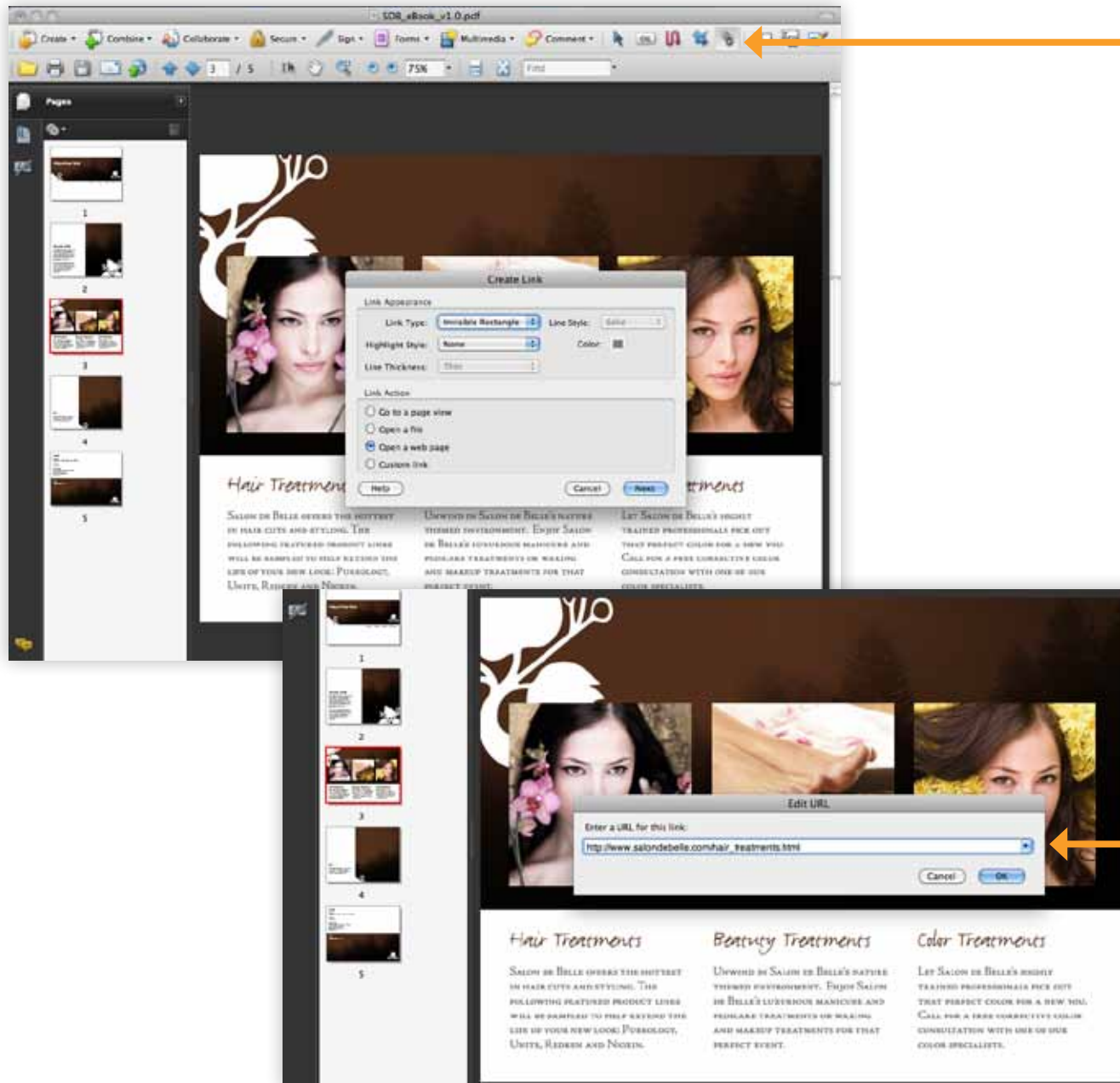
## DUPLICATING LINKS



The easiest way to create additional links is to just duplicate them.

- 1) Click on the Select Object Tool.
- 2) Click and drag while holding down the Option Key on a Mac or CTRL key on a PC to create a duplicate of a link.
- 3) Double-click the new link to open the Link Properties dialog box.
- 4) Click the Actions Tab.
- 5) Highlight the current Action and click Edit.
- 6) In the Go to a page in this document dialog box, change the Page Number to the appropriate page for this link. In this example I changed my Services link to go to Page 3. Click OK twice to close both dialog windows.
- 7) Repeat these steps for all of your navigation links.

## CREATING A LINK TO A WEBSITE



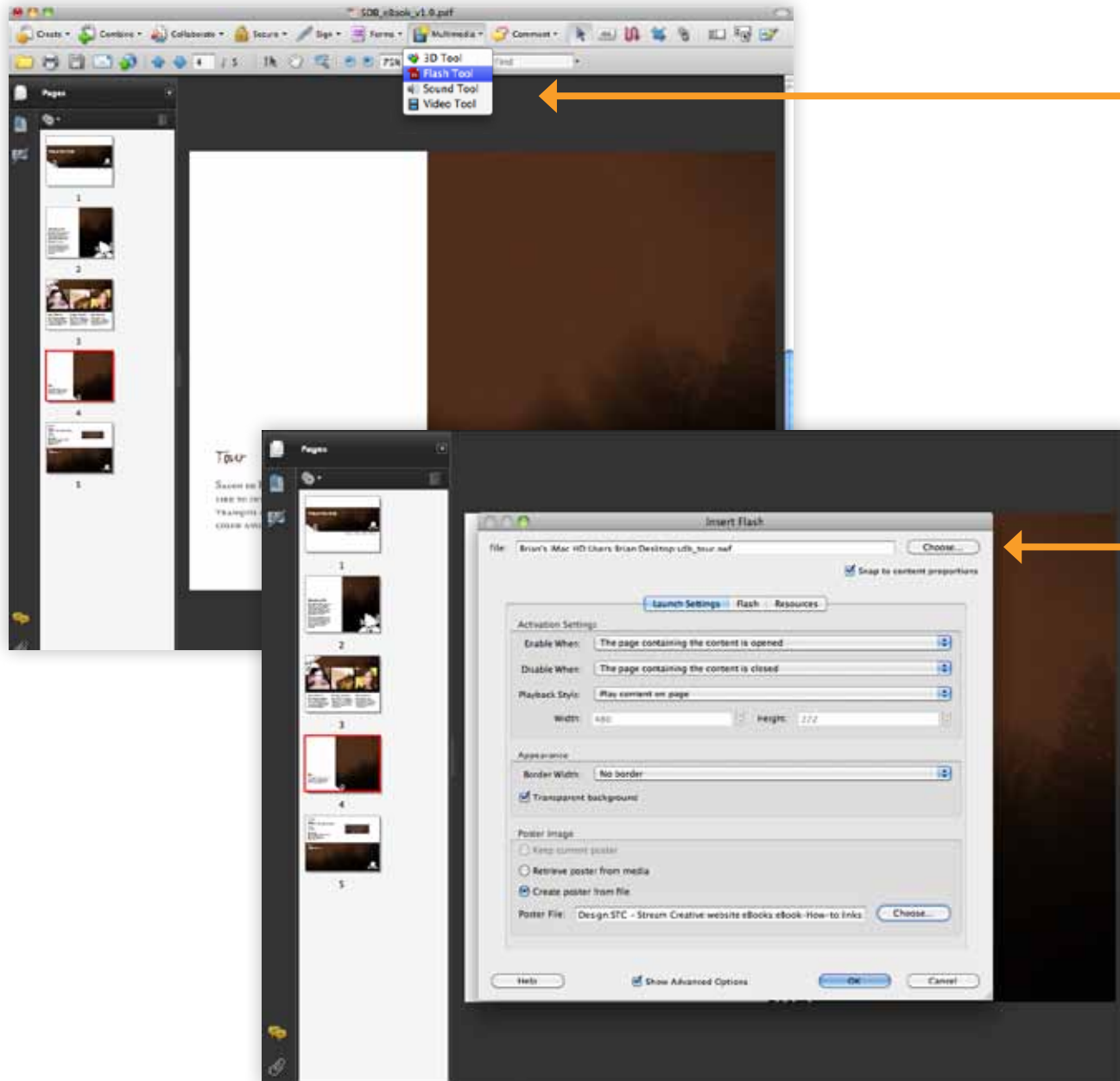
To create a link to a web page:

- 1) Click on the Link Tool.
- 2) Click and drag to create your link's hotspot area.
- 3) In the Create Link dialog box choose your Link Appearance and then select Open a web page for the link action.
- 4) In the Edit URL dialog box enter the URL for the link. Then click OK.





## ADDING ANIMATION



With the release of Acrobat Professional 9 it is possible to bring your PDFs to life by adding Adobe Flash Animations (.SWF).

» Note: This is a new feature in Acrobat 9, so if you suspect your audience may be using older versions of Acrobat, you may want to steer clear of adding Flash animations.

1) Click on the Multimedia tab, and then click Flash Tool.

» Note: In this step you could also experiment with adding Audio or Video. I chose Flash because the animation is totally self-contained. In my experience, the Audio and Video features require media players that your user may not have, and could also potentially display security alerts messages that could ruin the user experience.

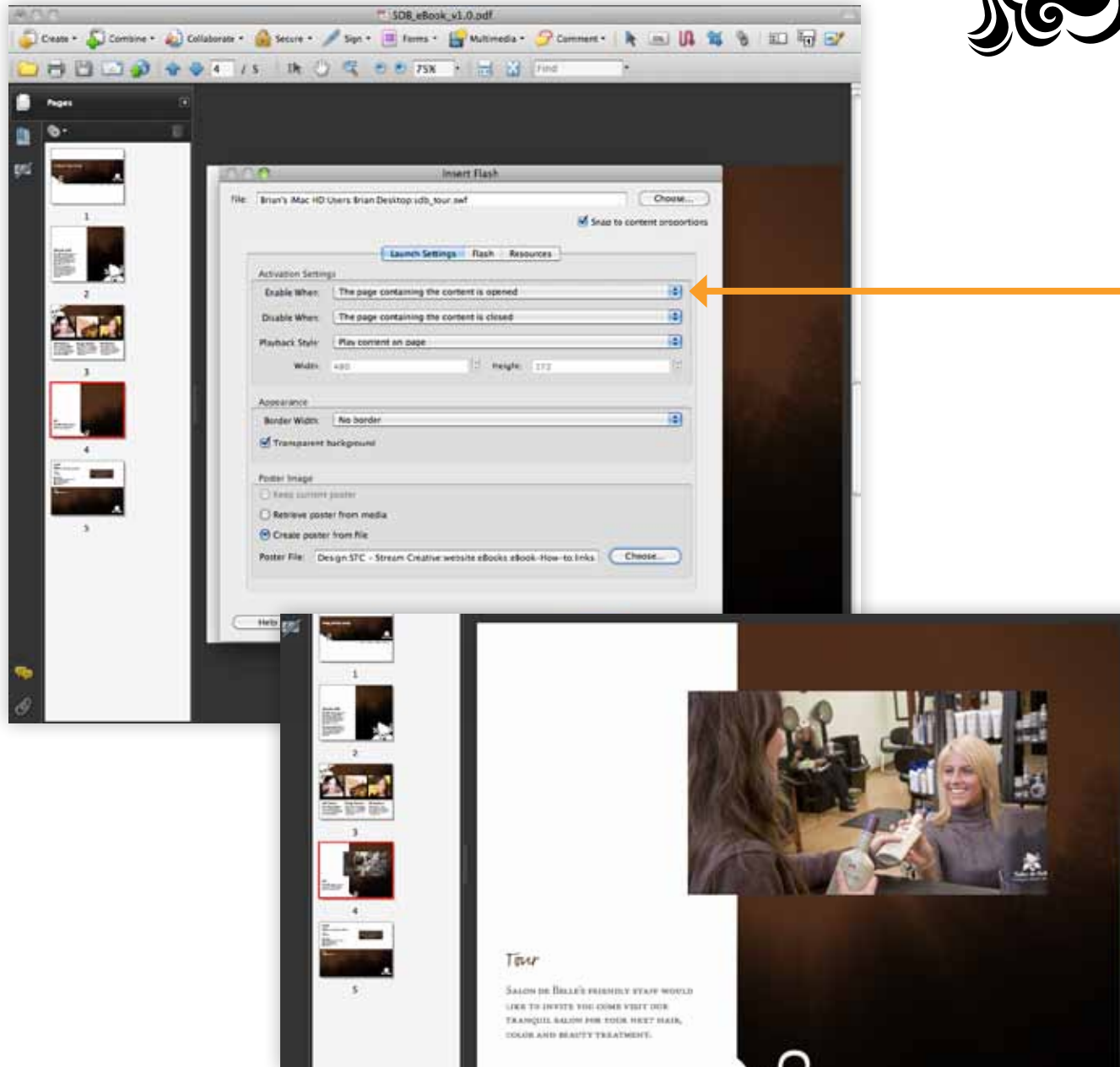
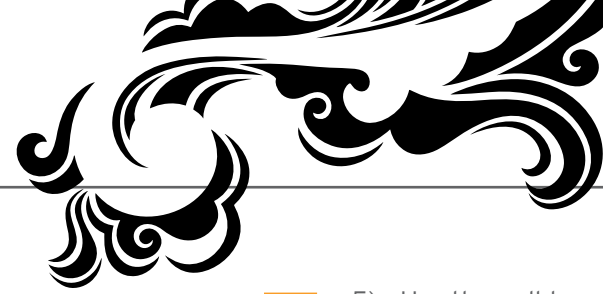
2) Click and drag to create the hotspot for your animation.

3) Click Show Advanced Options.

4) In the Insert Flash dialog box, click Choose and navigate to a .SWF animation.



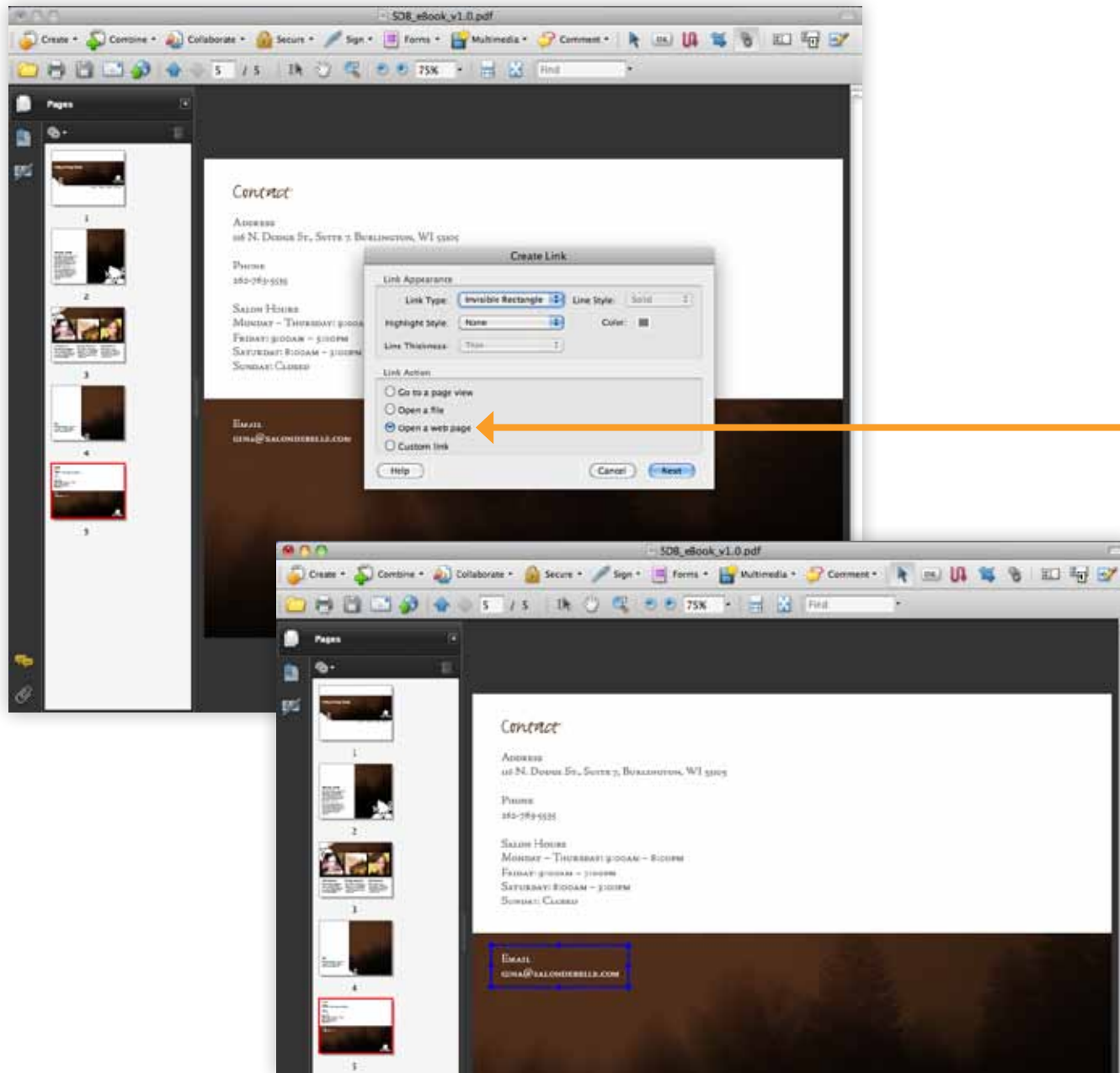
## ADDING ANIMATION - CONTINUED



- 5) Use the pulldown under Enable When: to select when you want the animation to play. I chose The page containing the content is opened because I wanted the animation to play only when the page is fully visible.
- 6) Under Appearance I chose No Border around my animation, and I also selected Transparent background so the Flash animations background would be invisible.
- 7) For Poster Settings I added a .JPG to represent my animation.
- 8) Click OK to finalize your animation's settings.

Navigate away and come back to the current page to view your animation.

## CREATING AN EMAIL LINK

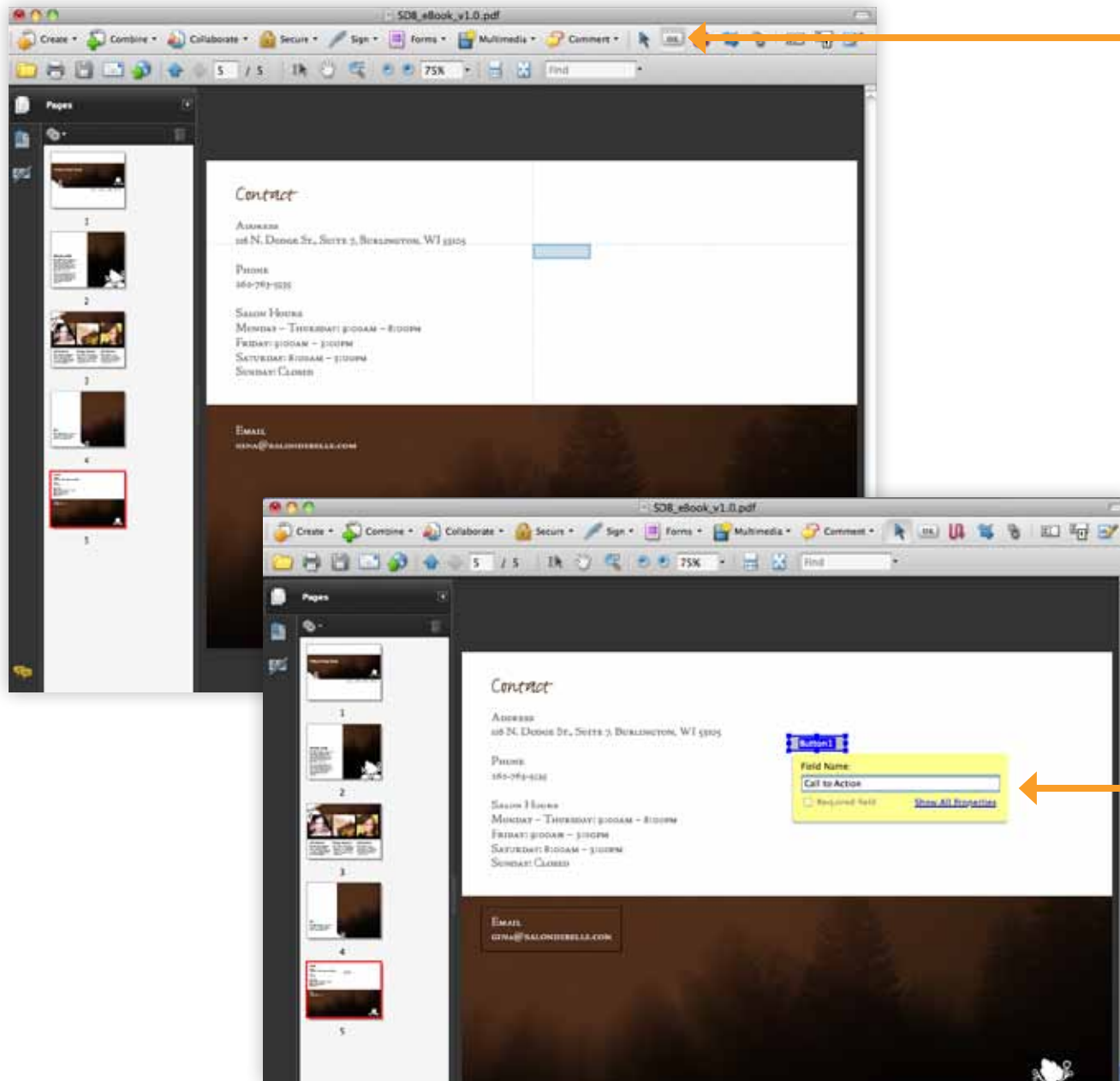


To create an Email Link:

- 1) Click the Link Tool.
- 2) Click and drag to create a hotspot for the link.
- 3) In the Create Link dialog box set your Link Type and Highlight Style.
- 4) For link action choose Open a web page.
- 5) In the Edit URL dialog box type mailto: and then your desired email address.
- 6) Click OK to add the link.

Select the hand tool and click the hotspot to test the link. Once clicked, your email application should launch, and the To: line should be filled in with the email address.

# CREATING A BUTTON

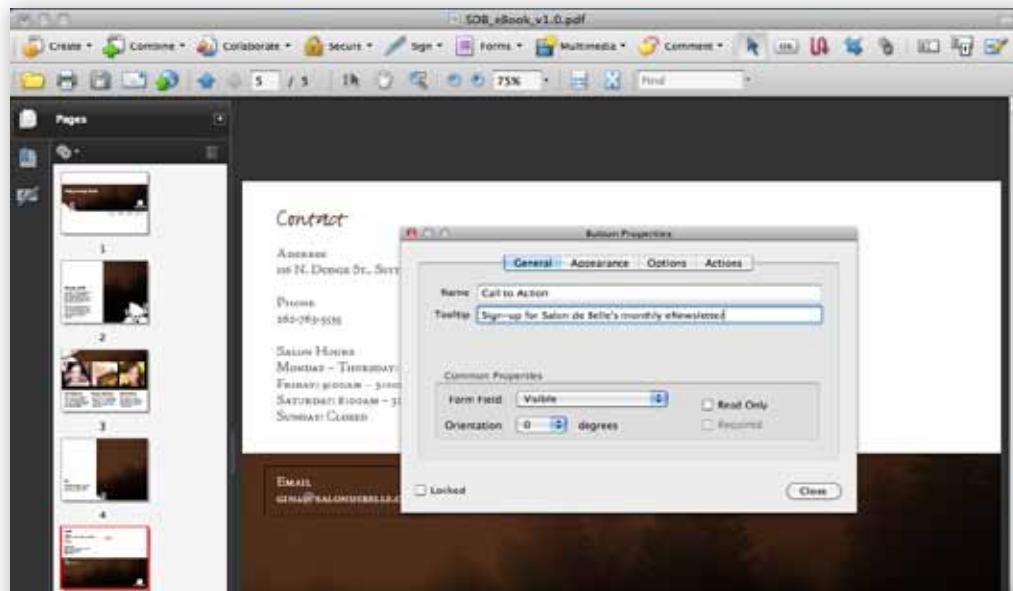


To create a button:

- 1) Click the Button Tool.
- 2) Click and drag to create a button.
- 3) For Field Name, give your button a name.



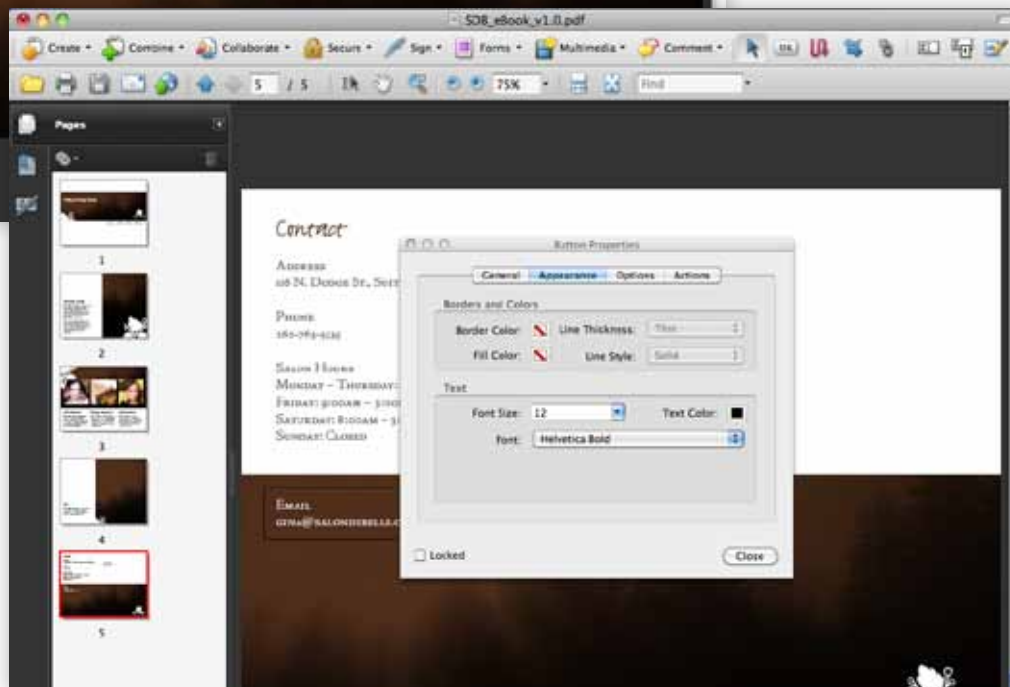
## CREATING A BUTTON - CONTINUED



4) In the Button Properties dialog box you can give your button a Tooltip. This tooltip will be displayed when your users hover over the button.

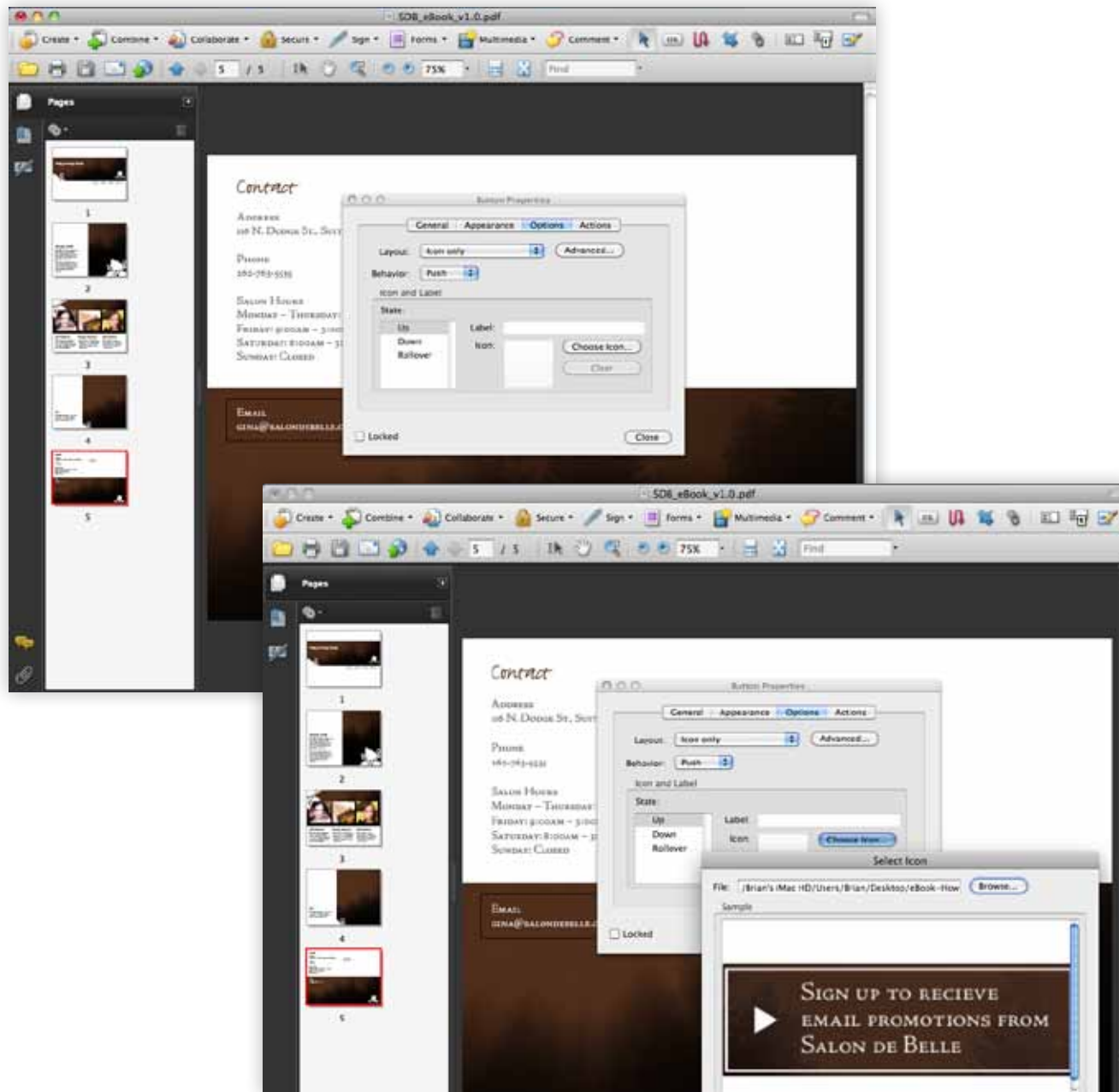
5) Click the Appearance Tab.

6) In this example I set the Fill Color to None because I am going to use a .JPG for my button.





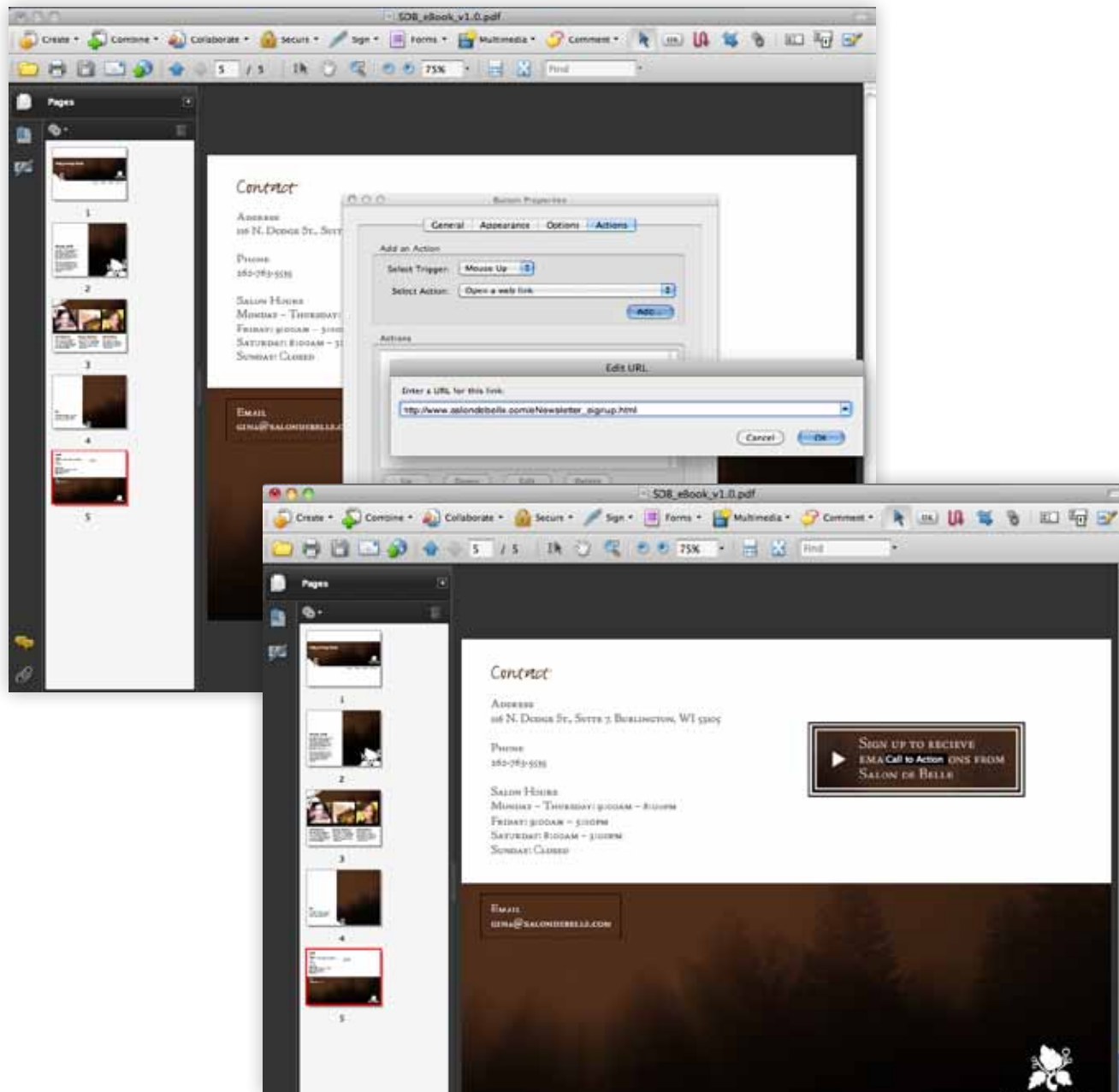
## CREATING A BUTTON - CONTINUED



- 7) Click the Options Tab.
- 8) Under Layout select Icon Only.
- 9) Under Behavior select Push.
- 10) Click Choose Icon, and navigate to your Button image and click OK.



## CREATING A BUTTON - CONTINUED



- 11) Click the Actions Tab.
- 12) Under Select Trigger choose Mouse Up.
- 13) Under Select Action choose Open a web link.
- 14) Click Add.
- 15) In the Edit URL dialog box, type in the URL for your button. In this example my call to action is to have users to sign-up to receive promotions via email.
- 16) Click OK and Close to close the two dialog windows.

This concludes the tutorial. If you would like to download the eBook created in this tutorial click here:

[SDB\\_eBook\\_v1.pdf](#)

If you have any questions or feedback, please feel free to reach out to us at:

[www.streamcreative.com](http://www.streamcreative.com)

