

Specialty

Digital publishing

Designs publications to be read on screen, which can be updated, linked and annotated with shared notes, instead of copying the printed page.

In Spanish

Publicación digital

Origin

Mod (2011)



What problem it addresses

Simply moving a printed book to the screen loses the best of both: it is neither a good book nor a good use of digital.

Principles

The text adapts

To the screen, the font size and the reader.

Connected

Links, shared notes and updates.

Open

The publication can keep changing after it comes out.

Applications in design

✓ Use it like this

Design the text so it works at any font size.

✗ Avoid

Publishing a PDF of the print version and calling it a digital edition.

👁 Don't fall for it

Digital is also read from start to finish: take care of the reading rhythm.

Connections

Builds on

■ Responsive design

Related to

■ Accessible design

Authors and works

2011	Craig Mod	Argued that the digital book stops being a closed object and becomes a connected, changing work.
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Sources

Original sources

- Mod, C. (2011, junio). Post-artifact books and publishing. craigmod.com. [View source \(https://craigmod.com/journal/post_artifact/\)](https://craigmod.com/journal/post_artifact/)

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