Lynn University Digital Press
iBook Style
This style guide was designed to provide Lynn University faculty and staff with a point of reference for creating iBooks, and to assist in establishing a uniform style from one text to the next. These guidelines are not intended for strict adherence, but rather to provide a framework for more consistent iBook development.

This style guide addresses a range of topics and issues that will be encountered during the creative process, including but not limited to formatting, citing public domain images, and implementing iBook widgets.
The following is an explanation of the iBooks Author buttons and drop-down menus that will be most frequently employed in development of your iBook.

Inspector

The Inspector button is home to many of the formatting and functionality tools in iBooks Author. Within the Inspector option, you will find the following tools: Document, Layout, Wrap, Text, Graphic, Metrics, Table, Chart, Link, and Widget. Many of these tools can use directly from the toolbar, but some—including Graphic and Link—will be used regularly for image effects and hyperlinking.

Text box

The Text Box button will allow you to set up text within the pages of the iBook for instructional content, captions, and photo credits. It is a drag-and-drop feature, and once placed, the font must be changed in accordance with typographical standards.

Widgets

The Widgets drop-down menu provides multimedia options for inclusion in your iBook, such as the Gallery feature for multiple images, Media for the insertion of videos, and Review which can be used for interactive, end-of-chapter quizzes.

Tables and Charts

Tables and Charts provide iBook authors with the option of creating visualizations for highlighting data and information that can either be pulled from the text or sourced and cited from outside the text.

Questions? Visit: iBooks Author Apple support page
CHAPTER 1

Template Selection

Upon opening iBooks Author, you will immediately be prompted to choose from a variety of templates that fall under one of two categories: Landscape with Portrait, or Portrait Only. **Always** select the Landscape with Portrait option. This will allow the end-user to have the option of reading the text in vertical or horizontal orientation, and will allow the iBook author to use some features that lose functionality in Portrait Only mode.
Content, Layout & Structure

For ease of navigation while creating your iBook, it is recommended that you add one chapter at a time. You have the option to use or delete the section page (after the chapter page) in which key terms or takeaways can be listed, before going on to the text pages of that chapter.

Establishing a framework

• Always be sure to include a title page with complete iBook, course number, all affiliated authors, a copyright notice, and publishing information (address, edition, etc.)

• Include a Welcome and/or Course Description section preceding the first chapter of the iBook.

• Subsequent chapters, sections, and pages are added via the Add Pages button at the top-left of iBooks Author. When adding pages to a chapter from the Add Pages drop-down menu, make sure to select the two column layout.

• The drop-down menu beside each chapter (listed in the Book column displayed on the left side of iBooks Author) allows you to change layout color for each chapter. Feel free to change from the default color, but keep each following chapter’s color consistent with the first chapter throughout the iBook.

• Avoid widows and orphans by using SHIFT + RETURN to make sure no words carry over from one line to the next with hyphens.

Red Army Theater, 1938. Photo credit.
• Always begin each new paragraph with a single tab indentation.

Review

Quizzes, if used in review of a chapter, can be added at the end of instructional material by selecting the Review option under the Widgets drop-down menu. Change the Q&A font to keep consistent with the body text of the iBook. Bookry.com also offers tools to build quizzes for inclusion within your iBook.

Glossary

If you decide to include a glossary in your iBook, choose the Show Glossary Toolbar option from the View drop-down menu.

Once the Glossary Toolbar is showing, you have the option of adding any key terms to the glossary that you would like by highlighting them, and clicking Add Term. Once done, the term will automatically be bolded and linked to the glossary page. If a term appears in the work more than once, only choose the first instance to be added to the glossary.

Citations

In addition to in-text citations, a reference/works cited page should be added after the iBook’s text to cite each source (including images). Choose an additional chapter
and rename the page to Reference Page or Works Cited depending on whether MLA or APA formatting is used.

If using superscript/subscript for endnotes, the reference page should be set up by chapter to avoid having excessively-numbered citations, but still follow MLA or APA formatting.

**Crediting images: What to do, and what not to do**

A caption is entirely optional, but it helps explain the image further, it should be used. If the image is a piece of visual art, include the title, creator, and creation date (if possible), with the text centered beneath the image. After the caption, using the image’s source website, hyperlink just the words “Photo credit” in size 12 font. The image can be linked with the Inspector’s Link tab. The image will be properly cited in full length at the end of the iBook’s text (in the Appendix’s Image credits), but following these steps will eliminate any distracting HTML or extraneous text in the caption.

See the following page for examples of how to properly and improperly credit images in your iBook.
Feedback widget

To ensure continuous quality control of all iBooks authored for Lynn University students, a Bookry.com widget used for feedback submission will be added at the conclusion of every chapter, allowing the end-user to submit any questions, concerns, or comments regarding content, grammar, and/or typos.

When faculty begin creating their iBooks in iBooks Author, this widget will be provided to them for inclusion in their text.
Citations

Whether using APA, MLA, or Chicago-Style, maintain consistency throughout, and list all sources in their entirety on the Reference/Works Cited Page at the conclusion of the instructional text. It is encouraged, but not mandatory, that iBooks use superscript endnotes for their in-text citations.

Alignment, lists, and bullet points

Book titles may be aligned either to the left or center. However, all chapter titles and body text must be aligned to the left. Problems and exercises may be left or centered.

List all ordered items numerically followed by a period—1., 2., 3., etc., with a three pt. return between. For bulleted points, always use round bullets with the same point size as the Helvetica Neue black font, and space with a three pt. return between.

Typography

The iBooks’ typography is largely based on Lynn University’s Office of Marketing and Communication brand guidelines, and should be followed.
as closely as possible to comply with university-wide branding. The font should **always** be Helvetica Neue, and should be altered accordingly:

- **Book titles**: Helvetica Neue, size 70-96, black font, title caps.

- **Chapter names**: Helvetica Neue, size 46, black font, no punctuation, title caps. This is flexible, as certain chapter titles, depending on images, will need to be fit accordingly.

- **Subtitles/Section titles (2.1, 2.3, etc.)**: Helvetica Neue, size 20, black font, sentence case, bolded.

- **Headings/subheadings**: For creating section divisions between body text, Helvetica Neue, size 18, black font, **not** bolded and **not** underlined, sentence case.

- **Body text**: Helvetica Neue, size 18, black font. When there is room, use two returns between sections for more air. When more room is needed, start by decreasing paragraph/section spaces.

- **Image credits**: Helvetica Neue, size 12, black font (will show red once hyperlinked).

**Spacing**

- One space, not two, after punctuation (per MLA and APA guides).

- Single line spacing at all times.

- Close spaces between text and em-dashes—truncating the text wherever possible will reduce the number of pages, helping maintain readers’ focus.

**Tidbits**

- Avoid using contractions (unless used in a direct quote) to create a more formal, instructional text.
Be cautious about copyright, even with open or Creative Commons resources. The resources on these sites may generally be used for personal use, research, teaching, or any Fair Use as defined in copyright law. However, any reproduction of these resources on a publicly-available website may be a violation of copyright law.

Before capturing images and media, authors should consult with the editor, library director, or instructional designers for guidance.
Images, once saved to your desktop, can be dragged directly into the body of the iBook. Options, such as resizing and adding effects like shadowing, can be done once the image is dropped into the body of the book.

If using side-by-side images or graphics, make sure the two are uniform in size and aligned evenly, with a photo credit for each centered beneath their respective image. Inconsistent image sizing is fine from one page to the next, but if side-by-side, make sure they measure the same for a cleaner appearance.

For citing the source, insert a text box centered directly beneath the image, and type “Photo credit.” Then, following the steps for hyperlinking, connect the text to the website where the public domain image was found. For the extended citation (MLA, APA, or Chicago-Style), include the image credits with all other sources on the References/Works Cited page(s).

Lynn librarians can help with formatting citations. Inquiries should be sent to Library@lynn.edu.

Hyperlinking

In order to hyperlink an image, graphic, or photo credit, click or highlight the desired object before opening the Inspector menu. Under the Inspector options, choose Link (second-to-last on the right). Click the box beside Enable as a Hyperlink, then under the Link To drop-down menu, select Webpage, and paste the source’s URL into the space provided.
Linking out to instructional material

When linking out to supplemental material outside if the iBook (such as a YouTube video, library e-sources, or a web article), avoid pasting the link’s URL. Rather, type the title of the resource in bold, and then hyperlink to its location.

Avoid lengthy URLs:

VIDEO TO WATCH!

Opt for hyperlinked titles:

Video to Watch: Production Possibilities Frontier

Fair use

For further instruction on fair use licensing, see Lynn University’s Fair Use Guide.

Lynn University content

If you decide to use any visual content from Lynn University’s website, it must be credited as follows:

© 2015, Lynn University, Inc.

Citations

In-text citations can either be formatted as APA Style, or as endnotes that employ the use of superscript citations, as seen at the end of this sentence.1 Lynn University Digital Press encourages the use of superscript citations, but ultimately, the decision is the author’s so long as they are present in the text. These options can be discussed at length during the initial meeting with the editor.

Since the University has largely transitioned to APA Style, all iBooks produced by the Digital Press are required to include an final chapter titled “Appendix,” wherein a “References” page(s) followed by a chapter-by-chapter listing of all images included in the iBook, aptly titled, “Image credits.”
Glossary Toolbar

Terms will be added here once selected, and clicking Add Term.

Related Glossary Terms
Drag related terms here

Index    Find Term

Chapter 2 - Untitled