Long Form Journalism

App Studio Webinar with Shelly Gogol

Present: Jo Ellen, Mike (HCN), Catherine (FSRN)

First, a big thank you to Catherine for organizing and communicating about this webinar after I screwed up on the PR for it twice. Big Shout Out Catherine!

**App Studio: What it Is**

This vendor compiles your Quark files into an html5 app for iphone, iPad and Kindle Fire.

**Cost:** $99/mo

To use InDesign instead of Quark: $499/mo but it’s very likely they will soon make it possible to use InDesign for $99/mo

To get on Android as well as Apple: $499/mo (that won’t change).

**Downside:**

Frankly, you still have to do most of the work. You have to rormat your content into both landscape and portrait mode; you have to add interactive features yourself into the design program; and what’s more, your designer must use the App Studio’s exact language so the content can be properly compiled.

**Upside:**

The compiler does add tools like a scroll bar. The main reason to use the vendor, however, is because, by following their instructions and using their compiler, uploading your app into the itunes and kindle stores will be a simple, easy, guaranteed process. If you are uploading a monthly issue, $99 could be worth not having the aggravation.

**App Studio: What it is not**

* This vendor will not turn your random files into app-ready content (unless you pay an extra $1200 to use their designer).
* You are getting an app, not an ebook. The difference between these platforms is vanishing (ebooks used to be text-only but now you can create an enhanced ebook with audio/video). However, the formats remain completely different. Apps usually are created in html5. Ebooks are usually created in the epub format. App Studio does not compile into epub format, and so it cannot be used for an ebook publisher. For example, you can run your App Studio content (an app) on the Kindle Fire (tablet), but you can not sell it as a Kindle Single (ebook) and you cannot download it to a regular Kindle (ebook only).

Hope this is helpful! Jo Ellen