

# MAKING A GOOD IMPRESSIONEN

MOBILE FASHION AND LIFESTYLE: IMPRESSIONEN CONNECTS IPAD CATALOGUE APP DIRECTLY TO ITS WEB STORE WITH QUARKXPRESS



German agency Kreativdienst designs IMPRESSIONEN for the iPad using the versatile digital publishing features of QuarkXPress and App Studio.

IMPRESSIONEN is a German catalogue known for offering its readers attractive, high-quality, and exciting fashion, lifestyle, and décor products. Read mostly by women with cutting-edge style and taste, the publishers of IMPRESSIONEN knew they had to reach their target audience through a new and stylish medium — the iPad. To get there, IMPRES-

SIONEN Versand GmbH commissioned creative agency Kreativdienst, the umbrella agency of p und r medienservice, dde-medien and katalogwerk. Florian Rathcke from Kreativdienst, who is part of the three-person leadership team responsible for producing the IMPRESSIONEN app, explains, "The digital publishing concept to us is the logical continuation of the printed product and a valuable bridge to the IMPRESSIONEN Web store. Now with the app, customers don't need to leave their iPad to order products." The aim of the IMPRESSIONEN app was to fully embrace a cross-media concept; the iPad versions reflect the content of the printed catalogue while being linked to the existing Web store.



### Selection of Digital Publishing Software

In order to produce the iPad version of the IMPRESSIONEN catalogue, the team initially carried out test runs with Adobe Creative Suite. "However, we decided on QuarkXPress with App Studio," explains Rathcke. "The Quark App Studio cost model is significantly clearer and easier to understand and there are only fixed costs, no monthly fees or variable costs that are impossible to calculate. Plus, the fixed costs are incurred only when we publish."

App Studio™ is the component of the layout and design software QuarkXPress that allows designers to produce branded iPad apps, to offer their apps in the Apple App Store, and to design and publish content that their customers can then buy and download from the apps.

The Kreativdienst team comes from the printing sector and, although they have some experience in the creation of digital media, App Studio was new territory for everyone. However, it didn't take long to get familiar with the new processes. "The functionality of App Studio is easy to grasp, especially after you have grappled with the Adobe solution. Even without previous experience in this emerging area, my colleagues and I found it relatively easy to understand the procedure for generating interactive elements. I only had to use the tutorials when it was time to publish to the Apple App Store."

### Designing Instead of Programming

With App Studio it is not necessary to do any programming

### CHALLENGES

- To produce a high-quality fashion and lifestyle catalogue for the iPad without programming
- To test the iPad as an additional communication channel without excessive up-front investment or future cost commitments
- Seamless integration of the iPad app into a cross-media branding strategy that also features printed and web issues of the catalogue
- Simple linkage to the existing Web store in order to allow readers to order directly from the app

### SOLUTIONS

- QuarkXPress
- App Studio

### RESULTS

- Richly designed iPad catalogue app with engaging interactivity and direct links to the existing Web store
- Complete technical implementation of the app by the creative / design team without having to commission programmers
- Creation of a new, sophisticated communication channel without having to incur future cost commitments

to produce branded apps. Users are provided with templates to select from for the app configuration. For the IMPRESSIONEN app, Rathcke and his colleagues chose the "Simple Kiosk" template, which is designed for companies publishing a single title or brand that includes multiple issues of that title. This template was given the IMPRESSIONEN branding using the logo, graphic elements, and other distinctive features so that the app was integrated seamlessly with print and web output.

Kreativdienst then continued with the production of the first issue directly in QuarkXPress. The App Studio layout space

in QuarkXPress allows users to produce the vertical and horizontal orientations of a layout for the iPad concurrently with content that can be synchronized automatically between orientations. Designers can enrich content with images, slide shows, video, audio, and scrolling areas. Rathcke is particularly enthusiastic about the scrolling layouts, App Studio functionality that allows users to define scrolling areas within a page. The contents of a scrollbox are a separate layout (known as a QuarkXPress concept by the name of Composition Zones). Markers can be set inside the scrollbox to trigger an action on the main page, e.g. hide or show objects. Using markers within a scroll box allows users to produce layouts that can feature multiple images and backgrounds, regardless of the state of the scrolling content. This function is particularly useful for product descriptions. "With these elements in particular, which are not even possible in animated PDFs, an app becomes exciting and offers more interesting design options than traditional file formats," said Rathcke. In addition, he views the ability to design content concurrently in portrait and landscape orientation as another major benefit of App Studio. In the case of IMPRESSIONEN, however, it was the customer's wish to publish the app in the landscape orientation only.

**Link to the Web Store Without Any Programming**

Within the IMPRESSIONEN iPad app each individual product can be tapped to get detailed information and prices in a pop-up view.

Because this information is hidden in the standard view, the products shown on the iPad screen can be featured much more prominently than, for example, on a Web page. Once a customer decides to purchase a product, a single click inside the app takes her to the corresponding item in the existing Web store. An item can even be placed in the user's shopping cart or basket, which is kept hidden while the user continues to browse before checking out. With this technique, a complete purchasing process can be integrated in the app without great expense and without additional development costs or programming.

"The App Studio options are well structured and easy to understand," said Rathcke. "We had all the tools available that we needed for our project. Of course, we had to start



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from scratch when producing the initial issue of the IMPRESSIONEN catalogue. Now we are producing the second issue and the work is definitely moving more quickly. This time it is likely to take us half as long for the approximately 110 double pages that are adapted from the printed catalogue."

The IMPRESSIONEN application is available as a free download in the Apple App store (<http://itunes.apple.com/us/app/impressionen/id478822934?mt=8>). Rathcke and his colleagues want to bring further IMPRESSIONEN catalogues on to the iPad. He said, "We are planning to put all IMPRESSIONEN's main catalogues, two issues a year, on the iPad. We are also working on a format that will only be available in the digital publishing version."

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## ABOUT APP STUDIO

App Studio is the next generation digital publishing solution that uses HTML5 to push the bounds of user experience without the high cost and effort associated with custom app development. By combining the market-leading HTML5 technology from the recent acquisition of PressRun with Quark's existing digital publishing technology, App Studio is the only digital publishing solution that allows users to create branded content apps using QuarkXPress, InDesign, HTML5, and XML. Through a managed cloud environment, designers, authors, and extended teams are able to collaborate to create rich, interactive content that can be delivered across multiple platforms and devices.

Get started for free at [www.AppStudio.net](http://www.AppStudio.net)

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